ForestNavigator

D10.2
Communication materials and tools

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Abstract

This report describes the complete set of communication materials and tools for the ForestNavigator project, including the public website (V1.0). The tools will support the communication activities to raise the awareness among the general public, to reach out to the main stakeholder groups of the project and widely distribute project results to different target audiences.

Keywords

ForestNavigator, Communication, Website, Flyer, Newsletter, Social Media

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Dissemination level

PU	Public, will be published on CORDIS	✔
SEN	Sensitive, limited under the conditions of the Grant Agreement	

Nature of the deliverable DEC

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1. Introduction

The ForestNavigator project assesses the climate mitigation potential of forests and forest-based sectors to develop a decision-making tool for policy makers to meet medium (2030) and long-term (2050) climate goals. To disseminate the ForestNavigator project findings, a comprehensive package of communication tools was developed. This deliverable describes the release of ForestNavigator communication materials and tools, which are used to support the dissemination and communication activities of the project and connect with different target audiences. A key communication tool is the ForestNavigator website https://www.forestnavigator.eu/. This deliverable is closely aligned with D10.1, the project´s Dissemination and Communication Plan.

Other important communication tools are the ForestNavigator twitter (@ForestNavigEU) and LinkedIn channel (@ForestNavigatorEU) to increase public awareness and reach out to stakeholders. Furthermore, ForestNavigator has released a project flyer to increase visibility and to engage stakeholders. Other communication tools will be released during the course of the project. The first newsletter, available through the project website will be released in May 2023. Together, the communication tools provide a comprehensive basis for effectively disseminating the ForestNavigator project findings.

2. ForestNavigator visual identity

A visual identity has been developed by a professional designer at project start. The objective of the visual identity is to provide the project a recognisable and coherent image by using specific visible elements, such as typography, pictures, and layout to convey a consistent look and feel. All communication and dissemination tools of ForestNavigator (social media accounts, website, newsletter etc.) use a coherent design. The ForestNavigator visual identity contains a project logo, fonts and colours and is used for all external communication materials, such as templates, the public website, social media channels, newsletter etc.

2.1. Logo

The project logo (Figure 1) illustrates the ForestNavigator identity and distinguishes ForestNavigator from other projects, so that it can be easily recognised and associated with the project values. The compass refers to the notion of navigation and symbolises the project goal to guide and align political initiatives across the EU to improve the use of forests for the mitigation of climate change and its impacts. The trees on both sides evoke the expected replacement of current species by alternative ones, which are better adapted to the climatic changes.

