



DIGIMEDFOR

DISSEMINATION AND COMMUNICATION STRATEGY AND PLAN

VERSION 1



**Funded by
the European Union**

This project is funded under the European Union's Horizon Innova on Framework Programme HORIZON-CL6-2022-CIRCBIO-02-06-two-stage, under grant agreement no. **101081928**

Project number: 101081928
Project acronym: DIGIMEDFOR
Call: HORIZON-CL6-2022-CIRCBIO-02-two-stage
Topic: HORIZON-CL6-2022-CIRCBIO-02-06-two-stage
Type of action: HORIZON-IA
Service: REA/B/03
Project starting date: 1 June 2023
Project duration: 36 months

Document Number D 7.1

Document Title Dissemination and communication strategy and plan

Version 1

Status Done

Work Package 7

Deliverable Type R

Contractual Date of Delivery 31/08/2023

Actual Date of Delivery 31/08/2023

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Keyword List Communication and dissemination

Dissemination level PU

Document change record

Version	Date	Status	Author (Unit)	Description
1	2023/07/25	Draft	Annie Linsemark, Laura Incze (ELARD)	Dissemination and communication strategy and plan
1	2023/08/31	Done	Annie Linsemark, Laura Incze (ELARD)	Dissemination and communication strategy and plan



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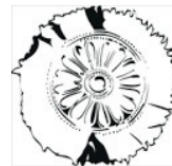
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EXECUTIV SUMMARY

Executive summary

The current version of the DigiMedFor Dissemination and communication strategy and plan provides a comprehensive framework for effectively promoting and sharing project outcomes with forest managers and stakeholders.

The plan outlines the core communication and dissemination activities that will be undertaken throughout the project's duration, with regular updates to incorporate research and innovation progress. It includes specific guidelines for implementing various dissemination and communication strategies, such as leveraging the project website, online platforms, and social media and organizing events.

A comprehensive stakeholders' analysis has been conducted, identifying the different categories of stakeholders to engage with in the DigiMedFor project. The plan emphasizes the importance of reaching and effectively communicating with each target group through various communication channels.

Various electronic and printed tools are outlined, including designed leaflets, peer-reviewed journal publications, and electronic newsletters, to disseminate project outcomes and information effectively. Social media platforms such as Facebook, X, YouTube, LinkedIn, and the website are utilized to share milestones, case study updates, and events of the project.

The plan addresses external dissemination strategies, including participation in high-level events and establishing synergies and alliances with other relevant networks and EU-funded projects.

Overall, the DigiMedFor Dissemination and communication strategy and plan serves as a comprehensive guide for promoting the project, sharing results and benefits with the public, and transferring outcomes and lessons learned to lead experts in the field. It ensures that the project's objectives are achieved by effectively engaging with primary and secondary target audience groups through tailored communication strategies and channels.

TABLES AND FIGURES

List of Tables

Table	Name
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2	List of the project partners
3	List of the TARGET GROUPS
4	Impact Canvas
5	List of deliverables
6	DigiMedFor preliminary communication and dissemination plan
7	Social media actionplan
8	Partners Channels
9	Newsletter actionplan
10	Pilots
11	Monitoring and evaluation activities
12	DigiMedFor preliminary communication and dissemination plan

ABBREVIATIONS AND ACRONYMS

Table 1 - Abbreviations and acronyms

CA	CONSORTIUM AGREEMENT
CO	PROJECT COORDINATOR
DoA	DESCRIPTION OF THE ACTION
DCP	DISSEMINATION AND COMMUNICATION STRATEGY AND PLAN
EC	EUROPEAN COMMISSION
EU	EUROPEAN UNION
GA	GRANT AGREEMENT
KoM	KICK-OFF MEETING
KPI	KEY PERFORMANCE INDICATOR
WP	WORK PACKAGE
D	DELIVERABLE
T	TASK

COMMUNICATION AND DISSEMINATION

Aim of this document

The primary objective of DigiMedFor's Dissemination and communication strategy and plan (DCP) is to maximize the project's impact and disseminate its voice and outcomes through various channels to diverse stakeholders. The DCP has specific goals:

- **Maximize project impact:** The aim of the DCP is to maximize the impact of the DigiMedFor project by effectively disseminating its voice and results to a wide range of stakeholders. This includes creating awareness, engaging stakeholders, and fostering interest in the project.
- **A clear view of project goals and results:** The DCP aims to provide a clear understanding of the project's goals, objectives, and expected outcomes. It should outline the core concepts and initiatives undertaken within DigiMedFor.
- **Engage stakeholders:** The DCP intends to engage a diverse community of stakeholders. By involving them in the project's development, their expertise and input can contribute to the project's success.
- **Preparation for dissemination:** The DCP will outline strategies and activities to prepare for the dissemination of project results. It will identify key messages that need to be communicated and the appropriate dissemination channels to reach the intended target groups.
- **Collaboration and knowledge transfer:** The DCP will establish mechanisms for collaboration and knowledge transfer with other relevant projects, initiatives, and bodies. By establishing liaisons, DigiMedFor can leverage existing expertise, share knowledge, and contribute to broader innovation and research efforts.
- **Support commercial exploitation:** The DCP will outline strategies to support the commercial exploitation of the project's results. This may involve identifying potential business opportunities, creating partnerships, and facilitating the adoption of project outcomes by relevant industries.
- **Recognition and impact beyond the project:** The DCP aims to create recognition of the project's results among audiences beyond the immediate reach of the project. This includes engaging with standards bodies, policy-making institutions, and other stakeholders to demonstrate the societal and economic impact of the project.

- Alignment with EU funding objectives: The DCP aligns with the principles outlined in relevant EU guidance documents, such as the Horizon 2020 guidance for project participants. It aims to showcase how EU funding addresses societal and economic challenges, contributing to research, innovation, and the development of territories and citizens.

Overall, the aim of this document is to provide a comprehensive framework and guidelines for communication and dissemination activities within the DigiMedFor project. It outlines the objectives, target groups, key messages, dissemination tools, and strategic collaborations to ensure the project's impact and success.

WP7 Deliverable

The Plan is considered a crucial deliverable of WP7 and will be regularly updated throughout the project's duration. It will be submitted as a second version at month 18 and as the final version at month 36. The tasks to be undertaken in this work package include:

- Project Website: Develop and maintain a comprehensive project website that serves as a public online showcase. The website will provide an overview of the project, up-to-date information on project results, public reports and publications, details of project events, and more. The goal is to create a platform that effectively communicates the project's objectives, progress, and outcomes to a wide audience.
- Promotional Materials: Create engaging promotional materials such as brochures, roll-ups, videos, and visual identity elements. These materials will be designed to raise awareness of the project and leverage viral marketing effects. They will effectively communicate the project's key messages and attract the attention of relevant stakeholders.
- Social Media Engagement: Utilize various social media platforms to create interest in the project and actively engage with relevant stakeholders. By sharing project updates, news, and engaging content, the aim is to involve stakeholders in discussions and activities related to the project. Social media will serve as a channel for interaction, feedback, and collaboration.
- Press, Media, and Newsletters: Proactively engage with press and media outlets to raise awareness of the project's results. This includes distributing press releases, organizing media events, and leveraging newsletters to keep stakeholders informed about project developments and achievements. The goal is to maximize the project's visibility and reach a broader audience through media coverage.

- **Participation in Events and Conferences:** Actively participate in relevant events and conferences to disseminate project results among the research and industrial communities. This includes presenting research findings, showcasing project outcomes, and engaging in discussions with key stakeholders. By actively participating in these events, the project aims to establish valuable connections, foster collaborations, and increase the visibility of its results.
- **Publications:** Publish project results in scientific and non-scientific publications to reach both the research and industrial communities. These publications will highlight the project's findings, methodologies, and achievements. By sharing knowledge and insights through publications, DigiMedFor aims to contribute to the advancement of the field and create awareness of its contributions.
- **Public Events:** Organize public events to build and strengthen the community of stakeholders. These events will serve as platforms to showcase project results, encourage collaboration, and support the exploitation of project outcomes. By bringing together stakeholders from different backgrounds, the project aims to foster knowledge exchange and promote the broader adoption of its results.
- **Networking:** Maintain a strong network of stakeholders throughout the project's duration. This network will provide continued visibility for the project, facilitate permanent networking opportunities, and serve as a channel to reach stakeholders. By nurturing relationships and collaborations within the network, DigiMedFor aims to maximize the impact and dissemination of its results.

The Dissemination and communication strategy and plan

The Dissemination and communication strategy and plan (DCP) of DigiMedFor aims to maximize the project's impact and is integrated into all project activities. The DCP encompasses various components, including defining target groups, key messages, communication channels, and tools. It directly aligns with the requirements, goals, and expectations outlined in the project's documentation.

This document serves as a guideline to coordinate the outreach activities of all project partners, ensuring effective communication and dissemination efforts throughout the duration of the project. Given the nature of DigiMedFor, which involves multiple partners working on sustainable forest management in the Mediterranean region, the DCP plays a crucial role in achieving the project's objectives.

The key elements of DigiMedFor's DCP are as follows:

- **WHAT:** Defining the content to be communicated, including information on digital tools, technology systems, and sustainable forest management practices developed within the project.
- **TO WHOM:** Identifying the target groups for dissemination, including forest managers, policymakers, researchers, environmental organizations, local communities, and other stakeholders involved in Mediterranean forest resource management.
- **WHY:** Clearly defining the objectives of dissemination, such as raising awareness about the project, promoting the adoption of sustainable forest management practices, fostering knowledge exchange, and emphasizing the benefits of digital tools and technology systems.
- **HOW:** Planning the methods and channels of dissemination, which may include the project website, online platforms, social media, workshops, conferences, publications, and collaborations with relevant stakeholders and organizations.
- **WHEN:** Establishing the most appropriate moments to disseminate specific content, aligning with project milestones, significant achievements, and relevant events in the field of sustainable forest management.

To ensure an effective dissemination plan, DigiMedFor incorporates the following elements, commonly found in similar projects:

- **Measurable and realistic objectives:** Setting clear goals and targets for dissemination activities, allowing for assessment and evaluation of their effectiveness in reaching the intended audience and creating an impact.
- **Timetable:** Develop a timeline that outlines the planned dissemination activities and their corresponding deadlines, ensuring a systematic and well-paced approach to information sharing.
- **Resource planning:** Allocating resources and defining responsibilities for the implementation of dissemination activities, ensuring sufficient support for their successful execution.
- **Plan for the involvement of target groups:** Designing strategies to actively engage and involve the identified target groups, including forest managers, policymakers, researchers, and local communities, to maximize their utilization of the project's outcomes and encourage collaboration and knowledge sharing.

The core of DigiMedFor's communication and dissemination activities will prioritize the following:

- Highlighting the digital tools, technology systems, and sustainable forest management practices developed within the project, showcasing their effectiveness and potential impact on enhancing the management and traceability of Mediterranean forest-wood resources.
- Emphasizing the concrete benefits that DigiMedFor's results bring to forest managers, policymakers, and local communities, focusing on how the project contributes to more efficient and sustainable forest management practices
- Outlining the methodology for replicating DigiMedFor's approach in other Mediterranean contexts, providing guidance and insights to enable the adoption and implementation of similar digital tools and technology systems for the management of forests and ecosystem services delivered.

By focusing on these core aspects, DigiMedFor aims to effectively communicate its objectives, achievements, and the value of digital tools and technology systems in promoting the sustainable management of Mediterranean forest resources.

1

KNOWLEDGE

The project

The DigiMedFor project aims to address the challenges and opportunities in the sustainable management of Mediterranean forests by integrating modern digital technologies and innovative approaches. The project recognizes the importance of preserving and leveraging the forest-wood resources of the Mediterranean region while promoting human well-being and the delivery of ecosystem services.

The Mediterranean area faces unique ecological, economic, and social dynamics that require tailored solutions for forest management. DigiMedFor seeks to harness the power of digitalization, data analytics, and technology to enhance forest management, efficiency, sustainability, and traceability of wood resources.

By bringing together a consortium of experts, stakeholders, and practitioners from various disciplines, DigiMedFor strives to create a collaborative platform for knowledge exchange, innovation, and capacity building. The project aims to develop cutting-edge tools, methodologies, and best practices that will empower forest managers, policymakers, and local communities to make informed decisions and take proactive measures in forest planning and management.

