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Deliverable D4.6

Report on digital and printed communication and dissemination activities and materials

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Abstract

This deliverable aims to report on the communication and dissemination activities of the ROSEWOOD4.0 project during its 30 months duration (January 2020 – June 2022). Deliverable D4.6 "Report on digital and printed communication and dissemination activities and materials" presents the activities and the impact of the communication and dissemination actions carried out by the ROSEWOOD4.0 project partners. This deliverable is part of the Work Package 4 "Communication, dissemination, exploitation and collaboration with other initiatives to maximise impact".

Deviations

None.

1. Overview

The ROSEWOOD4.0 project, which ran from 1 January 2020 to 30 June 2022, looked for innovative ways to contribute to improving the competitiveness of the forest industry and the vital development of rural areas within the European bioeconomy, responding to the imminent need for wider sharing of ICT-based solutions in the forestry sector. To achieve this, ROSEWOOD4.0 has developed a series of products, including a Knowledge Platform with more than 275 best practices and innovations (BP&I) from across Europe to ensure knowledge transfer, the digitisation of the European forest industry 4.0 and the provision of training and coaching to professionals through digital tools.

The ROSEWOOD4.0 network is based on the previous ROSEWOOD network (former project, 2018 - 2020), including additional countries in its network (Poland, Slovakia and Ukraine) through its Central Eastern Europe Hub, which has entailed a commitment to the expansion and consolidation of this network of countries and members to develop relations and exchange of information between stakeholders across Europe.

The consortium has worked on detecting and mapping BP&I in forestry in the field of digitisation, sustainable forest management and wood mobilisation efficiency to contribute to an innovative forestry sector and an enhanced modernisation of the forest industry, silviculture practices and more sustainable forest management.

This work has been translated not only in the development of the ROSEWOOD4.0 Knowledge Platform but also in the production of videos, articles, newsletter, organisation of workshops, events, webinars, study visits and presentations that aimed not only to communicate the project but also to disseminate its results and outcomes.

The report is organised into six main sections: 1) Overview, 2) Digital and non-digital communication materials and channels, 3) Digital and non-digital dissemination activities and materials, 4) Key outcomes and results for dissemination, 5) Impact on communication and dissemination key performance indicators and 6) Conclusions.

The entire project consortium was involved in the communication and dissemination activities, so that an impact could be achieved at local, regional, national and international levels.

1.1 Scope and objectives of the deliverable

Each of the ROSEWOOD4.0 identified channels is covered in detail with regard to the communication and dissemination activities that have taken place in the two and a half years of the ROSEWOOD4.0 project. During the first year and a half of the project, activities were mainly focused on communication, increasing the visibility of the project and promoting its progress and activities. As soon as some outcomes and results were achieved, the project entered a dissemination phase from mid-2021 until June 2022.

The proactive communication we have carried out since the beginning of the project has laid a good foundation to ensure impactful dissemination, with the intention to be long-lasting even after the end of the project and with the maintenance and sustainability plan of the ROSEWOOD4.0 network in the long term.

The communication and dissemination channels and materials to be outlined in this deliverable are the following:

- Website
- Social and digital media
- Marketing materials
- Workshops and events
- Newsletters

- Videos
- Press Releases and Dissemination Notes
- Webinars and Training Materials

The impact of communication and dissemination on the project objectives and the status of communication and dissemination KPIs will also be covered in this deliverable.

1.2 Target for communication and dissemination

Target audiences in ROSEWOOD4.0 are defined in the project's plan for the dissemination and exploitation of results (D4.2 and D4.5) via five categories:

- Practitioners: foresters, forest owners, managers and forestry associations
- Research and education community: researchers; students (University and younger); educational institutions
- Entrepreneurs and tech sector: forest industry; hardware/software developers; associations and clusters; other business sectors
- Policymakers: local, regional, national, and EU scales; forest authorities
- National and international actors and initiatives: AKIS; EIP-AGRI; Operational groups; networks and clusters; projects; NGOs; media

Project dissemination and communication activities targeting these different audiences took place at different scales, determined by: the geography of BP&I mapped (local and regional scale) and knowledge exchange transfer on the ground (project, national and EU / global).

2. Digital and non-digital communication materials and channels

In this section, we report on the communication channels and materials mainly used in the ROSEWOOD4.0 project to promote the activities to a wide audience, including the general public, to reach both, specialised and non-specialised targets, and to present the impact and benefits of ROSEWOOD4.0 outcomes to the forest community.

Here we emphasise the materials and tools used for information and promotion actions of the project, without overlooking the results and successes achieved. Therefore, although the materials and channels described below have been fundamental pillars for "communication", this does not imply that they have not been used for "dissemination" (transfer of knowledge results when they are available) as they have been fundamental for both actions.

2.1 Website

The ROSEWOOD4.0 website serves as a central communication platform for the project's identity, objectives, news, details and updates. It was officially launched in June 2020 and has remained as an important tool of the project.

The most active area of our site is the news section, where articles and project updates have regularly been uploaded. We want to highlight the expertise of the project consortium, so our blog posts are designed to be

educational for visitors, while also reporting on what ROSEWOOD4.0 is developing and doing across Europe. Our project activities, study visits, workshops and event attendance have also been showcased. At the moment we have **68 articles** added to the website thanks to content developed by various partners.

Below are some examples of articles, which can be found in the news section of the ROSEWOOD4.0 website.

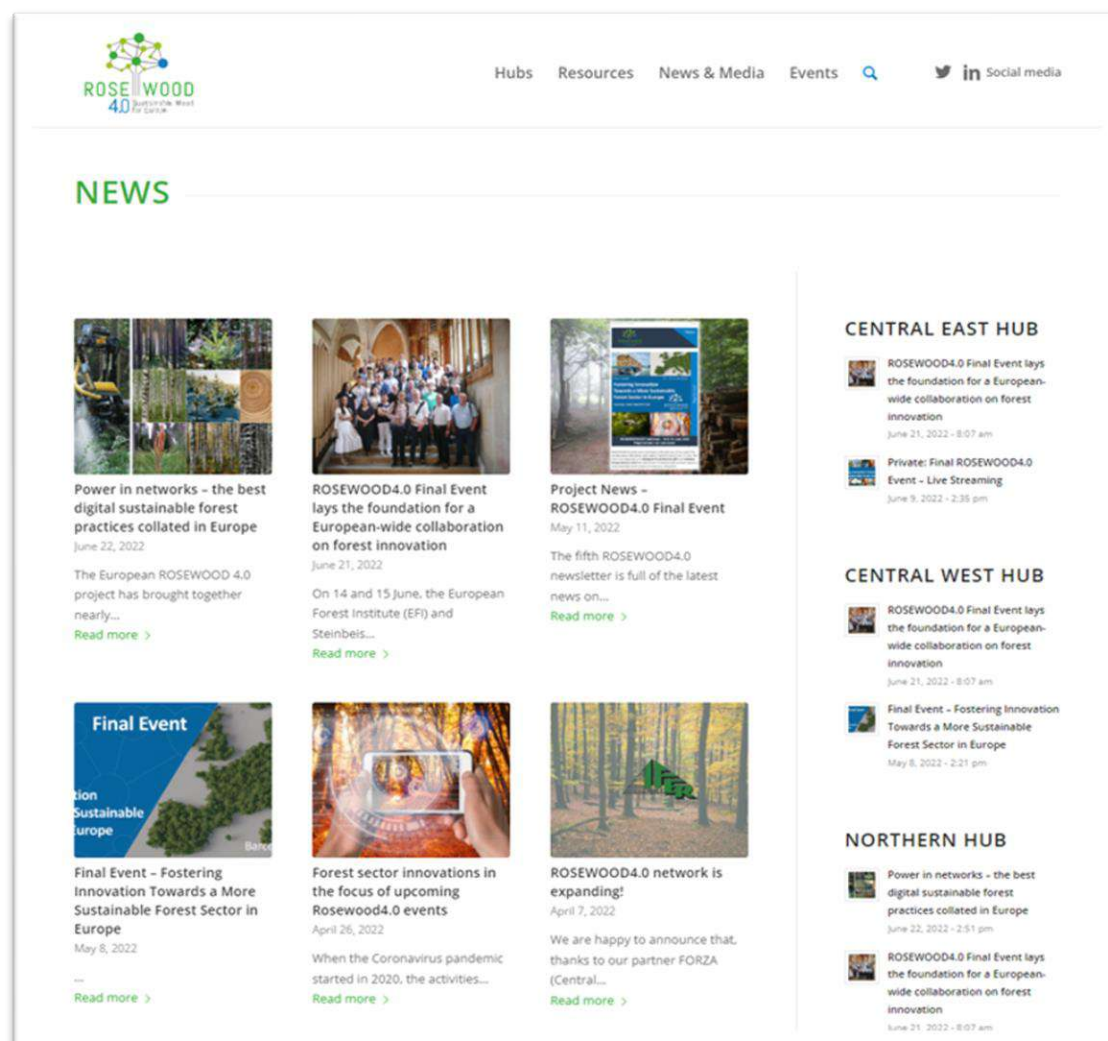


Figure 1. News section of the ROSEWOOD4.0 website

As ROSEWOOD4.0 operates in a decentralised way, with a part of the communication delegated within the 5 regional hubs, each geographical area of operation has its own section on the website where visitors can quickly catch up on the activities and content uploaded by the hubs of North, Central-West, South-West, South-East, Central-Eastern Europe. These sections have been updated periodically as each hub has new developments, organised activities or published their own articles related to BP&I of their hub.

The [ROSEWOOD4.0 web portal](https://www.rosewood-network.eu) is a central tool for the communication of the project and the dissemination of its key results and outcomes. Throughout the project, it served as a focal point for the news and activities carried out by the project and a central point for collating research and information on BP&I in the field of forestry and wood mobilization.

The ROSEWOOD4.0 web portal has been edited at the end of the project to ensure materials and resources developed through the project are easily accessible and will be maintained for four years after the project's termination. After four years, the website will be archived on the EFI server and continue to be available for consultation and download of project results and findings, though no longer maintained as an active, updated website. Any further potential material will be only added and updated in the Knowledge Platform.

Furthermore, major results and findings will also be stored in the permanent [ROSEWOOD4.0 Knowledge Platform](#) to ensure their continued long-term availability. All key results are easily discovered on the Platform's homepage, through an easy navigation in the main content menu.

2.1.1 Website Analytics

The website analytics have proven to be strong since the launch, with a particularly impressive bounce rate¹ of 38.97% at the time of writing. A bounce rate is a percentage of users who have visited the ROSEWOOD4.0 site and left before navigating to another page within the site. This tells us that 61.07% of our visitors have shown enough interest in ROSEWOOD4.0 activities and outcomes to remain on the site and look for further information. Pages on the ROSEWOOD4.0 website, including the news section, have been viewed over 27,000 times and a large majority of our visitors are new as opposed to returning (almost 19% are returning visitors).



Figure 2. ROSEWOOD4.0 project website audience statistics for the period analysed (M6-M30).

