



SILVANUS

D10.1 – Dissemination and Community Engagement Strategy



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SILVANUS



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List of acronyms and abbreviations

Acronym	Description
CASD	Centre for Adaptation Strategies and Development
C&D	Communication and Dissemination
CSA	Coordination and Support Action
EAB	External Advisory Board
IA	Innovation Action
KPI	Key Performance Indicator
MD	Micro Digital
SRF-WG	Sustainable and Resilient Forest Working Group
WP	Work Package
Z&P	Zanasi & Partners

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Executive Summary

The Dissemination and Community Engagement Strategy sets out specific processes and methodologies for communication and dissemination activities of the SILVANUS project across diverse stakeholder target groups and geographical regions at the European and global level. These activities are part of the Work Package 10 in the SILVANUS Grant Agreement, led by Micro Digital (MD). SILVANUS is an ambitious project, encompassing forty-nine partners in eighteen countries across four continents, whose main objective is to develop a climate resilient platform to prevent and suppress forest fire. Therefore, the goal of the dissemination and community engagement strategy is to adopt a practice that will actively encourage and systemically seek continual dialogue with numerous stakeholder target groups to deliver and improve project results and outcomes.

The communication of project activities and the dissemination of project results are of paramount importance for the SILVANUS Innovation Action. The objective is to maximize the impact that the project will have among stakeholders as versatile as firefighting associations, the scientific community, industry and policy makers, as well as to benefit the local residents affected by wildfire, general public, and the society in general. The communication and dissemination actions are implemented for the entire duration of the project. SILVANUS tailors its communication and dissemination actions to specific target groups in order to achieve the determined targets and critically maximize the impact of the efforts. The stakeholder target groups are analysed and evaluated according to their rate of influence and interest.

The main communication and dissemination activities are the project website, social media accounts, promotional videos published on the project's YouTube channel, industry events and conferences as well as a comprehensive press and media campaign. Scientific publications in open access journals, as well as participation and presentations in various relevant scientific conferences and workshops, along with newsletters, videos, and other promotional material, are some of the most important dissemination tools.

All SILVANUS partners are committed to implement communication and dissemination activities, targeting different stakeholders group depending on their profiles. The academic, research and technology organisations focus primarily on scientific dissemination of research results, whereas the industry-related partners focus mainly on communication and dissemination for trade events. These activities will be systematically summarized and collected by implementing a governance structure that is managed and supervised by the SILVANUS Communication and Dissemination Coordinator. The overarching framework for communication and dissemination is divided into three main parts – awareness raising, diffusing knowledge among stakeholders, and intensifying communication and dissemination activities.

This deliverable also includes specific key performance indicators to measure the effectiveness of communication and dissemination activities described in this strategy. The connection between the communication and dissemination activities with exploitation and market development is emphasised. Planned collaboration activities and an exchange of communication ideas with the CSA FireLogue and other IA projects are described, along with a short summary of already conducted dissemination activities.

An efficient communication and dissemination strategy that establishes a close and highly interactive relationship with a large and interdisciplinary pool of stakeholders has the objective to ensure the longevity of the project beyond its duration. The SILVANUS platform has the potential to secure its place as a vital tool in wildfire management, and the accompanying dissemination and community engagement strategy is a crucial part in ensuring the longevity of SILVANUS project outcomes.

1 Introduction

The communication and dissemination strategy, as an essential component of the SILVANUS project, will be described thoroughly in this deliverable. Communication, dissemination, and exploitation are the main key actions of Work Package 10, led by Micro Digital (MD), the Communication and Dissemination Coordinator for SILVANUS.

Due to the ambition of the project's goals and the large number of project partners, SILVANUS has the critical potential to achieve a high stakeholder response for the duration of the project, as the project will span on four continents and 18 countries. The overarching goal of the project – to create a technologically advanced and innovative platform to fight and suppress forest fire – is driven by a pool of interdisciplinary experts that will attract a large number of stakeholders coming from many socio-economic, and educational fields. This is reflected in a relatively high number of defined stakeholder target groups, as identified in Section 2.2.

The SILVANUS project consortium, consisting of 49 partners from 15 European states and 3 international countries, is ideally placed to pursue an active communication and dissemination strategy. In addition to the geographic distribution of the partners, the consortium also includes partners with multi-disciplinary expertise and interests to promote project outcomes using the communication and dissemination tools outlined in Section 1.1.

The general aim of the SILVANUS communication and dissemination strategy is to create a structured framework where all relevant stakeholder groups are made aware of the SILVANUS project activities, receive access to the project results, and benefit from the project outcomes through the implementation of sustained exploitation strategy across Europe and beyond. The SILVANUS project will actively seek representation from the stakeholder community, whose feedback will be carefully reviewed and considered in the implementation of the project platform. The consortium partners have been engaged in a series of discussions to consolidate the communication and dissemination framework and agreed on the following key specific objectives:

- **Objectives of communication activities**
 - effective, continuous, and active communication with all pertinent stakeholder target groups and wider public;
 - creation of a stakeholder engagement programme where SILVANUS partners will be actively encouraged to seek involvement and input from target groups in order to enhance project outcomes and make them more applicable in practice;
 - establish dialogue with commercial partners, suppliers, manufacturers and other relevant industrial organisations to promote the project outcomes;
 - the strengthening of the relation between the project partners with respective stakeholders in their countries and regions.
- **Objectives of dissemination activities**
 - the circulation of SILVANUS project results to potential users, peers in the research field, industry, other commercial players, and policy makers in a concise, understandable, and easy-to-access open manner;
 - the establishment of a broad dissemination structure that maximise the impact of the SILVANUS project results in the public domain.

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The rest of the deliverable is structured as follows. In Section 1, an overview of the Communication and Dissemination Framework (C&D) is presented. The section identifies different phases of the project, across which relevant stakeholders will be targeted. Subsequently, in Section 2, stakeholder target groups are identified and an overview of stakeholder engagement activities is outlined. A list of various communication and dissemination tools to be adopted within the project is presented in Section 3. As an innovation action (IA) project, SILVANUS results will consider market propositions to promote the respective solution among the relevant customers. The expected impact of communication and dissemination strategies upon the exploitation activities of the project is presented in Section 4. The ongoing collaborations established among other IA projects and CSA (FireLogue) is presented in Section 5. Finally, a list of recently concluded project dissemination activities and the identification of relevant key performance indicators (KPIs) for monitoring the effectiveness of the outreach activities are presented in Section 6.

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1. Communication and Dissemination (C&D) Framework

The C&D framework of the SILVANUS project is presented in Figure 1 and is divided into three (3) chronological steps namely (i) raise awareness; (ii) diffuse knowledge and (iii) intensify communications:

- **Preparation Phase:** The SILVANUS consortium has recently concluded the process of *stakeholder identification and project presentation*, in which all the partner interests have been consolidated. A more detailed description of identified stakeholders is presented in Section 2.2.
- **Phase 1 – Awareness campaign:** This phase is primarily designed to undertake public outreach activities and initiate some of the dissemination activities. The phase of the project will continue from M1 to M18 of the project lifecycle.
 - During this phase, SILVANUS C&D tools identified in Section 3 will be actively employed to reach a maximum number of stakeholders. Such instruments include (i) Press releases; (ii) Social media; (iii) Project presentations at events; (iv) Scientific dissemination; (v) Special session proposals; (vi) Workshops; (vii) Conferences.
- **Phase 2 – Diffuse Knowledge:** In this phase, the first outcomes of the project results will be diffused within the community and among relevant stakeholders, including members of the External Advisory Board (EAB). Additionally, in this phase, the consortium partners will actively undertake relevant activities to promote the outcomes of the project across high-impact conferences, journals and co-located events. Across these events, the peer-review process will be applied, to ensure the high-quality project outcomes are appropriately validated by the respective scientific members. This phase will last between M12 to M36. In this phase, the following tools will be employed.
 - (i) organisation of special sessions, workshops, co-located events dedicated on forest fires, disaster resilience, forest resilience and forest landscape models, forest rehabilitation, etc.
 - (ii) publication of articles in journals, conferences and other high-impact mediums.
- **Phase 3 – Intensify communication and dissemination:** The project results will be presented to the relevant markets, including fire fighters, forest administrators, public administration authorities, and other supply chain manufacturers. This phase will last between M30 to M42 of the project duration. Depending on the maturity of the project outcomes, appropriate products and services will be communicated to the relevant and interested stakeholders. In this phase, following tools will be employed.
 - (i) participation in industrial events; (ii) presentation of results within CERIS workshops; (iii) contributions to international standards
 - Production of communication materials for subsequent follow-ups from the industrial sectors.

