

InnoForEST

Smart information, governance and business innovations for sustainable supply and payment mechanisms for forest ecosystem services

GA no. 763899

D6.1 Interim Communication, Dissemination and Exploitation Plan including a stakeholder engagement strategy, a list of communication tools, dissemination activities, and strategies for the exploitation and dissemination of results

Main authors:

Servane Morand (ELO), Marie-Alice Budniok (ELO), Carol Großmann (FVA), Carolin Maier (FVA)

Reviewers:

Francesco Orsi and Christa Törn-Lindhe

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Executive summary

The Communication, Dissemination and Exploitation Plan outlines the diverse materials and activities that will be produced and conducted throughout the project lifetime in order to reach the intended target audiences. This is vital as it discusses the different ways in which the results will be presented and disseminated in order to ensure that the project affects real change at the local, regional, national and European level.

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Abbreviations

Innovation Region:	Innovation Region
D:	Deliverable
EC:	European Commission
ELO	European Landowners' Organization
EU:	European Union
GA:	Grant Agreement
H2020:	Horizon 2020
HNEE:	Hochschule für nachhaltige Entwicklung Eberswalde
WP:	Work Package

1. Introduction

The Dissemination and Communication Strategy of the InnoForEST project serves as an instructional plan toward activities related to raising awareness, informing stakeholders and disseminating results. As such, it acts as a mediating tool between the project partners, researchers and stakeholders, by transmitting the ideas, concepts and results that InnoForEST will generate.

This is a living document and will be updated continuously according to InnoForEST's progress.

As its title suggests, the project is geared towards gathering, analyzing and augmenting existing practice case examples of 'smart information, governance and business innovations for sustainable supply and payment mechanisms for forest ecosystem services'. Based on the results from six innovation regions illustrating forestry innovations in Europe, the project will identify the factors that support or hinder those innovations using a comparative framework analysis. By the end of the project, recommendations for national and EU-level policy makers on how to support innovation in ecosystem service provision will be provided.

Stakeholders, including forest practitioners, forest ecosystem services-related market actors, government authorities and policy-makers, academia, and the media are central to the entire endeavor of the project. As project partners, stakeholders provide insights into what precisely they undertake to develop novel ideas for providing forest ecosystem services in an economically viable way. They also hold detailed information as to favorable or unfavorable conditions for initiating innovative actions in the context of forest ecosystem service provision, and do so from very different perspectives depending on their professions, aims and current networks. The continuous involvement of project partners and interested third parties will be central to ensure that the project remains true to its intended objectives. These objectives range from academic excellence and policy-relevant findings to on the ground change. Thus, involving diverse and representative European stakeholders allows InnoForEST to provide smart information, management tools and governance recommendations that shape the future of innovative enterprises and payment mechanism for the provision of forest ecosystem services.

The following outlines the project's communication, dissemination and exploitation objectives, the intended target audiences, and the means through which to reach them.

2. Stakeholders

The stakeholders are of singular importance throughout the project, from its inception to well beyond its conclusion. For practical ease the envisioned stakeholders will be divided into five key groups: (1) forest practitioners, (2) Forest Ecosystem Services (FES) dependent market participants, (3) government authorities and policy-makers, (4) academia, and (5) media. Communicating effectively to each of these stakeholder groups is important and requires targeted information dissemination.

The classification is not yet finalized. Currently, a detailed stakeholder's analysis is taking place in each innovation region area whose results will fill in the updated version of this document. As initial attempt, it is intended to group stakeholders based on how they are expected to use and benefit from the InnoForEST's project activities. Each stakeholder group requires distinct content and levels of information which accounts for their respective interests and objectives, and means of incorporating InnoForEST findings into daily work processes.

The preliminary stakeholder classification the following groups (see Table 1):

1. Forest practitioners: include individuals working in forestry (related) enterprises who are either already practicing innovative ecosystem service provision mechanisms or are looking to develop novel solutions to current challenges. As such they will serve as both providers and recipients of information gathered through InnoForEST.
2. FES dependent market participants: hinder or engage in novel market-oriented activities benefitting from or actually managing FES, with the potential of contributing to regional development and direct or indirect financing of non-marketable FES.
3. Government authorities and policy-makers: include stakeholders tied to regional, national and European governmental authorities. Playing a guiding role in the governance of FES they require specific information e.g. on how the results of the study can be translated to concrete policies, or improve existing policy initiatives.
4. Academia: includes scientists at universities, and other research institutions, who contribute their methodological skills and scientific expertise to the analysis of the selected innovation regions, and consider the project's findings in an academic context. Research takes place in a transdisciplinary way their methodological expertise can be taken up as deemed feasible by other stakeholder groups. Combined, InnoForEST will provide much needed transdisciplinary research results to the existing stock of knowledge on supportive or detrimental conditions for the sustainable provision of Forest Ecosystem Services.
5. Media stakeholders: include all news-related outlets that will report on the developments of InnoForEST and thereby contribute to the broader dissemination of relevant findings.

Table 1. List of stakeholder workshops at Innovation Region level

Forest practitioners	FES dependent market participants	Government authorities and policy-makers	Academia	Media
Forest Managers	Small and Medium-sized Enterprises	Regional Councils	Universities	Local Newspapers
Forest Owners (state and private)	Tourism agencies	Municipalities	Research Institutes	Technical Magazines
Forest Enterprises	private educational services and institutions	National Governments	Scientists	Scientific Journals
Forest Cooperatives	Novel type Start-ups	EU Policy-Makers	Schools	EU Magazines
	NGOs			Social Media & Website
	Hunting associations			
	Consumers			

As mentioned previously, each stakeholder group relates to InnoForEST for different reasons and with different motivations. Hence, each group requires selectively tailored communication channels, contents and modes of delivery to ensure the project has the largest possible impact.

3. InnoForEST corporate identity

3.1 Logo

The InnoForEST Logo was designed to depict the project's two main aims: first, to foster innovativeness by thinking out of the box, and second, to develop the potential of forests providing more valuable assets than just trees. The stylized tree symbolizes the project partners' broader horizons beyond forestry and forest sciences by sticking out of the "forest" of timber-brown letters. Its colorful branches represent different Forest Ecosystem Services, with green obviously standing for flora, fauna and biodiversity, blue for water related functions, and orange for cultural and societal facets of forests. The circle consequently encompasses 'Smart information, governance and business innovations for sustainable supply and payment mechanisms for forest ecosystem services'.

Three logos have been created, all with the same design but different colors to adapt them to different media. The colored one is well suited for use on all public presentations, visual material, and published documents. The black on white logo can be used on all internal documents and drafts, as well as black and white print material. The 'white letters on black' – logo, may be used for instance as signature in project pictures with dark background.

