InnoForESt

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

GA no. 7638996

D6.4 Updated Communication Plan

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Executive summary

The updated Communication, Dissemination and Exploitation Plan outlines the diverse methods, materials, and activities used by the InnoForESt project to present information and results of the project to affected stakeholders and to the wider public. First, the plan focuses on presenting the project's corporate identity to be used consistently throughout project dissemination materials: this allows for consistency amongst project outputs as well as enables viewers to immediately recognise the project. Afterwards, the communication and dissemination materials used by the project were presented, focusing through both physical (banners, flyers, etc) and virtual (website, digital innovation platform, social media etc) means. From there, communication and dissemination activities were also presented. In major contrast to Deliverable 6.1 (Communication, Dissemination, and Exploitation Plan), this plan specifically elaborates on how those materials and activities were set in place as well as their status *at the end* of the project, i.e., how the results were presented and disseminated on. Doing so, readers have a clear understanding of what was planned, what were the expectations, and how these were carried out throughout the project timeline. On top of this, the extensive number of materials and details of the performed activities can be found in the many annexes (blog entries, dissemination activities, banners, brochures, presentation, infographics, and press releases etc.). Furthermore, the plan showcases how the communication and dissemination materials and activities responded/adapted to unexpected events, such as the global sanitary crisis of 2020. This plan has been a vital part of the project as it discusses the different ways in which the results are presented and disseminated to ensure that the project affects real change at the local, regional, national, and European level.

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Abbreviations

CS: Case Study

D: Deliverable

EC: European Commission

ELO: European Landowners' Organization

EU: European Union

FVA: State Forest Experiment and Research Station Baden-Württemberg

GA: Grant Agreement

HNEE: Eberswalde University for Sustainable Development

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 has generated.

This is a living document and has been updated continuously according to InnoForESt's progress, until project completion.

As its title suggests, the project is geared towards gathering, analysing, and augmenting existing good 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 has identified the factors that support or hinder those innovations using a comparative analysis framework in D3.1, deemed 'A framework for analysing Forestry Innovation Systems' (SETFIS). The SETFIS analysis framework helped to identify key influencing factors on governance innovations for prototype development, assessment, and for stakeholder recommendations. Several best performing designs of innovation prototypes were then proofed in practice in WP4: Innovation platforms for policy and business. WP5: Innovation Process Integration served as the basis for the integrated multi-disciplinary, multi-actor and multi-layer approach of InnoForESt. WP5 compiled and connected the decisive economic, socio-technical, political-institutional, and biophysical-ecological conditions, as assessed in WP2 and identified in WP3, with the objectives of generating and integrating knowledge and innovations that serve as real-world input as well as empirically informed and holistic validation, sharing and merging the analytical and practical knowledge in InnoForESt.

As we near the end of our project, recommendations for national and EU-level policymakers, managers, and business entrepreneurs on how to support innovation in ecosystem service provision have been developed in Deliverable 6.3.

Stakeholders, including forest practitioners, forest ecosystem services-related market actors, government authorities and policymakers, academia, and the media are central to the entire endeavour of the project. As project partners and 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 favourable or unfavourable 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, peer groups and networks.

The continuous involvement of project partners and interested third parties has been central for InnoForESt 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 for forest management. 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 mechanisms 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. 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. For practical ease, the envisioned stakeholders have been divided into six general groups: (1) forest owners and managers, (2) NGOs, (3) entrepreneurs, (4) local-level policymakers, (5) national & EU-level policymakers and (6) scientist and research funding entities.

The preliminary list of stakeholder classification included the following groups:

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 serve as both providers and recipients of information gathered through InnoForESt.
2. **FES dependent market participants:** hinder or engage in novel market-oriented activities benefiting from or managing FES, with the potential of contributing to regional development and direct or indirect financing of non-marketable FES.
3. **Government authorities and policymakers:** 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 case studies and consider the project's findings in an academic context. Research takes place in a transdisciplinary way and their methodological expertise can be taken up as deemed feasible by other stakeholder groups. Combined, InnoForESt provides 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.
6. **Civil society:** refers to all interested societal groups and NGOs having a stake in the sustainable provision of single or bundles of forest ecosystem services.

Table 1. Key stakeholder groups of the InnoForESt project and their members.

Key Stakeholders	Members
Forest Practitioners	★ Forest managers ★ Forest owners (state and private) ★ Forest enterprises ★ Forest cooperatives
FES-dependent market participants	★ Small and medium-sized enterprises ★ Tourism agencies ★ Private educational services and institutions ★ Novel start-ups ★ Hunting associations ★ Consumers
Government authorities and policymakers	★ Regional councils ★ Municipalities ★ National governments ★ EU policymakers
Academia	★ Universities ★ Research institutes ★ Scientists ★ Schools
Media	★ Local newspapers ★ Technical magazines ★ Scientific journals ★ EU magazines ★ Social media & website
Civil Society	★ NGOs ★ Non-profit organisations

The stakeholder analysis was intended to group stakeholders based on how they were expected to use and benefit from the InnoForESt's project activities. Within our business and policy recommendations laid out in the D6.3 report we narrowed our key target groups for dissemination to the following actors:

- Forest owners and managers
- NGOs
- Entrepreneurs
- Local-level policymakers
- National & EU-level policymakers
- Scientist and research funding entities

The reason for this specification and slight modification of terminology for the key stakeholders was to better align with the actors identified in the Grant Agreement.

3. InnoForESt corporate identity

3.2. 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 and timber. The stylised tree symbolises the project partners' broader horizons beyond forestry and forest sciences by sticking out of the "forest" of timber-brown letters. Its colourful 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 the holistic of '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 colours to adapt them to different media. The coloured 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 a signature in project pictures with dark background.

The logo block is a high-resolution image containing the InnoForESt logo, all logos of the 16 consortium members and the disclaimer of the European Commission. Any dissemination material contains this block. It is available and ready for use on the internal website.

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", should be used, followed by its abbreviation "InnoForESt". Furthermore, all official dissemination materials include the EU flag and the following disclaimer:

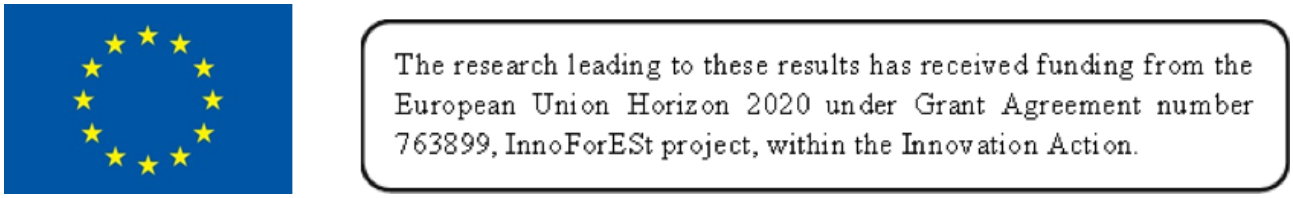

Figure 2. EU Logo and caption to be used for any related activity to InnoForESt project

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 use the logo, the logo block and adhere to the InnoForESt branding colour scheme. Further details about the visual identity of the project can be found in Deliverable 1.1. InnoForESt´s Project Handbook, publicly available online. It was launched and distributed to all project partners on 21. Dec. 2018. Following some examples about the typography that have been used in InnoForESt dissemination materials:

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

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

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

3.3. Colour Schemes

InnoForESt colour schemes used across the dissemination material provides two primary colours and two secondary colours. Where helpful, these colours are used to structure or highlight different areas of content.

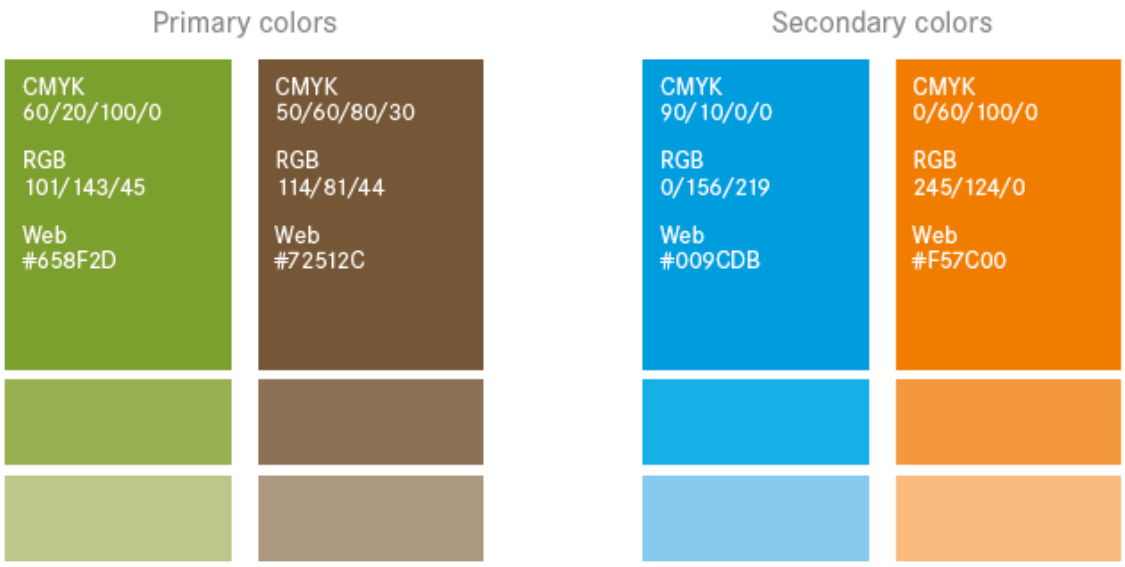

Figure 3. Colour schemes of InnoForESt project

4. Communication and Dissemination Materials

Communication channels and dissemination of materials have been 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 as central data/knowledge storage and communication mean. This platform consists of the InnoForESt website and integrated IR websites, each of which has an internal protected space. On top of this, most of the Innovation Region platforms are translated into the language of that specific region.

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

4.1 Website

The website (www.innoforest.eu) is active and regularly fed with news and information related to the project. It serves as the main tool for disseminating the project materials to outreach the broad public and to exchange information among the project partners. It functions during the project lifetime and a minimum of three years following its conclusion. The website serves as the central information point delivering demonstration videos, news, scientific articles, IR results and entry points to relevant social media and the intended digital innovation journeys (formally digital innovation platform). External users of the website can find general information about the project related activities, and may download public documents, e.g., deliverables, handbooks, infographics, brochures, etc. Additionally, there is an internal members' area secured by personal password/login.