Figure 1 shows the circular process of the C&D Framework – the process of communication and dissemination intensification will lead to additional stakeholder identification and project presentation that will give additional inputs to SILVANUS project outcomes and produce new opportunities for Phases 1 to 3 events and activities.

Through the CASD initiative, the stakeholder engagement will lead to future dissemination of SILVANUS project outcomes beyond the duration of the project.

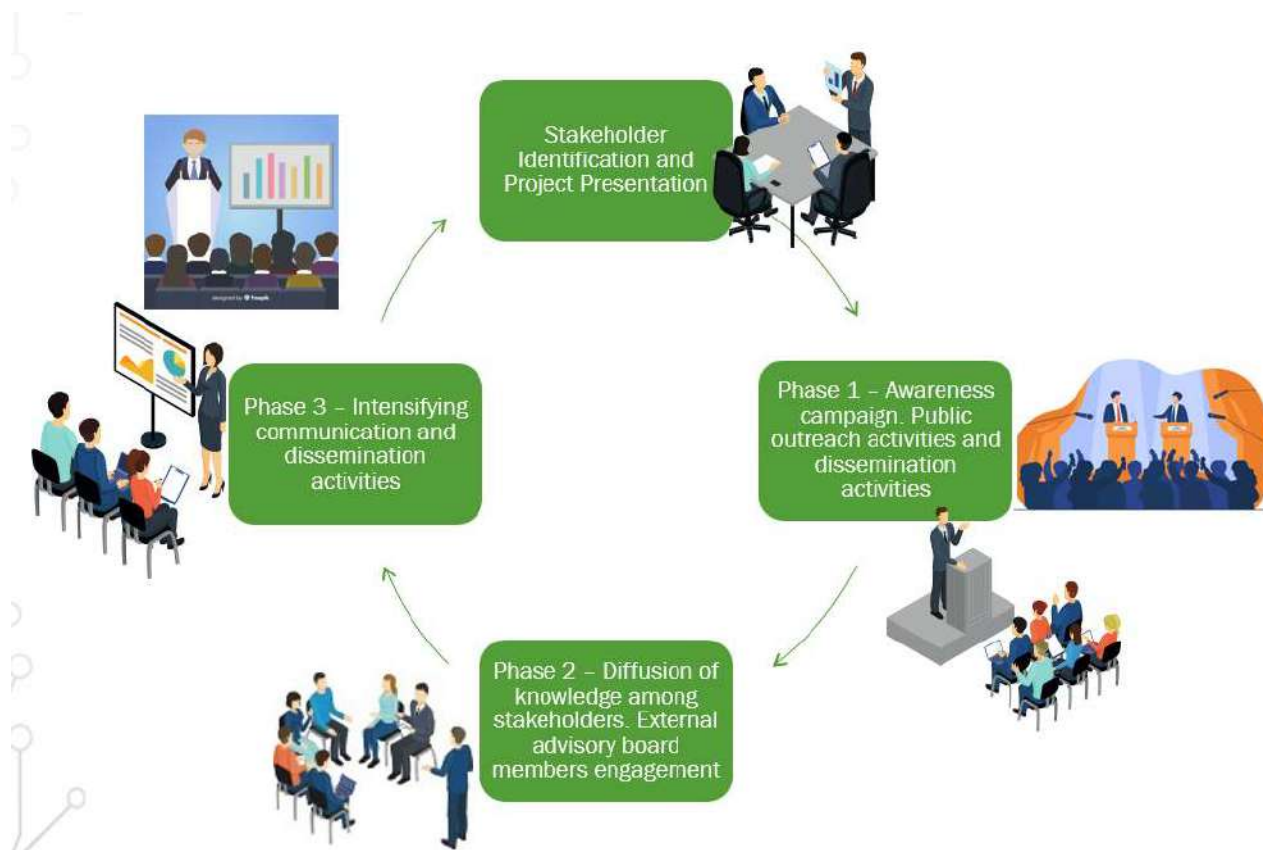


Figure 1 The SILVANUS Communication and Dissemination Framework

The **key message** of SILVANUS C&D actions is to demonstrate to the stakeholders from all relevant target groups, in a concise and methodical manner, the long-term benefits and practical reliability of the SILVANUS platform. Thanks to the communication and dissemination activities, the usage of SILVANUS platform and its exploitation will far exceed the duration of the project, maximising the impact of the projects.

1.1 Outline of C&D Tools

To achieve the communication and dissemination strategy objectives noted in the introduction, the following communication and dissemination tools will be established, as further detailed in Section 3:

- Comprehensive and interactive project-dedicated website, containing links and references to dissemination activities (deliverables, event reports, webinar and conference videos, promotional material).
- Newsletters (published three to four times per year, depending on the level of the content in a given year), consisting of accessible and informative articles enveloped in a user-friendly design.
- Social media accounts (LinkedIn and Twitter) – these are interactive and will include discussions with external stakeholders
- YouTube channel, featuring uploads of SILVANUS webinars and promotional videos
- A memorable logo of the project as an easily recognisable and established brand recognition tool
- Dissemination events or activities: videos, press releases, posters, publications, and presentations that convey the SILVANUS results to its audience of diverse stakeholders in a

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concise manner. The goal of dissemination events will be to maximise the impact of SILVANUS project outcomes.

The types of communication and dissemination activities and events, whose summaries and results will be disseminated through the project's website, newsletters, and social media accounts, are:

- Webinars and workshops, organised either online or on-site, depending on the future COVID-19 guidelines and restrictions, which would involve a diverse network of stakeholders from identified target groups:
 - Local and regional workshops - these webinars and workshops will be organised on either a local or regional level, within one partner country or a specific region where wildfire prevention and related technological development is an important topic (these workshops are especially important for the dissemination of SILVANUS pilot results).
 - Workshops on an international level with global outreach – these workshops will be organised by the SILVANUS Consortium and invite stakeholders from all target groups and from all countries where SILVANUS has established a stakeholder pool (e.g., not only restricted to partner countries). International workshops will have an EU-wide focus, or a worldwide focus with a particular emphasis on non-EU, international part of the SILVANUS consortium (Brazil, Indonesia, Australia)
- International conferences where achieved milestones of the project are presented, the implementation of project results in practice will be demonstrated, and B2B stakeholder networking will be conducted.

Along the webinars, workshops, and conferences organised by the project partners, SILVANUS may have a consistent presence at external local, regional, national, EU-wide, and international conferences on topics such as wildfire prevention, forest management, remote sensing technology, forest adaptation to climate change, big-data analytics, etc.

All dissemination events – whether organised by the SILVANUS partners or by external parties – will be summarized through standardised dissemination event reports. The necessary sections to be filled in a SILVANUS dissemination event report are:

- Location, time and date, organizer.
- Attendees and speakers (attendance list depending on whether the project partner is the organizer of the event – the identities of the attendees will not be published, this is only for internal purposes)
- Agenda (purpose and topics of the meeting, including target groups).
- Summary of project results disseminated.
- Conclusions based on discussion and feedbacks (this will be systematically collected and organised to steer the project results through the input gained by professionals).

In order to have a comprehensive, representative, and all-encompassing overview of all stakeholders and dissemination events, a stakeholder and event list will be created, maintained and updated throughout the project.

1.2 C&D Official Language

The official communication and dissemination language for the SILVANUS project is English. All necessary dissemination articles, reports, presentations, etc. directed to stakeholders and target groups not fluent in English will be available in the national languages of SILVANUS partners upon request by external stakeholders or interested parties. The local SILVANUS partner will be responsible for translating and disseminating these contents for a target group in the respective country. This effort is conceived to ease the access to the project contents to wider communities of users and/or stakeholders, including the civil society and general public. This will be an essential part of communicating the project impacts to the local residents and communities affected or in danger to be affected by forest fires.

Depending on the attendance and the stakeholders included, the locally organised events will be held in the local language, with the attendance of an accredited translator for English if there is need or a demand for one. Summaries of these events will be written in both the local language and English, in order for them to be available to all stakeholders. The English version will be available on the project website and will be advertised through SILVANUS social media (LinkedIn and Twitter), while the local language version will be available on both the SILVANUS website and social media, and local partner's websites and/or social media accounts. The SILVANUS website will also include links to SILVANUS reports and articles on local partners' websites in the local language.

1.3 Internal Communication for C&D Activities

An internal communication and dissemination mailing list is created for SILVANUS partners to discuss and publish relevant C&D activities to be consolidated. The information shared with the consortium on the relevant activities will include:

- feedback on the dissemination tools (project website, newsletters, dissemination deliverables, etc.),
- dissemination activities within the Consortium's individual organisations through which achievements of SILVANUS will be presented,
- reports from dissemination events.