Through a combination of research, demonstration, and pilot projects, DigiMedFor will explore the potential of digital technologies, remote sensing, artificial intelligence, blockchain, and data-driven approaches in forest monitoring, and ecosystem services evaluation. The project seeks to leverage these advancements to improve forest management, enhance the competition of the forest-based industries, and promote environmental sustainability and well-being in the Mediterranean region.

DigiMedFor's overarching goal is to foster a harmonious relationship between human activities and forest ecosystems, ensuring the long-term viability of Mediterranean forests for future generations. By integrating modern technologies, scientific knowledge, and stakeholder engagement, the project aims to shape a more sustainable and resilient future for the Mediterranean forests, contributing to the European Union's Sustainable Development Goals and global efforts in coping with environmental changes and ecosystem services loss.

Through collaborative partnerships, knowledge sharing, and effective dissemination strategies, DigiMedFor aims to create a lasting impact on forest management and digital innovation, influencing policies, practices, and attitudes toward sustainable forest stewardship in the Mediterranean region and beyond.

Objectives, ambition and expectations

The overarching ambition of the project is to revolutionize the forest management landscape through digital innovation and integration. The project, known as DigiMedFor, brings together a comprehensive set of objectives that collectively aim to enhance sustainability, transparency, and efficiency in forest management practices across EU member countries.

The first objective revolves around the digitalization of forest inventory data. By employing a multi-platform approach, including advanced AI tools as well as traditional methods, the project seeks to amalgamate national inventories with localized spatial and non-spatial attributes. This amalgamation serves the greater purpose of meeting international carbon monitoring standards and improving the precision of reporting on carbon stocks, emissions, and sinks. This, in turn, bolsters the comparability and accuracy of forest inventories.

Furthermore, the project's second objective focuses on establishing a seamless connection between wood resources' origins and their eventual transformation into end products within the industrial process. This is achieved by developing a suite of optimization tools, powered by cutting-edge technologies such as AI, NDT (non-destructive testing), and ICT. These tools cater to various facets of sustainable forest management, from certification to traceability, quality evaluation, and timber grading. This objective directly addresses the challenge of traceability in the wood supply chain, combating illegal activities, and enhancing the overall value chain of EU-Mediterranean (EUMED) forests.

The third objective centers on informed decision systems for forest management. By integrating measurements from remote and proximal sensors, along with ground-based information, the project aspires to create a Virtual Forest Decision Support System (VFDSS). This advanced system combines AI-driven dynamic models and 3D representations to enable forest managers and owners to simulate and compare different management strategies and their outcomes over time. This objective aims to empower decision-makers with comprehensive tools to optimize their strategies, from strategic planning to operational execution.

Lastly, the project's fourth objective underscores the vital task of realizing the full potential of DigiMedFor's tools and services. This involves not only technological considerations but also delves into economic, ethical, legal, and regulatory dimensions. The project takes on the responsibility of analyzing these factors comprehensively and providing insights into overcoming potential barriers to adoption. It extends its impact to policy and regulation, aiming to update standards to incorporate digital instruments seamlessly into forest resource management. Networking, dissemination, and awareness initiatives are also integral to ensure the broadest possible utilization of the project's outcomes.

In summation, the project's ambitions are far-reaching: from transforming forest inventory processes and enhancing carbon monitoring to creating an interconnected and optimized wood supply chain, facilitating informed decision-making, and ultimately facilitating the widespread adoption of digital tools and practices in forest management. The success of DigiMedFor promises to redefine how forests are managed, sustained, and valued across the EU-Mediterranean region.

The Consortium

DigiMedFor Project is a collaborative initiative that brings together 21 partners from 11 countries, encompassing a wide range of expertise and perspectives.

Table 2 - List of the project partners

SHORT NAME	NAME	COUNTRY
UNINA	UNIVERSITA DEGLI STUDI DI NAPOLI FEDERICO II - DIPARTIMENTO DI AGRARIA	ITALY
DBL	DEEP BLUE SRL	ITALY
FMMF	ASSOCIAZIONE FORESTA MODELLO DELLE MONTAGNE FIORENTINE	ITALY
CESEFOR	FUNDACION CENTRO DE SERVICIOS Y PROMOCION FORESTAL Y DE SU INDUSTRIALANDE CASTILLA Y LEON	SPAIN
TRESTIMA OY	TRESTIMA OY	FINLAND
ELARD AISBL	ASSOCIATION EUROPEENNE LEADER POUR LE DEVELOPPEMENT RURAL	BELGIUM
TOP	TOPVIEW SRL	ITALY
DIMOS KAVALAS	DIMOS KAVALAS	GREECE
CERTH	ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS	GREECE
CFC	CONSORCI FORESTAL DE CATALUNYA	SPAIN
CNR	CONSIGLIO NAZIONALE DELLE RICERCHE	ITALY
CREAF - CERCA	CENTRO DE INVESTIGACION ECOLOGICA Y APLICACIONES FORESTALES	SPAIN
FMP	FORET MODELE DE PROVENCE	FRANCE
MODELFORLSTRIA	ASOCIACION PARA LA CERTIFICACION ESPANOLA FORESTAL - PEFC ESPANA	CROATIA
PEFC ESPANA	ASOCIACION PARA LA CERTIFICACION ESPANOLA FORESTAL - PEFC ESPANA	SPAIN
PC	PEDAL CONSULTING SRO	SLOVAKIA
INRGREF	INSTITUT NATIONAL DE RECHERCHES EN GENIE RURAL, EAUX ET FORETS	TUNISIA
CSLS O CONLEGNO	CONLEGNO: CONSORZIO SERVIZI LEGNO-SUGHERO	ITALY
MARE GROUP SPA	MARE ENGINEERING GROUP SPA	ITALY
NGO FORZA	FORZA AGENCY FOR SUSTAINABLE DEVELOPMENT OF THE CARPATHIAN REGION NONPROFIT ORGANIZATION	UKRAINE
MARMARA	MINISTRY OF AGRICULTURE AND FORESTRY	TURKEY

2

BRAND STRATEGY

Project identity

The visual identity is a crucial aspect in establishing a unified and consistent image for the DigiMedFor project. DigiMedFor has developed its own distinctive visual identity, outlined in this DigiMedFor Brand Strategy chapter of the DCP. The project's logo is designed to make a strong visual impact and be easily identifiable. It incorporates carefully selected colors, typography, and symbols that effectively convey the essence and objectives of the project in a clear and concise manner. The logo's aesthetic appeal and visual distinctiveness serve as powerful tools for brand recognition and effective communication of the project's message and goals. Whether in print or digital media, the DigiMedFor logo aims to leave a lasting impression and help differentiate the project from competitors or other initiatives in the same domain.

DigiMedFor's visual identity encompasses a range of design elements, including colors, typography, imagery, and logo, which will be consistently applied across all project-related communication materials. These elements work together to create a cohesive visual representation of the project and establish a recognizable and distinct brand. The development of the visual identity was undertaken by our partner organization, ensuring a professional and unified approach. The DigiMedFor Masterbrand or Corporate Logo consists of two elements: the symbol and the wordmark. The symbol embodies the core concept of the project, illustrating the interaction of various elements and the creation of diverse forms, symbolizing the project's focus on the digital management of Mediterranean forest resources.

2.1

Messaging framework

A messaging framework outlines the key messages, value propositions, and positioning statements that are used consistently across different communication channels. It ensures a cohesive and unified brand message.



Value

In this context, "values" in brand strategy refer to the fundamental principles, beliefs and moral guidelines that a brand stands for and strives to represent. Values are the central principles that define the brand's cultural identity and influence how the brand acts and interacts with its stakeholders.

Values serve as guiding principles for an organization and its brand. In communication, values are incorporated to establish a consistent and authentic brand voice. They help shape the tone, messaging, and overall communication strategy. Values are communicated through storytelling, highlighting initiatives, and aligning with causes or issues that resonate with the target audience. By emphasizing values, a brand can build trust, loyalty, and emotional connections with customers.

DigiMedFor Values

We can identify the following values for the DigiMedFor project:

Sustainability: DigiMedFor aims to improve the sustainable management of forest resources in the Mediterranean region. The project focuses on enhancing the competitiveness and efficiency of the forest-wood supply chain while optimizing the sustainability of wood production and delivery of ecosystem services.

Collaboration: DigiMedFor advocates a multi-actor approach and emphasizes the importance of recognizing stakeholders' needs and implementing joint actions. The project aims to bring together various stakeholders from the forest and wood sector to collectively enhance the digitalization and management of forest resources.

Innovation: DigiMedFor employs advanced and innovative digital solutions to address the challenges in the forest sector. The project utilizes technologies such as geospatial analysis, artificial intelligence (AI), modeling, and information and communication technology (ICT) to optimize monitoring, management, and traceability of forest resources along the supply chain.

Adaptation to climate change: DigiMedFor acknowledges that climate change can have significant consequences for Mediterranean forests and ecosystem services. By utilizing digital tools and technologies, the project aims to monitor and mitigate the impact of climate change on forest ecosystems and highlight their role in providing essential ecosystem services.

Knowledge sharing: DigiMedFor aims to promote knowledge exchange and best practices within the forest and wood sector. By establishing a knowledge platform and engaging all relevant stakeholders along the supply chain, the project fosters learning and collaboration to advance the sector. Additionally, we recognize the importance of complementing our social media strategy beyond the informative actions on the project itself. As a result, we intend to provide specialized knowledge, data, and graphic resources on current European forestry affairs. This approach showcases our authority in the field and encourages social conversations that go beyond explaining our results.

These values represent the core principles that the DigiMedFor project stands for and will guide its activities and decision-making.



Positioning

In brand strategy, positioning refers to the unique and differentiated space a brand occupies in customers' minds compared to competitors. In communication, positioning is communicated through messaging and branding elements to convey the brand's distinct qualities, benefits, and value proposition. It involves crafting compelling messages that highlight the brand's competitive advantages, addressing customer pain points, and differentiating from the competition. Positioning should be consistently reinforced across various communication channels and touchpoints.

DigiMedFor positioning

"DigiMedFor - Revolutionizing the Mediterranean Forest-Wood Supply Chain with Advanced Digital Solutions"

This positions DigiMedFor as a leading player driving change and innovation within the forestry industry in the Mediterranean region by offering advanced digital solutions. It emphasizes the project's goals of enhancing monitoring, management, and sustainability of forest resources, as well as the traceability and delivery of ecosystem services. By highlighting "revolutionizing," the positioning underscores the project's pioneering and transformative nature.

DigiMedFor can achieve this position by implementing the following strategies:

1. **Digital transformation:** By introducing advanced digital solutions and innovative technologies, DigiMedFor can lead the digital transformation of the Mediterranean forest and timber supply chain. This involves transforming the existing technological landscape and enhancing competitiveness by optimizing resource management, improving traceability, and delivering various forest ecosystem services.
2. **Collaboration and stakeholder engagement:** DigiMedFor should work in collaboration with various stakeholders, including forest owners, businesses, policymakers, and community groups. By recognizing and addressing their needs and implementing joint actions, the project can create a strong and inclusive community that fosters successful digital transformation.
3. **Focus on sustainability:** DigiMedFor should prioritize promoting sustainability within the forestry sector. By optimizing the sustainability of timber production, promoting traceability, and delivering ecosystem services, the project can contribute to preserving forest ecosystems while meeting socio-economic needs.
4. **Marketing and awareness:** By actively communicating about its goals, progress, and benefits, DigiMedFor can build awareness of its work and attract stakeholders' attention. By using various channels and marketing strategies, the project can reach a wider audience and strengthen its position as a leading actor in the digital transformation of the forest and timber supply chain.

By combining these strategies and focusing on delivering tangible results, DigiMedFor can build and solidify its position as a reliable and innovative player in the Mediterranean forest and timber sector.



Perceived attributes

Perceived attributes are the characteristics and qualities that customers associate with a brand. In communication, perceived attributes are communicated through messaging, storytelling, and brand experiences. Brands highlight specific attributes that align with customer desires and needs. This could include emphasizing quality through testimonials or product demonstrations, showcasing innovation through product showcases or industry accolades, or emphasizing exceptional customer service through case studies or customer success stories. The goal is to shape customers' perceptions of the brand by consistently highlighting the attributes that differentiate it from competitors.

DigiMedFor perceived attributes

Perceived attributes for the DigiMedFor project:

Innovation: DigiMedFor is committed to implementing advanced and cutting-edge digital technologies in the forest-wood supply chain. By leveraging innovative solutions such as geo-spatial analysis, AI, modeling technologies, and ICT, the project aims to revolutionize forest management and enhance the competitiveness of the sector.

