



Deliverable D6.3

Project DEC activities report



Document Control & History

Document Control

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Dissemination level

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Document History

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1.0	19.12.2025	SH (NIBIO)	Minor changes in tables 4, 5 & 6



Abbreviations

D	Deliverable
DEC	Dissemination, Exploitation and Communication
EC	European Commission
ELO	European Landowners' Organization
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
IP	Intellectual Property
IPR	Intellectual Property Rights
KPI	Key Performance Indicator
LL	Living Labs
M	Month
NGO	Non-Governmental Organisation
NIBIO	Norwegian Institute of Bioeconomy Research (<i>Norsk Institutt for Bioøkonomi</i>)
PES	Payment for Ecosystem Services
RP	Reporting Period
S4G	Small4Good
STOA	State of the Art
WP	Work Package



Executive Summary

This deliverable provides an update on the outcomes of the dissemination, exploitation and communication (DEC) activities outlined in the Dissemination, Exploitation and Communication Plan (D6.1) developed under WP6 '*Dissemination, Exploitation and Communication*'.

The Dissemination, Exploitation, and Communication (DEC) Plan of the Small4Good project is a strategic document that defines the objectives, channels, activities, and approaches used to promote the dissemination and long-term uptake of the project's results.

The report summarises the DEC actions taken over the first half of the Small4Good project (M1 to M24). It opens with an overview of the project's goals and main activities, followed by a detailed presentation of the dissemination and communication objectives. It examines the target audiences, key messages, and the channels used to reach them. It then outlines the tools and methods applied throughout the communication and dissemination process, including identity guidelines, promotional materials and videos, online communication efforts, additional resources, publications, and organized events. The report also explores the synergies established during the project and provides an evaluation of dissemination outcomes, focusing on key performance indicators and estimated outreach.

All project partners have actively contributed to the execution of the communication, exploitation and dissemination strategy, ensuring the alignment of messaging, consistency in outreach efforts, and maximisation of the project's visibility and impact within the EU and beyond.

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1. Overview on the S4G project and its DEC Strategy

Small4Good aims to enable and activate small-forest owners to safeguard biodiversity and enhance the provision of ecosystem services from Europe’s forests through multifunctional and locally adapted management models that are financially supported by Payment for Ecosystem Services (PES) and implemented with the support of digital- and AI-based solutions.

Hence, Small4Good focuses on understanding the motivations of small-forest owners and pursues the development of business and management models through a **multi-actor living lab approach** in four regions across Europe. This follows a co-creation approach that promotes rapid acceptability, prototyping, and implementation to outline realistic locally adapted pathways towards multifunctionality that are aligned with the ambitions outlined in the EU Forest Strategy. The lessons learned will be used to enable small-forest owners across Europe to enter the pathway towards sustainable and multifunctional management as a basis for a fair and inclusive transition towards the bioeconomy.

The success of the project is ensured by an efficient, planned communication, dissemination and exploitation strategy of the project results. Developed in WP6 by ELO (European Landowners’ Organisation) in M6, the Dissemination, Exploitation, and Communication (DEC) plan (D6.1) serves as a key cornerstone to maximise awareness on the project activities and outputs in a timely manner as well as promote the benefits of their implementation. It also aims to guide relevant decision-makers to foster the creation of an adequate environment for small-scale forest owners to efficiently implement the project’s business models (WP3) and associated forest management concepts (WP4). Alongside that, WP’s specific objectives (Table 1) set up the guidelines and strategies for DEC materials and activities for the entire project lifetime and beyond.

Table 1. Dissemination, Exploitation, and Communication objectives of Small4Good

Objective	Description
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, the DEC 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





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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. WP6 is led by the European Landowners' Organization (ELO), working in close collaboration with NIBIO and all the project partners. To accomplish this, a coordinated effort from all partners is required to foster long-term impacts. The plan includes a stakeholder analysis, guidelines for the Small4Good corporate identity, the production of DEC materials, the implementation of DEC activities, and their monitoring and reporting. This detailed Project DEC activities report (D6.3) is therefore presented at M24, in order to compile the efforts over the first half of the project and identify upcoming challenges and opportunities as well as assess monitoring indicators.



2. Stakeholder Analysis

2.1 Target audience and key messages

An initial stakeholder analysis was presented in D6.1, “Dissemination, Exploitation and Communication Plan”, identifying the key target audiences the project aimed to engage. Dissemination and communication activities were subsequently designed to address these distinct target groups and tailor specific messages accordingly.

Firstly, more **general key messages** have been identified to describe the project when addressing external target audiences or other interested stakeholders. Those messages were included in the project communication materials and platforms, such as the project website, to give consistency and reinforce the narrative built during the execution of the project. The initial messages have been **further finetuned** considering the outcomes of the project and the discussions held during the Living Labs visits gathering a variety of key stakeholders.

Alongside the project’s general messages, Small4Good identified six distinct target audiences, for which specific and relevant **sub-messages** were developed. These audiences will continue to be key targets for dissemination and communication activities.

The key stakeholder groups identified, along with the corresponding messages to be conveyed to each, are listed below.

Table 2. Identified target groups of the Small4Good project

Target Group	Link to S4G	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 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 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. Where the results and available code and data can be found




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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.

Taking into account the diversity of the types of target groups outlined above, all the information of the target groups is centralised in a collective database which is maintained by WP lead ELO as well as project coordinators NIBIO and updated throughout the duration of the project.

This database takes the form of the mailing list of the project newsletter and is restricted to internal users within the project, under the consent of the data providers in full compliance with GDPR rules.