The Dissemination and Communication Coordinator (DC) will also call on regular meetings for updates on how successfully project results are being circulated on a local/national level and within the Consortium's organisations, and whether there is any important feedback coming from local stakeholders. These discussions and feedback may serve as an important input to the advancement of main project deliverables and provide material for project updates on social media and the project website.

The dissemination content published on the website and social media accounts, or released through scientific publications, promotional material, newsletters, press releases, and videos, will be authored by SILVANUS partners, curated and quality-checked by Z&P, and finally published on dissemination channels by MD. Time cycle between the finalisation of content, the quality check, and its publication will be 3 working days.

2. Stakeholder Engagement

SILVANUS is a project that encompasses forty-nine partners from eighteen countries across four different continents. Due to the scale and scope of the project, the goal of SILVANUS is to engage with a vast stakeholder network to which results of the project will be communicated and disseminated. This network will consist of external stakeholders from diverse socio-economic backgrounds, business and industry sectors, science and academia, including policy makers and civil society, along with other areas of expertise in wildfire prevention management, forestry, remote sensing technology development, etc. The outreach to stakeholders will also focus on the population directly affected by wildfire, scientists and engineers working to making their living conditions safer, and fire fighters who are on the frontlines to suppress forest fire. A representation of such stakeholders is presented in Figure 2.

External stakeholders are those individuals, companies, or associations interested in the development and the results of the SILVANUS project, and for whom the outcomes of SILVANUS may bring a positive impact in professional or personal terms (the latter considers the local residents and communities potentially affected by wildfire). The external stakeholders can and will offer their feedback during the project, which will give the SILVANUS experts additional important basis for the development of the SILVANUS platform.

Another important objective of stakeholder engagement is to gather feedback from stakeholders in order to advance the SILVANUS platform and to integrate the needs and ideas of the stakeholders to make the platform more applicable in practice.

The process of stakeholder exchange is divided into **communication** (an active exchange of suggestions and ideas in search of constructive feedback) and **dissemination** (publishing of project results to stakeholders, enhancing not only their awareness of the project but also advancing their knowledge on wildfire prevention and suppression).

Communication events are interactive by nature. Over the course of the project, communication events may be directed at a specific target group (e.g., disaster resilience events for first responders and firefighting associations). Examples of communication events, such as workshops that include round-table sessions, or industrial events, will give stakeholders the opportunity to share their ideas and give their opinions. These events will give SILVANUS the opportunity to both promote its results and to gather feedback.

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Dissemination events or activities are videos, press releases,



Figure 2 Diverse potential stakeholder groups for SILVANUS project – firefighters, local residents, timber industry, energy and infrastructure industry (Source: AFP / Reuters / DVD Stari Grad / OPB)

2.1 Degree of Stakeholder Influence and Interest

Communicating and disseminating information collected from the SILVANUS project results may not only improve the visibility and increase the successful implementation of the SILVANUS platform, but may also impact the rate of influence and interest of individual stakeholder groups.

SILVANUS has defined four types of stakeholders, according to the degrees of influence and interest:

- **High degree of power (or influence) and high degree of interest**

These stakeholders are key players who need to be engaged closely and thoroughly during all project activities - the better and more productive the relationship is with these stakeholders, the more successful communication and dissemination may be, and the better the possibility that the stakeholders from other groups may be more engaged and included in project dissemination

- **High degree of power (or influence) and low degree of interest**

These are stakeholders whose needs should be taken into account and who should be kept satisfied and informed during project development – it is also in the project’s interest to influence these stakeholders in achieving a higher degree of interest, not only for the SILVANUS platform and other outputs, but also in the general topics of wildfire prevention and forest management.

- **Low degree of power (or influence) and high degree of interest**

Special attention will be given to these stakeholders, since the level of power is disproportionate to their level of interest. This group may also include local residents or communities affected by wildfire, especially those residents who are located in remote areas with little access to daily online information, lacking road and electricity infrastructure (whose interests may be represented by a civil society organisation or the administrative unit), etc. The SILVANUS project and its communication strategy will consider the perspectives of this target group and try to convey their requests and wishes to those types of stakeholders with a higher degree of power.

- **Low degree of power (or influence) and low degree of interest**

Even though these stakeholders might be those to whom the ones minimal effort should be dedicated to, this group could also include those stakeholders who are not informed enough on the significance and the scope of wildfire prevention, or the effects of climate change on its proliferation. This may also concern those communities affected by wildfire who have become apathetic or are sceptical to positive and impactful outcomes of SILVANUS project. The SILVANUS communication and dissemination strategy will attempt to highlight the advantages of the SILVANUS platform and increase the level of interest in this stakeholder group, if this is needed and is beneficial to the project.

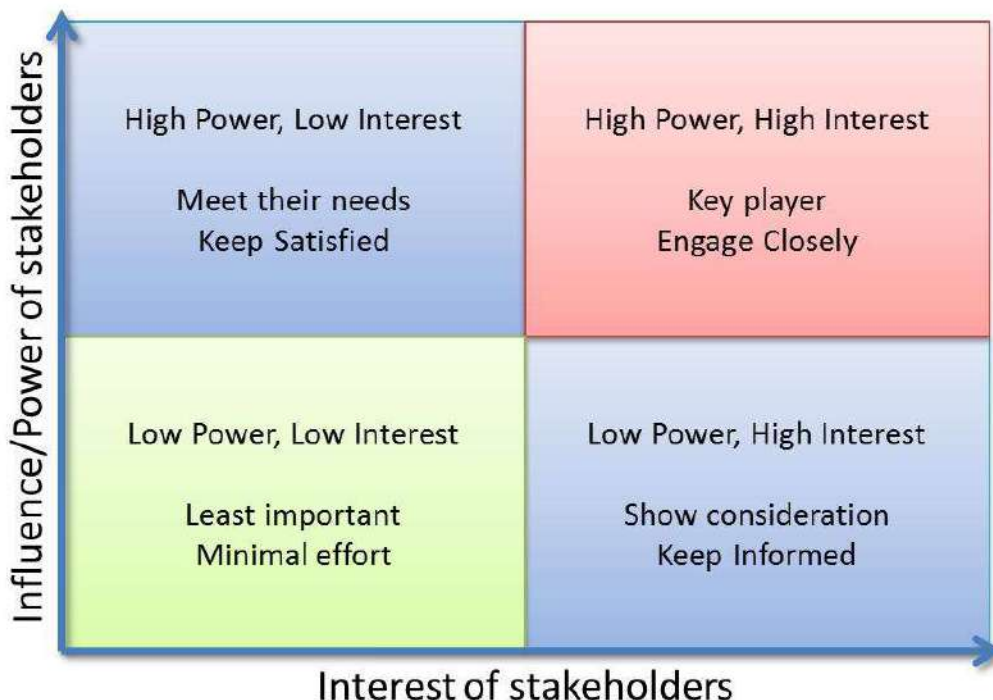


Figure 3 The Mendelow's Matrix of Stakeholders (Serra, 2021)

2.2 Stakeholder Target Groups

Table 1 shows the list of stakeholder target groups, a brief description of their relevance to SILVANUS project, and the key message to be offered.

Table 1 SILVANUS Stakeholder Target Groups - Description and Key Messages

Stakeholder Target Group	Description	Key Message
A. First Responders	Firefighters, police authorities, volunteer groups, local residents who respond first to a wildfire event	Efficient operability of SILVANUS platform with a quicker and more efficient first response
B. Firefighting Associations	Local and national firefighting associations	Efficient and all-encompassing applicability of SILVANUS platform to predict, prevent, and suppress wildfire
C. Forest and Land Owners	Private or public owners who are administratively responsible for those areas with potential wildfire events	Information on spatial planning and probability of wildfire spread
D. Forest Governance Associations	Associations responsible for forestry and wildfire management (crisis and disaster management, forest resilience management)	Assistance of SILVANUS platform to crisis management and forest resilience strategies
E. IoT supply chain Industry	Distributor of IoT devices such as CCTV cameras, environmental sensors, edge device providers	The development of intelligence tools for processing on-field data streams will enhance the commercial value of the IoT devices.
F. Timber Industry	Timber-producing industry with wildfire protection measures	SILVANUS platform will provide information on the probability of wildfire in proximity to timber industry sites and will identify the best position to place firebreaks in order to minimize the damage in the event that a wildfire happens in a timber area
G. Energy and Construction Industry	Energy and construction industry with infrastructure projects (power plants, transmission lines, roads...) that may indirectly help first responders and firefighters to reach wildfire sites	SILVANUS platform will assess potential wildfire occurrences in critical sites close to important energy and construction projects such as power plants, factories, and roads

