



Media impact report

ACTION E6

FOREST OWNERSHIP CENTRE



30/06/2022

LIFE16 CCM/ES/000065

CLIMARK

Forest management promotion for climate change mitigation through the design of a local market of climatic credits

DELIVERABLE

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MEDIA IMPACT REPORT

The actions planned to publicise the LIFE CLIMARK project included the publication of press releases in traditional media and the creation of Twitter and Facebook accounts. This report lists the press releases published with summaries of the key information contained in each one. It also includes an assessment of the impact of the Twitter and Facebook social network accounts.

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1. Objectives of the action

The aim of featuring the project in the mainstream media and on social media networks is to publicise the project and the concept of climate credits and the climate credit market to the general public.

A series of publications in the mainstream media were planned to inform the public about the launch of the project, the actions carried out and the pilot studies started and to announce the final conference, a total of four press releases and one press conference.

In addition to the project website, where key information on the LIFE CLIMARK project is published, the creation of Facebook and Twitter profiles was also planned in order to publish regular information on the project.

2. Media appearances

The total number of press releases and articles in the media was greater than planned. A total of 12 items have been published, one on television, four on radio, six in the printed and digital press and one in the official gazette of the Catalan Water Agency (ACA). The last article published appeared on twenty different web portals and online news sites. A total of 32 press releases have appeared in different media. Table 2 in Annex 1 contains a list of the project's appearances in the media.

3. Website and social media networks

Facebook and Twitter accounts were created as planned. To measure their impact, from the start of the project, in line with the indicators in Deliverable 28, the number of Twitter impressions and interactions and appearances on Facebook were monitored. Each of these parameters was obtained using different types of metrics, based on standardised variables for each social media network.

From the start of the project until the end of 2020, a company tracked these metrics, using its own system. After that date, this work was done by the CPF using the "Google Analytics" program. This led to a change in the type of metrics used and there is therefore a numerical mismatch from the first quarter of 2020. At around the same time as this change, the work dedicated to maintaining the project's social media presence declined due to a lack of resources. This, together with the change in the metrics, explains the reduction in social media interactions seen in Table 1.

The metrics used to calculate the number of Twitter impressions refer to the number of times published tweets are viewed. To calculate the number of interactions, the first company counted likes, retweets and mentions, while the CPF counted visits and mentions. The Facebook metrics analysed by the first company were publications, visits, likes and comments, while the CPF counted publications and visits.

Table 1 shows that social network activity grew irregularly from the start of the project, peaking from late 2019 throughout 2020. It then declined irregularly until 2022. Twitter was the most active social media network with the greatest impact.

Table 1. Social media indicators by quarter

Quarter	No. of impressions on Twitter	No. of interactions on Twitter	No. of Facebook appearances
IV - 2017	0	69	0
I - 2018	0	75	0
II - 2018	9200	73	3409
III - 2018	1200	75	1435
IV - 2018	3385	16	317
I - 2019	7600	19	468
II - 2019	3846	163	469
III - 2019	7148	152	794
IV - 2019	6801	105	1554
I - 2020	79400	1039	6914
II - 2020	62000	888	49
III - 2020	126200	2157	46
IV - 2020	18245	862	20
I - 2021	16361	626	34
II - 2021	10960	230	7
III - 2021	1936	131	0
IV - 2021	5508	160	1
I - 2022	1320	735	294
II - 2022	6406	875	483
III - 2022	448	336	44