It is important to recognise that the needs and motivations of target groups evolve over the course of the project. As co-design processes mature, experience with each group will help refine and tailor communication and dissemination activities. This stakeholder analysis will underpin the post-project exploitation plan (D6.5), informing how different actors can use the project’s results to contribute to a more sustainable European rural development sector.



3. Content flow

Set up at the very beginning of the project, the centralized collaborative workspace Teamwork ensures that all project information and materials are stored in a single, continuously accessible location under the management of the coordinating partner, NIBIO.

The platform facilitates project implementation by supporting progress monitoring, overall management, and the tracking of timelines and deadlines. All dissemination, exploitation, and communication (DEC) materials are made available to partners within the WP6 Dissemination folder in the files section, alongside additional resources provided in the “Links” section, such as the collective dissemination log and meeting minutes template. Partners can also upload relevant content to support the development of DEC materials, including photos, videos, texts, and other useful data.

4. Communication tools and activities

The key objective of the Small4Good project communication activities is to effectively communicate about the project scope, objectives, results and impacts to the target audiences outlined in Section 2 and the general public, with the ultimate goal of raising awareness about the benefits of multifunctional and locally adapted management models for small-forest owners to safeguard biodiversity.

The following channels and tools were used and developed during the first half of the project:

- Project branding, including visual identity and a logo and templates, for internal use;
- Project website, updated regularly;
- Newsletter and press releases;
- Social media channels;
- Communications Pack, including roll-up leaflets and flyers for external use;
- Videos.

4.1 Small4Good visual identity

A clear brand identity, including the Small4Good logo and templates, has been developed at the very beginning of the project to favour the recognition of the project. The detailed visual identity concept, usage guidelines, including the complete colour palette and

alternative versions of the logo, can be seen in D6.1. No major changes have occurred since and the visual identity has been used by project partners to ensure a consistent project representation. A revised PowerPoint template is currently under development by Alys to offers a more streamlined, straightforward, and user-friendly format for presentations and will be available at the beginning of 2026.

4.2 Small4Good website

The project website, designed by OnProjects, has been launched in M6 and marked Milestone 11. It is already functional at the following URL: (<https://small4good.eu/>). The website serves as the main channel for communication about the project and its activities and acts as a repository for project outputs and materials including deliverables, open-access scientific publications, informative articles, as well as relevant news and events from the project. It was designed to allow users to easily navigate through the different sections and find the relevant information.

The Small4Good website was updated in M18 as required by D5.1 ‘*Set up of website with presentation of LL*’. A key element of Small4Good is the establishment of four Living Labs across Europe, each reflecting a distinct geographic context: North (Norway), Central (Germany/Switzerland), East (Romania), and South (Spain).

Each Living Labs webpage is structured to provide an overview of the Living Lab’s context, outlining regional forestry conditions, challenges, and opportunities. A dedicated webpage has been set up at the following link [Living Labs Archive - SMALL4GOOD](#). It also presents the objectives of the Living Lab and summarises activities carried out so far, such as stakeholder workshops, field visits to selected properties, and meetings designed to identify local needs and plan upcoming actions. Updates on the above-mentioned activities, such as field visits, are regularly shared in the News section.



Figure 1. Small4Good - Living Labs webpage

In terms of impact, the website analytics have been strong since its launch. From June 2024 to the present, the Small4Good website has recorded 16,356 sessions, with 15,761 unique visitors and a low bounce rate of 4.63%, averaging 1.53 page views per session, as from the graph below.

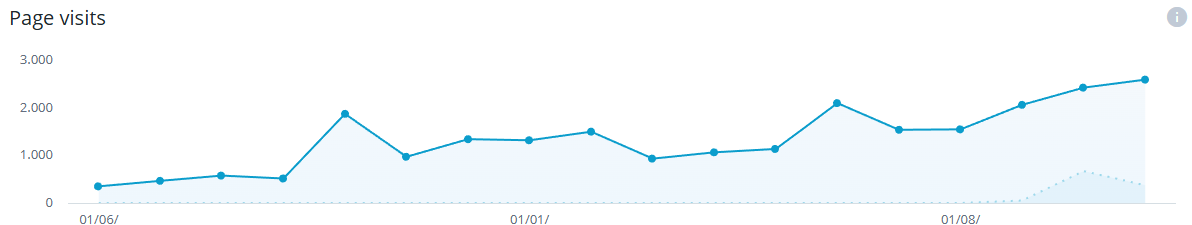


Figure 2. Small4Good website - analytics from M1 to M24

The most visited pages are the Home page (14,170 visits), followed by Resources (1,010), News (980), Living Labs (622), Deep Dive into LL East (571), Living Lab Report & What to Expect in 2025 (510), Living Lab East (501), Small Forest Owners – Sustainable Management in Spain (472), Living Lab North (457), Living Lab Central (412), and Living Lab South (408).

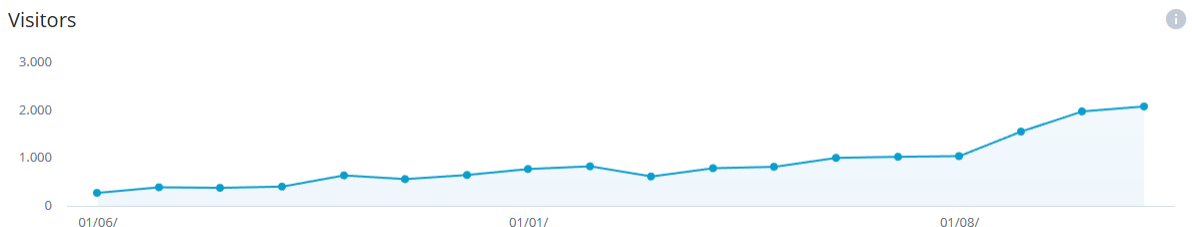


Figure 3. Small4Good website - analytics – visits

4.2.1 Blog

An essential component of the project DEC activities is the blog, which serves as a key platform for disseminating information related to the project. Blog posts, which cover a range of topics such as project updates, events, partner publications, and thematic discussions, are regularly published on the project’s website. As of now, 10 articles are available, offering insights into various aspects of the project and its impact. These blog posts are developed by ELO, with substantial contributions from the different Work Packages to ensure content accuracy and relevance. The posts delve into issues from the perspective of the diverse target groups identified in the stakeholder analysis. Once published, the articles are shared on the project’s social media accounts, and project partners are encouraged to further disseminate them through their respective networks to maximize visibility and engagement.