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Stakeholder Target Group	Description	Key Message
H. IT Business	Software developers on wildfire management software, remote sensing, drone technology	SILVANUS platform will provide a benchmark for IT business sector in wildfire management
I. Academia	Secondary or tertiary educational facilities (universities, technical colleges...) with an emphasis on wildfire prevention research and related technology development	SILVANUS results will in particular be disseminated among schools, while also providing research topics for scientific analysis of wildfire occurrences
J. Infrastructure, Transport and Road Network	Infrastructure, transport (rail, air, road...) and road network stakeholders responsible for organisation and maintenance of roads and transport hubs	SILVANUS platform will emphasise the importance of organised and modern infrastructure, transport, and road network, and assess its interdependence to quick response to wildfire events
K. Local Residents and Communities Affected by Wildfire	Residents and communities affected by either their vicinity to potential wildfire sites, or those residents who are affected by damages to infrastructure, water, and/or energy supply due to wildfire events	SILVANUS platform will educate and prepare local residents in the fight against wildfire events
L. Civil Society Organisations (representing local residents and communities)	Organisations that include local community representatives on issues	SILVANUS results may assist civil society organisations in formulating their requirements and needs to policy makers for wildfire prevention
M. Research Organisations and NGOs (Think Tanks)	Think tanks and NGOs whose important research topics deal with wildfire prevention and related technology development	SILVANUS platform will provide a research background for wildfire prevention and related technology development
N. IT, Software and Technology Developers on Wildfire Prevention	Smaller IT and SME organisations that develop wildfire management software	SILVANUS platform will provide a benchmark for wildfire management software development in small IT business sector
O. Policy Makers	Policy makers on wildfire management (local, regional, national, supranational)	SILVANUS results will provide a policy development recommendation for wildfire prevention and suppression policies

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Stakeholder Target Group	Description	Key Message
P. Health Sector	Health sector institutions such as hospitals and pharmacies with experience in treating wildfire victims	SILVANUS results will feature recommendations for a quick response of the health sector to potential wildfire victims
Q. Financial Sector	Venture capital, banks, and companies with a goal to finance wildfire prevention tools and activities	SILVANUS results will provide the financial sector with ideas on investment in wildfire prevention and related technology development
R. General Public	The general stakeholders with an interest or influence in topics of wildfire prevention and related technology development	SILVANUS results and platform will raise awareness among the general public for wildfire prevention and suppression
S. Other	Other stakeholders and interested parties	-

Figure 4 depicts a possible prediction of how the different stakeholder target groups may be distributed by their rate of influence and interest. This matrix would be customised to reflect the impact of market across different regions or countries, as stakeholders in different socio-economic climates with diverse experiences in wildfire prevention may have differing stances on the issue. Stakeholder engagement and consultation for the entire duration of the SILVANUS project will highlight these differences and how they change in various parts of the world over a certain time period.

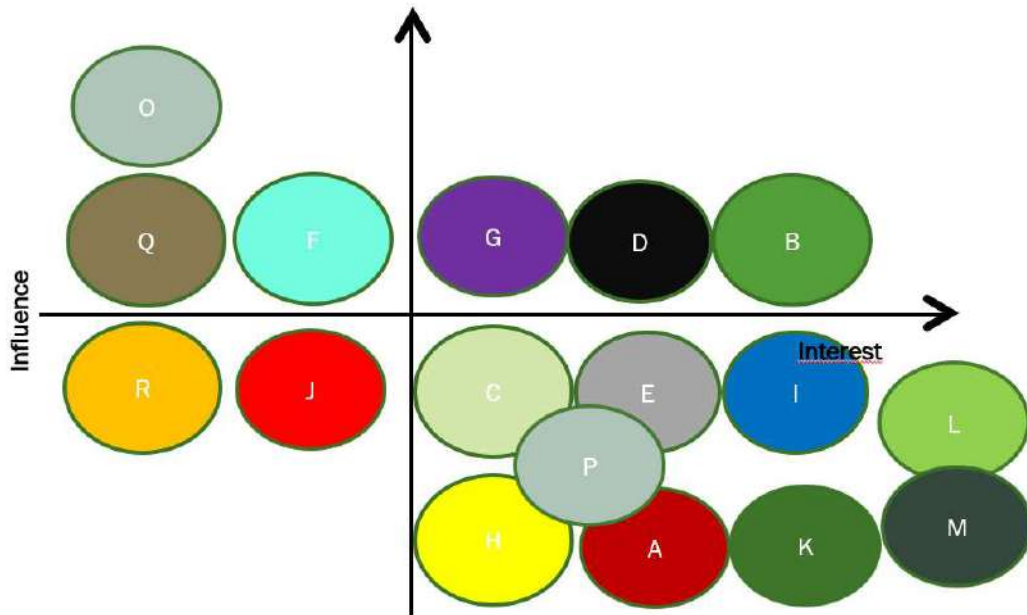


Figure 4 Example of a Stakeholder Influence/Interest Matrix

Outputs of the SILVANUS platform may be especially directed toward one or more specific target groups at various phases of the project. Even though SILVANUS aims to have a holistic approach, where all stakeholder target groups will be involved in all phases of the project, certain groups may be more in the forefront in various phases. As an example, certain target groups may be interested in or more involved in specific phases. For example, first responders are more interested in phase A and phase B, while a policy maker could be more interested in phase C and phase A.

Policy makers and forest associations will be focused target groups of a Sustainable and Resilient Forest Working Group (SRF-WG), along with research organisations and first responders. The SILVANUS partners will provide the SRF-WG with an analysis of governance and engagement models and rules for efficient forest management. Together with the External Advisory Board members, which include institutions from the energy, industry, administrative, and NGO sectors, these will be crucial dissemination channels (or audiences) with whom a close relationship will be formed and through whom an effective dissemination of SILVANUS results is expected.

The eight SILVANUS pilots in diverse European countries (France, Italy, Portugal, Greece, Romania, Croatia, Czechia, Slovakia) and three international pilots in Australia, Indonesia, and Brazil, are all situated within different ecological and socio-economic circumstances, depending on the geographical site or location (national park, industrial zone, powerline infrastructure site, etc.). This implies a different stakeholder portfolio for the individual SILVANUS pilots. Certain stakeholder target groups such as the energy and construction industry, or infrastructure and road network, will be in particular pursued in those pilots dealing with critical infrastructure security and powerline disruptions.

The reason for the high number of target groups and a diverse set of SILVANUS pilots is to have a holistic approach to the problem of wildfire. Many stakeholder groups are directly affected by forest fire at a local level, from the local residents and communities, to firefighter associations, but also to a wider range of

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population whose water supply and energy distribution may possibly be impacted by a severe wildfire event. From the preparedness and prevention phase, through the detection and response, to the biodiversity restoration phase, SILVANUS will attempt not only to reach as many stakeholders as possible but interconnect them as well, through the use of the SILVANUS platform. In this way, a more holistic and integrated approach can contribute to a more efficient wildfire prevention strategy.

2.3 External Communication for C&D Activities

The external communication is focused on the interaction between the SILVANUS partners and the external stakeholders.

The Communication and Dissemination Coordinator has composed a **stakeholder list** where contact data for external stakeholders will be compiled in full compliance with the GDPR and other international relevant rules, as stated in D11.2. On the basis of this stakeholder list collected by all partners on SILVANUS SharePoint, an **external communication mailing list** will be established which will include all external stakeholders upon their formal approval. Hence, when inviting external stakeholders to the mailing list, the SILVANUS partner responsible for direct communication with respective external stakeholder will ask the stakeholder for consent to be included on the mailing list.

Following data is featured on the stakeholder list:

- Country
- Contact person (name and surname)
- Name of organisation (including the acronym)
- Position
- E-mail
- Organisation type / Target group
 - A – First responders
 - B - Firefighting associations
 - C - Forest and/or land owners
 - D - Forest governance associations
 - E – IoT supply chain industry
 - F - Timber industry
 - G - Energy and construction industry
 - H – IT Business
 - I – Academia
 - J – Infrastructure, transport and road network
 - K - Local residents and communities affected by wildfire
 - L - Civil society organisations
 - M - Research organisations and NGOs (think tanks)
 - N – IT, Software and technology developers on wildfire prevention
 - O - Policy makers
 - P - Health sector
 - Q – Finance sector
 - R – General Public

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- S - Other
- Influence/Interest
 - Low Influence/Low Interest
 - Low Influence/High Interest
 - High Influence/Low Interest
 - High Influence/High Interest
- Relationship with SILVANUS Partner
 - Strong (no or little effort needed)
 - Medium (some effort needed)
 - Weak (to be built)
- Public/Private
- Main area of action
 - National
 - Regional
 - EU-wide
 - International
- Consent given for inclusion on the stakeholder list

The stakeholder list serves to have a comprehensive overview of interested parties in the project, and to have a clear picture on how these stakeholders are divided into target groups. It is used only for internal purposes.