This internal part provides opportunities to exchange project-related material, a calendar with planned activities, and data storage of documents for all project partners. As the project has developed, it has been frequently updated with the latest findings and generated data. Content has been contributed by all project partners. ELO has been responsible for collecting and editing the content and subsequently making it accessible for internal or public use. The website has the following layout:

Figure 4. InnoForESt project website layout

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 have been developed in collaboration with InnoForESt partners, to ensure practicability for all involved science and practice partners.

The digital innovation platform is in the webpage and is open to Consortium members (key partners, associate partners – password protected). This intra-web site 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 have been given access by the HNEE project manager. Materials are 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 was developed in collaboration between WP1, WP4, WP5 and WP6 members and are 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. It 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/WP6. The list of blog entries can be found in Annex I. The Forest Innovation Blog has the following layout:

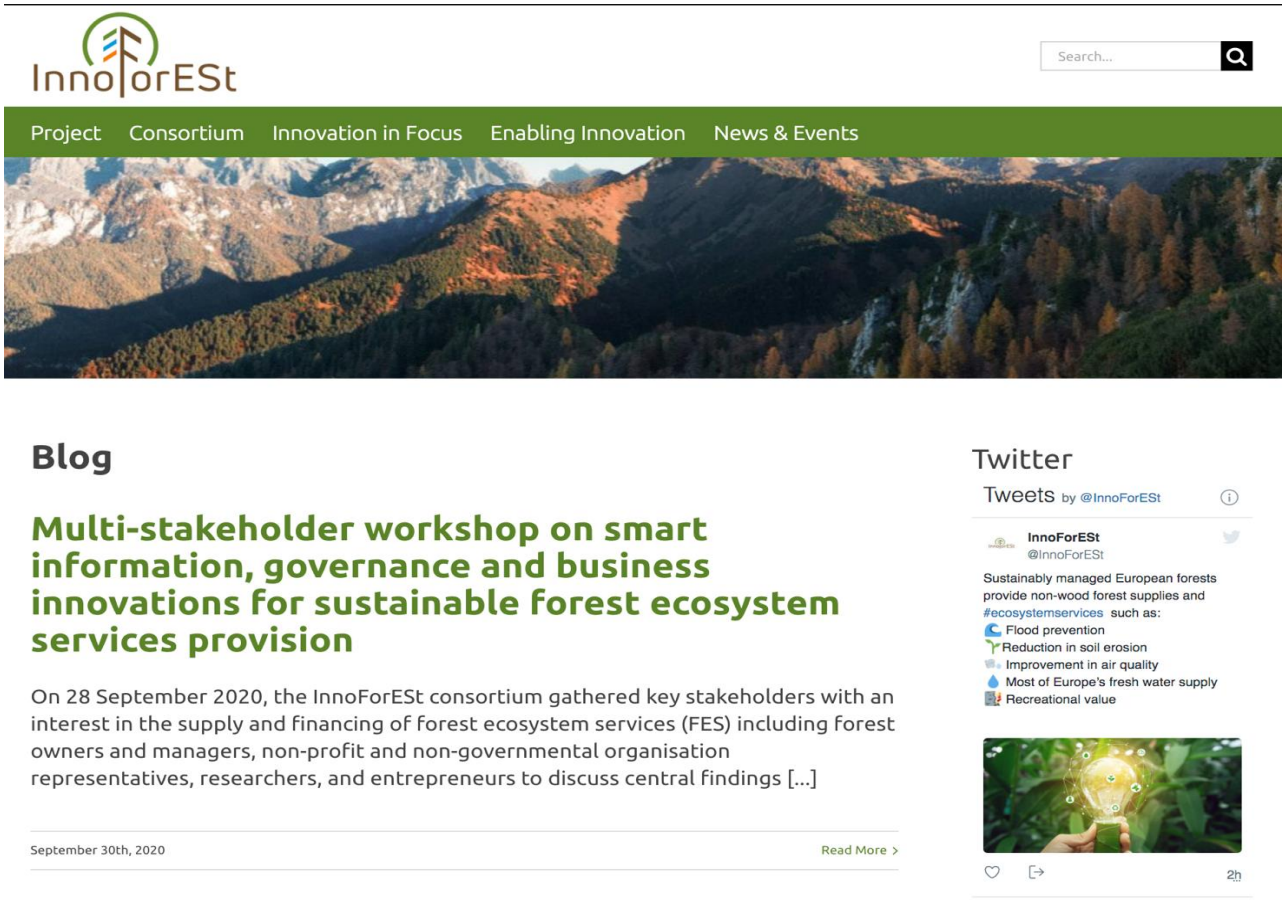

Figure 5. Layout of the Forest Innovation Blog

4.4. Social Media

A Twitter (@InnoForESt) and Facebook profile (@Innoforestproject) were set up and are accessible via the project homepage. They are managed by ELO/WP6 and HNEE/WP1 with some contributions from various project partners. Tweets can be posted by any project partners or stakeholder active on twitter. It is 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 social media profiles have also been used to direct people to the InnoForESt website and blog by highlighting new publications.

They are frequently used to reach a wider audience on project updates, interesting facts, as well as share similar research projects to increase reach. By combining appealing imagery with succinct and targeted information, project partners could reach and connect to their audience. At the time of writing, the project's twitter account has amassed audience members ranging across different sectors and professions, including but not limited to private individuals, academics (students, professors, and researchers), government organisations, NGOs, rural professionals, industry representatives, with tweet impressions averaging between 9.000 and 11.000 with peaks reaching approximately 18.000 and 16.000 impressions.

The twitter follower count amassed 508 followers by December 2020. InnoForESt's Facebook page (https://www.facebook.com/InnoForEStProject) reached a total of 98 likes, 116 followers, and reached a wider audience stemming from a variety of sectors and professions including but not limited to private individuals, academics (students, professors, and researchers), government organisations, NGOs, rural professionals, industry representatives. The page's extent is across the European content (including Sweden, Ireland, Poland, Ukraine, and many others) as well as the United States.

As part of its continued efforts to promote the InnoForESt project and its generated outputs, ELO has already scheduled social media posts once a week and for relevant UN and international days on Facebook and Twitter for 2021 and will continue to keep these profiles active for at least 3 years after the project finishes with new and interesting content from relevant stakeholders online and share the deliverables created within the project lifetime.

4.5. Project Banner

Two roll-up banners have been created for InnoForESt (see Annexe III) in line with all dissemination material produced within the project. HNEE/WP1 and ELO/WP6 were responsible for preparation and distribution of the banners. They have been displayed at key positions of venues (entry or on stage) hosting events organised in the framework of the overall project.

4.6. Project Flyer

The project flyer or leaflet (see Annexe IV) is a key dissemination component. It was 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 case studies, partners, and donors.

4.7. Innovation Region Briefs

Comprehensive Innovation Region description briefs (2-3 pp.) were developed by the Innovation Region coordination teams (collaboration between practice + science partners). These Innovation Region briefs provide core information about these selected IR examples and serve as an orientation for the consortium. The detailed briefs have been uploaded to the website as one entry point for all stakeholders and the interested public. Respective eye-catching flyers have been developed in English and in corporate identity design for printing, summarising the respective Innovation Region's endeavour and its link to the InnoForESt project. The partners can translate the briefs into their own national languages and print them for use as dissemination material.

4.8. Uniform PowerPoint Presentations

A uniform PowerPoint presentation template containing the logo and standard InnoForESt branding has been created and is available on the internal project website (see Annexe V). This should be used in any project related presentation wherever possible.

A comprehensive corporate identity graphic, including the InnoForESt and EU logos have been provided. It is to be used on the last page of all project related presentations, even in cases where other institutional PowerPoint templates must be used. Furthermore, a final slide promoting the projects various social media accounts for stakeholders to find more information was created, with the goal to direct views directly to these platforms after presentations.

4.9. Video

Three videos were planned, but to fully understand each IR individually and mapping approach in Work Package 2, fourteen were developed by the end of the project. These videos showcase the advances of the projects and highlight the case studies' innovative endeavours for the provision, use, and management of FES. The videos will encourage broader participation of practitioners and FES beneficiaries, and increase a sense of ownership of the project among partners involved. They were conceptualised and produced by professional film-makers in close cooperation with different project partners, depending on each video' focus.

Table 2. List and description of videos produced as part of the InnoForESt project.

No.	Title	Description	Link
1	336	Introduction to the project – What is InnoForESt about?	https://www.youtube.com/watch?v=59-zctCRW-0&t=2s
2	Value Chains for Forests and Wood	Interview with STUDIA partner, Wolfgang Baaske.	https://www.youtube.com/watch?v=sbVtCqvedXw
3	Collective Governance of Ecosystem Services – Slovakia/Czech Republic	Interview with IREAS partners, Lenka Dubová and Jiri Louda on the CZ/SK IR.	https://www.youtube.com/watch?v=Mg4izDkFsyw
4	Habitat Bank - Finland	Interview with SYKE partner, Saija Kuusela on the Finnish IR.	https://www.youtube.com/watch?v=FEAm9q40Cpc&t=1s
5	Mapping of Institutions for Institutions	Interview with SYKE partner, Eeva Primmer on the mapping in Work Package 2.	https://www.youtube.com/watch?v=HP5xPispd5U&t=2s
6	Waldaktie - Germany	Interview with Peter Adolphi (ANE) on the German IR.	https://www.youtube.com/watch?v=JEBGnMzr2mw
7	Forest Pasture System Management – Italy	Interview with Francesco Orsi (University of Trento) and Caterina Gagliano (PAT) on the Italian IR.	https://www.youtube.com/watch?v=P6dPpxvhRMQ
8	Love the Forest - Sweden	Interview with Torsten Krause (LUND) on the Swedish IR.	https://www.youtube.com/watch?v=LOe91qCPJc0
9	ELO & the InnoForESt project	Interview with ELO Secretary General, Thierry de l'Escaille on the role of ELO and forest owners/managers in the InnoForESt project.	https://www.youtube.com/watch?v=awOKQPqO638
10	InnoForESt – 3rd Consortium Meeting	Presenting interim results at the 3rd Consortium Meeting in Schlierbach, Austria	https://www.youtube.com/watch?v=jUbpn3HnqyE
11	Austria Innovation - Dickbauer Sawmill	Interview with Thomas Dickbauer, during our visit to Upper Austria. He explains the production at Dickbauer sawmill from round and sawn timber to the completely assembled wood product.	https://www.youtube.com/watch?v=DSan8ZnL1Ik
12	Austria Innovation - WALDNESS®	Interview with Christa Ohlinger-Brandner during our visit to Upper Austria. She explains the WALDNESS® project, a local tourism experience within the region's forests.	https://www.youtube.com/watch?v=bI10W4IYzQE&t=2s