The logo block is a high-resolution image containing InnoForEST logo, all logos of the 16 consortium members and the disclaimer of the European Commission. Any dissemination material will contain this block. It will be available, ready for use, on the internal website which is in the final stages of construction and will be launched in May 2018.

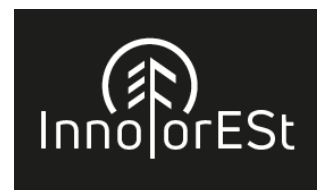


Figure 1. Series of InnoForEST logos

Whenever possible the full project title, "Smart information, governance and business innovations for sustainable supply and payment mechanisms for forest ecosystem services", will be used, followed by its abbreviation "InnoForEST". Furthermore, all official dissemination materials will include the EU flag and the following disclaimer:



The research leading to these results has received funding from the European Union Horizon 2020 under Grant Agreement number 763899, InnoForEST project, within the Innovation Action.

Figure 2. EU Logo and caption to be used for any related activity to InnoForEST project

The following website provides the logo and shows how to use the EU flag correctly:
http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm

3.2 Typography

All dissemination materials produced within the project will use the logo, the logo block and adhere to the InnoForEST branding color scheme. Further details about the visual identity of the project can be found in Deliverable 1.1. InnoForEST's Project Handbook shortly public available online. It was launched and distributed to all project partners on 21. Dec. 2018. Following some examples about the typography that will be used in InnoForEST dissemination materials:

Licensed Typography: *Uni Neue* combined with *PF Centro Serif Pro*

Licensed Typography: *Uni Neue* combined with *PF Centro Serif Pro*

7

Who are we? The InnoForEST Consortium and Partners

ABCDEFGHIJKLMNOPQRSTUVWXYZ ...qrstuvwxyz, 0123456789 +-:?!&

InnoForEST brings together 16 partner organisations from 9 EU countries. The consortium includes leaders from European universities, research institutes, forest and environmental administration, wood-processing and consultancy firms, hunting associations, forest managers, land-owners, and NGOs, that are interested in, and experienced with, investigating and developing novel policy and business strategies for ecosystem services in forests and the financing thereof. In addition, the project engages an extensive set of associate practice partners as multipliers and catalysts. InnoForEST centers on six case study innovations ...

To coordinate the six innovation networks in case study regions, the organisational structure has been designed as simple as possible and appropriate. The comparatively small number of five working packages in total, set up to assist innovation network establishment, maintenance and their testing, assessment and demonstration activities, is justified to guarantee an easy flow of information. Further, science and practice partners are consequently integrated

at all stages of the project. Co-leadership structures are set up for case study management. The establishment of innovation platforms, experiments, assessments, and demonstration are all collaborative work focused on innovation outcomes. Organised according to the multi-actor approach, policy, business and scientific actors are permanent in exchange. The equal representation of stakeholder groups in the Project Steering Committee ...

Royalty free* alternatives: *Ubuntu* combined with *PT Serif*
 (*for details see: <https://fonts.google.com/>)

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Standard alternatives: *Lucida Sans* combined with *Times*

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3.3 Colors schemes

InnoForEST color schemes to be used across the dissemination material provides two primary colors and two secondary colors. Where helpful, these colors can be used to structure or highlight different areas of content.

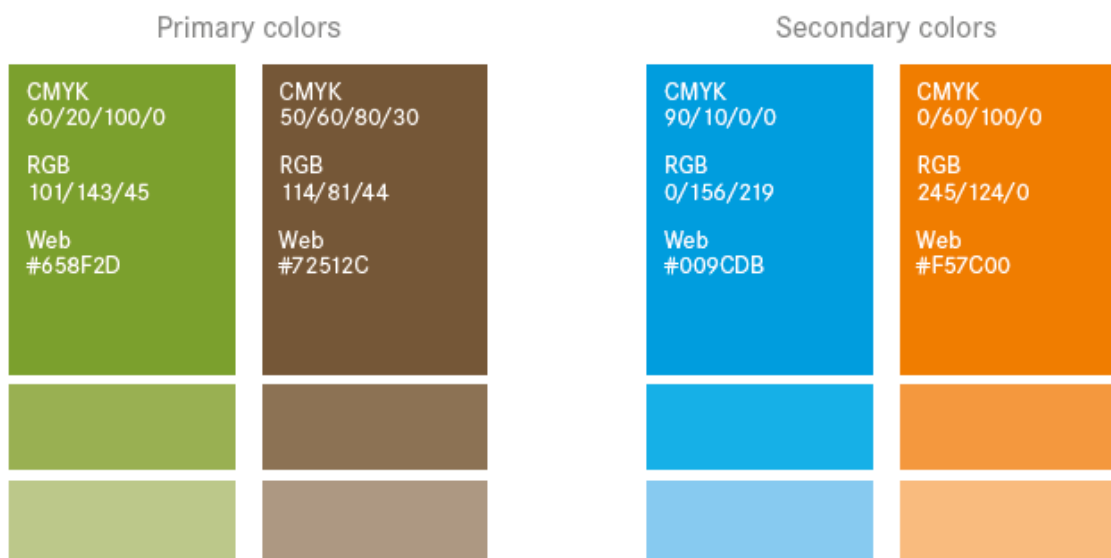


Figure 3. Color schemes of InnoForEST project

4. Communication and dissemination materials

Communication channels and dissemination of materials will be made available via two central means in InnoForEST: the physical innovation platforms composed by the physical space where stakeholders gather face to face in each innovation region and the digital innovation platform.

Existing regional network communication schemes, tools, and experiences from the partners will help the project outreach strategy on European level. Existing project related platforms provided by third parties will be referred to and directly inter-linked as to avoid double structures.

4.1 Website

The website (www.innoforest.eu) is online and was launched in May 2018. It will serve as the main tool for disseminating the project materials to outreach the broad public and to exchange information among the project partners. It will function during the project lifetime and also a minimum of three years following its conclusion. The website will serve as the central information point delivering demonstration videos, news, scientific articles, innovation region results and entry point to relevant social media and the intended digital innovation platform. External users of the website will find general information about the project related activities, and may download public documents, e.g. deliverables, handbooks etc.

In 2019, the individual ‘Innovation in Focus’ pages were added to highlight each IR so viewers can learn more about the IR (e.g. location, establishment of innovation, beneficiaries, difficulties, etc.). Each IR page has their own project video explaining the innovation in their area, in addition to their own News and Events and Blog sections. This provides an in-depth focus on each IR.

