



## THE RESEARCH PROMOTION FOUNDATION PROGRAMMES FOR RESEARCH, TECHNOLOGICAL DEVELOPMENT, AND INNOVATION

### RESTART 2016 – 2020



<b>Pillar</b>	I. Smart Growth
<b>Programme</b>	CO-DEVELOP
<b>Project Acronym</b>	Green-HIT
<b>RIF Project Number</b>	CODEVELOP-ICT-HEALTH/0322/0135
<b>Proposal Title</b>	A Green - Holistic IoT platform for Forest Management and Monitoring
<b>Project Coordinator</b>	Frederick Research Center (FRC)
<b>Work Package Number</b>	WP5
<b>Work Package Title</b>	Green-HIT Software Components
<b>Deliverable Number</b>	D2.1
<b>Deliverable Title</b>	Dissemination and Communication Plan

Dissemination level		
PU	Public	X
CO	Confidential, only for members of the consortium (including RIF)	



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## DOCUMENT CONTROL

Document version	Date	Change
v0.1	30/01/2024	Draft
v1.0	29/02/2024	Final Version

## Executive Summary

The Green-HIT Dissemination and Communication Plan, formulated within WP2 and delivered on Month 12, encompasses both internal and external dimensions. It outlines the identification and selection processes for pertinent audiences and suitable communication channels. Furthermore, the plan defines the information to be communicated at each project stage to optimize dissemination efforts. It meticulously identifies targets, means, and routes for dissemination within the outlined plan.

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## 1. Introduction

Dissemination and communication activities stand as integral pillars within the Green-HIT project, playing a pivotal role in its overall success and long-term viability. The project's dissemination process unfolds in two key dimensions: (i) *Strategy and Assessment*, encompassing the formulation of a robust dissemination strategy and plan, along with the systematic measurement of the effectiveness and efficiency of planned activities in WP2; and (ii) *Actions and Implementation*, covering the actions to be performed, as well as the execution and diligent progress tracking of the devised dissemination strategy.

The major goal of the project's dissemination strategy is to engage and connect with all pertinent target groups, leveraging a variety of appropriate communication channels. This comprehensive approach is documented in a dissemination plan, providing a structured overview of the estimated timeframe for each activity. Importantly, the dissemination strategy remains dynamic, subject to continuous monitoring, evaluation, and refinement, recognizing that the outcomes of various project WPs may influence and reshape planned activities.

In alignment with the principles of transparency and inclusivity, the project also emphasizes open access to data and information. Green-HIT is committed to promoting open access to project outputs, including data, publications, and other relevant materials. By adopting an open access approach, the project aims to facilitate the broad dissemination and utilization of its findings, fostering collaboration, innovation, and knowledge exchange within the scientific community and beyond. It aspires to maximize the impact and societal relevance of its efforts, ultimately advancing the collective understanding of forest management and environmental conservation.

This deliverable is structured as follows:

- Section 2 discusses the Green-HIT overall dissemination and communication strategy, including its objectives, target groups, key messages, and the delineation of dissemination phases, complete with estimated implementation timeframes.
- Section 3 details the planned dissemination activities, encompassing channels, Key Performance Indicators (KPIs), and the designated partners responsible for their execution.

## 2. Green-HIT Dissemination and Communication Strategy

The Green-HIT project aims at developing a holistic IoT platform for forest management and monitoring using cutting edge Information and Communication Technologies. To have the desired impact on the identified target groups, the project's workplan entails communicating and disseminating the Green-HIT objectives, activities, and novel outcomes throughout the entire project's lifecycle. The implementation of dissemination and communication activities falls under WP2, which is led by FRC and is actively supported by all project partners.