Figure 1: The ForestNavigator official logo

2.2. Templates

Templates for presentations and other documentation have been developed. The ForestNavigator Microsoft PowerPoint (PPT) templates (Figure 2) are coherent with the ForestNavigator visual identity, including the fonts.
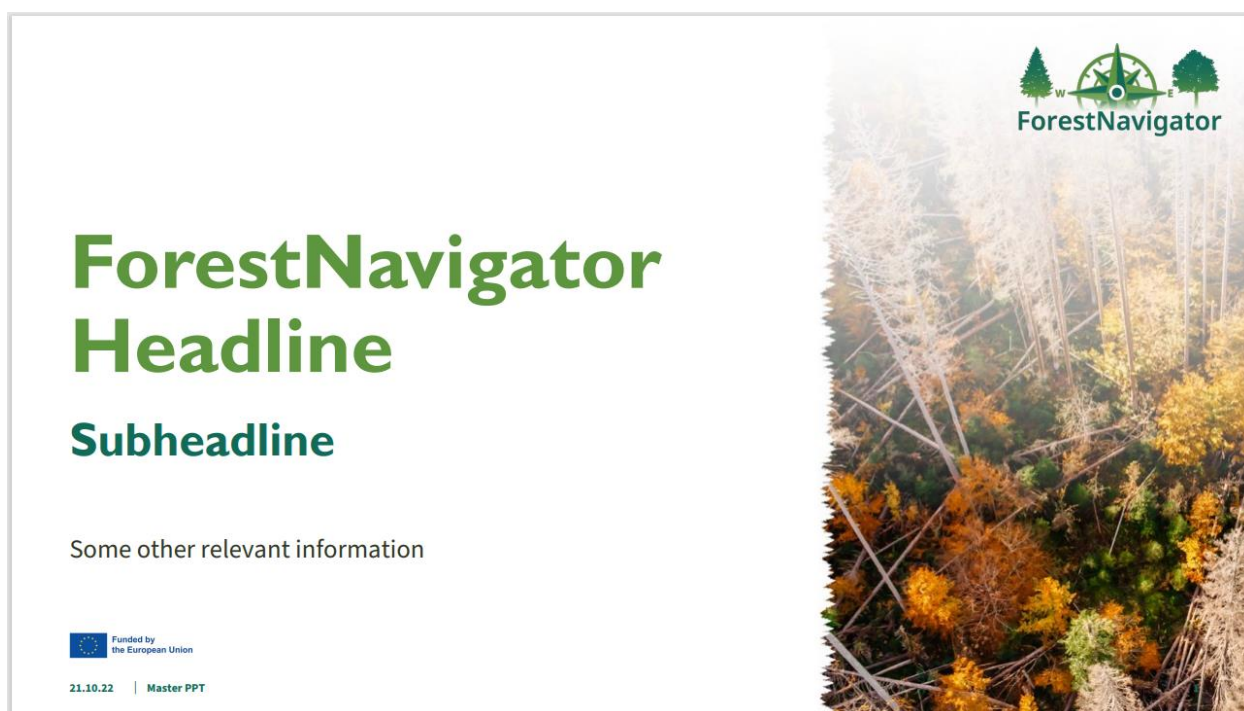
Figure 2: ForestNavigator Powerpoint Template

For EC deliverables, a specific ForestNavigator cover and template has been designed. Further templates were generated for meeting agendas and minutes, and a milestone memo.

3.   Public website

3.1.   Objectives

The domain www.forestnavigator.eu has been secured for the project's website and was populated with preliminary information prior to the start of the project. The main objective of the website is to inform, engage, and connect with policy makers, NGO´s, forest managers and scientists. Furthermore, the ForestNavigator website will be the public entry point to the ForestNavigator Portal, the project´s policy toolbox for forest-based climate mitigation strategies. This Portal will provide customised access levels and interfaces for the different user groups, accompanied by online tutorials and guidelines to ease navigating through the different sections. In addition, the website serves as an online repository for publications and public deliverables. The management of the public website is closely linked and complementary to the other communication tools (e.g., the project's social media channels, online repositories, partner sites), ensuring that EU-funded research will be adequately communicated to all relevant stakeholders and target audiences.

3.2.   Target audience

The ForestNavigator public website targets a wide range of audiences, such as:
- Stakeholders (European, national and subnational)
    - Policy makers and agencies
    - Scientists and experts
    - NGOs, civil society organisations
    - Forest owners and managers
    - Business and industries
- Funding authorities, including the EC
- Press representatives/journalists
- The general public

The ForestNavigator website aims at informing and engaging these stakeholders and invites stakeholders to join discussions, sign up for a newsletter or contact the project directly.

3.3.   Design

Considering current website design trends and user behaviour, the design is clear and minimalist. This enables an intuitive and easy navigation following the fact that users are rather browsing websites than reading long articles. The distinctive design facilitates to communicate the ForestNavigator objectives, the benefits of the concept and values of the ForestNavigator research. Therefore, the design reflects a consistent look and feel within the subpages of the website, but also beyond. The ForestNavigator website features captivating banners and catchy slogans (e.g. "Policy Pathways to EU climate neutrality"; „Unlocking the EU forest potential to counteract climate change"), which are easy to remember. High quality photographs contribute to a strong visual identity and support the communication of the key message. The banner is presented as a slideshow and each menu button is represented by an own picture.

3.4. Structure and content

A good and simple site structure helps the user as well as search engines to navigate the site. The ForestNavigator website is characterized by a minimalist header, just including the logo and the horizontal menu bar, a body, and a large footer. The EU emblem is displayed in the footer. Furthermore, the footer includes linked social media icons (Twitter, LinkedIn), cookies and Imprint/Privacy Policy/Copyright. The menu bar displays the main pages of the website: *Home – About – Stakeholders – ForestNavigator Portal – Resources– News*.