Efficiency: DigiMedFor seeks to improve the efficiency and effectiveness of forest resource monitoring and management. Through digitalization and the integration of technological tools, the project aims to streamline processes, optimize resource utilization, and enhance the overall productivity of the Mediterranean forest-wood supply chain.

Sustainability: DigiMedFor places a strong emphasis on promoting sustainable practices in forest management. By leveraging digital solutions, the project aims to ensure the sustainability of wood production, protect ecosystem services, and address the environmental, economic, and social challenges facing the Mediterranean forests.

Traceability: DigiMedFor focuses on enhancing the traceability of wood and non-wood resources along the supply chain. Through the integration of digital tools and technologies, the project aims to enable accurate tracking and documentation of the origin, quality, and sustainability of forest products, ensuring transparency and accountability in the industry.

Stakeholder Engagement: DigiMedFor recognizes the importance of involving and engaging various stakeholders in the project. By actively involving forest managers, companies, policymakers, and local communities, the project aims to foster collaboration, gather diverse perspectives, and ensure that the digital solutions developed align with the needs and expectations of all stakeholders.

These perceived attributes reflect the project's commitment to innovation, efficiency, sustainability, traceability, and stakeholder engagement, which are key elements for the success and impact of the DigiMedFor project.

2.2

Taglines and Slogans

These short and memorable phrases encapsulate the essence of the brand and its unique selling proposition. They help create brand recognition and reinforce key brand attributes.

Taglines and Slogans

Slogan: "Innovating Sustainability for Forests and Communities"

Tagline: "Driving Digital Solutions for a Greener Future"

The slogan captures the essence of our project's identity and overarching message. It can be used on our website, in print materials, or as a concise project presentation. It conveys our commitment to innovation and sustainability, emphasizing the positive impact on forests and communities.

The tagline, on the other hand, adds an extra dimension or specific value to our messaging. It focuses on driving digital solutions and emphasizes your project's role in shaping a greener future. The tagline can be beneficial for social media platforms where we engage with our audience in more interactive ways and want to highlight specific aspects of our project. By combining both a slogan and a tagline, we have the flexibility to vary our messaging and communicate in a more targeted manner across different platforms while maintaining a consistent brand identity and message.

2.3

Brand voice

This refers to the personality and character of the brand as reflected in its communication. It defines the brand's overall tone.

Brand Voice

DigiMedFor's brand voice should reflect the following aspects:

Professional and informative: The brand voice should convey a sense of expertise and professionalism in communicating the project's goals, findings, and impact to relevant stakeholders at different levels. Use clear and concise language to explain the project's objectives and outcomes.

Engaging and inclusive: Foster engagement with the target audiences by using a tone that is approachable and inclusive. Make the content relatable and emphasize the benefits and opportunities that the project offers to different stakeholders.

Authoritative and trustworthy: Establish the project as a reliable source of information by presenting the findings, results, and recommendations in a credible and evidence-based manner. Use a confident tone that instills trust in the project's capabilities and expertise.

Results-oriented and impactful: Highlight the practical outcomes and impact of the project to emphasize its relevance and importance. Showcase how the project contributes to improving forest management, and sustainability, and addressing relevant challenges.

Adaptable and personalized: Tailor the brand voice and messaging to suit the different communication channels and target audiences. Consider the specific needs and interests of each group and customize the content accordingly.

By maintaining consistency in tone, language, and messaging across all communication channels, DigiMedFor can establish a strong and recognizable brand voice that effectively communicates its goals, findings, and impact to the intended audiences.

2.4

Visual language integration

Brand language is not limited to verbal communication alone. It also includes the integration of visual elements such as colors, typography, and design aesthetics that align with the brand's overall voice and messaging.



Design aesthetics

Design aesthetics refer to the visual and stylistic elements that contribute to the overall look and feel of a design.

Design Aesthetics

A good design aesthetic for DigiMedFor would be

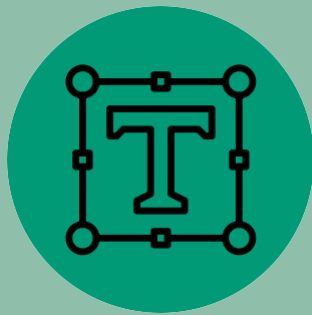
Modern and Innovative: DigiMedFor is a project focused on digital solutions and innovation. A modern design aesthetic would be suitable to convey this message and attract an audience interested in the future of forestry. Using clean lines, a minimalist look, and modern typefaces can contribute to a sense of forward-thinking and progress.

Nature-Inspired: Since DigiMedFor revolves around forestry and sustainability, a design aesthetic that draws inspiration from nature would be fitting. Incorporating shades of green, organic shapes, or icons representing trees or leaves can establish a visual connection to the subject matter and reinforce the message of sustainability and environmental care.

Clear and Readable: A well-structured design that provides clarity and easily readable information is crucial to effectively communicating DigiMedFor's message. Utilizing contrasting colors, sufficiently large typefaces, and a good hierarchy of design elements can guide the reader's eye and make it easier to grasp the information.

Professional and Trustworthy: DigiMedFor is a research-based endeavor, and the design should convey a sense of professionalism and reliability. Employing a clean and organized layout, professional photography, and high-quality graphics can help create an impression of seriousness and expertise.

Adaptability: As DigiMedFor communicates with different target audiences and utilizes various channels, the design aesthetic needs to be adaptable. Establishing a foundational design identity and utilizing flexible design elements and templates can facilitate the customization of the design for different platforms and target audiences without sacrificing recognition and consistency.



Typography and color


Color and typography play a crucial role in visual language by communicating brand identity, influencing emotions, improving readability, creating hierarchy and structure, maintaining brand consistency, and differentiating from competitors. By using these elements consciously and strategically, one can create strong visual communication that resonates with the target audience and enhances the brand experience.

Typefaces

- Roboto or Arial: Both is a modern and legible sans-serif typeface with many weight variations.
- Montserrat: An elegant and versatile sans-serif typeface that works well in both headings and body text.
- Open Sans: A friendly and clear sans-serif typeface that fits well in digital and printed materials.

These typefaces combine modern aesthetics, legibility, versatility, and widespread availability, which are essential factors in creating a cohesive and impactful visual identity for Digimedfor.

Colors



	Primary Color: #8FBFAB (Soft Green)
	and #FAF7F3 (light beige)
	Secondary Color: #009B77 (Teal Green)
	Complementary Color 1: #FF5500 (Orange Red)
	Complementary Color 2: #FF7145 (Apricot Orange)
	Accent Color: #6E5927 (Dark Brown)

The green tones reflect nature and the forest, while the apricot tones add warmth and a touch of technology. These colors have been inspired by nature and can convey a sense of sustainability, technology and the Mediterranean area that the project focuses on.



Logotype

The logo is the most condensed representation and expression of a project. The DigiMedFor logo is a fusion of the project's name in text and a graphic element resembling a digital tree. The logo draws inspiration from a tree, a symbolic representation of nature and sustainable forestry, which lies at the core of our mission. But here comes the interesting twist. The branches of the tree are not ordinary branches; they are intertwined with circuit board patterns. This reflects the digital dimension of our work and our efforts to utilize technology to enhance the management of Mediterranean forest resources.

The colors chosen for the logo have been carefully selected to convey our values and focus areas. The green tones reflect nature and the forest, while the apricot tones add warmth and a touch of technology. These colors have been inspired by nature and can convey a sense of sustainability, technology, and the Mediterranean area that the project focuses on.

Our logo goes beyond being a visual identifier. It is a symbol of our mission to bridge the gap between nature and technology, creating a sustainable future for Mediterranean forest resources.

Things to consider when using the logo:

- Use only the versions shown in this manual.
- Use the logo in color as much as possible.
- The logo may not be altered or defaced.

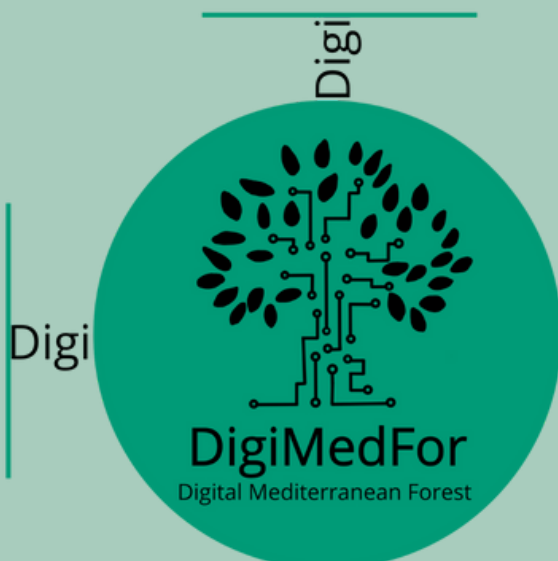
Main Logo



Free zone

The free zone is there to highlight the logo in the best way. It acts as the smallest possible area around the logo where no other text or graphics should appear inside the zone.

- At a minimum, aim for "Digi" as a free zone
- The logo can be placed on a background image as long as it is visible



The logo for collaborations

If DigiMedFor is the main party or another equal partner, the logos of both parties must have a proportional relationship to each other. This is based on the fact that the EU logo must never be smaller than any other logo.

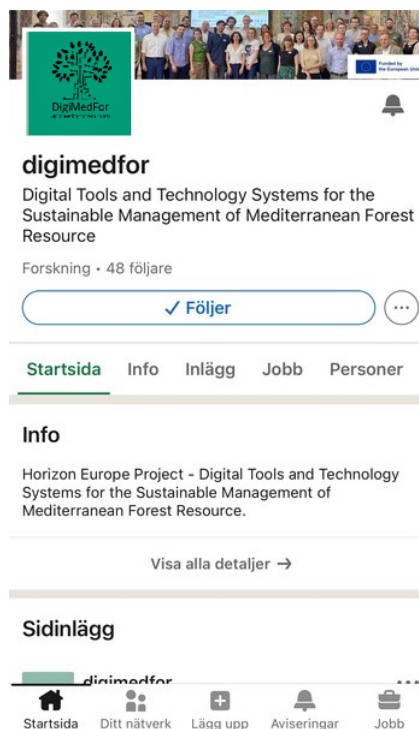
Example

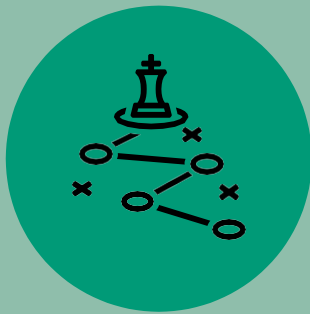


Funded by
the European Union

Social Media

The recipient must recognize the project's social channels. The association's logo must be included to clarify who is the principal. On Facebook and LinkedIn, this means, for example, that the association's logo appears as a profile picture.





Strategy emoji

Emojis serve as a powerful tool to enhance communication, evoke emotions, increase engagement, and add a personal touch to visual language. When used strategically and in line with the brand's tone and message, emojis can effectively contribute to building a stronger connection with the audience and enhancing the overall brand experience.

Strategy emoji

To use

Our tone is Modern and Innovative, Nature-Inspired, Clear and Readable, Professional and Trustworthy and Adaptability. We must therefore use emojis that have clear messages and create a professional and trustworthy view of posts. We can use lots of different emojis because our posts have different topics, themes, and areas of information. The emojis must be adapted to the message and maintain our tonality. Below are some favorites that we like to use:



Not to use

We do not want to create an unprofessional and unclear tone, so we shouldn't use sad, angry, or unpleasant emojis. For example:



Quantity

- Facebook we can use 3-8 emojis depending on the length and message of the post.
- On LinkedIn, we must use a maximum of 3 emojis.
- On the website and in printed material, we shall not use emojis.

2.5

Brand language

Brand language is about the specific choice of words and terminology used to communicate the brand's message and values. It also includes stylistic elements such as the use of metaphors, analogies and storytelling. Brand language helps reinforce the brand's unique voice and build a strong connection with the target group.

Brand Language

DigiMedFor brand language could be:

Scientific and authoritative: Since DigiMedFor is a research and innovation-based organization in forest and community development, the brand language could be scientifically oriented and authoritative. It can use technical terms, research findings and expert knowledge to convey credibility and quality.

Example: "We apply cutting-edge technologies to promote sustainable forestry and community development."