The recipients of the external communication mailing list will receive regular updates of the project, including project results and milestones, newsletters, along with information on upcoming webinars, workshops, presentations, and conferences. Depending on the content to be sent to these stakeholders, certain dissemination material may be targeted specifically at one or more target groups (e.g., training material for firefighters, educational material for local population affected by wildfires, etc.).

The main objective of the external communication is not only to reach as many stakeholders as possible, but to encourage an interactive exchange of ideas, experience sharing, and to promote feedback and discussion. This may bring a positive impact on the project results, which can therefore be more applicable in practice, taking the needs of the stakeholders and their experience into account.

SILVANUS consortium will aggregate the feedback offered by external stakeholders (Annex X will be used for that purpose) through systematic channels such as workshops, and organise consultation within Scientific and Innovation coordinator (SIC) to evaluate the merit and scope of the recommendations. Such consultation will include WP leaders, who will share the relevant information with the task leaders. Individual SILVANUS partners will be responsible for mapping, selecting and engaging a pool of stakeholders which will be identified by either geographical vicinity or established relationship with respective stakeholders.

These activities will be carried out in full compliance with EU General Data Protection Regulation (GDPR) regulation. SILVANUS partners will be notified with clear and unequivocal guidelines on respecting the GDPR guidelines. All external stakeholders will be asked for their consent to be included on the external dissemination mailing list, and whether they want to receive the articles, newsletters, event invitations, and other external communication and dissemination material.

3. Communication and Dissemination Tools and Activities

Table 2 depicts an overview of C&D tools and activities, with a brief description of their respective purposes and shared content. The chapter will explain the purpose and the methodology of C&D activities in more detail.

Table 2 Overview of SILVANUS C&D Tools

C&D Tool	Purpose	Shared Content
SILVANUS Logo	Securing a recognisable brand for the project	Visual brand identity, Key components of the SILVANUS philosophy
Project Website	Showcasing concise and systemic output of project results and news	Project results (deliverables, platform), news, events
Social Media	Engaging and providing an up-to-date dissemination of project results, enhancing the online visibility of the project	Updates on project outcomes, announcement of events, advertisement, general comments on wildfire prevention
Videos	Visualising the project outputs and the SILVANUS platform	Focusing on general overview of SILVANUS, pilots, and the platform
Newsletters	Periodically updating project outputs to external stakeholders	Updates on project progress, pilots, announcement of events
Press Releases	Announcing achieved important SILVANUS milestones	Summary of milestones achieved, overview of project outcomes
Scientific Publications in journals and conferences	Disseminating of SILVANUS results in the academic world	Technical features of SILVANUS platform, description of pilots, future development of wildfire prevention
Whitepapers (business and/or scientific)	Promoting and highlighting the key features of SILVANUS solutions	Key features of SILVANUS platform and possible future development
Events (Workshops, Webinars, and Conferences, Trade events, Cluster representations, policy-related round tables)	Knowledge transfer, encouraging discussion and feedback among external stakeholders	Interactive presentation of SILVANUS results
Promotional Material (Brochures, Posters, Information Sheets)	Disseminating and promoting SILVANUS results	Accessible overview of SILVANUS results, project presentation

C&D Tool	Purpose	Shared Content
Demonstration to industrial stakeholders and potential clients	Showcasing results and paving the way for future exploitation	Key features of SILVANUS platform and possible additional improvements

3.1 The SILVANUS Logo



Figure 5 The SILVANUS Logo (developed by Uni Pegaso graphic design team)

The SILVANUS logo was elected at the SILVANUS kick-off meeting in Naples in December 2021 by members of the SILVANUS Consortium, out of three different iterations developed by the Pegaso (the SILVANUS Coordinator) graphic design team. The logo consists of the symbol on the left side and the green-coloured text on the right.



Figure 6 The SILVANUS Symbol

The idea behind the symbol is that the turquoise-coloured, flame-shaped letter “S” protects the leaf on the lower left side (a representation for forest and nature in general) from the fire on the upper right side.

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As the project's identifying feature, the logo will be visible at the header of all report templates in order to establish the project's brand identity. These templates refer to all communication and dissemination materials, presentations, reports, articles, and deliverables. The Consortium partners are obligated to use these templates when disseminating SILVANUS-related material and results.

3.2 The EU Disclaimer and Mandatory Information

All SILVANUS communication and dissemination material (newsletters, brochures, posters, presentations, letters, etc.) will show the SILVANUS logo at the top and the EU funding declaration at the bottom. The EU funding declaration depicting below should be given appropriate visibility and prominence on every document.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 101037247

Figure 7 The EU Disclaimer for SILVANUS

The project is financed by the European Union's Horizon 2020 research programme, but the SILVANUS communication and dissemination results are the sole authorship of the partner and in no way reflect the opinions by the European Commission or REA or any other agencies, and these agencies are not responsible in how information derived from these results may be used.

Each SILVANUS partner should use the EU disclaimer correctly.

3.3 Events

The dissemination activities, as presented in the event list all SILVANUS partners will update for the whole duration of the project, are the following:

- Workshop (participation or organisation)
- Webinar (participation or organisation)
- Conference
- Participation to an Event other than a Conference or a Workshop
- Exhibition
- Interview
- Training
- Brokerage Event
- Pitch Event
- Trade Fair
- Participation in activities organised jointly with other EU project(s)
- Brochure Dissemination
- Presentation
- Press Release

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- Partner Meeting
- Video

The SILVANUS event list is an internal document whose purpose is to collect all past and future dissemination events where SILVANUS partners will have the opportunity to share their results to stakeholders. Event reports will subsequently be uploaded in the project website under “Events” section.

These can be events either organised by SILVANUS or those where SILVANUS partners will be guest speakers.

The event list is divided into following sections:

- Location (town and country)
- Name of event (language is also needed if the event was not in English)
- Name of organizer
- Date of event
- Type of event (as listed above)
- Partner(s) attending
- Results disseminated (Short description of the event)
- Number of attendees (per target group if possible)
- Main area of action (local, regional, national, EU-wide, international)

Due to the ongoing COVID-19 pandemic, it is to be expected that certain events may be held online. SILVANUS partners will take into consideration all the health guidelines and the current health situation in any given country where the event should be taking place, and respect all COVID-19 related guidelines in accordance with legal and advised measures by respective government health bodies.

In the specific case that the event is organised by the project partners, the following data is to be filled out by any stakeholder interested in attending the SILVANUS webinars, workshops, or conferences:

- Registration form, which includes name and surname, location (country), company, job position
- Authorisation form for stakeholders to accept or decline participation in an event that will be recorded and disseminated afterwards on the SILVANUS YouTube channel, on the project website, and on the project's social media accounts

Attendee satisfaction surveys will be handed out to all participants to gather feedback and to assess the level of knowledge gained. The goal is to see whether the lectures, presentations, and discussions were understandable, informative, and applicable for stakeholders in achieving results in their areas of expertise. These surveys may not necessarily be standardised but can also differ per target group.

The dissemination event report is standardised for all events and will need to be fulfilled by those SILVANUS partners who are attending and/or organising the event. The dissemination event report template features the following:

- Location
- Date and time
- Organizer
- Speakers and attendees (name, surname, company):
- Summary of the event
 - Agenda (including topics of the meeting and target groups involved)

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- Conclusions and results
- Summary of the discussion and feedback

SILVANUS partners that either organise or attend a local event held in local language (not English) will fill out the dissemination report in English, while the summary of the event in their local language can be available at the project website (if needed), or at their respective websites and social media accounts.

The SILVANUS partner that is the organiser of the event will be responsible for writing and distributing registration forms, attendee satisfaction surveys, and the dissemination report. The dissemination report may include contributions by authors who were presenting at the event, or who had important feedback and discussion points.

Meetings will be held under the Chatham House Rule, which states that *“When a meeting, or a part thereof, is held under the Chatham House Rule, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed”*. All participants will be informed of this while filling out the registration form. If necessary, the confidentiality of certain results will be discussed beforehand within the SILVANUS Consortium (at Steering Committee meetings) and any results or information deemed to be confidential will not be disseminated.