13	'What is the InnoForESt project?' - Animated Video	Going further than the initial video on the website (which only provides a project overview of the i. objectives, ii. innovation regions iii. explaining what Forest Ecosystem Services are, iv. who the partners are and why they are involved) and capturing the experiences and lessons learned. The video has two main distinctive parts: 1. Introduction (What is the project about) 2. Outro (Lessons learned during the project/Conclusions we want to share)	https://www.youtube.com/watch?v=KunIDeUh6yU
14	InnoForESt Virtual Final Conference	Screen recording of the final conference event which took place on 28.10.2020	https://www.youtube.com/watch?v=BajkhJiSViI&t=13335s

Interviews with Innovation Region leaders and other practice partners served as a basis for videos. They have been embedded within the webpage through the InnoForESt YouTube profile. Public media outlets are used to raise interest by disseminating a teaser demonstrating the InnoForESt workshops

4.10. Articles

Research partners are preparing their results in accredited scientific journals. InnoForEst has followed the document "Guidelines to the Rules on Open Access to Scientific Publications and Open Access to Research Data in Horizon 2020" to adhere to the rules on open access to scientific peer-reviewed publications and research data that has been generated alongside the project. Main results are coming in as this report is being written, which will be analysed and summarised into an easily understandable report to ensure maximum outreach through future scientific articles. 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 has written 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 have provided information about each publication to HNEE and ELO, to be announced on social media and made available on the website.

The project is coming to a close at the time of writing (Nov-Dec 2020), and the project partners aim to put together a small yet comprehensive Special Issue, composed of a collection of academic papers presenting and highlighting the work of the different work packages. This would consist of 10-12 papers which provide key insights into the innovative conceptual framework, methodological proceedings, through enriched case studies across Europe, framed by a short intro and outro paper (respectively).

The authors would only be InnoForESt project partners (closed Special Issue). Considering that the project idea was born in Stellenbosch in 2015 during the ESP conference, a variety of partners stem from the ESP network as well as many of these authors target Ecosystem Services as their journal of choice. This special issue could link up to the previous work within the field of governance of ecosystem services as well as further contribute to the topic, providing conceptual, methodological, and empirical insights that explore the status-quo, as well as suggesting future pathways for the sustainable provisioning on FES in challenging times

Table 3. Preliminary list for our Special Issue "Innovations for FES" with the Journal of Ecosystem Services.

No.	Publication
1.	Primmer, Eeva, et al. "Institutions for Governing Biodiversity Offsetting: An Analysis of Rights and Responsibilities." Land Use Policy, vol. 81, 2019, pp. 776–84, doi:10.1016/j.landusepol.2018.11.040.
Preliminary list for our Special Issue "Innovations for FES" with the Journal of Ecosystem Services.	
1	Introduction: Assessing forest governance innovations: Inspiration from innovation studies for forest ecosystem service provision (Mann, C. et al.)
2	EU-wide Overview 1: A dynamic strategy-driven ecological-institutional landscape for ecosystem service provision (Primmer, E. et al. *already published*)
3	EU-wide Overview 2: Innovations for securing Forest Ecosystem Services provision in Europe - a systematic literature review (Maier, C. et al.)
4	Factors influencing innovation: Conceptualization of an analysis framework to identify influencing factors of innovative governance and business models for a sustainable supply for forest ecosystem services (Sorge, S. et al.)
5	From Factors to Prototypes? Sustainable supply for forest ecosystem services in Europe (Kluvankova, T. et al.)
6	Participatory process net-mapping to analyse governance innovations for the provision of forest ecosystem services (Sattler, C. et al.)
7	Assisting in innovation modulation: Constructive Innovation Assessment for FES governance innovation (Stegmaier, P. et al.)
8	Innovation Case study 1: The Role of Self-organized Forest Communities in Innovative Forest Governance: Lessons from Czech Republic and Slovakia (Louda, T. et al.)
9	Innovation Case study 2: Developing a governance innovation strategy for forest ecosystem service management in Primiero, Italy (Bussola, F. et al.)
10	Innovation Case study 3: "Taking care of it all?" Balancing the provisioning of Forest Ecosystem Services through innovation processes in Forest-Wood Value chains in Eisenwurzen, Austria (Schleyer, C. et al.)
11	Swedish Transformation strategy (Krause, T. et al.)
12	Outro: Lessons learned and recommendations for forest policy, business and practice (Guest editors)
13	Interventi di ripristino di prati e pascoli in Trentino. Riequilibrio del paesaggio e servizi ecosistemici del sistema agro-forestale montano. Sherwood 244, gen-feb 2020 (Gottardo L., Gagliano G., Giovannini G., *in Italian*)

Table 4. Published deliverables reports

Del.	Publication
1.1	Mann, C., & Hernandez-Morcillo, M. (2019). D1.1 Work and Quality Assurance Plan Project Handbook InnoForESt Deliverable 1.1.
1.2	Mann, C., Loft, L. & Hernandez-Morcillo, M. (2019). D1.2 Data Management Plan. InnoForESt Deliverable 1.1.
2.1	Primmer, E., Orsi, F., Varumo, L., Krause, T., Geneletti, T., … & Kister, J. (2019a). Mapping of forest ecosystem services and institutional frameworks - draft report. InnoForESt Deliverable 2.1.
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6.3	Maier, C. & Grossmann, C. (2020). Deliverable 6.3. Smart information, governance and business innovations for sustainable supply and payment mechanisms for forest ecosystem services
6.5	Fox, M. & Chubb,L.(2020). Deliverable 6.5. Sustainability Plan.

All deliverables can be found at: https://innoforest.eu/enabling-innovation/#fusion-tab-deliverables

4.11. Infographics

Two infographics were created with the goal of communicating the project findings through persuasive visuals. Every step of the project (from project presentation to actor involvement), especially the methodology, is presented for the reader to follow and comprehend. These can be found in Annexe VI. The first infographic serves the purpose to present what the InnoForESt project is about (titled "*What is the InnoForESt Project About?*"), and the second one focuses solely on the innovation regions (titled "*Innovation Regions in Focus*"). Both serve as a strong communication tool as they combine scientific accuracy, succinct description of the project goals and objectives, with appealing and interesting visuals. At first, the infographics initial objective was to serve as physical banners at an in-person final conference. However, due to the current public health crisis, their objectives shifted to online digital platforms and social media, as well as being the centrepiece of the animated video presented at the final conference.

4.12. Innovation Journeys

The Digital Innovation Platform is also used to promote and access the Innovations Journey study, which assessed the process of developing novel niche innovations for sustainable FES governance. The InnoForESt project, through a study (Deliverable 4.3), conceived innovation as process or a journey rather than strictly as a product, as it has been portrayed throughout the academic literature. This conceptual approach of innovation incorporated considering the socio-ecological-technical context of niche-innovation development as well, focusing on socially enacted interactions between the niches in question that present a high and fruitful innovation potential. On top of this, established regimes and other socio-cultural, economic and political landscape development/trends were also considered as the backdrop of these specific regimes and niches evolutions. Indeed, these Innovation Journeys are built to provide an overview of the underlying mechanisms and dynamics of the innovation processes themselves, by combining both theoretical and empirical considerations into the analysis and execution.

The results of this study highlight that innovation developments do not take place in isolated spaces, but rather shape and are shaped by essential context conditions and dynamics. Other results include highlighting the importance of strategic orientation of the niches (i.e., overarching aims and objectives), the organisation of regional innovations, and that the InnoForESt project developed a joint measuring process structure. Finally, the study emphasises the importance of comprehending and incorporating the fact that real world innovation developments do not take place under ideal, closed "laboratory" conditions: they are shaped by problems, crises, stagnation and setbacks. The Innovation Journeys themselves have highlighted the rhythmic nature of innovation processes and how they vary based on embedded local and historical contexts, that this rhythm is not consistently directed towards the new/progress, and that stakeholder networks develop alongside the innovation process rhythm.

To extend this process, i.e. secure the legacy, it is recommended that stakeholders initiate more meetings, either those created by the practice partner or those of the stakeholders are willing to and able to organise meeting invitations and set ups. Indeed, maintaining adequate and effective contact with the entire stakeholder network enables staying up to date with further developments, external relations and development influences on innovations. This process is facilitated through the established digital platform, with both its external and internal parts ready to be used as technical support and foster innovation exchange and most importantly, maintaining the momentum of the project works on innovative FES governance mechanisms. It is also important to note that the deliverable is adaptable for presentation within the InnoForESt website structure, i.e., through an interactive figure (it is still in progress).

4.13. EIP-AGRI Practice Abstracts

Practice abstracts are succinct, to the point, and easy to read information materials related to the project, curated using attractive wording to appeal to each potential stakeholder group of a multi-actor project. In this case, practice abstracts were written to all stakeholder groups of the InnoForESt project, from policymakers to rural foresters, that form the overlap between forestry and agriculture. They are uploaded online to increase the project's reach and prospective interests. For this project, they are uploaded as part of the European Innovation Partnership (EIP-AGRI) due to overlap of topics covered within the partnership and InnoForESt, which include fostering competitive yet sustainable forestry practices as well as striving to develop activities in harmony with essential natural resources. On top of this, the project's values of inclusive growth across sectors are aligned with the partnership's ambitions to contribute to smart, sustainable, and inclusive growth. They can be found online at: https://ec.europa.eu/eip/agriculture/en/find-connect/projects/smart-information-governance-and-business-0

The abstracts outline project plans, main findings, as well as detailed summaries of the issues tackled in a comprehensive manner relative to the targeted audience for practical applications. Details on where to find further information on the project are also available. Indeed, the practical component is an essential part of these abstracts, as they serve as steppingstones towards practical guidelines that stakeholders can take by focusing on usable results. By targeting real-life needs, InnoForESt is bridges the gap between research and practice

The EIP-AGRI abstracts written by InnoForESt cover both the innovation regions individually as well as the various methodologies used by the project, all whilst being connected to the deliverables stated in the grant agreement.