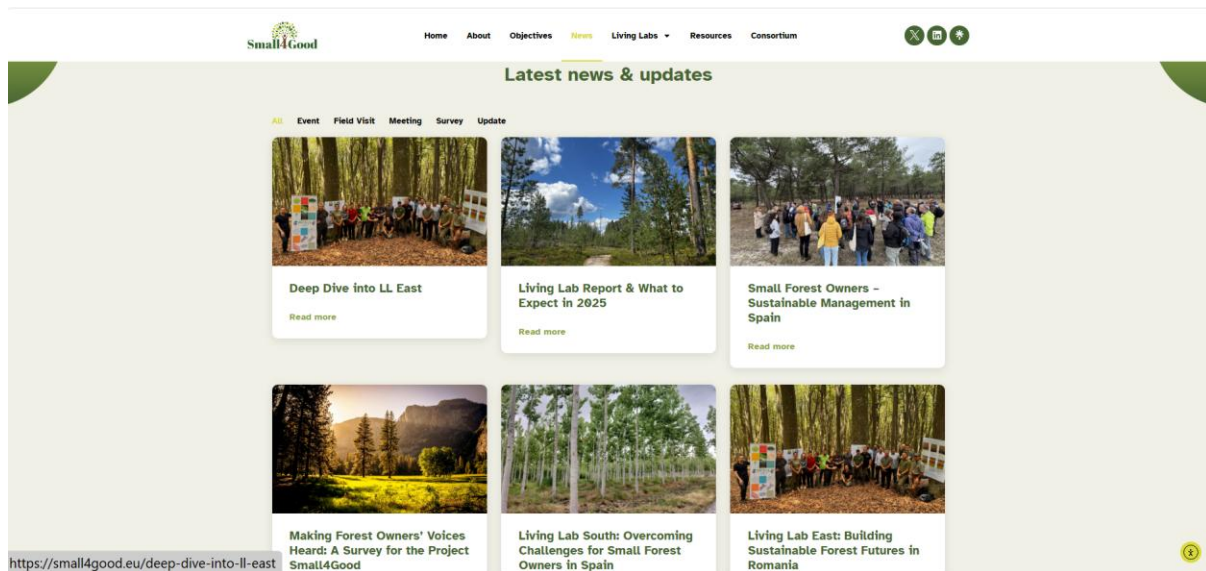


Figure 4. Small4Good - Blog posts

4.3 Small4Good newsletters

Since the beginning of the project, 3 Small4Good newsletters have been released, including information on project progress and results, links to public deliverables, articles, and upcoming events, using a custom template with the project’s visual identity. They have been sent out through MailChimp and a public opt-in form (<http://eepurl.com/iNjk0E>) that is GDPR compliant is available on the project website.

The aims of the newsletters are:

- Informing project partners and stakeholders of the key findings of the project,
- Providing information about relevant external events and publications,
- Disseminating key messages and relevant updates from the Living Labs.

As WP6 leader, ELO has the lead in designing, developing, and distributing the newsletters throughout the project, following DEC guidelines. Project partners contributed to their distribution across their respective networks.

According to the Mailchimp statistics, the newsletter has an average open rate of 55%, with 73 subscribers, a number constantly growing since the start of the project. The top locations opening the Small4Good newsletter are reported below.

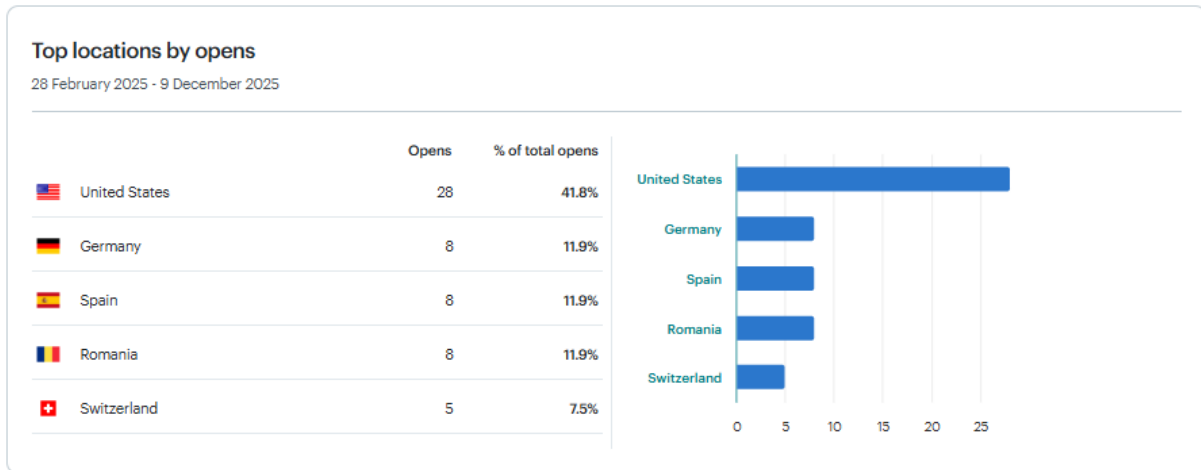


Figure 5. Small4Good newsletters - analytics - top locations

In parallel, project partners shared information about Small4Good via their own newsletters, listed below:

Table 3. Small4Good newsletters - sent by project partners (M1-M24)

Partner	Date	Link
FAFCYCLE	February 2024	https://www.fafcyle.es/wpcontent/uploads/2024/03/Boletin-febrero-2024.pdf
ELO	April 2024	https://mailchi.mp/elo/newsletter-community-april-372264
FAFCYCLE	May-June 2024	https://www.fafcyle.es/wp-content/uploads/2024/07/Fafcyle_Informa_mayo_junio_2024_b.pdf
FAFCYCLE	July-August-September 2024	https://www.fafcyle.es/wp-content/uploads/2024/10/Fafcyle_Informa_julio_agosto_septiembre_2024_v2_compressed.pdf
FAFCYCLE	October-November-December 2024	https://www.fafcyle.es/wp-content/uploads/2024/12/Fafcyle_Informa_oct-dic_2024.pdf
Forstkammer	January 2025	N.A.
FAFCYCLE	February 2025	https://www.fafcyle.es/wp-content/uploads/2025/03/Fafcyle_Informa_enero_febrero_2025.pdf
FAFCYCLE	March-May 2025	https://www.fafcyle.es/wp-content/uploads/2025/06/Fafcyle_Informa_marzo-mayo_2025.pdf

4.4 Social media channels

Twitter (X) and LinkedIn profiles have been chosen to promote project-related contents to different audiences and take advantage of existing partner networks, thus building on their audience to communicate about the project and disseminate its results.

These platforms comply with the visual guidelines where applicable and function as core DEC channels for project content. They are all accessible via the project website and the project QR code included on public DEC materials (see D6.1 - Linktree section). WP lead ELO, alongside NIBIO, maintain access and manage the platforms, with project partners being encouraged to contribute in regard to content creation.

A social media strategy was developed in M6 and outlined in D6.1. Over the course of the project, the consortium agreed to discontinue the use of X, as explained in Section 5 of the Technical Report for Reporting Period 1, which addresses deviations. At the time the strategy was created, Twitter (now X) and LinkedIn were considered the most appropriate platforms to support the project's dissemination objectives, each serving distinct yet complementary purposes. Both platforms were intended to be used for sharing project updates and fostering an online network.

However, recent developments have prompted a reassessment of this approach. X is no longer regarded as suitable for achieving the intended dissemination outcomes. Following careful evaluation, the consortium has therefore decided to cease its activity on X and to focus its social media efforts exclusively on LinkedIn.

The analytics show a steady increase in LinkedIn followers, which now total 575.


The essentials about subscribers 🔍

575

Total number of subscribers

256

New subscribers in the last 365 days

 **Grow your audience** ✕

Pages that publish content at least once a week have 5 times more subscribers.

[Start a post](#)

Subscriber statistics 🔍

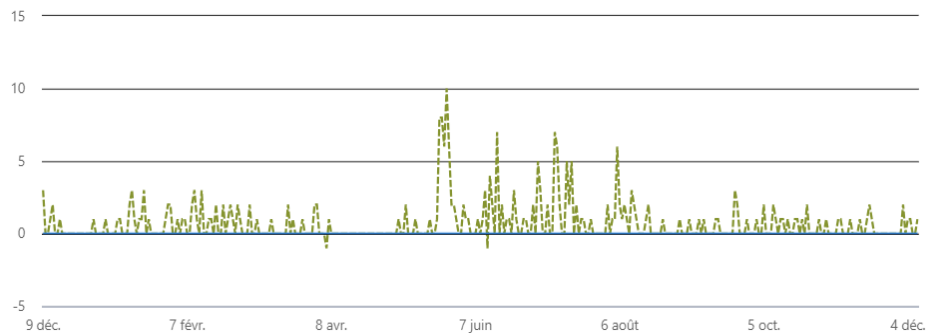


Figure 6. Small4Good social media analytics - LinkedIn

4.5 Communication materials

To support partners in their activities, communication materials and guidelines have been developed for use in external activities and events, to maintain a consistent presentation of the project. Materials are available for partners to use on the project website and the shared folder on Teamwork.

4.5.1 Project leaflet

In M2 a project leaflet has been designed by ELO to be shared at events and it includes a QR code linking to the website. The leaflet provides information about the project, the addressed challenges and the expected impact of the action. It is available on Teamwork as well as on the [project website](#) as ready-to-print version.





Figure 7. Small4Good leaflet

An updated version of the leaflet will be created further on in the project to serve a dissemination purpose and raise awareness of the results of the projects. It will be created with the feedback of WP leaders and the Living Labs. It will be made available on the website and on Teamwork as well as disseminated across the appropriate DEC channels.

Additionally, **dedicated factsheets** were developed for each Living Lab to present key information. Every Living Lab page includes a direct link to its corresponding factsheet. These documents contain essential details such as the Lab's location, forest characteristics, current and target conditions, and information about the forest owners involved. They also describe the forests' upscaling potential and provide a summary of the initiation workshop, offering insight into the early stages of each Living Lab's development.

