



Deliverable Number D8.021

# Dissemination strategy and materials I

WP 8 – Openness with other activities, dissemination and exploitation of results

Task 8.1 - Dissemination planning and publications of results

Revision: Final 1.0

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Dissemination level	PU (Public)
Contributor(s)	GRAPHITECH, CNR, BOKU
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Due date	30-06-14
Submission Date	30-09-14





## REVISION HISTORY AND STATEMENT OF ORIGINALITY

### Revision History

Revision	Date	Author	Organisation	Description
Review	15.07.2014	Daniele Magliocchetti	GRAPHITECH	General review of the document
Review	15.10.2014	Irene Facchin	GRAPHITECH	General review of the document

### Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.





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## Acronyms

<b>CA</b>	Consortium Agreement
<b>DM</b>	Data Manager
<b>GA</b>	Grant Agreement
<b>GA</b>	General Assembly
<b>OM</b>	Operational Manager
<b>PC</b>	Project Coordinator
<b>QRM</b>	Quality and Risk Manager
<b>SB</b>	Stakeholders Board
<b>TB</b>	Technical Board
<b>TL</b>	Task Leader
<b>WPL</b>	Work Package Leader



## 1 Executive Summary

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Dissemination is a crucial factor for each research project in order to ensure that the project and its results are visible across Europe and beyond. The communication of project activities and results towards identified stakeholders will be carried out through relevant channels. The major goal of all dissemination activities is the creation of added value within the targeted communities at the European level and, with this, to strengthen the European industry.

Dissemination activities are planned in this document to ensure the visibility and awareness of the project and to support the widest adoption of SLOPE results in research and industry.

The objective is to guarantee the dissemination of the project results to the scientific and industrial community, publishing papers in prestigious scientific and technical journals, etc.

The proposed plan can be summarized according to the following:

**Key Objective:** To allow maximum awareness and visibility of the SLOPE results, the project follows a multi-channel dissemination strategy.

**Strategy:** This document provides the consortium partners with the tools to carry out the communication and dissemination activities necessary to achieve the objectives of the plan. A broad range of online and non-electronic dissemination and communication channels are proposed to ensure maximum distribution of the objectives and results of SLOPE project.

**Expected Results:** in order to achieve the widest dissemination of the technical results of the project within the membership of the consortium, the scientific community and, more important, within the European forestry and agricultural sector.



Finally, all consortium partners are committed to support the dissemination of project results, be it on a more scientific or a more industrial level.





## 2 Introduction

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### 2.1 Purpose of this document

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This document of Communication and Dissemination Strategy outlines in detail which target groups the SLOPE project intends to reach by means of which project communication tools and through which dissemination channels at the European, national, and local level.

Moreover, it further identifies key milestones throughout the project, at which outreach activities would be particularly beneficial, and it will list possible external networking opportunities and networks for the project to link up with.

Specifically, the main objectives of this plan are:

- To build consensus and raise awareness around the achievement of the whole project.
- To help in achieving critical mass of players well aware of SLOPE project activities.
- To support the widest adoption of SLOPE results in research and industry.

### 2.2 Document structure

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Apart from the Executive Summary and the Introduction, the current document is comprised of the following main chapters: Dissemination & Communication Strategy, Communication Channels & Tools, and the Methodology.





## 2.3 Disclaimer

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The use of any knowledge, information or data contained in this document shall be at the user's sole risk. Neither the SLOPE Consortium nor any of its members, their officers, employees or agents shall not in any way be liable or responsible for the use of any such knowledge, information or data, or of the consequences thereof.





## 3 Dissemination Strategic Framework

### 3.1 Target Groups

This Dissemination Plan describes the range of actions that make project knowledge available to all the audience directly or indirectly involved in the project, and intend to provide a procedure to coordinate communication and dissemination activities.

SLOPE aims at developing a solution usable by wood supply chain operators, starting from **forest owner** to the **final customer of wood material**. **Decision makers** and **logger operators** are therefore **key stakeholders** and the **target users of SLOPE**.

Other dissemination and exploitation stakeholders include: **public authorities** (in many cases owner of forest resources), **ICT and logistic companies**, **survey and equipment manufacturers**, **building owners**, **sawmills**, **environmental agencies planners**, as well as the **scientific community (e.g. universities, research centres)**, to increase the technical knowledge needed to support the activities of SLOPE and the planned developments.