Annex 1. Table of media publications

Action	Date	Media type	Media name	Summary
ACA official press communiqué reporting on the installation of piezometers.	29/01/2019	Official gazette	Catalan Water Agency (ACA)	The ACA issued a call for tenders for the installation of piezometers in the Carme Capellades aquifer (La Llacuna) to carry out a forestry study as part of the LIFE CLIMARK project.
Article in the <i>Segre</i> newspaper	24/11/2019	Newspaper	Segre	Article explaining the CLIMARK project in the context of managing forest fires.
Interview on the <i>TN - Comarques</i> news programme on the TV3 television channel	13/01/2020	Television	TV3	Forestry management and its carbon impact
Interview on the <i>MeteoMauri</i> programme broadcast on Catalunya Ràdio	31/07/2020	Radio	Catalunya Ràdio	Forest management and climate credits
CPF press release about LIFE CLIMARK	July 2020	Web portal	Lifeclimark.eu	Detailing the scientific background to the implementation of this project.
CPF press release about LIFE CLIMARK concerning forest fires	July 2020	Web portal	Lifeclimark.eu	Explanation of how the project could help to mitigate the risk of forest fire in Catalonia.
Article in the <i>El Mon</i> newspaper	29/09/2020	Newspaper	El Mon	Summary explanation of the main aims of the project and the actions planned
Article: Collserola becomes a laboratory to test how forests adapt to climate change [in Catalan]	12/02/2022	Online newspaper	Mon Planeta	Explanation of the actions to be taken to implement a pilot study in the Collserola natural park.
Article: The Collserola natural park (Barcelona) is the site of a pilot study into fire prevention [in Catalan]	12/02/2022	Online newspaper	Europa Press	
Article: Collserola is the site of a forestry management project to adapt forests to the challenges of climate change [in Catalan]	12/02/2022	Online newspaper	BTV Notícies	
Article: The Collserola natural park (Barcelona) is the site of a pilot study into fire prevention [in Catalan]	12/02/2022	Online newspaper	Gente Digital	
Article: Collserola is the site of a pilot study into fire prevention [in Catalan]	12/02/2022	Online newspaper	Catzona	
Article: Collserola is the site of a pilot study into fire prevention [in Catalan]	12/02/2022	Online newspaper	Catalunya PRESS	

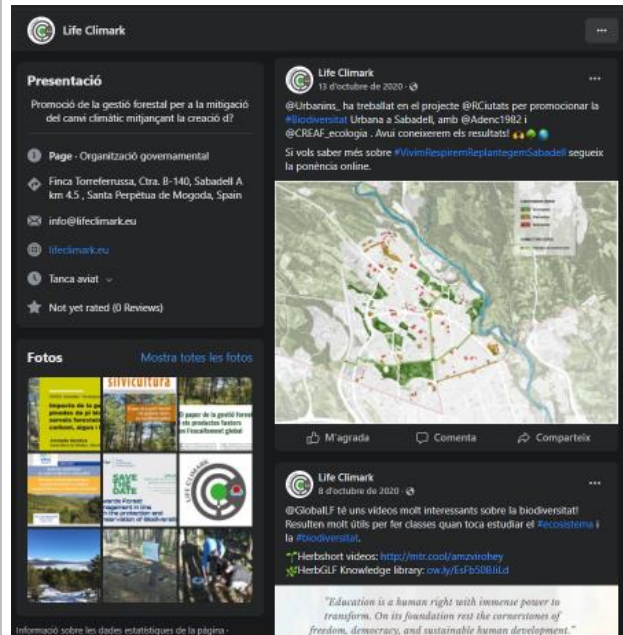
Article: Collserola, a pilot study into the new Catalan climate credits [in Catalan]	12/02/2022	Online newspaper	Tot Barcelona
Article: Collserola studies how to prevent forest fires [in Catalan]	12/02/2022	Online newspaper	Metropoli Abierta
Article: The Collserola Natural Park takes part in the LIFE CLIMARK project [in Catalan]	13/02/2022	Online newspaper	Cugat Mèdia
Article: Collserola, a laboratory for adapting forests to the challenges of climate change [in Catalan]	13/02/2022	Online newspaper	La premsa del Baix
Article: Pilot study to prevent fires in Collserola [in Catalan]	13/02/2022	Newspaper	La Vanguardia Catalunya Vivir
Agència Catalana de Notícies article	14/02/2022	Web portal	Agència Catalana de Notícies
EL SUPLEMENT section - forestry management pilot study - LIFE CLIMARK project	14/02/2022	Radio	Catalunya Ràdio
Article: Collserola becomes a laboratory for adapting forests to the challenges of climate change [in Catalan]	14/02/2022	Web portal	Cerdanyola.info
Article: Smart forestry management to combat climate change [in Catalan]	14/02/2022	Web portal	Federació de Municipis de Catalunya
Article: Collserola becomes a laboratory to test how forests adapt to climate change [in Catalan]	14/02/2022	Online newspaper	El Llobregat
Article: Collserola becomes a laboratory to test how forests adapt to climate change [in Catalan]	14/02/2022	Online newspaper	El Far
Article: Measures by the AMB enable five estates, including Can Ferriol in Sant Feliu, to adapt to meet the challenges of climate change [in Catalan]	14/02/2022	Online newspaper	Llobregat Digital
Article: The Collserola park will be the site of a pilot study focusing on preventing forest fires [in Catalan]	14/02/2022	Online newspaper	Territori Rural
Article: Collserola develops a laboratory to test how forests adapt to climate challenges [in Catalan]	14/02/2022	Web portal	EYSMUNICIPALES
Article: Collserola becomes a laboratory to test how forests adapt to climate change [in Catalan]	14/02/2022	Online newspaper	20 Minutos

