



INovative and Educational INformation for the Sustainable FOREST Management by Smallholders (FOREST-IN)

- COMMUNICATION PLAN -



www.forest-in.eu

**Erasmus+
2016-1-PT01-KA204-022830**

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WHY A COMMUNICATION STRATEGY IS REQUIRED?

It is considered necessary to establish a communication strategy for this project, both for its essential objective, and the number of partners involved and their geographic dispersion. In addition, working under a project largely financed with EU funds requires compliance with communication guidelines that should not be put aside in any of the procedures carried out. For all these factors it is required to establish a communication strategy (uniform and protocolized) to contribute to achieve our objectives, with clarity in the process and that ensures an organized, ongoing and consistent communication.

Setting a communication strategy will allow all partners to communicate a common speech and contents, materials and similar data previously agreed and known by all. Efforts will be made, as far as possible that only move outside the agreed information. The strategy of a coordinated communication also goes through a process of fluent and reliable internal communication, using a unique repertoire of communication materials and dissemination committing requirements of the projects funded by the Erasmus+ Programme of the European Union. Finally, this strategy also includes other more specific aspects, such as the use of corporate identity project, in all actions of communication and dissemination, following the provisions of the guide use of the brand and corporate identity manual.

GENERAL OBJECTIVES OF THE COMMUNICATION PLAN

- Ensure a clear, continuous and consistent communication to adequately report on the project (actions, results, etc.).
- Promote a suitable planning and coordination of all communication and dissemination actions to be developed in the project.
- Generate communication and dissemination materials for the entire project team.

ESPECIFIC OBJECTIVES OF THE COMMUNICATION PLAN

- This communication plan intends to ensure the visibility and awareness of the project and support the widest adoption of the FOREST-IN results among their partners in their territories of action.
- The dissemination actions will guarantee the diffusion of the project results to the forestry sector (from smallholders, to scientifics and researchers, as well as technicians, forest-related companies, academics...) and also the general public.
- Finally, this plan also aims to raise awareness about the need for learning and training, to acquire skills and abilities that contribute to improve the forest sector.

ACTION PLAN

PROJECT STYLEBOOK

A. Official nomenclature of the project:

The official nomenclature of the project is INovative and Educational INformation for the Sustainable FOREST Management by Smallholders (FOREST-IN).

The official nomenclature will be always inserted (at least once) in the next communication actions: dossier project, web, informative brochures, press releases, announcement of seminars and technical workshop, audiovisual material, etc. If possible, also in posters, web banners, and adds.

B. Reduced nomenclature of the project:

The reduced nomenclature is **FOREST-IN**.

Is suggested the use of the reduced nomenclature in the relations between partners and the actions included in the project. It will also be the nomenclature used with the media, in press releases and announcements, seminars, etc., although this use doesn't exempt of mentioning the official nomenclature, especially in the initial phase of these communication actions for a better understanding of the project.

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C. Corporate identity

- **Logo:**

The logotype is the graphic resource that identifies the project and consists of an icon that represents a person in a forest: people are the main beneficiaries of this project (mainly, smallholders).

This is the default visual identity that should be displayed in the context of visibility, information and communication.



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According to the guidelines of the *Guide for Applicants* of the European Commission, FOREST-IN logo **must be always accompanied** by the emblem of the EC to publicize the European Union's contribution to the project.

- **Partner banner** and footer in patterns to be used with all the communication actions:

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- **Partner banner** pattern with the Erasmus+ number project information:



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- **Small logo** for social media profiles use:



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D. Institutional project information

Is suggested the use of the following paragraph as institutional framework to define what the project aims to achieve, how, when and where will be done, and who finances and supports the same. It's also recommended to accompany each press release with this paragraph at the end of that kind of dissemination contents (there are two versions of this paragraph. The second one is a reduced version).

