



COMMUNICATION PLAN

ACTION E1

LIFE16 CCM/ES/000065

CLIMARK

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

CENTRE DE LA PROPIETAT FORESTAL (CPF)



DELIVERABLE

6



TABLE OF CONTENTS

1. Aim	3
2. TARGET AUDIENCE, MESSAGES AND CHANNELS OF COMMUNICATION	
3. COMMUNICATION ACTION	
PLANNING	6
4. CALENDAR	7
5. ANNEXES: ANNUAL IMPLEMENTATION PROGRAMME	8
5.1 2018	
5.2 2019	

5.3 2020 5.4 2021 5.5 2022



1. AIM

The aim of this communication plan is to facilitate the planning and monitoring of all the communication and transfer activities contemplated in the project LIFE CLIMARK, in a targeted, coherent, and coordinated way.

This communication plan has 3 features: It includes **transfer**, **co-creation**, **and communication** activities. **Involvement** of the different stakeholder groups from the start of the project. A dynamic communication plan through an **annual programme of activities**.

2. TARGET AUDIENCE, MESSAGES, AND CHANNELS OF COMMUNICATION.

For each target group, the most appropriate messages and channels of communication have been identified, as well as the parts of the project that could be the most interesting.

In the LIFE CLIMARK project there are **2** groups of primary actors who have been clearly identified (climate credit generators and buyers), and **2** working scales have been defined (the 6 LUs in the project, and the region as a whole), which have been taken into account as follows:

1. **Forest managers**: these promote sustainable forest management projects capable of generating climate credits.

Key Messages	Target	Channels					
	group	direct	via multipliers				
"The forest management you apply offers a series of benefits related to climate change mitigation and adaptation that can be valued and offset."	Managers for the 6 project LUs	 Field visits (horizontal transfer peer-to-peer) Co-design workshops Support material 	- Local forest owners' associations				
"In your region, there are certain forest practices that maximise those benefits." "There are tools for easily calculating the environmental benefits of your management and external actors with an interest in co-funding."	Managers in Catalonia (SP) and Veneto (IT)	 Technical documents Journals in the sector CPF website Ruralcat website Online tools Field visits 	- Regional forestry associations (CFC, UP, BOSCAT, ELFOCAT, etc.) - CPF technicians - Forestry students				

2. **Local or regional companies**: potential buyers of climate credits. This will focus on CO₂ emitting companies, but will be open to any type of company. This group



includes intermediaries who can publicise the forestry projects as a possible proposal for environmental investment.

Key Messages	Target	Chanr	nels
	group	direct	via multipliers
"There is the opportunity of investing in forestry projects to offset emissions (credit market) or through the environmental vector of	Local companies in the areas of the 6 LU	Informative meetings with local companies	- Local associations: ARCA, etc.
corporate social responsibility." "In this region, there is a catalogue of beneficial forestry practices that go beyond planting trees."	Local companies throughout the region (Cat and Veneto)	 Informative leaflets Promotional Material Specific seminars Journals in the 	- Regional business associations
"Investing in forest management is investing in the region."	International companies	sector - Trade fairs and events	- AENOR - PEFC - International business associations

The following **secondary actors** have been identified, in order of interest:

3. Policy-makers, administrations and public entities

Key Messages	Target group	Ch	annels
		direct	via multipliers
"Forests are part of the solution to Climate Change (CC)."	Administrations with competence in forests	- Policy brief - Expert	- EFI
"There exists the possibility of evaluating the contribution of forest management to the mitigation of CC in Catalonia."	Administrations with competence in CC	committee	- To be defined
"There are mechanisms for investing private money in forestry management."	Administrations with competence in business and economy		- To be defined

4. Researchers in the forestry, finance, and business sectors

Key Messages	Target	Channels
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	group	direct	via multipliers
"There is a proposed method for evaluating the benefits of forestry management with respect to the climate, water and biodiversity." "We have identified and evaluated <i>Climate Smart</i>	Forestry Sector	- Scientific articles - Scientific seminars - Networking - EFI Resilience	- COST ACTIONS "Climate Smart Forestry" "PES- For" - LIFE projects related to CC
Forestry practices for Catalonia and Veneto."	Business Sector	blog	- To be defined
"There is a climate credit proposal (PES) that incorporates Carbon, Biodiversity and Water indicators."			