The homepage of the website has the following layout:

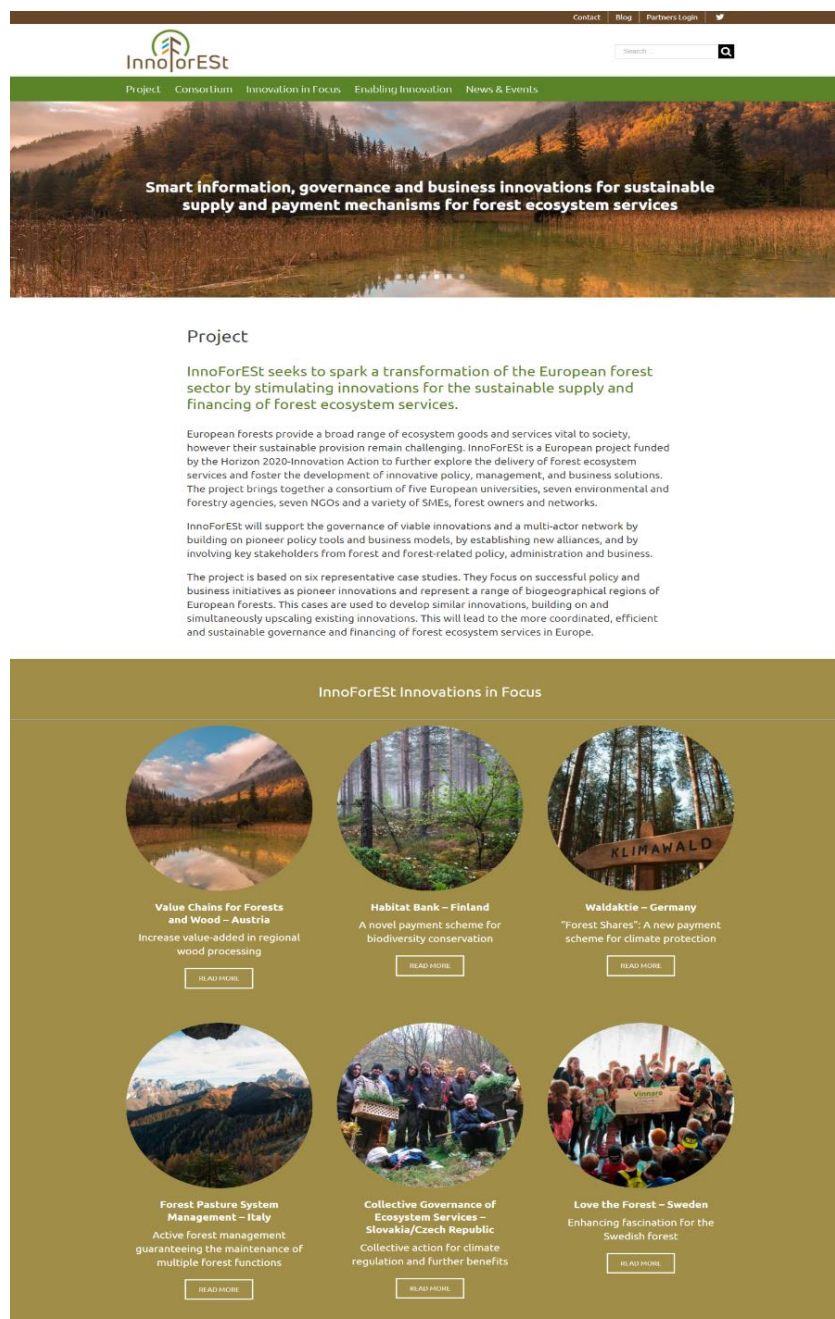


Figure 4. InnoForEST entry page

Additionally, there is an internal members' area secured by personal password/login. This internal part provides opportunities to exchange project-related material, calendar with planned activities and data storage of documents for all project partners. As the project develops, it will be frequently updated with the latest news. Content can be contributed by all project partners. ELO will collect and edit it and subsequently make it accessible for internal or public use.

