Dissemination and Communication strategy

Introduction and perspective

LIFE RESILIENT FORESTS is a project funded under the 2018 call LIFE17 CCA/ES/000063 of the LIFE Programme of the European Commission. The aim of the project is to demonstrate and replicate a successful, innovative forest management scheme on a watershed scale, increase knowledge and awareness about climate-related effects on human activities, environment and the adaptation options, and to increase interest among population and administrations in rural areas towards a more sustainable forest management to prevent and adapt to climate change effects. In this framework the project will develop a decision support system to introduce climate change adaptation strategies in forest management across Europe. This tool will be based on a successful approach already adopted by the municipality of Serra (Valencia, Spain).

The support system will be adapted to different conditions and demonstrated at three locations in Germany, Portugal and Spain, both at sub-catchment and at catchment scale and a replication strategy will be developed for transferring this approach, so it can be applied elsewhere across Europe.

Target audience

Category	Reasons of interest
Public authorities and environmental-competent administrations	Potential adopters of the Decision Support Tool and responsible for implementation of sustainable forest management practices.
Public authorities and administration in charge of river basin management	Potential users of the Decision Support Tool and key stakeholders for understanding the water-forest management nexus and the enabling of related sustainable practices
Research organizations	Recipient stakeholders for disseminating the results of the modelling work and the integration of the models into the DSS tool. Recipients of the results of the field experiments at the three locations in Germany, Spain and Portugal. They play a vital role in the field of Climate Change knowledge
Fire prevention authorities	key stakeholders for understanding the nexus between sustainable forest management and fire risk prevention and to contribute to enabling related sustainable practices
Media, at all levels (from local to European)	Media has a great influence in supporting the communication of project objectives, activities and results to a bigger number of citizens that cannot be reached by, for example, online channels.
Policymakers at local and regional levels	They can formulate new or change policies that encourage the adoption of mitigation and adaptation measures to climate change and the optimization of the use of resources.
General public	They can drive changes in decision makers by encouraging the adoption of mitigation and adaptation measures to climate change and the optimization of the use of resources. The can influence power on policy, and sensitive about climate change and environment issues.

Key messages

Message	Main relevant target audience
Forest management as a tool to face climate change in water scarcity prone areas now and for the future	Public authorities and administrators in charge of forest issues watershed basin at national, regional or local level.
Forest management has different implications for water resources, carbon storage, fire risk and other ecosystem services. Multi-objective forest management increases the management possibilities as more than one benefit is optimized and quantified.	Public authorities and administrators in charge of forest issues watershed basin at national, regional or local level
A Decision Support System is a useful tool to managing a forest under a multi-objective criteria.	Public authorities and administrators in charge of forest issues watershed basin at national, regional or local level
There is a need to improve the models that can predict the impact of climate change on European forests, by monitoring the ecological, meteorological, hydrological and soil variables in an integrated way	Research organizations, International platforms and initiatives
A better understanding of the changes in forests structure and water availability related to climate change is important to anticipate future changes	Research organizations, International platforms and initiatives
Forest management can be seen as a strategy to cope with climate change and can be used to counterbalance some negative impact of climate change.	Media and the general public; international platforms and initiatives, local policymakers
Fire prevention, environmental and water management are not necessarily a cost but a good opportunity of investment	Fire prevention authorities; Water basin management authorities, media and the general public;
Rational management of forests and their resources can save lives, improve living conditions and mitigate the effects of human action on the environment.	Media and the general public, local policymakers
Forest management actions should be based on a technical and scientific analysis that can be supported by decision support systems such this developed in the Resilient Forest Project.	Research organizations, International platforms and initiatives

Communication Channels

Communication channels are the means by which messages are conveyed out to target audiences. Nowadays, there is an exceptionally wide variety of possible channels that will be involved in this project.

LIFE RESILIENT FORESTS website (M3-M48): the first web page will be launched in M4. An independent project website will be developed with a direct URL in English language with LIFE logo and project logo clearly displayed on the website. The website will be operating at M6, will be updated regularly and kept for six years after the end of the project. The targeted audience will be general public, students, public bodies administrators, industry experts and researchers and EU institutions.

Social media: Twitter and Linkedin pages will be the main social media channels and will be posting on a weekly basis.

E-newsletter: it will be prepared and published on quarterly basis from month 4 and reporting on project activities and progress until the end of the project.

Video news: made from small pieces of information and posted in the media, at least one each year in every area from the second year.

Networking activities - conferences, workshops, webinar, visits, meetings: These activities will have different targets including an efficient transfer of knowledge and experience among relevant stakeholders; delivering effective stakeholder engagement; reaching a good understanding of EU policy; collecting, analysing and disseminating good practices and successful stories; capacity build-ing and training; supporting cooperation and join action; enabling replication of project's insights.

Publications, press releases and reports

- Paper and electronic publications and bulletins produced by the project
- Layman's report
- Information sheets

Branding material - Brochures, rollup, leaflets, noticeboards

- Project brochure and leaflets.
- Noticeboards.

Projects Partners