Whilst there are too many to list, notable abstracts cover the themes of Governance Situation Assessment (linked to Deliverables D3.1 (analysis framework), D5.1 (governance navigator), and D5.3 (final report/innovations learned) and Institutional and Biophysical-Mapping (Deliverables D2.2. and D2.3.) as both abstracts emphasise the governance aspect of the InnoForESt project as well as the cross-disciplinary nature of forest ecosystem services with institutionalised governance systems.

In the long-term, these abstracts can be updated according to new findings and assist in reinforcing a strong network across stakeholders. On a larger scale, these enable researchers to highlight their work in multi-actor environments and create metrics to measure the impacts of their research over time, as well as contribute to the EU collection of practical knowledge to speed-up sustainable innovation, as fostered by EIP-AGRI.

4.14. Policy Briefs

The InnoForESt project was created to contribute towards tackling an issue at the policy level within forestry management and governance: the lack of governance mechanisms to secure the future provisioning and financial support of forest ecosystem services, specifically for those that go beyond the classic monetary valuation framing, especially cultural and regulating forest ecosystem services. Thus, InnoForESt facilitates coordination between policy making processes, business procedures, and forest managers, to foster, alongside researchers in the field, the creation of innovative development processes.

Policy briefs are used as a tool to present a concise summary of the current policy and business spheres surrounding the InnoForESt project and forestry in general. These help readers understand the processes behind and objectives of government policies on specific topics, as well as relevant research, prospective policy options, and future recommended pathways of action for involved stakeholder groups (six in this case), all linked back to current governmental policies.

Here, clear, concise, and comprehensive language was used to convey current policies to a wider audience, as well as clearly explain specific terminology if required. This was curated for the six specific stakeholder groups to increase understanding of the content of the briefs. Doing this, combined with easy to access language, allows for a wider audience to comprehend governmental policies, which are usually perceived as complex and difficult to understand. Content wise, the briefs follow the same pattern as the practice abstracts where they focus on practical implications of the related policies, relative to scope, targeted audience, and both policy and business recommendations and policy alternatives, with the key difference being that the briefs focus solely on policy and business recommendations whilst the abstracts focus on a wider range of topics (methods etc.).

For the InnoForESt project, ELO used these briefs and presented them at working group meetings on forestry and nature, where key stakeholders were in attendance who could then further disseminate them to their respective extensive forestry networks.. The briefs are also all accessible online, ensuring that their recommendations are not lost and accessible to all audiences.

4.15. EU Forestry Strategy Roadmap

Collaboration between policymakers and the forest sector is central to optimising the multiple benefits provided by forests. When the expected impacts of an EU law or policy are likely to be significant, the Commission conducts an impact assessment before making its proposal. Within the Commission Work Programme a public roadmap initiative for the EU Forestry Strategy was opened between 30 October 2020 - 04 December 2020 to collect feedback which will be taken into account for further development and fine tuning of the initiative.

On 26 November 2020, HNEE, with the contributions of several project partners, generated a position paper on behalf of the InnoForESt project highlighting the issues which need to be addressed, what actions should be taken at the EU level and outlines different solutions the consortium believes could potentially provide beneficial economic, social and environmental effects on EU forestry.

The InnoForESt position paper considers the perspective of the InnoForESt consortium and its extended forestry network throughout the EU and is in line with D6.3 policy and business recommendations produced. The position paper is already submitted and available online here. A screenshot can also be found below in Figure 6.

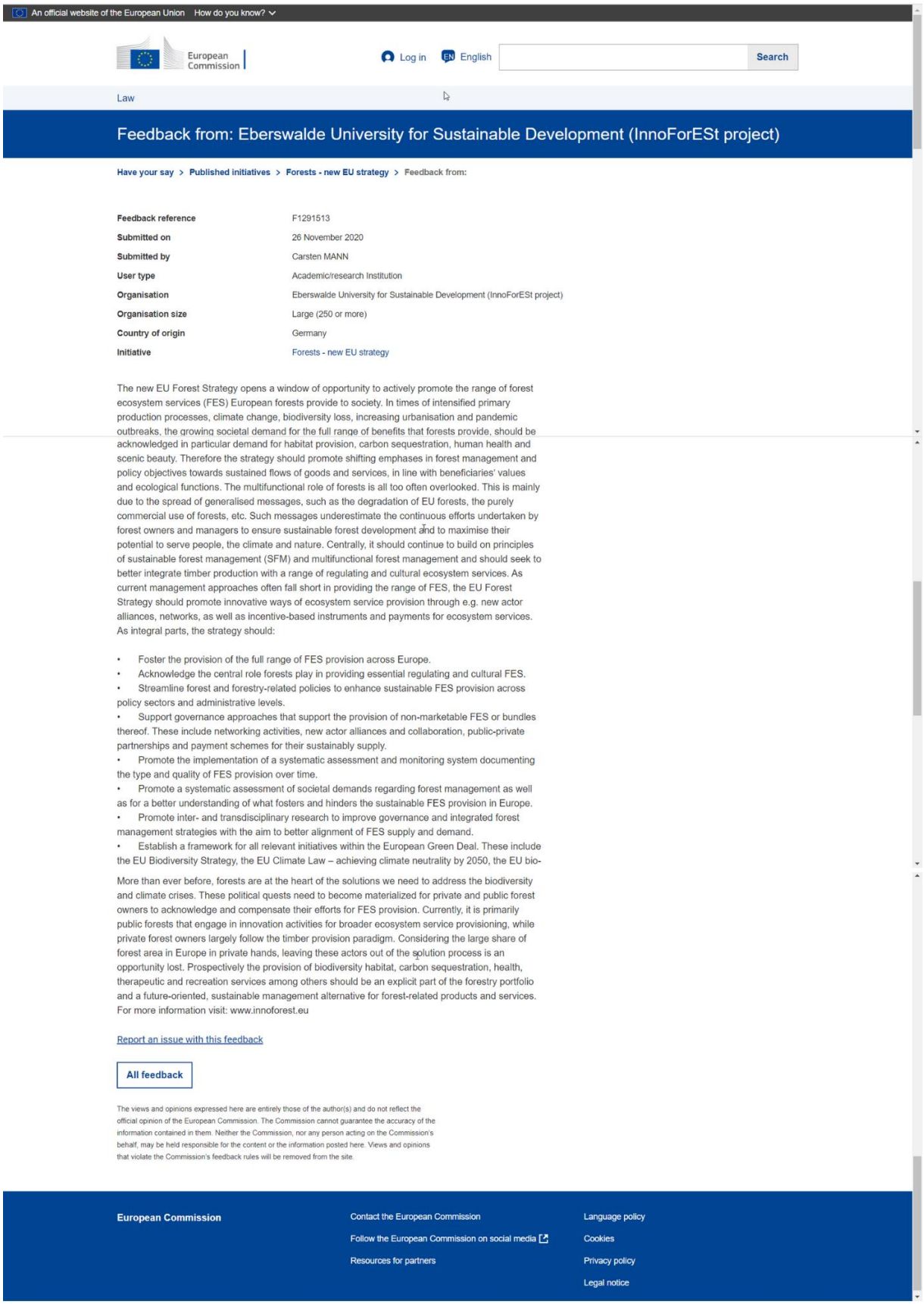

Figure 6. InnoForESt position paper uploaded to the EC 'Have your say' online platform where citizens, businesses, and organisations can share their views on new EU policies and existing laws.

5. Communication and Dissemination Activities

To provide an efficient flow of information and communication, a network of the networks among practice and science partners was established for the project. While the information flow in the Innovation Regions was organised by the IR coordination teams, they were also systematically connected with the help of various stakeholder meetings and the digital innovation platform.

5.1 InnoForESt meetings

Regular meetings were held which involved 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 IR and year
- Several Work Package meetings (organised by WP leaders)
- A kick-off meeting and a final conference

Meetings were located at different sites in Europe (Table 2). To save resources, different meetings were held back-to-back. Some of them, e.g., intermediate Project Steering Committee meetings, as well as additional meetings when necessary also took place via tele-conference (month 6, 18, 30). Due to the COVID-19 situation, the fourth Consortium Assembly and final conference was held online.

All information related to the meetings is available on the intranet for registered partners. The Commission was invited to each meeting of the Project Steering Committee and provided with minutes.

Table 5. InnoForESt consortium meeting locations and month

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 Meeting	Scheduled: Helsinki, Finland Changed to coincide with Interim Review at EC: Brussels, Belgium	18
Consortium Assembly Project Steering Committee Advisory Board WP meeting	Schlierbach, Austria	24
Project Steering Committee	Scheduled: Freiburg, Germany Post-COVID-19: Virtual	30
Final conference Consortium Assembly Project Steering Committee	Scheduled: Brussels, Belgium Post-COVID-19: Virtual	36

The project wide "kick-off" meeting took place in Berlin on the 27th of November 2017. In M36, a final conference of InnoForESt was originally planned to take place in Brussels. However, due to COVID-19 and the limitations of partners to travel or organise large events, it was held online using GoToWebinar format. The consortium used this final conference event to disseminate its findings and policy recommendations, while also providing an opportunity to discuss post-project continuation plans. This event and its contents targeted representatives of European and national authorities and associations, the scientific community, and targeted stakeholders identified during the stakeholder dialogues, including journalists and students.

Figure 7. Virtual Final Conference Save the Date Graphic

The final conference took place virtually on October 28th, 2020 from 9-13h, organised by ELO. Twenty-four of the project partners presented on their specific innovation regions and/or the project. The conference consisted of presentations combined with discussion sections as well as a final panel discussion with 3 external panellists (Conceição Santos Silva from the Mediterranean Forest Union, Michael Wolf from DG AGRI, and António Paula Soares, President of the Landowners Association of Portugal) as well as project partner Eeva Primmer from SYKE, to balance effectively presenting information as well as interacting with the audience. The latter was done through the "question box" component of the webinar software to best filter out and redirect questions to the adequate presenters. Furthermore, an animated video presenting InnoForESt was premiered at the conference, before being uploaded online and disseminated. In total, 124 attendees took part in the conference, with a 69% attendance rate (% of registrants attending the conference). Finally, the conference was recorded and uploaded to YouTube in order to be accessible in the future. The outcome of the conference was posted on the website, including into the final report, and published as an international article, to also serve as a template for national publication.

