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| MS9 | Communication and exploitation strategy Work Plan implemented and confirmed by the consortium |
|  | |
| **MAIL**: Identifying Marginal Lands in Europe and strengthening their contribution potentialities in a CO2 sequestration strategy | |

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| --- | --- |
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# MAIL Consortium

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# Abbreviations

|  |  |
| --- | --- |
| **Term** | **Explanation** |
| **MLs** | Marginal Lands |
| **LULUCF** | Land Use, Land-Use Change & Forestry |
| **EU** | European Union |
| **EC** | European Commission |
| **EO** | Earth Observation |
| **GIS** | Geographical Information Systems |
| **CA** | Consortium Agreement |
| **IPR** | Intellectual Properties Rights |

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# Executive Summary

The scope of this report is to develop the communication and exploitation strategy of the MAIL project. As a result the dissemination objectives and communication channels are defined. In addition the dissemination procedures and activities are also defined. It must be noted that the dissemination and communication activities will be updated through the project’s lifetime in order to increase their effectiveness in a dynamically changing environment,

# Introduction

The principal objective of the MAIL project is to induce the utilization of MLs as potential Carbon Sinks, to increase sequestration of CO2 in the LULUCF sector without any impact on agri-food sector. To increase the impact and to achieve the highest visibility of MAIL project accurate dissemination, communication and exploitation plans are needed. Dissemination, communication and exploitation activities will add value to the project with the scope to achieve a multiplying effect and sustainable impact (i.e. sustainable cooperation links/ bonds with stakeholders) in relation with project results. These activities will be carried out during and after the project’s lifetime.

# Dissemination objectives

The consortium members have defined the following dissemination objectives to be fulfilled:

* To create collaborative communication interface for consortium activities
* To disseminate the results of the project, increase outreach and maximize MAIL impact
* To raise institutional and public awareness on issues addressed by MAIL
* To act as an enabler of knowledge, technology and know-how transfer
* To attract people that want to be specialized in remote sensing for the classification of MLs
* To ensure sustainability of the project results

# Dissemination and communication plan

The dissemination plan aims to maximize the impact and visibility of MAIL project. This plan needs to address the following questions:

* Who is our audience?
* How to reach the audience?
* What information do we want to disseminate?
* Why do we want to deliver specific information to a specific stakeholder?
* When will we disseminate the project’s results?

## Definition of targets groups of stakeholders

Five target groups of stakeholders are identified by MAIL (Figure 1): scientific, governmental, business, education and recognition groups.

Figure 1. *MAIL* stakeholders’ groups

### Scientific group

Contact with scientific groups operating in the MAIL research fields will be established in order to exchange knowledge and experiences, to continue the research, and to establish long-term scientific collaboration. Related target groups, which are in the interest of the consortium, are the following: (i) the academic community (Table 1), (ii) researchers (Table 2), and (iii) members of other related projects’ consortia (Table 3).

