

# D6.2 Communication and dissemination plan

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## 2. Communication and dissemination general and specific objectives

The present document is a deliverable of WP6 and aims to establish the framework for the communication of the results of SINTETIC, therefore complying with Art. 17 in the Grant Agreement (GA) and the specific rules for communication, dissemination, visibility, and exploitation in its Annex 5.

EOS leads the communications of WP6, and counts on the support, commitment, and collaboration of all partners. EOS will ensure that this materializes effectively and that the communication and dissemination of the project take place transversely.

This document describes the management of the project's communication and dissemination, states the goals of their actions, and the channels and tools that are used to achieve them, specifying the audiences that are targeted. A list of Key Performance Indicators (KPI) is given, which will allow to assess the success of the communication, dissemination and exploitation actions and adjust the actions accordingly.

At an external level, the project communications will be carried out through a variety of channels and tools: website, social media, printed materials, presentations, etc., which will allow to reach different audiences.

At an internal level, EOS has already identified the people responsible for the communications of the project at each partner organization. This will help channel the information and optimize internal communication.

The involvement of the partners will be key to identifying opportunities to give visibility to the project and develop content for the different products. Partners also play a key role in disseminating the project's developments and messages.

The main project language is English. However, several communication outputs can be translated into other partners' languages to facilitate the comprehension of local stakeholders and the general public (e.g., social media posts, press articles).



## 3. Target audiences

The objectives set in the present document pursue complying with Art. 17 in the Grant Agreement. According to Art. 17.1 in particular, “the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner”.

Considering this, the communication and dissemination general and specific objectives are:

1. To give **visibility** and publicize the Sintetic project, goals, and results, among all its target audiences at the local, state, and international levels.
2. To explain the uniqueness and **benefits** of the Sintetic project, its goal of digitalizing the European forestry sector through a groundbreaking solution for the complete traceability of forest products based on state-of-the-art technologies.
  - a. To identify and address the potential barriers to innovation adoption (e.g., legal frame, social acceptance, etc.) with tailored solutions: training of operators, policy recommendations, meetings and exchange with stakeholders of the forest value chain, business model development, etc.
3. To **raise awareness** on different aspects of the timber sector.
  - a. To inform the public about the timber value chain.
  - b. To share the solutions formulated by the project to avoid the entrance of illegal harvested wood in the EU market.
  - c. To inform the public about how forest management can help to increase both the timber value, the resilience and the ecosystem services provided.



The main target audiences of the Sintetic project are divided into the following groups:

1. **Consortium members:** partners, to provide and spread content, and to set a communications framework within which to work jointly and collaboratively.
2. **Forestry sector:** companies, practitioners, workers, representatives, sawmills, timber transformation industries, and forest owners, who will be directly involved in the project.
3. **EC and policy makers at local, regional, and national scales:** EU, national ministries, regional authorities and municipalities and city councils,
4. **Media outlets:** newspapers, TV/radio news programs, etc., to increase the visibility and number of opportunities to reach out to society.
5. **Customers of wood products:** inform the final consumers of the traceability of forest products.
6. **General public:** literate young people and adults, to increase the visibility of the project and raise awareness on the state and differences of the forestry sector across Europe.



## 4. Communication and dissemination actions

### 4.1 Visual identity

The creation of a recognizable visual identity for the Sintetic project will allow for the fast and efficient identification of its brand. Its visual identity will convey a professional and efficient presentation of the project to its publics (internal and external) and increase the visibility of the project, as stated in the communications Objective 1.

#### 4.1.1 Acknowledgement of funding

According to Art. 17.2 in the Grant Agreement, the communication products must acknowledge the funding from the EU through displaying the emblem consisting of the EU flag and the funding statement and following the guidelines available at <https://bit.ly/3lhVVmQ>



**Funded by  
the European Union**

Any communications or equipment must include the following text:

For communication activities:

*This project has received funding from the European Union's Horizon Europe research and innovation program under grant agreement No 101082051.*

For infrastructure, equipment, and major results:

*This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union's Horizon Europe research and innovation program under grant agreement No 101082051.*



### 4.1.2 Quality of information disclaimer

According to Art. 17.3 in the Grant Agreement, any communication or dissemination activity must include the following disclaimer:

*“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union [name of granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”*

### 4.1.3 Logo

The Sintetic logo is the visual element that represents the project and leads to instant public recognition. It was designed by CTFC during the proposal of the project. Three logos were presented to the consortium to decide on the final one. This logo represents the project’s goal to digitalize the forestry value chain.