## 3.2 Dissemination objectives

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The main objectives of the SLOPE project are summarized as follows:

- To create a general-public & end-user awareness of technologies developed through SLOPE.
- To publish and demonstrate the project results in scientific communities in related disciplines.
- To foster the visibility of SLOPE achievements at industrial events.
- To create awareness among policy makers about the challenges identified by SLOPE and the achievements brought by the project in order to improve European mountain areas sustainable development policy.

## 3.3 Main messages

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The main messages that can be oriented to all the identified target of the SLOPE project can be the next ones:

- **SLOPE considers all wood supply chain stakeholders.**  
Support for the message: Aspects of efficient production, sustainability, land use, quality, safety, and marketability of bio-energy, biomaterials, and lumber products are well represented in the project, and the consortium is aware of new developments throughout the project.
- **SLOPE improves productivity including optimized resource efficiency.**  
Support for the message: SLOPE project will significantly improve planning and organization of forestry works in mountainous areas, especially when operating cable cranes.
- **SLOPE improves sustainability including minimising soil damage and improving soil health, maximizing resource protection.**



Support for the message: Application of the cable crane allows the use of a minor transport network, which ensures minimal damage to the environment (soil, water, fauna, and flora) and to the natural beauty of mountainous landscapes. The technology supported planning of felling and hauling also contributes to the protection of the soil and remaining trees. The restriction of some limited damage to the borders of the hauling roads will save space for healthy growth and high-class timber production. The use of biomasses originating from the mountain areas might significantly contribute to the share of bio-fuels in the total energy consumption in Europe and worldwide.

- **SLOPE Increases quality, safety and marketability of bio-energy, biomaterials and lumber products.**

Support for the message: The improvement to the proposed sensing and HMI technologies will lead to improved working safety of personnel operating the harvesting machines. The development of automatic systems for sorting/grading logs into standardized and objective quality classes will enhance production for optimal end-use. The traceability proposed would lead to new market opportunities by ensuring control, and consequently promoting the creation of products from mountain trees.

- **SLOPE supposes a world-leading INNOVATION for the European forestry machinery industry.**

Support for the message: SLOPE will develop an innovative tool for continuous and real-time assessment of resource characteristics. Moreover, through proper data post-processing and data mining, it will become possible to foresee the future maintenance activities and to optimize forest use. A more efficient exploration of the mountain forest resources might lead to an increase in the competitiveness of these products. The development of potentiated cable crane/processor could provide a more efficient technology for mountain forests at a global level, helping to create a strong EU-driven leadership in the field.



- **SLOPE contributes to boost European rural areas.**  
Support for the message: SLOPE proposes an integration of existing and novel technologies into one complete system dedicated to a traditionally underdeveloped part of the European territory: the mountains.  
The application of the proposed solutions may improve the quality of life in such regions by providing technologies ensuring more economical and sustainable utilisation of natural resources in mountain areas.
- **SLOPE project provides innovations and decision support to forest managers.**  
Support for the message: the tools provided by SLOPE will facilitate timber pre-selling procedures, which simplify commercial agreements and purchase, securing both the forest owner and the timber user.
- **SLOPE project provides decision support for policy makers.**  
Support for the message: the project intends to support policy makers in developing and implementing future policies on mountain regions in general and multifunctional mountain forestry in particular.

### 3.4 Responsibilities

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The successful implementation of the dissemination plan requires the active involvement of every project partner and not only the dissemination leader. Dissemination tasks should be considered as core parts of the project.

**The dissemination leader is responsible for:**

- 1 Taking over the coordination of all dissemination activities.



- 2 Periodically reviewing and updating the dissemination plan and informing every partner and third party about modifications.
- 3 Managing the common dissemination tools (e.g. website, Social media networks).
- 4 Asking for information when required to carry out general communication activities (website content, for instance).
- 5 Carrying out the dissemination activities in its own region, just like every other partner in the project

**Every project partner is responsible for:**

- 1 Proposing new dissemination activities and/or tools to improve the dissemination plan.
- 2 Carrying out the general dissemination activities in its country.
- 3 Informing the Dissemination Leader about its national dissemination activities.
- 4 Informing the Dissemination Leader about relevant events related to the project objective, even when outside the project, to be published on the web page, social media, etc.
- 5 Attending project events.
- 6 Attending some relevant events outside the project, informing the project partners about the main conclusions and outcomes.
- 7 Providing the Dissemination Leader with the required information (when the Dissemination Leader asks for it).
- 8 Being a member of the Social media networks, actively participating if possible.



- 9** Using the correct dissemination tools and the proper dissemination channels.
  