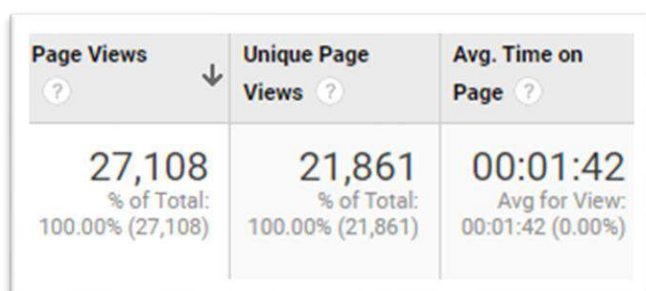


Figure 3. Cumulative web page view statistics and average page view duration (M6-M30).

¹ Bounce rate is the percentage of visitors to a particular website who navigate away from the site after viewing only one page. A high bounce rate indicates that the page is not engaging enough and people move away from it quickly. "As a rule of thumb, a bounce rate in the range of 26 to 40 percent is excellent. 41 to 55 percent is roughly average. 56 to 70 percent is higher than average, but may not be cause for alarm depending on the website. Anything over 70 percent is disappointing for everything outside of blogs, news, events, etc."

In the period analysed, from June 2020 (M6; when Google Analytics was enabled to track web traffic) until June 2022, the project website has had an average of **470 unique visits per month** in these 24 months of analysis. In some specific months, we have reached peaks of between 929 and 1330 users per month.

The total number of users who have visited our website exceeds **8,000 users**, which means that we have far exceeded our target of 5,000 website visitors that we set in the Description of Action of the project (Indicators to Assess the Impacts of ROSEWOOD4.0).

2.2 Social Media

During the two and a half years of the project, social and digital media have played an important role in raising awareness of the ROSEWOOD4.0 project among stakeholders and highlighting our progress. ROSEWOOD4.0 is present on three social media platforms: **Twitter**, **LinkedIn** and **YouTube**.

Regarding Facebook, the ROSEWOOD4.0 consortium considered from the beginning not to continue using this platform due to the poor results obtained during the previous ROSEWOOD project. Some partners of the consortium, on an individual level, have used this platform to report on the project from corporate institutional accounts.

2.2.1 Twitter

The [ROSEWOOD4.0 Twitter page](#) has been, to date, the most active social media channel. It was created in February 2018 (former ROSEWOOD project) and has shown steady growth to date and has averaged over 18 new followers per month. Followers represent a wide variety of interests, including but not limited to:

- Other Horizon 2020 projects
- Representatives from the timber industry and forestry sector
- EU bodies and officials
- Forestry associations
- Forestry and environmental researchers
- Specialised media

The ROSEWOOD4.0 Twitter page has been used to promote content hosted on our website as well as content created specifically for Twitter (e.g. banners and social media cards). Our content was constantly monitored and evaluated to determine what was most appealing to our audience on Twitter. This was done in the form of an editorial content plan that was updated on a regular basis. Below are screenshots of some relevant analytics from the ROSEWOOD4.0 Twitter community.

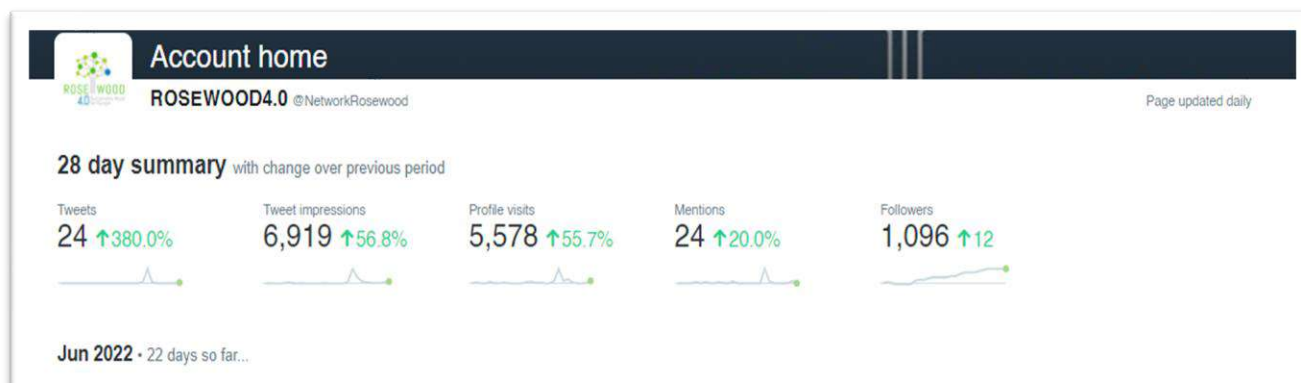


Figure 4. Sample Twitter stats from June 2022 (M30).

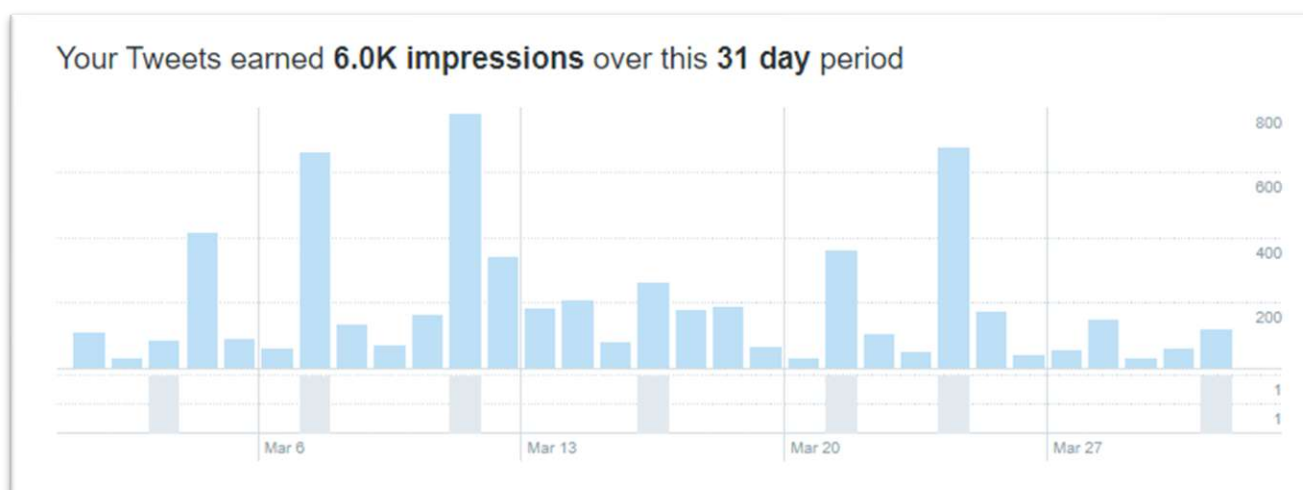


Figure 5. Sample of the average number of impressions of ROSEWOOD4.0 tweets in a regular month. Statistics for March 2022 (M27).

Twitter also promotes two-way communication with other forest stakeholders and initiatives in the sector which ROSEWOOD4.0 operates. This communication and ability to reach out to those who may be able to amplify our message has already worked to good effect so far:

- Contact with [FOREST EUROPE](#) and Jens Haertel (liaison office in Bonn, Germany) to start building collaborations between ROSEWOOD4.0 and FOREST EUROPE (This collaboration has been proven by Forest Europe's participation in the final ROSEWOOD4.0 event).
- Contribution queries from UNECE Forestry Newsletter to include news from ROSEWOOD4.0 in their bulletins.

2.2.2 YouTube

The [ROSEWOOD4.0 YouTube account](#) has been active since June 2018, however, it should be noted that it was originally created to publish videos from the former ROSEWOOD project. With the aim of building a digital community on the foundations of the pre-established ROSEWOOD network, the ROSEWOOD4.0 consortium decided to inherit the channel and rebrand it with the ROSEWOOD4.0 corporate identity and preserve the inherited ROSEWOOD videos along with the new audiovisual materials published during the duration of ROSEWOOD4.0 (2020-2022).

In the previous ROSEWOOD project, the YouTube account was one of the least active social networks, with little audiovisual material uploaded and only 4 subscribers. From ROSEWOOD4.0 we wanted to give a boost to this social network with a continuous publication of audiovisual material (videos of innovations and best practices produced by the hubs, recordings of general presentations, B2B trainings, dissemination webinars and short clips of study visits).

Currently, the ROSEWOOD4.0 YouTube has a community of 72 subscribers, a total of 45 videos published (40 from ROSEWOOD4.0 and 5 from the previous ROSEWOOD project).

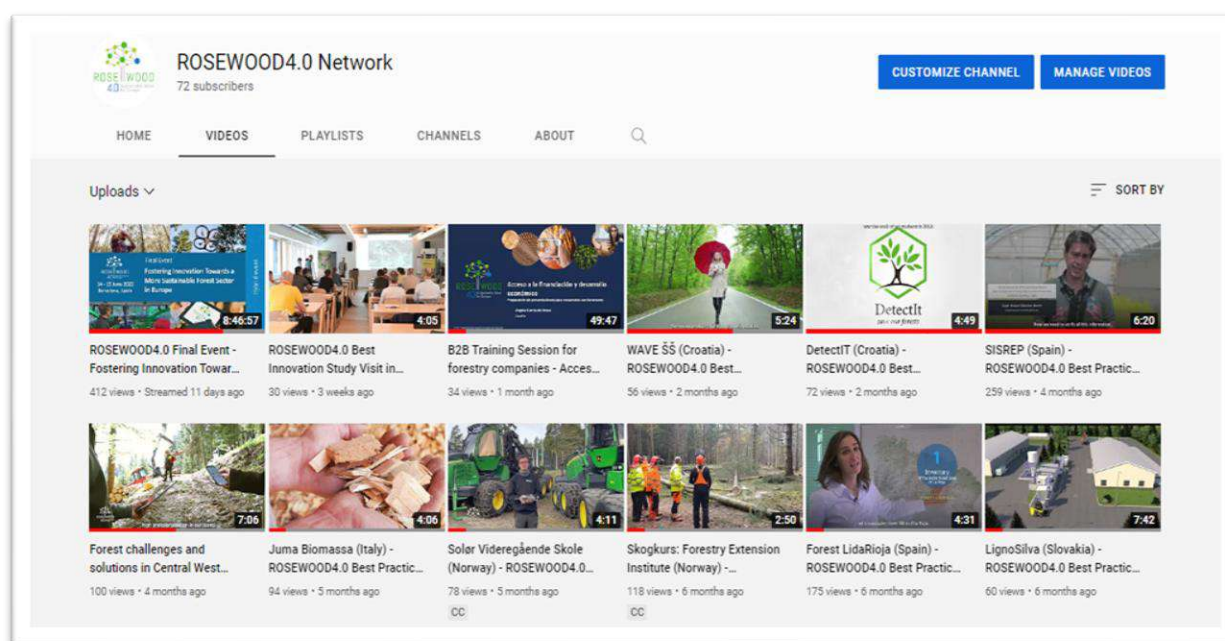


Figure 6. Video gallery from the Youtube account showing the diversity of ROSEWOOD4.0 audiovisual materials published to date.

We have cross promoted our content, and made use of social media sharing plugins to drive traffic between our channels and website. Having a strong brand identity, developed early in the project and covered in D4.1, helps to create consistent positive image amongst our social and digital presence.