Table 1. The most active universities operating in the *MAIL* research field

|  |  |  |
| --- | --- | --- |
| University | Faculty | Website |
| Germany | | |
| Technical University of Dresden | Faculty of Environmental Sciences (Forest Sciences, Geosciences, Hydrosciences) | <https://tu-dresden.de/bu/umwelt?set_language=en> |
| University of Freiburg (Albert-Ludwigs-Universität Freiburg) | Faculty of Environment and Natural Resources | <http://www.unr.uni-freiburg.de/en?set_language=en> |
| University of Göttingen (Georg-August-Universität Göttingen) | Faculty of Forest Sciences and Forest Ecology  Faculty of Geoscience and Geography | <http://www.uni-goettingen.de/en/19852.html> |
| Technical University of Munich | School of Life Sciences Weihenstephan (Study Program Division Forest Science and Resource Management)  Department of Civil, Geo and Environmental Engineering | <https://www.forst.wzw.tum.de/en/home/>  <http://www.bgu.tum.de/en/home/> |
| Friedrich-Schiller-University Jena | Faculty of Chemistry and Earth Sciences | <https://www.chemgeo.uni-jena.de/en/> |
| Technical University Darmstadt | Department of Civil and Environmental Engineering Sciences | <https://www.bauing.tu-darmstadt.de/beruns/instituteundfachgebieteimfachbereich/listeallerinstitute.en.jsp> |
| University of Bonn (Rheinische Friedrich-Wilhelms-Universität Bonn) | Faculty of Agriculture  Faculty of Mathematics and Natural Sciences | <https://www.lf.uni-bonn.de/en?set_language=en>  <https://www.mnf.uni-bonn.de/> |
| Goethe-University Frankfurt am Main | Faculty of Geosciences/ Geography  Faculty of Biological Sciences | <http://www.goethe-university-frankfurt.de/45575776/Departments_of_the_faculty_of_Geosciences_and_Geography>  <http://www.goethe-university-frankfurt.de/45902712/Faculty_15___Biological_Sciences>? |
| Technical University Berlin | School VI Planning Building Environment | <https://www.planen-bauen-umwelt.tu-berlin.de/menue/institute/parameter/en/> |
| Humboldt University Berlin | Faculty of Mathematics and Natural Sciences (Department of Geography)  Faculty of Life Sciences (Albrecht Daniel Thaer-Institute of Agricultural and Horticultural Sciences) | <https://www.geographie.hu-berlin.de/en/portraet-en?set_language=en>  <https://www.agrar.hu-berlin.de/en/start_oben-en?set_language=en> |
| Freie Universität Berlin | Department of Earth Sciences | <https://www.geo.fu-berlin.de/en/index.html> |
| University of Applied Sciences for Sustainable Development Eberswalde | Faculty of Forest and Environment  Faculty of Landscape Management and Nature Conservation  Faculty of Wood Engineering  Faculty of Sustainable Business | <https://www.hnee.de/en/Startseite/HNE-Eberswalde-Startseite-E9875.htm> |
| University of Applied Forest Sciences Rottenburg | Faculty of Forestry | <https://en.hs-rottenburg.net/startseite/> |
| Weihenstephan-Triesdorf University of Applied Sciences | Department of Forestry | <https://www.hswt.de/en.html> |
| HAWK University of Applied Sciences and Arts Hildesheim / Holzminden / Göttingen | Faculty of Resource Management | <https://www.hawk.de/en> |
| University of Applied Sciences Karlsruhe | Faculty of Information Management and Media (Geo-Information Management) | <https://www.hs-karlsruhe.de/en/faculties/information-management-media/> |
| University of Applied Sciences Dresden (HTW) | Faculty of Spatial Information  Faculty of Agriculture / Environment / Chemistry | <https://www.htw-dresden.de/en/faculty-of-spatial-information.html>  <https://www.htw-dresden.de/en/luc.html> |
| Greece | | |
| The Aristotle University of Thessaloniki | School of Forestry | https://www.for.auth.gr/ |
| The Aristotle University of Thessaloniki | School of Rural and Surveying Engineering | https://www.topo.auth.gr/en |
| The Aristotle University of Thessaloniki | http://www.plandevel.auth.gr/en | http://www.plandevel.auth.gr/en |
| Democritus University of Thrace | Deparetment of Forestry and Management of the Environment and Natural Resources | http://www.fmenr.duth.gr/index.en.shtml |
| Technological Educational Institute of Kavala | Department of forestry and natural environment management | <http://www.teidasoponias.gr/english/index.php> |
| University of Applied Sciences of Thessaly | Department of forestry and natural environment management | <http://teilar.gr/tmimata/tmima.php?tid=16> |
| Technological Educational Institute of Sterea Ellada | Department of forestry and natural environment management | <http://www.karp.teilam.gr/Pages_Eng/index_en.htm> |
| University of West Attica | Department of Surveying and Geoinformatics Engineering | http://www.geo.uniwa.gr/en/homepage/ |
| National Technical University of Athens | Scholl of Rural and Surveying Engineering | http://www.survey.ntua.gr/en/ |
| TEI of Central Macedonia | Civil Engineering and Surveying Engineering and Geoinformatics Department | http://www.teicm.gr/index.php?lang=en&cat\_id=104 |
| Harokopio University | Geography Department | https://www.geo.hua.gr/en/ |
| University of Aegean | Department of Geography | https://geography.aegean.gr/index\_en.php? |
| University of Aegean | Department of Environment | http://www.env.aegean.gr/en/ |
| Poland | | |
| University of Agriculture in Krakow | Faculty of Forestry | <https://wl.urk.edu.pl/en> |
| Warsaw University of Life Sciences | Faculty of Forestry | <http://wl.sggw.pl/?set_language=en> |
| Poznań University of Life Sciences | Faculty of Forestry | <https://wles.up.poznan.pl/en> |
| Bialystok University of Technology | Faculty of Forestry | <https://zwl.pb.edu.pl/en/> |
| Wrocław University of Environmental and Life Sciences | The Faculty of Life Sciences and Technology | <https://www.upwr.edu.pl/en/> |
| University of Warsaw | Faculty of Biology  Faculty of Geography and Regional Studies  Faculty of Geology | <http://www.biol.uw.edu.pl/en/>  <http://wgsr.uw.edu.pl/wgsr/index.php/en/home-page/>  <http://www.geo.uw.edu.pl/pl/> |
| Warsaw University of Technology | The Faculty of Building Services, Hydro and Environmental Engineering | <https://www.is.pw.edu.pl/index.php/en/> |
| Adam Mickiewicz University in Poznań | Faculty of Geographical and Geological Sciences | <https://wngig.amu.edu.pl/en> |
| University of Zielona Góra | Faculty of Biological Sciences | <http://wnb.uz.zgora.pl/en/> |
| Spain | | |
| University of Valladolid (UVA) | School of Forest Industry, Agronomic and Bioenergy Engineering.  Sustainable Forest Management Research Institute | <http://www.ingenieriasoria.eu/>  <http://sostenible.palencia.uva.es> |
| Technical University of Madrid (UPM) | School of Agricultural, Food and Biosystems Engineering  School of Forestry and Natural Resources | <http://www.etsiaab.upm.es>  <http://www.montes.upm.es/> |
| Polytechnic University of Valencia (UPV) | School of Agronomic Engineering and Natural Environment | [www.etsiamn.upv.es/](http://www.etsiamn.upv.es/%20) |
| University of Lleida (UdL) | School of Agronomic Engineering | <http://www.udl.cat/ca/en/> |
| University of Cordoba (UCO) | Department of Forestry Engineering | <http://www.uco.es/organiza/departamentos/ingforestal/> |
| University of Vigo (Uvigo) | School of Forestry Engineering | http://www.forestales.uvigo.es |
| University of Extremadura (UEx) | Department of Agronomic and Forestry Engineering | https://www.unex.es/conoce-la-uex/centros/plasencia/centro/departamentos/info/departamento?id\_dpto=Y060 |
| University of Huelva (UHU) | Department of Agroforestry sciences. | <http://www.uhu.es/departamentos/dcaf.html> |
| University of León (ULE) | Superior and Technical School of Agrarian Engineering. | <http://campusdeponferrada.unileon.es/> |
| University of Santiago de Compostela (USC) | Department of Agroforestry Engineering. | <http://www.usc.es/es/departamentos/enxagrg/index.html> |
| University of Castilla-La Mancha (UCLM) | Superior Technical School of Agricultural and Forestry Engineers. | <https://www.uclm.es/albacete/agronomos-montes?sc_lang=es> |
| University of Oviedo (UNIOVI) | Department of Chemical Engineering and Environmental Technology | <http://iqtma.uniovi.es/departamento> |
| Catholic University of Ávila (UCAV) | Faculty of Sciences and Arts | <https://www.ucavila.es/facultad-de-ciencias-y-artes/> |