About FOREST-IN Project

INovative and Educational INformation for the Sustainable FOREST Management by Smallholders (FOREST-IN) is a project stemmed from the need to create a common ground to unite the various forestry agents from Portugal, Spain and France. These countries face, in general, similar forest issues: the predominance of private forest property with very small areas and mostly under the management of owners without technical training, leads to the proliferation of practices that sometimes threaten forest integrity and productivity, while hindering overall ecosystem services.

FOREST-IN project aims to promote good practices and forestry education through the realization of workshops and international technical visits, tutorials and a mobile app aimed at helping the decision making process for sustainable forest management. All embedded in a concerted strategy involving the forestry community and the general public. The pedagogical techniques will be innovative and customized to the target audience, based on a horizontal and participatory learning model.

FOREST-IN is an international strategic partnership for forest education. Funding was submitted to the Erasmus+ Programme, the main financial mechanism of the European Commission for Education.

The institutions that are involved in FOREST-IN are:

Coordinator: University of Aveiro (UA). Portugal

Partners:

- Centro de Servicios y Promoción Forestal y de su Industria de Castilla y León (CESEFOR). Spain.
- PEFC Spain.
- FSC International.
- Unimadeiras. Portugal.
- The Galicia Forestry Association. Spain.
- Provence Model Forest Association. France.

About FOREST-IN Project (reduced version)

INovative and Educational INformation for the Sustainable FOREST Management by Smallholders (FOREST-IN) project aims to promote good practices and forestry education through the realization of workshops and international technical visits, tutorials and a mobile app aimed at helping the decision making process for sustainable forest management. All embedded in a concerted strategy involving the forestry community and the general public. The pedagogical techniques will be innovative and customized to the target audience, based on a horizontal and participatory learning model.

FOREST-IN is an international strategic partnership for forest education. Funding was submitted to the Erasmus+ Programme, the main financial mechanism of the European Commission for Education. The coordinator of this project is the University of Aveiro (Portugal), with these partners: Cesefor Foundation (Spain), PEFC Spain, FSC International, Unimadeiras (Portugal), The Galicia Forestry Association (Spain) and the Provence Model Forest Association (France).

COMMUNICATION AND DISSEMINATION ACTIONS

- A. Development of the project corporate identity (logo, templates...). (**ANEX I**)
- B. Project website.
- C. Setting a procedure and protocol for internal and external communication actions (**ANEX II**).
- D. Press releases that will be sent to media aimed to target audience. Milestones to communicate:
 - Project launch.
 - Meetings / Multiplier events / Training events / workshops
 - Final conference / results
- E. Other proposed contents, to publish press releases between those milestones:
 - To generate relevant information for each target audience relating to the benefits and improvements that the project will bring.
 - A press release about importance of Erasmus+ Programme supporting education and training among not only young people, but also among our specific target audience.
- F. Preparation of a **biannual newsletter** with information gathered during this period. (**ANEX III: Newsletter proposal**)
- G. Diffusion of all news also through social media networks.
- H. Follow-up work and monitoring of the published news (offline y online media and social networks) and elaboration of a final report.

TARGET AUDIENCE OF COMMUNICATION ACTIONS

- Main groups involved and direct beneficiaries: Forestry sector (smallholders, forestry technicians and other forest owners/managers, scientists...) and the industrial community (forestry companies).
- Representative local groups and non-professional users: Inhabitants from the communities more directly involved in the project will be engaged to actively participate and contribute to educative and environmental/forestry actions that will take place in their geographical range of action.
- General public and institutions such as schools, municipalities, ONGs, scouts, informal groups of citizens, and others throughout Europe will have access to all information products, maps, online tools and outputs, and be extensively invited to replicate the project's actions in their territories, through the dissemination strategy that will be implemented.