Informative and educational: DigiMedFor strives to spread knowledge and inform different stakeholders about its results and efforts. Brand language can be clear, educational, and easy to understand to communicate complex information in an accessible way.

Example: "Discover our digital tools that facilitate forest management and promote wood traceability."

Engaging and inspiring: DigiMedFor works to engage stakeholders and society in its mission to promote innovation, sustainability, and community development. Brand language can be inspiring, exciting, and engaging to attract interest and encourage participation.

Example: "Together we can shape a sustainable future for forests and communities through digital innovations."

It is important to note that the exact brand language for DigiMedFor should be tailored to the brand's specific audiences and values, and can be developed and refined over time-based on communication goals and stakeholder feedback.



Brand storytelling

Brand storytelling is the art of using stories to communicate and convey the brand's values, history, purpose and message to a target group. It's about creating an emotional connection and engagement by telling stories that resonate with people on a deeper level.

Storytelling

Here are some ways DigiMedFor could work with brand storytelling:

Identify Compelling Narratives: DigiMedFor can identify and highlight compelling stories within the project that resonates with its audience. This could include stories about the impact of digital solutions on forest management, success stories of stakeholders who have implemented DigiMedFor's tools, or stories showcasing the project's contribution to sustainability and ecosystem preservation. These narratives should evoke emotions and create a connection with the audience.

Humanize the Project: Brand storytelling can humanize DigiMedFor by focusing on the people behind the project. Sharing personal stories of researchers, forest managers, and other stakeholders involved in the project can help create an emotional connection with the audience. By highlighting their motivations, challenges, and successes, DigiMedFor can demonstrate its dedication and expertise in the field.

Showcase Real-world Examples: DigiMedFor can use brand storytelling to showcase real-world examples of how its digital tools and solutions have made a positive impact on forest management. This could include case studies, testimonials, or interviews with stakeholders who have benefited from implementing DigiMedFor's recommendations. These stories can illustrate the practical applications and benefits of the project's work.

Visual Storytelling: Utilizing visual elements such as images, infographics, and videos can enhance the storytelling experience. DigiMedFor can create visually compelling content that captures the essence of the project, visually communicates its key messages, and engages the audience. Visual storytelling can be particularly effective in conveying complex concepts or showcasing the project's achievements in an accessible and engaging manner.

Consistency and Authenticity: It is important for DigiMedFor to maintain consistency and authenticity in its brand storytelling. The narratives should align with the project's values, mission, and overall brand identity. By maintaining a consistent tone, style, and message across different storytelling channels, DigiMedFor can build trust and credibility with its audience.

Multi-channel Approach: DigiMedFor can leverage various communication channels, such as its website, social media platforms, blog posts, and industry publications, to share its brand stories. Each channel offers unique opportunities to reach different segments of the target audience. By adapting the storytelling content to suit each channel's format and audience preferences, DigiMedFor can maximize its reach and impact.

By incorporating brand storytelling into its communication strategy, DigiMedFor can create a deeper emotional connection with its audience, enhance engagement, and effectively communicate the project's mission, achievements, and impact.

3

ACTION PLAN

Target groups

Effective communication and dissemination involve delivering relevant information to the appropriate audience, timing it correctly, and presenting it in a suitable format. In the context of DigiMedFor, various target groups have been identified as potential stakeholders who are likely to be interested in the project's outputs. The consortium will specifically focus on these groups for communication and dissemination activities.

DigiMedFor aims to address multiple audiences beyond its own community, including the media and the general public. It is important to ensure that the project's actions and outcomes can be understood by individuals who may not have specialized knowledge in the field.

Identifying and understanding the diverse range of stakeholders and their specific interests is crucial for achieving the project's objectives. The choice and utilization of dissemination channels will be closely aligned with the target groups defined in this Dissemination and communication strategy and plan (DCP) of DigiMedFor.

The objectives of the DigiMedFor project, which focuses on developing digital tools and technology systems for the sustainable management of Mediterranean forest resources, have the potential to impact various individuals and organizations.

Identification

The project's promotion and dissemination efforts will be directed toward the following stakeholders:

Table 3 - List of the target groups

Target Groups	Description	Specific benefits for the target group
T1: Public authorities and policy makers	Public administration of forest resources; forest protected areas managers; public forest operators; local administrators	T1 will acquire tools for the effective management of forests and tracing of wood thus increasing its competitiveness and ecosystem resilience to disturbances
T2: Industry	Forest wood suppliers, private forest owners and operators, wood processing companies, logistics companies	T2 will benefit from improved traceability and qualification of wood guaranteeing high-quality and certified products
T3: Certification bodies and scheme	Non-governmental certification bodies and schemes	T3 will benefit from the digitalisation of forest inventories and the higher accessibility and increased sharing of forest information
T4: General public and other relevant stakeholders	Citizens, consumers, rural communities, the scientific community	T4 will benefit from increased job opportunities, ecosystem preservation and decreased illegal logging practices. In addition, the scientific community will benefit from the digital tools developed to monitor,

Key message

The DigiMedFor project focuses on the development and implementation of digital tools and technology systems for the sustainable management of Mediterranean forest resources. Effective communication and dissemination are essential to ensure the project's impact and engage relevant stakeholders. The key messages of DigiMedFor aim to convey the following:

- **Boosting Mediterranean forest sustainability:** DigiMedFor aims to create conditions that promote the sustainable management of forest resources in the Mediterranean region. The project utilizes digital tools and technology systems to improve practices and ensure the long-term viability of these vital ecosystems.
- **Pioneering forest management solutions:** DigiMedFor seeks to identify and develop innovative practices and solutions that enhance forest management. By leveraging digital tools and technology systems, the project aims to optimize resource utilization, mitigate risks, and improve overall forest health and productivity.
- **Engaging stakeholders for impactful change:** DigiMedFor adopts a collaborative approach, involving various stakeholders in the development and implementation of its solutions. The project values the input and engagement of forest managers, policymakers, researchers, and local communities to ensure that the outcomes align with their needs and priorities.
- **Sharing knowledge and building capacity:** DigiMedFor emphasizes the importance of knowledge sharing and capacity building. Through effective communication and dissemination activities, the project aims to share its findings, best practices, and technological advancements with relevant stakeholders. This will empower forest managers, policymakers, and local communities to make informed decisions and implement sustainable forest management practices.
- **EU funding driving societal and environmental progress:** DigiMedFor highlights its alignment with the European Union's funding objectives in addressing societal and environmental challenges. The project showcases how EU funding supports innovative projects like DigiMedFor, which contribute to the sustainable management of Mediterranean forest resources and foster socio-economic development in the region.

By conveying these key messages, DigiMedFor aims to raise awareness, engage stakeholders, promote knowledge exchange, and drive the adoption of digital tools and technology systems for the sustainable management of Mediterranean forest resources. Additionally, the project encourages partners to adapt these key messages in their national languages and utilize them across all types of communication for maximum impact and reach.

Tailored communication, and engagement activities

To effectively communicate the key messages to the intended target audiences and maximize the project's impact, the DigiMedFor consortium will employ a range of channels and tools. These communication tools and channels will also serve as means of dissemination.

The communication activities will go beyond reaching the general public and aim to engage key stakeholders who play a significant role in the field of activities undertaken by the project. By targeting these stakeholders, DigiMedFor seeks to raise awareness of the project and its accomplishments among those who can contribute to and benefit from its outcomes.

The channels and tools that will be used are:

- Project website
- Promotional material (brochures, roll-ups, videos, visual identity)
- Social media (LinkedIn, X, Facebook, and YouTube)
- Press media and newsletters and policy brief
- Participation in conferences/fairs/initiatives
- Publications
- Public and engagement-driven events
- Networks and multipliers

Table 4 - Impact Canvas

Target Groups	Outcomes	Impacts
T1: Public authorities and policy makers	DigiMedFor toolkit for forest managers -Guidelines for digitalisation of eco-services provided by certified forests -DigiMedFor digital tool for inventory of Med Forest resources -DigiMedFor Knowledge Platform -DigiMedFor Virtual Forest DSS -Regulatory framework and recommendations on compliance -Skills Transformation Map -DigiMedFor business models	Scientific -Improved knowledge of forest wood resource provisioning over time -Improved knowledge and monitoring of aboveground forest carbon stocks -Increased knowledge about the technological quality of MED forest wood -Support to the impact assessment of the cascading use of forest-wnw resources and the validation of forecasting impact scenarios on wood forest provisioning and related eco-services Economic -Improved management of forest resources towards sustainability (>5 public and/or private MED forests certified and managed sustainably, >4 new forest sites added to the MED forest network and >150 informed about DigiMedFor results thus fostering the coverage of digitally inventoried MED forests) - Increased quantity and quality of information about MED forest resources (>5 new digital harmonized MED forest inventories and > 100 informed about the DigiMedFor digital tools and toolkits for forest managers thus contributing to the increase of certified wood)
T2: industry	-DigiMedFor digital tool for in-situ wood evaluation and grading -DigiMedFor Data Traceability Platform System -DigiMedFor picture-based tracking system -Skills Transformation Map -DigiMedFor business models	- Increased affordability of infrastructure investments in the forest sector - Increased income and remuneration of forest companies and operators - Increased efficiency of the forest-wnw supply chain of the pilots resulting in a cost saving between 5% and 24% (depending on the starting point) Technological/Regulatory -Increased compliance with timber regulation thanks to the digital tools developed in the project -Increased cooperation between timber-producing and timber-consuming countries resulting in better compliance with enforce legislation (6 replicability and transferability webinars involving stakeholders from both EU and non-EU countries) -Technological advances in MED forest sectors and

		<p>increased competitiveness</p> <p>Societal</p> <ul style="list-style-type: none"> - Minimization of illegal risk practices through improved wood traceability and verification of compliance of wood materials along the forest-wnw supply chain
T3: certification bodies	<ul style="list-style-type: none"> -DigiMedFor Data Traceability Platform System -Guidelines for the digitalisation of eco-services provided by certified forests 	<ul style="list-style-type: none"> -Strengthening of environmental and conservation policies -Increased transparency about the management of forest resources - Increased acceptance of technological tool in the forest sector by the end users (at least 10 companies applying the DigiMedFor solutions) - Increased new job opportunities, as well as reskilling and upskilling opportunities -Diversification of job market
T4: general public and other relevant stakeholders (including the scientific community)	<ul style="list-style-type: none"> -Skills Transformation Map -Replicability and transferability webinars -DigiMedFor business model 	<p>Societal</p> <ul style="list-style-type: none"> - Minimization of illegality in the forest-wnw supply chain - Increased job opportunities and remuneration for local people of rural areas, minimizing their depopulation -Increased awareness about sustainability and conservation of MED forests (more than 1000 local rural communities and and 3000 LAGs reached) -Maintenance of social tradition and culture related to MED forests <p>Scientific</p> <ul style="list-style-type: none"> -Transfer of first-hand, expert knowledge and exchange of competencies -Improved knowledge of forest wood resource provisioning over time -Improved knowledge about aboveground forest carbon stocks <p>Economic/Technological</p> <ul style="list-style-type: none"> -Scale up adoption of innovative sustainable management practices of forest resources

Table 5 - List of deliverable

Number	Deliverable name	WP #	Deliverable leader	Type	Diss level	Delivery date (Month)
1.1	Project Management & Quality Plan	1	UNINA	R	PU	2
1.2	Data Management Plan initial plan	1	UNINA	DMP	PU	6
1.3	Data Management Plan intermediate plan	1	UNINA	DMP	PU	18
1.4	Data Management Plan final plan	1	UNINA	DMP	PU	36
2.1	Report on DigiMedFor forest data	2	CASEFOR	R	PU	12
2.2	DigiMedFor toolkit for forest managers to measure forest variables and attributes	2	CASEFOR	OTHER	PU	12
2.3	DigiMedFor digital tool for inventory of Mediterranean forest resources	2	TRESTIMA	DEM	PU	24
3.1	DigiMedFor tool for in-situ wood evaluation and grading	3	CNR-IBE	DEM	PU	24
3.2	Final version of the DigiMedFor tool for in-situ wood evaluation and grading	3	CNR-IBE	DEM	PU	35
3.3	DigiMedFor Data Traceability Platform System	3	TV	DEM	PU	24
3.4	Final version of the DigiMedFor Data Traceability Platform System	3	TV	DEM	PU	35
3.5	DigiMedFor picture-based tracking system	3	CASEFOR	DEM	PU	24
3.6	Final version of the DigiMedFor picture-based tracking system	3	CASEFOR	DEM	PU	35
3.7	Guidelines for the digitalization of ecoservices provided by certified forests	3	CREAF	R	PU	24
4.1	DigiMedFor Knowledge Platform	4	CASEFOR	DEC	PU	18
4.2	AI-based predictive models	4	CERTH	R	PU	16
4.3	Process-based mathematical model	4	UNINA	OTHER	PU	20
4.4	DigiMedFor VFDSS	4	MG	DEC	PU	32
5.1	Pilot evaluation handbook	5	DBL	R	PU	12