Table 2. The most active research centres related to the *MAIL* research field

|  |  |
| --- | --- |
| Research Centre | website |
| Germany |  |
| Julius Kühn Institute (JKI) Federal Research Centre for Cultivated Plants - Institute for Plant Protection in Horticulture and Forests Braunschweig | <https://www.julius-kuehn.de/en/plant-protection-in-horticulture-and-forests/> |
| Johann Heinrich von Thünen Institute, Federal Research Institute for Rural Areas, Forestry and Fisheries Braunschweig | <https://www.thuenen.de/en/> |
| Helmholtz-Centre for Environmental Research (UFZ) Leipzig / Halle/S. / Magdeburg | <https://www.ufz.de/index.php?en=33573> |
| Max Planck Institute for Biogeochemistry Jena | <https://www.bgc-jena.mpg.de/index.php/Main/HomePage?userlang=en> |
| The Helmholtz Centre Potsdam - GFZ German Research Centre for Geosciences Potsdam | <https://www.gfz-potsdam.de/en/home/> |
| Potsdam Institute for Climate Impact Research (PIK) | <https://www.pik-potsdam.de/pik-frontpage?set_language=en> |
| Leibniz Centre for Agricultural Landscape Research (ZALF) Müncheberg | <http://www.zalf.de/en/Pages/ZALF.aspx> |
| Leibniz Institute of Ecological Urban and Regional Development (IÖR) Dresden | <https://www.ioer.de/1/home/> |
| Senckenberg Nature Research Society - Biodiversity and Climate Research Centre (BiK-F) Frankfurt am Main | <http://www.bik-f.de/root/index.php?page_id=57> |
| Center of Forestry Weihenstephan | <https://forstzentrum.de/index.php/en/> |
| Kuratorium für Waldarbeit und Forsttechnik e.V. (KWF) | <https://www.kwf-online.de/> |
| Forest Ecosystems Research Center (FZW) Göttingen | <http://wwwuser.gwdg.de/~fzw/homee/hometest.htm> |
| Greece |  |
| Centre for Research and Technology, Information Technologies Institute | <http://www.iti.gr/iti/index.html> |
| Forest research Institute | <https://www.fri.gr/index.php/en/> |
| Institute of Mediterranean Forest Ecosystems and Forest products technology | <http://www.fria.gr/EngPage/index.html> |
| Center of Renewable energy Sources &saving | <http://www.cres.gr/cres/index_uk.html> |
| Poland |  |
| Forest Research Institute | <https://www.ibles.pl/en/web/guest/o-ibl> |
| Institute for Agricultural and Forest Environment of Polish Academy of Sciences in Poznań | <http://www.isrl.poznan.pl/en/> |
| Stanisław Leszczycki Institute of Geography and Spatial Organization Polish Academy of Sciences of Polish Academy of Sciences in Warsaw | <https://www.igipz.pan.pl/home_en.html> |
| Institute Of Environmental Engineering of Sciences of Polish Academy of Sciences in Zabrze | <http://ipis.pan.pl/en/> |
| Institute Of Technology And Life Sciences | <http://www.itp.edu.pl/en/> |
| Spain |  |
| Forest Research Centre. National Institute for Agricultural Research (CIFOR -INIA) | <http://www.inia.es/IniaPortal/verPresentacionIngles.action> |
| Center for Energy, Environmental and Technological Research. Renewable Energy Development Center (CIEMAT-CEDER) | <http://www.ciemat.es/CEDERportal/portal.do> |
| Ecological and Forestry Applications Research Centre (CREAF) | <http://www.creaf.cat> |
| The Forest and Wood Technology Research Centre Foundation (CETEMAS) | <http://www.cetemas.es/> |
| National Museum of Natural Science. Biogeography and Global Change Department (CSIC-MNCN) | <http://www.mncn.csic.es/seccion=1463&idioma=en_GB> |
| Institute of Environmental Science and Technology (ICTA-UAB) | <https://ictaweb.uab.cat/?setLanguage=en> |
| Forest Science and Technology Centre of Catalonia (CTFC) | <http://www.ctfc.cat/en/> |
| European Forest Institute (EFI/EFIMED) | <https://www.efi.int/> |

