



Deliverable D5.1

SET UP OF WEBSITE WITH PRESENTATION OF LL, ETC.



Document Control & History

Document Control

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Abbreviations

D	Deliverable
DEC	Dissemination, Exploitation, and Communication
EC	European Commission
EU	European Union
GA	Grant Agreement
LL	Living Labs
PES	Payment for Ecosystem Services
S4G	Small4Good
WP	Work Package



Executive Summary

The Small4Good project has developed and implemented four Living Labs in the North, South, Central and East regions of Europe. These Labs are a central part of the project's efforts to support small forest owners in adopting multifunctional and locally adapted forest management practices that enhance ecosystem services. Presented clearly on the project website, each Lab showcases practical approaches, addresses local challenges and highlights innovations in sustainable forest use.

In addition to their role in testing and developing solutions, the Living Labs serve as key examples for communication and knowledge sharing. They are intended to inspire forest owners and organisations across Europe by demonstrating effective, real-world applications of forest management models. By making the Labs accessible online, Small4Good strengthens its outreach and helps bridge the gap between research, policy and practice.



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1. Introduction

Living Labs (LLs) serve as open innovation ecosystems that operate in a territorial context (local, regional, national, or international) and integrate research and innovation processes of the Small4Good project at representative environments and conditions across the four European regions: North (Norway), East (Romania), Central (Germany and Switzerland), and South (Spain).

As one of the key outcomes of the project, the four Living Labs located in the North, South, Central and East regions of Europe play an important role in achieving the main goal of Small4Good. This goal is to enable and activate small forest owners to protect and enhance the ecosystem services provided by Europe's forests. The approach focuses on promoting multifunctional and locally adapted forest management models.

The Living Labs also act as examples of good practice and are an essential part of the project's outreach strategy. They are designed to engage forest owner organisations and individual forest owners across Europe by demonstrating how innovative and context-specific solutions can be applied in real-life situations.

To support this, the website presents the Living Labs in a way that is both clear and accessible. It explains how each Lab functions, the specific challenges it addresses, and the types of innovation it brings to forest management. The aim is to make the information useful for a broad audience, including forest owners, policymakers and other stakeholders.

By showcasing the Living Labs online, Small4Good helps to promote knowledge sharing and encourages the adoption of sustainable practices in privately owned forests. This contributes to the wider objective of supporting resilient and multifunctional forest landscapes throughout Europe.

Several sources were used in the preparation of this deliverable. The primary source was direct communication with the project partners involved in each of the Living Labs. These exchanges provided up-to-date information as well as graphic materials essential for accurately presenting the LLs. An equally important reference was Deliverable D1.1, the [Living Lab Report](#), which contains key content that has been adapted for the project website. Where additional details were needed, the Grant Agreement and [Deliverable D2.2](#), on motivations and barriers of small forest owners for multifunctional management, were also consulted to ensure consistency and completeness.

2. Implementation of the LLs on the website

The Living Labs are featured on the Small4Good website in a [dedicated section](#) where all related content is centralised. The main page of this section includes a map of Europe, with each LL represented by an icon showing a hand holding a plant. These icons are placed according to the geographical location of each LL and are interactive. By clicking on an icon, users are redirected to the webpage of the corresponding Living Lab, where detailed information is provided. The map is introduced by a brief definition of the LL concept, offering context for the viewer.



Figure 1. Interactive map of Europe showing the location of each LL

In addition to the map, the homepage also features four content boxes located just below it. Each box corresponds to one of the LLs and provides an alternative way to access the individual pages.