- 10** Meeting the deadlines and procedures.



### 3.5 Official EC dissemination rules

All SLOPE dissemination elements and activities should follow the dissemination rules established by the EC.

In this way, all dissemination activities and publications in the project should specify that the project has received Community research funding and display the European emblem. When displayed in association with a logo, the European emblem will be given appropriate prominence. All publications shall include the following statement:



*“This project has received funding from the European Union’s Seventh Framework Programme for research, technological development and demonstration under grant agreement no 604129”.*

Please, notice that the FP7 logo has been discontinued from 1 January 2014. In accordance with the Commission's guidelines on visual identity, all EU programmes must be identified exclusively by the EU emblem and the mention of the programme name (as detailed above).



New EC regulations regarding dissemination issues will be incorporated when published.



## 4 Dissemination Channels & Tools

### 4.1 Corporate Identity & Presentations

#### 4.1.1 Slope Logo

A SLOPE logo has been created for the project. It is the project's emblem and tries to visually represent the main subject of the project.



#### 4.1.2 Slope slogan

Some different slogans have been created with dissemination purposes of the SLOPE project. They can be included in the dissemination materials, depending of the type of audience to which every action is oriented:

- Innovation for Sustainable Forest production in European Mountain Areas
- Boosting sustainable European forest production
- Fostering European rural areas

#### 4.1.3 Project templates

A “corporate design” has been defined and must be implemented in all media and material used to disseminate the project's results and activities. The main core of this “corporate design” is a set of templates, not only for public or external documents but also for internal ones.

New templates will be created during the project as needed.

#### 4.1.4 Project presentations

Communications, wherever possible, should use the PowerPoint presentation template, which will be made available from the project





website ([www.slopeproject.eu](http://www.slopeproject.eu)) within the private section and within the following folder: SLOPE>Templates>Presentations.

#### 4.1.5 Brochure / Flyer

SLOPE project will produce a flyer, which will be also available in electronic format from our website in order to reach the maximum audience.

The project brochure or flyer should follow the corporate design. As a dissemination tool, it should be at least written in English, but local versions could be published as needed.

Every partner must take care of translation and printing of dissemination material in local languages.

The basic project brochure should have the following information:

- 1 Acronym, name, and website of the project.
- 2 Logo and slogan of the project.
- 3 Description and logo of the consortium partners and participating third parties.
- 4 Executive summary of the project.
- 5 Strategic and operational objectives.
- 6 Contact information.

#### 4.1.6 Newsletters

A **six-monthly** newsletter will provide brief information on the project status and progress and will be available for download from the website.

It will be released to all targeted publics, and the possibility to subscribe to this service will be also made available from the website.

#### 4.1.7 Poster

The design of project posters is another important instrument for marketing purposes and therefore it must follow the “corporate design” pattern (logo, images, colours, fonts). SLOPE poster will be used at

exhibitions and public meetings. It will be available from our website. A project poster should be a large mobile picture to be rolled out and stood up. Its purpose is to capture attention and advertise the project. Its basic content must be:

- 1 Acronym and name of the project.
- 2 Logo and slogan of the project.
- 3 Logos of the consortium partners and participating third parties.

During the project, new posters may be designed for specific events or purposes.

## 4.2 Online channel

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### 4.2.1 Project Website

The project website of SLOPE is available at the following address:  
[www.slopeproject.eu](http://www.slopeproject.eu).

An information repository will be set up from the very start of the project for the community to collect and retrieve information via Web access and for the partners to maintain the history and the configuration management of SLOPE.

In **Deliverable D8.01 Project website** the primary website specification is described in detail. In actual case, changes may apply.

### 4.2.2 External Websites

Each partner must create a SLOPE section or project profile in its corporate website. Basic information on the project should be available, such as the following static information:

- 1 Summary of the project.
- 2 Partners, third parties, and in-house consultants involved in the project.

- 3 Main objectives.
- 4 Regional contact information.
- 5 A link to the official website of the SLOPE project.
- 6 The references of EU funding programme mentioned in previous paragraphs.

The dissemination leader will provide a basic text containing this information, so that displayed information in every region is the same, even if written in different languages.

These external websites are very helpful in increasing the visibility of the project website.

#### 4.2.3 Social Networks Strategy (LinkedIn, Twitter, Fb, YouTube)

SLOPE will leverage on web 2.0 social networks to virally advertise the project outcomes and to demonstrate SLOPE potential to the wide public.