Table 3. EU projects related to the *MAIL* research field

|  |  |  |  |
| --- | --- | --- | --- |
| Project | Grant agreement | Duration | Leader |
| GRASSMARGINS  Enhancing biomass production from marginal lands with perennial grasses | 289461 | * 1/10/2011 – * 30/09/2015 | TEAGASC - Agriculture And Food Development Authority  (Ireland) |
| MAGIC  Marginal lands for Growing Industrial Crops: Turning a burden into an opportunity | 727698 | 1/07/2017-  30/06/2021 | Centre For Renewable Energy Sources And Saving Fondation  (Greece) |
| FORBIO  Fostering sustainable feedstock production for advanced biofuels on underutilised land in Europe |  | 01/01/2016-   * 31-12-2018 | WIP Renewable Energies & GEONARDO |
| SEEMLA  Sustainable exploitation of biomass for bioenergy from marginal lands in Europe | 691874 | 1/01/2016 – 31/12/2019 | Fachagentur Nachwachsende Rohstoffe Ev  (Germany) |
| GRACE  GRowing Advanced industrial Crops on marginal lands for biorEfineries | 745012 | 1/06/2017 – 31/05/2022 | Universitaet Hohenheim  (Germany) |
| Energy crops on marginal lands in the mediterranean area of the community (Biomassa Perugia). | EN3B0046 | 1/05/1986 – 30/06/1989 | Azienda Agricola Baldelli Celozzi  (Italy) |
| Land use systems in the mediterranean mountains and marginal lands | AIR32426 | 1/01/1995 – 31/12/1999 | International Centre For Alpine Environments  (France) |
| Adaptation and selection of mediterranean pinus and cedrus for sustainable afforestation of marginal lands | FAIR950097 | 1/03/1996 – 28/02/2000 | I.N.R.A.  (France) |
| LIBBIO  Lupinus mutabilis for Increased Biomass from marginal lands and value for BIOrefineries | 720726 | 1/10/2016 – 30/09/2020 | Nyskopunarmidstod Islands  (Iceland) |
| CIRCASA  Coordination of International Research Cooperation on soil CArbon Sequestration in Agriculture | 774378 | 1/11/2017 – 31/10/2020 | Institut National De La Recherche Agronomique  (France) |
| EUROCHAR  Biochar for Carbon sequestration and large-scale removal of greenhouse gases (GHG) from the atmosphere | 265179 | 1/01/2011 – 30/03/2014 | Consiglio Nazionale Delle Ricerche  (Italy) |
| Carbon storage in European grasslands | 627 | 10/05/2000 – 9/05/2005 | N/A |
| CASFOR-II  Casfor-ii: modelling carbon sequestration in forested landscapes | ICA4-CT-2001-10100 | 1/12/2001 – 30/11/2004 | Wageningen University  (Netherlands) |
| BIOPLAT-EU. Promoting sustainable use of underutilized lands for bioenergy production through a web-based platform for Europe | 818083 | 1/11/2018 - 31/10/2021 | WIP Renewable Energies (Germany) |
| FORBIO. Foresting sustainable feedstock production for advanced biofuels on underutilized land in Europe | 691846 | 12/2016 - 12/2018 | WIP Renewable Energies (Germany) & Geonardo Environmental Technologies Ltd. (Hungary) |

### Governmental group

The second group of stakeholders includes public administration (i.e. national government, regional and local authorities) and policy makers in consortium members’ countries. This group is responsible for the elaboration of legislation and the development of strategies and policies. MAIL team will contribute to better understand the exploitation possibilities of marginal lands by giving them alternative kinds of use.

At the national level main information receivers are ministries which have competences in environment, agriculture, spatial planning and regional development (Table 4), as well as, corresponding offices agencies, which prepare specific documents, such as: the Concept of National Spatial Planning, the National Development Strategy, Government Programmes.

Table 4. Stakeholders at the national level

|  |  |
| --- | --- |
| Country | Stakeholders at the national level |
| Germany | Federal Ministry of Food and Agriculture |
|  | Federal Ministry for the Environment, Nature Conservation and Nuclear Safety |
|  | Federal Ministry for Economic Affairs and Energy |
|  | Federal Ministry of Education and Research |
|  | German Environment Agency (UBA) |
|  | German Forestry Council (DFWR) |
| Greece |  |
|  | Ministry of Environment and Energy:   * General Administration of Environmental Policy * General Administration of Forests and Forest Environment |
|  | Ministry of Rural development and Food |
|  | Ministry of Economy and Development |
|  | Ministry of Interior:   * Decentralized Administration of Attica * Decentralized Administration of Macedonia and Thrace * Decentralized Administration of Epirus and Western Macedonia * Decentralized Administration of Thessaly and Central Greece * Decentralized Administration of Peloponnese * Decentralized Administration of the Aegean * Decentralized Administration of Crete * Autonomous Monastic State of Mount Athos |
| Poland | Ministry of Environment |
|  | Ministry of Agriculture and Rural Development |
|  | Ministry of Investment and Economic Development |
|  | Agency for Restructuring and Modernisation of Agriculture |
| Spain | Ministry for the Ecological Transition |
|  | Spanish Office of Climate Change (OECC) |
|  | Research Institute on Climate Change (I2C2) |
|  | Government of Castilla y León. Department of Development and Environment (JCYL) |

At the province and local levels the target group includes: provincial and local spatial planning offices, landscape audit offices, responsible studying the existing conditions and issuing directions for spatial development.

