

# **FlexWood - *Flexible Wood Supply Chain***

Project number: 245136

## **Collaborative Project**

**FP7 – Food, Agriculture and Fisheries, and Biotechnology**

### **Dissemination, networking and knowledge transfer implementation plan Period 1**

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## ***Preface***

This document is a deliverable within the context of the EU-funded Collaborative Project FlexWood – Flexible Wood Supply Chain, a project which officially began November 1<sup>st</sup>, 2009 and will continue for three years. The Consortium consists of 14 partners representing 9 countries and is comprised of leading SMEs, universities and research centres and associations, who contribute complementary experience and expertise.

The overall objective is to build a novel logistic system, 'FlexWood', which provides value recovery along the wood supply chain. This system will integrate

- advanced quality and quantity information on wood resources measured in the forest with novel technology
- optimisation models for tactical and operational planning (bucking, harvesting, allocation of wood)
- optimisation models and enhanced processes for novel and more flexible concepts for mill production and
- improved information transfer between all stages of the wood supply chain to create new knowledge for decision making.

Within the FlexWood concept, existing solutions for value recovery opportunities in these areas will be tested and/or adapted or developed, which will be followed by an interlinking of the single solutions that allows the modelling of the entire information flow with benefits and efficiency gains in both time, quality and cost. The achievement of these goals is assured through the coordination of eight interrelated work packages.

The dissemination of the project results is of great importance and essential to achieving the envisaged project impacts. This Dissemination, networking and knowledge transfer implementation plan is covered by the Work Package 2000 - Dissemination, Implementation and Exploitation and will provide a basis for dissemination throughout the project duration. A periodic review will ensure its high quality and relevance and the Dissemination, networking and knowledge transfer implementation plan for period 2 will be released in October, 2011 (Month 24 of the project).

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## ***Introduction and Objectives***

The EU-Project FlexWood – Flexible Wood Supply Chain aims to build a novel logistic system that provides value recovery along the wood supply chain. The dissemination of the project results is of fundamental importance and essential to achieving the envisaged project impacts. Thus, an entire work package (WP), WP 2000 Dissemination, Implementation and Exploitation is dedicated to the communication and dissemination of the project.

WP 2000 is present throughout the entire project duration, collaborates closely with the Project Management Work Package (WP 1000) and ensures that project results are disseminated internally and externally to the various stakeholders and general public. WP 2000 is additionally responsible for an Implementation and Exploitation Plan, which is to be developed by SMEs and industry (Task 2200).

The overall objective of the FlexWood dissemination - to assure the dissemination and communication of the project both internally and externally - can be elaborated upon further as to:

- Facilitate communication between Consortium members
- Increase awareness of the project, its objectives and achievements, on a national and international level
- Identify and inform target groups
- Involve and gain feedback from all stakeholders
- Coordinate with other projects and networks
- Cooperate with standardisation bodies

The Dissemination, networking and knowledge transfer implementation plan will identify and coordinate activities necessary to guarantee the achievement of these objectives. Throughout the duration of the project, the plan assists in providing clear identification of the major target groups and the best channels to reach them, define customised dissemination material, dissemination routes, effective ways to collect feedback, measures of success for dissemination and scheduling and distribution of the dissemination actions among partners.

This document is the plan for period 1 (November 2009 – October 2011) and is the first step in achieving the dissemination goals; it will be continuously updated and reviewed to ensure its high quality and relevance. A second version of the plan will be made available in November 2011, a time in which the project results are wrapping up and their dissemination becomes even greater importance.

## ***Dissemination coordination and activities during period 1***

The period 1 plan encompasses the Months 1 – 23, whereby it will be updated and reviewed continuously during that time. It is a deliverable of Task 2100, for which all partners are responsible and ALU-FR FeLis as task leader.