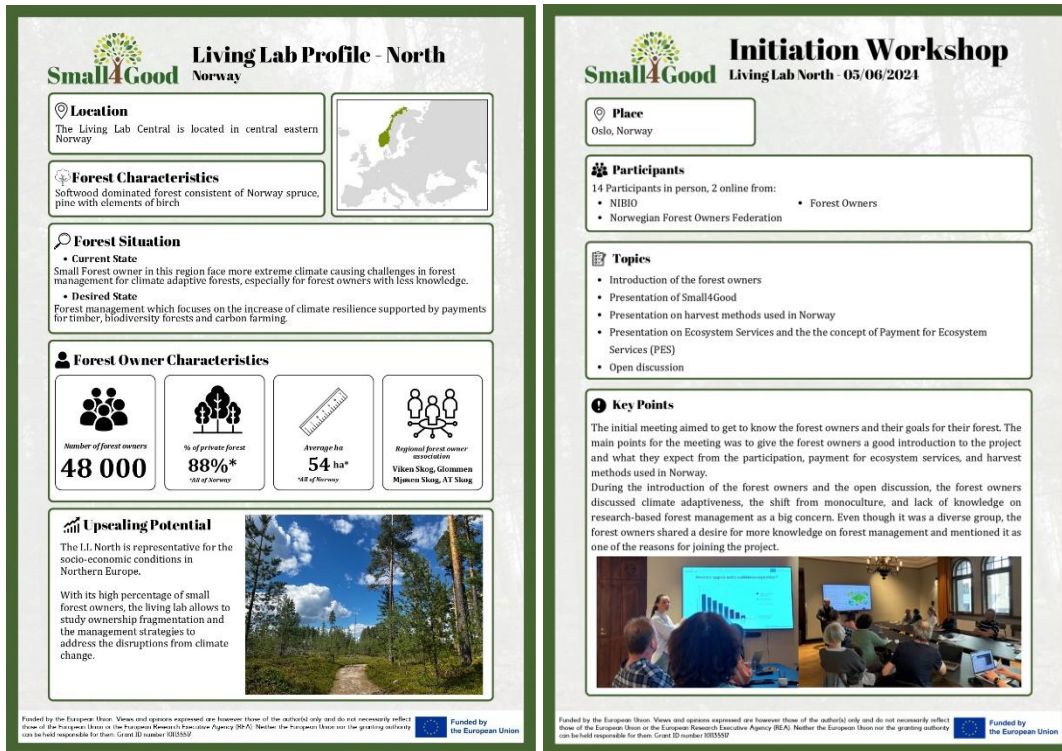


Figure 8. Example of the Living Lab factsheet - North LL

4.5.2 Project banner

In M2, the project banner has been created by ELO. The roll-up has been developed for use at events and includes a LinkTree QR code, bringing to [a centralised list of links of the project](#) where all the key outcomes are available. The ready-to-print banner is uploaded and downloadable on the Small4Good website.

4.5.3 Project videos

Throughout the first half of the project, 3 videos were made to communicate and raise awareness of the project and its results. A YouTube project account was set up in 2024 to publish the videos and provide useful information to target broader audiences.



 **Small4Good**
@Small4Good-m2d · 9 abonnés · 3 vidéos
En savoir plus sur cette chaîne ...plus
[S'abonner](#)

Vidéos 



About Small4Good
291 vues · il y a 10 mois



Small4Good: LL Central: The Black Forest's Remote Charms
22 vues · il y a 1 an



Small4Good: LL North: Forests near Oslo
31 vues · il y a 1 an

Figure 9. Small4Good YouTube channel



5. Dissemination Activities

Whilst the previous section highlighted the extensive list of DEC materials created, this section focuses more on the dissemination activities. Dissemination is a set of measures to transfer knowledge and results to favour the knowledge awareness about the solutions developed by the project and maximise their impact. 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

In this first half of the project Small4Good organised and attended 25 events, including 21 oral presentations and 4 poster presentations. These interactions were documented and reported on the project’s dissemination log (Section 9), which project partners are recommended to regularly update to track their own DEC activities.

Table 4. List of events attended by project partners (M1-M24)

Date	Title of the event	Link
20/02/2024	Forstkammer Board Meeting	https://www.linkedin.com/feed/update/urn:li:activity:7302966946768011265/
21/04/2024	BBioNets network meeting	https://bbionets.eu/
14/06/2024	56 th International Symposium on Forestry Mechanization (FORMEC), Gedanzk, Poland	https://abstracts.formec.org/modules/request.php?module=oc_program&action=summary.php&id=68
13/09/2024	BehaveLab Summer School	https://abmschool.behavelab.org/
25/09/2024	4th International Electronic Conference on Forests	https://sciforum.net/event/IECF2024
02/10/2024	Networking event “Mix & Mingle, SLU and ALU” organised by the University of Freiburg	N.A.
13/11/2024	FBG-Meeting FBG Kleines Wiesental	https://www.fbg-kleines-wiesental.de/aktuelles.html
11/11/2024	Time as Resource in Disruptive Innovation	https://temporality.org/meetings/time-as-resource-in-disruptive-innovation/