Some different profiles have been created in the following social media channels:

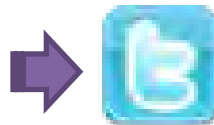
[http://www.slideshare.net/Slope\\_Project](http://www.slideshare.net/Slope_Project)



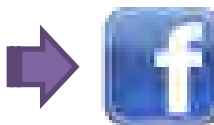
<http://www.linkedin.com/groups/SLOPE-Project-7450879>



<http://twitter.com/SLOPEProject>



<https://www.facebook.com/pages/SLOPE-project/351131505025437?fref=ts>



<https://www.youtube.com/channel/UCXrOkeDXU4iugg7jlqlz7Jw>



## 4.3 Mass Media

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### 4.3.1 Press Releases

Press releases are intended to communicate the project's progress or to announce important achievements. All project members are expected to contribute to the dissemination of project results through appropriate press releases in their respective countries throughout the duration of the project.

At least 3 different press releases will be distributed during the project's lifetime:

- At the beginning of the project.
- Mid-term Press Release with advances of the WP.
- Final press release: Final results of the SLOPE project.

When such a press release is published, an electronic copy must be sent to the dissemination leader, in order to upload it on the website. In addition, the partner in charge should give some details, i.e.:

- 1 Source: Publication name and format (webpage, newspaper, magazine, etc.).
- 2 Publication date.
- 3 Target audience.
- 4 Short description in English.

### 4.3.2 Magazine Articles

The SLOPE partners are advised to edit articles for publication in expert magazines on a national and European level, in order to disseminate the project information to the general public. For each participating region, newspaper supplements about SLOPE project should be prepared and their distribution organised.

When such a publication is made, an electronic copy will be sent to the dissemination leader, in order to upload it on the web site. In addition, the partner in charge should give some details:

- 1 Source: Publication name and format (webpage, newspaper, magazine, etc.).
- 2 Publication date.
- 3 Target audience.
- 4 Short description in English.

Some examples of this type of media are: The Parliament Magazine, European Voice, Euro politics, Geoconnexion, GeoInformatics, European Forum Innovation, Biomass Canada, Canadian Biomass Magazine, Biomass Power & Thermal, Canadian Forest Industries, Bioenergy International, etc.

#### 4.3.3 *Mass Media*

It is very important to use the mass media channels, as they have the capacity of communicate our main key messages to the project's audience. Herewith, some targeted general and business media are included, divided by country:

**ITALY:** Corriere della Sera, Il Messagero, In Rome Now, it-biz - The Italian Business, Italia-Online.co.uk, Italy Magazine, Rai, Roman Forum, etc..

**GERMANY.** Die Welt, Die Tageszeitung, Berliner Morgenpost, Der Tagesspiegel, Badische Neueste Nachrichten, etc.

**FRANCE:** Le Monde, Le Figaro, Libération, France Soir, etc.

**POLAND:** Gazeta Wyborcza, Dziennik Polska-Europa-Swiat, Rzeczpospolita, Super Express, Gazeta Prawna, etc.

**SWITZERLAND:** Neue Zürcher Zeitung, Blick, Tages-Anzeiger, 20 Minuten, Cash, etc.



**AUSTRIA:** Der Standard, Die Presse, Wiener Zeitung, Kurier, Neue Kronen Zeitung, Österreich, etc.

**NETHERLANDS:** De Telegraaf, De Volkskrant, Trouw, Het Financieele Dagblad, Het Parool, etc.

**UNITED KINGDOM:** The Guardian, The Daily Mail, The Daily Telegraph, The Independent, Financial Times, The Sun, Daily Mirror, etc.

**BELGIUM:** Le Soir, La Libre Belgique, De Morgen, La Dernière Heure, New Europe, La Capitale, Aqui Europa, etc.

**SPAIN:** Agencia EFE, Agencia Europa Press, Las Provincias, Levante, Mediterráneo, La Verdad, La Razón, El País, ABC, Público, Canal 9, ADN, Gaceta de los Negocios, Expansión, Economía 3, Empresa Exterior, etc.

**EUROPE:** Euronews – FUTURIS PROGRAMME -, Europe today, New Europe, etc., as well as some official publications such as CORDIS NEWS, CORDIS Wire, and Research.eu magazine.



