



# **Deliverable D6.1**

## **Initial Dissemination, Exploitation, and Communication (DEC) Plan**



## Document Control & History

### Document Control

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### Document History

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## Abbreviations

<b>D</b>	Deliverable
<b>DEC</b>	Dissemination, Exploitation, and Communication
<b>EC</b>	European Commission
<b>ELO</b>	European Landowners' Organization
<b>EU</b>	European Union
<b>GA</b>	Grant Agreement
<b>IP</b>	Intellectual Property
<b>IPR</b>	Intellectual Property Rights
<b>KPI</b>	Key Performance Indicator
<b>LL</b>	Living Labs
<b>NIBIO</b>	Norwegian Institute of Bioeconomy Research ( <i>Norsk Institutt for Bioøkonomi</i> )
<b>PES</b>	Payment for Ecosystem Services
<b>S4G</b>	Small4Good
<b>STOA</b>	State of the art
<b>WP</b>	Work Package



## Executive Summary

This Dissemination, Exploitation, and Communication (DEC) plan of the Small4Good project outlines the various DEC materials and activities produced and showcased throughout the project's lifetime (and beyond). This plan also serves as a guideline of DEC practices for project partners to follow alongside their work within the project. Its essential purpose is to highlight the various methodologies being utilised for communication and dissemination of project results. In turn, this will foster how the project can maximise its impact on key target groups. This deliverable is the first instalment of the DEC Plan and will be updated accordingly within the project to match the evolutionary nature of European-funded projects.



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## 1. Introduction

The Horizon Europe Small4Good (S4G) project is split across seven work packages (WP) that focus on living labs (WP1), motivations and barriers for multifunctional management (WP2), multifunctional forest management business models for small-forest owners (WP3), multifunctional forest management models (WP4), and digital tools to support and engage small-forest owners in multifunctional management (WP5). The last 3 WPs focus on DEC activities of the project (WP6), project management (WP7), and ethics (WP8). Within WP6 - Dissemination, Exploitation and Communication, an initial Dissemination, Exploitation, and Communication (DEC) plan (this deliverable) plays a key role in reaching the WP’s general objective of implementing communication, dissemination, and exploitation activities of the S4G project in an efficient, timely, and realistic manner that align with project objectives, maximise uptake of project outputs, as well as significantly contribute to strengthening the role of small-forest owners within the EU Forest Strategy 2030. It also lays the foundation for reaching the WP’s specific objectives (Table 1) as it sets up the guidelines and strategies for DEC materials and activities for the entire project lifetime and beyond.

**Table 1.** Specific WP6 - Dissemination, Exploitation, and Communication objectives of the Small4Good project.

<i>Objective</i>	<i>Description</i>
1	Develop a DEC plan, creating a strong foundation that lasts the entire project and updating it regularly to match project expectations
2	Coordinate co-creation and co-design activities amongst project partners and involved stakeholders for project outputs
3	Identify and use optimal communication tools and channels
4	Develop and implement communication and dissemination measures and activities at target groups to foster uptake of project results
5	Co-design and produce a post-project exploitation plan to enable usage of project take-aways after project completion.

In order to accomplish the goals of the WP outlined in Table 1, of which objective 1 clearly mentions the importance of this deliverable, this plan outlines the overall dissemination, exploitation, and communication materials and activities to be developed and undertaken. The plan provides accessible and consistent guidelines for all project partners to implement such DEC activities and contribute to DEC material development for the entirety of the project as well as beyond the project's lifetime. The protocols outlined in the following sections are grounded in the definition and goals of DEC (Table 2), as well as highlighting which materials to use when, and which activities to engage in based on the publication/availability of project results.

**Table 2.** Core protocols of communication, dissemination, and exploitation applied to the Small4Good project

<i>Term</i>	<i>Protocol</i>
Communication	Presenting what the project, its content, and its objectives are, targeted at the general public
Dissemination	Showcasing project results, once they are available, specifically targeting result-users
Exploitation	Highlighting what can be done with the project results (multiplication), fostering utilising of project results as well as further research, targeted at result-users

From a timeline perspective, communication begins from day one of the project and lasts its entire lifetime, whilst dissemination and exploitation begin once the project results are available: the former lasts until the end of the project, whilst the latter can go on even once the project is over. Indeed, exploitation activities of project results can go beyond the project lifetime: the utility of project results does not stop once the project is over and intends to play a key role in forming core building blocks of sustainable multi-functional management for small-forest owners in Europe. To accomplish this, a combined effort from all project partners will be necessary and foster long-term impacts. Leading the charge on DEC activities is WP6, which is led by the European Landowners' Organization (ELO), working in close collaboration with WP leaders and project partners, as well as updating it appropriately as the project evolves. This plan contains a stakeholder analysis, guidelines to follow for the Small4Good corporate identity, DEC material production, DEC activities, as well as their monitoring and reporting.

## 1.1. Overall Objectives

The DEC plan (Table 3) has the overarching goal of enabling partners to share the results of their research for the project. This will not only foster further research and development but also raise awareness towards small-forest owners and the challenges they face throughout the continent. Following the overall objective of the DEC plan (Table 3), the deliverable allows partners to transmit the results they are producing as part of their research for the project, to then serve as a building block for future research and development, as well as promote this research to wider audiences. By establishing these guidelines early on in the project, consistency will be maintained to facilitate DEC activities but will nevertheless evolve alongside the project.

**Table 3.** Overall objective of the Dissemination, Exploitation, and Communication (DEC) plan for the Small4Good project

<i>Objective</i>	<i>Description</i>
1	Communicate and disseminate the project and its results as effectively as possible to the identified target audiences as well as to the wider public
2	Managing results and developing project knowledge to set the foundations for post-project exploitation

## 1.2. Specific Objectives

In order to accomplish the overall objectives of this plan (Table 3), specific objectives (Table 4) are set into place for WP lead ELO to follow and serve as a guiding tool for DEC activities throughout the project. These will serve as a core background for DEC activities and material production throughout the project.

**Table 4.** Specific objectives of the Dissemination, Exploitation, and Communication (DEC) plan of the Small4Good project

<i>Specific Objective</i>	<i>Description</i>
1	Ensuring rapid uptake of project results amongst target audiences
2	Providing easily accessible and trustworthy information for multifunctional forest management
3	Supporting co-production and co-design processes with stakeholders across all other project WPs
4	Contributing to enabling the widespread implementation of the multifunctional business and management models amongst small-forest owners.

## 2. Stakeholder Analysis

Forests across Europe play a key role in reaching Europe's climate change mitigation and adaptation targets, as well as providing important ecosystem services for both nearby and wider groups across many areas of human activities (e.g. timber production, clean water, hunting, and professional opportunities). On top of this, forest management policies in Europe have been the result of combined policy-making procedures of EU-level policymakers and individual member states that also trickle into agricultural and environmental sectors. With this in mind, small-scale forest owners belong to this nexus and their multifunctional management strategies are an important step in maximising synergies across such ecosystem services: they are a core stakeholder group of this project.

Indeed, stakeholders play a key role in the Small4Good project and are of great importance from its inception all the way beyond the project's lifetime. Initial stakeholders of the project can be identified as forest owners, forest owners' associations, organisations linked to Payment for Ecosystem Services (PES), policy-makers, and the general public, to name a few. These stakeholders are represented, to a certain extent, within the consortium of the project (c.f. Front page of the Small4Good Grant Agreement (GA)), and play a key role in collectively providing tools and participatory processes for evidence-based policies in the EU to foster synergies amongst small-scale forests, their owners, and multifunctional management strategies in support of the bioeconomy, biodiversity, and climate. By being experts in their respective fields, project partners are able to provide crucial insight into developing such tools and participatory processes, as well as through an interdisciplinary approach - combining inputs from various disciplines. Continuous involvement of project partners across tasks, as well as with inputs from outside third parties (e.g. policy briefs to be developed as part of DEC activities) to contribute to reaching the project's main goal (Table 1). This can also be reflected in the diversity of the nature of project partners allocated for each thematic WP (WPs 1-5).

However, stakeholders are not only limited to within the project consortium, but can also include specific groups outside the consortium who can contribute to the outcome of the project as well as serve as target groups for the various DEC activities. Indeed, Small4Good has selected stakeholder co-design processes as a key approach to enable rapid, lasting, and resilient transformational change within the small-scale forestry sector as part of climate change mitigation processes as well as for fostering biodiversity and the bioeconomy. Doing so allows the wide range of national and EU-level stakeholders to have a dialogue and develop shared perspectives on the foundational scientific basis of Europe's forests and associated small-scale forest management.

