



WP7 D7.3

ERA-NET Sumforest Communication Plan

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1. Introducing Sumforest

The important climatic, environmental, socio-economic and land-use changes taking place at global, regional and local levels, pose new challenges for meeting the multifunctional demands on European forest resources, and for their sustainable management. In the European Union the formulation of forest policies is in the competence of the Member States and although the Treaties of the EU make no provision for a common forest policy there are a high number of EU policies and directives affecting European forests and the forest-based sector. Thus the current forest policy environment is fragmented, complex and sometimes contradictory. Furthermore, European forests consist of a wide diversity of forest ecosystems and tree species which provide different goods and services that are affected differently by climate and land-use changes. Therefore, a proper understanding of such regional differences is needed for the creation of mutual understanding on sustainable forest management (SFM) and multifunctional forestry, providing a solid basis for policy decisions.

In this complex context, research-based information and knowledge should be the basis for developing adaptive management tools and models, new innovation frameworks and coherent policies to ensure implementation of SFM and thus the multifunctional role of European forests.

However, European forest research is – with only a few exceptions - still fragmented and enhanced co-operation and coordination of research activities carried out at regional and national levels is urgently needed. In this context, reinforcing scientific cooperation on European forests through a transnational ERA-NET, which will also build new cooperation arrangements with EU neighbourhood regions will reduce fragmentation and maximise the impact of research activities on SFM and multifunctional forestry.

The work program of Sumforest is divided into 7 Work Packages (work package), which are all interlinked with a mutual aim of developing a common European Research Area in the field of forest research and management.

work package1 – Coordination

work package2 – Mapping research programmes and capacities

work package3 – Mapping strategies, policies and policy needs

work package4 – Strategic activities

work package5 – Joint research activities and joint calls

work package6 – International Cooperation

work package7 – Spreading excellence

2. Placement of the communication plan within Sumforest

2.1. Aims of Sumforest

The overall objective of the Sumforest communication strategy is to give support to the main objective of Sumforest, which are:

- Well-coordinated European, national and regional research programmes and priorities that are needed to ensure the coherence of European, national and regional research programmes and priorities on forest related issues which are of European interest based on shared foresight exercises.
- Effectively coordinated research institutions and centres of excellence are crucial to address the complex interdisciplinary and cross-sectorial nature of emerging forestry challenges.
- Joint research facilities and Pan-European networks of large-scale research infrastructures with long-term funding. Those are required in key topics (information and monitoring of forest disturbances, genomics, impacts of climate change, forest policy and markets analysis, etc.) to ensure that European forest research has the right data at the right scale to be at the frontier of knowledge, and is able to address emerging challenges and policy issues in an efficient manner.
- Strengthened science-policy-practice interaction that is crucial for sound policy-making and for fostering innovation within the forest-based sector. Speeding up the spread and integration of forest-related knowledge to the general public permits the development of innovative products and services, turning challenges into business opportunities. In this context, new instruments and dynamic processes need to be established to foster a fluent science-policy dialogue.

2.2. The ERA-NET landscape

Each ERA-NET action needs to clearly communicate to its partners what the purpose of the ERA-NET actions is. Thus Sumforest has placed its activities inside the ERA-NET landscape, providing clear advantages of coordinating national efforts and investments on a European level.

ERA-NET actions are designed to develop and strengthen the coordination of national and regional research programs supporting the development of the [European Research Area](#) (ERA).

2.3. Objectives of the communication plan

The communication plan is an important tool to ease and amplify networking activities and the engagement of different stakeholders and researchers. As such it is an integral part of work package7 “Spreading excellence”, whose main objectives, as stated in the **description of work**, include:

- ensuring awareness of the project and its impacts across all relevant sectors and countries,
- improving the communication between stakeholders and researchers,
- supporting the delivery of the objectives of each individual work package,
- securing an efficient internal communication for Sumforest.

The **communication plan** is thus a vital tool to integrate all key players of the supply chain. For this reason it should not just be a communication plan but also a more comprehensive communication strategy, whose basis is defined in the **description of work** as part of Task 7.1:

*A communication plan will be developed to identify suitable **dissemination activities, products and channels for different targeted users** (including policy makers, managers, NGOs, and society at large). This will include a detailed work plan outlining methods of engagement with the relevant stakeholder/decision makers throughout the project.*

*In order to establish and communicate a corporate and professional image, a **logo and branding** will be created, which can be used by the partners when disseminating e.g. research results from projects funded through the programme. Also a **slide template** and a **set of standard slides for presentations** about the programme will be developed and available for use by the partners.*

The new European Commission guidance document “Communication EU research and innovation” will be taken into consideration when developing the communication plan.

The task 7.3 “Dissemination of the major project achievements, important events and call publication” is also a good basis for a comprehensive communication strategy:

In accordance with the targeted audiences and types of dissemination identified in the Communication Strategy (Task 7.1) several printed materials will be produced. Posters, flyers, leaflets or reports are among the tools that each work package or regional group can use to advertise their activities or results and the timing to use these tools of dissemination will depend on the development of each activity.

Publications will be geared towards internal and external audiences. Internally, short interim activity reports will be produced to coincide with the meetings of the Management Committee. These will be predominantly operational in tone and distributed via the internal website (Task 7.2).

Of more general interest to the programme partners and scientists will be the six-monthly Sumforest newsletter, which will be distributed electronically. Accordingly it will not be a restricted document and will be available to the wider scientific community.

The Sumforest newsletter will contain news and results from the project as well as relevant information about the partners and related other co-ordination projects. The results from Sumforest will continuously be disseminated to the relevant national/regional programme owners, to relevant thematic networks (e.g. EFI, COST, FTP, FAO, IUFRO, etc.) and to other stakeholders (e.g. CEPF, EUSTAFOR, etc.). The general public has the possibility to access the newsletter by signing up to a mailing list via the external homepage.

