



EFORWOOD
Sustainability Impact Assessment
of the Forestry - Wood Chain



Project no. 518128

EFORWOOD

Tools for Sustainability Impact Assessment

Instrument: IP

Thematic Priority: 6.3 Global Change and Ecosystems

Deliverable D6.1.4
**Communications Strategy & Plan incorporating a post project
communication plan - Update**

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RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

EFORWOOD Communications Plan

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1. INTRODUCTION

This updated Communications Plan is linked to the EFORWOOD Communications Strategy and should be read in conjunction with the Strategy document. It covers the period from November 2007 until December 2009.

2. EFORWOOD Communications Plan

The Communications Plan is a document that describes:

- ways in which we plan to accomplish the communications objectives (our program of work),
- how and when we plan to implement the programme of work (the tools and timetable),
- how we will measure the results (evaluation).

The communications plan is the specific roadmap that's going to achieve the objectives set out in the strategy.

2.1 Programme of Work

Our programme of work covering the period month 25 to month 42 consists of the following steps:

2.1.1 Evaluate our current communications plan based on feedback from the EU evaluators based on the Year 2 progress report.

2.1.2 Produce a revised Communications Work Programme as outlined in the table below. The work programme is also presented in **Annex 1** to this document aligned with the different identified target groups.

	What	When	Target Groups	Desired Impact	Comms. Channels	Who is responsible	What information is required and from whom	Evaluation method(s)
1	EFORWOOD Roadshows	Nov-07 - April-09	EU Commission, National policy makers, NGOs and Industry Stakeholders	Awareness + Understanding of project impacts	Meetings, Presentation	M0 supported by M6	Key deliverable information from all M-Leaders	Feedback from participants, number of presentations made
2	EFORWOOD Brochure produced and distributed + updated version	Mar-08 and May-09	EU Commission, Industry Stakeholders, Policy makers, Other researchers, NGOs, FTP	Awareness about the project and its main objectives	Distribution through EF partners, Ind. Federations, EU Commission & Stakeholder panels. eNewsletter dist. through email contacts across all target groups	M6 + all modules	All modules – prepare and supply abstracts and summaries of key developments and deliverables	Feedback from target groups
3	EFORWOOD Newsletter produced and distributed + updated version	Mar-08 and Sept-08	Project partners; members of EAP; EU Project Officer; other target groups as appropriate	All partners (and some stakeholders) know what is happening in other modules	Distribution through EF partners	M6 + all modules	All modules – prepare and supply abstracts and summaries of key developments and deliverables	Feedback from partners and stakeholders
4	Identify top 50 large companies in the sector and send out information pack to each	April-08 to Jul-08	Industry - companies likely to use ToSIA within their own resources	Awareness of the project and its benefits. Possibilities for using ToSIA tool	Email, Web and printed material	M6	All modules deliver input to M6	Record feedback
5	Identify policy makers / civil servants at National level (EEA / FTP / NCP) in all EU 27 countries and send information pack to each	April-08 to Jul-08	Policy makers and civil servants at National level	Awareness of the project and its benefits. Possibilities for using ToSIA tool	Email, Web and printed material	M6	All modules deliver input to M6	Record feedback

	What	When	Target Groups	Desired Impact	Comms. Channels	Who is responsible	What information is required and from whom	Evaluation method(s)
6	Compile a list of relevant information channels used by researchers and educators in the FBS sector and send abstracts for publication / distribution	April-08 to Jun-08	Other Researchers in the FBS sector	Awareness of the project and its benefits. Possibilities for using ToSIA tool	Email, Web and printed material	M6	All modules - provide channel information and deliver input to M6	Record feedback
7	Compile a list of relevant publications and web sites used by industry in EU 27 countries and send abstracts for publication / distribution	April-08 to Jun-08	FBS industry in general	Awareness of the project and its benefits.	Email, Web and printed material	M6	All modules - provide lists of publications and web sites and deliver input to M6	Record feedback
8	Update EFORWOOD web site and implement enhancements	May-08	All Internal and external stakeholders	External - Improve awareness and understanding of the project. Internal - provide an enhanced tool to all partners that improves the management of project activities and the transfer of information	Internet	M6 + M0	Input / feedback required from all partners	Feedback from partners. Web site statistics.
9	Compile a list of relevant publications and web sites used by researchers outside Europe and send abstracts for publication / distribution	Apr-08 to Oct-08	Researchers outside Europe	Increased awareness and understanding about the project and its benefits.	Internet	M6	Input (and translation where necessary) from INCO partners on relevant publications and web sites	Record feedback