## 2.1. Target groups

With the importance of stakeholder implication in the co-design process of developing sustainable forestry management pathways, the Small4Good project has identified key target groups of the project (Table 5). These combine both project partners as well as targets for DEC activities both during the project and beyond. DEC materials and activities undertaken within WP6 will be tailored per target group to maximise potential uptake of project information and results, which will also evolve as the project progresses, reflecting the co-design processes that will take place.

**Table 5.** Identified target groups of the Small4Good project

Target Group	Link to S4G <sup>1</sup>	Main Message
Forest owners	Directly involved in using the expected results from S4G.	How to best transition to active multifunctional management supported by the SIB results. How to actually develop business and management models supported by digital tools.
Forest owners' associations	Directly involved in using the expected results from S4G by supporting individual owners.	
Consultants, certification bodies, developers of PES <sup>2</sup> schemes	Use the results in developing guidelines, best practices and business activities through PES development	How to measure multifunctionality. How to support services to small-forest owners, how to design PES and carbon farming schemes to achieve large uptake among small-forest owners,
NGOs with interests in forests, climate, biodiversity and bioeconomy	Use results to promote multifunctional management for increased quality of Europe's forests, reducing climate change, and a sustainable bioeconomy	The role of small owner active multifunctional forest management be to achieve given environmental and bioeconomy targets. How to influence the policy and public discourse to promote multifunctional management. How best to encourage multifunctional management.
Scientific community	build on S4G results to further the science of multifunctional management, small-forest owners, & digital tools	Scientific and how do they move the STOA <sup>3</sup> . Where the results and available code and data can be found
Policymakers at regional, national, and EU levels	Can use the result in the development of policies and policy instruments to promote active multifunctional management by small forest owners	The role of small-forest owner in active multifunctional forest management for achieving political targets. How to make framework conditions and policy that promote multifunctional management by small-forest owners.
General public	Understand the role of multifunctional management in the overall green transition	This is what multifunctional management is. This is why we should consider it. This is what it looks like and what good it does.

<sup>1</sup>S4G = Small4Good

<sup>2</sup>PES = Payment for Ecosystem Services

<sup>3</sup>STOA = State of the art

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As mentioned in the above section, various project outcomes will affect the different target groups in various ways. Being able to identify how this will be or take place, not only heavily assists in tailoring DEC materials and activities to foster maximum participation and result uptake, but also aids in the co-creation and co-design process of project outcomes in order to hit the ground running and knowing when to include which target group during the design of which outcome.

It is important to note that the needs and drivers of target groups also evolve throughout the project as co-design processes become refined and experiences with each target group will assist in fine-tuning more accurate communication and dissemination. In the future, this stakeholder analysis will also evolve to best achieve Small4Good objectives. After the project is complete, this stakeholder analysis will serve as a key grounding in the post-project exploitation plan (deliverable (D)D 6.5) to highlight how the project results can be used by whom in order to contribute to shaping a more sustainable European rural development sector.

## 2.2. Stakeholder Database

Taking into account the diversity of the types of target groups outlined above (Table 5), it is important to centralise all the information of the target groups, and how to reach them, in a collective database which will facilitate the communication and dissemination of the project and its results. By classifying the database per target group will aid in targeted DEC campaigns and messages to foster maximum impact at every major step of the project. The database in question will be maintained by WP lead ELO as well as project coordinators NIBIO, and updated throughout the duration of the project.

This database will take the form of the mailing list of the project newsletter, which will be elaborated on further in this plan, and will follow clear GDPR guidelines to protect the data of each individual member of the target groups outlined above and, alongside project partners, disseminate the newsletter sign-up form and project partners.

### 3. Small4Good Corporate Identity

Brand recognition is a major component when communicating externally on the project, and is composed of a project logo as well as a colour scheme so that the Small4Good project can be immediately and easily identified in public. Maintaining this consistency is an important part of the DEC materials and activities and all project partners are *heavily* encouraged to use it for all their public-facing project materials.

#### 3.1. Logo & Colour Scheme

To capture the essence of the project, a logo was created, led by project coordinators NIBIO and WP leaders ELO with input from project partners (Figure 1 and Figure 2). The logo will be included in all project promotional (DEC) materials such as but not limited to the project factsheet, leaflets, website, etc. The logo, in combination with the European Union (EU) flag and funding disclaimer are **mandatory** when disseminating. The logos are available on Teamwork. Furthermore, whenever possible the full project title “*Small4Good: Sustainable multifunctional management by small forest owners in support of bioeconomy, biodiversity and climate*” should be used.









**Figure 1.** Small4Good project logo (full name)



**Figure 2.** Small4Good project logo (acronym)

On top of the logo to be used as a clear identifier of the project, a consistent colour scheme (Figure 3), is to be used across all dissemination material. This way, readers can immediately identify Small4Good by the colour scheme, in combination with the logo, even *before* reading the information presented. When designing their own DEC materials,

keeping WP lead and project coordinators informed, project partners are expected to maintain this colour scheme. ELO will develop DEC materials and templates following the colour scheme (cf. Section 4.1.4. Templates).

		C	M	Y	K	R	G	B
	#6A4E32	36	60	78	46	106	78	50
	#476533	81	36	99	28	71	101	51
	#7C8A34	58	28	100	12	124	138	52
	#8DA743	57	14	95	1	141	167	67
	#BCC447	35	8	90	0	188	196	71
	#DADA3C	21	1	92	0	218	218	60

**Figure 3.** Colour codes of the Small4Good project

### 3.2. Funding Disclaimer

Within EU-funded projects, recipients of EU funding have an obligation to communicate and raise awareness towards the EU as the source of funding of their project. This obligation also includes, in this context, the **correct** and **prominent** display of the EU emblem with the funding disclaimer of the project that mentions EU support and the project number. Unless with direct approval from the European Commission (EC), all publications and dissemination materials (both physical and digital) must include the EU emblem (Figure 4) and the funding disclaimer (Figure 5).



**Figure 4.** European Funding Flag for the disclaimer

For more information on the logo and how to use the EU flag, please visit: [http://europa.eu/about-eu/basic-information/symbols/flag/index\\_en.htm](http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm)

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Grant ID Number: 101135517

**Figure 5.** Funding disclaimer to be used during public-facing DEC activities and to be featured on public-facing DEC materials of the Small4Good project

## 4. Communication and Dissemination Materials

As part of the overarching goals of dissemination, exploitation, and communication, D6.1, the initial DEC plan, outlines the various types of materials that must be created in order to transmit the appropriate information, tailored either to the general public (capable of reaching anyone) or to specific stakeholders, as mentioned in the stakeholder analysis above.

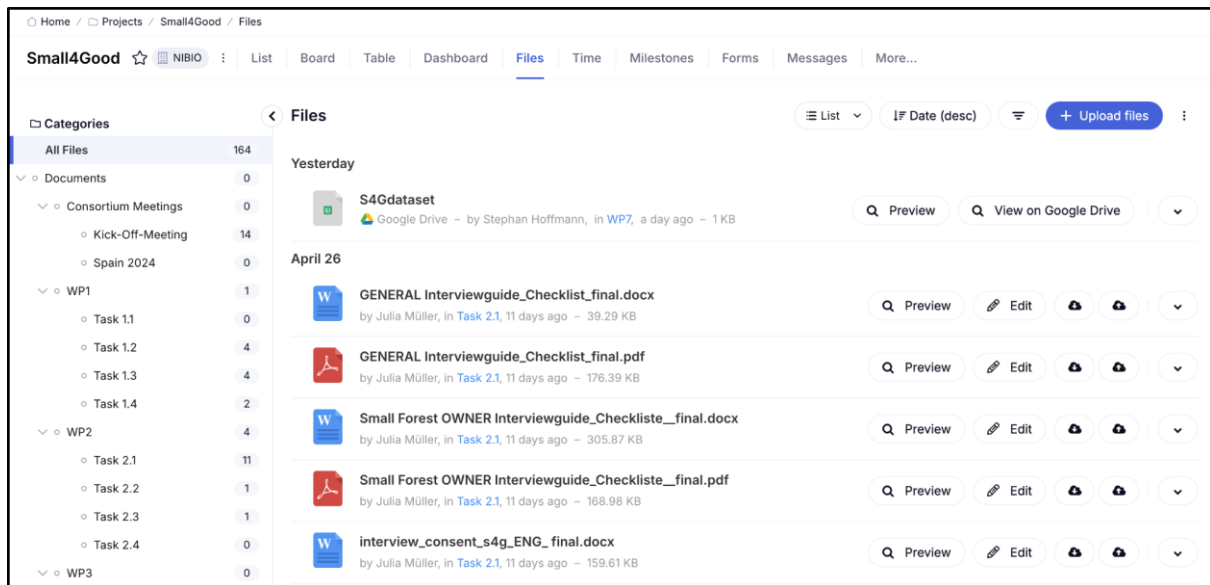
This section of the DEC plan outlines the communication and dissemination materials to be used throughout the project, as well as will look at their progress throughout the development of the project in further updated versions. Targeted DEC strategies per target group will be elaborated on as the project progresses, alongside the development of project results. On top of this, detailed responsibilities of WP5 lead ELO and project partners are outlined per material in the appendix.