3.4.1. Home

The homepage provides the first impression of the project, and therefore has been designed to be visually attractive, compelling, and engaging.
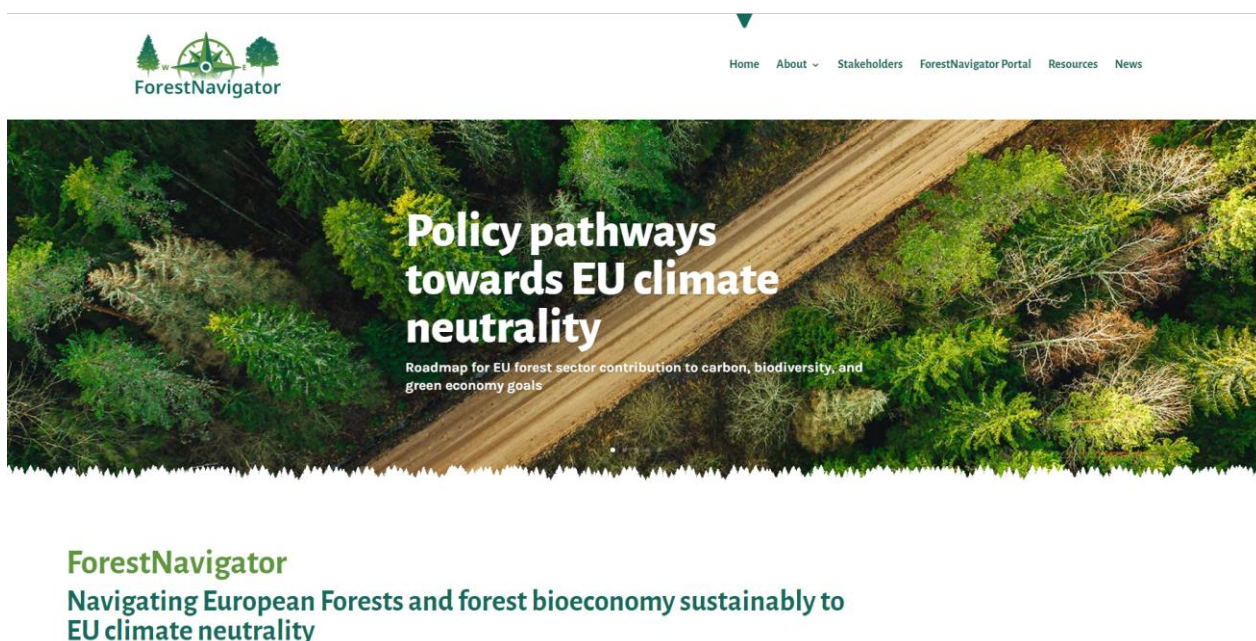
Figure 3: ForestNavigator homepage

To attract the visitor's attention, the homepage features a slide show (Figure 3–Figure 4) with catchy slogans and alternating pictures. These slogans give a brief overview of the project objectives, explaining to the visitor what ForestNavigator is about.
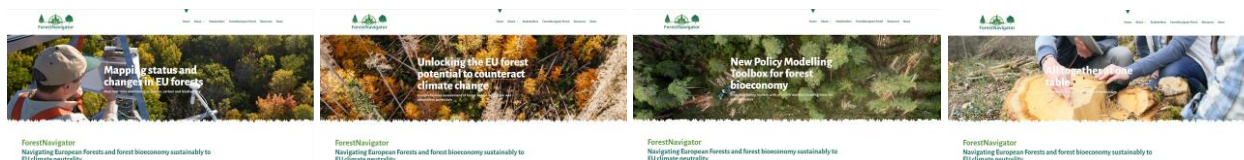
Figure 4: Alternating pictures and slogans in slideshow mode

When the visitors scroll down, a short text gives a broad overview of the project in the context of climate change and the EU climate goals. Moreover, coordinator quotes have been included as well as buttons to subscribe the newsletter and get in contact with the project coordinator and a latest news section (Figure 5,6,7).

