




A Holistic Fire Management Ecosystem for Prevention, Detection and Restoration of Environmental Disasters

TREEADS D.10.1 Dissemination and Communication Plan

Work package	WP10: TREEADS Outreach and Awareness Generation
Task	Task 10.1: TREEADS Dissemination and Communication Plan
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Dissemination level	Confidential (CO)
	Upon its official acceptance by the European Commission
Status	Pre-final
Due date	24/11/2023
Document date	17/11/2023 (Revised after 1 st Periodic Review)
Version number	2.0
	<i>TREEADS project has received funding from the European Union's Horizon 2020 research & innovation programme under grant agreement No 101036926.</i>

TREEADS D.10.1 Dissemination and Communication Plan

Revision and history chart

Version	Date	Main author	Summary of changes
0.1	15/02/2022	Pantelis Velanas	Draft for review of structure, Table of Contents preparation
0.2	09/03/2022	Pantelis Velanas	First draft version
0.3	20/04/2022	Pantelis Velanas	Second draft version, incorporating the relevant to the website structure information
0.4	29/04/2022	Pantelis Velanas	Third draft version, including the released printed e-material
0.5	11/05/2022	Pantelis Velanas	Pre-final version, incorporating contributions from FRN and the KPIs table
0.6	13/05/2022	Pantelis Velanas	Final version for Quality Review
0.7	18/05/2022	Iliana Korma	Quality Review
0.8	20/05/2022	Pere Pons	Quality Review
0.9	20/05/2022	Janne Siren Fjærestad	Quality Review
1.0	30/05/2022		Final version to be released to the EC
2.0	17/11/2023	Maria Zotou	Revised submitted version based on 1 st Period Review comments

Table of Contents

Glossary of terms & social media	7
List of abbreviations and acronyms	9
1 Executive Summary	x
2 Introduction	12
2.1 Purpose of the document.....	12
2.2 Intended readership	12
2.3 Relationship with other TREEADS' tasks and deliverables.....	12
3 Communication and dissemination plan	13
3.1 Definition.....	13
3.2 TREEADS dissemination activities.....	15
3.3 The dissemination and communication Secretariat.....	15
3.4 Local News Desks.....	16
3.5 Internal communications.....	18
4 Objectives	19
5 Roadmap	20
6 Audiences and approach	22
6.1 Target audiences	22
6.1.1 Firefighters and First Responders	22
6.1.2 Academia and Research	23
6.1.3 Related Industry and Services to Industry.....	23
6.1.4 Forest Authorities and Forest Owners.....	23
6.1.5 Public Authorities and Policy Makers.....	23
6.1.6 General Public and the Media.....	24
6.1.7 Standardisation Bodies.....	24
6.2 TREEADS stakeholder community.....	25
6.3 Key messages.....	26
6.3.1 Messages at a project level.....	26
6.4 Clustering with other projects	26
7 Tools and techniques (channels)	27
7.1 Brand identity and guidelines.....	27
7.1.1 The TREEADS logo.....	28
7.1.2 Logo usage	29

TREEADS D.10.1 Dissemination and Communication Plan

7.1.3	Logo's colours and typefaces.....	30
7.2	Other templates	33
7.3	Acknowledgements of EU funds.....	33
7.4	Website and Social Media	34
7.4.1	TREEADS Website.....	34
7.4.2	TREEADS Social Media pages.....	38
7.4.3	Press Releases and Articles.....	41
7.5	Project publications	42
7.5.1	Technical and scientific papers	42
7.5.2	Printed and e-materials.....	43
7.6	Relevant events.....	46
8	Post-project dissemination and communication.....	47
9	Reporting.....	48
9.1	Approval of dissemination and communication activities.....	48
9.2	Dissemination records and future opportunities.....	48
10	Monitoring of progress and quality.....	48
10.1	Dissemination and communication KPIs.....	48
10.2	Risk management and compliance.....	51
10.3	Timing of official WP10 deliverables and milestones.....	51
10.3.1	Deliverables	51
10.3.2	Milestones.....	52
	Conclusions.....	52
	References	53
	Main contact details.....	53
	Annex 1: List of scientific journals suitable for TREEADS' publications	54
	Annex 2: List of future events with potential for TREEADS' participation	58
	Annex 3: List of projects and other initiatives	62
	Annex 4: Initial stakeholders' analysis	64
	Annex 5: Step-by-step dissemination procedures	67
	Annex 6: First TREEADS press release.....	74

Index of figures

Figure 1: Interaction between EU & local levels.....	15
Figure 2: TREEADS logo in white background.	28
Figure 3: TREEADS logo in coloured background.....	29
Figure 4: TREEADS logo in grayscale or black and white format.....	29
Figure 5: TREEADS logo minimum sizes.....	30
Figure 6: TREEADS logo colour palette.....	31
Figure 7: TREEADS additional colours palette.....	31
Figure 8: Proper TREEADS logo usage on backgrounds.....	32
Figure 9: Examples of incorrect use of the TREEADS logo.	32
Figure 10: The primary typeface used for TREEADS.....	33
Figure 11: TREEADS website homepage.	36
Figure 12: TREEADS LinkedIn page (screenshot taken before project name change).....	39
Figure 13: TREEADS Twitter account (screenshot taken before project name change) ..	41
Figure 14: TREEADS 1 st brochure.....	44
Figure 15 TREEADS 1 st Press Release (screenshot from when it was published)	74

TREEADS D.10.1 Dissemination and Communication Plan

Index of tables

Table 1. List of linked deliverables with D10.1.	12
Table 2. Overview of the dissemination and communication essentials.	14
Table 3. List of contact persons from each local News Desks.....	18
Table 4. Outline of the specific targets of TREEADS’s different development phases.	21
Table 5. Stakeholder analysis and TREEADS strategic dissemination & exploitation goals.	25
Table 6. Dissemination and communication specific KPIs.	49

TREEADS D.10.1 Dissemination and Communication Plan

GLOSSARY OF TERMS & SOCIAL MEDIA

Term	Description
Agency	European Research Executive Agency (REA)
Consortium	A consortium is a group made up of two or more individuals, companies, or governments that work together to achieving a common objective.
Dissemination procedures	Agreed procedures among TREEADS partners for dissemination, to ensure high quality publications and presentations, avoid overlaps and possible disclosure of confidential information, and to assist in monitoring project dissemination activities. They involve the partner instigating a dissemination action to provide an advance draft for comments/ approval by the relevant dissemination task leaders and the Executive Board. The procedures are available to TREEADS partners on the SharePoint.
Eurosatory	The international reference for land and airland Defence and Security exhibition.
Green deal 2030	With the 2030 Climate Target Plan, the Commission proposes to raise the EU's ambition on reducing greenhouse gas emissions to at least 55% below 1990 levels by 2030.
ISCRAM	The Information Systems for Crisis Response and Management (ISCRAM) Community is an international community of researchers, practitioners and policy makers involved in or concerned about the design, development, deployment, use and evaluation of information systems for crisis response and management.
LinkedIn	LinkedIn is a social networking site designed specifically for the business community.
Local News Desks	Local News Desks operating in each pilot site are responsible for communication and stakeholders' engagement on a local, regional and national level.
Secretariat	Secretariat is a central coordinating office for all Communication & Dissemination activities across the project. Led by the WP10 leader (ACCELI), it is a central contact point for stakeholders, the media, European communications and the project consortium.
SharePoint	Internal project management and file sharing platform at https://risecloud.sharepoint.com/sites/test290 (accessible by TREEADS partners only).
Twitter	Twitter is a free social networking site where users broadcast short posts (text, videos, photos, or links) known as tweets.

TREADS D.10.1 Dissemination and Communication Plan

YouTube	Online video sharing and social media platform
Viral Video	A viral video is a video that becomes popular through a viral process of Internet sharing, typically through video sharing websites such as YouTube as well as social media and email.

TREADS D.10.1 Dissemination and Communication Plan

LIST OF ABBREVIATIONS AND ACRONYMS

Abbreviation	Meaning
C&D	Communication & Dissemination
CORDIS	Community Research and Development Information Service
DoA	Description of Action
D&C	Communication & Dissemination
EC	European Commission
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
H2020	EU Horizon 2020 research and innovation framework programme (2014-2020)
HTTPS	Hyper Transfer Protocol Secure
ICT	Information Communication Technology
IFM	Integrated Fire Management solutions
IPR	Intellectual Property Rights
KPIs	Key Performance Indicators
NGOs	Non-Governmental Organizations
Q&A	Question and Answer
R&D	Research and Development
SMEs	Small and Medium-sized Enterprises
WP	Work Package
WFRM	Wildfire Risk Management
XML	Extensible Markup Language. A markup language is a set of codes, or tags, that describes the text in a digital document.

1 EXECUTIVE SUMMARY

The TREEADS Project activities have set ambitious targets to address a common challenge among EU countries, the protection and safeguarding of the European forests and communities, by introducing a new holistic approach for wildfires management and sustainable forest management. The communication and dissemination activities are part of WP10 and will run from the first day of the project.

Therefore, a concise communication and dissemination strategy is of significant importance for creating widespread awareness about the project's benefits to the concerned audiences and disseminate the project results to accelerate adoption within the forest value chain and the society. The strategic achievement of the desired goal to communicate with local communities and to engage local stakeholders on pilot cases will cultivate a much-needed connection between forest-based industry actors, environmental and nature management organisations - actively engaging people in the forest innovation process.

This document describes the overall strategic approach for communication and dissemination of the TREEADS project and presents the channels and material planned and designed for this purpose.

The dissemination and communication strategy defines the goals for the dissemination and communication activities of the project. These are being achieved by reaching the specified target groups through defined dissemination channels. The ways to reach the target audiences and create messages of relevance for each depend on the Consortium's work progress stage. Within this report, the dissemination and communication Objectives are presented, target audiences of TREEADS are specified, and specific messages concerning each of them are drafted. In addition, a detailed overview of the already produced dissemination material and channels is provided, while the plans for future activities are described.

At the early stages of the project, the dissemination and communication effort is concentrated on presenting the idea and concept of the work to be deployed and ensuring users' and communities engagement into pilot actions. At later stages, the dissemination and communication tasks will focus on widely disseminating TREEADS results, transfer knowledge to the scientific and industrial communities and influence as catalyser the wider European economy. All these are described in the dissemination and communication roadmap, which outlines the respective activities and the information promoted in every phase of the project.

Dissemination and Communications activities are also essential for the Consortium on a partner level. Making the Consortium partners' competencies known may also be proved beneficial for promoting their activities. It is expected that regardless of the partnership in the specific project WP (WP10), all partners will take part in dissemination activities. To this end, this report serves as a handbook for partners to efficiently allocating time and resources to achieve maximum impact creation.

In TREEADS the WP10 leader manages the dissemination and communication activities at a project level and is responsible for monitoring, recording, and reporting all the performed activities to the European Commission (EC). In addition, Local News Desks

TREEADS D.10.1 Dissemination and Communication Plan

operating in each pilot site are responsible for communication and stakeholders' engagement on a local, regional, and national level. Specific procedures are established to ensure the quality of the TREEADS presentations, publications, and other promotional material to avoid the disclosure of restricted information and assist WP10 leader in its reporting tasks.

Furthermore, a clear set of Key Performance Indicators (KPIs) has been identified to periodically evaluate the performance of the communication and dissemination strategy and activities and thus ensure their effectiveness to maximize TREEADS's impact. These KPIs and evaluation processes are thoroughly described in D10.1.

A set of annexes are also included in this report, comprising: (a) a list of relevant events; (b) a list of relevant projects; (c) a list of journals; and the (d) approval processes. The lists of events and journals will be periodically updated to include new opportunities to assist partners in planning their dissemination and communication activities.

The strategic approach for dissemination and communication is designed according to the H2020 guidelines. The work described in this Deliverable was carried out as part of WP10: *TREEADS Outreach and Awareness Generation*.

2 INTRODUCTION

2.1 PURPOSE OF THE DOCUMENT

The dissemination and communication activities require time and financial resources by the consortium partners. Hence all the partners of the Consortium will contribute to these activities and for this purpose specific budget has been allocated. Therefore, it is essential to establish a concise dissemination and communication strategy with a predetermined scope and carefully defined goals. To begin with, the purpose of this deliverable is to explain the strategy and plan for informing and engaging relevant stakeholders and the public to guide the consortium to efficiently allocate time and resources to achieve the dissemination and communication objectives.

In addition, this deliverable establishes the TREEADS response to the requirement set out in the Grant Agreement (GA art. 38) to “promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner” and (GA art. 29) to disseminate its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium)”.

2.2 INTENDED READERSHIP

This deliverable is communicated internally within the project consortium and externally to any interested parties outside the project.

The intended readership primarily comprises the members of the TREEADS consortium and the European Commission (TREEADS Project Officer). It serves as a guide for the TREEADS partners to understand the communication and dissemination pursuit, their roles in communication, dissemination, and impact creation activities, and how they can contribute and get their opinions heard.

As this deliverable is public, it is also openly accessible to external stakeholders through the project website upon its official acceptance by the European Commission.

2.3 RELATIONSHIP WITH OTHER TREEADS' TASKS AND DELIVERABLES

This deliverable is closely linked to the following deliverables:

Table 1. List of linked deliverables with D10.1.

Deliverable	Lead partner	PU/CO	Due Date
D10.2 TREEADS Outreach, Dissemination and Communication Activities V1	ACCELI	Public	M9
D10.3 TREEADS Outreach, Dissemination and Communication Activities V2	ACCELI	Public	M21

D10.4 TREEADS Outreach, Dissemination and Communication Activities V3	ACCELI	Public	M42
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3 COMMUNICATION AND DISSEMINATION PLAN

3.1 DEFINITION

The project dissemination plan and its intended impacts will create awareness, understanding and action to benefit TREEADS during the project and an accelerated take up of Integrated Fire Management (IFM) solutions - including well after the funding period. To achieve this, the Communication and Dissemination Plan will proactively deliver targeted content, at the right moment, with the right frequency to a broad set of professional audiences and media across Europe.

The definition of the dissemination and communication strategy, based on Lasswell’s model¹ includes the answers to five essential questions: why, to whom – the audience, in which channel or through which medium, when, what - Message, to what effect, and who - Source.² In this deliverable, answers to these questions are provided as follows:

- **Why?** This includes the definition of the dissemination and communication objectives of the TREEADS project (Section 4).
- **To Whom?** This includes the definition of the audiences concerned from the TREEADS solutions with a focus on their needs and specifics (Section 6.1). Concentrating on the characteristics of each target group helps in identifying the messages per audience, the appropriate channels to reach it and the way the material will be presented (Sections 5 and 6.3) in each development phase.
- **In which way?** This includes the definition of the channels and tactics that will be used to reach the specified audiences (Section 7).
- **When?** This includes the clear planning of cost-efficient ways to suitable disseminate and communicate the project advances in each project phase to the different target groups.
- **To what effect?** Evaluating of the effectiveness of the dissemination and communication effort of the TREEADS consortium is essential to the success of the drafted communication and dissemination strategy. To this end, specific KPIs have been set and will be monitored by the Task 10.1 leader periodically (Section 10).

¹ LASSWELL, HAROLD (1948). BRYSON, L., ED. THE STRUCTURE AND FUNCTION OF COMMUNICATION IN SOCIETY. THE COMMUNICATION OF IDEAS. NEW YORK: INSTITUTE FOR RELIGIOUS AND SOCIAL STUDIES.

Table 2. Overview of the dissemination and communication essentials.