### 4.1. Internal Communication

#### 4.1.1. Project Collaborative Space (Management Platform)

A centralised collaborative space has been established, [Teamwork](#) (Figure 6), which allows all project information and materials to be found in one place and accessible at all times and is managed by coordinators NIBIO. The platform supports project progress, management, as well as timeline and deadline management. It is in this space that all DEC materials will be available for all project partners, in the WP6 Dissemination folder in the files section, as well as other elements found in the “Links” section (i.e. collective dissemination log and meeting minutes template). Partners will also be able to upload any data that could assist in the creation of DEC materials (e.g. photos, videos, texts, etc.).

6 months into the project, the platform has a total of 164 files shared on it at the time of writing across all WPs. It has been the active centralisation of all shared content throughout the project. On top of this, Teamwork has an interactive live document collaboration that allows all members to contribute to a document in real-time.



**Figure 6.** Landing page of the Small4Good collaborative online space Teamwork, managed by coordinators NIBIO

### 4.1.2. Email Signature

A project email signature is a signature at the end of an individual project partner’s email address. In this case, the signature signifies that the person sending this email is working on the project, raising awareness towards the project and, with a click, linking the viewer to the website and/or any other URL chosen. Such a signature will be designed following the project branding guidelines mentioned above (i.e. colour scheme and funding disclaimer), with the goal of increasing project visibility in everyday email interactions as well as with stakeholders.

ELO will be designing multiple email signatures throughout the course of the project (see Appendix), making them available on Teamwork in the WP6 folder. The signatures will be thematic, such as but not limited to signing-up to the project newsletter and announcing that the website is live (Figure 9). New signatures will be provided in the future based on the public availability of DEC materials and/or DEC activities such as events. Project partners are expected to use these signatures for the entire duration of their work on the project (and even after if possible).

Instructions on *how* to set up an email signature will be shared with project partners when they are released. All project partners are invited to use such signatures as they are an effective *passive* form of communication on the project, even when emailing about other topics. For any confusion, please contact WP leaders ELO. Another form of *passive* communication are project stickers and virtual backgrounds (see Appendix), which have been created and will be shared with the consortium at the upcoming consortium meetings.

### 4.1.3. Email “Etiquette” Guidelines

Email correspondence forms the vast majority of communication between project partners, both within and outside of the project. Therefore, to facilitate and develop an effective communication flow between partners, as well as recognising quickly the significance of an email, an etiquette guideline has been developed (Figure 7) to allow for consistency when communicating on the Small4Good project. Project partners are invited to continue (or begin if they do not already) using this technique to facilitate communication, which can also be used as a template for other variations that involve email threads concerning the project.

#### **PROTOCOL – Email “etiquette” guidelines**

Partners are expected to follow this procedure when corresponding via email on the project:

- Use “[SMALL4GOOD]” in the subject line when discussing/communicating on non-urgent matters  
Ex: [SMALL4GOOD] Website Development updates
- Use **URGENT** in the subject line when an urgent response is needed on the project (e.g., urgent feedback, input required, announcement). It is expected that responses should take place within 1 business day unless the staff member is on leave, with a response expected within 24hrs of their return

Ex: [URGENT SMALL4GOOD] Final deadline of deliverable due

**Figure 7.** Email “etiquette” guidelines for the Small4Good project partners to follow when emailing each other during the project.

### 4.1.4. Templates

Consistency amongst DEC materials and activities falls in line with the fundamentals of brand identity. With this in mind, templates for various internal communication materials (and external as well) will be created by ELO and NIBIO that follow the project branding and visual identity guidelines, and will be made available on Teamwork. Compatibility across various operating systems and programmes used will be taken into account, for example making a Microsoft PowerPoint and Google Slides version of the project presentation template.

So far, templates have been made for the presentation slides (see section 4.2.6), as well as for a collective partner dissemination log (Figure 11), deliverable template, and for meeting minutes (Figure 8) and deliverables (see appendix). In the future, templates for event participation, agendas, reporting, and press releases will be made.

### 4.1.5. File Naming

With more than 10+ partner organisations spread across multiple WPs, and all sharing the same online collaborative space and document centralisation, it is important to maintain a consistent protocol when naming files online to avoid working on the wrong

documents and/or outdated ones. Just like with the email guidelines, it is highly recommended to include the following components in the file naming, with a strong emphasis on the project name and type of document (deliverable, presentation, etc.):

- Include the project acronym: SMALL4GOOD or S4G;
- Include WP;
- Include the type of document (e.g., presentation, press release, deliverable, etc.);
- Include the version of the document (if a Microsoft document, not needed if a Google document) - versions start at 0.0 at increment by 0.1 with every revision done by the partner and by 1.0 with every external revision;
- Include the date of the latest version (if applicable);
- Include the name of the partner responsible for the latest version.

**Example:** S4G\_WP6\_DECPlan\_V0.0\_07.05.2024\_ELO.pdf

### 4.1.6. Meeting Minutes

In order to record discussions and decisions that have been made on the project, WP, and task levels, meeting minutes provide an effective documentation tool to do so. They should be concise, to the point, and easy to read for all readers: it is up to the hosting organisation of the meeting to take the minutes. ELO has developed a template (Figure 8) to use, should a template be needed, and is available on Teamwork, alongside all project-wide meeting minutes. WP-specific minutes should be organised per WP. Minutes are expected to be uploaded a maximum of 5 business days after the meeting has taken place and sent to all those present.

Small4Good WP[...] - [SUBJECT OF MEETING] - [DATE]



**Meeting Minutes**

**Logistics**

- Date:
- Time:
- Location:

**Agenda**

Start time	End time	Title	Presenter
[TIME]	[TIME]	[TITLE]	[NAME, ORGANISATION]
[TIME]	[TIME]	[TITLE]	[NAME, ORGANISATION]
[TIME]	[TIME]	[TITLE]	[NAME, ORGANISATION]
[TIME]	[TIME]	Break	[NAME, ORGANISATION]
[TIME]	[TIME]	[TITLE]	[NAME, ORGANISATION]
[TIME]	[TIME]	[TITLE]	[NAME, ORGANISATION]
[TIME]	[TIME]	[TITLE]	[NAME, ORGANISATION]

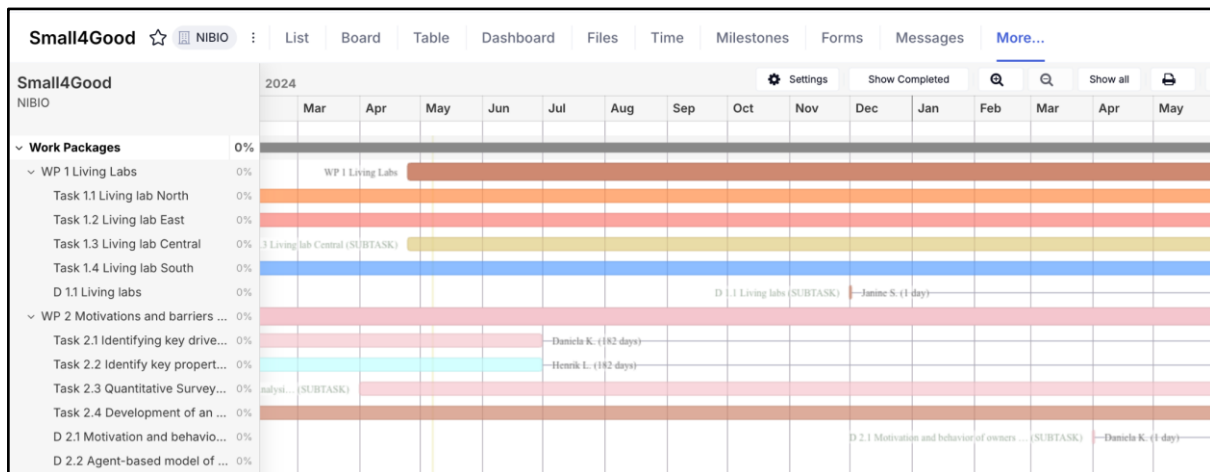
**Roles**

- Host: Person Name (ORGANISATION)
- Minute taker: Person Name (ORGANISATION)