ESTABLISHMENT OF REFERENCE MESSAGES FOR COMMUNICATION ACTIONS

Among the messages to be communicated, some arguments are considered common and transversal, and they'll be used in communications to any target audience. However, other messages (because of its specificity and complexity) will be used only for the communication with professional or specialized public. Messages proposal (always accompanied by the Institutional project information paragraph):

A. IMPORTANCE OF TRAINING, IN ANY FIELD, TO IMPROVE THE ACQUISITION OF NEW SKILLS AND COMPETENCES:

Sustainable forest management (SFM) is the global forestry sector's response to the need for Sustainable Development, encompassing social, economic and environmental dimensions. Non industrial, privately owned forests constitute the majority of wooded areas in most European countries. Their owners (both older and young people) need to adapt to the recent socio-economic transformations in Europe and this is only possible with proper training and training.

B. MAIN OBJECTIVE OF FOREST-IN PROJECT:

FOREST-IN is a comprehensive adult education project that aims at much more than forestry competences. In a broader sense, the aim of this project is to promote the empowerment and entrepreneurship of adult European citizens at the level of sustainable development, through the relationship between forest and society. Forestry

companies, NGOs, local authorities, education entities, society in general, all depend on and benefit from forests, but protecting the forest is much more than ‘planting trees’.

C. WHICH RESULTS ARE EXPECTED FROM FOREST-IN?

The results of this project will be material, translated in the development and production of intellectual outputs, but also immaterial, derived from the process itself. The **material results** will include several intellectual outputs such as research report, dissemination toolkits, application for tablet/smartphone, online platform to share information (databases, mapping features) about the project and its proposals, and many others.

FOREST-IN will also have impact at the level of **immaterial values**. The ultimate goal of FOREST-IN is an immaterial one: the project aims to promote a shift on the way European society looks to and interacts with forests and the environment, aiming at active citizens to be the main driving force for this change.

D. IMPORTANCE OF TRANSNATIONAL COOPERATION

This international network will facilitate the exchange of experiences of the different partners, in whose countries there are very similar characteristics in terms of forest management by private owners.



CORPORATE IDENTITY GUIDE (Anex I)



www.forest-in.eu

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LOGOTYPES OF THE ENTITIES

LOGOTYPE

- **MAIN LOGO**

The logo consists of an icon that represents a person in a forest: people are the main beneficiaries of this project (mainly, smallholders).



- **VERSIONS**

HORIZONTAL. Recommended logotype.



REVERSE BLACK LOGO



POSITIVE BLACK LOGO



REVERSE LOGO



VERTICAL. Only used when it is not possible to make use of the general one on account of space.



REVERSE BLACK LOGO



POSITIVE BLACK LOGO



REVERSE LOGO



• COLOURS



CMYK 73 0 75 0
RGB 65 170 98
#41AA62



CMYK 13 13 29 0
RGB 229 218 189
#E5DABD



CMYK 77 75 62 81
RGB 26 23 27
#1A171B



CMYK 95 97 7 2
RGB 43 45 125
#2B2D7D

• TYPOGRAPHY

Exo (Regular)

Arial (Regular)

TEMPLATES

• EMAIL SIGNATURE


Name

Entity



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- **LETTER**



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The general typography for letter will be ARIAL, size 11.
Black.

- DOCUMENT





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The general typography for document will be ARIAL, size 11. Black.

