



ONEforest project receives funding from the European Commission's Horizon 2020 programme under grant agreement N° 101000406



ONEforest

SEP-210673543

A Multi-Criteria Decision Support System For
A Common Forest Management to Strengthen Forest
Resilience, Harmonise Stakeholder Interests and
Ensure Sustainable Wood Flows

D9.2 Communication Package





A Multi-Criteria Decision Support System for a Common Forest Management to Strengthen Forest Resilience, Harmonise Stakeholder Interests and Ensure Sustainable Wood Flows

Deliverable 9.2

Communication Package

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Type: Report

Project funded by the European Commission within Horizon 2020		
Dissemination Level		
PU	Public	X
CO	Confidential, only for members of the consortium (including the Commission Services)	

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History

Version	Date	Modified by	Modification reason
V01.0	08.10.2021	García (CESEFOR), Castán (CESEFOR), Álvarez (CESEFOR)	Initial version
V01.1	12.10.2021	Kägler (BayFOR)	Revision, addition of relevant content
V01.2	14.10.2021	Brunsmeyer (THRO)	Revision, addition of relevant content
V01.3	18.10.2021	Castán (CESEFOR)	Revision, addition of relevant content
V01.4	21.10.2021	García (CESEFOR)	Revision, addition of relevant content
V01.5	25.10.2021	Schweier (WSL)	Quality revision
V01.6	29.10.2021	Krommes (THRO)	Final version



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More information available at <https://oneforest.eu>

Executive summary

This document is the Deliverable 9.2 Dissemination Package of the Work Package 9 Dissemination, Exploitation and Communication.

This deliverable aims to list and to provide an overview of the main dissemination products that emerged from the communication activities. Besides, it includes Corporate Identity (CI) for ONEforest (logo, visual guidelines) to establish a recognisable brand and facilitate communication by each consortium partner.

These products will significantly support the dissemination of the results of ONEforest at events, conferences and meetings and to communicate the project and its impact for the benefit to the European Society.



Glossary

CI	Corporate Identity
D	Deliverable
RGB	Red Green Blue
WP	Work package

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1. INTRODUCTION

1.1 Purpose

This deliverable D9.2 aims to present the corporate identity and all the promotional material designed so far (October 2021) as part of the Task 2 within WP9.

The corporate identity is explained as all the visual elements that are chosen to represent the overall face of ONEforest – from corporate logos to typeface, tagline, imagery, colour palette, and tone of voice. It is apparent in physical form too, in brochures, posters, presentations, merchandise or online campaigns.

1.2 Scope

The deliverable 9.2 is the third document produced within the WP9. The document is a guide of the corporate identity for ONEforest, to establish a recognisable brand and facilitate communication by each consortium partner. Furthermore, it lists the printed materials produced for ONEforest promotion, including leaflets, roll-ups, posters, templates, etc.

1.3 Structure

This document is structured in three sections: i) corporate identity, ii) dissemination materials designed, and iii) follow up.

2. CORPORATE IDENTITY GUIDE

The corporate image of ONEforest will reinforce the identified messages in D9.1 and will contribute to harmonise such a wide activity that includes so many different partners all over Europe. Sharing colours, image and logo will be key to ensure a common branding for the project.

The Brand Guidelines Book ¹ created defines in detail the corporate image and guide on how to use ONE forest's brand properly (see [ANNEX 1: ONEforest Brand Guidelines Book](#)).

In order to maximise the dissemination impact of the project, any material produced within ONEforest should follow the subsections below.

¹https://oneforest.emdesk.com/#!/documents/all/3_WP%20Documents/WP09%20Dissemination,%20Exploitation%20and%20Communication/Brand%20Guidelines%20Book



2.1 Logotype

2.1.1 Main logo

The ONEforest project identity is branded by a logo (Figure 1) with the aim of ensuring quick recognition of the project in all external and internal documentations.

The ONEforest's logo was already designed and approved by the consortium.

Forestry is the main concept of this logo, represented through the figure on the left, which symbolizes different types of trees of the four climate regions studied in the project, like a one single forest. The main typographic element is the name of the project. Colours in the figure have been chosen within the palette offered by the forest: green and brown. Except for the colour used in the typography of the logo, black, to highlight ONE as a global forest.

It is advised to use the large one – with the complete project acronym - as first option (Figure 1). The ONEforest's logo must appear in all related documents. Any material co-funded with the project budget needs to make explicit reference to it and make use of the ONEforest's logo. It has been developed in two different types. The official logo and corporative image of the project to be used by de-fault (Figure 1) but there is a second version (Figure 2) reserved to formats where the information must be represented vertically.