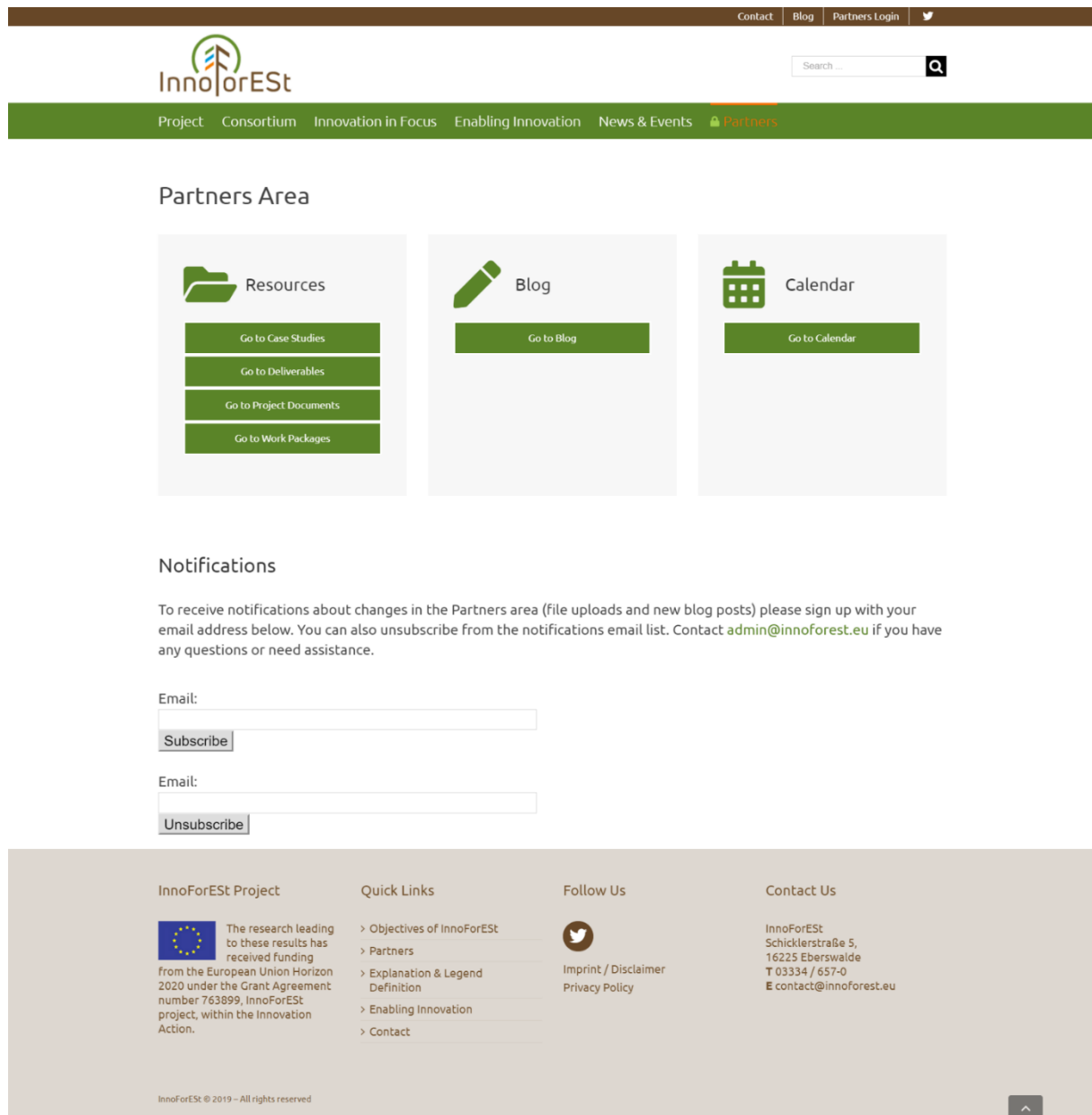


Figure 5. Partner's Area of Website

4.2 Digital Innovation Platform

The digital innovation platform together with the external dissemination part of the InnoForEST webpage functions as a publicly shared library and contact broker for topics promoted by the InnoForEST project. Elements and folder structures of the digital innovation platform will be developed in collaboration with InnoForEST partners, to ensure practicability for practice partners.

The digital innovation platform is located in the webpage and is opened to Consortium members (key partners, associate partners – password protected). This intra-website or project internal depository is used to store all project related internal non-public files, templates and documents in a project-specific folder structure and to exchange datasets. All project partners will be given access by the HNEE project manager. Materials will be regularly updated. The external section of the webpage is open to the public. A detailed protocol for developing, storing and migrating the materials derived from the physical to the digital innovation platforms is currently being developed in collaboration between WP1, WP4, WP5 and WP6 members and will be available in the updated version of the Data Management Plan (D1.2).

4.3 Forest innovation blog

The blog is hosted by the InnoForEST website. The blog offers articles and interviews to ensure that all relevant stakeholders are kept up to date on the progress of InnoForEST. People external to the consortium are invited to write an entry or comment, while researchers from the consortium are free to contribute as they wish. The blog is updated on a regular basis by ELO and HNEE. The project's blog is constantly fed with new blog entries: 10 larger posts.

The Forest Innovation Blog has the following layout:

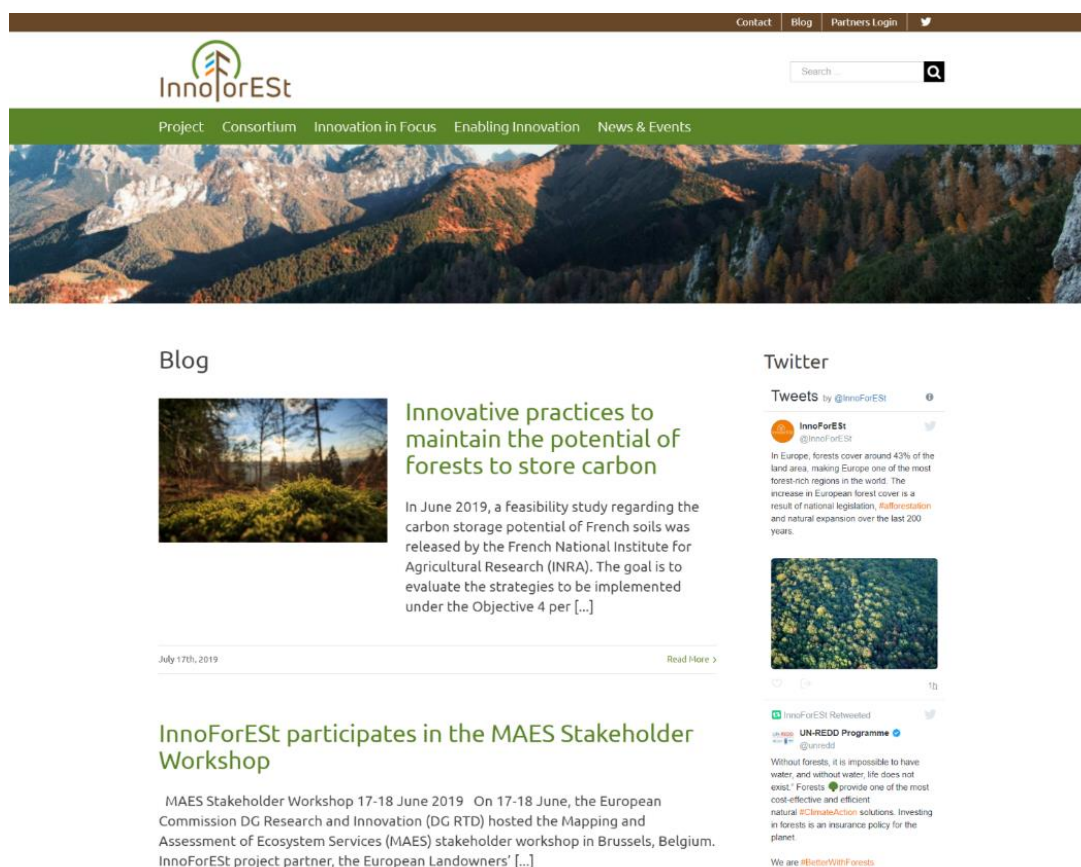


Figure 6. Layout of the Forest Innovation Blog

4.4 Social media

A Twitter (@InnoForEST) is set up and active. The Twitter account is accessible via the project homepage. The Facebook profile is currently being created as there was some delay due to the newly implemented GDPR to ensure no rules were violated in making a profile for the project. They are both managed by ELO and HNEE. Tweets can be posted by any project partners or stakeholder active on Twitter. Both will be used to share brief updates on the project with followers, and to share discussions at relevant workshops and conferences with a larger audience online. Both Twitter and Facebook will be used to direct people to the InnoForEST website and blog by highlighting new publications.



Figure 7. InnoForEST Twitter Profile

The analytics of the Twitter account at the Mid-term period are: 152 tweets, 186 followers, 539 likes, 649 following.