From knowledge economy to broad socio-ecological transition: TREEADS Communication & Dissemination essentials.	
<p>WHAT to communicate/ disseminate or exploit:</p> <ul style="list-style-type: none"> ✓ Compelling, credible and trusted written content for distribution to high-volume media & networks; ✓ Clear and credible results, outcomes and experiences; ✓ Powerful visual content; ✓ ‘Citizen Journalism’ through TREEADS local news desks; ✓ Education and interaction opportunities with TREEADS; <p>Features, Advantages, Challenges and Benefits of TREEADS initiatives for each specific target audience.</p>	<p>To WHOM: A quintuple helix ecosystem of interdependent and connected audiences, each with their own viewpoints, storylines, objectives, testimonials, and target audiences at both European and local/ regional level.</p> <div style="text-align: center; border: 1px solid black; padding: 10px; margin: 10px 0;"> </div>
<p>HOW to communicate and disseminate - channels:</p> <p>Earned: ACCELI network connections. TREEADS innovation task forces. Forest areas and eco-system relationships, local innovation hubs, living labs and media networks. Citizen engagement & interactive activities;</p> <p>Shared: Partnerships with EU platforms, national and international awareness initiatives local ecosystem distribution & traditional media social media, syndicated content;</p> <p>Owned: Expert interviews, citizen journalist content, professional journalist produced articles, news releases, presentations, info graphics, videos – from professional news releases to social broadcasting, training, webinars, etc.</p>	

3.2 TREEADS DISSEMINATION ACTIVITIES

Working together as a consortium and with other like-minded projects and local initiatives, TREEADS will play an important role in moving dissemination beyond a 'knowledge society' to create a broad socio-ecological transition by engaging with a quintuple helix of environmental and nature management innovation. Dissemination content will create greater impact by always trying to tell a story or explore an issue from a combination of these five viewpoints and sets of actors:

Further to this a detailed list of EU and international stakeholders and agencies will be built at a primary stage until M6 and several collaboration activities will be organized as already described in T10.4.

In TREEADS the Dissemination and Communication effort will be organised in two different levels. At a European and International Level by ACCELI, the WP10 leader and at a local, regional, and national level by the Local News Desks structures. Figure 1 below graphically depicts the Dissemination and Communication Plan of TREEADS and the relationship between the Secretariat and the local News Desks.



Figure 1: Interaction between EU & local levels.

3.3 THE DISSEMINATION AND COMMUNICATION SECRETARIAT

The Secretariat is a central coordinating office for all C&D activities across the project. Led by the WP10 leader (ACCELI), it is a central contact point for stakeholders, the media, European communications, and the project consortium.

The secretariat will apply a ‘networked distribution’ premise, privileging placing TREEADS content on websites, blogs, social and mass media above (re)creating communications opportunities from zero. TREEADS will proactively go to where target audiences are, rather than passively expect them to derive to us.

This structure provides the necessary coordination and knowledge sharing for successful C&D, making resources available and stimulating innovative local communications in each pilot site.

Specific responsibilities and coordination activities of the C&D Secretariat cover:

- Management of Work Package 10 ‘Communication and Dissemination’,
- Coordinating D&C actions across the project and leading communications to a European audience,
- Creative yet uniform application of the TREEADS visual identity (T10.1),
- Establishment of TREEADS channels to achieve the TREEADS D&C goals (T10.1),
- Creation of compelling content for distribution (T10.2),
- Definition & deployment of ‘Local News Desk’ for communication, stakeholders’ engagement and citizen lead journalism activities,
- Coordinating Awareness creation activities and campaigns (T10.3),
- Working with FRN to disseminate project findings to the expert communities and the relevant stakeholders through target events and workshops’ organisation (T10.5),
- Liaise along with FRN with Relevant projects and create strong links with FireLogue (CSA) and other Innovation Actions funded under the Green Deal Call. (T10.4),
- Defining the overall D&C strategy and Plan, responsible for the overall C&D implementation and timeline,
- Monitoring dissemination activities and efficiently reporting to the EC,
- Work with all partners to attribute low or high values of power and influence on achieving TREEADS project and dissemination objectives.

3.4 LOCAL NEWS DESKS

TREEADS will deploy a series of Local News Desks in the project pilot areas and correspondents to innovation hubs to analyse and make the most of their unique situation. The desks will be additionally sponsored by a quintuple helix of participating forest area, local NGOs, businesses, academia, and civil society organisations from the local project ecosystem and receive creative support and strategic alignment from ACCELLI.

This immersive and innovative approach aims to cultivate a much-needed connection between forest-based industry actors, environmental and nature management organisations - actively engaging people in the forest innovation process. The desks will be responsible for identifying and using the most appropriate channels and messages to their defined audiences and target segments by completing a media, communications & influence audit. Building on this foundation, local news desks will have the freedom to choose the most effective method, message, and delivery channel – also taking a proactive approach to distribute TREEADS news to powerful multipliers.

Common to all though, will be a focus on citizen-centric communications - discovering, exploring, making, doing, and learning about the results of a Fire Management Ecosystem project through the eyes and ears of citizens. This will be the lens through which all our stories are shared and closely follow the citizen engagement activities. Immediate residents, communities (e.g., coastal/ alpine/ agriculture/ rural/ Wild-Urban Interface/ islands) and Europeans at large will discover what smart means and empower them to share their thoughts and experiences using innovative video techniques (e.g., citizen journalists using Facebook live and Twitter's Periscope live video for a pop-up Q&A with technical experts and politicians); harnessing the public's use of their preferred social media; and citizen journalist news teams supported and empowered by professionals reporting on the citizen engagement process. Space will be given to explore different socio-economic groups, demographics & opinions – from social sceptics to agents of change. These creative moments will be supported by an obligation to support and interact with project social media accounts, deliver regular interview and news articles to the secretariat for dissemination, publication, and distribution to professional and European audiences.

Specific responsibilities and coordination activities of the local news desks cover:

- Producing regular news bites in English and local languages for publication at project and local levels reporting on project development, milestones, and initiatives.
- Translate TREEADS D&C material to local languages to overcome language boundaries. Such languages include Greek, Norwegian, Romanian, Spanish etc., focusing on the project's pilot languages.
- Managing citizen journalism actions in the pilot site areas and ensure citizens' engagement in the pilot activities.
- Conducting local social media actions and campaigns and use TREEADS social media channels to organize live events and Q&As for citizens to engage with technical experts.
- Identifying opportunities to participate in public awareness campaigns and use them to organize events and actions to address citizens and local/ regional stakeholders.
- Supplying, whenever possible, video content to be pooled together on the project YouTube channel and all actors supported by the secretariat to devise, shoot and produce exciting video pieces and create Viral Video content.
- Issuing pilot focus press releases and contacting media contacts for interviews and documentaries on pilot site actions.
- Reporting to the C&D Secretariat and participating in regular exchanges with fellow core communications contact.

To facilitate C&D actions and coordinate the stakeholders' engagement and awareness efforts on a pilot level, the responsible contact persons from each local News Desks have been appointed. Those are:

Table 3. List of contact persons from each local News Desks.

LOCAL NEWS DESK CONTACT
ragni.mikalsen@risefr.no
carmine.pascale@stress-scarl.it
mihai.angheloIU@siveco.ro
araceli.rojasmorgan@capgemini.com
georg.aumayr@johanniter.at
anja.hofmann@bam.de
angelakis@maich.gr
minchih.liao@mail.ntust.edu.tw

These persons will be the main contacts for media enquiries on a pilot level and will lead the dissemination and communication effort that will be conducted on each pilot area.

3.5 INTERNAL COMMUNICATIONS

The success of the D&C effort and activities strongly relies on the establishment of strong internal communications channels first withing the WP10 key actors and then between the different WPs and the WP10. In regard to the relations between the Secretariat and the local news desks the following exchanges have been agreed:

- ✓ Secretariat:
 - To provide content and material according to the plan,
 - To Support pilot activities on an EU-level,
 - To use project channels to support local News desks efforts,
 - To monitor and report actions,
 - To ensure that all provided material will be in line with the TREEADS dissemination processes and guidelines.
- ✓ Local News Desk:
 - support and interact with project social media accounts,
 - deliver regular interview and news/ blog articles to the secretariat for dissemination, publication, and distribution to professional and European audiences,

- Inform beforehand about plans and always follow approval processes.

To be in a regular contact, the following channels have been agreed:

Meetings

- ✓ *Participation of ACCELI to regular pilot meetings will be helpful to fine-tuned, assist, and monitor local efforts.*
- ✓ *Local News desks/ Secretariat meetings to be organized on a regular basis (e.g., every two or three months).*
- ✓ *GA meetings (dedicated workshops to fine-tuned and inform partners on the work progress).*

SharePoint

- ✓ *Separate folders for files exchange and storing will be created within WP10 Channel.*

Mailing list

- ✓ *A dedicated mailing list was created to support email exchange and facilitate communication with the right people.*

Dealing with horizontal activities the WP10 will be also in close collaboration with the rest of the WPs to follow the developments and appropriately present them through available channels to respective audiences.

4 OBJECTIVES

The primary dissemination and communication goal of the TREEADS consortium is to spread the word about the TREEADS messages and advances to multiple audiences, secure knowledge continuity and impact maximization. To have a strong presence in the world, we must ensure that efficient internal communication channels and processes are established to assist WP10 leader in receiving all the information needed to communicate the project news and advances timely. Thus, the main objectives of the Communication and Dissemination strategy is twofold: (i) internal, among the consortium partners and (ii) external, towards any involved and interested stakeholders.

All partners will remain constantly updated with the project's progress to achieve optimized impact through actions targeting third parties. TREEADS will reach the largest possible number of relevant stakeholders and generate an adequate flow of information and publicity about the project results. It will also highlight its contribution to European knowledge and scientific excellence, the value of collaboration on a Europe-wide scale, and most importantly, how it will benefit the EU citizens.

The TREEADS key dissemination objectives are:

Dissemination stakeholder 'analysis according to influence and interest at European and local levels with targeted actions and desired 'monitor, inform, satisfy, manage' relationship statuses attributed:

- ✓ Build awareness and trust in project ambitions with high quality content and credible performance results across multiple channels.
- ✓ Develop targeted messages for professional stakeholder segments at European and local levels.
- ✓ Harness “local desk” structures to amplify local dissemination effects.
- ✓ Profile skills, knowledge and experiences generated by TREEADS and support them with transparent, detailed.
- ✓ Create a favourable environment for industrialisation, replication and exploitation in target markets and technologies.
- ✓ Support TREEADS open innovation methodologies to aid dissemination.
- ✓ Embody EC Open Access Strategy to better build on previous research results, achieve greater efficiency, avoid duplication, and accelerate innovation – particularly towards SMEs.

The specific objectives for all communication actions of TREEADS are consistent with the relevant EU recommendations for H2020 funded projects and are listed below:

- ✓ Tell the **“TREEADS story”** empowering citizens and stakeholders to share their experiences of Fire Management strategies through TREEADS initiatives and citizen engagement track actions in each area,
- ✓ Devise a **“citizen journalism”** program to give a voice to people and organisations from across the social spectrum and explore a range of behaviours, motivations and patterns of engagement and change,
- ✓ Prioritise places and channels **where our audiences already gather** – on and offline to get a greater audience,
- ✓ **Illustrate the credibility and personalities behind TREEADS to citizens** and stakeholders and establish trust by showing our intent, integrity, and capacity for results,
- ✓ Deliver a rolling flow of **relevant news** and **content** pushed to **multiple communications channels**,
- ✓ Mix textual and rational written material with visual and emotional video supports,
- ✓ Work with TREEADS areas and innovation hubs to localise content and overcome language and cultural barriers.

The timeframe to achieve the aforementioned objectives and the channels and tools that will be used by both the Task 10.1 leader and the consortium, are outlined in *Section 5*.

5 ROADMAP

A successful communication strategy primarily entails the identification of the right target audiences to be reached through selected and most suitable means, channels, and media. However, to achieve the best results on time, a realistic roadmap should be defined based on the available timeframe and resources to enhance the impact monitoring and

assessment during the different development phases of the project. The TREEADS strategic planning for dissemination and communication follows the project's technical developments, it should follow the different implementation phases of the project (Phase 1: Framework Design & Preparation; Phase 2: Technical Development & Innovation; Phase 3: Integration & Validation and Phase 4: Demonstration & Evaluation), hence it is separated in the following different phases:

- **Launch Phase** (first year): Raising awareness and communicate the project objectives, idea and its approach;
- **Execution Phase** (second year): Creating stakeholders' community and disseminate all results of the project;
- **Final Phase** (Third year and beyond): Presenting final results, promoting TREEADS's final solution and explore commercialization opportunities.

Table 4 below provides an outline of the specific targets of TREEADS's different development phases, the available information and the means that will be used to inform the specified target audiences also included.

Table 4. Outline of the specific targets of TREEADS's different development phases.

		Launch Phase	Execution Phase	Final Phase & beyond
Content		<i>Objectives, Concept, Approach, Expected Impact</i>	<i>Intermediate results, System advances, Updates on trials</i>	<i>Final Results, Evaluation outcomes, Countable value</i>
Scope	Raise awareness	X	X	X
	Engage, communicate		X	X
	Disseminate, exploit		X	X
Means	Brand ID	X	X	X
	Website	X	X	X
	Social media	X	X	X
	Press activities	X	X	X
	e-Newsletters	X	X	X
	Communication Material	X	X	X

	Peer-reviewed publications		X	X
	Conference papers	X	X	X
	Conference and other events participation	X	X	X
	Project events and workshop	X	X	X
	Stakeholder Community	X	X	X
	Clustering activities	X	X	X
	Citizens Journalism		X	X
	Awareness Campaigns	X	X	X
	Videos	X		X

6 AUDIENCES AND APPROACH

6.1 TARGET AUDIENCES

The target audiences have been discussed and selected with the consortium and include the main types of interlocutors to whom the project will be distributing news and communicate TREEADS results and benefits.

The main target audiences are described in the sub-sections below.

6.1.1 Firefighters and First Responders

Communication activities such as social media activities, e-Newsletter distribution, project presentations in Conferences and other events, will be used to create awareness about the project solutions and what benefits will bring to the respective practitioners. More specifically, the Local and National Fire Departments, the Fire and Rescue services, the Fire Academies, and the firefighters' associations that TREEADS will manage to connect with will be informed about the latest research results and the latest development in standardisation. Exchange of experience, development of expert network, relevant presentations and training material, workshops for local fire departments, and informative brochures will be some of TREEADS main dissemination and communication tools used to improve the recommendations for firefighting and extinguishing tactics and containment concepts.

6.1.2 Academia and Research

The academic and research community, to whom the project is targeting, consists of Experts and Researchers working on wildfires management, environmental issues and fire safety science, EU Research and Technology Institutes and it can be considered as a prominent target audience. Presentations in high prestigious Scientific conferences and peer-reviewed publications in selected and high-impact journals and magazines on cloud computing, robotics, networking, advanced user interfaces, AR technology, forestry, environmental, ecology, etc. are some of the major dissemination actions of the project regarding the academia and research communities. Finally, clustering activities with related Horizon 2020 and other projects will ensure knowledge exchange between researchers working in the same sectors.

6.1.3 Related Industry and Services to Industry

Specific communication and dissemination activities will keep the relevant industry audience informed on the latest technologies and research and innovation progresses, their involvement in the project will help them create a better offer for their clients. Industries and services to Industry, able to develop Innovative solutions, will connect with external and internal stakeholders in TREEADS Workshops, planned to be co-located with known events, including those regularly promoted by the TREEADS partners, and with TREEADS small-scale pilots and demonstrations, in order to ensure higher audiences and sound participation of users in the TREEADS validation activities. foster the dialogue between public authorities, policymakers, and industry suppliers on the topic of supporting and extending holistic fire management, to discuss the best approaches for integrated new technology to Europe and to promote the audience's commitment to adopt the TREEADS Platform and support the digital transformation of the fire management platforms in Europe.