Report on Cadena SER	15/02/2022	Radio	Cadena SER	
Report on Cugat Mèdia	15/02/2022	Radio	Cugat Mèdia	
Article: Climatic credits or how to establish a price for environmental services – The Life Climark project is developed in Catalonia	22/07/2022	Newspaper	Diario de Teruel	A presentation of the project at an environmental management course by the Summer University of Teruel is announced, and the climatic credit concept is summarized
Article in <i>Regions4</i> - Box 9: LIFE CLIMARK beyond carbon	-	Journal	Regions4	Explanation of the aims of the project.

Annex 2. Examples of press and social media network publications



1. Publications on Twitter



2. Publications on Facebook



3. Tweet by the project mentioning the interview on the *MeteoMauri* programme on Catalunya Ràdio

RAISING AMBITIONS ON CLIMATE ADAPTATION
Regions4
Sustainable Development
REGIONSADAPT

Regions like Catalonia provide good examples of mobilising finance for a post-COVID green recovery. The **Next Generation Catalonia** document approved by the regional government includes 9 flagship initiatives, 16 outstanding projects and 114 business projects presented by the administration, private companies, consortia and third sector entities for an ecological transition with expected investments of over €23.412 million in the period 2020-2032 (Box 9).

BOX 9 LIFE CLIMARK BEYOND CARBON

REGION: CATALONIA (CAT)

GDP (US\$)
236,814 M\$

POPULATION
7 670 838

COUNTRY
SPAIN

Catalan forests absorb around 10% of the CO₂ emissions of Catalonia. A sustainable management of these forests could increase this capacity by up to 20%.

The Life CLIMARK is a new project that aims to contribute to the mitigation of climate change and increase the carbon sink capacity, prevent the forest fires, improve the runoff water and improve biodiversity conservation of the Mediterranean forests. It fosters the mitigating effects of a multifunctional and climate-smart forest management. It also offers access to new finance schemes, through the creation of a voluntary credit market that goes beyond carbon credits, integrating other factors such as water, biodiversity and fire prevention.

The Climate Credit facilitates investing in nature-based solutions as part of voluntary offsetting and corporate social responsibility initiatives. For woodlands managers and owners, it is a way to diversify income sources based on the benefits they provide for society. For investors, the framework of Climate Credit guarantees transparency and accountability, while also offering visibility and recognition.

Based on a forest management impact assessment, the Climate Credit takes into account the:

- Ability to absorb and/or conserve carbon stocks (in woodlands and in products)
- Improve runoff to increase available water
- Biodiversity conservation and enhancement
- Fire resistance and resilience

KEY FACTOR:

MULTI-LEVEL GOVERNANCE FOR ADAPTATION

ADAPTATION FINANCE

IMPLEMENTATION, MONITORING AND REPORTING

MAINSTREAMING ADAPTATION

REFERENCES: [WEBSITE OF THE PROJECT](#)

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4. Article in the publication *Regions4*

CIÈNCIA MEDI AMBIENT

Boscós contra el canvi climàtic

Professors d'Agrònoms participen en sengles projectes que tenen com a objectiu preservar arbres i plantes i mitigar l'escalfament global || Un 'vigila' des de Lleida parcel·les forestals de tot el món i l'altre promou un sistema per millorar la seua gestió amb 'crèdits' d'empreses

S.E./M.A.

Control de boscos de tot el món des de Lleida i millora de la gestió forestal captant fons d'empreses a través d'un nou crèdit climàtic. Aquests són dos projectes per lluitar contra el canvi climàtic en què participen professors d'Agrònoms de la UdL. El primer, iniciat fa dos anys, comporta la vigilància de vuit boscos de diferents punts del planeta per estudiar com afecta el canvi climàtic a una possible redistribució d'espècies forestals. Víctor Resco, investigador i professor d'Incendis Forestals i Canvi Global de la UdL, va detallar que tenen monitoritzades vuit parcel·les forestals al Moncayo, Berlin, Zuric, Malmö i Umeå (les dos últimes a Suècia), en les quals mesuren el creixement dels arbres i les plantes i analitzen com els afecta l'augment de la temperatura que es produeix cada any. Va indicar que quan les plantes creixen en aquestes condicions, o bé evolucionen i s'adapten o bé migren fins a altres zones, on què dispersen les seues llavors gràcies al vent i les aus, per exemple. Aquesta investigació s'està desenvolupant amb l'Escola Politècnica Federal de Zuric i té una durada de quatre anys.