3.4 Workshops and Conferences

SILVANUS will organise or co-organise eight knowledge transfer workshops during the project period, coinciding with achieving the project milestones, where the most up-to-date SILVANUS results may be demonstrated to interested stakeholders in a visually enticing and accessible manner. Discussions were already held on potential co-headlining conferences with other IA projects (DRYADS, FIRE-RES) and the CSA project FIRELOGUE. Depending on the development of the ongoing COVID-19 pandemic, a number of these workshops may be organised either online or as a hybrid meeting (online and live). The stakeholder list and the resulting external communication mailing list will serve as a basis for potential attendees at these workshops. Certain target groups may be emphasized, depending on the theme of the workshop (e.g., presentation of pilots, policy development, biodiversity restoration, etc.). For the final workshop, it is important that the target groups are equally or proportionally presented in order to have the SILVANUS project results and the SILVANUS platform presented to both numerous and diverse group of stakeholders.

Alongside the knowledge transfer workshops, the results of SILVANUS pilots will be demonstrated through public engagement programmes, through at least five awareness workshops. The number of workshops, depending on the level of interest, may be the same as the number of pilots.

Five press conferences on pilot results will be organised where the most important SILVANUS results and best practices will be communicated to stakeholders and interested viewers.

SILVANUS will also effectively organise (or participate at) educational events to present the potential of SILVANUS platform in alleviating wildfire dangers by demonstrating the results of pilots. These events would take place primarily in secondary schools. This will be an opportunity to present and communicate the SILVANUS results in an accessible manner to make the project attractive and compelling to all age and target groups, and to raise awareness to pupils and students on the dangers and possible solutions to wildfire.

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Dissemination events and conferences not organised by SILVANUS are expected to further increase the visibility and exposure of SILVANUS on the international stage. These dissemination events will focus on those concerning forest and wildfire prevention management, but may expand beyond and reach an audience dealing with remote sensing technology, drone development, energy, infrastructure, construction industry, timber industry, etc. The expectation is to attend at least 1-3 major international dissemination events per year (on average), and to attend the same number of local events within all countries whose partners are members of the SILVANUS Consortium. This means that SILVANUS will have coverage through presentations and other dissemination tools on four continents and eighteen countries.

Collaborative actions that will present the results of the pilot and demonstrate a demo of the SILVANUS platform will be organised.

All of the abovementioned events organised by the SILVANUS Consortium will be recorded (attendees will be notified before) and uploaded on the YouTube channel. Depending on the technical requirements, certain SILVANUS events may also be streamed live on YouTube channel.

3.5 Website

The SILVANUS project website is hosted at the domain **silvanus-project.eu**. Other ideas for the domain included silvanus.eu and silvanus.org, yet the decision was made among SILVANUS partners to add the word “project” for Search Engine Optimization (SEO), making the project website easily accessed by target groups and not misled to “Silvanus” the Roman deity, protector of woods and uncultivated lands.

The coordinator PEGASO is responsible for the domain acquisition, while the Dissemination Coordinator for the hosting for the domain.

The website is currently in development and will include a description of the overall goals of SILVANUS, updates on the project, reports and articles on various dissemination events and project meetings, the summary of project results, project deliverables that are open to public for reading, and a brief presentation of all forty-nine partners in the Consortium. The website will offer links and references to websites and social media accounts by SILVANUS partners that will feature SILVANUS content in a local language. Certain country-specific content may be available on the website on the respective local language.

Through the WordPress hosting provider, the website will have a thorough design applicable for an ideal display for laptop, mobile phone, and tablet formats.

The Communication and Dissemination Coordinator will be the chief administrator of the website and will be responsible for uploading content on the website, whilst notifying the SILVANUS coordinator and all partners on the newest website updates. Confidentiality questions will be resolved among SILVANUS partners before any of the material is uploaded on the website. Local partners who are responsible for delivering dissemination reports and articles on locally organised events (not in English) will submit their material to the Dissemination Coordinator who will upload it on the SILVANUS website. If there are any issues to be resolved about material to be uploaded on the website or social media, the SILVANUS Steering Committee can have the final say on whether the material is allowed to be published on the website or not due to confidentiality reasons.

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The website will be promoted on the project's social media accounts and, if possible, on the respective websites of all SILVANUS partners. Press releases, posters, videos, along with dissemination presentations at workshops, webinars, and conferences, will all feature links to the website and to the project's social media accounts.

The website will also include an online form which can be completed by external stakeholders or interested parties to be kept informed about the project outcomes by subscribing to the project newsletter. The Dissemination Coordinator can then include the external stakeholder and/or interested party who has filled out the online form in the external dissemination mailing list.

To summarize, these are the main components of the website:

- An effective and memorable visual demonstration of project objectives and outcomes.
- Regular updates on project status, including reports from project meetings and dissemination events.
- Concise and easy-to-navigate archive of non-confidential deliverables, newsletters, press releases, promotional video material, and presentations from dissemination events.
- Clear reports on the implementation of SILVANUS pilots, offering visually enticing presentations which include videos and photographs from the field.
- Easily accessible and practical technological and information platform for wildfire management as the main output of the project.

The dissemination articles will avoid the technical jargon and make the language accessible to all target groups, independent of the level of education in the topic of wildfire prevention and forest management.



The new European Green Deal project launched for wildfire management, forest resilience and climate change

Funded by the EU Horizon 2020 Green Deal program and coordinated by Università Telematica Pegaso, SILVANUS project includes 49 partners from the European Union, Brazil, Indonesia, and Australia, with a budget of €23 million for a period of 42 months.

The SILVANUS project brings together a large consortium of interdisciplinary experts from four continents to combat the threat of forest fires and improve forest resilience against climate change.

The key output of the project is the release of a climate resilient forest management platform to prevent and suppress forest fire. SILVANUS relies on environmental, technical and social sciences experts to support regional and national authorities responsible for wildfire management in their respective countries. SILVANUS scientists and research engineers will aid the civil protection authorities to efficiently monitor forest resources, to evaluate biodiversity, to generate more accurate fire risk indicators, and promote safety regulations among the local population affected by wildfire through awareness campaigns.

49

Partners from the European Union, Brazil, Indonesia, and Australia

23

Million EUR budget

42

Months



Project Information:

SILVANUS - Grant agreement ID: 101037247
 Start date: 1 October 2021
 End date: 31 March 2025
 Funded under: H2020-LC-GD-2020-3
 Overall budget: € 24 185 845
 EU contribution: € 19 902 190
 Coordinated by: UNIVERSITA TELEMATICA PEGASO - Italy

Figure 8 Early version of the SILVANUS Website Landing Page

3.6 Social Media

The SILVANUS project has been using the LinkedIn and Twitter platforms to communicate with its target audiences and to disseminate the project updates and results. Types of social media content are:

- Regular project updates

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- Event announcements
- Press releases
- Links and references to project deliverables, articles, and publications
- General notifications in the field of wildfire prevention and technology development, with an emphasis on how SILVANUS results may help to alleviate wildfire events exacerbated by climate change.



SILVANUS Project



SILVANUS Project

Integrated Technological and Information Platform for Wildfire Management (Horizon 2020 Project)

Research · [136 followers](#)

Figure 9 SILVANUS Project LinkedIn Profile



Figure 10 SILVANUS Project Twitter Profile

SILVANUS: THE NEW EUROPEAN GREEN DEAL PROJECT LAUNCHED FOR WILDFIRE MANAGEMENT, FOREST RESILIENCE AND CLIMATE CHANGE

Published on December 20, 2021 [Edit article](#)



Funded by the EU Horizon 2020 Green Deal program and coordinated by Università Telematica Pegaso, SILVANUS project includes 49 partners from the European Union, Brazil, Indonesia, and Australia, with a budget of €23 million for a period of 42 months.

Figure 11 Excerpt from the initial SILVANUS Press Release, posted on the SILVANUS LinkedIn project account



SILVANUS Project

@SilvanusProject



The **#SILVANUS_PROJECT** held its kick-off meeting in Naples, Italy, on the 13th and 14th of December 2021. An exciting time is ahead of the SILVANUS team, and first steps in the creation of a forest management platform for wildfire prevention have officially started!



5:05 PM - Dec 20, 2021 - Twitter Web App

Figure 12 SILVANUS Tweet on the Kick-off meeting in Naples, Italy (December 2021)

The project hashtags are #SILVANUS_PROJECT and #SILVANUS_H2020, while tags such as #H2020, #EUProject, #GreenDeal, #climatechange, #forestfire, #forestresilience, #climateresilience, and #EU_H2020 may help to make the project more visible to potential followers. European Commission channels such as @REA_Research and the CORDIS platform @CORDIS_EU will be tagged.