Figure 1 – ONE forest's logo



Figure 2 – ONEforest's logo in vertical form

The name of the project must be written in capital letters for ONE and forest in lowercase letters, like this: ONEforest.



The images provided of the logo are transparent so that they can be used in any document, they are provided with white background to be used in documents and designs with white background. However, there are also logos designed with black background (see Figure 3 and Figure 4). The preferred and recommended logo is always the horizontal design with transparent background.

Further, high and low resolution are provided to be used the more convenient depending on the purpose. In order to reduce resources through big data files in reports, presentations, etc. the low-resolution pictures will be favoured and the high resolution pictures will be taken when necessary (e.g. print material, poster presentations).



Figure 3 – ONEforest logo for dark backgrounds



Figure 4 - ONEforest logo in vertical form for dark backgrounds

2.1.2 European Union logo

Any dissemination activity and publication in the project, including the project's website will (i) specify that the project has received Community research funding and (ii) display the European emblem to publicize the European Union's contribution to the project, in accordance with the 'Acknowledgement of EU funding' guidelines (Figure 5 and Figure 6).

A specific mention of the H2020 funds is mandatory as specified in the Grant Agreement (p. 50):

"This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N° 101000406".



Figure 5 - EU funding text and image for ONEforest Project documents



Figure 6 - EU funding image for ONEforest Project designs

2.1.3 Colours

The main colours chosen are green RGB 133 190 86 and green RGB 61 172 80 (Figure 7). These two colours represent the main image of the project and more colours have been selected for the typography of the documents explained in the next section "Templates" (see section 3). The selection of colours is a decision in order to provide warmth to the image of the project. In this case, a palette of green colours has been selected to represent different species of trees.

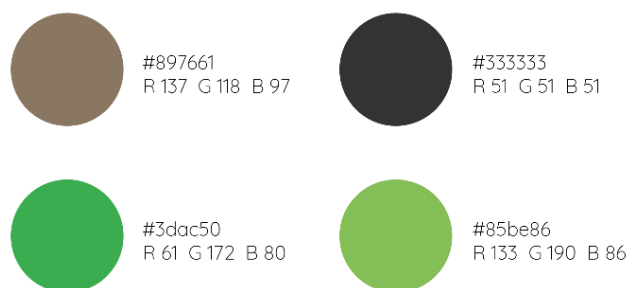


Figure 7 – ONE forest's logo colours



2.1.4 Typography

The typography used in the design of the logo for the letters ONEforest is Quicksand.

2.1.5 Logotypes of the partners

Partners' logos are provided in a certain order and the same format should be used in all documents and designs to keep uniformity in the corporate image of ONEforest project (see Figure 8). In designs, such as roll-up, brochures, etc., the EU flag and funding text is included below the logos of the partners (see Figure 9).

For bigger designs like the poster, the horizontal format may be used due to size of the printed document, where all the logos are visible (see Figure 10).



Figure 8 - Logotypes of partners



Figure 9 - Logotypes of partners with EU logo and funding details



Figure 10 - Logotypes of partners with EU logo and funding details in horizontal format



3. TEMPLATES

To ensure homogeneity across ONEforest related publications, templates for Word, Excel and PowerPoint documents have been produced using the ONEforest logo and corporate identity, along with the Brand Guidelines Book.

Graphical materials such as brochures, posters and roll up banners have been designed with the basic information (see section 4). In addition, also templates for graphical materials were designed as part of the external communication and promotion. Even, as part of the internal communications, reporting templates have been defined and distributed through the partners, like event reports, scientific publications reports, minutes, etc.

3.1 Word Document

The Word template ² includes all the options for the content and writing choices. All other default options will be deleted in order to ensure a consistent formatting in all documents.

Main title (Arial, Size 22. RGB 61 172 80)

Index (Arial, Size 14. RGB 61 172 80)

SUBHEADING (Arial, Size 16 RGB 64 64 64)

Section (Arial, Size 16. RGB 133 190 86)

SUBSECTION (Arial, Size 14 RGB 64 64 64)

Sub-subsection (Arial, Size 16 RGB 166 166 166)

Normal text (Arial, Size 11, Colour automatic)

Bold text (Arial, Size 11, Colour automatic)

- Bullet point (Arial, Size 11, Colour automatic)

Picture, Table (Arial, Size 9. RGB 64 64 64)

²https://oneforest.emdesk.com/#!/documents/all/3_WP%20Documents/WP09%20Diessemination,%20Exploitation%20and%20Communication/Templates