5. Society and other sectors

Key Messages	Target	Char	nnels
	group	direct	via multipliers
"Forests are part of the solution to Climate Change (CC)."	General public		
"In Catalonia, forest management, beyond plantations, contributes to mitigating climate change."		- LIFE website	- NGOs
"Forest management must be encouraged."	Rural tourism?		PressEnvironmental blogs
"There are mechanisms for investing in sustainable forest management and mitigating CC."	Parks?		
"Investing in forest management is investing in the region."			



4. COMMUNICATION ACTION PLANNING

Based on the information gathered in the previous section, around 50 direct communication actions have been planned, linked to different project actions (E), as detailed in Figure 1:

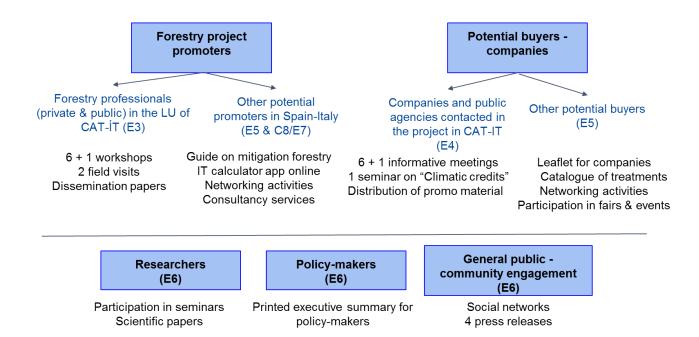


Figure 1. Communication action contemplated for the LIFE CLIMARK project, for the period 2018-2022, and the project action in which they will be carried out.



4. CALENDAR - GANTT CHART for the communication actions

Gantt chart		20	17			20	18			20	19			20	20		2021			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
E1 Communication Plan and logo																				
				X	X															
E2 General dissemination: material, panels, web page and Layman's report																				
				X	X	X	X	X												
E3 Knowledge transfer and capacity building actions for forest managers																				
E4 Knowledge transfer and capacity building actions for potential buyers of Climatic Credits																				
E5 Elaboration of promo material for potential end users																				
E6 General dissemination actions at the national and transnational levels																				
					X	X	X	X												
E7 Networking and exchange activities with other projects and institutions																				
					X	X	X	X												