6.1.4 Forest Authorities and Forest Owners

Europe's forest authorities, state-owned land, forest companies and forest owners, are the backbone of the forest management sector. The technological solutions of TREEADS will be communicated in both national and European level through workshops and webinars in order to gain their interest and trust to the offered solution. The involvement of the forest authorities and forest owner associations will lead to the adoption of new practices and technologies and will sustain the results of the project and maximise the positive impacts of the adopted technological solutions.

6.1.5 Public Authorities and Policy Makers

It is notable that there is a lack of alignment between research and innovation policies at many levels. This requires policy coordination across European, national, regional, and

local levels, based on a shared vision on European added value and critically, engagement from national and regional government in decision-making in order for impacts from Horizon Europe to be recognised and legitimated. Through TREEADS all levels of policy making dealing with Forest Fire issues will be benefited, from the EU level to municipalities and city councils. Indirectly but significantly, National ministries/ regional authorities responsible for defining, financing, or managing programmes in relevant topics will get the appropriate support since the project will promote its outcomes to public authorities, including how TREEADS will contribute to important wildfires management and creating a sustainable future development goal.

6.1.6 General Public and the Media

TREEADS website, social media strategy, press releases, intro video and other publicity activities will enhance the project's visibility to the general public. TREEADS will take advantage of the consortium's communication channels and the already established distribution networks not only to promote the project's activities and results but also to diffuse its advances to the public and the media. Followingly, TREEADS media campaigns will visibly contribute to the local awareness of the danger of forest and vegetation fires. A rolling flow of relevant news and content pushed to multiple communication channels with idea, frequency and timing will be delivered along with the creation of a local journalism program to give a voice to people and organisations from across the social spectrum and explore a range of behaviours, motivations and patterns of engagement and change. TREEADS will organise workshops with different techniques, beginning from a more open style (aimed at collecting inputs, ideas, etc.) aiming at exploring different ways to approach the interested audience. Particularly, the active participation of the public in the project will raise awareness and will lead to increased levels of trust and security between TREEADS and the external participating communities.

6.1.7 Standardisation Bodies

Regarding European standardization in this field, only a few EU-wide standards exist in the wildfires management and fire-resilient European forests area. TREEADS will propose improvements to existing standards, will propose new standardization deliverables (if feasible), and will develop standardization related to the project's domain. It will enrich the reference market framework (actors, roles, and interfaces), so that it is widely accepted and can evolve in time and could be adopted as a reference in terms of policy efforts let at EC level. As the development of standards is mainly initiated by market needs, a specific agreement among the TREEADS stakeholders, defining general requirements that facilitate their technical, commercial, or managerial activities will be made, compliant with the guaranteeing rules of European standardisation bodies such as European Committee for Standardisation (CEN) and international organisations, such as The International Organisation for Standardisation (ISO).

6.2 TREEADS STAKEHOLDER COMMUNITY

Given the various challenges associated with the TREEADS related research, the Consortium has acknowledged the importance of consulting and exchanging know-how with key relevant organisations and stakeholders who are not part of the consortium.

This list will be integrated and finalized by M21 to provide the TREEADS **Stakeholder Community**. The aim is to ensure that TREEADS reaches out to the right actors, exchange information, experiences and feedback and produces outputs that are useful to them.

Within Task 10.1 a list of potential Stakeholders has been already identified at an initial stage and included in *Annex 4: Initial stakeholders' analysis*, for the report.

The TREEADS stakeholders will be further specified as part of the TREEADS Stakeholder Community and will be actively involved to the activities of the project through direct communications to achieve the required impact. Below the TREEADS initial stakeholders' analysis is currently presented.

Table 5. Stakeholder analysis and TREEADS strategic dissemination & exploitation goals.

Stakeholder Group	Example Actor	Relevance to TREEADS	Example TREEADS outcome Short & Long term
ENABLER <i>Framework instigator</i>	Regional government; Local authority agency; EU and International policy maker.	Identify bottlenecks & optimise system; Economic development & financing; Environmental sustainability	Testing and validation of TREEADS business modelling techniques; Replication of TREEADS.
PROVIDER <i>Knowledge ecosystem</i>	University; Research & Technology Organisation; Innovation professionals.	Knowledge application and distribution; Grow body of knowledge; Support new technology, awareness.	Attend TREEADS capacity training; New innovative integration of smart IoT sensors for new digital services.
UTILISER <i>Value partners</i>	ICT company & developers; Start-ups, SMEs & industries; Consultancy firms; Forest-based industry actors.	Primary users in new markets and of innovation; Improve products, profitability, and skill in field; Collaborators and catalysts for delivery.	FIWARE application development for Integrated Fire Management; New business development.
END USER	Citizens and directly concerned residents;	Key to sustainable service and product	Use of TREEADS co-designed products,

<i>Point of delivery & uptake/ failure</i>	firefighters; local and regional authorities; NGOs, civil society.	design; feedback and improvement loops; Provides and definitive to success or failure of project.	services or scenarios; Sustainable behaviour change over time.
FACILITATOR <i>Financial provisions</i>	Investors and VCs; Public and private finance institutions; Crowd funding platforms.	Navigate complex financing issues; Ensure TREEADS and replication projects are sustainable and achievable.	Effective solutions for Integrated Fire Management; Proven models, results, and relationships to facilitate finance.

6.3 KEY MESSAGES

The following are initial key messages valid at the start of the TREEADS project, focusing on expected outputs. Clearly as the project progresses there will be changes, most notably messages relating to actual achievements and results, which will be added to this section in terms of their relevance to different target groups in the final update of this deliverable.

6.3.1 Messages at a project level

The main messages at a project level consist of the value the project is expected to bring in general to the concerned communities:

- TREEADS proposes a new approach towards fire-resilient European forests and communities.
- Under a changing socio-ecological context, TREEADS consortium is establishing a unified Technological Ecosystem for integrated fire management and adaptive forest restoration.
- TREEADS is improving forest management with a focus on protection and regeneration.
- TREEADS mission is to reduce the amount of damage caused by wildfires while maximising the benefits of restoration, managing the impact of Wildfires on Communities.
- TREEADS builds upon cutting-edge technologies of high maturity and socio-ecological-technological systems covering all three interconnected phases of Wildfires.

6.4 CLUSTERING WITH OTHER PROJECTS

Networking with other fellow EU-funded projects and other relevant initiative is of great importance since this will ensure knowledge interchange between experts working on the same field to answer similar challenge. This will help, to avoid overlaps and double work, boost advances in the field further without delays and ensure wide impact creation.

The cooperation that TREEADS will seek at an initial phase will be mainly on a dissemination and communication level so that TREEADS announcements, press releases, events, etc. are promoted to other projects' networks, and key players are invited potentially as speakers at TREEADS events. As an early result TREEADS managed to establish a collaboration with the Coordination Support Action project Firelogue.eu and network with many other EU-funded projects such as FIRE-RES, SILVANUS, FIRE-IN Project and SAFERS in the battle against wildfires.

Several meetings have been performed with the FireLogue partners and the other IAs dealing with fire management solutions to identify collaboration opportunities and common dissemination and communication activities. So far, TREEADS has not only exchanged information about potential participation in joint events, organisation of common awareness campaigns and joint stakeholder engagement activities but has also participated at the WFRM (Wildfire Risk Management) Clustering event which took place digitally on 5th and 6th of April and got the chance to share experiences, plan common communication activities and determine a common cooperation strategy. TREEADS had an active presence on four thematic break-out groups of the event: i) Technical exploitation, ii) Case study collaboration and exchange, iii) Impact Assessment towards **Green deal 2030** targets and iv) Communication and Dissemination including joint events. Moreover, the idea of a common social media campaign regarding the 4th of May (**International Fire Fighters Day**) was successfully carried out through LinkedIn and Twitter under the same [#EUFireProjectsUnited](https://twitter.com/EUFireProjectsUnited).

Later, and when more results will be available the potential of joint events' organization will be examined, while findings exchange will be investigated among technical partners through dedicated workshops and meetings.

TREEADS consortium has already identified relevant projects to seek opportunities for collaboration. The detailed list is available at *Annex 3: List of projects and other initiatives*.

7 TOOLS AND TECHNIQUES (CHANNELS)

The impact of the communication activities will be amplified thanks to a set of specifically communication tools. These tools will guarantee a coherent, wide, and timely communication of the TREEADS concept, objectives and solutions to multiple audiences and the public. The following list summarises the communication tools that will support all communication and dissemination activities.

7.1 BRAND IDENTITY AND GUIDELINES

A strong brand identity has been crafted for the TREEADS project from the start of each duration. This includes the already designed logo, which was polished by a professional designer to fulfil the project communications and dissemination needs.

Accompanied style guidelines were also created to assure high quality and consistency of communication material. Project templates have been developed based on the brand

identity and will be used by the partners' both for internal and external activities to ensure the consistency of the presented material.

7.1.1 The TREEADS logo

A Minimal logotype that includes the forest element with an abstract illustration of a cluster of trees in a geometric design and absolute harmony was created focused on the natural environment.

The TREEADS project logo (Figure 2) focuses on its environmental but also technological dimension through a minimalist approach, giving the project's character as concise and straightforward as possible for its optimum usability in any visual communication action required. The physical element (an abstract mountain range) and the element of technology (union of lines without interruption, aspect of connectivity and continuous flow/ movement) create a minimal aesthetic result that is dynamic but also harmonic at the same time.

The geometric lines indicate the coordinated approach of the project (holistic) and the element of danger (fire) with their sharp peaks. The technological element is also represented by the specific colour pallet (light turquoise/ green). In contrast to the figurative triangles, we have the aspect of an abstract leaf that, with its curved lines, completes the image of the trees, capturing the complete natural environment. The Strict style in the design aims at dynamic visual communication (equally possible in small or large size). The DRYADES font (AlternateGothic2, Condensed style) enhances the image of the forest (association to tall tree trunks).

Positive (Figure 2): Primarily the logo should be used on a white background in its positive format for maximum impact and clarity. This primary format is used on every occasion except from the cases it is not feasible. In these cases, the following versions are available for usage.



Figure 2: TREEADS logo in white background.

Negative (Figure 3): This format of the TREEADS logo is only used when placing the logo on an image, a coloured background, or a pattern.



Figure 3: TREEADS logo in coloured background.

Greyscale (Figure 4): These logo variations are meant to be printed in a grayscale or black and white format (i.e., internal memos).

When placing the logo on an image, colour, or pattern, it is essential that there is enough contrast between the logo and the background. The logo must not be placed on backgrounds that distract from or compete with the logo. The proper TREEADS logo usage on backgrounds is displayed in Figure 4.



Figure 4: TREEADS logo in grayscale or black and white format.

The TREEADS logo package is available [here](#).

7.1.2 Logo usage

The master logo should always appear fully intact. At the minimum size, the master logo should always be used in full. The Minimum size, shown in Figure 5, has been carefully

determined to ensure that the TREEADS logo is reproduced correctly in smaller sizes. At Minimum size, the logo is still clearly legible and easily identifiable. When using a lower quality printing technique (i.e., screen-printing), the usage of the logo in a larger size is strongly recommended. Each element and its position in relation to each other have been carefully designed and should not be stretched, altered, or distorted.



LOGOTYPE PRINT minimum size
15 mm W X 16 mm H

LOGOTYPE SCREEN minimum size
58 px W | 60 px H

Figure 5: TREEADS logo minimum sizes.

TREEADS partners should always follow these guidelines to ensure consistent use. The TREEADS Logo Manual for was sent by WP10 leader to all the consortium members and is also available at the project repository [here](#) for their use. In addition, the logo manual is available at the project website to provide guidelines to professional designers or other visitors that want to make use of the TREEADS logo.

7.1.3 Logo's colours and typefaces

The TREEADS logo is made up of two colours (Figure 6), dark and light green representing the forest and natural environment but also the technological element (light turquoise/green).

MAIN COLOURS



CMYK = C80 M47 Y93 K57
RGB = R28 G62 B29
#1c3e1d



CMYK = C58 M0 Y78 K0
RGB = R46 G247 B122
#2ef77a

Figure 6: TREEADS logo colour palette.

Additional colours palette (Figure 7) can be used for layouts and artworks such as website/ posters/ brochures etc. in case you need a small touch of colour contrast. These colours cannot replace main colour palette or logotype official colours.

ADDITIONAL COLOURS



CMYK = C87 M22 Y85 K8
RGB = R0 G136 B84
#008854



CMYK = C25 M12 Y33 K0
RGB = R193 G203 B176
#c1cbb0



CMYK = C67 M43 Y63 K22
RGB = R85 G108 B92
#556c5c



CMYK = C0 M24 Y88 K0
RGB = R255 G196 B55
#ffc437

Figure 7: TREEADS additional colours palette.

On a white background, the TREEADS logo full colour logo should always be used (Figure 2). In situations where the logo must be reproduced in black and white, the B&W (black and white) logo should be used (Figure 4).

The proper TREEADS logo usage on backgrounds displayed in Figure 8 should be accordingly considered.



Figure 8: Proper TREEADS logo usage on backgrounds.

7.1.3.1 INCORRECT USE

The TREEADS logo may not appear in any other colour than the official. It should not be rotated, skewed, scaled, redesigned, reproduced, altered, or distorted in any way. The TREEADS logo should not be combined with any other element such as other logos, words, graphics, photos, slogans, or symbols. Examples of incorrect use of the TREEADS logo are shown in Figure 9.



Figure 9: Examples of incorrect use of the TREEADS logo.

7.1.3.2 TYPEFACES

The **primary typeface** is Abadi MT std (Figure 10). The typeface has been carefully selected to give prominence to the brand image and must be always used to retain consistency – especially within the logo. Replacing fonts with alternatives should not be done under any circumstances. It is strongly recommended for consistency reasons to use these two typefaces for any type of TREEADS promotional material and in web media and applications.

1) For MS templates and publications	2) For Website and other web-applications	3) For leaflets and other material
HEADING 1 Abadi bold, 18pt black colors	HEADING 1 Abadi bold, 18pt black colors	HEADING 1 Abadi bold, 18pt black colors
HEADING 2 Abadibold, 16pt, blue colors (RGB R37 G60 B126)	HEADING 2 Abadibold, 16pt, blue colors (RGB R37 G60 B126)	HEADING 2 Abadibold, 16pt, blue colors (RGB R37 G60 B126)
HEADING 3 Abadi bold, 14pt, blue colors (RGB R37 G60 B126)	HEADING 3 Abadi bold, 14pt, blue colors (RGB R37 G60 B126)	HEADING 3 Abadi bold, 14pt, blue colors (RGB R37 G60 B126)
HEADING 4 Abadi bold, 14pt, blue colors (RGB R37 G60 B126)	HEADING 4 Abadi bold, 14pt, blue colors (RGB R37 G60 B126)	HEADING 4 Abadi bold, 14pt, blue colors (RGB R37 G60 B126)
Body text Abadi-Regular, 11pt, black colors	Body text Abadi-Regular, 11pt, black colors	Body text Abadi-Regular, 11pt, black colors

Figure 10: The primary typeface used for TREEADS.