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SEP-210673543
A Multi-Criteria Decision Support System For A Common Forest Management to Strengthen Forest Resilience, Harmonise Stakeholder Interests and Ensure Sustainable Wood Flows

Main title

ONEforest project receives funding from the European Commission's Horizon 2020 programme under grant agreement N° 101000406

A Multi-Criteria Decision Support System for a Common Forest Management to Strengthen Forest Resilience, Harmonise Stakeholder Interests and Ensure Sustainable Wood Flows

Deliverable X.X
Title
 Author(s): Name and surname (ENTITY); Name and surname (ENTITY)
 Type: Report

Project funded by the European Commission within Horizon 2020	
Dissemination Level	
PU	Public
CO	Confidential, only for members of the consortium (including the Commission Services)

Disclaimer
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History

Version	Date	Modified by	Modification reason
V01.0	DD.MM.YYYY	Surname, surname (ENTITY)	Initial version
V01.1			Revision, addition of relevant content
V01.2			Quality Revision
V01.3			Final version

Add as many rows as needed

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N°101000406. More information available at <https://oneforest.eu>

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 - 1.2.2 Sub-subsection 6
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- 2.2 Subsection 6



ONEforest project receives funding from the European Commission's Horizon 2020 programme under grant agreement N° 101000406

Main title (Arial, Size 22, RGB 61 172 80)

Index (Arial, Size 14, RGB 61 172 80)

SUBHEADING (Arial, Size 16, RGB 64 64 64)

Section (Arial, Size 16, RGB 133 190 86)

SUBSECTION (Arial, Size 14, RGB 64 64 64)

Sub-subsection (Arial, Size 16, RGB 166 166 166)

Normal text (Arial, Size 11, Colour automatic)

Bold text (Arial, Size 11, Colour automatic)

- Bullet point (Arial, Size 11, Colour automatic)

Picture, Table (Arial, Size 9, RGB 64 64 64)

4

ONEforest project receives funding from the European Commission's Horizon 2020 programme under grant agreement N° 101000406

Figures centred in the middle

Figure 1 – ONEforest logo

Tables aligned to the left

Title 1	Title 2	Title 3
Topic 1.1	Main text • Text • Text	Main text • Text • Text
Topic 1.2		
Topic 1.3		
Topic 2	Main text • Text • Text	Main text • Text • Text

Table 1 - ONEforest target audiences and specific actions

5

ONEforest project receives funding from the European Commission's Horizon 2020 programme under grant agreement N° 101000406

1. Section 1

1.1 Subsection

1.1.1 Sub-subsection

1.1.2 Sub-subsection

1.2 Subsection

1.2.1 Sub-subsection

1.2.2 Sub-subsection

1.3 Subsection

2. Section 2

2.1 Subsection

2.1.1 Sub-subsection

2.1.2 Sub-subsection

2.2 Subsection

Text

6

ONEforest project receives funding from the European Commission's Horizon 2020 programme under grant agreement N° 101000406

Figure 11 - ONEforest Word template



3.2 Power Point presentation

Following the visual identity of the project, power point templates have been created that the partners will use for different presentations of the project. Several options are provided for the best result of presentations³.The format may be adapted to the specific needs of each communication or dissemination action.

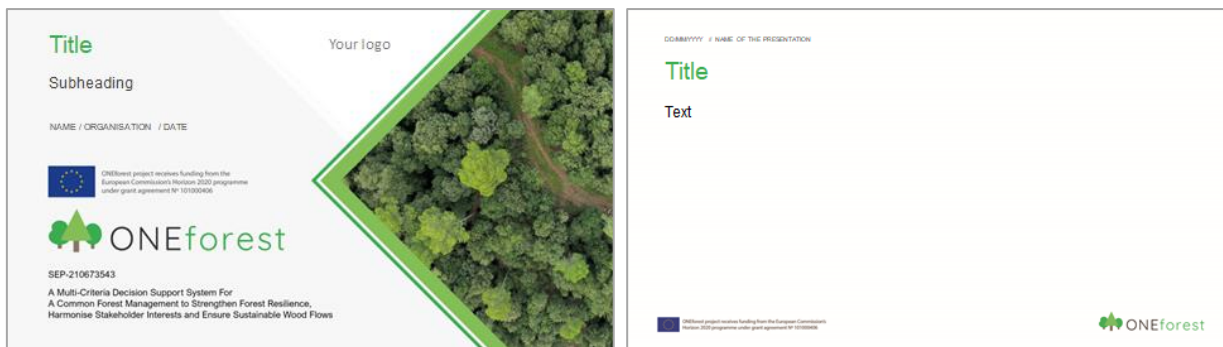


Figure 12 - ONEforest PowerPoint template

4. DISSEMINATION MATERIALS

This section contains a list of the resources that will be used within the dissemination and communication actions according to the indications of D9.1. All these resources⁴ will target all audiences identified in D9.1, however the technical content will vary.