Out of the 45 videos published on the ROSEWOOD4.0 YouTube, 28 correspond to clips produced by the ROSEWOOD4.0 consortium dedicated to the presentation and dissemination of selected BP&I in the forestry sector that may be of interest to the European forestry community and, therefore, replicable in different European forest regions with common challenges. As shown in Figure 7, the five most viewed videos on our channel correspond to the audiovisual materials produced to disseminate and promote BP&I. **The average number of views of these videos is 467.**

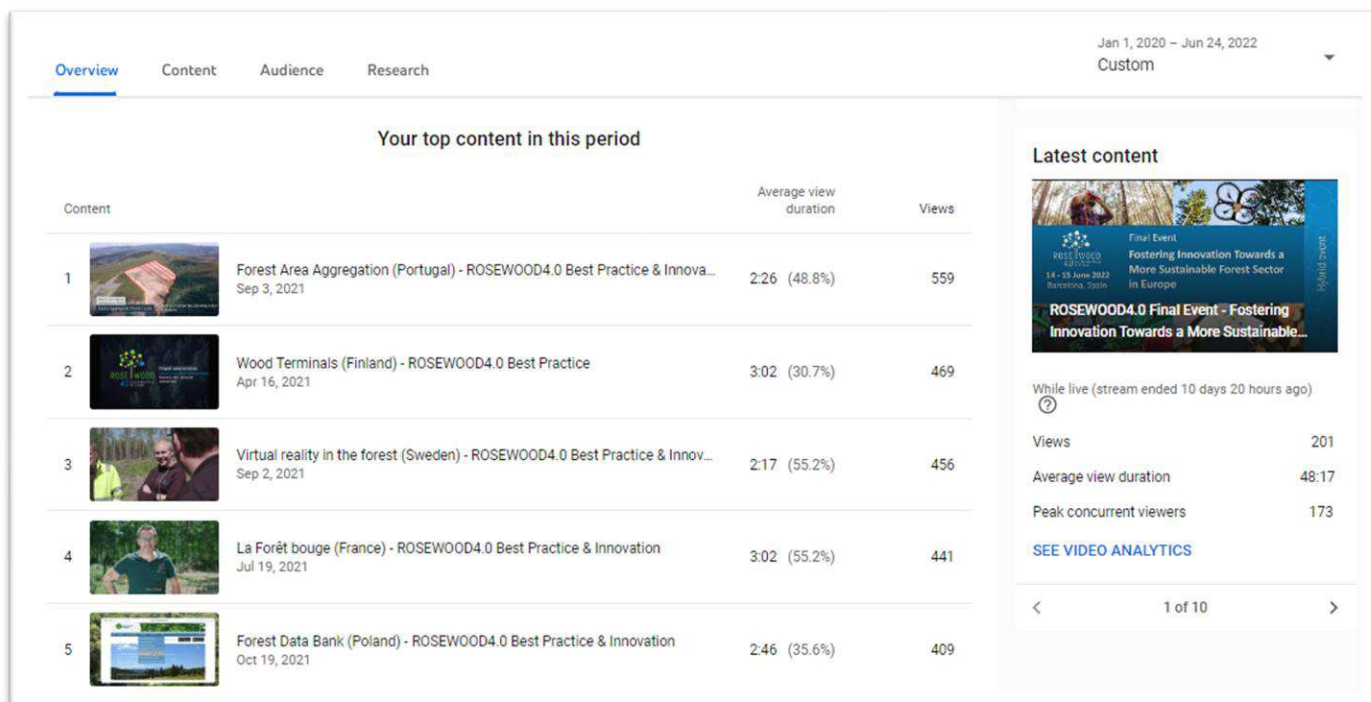


Figure 7. Sample of the five most viewed videos from the ROSEWOOD4.0 YouTube account (M1-M30).

It is also worth noting that from the analysed period of January 2020 to June 2022, the ROSEWOOD4.0 YouTube channel has a cumulative viewership of around **7,400 views**, which confirms the work that the consortium and the project's communication management have done to foster the visual aspect in the dissemination of ROSEWOOD4.0.

Also, in the figure below it can be seen that the audience of our channel is predominantly European and comes from countries represented in the ROSEWOOD4.0 consortium, which evidences the task of dissemination of these videos by the partners themselves among their networks as well as the dissemination through their institutional channels.

Geography	Views ↓	Watch time (hours)	Average view duration
<input type="checkbox"/> Total	7,452	521.7	4:12
<input type="checkbox"/> Germany	1,097 14.7%	91.8 17.6%	5:01
<input type="checkbox"/> Spain	703 9.4%	77.0 14.8%	6:34
<input type="checkbox"/> France	322 4.3%	15.0 2.9%	2:48
<input type="checkbox"/> Poland	238 3.2%	10.2 2.0%	2:34
<input type="checkbox"/> Portugal	215 2.9%	19.6 3.8%	5:27
<input type="checkbox"/> Sweden	195 2.6%	7.6 1.5%	2:20
<input type="checkbox"/> Finland	74 1.0%	19.5 3.7%	15:47

Figure 8. Statistics of user traffic origin on YouTube and cumulative number of visits to our channel (M1-M30).

2.2.3 LinkedIn

[LinkedIn](#) is mainly used in ROSEWOOD4.0 to attract new stakeholders and to reach out to the professional, policy and research community. LinkedIn is also a contextualised social network that offers the opportunity to present and promote project results to an appropriate audience, to boost the production and dissemination of sound knowledge and to find strategic partnerships

Throughout the project, **66 posts** have been published on LinkedIn and **28 posts** have been reshared from our corporate account which were originally produced by other members of the consortium who have been very proactive in using this social network to communicate and disseminate activities and results of the project. Partners such as CESEFOR, Steinbeis Europa Zentrum, the European Forest Institute, InnovaWood, Holzcluster Styria, Lapland University of Applied Sciences and CEKOM have had an important role in replicating and adapting content to their LinkedIn channels.

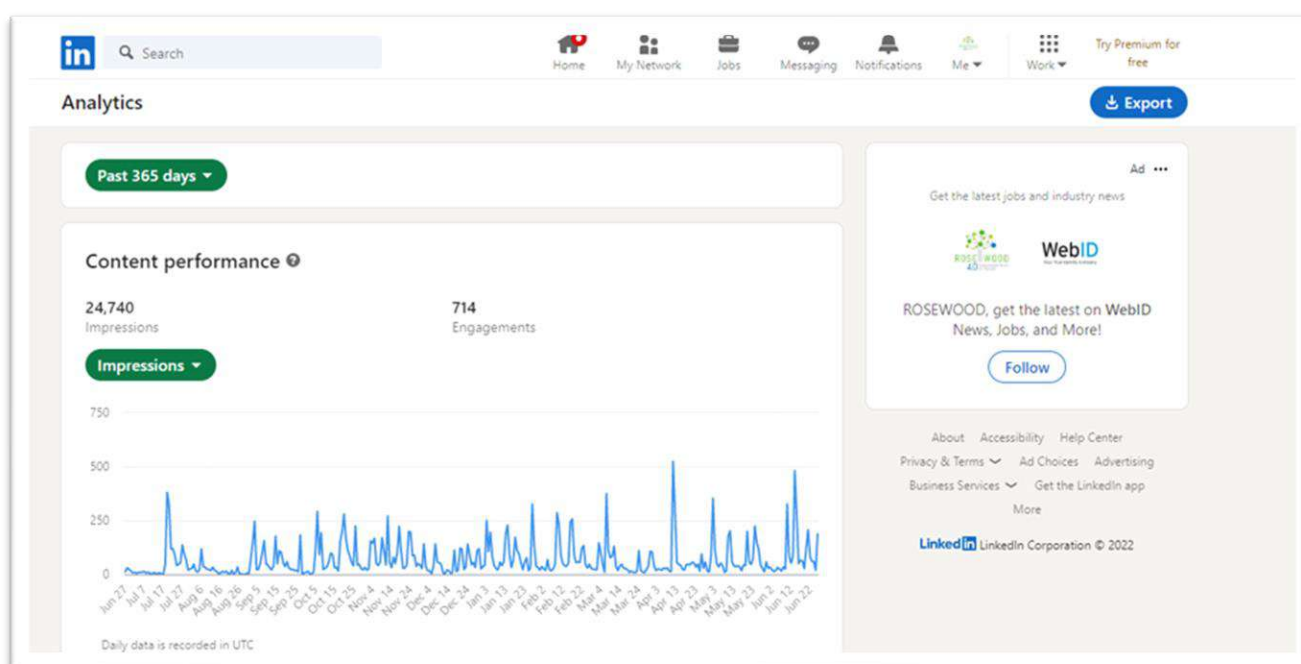


Figure 9. Content performance analysis of ROSEWOOD4.0's LinkedIn account in the last year (M18-M30).

The main purpose of the posts on LinkedIn has been to communicate and promote events, workshops and seminars organised by ROSEWOOD4.0 as well as to share our videos of BP&I within a more professional community (wood companies, forestry stakeholders, policymakers and researchers). Likewise, in this social network we have also shared most of the web articles and blog posts that we have been publishing in our project website.

The average number of impressions of the posts on LinkedIn has been **320 impressions** (views by users who follow us) per post. In the last year our posts on the social network have accumulated more than 24,700 impressions. However, unlike other networks such as Twitter, the engagement of our followers with our posts has been low in comparison to the number of impressions. **The engagements (likes, comments or shares) of our posts reached 714 in total in the last year.**

We believe that this figure could have been higher considering that we have a large community of **652 followers**. However, we have found that the consortium partners have been very active in disseminating and sharing the contents disseminated by the project in this social network, so the visibility of our contents in this social network has been higher than in Twitter, for example.

2.3 Marketing materials

2.3.1 Brochure

The ROSEWOOD4.0 brochure includes general and introductory information for broad distribution to wide potential audiences. The target audience for this brochure is intentionally broad in scope so that it may appeal to the wider project community and society as a whole at local, regional, national and international scale. This includes potential stakeholders for the forestry industry 4.0 but also forest authorities, NGOs, EU institutions, participants at scientific meetings, trade fairs and wood industry congresses. The content highlights the key main objectives of the project, activities and milestones.

The brochure is available for download from the [ROSEWOOD4.0 web homepage](#), was shared on social media and the consortium were encouraged to use it for dissemination to their own stakeholders and networks, with some partners choosing to translate the contents into local languages.

The brochure is produced in digital format (PDF), in English, and translations are [available](#) in German, Polish, and Croatian.

2.3.2 General presentation

A general presentation on ROSEWOOD4.0 which is ready to use to introduce ROSEWOOD4.0 and the concept of digitalization and sustainable wood mobilization to a general audience, forest stakeholders and practitioners is available. The presentation can be adapted for use by partners, including for translation into local languages and as a basis to include slides focusing on regional hub opportunities and challenges to be addressed.

The presentation is available in PDF for download from the [ROSEWOOD4.0 website](#), and shared to partners via the internal file sharing system (Microsoft Teams / Sharepoint).

2.3.3 Poster

The initial project poster, in A0 format, was designed to give an overview of the project with the same information as the corporate brochure. The template could be adapted by the different partners with specific information for each hub and with more flexibility to be adapted for local language versions. However, the lack of face-to-face events throughout the project due to the COVID-19 pandemic has meant that it has not been the most widely used material by the consortium.