## 4.4 Scientific Media

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### 4.4.1 Scientific Articles

Scientific publications in selected journals and targeted publications at highly visible and relevant industrial and research conferences are envisaged (see listing below):

European Journal of Forest Research, Silva Fennica, Scandinavian Journal of Forest Research, Canadian Journal of Forest Research, Forest Ecology and Management, Annals of Forest Science, International Forestry Review, Wood Science & Technology, Bioresource technology, Biomass and Bioenergy, Bioenergy, Energy & Environmental Science, Vibrational Spectroscopy, International Journal of Logistics, International Transport Journal, Journal of Computer Integrated Manufacturing, Croatian Journal of Forest Engineering, International Journal of Forest Engineering.

**Academic communication** – All SLOPE technologies, including the ones covered by IPR, will be available for free to European and International educational and no-profit research institutions. The tools and models provided on the portal will be supported by a set of educational materials, which will also form the basis for the organization of tutorials related to SLOPE technologies.

## 4.5 Interactive and physical channels

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For both the scientific and the industrial dissemination, the consortium plans to attend relevant conferences, summits and impacting journals. There are several research communities that will be impacted by the results of SLOPE.

#### *4.5.1 Workshops & Final Conference*

BOKU will organize four technical workshops targeted on industry, including SME, from the forestry and agricultural sector. These one-day seminars will take place during the execution of the project, once we have consolidated relevant results to be disseminated.

Experts from all partners involved in the project will participate. BOKU will be in charge of managing and organizing the workshops: select potential stakeholders, make the invitations, set up the program, communicate using the most appropriate channels, and rest of the required activities of organization, secretariat, and logistics.

Furthermore, a large-scale conference will be organized by CNR as final event of the project. Keynote speakers, technical presentations, as well as exchange of experiences will be the basis for structuring the conference. The expected audience will be of around 150 representatives.

#### *4.5.2 External conferences and workshops*

Participating in conferences, seminars, and workshops outside the project is intended to communicate the project's results, raise interest in the project's objectives and widen the potential groups of stakeholders interested in the project.

Each partner (including third parties) should inform the project coordinator about the attendance, participation or organization of other events at least one month in advance. The main information on these events should also be reported using the project templates and the procedure should be the same as that described above (for project events).

SLOPE partners must also inform the dissemination leader about strategic or interesting events taking place during the project lifetime. In this way an agenda of events outside the SLOPE project will be displayed on the project's website.





The upcoming events attended by partners in which there will be possibility to disseminate SLOPE project are shown in the following table:

NAME	TYPE	PLACE	STARTING DATE	DURATION	GRAPHITEC	MHG SYSTEMS	BOKU	FLYBY	GREIFENBERG
<b>Aebiom Bioenergy Conference</b>	Conference	Brussels, Belgium	12/05/2014	12-14/5/2014		X			
<b>SENTINEL-2 for Science Workshop</b>	Conference	Frascati (Rome) Italy	20/05/2014	20-22/05/2014				X	
<b>OSCAR 2014</b>	Conference	Uppsala, Sweden	25/06/2014	25-27/06/2014			X		
<b>EUROMICRO DSD/SEAA 2014</b>	Conference	Verona, Italy	27/08/2014	27-29/08/2014	X				
<b>REbuild 2014</b>	Conference	Riva del Garda, Italy	25/09/2014	25-26/09/2014	X				
<b>IUFRO</b>	Conference	Salt Lake City (Utah), EEUU	05/10/2014	5-11/10/2014			X		
<b>Small Log Conference, Forest Business Network</b>	Conference	Coeur d'Alene, Idaho, USA	24/03/2015	24-26/3/2015		X			
<b>COFE 2014</b>	Symposium	Moline, Illinois, USA	22/06/2014	22-25/06/2014			X		
<b>FORMEC 2014</b>	Symposium	Gerardmer, Francia	23/09/2014	23-26/9/2014			X		
<b>FORMEC 2015</b>	Symposium	Linz, Austria	04/10/2015	4-8/10/2015			X		
<b>FORMEC 2015</b>	Symposium	Poland	-	-			X		
<b>Forest and Sustainable Development</b>	Symposium	Brasov, Romania	24/10/2015	24-25/10/2015			X		





### 4.5.3 Trade Fairs and Demos

The upcoming events attended by partners in which there will be possibility to disseminate SLOPE project are shown in the following table:

NAME	TYPE	PLACE	STARTING DATE	DURATION	CWL COASTWAY	MHG SYSTEMS	BOKU	FLYBY	GREIFEN- BERG
<b>SAM</b>	Trade Fair	Grenoble, France	23/04/2014	23- 24/4/2014					X
<b>Worldbioenergy 2014</b>	Trade Fair	Jönköping, Sweden	03/05/2014	3-5/6/2014		X			
<b>GEO Bussines Show</b>	Trade Fair	London, England	28/05/2014	28- 29/5/2014	X				
<b>Boster nord- est</b>	Trade Fair	Piana del Cansiglio, Italy	06/06/2014	6-8/6/2014					X
<b>Euroforest</b>	Trade Fair	Saint Bonnet de Joux, France	19/06/2014	19- 21/6/2014					X
<b>Interforst</b>	Trade Fair	Munich, Alemania	16/07/2014	16- 20/7/2014			X		X
<b>FinnMETKO</b>	Trade Fair	Jämsä, Finlandia	28/08/2014	28- 30/8/2014		X			
<b>Internationale Holzmesse</b>	Trade Fair	Klagenfurt, Austria	04/09/2014	4-7/9/2014			X		
<b>Metsä</b>	Trade Fair	Helsinki, Finlandia	07/09/2014	07/09/2014		X			
<b>Boster nord- ovest</b>	Trade Fair	Alta Val Susa, Italy	26/09/2014	26- 28/9/2014					X
<b>EIMA</b>	Trade Fair	Bolonia, Italia	12/11/2014	12- 16/11/2014					X
<b>Interalpin</b>	Trade Fair	Innsbruck, Austria	15/04/2015	15- 17/4/2015					X
<b>GEO Bussines Show</b>	Trade Fair	London, England	27/05/2015	27- 28/5/2015	X				
<b>Asturforesta</b>	Trade Fair	Tineo (Asturias), España	01/06/2015	JUNE 2015					X
<b>Forlener</b>	Trade Fair	Caresanablot, Italy	01/09/2015	sep-15					X
<b>Austrofoma</b>	Trade Fair	Hochficht, Austria	06/10/2015	6-8/10/2015			X		
<b>Expocorma 2015</b>	Trade Fair	Concepción, Chile	18/11/2015	18- 20/11/2015					
<b>Agri Verona</b>	Trade Fair	Verona, Italy	01/02/2016	feb-16					X
<b>SAM</b>	Trade Fair	Grenoble, France	23/04/2016	23- 24/4/2016					



#### 4.5.4 *Contacts with other related projects and initiatives*

Close and frequent consultation with relevant regulatory bodies as well as relevant public and private interest groups within the EU will be carried out.

Extensive links with relevant target partners are:

- **European and national agencies:** ISPRA, ESA.
- **EU competitiveness clusters & RTD centres:** JRC, VTT, Fraunhofer, FBK, ENEA.
- **Forestry and bio-resources research centres:** FEM (Italy), NISK (Norway), METLA (Finland), KWF (Germany), UEF, Skogforsk (Sweden), Skog og landskap (Sweden), FCBA (France), CRC (Australia), SILAVA (Latvia), Latvia State Forest Research Institute (Latvia), IUFRO, EFI (Europe), Forest Research Institute Sofia (Bulgaria), FPInnovations (Canada), Croatian Forest Research Institute, CTFC (Spain).
- **Forest related companies and agencies:** KWF (Germany), Metsähallitus (Finland), Poland State Forest Grower, IFN (France), Hancock Resources (US), Greenwood Resources (US), ForestrySA (Australia), Hrvatske Šume (Croatia), Metsäteho Oy (Finland), BTG Biomass Technology Group (Netherlands), Scion Research (New Zealand).
- **Public authorities:** Scotland Forestry Commission, Autonomous Province of Trento, South Tyrol, Tuscany Region, Piedmont Region, Lombardy Region, Friuli-Venezia Giulia Region, Veneto Region, Austrian Ministry of Life, Austrian State Forests, Forest of Baden-Wuttemberg, State Forests of South Australia.
- **Standardisation and certification bodies:** CEN, PEFC, Tapio, Metsäteho, Skogforsk.