Table 2. List of social media entries for InnoForEST

Type of activities	Main Leader	Title or issue	Date	Place	Audience	Size of audience	Spatial level
Twitter	ELO, SYKE	152 tweets, 186 followers, 539 likes, 649 following		www.twitter.com/innoforest	EU	Global	EU
Blog	ELO, HNEE	InnoForEST is developing biodiversity offset supply to meet the suddenly growing demand	01.08.19	https://innoforest.eu/blog/	EU	Global	EU
		Active forest management Innovation effectiveness in extreme weather events	10.12.18				
		Slovak and Czech collective governance – the first findings	10.12.18				
		First stakeholder workshop of the Italian IR held in Fiera di Primiero	31.01.19				
		Navigating innovations in forest ecosystem service governance	13.03.19				
		Climate Change and Forest Fires in Europe	09.04.19				
Video	ELO	InnoForEST General Video	03.19	www.innoforest.eu	EU	Global	EU
		IR: Austria	03.19				
		IR: CZ	03.19				
		IR: Finland	03.19				
		IR: Germany	03.19				
		IR: Italy	03.19				
		IR: Sweden	03.19				
		General Video: ELO Thierry de l'Escaille	03.19				
		General Project Video	04.19	Used on display at hosted events		EU	

4.5 Project banner

Roll-up banners in English and German language were produced to be shared between partners and to be used during events and workshops. HNEE and ELO will be responsible for preparation and distribution of the banners. They will be displayed at key positions of venues (entry or on stage) hosting events organized in the framework of the overall project.

4.6 Project flyer

The project flyer or leaflet is a key dissemination component. It will serve as the first outreach document of the project that provides an insight into the core objectives, the challenges, the concept, and an overview of the regional innovation regions, partners, and donors.



Figure 8. InnoForEST Flyer

4.7 Innovation regions briefs

Comprehensive innovation region description briefs (2-3 pp.) have already been developed by the innovation region coordination teams (practice + science partners). They provide core information about these practice examples and serve as an orientation for the consortium. The detailed briefs will be uploaded to the website as one entry point for all stakeholders and the interested public. Respective eye-catching flyers will be developed in English and in corporate identity design for printing, summarizing the respective innovation region's endeavor and its link to the InnoForEST project. The partners will have the opportunity to translate the briefs into their own national languages and print them for being used as dissemination material.

4.8 Uniform PowerPoint presentation

A uniform PowerPoint presentation template containing the logo and standard InnoForEST branding is was created and will be made available on the internal project website. This will be used in any project related presentation wherever possible. A comprehensive corporate identity graphic, including the InnoForEST and EU logos will be provided. It is to be used on the last page of all project related presentations, even in cases where other institutional PowerPoint templates have to be used.

4.9 Video

There are currently nine videos which show the advances of the project as well as highlighting the innovation regions' innovative endeavors for the provision, use and management of FES. One General Video which incorporates all partners and innovation region representatives, six individual innovation regions videos which highlight their region and FES, one general video from ELO Secretary General and another general project video which is used on display at events. The videos encourage broader participation of practitioners and FES beneficiaries, and increase a sense of ownership of the project among partners involved. They will be conceptualized and produced by (semi-) professional film-makers in close cooperation with different project partners, depending on each video' focus.

The general video (which includes interviews from IR partners) and the individual IR videos are embedded within the webpage. Public media outlets will be used to raise interest by disseminating a teaser demonstrating the InnoForEst workshops. They are the result of a close cooperation between HNEE, FVA and ELO.

An additional video will be made showcasing the final conference in Brussels at the end of the project, which will highlight the important topics and results of the project.

4.10 Articles

A range of scientific publications, press releases, and factsheets have been produced or are under advanced development, communicated and disseminated. Research partners will publish their results in accredited scientific journals. InnoForEst project will follow the document "Guidelines to the Rules on Open Access to Scientific Publications and Open Access to Research Data in Horizon 2020" to adhere the rules on open access to scientific peer-reviewed publications and research data that will be generated along the project. Main results from scientific articles will be summarized into an easily understandable version to ensure maximum outreach. Partners are invited to use the material for translation and to identify and contact their local relevant newsletters, journals and magazines that target the right audiences for further dissemination.

Furthermore, each partner will write at least one to three non-scientific articles and/or news items, depending on the specific project progress in local journals, trade magazines, or their own institutional newsletters. They will provide information about each publication immediately to HNEE and ELO, to be announced on the social media and made available on the website. At the time of the Mid-Term period there have been five scientific publications (two published, one submitted and two in draft).

Table 3. List of Scientific Publications

No.	D.O.I.	Title	Authors	Name of the periodical or the series	Number, date, frequency, relevant pages	Date and place of publication	Available open access Openair?
1	doi.org/10.1016/j.landusepol.2018.11.040	Institutions for governing biodiversity offsetting: An analysis of rights and responsibilities	Eeva Primmer, Liisa Varumo, Juha M. Kotilainen, Elina Raitanen, Matti Kattainen, Minna Pekkonen, Saija Kuusela, Peter Kullberg, Johanna A.M. Kangas, Markku Ollikainen	Land Use Policy	Vol 81, 776-784	02.2019	Open access
2	Published	Ecosystem services as commons? In Handbook of the Study of the Commons.	Kluvankova ,T. Brnkalakova, S. Gezik, V. Maco , M.	Blake Hudson, Jonathan Rosenbloom & Daniel H. Cole eds., Rutledge Press. United Kingdom	pp. 208-220.	2019	No
3	Submitted	Assessing and supporting governance and business innovations for the sustainable provision of forest ecosystem services in Europe.	Carsten Mann, Lasse Loft, Mónica Hernández Morcillo	Forest Policy and Economics, Special Issue on Innovation governance in the forest sector.	To be defined		Planned
4	Draft version	Mapping hotspots and bundles of forest ecosystem services across the European Union	Francesco Orsi, Davide Geneletti, Marco Ciolli, Eeva Primmer, Liisa Varumo	Plos One	To be defined		Planned
5	Draft version	How to analyse influencing Factors of Innovative Governance and Business Models for a sustainable supply and payment mechanisms for forest ecosystem services.	Stefan Sorge, Carsten Mann, Mónica Hernández Morcillo	Land Use Policy	To be defined		Planned

4.11 Policy Briefs

A series of policy briefs will be developed in the second project period after the first results of the project and mainly at the end and made available on the website and media tools. They will be designed towards targeted audiences as well as the broader public based on the stakeholder mapping developed during year 1. Different briefs will be developed according to the different topics.

4.12 Factsheets

Factsheets are being developed for each Innovation Region in the EIP-AGRI common format for interactive innovation projects. These are intended to inform the reader on the details and obligatory elements of each IR in the InnoForEST project e.g. which project partners are the leads on each IR in their geographic location and the objective of this project in their region.