In the last few months, with tangible results for dissemination, a new version was designed with project information as well as data, key figures, impact results and content of interest on the Knowledge Platform, Training Programme or the ROSEWOOD4.0 Roadmaps. The posters have been displayed at national events and have been provided to partners as online files ready to print in case they are needed on an ad-hoc basis.

An updated version of the project poster for dissemination purposes can be found in Annexes.

2.3.4 Roll-up

A roll-up poster was designed as an important tool for general project visibility during events, conferences, open days, and workshops. The roll-up includes key project information: title, motto, H2020 funding disclaimer, and link to website. This material has been used in physical events organized by the ROSEWOOD4.0 consortium. Together with the poster it has been one of the least used materials during the project due to the circumstances of the COVID-19 pandemic that led us to move most of our activities to a digital format.

An updated version of the project poster for dissemination purposes can be found in Annexes.

2.3.5 Postcards (Knowledge Platform)

Among the printed materials we have designed and produced throughout the project are also 200 copies of A5 postcards to disseminate and raise awareness of the ROSEWOOD4.0 Knowledge Platform. These materials were printed and distributed at events such as **FOREXPO 2021** in Mimizan (France), the **Mediterranean Forest Week 2022** in Antalya (Turkey) or the **ROSEWOOD4.0 Final Event** in Barcelona (Spain).

These postcards contain basic information and some key figures of the Knowledge Platform, and also contain the url of the platform, a QR code to access the repository as well as the disclaimer of the European funding from the Horizon2020 programme. This material is also available in downloadable format on the ROSEWOOD4.0 website under [Resources - Communication Materials](#).



Figure 10. Both sides of the A5 postcards designed to promote the ROSEWOOD4.0 Knowledge Platform.

2.4 Newsletters

The ROSEWOOD4.0 Newsletter is produced periodically in a digital format and aimed at the wider community of external stakeholders. Subscription to the newsletter was available from the project website and through contacts generated by the awareness campaign and at project meetings and interactions, workshops and through networking by partners as well as during ROSEWOOD4.0 activities.

The newsletter includes updates on project activities and innovation actions, research findings and items of interest from the broader forestry community. The newsletter is sent via email to those on the ROSEWOOD4.0 mailing list and is stored and accessible in an archive on the web-portal. The final newsletter of the project contains the main elements of this communication and dissemination report.

Project newsletters (2020-2022)	Link
<u>Project News #1 - What happened so far in ROSEWOOD4.0? (January 2021)</u>	https://bit.ly/3ODqunl
<u>Project News #2 - Mapping best forestry practices and innovations across Europe (April 2021)</u>	https://bit.ly/3OYbT6H
<u>Project News #3 - ROSEWOOD4.0 Training Programme & Roadmaps (November 2021)</u>	https://bit.ly/3bt05dP

<u>Project News #4 – Christmas Newsletter and Season’s Greetings (December 2021)</u>	https://bit.ly/3xQZj21
<u>Project News #5 - ROSEWOOD4.0 Final Event (May 2022)</u>	https://bit.ly/3OlhgN3
Project News #6 – ROSEWOOD4.0 project closure newsletter (July 2022)	In preparation

Newsletters were sent to the project mailing list with over 125 contacts. The first newsletter was successfully delivered to 95% of the recipients with an open rate of 54.1% and a click rate of 24.3% (January 2021). The fifth newsletter of ROSEWOOD4.0 reached 98% of subscribers with an open rate of 38.7% and a click rate of 9.9% (May 2022). The open rate is well above and the click rate above or similar to the averages for most companies according to Mailchimp’s benchmarking statistics.

The reduction in the percentage of opens and clicks is due to the fact that as the number of newsletter subscribers grows, engagement with the content sent out tend to decrease. In January 2021 the number of subscribers was 31 (reduced group but very engaged) while in June 2022 the number was 125 (larger group but less engaged).

2.5 Videos

Beyond YouTube statistics, video production in the ROSEWOOD4.0 project has been a very important achievement for the dissemination of the BP&I mapped in the different regional hubs of the project, as well as for gaining visibility and acknowledgement for the dissemination of European forestry innovation.

Throughout the lifetime of ROSEWOOD4.0 we have placed great emphasis on audiovisual production, which is why some partners of the consortium have also filmed activities such as Study Visits or recorded their participation in Dissemination Webinars. All these materials have been collected and gathered both on our YouTube channel and in the [News & Media - Videos](#) web section.

- 28 videos on ROSEWOOD4.0 Best Practices and Innovations
- 3 video recordings on ROSEWOOD4.0 General Presentations
- 4 videos on ROSEWOOD4.0 participation on Dissemination Webinars and Events
- 5 videos from ROSEWOOD4.0 Study Visits
- 2 video recordings on ROSEWOOD4.0 B2B Training Sessions (Access to Finance)

According to Google Analytics statistics, in the period M1-M30 the Video section of the website was the sixth most visited, with 1,868 page views accumulated throughout the project. It is important to note that these contents surpass in interest other types of resources such as roadmaps or training materials and are in a relatively close position to the news section on the web.











<input type="checkbox"/>	Page ?		Page Views ? ↓	Unique Page Views ?	Avg. Time on Page ?
			27,362 % of Total: 100.00% (27,362)	22,041 % of Total: 100.00% (22,041)	00:01:42 Avg for View: 00:01:42 (0.00%)
<input type="checkbox"/>	1. /		8,459 (30.92%)	6,514 (29.55%)	00:01:48
<input type="checkbox"/>	2. /about/		3,082 (7.61%)	2,080 (9.44%)	00:01:50
<input type="checkbox"/>	3. /news_media/news/		2,574 (5.75%)	1,292 (5.86%)	00:03:53
<input type="checkbox"/>	4. /resources/		2,051 (3.84%)	1,716 (3.25%)	00:02:02
<input type="checkbox"/>	5. /hubs/		1,894 (3.27%)	1,682 (3.09%)	00:01:13
<input type="checkbox"/>	6. /news_media/videos/		1,868 (3.17%)	1,731 (3.32%)	00:01:40
<input type="checkbox"/>	7. /final-event-2022/		1,789 (2.88%)	1,631 (2.86%)	00:02:11
<input type="checkbox"/>	8. /resources/roadmaps/		1,637 (2.33%)	1,460 (2.09%)	00:02:19
<input type="checkbox"/>	9. /partners/		1,504 (1.84%)	1,375 (1.70%)	00:01:02
<input type="checkbox"/>	10. /resources/training/		1,504 (1.84%)	1,369 (1.67%)	00:02:50

Figure 11. Ranking of sections of the website with the highest number of page views (M1-30).

3. Digital and non-digital dissemination activities and materials

In this report we have separated the communication and dissemination materials and activities into two sections, with the aim of differentiating the more promotional and marketing aspect of the project, its objectives and activities (communication) from the dissemination tasks and actions, which are more aimed at transferring knowledge of the project results and outcomes to ensure their availability for use.

Certainly, platforms such as the web or social networks can be channels to carry out communication and dissemination actions indistinctly. However, in this section we will focus on those tools, materials and activities that have been essential and have played a key role in our dissemination actions, according to the aforementioned definition.

3.1 Press releases and Dissemination Notes

In ROSEWOOD4.0 one of the communication tools we have used to disseminate the newsworthy results of the project are the press releases. During the project there have been 4 press releases informing about different milestones of the project, such as its inauguration and objectives, the development and launch of the Knowledge Platform, the production of the deliverable D1.5 (100 Best Practices and Innovation for Sustainable Forestry), as well as the dissemination of the ROSEWOOD4.0 Final Event in Barcelona, Spain.

These press releases have been disseminated in a decentralised way by the regional hubs of the consortium and in some cases translated into local languages. In general, the content of these press releases has been replicated in institutional websites, forestry and environmental blogs and some digital media covering

bioeconomy, forestry and forest-related topics. Some of these press releases have also led to requests for interviews or more content contributions, such as the online magazine **Forest.fi**, **EIP-AGRI Agrinnovation Europe Magazine** or the science-policy platform **Medforest**.

Press releases and dissemination notes (2020-2022)	Examples of impacts / online presence
Press Release - ROSEWOOD4.0: taking the ROSEWOOD network to the next level! (June 2020)	<ul style="list-style-type: none"> https://medforest.net/2020/05/29/rosewood4-0-taking-the-network-to-the-next-level/ http://www.eriaff.com/?p=1148 https://www.medmodelforest.net/en/news-archive/rosewood-4-0-taking-the-rosewood-network-to-the-next-level.html https://unece.org/issue-2-2020
Press Release - ROSEWOOD4.0 Knowledge Platform launched (November 2021)	<ul style="list-style-type: none"> https://unece.org/sites/default/files/2021-12/Billboard_4_2021%20%28Dec%29.pdf https://forest.fi/article/free-service-reveals-best-ideas-in-european-forestry-to-professionals-we-wanted-to-find-solutions/#ba499182 https://ec.europa.eu/eip/agriculture/sites/default/files/eip_agrinnovation_magazine_8_2022_web.pdf
Press Release - ROSEWOOD4.0 100 Best Practices and Innovations for sustainable forestry (January 2022)	<ul style="list-style-type: none"> https://unece.org/sites/default/files/2022-03/Billboard_1_2022%20%28March%29%20altogether%2C%20fin%201032022%20_3.pdf https://medforest.net/2022/01/14/rosewood4-0-report-released-100-best-practices-and-digital-innovations-for-sustainable-forestry/
Press Release - ROSEWOOD4.0 Final Event – Fostering Innovation Towards a More Sustainable Forest Sector (April 2022)	<ul style="list-style-type: none"> https://medforest.net/2022/05/03/rosewood4-0-final-event-fostering-innovation-towards-a-more-sustainable-forest-sector-in-europe/ https://ec.europa.eu/eip/agriculture/en/event/rosewood4-0-fostering-innovation-towards-more https://resilience-blog.com/2022/05/19/international-event-fostering-innovation-towards-a-more-sustainable-forest-sector-in-europe/ https://desira2020.eu/event/rosewood-4-0-final-event-fostering-innovation-towards-a-more-sustainable-forest-sector-in-europe/
ROSEWOOD4.0 Dissemination Note – Simulation and visualisation tools	<ul style="list-style-type: none"> https://rosewood-network.eu/wp-content/uploads/2022/01/ROSEWOOD4_0_dissemination-note_November2021.pdf
ROSEWOOD4.0 Dissemination Note – Solutions for forest inventory and monitoring	<ul style="list-style-type: none"> https://rosewood-network.eu/wp-content/uploads/2022/01/ROSEWOOD4_0_dissemination-note_January2022.pdf

ROSEWOOD4.0 Dissemination Note – Software for planning forest management	<ul style="list-style-type: none"> • https://rosewood-network.eu/wp-content/uploads/2022/02/ROSEWOOD4_0_dissemination-note_February2022.pdf
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Along with the press releases, EFI designed a template for the dissemination of best practices in a synthesised form and using plain language (simulating a short bulletin). These products were called "**Dissemination Notes**" and were created with the intention that the consortium partners would disseminate among their networks different selections of BP&I that appear in the ROSEWOOD4.0 Knowledge Platform. These materials can be downloaded from the "[Resources - Digital Tools](#)" section of the website.