5.2	Results coming from the pilot and replication sites	5	DBL	R	PU	34
5.3	Evaluation, impact assessment and lessons learnt from the pilots	5	DBL	R	PU	36
6.1	Prospective customers and value propositions	6	PEDAL	R	PU	12
6.2	Go-To-Market Plan and Strategy	6	PEDAL	R	PU	24
6.3	Initial Exploitation Plan	6	PEDAL	R	PU	18
6.4	Exploitation and Sustainability Plan	6	PEDAL	R	PU	35
6.5	Skills Transformation Map	6	DBL	R	PU	36
6.6	Recommendations on how to mitigate ethical and liability risks	6	DBL	R	PU	36
6.7	Regulatory framework	6	CONLEGNO	R	PU	12
6.8	Recommendations on compliance and adaptation of standards	6	CONLEGNO	R	PU	35
7.1	Dissemination and communication strategy and plan	7	ELARD	R	PU	3
7.2	Updated dissemination and communication strategy and plan	7	ELARD	R	PU	18
7.3	Stakeholders' engagement and consultation Plan	7	DBL	R	PU	6
7.4	Practice abstracts – batch 1	7	DBL	R	PU	18
7.5	Joint Policy Brief (DIGIMEDFOR-SINTETIC)- Early quality assessment of timber products	7	CNR	R	PU	23
7.6	Policy brief – Sustainable management of Mediterranean forest ecosystems by means of digital solutions	7	UNINA	R	PU	35
7.7	Practice abstracts – batch 2	7	DBL	R	PU	36
7.8	Final Report on dissemination, communication and stakeholder's engagement activities	7	ELARD	R	PU	36

Table 6 - DigiMedFor preliminary communication and dissemination plan

D&C channel	Objective	Target audience	KPI
Project website	Provide a public online showcase of the project, including an overview of the project, up-to-date information on project results, public reports and publications; project events, etc.	All targets	Website users >3000 Total page views >5000 Countries reached >15
Promotional material (brochures, roll-ups, videos, visual identity)	Create awareness and also exploit viral marketing effects	T1, T2, T3	Visual identity 1 brochure (>1500 copies sent)
Social media (LinkedIn, X, Facebook and Youtube)	Create interest in the project and involve relevant stakeholders in the project	All targets, mainly T1, T2, T3	Followers >500 Posts >60
Press media and newsletters and policy brief	Raise awareness of the project results	All targets, mainly T1, T2, T3	3 press releases 5 newsletters online Subscribers to the newsletter >100 1 Policy Brief
Participation in conferences/fairs/initiatives	Spread project results among the research and industrial communities		10 conferences/fairs (e.g., Mediterranean Forest Week)
Publications	Spread project results among the research and industrial communities	T1, T2, T3	6 papers and articles
Public and engagement-driven events	Contribute to building and strengthening the community of stakeholders, spread the results of the project and support exploitation	Dissemination events All targets, Replicability and transferability webinars T1, T2, T3	4 dissemination events (>100 participants each) 6 replicability and transferability webinars (>50 participants each)
Networks and multipliers	Provide continued visibility, permanent networking and a channel to reach stakeholders	T1, T2, T3	10 synergies/joint actions

Table 7 - Social media actionplan year 1

The first version will contain planning through month 18.

Planning from month 18 to month 36 comes in the second version.

Theme of the month	Main contents	Where	Month
Project start	Project information Kickoff meeting	<ul style="list-style-type: none"> • Facebook • LinkedIn 	1
Project start	Project information Kickoff meeting	<ul style="list-style-type: none"> • Facebook • LinkedIn 	2
Project start	Project information Kickoff meeting	<ul style="list-style-type: none"> • Facebook • LinkedIn 	3
Communication Project Management	Logotype WP 7 Partner presentation SINTETIC WP 1	<ul style="list-style-type: none"> • Facebook • LinkedIn 	4
Forest Digitalization	Partner presentation WP 2 Share info of Newsletter	<ul style="list-style-type: none"> • Facebook • LinkedIn 	5
Grading and traceability of wood resources	Partner presentation Send newsletter WP 3	<ul style="list-style-type: none"> • Facebook • LinkedIn 	6
Data manegement plan	Partner presentation X Data management plan	<ul style="list-style-type: none"> • Facebook • LinkedIn • X 	7
Sustainability, uptake and adoption	Partner presentation WP6	<ul style="list-style-type: none"> • Facebook • LinkedIn • X 	8
Forest management decision support system	WP 4 Partner presentation	<ul style="list-style-type: none"> • Facebook • LinkedIn • X 	9
Webpage	Partner presentation	<ul style="list-style-type: none"> • Facebook • LinkedIn • X 	10

	Webpage WP3		
8th Mediterranean forest week	Partner presentation 8th Mediterranean Forest Week	<ul style="list-style-type: none"> • Facebook • LinkedIn • X 	11
WP updates	WP 2 WP 3	<ul style="list-style-type: none"> • Facebook • LinkedIn • X • Webpage 	12
WP updates	WP5 WP6	<ul style="list-style-type: none"> • Facebook • LinkedIn • X • Webpage 	13
Event	Event Publication	<ul style="list-style-type: none"> • Facebook • LinkedIn • X • Webpage 	14
T6.2 - Exploration of business models and commercialisation pathways	WP6	<ul style="list-style-type: none"> • Facebook • LinkedIn • X • Webpage 	15
T2.3- Remote sensing of forest attributes from proximal to satellite platform. T2.4 - Ground-based observation of biophysical forest attributes.	WP2	<ul style="list-style-type: none"> • Facebook • LinkedIn • X • Webpage 	16
T4.2 - AI-based and statistical predictive models for DigiMedFor VFDSS	WP4 Publication	<ul style="list-style-type: none"> • Facebook • LinkedIn • X • Webpage 	17
Communication	Dissemination and communication strategy and plan	<ul style="list-style-type: none"> • Facebook • LinkedIn • X • Webpage 	18

5

COMMUNICATION AND DISSEMINATION MATERIALS

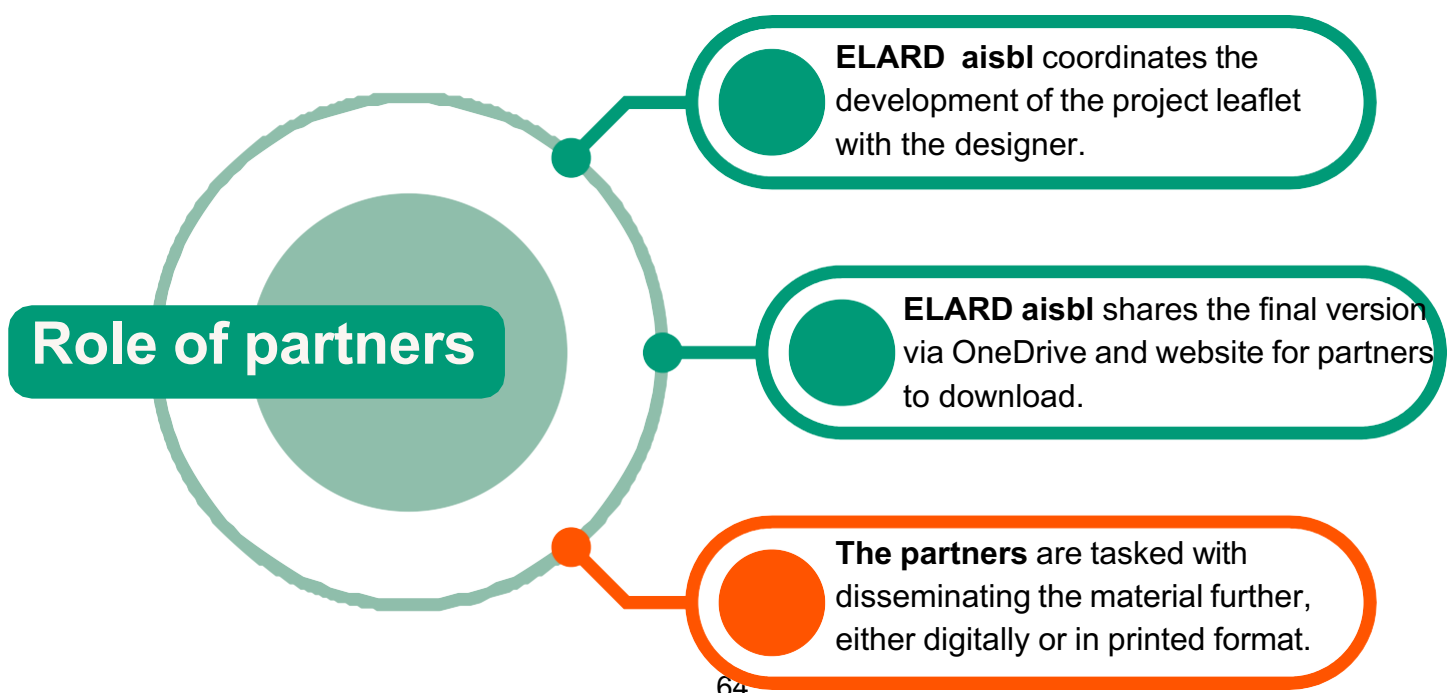
Information leaflets, posters and roll-up banner

Printed promotional materials will assist DigiMedFor partners in showcasing and promoting the project during events and activities. To address language barriers, the materials will be produced in English and translated into other languages as needed.

While printed materials will be utilized, electronic communication will be prioritized to minimize paper usage. All project documents will be available for download in PDF format from the project website.

The printed materials will align with the visual identity of the project, designed by ELARD aisbl. These materials will include posters, leaflets/infographics, and roll-up banners. Updated or translated versions of promotional materials will be created when necessary.

- **Project Poster and Roll-up Banner:** ELARD aisbl will design a project poster and roll-up banner with impactful visuals to convey key project concepts. These materials will be exhibited at project events and, whenever possible, at relevant exhibitions attended by project partners.
- **Two General Leaflets:** During the project's duration, ELARD aisbl will produce two leaflets. The first leaflet, created in the first year, will provide a concise summary of the project's key aspects using accessible language, similar to the content on the project's homepage. In the last year of the project, a second leaflet will be developed, focusing on the achieved results and the lessons learned from the DigiMedFor project.



Press release

Press releases will serve as a key communication channel between DigiMedFor and relevant media outlets. They will be issued at significant project milestones and distributed to European and international press, as well as local and national press when applicable. Local partners are encouraged to engage with the local press to inform end users and citizens about the progress of the value cases. The first DigiMedFor press release, announcing the project's kick-off, was prepared and shared in June 2023.

Role of partners

ELARD aisbl will publish press releases about project events, workshops, and conferences.

ELARD aisbl will disseminate press releases through project channels and its newsletter.

ELARD aisbl will distribute press releases to partners for dissemination.

Partners are encouraged to share press releases on their digital channels.

