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Project No: 862681
Project acronym: ROSEWOOD4.0

Project title:

EU Network of Regions On SustainablE WOOD mobilisation ready for digitalisation

Programme: H2020-RUR-2018-2020 (Rural Renaissance)
Topic: RUR-15-2018-2019-2020 Thematic networks compiling knowledge ready for practice
Start date of project: 01.01.2020
Duration: 24 months

Deliverable D4.4

ROSEWOOD4.0 project brochure

Author: Sarah Adams, Mariafer Zapata, Gerard Fernández

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Associated Task	4.2.2
Covered Period	M5 – M24
Deliverable Lead Partner	EFI
Version	1

Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
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)	

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Abstract

The ROSEWOOD4.0 brochure captures the main elements of the ROSEWOOD4.0 project in a concise and visually striking format for broad use for dissemination purposes.

1. Overview

A generic 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 wider society, at local, regional, national and international scales. This includes potential hub members for wood mobilisation Regional Hubs as well as also national bodies, forest authorities and regulatory bodies, NGOs, EU institutions, participants at scientific meetings and conferences and other stakeholders.

2. Text development

Text for the brochure was developed by WP4 in consultation with the project coordinator. Consortium partners had the opportunity to comment on the text before the brochure was finalised.

3. Design process

The ROSEWOOD4.0 brochure was designed by EFI's in-house design consultant, Mariafer Zapata, based on an initial concept developed in WP4. The brochure is designed in A4 landscape format, so that it can be printed and folded into an A5 portrait leaflet. It consists of 4 pages: a front and back cover and two inner facing pages.

A first draft of the brochure was shared with the project coordinator for feedback. A second draft was shared with the project consortium during a virtual consortium meeting and some aspects discussed in the meeting, with a subsequent opportunity for further comment. A third draft of the brochure was prepared based on feedback received, before arriving at the final version.

4. Language

The brochure is produced in English, but Consortium partners are encouraged to translate it into their own language. A Word version of the text is provided to partners for this purpose.

5. Main features

The front and back cover are visually striking, making bold use of the project's corporate identity.

5.1 Front cover (1)

Images convey the project's main objectives, featuring networking, forests, knowledge sharing and particularly highlight the project's strong digital theme. Images are placed within the connected network circles mirroring the network found in the project's logo.

The four main project objectives are synthesised into key phrases, to give an at-a-glance snapshot of the project's focus. The rationale and project description text give a concise introduction to the wood mobilisation topic and what the project is doing within this framework.

5.2 Back cover (4)

The back cover prominently displays all partner logos and includes project coordinator contact information, website address and EC funding acknowledgement.

5.3 Inner pages (2 and 3)

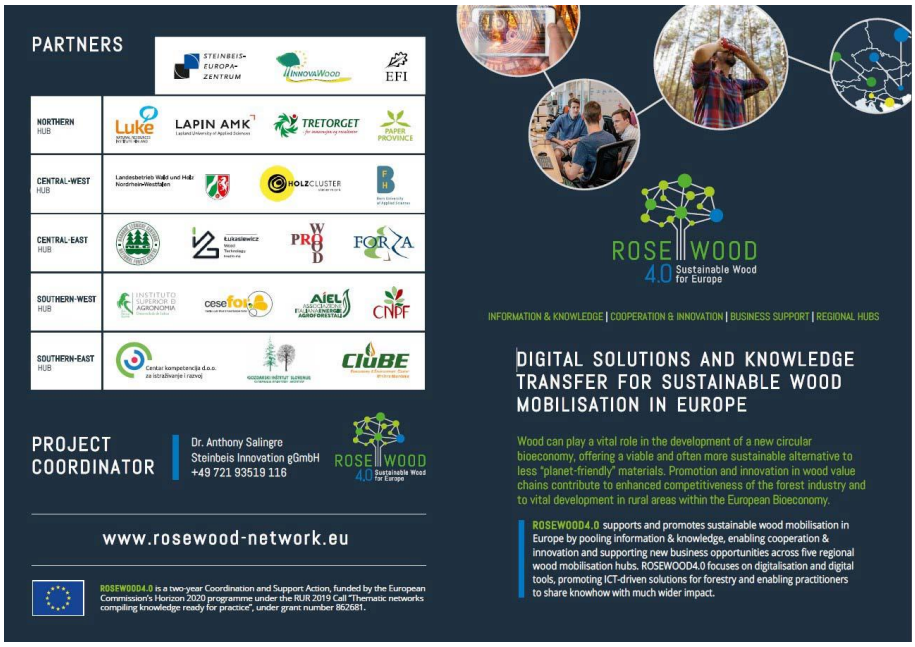
ROSEWOOD4.0 objectives (green text) and activities (grey bullet text) are synthesised to give an overall picture of the whole project on these two facing pages. The map and the interconnected hubs provide an instant visual