Task 7.3 additionally covers the formal publication of the joint calls for trans-national projects based on the requirements as stated in the FP 7 ERA-NET guidelines. The trans-national call will be announced via several channels:

- The Sumforest webpage, all partners' webpages (nationally/regionally)*
- FTP, Cordis/ European Commission, COST, IUFRO, EFI, Global Forest Information System (GFIS)*
- National print and online publications*
- The Sumforest newsletter and the partners' newsletters*
- Publication in international journals*
- The national contact points (NCPs) set up by Member States and Associated Countries*

The above description provides a good starting point for the development of a comprehensive communication plan. It concerns the information that needs to be disseminated, the target audience, the channels of dissemination and the dissemination schedule.

The Figure 1 below summaries the outlines of the communication plan. It distinguishes external from internal communication. The communication plan is based on three issues: i) what information needs to be disseminated? ii) what channel can be used to disseminate this information? iii) who will benefit from this information.

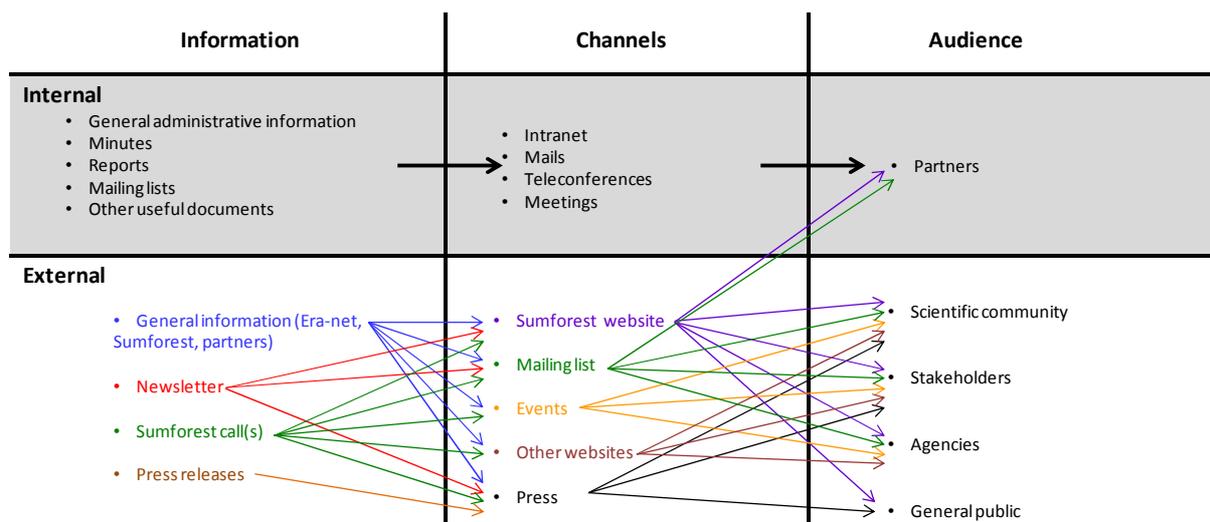


Figure 1: Communication plan outline

3. Communication plan

3.1. Information to be disseminated

3.1.1. Graphical identity

Consistent graphical identity helps reinforce Sumforest’s message and enables easy recognition of the ERA-NET. The common and recognizable graphic identity need to be used in producing Sumforest communication items.

Important graphical elements making up the Sumforest identity are:

- Sumforest colour scheme

	Green RGB: 0 / 158 / 27 CMYK: 100 / 0 / 83 / 38
	Orange RGB: 255 / 70 / 22 CMYK: 0 / 73 / 91 / 0
	Blue RGB: 54 / 105 / 183 CMYK: 70 / 43 / 0 / 28
	Light grey RGB: 182 / 182 / 182 CMYK: 0 / 0 / 0 / 70
	Dark grey RGB: 64 / 64 / 64 CMYK: 0 / 0 / 0 / 75

The colours “green”, “orange”, and “blue” are used to frame the website, the slides, the poster, and the flyer. These colours can also be used to frame texts, graphs etc... on the several communication materials. The light grey is used to underline the banner. The dark grey is the colour of the writing.

- The logo



The Sumforest’s logo will be used throughout Sumforest’s lifespan. The sigma symbol “ Σ ” represents the sustainable and multifunctional forestry that Sumforest aims to develop. Moreover, the letter “f” of the word “forest” is represented by the integral symbol “ \int ”. Both symbols “ Σ ” and “ \int ” represent the several aspects of forest ecosystems that Sumforest aims to integrate (e.g. wood production, biodiversity protection, recreational and cultural activities). Lastly, the colours’ oak leaves represent deciduous leaf colours from spring to autumn.



The black and white version of Sumforest logo: Sometimes, often due to production costs, only one colour of ink is available and so the Sumforest colour scheme must be reproduced using only one colour. In this scenario, the black-and-white colour scheme must be used. The logo must be clearly distinguishable from the background colour.

- The banner

A common banner for the website, the slide template, the flyer, and the poster was created. It is constituted by 5 photographs that represent forest multifunctionality, but also forest vulnerability.



Figure 2: Sumforest banner

Forest vulnerability is represented by the photograph 2 (wildland fires). Whereas the forest’s multifunctionality is represented by the photographs 1, 3, 4, and 5. Forest economic aspects are represented by the photographs 3 and 4 (wood harvesting and wood construction reciprocally). Forest ecological aspects are represented by the photograph 1 (landscape). The last photograph (5) represents recreational aspect of the forest, which could be considered as a “philosophical aspect of the forest” but also can have an economic value (created from tourism, where tourists and people using the forest for recreational purpose form a growing group of stakeholders).

3.1.2. Material to be disseminated

- Internal communication

Internal communication is of main importance for the smooth functioning of Sumforest. Thus, it is of real importance to define accurately what documents have to be shared.

- Administrative information

Several administrative documents need to be shared and available for all the partners. These documents include financial reports, the description of the Sumforest project, the Description of Work (DoW), the Grant Agreement (GA), documents from the EU, and the Consortium Agreement (CA).

- Minutes

Minutes from the meetings are planned to be delivered one month after each meeting. The main minutes are minutes from the steering and management committee, and from the workshops.