Partner websites

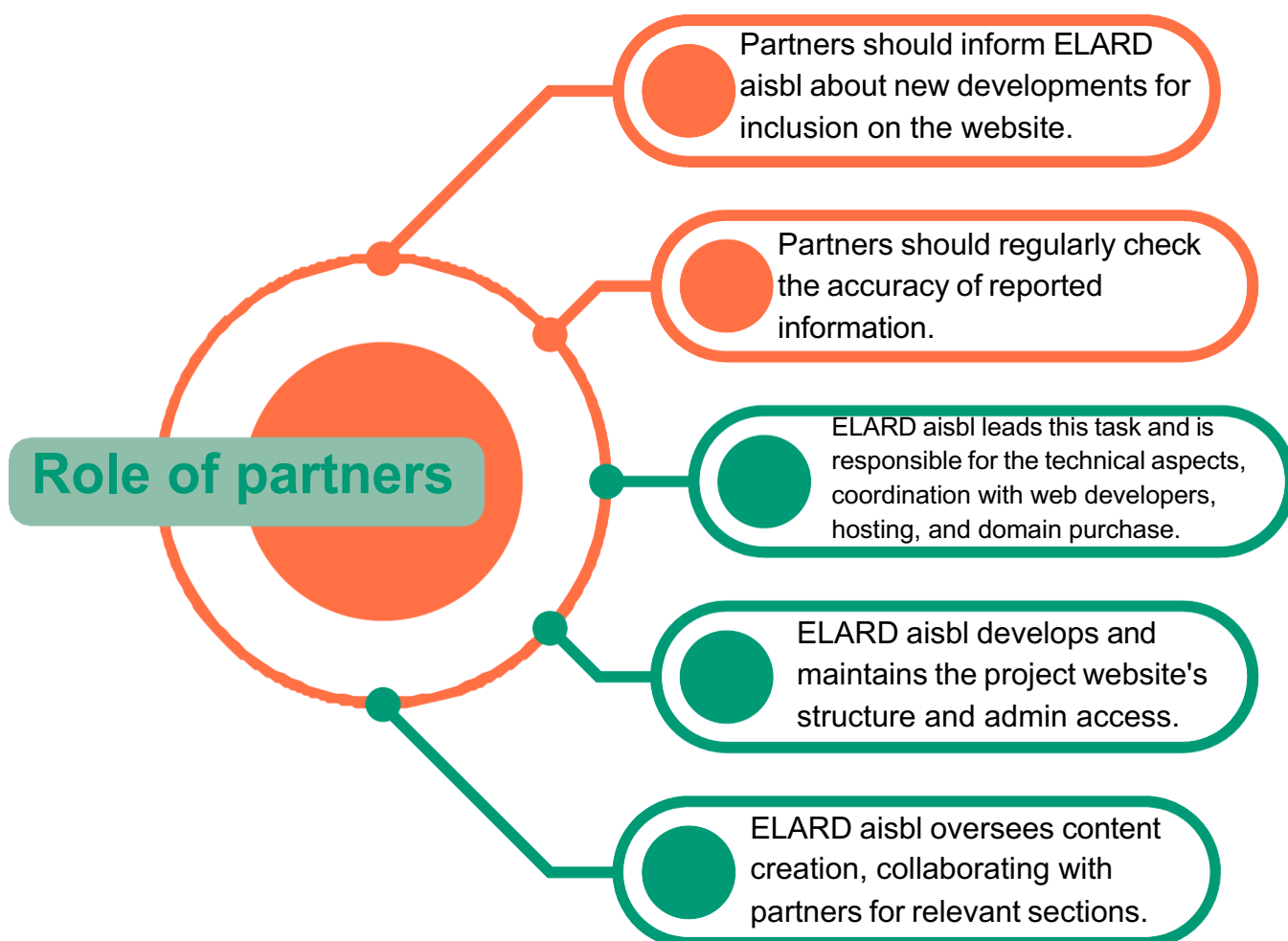
Partners will use their websites to promote DigiMedFor. A general project description will be created on each partner's website as a static information point, with a link to the official DigiMedFor website. Partners should also publish press releases and news on their websites to update the project's progress. This will help reach local audiences and share project updates in local languages.

Website

The interactive DigiMedFor website will serve as the central hub for the project, providing comprehensive information on project activities. It will offer an overview of the project's objectives, areas of focus, and profiles of consortium partners, along with links to their respective websites. The website will also feature news, events, project results, and relevant external resources.

The user-friendly content management system will allow for easy updates, enabling the addition of new pages, text, images, and videos. The website will be available in English and will include links to social media platforms such as X, LinkedIn, and YouTube. The DigiMedFor website, set to launch in 2023, will continuously provide the latest news, events, and project developments. ELARD aisbl will collaborate with other activities and projects to explore opportunities for cross-platform sharing of information.

The website's domain name will be www.digimedfor.eu (coming soon), and its homepage will offer various features, including a main navigation menu, an introduction to the project's mission, links to social media accounts, news, and events sections, an overview of case studies and follower cities displayed on an interactive map, real-time X and LinkedIn feeds, a newsletter subscription option, acknowledgment of EU funding, downloadable public documents and conference presentations, links to the project's privacy policy and cookie policy, and a search engine.



Social media

Developing a social media strategy is important for effective communication and dissemination in the DigiMedFor project. The strategy will focus on the following aspects:

- WHERE: Which social media platforms will be used?
- WHO: Who is the intended audience? Who will be responsible for managing social media?
- HOW: What goals do you want to achieve? How will you measure the impact?
- WHAT: What type of content will be shared?
- WHEN: When is the best time to share content? How frequently will posts be made?

ELARD aisbl will play a central role in coordinating social media activities and producing content. Partners are encouraged to adapt and share the content on their own channels. The project aims to achieve several objectives through social and digital media, including driving traffic to the DigiMedFor website, complementing traditional communication channels, providing a more informal voice, monitoring project mentions, and offering live coverage of key events for wider accessibility.

X

X will play a vital role in the communication strategy of DigiMedFor, allowing us to share timely updates and engage with our audience. Through our dedicated X account, we will provide the following content:

- Up-to-date news about the project
- Highlights and photos from project meetings and workshops
- Updates from national innovation forums
- Insights on urban freight and procurement activities
- Retweets from relevant initiatives, partners, cities, and projects

Role of partners

ELARD aisbl will be in charge of the Facebook account.

All partners are encouraged to suggest posts to publish when appropriate. And @DigiMedFor at relevant happenings

Facebook

Facebook is a popular social media platform used by individuals and organizations worldwide. In the context of the DigiMedFor project, a dedicated Facebook page will be created to engage with a wider audience and foster community interaction. The main objectives of the DigiMedFor Facebook page are as follows:

- Facilitate knowledge sharing and dissemination of project updates.
- Encourage collaboration and networking among stakeholders in the field of sustainable management of Mediterranean forest resources.
- News and pictures from meetings or workshops.
- Provide a platform for discussions, exchanging experiences, and addressing relevant topics.
- Keep the audience informed about upcoming events, workshops, and project milestones.

You can access the DigiMedFor Facebook page by visiting the following link:

www.facebook.com/digimedfor.

Role of partners

ELARD aisbl will be in charge of the Facebook account.

All partners are encouraged to suggest posts to publish when appropriate. And tag, @DigiMedFor, at relevant happenings.

YouTube

YouTube is a popular platform for sharing and watching online videos. In the context of the DigiMedFor project, a dedicated YouTube channel will be created to enhance our dissemination and communication efforts. This channel will serve as a repository for visual content and videos related to DigiMedFor activities and achievements. These videos will be showcased on the DigiMedFor website as well.

LinkedIn

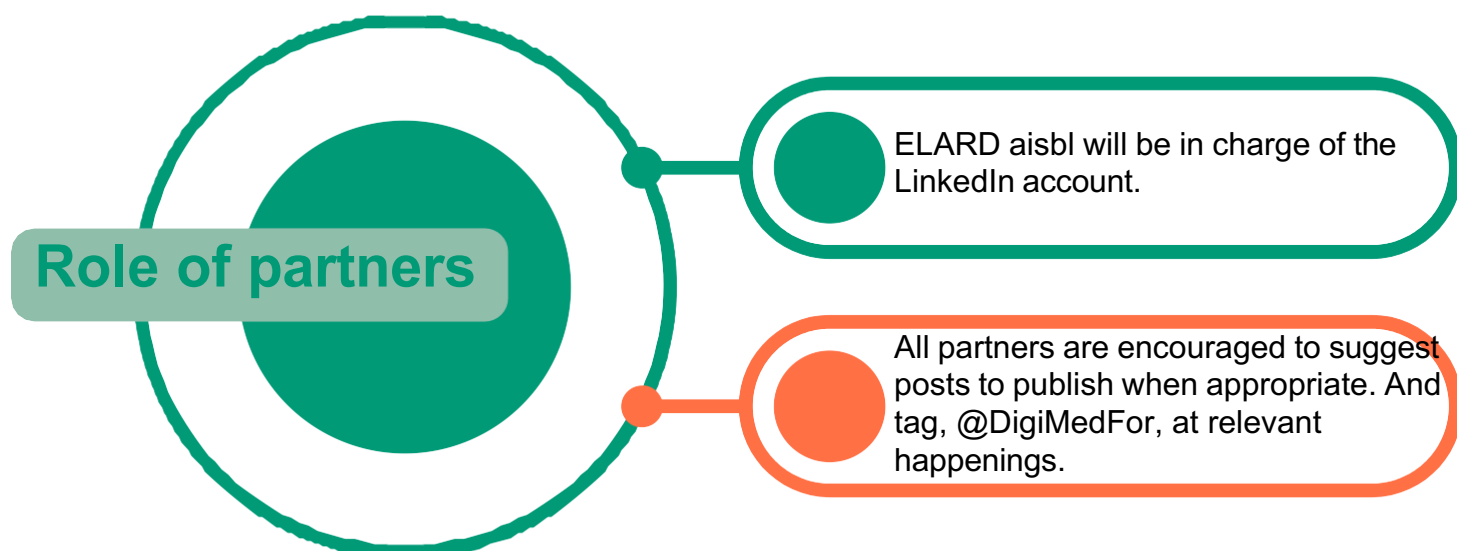
LinkedIn plays a significant role in professional networking, and it will be leveraged in the DigiMedFor project to foster an expert community of professionals in the field of Mediterranean forest resource management. The dedicated LinkedIn, named "DigiMedFor" aims to facilitate knowledge transfer, collaboration, and networking among stakeholders.

The objectives of the DigiMedFor LinkedIn group are as follows:

- Facilitate knowledge exchange between local authorities and other relevant stakeholders.
- News and pictures from meetings or workshops.
- Foster collaboration and sharing of experiences.
- Connect with peers in the field.
- Stay updated on the latest project advancements.
- Announce upcoming events.

To access the DigiMedFor LinkedIn group, visit the following link:

<https://www.linkedin.com/company/digimedfor>. The project website will also provide a direct link to the LinkedIn group from its homepage.



How will we communicate in our channels

On the DigiMedFor website, we will adopt an informative and formal tone. The website's content will consist of longer texts compared to social media platforms, allowing visitors to delve deeper into various areas and obtain extensive information. However, we are committed to ensuring accessibility and strive to simplify our texts by using shorter sentences and avoiding overly complex language. Our goal is to make the content easily understandable and user-friendly for all visitors.

On Facebook, DigiMedFor will adopt a more informal and engaging tone. Our posts will have a personal touch and reflect everyday language. Emojis will be used to express emotions and to create clear divisions between paragraphs. We will prioritize concise summaries of information and avoid lengthy posts or stories. In our Facebook content, we will include Call To Action (CTA) statements to actively engage our target audience. CTAs will provide clear instructions and incentives for users to take action and participate in the project.

On LinkedIn, DigiMedFor will maintain a professional and informative tone. Our posts will focus on providing valuable insights and sharing relevant industry knowledge. We will use formal language and avoid the excessive use of emojis. The content on LinkedIn will be more detailed and in-depth, allowing for in-depth discussions and analysis. We will utilize clear paragraph structures and concise writing to ensure easy readability. Our LinkedIn posts will include thought-provoking questions and encourage professional discussions among the LinkedIn community. CTAs will be used strategically to guide users to relevant resources and encourage them to actively participate in the conversation.

On X, DigiMedFor will adopt a concise and engaging tone. Our tweets will be short and to the point, capturing attention with relevant hashtags and compelling messages. We will leverage the power of visuals, such as images and GIFs, to enhance the impact of our tweets. Emojis will be used sparingly to add personality and convey emotions. We will actively participate in relevant industry conversations by retweeting, liking, and replying to relevant tweets from other users. CTAs will be included to encourage followers to visit our website, engage in discussions, or explore our latest resources. Overall, our goal on X is to share valuable content, connect with industry professionals, and foster meaningful engagements within the DigiMedFor community.

When will we communicate in our channels

DigiMedFor is committed to keeping its stakeholders well-informed about the project's progress and developments. ELARD aisbl, as the project lead, will ensure regular updates and news are shared across our social media channels. Our aim is to publish at least one post per week on Facebook, LinkedIn, and X. These posts will include project updates, relevant information from our partners, and other valuable insights.

In addition to social media, we understand the importance of providing comprehensive updates on our website. Therefore, we plan to publish news articles at least once a month to maintain a steady flow of information. However, during active project phases or when significant milestones are achieved, we will increase the frequency of news postings to ensure timely and relevant updates for our stakeholders.