**Figure 8.** Meeting minutes template for Small4Good meetings. Available on Teamwork in the “Files” section. [Google docs version here.](#)

### 4.1.7. Calendar of Activities

Teamwork, the project’s online collaborative space, provides a Gantt Chart (Figure 9) function that allows users to measure progress and highlight important periods and moments within the project. This serves as the project’s calendar of activities, allowing project partners and project coordinators to contribute collectively to the selection of dates for specific activities as well as highlight the due dates and periods of deliverables, and tasks in general. 6 months into Small4Good, users of the platform are able to assess the progress of various tasks across all WPs, helping them identify where assistance could be necessary. This aspect significantly helps in the long-term planning of deliverables, in relation to their tasks and associated milestones



**Figure 9.** Gantt chart function on Teamwork to be used as the project’s calendar of activities.

Project meetings fall under the responsibility of WP7 leaders, NIBIO, with project-wide meetings are hosted alongside yearly General Assemblies (GAs). The Kick-off meeting took place in Ås, Norway, hosted by NIBIO in January 2024 (Figure 10). The following meeting is scheduled to take place in Palencia, Spain, in October 2024.



**Figure 10.** Small4Good project partners at the kick-off meeting in Ås, Norway, in January 2024. Meeting hosted by coordinators NIBIO.

#### 4.1.8. Dissemination Log

As mentioned in multiple sections across the GA, dissemination of project activities and results plays a crucial role in fostering the uptake of project outputs. For this reason, documenting dissemination activities across the project is essential. On top of this, for reporting purposes, dissemination logs can be very useful tools in documenting the dissemination activities of both the project and individual project partners as the project evolves. An online file has been made by WP lead ELO (Figure 11) to facilitate centralisation and updates, which is available on Teamwork in the “Files” section, and is expected to be updated as regularly as dissemination events take place, containing the following information:

- Type of activity (e.g., press release, scientific publication, video, conference poster, (guest) lecture, presentation, etc.);
- Event description: short summary of the event (title, location, agenda, etc.);
- Audience reached: what are the demographics (can be a combination of many) of the audience in this specific contribution (e.g. researchers, policy makers, forest managers, etc.);
- Audience number: how many people were in the audience;
- Additional information: any additional information that can help in documentation, such as but not limited to photos, recordings, screenshots, etc.

It is important to update such logs regularly in order to avoid forgetting any events when attempting to remember 4 years’ worth of events.

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<p><b>Title is self-explanatory: Please provide detailed informations of events where you have disseminated/mentioned/communicated the Small4Good project. This list will not be made public. Please give us details of any external dissemination activities representing Small4Good. Please also send copies of your presentations, posters, etc. to ELO and upload these on the internal project website.</b></p> <p><small>*Types can include: Publication, Organization of conference, Organization of workshop, Website, Press release, Flyer, Articles published in the popular press, Media briefings, Presentations, Oral presentation to a wider public, Oral presentation to a scientific event, Poster, Exhibition, Thesis, TV Clip, Interview, Video, etc.</small></p>													
Partner	Date	Dissemination Activity Name	Venue/Place/Country	Author/Presenter	What? Type of dissemination activity	Title of event/activity (official use)	Who? Type Target Audience Reached	Estimated number of people reached	Why? Description of the objective(s) with reference to a specific project output (max 200 characters)	Link/sources	Status of the dissemination activity	Actions	Type and number of dissemination materials distributed

**Figure 11.** Centralised Small4Good dissemination log, to be filled by all project partners when disseminating the project. Available on Teamwork in the “Files” section.

## 4.2. External Communication

### 4.2.1. Key Messages

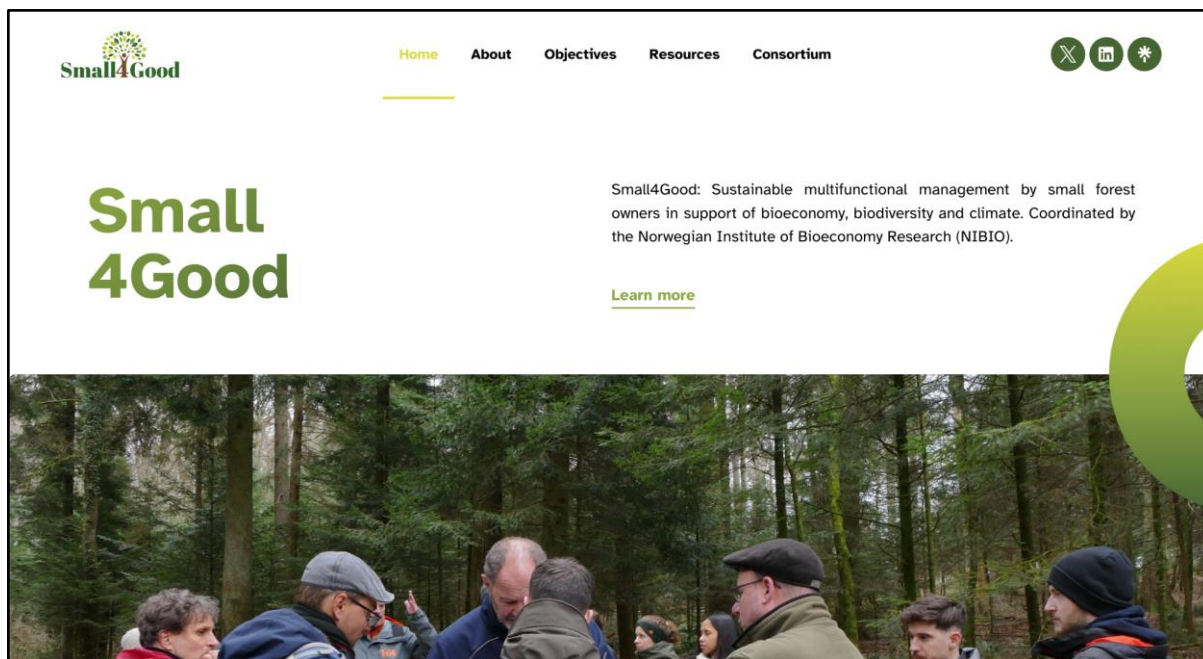
Key messages serve as an important foundation of DEC activities as they are the core information that is transmitted on the project. They deliver meaningful and relevant content to the target groups, which are tailored appropriately based on expectations and needs, as identified above in the stakeholder analysis. In the case of Small4Good and its topic of multifunctional management for bioeconomy, biodiversity, and climate for small-forest owners, communication efforts will have to be tailored based on target group needs, as well as contain a compelling message and conversational tone.

These key messages will be integrated into the two policy briefs expected of the project (D6.6 and D6.7) on pathways and monitoring systems, and they will serve as foundations for all dissemination activities and materials. They will be based on the main messages for each target group, outlined in Table 5 of section 2.

### 4.2.2. Website

#### 4.2.2.1. General Information

A website (<https://small4good.eu/>) for the project has been developed (Figure 12) to serve as both a centralised source of information on the project as well as a hub for all publicly facing DEC materials, especially blog posts. It will live throughout the project lifetime as well as a minimum of three to five years after the project is over. Information about the project is present (objectives, academic grounding, etc.), as well as a rundown of project partners. Project results, project-related news, and resources will be made available for external users to access. Links to public facing social media and other online resources are all be linked back to the website.



**Figure 12.** Landing page of the Small4Good website: <https://small4good.eu/>

The main mindset behind such a website is to very much serve as the central hub of information linked to the project. So far, the website contains information concerning the project itself, its objectives, a blog section (see section 4.2.2.2), an overview of the consortium, but as the project progresses it will also contain public-facing DEC materials and results. Project partners will input a link to the project's website on their respective organisation's web pages. WP6 lead ELO, alongside coordinators NIBIO, will manage and contribute to the website. Nevertheless project partners are invited to contribute to the website and will do so via ELO and/or NIBIO.