- **Bioenergy Associations:** WBA, AEBIOM, WADE Canada, Finbio, Bioenergy Finland.
- **Universities:** Canterbury, Zagreb, Swiss Federal Institute of Technology (ETH) Zurich, University of Freiburg, TU Dresden, TU München, Mendel University of Agriculture and Forestry, Agriculture University of Cracow, Universidade Federal de Santa Maria, Norwegian University of Life Sciences, Brasov, University of the Sunshine Coast, Université Laval, Czech University of Life Sciences Prague, University of Copenhagen, Estonian University of Life Sciences, University of Helsinki, Lappeenranta University of Technology, University of Eastern Finland, Aristotle University of Thessaloniki, Democritus University of Thrace, University of West Hungary, Waterford Institute of Technology, University College Dublin, University of Turin, Università di Firenze, Università di Padova, Nagoya University, Shimane University, Utsunomiya University, University of Tokyo, Poznan University of Life Sciences, Warsaw University of Life Sciences, Moscow State Forest University, University of Belgrade, Technical University in Zvolen, University of Ljubljana, Stellenbosch University, Universidad Politécnica de Madrid, Swedish University of Agricultural Sciences, Karadeniz Technical University, Istanbul University, Süleyman Demirel University, Ukrainian National Forestry University, University of the Highlands and Islands, Auburn University School of Forestry and Wildlife Sciences, University of Washington.

Other projects that could be contacted for this purpose:

	GRAPHITEC	CNR-IVALSA	CWL COASTWAY	MHG SYSTEMS	BOKU	FLYBY	GREIFENBERG	TREEMETRICS	ITENE
FP7 KBBE “Innovative and effective technology and logistics for forest residual biomass supply in the EU” ( <a href="http://www.infres.eu">www.infres.eu</a> )		X			X				
FP7 KBBE “Advanced multifunctional forest management in European mountain ranges” ( <a href="http://www.arange-project.eu">http://www.arange-project.eu</a> )					X				





FP7 INFRA-2011-1.1.13 “Designing Trees for the future” ( <a href="http://www.trees4future.eu/">http://www.trees4future.eu/</a> )	X	X
FP7 STREP i-Tour “intelligent Transport system for Optimized Urban trips” (as tech. manager)	X	
ICT-PSP BRISEIDE “BRIDging SErvices, Information and Data for Europe”, ( <a href="http://www.briseide.eu">www.briseide.eu</a> )	X	
ICT-PSP i-SCOPE “interoperable Smart City services through an Open Platform for urban Ecosystems”, ( <a href="http://www.iscopeproject.net">www.iscopeproject.net</a> ).	X	
ICT-PSP SUNSHINE “Smart Urban services for Higher energy efficiency”	X	
NATO Science for Peace GEPSUS “Geographical Information Processing for Environmental Pollutionrelated Security within Urban Scale environments”.	X	
BISYPLAN - The Bioenergy System Planners Handbook, part of the - BIOENAREA/INTEREG	X	
BiQUEEN – Quality Biomass for Efficient Energy production;	X	
NNE5-2000-0395 “Forest Energy – A solution for the Future Power Needs”;	X	
LdV WESST “Wood Energy Supply System Training”;	X	
QLRT-2000-0645 “Storm damaged forests: efficient and safe harvesting and log conservation methods”;	X	
QLRT 99 – 0991 “Development of a protocol for ecoefficient wood harvesting on sensitive sites”;	X	
AIR2-CT94-1102 “Harvesting, drying and storage of energy biomass from SRF”;	X	
AIR2-CT94-0905 “Improvement of coppice forests in the Mediterranean region”	X	
LIFE94/F/A151/EU/00713 “Mountain forests: techniques	X	





for long-term multi-functional management";			
Gatto delle funi (tracked automotive carriage) in collaboration with UNACOMA			X
Freeman 1800 (programmable forestry winch), computer-controlled machine with drive and motor PID controlling device			X
HT 30 (carriage with cable ejection system) in collaboration with Autonomous Province of Trento			X
LEW (electronic winch) for the management of take-off ramps on ski jumping hills			X
TG 860 (carriage cableway) first load-identification machine with transport autonomous management			X
TECNO totally autonomous remote-controlled self-propelled motor carriage			X
Flexwood (EU FP7)	X		X
IRIS ( ERA-NET)			X
BESTFACT: Best Practice Factory for Freight Transport,			X
CO3: Collaboration Concept for Comodality (FP7 Transport),			X
MODULUSHCA: Modular Logistics Units in Shared Comodal Networks,			X
WINN: European Platform Driving KNOWledge to INNovations in Freight Logistics.			X
FP1301: Innovative management and multifunctional utilization of traditional coppice forests (EuroCoppice)	X	X	



## 5 Methodology

The internal procedure for communication and dissemination activities will be as follows:

The Dissemination WP Leader ITENE will complete the materials, which will be approved by partners and finally by the project leader PTV.

ITENE shall **ask all partners involved in dissemination and communication activities for the materials** and documents required every time this will be needed.