On Facebook:

- We use the Facebook business suite and decide there what time the posts should be published. The program makes its own analysis of when it is best to post, and we must follow it as much as possible.

X:

- The best times to post on X are usually between 9-11 am and 1-3 pm on weekdays.
- Avoid posting on weekends and during nighttime, as engagement tends to be lower.
- It can also be effective to post during major events and conferences related to your topic.

LinkedIn:

- The best times to post on LinkedIn are usually between 7-9 am and 5-7 pm on weekdays.
- Avoid posting on weekends and during nighttime.
- Also, try to avoid times when many other companies are posting, such as during lunchtime or just before and after the start and end of the workday.

Partners channels

Table 8 - Partners Channels

Short name	Website	X	Facebook	Linkedin
UNINA	http://www.unina.it/home;jsessionid=E86FBE4D9FB4360D3FD1D050AA19B3BA.node_staging11	https://twitter.com/UninaIT	https://www.facebook.com/DipartimentoAgrariaUnina	https://www.linkedin.com/school/unina/mycompany/
DBL	https://dblue.it/en/	https://X.com/dblue_it		https://www.linkedin.com/company/deep-blue-s-r-l-/mycompany/
FMMF	http://www.forestamodellomontagnefiorentine.org/64/en/home.html		https://www.facebook.com/forestamodello.montagnefiorentine	
CESEFOR	https://www.cesefor.com/en	@fcesefor	https://www.facebook.com/cesefor	https://www.linkedin.com/company/1889800
TRESTIMA	https://www.trestima.com/w/en/			
ELARD	http://elard.eu/		https://www.facebook.com/ELARDaisbl	https://www.linkedin.com/company/european-leader-association-for-rural-development--elard/about/
TV	https://topview.it/en/	https://X.com/TopViewIT	https://X.com/TopViewIT	https://X.com/TopViewIT
KAVALA	https://kavala.gov.gr/	https://X.com/dimoskavalas	https://www.facebook.com/Kavala.gov.gr/?locale=el_GR	https://gr.linkedin.com/company/municipality-of-kavala
CERTH	https://www.integridy.eu/node/8	https://X.com/certhellas?lang=el	https://www.facebook.com/CERTHellas/?locale=el_GR	https://gr.linkedin.com/company/certh
CFC	https://www.forestal.cat/web/	https://X.com/cfcatalunya	https://www.facebook.com/consorciforestal	
CNR-IBE	https://www.cnr.it/	https://twitter.com/ComunicareCnr	https://www.instagram.com/cnrsocial?igshid=MzRIODBiNWFIZA==	https://www.facebook.com/CNRSocial/FB
CREAF-CERCA	https://www.creaf.cat	https://X.com/CREAF_ecologia		https://www.linkedin.com/company/creaf
FOR-FR	https://www.foretmodeleprovence.fr/		https://www.facebook.com/foretmodele.provence	https://www.linkedin.com/company/foretmodeleprovence

				mod%C3%A8le-de-provence/
FOR-HR	www.modelnasuma.hr		https://www.facebook.com/Modelnasuma	
PEFC ES	https://www.pefc.es/	https://X.com/pedalconsulting	https://www.facebook.com/pefcspain	https://www.linkedin.com/company/pefc-espana/
PEDAL	https://pedal-consulting.eu/	https://X.com/pedalconsulting	https://www.facebook.com/pedal.consulting/	https://www.linkedin.com/company/pedal-consulting/
MARMARA	https://www.gfar.net/organizations/marmara-forestry-research-institute-istanbul			
INRGREF	http://www.inrgref.grinet.tn/fr/			
Conlegno	https://www.conlegno.eu/		https://www.facebook.com/conlegno	https://www.linkedin.com/company/conlegno/mycompany/
MG	https://www.maregroup.it/			
Forza	https://forza.org.ua/en		https://www.facebook.com/ngoforza	https://www.linkedin.com/company/ngo-forza

Newsletter

DigiMedFor will be sending a newsletter at least every 6 months, to keep members and interested individuals informed about the project's progress and news. The newsletter will be brief and concise, with a focus on highlighting relevant original sources. It will provide updates on project activities and discuss topics related to rural development in research and academia. The target audience will include researchers, rural communities, and policymakers. The DigiMedFor newsletter aims to disseminate recent project content, stimulate discussions on key topics, monitor project advancements, and foster interactions with stakeholders.

The newsletter will be written in English and made available for download on the DigiMedFor website. Additionally, it will be sent via email to individuals who have registered to receive it. Subscription invitations will be prominently displayed on the project website and shared through social media channels. DigiMedFor partners will actively invite selected international and local stakeholders to subscribe. Various promotional strategies will be employed, such as including the opt-in link in email signatures, promoting it on platforms like Facebook and Instagram, and extending invitations to participants of DigiMedFor events.

Subscribing to the newsletter will be voluntary, and each issue will provide an opt-out link for those who wish to unsubscribe. The newsletter design will be aligned with the project's visual identity, and it will be available in both HTML and PDF formats to cater to different preferences.

Role of partners

ELARD aisbl will be in charge of the newsletter, including writing articles and editing input received from other partners.

All partners will provide relevant information on their project-related activities when requested.

Table 9 - Newsletter action plan

Number	Main contents	Month
1	<ul style="list-style-type: none"> • Project presentation • Kickoff • Logotype • Social Media • Focus on project partners and staff 	6
2	<ul style="list-style-type: none"> • Focus on project partners and staff • Work packages 2 update • Website • <u>8th Mediterranean Forest Week</u> • News SINTETIC 	12
3	<ul style="list-style-type: none"> • Work packages 2 results • Focus on project partners and staff • Introduce 2 Pilots • WP 4 update • News SINTETIC 	18
4	<ul style="list-style-type: none"> • Focus on project partners and staff • DigiMedFor Knowledge Platform • Introduce 2 Pilots • WP 4 results • WP 6 update • WP 3 update • News SINTETIC 	24
5	<ul style="list-style-type: none"> • Focus on project partners and staff • <u>9th Mediterranean Forest Week</u> • WP 6 results • WP 3 results • News SINTETIC 	30
6	<ul style="list-style-type: none"> • Main conclusions of the project and impacts • Continuation of project activities • Conclusions from final Pilots 	36

Events and conferences

DigiMedFor will actively participate in a range of events to effectively share project results with diverse stakeholder groups. These events will fall into two categories: internally organized events and external events where the project will be represented.

Internally organized events

In this category, DigiMedFor will arrange 4 dissemination events (one per pilot).

Dissemination Event for Pilot 1 (Month 36):

- Objective: Introduction of new wood qualification, classification, and tagging techniques in the local forest-wood supply chains.
- Leading partner: CNR-IBE
- Partners: FMMF, UNINA, TRESTIMA, TV, CESEFOR, MG
- Location: Montagne Fiorentine Model Forest (FMMF), UCVV Municipality, Florence, Italy

Dissemination Event for Pilot 2 (Month 24):

- Objective: Ground-based and remote sensing technologies to improve forest management.
- Leading partner: CERTH
- Partners: KAVALA, UNINA, TRESTIMA, CESEFOR
- Location: Forest of Limnia, Kavala

Dissemination Event for Pilot 3 (Month 36):

- Objective: Monitoring and traceability system for forestry transport cargoes.
- Leading partner: CESEFOR
- Partners: UNINA, MG
- Location: Soria, Castilla y Leon, Spain

Dissemination Event for Pilot 4 (Month 30):

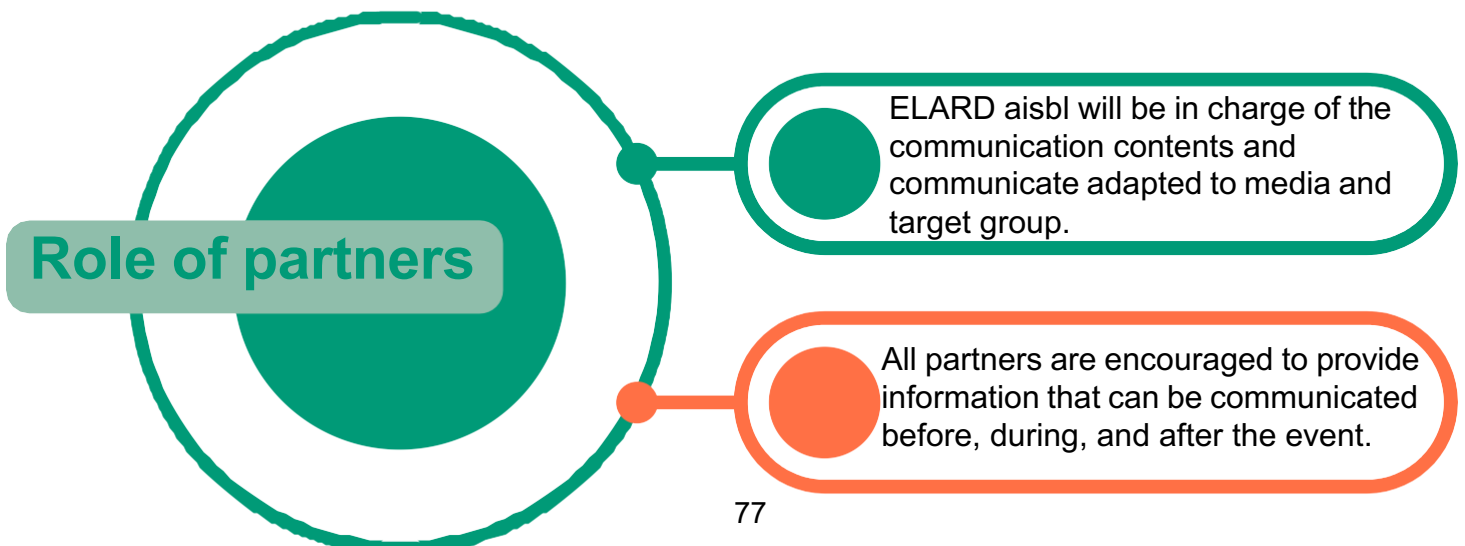
- Objective: Forest ecosystem management through digital simulation.
- Leading partner: CREAF
- Partners: CFC, PEFC, TRESTIMA
- Location: Catalonia, Spain

These dissemination events will serve to share the outcomes and results of each pilot, engaging relevant stakeholders and promoting the transferability of the project's innovative approaches.

Table 10 - Pilots

Pilot Name	Work Package No	Lead Beneficiary	Type	Date (month)
DigiMedFor Knowledge Platform	WP4	4-CESEFOR	DEC -Websites, patent filings, videos, etc	19
Final version of the DigiMedFor tool for in-situ wood evaluation and grading	WP3	11-CNR	DEM -- Demonstrator, pilot, prototype	35
The final version of the DigiMedFor Traceability Platform System	WP3	7-TOP	DEM - Demonstrator, pilot, prototype	35
Final version of the DigiMedFor picture-based tracking system	WP3	4-CESEFOR	DEM - Demonstrator, pilot, prototype	35

ELARD aisbl will ensure that conferences are spread out throughout the project's duration and that opportunities for synergies and exchanges between different events are explored. Special attention will be given to monitoring gender representation in the project's organized events. Evaluation reports for each event will include monitoring the number of women participants.



Webinars

DigiMedFor will organize a series of webinars to showcase key project results and the digital innovations developed. The webinars will focus on the replicability and transferability of the project's digital tools and technologies across different sites.

1. Replicability Site (Croatia): A webinar will be dedicated to showcasing digital innovations aimed at improving the sustainability of forest management in Croatia.
2. Replicability Site (France): Another webinar will highlight digital innovations implemented in France to enhance the sustainability of forest management.
3. Replicability Site (Tunisia): A webinar will focus on replicating digital innovations that improve the tracking and traceability of cork harvest and promote sustainable management of cork oak forests in Tunisia.
4. Replicability Site (Turkey): The webinar for this site will discuss the replication of digital innovations aimed at improving the traceability of wood products to combat illegal forest logging in Turkey.
5. Replicability Site (Ukraine): The final webinar will explore the replication of digital innovations in wood grading and traceability of wood products to address illegal forest logging and promote sustainable practices in Ukraine.

These webinars will be conducted throughout the project's duration to share important findings and engage with stakeholders. They will be accessible online through the DigiMedFor website, and YouTube channel, serving as valuable resources for interested individuals and organizations.

Role of partners

ELARD aisbl will be in charge of the communication and communicate adapted to media and target group.

All partners are encouraged to provide information that can be communicated before, during, and after the event.