The messages of these resources will be in English; however, partners could request their translation into the native languages of the partners or others, for example when attending an event or meeting or being involve in a communication campaign etc. relevant for the project. In that case, each partner must be in charge of the translations. In the same way, these can be adapted according to specific needs of the particular actions. Thus, the materials presented below are considered as living documents that may undergo updates or / and modifications throughout the lifespan of the project.

³https://oneforest.emdesk.com/#!/documents/all/3_WP%20Documents/WP09%20Diessemination,%20Exploitation%20and%20Communication/Templates

⁴<https://oneforest.eu/promotional-materials>



4.1 Brochure

The project has designed a brochure⁵ (see Figure 13) to enhance the promotion of the ONEforest goals and services. These printed promotional materials will be distributed at different events where ONEforest partners will be present, as well as in meetings and other project promotional activities. The brochure will be available in a digital format on the website.



Figure 13 – ONEforest brochure template on both sides

⁵https://oneforest.emdesk.com/#!/documents/all/3_WP%20Documents/WP09%20Dissemination,%20Exploitation%20and%20Communication/Dissemination%20Materials



A second brochure in one-page⁶ format (see Figure 14) is available to be printed as leaflets and to be attached in emails with lower quality than the poster and summarized information of ONEforest project.

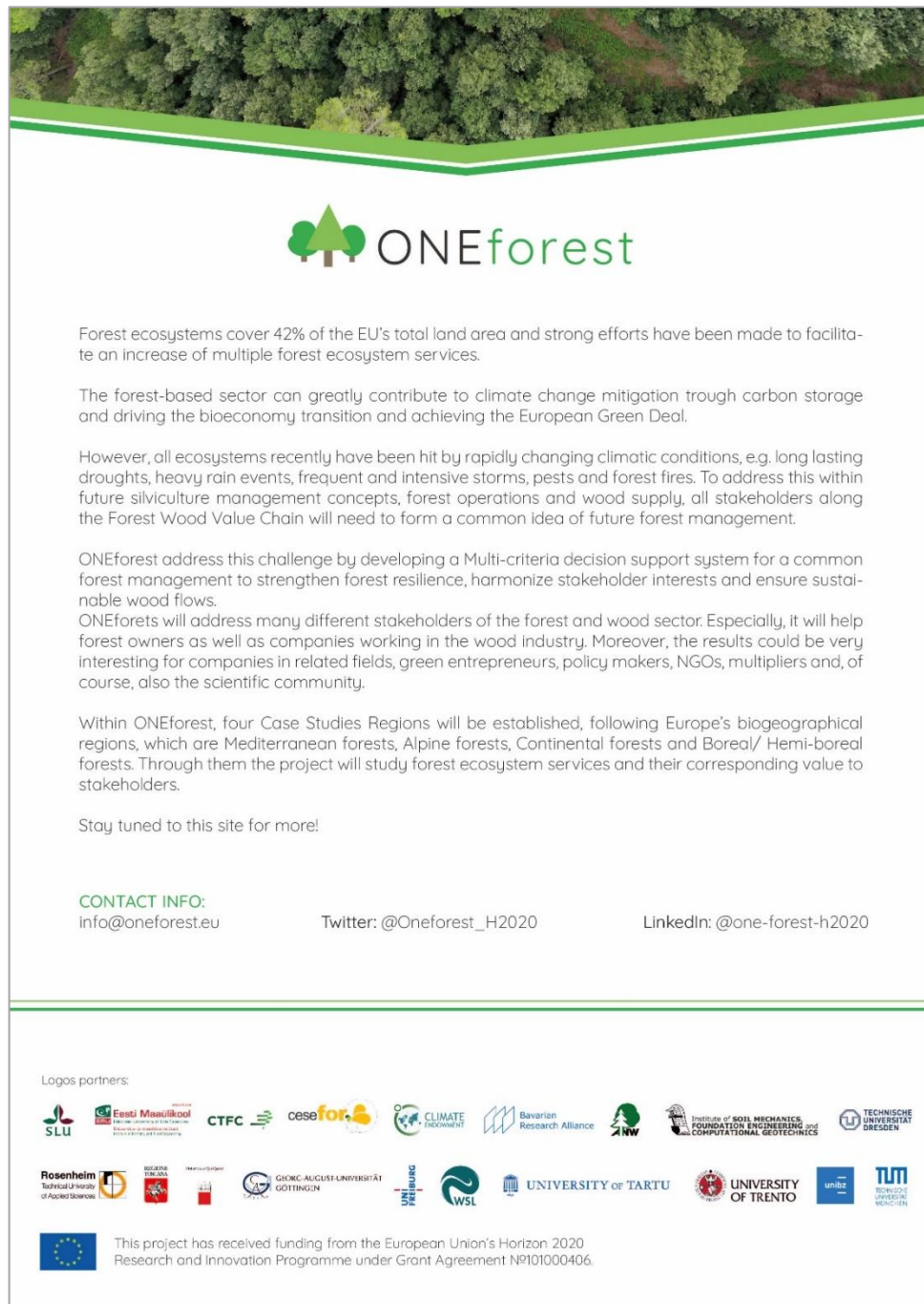


Figure 14 – ONEforest one-page leaflet

⁶https://oneforest.emdesk.com/#!/documents/all/3_WP%20Documents/WP09%20Diessemination,%20Exploitation%20and%20Communication/Dissemination%20Materials





4.2 Poster

A poster⁷ (see Figure 15) has been designed with the aim of providing more specific and technical information about the project. This first version will be adapted according to the needs of the consortium.

This poster will be displayed at technical-scientific events, where it is necessary to provide more precise information. The poster is in digital format and downloadable on the website. Partners could also print it out in high resolution for participation in events.

⁷https://oneforest.emdesk.com/#!/documents/all/3_WP%20Documents/WP09%20Dissemination,%20Exploitation%20and%20Communication/Dissemination%20Materials



Developing a multi-criteria decision support system for a common forest management to strengthen forest resilience, harmonize stakeholder interests and ensure sustainable wood flows.

SUMMARY