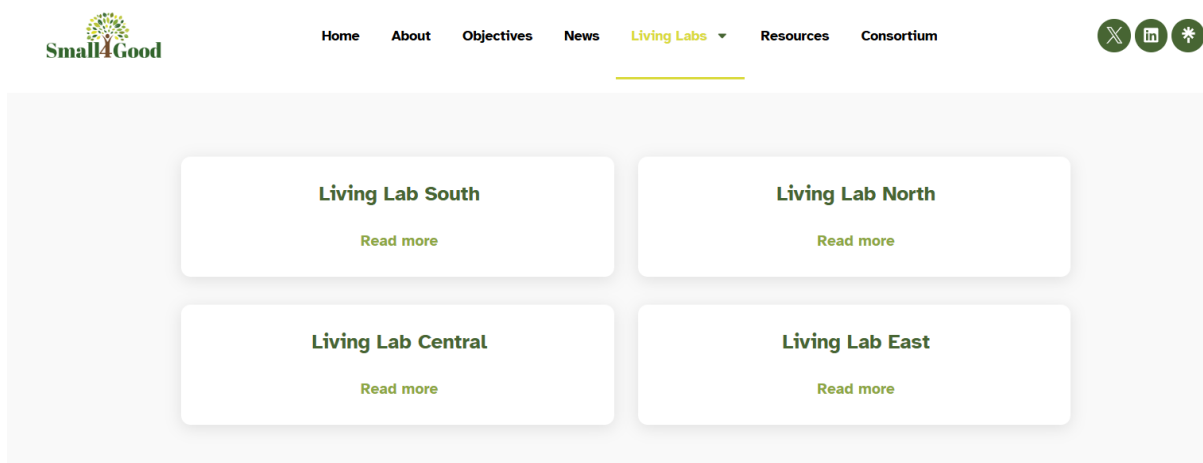


Figure 2. Content boxes for each LL.

2.1 LL North

Living Lab North is presented on the Small4Good website through its [own dedicated page](#). The section begins with a detailed introduction that provides context about the LL. It focuses on the dominant forest management system in Norway, the main tree species present, and the challenges faced by forest owners. The introduction also outlines the objectives of the Living Lab, the characteristics of the forest properties involved, and the stakeholders participating in the initiative. This overview is accompanied by an image of a Norway spruce forest, which supports the content and helps illustrate the local landscape.

Following the introduction, the page includes a clickable button that links to the [Living Lab's factsheet](#). This document provides key information about the LL, including its location, forest characteristics and current and desired state, as well as details about the forest owners involved. It also outlines the upscaling potential of the forests. Additionally, the factsheet includes a summary of the initiation workshop, offering insight into the early stages of the Living Lab's development.

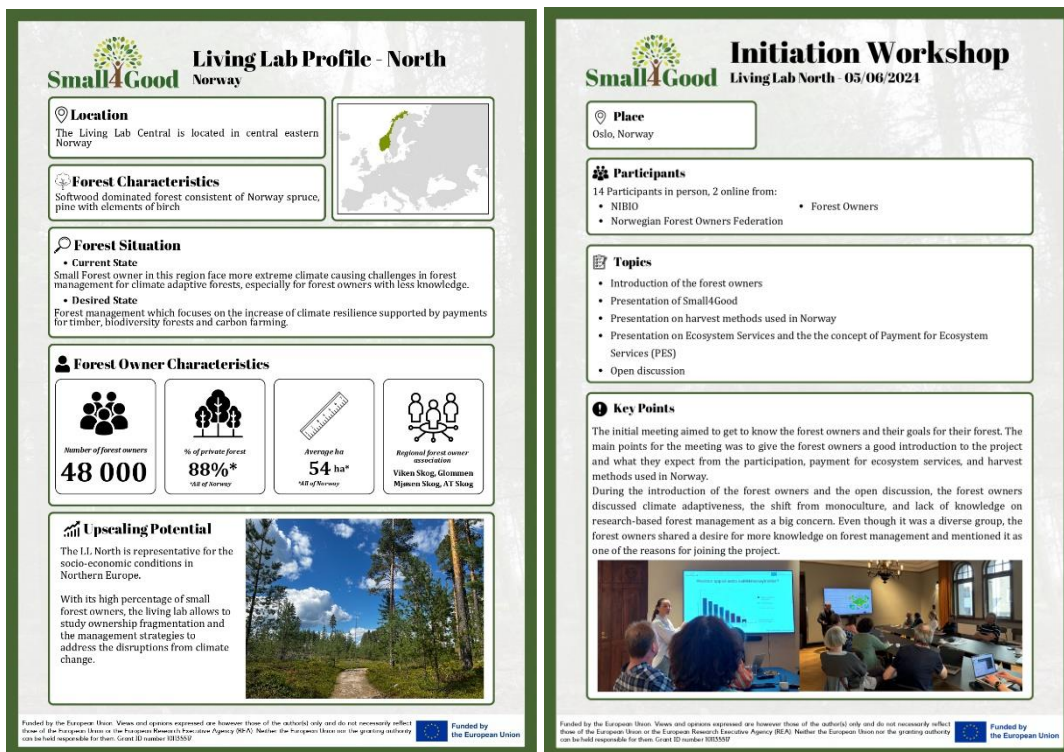


Figure 3. Factsheet about LL North

This part of the page is followed by a section dedicated to the forest properties involved in the Living Lab. It opens with a map showing their locations, along with a short general introduction. The information is presented in an accordion format, allowing users to click and expand each entry. Although the LL includes 11 properties, only two main types are described in detail: family farms and those located in remote forest areas. This approach

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helps convey the variety of ownership and management contexts in a clear and user-friendly way.