5. Communication & Dissemination Activities

To provide an efficient flow of information and communication, a network of the networks among practice and science partners will be implemented in the project. While the information flow in innovation region regions is organised by the innovation region coordination teams, they will also systematically connect with help of various stakeholder meetings and the digital innovation platform.

5.1 InnoForEST meetings

Regular meetings will be held which involve all partner organisations. This comprises:

- Seven meetings of the Project Steering Committee
- Four meetings of the Consortium Assembly
- At least two meetings of the Advisory Board
- At least one stakeholder workshops per innovation region region and year
- Several Work Package meetings (organised by WP leaders)
- A kick-off meeting and a final conference

Meetings will be located to different sites in Europe (Table 4). To save resources, different meetings will be held back-to-back. Some of them, e.g. intermediate Steering Committee meetings, as well as additional meetings when necessary can occur also via tele-conference (month 6, 18, 30). All information related to the meetings will be available on the intranet for registered partners. The Commission will be invited to each meeting of the Project Steering Committee and provided with minutes. The project wide “kick-off” meeting took place in Berlin 27th of November 2017.

Table 4. Major InnoForEST meetings planned

Meeting	Location	Month
Kick-off meeting / Consortium Assembly / Project Steering Committee / WP meeting	Berlin, Germany	1
Project Steering Committee	Bratislava, Slovakia	6
Consortium Assembly / Project Steering Committee / Advisory Board / WP meeting	Trento, Italy	12
Project Steering Committee	Helsinki, Finland	18
Consortium Assembly / Project Steering Committee / Advisory Board / WP meeting	Klagenfurt, Austria	24
Project Steering Committee	Freiburg, Germany	30
Final conference / Consortium Assembly / Project Steering Committee	Brussels, Belgium	36

Table 5. List of cross WPs meetings among InnoForEST project partners

Type of Activity	Organizer	Title or Issue	Date	Place	Type of audience	Participants
Project meeting	HNEE	Orientation after kick-off meeting	14.12.17	Online	All Project Partners	10
Project meeting	CETIP	Streamlining activities between WP2-WP3 and WP4	15.01.18	Bratislava	HNEE/ZALF/UT/UIBK/SYKE	12
Project meeting	UT	WP5 Planning Meeting	12.02.18	Frankfurt	UT/UIBK	2
Project meeting	UT	WP5/4 coordination	09.03.18	Online	UT/ZALF	3
Project meeting	HNEE	T3.1/D3.1 coordination skype	12.03.18	Online	HNEE/CETIP	4
Project meeting	UT	Coordination between WP5 and WP3	12.03.18	Online	UT/CETIP/HNEE	4
Project meeting	UT	Discussion SA and GSA in Innovation Region	13.03.18	Online	UT/SYKE	3
Project meeting	UT	Coordination between WP5 and WP6	19.03.18	Online	UT/ELO/FVA	3
Project meeting	UT	Discussion SA and GSA in Innovation Region	12.04.18	Online	UT/IREAS/CETIP	3
Project meeting	ZALF	Clarifying WP3/WP4/WP5 interlinkages	24.04.18	Berlin	HNEE/ZALF/UT/UIBK	13
Project meeting	UT	Discussion SA and GSA in Innovation Region	03.05.18	Online	UT/PAT	3
Project meeting	UT	Discussion SA and GSA in Innovation Region	03.05.18	Online	UT/ANE	5
Project meeting	UT	Discussion SA and GSA in Innovation Region	07.05.18	Online	UT/SYKE	4
Project meeting	UT	Discussion SA and GSA in Innovation Region	07.05.18	Online	UT/Universeum	4
Project meeting	UT	Consultation on Governance Situation Assessment with T3.1	18.05.18	Online	UT/HNEE/CETIP	4
Workshop	SYKE	Coding training for document analysis	21.05.18	Online	All Project Partners	8
Workshop	SYKE	Coding training for policy analysis	22.05.18	Online	All Project Partners	9
Project meeting	ZALF	1st cross Innovation	17.07.18	Online	All Project Partners	15

		Region/WP Skype				
Project meeting	UT	Discussion SA and GSA in Innovation Region	20.08.18	Online	UT/ANE	4
Project meeting	HNEE	Consulting on Results/ Deliverables D3.1 & D2.1	31.08.18	Online	HNEE/SYKE	2
Project meeting	ZALF	2nd cross Innovation Region/WP Skype	02.10.18	Online	All Project Partners	15
Project meeting	UT	Discussion scenario work in Innovation Region	08.10.18	Online	UT/Universeum	4
Project meeting	UT	Discussion scenario work	09.10.18	Online	UT/PAT	5
Project meeting	UT	Discussion scenario work	10.10.18	Online	UT/SYKE	6
Project meeting	UT	Discussion scenario work	11.10.18	Online	UT/IREAS/CETIP	6
Project meeting	UT	Discussion scenario work	11.10.18	Online	UT/ANE	5
Project meeting	UT	Discussion structure InnoForEST Navigator	23.11.18	Online	HNEE/UT/UIBK	5
Project meeting	ZALF	3rd cross Innovation Region/WP Skype	11.12.18	Online	All Project Partners	15
Project meeting	CETIP	WP3 meeting: factors for PES	17.12.18	Bratislava	HNEE/ZALF/UT/UIBK/SYKE	12
Project meeting	ZALF	4th cross Innovation Region/WP Skype	26.02.19	Online	All Project Partners	15
Workshop	SYKE	Meeting on 2 nd round policy document analyses	28.02.19	Online	All Project Partners	8
Workshop	SYKE	Meeting on future mapping activities	22.11.19	Online	All Project Partners	8

Various stakeholder workshops took place in partner countries and have been reported in the respective WP sections. During first stakeholder workshops, a small set of scenarios with different plotlines and potential future contexts have been discussed. Such discussion teased stakeholders and stimulated out-of-the-box talk about what is important, what may be missing in the scenarios or which links and incompatibilities exist between scenario elements.

The outcomes of visioning activities are sets of specified ideas on how this innovation shall be further improved and developed. A range of stakeholders as part of the networks have been invited to discuss and work on innovation visions and improvements.

