COMMUNICATION PLAN

LIFE GOPROFORMed

Improvement of the conservation status of forest habitats in the Mediterranean Biogeographical Region applying restoration and conservation techniques and close to nature management

Project 101074738

LIFE21-NAT-IT-LIFE GOPROFOR MED

Intro

Aim of the plan

Aim of the Communication Plan is to program communication actions in a specific timeframe. The Plan helps to manage communication in terms of defining the goal ("why are we communicating"), identifying actors ("who are the communicators" and "who are the addressees"), defining products ("what do we need to realize") and instruments that are to be used. In a Communication Plan all these variables are linked together coherently with the aim of the project, helping the organization to have an overall view of its communication service and its targets.

Timeframe

September 2022 – September 2028

Main theme

The project aims to supply flexible models of close to nature forest management and considers applying these models in demonstrative forest areas of **4 target habitats in 4 different Mediterranean countries** (Spain, France, Italy, Greece). **Target habitats** of this project are listed in the Habitats Directive as:

- "Habitat 9340 - *Quercus ilex* e *Quercus rotundifolia* forests", (26.100 km^2);
- "Habitat 9330 - *Quercus suber* forests" (4.173 km^2);
- "Habitat 9260 – *Castanea sativa* woods" (254.514 km^2);
- "Habitat 9530* - (Sub-)Mediterranean pine forests with endemic black pines" (7.046 km^2).

The four forest habitats targeted by GOPROFORMed are representatives of the Mediterranean Biogeographical Region in terms of surface and are recognized for their vulnerability: all these habitats are susceptible of bad forest management, which often trigger or worsen dieback, threatening conservation status of the habitats themselves. In addition, it's going to be very important the technical formation and the publishing of the results. The importance of communicating is crucial both for formative activities and for the possibility to replicate the models in other contexts of Mediterranean Biogeographical Region, but possibly also in other Regions.

Actors

Here all partners directly involved in the Project as communicators are listed (acronyms between brackets), divided by their role. **Each partner** will have to point a **Communication Representative** that will interact for communication activities.

Given the extent of the project and the necessity of multilingualism for most of the planned products, **each country** will have to point **a single contact person** (called **National Communication Representative**), which will have to **translate** in the country's language. The list of the Communication

Representatives and National Communication Representatives will be shared between partners to ease coordination.

Partners of the project

Coordinating beneficiary:

SOCIETA COOPERATIVA AGRICOLO FORESTALE - D.R.E.AM. ITALIA (**DREAM**)

Other partners:

- CONSIGLIO NAZIONALE DELLE RICERCHE (**CNR**);
- AGENZIA FORESTALE REGIONALE PER LOSVILUPPO DEL TERRITORIO E DELL'AMBIENTE DELLA SARDEGNA (**FORESTAS**);
- UNIVERSITA DEGLI STUDI DI TORINO (**UNITO**);
- UNIVERSITA DEGLI STUDI DI ROMA LA SAPIENZA (**UNISAP**);
- COMPAGNIA DELLE FORESTE SRL (**CdF**);
- REGIONE TOSCANA (**RT**);
- CONSORCI CENTRE DE CIENCIA I TECNOLOGIA FORESTAL DE CATALUNYA (**CTFC**);
- CENTRE DE LA PROPIETAT FORESTAL (**CPF**);
- DEPARTAMENT D'ACCIÓ CLIMÀTICA, ALIMENTACIÓ I AGENDA RURAL (**DACC**);
- MOUSEIO GOULANDRI FYSIKIS ISTORIAS (**MGFI** (**GNHM**));
- MINISTRY OF ENVIRONMENT AND ENERGY (**MINEE**);
- CENTRE NATIONAL DE LA PROPRIETE FORESTIERE (**CNPF**).

Recipient stakeholders

Communication activities of the project are meant for all the players involved in the management of target habitats, and even for figures which may impact the functionality and conservation status of the target habitats with their activities. Specifically, communication aims to involve managers of Natura 2000 Network, national and regional public institutions, protected areas managers, forest researchers, forest certification authorities, nature conservation associations, forest workers' and forest owners' unions.

Communication actions' structure

Here all the communication activities, identified as essential by the present Plan, are listed divided by actions.