Next, the page features a section describing the types of forest owners involved in the LL. Four distinct profiles are identified: the farmer, the professional, the urban owner and the hobbyist. This classification provides a clearer understanding of the diversity of motivations, management styles and needs that characterise forest ownership in this Living Lab.

Following this, the page presents the stakeholders involved in the Living Lab. These are represented visually through a series of icons, offering a clear and accessible overview of the different actors engaged in the LL.



Figure 4. Involved stakeholders in LL North.

Next, the LL page features a selection of related articles and resources available on the project's website. These materials can be accessed with a simple click, allowing users to explore additional content connected to the themes and activities of the Living Lab.

The section concludes with a photo gallery showcasing the properties involved in the Living Lab. This visual element offers a closer look at the landscapes, forest types and settings that characterise the LL, helping to bring its context and activities to life.

2.2 LL East

Like LL North, LL East has its own [dedicated section](#) on the project’s website. It also starts with a description —much shorter than the one for LL North— where some context is provided. This summary includes the location of the Living Lab, the tree composition of its forests, the challenges faced by forest owners and the general and specific objectives. Among these, we highlight the goal of supporting PES schemes within the constraints of the current Romanian regulatory framework. A picture of partners visiting LL East illustrates this part.

After that, there is a clickable button redirecting to the [factsheet](#). All of the materials, regardless of which LL they describe, follow a consistent format. Each infographic begins with the location of the Living Lab, followed by a short overview of forest characteristics and a brief comparison between the current and desired forest situations. This is complemented by a series of icons that summarise key data about the forest owners, including the number of owners, the percentage of privately owned land, the average property size in hectares, and the types of forests present. The infographic then outlines the potential for improvement within the LL. The second page concludes with a summary of the initial workshop, providing insight into the early stages of stakeholder engagement.

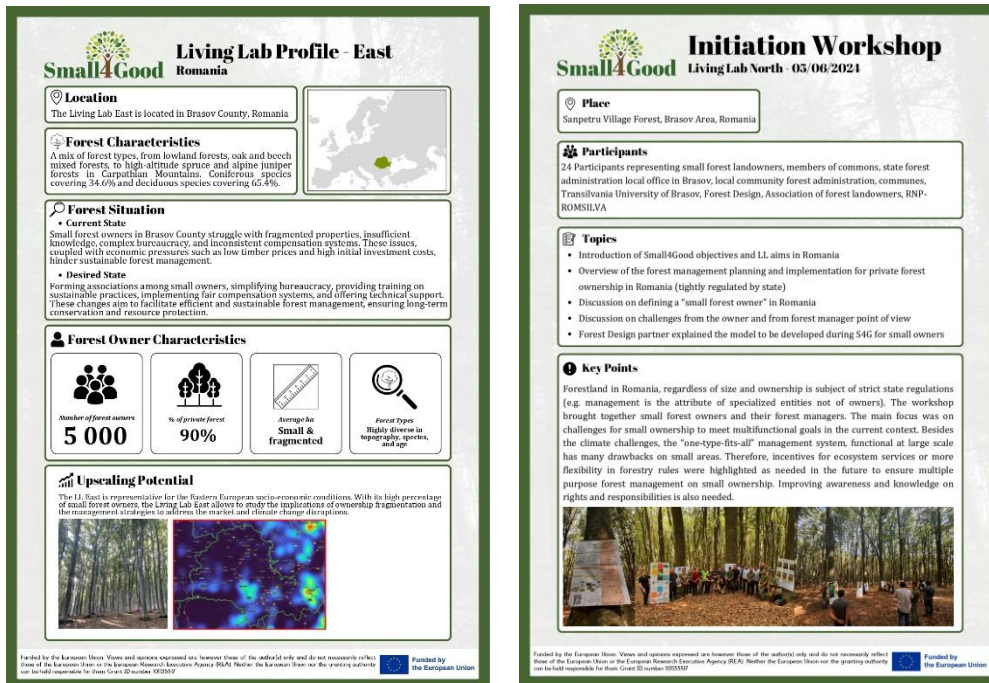


Figure 5. Factsheet about LL East.