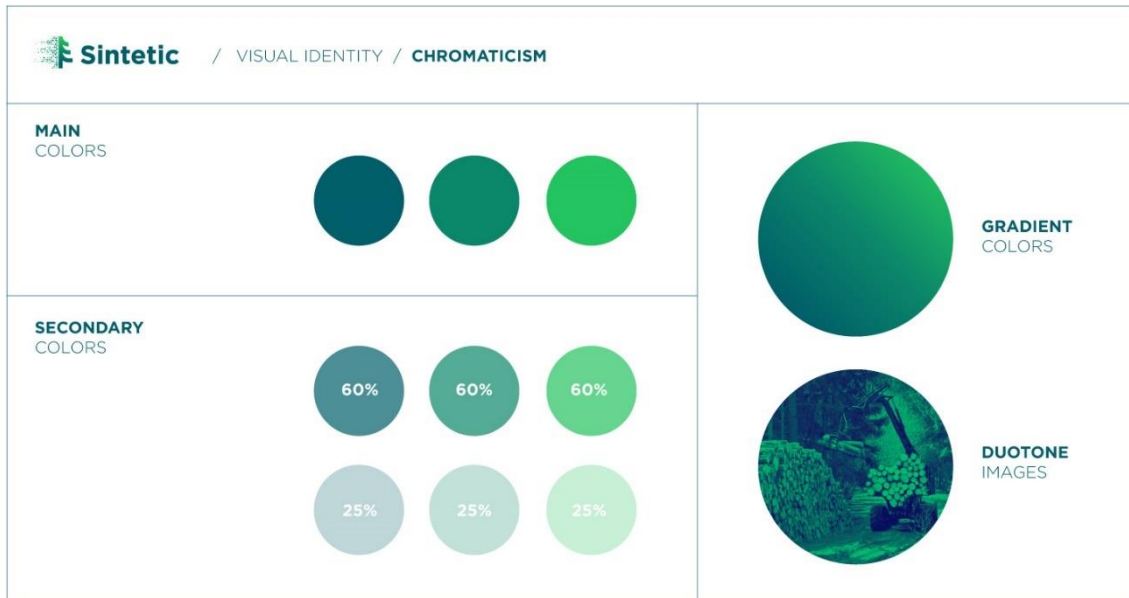


Moreover, the Sintetic logo has been developed in multiple formats and colours to be adaptable for the communication and dissemination tools of the project.



### 4.1.4 Colour palette

The Sintetic project has selected a chromatic range based on three green shades, strengthened by the transitions among the three shades. Colour green was chosen to reference the origin of the project, the forest and also because this colour suggests balance and connection with nature.



Using the colours of the project in any communications materials will give coherence to their design and help make the project recognizable. As shown in the chromaticism of the project, the colours selected match the colours of the logo.

The transitions among the chosen green shades create a feeling of dynamism that symbolizes the continuous extraction of data, the movement and traceability of the wood extracted from the forest. These colours and transitions are also reminiscent of technology, a fundamental aspect of the project that will connect the different tools required to obtain, trace, and manage the data produced during the project. The project will use duotone images, which complement and boost the chromatic essence of the project.

A final aspect to highlight is the secondary colours, which are the three main green shades subdued. These greyer green shades provide a feeling of efficiency, atemporality, and sobriety that help to boost the visual image of the project.

### 4.1.5 Templates and branding elements

Templates for Word documents, presentation slides, banners, etc., with a consistent layout and styles have been created for the consortium to use and ensure a unified corporate image.

In addition, a roll-up containing the project's logo, title and consortium members is already available to be used in consortium meetings, workshops, congresses, etc. as a brand claim. Posters and at least one flyer have also been developed for their display and distribution at varied events.

## 4.2 Website

The Sintetic website has been published under the following URL: <https://sinteticproject.eu/>

The website is the main online communication tool of the project, leading to the fulfilment of Communication objectives 1 and 2 and targeting all the project's audiences.

The website contains information on the project, the consortium and its members, projects achievements and current activities. This information is addressed to all sorts of audiences, from scientists and practitioners to the public.

It is available in English, Finnish, Slovenian, Spanish, Catalan, French, Italian and Romanian and has been designed following a responsive web design (RWD) to enable optimum visualization independently of the size of the screen (PC, tablet and mobile) or web browser one is viewing with.