7.2 OTHER TEMPLATES

Standard templates, incorporating the TREEADS brand guidelines, have been developed as listed below:

- Dissemination templates:
 - PowerPoint presentation,
 - Press release,
 - Dissemination activities report template,
 - Non-European Travel Report.
- Project templates:
 - Deliverable template and Peer Review Templates,
 - Agenda and Meeting Minutes templates.

and have been made available on the TREEADS SharePoint ([here](#)) for any internal and/or external (if required) use.

7.3 ACKNOWLEDGEMENTS OF EU FUNDS

According to the Articles 29 & 38 of TREEADS Grand Agreement, any dissemination of results (in any form, including electronic) must display the EU emblem and must include the following **acknowledgement text**:

“TREEADS project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101036926. Content reflects only the authors’ view and the Agency/ European Commission is not responsible for any use that may be made of the information it contains.”

For any communication activity, the EU emblem must be displayed, along with the phrase:

“TREEADS project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101036926”.

For infrastructure, equipment & major results, the EU emblem must be displayed along with the phrase:

“This [infrastructure][equipment][insert type of result] is part of the TREEADS project that has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101036926”.

When displayed together with another logo, the EU emblem must have the appropriate prominence. For correct use of the EC emblem please use the following link:

European flag: https://ec.europa.eu/info/sites/default/files/eu-emblem-rules_en.pdf

Partners are prompted to consult the already established Dissemination Procedures ([here](#)), described also in *Annex 5: Step-by-step dissemination procedures*, together with the guidelines on use of the EU emblem and relevant text and contact the TREEADS Dissemination and Communication office (TREEADS-dissemination-office@accelligence.tech) for any clarifications or questions, they may have prior to publishing and/or sharing and/or participating and/or undertaking a dissemination activity.

7.4 WEBSITE AND SOCIAL MEDIA

7.4.1 TREEADS Website

The World Wide Web has become a major information channel the past two decades. This success is explained by the variety and multitude of information it makes available to a wide number of people at any time with a few clicks of a mouse.

Thus, the TREEADS project is putting major effort towards setting up and continuously improving the project website. The website URL address is <https://TREEADS-project.eu> emphasizing the link to the European Union. The graphic layout has been designed in line with the developed brand of the project to ensure consistency.

On the top of the website the logo and the main navigation menu are placed.

In addition, at the bottom of the website project there are a contact us button which allows visitors to send an email to the project’s email account (info@TREEADS-project.eu), social media icons with the relevant links and the website Imprint are also included along with the EU emblem and acknowledgement to the EC contribution.

Finally, to ensure compliance with the General Data Protection Regulation requirements, at the bottom of the website terms and conditions as well as privacy policy and cookies policy can be found. In the privacy policy the website visitors are informed about the processing of personal data via the website (e.g., contact form) and receive the related necessary information in accordance with article 13 GDPR. Upon visiting the website, visitors are informed about the cookies policy through a bottom banner. Visitors can still visit the site securely without providing an affirmative or negative answer. The website is only accessible through Hyper Transfer Protocol Secure (HTTPS) that guarantees the secure communication between the website and potential visitors.

The TREEADS **website sitemap** is structured as follows:

ABOUT

- Introduction
- Approach
- Impact
- Other WFRM projects

CONSORTIUM

ECOSYSTEM

- Prevention and Preparedness
- Detection and Response
- Restoration and Adaption

PILOT CAMPAIGNS

RESOURCES

- Publications
- Deliverables
- Communication kit

NEWS HUB

- What's new
- Events
- Press
- Blog

CONTACT US

The numbered items and the items in bullets above can be browsed through the main navigation bar on the top of the website. The homepage of the TREEADS website is shown in Figure 11. More information on the different subsections of the website is provided below.

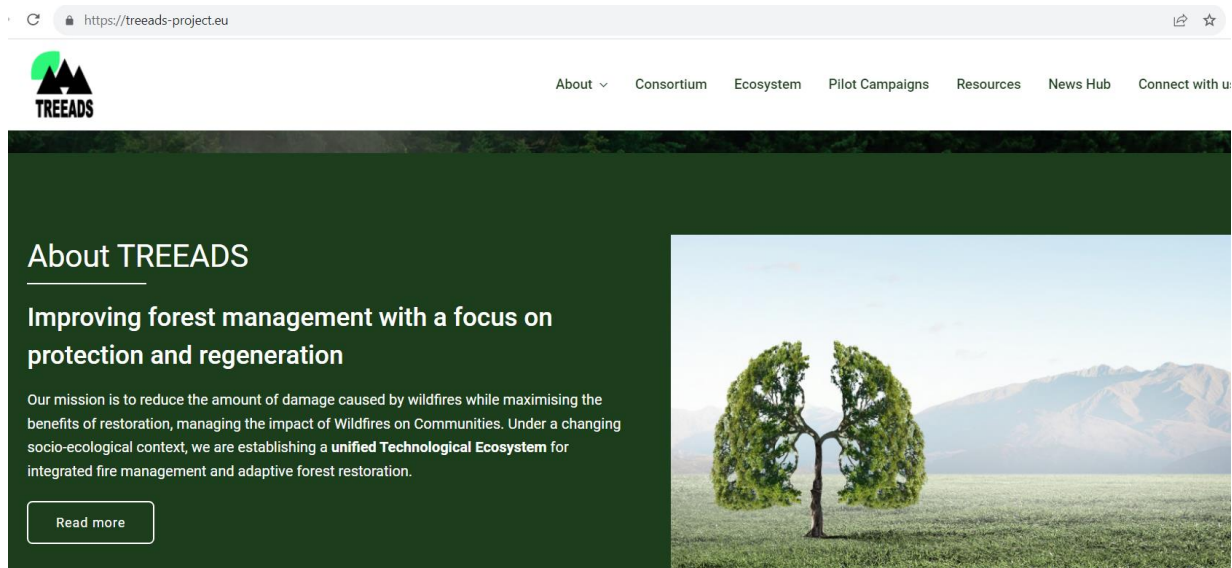


Figure 11: TREEADS website homepage.

7.4.1.1 HOME PAGE

Starting from the Home page a slider with a relevant image as well as the project full title is included. Below this a short overview of the project is included with a read more button which redirects to the About section of the website. Different sections as a news feed, an events section, a twitter feed, a registration form for the TREEADS Newsletter and a partners' section are also included.

7.4.1.2 ABOUT

In this subcategory more details on the project's vision, objectives, approach and expected impact are provided through different subsections.

7.4.1.3 CONSORTIUM

The TREEADS consortium is presented on a separate menu section, the partners' logos. The logos are hyperlinked, re-directing visitors to each partner's sub-page. There someone can find the description of the partner organisation, a short note on their role in the project and the links to its official website and social media accounts.

7.4.1.4 ECOSYSTEM

In this subcategory the main solutions that comprise the Technological Ecosystem of TREEADS are thoroughly presented, through three different subsections concerning the different phases of the wildfires.

7.4.1.5 RESOURCES

In this section project presentations, publications and reports will be available on a sub-category named “Publications”. The public deliverables of TREEADS will be also uploaded as PDFs at sub-section “Deliverables” upon official approval by the EC. The subcategory “Communications kit” consists of the project logo and the brand guidelines, the project brochure and roll-up banner. Other material such as the final brochure will be also included there during the project.

7.4.1.6 NEWS HUB

On the News Hub section, the latest news of the project is presented through four different subcategories:

“What’s new?” Here the latest project news will be announced and featured at the Homepage News feed.

“Events” In this subcategory the project events as well as the TREEADS partners participation in external events (e.g., conferences, workshops, and exhibitions) will be announced and reported.

“In the Media” The project press releases, and the articles resulted by the TREEADS press activities will be available in this sub-section.

“Blog” In the blog sub-category partners’ articles on the latest technological advances in fire management and sustainable forest management will be presented.

The different subpages will be continuously updated until the end of the project runtime by the WP10 leader to include up-to-date information. The website will remain online five years after the project end to provide interested visitors with information about the project results and main contact persons.

7.4.1.7 CONTACT

Last but not least, within the “Contact” section, one can communicate with the project through a contact form. In this way, the interested visitor of the website will have the opportunity to contact the project’s members and inquire further information or propose possible future collaborations. Links to the Twitter and LinkedIn accounts of the project are also included along with the registration form to the TREEADS newsletter for those visitors who want to stay in touch with the project and follow its advances. All personal data collected through the contact form or the registration form to the TREEADS newsletter are processed in accordance with the GDPR provisions based on the consent of the data subjects. Extended information on the matter is provided to the website visitors (data subjects) via the website’s privacy policy.

The website gone live on April 2022. Prior to this, a holding webpage is online from the beginning of the project duration that the TREEADS Logo and full title, links to the project already established social media channels, the EU emblem, and the acknowledgement to the EC contribution.

7.4.2 TREEADS Social Media pages

The official social media accounts of the Project are available on LinkedIn and Twitter.

WP10 Leader is responsible to update the social media accounts of the project to include posts related to partners' achievements, and other relevant public information following the approval of the material according to the already established dissemination procedure whenever is needed.

During the first year of the project the goal of the TREEADS social media activities will be to create awareness. This will be done by publishing posts and content to:

- ✓ Demonstrate **facts** and **figures** in respect to the wildfires effects and what will be achieved through the project that it would be otherwise possible to be achieved.
- ✓ Present the **objectives** and **concepts** of TREEADS.
- ✓ Present the Ecosystem and the use of the different technologies that will be implemented for each phase of the wildfires.
- ✓ **Publish partners interviews** – through e-news.
- ✓ Present the pilot cases and prepare the audiences for the pilot activities with a focus on their direct engagement.
- ✓ Demonstrate project partners expertise and credibility through respective posts and blog articles sharing.

7.4.2.1 LINKEDIN

A project-specific LinkedIn Company page called "TREEADS" was created at the beginning of the project and is available at <https://www.linkedin.com/company/TREEADS-h2020>. So far, the LinkedIn page of TREEADS is followed by 229 persons. A screenshot of the projects LinkedIn page is shown in Figure 12. The Figure shows the old logo and acronym of the project, which was updated on September 2023. The objective of the figure is to show the statistics from the reporting period. The updated logo can be found in the previous Figures.

Main purpose: TREEADS LinkedIn is mainly used to build networks with some of TREEADS's target groups, including environmental organisations, policy makers, local government officials, citizens' associations, individuals, and entities involved in any of the fields relevant to the project, such as fire management, fire detection and response, environmental restoration, and other. People and organisations connected to TREEADS via LinkedIn will help form valuable networks for increasing engagement. Project news and

related news articles will be published both on the website and on LinkedIn. There will be fewer parallels with the content tailored for Twitter. Partners will have the opportunity to initiate conversations on particular themes and topics (e.g., environmental or technical), thus attracting relevant academic, policy and industry stakeholders. TREEADS will follow relevant experts and other H2020 initiatives to keep up to date with the latest news, topics and thought leadership in key areas. All partners are requested to suggest and create content on particular topics within their area of expertise, while also attracting relevant academic, policy and industry stakeholders.

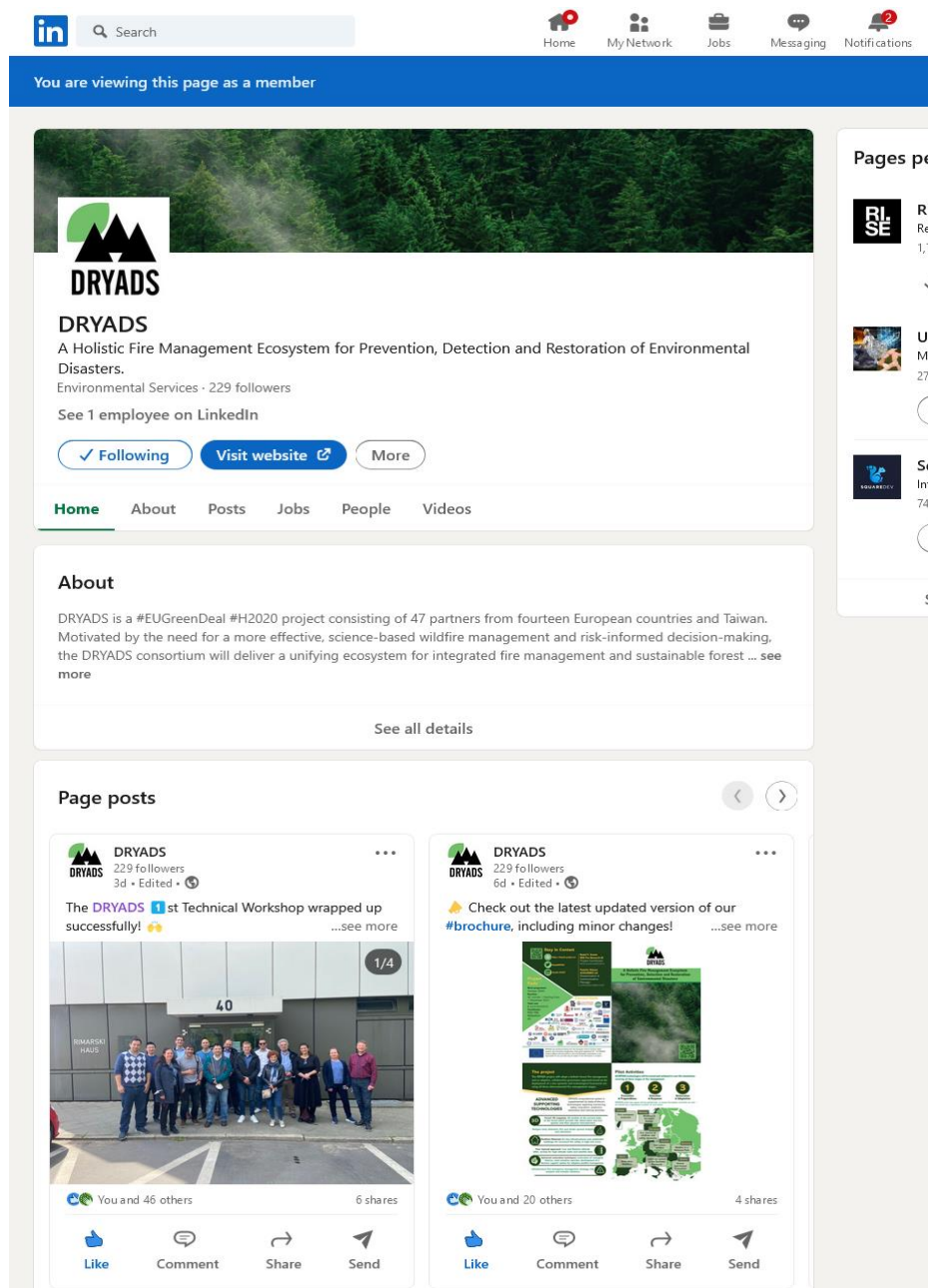


Figure 12: TREEADS LinkedIn page (screenshot taken before project name change).

7.4.2.2 TWITTER

A twitter account for the project called TREEADS PROJECT (@TREEADSH2020) had been created from the project start. A screenshot of the project's Twitter account is shown in Figure 13. As in the previous Figure, this image shows the old logo to show the statistics from the reporting period. The updated logo can be found in the previous Figures.

Main purpose: The channel primarily functions as a news source and a real-time conversation hub for trending topics. In TREEADS, we use it to raise awareness about the project and its progress among key stakeholders, interact and build relationships with them, disseminate project news and results as well as highly relevant news in the section of wildfires management. Twitter accounts of stakeholder groups of high relevance include those of EU institutions, agencies and officials, policy officers and staff linked to environmental, technology and Horizon 2020 themes, scientific research organisations, high-level policy influencers, NGOs and international bodies, industry representatives and authorities, citizens' associations as well as other H2020 IAs and other European or national fire management projects.

