



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

D9.3 Website with web GIS application



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

Deliverable 9.3

Website with web GIS application

Author(s): Ángela Garcia de Arana (CESEFOR); Raquel Castán (CESEFOR)

Type: Website

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

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History



Version	Date	Modified by	Modification reason	
V01.1	10.09.2021	Castán, García (CESEFOR)	Initial version	
V01.2	14.09.2021	Kägler (BayFOR)	Revision, addition of relevant content	
V01.3	16.09.2021	Brunsmeier (THRO)	Revision, addition of relevant content	
V01.4	22.09.2021	Castán, García (CESEFOR)	Revision, addition of relevant content	
V01.5	22.09.2021	Brunsmeier (THRO)	Revision	
V01.6	22.09.2021	Kägler (BayFOR)	Revision	
V01.7	23.09.2021	Brunsmeier (THRO)	Revision	
V01.8	24.09.2021	Schweier (WSL)	Quality revision	
V01.9	28.09.2021	Krommes (THRO)	Revision	
V01.10	29.09.2021	Castán, Álvarez, García (CESEFOR)	Revision, format	
V01.10	30.09.2021	Krommes (THRO)	Final version	





This project has received funding from the

European Union's Horizon 2020 Research and Innovation Programme

under Grant Agreement №101000406.

More information available at https://oneforest.eu

Executive summary

This document is the Deliverable 9.3 Website with web GIS application of the Work Package 9 Dissemination, Exploitation and Communication.

Since one of the main channels and tools to communicate and disseminate the ONEforest goals, activities and outcomes is the project website, this deliverable describes in detail its goals and structure.



Glossary

CSRs	Case Study Regions			
DVCM Dynamic value chain model				
FWVC Forest-Wood Value Chains				
GIS Geographic Information System				
MCDSS	Multi-Criteria Decision Support System			
OGC	Open Geospatial Consortium			
PDEC	Plan for Dissemination and Exploitation of results and			
	communication activities			
SEO Search Engine Optimization				
WP Work package				

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1. INTRODUCTION

1.1. PURPOSE

The D9.3 will summarise the goals, development, and the structure of the website, as the main external communication channel to efficiently propagate the objectives, events, and results to the target audiences.

1.2. SCOPE

This deliverable is the second document produced within WP9. The document is a handbook that will be a reference to know the structure of the website and the different sections. It is a guide for the partners, and it is a living document that it may grow up, change, and absorb the suggestions and new needs during the lifetime of the project.

The document is based on the preliminary Plan for Dissemination and Exploitation of results and Communication activities (PDEC, D9.1, project month 4) [1] provided at the project Description of Action [2].

1.3. STRUCTURE

This document is structured in five key areas: introduction, development and objectives, content, policy and rights, follow up and heritage.

1.4. CONTEXT: ONEFOREST IN A NUTSHELL

Forest ecosystems cover 42% of the EU's total land area and strong efforts have been made to facilitate an increase of multiple forest ecosystem services. The forest-based sector can greatly contribute to climate change mitigation trough carbon storage and driving the bioeconomy transition and achieving the European Green Deal. However, all ecosystems recently have been hit by rapidly changing climatic conditions, e.g. long lasting droughts, heavy rain events, frequent and intensive storms, pests and forest fires. To address this within future silviculture management concepts, forest operations and wood supply, all stakeholders along the Forest Wood Value Chain (FWVC) will need to form a common idea of future forest management, while none of them can increase its benefit without harming another one.

ONEforest will address this challenge by developing a Multi-Criteria Decision Support System (MCDSS) that will enable different stakeholders in forestry to make long-term strategic decisions according to individual objectives, e.g. environmental, societal or economic aspects. Forest owners will be able to assess which way of forest management is advantageous for their objectives under current and future ecological and economic conditions.



The overall idea is to achieve a multi-functional resilient forestry and sustainable wood supply levering wood-based products on a long-term perspective. ONEforest will provide solutions for harmonizing various Forest Ecosystem Services.