Table 6. List of stakeholder workshops at Innovation Region level

Innovation Region	Type of activities	Main organizer	Title or issue	Date	Place	Participants
Waldaktie (Germany)	Project meeting	ANE	CINA workshop planning	18.07.18	Güstrow, Germany	3
	Stakeholder workshop	ANE	ES in ecological bonds- role of communication	03.09.18	Schwerin, Germany	4
	Stakeholder workshop	ANE	ES in ecological bonds role of communication	22.10.18	Loitz, Germany	4
	Stakeholder meeting	ANE	Implementation of ecological bonds	16.11.18	Loitz, Germany	2
	Stakeholder workshop	ANE	Interdependencies InnoForEst - ZENAPA	20.11.18	Lamprecht, Germany	4
	Stakeholder workshop	ANE	ES in ecological bonds- role of communication etc.	28.11.18	Schwerin, Germany	7
	Stakeholder workshop	ANE	Exchange project development InnoForEst/ZANAPA	04.12.18	Bollewick, Germany	4
	CINA workshop	ANE	Scenario development	08.03.19	Güstrow, Germany	8
Habitat Bank (Finland)	Project meeting	SYKE	Mapping partner and associate partner expectations	30.10.17	Helsinki, Finland + SYKE from Kuopio	7
	Project meeting	SYKE & FFC	Innovation planning	18.01.18	Helsinki, Finland	6
	Stakeholder meeting	FFC	Innovation development with landowners	13.04.18	Helsinki, Finland	3
	Stakeholder meeting	FFC	Innovation development with environmental administration	29.05.18	Jyväskylä+skype from Helsinki, Finland	8
	Stakeholder meeting	FFC	Innovation development with environmental administration	14.05.18	Kuopio, Finland	3
	Project meeting	SYKE & FFC	Aligning innovation focus and plans	14.02.18	Helsinki, Finland	7
	Project meeting	SYKE & FFC	Planning compensation piloting	10.05.18	Helsinki, Finland	8
Habitat Bank (Finland)	Project meeting	SYKE & FFC	Planning CINA workshop and scenarios	24.08.18	Online	6
	CINA workshop	FFC & SYKE	Strategic workshop with forest and other stakeholders	19.09.18	Helsinki, Finland	11
	Field trip	FFC & SYKE	Visits to potential compensation sites	25.10.18	Jyväskylä region	3
	Project meeting	SYKE & FFC	Project meeting and coordination with EKOTEKO on stakeholder engagement	21.11.18	Helsinki, Finland	8
	Project meeting	SYKE & FFC	Project meeting discussing piloting and company collaboration	20.12.18	Helsinki, Finland	4
	Project meeting	SYKE & FFC	Large project meeting with associate partners and EKOTEKO researchers on initial interview results and planning 2 nd CINA	28.02.29	Helsinki, Finland	10

Forest Innovation Management (Italy)	Stakeholder meeting	PAT	Interview of stakeholders	02.07.18	Fiera di Primiero, Italy	11
	Project meeting	PAT	Preparation of workshop	28.11.18	Trento, Italy	2
	Project meeting	PAT	Preparation of workshop	29.11.18	Trento, Italy	2
	Project meeting	PAT	Preparation of workshop	30.11.18	Trento, Italy	2
	Project meeting	PAT	Preparation of workshop	18.12.18	Trento, Italy	2
	Project meeting	PAT	Preparation of workshop	19.12.18	Trento, Italy	2
	Project meeting	PAT & UNITN	Preparation of workshop	16.01.19	Trento, Italy	8
	Stakeholder workshop	PAT	1 st Stakeholder workshop	22.01.19	Fiera di Primiero, Italy	30
	Project meeting	PAT	Discussion of scenario variables	20.02.19	Trento, Italy	4
	Project meeting	PAT	Discussion of scenario variables	21.02.19	Trento, Italy	5
	Project meeting	PAT	Discussion of scenario variables	26.02.19	Trento, Italy	3
	Project meeting	PAT & UNITN	Discussion of scenario variables	14.03.19	Arezzo, Italy	5

5.2 Conferences

In M36, a final conference of InnoForEst will be organized in Brussels to disseminate findings and policy recommendations, while also providing an opportunity to discuss post-project continuation plans. With a target audience of approximately 100 people, this event and its contents will target representatives of European and national authorities and associations, the scientific community, targeted stakeholders identified during the stakeholder dialogues, including journalists and students. The outcome of the conference will be posted on the website, included into the final report, and published as an international article, to also serve as template for national publication.

Table 7. List of presentations and special sessions at international conferences

Type of activities	Project Partner	Title or issue	Date	Place	Type of Audience	Size of audience	Spatial Level
Conference	HNEE	InnoForEst into SINCERE	25.01.18	Bonn, Germany	Policy makers, Project partners	50	EU, National
Conference	HNEE	Joint presentation at German Federal Platform Sports, Forests and Recreation	20.02.18	Berlin, Germany	Policy makers, REA, Scientific community	40	National
Workshop	HNEE	Multi-actor approaches at the EC	08.03.18	Brussels, Belgium	Policy makers	80	EU

Conference	ANE	EU LIFE-IP Project ZENAPA at Akademie für Nachhaltige Entwicklung MV	18.04.18	Bollewick, MV, Germany	Policy makers	150	National
Workshop	ELO	Cooperation of regions on innovation in forest management, use of wood and forest-related services - Forest Innovation at East & North Finland EU Office	26.04.18	Brussels, Belgium	Policy makers	50	EU
Conference	ELO	Agri-Research Conference – information sheet of InnoForEST included at EC	02-03.04.18	Brussels, Belgium	Policy makers, Scientific community	80	EU
Conference	HNEE	Coordinator's Day and project presentation at EC	15.05.18	Brussels, Belgium	Policy makers, REA, Scientific community	60	EU
Conference	HNEE	Rethinking EU and America relations. A sustainable development-Innovation	01.06.18	Bogota, Colombia	Scientific community	50	International
Seminar	HNEE	SINCERE-InnoForEST	25.06.18	Berlin, Germany	Scientific community	12	EU, National
Conference	ZALF	Ecosystem Service Partnership	15-19.11.18	San Sebastian, Spain	Scientific community, Practitioners, Policy makers	40	International
Seminar	IRSTEA/VetAgroSub	Int. Seminar "Land-use conflicts, natural resources management in rural areas"	10-11.05.18	Clermont-Ferrand, France	Scientific community	30	International
Conference (proposal accepted)	HNEE	Conference of the European Society for Ecological Economics	18-21.05.19	Turku, Finland	Scientific community, Practitioners, Policy makers	tbc	International
Conference (Abstract Accepted)	HNEE	XXV IUFRO World Congress 2019	29.9 - 5.10.19	Curitiba, Brazil	Scientific community, Practitioners, Policy makers	tbc	International
Seminar	LUND University	Master class Swedish Innovation region: Debate – students with 6 stakeholder groups debating increased demand for Forest Ecosystem services with bio-economy	16.03.18	Lund University, Sweden	Master level students of program: Environmental Science and Sustainability, Course: Urban and Rural Systems. (www.lumes.lu.se)	42	International