Current **Twitter statistics**, as at 6/5/2022 are:

- Number of followers: 184
- Number of accounts followed by TREEADS: 259
- Total number of tweets and retweets: 73

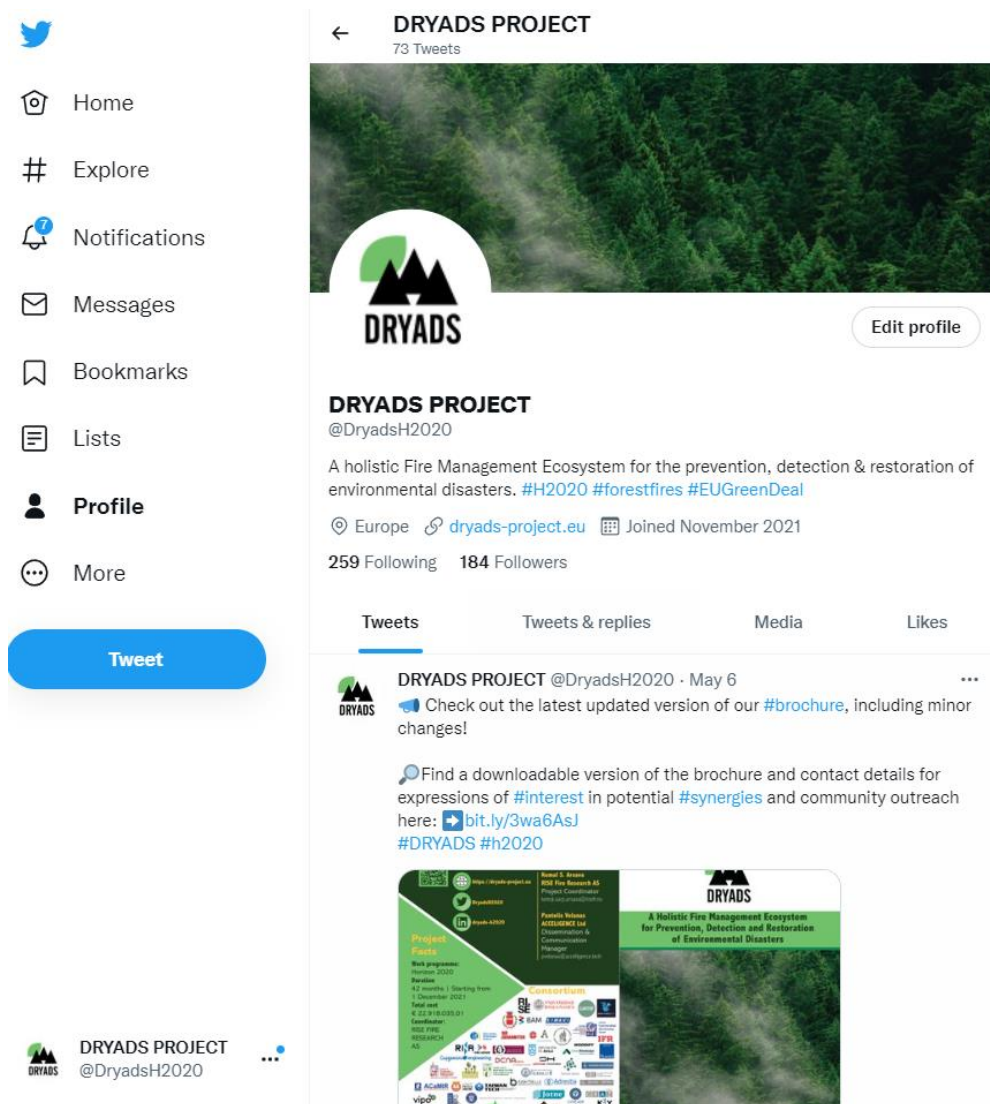


Figure 13: TREEADS Twitter account (screenshot taken before project name change).

7.4.3 Press Releases and Articles

Press releases will be published by the consortium around key milestones during the lifetime of the project and will be distributed by all members of the consortium to their media contacts to raise awareness and generate positive media coverage for the project at a local, national, and European level. The effort will be coordinated by the Task 10.1 leaders and the content will be approved according to the approval procedures already established and described in *Annex 5: Step-by-step dissemination procedures*. In total four press releases will be published. The last one will be issued at the end of the project to announce the final results.

The first press release was already issued by the T10.1 leader in March 2022 aiming to announce the project start, its main objectives and expected impacts. The press release, which is available in

Annex 6: First TREEADS press release, was distributed to the consortium with the request to translate if needed and inform their media contacts. The press release was published also at the “Press” sub-category on the TREEADS website.

Three different press releases have been also issued resulting over 40 articles about the TREEADS pilot case in Samaria Canyon. The TREEADS presence in the media and related articles can be found at the respective section of the project website.

Partners can also propose and prepare public output (news, articles, press releases, presentations, or papers at events, etc.). In that case the TREEADS dissemination procedures must be followed.

An ongoing series of 12 interviews with key technical experts, end users and stakeholders will feature as well as 2-3 medium form **articles** from professional journalists a year across multiple channels to reach the largest possible audience. In total over 50 news releases are expected to be made during the project duration.

7.5 PROJECT PUBLICATIONS

7.5.1 Technical and scientific papers

TREEADS results will be published in peer-reviewed scientific journals, in relevant prestigious scientific magazines, and technical papers will be submitted in conferences, workshops and other events.

Open access of TREEADS publications will be prioritised, for example through open access journals and inclusion of the TREEADS papers in the OPEN Research Europe and link to the [TREEADS](#) project profile, the EC’s Open Access Publishing Platform will be ensured whenever possible. A project profile has also been created at Research Gate, one of the most popular platforms for research results sharing and can be found [here](#).

The open access publications will be also made available on the TREEADS website. For other publications, at least an abstract will be provided together with a link to the appropriate journal. A selection of suitable journals that may be targeted for publications have been drafted by the TREEADS consortium and are shown in *Annex 1: List of scientific journals suitable for TREEADS’ publications*.

In total 10 publications (by all partners) are expected during the course of the project on internationally recognised scientific and academic journals.

TREEADS presentations in Conference and other events will also be included on the TREEADS website at the respective sub-section.

7.5.2 Printed and e-materials

These will include a project leaflet, electronic newsletters, a roll up banner and an introductory video. A series of infographics and project illustrations have been also created to visually depict the project solutions in a simple and eye-catching way.

7.5.2.1 TREEADS BROCHURE

TREEADS brochure (Figure 14) has been designed on April 2022 and made available on the project website to provide short information about the project to any interested visitors. The brochure will be also printed by the project partners and will be distributed in every available occasion, to support partners' awareness creation activities.

The brochure will be updated by the project end to include key results and achievements. It is expected that after the completion of the two thirds of the way through the project (March 2025), there will be sufficient output to redesign and republish the brochure in a larger format (e.g., 6 or 10-page booklet instead of an A5 sized flyer) in order to add value, allowing a more substantial amount of information to be included.

It may be decided by the consortium that the flyer or subsequent brochure will be translated into other languages to better impact local and national audiences. The local news desks will be responsible for the translation and printing of the brochure in local languages.

Stay in Contact

 <https://treeads-project.eu>

 <https://treeads-project.eu>

 @TREEADSH2020

 @treeads-h2020

Project Facts

Work programme:
Horizon 2020

Duration
42 months | Starting from
1 December 2021

Total cost
€ 22.918.035,01

Coordinator:
RISE FIRE
RESEARCH
AS


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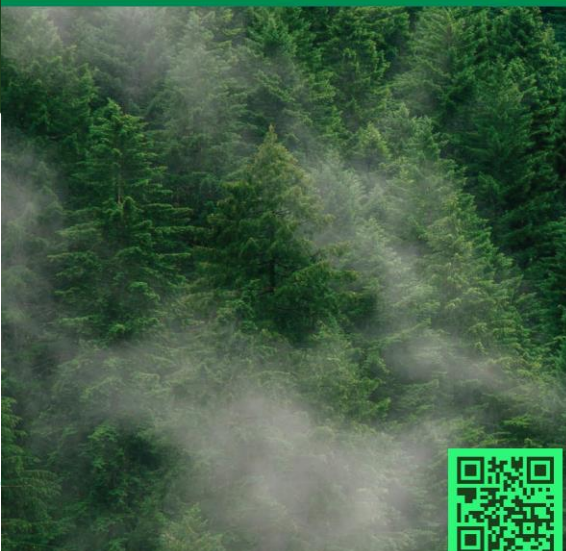
Consortium




TREEADS has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101036926. Content reflects only the author's view and European Commission is not responsible for any use that may be made of the information it contains.



A Holistic Fire Management Ecosystem for Prevention, Detection and Restoration of Environmental Disasters





The project

The TREEADS project will adopt a holistic forest fire management and an adaptive, collaborative governance approach based on the deployment of a new systemic and technological framework covering all three interconnected fire management stages.

ADVANCED SUPPORTING TECHNOLOGIES

TREEADS computational system is supplemented by state-of-the-art technologies regarding monitoring, safety, evacuation, prediction, restoration and training activities:

- 3D** Forest 3D mapping: 3D models of the current state of the forest which provide info about plant and tree species and their physical characteristics
- Hotspot early detection, fire and smoke spread analysis and simulation
- Resilient Materials** for key infrastructures and residential buildings for increased fire safety in high-risk areas
- Four layered approach: Low and Medium altitude UAVs, airship for high altitude tasks and satellite data
- Advanced restoration techniques: restoration of ecological balance, seed container capsules, development of a decision support system for adaptive postfire management
- Infrastructure fire emergency management strategy, risk analysis and transfer solutions

Pilot Activities

All TREEADS technologies will be tested and validated in real-life simulations covering all three stages of fire management.

- 1 Prevention & Preparedness**
- 2 Detection & Response**
- 3 Restoration & Adaptation**

TREEADS pilot use cases will be performed in seven European countries as well as Taiwan by a significant number of end users.




Figure 14: TREEADS 1st brochure.

7.5.2.2 TREEADS ROLL-UP BANNER

A roll-up banner containing the main information of the TREEADS project have been also produced in line with the graphical ID of the project to support partners' exhibition activities. The roll up banner is available at the project website and can be found at the following link: [TREEADS roll-up banner](#).

7.5.2.3 PROJECT E-NEWSLETTER

Electronic newsletters will be issued during the project to highlight TREEADS status, progress, and next steps. These will commence in Month 6 (May 2022) and distributed by both the partners and the WP10 leader to different contacts and the Stakeholder community *quarterly* and also archived on the TREEADS website.

The newsletter issues will include the latest project news, articles on the technical solutions, and other related content to provide up-to-date information in different developments phases, inform the Stakeholder Community of TREEADS about the latest project news, distribute call for action announcements for stakeholders' engagement in the different pilot demonstrations, events invitations and attract visitors to the website to increase traffic.

7.5.2.4 BLOG ARTICLES AND INTERVIEW SERIES

Several blog articles will be written by project key experts to describe advanced technologies and explain their usage for integrated fire management and sustainable forest management in a simple and informative language.

A series of TREEADS interview has been initiated on May 2022, starting with the coordinator, to shortly present the challenges TREEADS is trying to tackle, the project objectives and main outputs and impacts and introduce FRN as the lead partner of the TREEADS consortium. The interview will be published on the project website and social media and circulated among the consortium and "fellow IAs" for further distribution.

In general, for the first year of the project, several interviews will follow written by the TREEADS WP Leaders. The aim is to introduce the work foreseen in each WP, its importance for the deployment/ success of the project and provide a "who is who" information on the project's management structures and teams.

Material and information will be forwarded on networks and specialized media: a range of well-read networks for science, technology and specialist media ranging from the institutional CORDIS to forest management, large-scale and community-based risk assessments, awareness, and preparedness - where citizens, local communities, the forestry and bio-economy sectors.

7.5.2.5 COMMUNICATION MULTIPLIERS

TREEADS will use two major online destinations for forest-based industry actors, environmental and nature management organisations - contributing to their success, helping pool solutions and knowledge, and advancing all projects together.

On the CORDIS website, TREEADS will post commitments, submit project profiles, add solution proposals, propose TREEADS content for newsletters, sign up to and support relevant action cluster initiatives.

On the Integrated Fire Management (IFM) Portal the project will propose guest blog pieces, establish an XML feed of TREEADS news, instigate joint webinar suggestions, communicate TREEADS case studies, online cluster and exchange activities.

7.5.2.6 PROJECT VIDEO

A short introductory animated video will be also produced by ACCELI in Month 7 (June 2022) to present TREEADS concept and solutions.

The video will be accessible on the TREEADS website, the TREEADS YouTube channel, and used by the project partners after the project ends to showcase its solutions in a simple and attractive way.

Several other short videos and video viral content will be produced in the course of the project on a local and EU level as part of the awareness campaigns in collaboration with the local news desks structures.

7.6 RELEVANT EVENTS

7.6.1.1 TREEADS EVENTS

The planning of the TREEADS Workshops and other events has been undertaken by FRN since it is the main part of the responsibilities under Task 10.4.

TREEADS Task 10.4 (TREEADS Workshops and Clustering Events) has multiple objectives: facilitating scientific and technical discussions, promoting collaboration between partners, bringing together the TREEADS partners and key stakeholders, and disseminating the results. In this context, ten internal workshops have been performed since the beginning of the project. Eight workshops led by TUC in April and March 2022 discussed the pilot details, relevant incidents/events, as-is situations, and to-be situations on the pilot sites. In May 2022, FRN has organized two workshops, one technical and one financial. The physical technical workshop performed in Berlin focused on the identification and classification of technologies to be used in the pilots, while the financial workshop covered the details of financial reporting. FRN and MAGG will organize pilot-oriented workshops in May and early June 2022 to develop the pilot storyboard, identify the actors involved, define inputs-outputs, and facilitate the interactions between technology providers and end-users. The output of these workshops will be further discussed in the physical meeting in Trondheim on June 20-22. There will be four workshops focusing on different WPs of

TREEADS. Pilot details will be finalized in the WP8 workshop, and the development of the TREEADS Holistic Fire Management Ecosystem will be discussed in WP7 workshop. Exploitation, impact assessment and innovation management training will be given in WP9, and wildfire propagation models will be discussed in WP3 workshops.

In addition to the internal workshops, TREEADS started networking with other fellow EU funded projects like Firelogue.eu, FirEURisk, FIRE-IN, SAFERS, and FireLinks. TREEADS team has participated the WFRM (Wildfire Risk Management) clustering event in April and virtually attended the technical exploitation, the case study collaboration & exchange, and the impact assessment workshops. TREEADS has also presented in the COST Action meeting/workshop in May 11-12 and will attend the Aerial Firefighting Conference (In 18-20 May) to exchange of expertise in the aerial firefighting, joint tests, and workshops.

7.6.1.2 EXTERNAL EVENTS

The project technical results and findings will be primarily disseminated through presentations and demonstrations in conferences and other events. TREEADS have already planned its participation to the EUROSATORY Exhibition in a stand organised by 3 Bells partners. Further to this TREEADS participates in joint sessions organised by SAFERS and Firelogue projects in ISCRAM and IX International Conference on Forest Fire Research respectively.

A list of existing events in 2022, 2023, 2024 which could provide dissemination opportunities is provided in *Annex 2: List of future events* with potential for TREEADS' participation of this document. It includes the events that have been identified at present in which the project can participate. This list has been shared with the TREEADS consortium with the request to provide their suggestions and uploaded to TREEADS SharePoint. The list will be updated periodically by the WP10 leader to inform partners about open call for papers and other opportunities for dissemination of project results.