Each activity has:

- Title;
- Activity supervisor;
- Involved partners;
- Deadline;
- Aim of the communication action and target;
- Product description;
- Minimal attended results;

- Activity schedule.

Grant Agreement Art. 17 - Communication, dissemination and visibility

Online and offline communication will have to take into consideration all the rules established on the GA (article 17).

Logo and brand book

Activity supervisor: CdF
Involved partners: (DREAM), (CNR), (FORESTAS), (UNITO), (UNISAP), (RT), (CTFC), (CPF), (DACC), (MGFI (GNHM)), (MINEE), (CNPF).

Deadline

15 January 2023 – Logo selection

Aim of the communication action:

Realize a coordinated logo and figure, to make GOPROFORMed recognizable for all the duration of the project.

Product description

According to what will be decided in coordinative meetings, a logo project design will be developed. The logo must represent the GOPROFORMed Project. Following the definition of the logo, a brand book manual will be realized. The manual will contain guidelines for the correct use of the logo. This document will serve as a guideline for all the other graphic products.
The brand book will be written in English and will contain the following topics:

- Purpose of the manual
- Logo presentation
- Logo structure and construction
- Font used for the logo and for communication
- Logo colour and colour palette used for communication
- Minimum size of the logo and spacing
- Admitted colour variations for the logo
- Forbidden use of the logo
- Institutional logos that must be placed near the logo of the project
- Examples of coordinated imagine
- Reference contact e-mail

All the material, including the logo and its variants (.jpg, .png and .svg formats), and also the Brand Book (in PDF format in ENG), will be shared to all the partners.

Minimal attended results

- ✓ Realization of the logo;
- ✓ Realization of the Brand Book;
- ✓ Sharing of the manual and the logo in all its variants with all the partners.

Activity schedule

- Sharing of **two options of the logo** with the partners:
  - Activity supervisor: CdF
  - Deadline: 28 November 2022
- **Final selection** of the logo:
  - Activity supervisor: all the partners
  - Deadline: 30 November 2022
- **Delivering of the Brand Book** and sharing with the partners:
  - Activity supervisor: CdF
  - Deadline: 30 May 2023

Website and hub

Activity supervisor: CdF
Involved partners: (DREAM), (CNR), (FORESTAS), (UNITO), (UNISAP), (RT), (CTFC), (CPF), (DACC), (MGFI (GNHM)), (MINEE), (CNPF). More involved: Communication Representatives.

Deadline

31 January 2023 – website publication
31 August 2028 – website update
31 August 2038 – website retention (After LIFE)

Aim of the communication action:

The website aims to make all the project activities available to stakeholders from the Mediterranean region, helping the participation to formative days and the spread of good practices applied to involved habitat.

Product description

The website will be realised following guidelines from both the brand book and "Communication and GDPR rules" document, published in the LIFE official website.
The website will be multilingual, with a main English version and 4 subdomains in the languages of the partner countries (IT, FR, ES, GR).

The website will be structured in the following way:

- THE PROJECT (Aims; Actions; Application sites; Partners; Beneficiaries; Work progress; What is LIFE)
- NEWS
- INTERVENTION SITES (Information forms; Report of interventions)
- FORMATION
- USEFUL MATERIAL (Publications; Manuals; Medias etc.)
- HUB (LIFE GoProFor Good practices database; ForestLIFE platform etc.)

It will be also possible to subscribe to the mailing list of GOPROFORMed from the website footer.
The described structure is flexible and may vary depending on the project needs.
Compagnia delle Foreste will be responsible of the contents in both English and Italian versions; while FR, ES and GR **translation will be made by local partners, coordinated by the National Communication Representative.**

Based on the new communication indications of the Life Programme, it will be also necessary for **each beneficiary to build a project presentation page on their website**.
The contents, logos and indications on the setting of this page will be provided (in English) by Compagnia delle Foreste to all **Communication Representative** of beneficiaries. It will be the responsibility of the individual beneficiaries to translate the contents and upload them on a sub-page, created "ad hoc", on their own website.

Minimal attended results

✓ Minimum 10.000 sessions and 30.000 pages visualized.