### Business group

The group is closely related to the utilization of MAIL project results and their market potential. This group includes experts in spatial planning, professional associations (e.g. renewable energy associations, food producers’ associations), as well as industry (SMEs, large enterprises) (Table 5). Dissemination and communication activities targeting this group will explore market needs (via MAIL surveys) and propose potential use of products and services in different sectors. MAIL activities will highlight the added-value of the use of marginal lands. Close relation between MAIL partners and business group will assure further collaboration in future projects and sustainable development of the applied research.

Table 5. Stakeholders in a business group

|  |  |  |  |
| --- | --- | --- | --- |
| Country | Entity | Type of entity | Website |
| Germany | Intend GmbH | SME | <http://www.intend.de/> |
|  | M.O.S.S. Computer Grafik Systeme GmbH | SME | <https://www.moss.de/> |
|  | Thurn und Taxis Forst | SME | <https://forst.thurnundtaxis.de/> |
|  | Blauwald GmbH & Co. KG | SME | <https://www.blauwald.de/startseite.html> |
|  | Bayerische Landesanstalt für Wald und Forstwirtschaft (LWF) | Public Enterprise | <https://www.lwf.bayern.de/> |
|  | Sachsenforst | Public Enterprise | <https://www.sbs.sachsen.de/> |
|  | Thürgingenforst | Public Enterprise | <https://www.thueringenforst.de/> |
|  | ForstBW | Public Enterprise | <https://www.forstbw.de/> |
|  | Bayrische Staatsforsten | Public Enterprise | <https://www.baysf.de/de.html> |
|  | Landesbetrieb Forst Brandenburg | Public Enterprise | <https://forst.brandenburg.de/lfb/de/> |
|  | Senatsverwaltung für Umwelt, Verkehr und Klimaschutz / Landesforstamt Berlin | Public Enterprise | <https://www.berlin.de/sen/uvk/> |
|  | HessenForst | Public Enterprise | <https://www.hessen-forst.de/> |
|  | Landesforst Mecklenburg-Vorpommern | Public Enterprise | <https://www.wald-mv.de/> |
|  | Niedersächsische Landesforsten | Public Enterprise | <https://www.landesforsten.de/> |
|  | Landesbetrieb Wald und Holz Nordrhein-Westfalen | Public Enterprise | <https://www.wald-und-holz.nrw.de/> |
|  | Landesforsten Rheinland-Pfalz | Public Enterprise | <https://www.wald-rlp.de/de/start-landesforsten-rheinland-pfalz/> |
|  | SaarForst Landesbetrieb | Public Enterprise | <https://www.saarland.de/saarforst.htm> |
|  | Landesforstbetrieb Sachsen-Anhalt | Public Enterprise | <https://www.landesforstbetrieb.de/> |
|  | Schleswig-Holsteinische Landesforsten | Public Enterprise | <https://www.forst-sh.de/> |
| Greece | Hellenic Forestry Society | Professional Association | <http://www.forestry.gr/en/> |
|  | Geotechnical Chamber of Greece | Professional Association | <https://www.geotee.gr/> (in Greek) |
|  | Technical chamber of Greece | Professional Association | <http://portal.tee.gr/portal/page/portal/TEE/TCG> |
|  | PASEPPE | Business Association | <https://www.paseppe.gr/el> (in Greek) |
|  | Hellenic society for the protection of Natures | NGO | <https://eepf.gr/en> |
|  | Hellenic Biomass Association | NGO | <http://hellabiom.gr/?lang=en> |
| Poland | Forest Company | SME | forestcompany.pl |
|  | Las-Wood | SME | <http://las-wood.pl/> |
|  | ECO-ORLIC | SME | <http://www.eco-orlic.pl/> |
|  | PROGEO | SME | <http://progeo.katowice.pl/nasze-uslugi> |
|  | MultiPlant | SME | <https://www.multiplant.pl/> |
|  | Renewable Energy Asociation | Professional Association | [http://seo.org.pl/en/#](http://seo.org.pl/en/) |
|  | Stowarzyszenie Instytut Remediacji Terenów Zanieczyszczonych | Professional Association | <https://instytutremediacji.pl/> |
|  | State Forests | Large Company | <https://www.lasy.gov.pl/en> |
| Spain |  |  |  |
|  | Federation of Forestry Associations of Castilla y León (FAFCYLE) | Private Property Owners Association | <https://www.fafcyle.es/> |
|  | National Association of Forest Enterprises. (ASEMFO) | Enterprise Association | <http://www.asemfo.org> |
|  | Confederation of Organizations of Foresters of Spain (COSE) | Forester Association | <https://www.selvicultor.net> |
|  | Official Association of Graduate in Forestry Engineering (COIFT) | Professional Association | [http://www.forestales.net](http://www.forestales.net/) |
|  | Official Association of Foresters | Professional Association | <https://www.ingenierosdemontes.org> |
|  | Agresta | Cooperative | <https://agresta.org/> |
|  | föra | University Spin-off | <https://fora.es/> |
|  | IDAF | University Spin-off | <http://www.idaf.es/en/> |
|  | National Rural Network (RRN) | Rural Network | <http://www.redruralnacional.es/> |

### Educational group

This group, formed by the personnel of non-governmental organizations (NGOs), schools and Protected Areas (national parks and protected areas) bridges the gap among the scientific community, public administration, businesses and wide public. MAIL will provide information on the latest advancements in marginal land research, on its importance and management possibilities.

### Recognition group

Dissemination activities towards the society will inform the wide-public about MAIL related environmental issues, highlighting the fact that marginal lands can be profitable in both environmental and financial ways, and that they can provide ecosystem services for sustainable development and human wellbeing.