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20/1/2025	Presentation about the findings of Insta 360 Pro 2 study in LL East	https://www.linkedin.com/posts/wsl-sustainable-forestry_insta360pro2-marteloskop-basel-activity-7297609539317620736-VP15?utm_source=share&utm_medium=member_desktop&rcm=ACoAADyF3q4BQMOLat_2v9-0z3ZMUOuc9GjMTc
04/04/2025	Forstpolitik Treffen 2025	https://tu-dresden.de/bu/umwelt/forst/oekonomie/foe/die-professur/news/forstpolitik-treffen-2025
08/04/2025	ISPRS Geospatial week 2025, Dubai, UAE	Geospatial Week 2025
09/04/2025	25th Swiss Global Change Day (SCNAT)	25th Swiss Global Change Day
27/05/2025	Forest research dissemination conference 2025 In Norway	https://nibio.pameldingssystem.no/formidlingskonferanse-fou-skog-25
18/06/2025	European Association of Environmental and Resource Economists event, Bergen/Norway	https://eaere-conferences.org/
09/06/2025	57th International Symposium on Forestry Mechanization (FORMEC)	https://www.formec.org/formec-2025.html
07/07/2025	European Society for Rural Sociology Congress	https://esrs2025.rsu.lv/
19-20-21/07/2025	NATURCYL. Castilla y León's Nature and Tourism International Fair	https://www.naturcyl.es/
17/09/2025	Tag der Forstökonomie (Day of Forest Economics)	N.A.
17/09/2025	European Research & Innovation Days 2025	https://research-and-innovation.ec.europa.eu/events/european-research-and-innovation-days_en
19-20/09/2025	Hurdagene (forestry fair)	https://hurdagene.no/
30/09 - 02/10/2025	Forstwissenschaftliche Tagung (FoWiTa)	https://uni-freiburg.de/fowita2025/
15/10/2025	Shaping the Future of Forest Research & Innovation for a Competitive Europe	https://efi.int/events/shaping-future-forest-research-innovation-competitive-europe-2025-10-15



03/11/2025	Waldökonomisches Seminar	https://www.bfh.ch/de/forschung/referenzprojekte/waldoekonomisches-seminar-wissenstransfer/
12/11/2025	REGULUS Network Meeting	https://regulus-waldholz.de/en/ueber-regulus-regulus-waldholz-de/
03/12/2025	Regionalanlass WBB	https://www.linkedin.com/posts/waldbeiderbasel_die-transformationen-im-wald-verlangen-erhebliche-activity-7404433447437443074-XrZJ

5.2. Living Labs workshops

Dissemination and stakeholder engagement also occurred throughout the Living Labs, ensuring that key local actors were consistently involved. This aspect of the project is particularly important, as it represents the most relevant part of the initiative in terms of stakeholder engagement.

Under T6.2 and T6.3 and in line with WP1, workshops and dissemination events were organised in the 4 Living Labs and are duly reported in the table below.

Table 5. Living Labs workshops and dissemination activities

Living Lab (LL)	Activities & Workshops	Key Stakeholders Engaged	Future/Upcoming Engagement
North	<ul style="list-style-type: none"> - First workshop in June 2024 (14 participants from small forest owners) - Joint visit with partner NIBIO in 2024 (4 properties, small forest owners) - Stakeholder workshop on PES with a focus on carbon forestry in September 2025 	Small forest owners	Stakeholder workshops to be continued in 2026
East	<ul style="list-style-type: none"> - Kick-off workshop in June 2024 (24 participants, including forest landowners, local communes, state forest admin, Transilvania Univ.) - Second workshop in May 2025 (5 forest owner types) - 10 interviews with forest owners 	Forest landowners, local communes, state forest admin, Transilvania University, forest owner associations	Continued engagement through field visits - Interview transcriptions and translations completed


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	- Field visits to surrounding areas		
Central	<p>Workshop in Therwil, Switzerland, March 2024 (hosted by WaldBeiderBasel, 18 participants)</p> <p>-Workshop in Maulburg, Germany, July 2024 (hosted by Forstkammer, 16 participants)</p> <p>-Cross-boundary workshop in October 2024 (silvicultural management focus, excursion to 4 properties in both countries)</p> <p>- Three workshops to bridge Swiss-German forestry sector gaps</p>	Local forest representatives, forestry administrations, research institutes from Switzerland and Germany	Local forest representatives, forestry administrations, research institutes from Switzerland and Germany
South	<p>-Workshops conducted in 2024 by UVA and FAFCYLE</p> <p>- LL South hosted the Small4Good consortium meeting 2024</p> <p>-Workshops scheduled from July-September 2025 for small forest owners in Valladolid and Segovia to inform about forest fire prevention subsidies</p>	Small forest owners, local partner associations, members of the Small4Good consortium	Workshops on forest fire prevention scheduled for 2026
Cross-LL engagement	<p>Tailored interviews conducted across all LLs with forest owner administrations, associations, and forest owners</p> <p>- 27 interviews with small-scale forest owners</p> <p>- 6 interviews with organizations (part of WP3 business models)</p>	Forest owner administrations, forest owner associations, small-scale forest owners	Continued interviews and engagement as part of WP3 activities



5.3 Articles on specialised press

In order to maximise the project visibility, non-scientific articles have been published on specialised press. Below are reported all the articles published since the beginning of the project.

Table 6. Articles published from M1 to M24

Partner	Date	Title	Link	Magazine
NSF	29/02/2024	"Ta med skogen din i et forskningsprosjekt" / "Bring your forest to a research project"	N.A.	Magasinet Skog (NSF member magazine)
WBB	01/03/2024	Small4Good in Basel	https://bl-api.webcloud7.ch/politik-und-behorden/direktionen/volkswirtschafts-und-gesundheitsdirektion/amt-fuer-wald-beiderbasel/support/media-folder-services/2024_01_waldnachrichten_maerz.pdf/@download/file	Wald Nachrichten (WBB, AfW and VFbB member magazine)
WBB	01/12/2024	Small4Good	https://bl-api.webcloud7.ch/politik-und-behorden/direktionen/volkswirtschafts-und-gesundheitsdirektion/amt-fuer-wald-beiderbasel/support/media-folder-services/2024_03_waldnachrichten_web.pdf/@download/file	Wald Nachrichten (WBB, AfW and VFbB member magazine)
WBB	01/03/2025	Small4Good	https://bl-api.webcloud7.ch/politik-und-behorden/direktionen/volkswirtschafts-und-gesundheitsdirektion/amt-fuer-wald-beiderbasel/support/media-folder-services/2024_03_waldnachrichten_web.pdf/@download/file	Wald Nachrichten (WBB, AfW and VFbB member magazine)