	What	When	Target Groups	Desired Impact	Comms. Channels	Who is responsible	What information is required and from whom	Evaluation method(s)
10	EFORWOOD Week Vienna, Austria	May-08	All partners; members of EAP; EU Commission project officer	Review progress against workplan and maximise cross-module discussions. Review Year 2 status report to EU Commission.	Meetings, Workshops	M0 + all modules	All modules – prepare work programme based on 25-42 plan. Ensure all cross-module discussions are arranged and planned	Attendance numbers. Feedback from attendees
11	Attendance at FTP event, Slovenia - participate in parallel session on EFORWOOD and other FP 6 projects	May-08	FBS Industry in general	Awareness of the project and its benefits.	Workshop, poster session	M0 + M6	Input to the preparation of EFORWOOD presentation by all module leaders.	Record feedback
12	Cross-module training on specific topics as indicated by the work programme and discussions among partners	May-08 to Oct-08	Project Partners	Understanding among partners as to the workings of each module and the functioning of the different elements that feed into ToSIA	Instructor led workshops and video capture of same	M1 - M5. Module providing the source of the training.	Input from specialists related to the different training topics.	Attendance numbers. Survey of attendees
13	Identify relevant NGO organisations and send information about EFORWOOD	Sep-08 to Apr-09	NGOs	Awareness of the project and its benefits. Address concerns that are of particular interest to NGOs.	Email, Web and printed material	M6	All modules deliver input to M6	Record feedback
14	Project update to COST	Oct-08	Other Researchers in the FBS sector	Awareness of the project and its benefits. Possibilities for using ToSIA tool	Email and presentation at COST event(s)	M0 + M6	Input to the preparation of EFORWOOD presentation by all module leaders.	Record feedback

	What	When	Target Groups	Desired Impact	Comms. Channels	Who is responsible	What information is required and from whom	Evaluation method(s)
15	EF Week, Bordeaux, France	Oct-08	All partners; members of EAP; EU Commission project officer	Review Year 3 and plan the work for Year 4	Meetings, Workshops	M0 + all modules	All modules – prepare work programme based on 25-42 plan. Ensure all cross-module discussions are arranged and planned	Attendance numbers. Feedback from attendees
16	ToSIA Demo	Nov-08 to Apr-09	EU Commission; experts from large companies; other researchers in the FBS; project partners; EAP	Demonstration of the ToSIA tool and how it can be used by those involved in policy and strategy making.	Workshop	M1 + M0	Input from M2, M3, M4, M5 regarding data and case studies used in the demo.	Record feedback
17	Produce updated abstracts from key deliverables and place on the EF portal. Inform user groups appropriately.	Mar-09	Other Researchers in the FBS sector; researchers outside Europe; FBS industry in general	Understanding of key project deliverables plus information regarding contacts for further details.	Email, Web and printed material	M6 + all modules	Abstracts prepared by all modules and delivered to M6 (already a requirement for Deliverables)	Record feedback
18	Year 3 project evaluation	Nov-08 to Feb-09	EU Commission; members of Expert Advisory Panel	Update on progress towards project goals. Development of final year work programme.	Standard reporting formats and meetings	M0 + all Modules	Individual reports from all Modules and all partners	Evaluation report issued by EU Commission project officer
19	Develop updated EFORWOOD information pack and distribute to relevant contacts	Apr-09	Policy makers and civil servants at National level; FTP contacts	Understanding of final project outcomes and how these can benefit the sector.	Email, Web and printed material	M6	Input from all modules to M6	Record feedback

	What	When	Target Groups	Desired Impact	Comms. Channels	Who is responsible	What information is required and from whom	Evaluation method(s)
20	EF Week, Freiburg	May-09	All partners and EU Commission	Review progress and plan the work for final six months	Meetings, Workshops	M0 + all modules	All modules – prepare work programme based on 36-48 plan. Ensure all cross-module discussions are arranged and planned	Attendance numbers. Feedback from attendees
21	Final conference information pack designed and disseminated	May-09	All partners and EU Commission, Policy makers and civil servants at National level; FTP contacts	Awareness about the final project conference	Printed materials, email, conference Web	M0+M6	Input from M0 and M6	Record feedback
22	EF Week Uppsala	Sep-09	All partners and EU Commission	Final results and report	Meetings, Workshops	M0 + all modules	All modules – prepare overview of the final results and report inputs. Ensure all cross-module discussions are arranged and planned	Attendance numbers. Feedback from attendees
23	Final EFORWOOD conference, Uppsala	Sep-09	All partners and EU Commission, researchers, policy makers and civil servants at National level; FTP contacts, industry people	Presentation of the project final results	Meetings, Workshops	M0 + all modules	Presentations and posters based on project results and achievement; posters and presentations outside of the project	Attendance numbers. Feedback from attendees

See also Annex 1 where the Communications Plan is aligned with the different target groups.