#### **4.2.2.2. Blog Posts**

An important part of DEC activities, linked to the [website](#) (Figure 12), are blog posts, which will be available on the website once they are published. Blog posts will be articles (of varying length) on various aspects of the projects, such as but not limited to project updates, events, articles published by the partners, specific themes, etc. As identified previously, they will also be delving into topics related to the project through the lens of the various target groups identified in the stakeholder analysis (Table 5). ELO will take the lead in writing the blog posts but with substantial contributions and collaboration from various WPs to ensure the accuracy of the content. Blogs will be shared on the project's social media accounts, and project partners are invited to disseminate them as well across their respective organisations' accounts.

### 4.2.3. Social Media

#### 4.2.3.1. Overview

Online social media can be used as extensive opportunities for the promotion of the Small4Good project and to inform interested stakeholders about the project, its updates, and results, as well as contributing to building an online network and audience. Social media platforms stand apart from other DEC channels as they can be updated very regularly as the project progresses on a day-to-day basis (or weekly), in contrast to only once materials have been produced. Social media accounts can also serve as initial building blocks towards synergies with similar projects and/or institutions for future collaborations. However, there is a plethora of social media platforms available, which is why Twitter/X and LinkedIn, were selected to combine regular, professional and widespread content.

The [Twitter](#) and [LinkedIn](#) accounts have already been made. Such platforms will follow the visual guidelines when applicable, as well as serve as key DEC channels for project content and are all available on the website as well as the project QR code found on public DEC materials (see LinkTree section). WP lead ELO alongside NIBIO will maintain access and manage the platforms, with project partners being encouraged to contribute both in regard to content creation and curation.

#### 4.2.3.2. Social Media Strategy

With over 10+ project partners and an extensive task timeline (see Figure 9 for the project Gantt chart) for DEC activities, including social media, a strategy must be set into place in order to prepare the social media best DEC as well as maintain consistency across the project lifetime and beyond. The main objective of this strategy is to ensure that DEC goals are met and to foster a positive online presence for the project. This strategy will evolve within the project lifetime and will also be modified based on the state of the project.

**Table 6.** Social media strategy for the Twitter/X and LinkedIn accounts of the Small4Good project

Social Media	Overarching strategy
Twitter/X	<ul style="list-style-type: none"> <li>● Regular updates 2-3 times a week throughout the lifetime of the project;</li> <li>● Contains pertinent and to-the-point information (characters are limited on Twitter/X) to specific target groups and the general public;</li> <li>● Link back to the website for further information, fostering the centralised hub aspect of the website;</li> <li>● DEC campaigns will include materials that follow the project's visual identity guidelines. Campaigns can focus on the project itself and its consortium, impacts, results, etc.;</li> <li>● Actively interact with other Twitter/X accounts on a daily basis that relate to the project, i.e., follow, like, comment, and re-tweet to gather traction;</li> </ul>
LinkedIn	<ul style="list-style-type: none"> <li>● Regular updates throughout the lifetime of the project;</li> <li>● More lengthy content, in combination with 1-2 photos, that allows for in-depth explanations;</li> <li>● More professionally oriented, with a focus on the work that is being done on the project as well as inputs on wider impacts;</li> <li>● The optimal tool for sharing important project-wide and partner-wide achievements such as publications and public-facing deliverables;</li> <li>● Link back to the website for further information, fostering the centralised hub aspect of the website;</li> <li>● Actively interact with other accounts regularly by following, liking, and commenting on other accounts' content;</li> </ul>

#### 4.2.4. Project Banner

A roll-up banner can serve as an important tool for enhancing the physical visibility of the project during in-person events such as conferences, workshops, forums, open days, etc, where they will be displayed at crucial positions such as entry points or on the stage(s). For the Small4Good project, key information such as project information, expected results, and impacts will be presented, following the visual identity guidelines. The banner will feature the project's LinkTree QR code (Figure 20), bringing those who scan the code to [a centralised list of links of the project](#), drawing them to more links (e.g. website and social media) of the project. The QR code is available in "Files > WP6" on Teamwork, and project partners are invited to share the QR code when disseminating the project.



**Figure 13.** QR code of Small4Good's [LinkTree page](#), bringing those who scan it to a list of links related to the project

ELO has designed a roll-up banner that has been approved and finalised (see Appendix). Once published, project partners will receive either an HD version of the banner to print themselves at their institution or coordinate with ELO to receive a printed version for the events they are attending and planning to disseminate on. This banner is a simple visual tool to draw readers into the project and highlights the key components of the project.

#### **4.2.5. Project Leaflet/Flyer**

A project's flyer/leaflet (here, the terms are used interchangeably) is an essential part of the project's DEC activities as it serves as one of, if not the first, piece of outreach for the project. It provides insight into the project's objectives and concepts, as well as showcases an overview of the conceptual grounding of the project and its expected impacts. Leaflets must be easy to read, contain understandable information, and must not 'bombard' the reader with too much information. Conceptually, they combine photos, text boxes, and informational visuals. ELO has created the first version of the leaflet (Figure 14), following visual identity guidelines highlighted in previous sections, a communicative leaflet that provides information on the project and what it aspires to achieve. It is available on Teamwork as well as on the [project website](#).

### DESCRIPTION

The SMALL4GOOD Project aims to enable small-forest owners to safeguard biodiversity and enhance the provision of ecosystem services through adapted management models. These would be financially supported by Payment for Ecosystem Services (PES) and implemented with the support of digital- and AI-based solutions.

These would put small-forest owners on a pathway towards sustainable and multifunctional management as a basis for a fair and inclusive transition towards the bioeconomy.



### SPECIFIC NEEDS

- Improve the contributions of small-forest owners to the EU Forest Strategy 2030
- Additional knowledge about small-forest owners.
- Halt the loss of biodiversity and mitigate & adapt to climate change.
- Improve the multifunctional role of Europe's forest
- Develop a sustainable and just economy

### PARTNERS

Coordinated by:  NIBIO  
NORWEGIAN INSTITUTE OF BIOECONOMY RESEARCH

 universität freiburg

 FAE CYFF

 GEORG-AUGUST-UNIVERSITÄT GÖTTINGEN

 MENDON ECONOMICS

 Norges Skogeierforbund

 WSL

 Transilvania University of Brasov

 Forest Design

 ELO  
European Landowners' Organization

 APPA  
Asociația Proprietarilor de Păduri din România

 iuFOR

 WaldBeiderBasel  
Verband der Waldgenossinnen

 ForstKammer Baden-Württemberg



**Sustainable Multifunctional Management by Small Forest Owners in Support of Bioeconomy, Biodiversity and Climate**



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### OUTCOMES

- (1) Regional & local management models for small-scale forest holdings
- (2) Understanding of small-scale forest owners' dynamics for multifunctional management
- (3) Multifunctional management: forest is managed for carbon, biodiversity & timber productions than for one main purpose (i.e timber)
- (4) Implementation of improved guidelines on carbon farming and PES adapted for small-forest owners.
- (5) Development of sustainable rural areas and integration of small-scale forest owners in the bioeconomy value chains.
- (6) Improvement of the quantity and quality of EU forests

### TARGET GROUPS

- Forest owners
- Forest owners' associations
- Consultants, certification bodies,
- Developers of PES schemes
- NGOs
- Scientific community
- Policy makers
- General public

### IMPACTS

#### Scientific Impacts

Improved knowledge on:

- (1) Motivation for active multifunctional management,
- (2) Business models supported by PES and carbon farming,
- (3) Multifunctional management models,
- (4) Digital AI-based tools.

#### Socio-Environmental impacts

Increased the multifunctional role of Europe's forests through sustainable management, contributing to climate change mitigation/adaptation, and improving biodiversity.

#### Economic Impacts

Support the transition to a fair and inclusive bioeconomy with the active participation of small-forest owners.

Active implementation of PES schemes and carbon farming led to diversified income of small-forest owners and hence contributed to a more resilient rural economy.

### CONTACT

 @Small4Good

 rasmus.astrup@nibio.no

 @Small4Good



Scan for more information!



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**Figure 14.** First leaflet of the Small4Good project (communicative). [Available here.](#)

Another leaflet will be created further on in the project to serve a *dissemination* purpose and raise awareness of the results of the projects (once these have been made public) and potential outputs. It will be created with the feedback of WP leaders, and will be made available on the website and on Teamwork as well as disseminated across the appropriate DEC channels.

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#### 4.2.6. Uniform Powerpoint Presentations

Maintaining visual consistency is paramount in order to maintain brand identity across DEC activities, especially public-facing ones. With this in mind, a uniform PowerPoint (and associated Google Slides) template (Figure 15) was made that follows the visual identity guidelines of the project and is available to all project partners on Teamwork. Such a template should be used during *any* presentation concerning the project whenever possible.