Within ONEforest, four Case Studies Regions (CSRs) will be established, following Europe's biogeographical regions, which are Mediterranean forests, Alpine forests, Continental and Boreal/Hemi-boreal forests.

Case studies:

- Boreal/ Hemi-boreal forests, CSR of Estonia + study site in Estonia + supportive data from Sweden
- Alpine forests, CSR of Switzerland + study sites in the Alpine part of Slovenia
- Mediterranean forests, CSR of Spain + study sites in Italy and Karst in Slovenia
- Continental forests, CSR of Germany + study site within Germany

Through the case studies, the project will study climate-resilient silvicultural management practices and new methods of seeding and planting by the application of an own engineered topsoil cover based on wood fibres. Corresponding forest operations and concepts of actions in case of disturbances will be developed under selected sustainability criteria. Stakeholders will be activated in the participative process of socio-economic studies. The information will be consolidated in a Dynamic Value Chain Model (DVCM) to assess the impact of the forest wood value chain on regional development quantified by a set of economic, environmental, and social indicators. The newly developed MCDSS visualises decision-making by comparing sustainable forest management, synergies and trade-offs of forest ecosystems, reliable wood supply, and stakeholder interests through forest wood value chain indicators of social, economic, and environmental dimensions.

The application will be available for stakeholders. In the long run, all ONEforest results will be as far as possible implemented in the processes of establishing new Model Forests, being part of the International Model Forest Network for regionally adapted forest management concepts.

The solutions implemented by ONEforest will allow obtaining multiple benefits such as increasing the long-term resilience of forest production systems and their value chains, strengthening the protection and restoration of the biodiversity of these ecosystems, adopting actions to enhance climate change mitigation, adaptation, and rural development objectives, promoting the increase of green jobs, and overcoming existing barriers between the different actors of forest management.



2. DEVELOPMENT AND OBJECTIVES

The PDEC of ONEforest project includes the creation of a website as the main channel and tool for communicating and disseminating the project findings. The maintenance of the website is under the responsibility of the leader of WP9 and the project coordinator and will be active for five years after the project's termination.

The aim of the website is to offer a central platform for communication and dissemination of the ONEforest project activities and results to the 19 partners, stakeholders and general public being interested in the forest management.

The website also aims to facilitate the sharing of information and ideas between the scientific communities involved in the project. Therefore, each type of public content has been grouped in different sections of the website, so that all the information is collected in a coherent way and the visitor's experience is optimized.

In addition, the website has been designed for search engine optimization (SEO) and following the "Project Stylebook", which was shown partially in the D9.1 and will be published in the D9.2 Communication Package by the end of 10/2021. The website development has taken into account the responsive web design, meaning that there are dynamic changes to the appearance of a website depending on the screen size and orientation of the device being used to view it. The responsive web design is one approach to the problem of designing for the multitude of devices available to customers, ranging from smart phones to huge desktop monitors.

Another important aspect of the project is its internationality. Although English is the language of communication among partners and for global dissemination, at least the main page of the website will be multilingual, and besides English the Case Studies Regions will be published in the language of the countries.

The main communication objectives of the website are:

- To provide relevant and current information to a wide audience.
- To ensure information is provided in an accessible and usable manner.
- To be a common documentation base for all the partners, containing the main project documentation and public deliverables.
- To provide access to a spatial data information system (web GIS) where different entities
 and project outputs will be visualised and queried, based on points, lines, and polygons
 as representation of different project outputs.
- To provide technical existing material such as vector or raster data sets can also be integrated, following Open Geospatial Consortium (OGC) interoperability data standards and EU Inspire directive.

The website will be continuously updated by CESEFOR (in collaboration with all partners), with the latest information about the progress and results of the project. All the project partners will



promote it through their communications channels and will include the link in their websites. Whenever possible, they will share news about the project.

Besides, it will be specifically designed to attract public attention, provide educational background material about Forest Wood Value Chain (FWVC). Instead of just providing numbers and "facts" about the project, the website will tell a story: A section of the website will be designed as blog page, providing information specific to the project's pilot sites and case study regions.