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The properties of the Living Lab are detailed in the following section. A map at the top marks the location of the five assets and is followed by an accordion-style presentation, consistent with the structure used across all four LLs. Each of the five properties is introduced individually, with particular emphasis on the dominant tree species and the characteristics of the forest owners involved.

Following the property section, the LL includes a table highlighting the characteristics of forest owners. In contrast to Living Lab North, where profiles are described through text, this LL uses illustrated avatars to represent different owner types. These include the villager, the city-dwelling heir, the member of a forest owners' association, the owner with land in a protected area and the forest entrepreneur. This visual format adds clarity and helps convey the range of ownership situations within the Living Lab.

The next section includes the standard elements featured across all LL pages: a visual overview of the stakeholders involved, links to blog posts and related resources from the project website and a list of the participating partners. The Living Lab page concludes with a photo gallery, offering visual insight into the landscapes, forest properties and activities taking place on the ground.



Figure 6. Involved stakeholders in LL East.

2.3 LL Central

Next up is [LL Central](#), the cross-border pilot region located in the southwest of Germany and the adjacent northern part of Switzerland. The introduction highlights the leaders of the Living Lab, the forest ownership structure and the challenges faced by these owners. It also draws attention to the LL's goals, among which the development of new forest management models supported by PES schemes stands out. A picture of an oak forest is depicted alongside the text.

This section is followed by the Living Lab's [factsheet](#), where key information is collected and displayed clearly and appealingly.

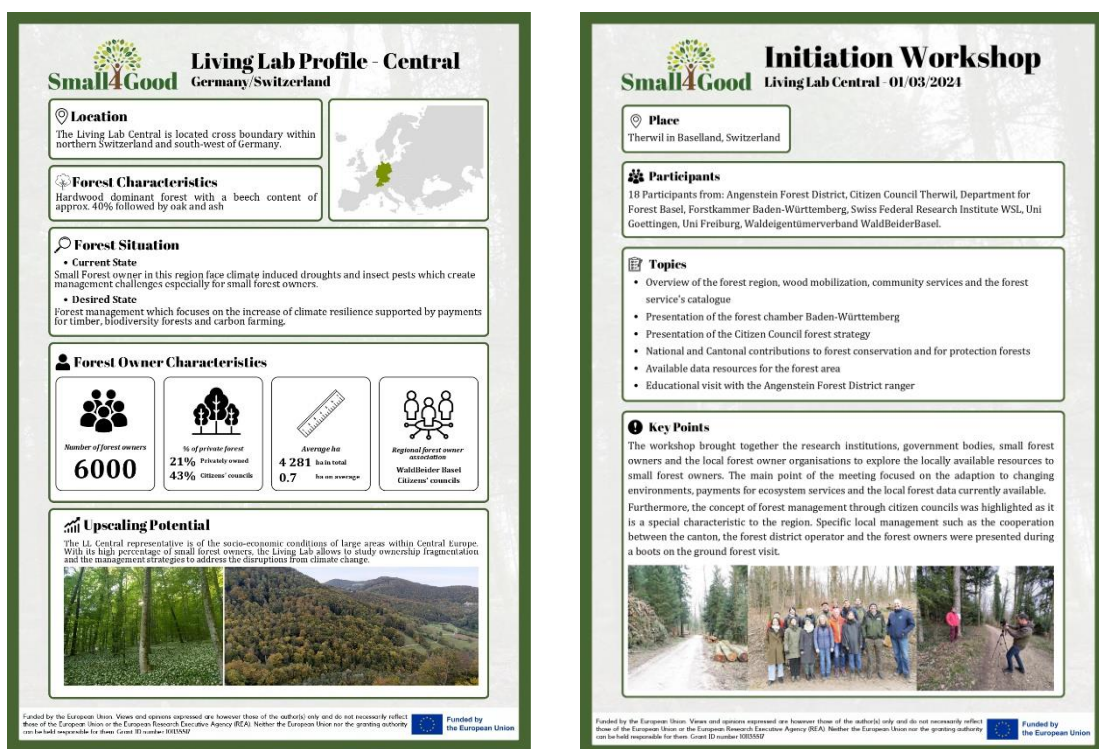


Figure 7. Factsheet regarding LL Central

The section on properties begins with a map indicating the location of each site, followed by six clickable menus, one for each territory. The six properties, split evenly between the two countries, are described in detail. Each entry includes information not only on the forest types and dominant tree species but also on the specific forest management practices applied in each case. This structure provides a clear, comparative view of the approaches used across different contexts within the Living Lab.