General dissemination activities and coordination can be summarised as:

- Planning of dissemination and networking activities
- Setup and updating of web page and web portal with summaries of the project in the national languages of the participants
- Produce dissemination material: flyers, posters, press releases and articles
- Planning of project representation at major events
- Contribution to web page, web portal and dissemination materials
- Review and coordination of dissemination activities
- Organisation of public relation activities with focus on specific interest groups
- Organisation of workshops
- Planning, organising and executing dissemination activities with a regional focus.

These can be divided into the categories coordination, material and presentation, and communication, although there is overlap between them.

### **Coordination**

Coordination of dissemination and communication to be carried out within the context of the project can be seen as communication within the Consortium and coordination of contact with stakeholders. Optimal communication internal to the Consortium is obviously essential to the project success, but also highly beneficial to overall dissemination. Dissemination activities concerning stakeholders can be quite homogenous, consisting of a wide range of stakeholders from different geographic areas that are both directly involved in forest management and the industry (internal), as well as those not directly involved in the forest management and wood processing chain (external) and, therefore, requires planning within the Consortium on many levels.

### **Consortium (internal)**

The 14 partners involved in the project cover a wide geographical area, distributed over 8 countries. In Europe, partner organisations are found in Scandinavia, Central Europe, the Mediterranean, as well as Ireland & the UK. One self-funded partner from Canada also brings North American aspects to the project. Optimal project internal communication is important not only for the completion of the work, but also for the aspect of external dissemination. The partners encompass a range of leading SMEs, universities and research centres in the field and are involved with many stakeholders and similar projects themselves; that an overview of the project in its entirety and results is widespread and well-known within each

partner organisation greatly benefits the external dissemination of the project through the expansive networks that already exist.

Since communication within the Consortium is also key to the external dissemination, this WP is also closely connected with the Management Work Package. Communication flow within the Consortium is principally carried out by e-mail, over the internal website, by telephone and meetings. Another important means are teleconferences, which are held regularly between the Project Coordinator and WP managers and within WPs including WP and Task managers, with several teleconferences having already taken place. Minutes of these meetings are recorded and internally circulated.

The internal communication structure will ensure that the work packages, including the preparation and submission of reports, are carried out on schedule, and interaction will be provided as stated in the proposal. Internal communication will also be combined with personal contact between the partners and stakeholder through, for example, several workshops and project meetings.

### Stakeholders

The external dissemination of the project involves a diversity of aspects and actors that can range from individuals to large organisations and from a regional to international level. Stakeholders include:

- Major actors at the EU level, such as EU Director Generals DG Industry, DG Agriculture and rural development, DG Environment and DG Research and related institutions like the Forest Based Sector Technology Platform, EU level federations like CEPF, CEPI, CEI-BOIS, Eustafor and EUBIA.
- Industry and industry organisations from the wood and paper industry
- Forest owners organisations
- Environmental organisations (governmental and NGOs, e.g, WWF)
- Researchers from industry and academia (forestry, agriculture, supply chain)
- Major stakeholders at the national level such as ministries and related institutions

Due to the homogeneity of the stakeholders, as well as differences between the internal Consortium and external stakeholder needs, dissemination activities can specifically target a certain group or can be applied to reach many actors. Stakeholders are identified more specifically according to the national dissemination plans (see below).

### Planning of dissemination and networking activities

During the Kick-Off meeting a plan was presented on how to proceed with dissemination activities. This provided a basis for the goals of the following months and ensured the involvement of all Consortium members.

A national dissemination plan has been developed by each partner, as each is responsible for the dissemination to be carried out in their respective country. Each partner sketched an outline of their activities, identified the national target groups, major events and workshops they plan on attending in the first year, public relation activities and first press releases within the first period. They also continuously provide input to the international areas of dissemination, dissemination content and general activities.

Publications that are produced and knowledge will be disseminated in agreement with all partners, as stated in the Consortium agreement.