### 2.1 Objectives

The Green-HIT dissemination and communication strategy aims to:

- Provide members of the Green-HIT consortium with an efficient blueprint to follow in disseminating the work and results of the project.
- Identify dissemination target groups/audiences and communication means/channels to reach them.
- Ensure that project results are effectively communicated to all target audiences/groups, encouraging their active participation and engagement during project implementation and beyond.
- Facilitate user-centered research aiming to improve user satisfaction and lead to cutting-edge findings.
- Announce and promote project events, contributing to a high engagement potential.
- Support and facilitate knowledge mobilization.
- Produce high-quality, peer-reviewed publications.
- Continuously assess the effectiveness of dissemination and communication activities via well-defined metrics (KPIs).
- Support the sustainability of Green-HIT outcomes long after the project is completed.

### 2.2 Target Groups and Audiences

The Green-HIT dissemination and communication strategy addresses all potential audiences that can benefit from or are interested in the project's results. To successfully implement this plan, it is imperative to involve the following target groups as defined below:

- **Forest engineers and consultants:** Forest engineers and consultants can utilize the platform to gather real-time data on forest conditions, assess the effectiveness of forest management practices, and make informed decisions to optimize forest health and sustainability.
- **Fire management associations and firefighting agencies:** Green-HIT includes functionalities for preventing, detecting, and reacting to forest fires. By utilizing the Green-HIT platform, fire management associations and firefighting agencies can enhance their capabilities in early fire

detection, coordination of firefighting efforts, and implementation of preventive measures, ultimately improving forest fire management and reducing the risk of wildfire disasters.

- **Governmental authorities and municipalities:** Governmental authorities and municipalities have a vested interest in the Green-HIT project as the platform provides valuable tools for forest management and environmental protection. By leveraging the platform's functionalities, governmental authorities and municipalities can enhance their ability to monitor and manage forest ecosystems, implement sustainable land use practices, and protect natural habitats, contributing to overall environmental conservation and resilience.
- **Industry representatives:** Industry representatives are interested in the Green-HIT project as the platform offers opportunities for sustainable resource management and corporate social responsibility initiatives. By utilizing the platform's functionalities, industry representatives can access valuable data on forest resources, biodiversity, and environmental conditions, enabling them to make informed decisions regarding their operations, supply chains, and environmental impact mitigation strategies.
- **Potential customers:** The Green-HIT platform provides innovative solutions for forest management and monitoring. By leveraging the platform's functionalities, potential customers can address their specific needs related to forest conservation, land management, and environmental sustainability, ultimately improving their business operations and environmental stewardship practices.
- **Academia/Research:** Academia and research institutions stand to gain from the Green-HIT outcomes as the platform offers opportunities for scientific research and innovation. By accessing the platform's data and analytical tools, these institutions can conduct studies on forest ecology, biodiversity conservation, climate change mitigation, and sustainable development, contributing to advancements in environmental science and technology.
- **Environmental protection agencies and NGOs:** Environmental protection agencies and non-governmental organizations (NGOs) are interested in the Green-HIT project as the platform supports their missions of environmental conservation and sustainable development. By utilizing the platform's functionalities, they can enhance their monitoring and advocacy efforts, engage in evidence-based decision-making, and collaborate with stakeholders to address environmental challenges, ultimately promoting biodiversity conservation and ecosystem resilience.

Having defined the target groups, an initial database has been developed (in line with GDPR regulations) listing all relevant stakeholders in Cyprus. The database will be used to disseminate targeted information for the project, such as invitation to events and specific email campaigns to promote the platform. Some stakeholders are indicatively mentioned below:

- Forest Engineers and Consultants

- **Department of Forests - Ministry of Agriculture, Rural Development, and Environment**  
Employs forest engineers and consultants responsible for managing Cyprus's forests, including planning, monitoring, and conservation efforts.
- Fire management associations and firefighting agencies
  - **Cyprus Fire Service**  
Responsible for fire prevention, firefighting, and emergency response. A key organization in Cyprus involved in managing forest fires and coordinating firefighting efforts across the island.
- Governmental authorities and municipalities
  - **Department of Environment - Ministry of Agriculture, Rural Development, and Environment**  
Oversees environmental policies and regulations in Cyprus, working closely with municipalities and local authorities to manage natural resources and protect the environment.
- Industry representatives
  - **Cyprus Forest Industries**  
This organization represents the forestry and wood processing industry in Cyprus, including companies involved in timber harvesting, wood processing, and related activities. Industry representatives from this sector are interested in sustainable forest management practices and environmental stewardship.
- Potential customers
  - **Cyprus Tourism Organization**  
As tourism plays a significant role in Cyprus's economy, organizations like the Cyprus Tourism Organization may be interested in the Green-HIT project outcomes to ensure the sustainable management of forested areas and natural attractions, which contribute to the tourism sector.
- Academia/Research
  - **National and international universities** known for their research activities in environmental science, forestry, and sustainable development. Researchers and academics in such universities may be interested in collaborating with the Green-HIT project to conduct studies and contribute to scientific advancements in forest management and environmental conservation.
- Environmental protection agencies and NGOs:
  - **BirdLife Cyprus**  
This non-governmental organization (NGO) is dedicated to the conservation of birds and their habitats in Cyprus. Environmental protection agencies and NGOs like BirdLife Cyprus are

interested in projects like Green-HIT that promote biodiversity conservation and sustainable land management practices.

### 2.3 Green-HIT Key Messages

Key messages were developed for promoting the project and its outcomes, stressing the importance of employing technology and innovation for the support of forest management and monitoring, leading to environmental conservation and sustainable development. These messages were developed to ensure consistency in the way that the project is presented by the consortium:

1. The Green-HIT project leverages cutting-edge technology and innovative IoT solutions to revolutionize forest management and monitoring practices, paving the way for more efficient and effective conservation efforts.
2. The Green-HIT project employs a state-of-the-art IoT platform and intelligent AI modules to protect and preserve forest ecosystems, safeguarding biodiversity and natural habitats for future generations.
3. The Green-HIT project contributes to the promotion of long-term environmental sustainability and resilience, fostering balanced economic growth and societal well-being, through the implementation of sustainable forest management practices.
4. The Green-HIT project brings together a diverse consortium of stakeholders, including government agencies, industry representatives, academia, and NGOs, to collectively address the challenges of forest management and monitoring, ensuring comprehensive and interdisciplinary solutions.
5. By providing forest engineers, consultants, and firefighting agencies with advanced tools and real-time data insights, the Green-HIT project empowers them to make informed decisions, proactively manage forest resources, and respond swiftly to emerging threats like forest fires.
6. Green-HIT's outcomes and recommendations serve as valuable inputs for policymakers, guiding the development of evidence-based policies and strategies for sustainable forest management, environmental protection, and disaster risk reduction.
7. Through active engagement with stakeholders at all levels, including governmental authorities, industry partners, local communities, and environmental organizations, Green-HIT fosters a collaborative approach to forest management, ensuring inclusivity, transparency, and accountability.

### 2.4 Involvement of Project Consortium in Project Activities

All project partners will be actively involved in the specified dissemination activities. Each partner will bring in its network of contacts/collaborators/clients/users to ensure the best possible impact of the dissemination strategy. Using the consortium's expertise and network will enable covering all potential target groups and stakeholders. All partners are expected to further disseminate project activities and coordinate with the WP2

leader to contribute to the dissemination activities presented below. The specific involvement of the different partners in each dissemination activity is presented in Section 3.

## 2.5 Dissemination Phases

The timeframe of the project's dissemination phases is presented in the table below.

Phase – Timeframe	Objective
<b>Phase 1</b> (M1 - M12): Awareness on project objectives and scope	<ul style="list-style-type: none"> <li>▪ Development of dissemination strategy and dissemination activities.</li> <li>▪ Define target audiences and stakeholders, as well as media that will be used.</li> <li>▪ Create awareness on the project objectives and scope.</li> </ul>
<b>Phase 2</b> (M12 - M18): Dissemination of project activities	<ul style="list-style-type: none"> <li>▪ Create a more targeted awareness of the project's progress, activities, and initial project results.</li> <li>▪ Address more targeted groups.</li> </ul>
<b>Phase 3</b> (M18 - M24): Promotion and exploitation of project results.	Promote the project's results and outcomes to target groups and stakeholders for the pilot studies and for further exploitation.