8 POST-PROJECT DISSEMINATION AND COMMUNICATION

The project website will be maintained after the end of the project to provide information about the project publishable results and contact information of the project for those who are interested to learn more. The website is estimated to remain online for at least 5 years post project conclusion, with potential extension of lifetime, upon requirements.

After the completion of the project appropriate action will be taken regarding the commercialization of the TREEADS solutions, the generated results and the new knowledge created during the project lifetime. Aiming at improving public awareness about the actual effects of the project, continue sharing these outcomes with the development and scientific community and prevent them from being left unknown and forgotten.

9 REPORTING

TREEADS project has established the following procedures to ensure proper reporting of all activities and results related to WP10.

9.1 APPROVAL OF DISSEMINATION AND COMMUNICATION ACTIVITIES

Every dissemination activity related to TREEADS has to be approved beforehand by the Project Coordinator.

The objectives of this procedure are to provide high quality TREEADS publications and presentations, avoid overlaps and possible disclosure of restricted or confidential information, and to monitor and record the dissemination activities of the project in a sufficient way. TREEADS consortium partners are requested to follow a specific approval process prior to the realization of every dissemination activity and after its completion. The Task 10.1 Leader is responsible for initiating and monitoring the procedures and recording the performed activities on an efficient manner. A procedure for the approval of Non-European Travel is also foreseen. The detailed TREEADS dissemination procedures are available [here](#) and can be found in *Annex 5: Step-by-step dissemination procedures*.

9.2 DISSEMINATION RECORDS AND FUTURE OPPORTUNITIES

Partners should provide detailed information about a performed dissemination and communication activity shortly after its completion to the Task 10.1. A Dissemination Activity Report must be filled in by the leading partner of every dissemination activity that has taken place. The report along with the presented material should be sent to WP10 leader for publishing the activity on the TREEADS website and social media and for reporting to the European Commission.

Project dissemination records are available at TREEADS SharePoint [here](#) (accessible to project partners only).

Lists of future events and of related journals are available on the TREEADS SharePoint [here](#) (accessible to project partners only).

10 MONITORING OF PROGRESS AND QUALITY

10.1 DISSEMINATION AND COMMUNICATION KPIS

The WP10 leader and the Task 10.1 leader will periodically review the performance with respect to the Dissemination and Communication objectives, the KPIS and the validation measures for Results' acceptance. ACCELIGENCE regularly monitors progress against KPIS as set out in the DoA throughout the whole project duration. The KPIS measure the effectiveness of the TREEADS dissemination and communications activities. This is

reported to project partners at project meetings. Exact measurements are provided in periodic reports. The specific KPIs for WP10 are presented in Table 6 below.

Table 6. Dissemination and communication specific KPIs.

Medium/ Channel	KPIs	Target Value	Implemented already/ Status
Articles	Number of articles from professional journalists across multiple channels to reach the largest possible audience	2-3 medium form articles/year	
	Number of readers articles will target for each piece	100-200 unique readers	
	Number of independently commissioned journalistic articles	10 articles	>40 articles in Greek media already
	Number of articles in News Releases media	>50	
Publications	Number of publications to disseminate scientific and technical results and findings with regular exposure in internationally recognized scientific and academic journals during the course of the project (by all partners)	>10 publications	
Interviews	Number of ongoing interview series with key technical experts, end users and stakeholders	12 interviews	Preparation of the 1 st interview
	Numbers of readers interviews will target for each piece	100-200 unique readers	
Video	Number of professional videos to be produced introducing the key challenges, innovations, and objectives of TREEADS	1 introductory video	Preparation phase
	Number of broadcast-ready Video News Release, for take up by international news channels and the European Broadcast Satellite	1 Video News Release	

In visual and print collateral communications	Number of in visual and print collateral communications	2 series of three unique infographics, posters, project business cards, 2 postcard brochures	1 Brochure, 1 Roll-up Banner
Online Destinations	Number of online destinations for forest-based industry actors, environmental and nature management organisations - contributing to their success, helping pool solutions, knowledge and advancing all projects together	2 major online destinations	
Well-read networks for science, technology and specialist media	Media ranging from the institutional CORDIS to forest management, large-scale and community-based risk assessments, awareness and preparedness. These channels have a high-value and substantial regular readership for TREEADS to tap into. A tool to track online reach and influence of this content will help assess and enhance reaching the largest relevant professional audience possible.	Readership minimum 1,000 unique users a month	
e-Newsletters	Number of e-Newsletters	> 5 eNewsletters	2 e-Newsletters Released by the end of M6
Social Media LinkedIn	Number of LinkedIn observers	250-300 interested observers	229 followers already
Social Media Twitter	Number of Twitter followers	250 followers	187 followers already

10.2 RISK MANAGEMENT AND COMPLIANCE

Describing all steps required to identify and mitigate risks falls outside the scope of this deliverable. A few elements specific to risks in communications are, however, worth mentioning. Queries from the stakeholders will be responded to without delay. Within ACCELIGENCE, a moderator will be nominated for filtering out irrelevant and inappropriate content and comments posted on any of TREEADS's social media accounts. As the project's resources are limited, however, there is a heavy reliance on all partners and networks, who are expected to flag any content they spot that needs to be attended to. This includes content in partner countries' languages, i.e., languages other than English.

There is also a need to be prepared for the unexpected. A sudden, unexpected event related to the project's team or a publication in a high-ranking journal may call for an instant reaction from the TREEADS consortium. Here, again, all partners need to keep up to date, follow turns of event and notify the relevant members of the consortium.

As stated in the GA (Art. 38), the beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner. This does not change the dissemination obligations in Article 29, the confidentiality obligations in Article 36 or the security obligations in Article 37, all of which still apply. Before engaging in a communication activity expected to have a major media impact, the beneficiaries must inform the Agency (see GA - Article 52). Any communication activity that is expected to have a major media impact (i.e., media coverage (online and printed press, broadcast media, social media, etc.) that will go beyond having a local impact and which could have the potential for national and international outreach) must be first notified to the EC. The TREEADS partners are fully aware of and compliant with this requirement.

As for **intellectual property rights (IPR)** appropriate protection procedures will be implemented. Specific activities within WPs are foreseen for innovation knowledge and intellectual property management: (i) IPR applications for new systems and solutions prepared by Consortium partners; (ii) information disseminated within the project and to external bodies, such as publications, presentations, and regulatory/ standards bodies, only after the required actions for ensuring the protection of IPRs have been performed. The protection and the management of the acquired knowledge and IPR will be under the Innovation and Exploitation Manager's responsibilities.

10.3 TIMING OF OFFICIAL WP10 DELIVERABLES AND MILESTONES

10.3.1 Deliverables

D10.1: TREEADS Dissemination and Communication Plan (Month 6, May 2022)

D10.2: TREEADS Outreach, Dissemination and Communication Activities V1 (Month 9, August 2022)

D10.3: TREEADS Outreach, Dissemination and Communication Activities V2 (Month 21, August 2023)

D10.4: TREEADS Outreach, Dissemination and Communication Activities V3 (Month 42, May 2025)

D10.5: Policy Briefs V1 (Month 21, August 2023)

D10.6: Policy Briefs V2 (Month 42, May 2025)

10.3.2 Milestones

The timing of the WP10 related milestones is listed below:

- MS17 - WP10 - Dissemination and Communication Plan available, 16 – ACCELI, M6, Detailed report on dissemination and communication plan.
- MS18 - WP10 - Dissemination Activities & Public Participation and Awareness, 16 – ACCELI, M9, M21, M42, Detailed report on TREEADS Outreach, Dissemination & Communication Activities.

CONCLUSIONS

Awareness and impact creation activities are of major importance for the TREEADS project. Therefore, a significant number of such activities are already planned from an early stage. A concise dissemination and communication strategy and plan is needed to coordinate the activities efficiently, considering all available resources to achieve the project objectives.

In this deliverable (D10.1), the strategic approach for all the TREEADS dissemination and communication planning and performance is presented in detail. The goals have been set; the target groups have been specified; the different dissemination and communication channels that will be used and the material that will be produced have also been defined. These aspects are combined in a concise roadmap that the WP10 Leader supervises according to the already established dissemination and communication procedures.

The tools and materials of the first phase of the project have been described in detail. A significant focus is given to the project website, which is designed to be as user-friendly and attractive as possible. TREEADS social media activities and plans, for engaging as many followers' communities as possible, are described. The brand ID and associated elements and guidelines are also thoroughly described as the primary vehicle to provide a concrete and comprehensive recognisable image of TREEADS to the outer world. The first version of the project brochure and the project roll-up banner is also described. The initiation of the TREEADS press activities is also mentioned with a look at the future actions and their expected impact.

In addition, the different tools and messages concerning each of the defined audiences are thoroughly described, along with the respective plans to reach them in the subsequent phases of the project deployment. Since all dissemination and communication activities will be executed on different levels, namely on a project level by ACCELI, on a local and regional level by the local news desks and on a partners' level through individual partners' activities the creation of strong internal communication links and the monitoring and

coordination of all activities is essential to ensure success. The coming months will also add clarity to how communication and dissemination will interact and support fellow work packages in practice.

Finally, the deliverable contains the basic procedures for organising, monitoring, recording, and evaluating the consortium's dissemination and communication efforts.

REFERENCES

1. Lasswell, Harold D. "The structure and function of communication in society." *The communication of ideas* 37.1 (1948): 136-139.

MAIN CONTACT DETAILS

Partners are encouraged to contact the Project Coordinator and/or the WP10 Leader and the TREEADS Dissemination and Communication team for any assistance or clarifications they may require.

Project Coordinator Kemal S. Arsava - RISE Fire Research AS	kemal.sarp.arsava@risefr.no
WP10 Leader Dissemination & Communication Manager Pantelis Velanas - ACCELLIGENCE Ltd	pvelanas@accelligence.tech
TREEADS Dissemination Office	TREEADS-dissemination-office@accelligence.tech

ANNEX 1: LIST OF SCIENTIFIC JOURNALS SUITABLE FOR TREEADS' PUBLICATIONS

Name of Journal	Publisher	Topics	Open Access	URL
International Journal of Wildland Fire	CSIRO	Articles on basic and applied aspects of wildland fire science including, but not confined to, ecological impact, modelling fire and its effects, and management of fire.	Options available / Hybrid	https://www.publish.csiro.au/wf
Fire	MDPI	Fire is an international, peer-reviewed, open access journal about the science, policy, and technology of fires and how they interact with communities and the environment, published bimonthly online by MDPI. The Global Wildland Fire Network is affiliated with Fire.	Open Access	https://www.mdpi.com/journal/fire
Forests	MDPI	Forests is a peer-reviewed, open access journal of forestry and forest ecology published monthly online by MDPI.	Open Access	https://www.mdpi.com/journal/forests
Fire Safety Journal	Elsevier	Fire Safety Journal is a peer-reviewed scientific journal dealing with original and multidisciplinary research on all aspects of the science and engineering of fire, fire safety and fire protection. Topics include but are not limited to chemistry and physics of fire, fire dynamics, explosions, fire protection systems, detection, suppression, structural response, structural protection, fire investigations, design (including consumer products, industrial plant, transportation, buildings), people/ fire interactions (physical, physiological, and psychological), risk, management, legislation, and education.	Options available / Hybrid	https://www.sciencedirect.com/journal/fire-safety-journal

Advances in Engineering Software	Elsevier	The objective of this journal is to communicate recent and projected advances in computer-based engineering techniques. The fields covered include mechanical, aerospace, civil and environmental engineering, with an emphasis on research and development leading to practical problem-solving.	Options available /Hybrid	https://www.sciencedirect.com/journal/advances-in-engineering-software
Electronics	MDPI	Electronics is an international, peer-reviewed, open access journal on the science of electronics and its applications published semi-monthly online by MDPI. The Polish Society of Applied Electromagnetics (PTZE) is affiliated with Electronics and their members receive a discount on article processing charges.	Open Access	https://www.mdpi.com/2079-9292/9/2/260
IEEE Xplore	IEEE	Digital library which contains material published mainly by the Institute of Electrical and Electronics Engineers (IEEE)	Subscription	https://ieeexplore.ieee.org/Xplore/home.jsp
iForest - Biogeosciences and Forestry	SISEF Publishing	The journal encompasses a broad range of research aspects concerning forest science: forest ecology, biodiversity/ genetics and ecophysiology, silviculture, forest inventory and planning, forest protection and monitoring, forest harvesting, landscape ecology, forest history, wood technology.	Open Access	https://iforest.sisef.org
European Journal of Forest Research	Springer	The journal covers a broad range of subjects, from natural sciences to socioeconomics, which are represented by a board of subject editors with different fields of expertise (see section 'Editorial Board'). Irrespective of their specific field, articles published in this journal always provide generalizable knowledge that goes beyond pure description	Hybrid	https://www.springer.com/journal/10342

Journal of Applied Ecology	British Ecological Society	Journal of Applied Ecology publishes novel, broad-reaching and high-impact papers on the interface between ecological science and the management of biological resources. The journal includes all major themes in applied ecology, such as conservation biology, global change, environmental pollution, wildlife and habitat management, land use and management, aquatic resources, restoration ecology, and the management of pests, weeds and disease.	Subscription-based	https://besjournals.onlinelibrary.wiley.com/journal/13652664
Journal of Physics: Conference Series	IOP	Computational science, Electronics and devices, Environmental and Earth science	Open Access	https://iopscience.iop.org/journal/1742-6596
Fire and materials: an international journal	John Wiley & Sons (https://www.scijournal.org/publishers/john-wiley-sons-inc)	Covers all aspects of the polymer field and the end uses where polymers find application; the important developments in the fields of natural products - wood and cellulosic; non-polymeric materials - metals and ceramics; as well as the chemistry and industrial applications of fire-retardant chemicals	Subscription-based	https://onlinelibrary.wiley.com/journal/10991018
International Journal of Geographical Information Science	Taylor & Francis	<ul style="list-style-type: none"> - Innovations and novel applications of GIScience in natural resources, social systems and the built environment. - Relevant developments in computer science, cartography, surveying, geography, and engineering. - Fundamental and computational issues of geographic information. - The design, implementation and use of geographical information for monitoring, prediction and decision making. 	Hybrid	https://www.tandfonline.com/journals/tgis20
Smart Energy	Elsevier	The journal covers technical and energy engineering research of technologies and system designs with a focus on energy systems. Research is welcome on the role	Open Access	https://www.journals.elsevier.com/smart-energy

		of smart energy technologies and energy infrastructures into an energy systems context such as energy conversion, energy efficiency, energy storage, electrification, power-to-heat, power-to-gas, power-to-liquids, electrofuels, district heating, district cooling and renewable energy.		
Journal of Systems Science and Systems Engineering	Springer	Helps decision makers to understand the mechanism and complexity of economic, engineering, management, social and technological systems, and learn new developments in theory and practice that could help to improve the performance of systems. Publishes papers that address the theory, methodology and applications relating to systems science and systems engineering; applications and practical experience of systems engineering in various fields of industry, agriculture, service sector, environment, finance, operating management, E-commerce, logistics, information systems.	Hybrid	https://www.springer.com/journal/11518
Air, Soil and Water Research	Sage Publications	Related to environmental concerns. <ul style="list-style-type: none"> - Properties and analysis covering all areas of research into soil, air and water individually as well as how they interact with each other and different components of the environment. - Soil hydrology and microbiology. - Changes and consequences of environmental change, chemicals and pollution. 	Open Access	https://journals.sagepub.com/home/asw