### **Implementation and Exploitation Plan**

The Implementation and Exploitation Plan is covered in Task 2200 of WP 2000. The exploitation management will be carried out by SMEs, being led by TreeMetrics and supported by the coordinator. First the user's needs are clearly identified, then the supply chain components developed within FlexWood that can enhance the international competitiveness of companies and other stakeholders. Finally, the challenges and opportunities for companies and industries using FlexWood components in their business will be identified through communication with stakeholders. Based on this, an implementation and exploitation plan facilitating the exploitation for SME and industry will be established. The implementation and exploitation plan will be updated and finalised towards the end of the project based on the use case results (WP8000).

### **Material and presentation**

Dissemination material and presentation will be in the form of a project webpage, as well as flyers, poster, press release and articles. The dissemination plan remains flexible and can be adapted if other suitable means of presentation are found.

### **Webpage**

A webpage for internal and external use has been set up by UCC and can be viewed at [www.flexwood-eu.org](http://www.flexwood-eu.org). The website includes areas and information for parties interested in the project and will be continuously updated to include current project information, papers and results. The website is in English and will include summaries of the project in the national languages of all partners once available (see section below on flyers). Partners also have access to other features available on the website, such as a file repository, where they can post documents that should not be accessible to the public.

Each partner can post documents in the areas of the site for Consortium internal use and are responsible for content for the remainder of the site. The Task 2100 leader, ALU-FR FeLis, is mainly responsible for keeping the rest of the site updated, with UCC providing assistance. The content collection and website updates will be carried out throughout the project entirety.

A web portal will also be set up to demonstrate the various pieces of software in the knowledge generation process across the supply chain. It will also host the prototype system with examples for users to evaluate. It will also capture, at this stage, the comments by the users of the prototype and their contact details to follow up on.

### **Dissemination material: flyers, posters, press releases and articles**

A template for uniform project dissemination material (posters, power points) and the project logo is under development and will be available by the first project meeting (M6). This will provide a basis for the dissemination material design used throughout the project.

Content for the project flyer has been drafted and it will be translated into the national languages of all partners. The designed flyer will be available for comment at the first project meeting.

Press releases are mainly planned for Month 6 +, with preparation for some press releases having already begun. An article on the partner TreeMetrics mentioning FlexWood and the partner UCC was published in the Irish Times on January 8<sup>th</sup>, 2010. Partners are responsible for the press releases in their respective countries and Skogforsk will be preparing a press release for the international audience.

As the project progresses, results will be presented in the form of scientific papers, which will inform the scientific community in peer-reviewed journals, and posters to be submitted at suitable events.

The dissemination material prepared will be delivered at different events, seminars, press media etc. The publications for wider audience and the press releases will be in English and for free disposal to all participants of the project to use the text for publications in English or national languages to the interested public at regional level.

### **Communication**

Direct communication with stakeholders is essential for the dissemination of the project. Several means are accounted for during the course of the project; an Advisory Board, contact with major stakeholders and projects, involvement with scientific and user federation bodies, presence at major events and the organisation of workshops.

#### **Advisory Board**

Advisory Board members assess the project direction and to provide feedback on major deliverables, as well as disseminate FlexWood material within their respective organisation. Representatives from policy, science, industry and administrative authorities have been approached regarding their interest in the project and the Advisory Board will be finalised by the first project meeting. Board members will be invited to project meetings and to the final workshops and will be enhanced as necessary during the project as it reaches different stages.



### **Direct Dissemination**

Representatives from major stakeholders and similar projects at the European level are in the process of being identified will be contacted directly. At the national level, major stakeholders will be contacted directly in the home countries of the participants, as expanded upon in the respective national dissemination plans. They will be informed on the project through the web site, newsletters and press releases. A selection of the stakeholders will be invited to group workshops that will take place in association with the project meetings.

### **Involvement with scientific and user federation bodies**

Scientific and user federation bodies will be informed of project results e.g. CEPI, CEPF, CEI-BOI, Technology Platforms (e.g. Forest-Based Sector Technology Platform, Biofuels Technology Platform), through which it will be possible to reach a larger number of interested parties. The FTP has already been informed and has taken interest in the project.