Activity schedule

- **Domain purchase** www.lifeGOPROFORMed.eu and sharing of access data
  - Activity supervisor: DREAM
  - Deadline: 30 November 2022
- **ENG version publication**
  - Activity supervisor: CdF
  - Deadline: 31 January 2023
- **Translation (IT, ES, FR e GR) and texts delivery to CdF**
  - Activity supervisor: National Representatives for translation
  - Deadline: 15 June 2023
- **Website publication in 4 languages**
  - Activity supervisor: CdF
  - Deadline: 30 June 2023
- **Update the web site** – from present to 31 August 2028

  - Update manager: CdF
  - Content supplementing supervisor: All the partners
  - Translation supervisor: National Representatives for translation
- **Content definition of the project presentation page and sharing with the Communication Representative:**
  - Activity supervisor: CdF
  - Deadline: 30 June 2023
- **Content definition of the project presentation page and sharing with the Communication Representative:**
  - Activity supervisor: CdF
  - Deadline: 30 June 2023
- **Translation and uploading of the project presentation contents on a subpage of each beneficiary's website:**
  - Activity supervisor: all the partners
  - Deadline: 31 August 2023

Social Media

Activity supervisor: CdF
Involved partners: (DREAM), (CNR), (FORESTAS), (UNITO), (UNISAP), (RT), (CTFC), (CPF), (DACC), (MGFI (GNHM)), (MINEE), (CNPF). More involved: Communication Representatives.

Deadline

31 August 2028 – Opening of a Facebook and a LinkedIn page of the project and achievement of minimal attended results.

Aim of the communication action and target:

Facebook and **LinkedIn** pages aim to increase project visibility, helping an exchange between stakeholders and partners. LinkedIn page aims to reach a professional public.
Following a comparison with the partnership, it was also decided to open a project **Twitter** profile, as in Spain and Greece Twitter is a social more used and followed than Linkedin. The opening and management of the Twitter page will serve to reach (in Spain and Greece) a professional audience.

Product description

In the two social pages **general information of the project** will be presented: name and logo of the project, brief description, website link and e-mail contact.
Pages will be **animated through the publication of various contents regarding project activities promotion and technical material realized**, privileging promotion on the website (es. News,

publications or specific sections), encouraging learning through a direct link to increase website visits and, as a consequence, helping SEO (Search Engine Optimization).
Posts will have a picture/video coherent to the content and brief educational texts. **English will be the main language, but if the content is going to concern local activities, posts will be bilingual.**
To post activities in the various intervention sites, each partner will be involved to assign the role of **"editor" of the National Communication Representative.**

Guidelines and best practices

- Posts should contain at least one picture or a video coherent to the topic;
- Texts should be brief (es. 500 letters) and contain principal information regarding the topic;
- English will be the official language in pages, but if the content is going to concern local activities posts will have to be bilingual;
- It's important to put in posts a link with supplementary material on the website (if it's available);
- Every post will have to contain the following hashtags:
    - #LIFEGOPROFORMed
    - #LIFEProgramme
    - #LIFEproject
    - #Natura2000
- It's possible to add additional hashtags, up to 3 (es. #ForestManagement #EUBiodiversity #BiodiversityConservation #habitat9340 #habitat9330 #habitat9260 #habitat9530*);
- Every partner should share on his own social page posts or activity/formation programs, citing (tagging) GOPROFORMed project page;
- Every National Communication Representative will have to keep in contact with CdF in case of doubts concerning the publication of a content.

Minimal attended results

✓ 144 post published, 100.000 visualizations and 1.000 follower

Activity schedule

- **Facebook page opening**
    - Activity supervisor: CdF
    - Deadline: 28 February 2023
- **LinkedIn page opening**
    - Activity supervisor: CdF
    - Deadline: 28 February 2023
- **Twitter page opening**
    - Activity supervisor: CdF
    - Deadline: 30 May 2023

Newsletter

Activity supervisor: CdF
Involved partners: (DREAM), (CNR), (FORESTAS), (UNITO), (UNISAP), (RT), (CTFC), (CPF), (DACC), (MGFI (GNHM)), (MINEE), (CNPF). More involved: Communication Representatives.

Deadline

31 August 2028 – mailing list created, and 30 Newsletters sent

Aim of the communication action and target

To inform and involve stakeholders in GOPROFORMed's activities, helping the spread of the results, the participation to formation days and the diffusion of technical materials produced.