## Communication plan

The communication activities within MAIL will raise the consciousness of shared responsibility for the environment and increase awareness on the project results and their tangible benefits for the environment and the economy. The communication activities will be focused on results and will target regional and local markets/communities, in order to exploit existing business relationships or brand recognition.

Key messages to be communicated include:

• the need for marginal land monitoring;

• the environmental, social and economic impact of marginal lands management;

• the exploitation of Earth Observation in marginal lands research.

### Communication channels

In order to increase MAIL impact both one- and two- way communication channels will be used for all types of target groups. Figure 2 shows communication channels considered within MAIL. One-way communication channels are mostly used to reach a larger audience in contrary to two-way communication channels that reach a smaller audience, allowing though effective interaction and feedback processes. Eight (8) possible one-way communication channels, and nine (9) two-way communication channels were identified. Both formal (e.g. scientific articles, conference proceedings, presentation, posters) and informal (e.g. social media, conference receptions, on-line research communities – researchgate.net) ways of communication will be used.



Figure 2. **MAIL** communication channels

### Communication outcomes

**Project website:** the ***MAIL*** project website will include both a private and a public area. It will constitute a major information-sharing instrument among project partners and will be the basis for dynamic information diffusion to the wider community (scientific public, policy makers, private sector, and society). All project partners will have easy access to the ***MAIL*** web site to store and share information. The public web portal will be in English and national languages of consortium members. It will include a database of dissemination and communication material and will be updated on a regular basis. An **e-newsletter** will be published periodically every six months. The ***MAIL*** website will host organized material targeting different stakeholders.

**Social Media:** ***MAIL*** will establish social media groups (i.e. Facebook, Twitter, Instagram) and build a community of members interested in marginal land mapping, monitoring and reclamation, CO2 sequestration, as well as, EO applications and their use in the forestall and environmental sectors. This will be reached: i) by actively engaging stakeholders via social media channels, and ii) by setting up and maintaining a blog on the project website discussing relevant topics and opinions related to the ***MAIL*** work.

**Fact Sheet, brochure, posters and flyers:** The project will provide an extended fact sheet about the project, and a 2-pages brochure. Additional material personalised to the needs of the audience will also be produced. All material will be produced in: English, German, Greek, Polish and Spanish versions. The material prepared will be visually attractive with highly informative content. All material will be also available at the website in pdf format.

**Mass Media:** ***MAIL***’s achievements will be presented in press releases in regional or national newspapers. In addition, local and regional radio broadcasts will be used as a communication channel.

**Publications in Conferences, Workshops, and international (open access) journals:** We will attempt to publish ***MAIL*** scientific results in international top-ranked journals supporting open access – green or golden mode. We aim to publish at journals focused on remote sensing and GIS, forestry and ecosystems (Table 6).

Table 6. Target scientific journals

|  |  |
| --- | --- |
| Scientific journal | Impact factor |
| Remote Sensing of Environment | 6.46 |
| Remote Sensing | 3.95 |
| IEEE Applied Earth Observations and Remote Sensing | 2.77 |
| Ecosystem Services | 5.37 |
| Landscape and Urban Planning | 5.96 |
| Environmental Modeling and Software | 4.9 |
| Computers and Geosciences | 2.89 |
| Forest Ecology and Management | 3.52 |
| Forestry | 3.05 |
| New Forests | 2.67 |
| European Journal of Forest Research | 2.4 |
| Forest Ecosystems | 2.42 |
| Annals of Forest Science | 2.36 |
| Annals of Forest Research | 1.32 |
| Sustainability | 2.17 |
| SOIL | 2.15 |
| Land Use Policy | 3.19 |
| ISPRS International Journal of Geo-Information | 1.96 |

To maximise the impact on research worldwide, each ***MAIL*** partner will participate in at least one national and one international event as a speaker. The chosen conferences and thematically dedicated workshops, which attract large in number or more topic-oriented audiences, will give an opportunity to the consortium to promote its work. Table 7 shows considered events.

Table 7. Target conferences

|  |  |  |
| --- | --- | --- |
| Conference | Date | Place |
| Ecosystem Services Partnership (ESP), ESP 11th World Conference | 2020 |  |
| ForestSAT | 2020 | Cracow (Warsaw) |
| 28th European Biomass Conference & exhibition | 2020 |  |
| 8th Spanish National Forest Congress | 2021 | Lérida (Spain) |

***MAIL*** **event organisations:** The ***MAIL*** consortium plans to organize workshops, at the end of the first year of the project and a final conference at the projects’ end.

Four open short workshops, one workshop per consortium MS, will be addressed to local, regional and national stakeholders. During these events the stakeholders will obtain exhaustive information about projects’ objectives, activities and first results. The consortium members will actively look for the marginal lands network building. Also, an open question survey will be carried out in order to collect end-users’ requirements and needs. The collected information will allow to adjust the ***MAIL*** consortium activities and final products to the market. Specific dissemination actions are also planned to promote these events, such as: website information, special e-newsletter, announcement via social media, etc.

A final conference will be organized in Thessaloniki, Greece at the end of the project. At this conference the final scientific results and products will be presented.

**EU Concentration meetings:** The ***MAIL*** project will actively participate in EC activities with the objective of providing input towards common activities and receiving feedback, offering advice and guidance and receiving information relating to H2020 programme implementation, standards, policy and regulatory activities, national or international initiatives, etc.