Forest ecosystems cover 42 % of the European Union's total land area and strong efforts have been made to facilitate an increase of multiple forest ecosystem services to form robust forest stands. However, within the last decade, forests in all biogeographical regions of Europe have been affected by changing climate conditions, e.g. long lasting droughts, heavy rain events, frequent and intensive storms, pests and forest fires. This has major implications for the overarching forest-wood value chain (FWVC), which includes forest management, wood supply and processing and rural (socioeconomic) development, and the forest ecosystem services (FES). The EU-funded ONEforest project will address this challenge by studying sustainable forest management (SFM) practices in four European biogeographical case study regions, which shall ensure or even increase FES at the same time. This includes also forest operations and the application of engineered topsoil cover. The basic idea of the ONEforest project is that resilient forests can only be created through a common understanding and agreement between all stakeholders within the FWVC.

OBJECTIVE

A newly developed Multi-Criteria Decision Support System (MCDSS) and Dynamic Value Chain Model (DVCM) will provide information for decision-making to stakeholders by assessing SFM, synergies and trade-offs of FES, reliable wood supply, and stakeholder interests through FWVC indicators of social, economic, and environmental dimensions.


GOALS

- Increase long-term resilience of forest production systems and associated value chains
- Protection and restoration of biodiversity
- Climate change mitigation by increasing the carbon sinks
- Positive change to European landscapes and rural economies


CSRs AND SUPPORTING EXPERIMENTAL SITES

Locations of the four ONEforest Case Study Regions (CSRs) (red pins), five supporting experimental sites (orange pins) across four biogeographical regions and one site with a supportive set of boreal forest inventory data (yellow pin)


BOREAL / HEMI-BOREAL




CONTINENTAL




ALPINE



MEDITERRANEAN






www.oneforesteu.eu //
 info@oneforesteu.eu //
 [Twitter @Oneforest_H2020](https://twitter.com/Oneforest_H2020) //
 [LinkedIn @one-forest-h2020](https://www.linkedin.com/company/one-forest-h2020)

Duration of the action: 36 months
 Starting date: 1 June 2021
 Grant amount: EUR 5 214 23,75
 Funded under: H2020-EU-3.3.14

Funding Scheme: RIA - Research and Innovation action
 Project coordinator: Regensburg Technical University of Applied Sciences



The project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement 101000406.

Figure 15 – ONEforest poster

A second poster⁸ is available for all partners to be used with research purposes and filled with technical information to participate in congresses and fairs, (see Figure 16).