picture of the project's wide coverage. A quote from the project coordinator provides some examples of the project's work in practice and brings a personal element to the inner pages.

6. Versions

6.1 Principal version

The main brochure has a full colour front and back cover in anthracite blue. This is the digital version of the brochure which will be prominent on the project website as a PDF. It is also the version to be used for high quality printing.



6.2 Homeprint version

An alternative “homeprint” version provides an option for partners who wish to print copies of the brochure as support materials for local events from their office printer. The anthracite front and back cover is replaced by white to reduce ink usage and ensure readability in lower quality printing.

Annex I ROSEWOOD4.0 principal brochure

PARTNERS

NORTHERN HUB	Luke Natural Resources Institute Finland; Lapin AMK Lapland University of Applied Sciences; Tretorget; Paper Province
CENTRAL-WEST HUB	Landesbetrieb Wald und Holz Nordrhein-Westfalen; Holzcluster Steiermark; FH Bern University of Applied Sciences
CENTRAL-EAST HUB	NBC; Łukasiewicz Wood Technology Institute; PROWOOD; FORZA
SOUTHERN-WEST HUB	Instituto Superior de Agronomia; cesefor; AIEL Associazione Italiana Energie Agroforestali; CNPF
SOUTHERN-EAST HUB	Centar kompetencija d.o.o. za istraživanje i razvoj; Gozdarski inštitut Slovenije; CluBE

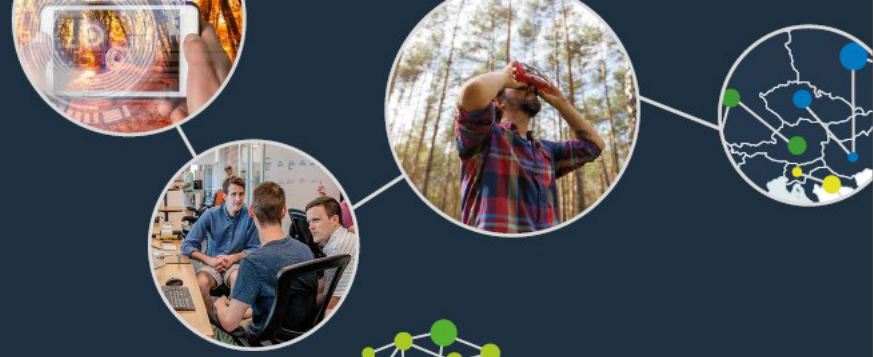
PROJECT COORDINATOR

Dr. Anthony Salingre
Steinbeis Innovation gGmbH
+49 721 93519 116

ROSE WOOD 4.0 Sustainable Wood for Europe

www.rosewood-network.eu

ROSEWOOD4.0 is a two-year Coordination and Support Action, funded by the European Commission's Horizon 2020 programme under the RUR 2019 Call "Thematic networks compiling knowledge ready for practice", under grant number 862681.



ROSE WOOD 4.0 Sustainable Wood for Europe

INFORMATION & KNOWLEDGE | COOPERATION & INNOVATION | BUSINESS SUPPORT | REGIONAL HUBS

DIGITAL SOLUTIONS AND KNOWLEDGE TRANSFER FOR SUSTAINABLE WOOD MOBILISATION IN EUROPE

Wood can play a vital role in the development of a new circular bioeconomy, offering a viable and often more sustainable alternative to less "planet-friendly" materials. Promotion and innovation in wood value chains contribute to enhanced competitiveness of the forest industry and to vital development in rural areas within the European Bioeconomy.