- Reports

Reports will have to be shared by all the partners; nevertheless some reports will be available on Sumforest external website. Reports of the Work package activities (e.g. report of mapping exercises and clustering initiatives or of the workshop on strategic activities), will also be available, after final proofing, on the external website. First, second and final reports will be available on the intranet.

- Mailing lists

According to the tasks to be realized for Sumforest, partners often need to contact several and various forestry actors. But, the knowledge of forestry actors at European scale is difficult, and it is often partial. That's why a mailing list of all the main forestry actors needs to be established at the European scale and also in each partner or observer country. Indeed, for a good communication about Sumforest, it is important to establish a direct communication with the audience, in all the countries involved in Sumforest, and to avoid intermediaries. Each Sumforest partner establishes a list of the most important contacts in its own country. Then, all the mailing lists are centralized and compiled in one single excel file.

- Various documents

Depending on the task, various documents (e. g. a list of reviewers for the evaluation of submitting project for Sumforest calls) will have to be shared through the intranet and available for all partners. Time schedules should also be uploaded on the intranet.

- External communication

- General information

General documentation about Sumforest (aims, progress, and partners) will be available and disseminated for the external audience (to be specified in the "Audience" paragraph).

- Newsletter

The periodic newsletter, which is to be electronically, published on Sumforest website at least twice a year in its essence serves as a communication tool to report current developments. However, for many stakeholders that come across the newsletter, the newsletter provides the first insight into Sumforest. It is thus necessary to look at the newsletter also as a tool to deliver some of the main messages of Sumforest. For that reason every edition of the newsletter includes a section providing basic information on Sumforest, while the theme is different every time. The newsletter contains many hyperlinks, which allow the reader to further investigate the topics of most interest.

- Sumforest calls

Several documents will have to be disseminated for Sumforest calls. They aim at explaining the scientific orientation of the calls and the procedure for project submission. The documents are: the memory of understanding (MoU), documents for joint call announcement on procedure and guidelines, and list of selected projects.

- Press releases

Press releases will be communicated to the selected media prior to call launches. Press releases should also be prepared to report on Sumforest's successes and the results of the calls. Press releases will be an important tool to communicate the main messages of Sumforest, and globally of sustainable and multifunctional forestry.

3.2. Channels of dissemination

3.2.1. Internal dissemination

- Intranet

A joint workspace, the Intranet (Figure 3), is an area on the webpage only accessible via password to the Sumforest partners and the Stakeholder Advisory Group (SAG) that serves as a communication platform and enables the partners to share their experience, documents and tools.

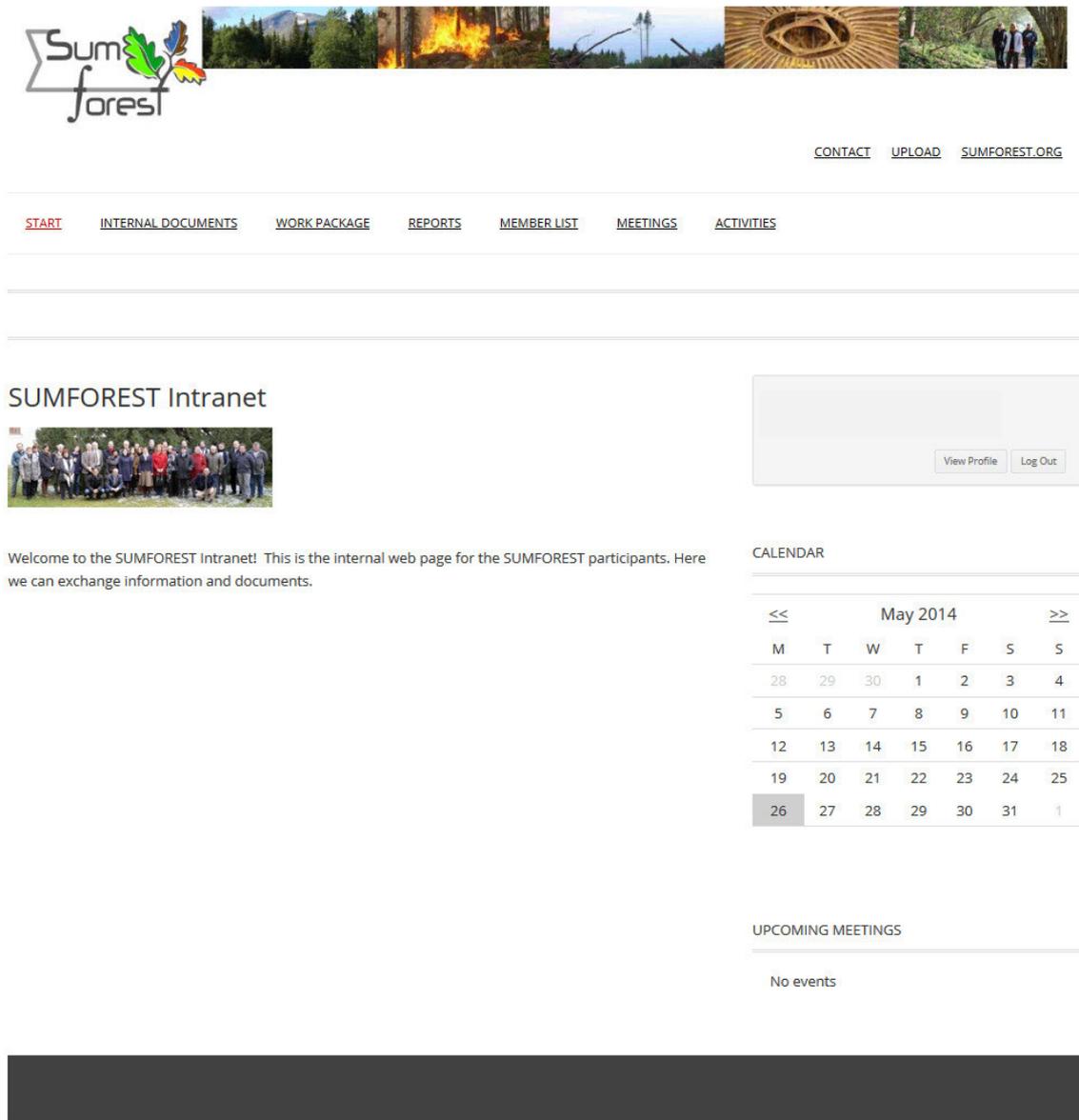


Figure 3: Sumforest intranet interface

(https://www.sumforest.org/intranet/wp-login.php?redirect_to=https%3A%2F%2Fwww.sumforest.org%2Fintranet%2F&reauth=1).