⁸https://oneforest.emdesk.com/#!/documents/all/3_WP%20Documents/WP09%20Dissemination,%20Exploitation%20and%20Communication/Dissemination%20Materials

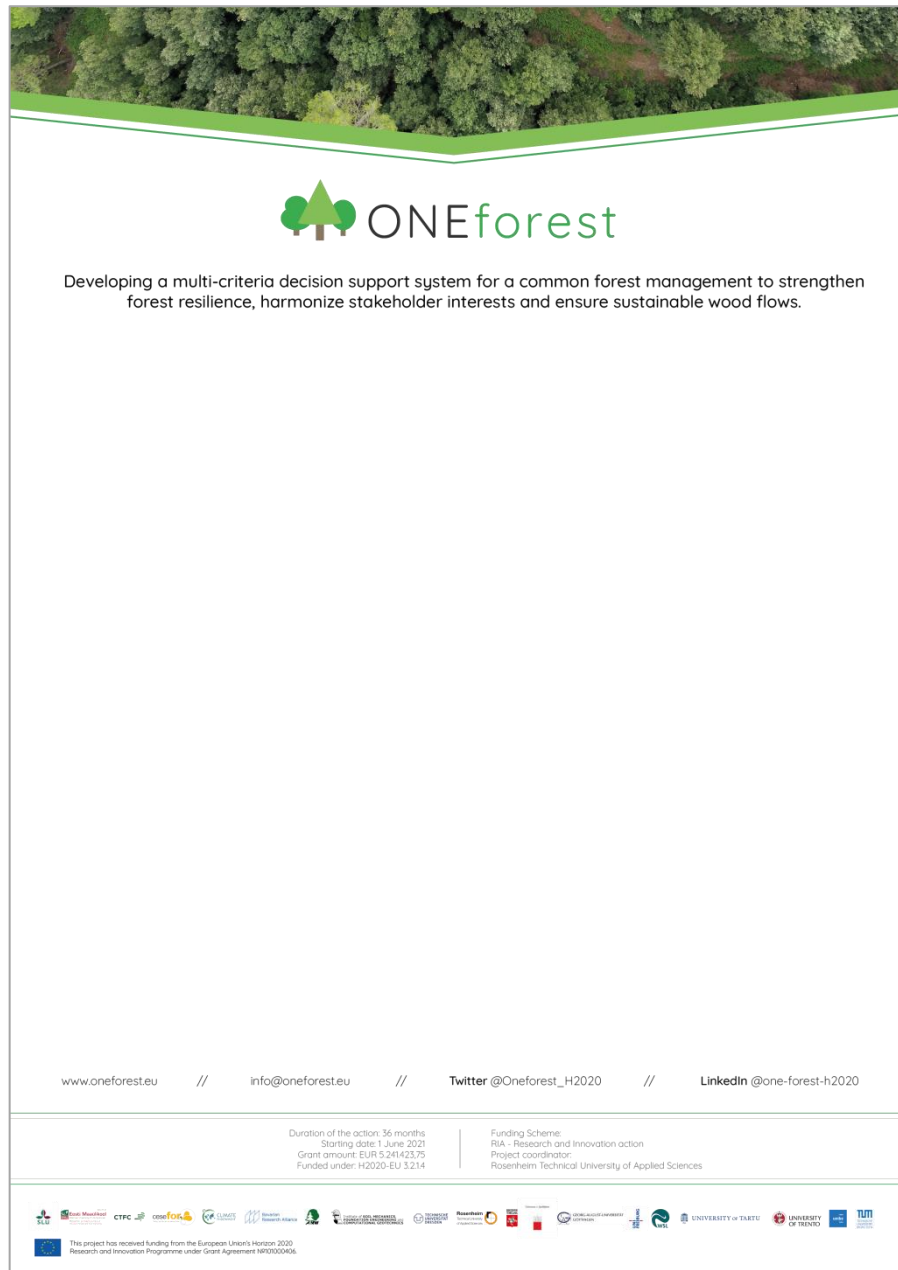


Figure 16 - ONEforest poster template II


4.3 Roll up banner

A roll up banner⁹ (Figure 17) is an important resource for any exhibitor looking to stand out at an exhibition or trade show. It can also be used to create a big impact in onsite meetings.

⁹https://oneforest.emdesk.com/#!/documents/all/3_WP%20Documents/WP09%20Dissemination,%20Exploitation%20and%20Communication/Dissemination%20Materials



To achieve the objective of attracting the attention of the public, the roll up must be visually attractive and contain, clearly visible the ONEforest logo, as well as, the logos of the partners and the specific mention of the H2020 funding. This resource will not contain a lot of text, but keywords. Its level of technical complexity is medium.



Developing a multi-criteria decision support system for a common forest management to strengthen forest resilience, harmonize stakeholder interests and ensure sustainable wood flows.