ANNEX 2: LIST OF FUTURE EVENTS WITH POTENTIAL FOR TREEADS' PARTICIPATION

Title of event	Date(s)	Place	URL	Call for Contribution
SECURITY RESEARCH EVENT	March 1-2, 2022	Paris, France	https://www.sre2022.eu/	N/A
IEEE VR 2022	March 12-16, 2022	Virtual Event	https://ieeever.org/2022/	N/A
AAAI 2022 SPRING SYMPOSIUM SERIES (9 Symposia)	March 21-23, 2022	Stanford University	https://www.aaai.org/Symposia/Spring/ss22.php	N/A
Copernicus and the Green Deal	March 22-23, 2022	Online workshop	https://www.copernicus.eu/en/events/events/copernicus-and-green-deal	N/A
WUI CONFERENCE	March 22-24, 2022	USA	https://www.eventscoribe.net/2022/WUI/	N/A
PYROLIFE ITN TRAINING EVENT 3	April 4-6, 2022	Cyprus	https://pyrolife.lessonfire.eu/events/making-change-in-wildfire-management-science-policy-interaction/	N/A
Laval Virtual 2022	April 12-14, 2022	Virtual Event	https://www.laval-virtual.com/	https://www.laval-virtual.com/open-calls/
WILDFIRE MANAGEMENT SUMMIT	April 25-26, 2022	USA	https://www.idga.org/events-wildfiremanagement	N/A
EENA CONFERENCE & EXHIBITION 2022	April 27-29, 2022	Marseille, France	https://eenaconference.org/	N/A
ICARSC 2022	April 29-May 1, 2022	Santa Maria Da Feira	http://www.festivalnacionalrobotica.pt/?lang=en	N/A
ICFBR 2022	May 3-6, 2022	Sardinia, Italy	https://www.icfbr2022.it/en/home-en/	sciforum

AERIAL FIRE FIGHTING	May 2022	18-20,	Nimes, France	https://www.aerial-firefighting-europe.com/about	N/A
ISCRAM	May 2022	22-25,	Tarbes, France	https://iscram2022.enit.fr/	N/A
IAWF FIRE AND CLIMATE CONFERENCE	May 2022	23-27,	Pasadena, USA	https://fireandclimateconference.com/pasadena/	Virtual Workshop: Pasadena – Workshops – Fire and Climate Conference (Open) Presentations: Pasadena – Presentations – Fire and Climate Conference (closed)"
LPS 2022	May 2022	23-27,	Bonn, Germany	https://lps22.esa.int/frontend/index.php?folder_id=4377&page_id=	N/A
EU GREEN WEEK 2022	May 30-June 5, 2022		Brussels, Belgium	https://ec.europa.eu/environment/events/eu-green-week-2022_en	N/A
IAWF FIRE AND CLIMATE CONFERENCE	June 6-10, 2022		Melbourne, Australia	https://fireandclimateconference.com/melbourne/	Same as above
EUROSATORY	June 2022	13-17,	Paris, France	https://www.eurosatory.com/?lang=en	N/A
THE 2022 INT'L CONFERENCE ON UNMANNED AIRCRAFT SYSTEMS	June 2022	21-24,	Dubrovnik, Croatia	http://www.uasconferences.com/2022_icuas/	N/A
8th International Conference on Data Processing and Applications (ICDPA 2022)	June 2022	24-27,	Xiamen, China	http://icdpa.org/	N/A
Machine Learning Conference	June 2022	27 – 29,	Munich	https://mlconference.ai/munich/	N/A

IEEE ICVR 2022	July 3-5, 2022	Nanjing, China	http://www.icvr.org/index.html	http://www.icvr.org/icvr_cfp.pdf
International Conference on Methods and Models in Automation and Robotics	August 22-25, 2022	Międzyzdroje, Poland,	http://mmar.edu.pl/	
FIRE ECOLOGY ACROSS BOUNDARIES	October 4-7, 2022	Florence, Italy	http://fireacrossboundaries.org/	https://fireacrossboundaries.org/call-for-proposals/
ICFFM 2022 - International Conference on Forest Fire Management	October 6-7, 2022	Dubrovnik, Croatia	https://waset.org/for-est-fire-management-conference-in-october-2022-in-dubrovnik	N/A
ICWFMSP 2022	October 13-14, 2022	London, United Kingdom	https://waset.org/wildland-fire-management-safety-and-protection-conference-in-october-2022-in-london	N/A
ICFFR - IX INTERNATIONAL CONFERENCE ON FOREST FIRE RESEARCH & 17th International Wildland Fire Safety Summit	November 11-18, 2022	Coimbra, Portugal	https://www.adai.pt/newevent/event/home/index.php?target=home&event=4&defLang=2	https://www.adai.pt/newevent/event/abstracts/index.php?target=help-abstract&event=4
ICWFMP 2022	December 15-16, 2022	Barcelona, Spain	https://waset.org/wildland-fire-management-and-prevention-conference-in-december-2022-in-barcelona	N/A
ICWFMPs 2022	December 20-21, 2022	Istanbul, Turkey	https://waset.org/wildland-fire-management-prevention-and-safety-conference-in-december-2022-in-istanbul	N/A

ICWFMPs 2023	April 12-13, 2023	Venice, Italy	https://waset.org/wildland-fire-management-protection-and-safety-conference-in-april-2023-in-venice	N/A
IWFC-8 PORTUGAL 2023	May 16-19, 2023	Porto, Portugal	in progress	N/A
ICFFM 2023 - International Conference on Forest Fire Management	December 2-3, 2023	Amsterdam, Netherlands	https://waset.org/forest-fire-management-conference-in-december-2023-in-amsterdam	N/A
ICWFMP 2023	December 16-17, 2023	Barcelona, Spain	https://waset.org/wildland-fire-management-and-prevention-conference-in-december-2023-in-barcelona	N/A
WFS 2024	May 12-15, 2024	Strbske Pleso, Slovakia	https://wfs2020.sk/en/	N/A
ICWFMP 2024	December 16-17, 2024	Barcelona, Spain	https://waset.org/wildland-fire-management-and-prevention-conference-in-december-2024-in-barcelona	N/A
EuroVR Conference	TBA	TBA		N/A

ANNEX 3: LIST OF PROJECTS AND OTHER INITIATIVES

Name of the project	website URL
[FIRE-RES] Innovative technologies and socio-ecological-economic solutions for fire resilient territories in Europe	https://fire-res.eu/
[SILVANUS] Integrated Technological and Information Platform for wildfire Management	https://silvanus-project.eu/
[FIRELOGUE] Cross-sector dialogue for Wildfire Risk Management	https://firelogue.eu/
[SAFER] Structured Approaches for Forest fire EmergSAencies in Resilient Societies (SAFERS)	https://safers-project.eu/
[FRIC] Fire resistance, reaction to fire, firefighting, fire tests, fire simulations	https://fric.no/en
[DANTE] Digital Alarm Network and Tracking Equipment for forest fire detection	N/A
[FirEUrisk] Developing a holistic, risk-wise strategy for European wildfire management	https://fireurisk.eu/
[S2IGI] Integrated Fire Management System	N/A
[FIRE PARADOX] An innovative approach of Integrated Wildland Fire Management regulating the wildfire problem by the wise use of fire	https://www.fireparadox.org/
[PYROLIFE] A project in which a new generation of experts will be trained in integrated wildfire management	https://pyrolife.lessonsofire.eu/pyrolife-project/

<p>[PREVAIL] PREvention Action Increases Large fire response preparedness</p>	<p>https://www.prevailforestfires.eu/</p>
<p>[eFIRECOM] Efficient fire risk communication for resilient societies</p>	<p>http://efirecom.ctfc.cat/?lang=en</p>
<p>[GEPRIF] Fire Severity Reduction Through New Tools and Technologies for the Integrated Management of Protection against Forest Fires</p>	<p>http://proyectogeprif.es/</p>
<p>[LIFE MONTSERRAT] A project to protect and minimize major forest fires</p>	<p>https://lifemontserrat.eu/en/</p>

ANNEX 4: INITIAL STAKEHOLDERS' ANALYSIS

Potential External Partner	User Community	Desired Relationship	Current Relationship	Connection
Firefighters in Vienna and lower Austria	Practitioner	Liaison	Invited	JOAFG
City of Vienna	Municipality	Liaison	Invited	JOAFG
Urban Innovation Vienna (Smart City office)	Industry	Liaison	Invited	JOAFG
Military Training Ground administration	Practitioner	Liaison	Invited	JOAFG
Skien fire and rescue service	Practitioner	Liaison	Invited	FRN
DSB (Norwegian Directorate of Civil Protection)	Public authority	Liaison	Invited	FRN
Statsskog (State-owned land and forest company)	Public authority/ forest company	Liaison	Invited	FRN
Norwegian Fire Academy	Academia	Liaison	Invited	FRN
Association for Fire Safety Science (IAFSS)	Association	Liaison	Initiated	FRN
Combustion Institute	Academia	Liaison	Initiated	FRN
Taiwan Forest Research Institute	Research Institute	Liaison	Invited	NTUST
Ministry of Science and Technology (MOST)	Public authority	Liaison	Invited	NTUST
National Fire Agency of Taiwan	Public authority	Liaison	Invited	NTUST
Regional Fire Bureau (Houlong Township)	Practitioner	Liaison	Invited	NTUST
International Thermowood Association	Industry	Liaison	To be initiated	tbc

Norsk Treteknisk Institutt	Research Institute	Liaison	To be initiated	tbc
Local and National Fire Departments of German	Public authority	Liaison	Invited	BAM, OvGU
German Fire Protection Association (VFDB)	Association	Liaison	Invited	BAM, OvGU
German Weather Service (DWD)	Practitioner	Liaison	Invited	BAM, OvGU
Genius Group (Pyrobubbles)	Industry	Liaison	Invited	BAM, OvGU
German fire fighters' association	Association	Liaison	Invited	BAM, OvGU
Region of Crete-Vice Prefect	Regional/ Local Administration	Liaison	Invited	CIHEAM-MAICH
Prefecture of Crete-Regional Union of Chania	Regional/ Local Administration	Liaison	Invited	CIHEAM-MAICH
Municipality of Chania	Regional/ Local Administration	Liaison	Invited	CIHEAM-MAICH
Municipality of Platanias (Chania)	Regional/ Local Administration	Liaison	Invited	CIHEAM-MAICH
Municipality of Apokoronas (Chania)	Regional/ Local Administration	Liaison	Invited	CIHEAM-MAICH
Municipality of Agios Nikolaos	Regional/ Local Administration	Liaison	Invited	CIHEAM-MAICH
Municipality of Sfakia	Regional/ Local Administration	Liaison	Invited	CIHEAM-MAICH
Municipality of Kantanou-Selinou	Regional/ Local Administration	Liaison	Invited	CIHEAM-MAICH
Municipality of Heraklion	Regional/ Local Administration	Liaison	Invited	CIHEAM-MAICH
Municipality of Rethymno	Regional/ Local Administration	Liaison	Invited	CIHEAM-MAICH
Municipality of Kissamou	Regional/ Local Administration	Liaison	Invited	CIHEAM-MAICH

Municipality of Gavdos	Regional/ Local Administration	Liaison	Invited	CIHEAM-MAICh
Hellenic Mediterranean University	Research Institute	Liaison	Invited	CIHEAM-MAICh
University of Crete	Research Institute	Liaison	Invited	CIHEAM-MAICh
Institute of olive tree & subtropical plants of Chania	Research Institute	Liaison	Invited	CIHEAM-MAICh
Advanced School of Tourism Education of Crete	Research Institute	Liaison	Invited	CIHEAM-MAICh
Orthodox Academy of Crete	Research Institute	Liaison	Invited	CIHEAM-MAICh
Intermunicipal Solid Waste Management Corporation	Public company/ Industry	Liaison	Invited	CIHEAM-MAICh
Public Enterprise of Electricity - Thermoelectric Power Station of Chania	Public company/ Industry	Liaison	Invited	CIHEAM-MAICh
Intermunicipal Water & Sewage Company of the Northern Coast of the Prefecture of Chania	Public company/ Industry	Liaison	Invited	CIHEAM-MAICh
Fire Service of Chania	Practitioner	Liaison	Invited	CIHEAM-MAICh
Development Organisation of Western Crete	Public company	Liaison	Invited	CIHEAM-MAICh
European Forests Institute	Research Institute	Liaison	Invited	UdG
Forest Service of the Generalitat de Catalunya	Public company/ Industry	Liaison	Invited	UdG

WP10: TREEADS Outreach and Awareness Generation



**A Holistic Fire Management Ecosystem for Prevention, Detection
and Restoration of Environmental Disasters.**

DISSEMINATION PROCEDURES

This project has received funding from the European Union's Horizon 2020
research and innovation programme under Grant Agreement No 101036926.



Contents

Description and purpose	2
Objectives.....	3
STEP-BY-STEP Procedures.....	3
Approval procedure (prior to the performance of the activity)	3
A. For every dissemination and communication activity:.....	3
B. For already approved material:.....	4
C. For organisation of TREEADS event:	4
D. For Non-European Travel:.....	4
Reporting of Dissemination Activities (after the performance of the activity).....	4
Guidelines for the use of the Project Logo & EU emblem.....	5
Brand Consistency	6
Project logo, Brand Guidelines and Templates.....	6
Project website & social media accounts	6
Enquiries and Contact Details	7

Description and purpose

The participation of any Partner in an event as well as the performance of every dissemination & communication activity related to DRYADS project has to be approved beforehand by the Project Coordinator and the Steering Committee (SC).

Objectives

The objectives of the Dissemination Procedures are to ensure:

- (i) Production of high-quality publications & presentations;
- (ii) Avoid overlaps or disclosure of restricted information;
- (iii) Consistency in presentation of the Project to both internal and external audiences;
- (iv) Ensuring that Brand Guidelines are followed (professional image);
- (v) Monitor & Record dissemination activities in a sufficient way.

For effective and successful dissemination and communications activities, all partners need to be fully involved and pursue opportunities in:

- (i) Presenting project concept, ideas & findings in every available occasion;
- (ii) Publishing work at conference proceedings, scientific journals and other publications.
- (iii) Initiate bilateral discussions, introduce project advances in related technical or standardisation groups, fora, platforms etc.
- (iv) Distribute project dissemination and communication material;
- (v) Organise National/Local dissemination and communication activities to involve respective authorities, stakeholders and end-users;
- (vi) Share project news and advances in your digital media and network of contacts;
- (vii) Issue press releases; inform media contacts; perform mass media activities.

All of the above need to be reported prior and post completion to the WP10 leader and DRYADS Dissemination and Communication Manager (pvelanas@accelligence.tech), in accordance with the Dissemination Procedures and using the relevant reporting templates.

The Dissemination and Communication Manager (DCM) is responsible to examine all the provided information and material, to initiate the approval process and to ensure that all information is properly collected and presented through the project website and social media prior or after the completion of the activity.

STEP-BY-STEP Procedures

Approval procedure (prior to the performance of the activity)

- A. For every dissemination and communication activity:
 - 1. Fill in the dissemination activities report template available [here](#);
 - 2. Store your material (abstract, draft paper, poster, presentation etc.) to the Dissemination Requests [here](#) on the respective folder according to the type of the planned activity. Please create a separate folder name as follows "DDMMYYYY_Partner";

3. Submit your dissemination request allowing for **minimum two weeks before submission** deadline by email to the DCM (pvelanas@accelligence.tech)
4. DCM has 2 days to react and send the request to Coordinator/ Steering Committee (SC) for approval, modification or rejection;
5. Coordinator/SC decision send to the DCM **within five working days**; If no answer is received by the set deadline, then it may be considered as an approval;
6. DCM informs the initiator of the dissemination activity along with the involved partner(s) about the decision.