### Phase 1 - Awareness on project objectives and scope

The main aim of the dissemination strategy during the first 12 months is to introduce the project, inform about its objectives and scope, and attract an initial interest from the target groups. During this phase, the dissemination activities will aim at developing an initial network of interested parties, which will later on facilitate the further dissemination of project activities and results. This process will be facilitated by the contribution of all partners, who are expected to promote the project and their participation in the project using their network of collaborators/ users/clients. At the same time, all partners will report the dissemination actions they implement on provided tables. To facilitate this process, the following are available to all partners:

- Communication guide.
- Dissemination activities report template.
- Table listing partners' media (website, project-subpage, and social media pages).

Phase 1 includes the following dissemination activities:

- 1) Branding and Establishment of Public Communication Channels
  - (a) Visual identity. (*completed*)



(b) Dedicated project website. (*completed*)

- <https://mdl.frederick.ac.cy/projectpagebuilder/Projects/Green-HIT>.

(a) Social media pages on popular platforms, i.e., Facebook and LinkedIn. (*completed*)

- <https://www.facebook.com/profile.php?id=100090111222130>
- <https://www.linkedin.com/company/green-hit/>

2) Presentations and interviews with partners. (*started*)

- Presentation at the show titled «Πανεπιστημιακοί Θησαυροί» (*Academic Treasures*)

Presenter: Dr. Andreas Konstantinidis (Project Coordinator).

Date: 23 Feb. 2023.

Accessed here: <https://radio.rik.cy/show/panepistemiakoi-thesauroi/?page=3>

- From 00:50:34 - 01:01:54

## **Phase 2 - Dissemination of project activities and first results**

During this second phase, dissemination efforts will intensify to communicate project activities and the first project results (e.g., first version of Green-HIT Web platform and mobile application, events, etc.). While the dissemination activities initiated in the first phase will be expanded and continued - their content will include more specific information on implemented project activities and first outcomes - the focus of Phase 2 will be to reach more beneficiaries/users of the project results. Special effort will be made to enhance links with the target audiences and achieve a wider outreach of the project.

This phase will include the following dissemination activities:

- 1) Leaflet, brochure, and poster to inform target audiences about Green-HIT's novel outcomes.
- 2) Scientific publications to accredited scientific conferences and/or journals.

### ▪ **Possible dissemination routes:**

Journals	• International Journal of Wildland Fire: <a href="https://www.publish.csiro.au/wf">https://www.publish.csiro.au/wf</a>
	• MDPI Fire Journal: <a href="https://www.mdpi.com/journal/fire">https://www.mdpi.com/journal/fire</a>
	• Forest Ecology & Management: <a href="https://www.journals.elsevier.com/forest-ecology-and-management">https://www.journals.elsevier.com/forest-ecology-and-management</a>
	• Forest Science: <a href="https://academic.oup.com/forestscience">https://academic.oup.com/forestscience</a>