The web interface of the intranet provides several pages to share documents such as internal documentation, work packages deliverable (e. g. minutes, logo or slide template, slides for presentation, flyer or poster), reports and member list and e-mail contacts. The intranet also reminds meetings, events, and dead-lines.

- E-mail

Most of the communication and dissemination between the partners occurs via email exchange. A mailing list of all contacts has been drawn up and is regularly updated. To avoid the spam syndrome, this tool is used only for discussion on activities where agreement by the whole consortium is required. For specific queries, direct mailing between concerned partners is preferred.

- Teleconferences

Whenever a certain important issue needs to be discussed in between meetings and a prompt reaction by consortium members is required, a teleconference may be organized.

- Meetings

Meetings are considered as a direct way of internal communication. They are of main importance because they enable partners to communicate directly on work packages progresses, to evocate particular problems or questions, and to resolve them. As evocated above, minutes from meetings will be available on the intranet one month after the meetings. Two internal meetings can be distinguished:

- Management committee meeting

The management committee is responsible for the management of current affairs related to the day to day project implementation. The management committee will report to the steering committee on the project's progress at least **twice a year**.

The management committee will maintain regular communication via email, videoconferences and other means, and will meet regularly over the duration of the project, at least twice a year.

- Steering committee meeting

The steering committee will direct the ERA-NET's activities and will be the highest decision making body where all partners are represented.

The steering committee will meet at least **once a year**, in conjunction with one of the two annual management committee meetings.

3.2.2. External dissemination

- Sumforest external website

The Sumforest website (<http://www.sumforest.org>) is the main source of information for all stakeholders, scientific community, funding and programming agencies, and general public. The website is in accordance graphically with the graphical identity of Sumforest.



Figure 4: Sumforest website interface (<http://www.sumforest.org>)

The Sumforest external website is composed by 6 pages:

- ✓ Home: This page informs about Sumforest. This section deepens some detailed information about Sumforest and about the description of the ERA-NET programs.
- ✓ News: This page updates all the news concerning Sumforest, but also the forestry sector. Several materials are uploaded in this section, such as journal article, summer schools etc. Sumforest meetings (management committee, steering committee etc.) are announced, such as Sumforest workshops. Other meetings concerning forestry are also announced in this section.
- ✓ Calls and research: This page is dedicated to future Sumforest research calls. All the documents concerning the calls will be available.
- ✓ Partners: This page lists all Sumforest partners and observers, and links their websites.
- ✓ Links: This section lists the most important websites concerning forestry, other ERA-NETs, forestry programs etc..
- ✓ Contact: This page gives the contacts of the scientific coordinator (Martin Greimel) and the administrative coordinator (Dietmar Jäger).

- ✓ Events: A calendar is situated on the right of the webpage. It announces all the events concerning Sumforest but also forestry.

- Conferences (flyers, posters, oral communication etc...)

Conferences, whether the auditorium is composed by researchers or stakeholders, are a good way to introduce Sumforest and its main results. Several information materials are available, flyers can be distributed, Sumforest poster can be printed and hung, and moreover an oral communication can be done (all these information materials are available on the intranet).

- E-mail

One of the most efficient ways to disseminate information is to communicate directly via e-mails. As mentioned in paragraph 3.1.2 “mailing-list”, a mailing-list of stakeholders, scientists, and programming and funding agencies was established for Europe. It is available on the intranet, and can be used by all the partners to send information. Moreover, it is easy to target a particular audience (e. g. stakeholders or scientists) by sorting the excel file.

- Other websites (Foresterra, Woodwisdom, EFI, FTP etc...)

Other selected websites will help Sumforest partners to transfer the advancement of the program. These websites can convey the most important information and news of Sumforest. Moreover this channel will be of main importance for the diffusion of Sumforest calls. The Table 1 below inventories several forestry websites, useful for conveying Sumforest information, news and calls.

Table 1: Forestry websites which can relay Sumforest information

CommNet	www.commnet.eu
Cordis	www.cordis.europa.eu
Corst	www.cost.eu
European Forest Institute	www.efi.int/portal/
FAO Forestry	www.fao.org/forestry
FORESTERRA	www.foresterra.eu
Forest Europe	www.foresteuropa.org
Forest-based sector Technology Platform	www.forestplatform.org
Global Forest Information Service	www.gfis.net
Hercules Projects	www.hercules-landscapes.eu
International Boreal Forest Research Association	www.ibfra.org
International Union of Forest Research Organizations	www.iufro.org
NB Forest - research-based information on Nordic and Baltic forests and forestry	www.nbforest.info
SUSFOOD	www.susfood-era.net
Waldwissen.net	www.waldwissen.net
WoodWisdom	www.woodwisdom.net
FACCE-JPI	www.faccejpi.com/
Forêt Méditerranéenne	www.foret-mediterranee.org/fr/

The websites of the partners can also convey Sumforest information.

- Press

In connection with major Sumforest meetings/workshops/conferences, journalists will be invited with the purpose of spreading awareness and informing on the wider societal implications of the Sumforest work, as well presenting results of general interest to the general public.

3.3. Audience

Sumforest success demands an accurate definition of the target audience. As forest ecosystems are crucial environmentally and economically, the target audience of Sumforest has to be large. Target audience has to be defined in accordance with the main objectives of Sumforest.

3.3.1. Internal audience

Sumforest partners consist of the consortium members of Sumforest. Twenty three partners (Appendix 1) are involved, and actively communicate with each other on Sumforest's progress via the internal communication. They communicate on administrative, organisational aspects, and scientific orientation of Sumforest. Thus, partners communicate through the intranet interface, e-mails, management and steering committee meetings.