The website includes seven main sections:

1. Home
2. The Project
  - 2.1 Objectives
  - 2.2 Demo Areas
  - 2.3 Why Sintetic?
  - 2.4 Outcomes
  - 2.5 Advisory Board
  - 2.6 Work Packages
3. Forest Sharing
4. Geodatabase
5. Partners
6. News
7. Contact



### 4.2.1 News

In addition, to further facilitate quick access to the major news and outcomes of the project within the [Sintetic Project website](#), a dedicated section was developed where all news items are published. Moreover, updates are shared with external audiences through LinkedIn managed by EOS. The contents of this website section will include relevant project updates and achievements (meetings, publications, etc.) as well as events taking place in the upcoming months.

This action will help achieve all three Sintetic communication objectives, targeting different audiences: forestry sector, related projects, policy makers, the media, and the general public.

### 4.3 Social media

The project has a [LinkedIn](#) and [Instagram](#) profile managed by EOS.

The LinkedIn channel is used to promote the project and its events, the content on the website, achievements, and any relevant news that give visibility to the project and interaction with related projects.

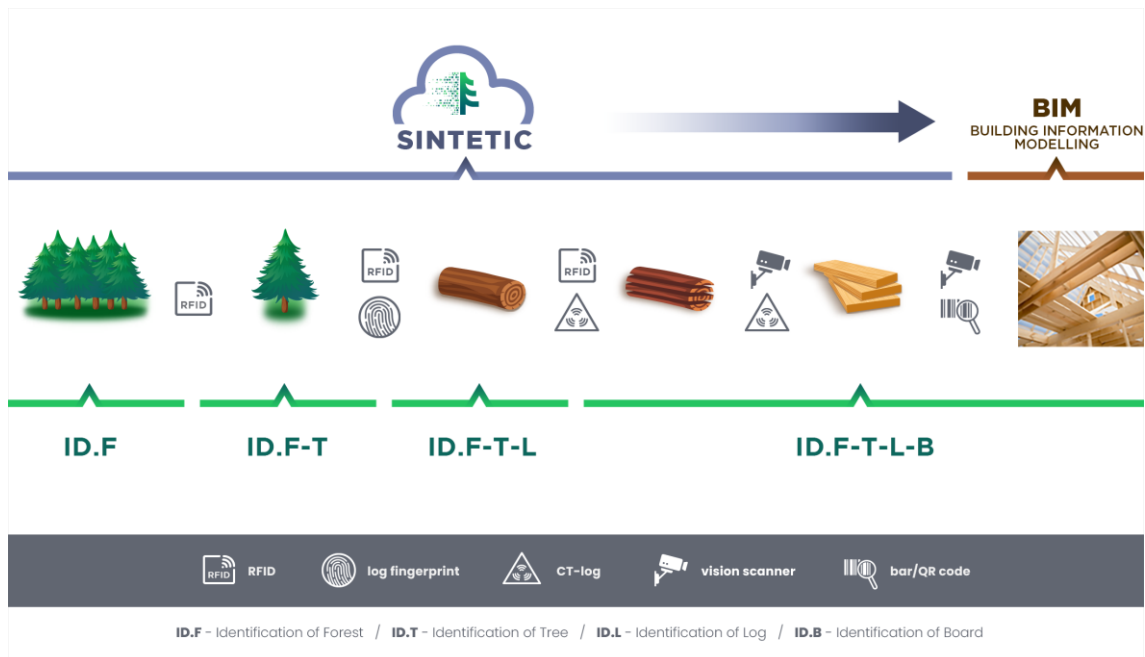
The project created an additional Instagram profile (not contemplated in the original Communication Plan), allowing the project to share its work with a wider, non-technical audience. The account will also be used to increase the project's general visibility, highlighting its events and achievements.

Partners are encouraged to follow each other and to boost other partners' publications. All partners' social media and other relevant accounts are being collected.

### 4.4 Infographic

The CTFC, supported by EOS, created an infographic summarizing the project. The infographic aims to give visibility to the project and explain its goals and expected results to a general audience. It is shared on social media, including the website's homepage, and on the project's presentation templates.





## 4.5 Press releases

Depending on the newsworthiness of events, EOS and involved partners will write press releases that will distribute to three channels: mass media, partners of the project, and the project's website.

The main objective of this action is to give visibility to the project, while it can secondarily help explain the project and the benefits it strives to achieve. The main public for the press releases will be journalists working in generalist and targeted media outlets (depending on the topic), and through them reach customers of wood products as well as the general public.