Figure 8. Virtual Final Conference Follow-up Social Media Post Graphic

5.2 Workshops

Innovation Region workshops were set on a transdisciplinary basis. Researchers from different disciplines interacted with local politicians, forest managers, innovative enterprises, and all other local stakeholders. This enabled the co-creation of knowledge needed to identify the enabling factors and dynamics that characterise the management of forest ecosystem services in the different case studies. These workshops were organised 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. The multi-stakeholder engagement event, which was postponed due to COVID-19, later served as a workshop trial run for the final conference in September 2020.

5.2.1 Multi-stakeholder Engagement Event

Figure 9. Multi-stakeholder Workshop Save the Date Graphic

Given the advice on travel and attending large events which several organisations and Member States issued and a discussion to review all the facts at our disposal with respect to the spread of COVID-19 it was decided to postpone the event until September 2020 in an online format.

Figure 10. Multi-stakeholder Workshop Follow-up Social Media Graphic

On 28 September 2020, the InnoForESt consortium gathered key stakeholders with an interest in the supply and financing of forest ecosystem services (FES) including forest owners and managers, non-profit and non-governmental organisation representatives, researchers, and entrepreneurs to discuss central findings from selected Innovation Regions (IRs), lessons learned from accompanying research, and to further refine project recommendations. It served as a practice to test the presentation and discussion approaches for the final conference event in October.

5.2.2 Market Place

During our 3rd Consortium Assembly in Schlierbach, Austria, 29 Oct - 1 Nov 2019, we held a "Market Place" style workshop, where InnoForESt partners and Austria IR stakeholders were invited to engage in a discussion about the different approaches taken in the provision and supply of sustainable FES in their region. Local Austrian stakeholders included Forstbüro, Wildpark Grünau, Traunsee-Almtal tourist region, Dickbauer sawmill, Almtal Forest School as well as many other local actors. The partners from Europe presented their innovation ideas, followed by rounds of talks that brought valuable suggestions and ideas - for everyone involved.

5.2.3 Virtual InnoForESt policy and business recommendations workshop

The plan was to attend an internal workshop in Freiburg, Germany at the premises of FVA, which WP6 would have hosted on April 22nd and 23rd, as well as the back-to-back Project Steering Committee meeting on the afternoon of the 23rd. However, due to travel restrictions, this workshop and trip had to be cancelled in March and instead took place online.

Despite challenges of COVID-19 measures in place, the InnoForESt Innovation Region and Work Package partners gathered from their respective home countries with the goal of collectively developing recommendations for practitioners, businesses, and policymakers. The outcomes of this workshop eventually helped generate Deliverable 6.3 – A set of policy recommendations for EU wide governance strategy for sustainable forest ecosystem service provisioning and financing. As the Innovation Regions are at the core of the InnoForESt project, this workshop placed a particular focus on examining achievements and results from a practitioner's perspective.

5.3 Press releases

Press releases, highlighting key events within the project (completion of deliverables, final project results) were disseminated to the local, regional, and national press. At least twenty-nine press releases during the project lifetime were published. Consequently, each partner was required to establish links with local and regional journalists to ensure coverage of the InnoForESt project. Moreover, the press and media were invited to all public events from national conferences (which ELO attended several) to selected workshops in the IRs. Each partner was 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 were 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 was edited and adapted for different target groups and media. All InnoForESt related press releases can be found in Annexe VII.

5.4. InnoForESt-related Presentations

No.	Type of activities[1]	Main leader	Title or issue	Date	Place	Type of audience[2]	Size	Spatial level[3]
1	Presentation	SYKE	"Analysing distributional equity: a multi-actor perspective on the desired impacts of biodiversity offsetting"	17.10.18	ESP conference, San Sebastian			
2	Internal Communication	Carol Grossmann	Presentation and harmonization of concept and layout of flyers for Innovation Regions	30.10.2018	Trento	All Project partners	40	Int.
3	Presentation	ELO	Presentation at EESC	11.2018	EESC, Brussels, Belgium	Young farmer/rural leaders from Wales	20	EU
4	Presentation	ELO	Presentation at ELO office	02.2019	Brussels, Belgium	Welsh representatives	20	National Wales, Belgium
5	Presentation	ELO	Forum for the Young Friends of the CountrySide	16.02.19	Brussels, Belgium	ELO Members and Friends	20	EU
6	Conference Poster	Carolin Maier	'Innovation Tool kit for Forest Practitioners'. "Forstpolitiker treffen" (biannual conference of German speaking Forest policy Research Community)	04.2019	Vienna	Researchers	40	Int.

[1] Type of activities: Report – Press/Media article – Press release

[2] Type of audience: Policymakers – Civil Society – Scientific community

[3] Spatial level: EU, national, local

7	Lecture on CINA Approach	UTWENTE	Approaches for Innovation developing & testing I: CTA	05.2019	HNEE	Forestry students	10	Int.
8	Presentation/Workshop with European Foresters (CDG, CEPF, COPA-COGECA)	ELO	General Presentation 'What is InnoForESt?'	10.07.19-11.07.19	Brussels, Belgium	European Foresters (CDG, CEPF, COPA-COGECA)	20	EU
9	Special Session at the European Society for Ecological Economics Conference – ESEE2019	Carsten Mann, Lasse Loft, Eeva Primmer	Conditions and processes of governance innovations for forest ecosystem service provision	18.06.19-21.06.19	Turku, Finland			
10	XXV IUFRO World Congress 2019	Carsten Mann	A social-ecological-technical analysis framework for forest ecosystem services governance innovations	29.06.19-05.10.19	Curitiba, Brazil.			
11	Thematic Working Group Session T18a, Ecosystem Services World Conference	Lasse Loft, C. Meyer, Carsten Mann, A. Altmann	Towards governance innovations for ES provision: Legal aspects, economic instruments, and policy mixes	21.10.19-25.10.19	Hannover, Germany.			
12	Presentation at Annual Project meeting	Carolin Maier	Replicability and Upscaling Potentials (D6.2)	30.10.19	Schlierbach, Austria	All Project Partners	40	Int.
13	Presentation and interactive workshop session with IRs and WPs at Annual Project meeting	Carolin Maier, Carol Grossmann	Policy Recommendations for EU wide governance strategy for sustainable forest ES provisionin	1.11.19	Schlierbach, Austria	All Project Partners	40	Int.

			g and Financing (D6.3)					
14	INFORMA Conference "Governing and managing forests for multiple ecosystem services across the globe"	Stefan Sorge, Carsten Mann	A social-ecological-technical analysis framework for forest ecosystem service governance innovations.	26.02.20-28.02.20	Bonn, Germany			
15	Cross-Fertilization Workshop InnoForESt-SINCERE	Mónica Hernández Carsten Mann Lasse Loft	A solution scanning exercise: sustainable provision for FES in EU	10.12.20-11.12.20	On-line	Project Partners from InnoForESt and SINCERE	24	EU

5.5 InnoForESt-related public relations activities

InnoForESt partners participated in several events to disseminate on the project throughout the project lifetime. The list of dissemination activities can be found in Annex II.

5.6 Development of a sustainability plan

A sustainability plan is being developed to enable further use of the outcomes of the project. Core elements are datasets for future scientific articles, and as the basis for further research. The 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.

5.7 Response to COVID-19 related lockdown measures

Due to the Covid-19 related lock down measures across Europe starting in February 2020, face-to face interviews and writing workshops (in particular for WP4) were not possible to conduct. The data gathering methods had to be adapted. Instead, video conference interviews were conducted. Final events in 2020 were forced to take place online in Webinar format or like in the case of our planned IR excursion to Germany and the Czech Republic, it had to be postponed until after the project finishes and travel conditions allow. Although this was a serious limitation to the consortium's ability to engage in person, we were able to take advantage of online platforms to hold meetings and events to save travel time and resources.

Key challenges:

- Working as a geographically diverse team
- Communicating in a virtual environment
- Delivery of in-person dissemination events

Response:

- Increased virtual meetings between WPs and IR teams
- Creation of Final Dissemination Strategy Team (HNEE, ELO, WP4+5+6)
- Final events moved online (i.e., Multi-stakeholder Workshop, Final Conference)

Limitations:

- Adaptation to an online final conference worked, while other critical activities such as the cross IR meeting workshop between our German and Czech partners had to be cancelled.

Conclusion

This updated communication plan highlights the communication and dissemination activities performed by the InnoForESt project team for the entire duration of the project. This update presents in detail the updated activities, their goals, outcomes, and in some cases how they were implemented. These activities have been tailored to every involved stakeholder group to reach optimum results to foster a favourable and sustainable environment for FES provisioning and financing. On top of this, multiple mediums were used, from academic articles, policy briefs, videos, banners, and flyers (to name a few), for maximum uptake of project results, which are all available on the website. In light of the global sanitary crisis of 2020, the communication plan also elaborates on the adaptability of the communication and dissemination activities, and how they were transposed from in-person events to an online format. The following deliverable, D6.5 Sustainability Plan, elaborates on communication and dissemination actions after project completion. Finally, this communication plan can also serve as an inspiration for other projects focusing on sustainable provision and governance of ecosystem services that aim to foster a policy and business environment that favours holistic ecosystem service governance mechanisms.