Figure 5: Project description on the homepage

Figure 6: Quotes by Petr Havlík and Fulvio Di Fulvio outline the project´s vision

Figure 7: Stakeholder engagement on homepage

3.4.2. About

The *About* page bundles the main information about the ForestNavigator project, including information about the consortium and the work packages. The visitor comes across a brief summary of the ForestNavigator project. When the viewer scrolls down, a list of project objectives providing more information upon demand.

3.4.3. Stakeholders

The purpose of the stakeholder subpage is to inform visitors about the different stakeholder activities (e.g. Policy Steering Committee, the Stakeholder Board, and the EU Policy Modelling Forum). The ForestNavigator website also welcomes to get in touch about to engage in the EU Policy Modelling Forum. Moreover, the Policy Steering Committee (PSC) is introduced and a list of current members provided. The PSC brings together policy makers to maximise policy relevance and provides feedback on scenario assumptions and project results.

3.4.4. Resources

The Resource page lists project-related resources. As the project advances, resources like academic publications, public deliverables and policy briefs will be added.

3.4.5. News

The News section of the ForestNavigator website provides an overview of all news items and events during the project duration. The news section is also visible on the homepage.

The ForestNavigator Portal will become available during a later stage of the project and will provide a major decision-making tool for policy makers, national authorities, forest managers, business & industry, researchers and experts and the modelling community. The ForestNavigator Portal will consist of an EU Pathway Explorer, which will be a user-friendly and accessible tool to visualize and evaluate climate mitigation strategies, and the EU Data Explorer, which will be a web-based open-access resource to data, models, and results. A Beta Version of the Data Explorer is expected to launch in PM30, and a Beta Version of the Pathways Explorer is planned for PM36 (late 2025).
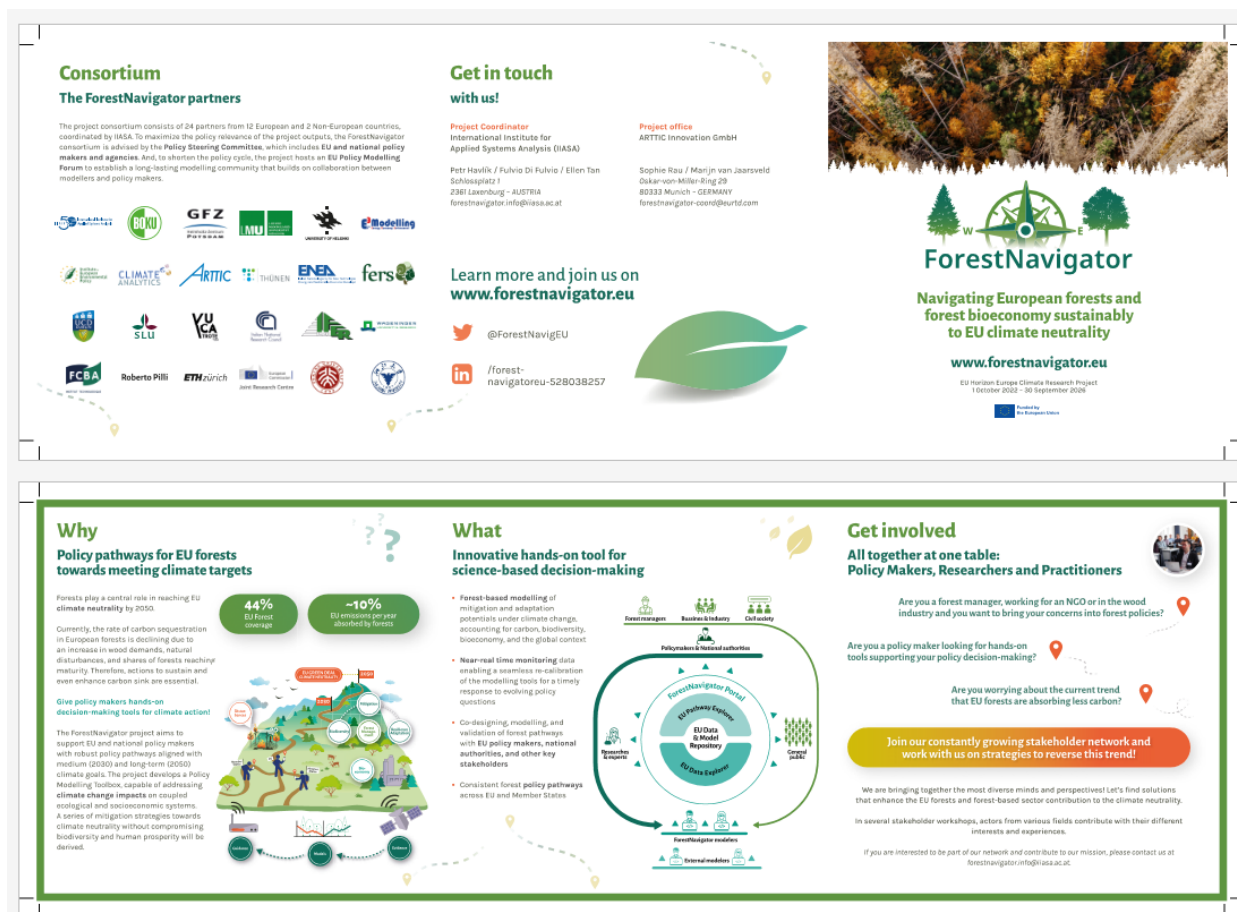
4.   Social Media