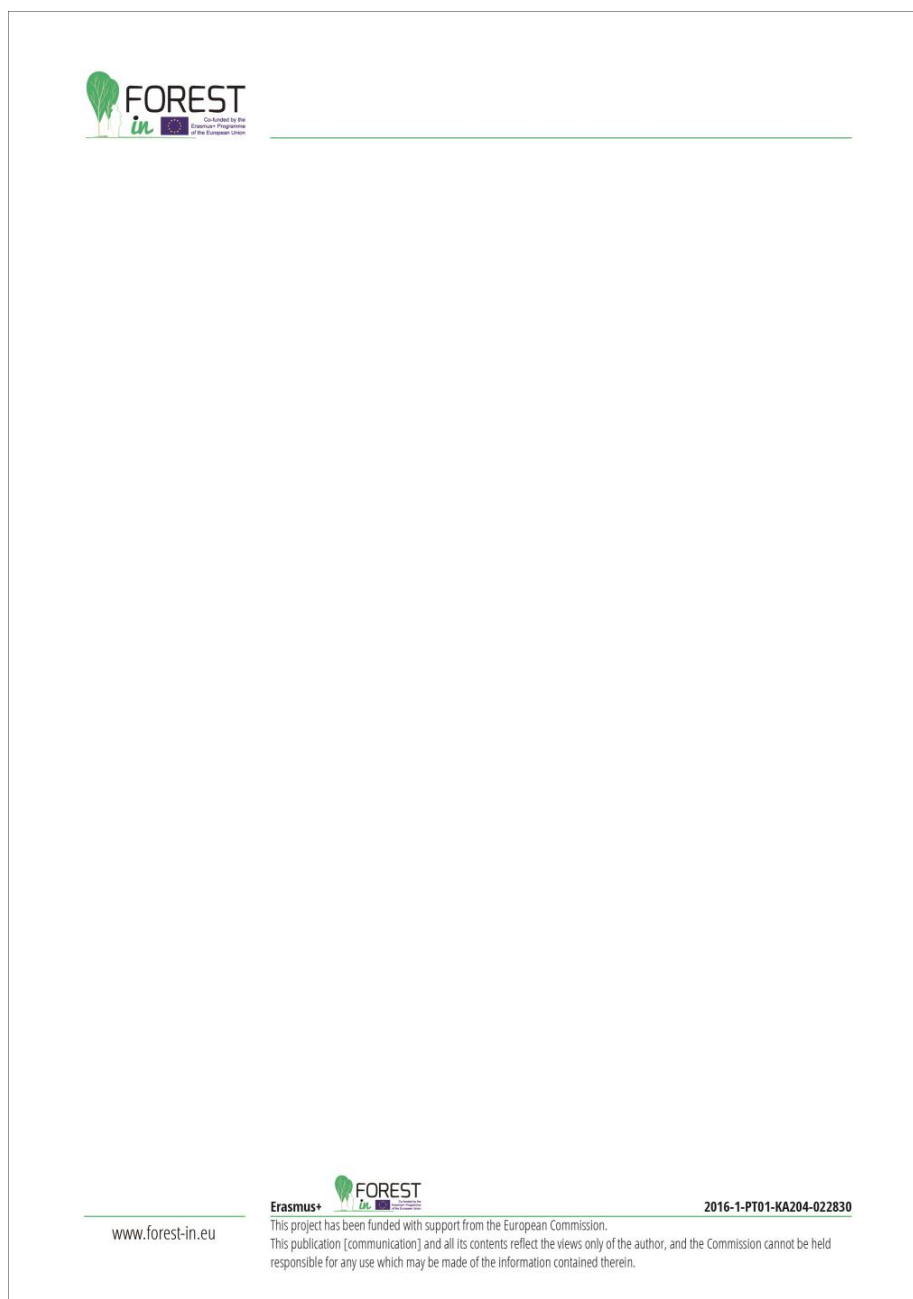
- **DELIVERABLE**

The deliverable has two templates, one for the cover and the other for the content.