Product description

Newsletters, which will be written **in English**, are going to regard topics which are coherent to the project and linked to the website, for example: the update of work progress, the activities done in intervention sites, formation activities or published technical material.
Newsletters will be sent to email addresses included in a **database formed by all the partners**. **Public email addresses from every involved country** will be added to the database, including Natura2000 and forest management authorities, research institutes, foresters, forest owners and forest cooperatives, nature conservancy NGO, consultant societies involved in forest management planning, local and regional authorities which are involved in protected areas management and state agencies involved in nature conservancy. The **mailing list, which will consist of at least 500 email addresses**, will be created with **all the partners' support** and will grow bigger during the project development thanks to stakeholders; in fact, it will be possible to subscribe to the newsletter through a specific section of the website and thanks to social campaign, which will invite the subscription to the newsletter.
To help the spread of newsletter contents, each partner should send it to his direct contacts, sharing news from the project website.
Lastly, every partner should promote project activities through his own newsletter or press office.

Minimal attended results

- ✓ 30 newsletters sent (in English language);
- ✓ 500 stakeholders email addresses database created;
- ✓ Newsletter shared by Communication Representatives in each county through their own communication channel, aiming to reach 8.000 stakeholders.

Activity schedule

- **Activation of subscription to newsletter through the website**
  - Activity supervisor: CdF
  - Deadline: 31 January 2023

- **Creation of a database with email addresses shared by partners**
  - Activity supervisor: All the partners
  - Deadline: 30 May 2023
- **Graphical ideation of the newsletter**
  - Activity supervisor: CdF
  - Deadline: 30 July 2023
- **Sending of the first newsletter to 500 email addresses**
  - Activity supervisor: CdF
  - Deadline: 31 August 2023
- **Sending of 30 newsletters**
  - Activity supervisor: CdF
  - Starting: 3 April 2023
  - Deadline: 31 August 2028

Presentation brochure

Activity supervisor: CdF
Involved partner: DREAM), (CNR), (FORESTAS), (UNITO), (UNISAP), (RT), (CTFC), (CPF), (DACC), (MGFI (GNHM)), (MINEE), (CNPF). More involved: Communication Representatives.

Deadline

31 August 2023 – Presentation brochure published on project website

Aim of the communication action and target

Aim of the presentation brochure will be to **describe the project and its purposes** using a language which is suitable for targeted people. To help the spreading and participation, official English version of the **brochure will be translated in all 4 languages of participating countries**.

Product description

The brochure will have a brief text, which will synthetize **aims of the project, application sites, attended results and where to see the work progress** (website and social pages).
Presentation brochure, enriched with pictures and, eventually, infographics, will include an explicit reference to European Union's and LIFE project's grant.
Firstly, an English brochure version will be shared to all the partners and then, thanks to every country communication representative, it will be **translated in all four partner languages** (IT, FR, ES, GR). The project will have five linguistic versions of the same brochure, to be used for **promoting the project, both locally and in all the Mediterranean region,** in the most effective way.

Brochure's diffusion will be done by the newsletter and social channels of the project (Facebook and LinkedIn). **All the partners will be invited to promote the brochure through their communication channels**.
It will be possible to download the brochure from the project's website.

Minimal attended results

- ✓ Brochure written in five languages (EN, IT, FR, ES, GR), in PDF format, realized;
- ✓ Brochure uploaded on the project's website;
- ✓ Brochure spread through the newsletter.

Activity schedule

- **Graphic design, individuation of contents and pictures**
  - Activity supervisor: CdF
  - Deadline: 30 April 2023
- **Data collection, texts writing and content sharing of the translation with all the partners**
  - Activity supervisor: CdF and national communication representatives
  - Deadline: 31 May 2023
- **Brochure translation in all 4 partner's languages and translated versions delivering to CdF**
  - Activity supervisor: National Communication Representatives of each country
  - Deadline: 30 June 2023
- **Brochure layout creation in all 5 versions**
  - Activity supervisor: CdF
  - Deadline: 31 July 2023
- **Brochure publication in all 5 versions on the website**
  - Activity supervisor: CdF
  - Deadline: 31 August 2023
- **Brochure sharing through the newsletter and social pages, promotion by all the partners**
  - Activity supervisor: CdF and Communication Representatives of each country
  - Deadline: 30 September 2023

Roll up

Activity supervisor: CdF
Involved partners: DREAM), (CNR), (FORESTAS), (UNITO), (UNISAP), (RT), (CTFC), (CPF), (DACC), (MGFI (GNHM)), (MINEE), (CNPF). More involved: Communication Representatives.