SILVANUS partners will actively draw attention to SILVANUS project on their social media accounts and encourage their respective followers to follow SILVANUS content on LinkedIn and Twitter. Stakeholders from the external communication mailing list will be contacted and motivated to follow the SILVANUS social media accounts. The CSA FireLogue project will also assist in sharing SILVANUS content on their website and social media accounts, motivating their social media followers to subscribe to SILVANUS social media. The social

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media content will emphasise quality over quantity, developing a unique writing voice that will convey SILVANUS outcomes and updates in an accessible and recognisable manner. Stakeholders at numerous SILVANUS presentation events will be encouraged to follow the project on social media.

The activity and the number of followers (see KPIs in Chapter 6) will be actively monitored using social media management platform tool Hootsuite. Quality of posts will be assessed according to the comments and the number of likes assigned.

All SILVANUS partners can freely use their social media accounts to promote the SILVANUS results and the SILVANUS social media accounts in order to get as many important stakeholders to follow the project for its entire duration. Forwarding, reposting, and retweeting is encouraged. Dissemination information for other partner Innovation Action (DRYADS, FIRE-RES) and Coordination and Support Action (FIRELOGUE) projects may be retweeted and posted on LinkedIn, in order to attract these audiences to see the results from all projects. Posts will primarily be published by the Dissemination Coordinator, while actively cooperating with other partners such as the Coordinator PEGASO, and other SILVANUS WP and Task leaders who can provide the content. Comments are allowed for those who follow the project, and any inappropriate comments will be noted and deleted by the Dissemination Coordinator.

3.7 Videos

SILVANUS plans to make at least three promotional videos that will focus on:

- General overview of the project (M6);
- The development of the technological and information platform for wildfire management (M18).
- The results of the implementation of pilots (M40).

Videos will be visually arresting and innovative, potentially combining both real-action and animated material – depending on the creative choices. They will feature a narrative that will hopefully make the audience invested in the project outcomes. Videos may feature interviews with project partners and stakeholders, and will offer visual material from eleven countries and four continents where the pilots are taking place, making the videos visually, culturally, and technologically versatile.

These videos will be published on the SILVANUS YouTube channel. Other videos that will be published are online webinars, recordings of SILVANUS presentations on conferences and workshops, alongside interviews with important stakeholders from SILVANUS target groups. The Dissemination Coordinator will be responsible for uploading the content on the SILVANUS YouTube channel. Subtitles may be offered for those stakeholders not fluent in English, depending on the demand and the target audience.

3.8 Newsletters

SILVANUS newsletters will be published on the project website and sent to all external stakeholders featured on the external dissemination mailing list by e-mail. The plan is to publish newsletters three to four times per year, depending on the given content. They will also be advertised on the SILVANUS social media accounts and, if possible, on the SILVANUS partners' websites and social media. Using the colours of the SILVANUS logo, they will have a visually striking presentation to accompany the concise text. The writing will be

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accessible to readers from all target groups, avoiding the technical jargon and making the SILVANUS updates and results compelling and interesting. This will hopefully attract readers to follow the project on social media, and to subscribe to the following newsletters.

The newsletters will feature:

- Updates on the project progress, description of project milestones.
- Visually compelling summaries of SILVANUS pilots and wildfire prevention measures.
- Announcement of upcoming dissemination and SILVANUS platform demonstration events.



SILVANUS - European Green Deal Project for Wildfire Management and Climate Change

by SILVANUS Consortium

The SILVANUS project brings together a large consortium of interdisciplinary experts from four continents to combat the threat of forest fires and improve forest resilience against climate change.

The key output of the project is the release of a climate resilient forest management platform to prevent and suppress forest fire. SILVANUS relies on environmental, technical and social sciences experts to support regional and national authorities responsible for wildfire management in their respective countries.

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Figure 13 Early version of SILVANUS Newsletter Design

3.9 Press Releases

The first press release, introducing the SILVANUS project, was distributed in December 2021 among all SILVANUS partners, and it was published on their respective websites and social media accounts (Figure 11). The SILVANUS consortium has partners with a long-standing relationship with media outlets, which means the first and the future press releases on the status of the project (whenever an important milestone has been achieved) may be disseminated not only through SILVANUS and SILVANUS partners' social media accounts on websites, but through various online portals, newspapers, and other media and news outlets.

Each local partner is responsible for disseminating the press release in their respective countries through media channels such as online portals, newspapers, TV, radio, YouTube channels, etc., and may maintain a close relation with the media. In this way, the SILVANUS press releases may have appropriate exposure to all possible stakeholders and the respective target groups.

The SILVANUS press releases will coincide with the achieved milestones for platform development in M6 (participatory process methodology established), M12 (platform assessment framework released), M18 (1st version of integrated platform released), M36 (2nd version of integrated platform release), and M42 (final product release). Press releases will also support the pilot milestones in M9 (first trial activities for Phases A, B and C), M10 (final training delivered), and M11 (final platform and core components delivered).

3.10 Scientific Publications

Scientific publications that will offer an academic perspective on the benefits of the SILVANUS platform will be published every year (at least six per project year on average, 24 in total within the project lifecycle). Within these publications, SILVANUS project results will be discussed, featuring topics such as technical features, the potential of the SILVANUS platform future development, and on the platform's applicability through the description of pilots. The target group featuring universities and think tanks will be the priority, although the language of the scientific publications is expected to be approachable for all target groups interested in SILVANUS results. More than three quarters of scientific publications will be available free of charge on the project website or on individual SILVANUS partner's websites.

Scientific Publications in Green and Gold Open Access Journals will be highly prioritised.

Selection of conferences/OAJs for publishing scientific articles considers multiple criteria:

- **Relevance and pertinence of the topic/focus** assessing the level of match between the topic of the conference/OAJs with the topic of the project results to be published.
- **Impact** assessing the expected audience and statistics related to attendees or citations that paper published received in the past, including the event/OAJ reputation.
- **Locations and/or costs.**

3.11 Promotional Material (Brochures, Posters, Information Sheets...)

Promotional material such as brochures and posters (which may be presented at a dissemination event) will have a unique visual signature – in line with the colours of the SILVANUS logo.

D10.1 - Dissemination and Community Engagement Strategy

The **brochures** will be shared at dissemination events either hosted or attended by SILVANUS partners, featuring the links to the project website, along with an invitation to join the SILVANUS stakeholder list and to receive updates on SILVANUS, which will include invitations to future webinars, workshops, and conferences.

The **posters (both scientific and popularised)** built on top of the key components and phases of the SILVANUS project.

The **roll-up banners** will focus on the visual presentation of the project, with QR codes to social media, and other elements capable of generate a call-to-action response by target groups.

The **infographics** will be issued every month as graphic visual representation of the project concept, objectives and pilots intended to present it in an appealing way.

The **gadgets (pencils, bags, stickers)** for promotional activities, as they are conceived as a tool to grasp the interest of stakeholders, illicit curiosity to gain more content from the project website, and keep the project key message alive for a long time.

As SILVANUS is an Innovation Action (IA), it is foreseen to design and **deliver marketing collateral materials**. The marketing materials will be distributed across Phase A, B and C trial demonstration Material (information sheets, postcards etc.) for specific events.

Complementarily, the EC Tools provided for the funded R&D projects will be highly exploited to widening the impact of the SILVANUS project C&D action. These comprise of:

Research and Innovation Success Stories. A collection of the most recent success stories from EU-funded Research & Innovation.

CORDIS Multilingual articles and publications that highlight research results, based on an open repository of EU project information.

Horizon Results Platform A public platform that hosts and promotes research results thereby widening exploitation opportunities. It helps to bridge the gap between research results and generating value for economy and society. SILVANUS will create its own page to showcase the project results, find collaboration opportunities and get inspired by the results of others.

D10.1 - Dissemination and Community Engagement Strategy

4. Roadmap towards establishing the Centre for Adaptation Strategies and Development

The SILVANUS platform is developed by a team of interdisciplinary experts from diverse fields who will have different inputs to its evolution and marketability, therefore increasing the platform's long-term exploitation potential for a number of markets. The exploitation of SILVANUS project results will be focused but not limited to the fire detection, protection and suppression system market. The SILVANUS platform may also find its place in the future technology markets, such as the remote sensing, drone development, or big-data analytics.

The communication and dissemination activities for the duration of the project will attempt to identify the exploitation potential of the SILVANUS platform by assessing stakeholder needs and diversifying the target groups. This social, economic, and technological diversification of target groups (mentioned in Section 2) will go beyond the forest and wildfire prevention management sector. Active communication and dissemination, explained in the previous chapters, will be conducted with target groups such as software technology development sector, land and forest owners, and the energy, construction and infrastructure sector, which will give a necessary input to the future marketability of the SILVANUS platform. Citizen and stakeholder engagement actions, which is focused but not limited on the firefighters and residents living close to wildfire areas, will also be an important consideration factor, as the practical applicability of the platform will be important for those stakeholders at the frontlines. The evaluation of the pilots, along with the feedback of stakeholders from all target groups, will give a comprehensive framework to ensure the longevity of the platform and its long-term existence on the market, long after the project has officially finished.