**Each partner shall complete the tasks described in this document** for each activity before the given deadline as the results depend on all partners' involvement, in concrete:

<b>WEBSITE</b>	The project partners' home pages will be linked to the website to draw attention to this project and its aims. Complete and update their company's profile in the website. Send interesting pictures related to the project. Upload documents on Intranet.
<b>SOCIAL MEDIA</b>	Participate on groups or pages. Cooperate, give feedback, and promote SLOPE social channels and participation.
<b>PRESS RELEASES</b>	Translate press release in local language. Send to local general and specialized media.
<b>DISSEMINATION ARTICLE</b>	Translate press release in local language (optional) Send to local specialized media.
<b>PROJECT BROCHURE</b>	Use them at events, trade fairs related to the project. Show them in a visible place in partners' headquarter.
<b>NEWSLETTER</b>	Send to main professional interesting contacts. Participate with articles, pictures.
<b>REPORTING</b>	<b>EVENTS:</b> Send the requested details (above) and include pictures of the moment, the poster in an exposition, the brochures, etc. <b>PRESS RELEASES/ARTICLES:</b> Include on Intranet Publications in which the project has been published in pdf format.

### Summary of acknowledgements:

Every communication (e.g. paper, abstract, etc.) resulting from the dissemination activities must:

- Quote the following sentence:

*The project SLOPE has received funding from the EC, and it has been co-funded as part of the 7<sup>th</sup> Framework Programme. The author is solely responsible for this work which does not represent the opinion of the EC. The EC is not responsible for any use that might be made of information contained in this paper.*

- Add the following reference:

*For more information, please contact the SLOPE Project Coordinator, Dr. Raffaele De Amicis, [coordinator@slopeproject.eu](mailto:coordinator@slopeproject.eu), or visit the project website at the following address: [www.slopeproject.eu](http://www.slopeproject.eu)".*

- Presentations, posters, flyers, media briefing, etc., must show the official European Flag. Official graphical specifications for the European Emblem, official images to be used for colour or black and white reproductions, as well as a comprehensive graphical manual, can be accessed at: [http://europa.eu/abc/symbols/emblem/graphics1\\_en.htm](http://europa.eu/abc/symbols/emblem/graphics1_en.htm).

Acknowledgment of funding and the EU flag must be included within the website of each beneficiary.

### NOTIFICATION OF DISSEMINATION OR EXPLOITATION ACTIVITY

To ensure maximum visibility of any relevant dissemination or exploitation activity throughout the project website, partners should send to the address [webmaster@slopeproject.eu](mailto:webmaster@slopeproject.eu) the following information:

- Event details: 1) type of event, 2) location, 3) dates, 4) website of the event, 5) agenda/program of the event.





- Person(s) participation to the event.
- In case of publications: full reference of the published paper.
- If possible: presentation given during the event.
- In case of poster: poster presented.

#### **PUBLIC DELIVERABLES:**

Depending on the classification of each deliverable and the importance/impact of it, they will be published in the public site ([www.slopeproject.eu](http://www.slopeproject.eu)).

A consult to partners will be made in each case to publish Public Deliverables. We will follow same codes as official ones:

- **PU** = Public
- **PP** = Restricted to other programme participants (including the Commission Services)
- **RE** = Restricted to a group specified by the consortium (including the Commission Services)
- **CO** = Confidential, only for members of the consortium (including the Commission Services)
- **Restreint UE** = Classified with the classification level "Restreint UE" according to Commission Decision 2001/844 and amendments
- **Confidentiel UE** = Classified with the mention of the classification level "Confidentiel UE" according to Commission Decision 2001/844 and amendments
- **Secret UE** = Classified with the mention of the classification level "Secret UE" according to Commission Decision 2001/844 and amendments







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RELATED PROJECTS FORUMS (5)																																					





## 7 Conclusion

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This deliverable provides a detailed description of the dissemination strategy, dissemination channels, and materials of the SLOPE project.

The dissemination plan has been approved by the project consortium and has to be put into practice by the project consortium (including participating third parties).

The SLOPE project will pursue its objectives especially through extensive dissemination activities. As the project work is advancing, new or modified needs may arise. Two new updates will be made to this deliverable during the project.

Therefore, the dissemination leader will be ready to modify, in agreement with the project coordinator and the project consortium (including participating third parties), the dissemination plan accordingly, and then make sure that the new version is properly communicated to all consortium members.

From the results above presented, it is clear that some more coverage is still needed. This is an initial mapping and some activities are still to come.