Deadline

31 August 2023 - Roll up realized

Aim of the communication action and target

A Roll up will be developed, to **spread the project and make it recognizable for stakeholders** in various contexts, for example in conferences, manifestations, networking activities or during formative or demonstrative activities in natural areas.
Copies of the Roll up will be distributed to all the project's beneficiaries, with the aim to promote GOPROFORMed in every partner's country.

Product description

The Roll up, **written in English**, will be developed to contain **all fundamental information to promote and correctly recognize the project**, like the logo, an eventual slogan and a "call to action" to visit the website and follow social pages. It will include an explicit reference to European Union's and LIFE project's grant. It will be printed in **20 copies to be delivered to project's partners**, for promotion purposes.

Minimal attended results

- ✓ Graphic design and Roll Up realized;
- ✓ 20 copies printed and delivered to all project's partners.

Activity schedule

- **Graphic design, individuation of contents and pictures**
  - Activity supervisor: CdF
  - Deadline: 30 April 2023
- **Layout creation and printing of 30 copies**
  - Activity supervisor: CdF
  - Deadline: 30 June 2023
- **Delivering to project's partners offices**
  - Activity supervisor: CdF
  - Deadline: 31 August 2023

Informative material in support of formation

Activity supervisor: CdF
Involved partners: all partners which are involved in WP5: (DREAM), (CNPF), (CTFC), (MGFI (GNHM)), (CNR), (CFP) (UNITO), (UNISAP). More involved: Communication Representatives.

Deadline

31 December 2025 – Material in support of formation delivered to all partners involved in WP5 action.

Aim of the communication action and target

Formative activities established by WP5 are important to increase management competence of target habitat, thanks to the sharing of good practices developed in demonstrative sites, but also to provide a solid formative example, which can also be used in other forest habitats and biogeographical regions through WP5. With this purpose, in addition to the **production of clear, useful and specific to target informative material**, it's important to have **a standard and coordinated presentation of the various documents in support of formation** that clearly links to the project activities and goals. For this, the communication team will provide standard formats for every document in support of formation.

Product description

This action provides for the creation of:

- **Power Point slides, to be adjusted** bot for workshops (T.5.1) and for theorical lessons (T.5.2).
- **Editable Word files** to all the partners involved in WP5, to be used for informative products needed by learners (habitat description and map, assigned tasks form etc.). The document will have **a cover and a title**, coherent with the project's image.
- **Presentation booklets of formative sites**, which will be graphically identical for ALL the sites. Specific contents for each site (texts, pictures and data) will have to be **provided by partners' Communication Representative** (following the instructions of CdF). Depending on availability and time available, booklet's layouts will be prepared within 30 days after the delivering of ALL the contents. All the partners involved in formation (WP5) will receive the booklet's PDF, in **two different linguistic versions**: English and the country's language where the sites are located.

All the material will be uploaded on a Drive, available to all the project's partners.

All the documents useful for stakeholder's formation will be free to be downloaded from the website, but also readable from a smartphone or a tablet directly on the website, thanks to QRCODEs present in the Notice Boards which will be installed in each site. All the material supplied for this action will include an explicit referent to European Union's and LIFE project's grant.

Minimal attended results

- ✓ Power Point base and a Word format realized, both editable;
- ✓ Booklets (in pdf format) realized for all the formative sites.

Activity schedule

- **Realization of slide formats for workshop and theorical formative lessons and uploading on a Drive**
  - Activity supervisor: CdF
  - Deadline: 1 November 2024
- **Realization of editable Word formats and uploading on a Drive**
  - Activity supervisor: CdF
  - Deadline: 1 November 2024

- **Designing of a presentation booklet (or sheets) of formative sites**
  - Activity supervisor: CdF
  - Deadline: 31 May 2025
- **Sending of the contents, pictures and data, for each formative site, needed to the creation of the booklet to CdF (English + local language)**
  - Activity supervisor: all partners which are involved in WP5
  - Deadline: from 1 June 2025 to 31 December 2025
- **Creation of a booklet for each formative site**
  - Activity supervisor: CdF
  - Deadline: 31 December 2025

Notice board

Activity supervisor: CdF
Involved partner: (DREAM), (CNR), (FORESTAS), (UNITO), (UNISAP), (CdF), (RT), (CTFC), (CPF), (DACC), (MGFI (GNHM)), (MINEE), (CNPF). More involved: Communication Representatives.