WSL	03/06 /2025	Wie digitale Werkzeuge zur Datenerfassung und -verarbeitung Waldbesitzer stärken / How digital tools for data collection and processing empower forest owners	N.A.	"Berner Wald Forêt Bernoise" member magazine
WBB	01/12 /2025	Small4Good Exkursion	N.A.	Wald Nachrichten (WBB, AfW and VFbB member magazine)
ELO	24/10 /2025	Empowering small forest owners to achieve EU Forestry Strategy goals	https://europeanlandowners.org/magazines/?download=9962	CountrySide Magazine (ELO magazine)
WSL	12/20 25	How 360-degree cameras enable robust forest inventory	N.A.	WaPlaMa Infoblatt II-2025 (Information leaflet of the Forest Planning and Management Working Group Switzerland)
NSF	12/20 25	Small4Good – bærekraftig og lønnsomt / Small4Good - sustainable and profitable		Magasinet Skog (NSF member magazine)

5.4 Scientific articles

Since the project started, 3 scientific articles have been produced for the Small4Good project as part of the project's resources to share peer-reviewed research and advance knowledge on sustainable and multifunctional forest management by small forest owners. All publications are available in the '[Resources](#)' section. All the details are reported below:

Table 7. Scientific articles published from M1 to M24

Partner	Date	Title	Link
WSL	2025	Designing the Forest of Tomorrow: Generating Virtual Trees with Adversarial Autoencoders	Designing the Forest of Tomorrow Generating Virtua.pdf
WSL	30.08.2025	Enhancing engagement: A European meta-analysis of forest owner preferences in	https://doi.org/10.1016/j.ecoser.2025.101772


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		voluntary agreements for the provision of biodiversity and ecosystem services	
WSL	16.08.2025	Enhancing forest inventory via a videogrammetry approach for robust 3D reconstruction: A study using Insta 360 Pro 2	https://doi.org/10.1016/j.ecoinf.2025.103398

In addition, there are as at M24, four additional intends to publish submitted at the Teamwork project management platform for internal review.

5.5 Practice Abstracts

Five practice abstracts are planned to be delivered by the end of the project, each focusing on specific results from the different Work Packages. To date, one practice abstract has been drafted and delivered by WSL. It is published on the project’s [dedicated webpage](#) within the CAP Network platform.

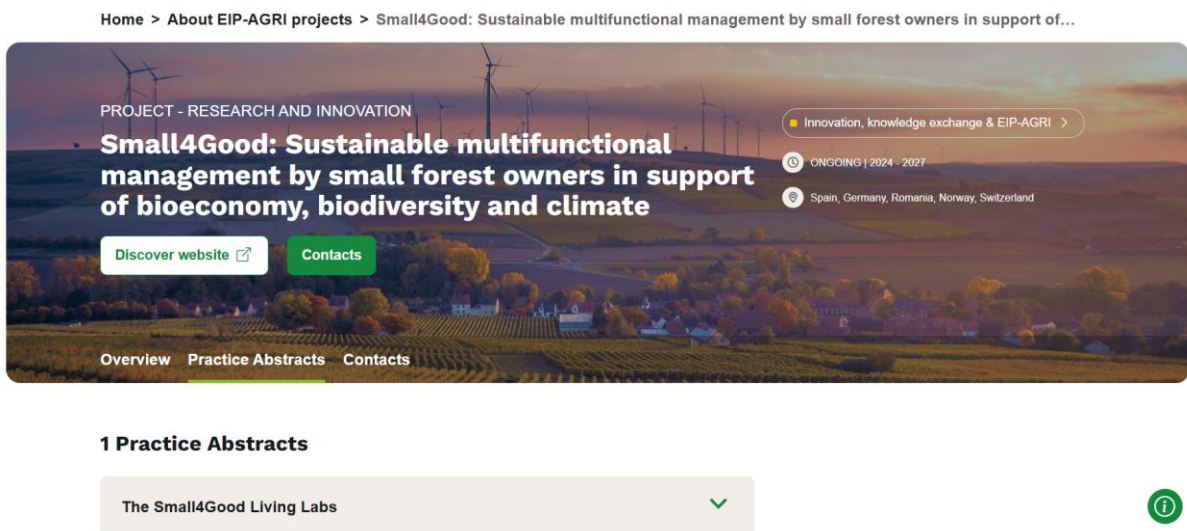


Figure 10. Screenshot of the Small4Good webpage on the CAP Network

5.6 Press Releases

Press releases for the Small4Good project were strategically developed and delivered to raise awareness, engage stakeholders, and highlight the project’s goal of supporting small forest owners for positive social impact. These releases clearly communicated key



milestones, project objectives, and outcomes, ensuring consistent messaging across media channels. By targeting relevant local, national, and sector-specific outlets, the press releases helped increase visibility, attract interest from partners, and reinforce the project's commitment to sustainability, community development, and inclusive growth. Press releases are available in the [News](#) section on the Small4Good website.

5.7 Policy briefs and recommendations

Given that policymakers at both regional and EU levels are a central target audience for the project's outputs, tailored policy-oriented DEC materials will be produced to facilitate policy transitions in this field. For Small4Good, this entails the development of policy briefs (D6.6 and D6.7). WP6, in collaboration with other Work Packages and the project coordinator NIBIO, will contribute to the production of these policy briefs, which will subsequently be disseminated through the project's DEC channels. In addition to that, policy recommendations will be developed as part of the D6.13 to strengthen the position of small-scale forest owners as active actors for multifunctional forest management.