**Figure 15.** Uniform PowerPoint/Google Slides template of the Small4Good project to be used for public DEC presentations. Available on Teamwork.

#### 4.2.7. Newsletters

Following indications in the GA, Small4Good will have dedicated newsletters throughout the project, containing various amounts of content such as project updates, information about the various WPs, objectives, goals, events, reports, etc. for all target groups to read. Newsletters will consist of a public-facing summary of what has been taking place within the project over a consistent period of time, allowing its readers to gather an overview of the project's updates, as well as be redirected to the website and the project's social media accounts to gather more information. They will also be made available on the website and be disseminated appropriately.

WP6 leader ELO will take the lead in designing, developing, and distributing the newsletters throughout the project following DEC guidelines. Project partners are expected to contribute to their distribution across their respective networks. So far, only the sign-up link has been created (<http://eepurl.com/iNj0E>), and ELO regularly

disseminates it and encourages all project partners to do so as well across their respective networks.

It is important here to note that the gathering of prospective readers of the newsletters and their distribution will follow the appropriate European data protection laws (GDPR). Recipients will have to provide their consent for the project to send content to the provided email address. The same will have to be done for photos of individuals: without written consent, photos of people can not be included when their faces are visible.

#### **4.2.8. Articles**

Project partners will publish the results of their research in accredited journals, adhering to the guidelines of scientific peer-reviewed publications, with the accompanying data. Project information, its objectives, and main results will be summarised into easy-to-understand and accessible terminology in order to maximise impact and follow Small4Good's IP and associated rights for publications. When published, project partners are to inform WP lead ELO to engage in DEC activities linking to said publication across multiple activities and channels. Partners are also encouraged to use the material from their publications and turn it into press releases, which are to be shared with their local and/or relevant newsletters, magazines, and journals, all whilst targeting the appropriate target groups.

#### **4.2.9. Video(s)**

Videos are an essential tool in the audio-visual content world of today, as they can showcase both what the project is about as well as its advances in a captivating, educational, and entertaining way. Videos can also foster broader participation in the project of a wider audience and spark potential interest across the various target groups. They can also be published across multiple DEC channels and showcased in various DEC activities.

Throughout the project, videos will be made, first to be communicative about the project and then later on to raise awareness of the project results. These videos could be specifically targeted at the results users. This characteristic of the videos allows them to present a lot more detailed information presented by the project partners. However, these videos can only be created once the results are published and not before.

#### **4.2.10. Policy Briefs**

With policymakers, both on regional levels as well as across the EU, being one of the core target groups of the project outputs, policy-specific DEC materials will be created as part of the project and will play a key role in fostering political transitions on the topic. For Small4Good, this means creating policy briefs (D6.6 and D6.7).



**Small4Good D6.1 - Dissemination, Exploitation and Communication Plan**

Through the lens of political actions, they can highlight not only what the project is about and its intended impact on a political level but also indicate guidance to various policymakers on the decisions they need to make in order to foster sustainable forest management as well as monitoring and reporting systems.

WP6, with contributions from other WPs and coordinators NIBIO, will collaborate on the production of the policy briefs, which will then be disseminated accordingly across the project's DEC channels. They will also be presented at various events across the continent that project partners will attend on behalf of the project and serve as key dissemination materials for the project: alongside a prospective promotional video, they are one of the core project DEC materials. With this in mind, policymakers will also be invited to Small4Good public events, as well as invited to hopefully contribute to the co-design of project outputs in the final year of the project.



## 5. Communication & Dissemination Activities

Whilst the previous section highlighted the extensive list of DEC materials that will be created, this section focuses more on the activities where such materials will be presented. These mainly include public-facing external events where the project is discussed, as well as where the main goal will be to foster the uptake of project results.

### 5.1. External Events

When being present at external events, DEC guidelines mentioned above should be followed as well as DEC materials need to be present. These interactions should be documented and reported on the project's dissemination log (Figure 11), as well as included in the shared Gantt chart. As mentioned in 4.1.8, project partners are recommended to regularly update the dissemination log ([link available here](#) and on Teamwork), as well as consult dissemination events that other project partners have taken part in. Small4Good will also organise its own events, such as living lab dissemination events and stakeholder engagement/co-creation workshops.

### 5.2. Press Releases

Press releases serve as an important vessel and activity of spreading news of the project as well as disseminating its results to various media outlets and summarising the news in a concise and important fashion. Such outlets can include scientific magazines, policy newspapers, web portals, and many more to ensure that a wide range of audiences are reached and direct them towards more project materials such as the website and social media accounts. The mindset behind writing press releases is to ensure that media outlets that have extensive networks are able to communicate and potentially even disseminate the project across local, regional, and European spheres of influence tailored to specific target groups. Furthermore, project partners are invited to utilise their own networks for the Small4Good project, as well as continue developing it through their respective institutions.

In contrast to other DEC materials and activities, project partners are invited to take the lead on writing press releases and inform WP lead ELO and coordinators NIBIO of when they have been done in order to log them and disseminate their publications. When written, project partners must follow DEC guidelines to be included in dissemination activities. Translations can also be made available, if desired, to increase the reach of the project, and ELO will provide assistance on this matter when requested. Press releases will also be made available for the project website.

### 5.3. Development of a Post-Project Exploitation Plan

Project coordinators NIBIO will take charge of writing a post-project exploitation plan (PPEP), D6.5, at the end of the project lifetime that will enable the further use of project results by the target groups mentioned previously once the project is complete. In this specific case, 6.5. will merge both the generated knowledge of the project partners and project results, such as business and management models, as well as digital solutions, with the goal of helping multifunctional forest management by small-forest owners. This will also take into account the feedback from stakeholder co-creation and co-design activities from the living labs of the project, facilitated by project coordinator NIBIO.

A major component of the PPEP will be exploitation roadmaps that will lay the path towards maximising market adoption, replication, and upscaling of various solutions that have been co-developed and tested in the Living Labs (LLs). The first roadmap is scheduled for M24, to then be continuously updated as the project and LL activities progress.

With regards to the technical developments of the project related both to AI and technical solutions, both will be evaluated for their business potential as well as in line with intellectual property (IP) rights (IPR) and knowledge management generation as provided by the project. From a commercial perspective, should a technology/method show potential, an initial business model for such technology will be developed following a CANVAS approach.

This way, Small4Good research and outputs can have a longer-lasting impact than within the confines of the project lifetime, and foster the development of a more sustainable European forestry sector. Once published, D6.2. will be disseminated accordingly, as well as be shared with key stakeholders to maximise sustainable transitions.

## 6. Monitoring & Reporting

Communication, dissemination, and exploitation tasks form an important component of reaching Small4Good's objectives. To ensure that goals and expectations are met, a monitoring and reporting system must be developed. The following strategy outlines how this will take place, by setting up key performance indicators (KPIs) as well as by when they should be reached (monitoring).

Putting the two together and with regular updates this will also highlight gaps in DEC activities where more efforts are required, as well as positive stories where KPIs are being met and/or exceeded. These efforts will be very much accompanied by the extensive DEC material and activity task list timeline, which will be an essential tool in reaching said KPIs.

### 6.1. Indicators of Success

Table 7 outlines the indicators of success, i.e. KPIs, for various DEC materials and activities. ELO and NIBIO will supervise the monitoring of these activities and materials and will include project partners in the collaboration process. These indicators are based on the ones outlined in the GA, and can evolve and be made more accurate as the project progresses, and will be revised at every edition of this DEC plan as well as at regular intervals between ELO and NIBIO.