Furthermore, a selection of webinars and recorded presentations will be developed and placed on the website.

3. TARGET AUDIENCE

In order to ensure that relevant target groups and end users will optimally benefit from and contribute to solutions created through the project, these target groups have been identified in the D9.1 section 2 [1]. Those identified audiences are expected to be reached through the website. The main target audiences defined are (more detail in the Table 1 of D9.1):

- End-users: Forest owners and workers, practitioner, wood industry, NTFP industry, policy makers, forest authorities, forestry associations, local/National/EU administrations,
- EU platforms and/or networks
- Green companies and entrepreneurs: Industry, processors, traders, harvesters, tourism sector, green finance actors, reinsurance providers for natural disasters.
- Regulatory bodies: Policy makers, local/National/EU administrations.
- Research/Scientific community: Researchers, students.
- General public: Schools, universities, media, NGOs, citizens.

However, the outreach level will be different depending on the goals, level of engagement and impact that the ONEforest website wants to achieve in each of the audience group (see Table 1).



Level of outreach	Definition	Goals	Target audience	Engagement	
Awareness	Designed for an audience that does not require a detailed knowledge of the project but is rather interested in the main message.	 Raising awareness Influencing attitudes of decision- makers 	End-users Regulatory bodies General public	Low	
Understanding	in detailed information about the project, its activities, objectives and outcomes Designed for an • Getting in dialogue • Causing		End-users EU platforms and/or networks Green companies and entrepreneurs Regulatory bodies Research/Scientific community	Medium	
Action			End-users EU platforms and/or networks Green companies and entrepreneurs Regulatory bodies	High	

Table 1 - Outreach level for each audience on the website

4. COMMICATION AND PROMOTION

Communication is one of the foundational elements of a good website. It is essential for a positive user experience and for a successful website that truly benefits its owners. For this reason, different aspects have been taken into account in its design and development, such as:



- The creation of a menu according to the communication and dissemination needs of the project. At the same time that it is easy to access and understand for the user.
- The design and other elements that do the communicating work together to create a clear, unified message to visitors.
- Use of images and icons that allow the user to easily understand the messages of the project. Images can often communicate a message faster, more clearly and more emphatically than text.
- Titles and headers help to communicate major points and ideas to visitors, and they tell visitors what to expect from the rest of the content.
- Understandable texts for a wide audience.
- Prioritise less content for an easier time effectively communicating.
- Differentiate the scientific content from the informative content.
- Audio and video content since the have some definite strengths that make them a tremendous method of communication.
- Provide ongoing stream of the ONEforest social networks.
- Provide a direct contact channel.

Regarding the promotion of the website, several of actions will be carried out:

- The partners' websites must promote the website in the way they best estimate. They will
 hyperlink their websites to the ONEforest website.
- A digital signature will be provided to the partners in which it is included in the ONEforest logo and website.
- The ONEforest social networks will include the website link.
- All the dissemination materials will include the website link (presentations, brochures, posters, etc.)
- REA and CORDIS will be informed of the website link to be published on their websites.
- The creation of news and content on the website will be a way of promoting it.
- Whenever possible, each dissemination or communication action will refer to the ONEforest website.
- Every online campaign will link to the website.



5. CONTENT

5.1. HEADLINE

The website is available at https://oneforest.eu/. The choice of domain includes the term "forest", with the aim of making more easily identifiable the connection with the forest topic. The extension of the ".eu" domain was also chosen to emphasize the strong European component of this project.

The website includes information about the following contents (to be subsequently revised):

- **General project information**: objectives, partners, funding source, expected outcomes and benefits.
- Case Study Region (CSR): public information about each
- Project activities, outcomes, results: newsletter, news, Social Media widgets, multimedia, downloadable dissemination materials.

The footer on each page includes the ONEforest logo, social networks and the legal notice, cookies policy and private policy.

Besides, the ONEforest Twitter feed is embedded on the website to showcase the content shared by the project but also what people are talking about the project and thus generate social proof and build brand authenticity.