## 4.6 Scientific dissemination

### 4.6.1 Scientific papers

The consortium aims to produce at least 5 scientific articles of peer-reviewed research papers, submitted to high-quality scientific journals. All publications will be available in open access via the Gold open access route.

The creation of scientific papers will help engage with other projects and researchers working in the field while raising the visibility of the project. If considered of relevance for broader publics, a specific press release can be generated thus reaching the media and the public through them.

### 4.6.2 Scientific conferences

In the same line, the project will also present its results in two or more relevant conferences.

The participation by members of the consortium in scientific conferences will help engage with other projects and researchers working in the field while raising the visibility of the project.

### 4.6.3 Practice abstracts

The CTFC, with collaboration from all partners, will produce a minimum of five Practice Abstracts, produced according to the EIP-AGRI Common Format. This product will be disseminated through the project's channels and its partner's as well as through the EIP-AGRI portal.

This activity will help achieve all three objectives in the communications plan, focusing on the forestry sector public.

## 4.7 Events

### 4.7.1 Policy makers

EOS will organize one dissemination event for policymakers and representatives of the forest owners, forest contractors, and timber industry either online or in person. This activity will help achieve communication goals one and two, while collecting views on the project.

### 4.7.2 Professional fairs

The Sintetic project will be presented in at least two European professional or technology focused fairs (e.g., LIGNA, ELMIA WOOD, AUSTROFOMA). This will provide new opportunities to promote the Sintetic system among forest and timber professionals, thus contributing towards all three communication objectives.

### 4.7.3 Final conference

Within the last three months of the project, a final conference will be held to present the project results to more than 100 stakeholders and interested public. The conference will include open sessions, round tables, and workshops to enable different groups to get engaged during the event.

This final conference will be one of the last communication activities of the project (together with its related press release) and will thus focus the consortium's efforts to help achieve all three communication objectives, as all the different publics of the project will be gathered together in the same place at the same time.



## 4.8 Training to digitalization

A training format will be developed by professional trainers of EFESC schools, compatible as an add-on to the common EDESC courses. This format will be used to train personnel involved in the demos (WP4) as well as further trainers. The training will focus mainly on manual operators, typically unused to digital tools.

One annual EFESC meeting will be held in occasion of a project demo to show the system to professional trainers of the nine EFESC member countries.

Additionally, guidelines, manuals and videos will be created to integrate formal training. Instructions and manuals will be provided also for the industrial system (sawmill). All training documents will be available into several languages (English, Italian, Spanish, Catalan, Romanian, French and Finnish).

This activity will help achieve all three objectives, although it will have a greater impact in objective two. The focus public for this action is the forestry sector.

## 4.9 Publications

### 4.9.1 Policy recommendations

A White paper and two Policy briefs (out of three Policy briefs planned) analysing the social and legal aspects related to data ownership, management, and distribution in the specific case of the forest value chain and its components: forest owners, contractors, and industry, were involved to list critical issues. The present legal frame will be assessed in the countries involved and at the EU level. The expert opinion of all the professionals involved are being contrasted with the present situation, drafting several policy recommendations at the national and EU level.

This activity helps the completion of objectives one and three and will be focused on policymakers and the forestry sector, although it will also be of interest to mass media, and through it to customers of wood products as well as the public.

### 4.9.2 Business models & Exploitation plans

For each individual exploitable result, a suitable business model and business plan will be developed. One or more possible business plans on a broader scale will be designed as well, involving the whole value chain and all the business partners of the project. Individual “use cases” business models will be developed.



These publications will include an analysis of the value of the new services and data, as well as the expected additional costs and will draft proposals for revenue distribution among the actors involved.

This activity will help achieve all three objectives, although it will have a greater impact in objective two. The focus public for this action is the forestry sector.