These dissemination notes have been replicated, translated and adapted by consortium members to be transformed into web articles or sent out as newsletters. Three were sent from EFI to the consortium but some partners proactively created their own Dissemination Notes to be distributed among their regional networks.

3.2 Workshops and Events

Throughout the ROSEWOOD4.0 project, events have been organised by the consortium that have been used as communication and dissemination platforms for the project. Among these events are different workshops (WP1) and study visits (WP2) that have served as a forum where members of the ROSEWOOD4.0 hubs interacted with regional stakeholders in the forest-value chains (forest owners, logging companies, wood suppliers, practitioners and regional policy representatives, among others).

It is worth highlighting the impact on the project of the instability caused by the Covid-19 pandemic, the constant restrictions to be able to carry out face-to-face activities, the adaptation to online formats and the continuous postponements of events. Especially in the year 2020 (M1-M12), the participation or organisation of events was lower than initially foreseen in the communication and dissemination plan, as many events and congresses were cancelled.

Both in the year 2021 (M13-M24) and throughout the project extension (M25-M30), the participation and organisation of hybrid and face-to-face events increased, so that the consortium could be more proactive in presenting the project and its results in workshops, webinars and conferences.

Here we will highlight the most relevant dissemination activities that have taken place during the course of the project (M1-M30). Should be noted that in this deliverable we provide a summary and overview of the most important activities. Other local activities, meetings and/or communication actions will be detailed further in the Final Report of the project.

3.2.1 Dissemination Activities - Year 1 (M1-M12)

During the first year of the project, ROSEWOOD4.0 communication and dissemination activities were mainly concentrated on the Best Practices validation workshops (WP1) organised by the consortium partners in the different regional hubs. These workshops were a forum to analyse the challenges that each region had to face in the forestry field and how they could be solved through the identification of solutions for better forest management and wood mobilisation in Europe.

In these regionally organised, small-format events, regular presentations of the ROSEWOOD4.0 project (communication on objectives and developments) as well as the first dissemination efforts (transfer of best practices and innovations detected in other hubs by the consortium members) took place.

The following are the most relevant communication and dissemination activities that took place during this period (12 actions):

Events / workshops <i>Year 2020 (M1-M12)</i>	Date	Target participants	N. attendees	Link	Lead Partner	Format
Progetto Fuoco Sectorial Trade Fair	21/01/2020	Forest Operators	30	https://www.progettofuoco.com/	AIEL Energia (Italy)	In-person
Regional stakeholder workshop (Central West Europe Hub)	3/03/2020	Companies, forestry associations, education representatives	9	https://www.holzcluster-steiermark.at/news/rosewood-4-0/	Holzcluster Styria (Austria)	In-person
North Hub 1st validation workshop (Part1)	10/06/2020	Forestry experts, Hub partners	12	https://rosewood-network.eu/needs-and-best-practices-in-the-north/	Lapland University of Applied Sciences – LUAS (Finland)	Online
South-Eastern Europe Hub 1st validation workshop	18/06/2020	Forestry and wood industry value chain stakeholders	10	http://cekom.hr/en/rosewood4-0-h2020-see-hub-validation-workshop-held-in-vinkovci/	CEKOM (Croatia)	Hybrid
South-Western Europe Hub 1st validation workshop	24/06/2020	Hub partners, expert advisors and other interested partners from forestry sector	28	https://rosewood-network.eu/workshop-southwest-europe-advance-digitisation-forestry/	CESEFOR (Spain)	Online
Central West Europe Hub Study Visit	16/09/2020	Forestry experts, Hub partners	19	https://rosewood-network.eu/rosewood-study-visit-germany-central-west-hub-2020-september/	Holzcluster Styria (Austria) and Wald und Holz North-Rhine Westphalia (Germany)	In-person
North Hub 1st validation workshop (Part 2)	23/09/2020	Forestry experts, Hub partners	12	https://rosewood-network.eu/needs-and-best-practices-in-the-north/	Lapland University of Applied Sciences – LUAS (Finland)	Online

Central Eastern Europe Hub 1st Validation workshop	25/09/2020	Forestry experts, Hub partners	34	https://rosewood-network.eu/best-practices-exchange-workshops-2020/	FORZA NGO (Ukraine)	Online
11th Southeast Europe Sawmills Congress	25/09/2020	Wood industries, forestry clusters, companies, sawmill professionals, timber traders	200	http://cekom.hr/en/rosewood4-0-project-h2020-presented-on-11th-southeast-europe-sawmill-congress/	CEKOM (Croatia)	Hybrid
South-Eastern Europe 2nd Validation Workshop (EU Green Week 2020 Partner Event)	28/09/2020	International experts from forestry and wood industry value chain	50	http://cekom.hr/en/eu-green-week-rosewood4-0-h2020-see-hub-2nd-validation-workshop-held-in-vinkovci/	CEKOM (Croatia)	Hybrid
Longarone Fiere (Foresta Fiere Festival) – Sectorial Trade Fair	9/12/2020	Forest Operators	30	https://www.longaronefiere.it/fiera-festival-foreste	AIEL Energia (Italy)	In-person
South-Western Europe 2nd Validation Workshop	3/12/2020	Forestry experts, Hub partners	24	https://rosewood-network.eu/rosewood-southwest-europe-workshop-december/	CESEFOR (Spain)	Hybrid

3.2.2 Dissemination Activities - Year 2 (M13-M24)

During the second year of the project, along with the best practice validation and dissemination workshops (WP1) the focus was also put on the organisation of other activities and events such as the Business Ideas Creation Workshops (WP2) designed to transfer best practices to other hubs (exchange of practices and knowledge) as well as to work on the identification of ideas for innovative applications or business models in wood mobilisation.

These events were complemented by an increased activity of the consortium in the organisation of study visits (WP2), a kind of experience-sharing workshops that allowed regional forest stakeholders to collaborate and transfer know-how through first-hand experience of the implementation of innovations and solutions. The study visits were intended as a return on investment for those participants who wanted to replicate forest innovations and best practices from other countries in their regions.

Also, during this period the consortium members had more opportunities to participate and present the first results of the project (collection of best practices, knowledge platform, regional roadmaps, etc) in different external conferences and webinars. **The most relevant events and activities of this period are listed below (26 actions):**

Events / workshops <i>Year 2021 (M13-M24)</i>	Date	Target participants	N. attendees	Link	Lead Partner	Format
North Hub 2nd validation workshop	17/02/2021	Forestry Experts, Hub partners	12	https://rosewood-network.eu/north-hub-validations-roadmap/	Lapland University of Applied Sciences – LUAS (Finland)	Online
Central West Europe Hub 2nd Validation Workshop	3/03/2021	Forestry Experts, Project Partners, Forest owners, Forestry associations, Forest service providers, logging and transport companies, representatives of Ministries and Chambers, public and private education institutions from the Rosewood4.0 - Central West Hub	50	https://www.holzcluster-steiermark.at/events/rosewood-4-0-2-workshop-cwe-hub-online/	Holzcluster Styria (Austria)	Online
South Eastern Europe Hub 3rd Validation Workshop	17/03/2021	Forestry and wood industry value chain stakeholders	10	http://cekom.hr/en/rosewood4-0-obzor-2020-odrzana-treca-medunarodna-radionica-centra-zajugostocnu-europu-u-vinkovcima/	CEKOM (Croatia)	Hybrid
South Western Europe Hub 3rd validation workshop	26/04/2021	Forestry experts, Hub partners	15	https://twitter.com/NetworkRosewood/status/1386971374909067264	CESEFOR (Spain)	Online
North Hub 1st Business Idea Creation workshop (Finland)	6/05/2021	Partners, experts and forestry stakeholders	19	https://rosewood-network.eu/business-idea-creation-workshops-finland/	LUAS and LUKE (Finland)	Online
North hub study visit (webinar)	21/05/2021	Experts, Hub partners, Project Partners, Forest owners, Forest owner associations, Forest service	30	https://paperprovince.com/om-oss/kalender/15534/	Tretorget (Norway)	Online

		providers, Logging and transport companies, sawmill industry, education institutions				
South-East Europe Hub 1st Business Idea Creation Workshop	27/05/2021	Hub partners, invited experts	18	https://rosewood-network.eu/rosewood-4-0-call-for-new-ideas-and-innovations-in-south-east-hub/	CEKOM (Croatia)	Hybrid
Central West Europe 1st Business Idea Creation Workshop	31/05/2021	Experts from forestry sector	20	https://www.holzcluster-steiermark.at/events/tag-forschung-digitalisierung-fuer-lebenswerte-regionen/	Holzcluster Styria (Austria)	Hybrid
North Hub 2nd Business Idea Creation workshop (Finland)	8/06/2021	Partners, experts and forestry stakeholders	20	https://rosewood-network.eu/business-idea-creation-workshops-finland/	LUAS and LUKE (Finland)	Online
South-West Europe Hub 1st Study Visit	15 & 16/06/2021	Forest companies, private forest owners, administration, university, tree nurseries, associations	14 in person + 100 views on YouTube	https://rosewood-network.eu/rosewood-4-0-study-visits-during-the-poplar-week-spain/	CESEFOR (Spain)	Hybrid
South – East Europe Hub 2nd Business Idea Creation Workshop	18/06/2021	Experts from forestry and wood industry value chain	18	https://rosewood-network.eu/second-business-idea-creation-workshop-south-east-europe-hub/	CEKOM (Croatia)	Hybrid
South-East Europe Hub 1st Study Visit	23/06/2021	Experts from forestry and wood industry value chain	15	https://cekom.hr/en/participate-at-the-rosewood-4-0-south-east-europe-hub-1st-study-visit-on-23rd-june-2021-ziri-slovenia-hybrid/	Slovenian Forestry Institute (Slovenia)	Hybrid
South West Europe Study visit in Italy	8-10/09/2021	Partners, experts and stakeholders	25	https://rosewood-network.eu/rosewood-4-0-study-visits-during-the-poplar-week-spain/	AIEL Energia (Italy)	Hybrid

				4-0-study-visit-in-eastern-alps-italy/		
Digital Forest Day – Central East Europe Hub study visit and expert panel	13/09/2021	Foresters, forestry and industry associations, wood sector and IT companies, researchers, policymakers, other forestry stakeholders	30	https://rosewood-network.eu/rosewood-4-0-study-visit-in-poland-exploring-rembiofor-project/	ITD (Poland)	Online
International Trade Fair of Machines, Tools and Components for the Wood and Furniture Industries DREMA 2021	14 – 17/09/2021	Wood and furniture industry	1000	https://www.drema.pl/en/news/drema-2021-the-power-of-passion-and-live-meetings/	ITD (Poland)	In-person
North Hub Study Visit (online)	15/09/2021	Partners, experts and stakeholders	38	https://rosewood-network.eu/forest-finland-study-visit-forests/	LUAS and LUKE (Finland)	Online
FOREXPO Conference 2021 - 2nd Study visit Nouvelle-Aquitaine (Central West Europe Hub)	22- 24/09/2021	Forest operators, forest advisors, forest owners, intermediaries	100	https://rosewood-network.eu/rosewood-4-0-in-forexpo-2021/	CNPF (France)	In-person
FOREXPO Conference 2021 - Business idea creation workshop (Central West Europe Hub)	23- 24/09/2021	French forest practitioners and entrepreneurs	25	https://rosewood-network.eu/rosewood-4-0-in-forexpo-2021/	CNPF (France) and Holzcluster Styria (Austria)	In-person
FOREXPO Conference 2021 – 3rd Validation Workshop (Central West Europe Hub)	23- 24/09/2021	Members from CWE hub and other hubs, experts and public stakeholders, forest enterprises	15	https://rosewood-network.eu/rosewood-4-0-in-forexpo-2021/	CNPF (France) and Holzcluster Styria (Austria)	In-person
South-East Europe Hub 2nd Study Visit	29/09/2021	Experts from forestry and wood industry value chain	20	http://cekom.hr/en/finnd-out-more-about-detectit-application-on-south-east-europe-hub-2nd-study-visit/	CEKOM (Croatia)	Hybrid