Table 8 relates particular dissemination and communication activities with the specified target groups considered within ***MAIL***.

Table 8. Specified target groups for the dissemination /communication activities

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Target group** | | | | | | | | | | |
| Academic  community | Potential  partners | Public administration | Policy makers | Experts in MLs | Professional  associations | Industry | Educational  institutions | NGOs | Other projects | Wide public |
| **Dissemination & communication activities** | Papers in scientific journals |  |  |  |  |  |  |  |  |  |  |  |
| Papers in conference proceedings |  |  |  |  |  |  |  |  |  |  |  |
| e-Newsletters |  |  |  |  |  |  |  |  |  |  |  |
| Articles in online ICT media channels |  |  |  |  |  |  |  |  |  |  |  |
| Press releases in national newspapers |  |  |  |  |  |  |  |  |  |  |  |
| National news coverage |  |  |  |  |  |  |  |  |  |  |  |
| Project website |  |  |  |  |  |  |  |  |  |  |  |
| Social Media |  |  |  |  |  |  |  |  |  |  |  |
| Webinars |  |  |  |  |  |  |  |  |  |  |  |
| Conferences presentations and posters |  |  |  |  |  |  |  |  |  |  |  |
| Workshops/Seminars |  |  |  |  |  |  |  |  |  |  |  |
| Technical fairs |  |  |  |  |  |  |  |  |  |  |  |
| Fact sheet, brochures, posters and flyers |  |  |  |  |  |  |  |  |  |  |  |
|  | EU Concentration meetings |  |  |  |  |  |  |  |  |  |  |  |
| On-line research communities |  |  |  |  |  |  |  |  |  |  |  |

### Summary of the dissemination plan

Table 9 presents the summary of the dissemination plan.

Table 9. Summary of the dissemination and communication activities

|  |  |  |  |
| --- | --- | --- | --- |
| **Who** | **What** | **Why** | **When** |
| Scientific group | | | |
| Academic community   * Universities * Research Centres | Information about:   * the project aims and key findings * new knowledge and skills * new scientific publications * undertaken initiative in the research field * PhD opportunities | * To enhance the consortium’s members reputation * To develop future research collaboration * To ensure sustainable research excellence * To gain partners for funds attraction | During and after project lifetime, especially during scientific conferences and workshops, EU concentration meetings. |
| Potential partners   * International * National |
| Other Projects |
| Governmental group | | | |
| Public administration   * National, regional and local governments * Governmental agencies and offices | Information about:   * relevance of monitoring and management of ML * relevance of ML as CO2 sequestration areas * recommendations on the use of EO products and services for the ML monitoring and management * legal restriction for the use of EO products * the use of EO data as a base for polices implementation | * To create awareness about advantages of EO in ML monitoring * To create friendly legal environment * To support sustainable socio-economic development * To reduce costs of environmental law implementation * To push human well-being | During and after project lifetime, especially during summer school and round tables, EU concentration meetings. |
| Policy makers |
| Business group | | | |
| Professional associations | Information about:   * the project aims and key findings * new knowledge and skills * possibilities of the use of EO data in ML assessment * available products/services | * To create market-oriented products/services which corresponds to end users’ needs * To create awareness about advantages of EO in ML monitoring * To ensure research sustainability * To gain partners for funds attraction | During and after project lifetime, especially during summer school and round tables, EU concentration meetings, industrial fairs. |
| Experts in ES assessment |
| Industry |
| Educational group | | | |
| Non-governmental organizations | Information about:   * the project aims and key findings * possibilities of the use of EO data in ML assessment * available products/services | * To provide information on the latest advancements in ML assessment using EO data * To reach better management of ML * To gain partners for funds’ attraction | During and after project lifetime. |
| National parks and protected areas |
| Educational institutions |
| Wide public | | | |
| Wide public | General information about the ***MAIL*** project and its findings | * To enhance social awareness of services provided by ML * To raise knowledge about EO possibilities * To create social pressure to protect natural environment | During and after project lifetime |

## Activity Reporting

SRC-PAS will provide a template record file with a detailed form to fill the necessary fields for every individual planned activity during the project and will be available on the MAIL’s member page to help in the proper document management and the communication activities.

Reporting dissemination activities (such as publications, presentations, articles etc.) from all MAIL partners is also crucial for monitoring the dissemination and communication activities.

A form is developed for the publications and the dissemination activities (Appendix I). This form will be distributed and filled by all partners.

An event log will be established with all dissemination and communication activities of each partner. This event log is vital for the management of the dissemination and communication monitoring.

The form will be filled and send to SRC PAS at least 1 week prior of the activity. Within 1 week of the activity a brief report on the outcomes with supportive material for dissemination purposes will be also delivered to SRC PAS.

This log will be regularly updated and communicated to the partners.

At the end of the project, a press and media coverage report will be compiled for cataloguing all media appearances, as well as reports on the social media pages.

Also at the end of the project, a catalogue of all presentations and publications will be compiled to summarize academic and expert communication.

## EC funding acknowledgment

Information on EC funding will be acknowledged to all publications. According to the GA article 29.4 any dissemination of results of the project should display the EU emblem and include the following text:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 823805”

by using the EU emblem.

## Key Performance Indicators

The monitoring results are utilized to steer, improve and adapt activities. Although sufficient flexibility is required to allow activities to adapt to project developments, potential problems will be detected as early as possible in order to create effective adaptation measures.