5.2 Workshops

Innovation region workshops will be set in an inter- transdisciplinary basis. Researchers from different disciplines will interact with local politicians, forest managers, innovative enterprises, and all other local stakeholders. This will enable the co-creation of knowledge needed to identify the enabling factors and dynamics that characterizes the management of Forest Ecosystem Services in the different innovation regions. These workshops will be organized by the regional project/innovation region teams in close coordination with the project lead and work package leads. A general timeline of the series is being coordinated by WP4 and WP5 to avoid date overlaps and assure the availability of the main interested parties. More than 60 activities including stakeholder's workshops, project meetings and field trips has been carried out already within the 6 Innovation Regions reaching out more than 1200 people ranging from local forest owners, business enterprises, policy makers, schools and scientists. InnoForEST has made in this first period, 30 contributions at international conferences in 11 countries (8 EU, 3 Worldwide) encompassing a broad audience (1175 participants).

5.3 Press releases

Press releases, highlighting key events within the project (completion of deliverables, final project results) will be disseminated to the local, regional and national press. At least five press releases during the project lifetime will be published. Consequently, each partner is required to establish links with local and regional journalists to ensure coverage of the InnoForEST project. Moreover, the press and media should be invited to all public events from national conferences to selected workshops. Each partner is required to invite media according to their networks with journalists at local, regional and European levels as well as through their respective universities.

The European Commission guidelines stipulate that all articles and publications in which the project is mentioned are scanned, saved and made available to all partners and the European Commission. All project partners will therefore be regularly invited and reminded by ELO to provide brief updates on ongoing activities, latest publications and news coverage by or related to the InnoForEST project. This material will be edited and adapted for different target groups and media. At the time of the Mid-Term period there have been seven press releases in Italy carried out under the Uni-Trento and PAT partners which reach either the local public community or national policymakers and the scientific community.

Table 8. List of press releases

Main leader	Title or issue	Date	Place	Type of audience	Spatial level
Uni-Trento and PAT	InnoForEST: un Horizon 2020 per integrare i servizi ecosistemici nella gestione forestale	24.01.19	Compagnia delle Foreste's website (https://www.compagniadelleforeste.it/blog/199-innoforest-un-horizon-2020-per-integrare-i-servizi-ecosistemici-nella-gestione-forestale.html)	Policy makers / Scientific community	National
	Un seminario su Vaia	24.03.19	Trentino(http://www.giornaletrentino.it/cronaca/trento/un-seminario-su-vaia-1.1953108)	Civil society	Local
	Tempesta Vaia: un seminario dell'università	23.03.19	Il Dolomiti (https://www.ildolomiti.it/ricerca-e-universita/2019/tempesta-vaia-un-seminario-delluniversita-londata-di-maltempo-impone-di-aggiornare-progetti-di-ricerca-e-interventi)	Civil society	Local
	Cosa insegna la tempesta Vaia dello scorso fine ottobre	22.03.19	L'Adigetto (https://www.ladigetto.it/interno/calamita/85615-cosa-insegna-la-tempesta-vaia.html)	Civil society	Local
	TV news	25.03.19	RAI (https://www.rainews.it/tgr/trento/video/2019/03/tnt-legname-vendite-venduto-terra-trentino-218c2833-94c4-4f67-a53d-279ab24ebe6d.html)	Civil society	Local
	TV news	25.03.19	RTTR (https://www.radioetv.it/2019/03/25/rtr-notizie-del-25-03-2019/)	Civil society	Local
	TV news	26.03.19	Trentino TV (http://www.trentinotv.it/video_on_demand.php?id_menu=19&id_video=51161&pag=)	Civil society	Local

5.4 Infographics

There will also be development of infographics which cover various aspects and outputs of the project, including but not limited to, series of facts on FES (taken from the Factsheets which will be created by the end of 2019 by HNEE), IR explanations, policy recommendations, etc. ELO will brainstorm the creative design with assistance from HNEE.

5.5 Communication and cooperation with consortium partners, the Commission, the Advisory Board and other external parties

Coordination is in regular exchange with all WP partners and with all of the IR Teams via video conferences and face-to-face on a bilateral basis. Coordination is further in regular exchange with REA/PO. We send a status-report to the PO every six month on progress and challenges encountered. Coordination is in regular exchange with the twin H2020 project SINCERE (No. 773702).

Various collaborative activities have been initiated:

Table 9. List of collaborative activities

Co-joint activities	Venue and date
Introducing SINCERE at InnoForEST Kick-off	Berlin, 11/17
Introducing InnoForEST at SINCERE Kick-off	Bonn, 1/18
Joint workshop organised on Ecosystem Services mapping status and technicalities (InnoForEST WP2-SINCERE WP1)	Berlin, 25 June 2018
ELO participated in SINCERE Stakeholder Workshop	Leuven, 28-30 January, 2019
Joint conference session on “Fostering Innovative Practices for Sustainable Supply of Forest Ecosystem Services” proposed for the 2019 American Association for the Advancement of Science (AAAS) Annual Meeting	Was submitted but was unfortunately not accepted: “The proposal is declined because the content is too specialized for a multidisciplinary audience”.
Joint conference session @ Biannual Conference of the European Society for Ecological Economics was accepted (https://esee2019turku.fi/). Some of our practice partners presented their cases and we will provide some scientific input.	Turku, Finland, June 2019
Joint questionnaire is currently under development for a EU-wide “European forest landowner and manager survey on innovations for forest ecosystem services: what values do forests create for their owners and society?” The questionnaire is a joint effort by SINCERE and InnoForEST in close collaboration with project partners such as the Confederation of European Forest Owners (CEPF), the European Landowners’ Organization (ELO) and the European State Forest Association (EUSTAFOR). The findings will be used on a non-attribution basis for research purposes (respondent’ identity and identity related variables will not be revealed). The results will also be compiled in a research report that we will make available for policy makers and all respondents that are interested.	The questionnaire has been generated and will be ready for distribution among landowners and foresters in October 2019.

5.6 Development of a sustainability plan

A sustainability plan will be developed during the project to enable further use of the outcomes of the project. Core elements will be: a) fostering the implementation of the policy recommendations by relevant governance institutions, b) inspiration of novel business ideas by new stakeholders c) suitable material for the uptake of research results in post project educational programs, d) open access data sets for future scientific articles, and as basis for further research. Main aim is the continuous interactive use of the knowledge hub by third parties. In any case, the signatories of Forest ES Agendas will pursue project induced activities at their levels.