South-East Europe Hub 3rd Study Visit	13/10/2021	Experts from forestry and wood industry value chain	21	http://cekom.hr/en/best-practice-example-of-digitalisation-in-forestry-wave-ss-presented-in-ministry-of-agriculture-3rd-study-visit-rosewood4-0-see-hub/	CEKOM (Croatia)	Hybrid
South-West Europe hub 1st Business Idea Creation workshop	20/10/2021	Expert advisors, administration, associations, companies, research institutions, universities	19	No report link	CESEFOR (Spain)	Online
South-West Europe hub 2nd Business Idea Creation workshop	03/11/2021	Expert advisors, administration, associations, companies, research institutions, universities	20	No report link	CESEFOR (Spain)	Online
ROSEWOOD4.0 Virtual dissemination and networking session with EIP-AGRI and main EU forestry associations	10/11/2021	Consortium members, EIP-AGRI, the Confederation of European Forest Owners (CEPF) and the European State Forest Association (EUSTAFOR)	25	https://rosewood-network.eu/rosewood4-0-in-the-spotlight-dissemination-and-networking-session-with-eu-level-associations/	InnovaWood, EFI and Steinbeis Europa Zentrum	Online
EIP-AGRI Seminar: Turning forest innovation into practice	24-25/11/2021	EIP-AGRI stakeholders community, forestry experts, EU-level and regional policymakers, forest owners and operators	150	https://rosewood-network.eu/featuring-at-eip-agri-seminar-turning-forest-innovation-into-practice/	InnovaWood	Online
South - East Europe Hub Business Idea Development Workshop	16/12/2021	Experts from forestry and wood industry value chain	20	http://cekom.hr/en/rosewood4-0-horizon2020-preparation-of-project-for-building-and-equipping-biomass-trade-centre/	CEKOM (Croatia)	Hybrid

3.2.3 Dissemination Activities – Extension Period (M25 – M30)

During the six-month extension of the project in 2022, dissemination actions have been carried out in order to make known the main results of the project, already consolidated, as well as a greater visibility action of the ROSEWOOD4.0 Training Programme and its MOOCs.

In this line, the regional hubs have organised some replication events in different countries as well as other types of training workshops (B2B Training Materials) that aim to present the best methods to obtain investment and funding for companies in the forestry sector, also in rural areas and in general to any businessman or entrepreneur interested in developing new business ideas, through experts in financing and fundraising from the European to the local level. These dissemination materials belong to WP3.

During these events, the ROSEWOOD4.0 project and its results were presented, with special emphasis on the Knowledge Platform factsheets and videos available for public use, the roadmaps, the development of business ideas and the MOOC materials. Participants were also invited to visit the ROSEWOOD4.0 project website, social media and get in touch with our developments.

Furthermore, during this extension period we have participated in online seminars organised by forestry associations to give visibility to the results of ROSEWOOD4.0 and we have also participated in international events to reinforce this dissemination action. **Below is a list of the most important dissemination activities and events during this period (14 actions):**

Events / workshops <i>Year 2022 (M25-M30)</i>	Date	Target participants	N. attendees	Link	Lead Partner	Format
ROSEWOOD4.0 at the Irish Forest Owners Webinar Series	17/02/2022	Researchers, forestry associations, experts from wood industry and value chain	+100 views	https://rosewood-network.eu/ifo-webinar-series-february-2022/	InnovaWood	Online
South - East Europe Hub B2B Training on How to develop a collaborative project	4/03/2022	Experts from forestry and wood industry value chain	20	http://cekom.hr/en/we-held-an-international-training-on-project-preparation-in-croatian-forestry-society-in-zagreb-rosewood4-0-horizon2020/	CEKOM (Croatia)	Hybrid
7th edition Mediterranean Forest Week	21-25/03/2022	Forestry experts, researchers, regional policymakers from Mediterranean countries	200	https://www.medmodelforest.net/fr/news-archive/in-antalya-to-discuss-the-future-of-mediterranean-forests.html	CESEFOR (Spain) and EFI	In-person

North hub (Finland) dissemination webinar (online)	30/03/2022	Partners, forestry experts and stakeholders	26	No report link	LUAS and LUKE (Finland)	Online
South - East Europe Hub MOOC Replication Training	31/03/2022	Experts from forestry and wood industry value chain	20	http://cekom.hr/en/mooc-hybrid-training-held-in-competence-centre-of-vukovar-srijem-county-rosewood4-0-horizon2020/	CEKOM (Croatia)	Hybrid
South West Europe hub – B2B Training 'Access to finance'	1/04/2022	Companies and entrepreneurs in the forestry and rural sector	30	https://rosewood-network.eu/b2b-training-session-investment-funding-spain/	CESEFOR (Spain)	Online
Dissemination event - Joint thematic workshop FOREST and WOOD	6/04/2022	Experts from forestry and wood industry value chain	37	http://cekom.hr/en/sinergy-workshop-of-rosewood4-0-godanubio-and-bioeastsup-organised-in-competence-centre-of-vukovar-srijem-county-value-chain-forest-and-wood/	CEKOM (Croatia)	Hybrid
North Hub MOOC Replication Training (Norway)	1/05/2022	Students and forestry education trainers	15	No report link	Tretorget (Norway)	In-person
North hub (Finland) Study visit in Rovaniemi	3-4/05/2022	Consortium partners	15	https://www.linkedin.com/posts/ngo-forza-two-days-study-visit-in-rovaniemi-finland-activity-6928725625000091648-1jrp?utm_source=linkedin_share&utm_medium=member_desktop_web	LUAS and LUKE (Finland)	In-person
North hub (Finland) B2B training	11/05/2022	Consortium partners and forestry stakeholders	15	No report link	LUAS and LUKE (Finland)	In-person

Central West Hub Study visit	17- 18/05/2022	Consortium partners and forestry stakeholders	35	https://www.holzcluster-steiermark.at/news/internationale-delegation-innovationen-und-digitalisierung-der-forstlieferkette/	Holzcluster Styria (Austria)	In- person
North hub (Norway) Study visit to Norway and Sweden	26- 28/05/2022	Consortium partners and forestry stakeholders	15	https://www.linkedin.com/posts/vi%C5%A1nja-ko%C5%A1%C4%87ak-59a50110_buildwithwood-woodcon-moelven-activity-6925043655057522688-bDcq?utm_source=linkedin_share&utm_medium=member_desktop_web	Tretorget (Norway) Paper Province (Sweden)	In- person
ROSEWOOD4.0 Final Event	14- 15/06/2022	Consortium partners, stakeholders in the forest value chains, companies, innovation management bodies and public institutions (EC, regional and provincial administrations).	58 in-person attendees & 173 online (231 participants)	https://rosewood-network.eu/rosewood4-0-final-event-lays-the-foundation-for-a-promising-european-network-in-forest-innovation/ https://rosewood-network.eu/final-event-2022/	EFI (Finland) and SEZ (Germany)	Hybrid
Spanish Forestry Congress – 8th Edition	27/06 – 1/07/2022	Forestry associations, wood and forestry industry, forest value chain experts, public administrations and private companies, researchers and academia.	700 – 1,000 participants (expected)	https://8cfe.congresoforestal.es/sites/default/files/actas/8CFE-1021.pdf	CESEFOR (Spain)	In- Person

3.2.4 Final Event

The final ROSEWOOD4.0 conference entitled "**Fostering Innovation Towards a More Sustainable Forest Sector in Europe**" was held on 14-15 June at the Sant Pau Art Nouveau Site in Barcelona, Spain (premises of EFI Barcelona). The conference was structured in 3 independent and modular sessions, which allowed participants to follow the sessions and presentations of their choice without the need to attend the whole event.

The three sessions were as follows:

- **Session I - The ROSEWOOD4.0 project: main results & outcomes (14 June. 9:30 - 13:00 CEST).**
This session was mainly focused on the work developed by the ROSEWOOD4.0 network to date and its future prospects for long-term sustainability. WP1, WP2 and WP3 main outcomes were shared to the audience. The session included a keynote speech by **Michael Wolf** (European Commission's Directorate-General for Agriculture and Rural Development - DG AGRI) on European sustainable forest value chains.
- **Session II - How to ensure long-term sustainability of networks once the project is over? Tools and methods (14 June. 14:00 - 18:00 CEST).**
The session was mainly dedicated to the presentation of available tools & platforms, as well as success stories that demonstrate the viability and sustainability of European projects beyond the Horizon2020 funding framework. During session II, existing services to support EU project networks and their activities were presented, such as the **EFI Bioregions Facility**, the **EU FarmBook** project, **Forest Europe's ForRisk Mechanism** or the **Horizon Results Platform and Horizon Results Booster**.

In addition to these presentations, examples of projects funded by the European Commission that have successfully continued their activities after their completion were also showcased, such as the **MicoCyl** and **Mediterranean Model Forest** (Interreg), **EvoTree** (FP6: Network of Excellence), **Organic Farm Knowledge** (H2020: CSA) or **Singular Wood** (EAFRD).

- **Session III - Working groups: foster innovation towards a more sustainable forest sector - an open space market (15 June. 9:30 - 13:00 CEST).**
Nine working groups were set up and different partners and institutions from all over Europe had the chance to look for synergies and collaborations for future European projects or international initiatives. The themes of the working groups established were as follows:
 - 1) Agroecology, agroforestry and multipurpose forests;
 - 2) Bioregional value chains for wood products: matching supply, demand and transformation capacity at the regional scale;
 - 3) Digitalisation of forestry;
 - 4) Forest owners engagement: new business models;
 - 5) Carbon offsetting projects;
 - 6) Demonstrate built-environment decarbonisation pathways through bottom-up technological, social and policy innovation for adaptive integrated sustainable renovation solutions (HORIZON-CL5-202X-D4-01-07);
 - 7) Optimising the sustainable production of wood and non-wood products in small forest properties and development of new forest-based value chains (HORIZON-CL6-2023-CIRCBIO);
 - 8) Renewable energy in agriculture and forestry (HORIZON-CL5-2022-D3-02-07);
 - 9) Supporting the adaptation and resilience of European forests to climate change and emerging pests and diseases.

The European Forest Institute and Steinbeis Europa Zentrum (ROSEWOOD4.0 coordinator) hosted the event, which featured a diverse panel of guest speakers from the fields of innovation, forestry, research as well as representatives from the European Commission. The communication and registration campaign for the event was launched on 8 April 2022 with a provisional programme and basic information about the sessions, as well as an open registration form where participants could also propose topics for the working groups of Session III.