Although this activity is ongoing and planned to be finalised by M36, local project partners have already engaged policymakers through dedicated workshops, Living Labs, and participation in events promoting Small4Good (see Sections 5.1 and 5.2). Further details on the engagement strategy for policymakers are provided in the DEC plan (D6.1).

6. Clustering activities

Clustering activities to date have primarily taken place within the established consortium network, engaging partners at both local and European levels. Regular exchanges have been maintained with the **sister project SMURF** through online meetings, complemented by one joint in-person meeting held in Palencia, Spain, in October 2024 alongside a consortium meeting. This collaboration will continue throughout the project, with two joint policy briefs and recommendations planned for a later phase (D6.6, D6.7 and D6.13). In addition, Small4Good has joined the **BBioNets network** through a bilateral collaboration, further strengthening knowledge exchange and clustering activities.

7. Development of a Post-Project Exploitation Plan

The post-project exploitation plan (PPEP), D6.5, is still to be developed and will start during the next reporting period as soon as usable results from the project are available. The PPEP will be developed through a stakeholder dialogue and close interaction with the LLs, to maximise market adaptation, replication and upscaling of different solutions developed in the project. Initial road maps for exploitation will be developed from M24 onwards for individual solutions and integrated until the end of the project, continuously further developed and revised PPEP 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.

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.

8. Intellectual Property Rights Management

The project's intellectual property rights (IPR) management is aligned with the European Commission's general policies governing information availability, commercial use of results, confidentiality, deliverables, exploitation rights, and ownership arrangements involving third parties and other EU-funded projects, in accordance with applicable disclaimer rules. These principles have been formally accepted by all consortium members through the grant agreement and the consortium agreement. Additional details on the strategic implementation of these provisions and the monitoring of compliance are provided in the initial Dissemination, Exploitation and Communication (DEC) Plan (D6.1) and the Data Management Plan (D7.1). No changes occurred so far.

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 (D7.1, D7.2, and D7.3., led by NIBIO), as well as form a key foundation of the post-project exploitation plan, discussed in the previous Section.

9. Monitoring & Reporting

Communication, dissemination, and exploitation activities are a core element in achieving the objectives of the Small4Good project. To ensure that targets and expectations are effectively met, a structured monitoring and reporting system has been implemented. This strategy defines clear key performance indicators (KPIs) along with corresponding timelines for their achievement, enabling systematic monitoring of progress.

For reporting purposes, the dissemination log has been set up at the beginning of the project and it will serve as an important metric for DEC reporting, both internally and to the funding programme. For this reason, project partners have to put effort to effectively document an individual dissemination activity.

Following up on the data analysis from the dissemination log as well as the first Reporting Period (RP1), table 8 (page 30) outlines the indicators of success, KPIs, for various DEC materials and activities against M24 to assess their impact. These indicators are derived from those defined in the Grant Agreement (GA) and may be refined and adjusted as the project develops. They will be reviewed with each update of the DEC Plan, as well as during regular coordination exchanges between ELO and NIBIO. Monitoring of these activities and materials will be overseen by ELO and NIBIO, with project partners actively involved in the collaborative process.

10. Conclusions

This document represents the first update of Communication, Dissemination and Exploitation Plan developed for the Small4Good project at M6.

In the early phase of Small4Good project, the activities of WP6 mostly focused on communication to raise awareness about the project in the target audiences. By mid-project, a stronger focus on networking and collaboration with other initiatives is being developed through the action of the Living Labs (workshops, field visits, etc..), the synergies with forest-related projects and the attendance of relevant conferences and events related to the forestry field.

While, in the second part of the project, exploitation-focused dissemination activities will become key, supporting the adoption of the business and management models proposed by the Small4Good project helping multifunctional forest management for small-forest owners.

This report will be updated a last time by M48 (D6.2), and a Post-project DEC continuity plan will be elaborated (D6.5). The final version of the Communication, Dissemination and Exploitation Plan will be built on the semestrial assessment of the DEC strategy and

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will aim to (1) provide an overview of the implemented activities. (2) evaluate their impact and (3) adapt the strategy and plan future activities accordingly.



Table 8. Initial indicators of success - Key Performance Indicators (KPIs) Status M24

DEC material/activity	Target by M48	Timeline	Status M24	Partner responsible
DEC Plan/Visual identity	Approved	M6	✓	ELO & NIBIO
Website	Live	M6	✓	ELO
Leaflet/Banner	Published on website	M6	✓	ELO
Blog posts	≥ 40	M48	10	ELO + WP leaders
Newsletters	≥ 8	M48	3	ELO + WP leaders
Social media	LinkedIn: 800 followers	M48	537	ELO + NIBIO
Videos	≥ 5	M48	3	ELO + WP leaders
Co-design presentations of best practices of multifunctional management	4 workshops/ dissemination events (1 per LL)	M48	9	LLs + NIBIO + ELO
Conference on multifunctional management by Small-forest owners	1 conference in Brussels ≥ 100 participants	M48	Not started yet	ELO + NIBIO
Policy Briefs: (1) multifunctional forest management & (2) guidance for carbon farming and PES	Presented & disseminated at ≥ 5 events	M36	Not started yet	UVA (1) + UGOE (2) + ELO + NIBIO
Policy recommendation	Joint publication with SMURF project	N/A	Not started yet	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)	1	WP1: WSL WP2: UFR WP3: UGOE WP4: NIBIO WP5: UVA
Scientific publications & presentations	10 publications 10 conference presentations	M48	3 scientific publications 9 conference presentations 2 press releases	ELO + NIBIO


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			9 magazine articles	
Project presentations	≥ 10	M48	14	ELO + NIBIO
Description of results & guidelines for forest owner associations	≥ 15 networks to disseminate to via newsletter	M48	5 Networks dissemination	NIBIO + ELO + CEPF