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InnoForESt Blog: https://innoforest.eu/blog/

InnoForESt Facebook page: https://www.facebook.com/InnoForEStProject

InnoForESt Partner Area/Innovation Journey: https://innoforest.eu/partners/

InnoForESt Website: www.innoforest.eu

InnoForESt Twitter: https://twitter.com/InnoForESt

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Annexes

Annexe I. List of Blog Entries

No.	Date	Title	Author
1	28.05.2018	InnoForESt at the Forest Innovation Workshop 2018	N.A.
2	12.06.2018	Rethinking the Europe – America relationship in a disruptive world. Sustainable development – Innovation - Entrepreneurship	Stefan Sorge (HNEE)
3	01.08.2018	InnoForESt is developing biodiversity offset supply to meet the suddenly growing demand	Eeva Primmer (SYKE)
4	10.12.2018	Slovak and Czech collective governance – the first findings	(CETIP)
5	10.12.2018	Active forest management Innovation effectiveness in extreme weather events	(PAT)
6	31.01.2019	First stakeholder workshop of the Italian innovation region held in Fiera di Primiero	(PAT)
7	13.03.2019	Navigating innovations in forest ecosystem service governance	Ewert Aukes & Peter Stegmaier (UTWENTE)
8	09.04.2019	Climate Change and Forest Fires in Europe	Daniel Monteleone (ELO)
9	18.06.2019	InnoForESt Project – 2nd stakeholder workshop – Primiero, 8 and 23 May 2019	Caterina Gagliano (PAT)
10	18.06.2019	InnoForESt takes a trip to Colombia	Stefan Sorge (HNEE)
11	26.06.2019	Habitat banking Role board game for Finnish innovation region Turku, Finland	Veronika Gežík (CETIP)
12	05.07.2019	InnoForESt participates in the MAES Stakeholder Workshop	Lindsey Chubb (ELO)
13	17.07.2019	Innovative practices to maintain the potential of forests to store carbon	Juliette Olivier (ELO)
14	21.08.2019	The Swedish forestry model: intensifying production for sustainability?	Iris M. Hertog, Sara Brogaard & Torsten Krause (LUND)
15	26.08.2019	Collective forest ownership: the Spanish approach	Julia Pazmiño (HNEE)
16	27.08.2019	InnoForESt's CINA approach expands its audience: CINA lecture @HNEE – 08.05.2019	Ewert Aukes (UTWENTE)
17	02.10.2019	InnoForESt participates in the MAES Working Group	Daniel Monteleone (ELO)
18	02.10.2019	InnoForESt participates in "Co-creating the Future of Biodiversity and Natural Capital"	Daniel Monteleone (ELO)
19	25.10.2019	Multifunctional forest-pasture management in the Lessinia Mountains, Italy	Francesca Bussola and Caterina Gagliano (PAT)
20	27.11.2019	Mit- und voneinander lernen	N.A.

21	19.12.2019	Climate change adaptation: a missing piece in Swedish forestry	Iris Maria Hertog, Tyko Berglund Ager and Torsten Krause (LUND)
22	18.02.2020	ClimSchool – Sustainable forestry and timber industry for climate protection	N.A.
23	24.04.2020	Despite challenges of COVID-19 measures in place, InnoForESt continues its work	Lindsey Chubb (ELO)
24	23.07.2020	Helpful discussion on multifunctional forest-pasture management between Trento and Bolzano Forest Service	Francesca Bussola (PAT)
25	03.08.2020	EFI Interview with Eeva Primmer, Research Director, Finnish Environmental Institute (SYKE)	Lindsey Chubb (ELO)
26	30.09.2020	Multi-stakeholder workshop on smart information, governance and business innovations for sustainable forest ecosystem services provision	Lindsey Chubb (ELO)
27	30.10.2020	Finnish innovation concludes: a giant leap cannot be taken without small steps	Eeva Primmer (SYKE), Liisa Varumo (SYKE)
28	09.11.2020	InnoForESt Virtual Final Conference: An opportunity to showcase and debate project results	Lindsey Chubb (ELO)
29	11.11.2020	A concrete case of traditional landscape restoration promoted by a private forest owner in Val Canali (Primiero), Italy	Alessia Cornella (UNITN/PAT) Caterina Gagliano (PAT) Francesca Bussola (PAT)
30	02.12.2020	Science is Wonderful!	Stefan Sorge (HNEE)

Annexe II. List of Dissemination Activities

InnoForESt-related Dissemination Activities								
No.	Type of activities[4]	Main leader	Title or issue	Date	Place	Type of audience[5]	Size of audience	Spatial level[6]
1	Presentation	ELO	ELO General Assembly	2/20	Online	ELO Members	60	EU
2	IR Meeting	STUDIA	Meeting with Stephan Hölzl from the Upper Austrian Timber and Furniture Cluster	1/20	Schlierbach, Austria	Timber producer	1	AT
3	Online Science Exhibition	HNEE	Science is Wonderful! 2020	22/9/20	Online	Schools, citizens and forestry stakeholders	10.000	Global /EU
4	Brochures/Face to Face	ELO	Friends of the Countryside General Assembly	24/6/20	Online	FCS Members	82	EU
5	Brochures/Face to Face	ELO	ELO General Assembly	15/20	Online in Berlin and Brussels	ELO Members	>50	EU
6	Presentation	IREAS	"Fostering the Provisioning of Forest Ecosystem Services on Private Land: Case Study of Innovative Instrument from Land Trust Association Cmelak, Czechia"	20/2/20	Conference at PLPR2020 in Usti nad Labem	Researchers and professionals	50 participants, 138 registered	EU
7	Brochures/Face to Face	ELO	*SIMRA Final Conference: "From the implementa*	19/2/20	University Foundation, rue d'Egmont 11, 1000	European Commission, Members of the European Parliament,	40	EU

[4] Type of activities: Report – Press/Media article – Press release

[5] Type of audience: Policymakers – Civil Society – Scientific community

[6] Spatial level: EU, national, local

			tion of local initiatives to the integration into public policies"		Brussels, Belgium	regional authorities, NGOs, European networks, researchers, and all those working on social innovation and/or rural areas		
8	Brochures/Face to Face	ELO	Wildlife Estates Dinner	10/2/20	Brussels	Hunters, Wildlife Management Experts, Forest Owners and Managers, Landowners, Director-General for Environment at the European Commission	150	EU
9	Brochures/Face to Face	ELO	International Conference on Forests for biodiversity and Climate	4/2/20	Charlemagne, Brussels	Pascal Canfin, Member of the European Parliament, President of ENVI Committee, Terhi Lehtonen, State Secretary, Ministry for the Environment, Finland – TBC, Croatian Presidency of the EU Council – TBC, Jochen Flasbarth, State Secretary, Federal Ministry for the Environment, Germany – TBC, Daniel Calleja, Director-General, Directorate General for the Environment, European Commission, Mauro Petriccione, Director-General, Directorate General for Climate Action, European Commission among countless others	200	EU
10	Brochures/Face to Face	ELO	Working Group	29/1/20	EESC	CEJA, DG AGRI, Rural Youth	20	EU

			Meeting for Rural Youth Europe			Europe, EUROPARC		
11	Brochures/Face to Face	ELO	ELO Innovation Conference Climate Positive Farming	29/2/20	EP Brussels	Hosted by Martin Hlaváček MEP	100	EU
12	Brochures/Face to Face	ELO	Seeing the forest for the trees – the multifunctional role of EU forest	21/2/ 20	EP Brussels	MEP Petri Sarvamaa, Roland Kautz, Österreichischen Bundesforste (ÖBf), Austria, Robert Sambolek, President of the WP Private Forests, Croatian Chambers of Agriculture, Kerstin Dafnäs, President, The Black Woodpecker (the Swedish association of women forest owners), Conceição Santos Silva, UNAC (União da Floresta Mediterrânica - The Union of the Mediterranean Forest – Portugal), Mihail DUMITRU, DG AGRI	80	EU
13	Brochures/Activity Report/ Face to Face	ELO	European Biodiversity Conference	10/12/19	EP Brussels	Policymakers, DG Climate Action, DG ENVI, Farmers, MEPs, NGOs, Researchers and Universities	130	EU
14	Brochures/Activity Report/ Face to Face	ELO	Bee Award	10/12/19	EP, Brussels, Belgium	the 3 winners of the bee award, the jury, researchers, MEP's, experts in biodiversity, people interested by the subject	80	EU

15	Dissemination materials/Seminar/ Activity report	Fondation Universitaire Stichting	Towards a climate smart European livestock farming	6/11/19	Fondation Universitaire Stichting	MEPs, researchers, NGOs, farmers, landowners focused on climate friendly, sustainable solutions for livestock farming	100	EU
16	Dissemination materials distributed	ELO	Heritage Houses Final Conference	24/9/19	Brussels, Belgium	Policymakers, academics, owners & experts in the field of heritage, culture, innovation, and business models	450	EU
17	Dissemination materials distributed	ELO	Co-creating the Future of Biodiversity and Natural Capital	19/09/19	Brussels, Belgium	Members of DG ENV, JRC, DG RTD, Member State Representatives, stakeholders in ecosystem assessment, ecosystem services and biodiversity	80	EU
18	Dissemination materials distributed	ELO	MAES Stakeholder Workshop	18/9/19	Brussels, Belgium	Members of DG ENV, JRC, DG RTD, Member State Representatives, stakeholders in ecosystem assessment, ecosystem services and biodiversity	60	EU
19	Dissemination materials distributed	ELO	Royal Welsh Panel	24/7/19	Builth Wells, Wales	Welsh Parliament Members, NGO's CLA, farming organizations	70	National
20	Dissemination materials distributed/Presentation/Workshop	ELO	Workshop with EU Foresters at ELO office	11/7/19	Brussels, Belgium	European Foresters (CDG, CEPF, COPA-COGECA)	20	EU
21	Dissemination materials distributed	ELO	MAES Stakeholder Workshop	17/6/19	Brussels, Belgium	Members of DG ENV, JRC, DG RTD, Member State Representatives, stakeholders in ecosystem assessment,	30	EU

						ecosystem services and biodiversity		
22	Dissemination materials distributed	ELO	H2020 Project: BIOPLAT-EU 1st Meeting	8/5/19	Albacete, Spain	Organizations such as renewable energy consultancy, Food and Agriculture Organization (FAO), environmental technologies, research institutes specializing in mining, landscapes, land use, agri-food supply chains, biofuels, biomass production, Universities with agricultural and environmental modelling, Energy consultant	20	EU
23	Dissemination materials distributed	ELO	FEAL Final Conference	06/5/19	EESC, Brussels, Belgium	NGOs, farming organizations, Technical institutes, Public Education institution, public funding advisory organizations	50	EU
24	Dissemination materials distributed, project video, interactive project board	ELO	Best of Portugal	5/5/19	Parc du Cinquantenaire, Brussels, Belgium	MEPS, NGOs, Farming Organizations, Portuguese Representatives	40,000	National, EU
25	Dissemination materials distributed	ELO	COFARM FINAL CONFERENCE	24/4/19	Brussels, Belgium	EU	50+	EU
26	Dissemination materials distributed	ELO	Our Forest, Our Future Conference	25/4/19	Brussels, Belgium	MEPs, NGOs, delegations		EU
27	Dissemination materials distributed	ELO	Climate Change and Forest Fires in Europe	20/3/19	European Parliament, Brussels, Belgium	MEPS, NGOs, delegations, JRC, Director DG CLIMA DG ENV. DG RTD, DG AGRI, DG ECHO, Portuguese	100+	EU