2.2 Communications tools/channels

Web based tools

- Project web site and portal
- Partner web sites
- CORDIS web site and database
- Webcasts, podcasts

Promotional material

- Project posters
- Project brochures
- Project Newsletters
- Articles in magazines, newsletters and other publications
- Press Releases

Other written materials

- Published material in technical press
- EFORWOOD book project

Other tools

- Interactive workshops, meetings and interviews with stakeholders by project partners
- Interviews with project partners by media
- Telephone / video conference calls

2.3 Evaluation of EFORWOOD Communications

We will build into our plan a method for regulated feedback from the main stakeholder groups on our message, methodology and quality. This will include but may not be limited to:

- Reports on work in progress,
- Surveys of target groups to establish if the two-way communications are having the desired effects,
- Review by members of the Expert Advisory Panel

Annex 1

EFORWOOD Communications Plan 2008 / 2009												
Target Groups	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08
EXTERNAL TARGET GROUPS												
PRIMARY												
EU Commission					2008 EFORWOOD web site	Roadshow					ToSIA Demo	
Industry - large companies	Roadshow		Brochure developed and distributed	Identify top 50 companies	2008 EFORWOOD web site	Roadshow	Information pack distributed			Roadshow		
SECONDARY												
Politicians / civil servants at national level				EEA / FTP / NCP contacts by country	2008 EFORWOOD web site		Information pack distributed					
Other researchers / educators in FBS				List of relevant channels	2008 EFORWOOD web site	Articles made available				Project update to COST		
FBS Industry in General			Brochure developed and distributed	List of relevant publications & web sites	2008 EFORWOOD web site	Articles made available						
PERIPHERAL												
NGOs			Brochure developed and distributed		2008 EFORWOOD web site				Identify relevant NGOs			
FTP			Brochure developed and distributed		FTP Conference Slovenia							
Researchers outside Europe				List of relevant publications & web sites	2008 EFORWOOD web site	Articles made available						

EFORWOOD Communications Plan 2008 / 2009

Target Groups	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08
INTERNAL TARGET GROUPS												
PRIMARY												
Project partners and their colleagues			EFORWOOD Newsletter		EFORWOOD WEEK; 2008 EFORWOOD web site	Partner training sessions			EFORWOOD Newsletter	EFORWOOD week		
Members of the Expert Advisory Panel		Year 2 project evaluation	EFORWOOD Newsletter		EFORWOOD WEEK; 2008 EFORWOOD web site					Project update to COST		
EU Project Officer		Year 2 project evaluation	EFORWOOD Newsletter		EFORWOOD WEEK; 2008 EFORWOOD web site				EFORWOOD Newsletter	EFORWOOD week		

EFORWOOD Communications Plan 2008 / 2009												
Target Groups	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09
EXTERNAL TARGET GROUPS												
PRIMARY												
EU Commission				ToSIA Demo	Updated information pack distributed		Roadshow		ToSIA Walk-through (also on DVD)	Final Conference		
Industry - large companies		Roadshow	ToSIA Demo		Updated information pack distributed			Roadshow	ToSIA Walk-through (also on DVD)	Final Conference		
SECONDARY												
Politicians / civil servants at national level				Updated information pack distributed		Distribution of information by partners			ToSIA Walk-through (also on DVD)	Final Conference	Distribution of information by partners	
Other researchers / educators in FBS			Abstract + web links made available	ToSIA demo			Distribution of information by partners		Compilation of Scientific publications	Final Conference	Distribution of information by partners	
FBS Industry in General			Abstract + web links made available		Updated EFORWOOD brochure			Distribution of information by partners		Final Conference		
PERIPHERAL												
NGOs				NGO "Flier" distributed	Updated EFORWOOD brochure					Final Conference		
FTP				Information pack distributed			Distribution of information by partners		ToSIA Walk-through (also on DVD)	FTP Event in conjunction with Final Conference		
Researchers outside Europe			Abstract + web links made available					Distribution of information by partners		Final Conference	Distribution of information by partners	

EFORWOOD Communications Plan 2008 / 2009												
Target Groups	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09
INTERNAL TARGET GROUPS												
PRIMARY												
Project partners and their colleagues				EFORWOOD Week + ToSIA demo	EFORWOOD Newsletter				ToSIA Walk-through (also on DVD)	Final Conference	Distribution of information by partners	
Members of the Expert Advisory Panel		Year 3 project evaluation		EFORWOOD Week + ToSIA demo	EFORWOOD Newsletter				ToSIA Walk-through (also on DVD)	Final Conference		
EU Project Officer		Year 3 project evaluation		EFORWOOD Week + ToSIA demo	EFORWOOD Newsletter				ToSIA Walk-through (also on DVD)	Final Conference		

3. Post-project exploitation plan

A post-project strategy has been developed based on the recommendations of the small working group set up by the IP Board in 2009. The first important step in the strategy is the set-up of a ToSIA Management and User Group (TMUG). The first draft Memorandum of Understanding for this group has been agreed and the inaugural meeting is scheduled for Spring 2010.

(For more see TMUG Memorandum of Understanding document and EFORWOOD Deliverable D6.3.1.)