D5.1: Project promotional material and website

Abstract: Printed and digital presentation and promotional materials have been and will be produced for the project’s dissemination and communication purposes. The materials will be updated as necessary during progress of the project taking account of emerging results and feedback from stakeholders. The website, available at http://www.luke.fi/efforte acts as the project’s hub of knowledge for external audiences.

Lead beneficiary for the task: Luke

Due date of deliverable: M3

Submission date: 30 November, 2016

Dissemination level: PU
1. Background and objective

The objective for all EFFORTE dissemination and communication activities is to support the project in reaching its objectives. The dissemination and communication strategy defines the following goals:

- Raising awareness through communication, by informing the stakeholders, the scientific community and the general public about the outcomes of the research activities within the project
- Informing industries, personnel related to forest operations (forestry entrepreneurs, machine operators, machine contractors etc.), forest owners’ associations and decision/policy makers about the implementation actions and innovations reached during the project
- Supporting the realization of the project’s objectives through dissemination and communication activities based on concrete and unified messages.

The objective of this deliverable is to produce communication materials and a public website for EFFORTE. The tools for the work, as defined in the Plan for Dissemination (D5.2) and Communication Strategy (D5.3), include dissemination of information through different communication materials and through targeted communication channels.

The external website is an essential means to reach the project communication goals. The main objective of the EFFORTE website is to provide factual and relevant information to a wide audience. The website serves as a comprehensive gateway to build and raise awareness on the project. Spreading relevant information about EFFORTE to the project’s audiences is expected to increase the general impact of the project. Enhancing the awareness of the website to the audience is really important. Link for the website should be easily available and distributable in partners’ own webpages as example.

Printed and digital visual presentations and videos will be produced as dissemination material for information campaigns, workshops and events. The materials will be updated as necessary during the progress of the project taking account of emerging results and feedback from stakeholders.

The activity will also drive the process of engagement with the media through press releases.
2. Role of partners
As coordinator and lead partner of work package 5, Luke has a responsibility of initiating and producing the project website and project communication materials. All partners in the consortium are regularly encouraged to provide data by their own initiative as well as by inviting the data input in a regular basis to provide texts and images for the website and for the communication materials, as well as the translations required for communication in national languages. In addition to project result material, partners are encouraged to present other website links, which are relevant to the topic of EFFORTE.

According to the Consortium Agreement, all publications will be approved by the project Management Board together with the quality manager of the project. This principle will be followed with communication materials when possible, however taking into account the tight scheduling of design and printing.

3. Description of work

3.1. Website
The construction and structural assembling of the website was done in early M1 (September 2016) according to the website construction template developed on the Coordinator’s website publishing system. The first visual layout elements for the website and the first introductions and contents were prepared at the same time. The website in English was published on 3 October 2016 as part of the project kick-off meeting. The website will be updated actively until the end of the project and maintained on the web server in a passive stage until August 31, 2022. The address of the website is http://www.luke.fi/efforte.

3.1.1. The structure
The website navigation structure is:

- Home page: general presentation of the project and its objectives
- News from the project
- Work packages
- Trafficability
- Efficient silviculture
- Big Data and applications
- Validation and analysis of expected impacts
- Management and dissemination

- Partners & Contacts
- Document library
  - Presentations
  - Communication materials
  - Deliverables

Since the publishing of the website in October 2016 until end of November 2016, there have been three news posts to the website.

3.1.2. Performance of the website

During the first three months, there have been 1517 page views by 1228 unique visitors. The first peak of visitors was seen in relation to the kick-off meeting, when a press release was sent out, and in relation to the release of two project promotional videos in November.

The average visiting time on the website during the first three months was 1 minute 13 seconds.

The website performance will be analysed regularly as part of the project’s technical reporting process.
3.2. Communication materials

3.2.1. Logotype and emblem
The project’s visual emblem was designed in September 2016 according to the project emblem guidelines used in the coordinating organisation. The emblem includes the project acronym in capital letters, with project specific elements depicting the project’s working area and objectives: forest trees, logging operations, big data, information technology and industry. On a coloured background, the project emblem can be used as a negative.

The colors used are:

- CMYK: M60 Y100 / RGB: R255 G130 B0 / Web: #ff8200
- CMYK: C65 Y100 / RGB: R120 G190 B32 / Web: #78be20

The logotypes for the project are:
- Print materials: Accura
- Office software and other occasions where Accura is not used: Arial
- Website: Titillium (headings) ja Ek Mukta (paragraphs).

In the visual communication it is also possible to use the elements extracted from the emblem.

3.2.2. Slogan
The slogan for the project was formulated partly already in the proposal and refined when producing the communication materials for the kick-off meeting (e.g. rollup and presentation).

The slogan is: “Efficient forestry for sustainable and cost-competitive bio-based industry”

3.2.3. Other visual materials
A rollup for the project was prepared for the project kick-off meeting in October 2016.
A basic project presentation was prepared in November 2016. The presentation will be updated every six months.

The visual materials will be produced throughout the project according to the project needs.

3.3. Videos
Two project promotional videos were prepared after the kick-off meeting. The videos were published on the website on November 18, 2016 and shared on social media, as well as shared to the partners. The videos describe the project objectives as well as expected solutions and working methods.