ForestNavigator's concerted Social Media strategy encompasses Twitter and LinkedIn to communicate with different target audiences to maintain a strong public presence.

Twitter (@ForestNavigEU) serves as the online news channel and a networking platform to connect with stakeholders across Europe and the world. Target groups are scientists, environmental organisations, forest and climate interest groups, similar EU Projects, policy makers, and the forest commodity industry.

LinkedIn (@Forest NavigatorEU) will be employed as a wider, fully open professional network registry to engage with scientists, policy makers, NGOs, and other stakeholders from the forest bioeconomy.

5.   Project flyer

A compact and appealing information leaflet about the project, its mission and the ForestNavigator consortium (Figure 8) was prepared. This flyer is shared with stakeholder groups, like policy makers, NGOs, forest managers and businesses and industries, with the aim to raise their interest in the project and invite them to engage in one of the stakeholder activities. In addition, this flyer will be circulated during scientific conferences to raise awareness among researchers. The flyer is also available for download on the ForestNavigator website.

Figure 8: The ForestNavigator project flyer

6.   Newsletter

A bi-annual digital newsletter is scheduled for release in May 2023. This newsletter will focus on informing the project´s Stakeholder Board, the Policy Steering Committee, and other interested individuals about the recent ForestNavigator achievements. The purpose of this newsletter is to provide a high-level summary on key achievements and events as well as a summary on scientific deliverables and output. This newsletter which will be distributed to the ForestNavigator Stakeholder Community, and via the Twitter and LinkedIn channels, and linked to the public website. Subscription to the Newsletter is possible via the project website. The design of a newsletter template is scheduled for May 2023.

Furthermore, an internal newsletter will inform the consortium partners (especially those who do not participate in the Expert Board meetings) about the scientific progress of the consortium and output. The purpose is to inform them about deliverables, developments, and upcoming events, summarising the main project achievements and results in an overview.

7.   Press Release

ForestNavigator will use press releases to promote events, achievements or topics of public concern and relevance. The communication team will prepare and spread them through the communication networks of the ForestNavigator partners to raise interest and engage with journalists.

8.   Conclusion

In this document, we provide an overview of the ForestNavigator communication tools that will be used to effectively disseminate the ForestNavigator project findings. Since the project start in September 2022, the ForestNavigator project has developed a visual identity and a number of communication tools, such as a project flyer and a website. In addition, ForestNavigator is developing a newsletter. The extended ForestNavigator public website is online and fully operational since 27 April 2023 and is running smoothly. Browser consistency and the mobile interface have been continuously improved throughout the development process. The page will be updated and maintained on a frequent basis, editorially and technically. The website will be an important means to communicate and disseminate information about the project and to attract all relevant stakeholders. In addition, ForestNavigator has established accounts on Twitter and LinkedIn to disseminate news about the project and events.