Deadline

- **31 August 2023** – Realization of 4 linguistic versions of project presentation's Notice board for indoor (type 1);
- **28 February 2026** – Realization of 25 Notice boards for outdoor: 13 of them will be of type 2 and 12 of them will be of type 3;
- **30 April 2026** – Installation of Notice boards for outdoor.

Aim of the communication action and target

Aim of Notice boards is to **show the project in the areas where it's taking place**, through the exhibition of these panels in strategic places, which must be easily accessible and frequently visited.

Product description

The project plan is to realize **three different types of Notice boards:**

- **Type 1 (for indoor):** 15 panels, which are all identical in contents and design but are written in 4 linguistic versions (IT, FR, GR, ES). This type of Notice board will show main purposes and actions of the project, reference links to website and to social pages, an explicit reference to European Union's and LIFE project's grant and will be installed by all partners in a visible point of their headquarters;
- **Types 2 (for outdoor):** 13 panels to be positioned in useful and strategic point of each formative areas, outside formative sites, for national formation purposes (T.5.3). These panels will consist in a brief presentation of the project (identical for all the panels) and a site-specific description of the context, target habitat, forest management types etc. This part of the panel will contain

QRCODEs with informative material in support of formation. Lastly, the panel will include an explicit referent to European Union's and LIFE project's grant.

- **Type 3 (for outdoor):** 12 panels to be positioned in demonstrative areas of application sites (WP4). These panels will consist in a brief presentation of the project and a site-specific description similar to Type 2, but that contain, in addition, also information about proposed management model and specific actions realized. The panel will contain QRCODEs with informative material in support of formation. Lastly, the panel will include an explicit referent to European Union's and LIFE project's grant.

Content and graphic design will be the responsibility of CdF, in accordance with the coordinative Beneficiary and with Communication Representatives. For **type 1**, **National Communication Representatives will be charged to translate the content**.

For **type 2 and 3,** a graphic and content design will be defined by the communication team, then, for each Notice board, contents in local language will be written, alongside with site-specific data collected. **Partners who participate to actions T.5.3. and WP4 will be in charge of preparing the contents and will have to follow editorial standards** concerning text's length, type of language and completeness of information.

Minimal attended results

✓ 40 Notice boards (15 indoor and 25 outdoor) realized and installed

Activity schedule

Notice board type 1

- **Design of the English version and sharing with all communication representatives**
  - Activity supervisor: CdF
  - Deadline: 20 May 2023
- **Determining of final version (English) and delivering of texts for translations in local languages (IT, FR, ES, GR)**
  - Activity supervisor: CdF
  - Deadline: 31 May 2023
- **Translated texts delivering to CdF**
  - Activity supervisor: National Communication Representatives
  - Deadline: 30 June 2023
- **Realization and delivering through email of all the 4 linguistic versions in PDF, ready to be printed, to each partner**
  - Activity supervisor: CdF
  - Deadline: 31 July 2023
- **Notice board installation at each partner's headquarter**
  - Activity supervisor: all the partners
  - Deadline: 31 August 2023

Notice board type 2 and 3

- **Graphic and content design**
  - Activity supervisor: CdF
  - Deadline: 28 February 2025
- **Sending to partners guidelines for the text writing of Notice boards, for the site-specific section**
  - Activity supervisor: CdF
  - Deadline: 10 March 2025
- **Delivering to CdF of definitive text**
  - Activity supervisor: communication representatives and partners in charge of demonstrative sites T.5.3.and WP4
  - Deadline: from 10 March 2025 to 31 December 2025
- **PDF delivering to partners in charge of demonstrative sites (T.5.3.and WP4), ready to be printed**
  - Activity supervisor: CdF
  - Deadline: 28 February 2026
- **Notice board installation in formative and demonstrative sites (T.5.3. e WP4)**
  - Activity supervisor: communication representatives and partners in charge of realizing the formative and demonstrative sites.
  - Deadline: 31 May 2026

Technical contents' synthesis

Activity supervisor: CdF
Involved partners: (CNR), (UNITO), (UNISAP) and all the Communication Representatives.