						Farmers Confederation, Mellanskog Family Forest Association, Directorate General State Forests, Poland, Bee2FireDetection		
28	Dissemination materials distributed	ELO	Tree of the Year	19/3/19	Brussels, Belgium	Environmental Partnership Association		EU
29	Dissemination materials distributed	ELO	Innovation Conference	09/1/19	European Parliament - Brussels, Belgium	MEP, delegations, NGO's		EU
30	Dissemination materials distributed (ELO activity report, brochures)	ELO	Kick-off meetings	N/A		New partners		EU
31	Dissemination materials distributed	ELO	Biodiversity Conference	4/12/19	Residence Palace, Brussels, Belgium	MEP, delegations, NGO's		EU
32	Project Video, Dissemination materials distributed, interactive projects board	ELO	Forum for Future of Agriculture (FFA) 2019	9/4/19	Square, Brussels, Belgium	Range of people within agriculture, sustainability, climate change, forestry	1500	EU
33	Dissemination materials distributed	ELO	ELO & Rise Event	08/4/19	Residence Palace, Brussels	Range of people within agriculture and sustainability		EU
34	Dissemination materials distributed	ELO	ELO Annual General Meeting	27/11/18	Bucharest, Romania	ELO members, and Romania politicians		EU
35	Dissemination materials distributed	ELO	Forum for the Future of Agriculture (FFA) Regional	25/10/18	Kiev, Ukraine	MEPs, MPs, Ambassadors, Ministries of Agriculture, Agribusinesses		EU
36	Communication on project	SYKE	First CINA workshop at Postitalo	19/9/18	Finland	landowner, forestry organizations, ministry of agriculture and forestry, nature NGO	14	National

Annexe III. Project Banners/Roll-ups

Figure 11. Banner/Roll-up 1 and **Figure 12.** Banner/Roll-up 2 (*https://innoforest.eu/enabling-innovation/#fusion-tab-infographics)

Annexe IV. Project Flyer/Brochure

Figure 13. Flyer/Brochure External side (https://innoforest.eu/enabling-innovation/#fusion-tab-brochures)

Why InnoForESt?

Forests are the backbone of our environment and livelihoods. They are habitat to countless plant and animal species as well as scenery and context for recreation and tourism. Forests filter air and water, prevent avalanches and landslides. They store carbon in the trees and soil and hence protect our climate. And last but not least, they provide valuable timber as a sustainable renewable raw material for healthy living.

In academia, these benefits are referred to as "forest ecosystem services". Ensuring their future provision requires new and unconventional approaches in forest management, business, and in the policies and interventions that govern these.

We expect the InnoForESt project to identify, enhance, and spread promising innovative ideas, for the benefit of forest enterprises, our fellow citizens and future generations.

We thank you for your interest!

The InnoForESt team

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Germany
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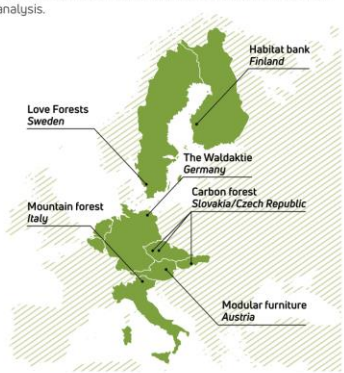
HNE Eberswalde
Eberswalde University for Sustainable Development

Learning from Pioneers

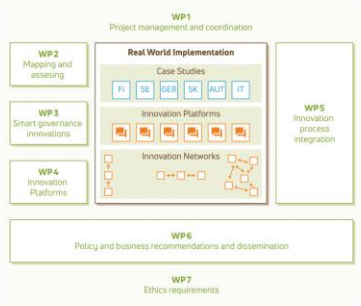
Throughout Europe, practitioners pioneer new ways to align the provision of forest ecosystem services with societal demands and economic necessities. A selection of six initiatives forms the project's core. They serve as good practice examples, network partners, and case studies for systematic analysis.



The project brings together 16 partner organisations from nine EU countries. The consortium includes forest and environmental administrations, wood-processing and consultancy firms, hunting associations, forest managers, land-owners, and NGOs, as well as European universities and forest research institutes. All are interested in and experienced with researching and developing novel policy and business strategies for forest ecosystem services. Combining knowledge from research and practice, InnoForESt will portray, systemically analyze and help further develop good practice examples of economically viable mechanisms for providing forest ecosystem services.

Spreading the Word

Part of the project's mission is to elaborate, assess and debate the potential of transferring innovations to other regions or countries across Europe. We aim to identify influencing factors and conditions necessary for sound innovation establishment. To reach these objectives, InnoForESt is divided into seven work packages ("WPs").



New actor alliances within and beyond the forestry sector will cooperate in developing recommendations for decision makers in politics and practice.

Our networks are open for other innovators and ideas. 'Innovation platforms' are set up in each case study region to facilitate collaboration and knowledge transfer.

We invite anyone related to innovation activities for forest ecosystem service provision to participate in our project activities regularly announced at our project website: **www.innoforest.eu.**

Annexe V. PowerPoint Presentation Template for InnoForESt Related Presentations

The four main objectives

- Synthetizing information on forest ecosystem, service provision
- Understanding success factors of novel policy and business models
- Upgrading upscaling and mainstreaming innovation
- Provisioning of policy and business recommendations

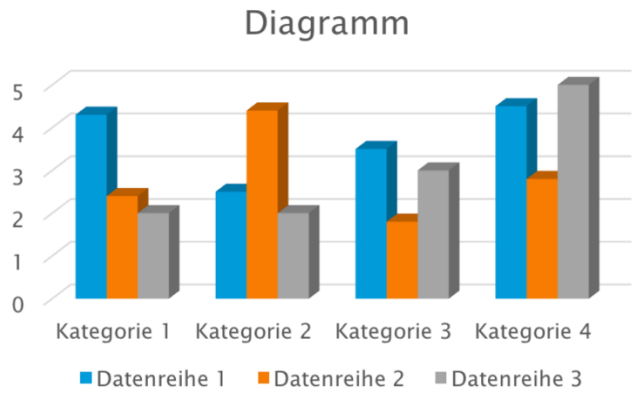
25. Mai 2018 InnoForESt at a Glance 3

Alternative Layout

- Synthetizing information on forest ecosystem, service provision
- Understanding success factors of novel policy and business models
- Upgrading upscaling and mainstreaming innovation
- Provisioning of policy and business recommendations