**Table 7.** Initial indicators of success - Key Performance Indicators (KPIs) of Small4Good Dissemination, Exploitation, and Communication materials and activities throughout the project lifetime

<b>DEC material/activity</b>	<b>KPI</b>	<b>Timeline</b>	<b>Partner responsible</b>
DEC Plan/Visual identity	Approved by coordinator	M6 (06/24)	ELO & NIBIO
Website	Live	M6 (06/24)	ELO
Leaflet/Banner	Published on website	M6 (06/24)	ELO
Blog posts	≥ 40	M48 (12/27)	ELO + WP leaders
Newsletters	≥ 8	M48 (12/27)	ELO + WP leaders
Social media	Twitter/X: 600 followers LinkedIn: 300 followers	M48 (12/27)	ELO + NIBIO
Videos	≥ 5	M48 (12/27)	ELO + WP leaders
Co-design presentations of best practices of multifunctional management	4 workshops/ dissemination events (1 per LL <sup>1</sup> )	M48 (12/27)	LLs + NIBIO + ELO
Conference on multifunctional management by Small-forest owners	1 conference in Brussels ≥ 100 participants	M48 (12/27)	ELO + NIBIO
Policy Briefs: (1) multifunctional forest management & (2) guidance for carbon farming and PES	Presented & disseminated at ≥ 5 events	M36 (12/26)	UVA (1) + UGOE (2) + ELO + NIBIO
Policy recommendation	Joint publication with SMURF project	N/A	UFR
Practice abstracts	1 per WP	WP1: M12 (12/24) WP2: M42 (06/27) WP3: M32 (08/26) WP4: M36 (12/26) WP5: M46 (10/27)	WP1: WSL WP2: UFR WP3: UGOE WP4: NIBIO WP5: UVA
Scientific publications & presentations	10 publications 10 conference presentations	M48 (12/27)	ELO + NIBIO
Project presentations	≥ 10	M48 (12/27)	ELO + NIBIO
Description of results & guidelines for forest owner associations	≥ 15 networks to disseminate to via newsletter	M48 (12/27)	NIBIO + ELO + CEPF

<sup>1</sup> LL = Living Lab

Here, it is important to note that the indicators of success and KPIs originally mentioned in the GA can be modified based on the progress of the project to best match the project's overall goals

## 6.2. Reporting

For reporting purposes, the dissemination logs mentioned in previous sections will serve as an important metric for DEC reporting, both internally and to the funding programme. For this reason, every single project partner will have to put in effort to effectively document an individual dissemination activity: without centralised proof (photo, links, etc.), estimating if the project has reached its DEC KPIs will be exceedingly difficult. ELO and NIBIO will monitor this centralised file and ask WP leaders to remind their WP members to contribute.

## 7. Knowledge Management

Knowledge management refers to the way in which knowledge is organised and used within a specific organisation (as defined by the [Cambridge Dictionary](#)), and in this case refers to all the knowledge created by the Small4Good's project's consortium during the lifetime of the project. Here, grounded in the principles of Responsible Research and Innovation, any material created during the project by the consortium that is confidential will remain confidential to the project and will not be spread *outside* of the consortium without authorisation of the information's "owner". Indeed, all Small4Good results and outputs will be owned by the specific project partner(s) carrying out the work behind the result, as outlined in the project grant and consortium agreements. It is the responsibility of the project coordinator to ensure that this is the case and that project partners are aware of the intellectual property protection of PathFinder results.

As mentioned above, there is a potential for patentability and commercialisation of technological achievements/innovations throughout the project: these shall be assessed *before* the publication of materials in strict accordance with the dissemination and disclosure clauses of the consortium agreement. If needed, intellectual property rights lawyers of each partner institution can assist the coordinator to ensure consistency and transparency of intellectual property assets. In turn, the achievements, materials, patent plans, or information in question will be communicated to the funding programme of the European Commission as part of the reporting process. All in all, this knowledge management strategy will take place to **avoid hindering any future exploitation** of the project results by the target groups, to be done in coordination with intellectual property rights regulations and in an inclusive and transparent fashion.

## 8. Intellectual Property Rights Management

Throughout the duration of the project, the project partners will produce a wide range of outputs, ranging from scientific publications, reports, technological innovations with potential commercial impact, and policy briefs, all in line with the project objectives and targeted at specific stakeholder groups. Small4Good brings together over 15 partners across all corners of the European continent, research organisations, universities, EU organisations, and many more, which is why it is essential for all to fully understand the applicable intellectual property rights (IPR) and associated data management as soon as deliverables are being produced in the project lifetime. Such consistency facilitates the consortium to make the necessary changes when needed as well as make sure that all project partners are in agreement on how to undertake publication, as well avoid any time wasted on modifications when the publication process has been undertaken.

In order to strengthen competitiveness and impact of the project to Small4Good's target groups, it is important to focus on IPR management within the project's results, which will be grounded in transparent, accessible, and strong foundations. Project methodology and project results will be published across a variety of deliverables within various WPs, however such associated scientific publications and commercial results must be evaluated within the consortium to ensure no IPR infringement(s). The most suitable tools must be designed to ensure that no IPR infringements take place.

This IPR strategy will focus on careful management of IPR issues within the Small4Good project that are of importance to foster and facilitate the exploitation, especially commercial exploitation, of the end-results of the project and associated innovative technologies. It will encourage a favourable environment within the consortium for respective IPR with the goal to ensure a uniform approach on behalf of the project partners across the lifetime of the project, alongside adequate and continuous monitoring by project coordinators NIBIO. This monitoring and IPR tools will be designed by coordinators NIBIO based on the needs and capacities of each project partner whilst not infringing on Small4Good objectives and the development of deliverables.

This section targets all project partners, as well as associated third parties, as a continuous reference to IPR throughout the project lifetime and beyond. This strategy will evolve as the project develops, in line with the project partners' delivery of project results. It will also go hand in hand with the Data Management Plan (Deliverables 7.1, 7.2, and 7.3., led by NIBIO), as well as form a key foundation of the post-project exploitation plan (Deliverable 6.5, led by NIBIO).

## 8.1. Intellectual Property in the Small4Good Project

From the kick-off meeting onwards, discussions have focused on foreground identification (i.e. results of the project), ownership of results, data access rights and their protection, as well as important elements for future result exploitation such as internal research, future collaborations amongst project partners and beyond, internal innovation technologies (i.e. product) development, licensing, and many more. With all this already being discussed before M6 of the project, IPR must be standardised across the project, in line with prospective exploitation strategies, to protect the data and its creator(s), as well as ensure that no negative consequences from potential competitors to co-opt Small4Good intellectual property will take place in the future.

The first step of the IPR strategy will be to identify the projects needs in regards to intellectual property, analyse the types of the data that will be created across the project lifetime and be required to share publicly for research publications and other endeavours, all linking to the creation of new innovation technologies and associated policy recommendations. The second step is to identify, assess, and evaluate the appropriate tools and channels with which information among the partners will be shared with the goal to maximise efficiency.

Three potential intellectual property categories can be identified within the Small4Good project:

- Individual and joint intellectual property: which belongs to individual and/or joint partners that are working (together) on a particular task and in which the data is restricted to those partners;
- General intellectual property: which belongs to the entire consortium;
- Publicly available intellectual property: which belongs to the general public, can be published on the project website, conferences, and that is made available without restrictions.

The overarching principles of this strategy will be grounded in the intellectual property aspects outlined by the European Commission for Horizon projects, found in [this link this link here](#) to ensure consistency across EU-funded projects. The foundational know-how of specific project partners (i.e. their respective expertise and background/pre-existing intellectual property) shall be made available within the consortium, but strictly restricted to be applied to project outputs and used within the duration of the project. Each project partner is the owner of the foreground they develop and is responsible for ensuring the appropriate IPR of the associated knowledge. Project coordinators NIBIO are taking the lead on developing the project's Data Management Plan (DMP, D7.1, D7.2, and D7.3).

With regards to scientific publications, of which 10 scientific publications are expected (c.f. Section 4.2.8. Articles of this DEC plan), all project partners will significantly contribute to publishing project results across a variety of DEC channels (c.f. Section 4.2. External Communication). Various open access data repositories and journals are currently available to partners. Based on available budget, importance, and nature of the open access scheme, WP7 lead NIBIO, in coordination with the project partners in question and DEC lead ELO, will decide on which open-access scheme to follow.

## 8.2. Intellectual Property Rights Concepts

To maintain consistency across the development of the project’s IPR strategy, it is important to elaborate on foundational concepts (Table 8) to reduce confusion amongst the project partners, as well as access rights of said data also play a role in (Table 9). If disagreements occur, project partners can discuss this with NIBIO and ELO, respectively, to mediate and find an effective solution without compromising the project outputs.

**Table 8.** Core elements of Intellectual Property Rights (IPR) in the Small4Good project.

<i>Terminology</i>	<i>Applicability within the project</i>
Results	Refer to any output of the action (task, sub-task, deliverable, etc.) of the project such as data, information, and/or knowledge, regardless of form and nature
Ownership of intellectual property	<p>Project partners own the results that they have developed and are responsible for securing the associated IPR necessary for result exploitation.</p> <p>When publishing, they must be made open access and the entire consortium needs to be notified about prospective papers. If no answer is provided within 15 working days from partners, authorisation to publish will be considered approved.</p>
Joint ownership	2 or more project partners are engaged in joint ownership of results when they have jointly generated the result(s) in question and it is neither possible to establish respective contributions and/or separate the contributions in regards to ensuring IPR. The allocation and exercise of joint ownership must be agreed upon in writing, as well as any allocation to third parties and/or change in ownership scheme (i.e. transfer rights to single owner).
Third parties	Third parties (outside of the consortium) may claim IPR to the results if they contribute to their development and must be done with project partners in question in accordance with PathFinder IPR strategies. If there is a situation where IPR can not be obtained, the project partner must refrain from utilising the third party in question to generate results.