The proposed sections of the website are the following ones:

- 1.Home
- 2.The project
 - a. Description (multilingual)
 - b. Goals (multilingual)
 - c. Timeline
 - d. Consortium
- 3. Pilot sites (blog design)
 - a. Map (with CSRs and CSS)
 - b. Description of CSRs and CSS (multilingual)
 - c. Research challenges (multilingual)
 - d. Twitter feed
- 4.News
 - a. Innovations / announcements
 - b. Newsletters
- 5. Events (with embedded videos from the ONE forest webinars)
- 6.Resources/Results
 - a. Communication
 - Promotional materials (brochure, poster...)



- Videos (webinars, recorded materials)
- Press releases
- Media impact
- Ethics
- b. Scientific Community
 - MCDSS description (digital tool available as freeware)¹
 - Articles, Patents and Technical Reports
 - Deliverables

ONEforest website map								
	Home	The Project	Pilot Sites	News	Events	Reso	urces	Contact Us
Submenu			Мар	News		Communi cation	Promotion al Materials	
							Videos	
							Press releases	
							Media impact	
							Ethics	
Submenu	nu		Pilot sites	Innovation s/		Scientific communit	MCDSS	
		Announce -ments		у	Articles Patents Reports Deliverabl			
							es	
Submenu			Research challenge s	Newslette r				

Table 2 - ONEforest website map

-

¹ It is planned that the developed MCDSS (WP8) will be provided for free download under open access regulations (e.g. Creative Common Licence, General Public Licence). Depending on the interests of the stakeholders and the funding, the development of a aprofessional software application is considered after the project duration or to provide this as a service to stakeholders and decision makers within the FWVC.



5.2. **HOME**

The home (see Figure 1) is where the heart is and it is repeatedly the highest traffic page for organic search visitors and other non-paid marketing channels. For this reason, a bird eye image of a forest has been used in the design to give an impression of grandeur and positively impact the visitors, as they were taking a walk through the forest. The main goal is to engage visitor right away from the home.

The home page can cater to many communication functions including:

- Making a positive first impression
- Showcasing the goals of the project and raising awareness
- Revealing cornerstone content, events, and incentives
- Networking opportunities
- Reinforcing trust, expertise, and authority

The home section includes a brief description of the project, a slider with the ONEforest key messages and the latest news.

5.3. THE PROJECT

This page includes more detailed information about the project, such as a longer description, the project data, goals, timeline, Case study region and case study site information and a map, and the consortium information (see Figure 2).

5.4. PILOT SITES

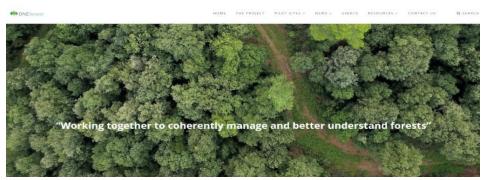
This page explains in detail the four CSRs and the five supporting experimental sites across four biogeographical regions which are part of the ONEforest demonstrations (Figure 3). The information of the sites will be additionally provided in the language of the specific countries. This information is represented in a map, where visitors can find the chosen area.

Furthermore, this section contains the research challenges found in each pilot. Partners will share the latest information about the new events and findings related to the fieldwork carried out in the project.

According to the information above, the "Pilot Site" page includes the following three submenus:

- Map
- Pilot Sites
- Research Challenges





MAIN IDEAS

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

ONEforest will provide solutions for harmonizing various Forest Ecosystem Services. Thus, forest owners will be able to assess which way of forest management is advantageous for their objectives under current and future ecological and economic conditions.