## 4.10 Videos

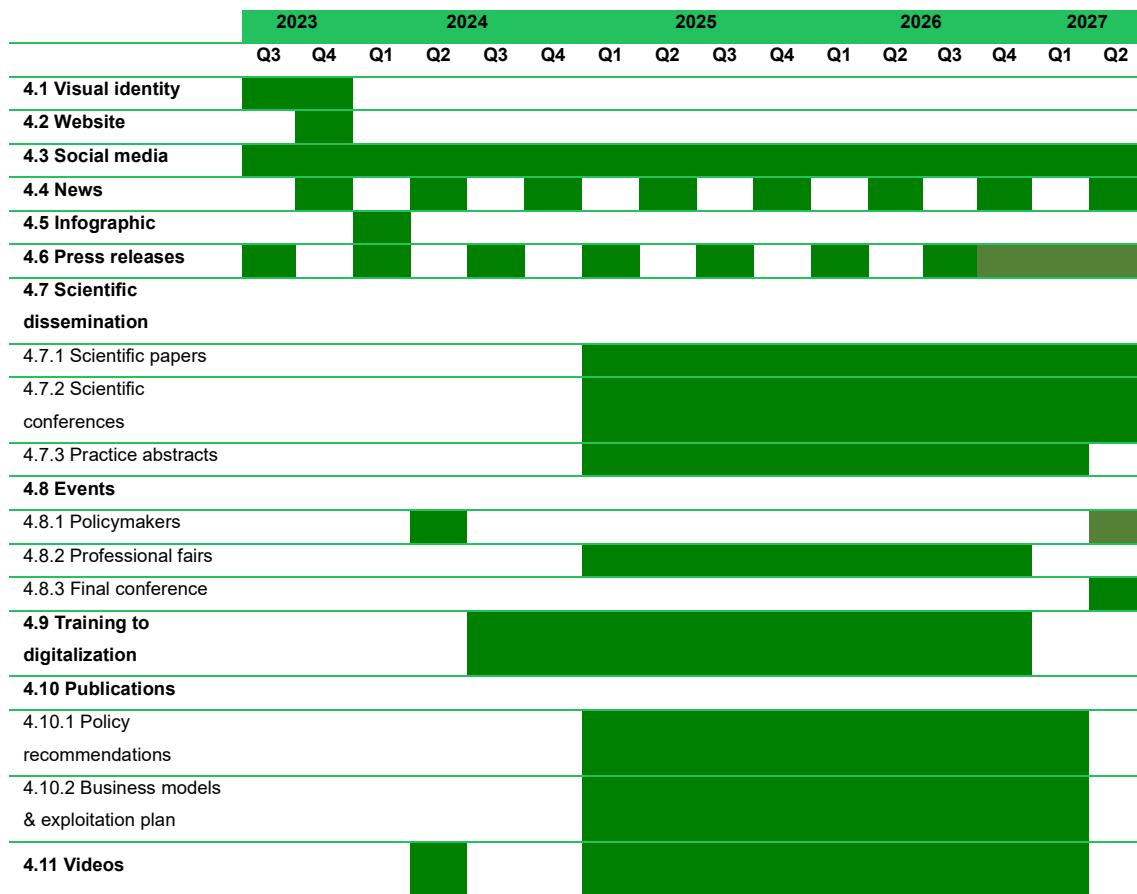
The project will produce a minimum of three videos.

One of them will have a divulgative focus, to share the goals and uniqueness of the project with the media and general public, to increase awareness on the project and the issues it will address. The other two videos will be created with the training of the people working on forestry in mind



## 5. Communication and dissemination schedule

The following is an approximate schedule of the communication and dissemination actions that will be carried out throughout the duration of the project:



## 6. Expected results

A summary of some Key Performance Indicators (KPIs) is outlined in the following section. They have been developed to evaluate the effectiveness and impact of the project's communication, dissemination, and exploitation activities. The KPIs will guide these activities and provide a benchmark to drive Sintetic's communication, dissemination, and exploitation strategy. This plan will be revisited throughout the project to ensure that the KPI's are achieved.

Action	Expected results	
	M18	M48
4.2 Website. Unique visitors	150	500
4.3 Social media. LinkedIn followers	50	200
4.5 Infographic	1	1
4.6 Press releases	2	3
4.6 Press releases. Media appearances	6	15
4.7.1 Scientific papers. Creation		5
4.7.2 Scientific conferences. Attendance		2
4.7.3. Practice Abstract loaded on EIP-AGRI Portal	2	5
4.8.1 Policymakers. Event		1
4.8.1 Policymakers. Participants		30
4.8.2 Professional fairs. Participation		2
4.8.3 Final conference. Event		1
4.8.3 Final conference. Participants		100
4.9 Training to digitalization. People trained	10	60
4.9.1. Training to digitalization. Training of professional trainers		20
4.9.2. User manuals for the new system		2
4.10.1 White paper. Creation		1
4.10.1 Policy brief. Creation		3
4.10.2 Business models & exploitation plan. Creation		3
4.11 Videos. Creation		3

