

**ACTION CD: Communication and Dissemination**

**Description:**

Action Communication and Dissemination will be dedicated to spread and advertise the main outcome and results of the project as well as its rationale and day-by-day work. In this way, it is expected that the knowledge gained is actively communicated to stakeholders and the public, to make the best use possible of results and lessons learnt. Hence, this action will be devoted to make the project well known across target audiences. In particular, it will ensure right information is transmitted to the right target groups. It will include information at local (from sites to local communities), national (policy makers, agencies, pressure groups,..) and international levels (EU bodies, international organizations).

The endorsement of Italian National Forest Service and the presence of two Regions as Associated Beneficiaries, the endorsement of an additional Region (see attached support letter of Regione Abruzzo) will pave the way towards successful involvement of stakeholders. Furthermore, the role of AB SFI in Slovenia, which has a central role in forestry, will ensure that the relevant stakeholders will be consulted and involved in project implementation.

At the start of the project we have specifically planned a Meeting for Stakeholder Consultation (month 6) that will be used to involve them since the beginning. Some of the relevant stakeholders will be asked to participate to annual meetings, where a specific round table or session will be devoted to stakeholder consultation.

See also Action SynTran for plan for stakeholders involvement.

Different Communication/Dissemination means are envisaged, from notice boards at the sites to newsletters, web site, general public and technical reports, Layman report, scientific papers, meetings, workshops and conferences.

A dissemination plan will be prepared by the responsible in order to coordinate the dissemination activities.

In Italy, transfer of management options in other areas under direct management of the Regions involved in the project and under the responsibility of National Forest Service (CFS) will be facilitated by organising workshop and meetings. The Society for Silviculture and Forest Ecology (SISEF, [www.sisef.it](http://www.sisef.it)) to which participants to the projects are Member (see Action SynTran) organises bi-annual conferences to which usually 200-300 researchers, students, forest practitioners and regional-national functionaries participate. During the project's duration the conference will take place in 2011, 2013 and 2015. Project's results will be presented at those and other conferences, advertising project's results and providing ideas and proposals for wide implementation of successful management options developed during the projects.

Dissemination towards citizens will be performed organising seminars, both targeting education sector (primary or secondary schools or university according to partners' expertises and existing contact) and the population. Dissemination towards the scientific communities will be performed by means of symposium or conference attendance with oral presentation and paper submission to journal (national and international contest).

The website of ManFor C.BD. will be realised within this Action. The website will clearly present the rationale, methods and Actions of the Project and the locations of the test areas. Main project results will be also made available in the website as well as project reports. The website will be updated as the Project progresses.

Other ways of communication and dissemination will be leaflets, newsletters and press releases. In order to reduce the carbon footprint of the Project, the newsletter will be sent in electronic format to a mailing list including relevant stakeholders, technical and research bodies and personnel, media and trade and specialist journals.

Leaflets of the project will be produced for a general audience and will be distributed at seminars, scientific and press conferences and to the public visiting Project's areas. Technical papers and special issues of journals presenting the results to the technical/scientific audience

are also planned. Presentation of the project and its results at technical and scientific conference, both at national and European level will be encouraged.

Notice boards describing the project will be erected and maintained at the locations where it is implemented and at strategic places accessible and visible to the public.

The LIFE logo and the name of the project with relevant contact details will appear on all communication and Dissemination tools.

The database of the project will be realised within this Action. Access to the database will be open on request, while summary results will be freely accessible.

Toward the end of the project, a layman's (non-expert) report will be produced, to provide a general and brief overview of the project and its outcomes. In particular, the following points will be addressed in the layman's report:

- (a) Summary of project scope and objectives,
- (b) Description of the techniques/methodology implemented and the results achieved,
- (c) Assessment of the environmental impact of the project, describing the environmental benefits,
- (d) Cost-benefit discussion on the results (economic and environmental benefits), and
- (e) Transferability of project results.

Action CD will be run by all Beneficiaries.

The set-up of the web site, notice boards, and organisation of seminars/conferences will be organised through external assistance. Printing costs will be placed under "Other costs".

All dissemination material and project's reports will be available on the project website.

Action CD will start at month 2 and will run till the end of the project.

**Methods employed:**

- web site
- leaflets and brochures
- visits at the site
- dissemination activities for scholars and university students
- presentation at conferences
- reports and scientific papers
- Layman report
- see also previous Action

**Constraints and assumptions:**

The first phase of the Action shall be devoted to the identification of proper audiences for the different Communication and Dissemination activities, with particular emphasis on stakeholders.

**Beneficiary responsible for implementation:**

Molise Region

Other involved Beneficiaries: CNR (including external assistance) and all

**Expected results:**

- project's Website
- Periodic electronic newsletters
- Press releases
- Leaflets, brochures and technical papers
- Notice boards realised and erected
- Layman report
- Seminars and Conferences
- Dissemination to scholars

**Indicators of progress:**

Numbers of contacts at website

Addresses included in the mailing list  
Number of feedbacks and request for information received  
Number of people visiting test areas  
Number of scholars and university students reached by dissemination activities  
Number of local people contacted during dissemination activities  
Number of brochures and leaflet distributed

**ACTION CD-SI: Dissemination and communication in Slovenia**

**Description:**

The detail description of action CD-SI corresponds to the action CD.

In Slovenia, the promotion of newly developed forest management alternatives will be carried out through the scientific and professional articles, through workshops organized by the project partners and the Government and through a number of field workshops in which stakeholders will also take part. The workshops will employ collaborative learning techniques. Next to this it is worthwhile mentioning that the techniques developed will not only be shared among the beneficiaries, but they will be transferred to the State Forest Service (<http://www.zgs.gov.si/eng/about-sfs/organization/slovenia-forest-service/index.html>) which is responsible for management with the Slovenia's forests and which will practically implement them in the field.

**Methods employed:**

see Action CD

**Constraints and assumptions:**

See Action CD

**Beneficiary responsible for implementation:**

SFI, including external assistance.

Regarding financial aspect external assistance costs cover payment for the expected/agreed work with defined hourly rate/ fee, travel costs, needed to cover daily allowances according to the national legislation. Specific work: help on the field for measurements. Assistance in data entry, technical support in the field. Support for sampling. Assistance in Communication and Dissemination in Slovenia

**Expected results:**

see Action CD

**Indicators of progress:**

see Action CD