Les dades recopilades amb els mesuraments permetran comprendre millor els mecanismes que expliquen el desplaçament d'espècies a causa del canvi climàtic i, alhora, crear models de distribució. D'aquesta forma serà possible simular i preveure el comportament de totes les espècies forestals europees en aquest escenari d'augment de temperatura global, a partir de l'estudi de les vuit parcel·les citades. La UdL contribueix així aportant informació per entendre la funció de cada una de les espècies i l'objectiu final és millorar el coneixement sobre els diferents boscos del planeta i ajudar a la seua preservació i ús sostenible.

El segon projecte és el de millorar la gestió forestal per mitigar el canvi climàtic, facilitant compensacions als amos dels boscos a través de fons aportats per empreses amb la creació d'un mercat voluntari de crèdits climàtics. És un projecte finançat amb fons de la UE liderat per Teresa Cervera, professora de la UdL i cap de l'àrea de foment de la gestió forestal sostenible del Centre de la Propietat Forestal, i en què participa un grup del departament d'Enginyeria Agrícola i Forestal de la UdL encapçalat per Cristòfol Vega. Es denomina Life Climark i també hi col·laboren el Centre de Ci-

LES CLAUS



Photochain

Col·laboració: El projecte es denomina Do evolutionary constraints on PHOToperiod and Circadian clocks hinder Adaptation and acclimation of plants to climate change? (Photochain) i la UdL el porta a terme amb l'Escola Politècnica Federal de Zuric.

Consisteix a monitoritzar vuit boscos situats a Espanya (concretament al Moncayo), Alemanya, Suïssa i Suècia per determinar com afecta les espècies forestals l'augment de temperatura que es produeix cada any a la possible redistribució d'espècies que provoca aquesta situació i, a partir de l'estudi d'aquestes vuit parcel·les, preveure el comportament de totes les espècies europees. La investigació es va iniciar fa dos anys i té una durada total de quatre.

Life climark

Objectius: Contribuir a la mitigació del canvi climàtic promouent una millora de la gestió forestal multifuncional amb la creació d'un mercat de crèdits climàtics.

Assajos: Els responsables del projecte porten a terme treballs en unitats de paisatge ubicades a la Baronia de Rialb (Noguera), Agullana i Darnius (Alt Empordà), el Montmell (Baix Penedès) i en diverses zones dels replans del Berguedà, les capçaleres del Llobregat (tots dos al Berguedà) i les sèries d'Ancosa (Alt Penedès i Anoia).

Planteja actuacions que puguin tenir impacte a escala de paisatge, massís o conca. A la Baronia de Rialb integren la biodiversitat en la gestió forestal, conservant arbres de gran diàmetre i l'actual varietat d'espècies i microhàbitats.



Els responsables del projecte 'Life Climark'.

ència i Tecnologia Forestal amb seu a Solsona, l'oficina catalana del canvi climàtic i un centre de la regió italiana del Vèneto. El projecte té un pressupost d'1,2 milions, dels quals la Unió Europea aporta el 60%, i la durada és de quatre anys.

Fons de les empreses

El que planteja és que hi hagi empreses que, per motius de responsabilitat social corporativa, com a manera de guanyar reputació o com a contribució econòmica per millorar el seu entorn, aportin fons a canvi d'aquest crèdit climàtic, que és el que permetria sufragar les despeses a propietaris que

apliquen mesures per millorar l'estat de les seues parcel·les. Aquestes mesures inclouen l'augment dels recursos hídrics —una millor gestió fa que el bosc retengui menys aigua—, la integració de la biodiversitat en la gestió forestal i la prevenció d'incendis. Cervera va assenyalar que estan constituint un comitè d'experts per veure quina disponibilitat hi ha per part de les empreses de participar-hi i de quina manera poden fer-ho. Els integrants d'aquest projecte han firmat acords amb propietaris per efectuar treballs a 25 rodals (unitats de paisatge), en sis paratges, un a la Baronia de Rialb (vegeu la fitxa).