A) EFFORTE project – Efficient forestry for sustainable and cost-competitive bio-based industry

This video features: Business Development Director Tomi Simola from UPM Kymmene Wood Sourcing & Forestry, EFFORTE Project Coordinator Jori Uusitalo from Natural Resources Institute Finland (Luke) and Project Officer Pilar Llorente representing the project funder Bio-Based Industries Joint Undertaking. https://www.youtube.com/watch?v=0bLJa5FHiqQ

B) EFFORTE project develops tools to reach sustainable and cost-competitive bio-based industry

This video features: EFFORTE Project Coordinator Jori Uusitalo from Natural Resources Institute Finland (Luke), Program manager Isabelle Bergkvist from Skogsforsk, Noëmi Pousse from Office National des Forêts (ONF), Managing Director Shaun Mochan from Woodilee Consultancy and Project Officer Pilar Llorente representing the funder, Bio-Based Industries Joint Undertaking. https://www.youtube.com/watch?v=5WrfT__gbfQ&t=3s

3.4. Newsletter
It is planned to publish a newsletter in average two to three times a year, however depending on the amount of information that is available to be shared. The newsletter template has already been prepared and the first newsletter will be sent in December 2016. The newsletters will also be published on the website.

4. Annexes
4.1. Project visual identity
4.2. Project emblem
4.3. Project rollup
4.4. Project presentation
Visual identity for EFFORTE – Efficient forestry for sustainable and cost-competitive bio-based industry

30 November 2016
1. The emblem

The emblem includes the project acronym in capital letters, with project specific elements depicting the project’s working area and objectives: forest trees, logging operations, big data, information technology and industry. On a coloured background, the project emblem can be used as a negative.

In the visual communication it is also possible to use the elements extracted from the emblem.

2. Logotype

The logotypes for the project are:
- Print materials: Accura
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3. Colours

The colors used are:
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- CMYK: C65 Y100 / RGB: R120 G190 B32 / Web: #78be20

4. Slogan

The slogan for the project was formulated partly already in the proposal and refined when producing the communication materials for the kick-off meeting (e.g. rollup and presentation).

The slogan is: “Efficient forestry for sustainable and cost-competitive bio-based industry”
Efficient forestry for sustainable and cost-competitive bio-based industry
EFFORTE - Efficient forestry for sustainable and cost-competitive bio-based industry
Project description

• EFFORTE is a research and innovation project providing the European forestry sector with new knowledge and knowhow that will significantly improve the possibilities of forest enterprises to assemble and adopt novel technologies and procedures.
Project objectives

- The project aims at enhanced efficiency in forest operations, sustainable forestry (i.e. less environmental burden caused by forest operations), an increased forest growth, a cost-competitive bio-based industry and an acceleration of the regional economic development. The project is based on three key elements of technology and knowhow:

1) Basic understanding of fundamentals of soil mechanics, and terrain trafficability is a crucial starting point to avoid soil disturbances, accelerate machine mobility and assess persistence of soil compaction and rutting. The key findings and recommendations of trafficability related to EFFORTE can immediately be adapted in all European countries.

2) Due to decreasing cost-competitive of manual work and maturity of technology it is now perfect time to realize the potential of mechanization in silvicultural operations. EFFORTE pursues for higher productivity and efficiency in silvicultural operations such as tree planting and young stand cleaning operations.

3) ‘Big Data’ (geospatial as well as data from forestry processes and common information e.g. weather data) provides a huge opportunity to increase the efficiency of forest operations. In addition it adds new possibilities to connect knowledge of basic conditions (e.g. trafficability), efficient silviculture and harvesting actions with demand and expectations from forest industries and the society. Accurate spatial information makes it possible for forestry to move from classic stand-wise management to precision forestry, i.e. micro stand level, grid cell level or tree-by-tree management. EFFORTE aims at achieving substantial influence to the implementation and improved use of Big Data within Forestry and through this increase cost-efficiency and boost new business opportunities to small and medium size enterprises (SME) in the Bio-Economy.

- EFFORTE researchers will develop and pilot precision forestry applications that, according to industrial project partners, show the greatest potential for getting implemented immediately after the project.
Work Package 1: Trafficability

- The work package on trafficability (WP1) aims to establish a basis and to develop methodologies to predict trafficability of given forest stands or perennial skid trails prior to forest operations in the most common sensitive situations.
Work package 2: Efficient silviculture

- The work package on increased efficiency in silviculture (WP2) pursues a giant leap in silvicultural operations.
- The detailed targets of the work are:
  - to study and evaluate different soil preparation techniques concerning how it facilitates mechanized planting, especially with a continuously advancing planting machine.
  - to develop and study efficient techniques and methods in mechanized early PCT operations.
  - to develop and test innovative concepts of mechanized boom corridor thinning in young stands.
  - to optimise of the chain of operations in forest regeneration from site preparation to PCT.
  - to evaluate the effect of management unit size on economy in precision forestry.
Work package 3: Big Data and applications

• The work package on big data databases and applications (WP3) aims at exploiting the full potential of data sources available from work packages Trafficability and Efficient silviculture, as well as the pre-project knowledge base, including best practices.
Work package 4: Validation and analyses of expected impacts

- The work package on validation and analyses of expected impacts (WP4) has its main focus on:
  - Validation and pilot tests of project results from WP 1-3 in relevant environment (hosted by partner companies).
  - Forming the basis for rapid and cost-efficient development towards implementation and practical use after the project ends, aiming at TRL9.
  - Arranging workshops, seminars and training courses with stakeholders in conjunction with the validation.
  - Assessing economic, socio-economic and environmental performance of the developed methods with respect of effects on the whole value chain.
Work package 5: Partners

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