The aim of encouraging the participation of the participants in deciding the themes of the working groups was precisely to give a bottom-up approach to the event, rather than a top-down one. That is, we wanted to know the topics and the feedback from the attendees and stakeholders when deciding the final agenda and, specifically, for Session III since it was the one aimed more at networking and the search for collaborations, synergies and design of proposals and ideas for future projects.

In terms of registration and participation numbers, the hybrid format of the event made it possible to have both in-person and remote attendees. A total of **156 people registered for the conference**, 58 of them to attend any of the three sessions in person in Barcelona. The other 98 registered attendees were able to follow the event via Youtube Live Streaming for Sessions I and II (14 June) as well as in Teams Meetings for Session III (15 June). In relation to this third session, despite being hybrid, it was not open to the public through streaming and it was only possible to participate if a previous registration had been made.

The final numbers of remote participants finally went up during the live broadcast of the event, whose recording was embedded on the ROSEWOOD4.0 project website and social networks (Twitter and LinkedIn), to **173 peak viewers during Sessions I and II**. Therefore, the total number of participants (beyond the initial registration) reached **231 attendees** in the end. The live streaming video of sessions I and II of the event is available on our [YouTube channel](#) and has up to date over 400 views.



Figure 12. Example of banner used during the promotion of ROSEWOOD4.0 Final Event.

In this [link](#) you can access a web article about the event and an image gallery of the conference.

3.3 Dissemination Webinars and Training Materials

During the course of the ROSEWOOD4.0 project, a series of [training materials](#) have been produced, mainly corresponding to WP3 and WP2, which can be easily accessed from the project website. The aim of these materials is to promote innovation in the European forestry sector and to provide the different actors with all the tools to acquire new skills and help consolidate the digital transformation of the wood value chain.

Along with the 3 MOOCs developed in WP3, a series of webinar recordings on the following topics have also been included as resources:

- [Access to Finance](#): best methods to obtain funding and investment (in English, more than 160 views)
- [How to develop a collaborative project](#) (in Spanish)

These webinars recordings are also complemented by other similar actions aimed at disseminating the main outcomes of the project and, in particular, the BP&I of ROSEWOOD4.0. A paradigmatic example of this effort by ROSEWOOD4.0 is our participation in workshops and external events to disseminate the results of the project. Some examples can be found on our [YouTube channel](#).

It should be highlighted in this section the collaboration between **EFI Bioregions Facility** (institution in charge of the sustainability of the ROSEWOOD4.0 legacy) with the consortium during the project months M22 - M26 in the organisation of a series of webinars, called "[Forestry Speed Datings](#)", which aimed to connect forestry innovators and, therefore, the developed solutions, with potential end-users in the forestry sector.

Six dissemination webinars were organised under the theme of "**Digitalisation of forest management, inventory and monitoring**" to showcase digital solutions to improve forest management, sustainable forest operations and efficient supply. Some of the innovations and best practices presented at these events come from the full collection of BP&I carried out in WP1.

- Silvicultural visualisation and simulation tools. 25 October 2021.
- Presentation of 2 ROSEWOOD4.0 BP&I: IWald and Virtual Forest 2.0. 27 attendees.
- Aerial inspection and remote sensing services for forest management. 22 November 2021.
- Presentation of 1 ROSEWOOD4.0 BP&I: ForestMap. 29 attendees.
- Mobile applications for forest inventory and monitoring. 15 December 2021.
- Presentation of 2 ROSEWOOD4.0 BP&I: MOTI and ForestHQ (Treemetrics). 39 attendees.
- Digital solutions for forest pests and diseases. 18 January 2022.
- Presentation of 1 ROSEWOOD4.0 BP&I: Festmeter. 45 attendees.
- Software for planning forest management: Part 1. 17 February 2022
- Presentation of 1 ROSEWOOD4.0 BP&I: ForestHQ. 42 attendees.
- Software for planning forest management: Part 2. 22 February 2022.
- Presentation of 1 ROSEWOOD4.0 BP&I: LasInfo. 21 attendees.

4. Key outcomes and results for dissemination

4.1 ROSEWOOD4.0 Knowledge Platform for Regional Forest Innovation

In October 2021, ROSEWOOD4.0 officially launched the [Knowledge Platform for Regional Forest Innovation](#), a new open portal that collects best practices and digital innovations in the European forestry sector. The platform is a “one-stop shop” that simplifies sharing knowledge about sustainable, efficient, and data-driven management of Europe’s forests.

It is free to use for any forestry practitioner or other interested user, from the public and private sectors to policymakers and researchers, to any individual interested in forestry. The main objective of the Knowledge Platform for Regional Forest Innovation is to provide easy access to usable information in the form of **factsheets** (currently, around 280) highlighting outstanding practices and innovations in forestry from more than 15 European countries. With a user-friendly interface and a multilingual search option, the online repository helps direct sharing and transfer of these practices and innovations to practitioners in forestry and wood industries all over Europe.

After the official end of the ROSEWOOD4.0 project, the Knowledge Platform will be maintained by EFI’s Bioregions Facility, and further fed by the ROSEWOOD4.0 network following its sustainability plan.

4.1.1 Knowledge Platform Analytics

Although the official launch of the platform was in October 2021, within the consortium there was a so-called “soft launch” among the project partners in September 2021 to test the navigation and report bugs and possible improvements to the platform. The process of fine-tuning the platform has been continuous even since its official launch since it is a platform that has entailed more work in terms of web design and functionalities (multilingual interface) compared to the repository of the former ROSEWOOD project.

Due to technical developments and constant improvements, it was not possible to activate the Google Analytics of the Knowledge Platform until January 2022, so the following data on visits and users using the platform corresponds to the last 6 months of the project (extension period M25-M30).



Figure 13. Audience statistics from the ROSEWOOD4.0 Knowledge Platform (M25 – M30).

The Knowledge Platform's analytics have shown promising figures since its launch, with the number of visits exceeding 3,300 unique users. This means an average number of visits per month since tracking the platform's traffic of approximately **550 visitors per month**.

However, unlike the project website, in this case we found a **very high bounce rate of 61.57%** at the time of writing this report. The bounce rate is the percentage of users who have visited the ROSEWOOD4.0 site and left before moving on to another page of the site. This indicates that only 38.43% of our visitors have shown enough interest in the information and collection of factsheets on the ROSEWOOD4.0 platform to stay on the site and browse the website for longer. The pages of the platform have been viewed more than 8.000 times and a large majority of our visitors are new and do not return (almost 12% are returning visitors).

One of the challenges for the platform and the ROSEWOOD4.0 network after the completion of the project, after seeing these statistics, will be to try to reduce the high bounce rate of visits and ensure that the user spends more time on the platform's pages.

Below are the 10 most visited factsheets of the platform during the period analysed (M25-M30):

Most popular Best Practices & Innovations in the Knowledge Platform	Aggregated Unique Page Views(Google Analytics January - June 2022)	Link
Wood Watcher - measure volume of woodpiles and wood transports fast, precise, and easy	243	https://www.forestinnovationhubs.rosewood-network.eu/en/content/wood-watcher-measure-volume-woodpiles-and-wood-transport-fast-precise-and-easy
SUMAL 2.0 Digital Wood Tracking	227	https://www.forestinnovationhubs.rosewood-network.eu/en/content/digital-wood-tracking
Projeto "Melhor Eucalipto"	209	https://www.forestinnovationhubs.rosewood-network.eu/pt/content/melhor-eucalipto-project
simFLOR Platform for the Portuguese forest simulators	190	https://www.forestinnovationhubs.rosewood-network.eu/en/content/simflor-platform-portuguese-forest-simulators
ForestMap Calculate your forest inventory online	115	https://www.forestinnovationhubs.rosewood-network.eu/en/content/forestmap
Rilegno National wood collection and recycling network	110	https://www.forestinnovationhubs.rosewood-network.eu/en/content/rilegno-national-wood-collection-and-recycling-network
ForLog	93	https://www.forestinnovationhubs.rosewood-network.eu/en/content/forlog
TRESTIMA Forest Inventory System	92	https://www.forestinnovationhubs.rosewood-network.eu/en/content/trestimar-forest-inventory-system
GoldenEye Advanced x-ray wood log scanning system for sawmills	79	https://www.forestinnovationhubs.rosewood-network.eu/en/content/goldeneye

		advanced-x-ray-wood-log-scanning-system-sawmills
Plataform Florestas.pt	75	https://www.forestinnovationhubs.rosewood-network.eu/en/content/plataform-florestaspt

In the selection of the most popular BP&I, it is worth noting that most of them correspond to the challenge addressed "**Enhance economic and environmental performance of forest supply chains**". On the other hand, in relation to the statistics of the majority of the files (279), it should be noted that most of them show figures ranging between 35 and 55 accumulated unique visits (page views) in the 6-month period analysed.

4.2 ROSEWOOD4.0 Regional Roadmaps

One of the ROSEWOOD4.0 project goals was developing and presenting five regional and one cross-regional Roadmaps for the targeted transfer of BP&I examples in wood mobilisation.

Roadmaps are the key result of hub-mediated dialogue between experts, practitioners and stakeholders of the forestry and wood sector from the five European regions (ROSEWOOD4.0 hubs) represented in the project. Based on the assessment and analysis of weaknesses (through dedicated SWOT analysis), Roadmaps suggest for each region specifically, exemplary projects, initiatives and solutions from across Europe that could help wood mobilisation and sustainable forestry practices.

Visits to the Roadmaps section of the website, as seen previously in Figure 11, have been quite high (1,637 page views). However, this does not imply that the publications uploaded in that section have had the same number of downloads. User behaviour in that section does not imply that one visit equals one download of the pdfs. Below, we break down the number of downloads of the six roadmaps uploaded on the platform according to **Google Analytics' PDF downloads tracking** (June 2022):

- Cross-Regional Roadmap: 94 downloads
- North Hub Roadmap: 78 downloads
- Central-West Hub Roadmap: 89 downloads
- Central-East Roadmap: 66 downloads
- South-Western Hub Roadmap: 61 downloads
- South-Eastern Hub Roadmap: 56 downloads

The total result is 444 downloads from the roadmap section. **These figures only include roadmap downloads from the project website.** These statistics do not include other possible downloads of the same PDF from other partners' institutional websites or [Zenodo platform](#).



4.3 ROSEWOOD4.0 Reports (Deliverables)

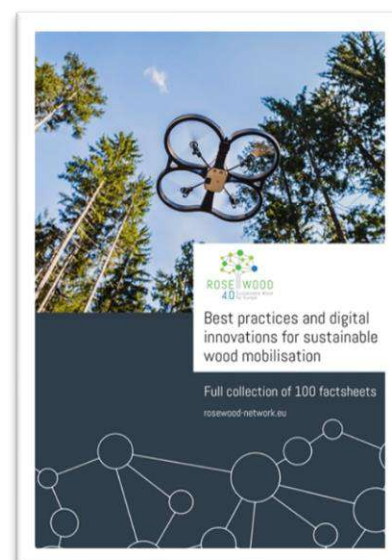
D1.5 – Digital Innovations and Best Practices for Sustainable Wood Mobilisation (full collection of 100 factsheets)

Deliverable D1.5 documents a selection of the 100 Best Practices and Innovation (BP&I) sheets in forest management, wood supply and forest-based industries exploiting relevant digital technologies and Industry 4.0 solutions. It comprises the first batch of 50 initially selected BP&I (deliverable D1.3) plus the second batch of 50 additionally selected BP&I, presenting an overview of the full selection of 100 BP&I. The Best Practices and Innovations included in this document were jointly identified and validated by the ROSEWOOD4.0 project partners.