Eleven **observers** are also involved in Sumforest (Appendix 2). The main purpose of communication with the observers is to provide the organizations with sufficient information to follow the project, doing so by inviting its representatives to participate on dedicated occasions.

The paragraphs below detail the internal organizational structure:

- **The Steering Committee**

The Steering Committee will consist of authorised representatives from all Sumforest partners and official observers and will be chaired by the Consortium coordinator (Federal Ministry of Agriculture, Forestry, Environment and Water Management). As the highest decision-making body, the Steering Committee will ensure that the project moves forward according to the specific needs and requirements for the development of a coordinated European research strategy on sustainable forest management and multifunctional forestry and in line with the work programme.

The Steering Committee will monitor the progress made in the different Work Packages, and decide on major issues that arise during the progress of the project.

This group will have the decision power on main strategic (higher level) decisions significantly affecting the development of the project in general. This includes: project implementation, project

budgeting, implementing Stakeholder Advisory Groups, monitoring the operation of the project, ensuring that the items agreed on in the project contract will be fulfilled respectively agreeing on changes or any amendment to the “Description of Work” of the Grant Agreement, ensuring that the high standards of scientific excellence are maintained, IPR and society issues considered and gender issues promoted.

The Steering Committee will evaluate and approve the main documents (including the periodic reports to the European Community), results and approaches related to networking activities, ensuring quality and integration of the resulting strategic documents that will guide the activities of Sumforest.

The Steering Committee will approve decisions by consensus whenever possible or by 2/3 majority if needed, counting one vote per partner. Observers have no vote.

- **The Management Committee**

The management committee will consist of all the work package leaders and the Coordinator will chair the management committee. In the event that three or more members consider it necessary, an issue will be brought to a vote at the Steering Committee. If deemed necessary the Deputy Work Package Leaders will be invited to the Management Committee meetings.

The Management Committee has the highest responsibility for the implementation and completion of the agreed tasks in this project, which will be reported to the Steering Committee.

- **The Coordinator**

The Project Coordinator’s role will be held by Martin Greimel (Federal Ministry of Agriculture, Forestry, Environment and Water Management). The project coordinator will chair the Steering Committee and the Management Committee, thereby ensuring the link between both management bodies. The coordinator will be the spokesperson of the project, and the contact person for the European Commission, responsible for informing on the progress of the project. He will oversee the integration of cross-cutting issues, such as gender mainstreaming in the project, and assure good internal and external communication.

As the overall responsible of the project and with support and advice from the Management Committee, the coordinator will be able to propose any action necessary to correct potential deviations from the project plan, both operational and financial.

The Project Coordinator will be supported by a dedicated Project Secretariat. It will provide managerial and logistic support, and contribute to optimising the development and implementation of all envisaged activities. The Project Secretariat will oversee the day-to-day activities of the partnership, monitoring the activities and the budget of each partner in the implementation of the work programme.

- **The Project Secretariat**

The Project Secretariat will support all partners on their reporting tasks to the European Commission, and will be responsible for the preparation, organisation, reporting and follow-up of all of the consortium's Steering Committee and Management Committee meetings. In addition, the Project Secretariat will support the project coordinator in all issues related to legal, contractual, financial and administrative management of the Consortium.

The Project Secretariat also provides support and information to partners on the following issues:

- Management decisions of the network (related to the consortium/contract management)
- Approval of documents, results and approaches (related to the networking activities)
- Preparation of sustained cooperation
- Planning of project workshops
- Effective internal flow of communications and information exchange between partners

- **The Stakeholders Advisory Group and ad hoc Advisory Committees**

The Stakeholders Advisory Group is composed of representatives from a wide range of Stakeholders (Forest owners, NGOs, relevant other research initiatives, Industries including SMEs), and is available for consultation by the Steering Committee, the Management Committee and Work Package Leaders. The Stakeholders Advisory Group will be informed regularly about the progress of the project. Additionally these groups of stakeholders will help to disseminate the results of Sumforest not only to scientific community but also to the general public and towards policy related stakeholders.

Depending on the content, relevant participants of the Stakeholders Advisory Group will be invited to form ad-hoc Advisory Committees when needed for specific issues within the ERA-NET. An Advisory Committee shall be constituted upon request of the Management Committee and/or WP leaders to the Steering Committee. E.g. the Work Package Leader of WP 6 may ask relevant experts in the field of European Commission-Russia cooperation to join an Advisory Committee in preparation for a joint call with Russia. Already established contacts (e.g. via ERA-NET RUS) will be utilized to form such an Advisory Committee.

The members of an Advisory Committee, at individual or institutional level, will voluntarily participate and provide support on the current and future priorities for the project's activities. Most of the work will be done by virtual communication (email, Skype, questionnaires etc.) and real

meetings will only be organised in conjunction with events foreseen within (e.g. the workshops scheduled in 6.1) and outside (e.g. the opening conference of the EU - Russian Year of Science 2014) the Sumforest project.

Each Work Package is divided into tasks, with **Task Leaders** appointed to carry out the corresponding tasks as stated in the description of work packages above. Each Task Leader is supported by a Deputy Task Leader. The task leaders stay in close contact with the work packages Leaders and will inform them about the progress of their respective tasks.

The task leader of Task 5.3 will establish a **Call Secretariat** with the aim to handle all administrative issues around the first joint call. A **Call Board** consisting of one representative from each funding organisation participating in the joint call will support the Call Secretariat in setting up rules and guidelines for the joint call procedures. Final decisions will be taken by the Steering Committee.

A similar procedure will be established for the second joint call dedicated to the collaboration with Russia.