Success or failure of communication actions will be measured through quantified indicators, which allow monitoring and evaluation.

A list with the Key Performance Indicators (KPI) used to evaluate the success of MAIL through periodic measurement is presented in Table 10.

Table 10 Key Performance Indicators and Impact awareness metrics

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Key Performance Indicators** | **Tool** | **Type** | **Success indicators** | **Coverage** |
| **KPI – 1** | MAIL webpage | Quantitative, Report | >3000 accesses/year  >200 downloads | Worldwide, general and specialized target |
| **KPI – 2** | Press echoes | Quantitative | 5 | Europe |
| **KPI – 3** | Online magazines and newspapers | Quantitative | 10 | Worldwide |
| **KPI – 4** | Journal publications | Quantitative | >5 | Worldwide |
| **KPI – 5** | MAIL participation in conferences | Quantitative | >5 | Worldwide, specialized target |
| **KPI – 6** | MAIL organization of workshops | Quantitative | >5 | Europe |
| **KPI – 7** | MAIL on social media | Updates, no. of likes | >5 tweets/month | Worldwide |
| **KPI – 8** | Co-operation with other initiatives | Quantitative | >2 | Europe |
| **KPI – 9** | MOOC participation | Quantitative | >30 persons | Europe |

# Exploitation plan

***MAIL***’s exploitation plan will ensure:

* proper management of Intellectual Properties Rights
* create a self-sustaining mechanism ensuring continuous research progress in the ***MAIL*** research fields,
* attract research and market funds to support their research and market activities,
* identify appropriate marketplaces,
* transfer research products into the national and international markets,
* capitalize, make use of and benefit from new knowledge, skills and competences acquired,
* establish professional/business networks,
* develop a market-oriented research roadmap, according to the recognized needs of stakeholders (potential users)

## Intellectual Properties Rights

The management of IPR is strictly ruled by the Consortium Agreement (CA) which includes all provisions related to the management of IPR including ownership, protection and publication of knowledge, access rights to knowledge and pre-existing know-how as well as questions of confidentiality, liability and dispute settlement.

General rules concerning IPRs were agreed by ***MAIL*** partners:

* Pre-existing know-how will remain property of the partner who brought it into the project;
* Pre-existing know-how will be available to all project participants, but outside usage will be decided among the owners and the potential users on a case-by-case basis;
* Knowledge generated in the framework of the project will be a property of those partners who were involved in its creation;
* Common decision from all partners, that all generated knowledge in public deliverables will be available to the interested parties through ***MAIL*** webpage.

## Characteristics of the potentially marketable results

The partners will explore opportunities for a successful transformation of research results into marketable products and services. The products developed in the framework of the ***MAIL*** project will be evaluated in order to establish their market potential using a SWOT analysis (Figure 3):

|  |  |  |
| --- | --- | --- |
|  | Helpful  to achieving the objective | Harmful  to achieving the objective |
| Internal Origin  (attributes of the product) | **STRENGTHS** | **WEAKNESSES** |
| External Origin  (attributes of the environment) | **OPPORTUNITIES** | **THREATS** |

Figure 3. SWOT analysis

* Strengths: characteristics of the business or project that give it an advantage over others.
* Weaknesses: characteristics of the business that place the business or project at a disadvantage relative to others.
* Opportunities: elements in the environment that the business or project could exploit to its advantage.
* Threats: elements in the environment that could cause trouble for the business or project.

Each exploitable product according to SWOT analysis will be defined and characterized using following the template (Table 11).

Table 11. Characterisation of potentially exploitable results

|  |  |
| --- | --- |
| Exploitable Result/Product | |
| Product name |  |
| Technology Readiness Level (TRL) |  |
| Innovativeness introduced compared to already existing Products/Services |  |
| Unique Selling Point (competitive advantages) |  |
| Product/Service Market Size |  |
| Market Trends/Public Acceptance |  |
| Product/Service Positioning |  |
| Legal or normative or ethical requirements (need for authorisations, compliance to standards, norms, etc.) |  |
| Competitors |  |
| Prospects/Customers |  |
| Cost of Implementation (before Exploitation) |  |
| Time to market |  |
| Foreseen Product/Service Price |  |
| Adequateness of Consortium Staff |  |
| External Experts/Partners to be involved |  |
| Status of IPR: Background (type and partner owner) |  |
| Status of IPR: Foreground (type and partner owner) |  |
| tatus of IPR: Exploitation Forms (type and partner owner) e.g. direct industrial use, patenting, technology transfer, license agreement, publications, standards, etc. |  |
| Which partner contributes to what (main contributions in terms of know-how, patents, etc.) |  |
| Partner/s involved expectations |  |
| Sources of financing foreseen after the end of the project (venture capital, loans, other grants, etc.) |  |
| Related Projects | |
| Acronym |  |
| Programme Acronym Sub-programme |  |
| Status (Execution / Completed) Timing |  |
| Total contribution |  |
| Why is linked to the exploitable results |  |
| Web Link |  |
| Related Patents | |
| Patent Publication number Owner |  |
| Owner |  |
| Features |  |

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1. **R** = Report, **P** = Prototype, **D** = Demonstrator, **O** = Other [↑](#footnote-ref-1)
2. **PU** = Public, **PP** = Restricted to other programme participants (including the Commission Services), **RE** = Restricted to a group specified by the consortium (including the Commission Services), **CO** = Confidential, only for members of the consortium (including the Commission Services). [↑](#footnote-ref-2)