



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



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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 group	Channels	
		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	<ul style="list-style-type: none"> - Field visits (horizontal transfer <i>peer-to-peer</i>) - Co-design workshops - Support material 	<ul style="list-style-type: none"> - Local forest owners' associations
<p>"In your region, there are certain forest practices that maximise those benefits."</p> <p>"There are tools for easily calculating the environmental benefits of your management and external actors with an interest in co-funding."</p>	Managers in Catalonia (SP) and Veneto (IT)	<ul style="list-style-type: none"> - Technical documents - Journals in the sector - CPF website - Ruralcat website - Online tools - Field visits 	<ul style="list-style-type: none"> - 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 group	Channels	
		direct	via multipliers
<p>"There is the opportunity of investing in forestry projects to offset emissions (credit market) or through the environmental vector of corporate social responsibility."</p> <p>"In this region, there is a catalogue of beneficial forestry practices that go beyond planting trees."</p> <p>"Investing in forest management is investing in the region."</p>	Local companies in the areas of the 6 LU	- Informative meetings with local companies	- Local associations: ARCA, etc.
	Local companies throughout the region (Cat and Veneto)	<ul style="list-style-type: none"> - Informative leaflets - Promotional Material - Specific seminars - Journals in the sector 	- Regional business associations
	International companies	- Trade fairs and events	<ul style="list-style-type: none"> - 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	Channels	
		direct	via multipliers
<p>"Forests are part of the solution to Climate Change (CC)."</p> <p>"There exists the possibility of evaluating the contribution of forest management to the mitigation of CC in Catalonia."</p> <p>"There are mechanisms for investing private money in forestry management."</p>	Administrations with competence in forests	<ul style="list-style-type: none"> - Policy brief - Expert committee 	- EFI
	Administrations with competence in CC		- To be defined
	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
<p>"There is a proposed method for evaluating the benefits of forestry management with respect to the climate, water and biodiversity."</p> <p>"We have identified and evaluated <i>Climate Smart Forestry</i> practices for Catalonia and Veneto."</p> <p>"There is a climate credit proposal (PES) that incorporates Carbon, Biodiversity and Water indicators."</p>	Forestry Sector	<ul style="list-style-type: none"> - Scientific articles - Scientific seminars - Networking - EFI Resilience blog 	<ul style="list-style-type: none"> - COST ACTIONS "Climate Smart Forestry" "PES-For" - LIFE projects related to CC
	Business Sector		<ul style="list-style-type: none"> - To be defined

5. Society and other sectors

Key Messages	Target group	Channels	
		direct	via multipliers
<p>"Forests are part of the solution to Climate Change (CC)."</p> <p>"In Catalonia, forest management, beyond plantations, contributes to mitigating climate change."</p> <p>"Forest management must be encouraged."</p> <p>"There are mechanisms for investing in sustainable forest management and mitigating CC."</p> <p>"Investing in forest management is investing in the region."</p>	General public	<ul style="list-style-type: none"> - LIFE website 	<ul style="list-style-type: none"> - NGOs - Press - Environmental blogs
	Rural tourism? Parks?		

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:

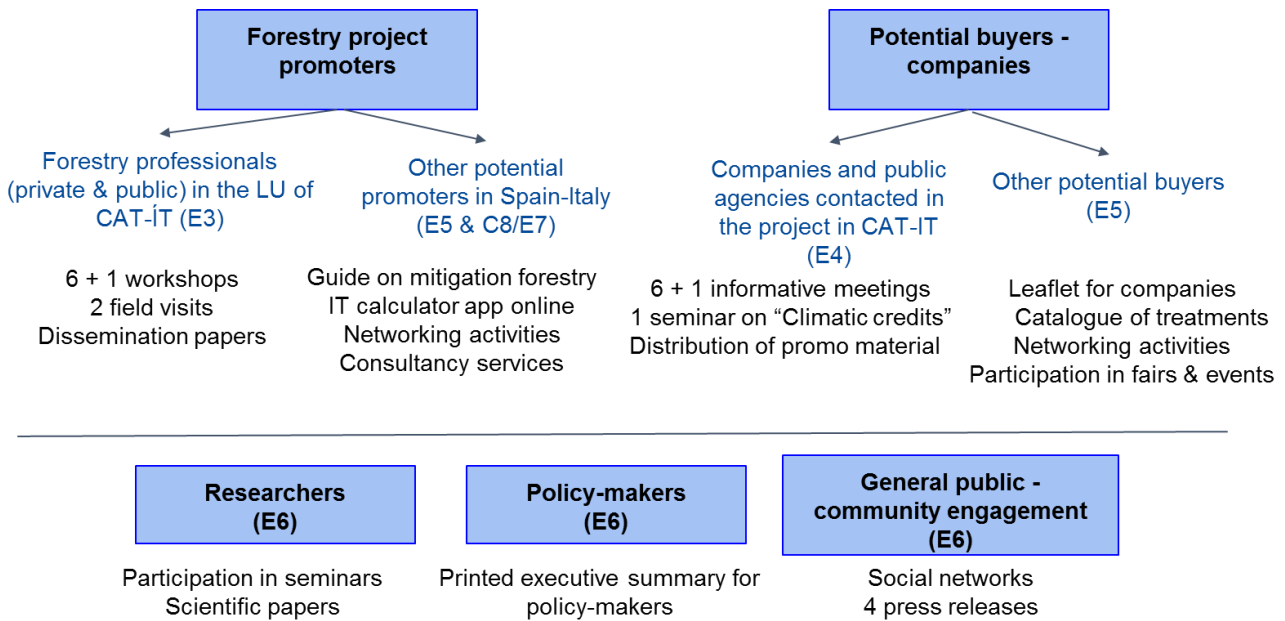


Figure 1. Communication action contemplated for the LIFE CLIMARK project, for the period 2018-2022, and the project action in which they will be carried out.

4. CALENDAR - GANTT CHART for the communication actions

Gantt chart	2017				2018				2019				2020				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	X												
E7.- Networking and exchange activities with other projects and institutions																				
				X	X	X	X	X												