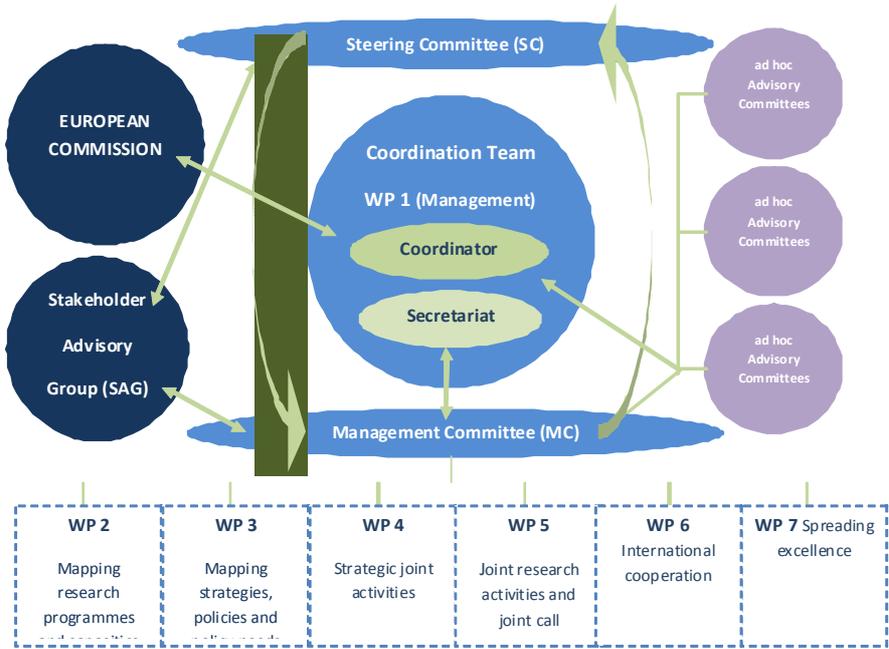


Figure 5: Graphical overview of the organizational structure

3.3.2. External audience

In order to promote sustainable forest management and multifunctional forestry, Sumforest has to define accurately the external audience concerned by this thematic. While the information from the network will mainly be aimed at industry, researchers, decision-makers and advisory bodies, the network will also address the general public with its publications (e.g. via GFIS, the Global Forestry Information System).

- **Scientific community**

The scientific community is mainly constituted by researchers concerned with SFM and multifunctional forestry related research. Researchers belong to universities or international and national research centres. The scientific community will be concerned by many work packages and is directly involved via the questionnaire on forest research programmes (work package2). The scientific community is concerned by the definition of the strategic activities and Sumforest calls (work package 4 and work package 5).

For the scientific community it is of extreme importance to understand the call procedures and requirements in order to submit high quality proposals of projects in which all the partners follow the national eligibility rules. It is also important to promote the interdisciplinary character of sustainable and multi-functional forestry and to communicate the necessity of collaboration among different scientific disciplines.

Part of the scientific community is constituted by the experts who will act as the evaluators of full proposal applications to the joint transnational call. They need to be fully aware of their obligations and responsibilities as well as the benefits of acting as an external evaluator. Clear communication is thus a must for a successful evaluation.

- **Stakeholders**

Sumforest is instrumental in creating a mutual understanding on Sustainable Forest Management and multifunctional forestry, providing a solid basis for policy decisions in the framework of the Europe 2020 Strategy and of the new European Forestry Strategy. Sumforest will establish innovative and integrated joint research efforts to efficiently address forestry challenges in an interdisciplinary and inter-sectorial way. This will be done by improved coordination and building of critical mass based on existing national research programmes, activities and research organizations. Sumforest will be instrumental for generating a solid knowledge base to address the increasingly complex task of tackling the multifunctional demands on forest resources as well as their sustainable management in a context of rapidly changing economic, social and environmental circumstances.

- Other ERA-NETs and related initiatives (COST, JPIs, FP 7 projects)

Sumforest addresses topics that have not been covered by previous ERA-NET initiatives. However, Sumforest will put special emphasis in building a fluent dialogue and maximise synergies with other running ERA-NETs e.g. KBBE Platform 1 and 2, FORESTERRA, ERA-CAPS, CIRCLE II, WWN+,RUS and RUS+ in order to jointly develop strategic activities on areas of common relevance. The Learning Platform of NETWATCH will be crucial for this purpose and close cooperation will be established. Additionally, relevant European initiatives and instruments like Joint Programming Initiatives (e.g. JPI FACCE and JPI Water have already been contacted), European Innovation Partnerships as well as

running (Trees4future, STAR Tree, Newforex, etc.) and future FP 7 projects and COST Actions (e.g. FP903, FP1001, FP1103, FP1106 and FP1201 already signed a support letter and agreed to participate in the Stakeholder Advisory Group) will be invited and integrated as much as possible to Sumforest relevant activities. Additional IUFRO will be actively involved as part of the Stakeholders Advisory Group.

In many partner countries research on SFM and multifunctional forestry is handled by several ministries and respectively numerous national funding institutions are responsible for national funding. The Sumforest project will improve the coordination of the different funding institutions in the participating countries.

Involving all relevant networks, actors and initiatives from the European forest research landscape as well as the promotion of strategic clustering and a shared vision around forest research will have an impact in the long-term structuring of the European Research Area.

- Policy and decision makers

Sumforest, will (i) build a better understanding of what and how existing European policies, in areas such as agriculture and rural development, environment, industry, trade, energy, climate change, water and transport, have an impact in sustainable forest management and multifunctional forestry; (ii) generate new scientific knowledge to better understand possible trade-offs and consequences of existing policies affecting European forests as well as (iii) generate the appropriate interdisciplinary research knowledge to support the implementation of the new European Forest Strategy and Europe's 2020 targets with special emphasis on their challenges and opportunities for sustainable forest management and multifunctional forestry. Sumforest's long-term impact will be in creating the knowledge base to assist in the development of "well-coordinated and coherent forest-related policies at European, international and national levels, to promote the sustainable management and use of forests and their multiple goods and services."

In order to inform policy and decision makers, Sumforest partners coming from ministries will update their policy departments about Sumforest progresses; together with ThinkForest briefings at the European Parliament will be organised; The Standing Forestry Committee will be regularly updated about the results of Sumforest; Strong relationships to the Strategic Working Group on Forestry of the Standing Committee on Agricultural Research (SCAR) will guarantee the information flow towards SCAR and the Directorate-General for Research and Innovation.