In case of:

- A. **Approval:** When approval is given through the DCM, the partner(s) is (are) free to proceed with the realization of the proposed dissemination activity;
- B. **Conflict/objection:** Any SC member can reject the proposed dissemination activity if they have objections, related to overlaps or possible disclosure of restricted or confidential information concern the work performed in the different WPs. In case of conflict, the issue will be discussed among the coordinator, the DCM and the involved partners and the following steps are followed:
 - a. The DCM informs the lead partner that modifications or additions are required on the provided material.
 - b. Then the material is proposed again to DCM and if significant changes (that might provoke conflicts among partners' interests) must be made, the general approval procedure is followed again from the start. If there are not significant changes on the content of the proposed **material** then DCM check if the required changes have been implemented correctly and ask the lead partner to proceed with the activity.

B. For already approved material:

If partners wish to present or release material already approved as public presentation and other communication material, then no formal approval is required from the Coordinator/SC. However, the DCM (pvelanas@accelligence.tech) has to be informed to examine if the provided material needs further attention. If there are no objections by the DCM, then she notifies the authors to proceed with the dissemination activity in a period of 5 working days after her original notification.

C. For organisation of TREEADS event:

In case a partner wishes to organise a workshop or special event related to TREEADS, then the approval by DCM and the information of the Coordinator and the Steering Committee (SC) is also needed **2 months** before the realisation of this type of dissemination activity.

D. For Non-European Travel:

** For non-European travels the Project Coordinator should be informed and approval from his side is required. Please fill in the **Non-European Travel Report Template** (available [here](#)) at least **two months** before the travel and send the form to the project Coordinator, **Kemal S. Arsava**, RISE Fire Research AS (kemal.sarp.arsava@rise.fr.no) so as to inform the EC. For possible enquiry by the auditors in the future it is recommended to keep the form and EC's response with the respective travel documents.

Reporting of Dissemination Activities (after the performance of the activity)

Within **ten working days** after the realization of the dissemination activity/ participation at the relevant event, Partners should provide the DCM with:

- (i) a fully completed Dissemination Activities Report (template provided [here](#));
- (ii) [the](#) presented dissemination material (final paper, presentation, poster, press release etc.);
- (iii) snippets from the online media and social media presence;
- (iv) relevant photos from the event.

The filled-in report and all the material received will be archived by the DCM on the Project's Microsoft Teams [here](#) on the respective folders. The DCM will use the information to populate the activity on the project digital media and efficiently report it to the EC.

Guidelines for the use of the Project Logo & EU emblem

According to the Articles 29 & 38 of TREEADS Grand Agreement, any dissemination of results (in any form, including electronic) must display the EU emblem and must include the following acknowledgement text:

"TREEADS project has received funding from the European Union's Horizon 2020 research & innovation programme under grant agreement No 101036926. Content reflects only the authors' view and European Commission is not responsible for any use that may be made of the information it contains".

For any communication activity, the EU emblem must be displayed, along with the phrase:

"TREEADS project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101036926. Content reflects only the authors' view and European Commission is not responsible for any use that may be made of the information it contains".

For infrastructure, equipment & major results, the EU emblem must be displayed along with the phrase:

"This [infrastructure][equipment][insert type of result] is part of the TREEADS project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101036926."

When displayed together with another logo, the EU emblem must have the appropriate prominence. For correct use of the EC emblem please use the following link:

- European flag: http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm

Partners are prompted to consult these Dissemination Procedures, the Brand Guidelines on the use of the logo, together with the guidelines on use of the EU emblem and relevant text, and contact the Dissemination Manager (pvelanas@accelligence.tech) or treeads-dissemination-

office@accelligence.tech for any clarifications or questions, they may have **BEFORE** publishing and/or sharing and/or participating and/or undertaking a dissemination activity.

Brand Consistency

Project logo, Brand Guidelines and Templates

All Partners are requested to follow the Project's Brand Guidelines as their main reference point for the use of the project logo and variations, colour palette and general presentation imagery throughout the duration of the project.

For any questions or clarifications, and prior to any sharing and/or publication of material, Partners are requested to contact the DCM (pvelanas@accelligence.tech) or treads-dissemination-office@accelligence.tech to assist them.

The Project Brand Guidelines and the logo in different variations can be found [here](#).

The project dissemination templates can be found [here](#).

For the purposes of the Project and for a coherent presentation of the deliverables, the Project Coordinator and Dissemination Manager have prepared the relevant templates to be used by Partners in preparing their own work/deliverables.

Specifically, these include:

- PowerPoint presentation template
- Dissemination activities report template.
- Non-European Travel Report template.
- Press Release template.

All templates can be found on the online repository of the Project and can be downloaded and edited by each Partner. Templates can be edited (to the extent permissible), however the general layout, formatting and style must be adhered to by all partners.

Project website & social media accounts

The Project's official website can be found at: <https://treeads-project.eu/>

Partners are requested to include the link to the project website in every announcement they make about TREEADS to their individual websites and on other media (newsletters, e-blasts etc.) they may use to present it.

The official social media accounts of the Project are available on LinkedIn and Twitter.

<https://twitter.com/TREEADSH2020>

<https://www.linkedin.com/company/dryads-h2020>

Partners' achievements and dissemination activities will be shared on the official social media accounts of the Project, together with other relevant public information.

6

WP10: TREEADS Outreach and Awareness Generation

Partners are requested to keep an eye on the social media platforms of the project and share/re-share posts and/or other material to their own social media platforms.

When share information about the project on your individual social media accounts please ensure to use at least the following @tags and #hashtags:

For Twitter:

@TREEADSH2020

#H2020, #EUGreenDeal

For LinkedIn:

@treeads-h2020

#H2020, #EUGreenDeal

as well as any other hashtags that would be relevant to the post shared and which would increase activity and visibility to the official accounts of the Projects.

Enquiries and Contact Details

Partners are encouraged to contact the Project Coordinator and/or the Dissemination Manager for any assistance or clarifications they may require.

Project Coordinator: Kemal S. Arsava RISE Fire Research AS	kemal.sarp.arsava@risefr.no
Communication & Dissemination Manager: Pantelis Velanas Accelligence Ltd.	pvelanas@accelligence.tech & treeads-dissemination-office@accelligence.tech



A Holistic Fire Management Ecosystem for Prevention,
Detection and Restoration of Environmental Disasters

PRESS RELEASE

FOR IMMEDIATE RELEASE

15 March 2022, Trondheim

DRYADS Project – A Unifying Technological Ecosystem for Integrated Fire Management and Adaptive Forest Restoration in Changing Socio-Ecological Contexts

DRYADS, a large-scale EU Green Deal project, brings together a consortium of 46 partners from 13 European countries and Taiwan, in the fight against wildfires. DRYADS will increase the effectiveness of enhanced sustainable fire and forest management under changing climate conditions, by building upon state-of-the-art high TRL products and latest innovations in fields covering all three stages of fire management -namely fire prevention and preparedness, detection and response, restoration and adaptation - and uniting them under the umbrella of a holistic Fire Management Platform Ecosystem. DRYADS will capitalise on expert knowledge and EU initiatives, but also address the need for proactive governance, change of forest management practices, community-based awareness and preparedness activities, where local communities and bio-economy sectors will play a central role.

Wildfires are a severe threat across Europe, causing significant environmental and economic damage. They are becoming more intense and widespread as a result of climate change, particular forestry practices, ecosystem deterioration, and rural depopulation. Longer fire seasons, more frequent fire events, additional fire-prone locations, and more extreme fire behaviour are all projected to enhance fire risk as a result of climate change. As of August 10, 2021, the EFFIS registered 1,877 fires across the EU and non-EU members this year, burning more than 600,000 hectares. That is roughly 2.5 times the annual average for the period from 2008-2020, both in terms of the number of fires and the total damage. Furthermore, the latest UNEP and GRID-Arendal report on wildfires foresees a global increase of extreme fire events up to 14 per cent by 2030. Extreme wildfire events, in addition to their devastating ecological impact, have an unparalleled social cost in terms of both human life and economic losses. In addition, intense wildfire episodes, which account for only around 2% of all fires, cause the lion's share of fire damage.

The DRYADS project, funded by the EU Horizon 2020 Programme under the EU Green Deal call, aims at addressing a number of major challenges that wildfires pose, including current technological and infrastructural restrictions, but also severe environmental, societal, and economic consequences. The DRYADS fire management ecosystem will include various innovative technologies and systems covering all time-interconnected stages of wildfires (before, during and after). These will cover material solutions for passive fire protection of buildings and critical infrastructures, technologies for social inclusion, the novel introduced concept of "Forestry 4.0". Additionally, it will include the related emerging technologies, such as "Internet-of-Forest-Things", "Forest Digital Twin", Unmanned Aircraft Systems (UAS) technologies -tailored for wildfire fighting and management-, computer and artificial vision, sustainable land management technologies and agroforestry solutions for ecological balance, and Unmanned Aerial Vehicle (UAV)-assisted forest restoration. These technological solutions will allow the DRYADS consortium to enhance forest and communities protection against natural hazards and human-induced threats associated with climate change, to strengthen the resilience of EU forests, and to achieve a crucial step towards



DRYADS project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101036926.

Figure 15 TREEADS 1st Press Release (screenshot from when it was published)

It should be noted that Figure 15 shows the old logo and acronym of the project, which was updated on September 2023. The objective of the figure is to show the Press Release as it was published during the reporting period. The updated logo can be found in the previous Figures.

efficient and sustainable forest management. In total, over 26 different technologies will be optimized, developed, and validated in the implementation of DRYADS with expected results to include, among others, the minimization of the significant impacts caused by extreme fires and experience strengthening for end-users within a rich set of realistic scenarios via the project's training programme. DRYADS will focus research, development and integration efforts on delivering systems of high relevance and benefit to the relevant end-users and the forestry market, while providing them, in turn, with an excellent opportunity to understand potential weaknesses or limitations of current technologies.

The DRYADS tools and solutions will be demonstrated and validated under actual operating conditions in eight complex pilot implementations in seven European countries and Taiwan. Among them is Austria, Norway, Spain, Italy, Romania, Greece and Germany; countries that have suffered the loss caused by extensive wildfires over the past years.

The multi-stakeholder approach implemented throughout the project will allow for the efficient integration of expert knowledge from professional foresters and actors in (i) forested social and ecological systems; (ii) forest economics and policy; and (iii) existing EU initiatives and services, in addressing wildfires through innovative means or mitigation strategies.

The official **Kick-Off Meeting** of the DRYADS project took place as a virtual event on February 21st and 22nd, 2022, with the participation of more than 100 experts that will work closely for the next 3,5 - years to deliver an impactful and fully adaptable solution for wildfires prevention, detection and restoration of environmental disasters.

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Page | 2



A Holistic Fire Management Ecosystem for Prevention,
Detection and Restoration of Environmental Disasters

NOTES TO THE EDITOR

PROJECT SUMMARY

DRYADS is an H2020 project consisting of 46 partners from 12 EU countries, 1 associated country (Norway) and Taiwan. Motivated by the need for a more effective, science-based wildfire management and risk-informed decision-making, the DRYADS consortium will build upon state-of-the-art high TRL products and unite them in a holistic Fire Management platform that optimizes and reuses the available Socio-technological Resources in all three main phases of Wildfires. By adopting a multi-stakeholder, multi-actor approach at its core, the DRYADS solutions will contribute to sustainable development as an inclusive societal process and secure sustainability and resilience of natural environment, as well as local human societies. DRYADS advances will be demonstrated and validated under actual operating conditions in eight complex pilot cases in seven EU countries (Romania, Spain, Italy, Greece, Norway, Austria, Germany) and Taiwan.

GENERAL INFORMATION

Duration: 42 months | Starting from 1 December 2021

Total cost: €22.8 million

Coordinator: RISE Fire Research AS

Website: www.dryads-project.eu | Twitter: @DryadsH2020 | LinkedIn: @dryads-h2020

DRYADS Consortium: RISE Fire Research AS, NO | Jotne EPM Technology AS, NO | Bundesanstalt Fuer Materialforschung Und -Pruefung (BAM), DE | Caggemini Engineering, FR | Drone Hopper, ES | Universidad de Salamanca (USAL), ES | Squaredev BV, BE | Fundacion Cartif, ES | Universitat de Girona, ES | National Centre for Scientific Research "Demokritos", GR | Software Imagination & Vision SRL (SIMAVI), RO | The Otto-von-Guericke-University Magdeburg (OvGU), DE | Adrestia R&D Private Company, GR | Center for Research and Technology Hellas (CERTH), EL | Eight Bells LTD, CY | ACCELIGENCE LTD, CY | INNOV Limited, CY | Frontier Innovations, GR | VIPO Solutions, NO | Global BioDesign, BE | Engineers For Business S.A., GR | Lithuanian Research Centre for Agriculture and Forestry (LAMMC), LT | Schmitz OneSeven GmbH, DE | Copenhagen Business School, DK | Woodify AS, NO | K3Y LIMITED, BG | Maggioli S.P.A, IT | National Observatory of Athens, GR | Ministry of Environment, Waters and Forests, RO | Romanian Forestry Association (ASFOR), RO | Fundatia Pentru SMURD, RO | Johanniter Ausbildung und Forschung gemeinnützige GmbH (JOAFG), AT | Disaster Competence Network Austria (DCNA), AT | Ing. Feischl Richard, AT | Freiwillige Feuerwehr Gumpoldskirchen (FGK), AT | Professional fire brigade and civil protection department Graz, AT | Sviluppo Tecnologie e Ricerca per l'Edilizia Sismicamente sicura ed ecoSostenibile Scarl (STRESS), IT | Agenzia Campana Mobilità Infrastrutture e Reti (ACaMIR), IT | Comune di Sorrento, IT | Pompiers de l' Urgence Internationale, FR | Federación de las Asociaciones Forestales de Castilla y León, ES | Diputación Provincial de Ávila, ES | Technical University of Crete, GR | Mediterranean Agronomic Institute of Chania, GR | Decentralized Administration Authority of Crete, GR | National Taiwan University of Science and Technology, TW |

Contact:

Project Coordinator:

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Dissemination & Communication Manager:

Evi Brousta, ACCELIGENCE Ltd.
evi.brousta@acceligence.tech

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A Holistic Fire Management Ecosystem for Prevention, Detection and Restoration of Environmental Disasters.

The Members of the TREEADS Consortium:

Short Name	Country	Short Name	Country	Short Name	Country
FRN	NO	INNOV	CY	DCNA	AT
Jotne	NO	FI	EL	IFR	AT
BAM	DE	GBD	BE	FGK	AT
Cappgemini Eng.	FR	EFB	EL	BFG	AT
DH	ES	LAMMC	LT	STRESS	IT
USAL	ES	OneSeven	DE	ACaMIR	IT
SQD	BE	VIPO	NO	Sorrento	IT
CARTIF	ES	WAS	NO	PUI	FR
UdG	ES	CBS	DK	FAFCYLE	ES
NCSR	EL	K3Y	BG	DdA	ES
SIMAVI	RO	MAGG	IT	TUC	EL
OvGU	DE	NOA	EL	MAICh	EL
ADR	EL	MEWF	RO	DAAC	EL
CERTH	EL	ASFOR	RO	NTUST	TW
8bells	CY	SMURD	RO	DTU	DK
ACCELI	CY	JOAFG	AT		

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