CSRs AND SUPPORTING EXPERIMENTAL SITES


Locations of the four ONEforest Case Study Regions (CSRs) (red pins), five supporting experimental sites (orange pins) across four biogeographical regions and one site with a supportive set of boreal forest inventory data (yellow pin)

BOREAL / NEAR-BOREAL

CONTINENTAL

ALPINE

MEDITERRANEAN



www.oneforest.eu // info@oneforest.eu // Twitter @Oneforest_H2020 // LinkedIn @one-forest-h2020

Duration of the action: 36 months
 Starting date: 1 June 2021
 Grant amount: EUR 5,241,423,75
 Funded under: H2020-EU-5.2.14

Funding Scheme:
 RIA - Research and Innovation action
 Project coordinator:
 Rosenheim Technical University of Applied Sciences

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N°101000406.

Figure 17 - ONEforest roll-up



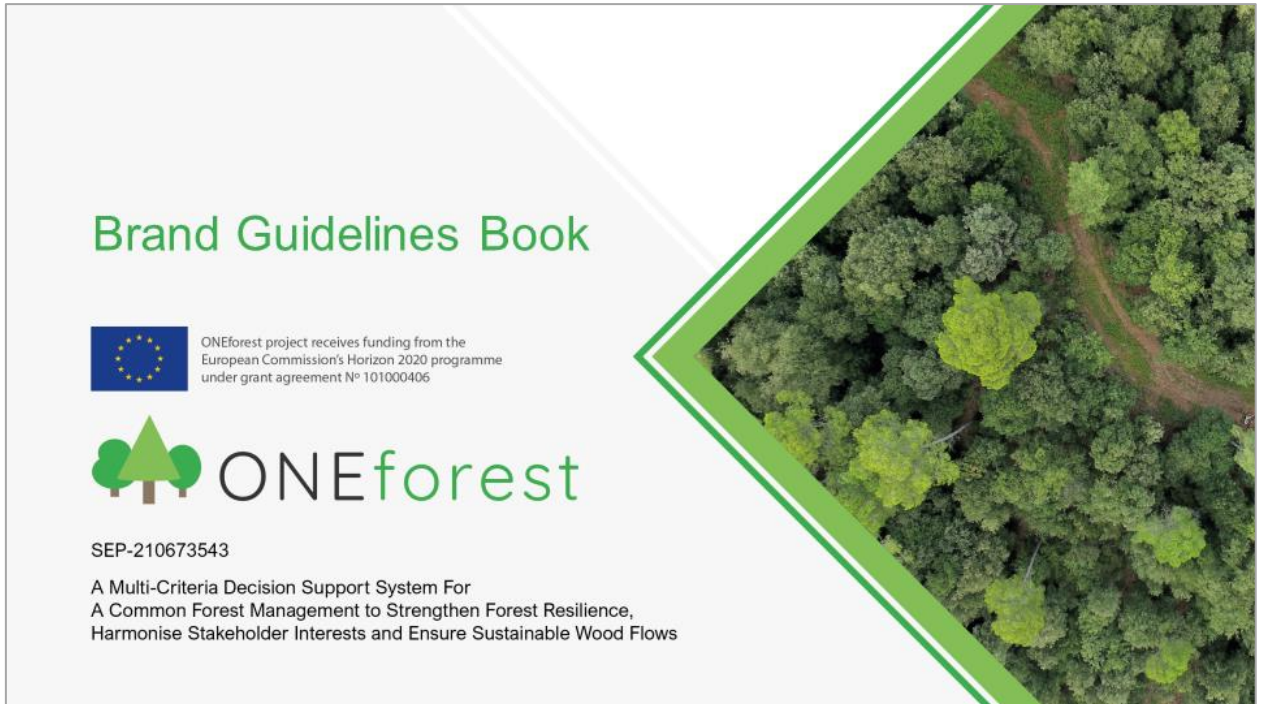
5. FOLLOW UP

The Communication Package will be constantly evaluated, updated, and adjusted if necessary, resulting in a final package that includes outreach analysis for all dissemination and communication activities (D9.6) in project month 36.

The impact and reach of the materials presented above will be evaluated throughout downloads of the digital versions, printed versions, and events in which they have been distributed.



ANNEX 1: ONEforest Brand Guidelines Book





Brand Guidelines Book

Logo



Forestry is the main concept of this logo, represented through the figure on the left, which symbolizes different types of trees of the four climate regions studied in the project, like a one single forest.

The name of the project must be written in capital letters for ONE and forest in lowercase letters, like this: ONEforest.

The typography used in the design of the logo for the letters ONEforest is Quicksand.



Brand Guidelines Book

Logo in white



The logo is also provided in white to be used with dark backgrounds.