The unit dedicated to the forest owners' characteristics differs slightly from the rest of the LLs. Firstly, it provides a general overview of the ownership structure, stressing the share of the area which is privately owned and the average size of the individual holding, among other relevant information. This is followed by a description of the owner of each

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forest section. Unlike other Living Labs, which offer generalised profiles of forest owner types, this LL provides information on the actual individuals who own the land. Each profile includes a brief demographic overview and outlines how the owners use their forested land.

The website dedicated to LL East ends with a list of stakeholders involved, represented through a series of icons, related resources and blog posts, participating partners and a gallery of pictures.

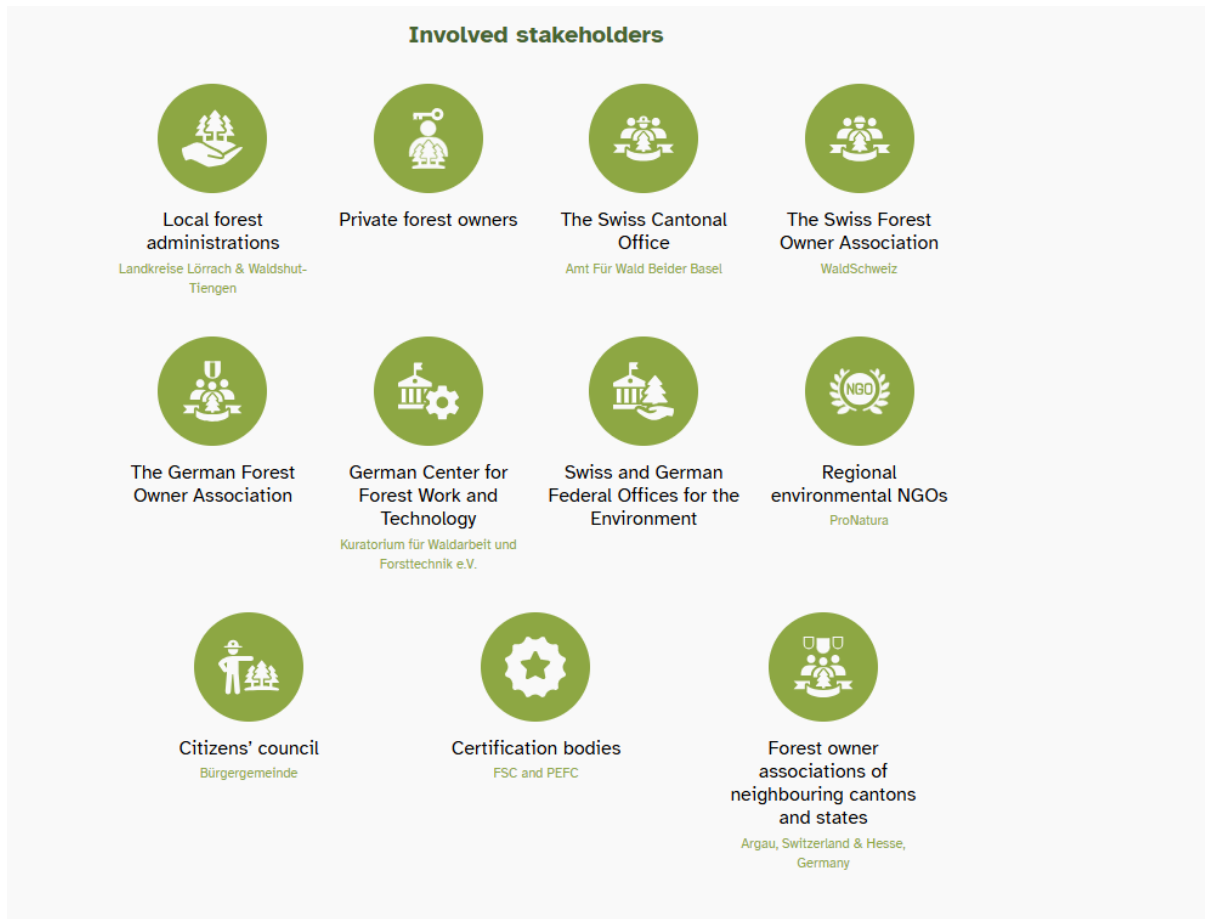


Figure 8. Involved stakeholders in LL Central.