 **Small4Good D6.1 - Dissemination, Exploitation and Communication Plan**

REA  
ownership

The European Research Executive Agency (REA) may obtain ownership of results, in accordance with the project and project partner involved, up to four years after result generation for dissemination purposes. Exceptions occur when IPR are not reasonable, justified, and/or possible or there is lack of commercial viability.



**Table 9.** Access rights of data terminology within the Small4Good project.

<i>Access right concept</i>	<i>Description</i>
Background	Data, know-how, or general information, regardless of nature and form, is held by the project partner before joining the project and is required to undertake project work and create results.
Access rights	Rights of access to project information and/or results and/or background in writing. Waivers must also be done in writing and unless agreed upon by the coordinators and project partners in question, sub-licensing is not included when authorising access rights.
Access rights to other project partners	<p>Project partners are required to give each other, under fair and reasonable conditions, access on a royalty-free basis to their background for the purpose of undertaking project work and the development of project results, which include the exploitation of project results.</p> <p>Exceptions to this occur when the project partner holding the background information informs other project partners of the legal limitations of the background information in question (including those by third parties) and/or that access would not involve a royalty-free basis.</p>



## Appendix

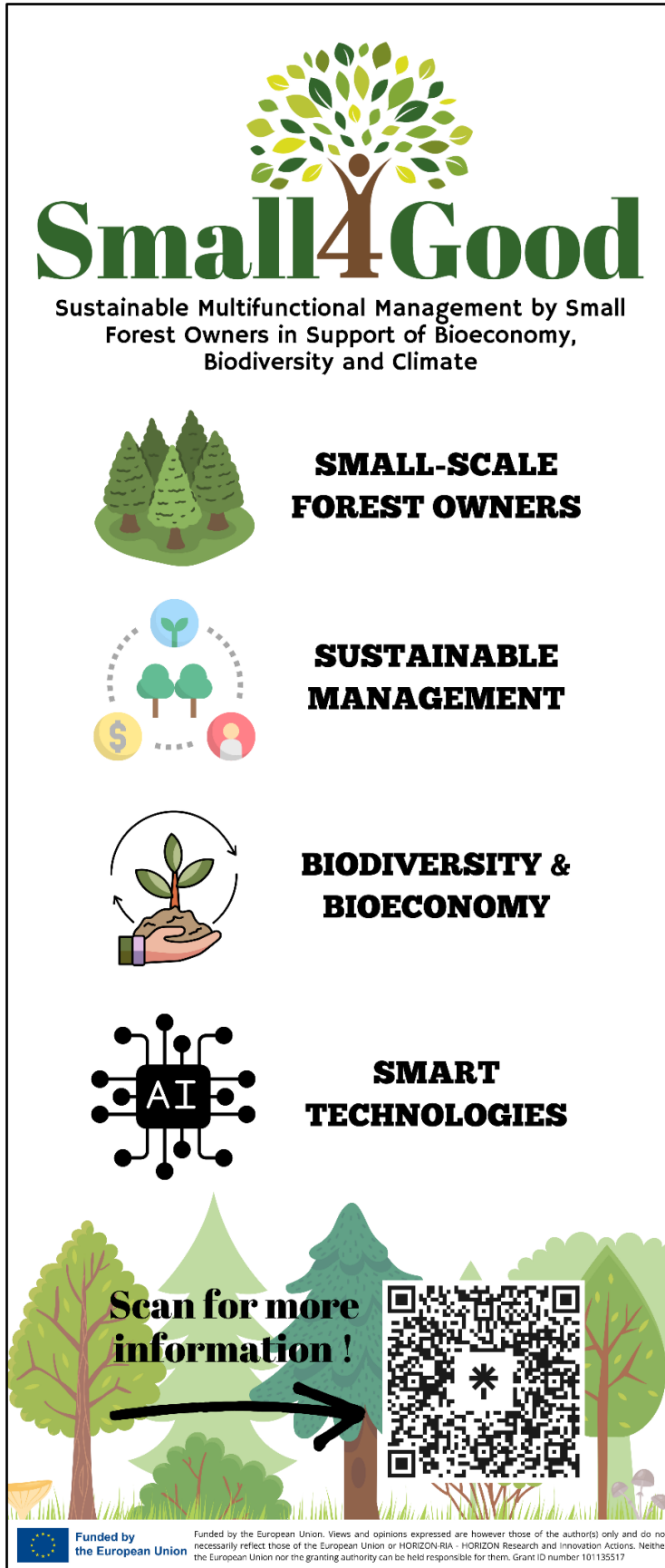
### **Appendix A:** Partner/WP Leader, and WP6 lead responsibility per selected DEC material produced for the Small4Good project

DEC Material	WP6 Responsibility	WP leaders
Social media accounts	<ul style="list-style-type: none"> <li>● Maintaining activity</li> <li>● Regularly posting content</li> <li>● Interacting with the audience and other accounts</li> </ul>	Please provide ( <i>applicable to all project partners</i> ): <ul style="list-style-type: none"> <li>● Accounts linked to the topic that you interact with</li> <li>● Content to share on a regular basis</li> <li>● Inputs on the work you are doing</li> <li>● Feedback on social media campaigns</li> </ul>
Mailing list sign-up form	Will create the sign-up form on MailChimp and the associated text to use, as well as disseminate it across project DEC channels	Please ( <i>applicable to all project partners</i> ): <ul style="list-style-type: none"> <li>● Disseminate the mailing list sign-up form across your contacts and networks</li> <li>● Regularly disseminate (minimum once a month) to relevant stakeholders that you are in contact with</li> </ul>
Newsletter	<ul style="list-style-type: none"> <li>● Create a newsletter template following visual identity guidelines on MailChimp</li> <li>● Filling in the newsletter with relevant content for the target audiences and from the project partners</li> </ul>	Please provide: <ul style="list-style-type: none"> <li>● Updates on the work you have been doing for the project</li> <li>● Interesting content to share for a wider audience</li> </ul> And <ul style="list-style-type: none"> <li>● Disseminate the newsletters across your network(s) once the newsletter is published (<i>applicable to all project partners</i>)</li> </ul>
Leaflets + roll-up banner	<ul style="list-style-type: none"> <li>● Create a template following visual identity guidelines</li> <li>● Fill the material based on important content for the project covering all target audiences</li> <li>● Make finalised printable version and instructions available on Teamwork</li> <li>● Will disseminate across ELO and project networks</li> </ul>	<ul style="list-style-type: none"> <li>● Provide partner logos in HD (<i>applicable to all project partners</i>)</li> <li>● Provide constructive feedback</li> <li>● Print them in high-resolution</li> <li>● Disseminate across project partner networks, at events, to news and media outlets when necessary, and on respective institutional websites (<i>applicable to all project partners</i>)</li> </ul>
Promotional videos	<ul style="list-style-type: none"> <li>● Writing and creating the script for the videos</li> <li>● Maintain connections with the video makers for feedback</li> <li>● Disseminate videos across project and ELO DEC channels</li> </ul>	<ul style="list-style-type: none"> <li>● Provide constructive feedback on the video script</li> <li>● Encourage all WP members to disseminate the videos across their networks</li> <li>● Disseminate videos across all project partner networks (<i>applicable to all project partners</i>)</li> </ul>








**Appendix C. Project Roll-Up Banner**

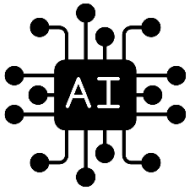



**Small4Good**  
Sustainable Multifunctional Management by Small Forest Owners in Support of Bioeconomy, Biodiversity and Climate


 **SMALL-SCALE FOREST OWNERS**

 **SUSTAINABLE MANAGEMENT**

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 **SMART TECHNOLOGIES**

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**Appendix D. Other DEC Materials**



*Email Signature of the project, to be used by consortium members*



*Small4Good sticker featuring project QR code, to be distributed to consortium members and at public events.*



*Virtual background to be used by consortium members during online communication/dissemination events.*