5. ANNUAL IMPLEMENTATION PROGRAMME

2018

			DA	TE		TARGET PUBLIC				JBL	IC		
communication actions - 2018	ACTION	RESP. PARTNER	Planned	Executed	Participants/ Number of items	Foresters-UP	Foresters-Region	Buyers-UP Buyers-Region	Policy makers	Researchers	International publ	General public	COMMENTS / PROFILE OF PARTICIPANTS
1. General communication actions	E1/E2												
Communication Plan	E1	CPF	march	september		4							
Project Corporative image	E1	CPF	march	march		4							
Project logotype Díptic de presentació	E1 E2	CPF OCCC	march march	march july	500	4							500 impressions en català
Poster roll-up	E2	OCCC	march	july	digital	+							Sub impressions en catala
Informative Panel UP Capçaleres del Llobregat	E2	CPF	octubre	2019	1	1							
Webpage - created and fed -	E2	OCCC-CPF	march	march	· ·	†							en revisió tècnica de continguts
Wespage Greated and lea		000001	maron	maron		†							chi revisio tecinea de contingua
2. Actions tragetting promoters (foresters)	A2/E3												
Preparatory workshop UP - Capcaleres Llobregat	A2	CPF	26-may	26-may	14	Х	Ŧ		Х	Х			Propietaris, alcalde, gestor, CSIC, ACA
Preparatory workshop UP - Aspres	A2	CPF	22-ene	22-ene	6	Х			ľ	Ť	П		Ass. propietaris, gestors, FC
Preparatory workshop UP - Montmell	A2	CPF	29-nov-17	29-nov-17	5	Х							Ass. Propietaris, gestors
Preparatory workshop UP - Serra Ancosa	A2	CPF	19-jul	19-jul	8	Х				Х			Ass. Propietaris, gestors, ACA, CSIC
Preparatory workshop UP - Rialb	A2	CPF	02-mar	02-mar	12	Х			X				Ass. Propietaris, gestors, alcalde
Preparatory workshop UP - Replans Berguedà	A2	CPF	24-abr	24-abr	6	Х				X			Propietaris Berguedà verd, CREAF
Technical seminar - UP Montmell	A2	CPF	08-mar	08-mar	20	Х	Х						Propietat forestal, professionals forestals
Trainning session - UP Montmell	E3	CPF	16-nov			Ш							Alumnat forestal UdL
Trainning session - outside project Ups	E3	CPF	27-nov			Ш	4	_			Ш	Ш	Alumnat INS Mollerussa
3. Actions targetting buyers (companies, ngos, adm.)	A4/E4								Ŧ				
Meetings ARCA - GAL -OCCC	A4	OCCC- CPF	february	02-feb	3	Ш	_)	_	\perp	Ш	Ш	
Meeting CPF- Cork Catalan Institute	A4	CPF	september	05-sep	2			X)	(UP Aspres y región
Informative session - Tarragona (SE)	E4	CPF	30-nov			Ш)	(Ш	Ambientalistes/Arquitectes/alcaldes
4. Promotional material for users of the credit market	E5												
5. General dissemination actions (national-international)	E6												
Newsletter num. 1	E6	CPF	01-may	01-may	digital		х					Х	
Newsletter num. 2	E6	CPF	December			\Box					П		
Practical factsheet in journal Silvicultura 78 - Cork plantations	E6	CPF	04-oct	04-oct	3.500	П	Х			Т	П	П	
Communication in Congress - Vienne (Austria)	E6	UdL	12-abr	12-abr	80	П				Т	Х	П	Wildfire emissions in the study area of Catalunya within the last 10 years
Communication in Congress - ISE (Japan)	E6	UdL	20-ago	20-ago	150	П				Х	Х		Forest management for water flow regulation within a climatic credit market scheme
Annual meeting Italian academy of Forest sciences	E6	CNR	21-mar	21-mar	100	П				X			
Meeting at the Italian Ministry on the Annual Forest Report	E6	CNR	08-may	08-may	10				Х				
Meeting at the Italian Ministry on the National Forest Strategy	E6	CNR	27-jun	27-jun	8	П			Х		П	П	
Project presentation at the EFI Annual Conference in Alguero	E6	CNR	27-sep	27-sep	120	П		Ť	T	Х	х	П	
Project presentation at the XXI meeting of Eu Foresters in Sila	E6	CNR	28-sep	28-sep	70	H	T	†	†	Х	Х	Н	
Profile in Facebook/tweeter created	E6	CPF	march	marzo	NA NA	\forall	\dashv	+	+	<u> </u>	-	х	
Number of communications in Social Networks	E6	CPF	NA	NA	13	H	+	+	†	H	H	Х	
	T			1.21		H	T	†	†	Ħ	Н	Ħ	
6. Networking Actions	E7								t	H			
Invitation of related-project resp. into the committee of experts	E7	CPF	NA	NA	2				T	X			LIFE FOREST CO2 - Accio COST CLIMSMARTFOR
Co-organization of a networking meeting in Soria	E7	CPF	april	19-abr	5	П			Х	Х	П	П	Responsables LIFE FORESTCO2
									I	Ι		П	
						7	3	1	3 5	5 9	4	3	
							-			-	_	_	