Exploitation conclusions from stakeholder engagement events, along with most important discussion takeaways from various SILVANUS webinars, workshops, and conferences (either organised by SILVANUS Consortium or dissemination events where SILVANUS partners will have a presentation), will all be reviewed and filtered into an internal document. This exploitation research document will serve as a bridge between the communication and dissemination processes and the data potentially utilizable for exploitation purposes.

SILVANUS will publish at least four whitepapers, where the main results of the project will be presented in a concise and accessible manner. The applicability of these results in practice will be demonstrated through an overview of pilots and case studies that were implemented during the project. This will be compared with market research findings throughout the project, and an idea for a new market niche will be demonstrated where the SILVANUS platform will find its long-term functionality.

A crucial framework for future exploitation of the SILVANUS platform is the Centre for Adaptation Strategies and Development (CASD), a global think tank that will develop regional policies for forest rehabilitation and restoration. These consultancy services will include the analysis of technology and market trends and how the SILVANUS platform may fit within these new developments. The update on the market positioning of the SILVANUS platform will necessitate development of new business models that take into account the evolving requirements and needs of stakeholders.

SILVANUS will create value proposition business models on the basis of the exploitation findings for these specific but diverse target groups. The models will include market penetration plans, business and financial plans, and individual and joint exploitation plans by SILVANUS partners to make the SILVANUS platform viable in the long-term on the market.

D10.1 - Dissemination and Community Engagement Strategy

5. Collaboration with other Innovation Action (IA) and Coordination and Support Action (CSA) projects

The SILVANUS communication strategy takes into account the collaborative nature of the H2020 IA and CSA projects, considering it an essential segment of communication and dissemination activities, especially in collecting pertinent data and accumulating a wide stakeholder network that may be shared by all projects, depending on the overlap of the project goals. Communication channels are already opened with the communication and dissemination managers of FIRE-RES, DRYADS, and FireLogue projects.

SILVANUS has actively participated at the FireLogue kick-off meeting in November 2021, presenting the basic outline of the project with a summary of the project's objectives. Additional meetings were held with FireLogue representatives in January and February 2022 on the next stages of collaboration.

The current status of dissemination collaboration is at the level of an active exchange of ideas. At this early stage of the project, where all four IA/CSA projects are collecting social, economic, biological, technological, and geographical data on wildfire prevention, a joint knowledge base may be assembled that will feature information and data collected by all projects, which could be accessed by all project partners. Working groups will be organised, featuring stakeholders from all four projects, with a particular emphasis on topics such as socio-economic impacts and infrastructure. By collaborating on these working groups, SILVANUS partners may have additional input on the experiences of the stakeholder target groups from other IA/CSA projects and vice versa, including citizen engagement and collecting perspectives from local residents, communities, or civil society organisations representing those communities. Different perspectives from other projects' stakeholders may therefore advance the SILVANUS project results and enhance the SILVANUS platform. A joint impact assessment of all IA and CSA projects can provide an additional perspective on the potential influence of SILVANUS project results on its target groups, and on the future exploitation of the SILVANUS platform to make it more marketable and accessible not just to SILVANUS target groups, but also to those stakeholders exclusively connected to other IA/CSA projects.

It is expected that the IA/CSA projects may contribute to SILVANUS newsletters with articles and comments on the SILVANUS platform. SILVANUS will also present its results and the platform on the newsletters of the IA/CSA projects. FireLogue will disseminate SILVANUS project results at events it is organising or presenting at, depending on the type of event and the audience. Common dissemination campaign is planned for the International Firefighters Day on May 4th. A common day to disseminate the results of all IA/CSA projects is planned, where all projects would present the progress of their results and seek further common ground. This may be supported by a joint newsletter and a joint event of all the IA/CSA projects.

Other joint workshops, online webinars, and training sessions are in planning stages, depending on the milestones achieved within the timelines of respective projects, and on the joint themes of the projects that will have a huge benefit from having stakeholders from all four projects attending the event.

D10.1 - Dissemination and Community Engagement Strategy

6. Evaluation of Communication and Dissemination Activities – Key Performance Indicators

The essential component of assessing the overall project impact is the evaluation of SILVANUS communication and dissemination activities through key performance indicators (KPI). Through a stakeholder-oriented engagement, the impacts will not only have a quantitative value (e.g., the number of followers), but a quality value, since SILVANUS partners will promote an active collaboration with its stakeholders and draw conclusions from the resulting constructive feedback, developing the SILVANUS platform in an interactive and dialogue-based manner.

The key performance indicators are given in the following table:

Table 3 List of Key Performance Indicators for Communication and Dissemination Activities

Dissemination Tool	KPI	Objective
Website	Number of visits	50-200 unique visitors per day (on average)
Project Publications (Deliverables, Reports, Articles, Embedded Videos)	Number of visits, downloads, and referrals On-site activity and engagement	50-200 downloads per month
Social Media: LinkedIn	Number of active followers Activity and engagement of followers (likes, comments, sharing)	1000-2000 followers by the end of the project
Twitter	Number of active followers Activity and engagement of followers (retweets, likes, comments)	500-1000 followers by the end of the project
Webinars, Workshops and Conferences	Number of attendees Contributions from attendees/external stakeholders to project advancement Number of satisfied attendees (according to the surveys)	50-100 for a local event 100-300 for an international event 50 for awareness workshops (250 attendees for 5 events) 300 students in 10 school events (minimum of 30 for each school) 50 attendees in 5 press conferences (10 for each) Over 90% satisfied
Scientific Publications	Number of citations	
Press Releases	Number of published press releases	200-500 publications (for all press releases) on websites, social media, newspapers, TV, radio, YouTube channel

D10.1 - Dissemination and Community Engagement Strategy

Dissemination Tool	KPI	Objective
Newsletters	Number of recipients, views, and downloads	500-2000 per newsletter
Videos	Number of views on the YouTube channel, number of subscribers, number of constructive comments	5000-20000 views per video on average
Collaboration action with other Green Deal and H2020 projects	Collaboration with EU, national or international projects, e.g., on use cases, user-requirements and when possible, by sharing or interchanging datasets.	At least 5 collaborative outcomes from each of the pilot deployment and validation.

The monitoring of KPIs will be conducted by using the website and social media management platform tools (WordPress, Hootsuite). The attended events (both organised and participated) and the corresponding number of attendees will be monitored through the event list. Citations of scientific publications will be monitored through Google Scholar and Research Gate tools.

Table 4 depicts a list of risks and contingency measures to alleviate these risks and to improve communication among stakeholder target groups in order to achieve the targets in Table 3.

Table 4 Risks and Mitigation Measures in Communication and Dissemination Strategy

Risks	Mitigation Measures
Lack of interest among stakeholders	Stronger promotion of project results by enhancing online visibility, increase of newsletters and promotional material, new visual elements for dissemination material, introduction of satisfaction surveys, organisation of new direct consultation events
Conflict of interest or disagreement between target groups	Analysis of conflict, search for compromise and the solution of disagreement among target groups, organisation of direct consultation events that include representation of the target groups with differing opinions and interests
Dissatisfaction among stakeholders	Identification of reasons for dissatisfaction, communication improvement through organisation of direct consultation events, enhancement of promotion activities, utilisation of more accessible language in dissemination reports
Delay or cancellation of communication and dissemination events (due to COVID-19 pandemic or other external events)	Online organisation of events featuring live streams (available on SILVANUS YouTube channel)

7. Conclusion and References

An efficient communication and dissemination strategy that establishes a close and highly interactive relationship with a large and interdisciplinary pool of stakeholders has the objective to ensure the longevity of the project beyond its duration. The SILVANUS platform has the potential to secure its place as a vital tool in wildfire prevention, and the accompanying dissemination and community engagement strategy is a crucial part in ensuring the longevity of SILVANUS project outcomes. The key to achieving this is a sustainable and productive stakeholder engagement framework.

SILVANUS project has already commenced its dissemination activities, through the aforementioned cooperation with the CSA project FireLogue and by opening communication channels with IA projects DRYADS and FIRE-RES. Detailed stakeholder and event lists are established. The project was presented at the FireLogue kick-off meeting, and had a presence at the ECOMONDO Conference in October 2021, and at the TIEMS annual conference in December 2021.

The communication and dissemination event reports, online activities on the project website and on social media accounts, and activities in the field of research of academia will provide a basis for a detailed analysis of accomplished goals and objectives at the end of each project year, which will be summarized in the SILVANUS dissemination annual report deliverables.

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