Deadline

28 February 2025 – educational publications concerning technical contents, prepared in accordance with T.2.5., T.3.1. and T.3.2., realized and published on the project's website

Aim of the communication action and target

To promote and to spread among stakeholders the technical documents prepared in accordance with sub-actions: T.2.5., T.3.1. and T.3.2.; a specific educational publication will be realized for each topic. Aim of this action is to **describe document's topics, to whom are they written for and where to find them.**

Product description

Three different educational documents will be realized to promote the following project's reports:

- *Manual for the recognition and conservation state assessment of the target habitats* (T.2.5.);
- *Technical and operational methodological report for the conservation improvement of the 4 target habitats* (T.3.1.);
- *Technical operational methodological report for silvicultural interventions suitable for reducing fire risk and compatible with the conservation objectives for the 4 habitats of the project* (T.3.2.).

Having an informative and educational purpose, **these synthesis publications will have a simple format and language, aiming to summarize the topic** of those specific technical reports, pointing at who they are addressed to, where to download them and where it is possible to apply them.
CdF will prepare a **graphic design for the three documents**, in accordance with partners who wrote those technical reports. Texts (in English) will have to be given to CdF, as well as pictures and useful data, by the interested partners.
Given the specificity of the arguments, these texts will be translated by professional interpreter and then all the partners will have to eventually support the interpreters with technical terminology.
These three documents will be realized in all 5 languages (EN/IT/FR/ES/GR) and shared through all the communication channels (newsletter and social) of the project and of all the partners.
All the documents will include an explicit referent to European Union's and LIFE project's grant.

Minimal attended results

- ✓ Three documents concerning technical contents prepared in accordance with T.2.5., T.3.1. and T.3.2.

Activity schedule

Technical content synthesis T.2.5.

- **Sending of the Abstract (maximum 10.000 characters)**
  - Activity supervisor: UNISAP
  - Deadline: 31 March 2024
- **Graphic design**
  - Activity supervisor: CdF
  - Deadline: 30 April 2024
- **Publication sharing whit UNISAP Authors and definitive version prepared**
  - Activity supervisor: CdF
  - Deadline: 30 June 2024
- **Publication sharing with all the project's communication channels (newsletter and social)**
  - Activity supervisor: all the partners
  - Deadline: from 10 July 2024

Technical content synthesis T.3.1

- **Abstract sending (maximum 10.000 characters)**
  - Activity supervisor: CNR
  - Deadline: 30 September 2024
- **Publication sharing whit CNR Authors and definitive version prepared**
  - Activity supervisor: CdF
  - Deadline: 30 November 2024
- **Publication sharing with all the project's communication channels (newsletter and social)**
  - Activity supervisor: all the partners
  - Deadline: from 10 December 2024

Technical content synthesis T.3.2.

- **Sending of the Abstract (maximum 10.000 characters)**
  - Activity supervisor: UNITO
  - Deadline: 30 September 2024
- **Publication sharing whit UNITO Authors and definitive version prepared**
  - Activity supervisor: CdF
  - Deadline: 20 Febbraio 2025
- **Publication sharing with all the project's communication channels (newsletter and social)**
  - Activity supervisor: all the partners
  - Deadline: starting from 28 February 2025

Layman's report

Activity supervisor: CdF
Involved partners: (DREAM), (CNR), (FORESTAS), (UNITO), (UNISAP), (RT), (CTFC), (CPF), (DACC), (MGFI (GNHM)), (MINEE), (CNPF). More involved: Communication Representatives.

Deadline

- **31 August 2028** – Lyman's report realized

Aim of the communication action and target

Layman's Report is a document expected by LIFE program with the aim to show accomplished results of a Project, even to non-professional readers, and communicate on a large scale the heritage leaved by the project towards the environment and the society. This important informative document, summarizing all the Project's steps, is written and the end of the activities.