ROSEWOOD4.0 supports and promotes sustainable wood mobilisation in Europe by pooling information & knowledge, enabling cooperation & innovation and supporting new business opportunities across five regional wood mobilisation hubs. ROSEWOOD4.0 focuses on digitalisation and digital tools, promoting ICT-driven solutions for forestry and enabling practitioners to share knowhow with much wider impact.

PROJECT OBJECTIVES AND ACTIVITIES

INFORMATION & KNOWLEDGE

Transferring and communicating best practices, innovations & research findings related to wood mobilisation and competitiveness.

- Compilation of abstracts, factsheets, videos
- Digital tools for training and coaching
- MOOC, webinars and podcasts
- Knowledge sharing platform for long-term conservation
- Multi-stakeholder validation workshops on selection of best practices with identification of key barriers and enablers for implementation

Dr. Anthony Salingre,
ROSEWOOD4.0 coordinator

"We are looking for best practices and innovations that open up new prospects for the sector. From smartphone apps enabling digital inventory of forests to new forms of joint forest ownership engineered by online platforms, there are many ideas in the making that boost sustainable wood mobilisation."

COOPERATION & INNOVATION

Cooperation between stakeholders along the forest value chain means diversifying connections: forest owners and operators with the wood industry; wood processors with end users. Different perspectives lead to increased innovation, improved exploitation and better uptake of existing solutions and practices for sustainable growth in forestry and wood industries.

- Regional roadmaps on wood mobilisation solutions
- Cross-regional roadmap on European knowledge transfer framework
- Regional operational groups for best practice implementation and new ideas creation
- Training courses, study visits and inter-hub exchange
- Pan-European Forestry AKIS on sustainable wood mobilisation

BUSINESS SUPPORT

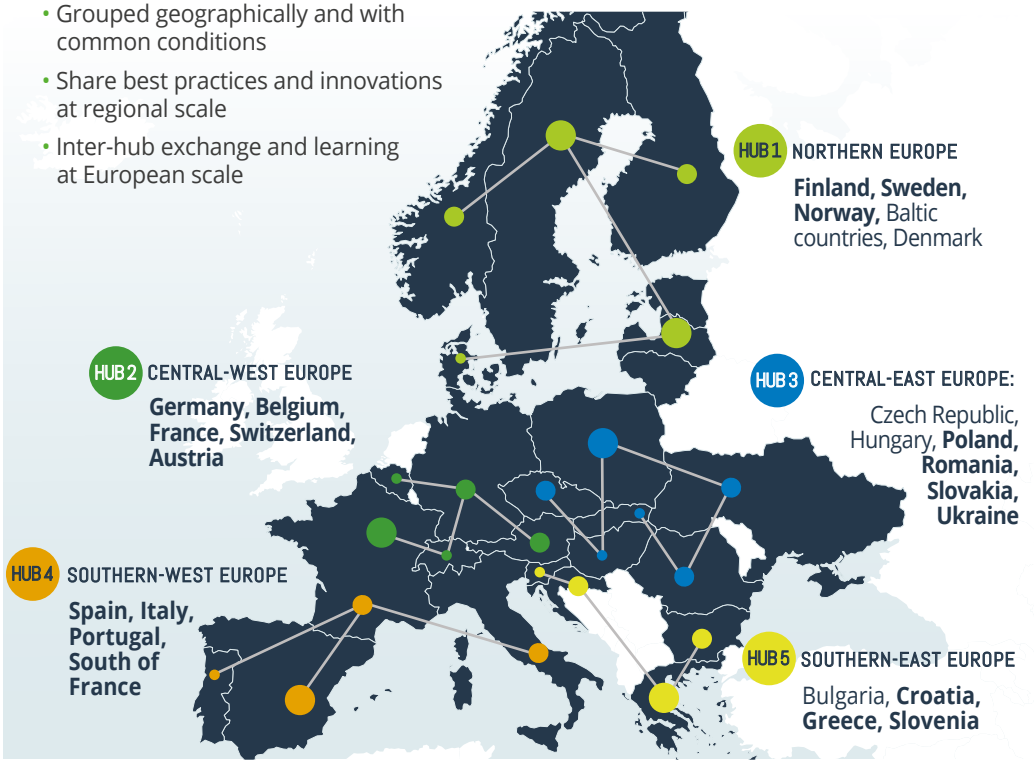
Supporting the design of new business opportunities for sustainable wood mobilisation through capacity building, training and development of knowledge resources.