- Other end-users (industry, associations, NGOs,...)

Private and public forest owners associations (CEPF and EUSTAFOR) as well as the Forest based Sector Technology Platform (FTP) will participate in Sumforest activities. This will ensure that Sumforest research activities take innovation aspects into account. In addition, SMEs will be involved

throughout different Sumforest activities, including the research calls to enhance innovation processes and promote the spread of excellence to the private sector.

- **Programming and funding agencies**

Sumforest will convey the message of the importance of funding research in sustainable forest management and multifunctional forestry sector on a transnational level and hopes to attract other funding organisations for future collaboration in the Sumforest calls. Programming and funding agencies will particularly be concerned by the work package 4 (common strategic activities) and the work package 5 (joint research activities).

- **General public**

The general public will be mainly informed through the Sumforest website. Sumforest will address the general public with its publications (e.g. via GFIS, the Global Forestry Information System).

The Appendix 3 summaries groups and means for dissemination and spreading excellence

3.4. Time schedule

The time schedules (Table 2 and Table 3) of Sumforest deliverables and meetings are available below. These time schedules will be regularly updated by the Work Package 7 Leader.

Table 2: List of deliverables and delivery date

Delivarable	Title	Delivery date	Internal or External communication
D1.1	Consortium agreement	January-14	Internal
D1.2	Minutes of Steering Committee and Management Committee meetings	Jun-14; Dec-14; Jun-15; Dec-15; Jun-16; Dec-16; Jun-17; Dec-17	Internal
D1.3	First periodic reports	Jun-15	External
D1.4	Second periodic reports	Dec-16	External
D1.5	Final report	Dec-17	External
D2.1	Summary report of mapping exercises and clustering initiatives	Oct-14	External
D2.2	Qualitative and quantitative country reports – partner and other EU countries - regarding major research programmes, mobility programmes, actors and capacities	Dec-14	External
D2.3	Report from the workshop – identifying priorities for transnational research needs and requirements for sharing of research capacities	Jul-15	External
D3.1	Document on the existing forest-related policy framework affecting European forests	Oct-14	External
D3.2	Foresight panel and workshop on future impacts of the emerging forest policy framework	Dec-14	External
D3.3	Document on the forest policy and policy makers related information needs	Mar-15	External
D4.1	Report from the Workshop on strategic activities	Jan-16	External
D4.2	List of joint call topics	Feb-16	External
D4.3	Strategic action plan	Apr-16	External
D5.1	MoU for the 1st call signed by all funding partners	Mar-16	External
D5.2	Documents for joint call announcement, on procedures and guidelines	May-16	External
D5.3	Report on mobility schemes and perceptions from European forest actors. Procedures, propositions, and recommendations for the achievement of optimal coordination at European level	Jun-16	
D5.4	MoU for the 2nd call signed by all funding partners	Nov-16	External
D5.5	Documents for joint call announcement, on procedures and guidelines	Dec-16	External
D5.6	List of selected research projects 1st call	Jan-17	External
D5.7	List of selected research projects 2nd call	Oct-17	External
D5.8	MoU for long term cooperation	Oct-17	External
D5.9	Monitoring Guidance	Nov-17	
D6.1	Report on existing research capacities in the Russia-Eastern Partnership countries	Dec-14	External
D6.2	Synthesis report Foresterra-Sumforest	Apr-15	Internal
D6.3	Report on EURussian- Eastern partnership common research priorities	Feb-16	External
D6.4	Report from the call topic WS	Jun-16	External
D7.1	Logo and standard slide set developed	Apr-14	Internal
D7.2	Sumforest newsletter	Jun-14; Dec-14; Jun-15; Dec-15; Jun-16; Dec-16; Jun-17; Dec-17	External
D7.3	Communication plan	Jun-14	Internal

Table 3: List of Sumforest meetings

	Title	Month	SUMFOREST participant	Additional invited groups	proposed Venue
WP 1	MC meetings	2; 6; 12; 18; 24; 30; 36; 42; 46	9 meetings	WP deputy leader and Task leaders may be invited	div
WP 1	SC meetings	2; 12; 24; 36; 46	5 meetings together with MC	Observers	div
WP 2	Workshop on transnational priorities	18	In conjunction with 4.MC	All partners, SAG, NFRI	Freiburg, Warsaw
WP 3	Foresight on policy needs	12	In conjunction with 3.MC/2.SC	SAG, EU policy maker	Brussels
WP 4	Workshop on strategic activities	24	In conjunction with 5.MC/3.SC	SAG, Research experts	Bonn
WP 5	1 st Call decision meeting	36	In conjunction with 7.MC/4.SC	Additional funding partners	
WP 5	2 nd Call decision meeting	46	In conjunction with 9.MC/5.SC and final EU-Russia-Eastern Conference	Additional funding partners	
WP 6	Russia -Eastern Workshop	11	Coordinator, WP 6 Leader + T 6.1 leader/deputy	Invited Russian and Eastern Partnership Partners	Moscow
WP 6	EU – Russia Workshop	2 nd year	Coordinator, WP 6 Leader+ T 6.1 leader/deputy	Invited Russian partners	
WP 6	Final EU-Russia-Eastern Conference	46	In conjunction with 2 nd Call decision meeting and 9.MC/5 SC	Invited Russian and Eastern Partnership Partners	
WP 6	SUMFOREST - FORESTERRA Workshop	07-janv	MC and T6.2 Leader/Deputy	In conjunction with a FORESTERRA meeting	Krakow

3.5. Monitoring and evaluation

Regular monitoring of the communication activities should be performed by the work package 7 Leader (Ecofor, France) with the help of the Coordinator and the Partners. Monitoring and evaluation are important elements of the communication plan, as the success of communication activities needs to be carefully scrutinized in order to learn what has been working well and what needs improvement. Thus the evaluation criteria need to be clearly defined in order to measure success and do provide useful feedback to the partners.