COVER

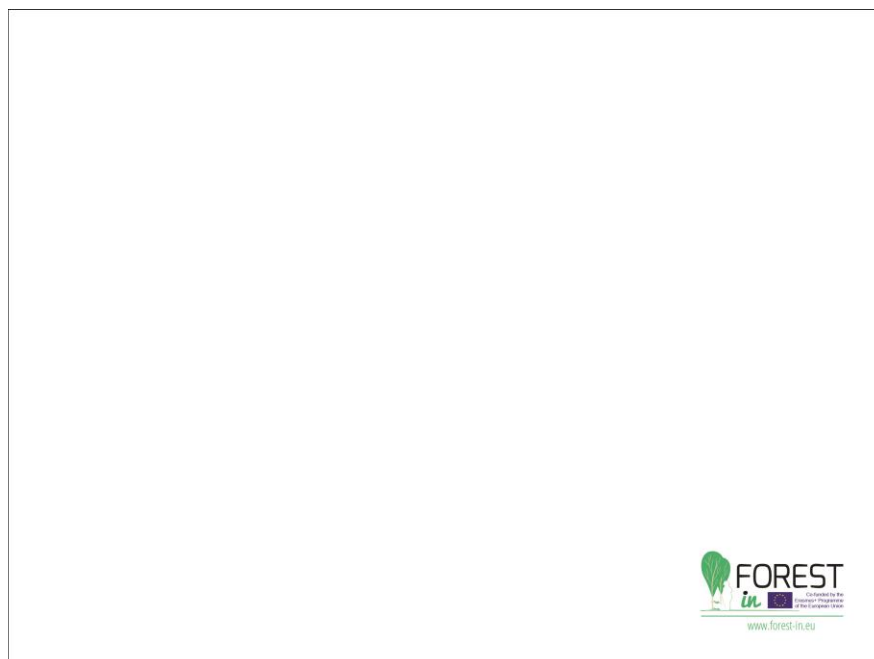


OTHER CONTENT



The general typography for deliverable will be ARIAL, size 12 for the cover and 11 inside. Black.

• PRESENTATION



The general typography for presentation will be ARIAL, size 14 for the cover and 12 inside. Black.

• POSTER

FORUM INTERNACIONAL

"Floresta saudável, benefícios para todos"

2


Março 2017
COTF Lousã

3


Março (manhã)
Percurso de interpretação
Florestal e Silvícola (Lousã-Talmon)

Seminário - Debate - Mesas Redondas

Inscrição | **Livre mas obrigatória**
Para mais informações | info@forest-in.eu



Fotografia: Daniel Sáiz e Equipa










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Programa disponível em www.forest-in.eu

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PROGRAMME	PROGRAMA
<h2 style="font-size: 2em; margin: 0;">2</h2> <p>Healthy Forests, Benefits for All March 2017</p>	<h2 style="font-size: 2em; margin: 0;">2</h2> <p>Florestas Saudáveis, Benefícios para Todos Março 2017</p>
<p>09.00-10.00 Opening panel: Mayor of Lousã, Mr. Luís Antunes, from Lousã Municipality. Director of ICNF, Eng. Rogério Rodrigues Rector Prof. Dr. Manuel Assunção, from University of Aveiro State Secretary for Forests, Eng. André Torres, from Ministry of Agriculture.</p> <p>10.00-10.15 Panel 1: Dr. Nelson Motos, from University of Aveiro: Forest-IN: project presentations and main findings.</p> <p>10.15-10.30 Panel 1: Eng. Nuno Sequeira, from ICNF: The Portuguese Forest: threats and opportunities.</p> <p>10.30-10.45 Panel 1: Eng. Carlos Vieira, from CELPA: Management of private forests: Valuing Eucalyptus plantations.</p> <p>10.45-11.00 Coffee break</p> <p>11.00-11.15 Panel 2: Eng. Vasco Campos, from CAULE: Pine forest: Integrated forest management.</p> <p>11.15-11.30 Panel 2: Eng. Paulo Machado, from Unimadeiras: Smallholders.</p> <p>11.30-11.45 Panel 2: Eng. Sara Pereira, from AIF: Forest certification.</p> <p>11.45-12.00 Panel 2: Prof. Joaquim Sande Silva, from ESAC-IPC: Protection through the recovery of native forests.</p> <p>12.00-12.15 Debate</p> <p>12.15-14.00 Lunch</p> <p>14.00-15.30 Participatory Forum – Part 1: Sectoral round-tables.</p> <p>15.30-16.00 Coffee break</p> <p>16.00-17.30 Participatory Forum – Part 2: Mixed round-tables.</p> <p>17.30-18.00 Closure</p>	<p>09.00-10.00 Sessão de Abertura: Presidente da Câmara Municipal de Lousã, Sr. Luís Antunes; Município de Lousã Presidente do Conselho Diretivo do ICNF, Eng. Rogério Rodrigues Reitor da Universidade de Aveiro Prof. Dr. Manuel Assunção; Universidade de Aveiro Secretário de Estado das Florestas e Desenvolvimento Rural, Eng. André Torres; Ministério da Agricultura, Florestas e Desenvolvimento Rural.</p> <p>10.00-10.15 Painel 1: Eng. Nelson Motos, Universidade de Aveiro: Forest-IN: O projeto e o diagnóstico.</p> <p>10.15-10.30 Painel 1: Eng. Nuno Sequeira, ICNF: Florestas Portuguesas: Ameaças e oportunidades.</p> <p>10.30-10.45 Painel 1: Eng. Carlos Vieira, CELPA: Gestão de Floresta Privada: Melhor Eucalipto.</p> <p>10.45-11.00 Coffee break</p> <p>11.00-11.15 Painel 2: Eng. Vasco Campos, CAULE: A Floresta de Pinho, Gestão Integrada da Floresta, benefícios para os pequenos proprietários.</p> <p>11.15-11.30 Painel 2: Eng. Paulo Machado, Unimadeiras: Pequenos proprietários.</p> <p>11.30-11.45 Painel 2: Eng. Sara Pereira, AIF: A certificação Florestal.</p> <p>11.45-12.00 Painel 2: Prof. Joaquim Sande Silva, ESAC-IPC: Prevenção de incêndios através da recuperação da floresta nativa.</p> <p>12.00-12.15 Debate</p> <p>12.15-14.00 Almoço</p> <p>14.00-15.30 Fórum participativo. 1ª parte: Mesas redondas setoriais.</p> <p>15.30-16.00 Coffee break</p> <p>16.00-17.30 Fórum participativo. 2ª parte: Mesas redondas mistas.</p> <p>17.30-18.00 Encerramento.</p>
<h2 style="font-size: 2em; margin: 0;">3</h2> <p>Field visit for the Interpretation of Forest and Silvicultural Practices. (Castelo – Talasnal, Lousã) March 2017</p>	<h2 style="font-size: 2em; margin: 0;">3</h2> <p>Percurso técnico de Interpretação Florestal e de Práticas Silvícolas. (Castelo – Talasnal, Lousã) March 2017</p>