Product description

The document will be short and intended for non-professional readers. It will have to observe the following rules:

- Simple and direct message: short educational texts;
- Strong visive impact through pictures, illustrations, infographics and maps;
- Professional and precise information (citing correctly project's budget, names, logos and partners);

Layman's Report will be bilingual and will be written in 4 versions: EN/IT, EN/ES, EN/FR, EN/GR, and promoted in PDF format through web and social media.

Minimal attended results

✓ 4 bilingual versions of the Layman's Report realized

Activity schedule

The following activity schedule may be subject to important changes, depending on the date of the final event:

- **Graphic and content design, individuation of pictures**
  - Activity supervisor: CdF
  - Deadline: 30 April 2028
- **Data collection, writing of texts and sharing of contents with partners for translation**
  - Activity supervisor: CdF and Communication Representatives
  - Deadline: 15 June 2028
- **Layman's Report translation in 4 languages (IT, FR, ES, GR) and delivering of the translation to CdF**
  - Activity supervisor: all National Communication Representatives
  - Deadline: 30 June 2028
- **Layman's Report layout in the 4 bilingual versions**
  - Activity supervisor: CdF
  - Deadline: 31 July 2028
- **Layman's Report publication on the website**
  - Activity supervisor: CdF
  - Deadline: 20 August 2028
- **Layman's Report diffusion trough newsletter and promotion through both project's and partners' communication channels**
  - Activity supervisor: CdF and Communication Representatives
  - Deadline: from 20 August 2028

Technical-scientific articles

Activity supervisor: CdF
Involved partners: (DREAM), (CNPF), (CPF), (CTFC), (MINEE).

Deadline

31 August 2028 –4 technical-scientific articles published on sector magazines and websites

Aim of the communication action and target

To divulge main themes of the project through articles written by involved partners, to be published on sector magazines and technical/scientific websites. These are the topics:

- Handbook for the 4 target habitats classification (WP2);
- Tools promoted by the project (WP3);
- Forest management form promoted by the project (WP4);
- Formation (WP5).

Product description

It consists in **4 technical-scientific articles with no more than 15.000 characters (including spaces), with pictures and, if necessary, images, graphics and tables**. Authors should be able to adapt this material following editorial requests.

CdF, the communication supervisor partner, will choose websites and magazines in the Mediterranean area, but also in other European contexts, and will contact them for the promotion of the articles. **CdF will support authors in the appropriate adaptation for the various magazines and websites selected.**

The publication of the articles will be shared through social medias, and on the website articles' PDF will be presented through a review.

Minimal attended results

At least 4 technical-scientific articles published on sector magazines or websites.

Activity schedule

- **Individuation of at least 5 sector magazines and/or websites on the Mediterranean and European areas**
  - Activity supervisor: CdF
  - Deadline: 31 January 2024

(WP2): Handbook for the 4 target habitats classification

- **Writing of the article (max. 15.000 characters) and collection of iconographic material**
  - Activity supervisor: UNISAP
  - Deadline: 31 March 2024
- **Sending of the press kit for proposed publication to selected magazines and websites**
  - Activity supervisor: CdF
  - Deadline: from 30 April2024

(WP3): Tools promoted by the project

- **Writing of the article (max. 15.000 characters) and collection of iconographic material**
  - Activity supervisor: DREAM
  - Deadline: 30 September 2024
- **Sending of the press kit for proposed publication to selected magazines and websites**
  - Activity supervisor: CdF
  - Deadline: from 30 October 2024

(WP4): Forest management form promoted by the project

- **Writing of the article (max. 15.000 characters) and collection of iconographic material**
  - Activity supervisor: DREAM
  - Deadline: 31 March 2026
- **Sending of the press kit for proposed publication to selected magazines and websites**
  - Activity supervisor: CdF
  - Deadline: from 30 April 2026

(WP5): Formation

- **Writing of the article (max. 15.000 characters) and collection of iconographic material**
  - Activity supervisor: DREAM
  - Deadline: 30 November 2027
- **Sending of the press kit for proposed publication to selected magazines and websites**
  - Activity supervisor: CdF
  - Deadline: from 31 December 2027
- **Sharing the publication of each article with all the Project's and partners' communication channels (newsletter and social media)**
  - Activity supervisor: all the partners
  - Deadline: from 30 April 2024 to 31 August 2028