25. Mai 2018 InnoForESt at a Glance 4

Facts and Figures

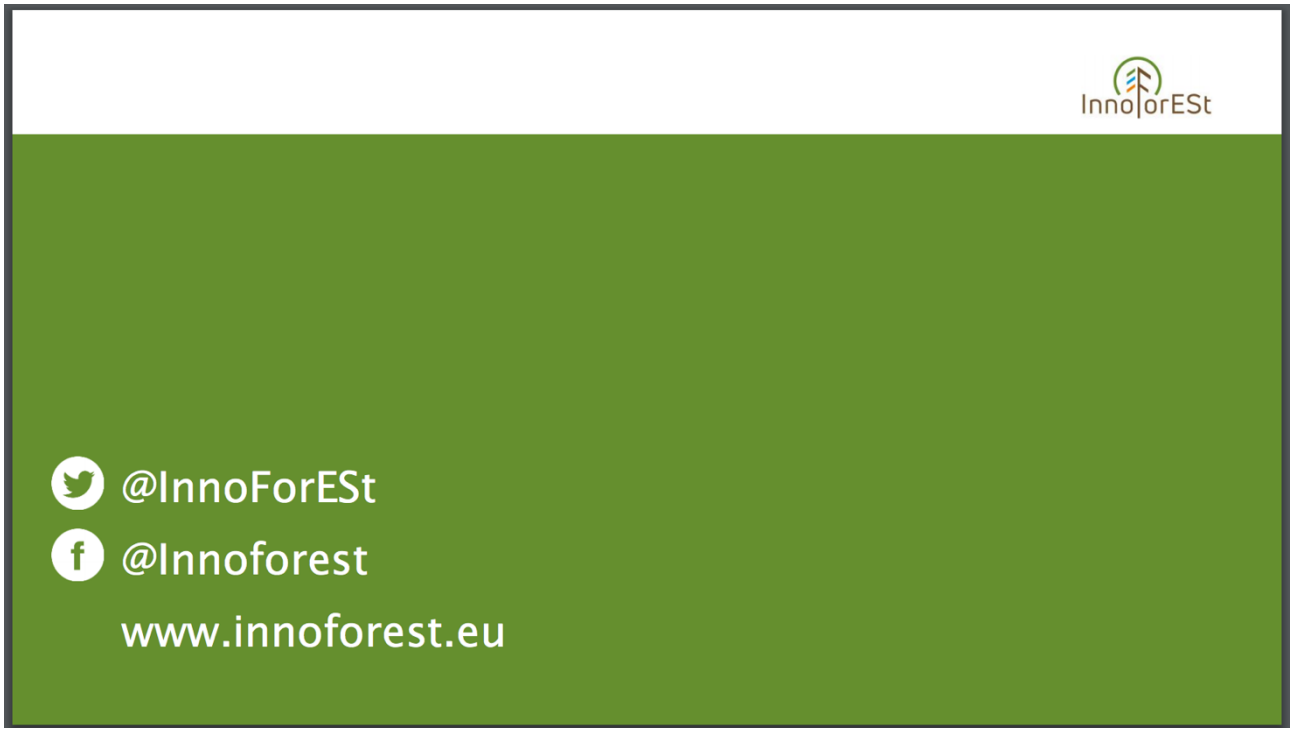


25. Mai 2018 InnoForESt at a Glance 5

Facts and Figures

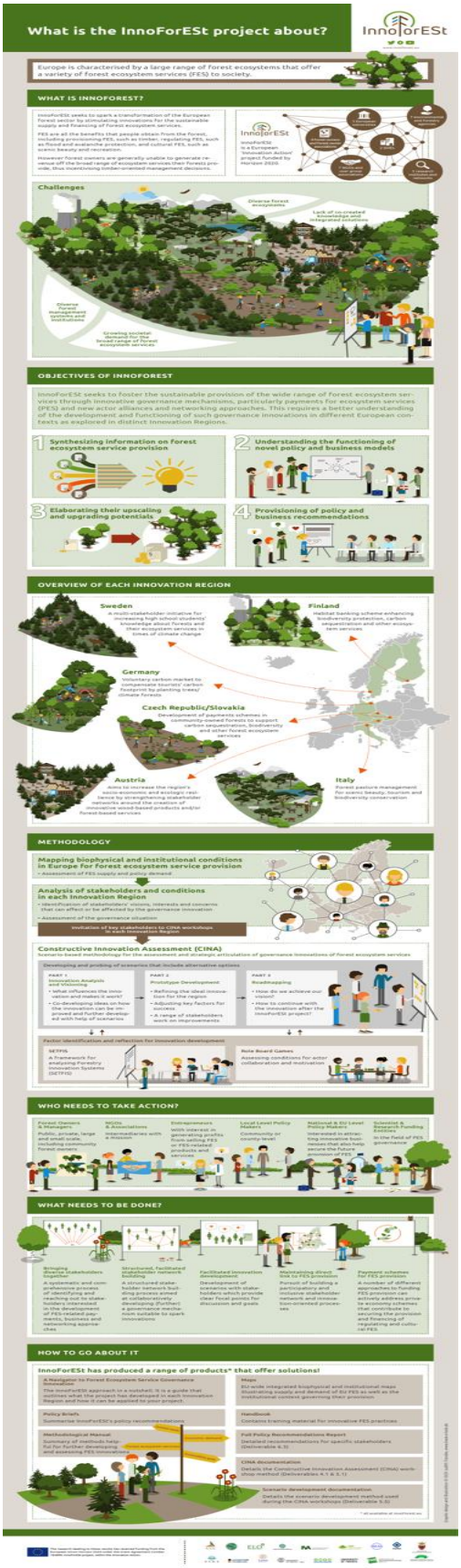
Tabelle			

25. Mai 2018 InnoForESt at a Glance 6


@InnoForESt
@Innoforest
www.innoforest.eu

Annexe VI. Infographics

Infographic 1. What is the InnoForESt Project About? https://innoforest.eu/enabling-innovation/#fusion-tab-infographics



Infographics 2. Innovation Regions in Focus https://innoforest.eu/enabling-innovation/#fusion-tab-infographics

Annexe VII. Press Releases

Date	Title	Media Outlet	Link
Dec 2020	InnForESt Virtual Final Conference	CountrySide Magazine	TBD
Nov 2020	Progetto InnoForESt – Conferenza finale – 28 ottobre 2020	Forest Service website	https://forestefauna.provincia.tn.it/news/Progetto-InnoForESt-Conferenza-finale-28-ottobre-2020
Sept-Oct 2020	InnoForESt Multi-Stakeholder Workshop	CountrySide Magazine	https://www.europeanlandowners.org/images/CSM_Magazines/CSM189_GB_v2.pdf
July 2020	Stato di avanzamento del progetto InnoForESt	Trentino Forest Corp magazine (Bolletino del CFT) n.1 2020	https://ita.calameo.com/read/000195356bd0987d80ef1
July 2020	Helpful discussion on multifunctional forest-pasture management between Trento and Bolzano Forest Service	InnoForESt website	https://innoforest.eu/blog/helpful-discussion-on-multifunctional-forest-pasture-management-between-trento-and-bolzano-forest-service/
June 2020	Update of the section of InnoForESt project on the official website of the Forest Service	https://forestefauna.provincia.tn.it/	https://forestefauna.provincia.tn.it/Pubblicazioni-e-progetti/Progetti/Progetto-InnoForESt
May 2020	Progetto InnoForESt – Workshop in merito alle linee guida per politica e business - 22 e 23 aprile 2020	Forest Service Website	https://forestefauna.provincia.tn.it/news/Progetto-InnoForESt-Workshop-in-merito-alle-linee-guida-per-politica-e-business-22-e-23-aprile-2020
February 2020	ClimSchool	HBLFA Raumberg-Gumpenstein	https://raumberg-gumpenstein.at/schule/schule-aktuelles/climschool-nachhaltige-forst-und-holzwirtschaft-f%C3%BCr-den-klimaschutz.html
December 2019	Progetto InnoForESt – 3° Consortium Assembly con i partners	Bollettino del Corpo Forestale del Trentino n.2/2019	https://ita.calameo.com/books/000195356a7f0d47cf15e
Dec 2019	Progetto InnoForESt – 3° workshop di scambio con i portatori d'interesse – Primiero 17 dicembre 2019	Servizio Foreste e fauna's website	https://forestefauna.provincia.tn.it/news/Progetto-InnoForESt-3-workshop-di-scambio-con-i-portatori-d-interesse-Primiero-17-dicembre-2019
Nov 2019	Progetto InnoForESt – 3° Consortium Assembly con i partners – Schlierbach, Austria	Servizio Foreste e fauna's website	https://forestefauna.provincia.tn.it/news/Progetto-InnoForESt-3-Consortium-Assembly-con-i-partners-Schlierbach-Austria
Nov 2019	Mit- und Voneinander lernen	Meinbezirk	https://www.meinbezirk.at/kirchdorf/c-wirtschaft/mit-und-voneinander-lernen_a3750534
Oct 2019	Internationales Vernetzungstreffen am 30. Oktober in der SPES Zukunftsakademie	Meinbezirk	https://www.meinbezirk.at/kirchdorf/c-wirtschaft/internationales-vernetzungstreffen-am-30-oktober-in-der-spes-zukunftsakademie_a3681981

Oct 2019	Hjælp med at kortlægge og synliggøre skovenes miljøgoder	Dansk Skovforening	https://www.skovforeningen.dk/nyhed/hjaelp-med-at-kortlaegge-og-synliggoere-skovenes-miljoegoder/
Sept 2019	Testlauf für die Waldaktie	MEHR ZUM THEMA BIOÖKONOMIE	https://biooekonomie.de/testlauf-fuer-die-waldaktie
May 2019	Progetto InnoForESt - 2° workshop di scambio con i portatori di interesse - Primiero 8 maggio 2019	Servizio Foreste e fauna's website	https://forestefauna.provincia.tn.it/news/Progetto-InnoForESt-2-workshop-di-scambio-con-i-portatori-di-interesse-Primiero-8-maggio-2019
May 2019	Partecipazione e nuove idee dall'InnoForest (Horizon 2020)	Compagnia delle Foreste Srl	https://www.compagniadelleforeste.it/blog/208-partecipazione-e-nuove-idee-dall-innoforest-horizon-2020.html
March 2019	Ue informa – Primiero al centro del progetto InnoForESt	Terra Trentina	https://ita.calameo.com/read/000195356559942e91e86
March 2019	TV news	Trentino TV	http://www.trentinotv.it/video_on_demand.php?id_menu=19&id_video=51161&pag=
March 2019	TV news	RTTR	https://www.radioetv.it/2019/03/25/rttr-notizie-del-25-03-2019/
March 2019	Un seminario su Vaia	Trentino	http://www.giornaletrentino.it/cronaca/trento/un-seminario-su-vaia-1.1953108
March 2019	TV news	RAI	https://www.rainews.it/tgr/trento/video/2019/03/tnt-legname-vendite-venduto-terra-trentino-218c2833-94c4-4f67-a53d-279ab24ebe6d.html
March 2019	Tempesta Vaia, un seminario dell'Università: ''L'ondata di maltempo impone di aggiornare progetti di ricerca e interventi''	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
March 2019	Cosa insegna la tempesta Vaia dello scorso fine ottobre	L'Adigetto	https://www.ladigetto.it/interno/calamita/85615-cosa-insegna-la-tempesta-vaia.html
Jan 2019	Progetto InnoForESt - Primo workshop di scambio con i portatori di interesse - Primiero 22 gennaio 2019	Servizio Foreste e fauna website's	https://forestefauna.provincia.tn.it/news/Progetto-InnoForESt-Primo-workshop-di-scambio-con-i-portatori-di-interesse-Primiero-22-gennaio-2019
Jan 2019	Progetto InnoForESt	Servizio Foreste e fauna's website	https://forestefauna.provincia.tn.it/Pubblicazioni-e-progetti/Progetti/Progetto-InnoForESt
Jan 2019	InnoForest: un Horizon 2020 per integrare i servizi ecosistemici nella gestione forestale	Compagnia delle Foreste Srl	https://www.compagniadelleforeste.it/blog/199-innoforest-un-horizon-2020-per-integrare-i-servizi-ecosistemici-nella-gestione-forestale.html
Nov 2018	InnoForESt 1st Consortium Assembly	UniTrento WebMagazine	https://webmagazine.unitn.it/en/evento/dicam/44984/innoforest
Sept 2018	1 InnoForESt – A project on new policy and	Ecosystem Services Partnership	https://www.es-partnership.org/innoforest-a-

	business models for forest ecosystem service provision (ESP)		project-on-new-policy-and-business-models-for-forest-ecosystem-service-provision/
Nov 2017	Auftakt des Projekts „InnoForESt“.	Akademie für Nachhaltige Entwicklung Mecklenburg-Vorpommern	https://www.nachhaltigkeitsforum.de/neuigkeiten/artikel/auftakt-des-projekts-innoforest/
21 Oct 2017	ECOSISTEMI FORESTALI: PAT, 4 MLN € IL COSTO DEL PROGETTO EUREOPEO “INNOFOREST”	Agenzia giornalistica Opinione	http://test.agenziagiornalisticaopinione.it/lancio-dagenzia/ecosistemi-forestali-pat-4-mln-costo-del-progetto-eureopeo-innoforest/
20 Oct 2017	Trentino, ecosistemi forestali: ok a progetto europeo InnoForESt	askanews S.p.A	https://www.askanews.it/cronaca/2017/10/20/trentino-ecosistemi-forestali-ok-a-progetto-europeo-innoforest-pn_20171020_00281/