- **LOGOTYPES OF THE ENTITIES**



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PROCEDURE AND PROTOCOL FOR INTERNAL AND EXTERNAL COMMUNICATION ACTIONS (Anex II)

- A. The webpage (<http://www.forest-in.eu>) hosts a contact form (contact section). There is also an email address (info@forest-in.eu) that will be used for all the general communications from the lead partner (University of Aveiro) to the other project partners and to external stakeholders to communicate project's results information.
- B. Working documents will be exchanged through a cloud drive platform, better than attachments in emails.
- C. Partners will be free to prepare more punctual dissemination and communication pieces, (such as flyers, brochures, social media, press releases and local information that due to their specific scope will not enter the IO dissemination package), but always following the rules of style (corporate identity, logos, institutional paragraph, etc.) that are indicated in this Communication Plan.
- D. According to the application form submitted and approved by the Erasmus+ Programme, Cesefor will lead the development of the dissemination strategy, but with strong support, and through regular discussion, with all partners. University of Aveiro will provide all scientific contents, Unimadeiras, AFG and AFMP will provide contents particularly relevant for local communities, and PEFC and FSC will provide large-scale relevant contents. The communications plan will be discussed in the kick-off meeting and a draft of the communications strategy shall be presented to partners by month 3. **Starting by month 4, regular dissemination activities and pieces will be disclosed to the partners' network, but also to general public in all partners' languages. Partners will translate contents.**

PROCEDURE AND PROTOCOL FOR FOREST-IN NEWSLETTER (Anex III)

The newsletter will have an biannual periodicity **(set periodicity)** (each 6 months) with information gathered during this period. The procedure and protocol will be as follows:

The contents will be written in English (1), and sent to each partner in an editable document in order to be translated into its corresponding language (2). They will return the translated contents (3). The project web will show in a similar format -and according to the corporate identity- a newsletter in each language (4).