	<ul style="list-style-type: none"> <li>• Journal of Forestry: <a href="https://academic.oup.com/jof">https://academic.oup.com/jof</a></li> <li>• Forest Policy and Economics: <a href="https://www.journals.elsevier.com/forest-policy-and-economics">https://www.journals.elsevier.com/forest-policy-and-economics</a></li> <li>• Canadian Journal of Forest Research: <a href="https://cdnsiencepub.com/journal/cjfr">https://cdnsiencepub.com/journal/cjfr</a></li> <li>• International Journal of Forest Engineering: <a href="https://www.tandfonline.com/toc/ufor20/current">https://www.tandfonline.com/toc/ufor20/current</a></li> <li>• Forests: <a href="https://www.mdpi.com/journal/forests">https://www.mdpi.com/journal/forests</a></li> <li>• Journal of Sustainable Forestry: <a href="https://www.tandfonline.com/toc/bsuf20/current">https://www.tandfonline.com/toc/bsuf20/current</a></li> <li>• Scandinavian Journal of Forest Research: <a href="https://www.tandfonline.com/toc/sfor20/current">https://www.tandfonline.com/toc/sfor20/current</a></li> <li>• Forest Products Journal: <a href="https://forestprodjournals.org/loi/fpio">https://forestprodjournals.org/loi/fpio</a></li> </ul>
Conferences	<ul style="list-style-type: none"> <li>• International Union of Forest Research Organizations (IUFRO) World Congress: <a href="https://www.iufro.org/events/congresses/">https://www.iufro.org/events/congresses/</a></li> <li>• International Conference on Forests &amp; Water in a Changing Environment: <a href="https://www.forestswater2023.org/">https://www.forestswater2023.org/</a></li> <li>• International Symposium on Society and Resource Management (ISSRM): <a href="https://www.societyandnaturalresources.org/issrm/">https://www.societyandnaturalresources.org/issrm/</a></li> <li>• North American Forest Ecology Workshop (NAFEW): <a href="https://nafew.org/">https://nafew.org/</a></li> <li>• International Conference on Forest Management in a Changing Environment: <a href="https://www.forestmanagement2023.org/">https://www.forestmanagement2023.org/</a></li> <li>• International Conference on Forest Sustainability: <a href="https://www.forestconference.org/">https://www.forestconference.org/</a></li> <li>• Society of American Foresters (SAF) National Convention: <a href="https://www.eforester.org/Main/Events/Annual_Convention/Main/Events/Annual_Convention.aspx">https://www.eforester.org/Main/Events/Annual_Convention/Main/Events/Annual_Convention.aspx</a></li> <li>• International Conference on Sustainable Forest Management and Forest Certification: <a href="https://www.waset.org/sustainable-forest-management-and-forest-certification-conference-in-january-2023-in-bangkok">https://www.waset.org/sustainable-forest-management-and-forest-certification-conference-in-january-2023-in-bangkok</a></li> <li>• European Forest Institute Annual Conference: <a href="https://efi.int/events">https://efi.int/events</a></li> <li>• International Conference on Forests and Environmental Sustainability: <a href="https://waset.org/forests-and-environmental-sustainability-conference-in-april-2023-in-venice">https://waset.org/forests-and-environmental-sustainability-conference-in-april-2023-in-venice</a></li> <li>• FAO World Forestry Congress: <a href="https://www.fao.org/event/world-forestry-congress/en">https://www.fao.org/event/world-forestry-congress/en</a></li> <li>• International Conference on Fire Behavior and Risk: <a href="https://www.mdpi.com/journal/forests/events/12839">https://www.mdpi.com/journal/forests/events/12839</a></li> <li>• International Conference on Forest Fire Research: <a href="https://www.mdpi.com/journal/fire/events/14058">https://www.mdpi.com/journal/fire/events/14058</a></li> <li>• International Conference on Forestry Science and Forest Management: <a href="https://waset.org/forestry-science-and-forest-management-conference">https://waset.org/forestry-science-and-forest-management-conference</a></li> </ul>

**Phase 3 - Promotion and exploitation of project results**

During the last phase of the dissemination and communication strategy, activities will aim on supporting the exploitation effort and promoting Green-HIT results and outcomes to the selected target groups. While some of the dissemination activities of the previous phases will be expanded and continue, this phase will also include the following activities:

- 1) Dedicated workshop to discuss and promote Green-HIT.
- 2) Presentations in scientific conferences.

### 3. Green-HIT Dissemination and Communication Activities

This section presents the project dissemination activities and the target groups they address. For monitoring the dissemination activities, specific KPIs will be considered as presented below for each activity. At the same time tools will be used to assess the impact and outreach of the activities, such Google Analytics and Facebook reports, specifically for online dissemination activities.

