

ALTERNATIVE MODELS AND ROBUST DECISION-MAKING FOR FUTURE FOREST MANAGEMENT

WP5 Communication and Dissemination

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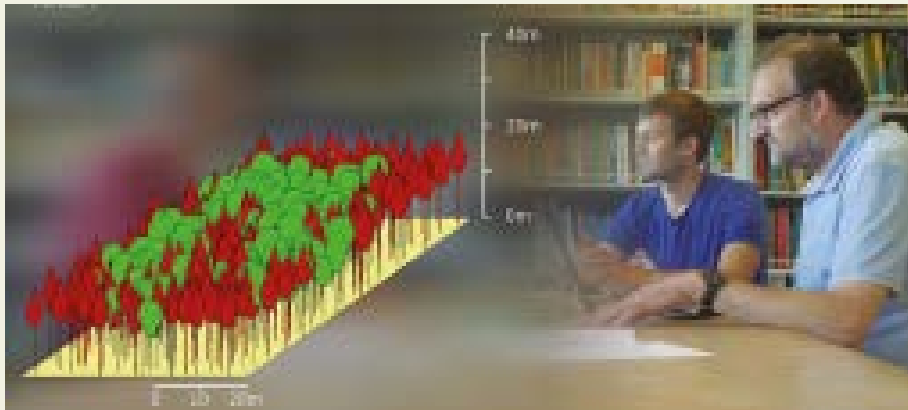
14/06/2018



Deliverables and Milestones in WP5

- D5.1 Project Flyer ✓
- D5.2-10 Project Newsletter no.1-4 ✓
Project newsletter no.5 – September 2018
- D5.11 Project Rollup ✓
- D5.12-13 Policy Brief no.1 - September 2018
- D.5.14-17 Individualised communication materials no.1 ✓
no.2 – October 2018
- D5.18 Conference proceedings (final conference)
- D5.19 Internal evaluation report (comm. and diss.)
- MS21 Strategic plan for communication measures ✓
- MS22 1st update of the dissemination plan ✓
- MS27 Project website ✓
Project diary
- MS28 European (final) conference

ALTERFOR Films 1-3 (2017)



THE THIRD ALTERFOR FILM
"MODELLING - PART II:
SIMULATION" IS AVAILABLE
ONLINE.



This film shows how chances and risks of alternative silvicultural concepts are calculated and visualized using SILVA, a forest growth simulator. SILVA was developed at the Chair of Forest Yield Science of Technical University of Munich.



Video: dokujakopfe GbR.



THE SECOND ALTERFOR FILM
"MODELLING - PART I:
RESEARCH PLOT" IS
AVAILABLE ONLINE

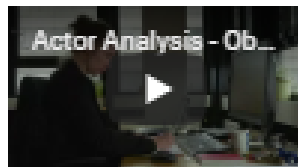
ALTERFOR researchers Dr. Peter Eiber (Case Study Coordinator Germany), Werner Pöschennieder (Forest Ecosystem Modeller) and Fabian Schweiger (Silvicultural Scenario Analyst), all working at the Technical University of Munich, demonstrate measurements on the research plot "Prelating 813" (Bavaria, Germany) with spruce and beech (the main tree species in this area).



Video: dokujakopfe GbR.



THE FIRST ALTERFOR FILM
"ACTOR ANALYSIS -
OBSERVATIONS" IS NOW
AVAILABLE ONLINE.



Video: dokujakopfe GbR.



ALTERFOR Films on Project Diary

Film 1: „ACTOR ANALYSIS – OBSERVATIONS“

Film 2: „MODELLING – PART I: RESEARCH PLOT“

Film 3: „MODELLING - PART II: SIMULATION“

<https://www.alterfor-project.eu/project-diary.html>

Communication and dissemination at the case study level 1.

Information Materials:

- Project newsletter & newsletter of the own organization
- Project Leaflet (in the national language)
- Power Point presentation
- Individual materials produced for the stakeholder WS
- Rollup (in the national language)

Personal conversation!

Communication and dissemination at the case study level 2.

Communication Channels:

- Professional magazines
- Social media
- Personalized e-mails & round-emails
- Television
- Online news platform (subject-specific)
- Websites of the non-academic partners
- Local newspapers

Communication and dissemination at the case study level 3.



Additional materials:

- “I think the videos are nice, so more of those!”
- “Some quick overview of results where different countries are compared would be nice”
- Flyers at the end of the project with a synthesis of project findings (stand and landscape level FMMs and the process and tools) needed to assess their contribution to the provision of ES

EIP-AGRI Common format for interactive innovation projects

Q: What would be the primary topic(s), if your case study team prepares a compact fact sheet concerning your case study area?

Which results are particularly important for different stakeholder groups and end-users? = “product promises” in ALTERFOR

Background

The “interactive innovation approach” under the European Innovation Partnership Agricultural Productivity and Sustainability (EIP-AGRI) fosters the development of demand-driven innovation, turning creative new ideas into practical applications thanks to interactions between partners and the sharing of knowledge.

 **EIP Common Format – published on the EIP-AGRI website**

EIP-AGRI Common format for interactive innovation projects



The EIP common format: a set of basic elements characterising the project and "**practice abstracts**".

Main Objectives

- to intensify **efficient knowledge exchange**, and
- to disseminate the results of the project **in a concise and easy understandable way to practitioners.**

Important Aspects

- point out entrepreneurial elements, which are **particularly relevant for practitioners** (e.g. related to cost, productivity etc),
- avoid research oriented aspects which **do not help the understanding of the practice** itself.

ALTERFOR has to provide an EIP common format!

Swedish Proposal

Short summaries of the results from the simulations with aFMMs (presented at the stakeholder WS)

More specifically:

- one fact sheet with results from simulations with **aFMMs that aims to increase the nature values by promoting broadleaves** (the results presented at the first workshop), and
- one fact sheet with results from simulations with **aFMMs to increase wood production** (the results that will be presented at our second stakeholder workshop with Södra).

Ideas from Portugal



- Listing of stand-level FMMs that were considered most relevant for the provision of ecosystem services in the CSA (forest owners and forest managers)
- Investment needed for the implementation of stand-level FMM (forest owners, forest managers and policy makers)
- **Demonstration of the potential of joint management plans** to increase the efficiency and the effectiveness of the provision of ecosystem services, namely to design landscapes more resistant to wildfires and more biodiverse (forest owners, forest managers, nature conservation organizations, policy makers)

Fact sheets

Huge differences between countries and case study areas

 INDIVIDUAL FACT SHEETS

- Example for content & template provided
- Due 4 weeks after the stakeholder WS
- In the national language and in English
- ALTERFOR EIP Common Format submitted by the end 2018
- Update of the fact sheet at the end of the project