**PUBLICATIONS
AND
MANAGEMENT**

Publications

All publications related to DigiMedFor, regardless of their format, will adhere to the terms specified in the EC Grant Agreement and Consortium Agreement. This includes obtaining approval from project partners and acknowledging EC funding. ELARD aisbl will be responsible for collecting, storing, and disseminating these publications, ensuring wide accessibility while respecting any copyright restrictions.

Peer-reviewed articles

DigiMedFor project aims to enhance its visibility and knowledge transfer through various publications and active participation in conferences. The following activities are planned:

Publication of Articles and Peer-reviewed Papers:

- Objective: Reach out to professionals and practitioners in the field of Mediterranean forest resource management.
- Six articles will be published in international peer-reviewed scientific journals with or without an open-access scheme, as well as sector magazines.

Attendance and Active Participation at International Conferences/Fairs/Initiatives:

- Objective: Engage with the international forest management community and share project outcomes.
- Project partners will actively participate in ten relevant international conferences, fairs, and initiatives. Examples include the Mediterranean Forest Week organized every two years by CESEFOR, the National and International Congress on Forestry, and IUFRO Conferences.

These activities will contribute to the dissemination of project findings, promote knowledge exchange, and establish DigiMedFor's presence within the scientific community and forestry sector.

Other type of publications

Non-scientific publications will also be produced by DigiMedFor and distributed through various channels. An initial list of relevant journals is presented below and will be updated on a monthly basis and shared with project partners in the OneDrive:

7

SYNERGIES AND NETWORKING

Network of the DigiMedFor partners

DigiMedFor is strategically connected through its partner networks, enriching the Dissemination and communication strategy and plan with focused outreach.

Conlegno, encompassing 1,900 member companies, includes prominent trade associations like Assolegno and Assoimballaggi, alongside influential SME associations such as Confartigianato Legno Arredo, CNA, UNITAL-Confapi, and Fedecomlegno. Notable members also span Assocarta, Assografici, AIEL, and Vero Legno. PEFC España boasts an expansive network of nearly 53,000 private and public forest owners, rural communities, 850 media, and over 1,600 forest wood supplier companies. Their influence extends to public administration of forest resources, local administrations, and certification bodies.

ELARD leverages its extensive network of over 3,000 LAGs across 29 EU countries, maintaining active roles within esteemed bodies such as the Committee of Regions, the EU Rural Parliament, and the Smart Villages network established by the Smart Rural 21 project.

CESEFOR holds esteemed positions as a full member of the EU Forest Institute (EFI), the International Union of Forest Research Organizations (IUFRO), the Innovawood Network, the Rosewood Network (wood market), the Incredible Network, the WoodRise Alliance network for high-rise timber construction, and the FAO SilvaMed Collaborative Partnership for the Mediterranean Forest.

CFC, being part of the board of directors of Confederación de Organizaciones de Selvicultores de España (COSE), also stands as a member of the Confederation of EU Forest Owners (CEPF).

PEDAL is an engaged member of the Slovak Bioeconomy Cluster and holds a vital connection within the European Bioeconomy Network.

Furthermore, FOR-HR, FOR-FR, and CESEFOR actively contribute to the Mediterranean Model Forest Network (MMFN) Secretariat, led by FMMF, thereby strengthening the project's collaborative impact.

Objectives and Presentations

To achieve the objectives of the DigiMedFor project and effectively disseminate its results, a strong emphasis will be placed on building a network of activities. The project partners will actively engage with relevant associations, related projects, and key stakeholders in the field of Mediterranean forest and wood resource management.

These associations play a crucial role in addressing challenges such as access to land for newcomers and the limited social and economic opportunities in rural areas. By establishing connections with rural development initiatives, the project aims to foster collaboration and exchange of knowledge.

Furthermore, synergies will be created with European projects and platforms focused on topics such as digital tools and technology systems for forest inventory and monitoring, wood resource traceability, remote sensing, data analytics, and decision support systems, all of which have direct relevance to the sustainable management of Mediterranean forest resources.

Targets

One of the main objectives of creating networks and synergies in DigiMedFor is to engage with other projects related to Horizon, as well as EU-funded projects in relevant areas. Collaborating with project consortia will facilitate the exchange of up-to-date information and discussions on common issues. Additionally, experts from the EU specializing in relevant fields will be contacted to enhance and harmonize knowledge dissemination.

Cooperation will also involve identifying similar projects that focus on topics explored by DigiMedFor, such as digital tools and technology systems for sustainable management of Mediterranean forest resources. By partnering with these projects, DigiMedFor aims to improve dissemination efforts and reach a wider audience.

In addition, DigiMedFor will create synergies with other initiatives and projects, and thanks to the large network and mailing list of partners, such as UNINA, ELARD, CERTH, CNR, Conlegno, and the forest associations, the project results will be largely disseminated throughout Europe and extra European countries.

Methodology

To effectively manage and organize contacts for network development, partners in DigiMedFor will maintain a comprehensive Excel file, following the provided template for the general contact list. During networking activities, participating partners will be encouraged to explore potential synergies and collaborations. This can be accomplished through various means, such as:

- Exchanging website links to promote mutual visibility and access to resources.
- Sharing best practices and methodologies to facilitate knowledge exchange.
- Sharing information about relevant events and activities.

Following engagement in networking activities, partners will be requested to complete a reporting form. In this form, they will indicate the type of suggested future collaboration in the corresponding column. This process ensures the effective tracking and follow-up of potential collaborative opportunities.

MONITORING AND EVALUATION OF DISSEMINATION ACTIVITIES

Monitoring and evaluation of dissemination activities

The implementation of Communication and Dissemination Activities in DigiMedFor will be closely monitored to ensure their effective execution and contribution to maximizing the project's expected impacts.

ELARD aisbl will ask project partners to provide information on the activities carried out, such as event organization, publication of news/press releases, and conference presentations. ELARD aisbl will be responsible for monitoring and reporting on the use of the website, social media, and events organized by them. Based on the reports submitted by the partners, ELARD aisbl will provide recommendations for future dissemination and communication activities.

The table below presents the different monitoring and evaluation activities to be performed, the schedule, and the responsible partners:

Table 11 - Monitoring and evaluation activities

Communication activity/tool	Indicators/data	Schedule/	Responsible partner
Website and social networks	<ul style="list-style-type: none"> • Number of visits • Number of posts 	semi-annually	ELARD aisbl
Participation to other events	Fill out ATTENDANCE to EVENTS REPORT form including title of the event, place and date, number of attendants, description of the participation and pictures.	To be sent to ELARD aisbl within 1 month following the event	Project partner
DigiMedFor events	<ul style="list-style-type: none"> • Number of participants (signed attendance list) • Number of posts related to the event • Satisfaction questionnaire 	Within 1 month following the event	ELARD or partner responsible for the organization

Table 12 - DigiMedFor preliminary communication and dissemination plan

D&C channel	KPI	Checkbox
Project website	Website users >3000 Total page views >5000 Countries reached >15	NOT STARTED
Promotional material (brochures, roll-ups, videos, visual identity)	Visual identity 1 brochure (>1500 copies sent)	NOT STARTED
Social media (LinkedIn, X, Facebook and Youtube)	Followers >500 Posts >60	ONGOING
Press media and newsletters and policy brief	3 press releases 5 newsletters online Subscribers to the newsletter >100 1 Policy Brief	ONGOING
Participation in conferences/fairs/initiatives	10 conferences/fairs (e.g., Mediterranean Forest Week)	NOT STARTED
Publications	6 papers and articles	NOT STARTED
Public and engagement-driven events	4 dissemination events (>100 participants each) 6 replicability and transferability webinars (>50 participants each)	NOT STARTED
Networks and multipliers	10 synergies/joint actions	NOT STARTED

Dissemination towards the Stakeholders' Advisory Board

The DigiMedFor project will leverage the expertise of its Stakeholders' Advisory Board (SAB) to steer its course, enrich its research, and ensure the practical efficacy of project outcomes. Functioning as an autonomous entity, the SAB is constituted by external key stakeholders well-versed in DigiMedFor's sphere of exploration. Carefully selected from the partners' network, candidates reflect a balance across the established categories (T1-T4), geographic representation (both within Europe and beyond), and gender.

The designated members will:

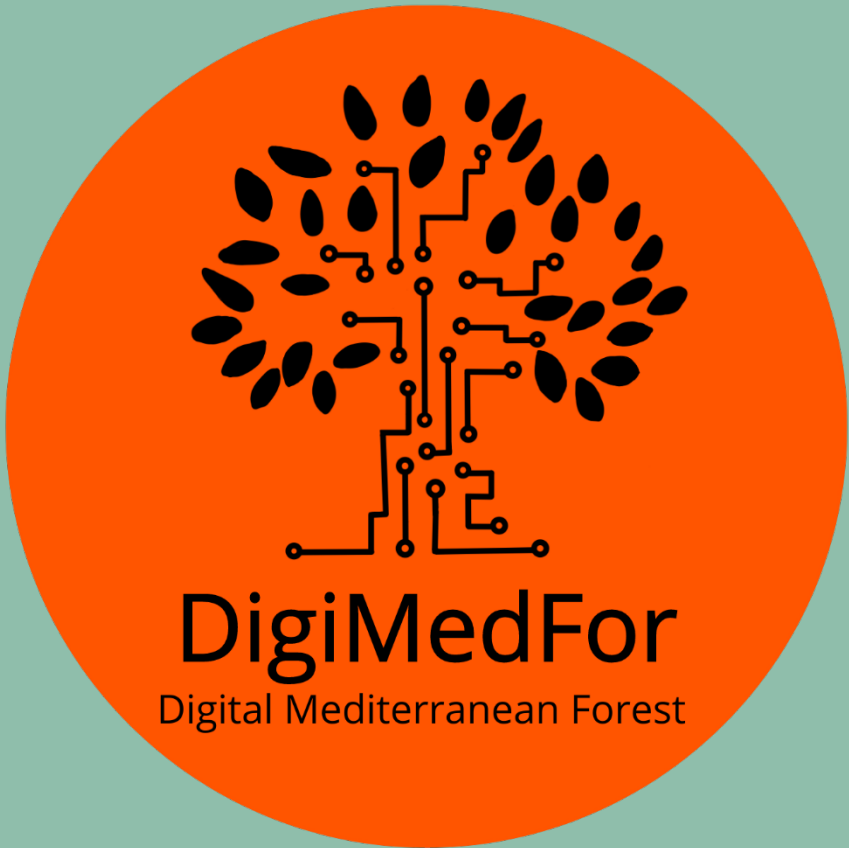
- Provide expert insights into DigiMedFor's approach through 1-2 surveys/interviews across the project's three-year timeline.
- Actively engage in DigiMedFor's co-design and assessment endeavors.
- Bridge the project with diverse stakeholders and initiatives.
- Elevate DigiMedFor's visibility within their respective networks.
- Attend annual DigiMedFor Advisory Board Meetings (1 meeting per year).
- Contribute by reviewing and offering feedback on the draft project documents (1 review per year).

The overarching goal of SAB involvement is to ensure tangible, valuable outcomes from the project and to amplify its reach across a broader market. To achieve this, consistent interaction with the SAB is vital. DigiMedFor will periodically update the SAB on project progress and key findings, facilitated through in-person meetings (workshops and demonstrations) and remote means such as teleconferencing, webinars, reports, and deliverables.

The DigiMedFor SAB assumes a central role in the project's co-design approach, which shifts the emphasis from technology-driven solutions to user-oriented ones by amalgamating insights from human factors, usability, ethics, and law. DigiMedFor will adopt established methods of active stakeholder participation, encompassing:

- Outreach to Stakeholders and Industry: The consortium will disseminate insights through conferences, Stakeholders' journals, exhibitions, and technical workshops, optimizing engagement with key stakeholders.
- Stakeholders' Consultation Events: Collaborative activities such as questionnaires, semi-structured interviews, and focus groups will be orchestrated in coordination with WP5 and WP6 leaders. The objectives span gathering input on requirements, feedback on the viability, usability, and acceptability of preliminary outputs, as well as assessing the final outputs. Additionally, input on business models, exploitation of DigiMedFor outcomes, workforce status, and ethical/legal considerations will be gathered.

Additionally, the project plans four dissemination events across its four pilots and will organize replicability and transferability webinars for the five replication sites and other stakeholders. (Refer to dedicated sections for further insights.)



DigiMedFor

Digital Mediterranean Forest