#### 3.1 Branding & Establishment of Public Communication Means/Channels (Partner in charge: FRC)

**Visual identity.** The project's Visual Identity developed and used for all Green-HIT dissemination and outreach activities. The visual identity will include the project's visuals, namely a logo, the EU funding reference, and all partners' logos. In this framework, a communication guide will be used to ensure that all project partners are aware of all the communication rules of the programme and use a common visual identity throughout dissemination activities.

**Project website.** A dedicated website with key information translated including information about the project's scope, its objectives, stages, progress, and results. The website is developed and maintained by FRC and will be promoted by all partners through frequent posts on the project's and partners' social media pages. To ensure sustainability of project results, the project website will be accessible for three (3) years following the project's completion. | **Target Groups:** All groups | **KPI:** 400 views.

**Social media pages.** Project results will be disseminated via selected popular social networking sites, namely: Facebook and LinkedIn. Project pages have been created and will be updated on a regular basis with the latest news, updated, relevant articles, photos, and posts provided by all partners. These pages will be accessible via other project dissemination material. All partners are engaged to support the project's social media pages via their own (shares, tags, etc.). Social media pages will be regularly updated with the latest news and relevant posts for 2 years after the project is completed. | **Target Groups:** All groups | **KPI:** 1000 views.

#### 3.2 Interviews and Presentations (Partners in charge: All partners)

Interviews with representative project partners to present the project and its outcomes. This activity will be implemented throughout the project's lifecycle. | **Target Group:** All target groups, public | **KPI:** >1 interviews.

#### 3.3 Green-HIT Leaflets, Brochures, and Poster (Partner in charge: FRC)

Leaflets, brochures, and posters will be developed to effectively communicate project objectives, activities, and outcomes to various stakeholders. These printed materials will be designed to highlight key features of the Green-HIT platform, including its capabilities in forest management and monitoring initiatives. The leaflets will provide a concise overview of the project, its goals, and its potential impact on environmental conservation and sustainable development. Brochures will offer more detailed information on specific aspects

of the project, such as the technologies utilized, methodologies employed, and results achieved. Posters will be visually engaging and prominently display key messages and visuals to attract attention at conferences, workshops, and other events where stakeholders are present. Overall, these materials will serve as valuable tools for raising awareness, fostering engagement, and promoting the Green-HIT project among target audiences. | **Target Group:** All target groups, public | **KPIs:** 100 leaflets distributed; 150 brochure downloads; 50 poster downloads.

### 3.4 Articles in Peer-Reviewed Journals (Partners in charge: FRC, CYRIC)

The project's scientific team will draft at least two (2) articles to present project results to the research community. These will be submitted to renowned peer-reviewed conferences and/or journals and will be subject to publishing with open access following national policy guidelines. | **Target Groups:** Researchers, Academics. | **KPI:** 2 scientific publications.

### 3.5 Participation in International Conferences (Partners in charge: All partners)

Project results will be presented at at-least two (2) prestigious European or international conferences and published in the Conference Proceedings. | **Target Group:** Researchers, Academics. | **KPI:** 2 conference presentations.

### 3.6 Local Event - Workshop (Partner in charge: FRC)

A dedicated workshop session will be organized to inform interested parties about the project's results and how these can be used to their interest. | **Target Group:** All groups | **KPI:** 50 participants.

To ensure maximum outreach and impact, the following additional communication actions will be considered:

- Design of special web banners for social media pages and posts.
- Design of invitation.
- E-invitation and email campaigns.
- Press releases for the event.
- Participation list.
- Follow up calls.
- Design and dissemination of promotional brochure, leaflet, and poster.
- Design of the event program.
- Design and set up of the venue.

## 4. Conclusions

This deliverable, developed within the scope of WP2, outlines the dissemination and communication strategy for the Green-HIT project. It serves as a comprehensive framework guiding the project team in effectively communicating and disseminating project activities. Partners are urged to leverage their networks and resources to promote project initiatives. The outlined activities aim to generate interest among stakeholders and ensure consistent and thorough promotion of the project's outcomes to the identified target groups.