3.5.1. Sumforest communication plan: an evaluation at M12

Based on the ERAsynbio and WoodWisdom-Net+ communication plans and on their experience in terms of communication and dissemination, an evaluation of the communication plan successes and failures is planned in M12, in order to improve the communication and dissemination strategy. This evaluation may be realized through a SWOT analysis.

3.5.2. Monitoring and evaluation criteria

Certain easily measurable indicators should be set in order to monitor the success of the Sumforest communication plan. If time allows, these indicators will be monitored regularly and the results of

the monitoring will optionally be submitted to the consortium members in M12, M24, and M36, with the final evaluation made in M48.

In addition to monitoring the set of indicators, a short report is to be written by the work package 7 Leader every time a communication/dissemination activity is completed. This will add a more qualitative aspect to the more quantitative analysis of the Sumforest communication plan through the use of indicators.

		Results	
		Indicator value	Yearly results (M12, 24, 36,48)
Internal communication	Teleconferences	Number of teleconferences:	
	Meetings	Number of face-to-face meetings:	
	Intranet	Number of visits to the intranet	
		Number of documents downloaded	
External communication	Website	Number of visits (website statistics)	
	Contacts	New contacts made by the coordinator regarding Sumforest	
	Leaflets	Distribution statistics	
	Newsletter subscriptions	Number of newsletter subscriptions	
	Presentations	Number of presentations on Sumforest	
	Partner website	Number of Sumforest news on website	

4. Appendixes

Appendix 1: Table of Sumforest partners

Nr	Short Name	Participant organisation name	Country
1	BMLFUW	Federal Ministry of Agriculture, Forestry, Environment and Water Management	Austria
2	EFI	European Forest Institute	International
3	SNS	Nordic Forest Research Co-operation Committee	International
4	BMELV	Federal Ministry of Food, Agriculture and Consumer Protection	Germany
5	BLE	Federal Office for Agriculture and Food	Germany
6	MMM	Ministry of Agriculture and Forestry	Finland
7	FORMAS	The Swedish Research Council for Environment, Agricultural Sciences and Spatial Planning	Sweden
8	INIA	National Institute for Agricultural and Food Research and Technology	Spain
9	ECOFOR	Ecofor	France
10	RCN	The Research Council of Norway	Norway
11	IBL	Forest Research Institute	Poland
12	MIPAAF	Ministry of Agricultural Food and Forestry Policies	Italy
13	MIZS	Ministry of Education, Science, and Sport	Slovenia
14	MAE	Slovenian Ministry of Agriculture and the Environment	Slovenia
15	FOEN	Federal Office for the Environment of Switzerland	Switzerland
16	DUTH	Democritus University of Thrace	Greece
17	YPEKA	Hellenic Ministry of Environment, Energy and Climate Change	Greece
18	DAFM	Department of Agriculture, Food and the Marine	Ireland
19	MERL	Ministry of Environment of Lithuania	Lithuania
20	LAAFS	Latvian Academy of Agriculture and Forestry Science	Latvia
21	MPRV SR	Ministry of Agriculture and Rural Development	Slovakia
22	FCRA	Forestry Commission Research Agency	UK
23	UKIM	University "Sv. Kiril i Metodij"- Skopje, Faculty of Forestry	f.Y.R.of Macedonia

Appendix 2: Table of Sumforest observers

Nr	Short Name	Participant organisation name	Country
1		University of Sarajevo, Faculty of Forestry	Bosnia Herzegovina
2	WU-FEM	Wageningen University, Forest Ecology and Forest Management group	The Netherlands
3	TI	Johann Heinrich von Thünen Institute; Federal Research Institute for Rural Areas, Forestry and Fisheries	Germany
4	WSL	Swiss Federal Institute for Forest, Snow and Landscape Research	Switzerland
5	FWO	Research Foundation – Flanders	Belgium
	International observers		
6		St. Petersburg State Forest Technical University	Russia
7		Volga State University of Technology	Russia
8		Moscow State Forest University	Russia
9		Voronezh State Forest Technical Academy	Russia
10		Northern Research Institute of Forestry (Arkhangelsk)	Russia

Appendix 3: Table of groups and means for dissemination and spreading excellence

Group	Means for dissemination and spreading excellence
National and regional stakeholders	<ul style="list-style-type: none"> • Exchange of information and communication through participating national and regional funding and managing bodies • SUMFOREST website and newsletters • Research projects' websites and dissemination strategies • Publications and brochures • Participation in SUMFOREST meetings, workshops and conferences
Transnational and international stakeholders	<ul style="list-style-type: none"> • Plans of action for their involvement (communication plan) • Exchange of information through the coordinator, WP leaders, partners and the Stakeholder Advisory committee • SUMFOREST website, newsletters and events • Research projects' websites and dissemination strategies • Publications and brochures • Participation in SUMFOREST meetings, workshops • Participation in each others' conferences
Other ERA-NETs and related initiatives (COST, JPIs, FP 7 projects,...)	<ul style="list-style-type: none"> • Exchange of information through the coordinator • Participation in each others' meetings • Using the dissemination channels of the KBBE Platform and NETWATCH platform • SUMFOREST website, newsletters and events • Exchange on tools and best practices in various components of transnational joint activities and funding of research
Policy and decision makers	<ul style="list-style-type: none"> • SUMFOREST partners coming from ministries will update their policy departments • Together with ThinkForest briefings at the European Parliament will be organised • The Standing Forestry Committee will be regularly updated about the results of the project • Strong relationships to the SWG on Forestry of SCAR will guarantee the information flow towards SCAR and DG Research and Innovation
Other end-users (industry, associations, NGOs,...)	<ul style="list-style-type: none"> • SUMFOREST website, newsletters and events • Exchange of information through the coordinator, WP leaders, partners and the Stakeholder Advisory committee • SUMFOREST website, newsletters and events • Research projects' websites and dissemination strategies • Publications and brochures • Participation in SUMFOREST meetings, workshops • Participation in each others' conferences
General public	<ul style="list-style-type: none"> • SUMFOREST website, newsletters and events • Communication through national funding bodies • Research projects' websites and dissemination strategies • Publications and brochures