The consortium decided to promote this report for its impact and newsworthy content, so a press release was produced, which generated several web articles and was also uploaded to the **Zenodo platform**, an open access repository developed under the European OpenAIRE programme.

This report has been one of the most successful deliverables in its dissemination, as the [news item](#) on the website publicising it is one of the most read to date. Moreover, this deliverable has already reached [562 downloads](#) on the Zenodo platform.

Additionally, based on the selected best 100 BP&I, following the **EIP-AGRI** common format, **100 practice abstracts** were prepared and delivered to EIP-AGRI. These 100 practice abstracts are available for all practitioners and related stakeholders on the [EIP-AGRI project database](#).



5. Impact on communication and dissemination key performance indicators

This report outlines the communication and dissemination materials and activities that the ROSEWOOD4.0 consortium has employed to ensure project visibility at local, regional and international levels. The results and tasks described in this deliverable certify the effort invested in ensuring that the expected impacts foreseen in the ROSEWOOD4.0 DoA are met. In this line, throughout the 30 months of the project duration, the consortium has developed a wide cross-regional network with effective communications and dissemination channels with the aim of ensuring an uptake of knowledge from science to practice, raising awareness and transferring the innovative potential of digitalisation, industry 4.0, forest supply chain cooperation and multi-actor iterative innovation.

To ensure the fulfilment of each impact, ROSEWOOD4.0 has generated the following outputs derived from its project activities as well as from the planned communication and dissemination actions:

- **Impact 1.** Conserve the practical knowledge for the long-term using the main trusted dissemination channels which foresters consult more often and also serve education and training purposes.

The 100 Best Practices factsheets have been disseminated through our communication channels and included in the [EIP-AGRI Database](#) as well as in the [ROSEWOOD4.0 Knowledge Platform](#). A report (D1.5) on the best practices collected in the field of forest innovation and digitisation and sustainable wood mobilisation has also been published.

40 videos have been produced during the whole project (28 of them on Best Practices and Innovations) which have also been incorporated in the Knowledge Platform and in the EIP-AGRI database. These materials have also been widely disseminated through the web and social media, as well as in newsletters and news items.

Digital training tools (3 MOOCs available in 13 European languages), B2B training materials and video recordings on access to finance have been developed to help forest entrepreneurs and innovators. These materials are available in the [ROSEWOOD4.0 website](#).

- **Impact 2.** Increase the flow of practical information between foresters in Europe in a geographically balanced way.

Coordination between the five regional hubs throughout the project has been constant and the network has worked and is working to expand to other countries. During the project two new passive members have joined the network: (1) from the Czech Republic, within the Central Eastern Hub: the Institute of Forest Ecosystem Research Monitoring and Mapping Solutions (IFER), and (2) from Spain, within the South-Western Hub: la Asociación Forestal de la Rioja (AFR)

Five regional roadmaps and one cross-regional roadmap have been produced and are available for download from both the project website and the Zenodo Platform. The downloads of these publications have exceeded the initial expectations, as the sum of downloads from both the web and Zenodo exceeded **600 downloads**.

16 Study Visits and Best Practices Validation workshops have been organised (3 per Hub) as well as 10 best practice transfer workshops, among other initiatives and cross-border exchanges.

- **Impact 3.** Achieve greater user acceptance of collected solutions and a more intensive dissemination of existing knowledge.

The visualisation and downloading of materials, videos, factsheets and other resources produced by ROSEWOOD4.0 indicate that there is a wide interest in the collection of BP&I that we have made available to the forestry community. In the short and medium term we have been able to see how the exchange in different workshops and study visits have translated into knowledge transfer or the intention to apply digital solutions from one regional hub to another.

Likewise, the collaboration with other entities and the holding of [dissemination meetings](#) with regional forestry associations as well as **EU-level associations** such as **EIP-AGRI**, **EUSTAFOR** and **CEPF** has allowed us to broaden the scope and visibility of our outcomes.

It is worth highlighting the importance of the ROSEWOOD4.0 Final Event in Barcelona, which laid the foundations for the continuity of the ROSEWOOD4.0 network after the end of the project and the long-term sustainability and maintenance of its legacy and Platform thanks to the coordination of the EFI's Bioregions Facility and CEKOM.

Main Communication and dissemination indicators KPIs	Target	Achieved
Number of target groups involved in project's activities (persons) (splitted according to type of actor)	min. 1,500 from throughout Europe	415 people registered in attendance lists (WP1 validation workshops), 530 attendees in WP2 study visits, 230 participants in total in WP2 regional operational groups organised, 120 participants in WP2 B2B trainings, 120 participants in MOOCs replications in WP3, and 231 attendees in Final Conference. Approx: at least 1,646 participants from all over Europe Target groups involved: forest operators, hub partners, international experts from forestry, researchers and students
Website visitors (total)	min. 5,000	8,060 total unique users (data from June 2022)
Number of downloads from the project website (total)	min. 500	631 downloads (2020-2022) in RESOURCES section (only section with materials for downloading, i.e: brochures, project presentation, deliverables, roadmaps) Out of this 631, 444 downloads come from roadmaps section
Distributed printed materials (total)	min. 2,000	400 (COVID restrictions and lack of in-person events did not allow a proper distribution of materials)
Participation in external events (total)	min. 12	25 (international congresses, trade fairs, assemblies included)
Participants in Final Conference	Min. 80	156 registered participants (hybrid). Finally, 58 in-person and 173 online via streaming (231 participants).
No. of likes/ followers in social networks/ media	min.1,000	ROSEWOOD4.0 Twitter followers: 1,096 ROSEWOOD4.0 LinkedIn followers: 652 ROSEWOOD4.0 Youtube Subscribers: 72

6. Conclusions and future work

This document has reported on the dissemination and communication activities of ROSEWOOD4.0 during the two and a half years of the project. Our report of activities and materials shows the diversity of channels, materials and actions carried out by the different members of the consortium in the different regional hubs, which has multiplied the visibility and dissemination of ROSEWOOD4.0 not only at European level but also at regional and local level thanks to the work of the regional hub managers and partners.

The difficulties encountered during the project due to the COVID-19 pandemic and the impossibility to organise face-to-face events during 2020 led to some delays in key WPs for the dissemination of the project. Nevertheless, the consortium believes that good results have been achieved in terms of meeting the KPIs for communication and dissemination, especially as a result of the work carried out in 2021 and 2022, following the granted project extension.

The fact that the ROSEWOOD4.0 network and the results generated will have a long-term sustainability plan will also allow to focus on improving and reinforcing dissemination actions or a more detailed analysis of the exploitation of best practices and disseminated innovations. In this sense, the project partners involved from now on in the ROSEWOOD4.0 network have the necessary knowledge, experience, and expertise to ensure, through the commitment and collaboration of all partners, that ROSEWOOD4.0 can continue to have a lasting impact and benefit for the forest sector, the European bioeconomy and the modernisation of forestry as well as the further digitisation and sustainability of wood mobilization and forest management operations.

7. Annexes

7.1 Annex I – Marketing Materials

7.1.1 Poster



Rosewood 4.0: digitization of the wood handling sector in Europe

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Work Center: Censurfa and Labo Wood and Forest Services Centre – (Censurfa) International Cooperation Department

About the project

ROSEWOOD4.0 harnesses digital solutions and boosts knowledge transfer to connect multiple actors along the forest value chain to reinforce the sustainability of wood mobilisation in Europe.

ROSEWOOD4.0 is a Thematic Network that builds on the network of regional ROSEWOOD hubs (2018-2020), extending this well-established network both in geographical reach and the breadth of tools and solutions shared with stakeholders across Europe.

The project, coordinated by Steinbeis (Germany), includes a consortium of 21 partners from 18 different countries, with five Regional Hubs covering the whole of Europe. The focus on digital solutions addresses an identified gap, where the forestry sector lags behind in terms of adaptation and spreading of modern ICT solutions.

What's new in ROSEWOOD4.0?

- ALLIANCE:** Reinforced and enlarged links with Eastern Europe.
- EDUCATION:** Greater geographical reach with ROSE regional maps.
- USER EXPERIENCE:** Greater user uptake and adoption of solutions.
- TOOLS:** Digital training tools, materials and methodologies.
- EXPANSE:** New partner countries: Poland, Slovakia, Ukraine, Portugal, Greece, Norway, Sweden.
- INFORMATION:** Increased flow of practical information between foresters in Europe.

ROSEWOOD4.0 Main Outcomes (Knowledge Platform for Regional Forest Innovation)

The *Knowledge platform* is an open tool that collects digital solutions and best practices and drives knowledge transfer to connect multiple actors along the forest value chain to strengthen the sustainability of wood mobilisation in Europe.

The platform includes:

- + 275 best practices factsheets...and growing!
- 7 forest challenges addressed
- 13 domains of application in forestry
- 25 types of innovative solutions
- Information in 16 languages

Visit the ROSEWOOD4.0 Knowledge Platform!
<https://www.forestinnovationhubs.rosewood-network.eu/>

ROSEWOOD4.0 Training Programme

Based on the needs analysis on wood mobilisation and forestry digitisation existing gaps, ROSEWOOD4.0 developed 3 MOOCs (virtual training courses) addressed to forestry service contractors, private forest owners and women in forestry.

Each MOOC includes webinars, video lectures & podcasts, which are available in 12 European languages.

The main themes are:

- MOOC 1 - Digital Support for Efficient Harvesting Operations
- MOOC 2 - Digital Tools for Climate-adapted Reforestation
- MMOC 3 - Managing Hardwood - Perspectives for New Forest Owners

Join the ROSEWOOD4.0 Training programme through this link:
<https://rosewood-network.eu/resources/training/>

ROSEWOOD4.0 Resources & Key Figures

- 5 regional + 1 cross-regional roadmaps produced (identifying forestry needs and challenges in each region and giving recommendations)
- 100 Practice Abstracts produced following the EIP-AGRI common format
- 16 ROSEWOOD4.0 workshops organised to get inputs, feedback and engagement with forestry stakeholders, advisors and experts (+150) across Europe
- 16 ROSEWOOD4.0 study visits organised (learning more about +35 best practices and digital solutions on the ground!)
- +305 Best practices & digital innovations for sustainable wood mobilisation collected by ROSEWOOD4.0
- 26 ROSEWOOD4.0 videos featuring best forest practices from all over Europe
- 2 B2B Training videos available on access to finance for forestry companies and entrepreneurs

→ All these resources are available on <https://rosewood-network.eu/> and <https://www.forestinnovationhubs.rosewood-network.eu/>

ROSEWOOD4.0 What is next?

After the official end of the project (30th of June, 2022), a "ROSEWOOD4.0 Network" will be established to ensure the exploitation of project results. All organisations and/or initiatives interesting in digitalisation for a sustainable wood mobilisation sector can join the network. For further information, please contact us using this form (<https://rosewood-network.eu/contact>).

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7.1.2 7.2.2 Roll-up