### **Presence at major stakeholder and scientific events**

The project will be disseminated through presentations and promotional material at major events, such as international academic conferences in forestry, laser scanning, supply chain and decision support. As part of the national dissemination plan, all partners have identified conferences and events they intend on attending within the first year of the project, also including international conferences of interest.

### **Workshops**

Some of the most important stakeholders and target group representatives will be invited to workshops following one mid-term meeting and the final project meeting. During the workshops, invited user groups will be informed about the project results and learn about the possibilities to use more advanced systems to improve the wood processing chain and better match wood resources to needed wood quality and quantity for products. In addition, national workshops will be held in several countries if the opportunity presents itself.

Workshops for the target groups will tie in with planned expert meetings and conferences within the different fields of the wood industry, in order to attract as many stakeholders as possible.

### **Continuous updates and quality control**

The Dissemination, networking and knowledge transfer implementation plan will be updated regularly within the first period to ensure its effectiveness and accuracy. Criteria for quality control will be identified within the following months.

**Table 1: WP 2000 Deliverables**

<b>Del. no.</b>	<b>Deliverable Name</b>	<b>Nature</b>	<b>Responsible Partner</b>	<b>Delivery Date</b>
<b>D2.1</b>	<i>Dissemination: Package (Web Page, Web Portal, press releases and other Dissemination Material)</i>	<b>Other</b>	<i>ALU-FR FeLis</i>	<i>Month 1 + regular expansions</i>
<b>D2.2</b>	<i>Dissemination, networking and knowledge transfer implementation plan period 1</i>	<b>Report</b>	<i>ALU-FR FeLis</i>	<i>Month 3</i>
<b>D2.3</b>	<i>Implementation and exploitation plan Version 1</i>	<b>Report</b>	<i>TreeMetrics</i>	<i>Month 12</i>
<b>D2.4</b>	<i>Dissemination and networking Review Period 1</i>	<b>Report</b>	<i>ALU-FR FeLis</i>	<i>Month 24</i>
<b>D2.5</b>	<i>Dissemination, networking and knowledge transfer plan Period 2</i>	<b>Report</b>	<i>ALU-FR FeLis</i>	<i>Month 24</i>
<b>D2.6</b>	<i>Dissemination and networking final report</i>	<b>Report</b>	<i>ALU-FR FeLis</i>	<i>Month 36</i>
<b>D2.7</b>	<i>Implementation and exploitation plan Version 2</i>	<b>Report</b>	<i>TreeMetrics</i>	<i>Month 36</i>

**Table 2: Summary of major WP 2000 Activities Period 1**

<b>Activity</b>	<b>Responsible Partner</b>	<b>Status/Due date</b>
<b>National Dissemination</b>		
Plan	All	Complete
Identify target groups		Complete
Flyer distribution		May 2010 +
Project Representation at Events/Workshops		Continuous
Press releases		January 2010 +
Material distribution to target groups		May 2010 +

Revision of ND Plan		Continuous
<b>Direct stakeholder contact</b>	All	January +
<b>Project Website</b>		
Setup & launch (for internal and external)	UCC	Complete
Access for Partners	UCC	Complete
Website Updates	ALU-FR FeLis & all	Continuous
<b>Project Flyer</b>		
Text & design	Skogforsk	Draft
Translation (national languages of all partners)	All	April 2010
<b>Logo</b>	ALU-FR FeLis	May 2010
<b>Templates</b>		
Poster	ALU-FR FeLis	April 2010
Power point slides	ALU-FR FeLis	April 2010
<b>Conferences</b>	All	March 2010 +
<b>Articles</b>	All	June 2010 +
<b>Quality Control Criteria</b>	ALU-FR FeLis	July 2010
<b>Workshops</b>	All	May 2011

“+” represents in this case “continuous”