- Creativity workshops for new business ideas
- B2B Workshops
- Training materials
- Based on validated practices, innovations & research
- Business support for replicating best practices and implementing innovation

REGIONAL HUBS

Five Regional Wood Mobilisation Hubs connect multiple actors along the forest value chain to reinforce the sustainability of wood mobilisation in Europe.

- Grouped geographically and with common conditions
- Share best practices and innovations at regional scale
- Inter-hub exchange and learning at European scale



***Bold text** indicates consortium partner countries

Annex II ROSEWOOD4.0 homeprint brochure

PARTNERS

	STEINBEIS-EUROPA-ZENTRUM, INNOVAWOOD, EFI
NORTHERN HUB	Luke Natural Resources Institute Finland, LAPIN AMK Lapland University of Applied Sciences, TRETORGET, PAPER PROVINCE
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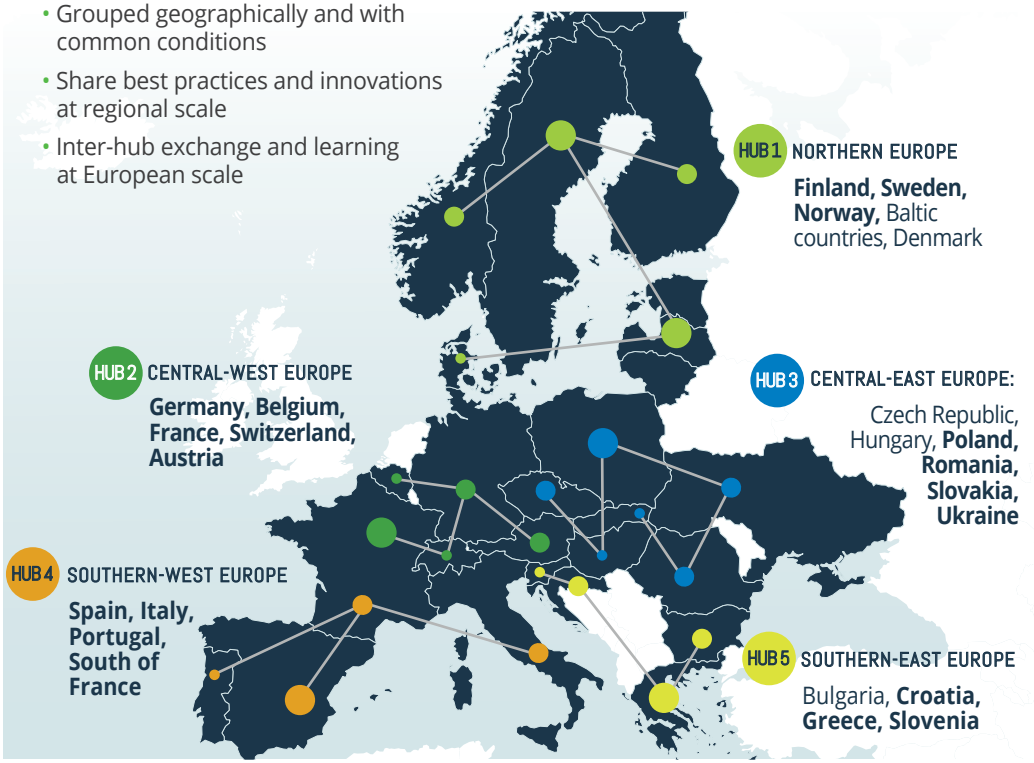

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