The preferred and recommended logo is always the horizontal design with ONE in black colour.





Brand Guidelines Book

Project colours



#897661
R 137 G 118 B 97



#333333
R 51 G 51 B 51



#3dac50
R 61 G 172 B 80



#85be86
R 133 G 190 B 86

Two main green colours have been chosen to represent different species of trees, and the brand image is based on these two colours. Also light brown and black complete the design.

Brand Guidelines Book

Project typography

Main title (Arial, Size 22, RGB 61 172 80)

Index (Arial, Size 14, RGB 61 172 80)

SUBHEADING (Arial, Size 16 RGB 64 64 64)

Section (Arial, Size 16, RGB 133 190 86)

SUBSECTION (Arial, Size 14 RGB 64 64 64)

Sub-subsection (Arial, Size 16 RGB 166 166 166)

Normal text (Arial, Size 11, Colour automatic)

Bold text (Arial, Size 11, Colour automatic)

• Bullet point (Arial, Size 11, Colour automatic)

Picture, Table (Arial, Size 9, RGB 64 64 64)

Several colours will be used in Word templates and documents for reports and deliverables. These colours have been chosen based on the main colours of the project.



Brand Guidelines Book

Project design



An arrow with the aerial picture of a forest is used in most documents and website for a stronger corporate image and for uniformity.

Brand Guidelines Book

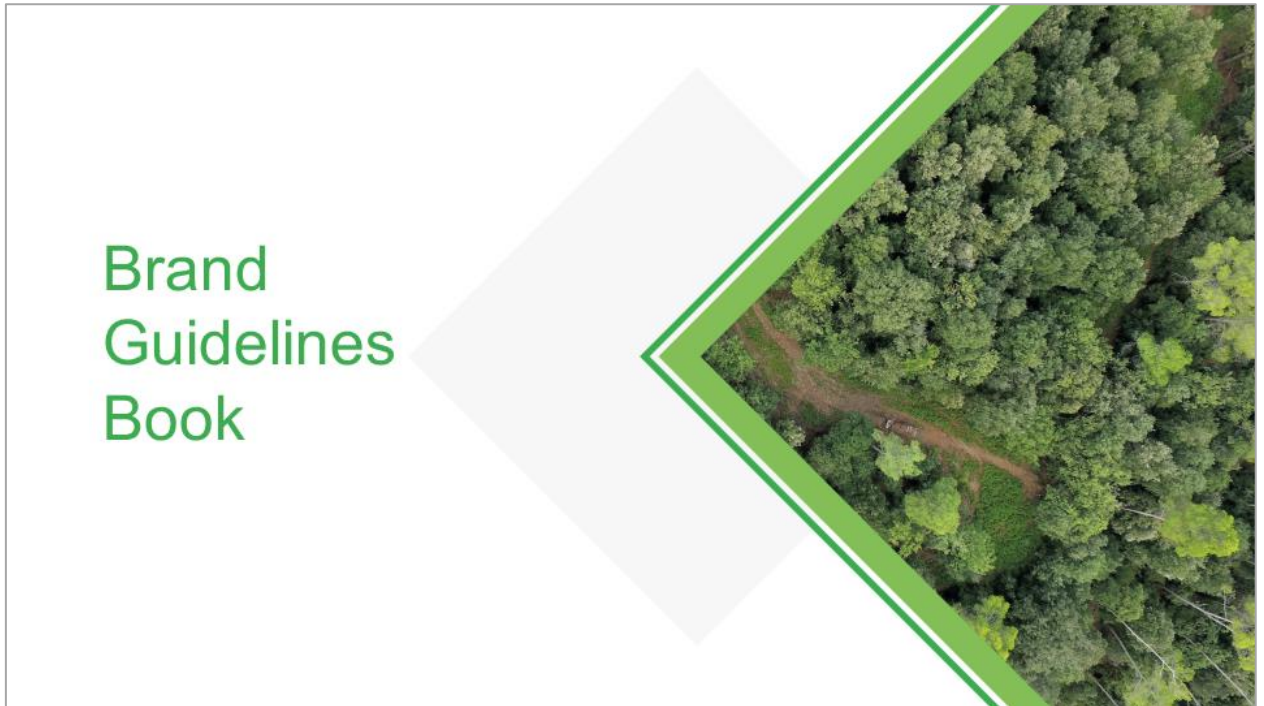
Project documents



Different documents are available for dissemination: brochure (99x210mm), leaflet (A4), roll-up (2x1m), poster (A0).



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ONEforest project receives funding from the European Commission's Horizon 2020 programme under grant agreement N° 101000406



www.oneforest.eu



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