2.4 LL South

The last Living Lab to be presented on the website is [LL South](#), which, similarly to the rest of the Living Labs, holds its own webpage where all the information is centralised accordingly.

The introduction focuses on several relevant topics, after alluding to the LL leaders, the location and the current status of the forest management. Some of the objectives are underscored, like, for example, the introduction of new multifunctional forest management systems supported by PES schemes and AI-assisted tools. The ownership structure is also mentioned as one of the most important challenges faced by forest owners in this region. This brief summary is accompanied by an image of a pine tree stump.

The [factsheet](#) is displayed when clicking on an interactive button.



Figure 9. Factsheet about LL South.

As for the properties, located in the provinces of Segovia and Valladolid and indicated on a map, a clickable menu showcases the characteristics of the four of them.

For their part, forest owners are categorised into four distinct types, using the same avatar-based format developed for LL East. These are: older individuals, urban owners, family forest owners and young owners.

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The page for LL South also includes a list of eight involved stakeholders, conveyed by means of graphics, several links to the related blog post and resources available on Small4Good’s website and the partners who participate in this Living Lab. Finally, a gallery of pictures shows and provides a visual overview of what the forests which are part of this LL look like.



Figure 10. Involved stakeholders in LL South.

2.5 Other materials

Aside from the dedicated pages for each of the Living Labs, information about these has also been provided via other materials published on the project’s website: the blog posts and deliverables.

2.5.1 Blog posts

The [news section](#) of the website features a series of blog posts covering the project and its latest updates. Many of these posts refer to the Living Labs, since they represent one of the main outcomes of Small4Good and serve as the foundation from which the other results stem and can be applied.

To date, a total of ten blog posts have been published on the website. Of these, seven focus exclusively on the Living Labs. These are:

Table 1. List of blog posts on the Living Labs.

Blog n.	Title	LL	Link
1	Exploring Forest Plots: Insights from Our Field Visits	All	https://small4good.eu/exploring-forest-plots-insights-from-our-field-visits
2	How Living Lab North is Helping Forest Owners Combat Climate Change	North	https://small4good.eu/how-living-lab-north-is-helping-forest-owners-combat-climate-change
3	Living Lab Central: Empowering Forest Owners to Tackle Climate Challenges	Central	https://small4good.eu/living-lab-central-empowering-forest-owners-to-tackle-climate-challenges
4	Living Lab East: Building Sustainable Forest Futures in Romania	East	https://small4good.eu/living-lab-east-building-sustainable-forest-futures-in-romania
5	Living Lab South: Overcoming Challenges for Small Forest Owners in Spain	South	https://small4good.eu/living-lab-south-overcoming-challenges-for-small-forest-owners-in-spain
6	Living Lab Report & What to Expect in 2025	All	https://small4good.eu/living-lab-report-what-to-expect-in-2025
7	Deep Dive into LL East	East	https://small4good.eu/deep-dive-into-ll-east



2.5.2 Deliverables

Deliverables also serve as a powerful tool to disseminate the objectives, characteristics and upscaling potential of the Living Labs. More specifically, [Deliverable D.1.1](#) provides a comprehensive description of the four LLs by explaining their attributes and constraints of forest management from the owners' perspective related to the overall objectives of the project. This material has been central in the preparation of the webpages dedicated to each LL.



3. Conclusions

Living Labs are a central part of the Small4Good project. It offers a first-hand demonstration of multifunctional forest management adapted to the realities of different regions in Europe. The set of dissemination materials, like specific webpages, detailed factsheets and visual content, must clearly present the challenges and updates of the LLs. In this way, sharing knowledge is facilitated and useful information is made accessible to forest owners, policymakers and stakeholders for assisting biodiversity conservation and climate objectives.

The dissemination of the Living Labs has the ultimate objective of reaching those stakeholders who may be interested in applying innovative forest management systems that allow them to fight climate change and care for biodiversity. Hence, the relevance of developing communication materials that are standardised and serve, complemented by dynamic content such as blog posts, to raise awareness on how these schemes can bridge the gap between action and research by implementing scalable solutions adapted to the needs of Europe's forests and their owners.