LATEST NEWS



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Demo 2



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Demo1



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Legal notice | Cookies policy | Privacy policy

Figure 1 - Home of the ONEforest website

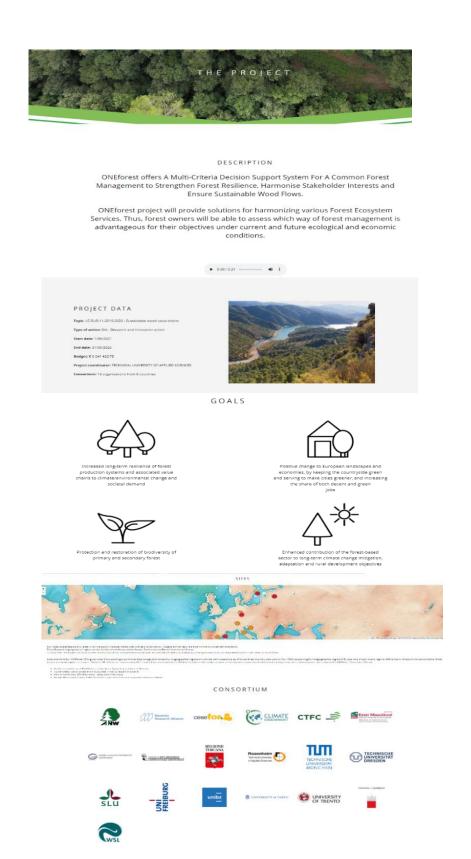


Figure 2 - "The Project" menu of the ONEforest website







Conceptual visualisation of ONEforest's output: MCDSS

The stakeholder application of the MCDSS will might show (Figure 1.3) for instance

If a forest owner decides for biodiversity ("Shannon index") as main target (yellow points), "supply security" and "growth of sustainable jobs" might show low levels of target achievement

Case study regions (CSRs)

Common planning of transage; respond development concepts in the CSRs, will be coordinated in WHS and will be conducted operatively in WPF-4. By toughing the four CSRs, different economic, environmental and social indicators will be addressed. This will allow deviace on general findings valid beyond the CSRs, and social less and of transage.

so discussed in the west seation. A Model Finest approach (isosoption below, page 4 it will be approach (isosoption below, page 4 it will be approach of the regions to maximum stateholder regignency. When the CSE front stands will be characterized and the effect of the structuration option and in the contraction of process and in the contraction option and in the CSE (Principle Institution of the CSE (Principle Institution of Institution

The event-all impact of a shi coloranal management connect on stakeholder aims will be quantified using the target indicators (NPO) which will be convitated to each other by the MCDSS (MPB). This includes regionally adapted fivest operations and wood supply concept that will be worked out in MPS for each CSS Parning of fluture-booking regional strategic development concepts in the CSRs will be coordinated in MPS-stoccased with document Bet. Associazed Bet. Associaz

	Biogeographical region	Characteristics	Silvicultural challenges of climate change	Dominant Species	Focused FES
,	Boreal/Hemiboreal	Monoculture in Estonia	More intensive precipitation, esp. in winter; shorter and less intensive freezing	Pinus sylvestris. Picus ables, Betula pendula. Alnus spp. Populus spp.	Wood supply, carbon storage, water retention, recreation, biodiversity
2	Boreal/Hemiboreal	Mixed forests in Estonia		Pinus sylvestris, Pices ebies. Betula pendula,	
3	Boreal/Hemiboreal	Monoculture forest in Sweden	More intensive precipitation, esp. in winter, shorter and less intensive freezing	Picea ables, Betula pendula	Wood supply
ā	Alpine	Conferous mountain forest on steep slopes in Switzerland			Protective functions against avalanches and rockfall, increased biodiversity, wood production, recreation
5	Alpine	Mixed mountain forest on steep slopes in Slovenia	Heavier and more frequent storms, more precipitation in winter month	Fagus sylvatica, Abies alba, Picea abies, Acer pseudoplatanus	Protective function against rockfall and erosion; wood production
6	Mediterranean /Sub- Mediterranean	Pure and mixed forests of Pinus sp and Querous sp. in N-E Spain	Long lasting droughts in summer and forest fires	Pinus nigra, Pinus sylvestris, Pinus halepensis.Querc us llex	Wood production, water management, biodiversity
7	Mediterranean	Quarcus sp. forest with sporadic Pinus nigra on sandstone in the slopes of the Tuscan Apennines	Forest fires, long lasting dry periods and hydrogeological risk	Quercus cerris, Quercus pubescens, Pinus nigra	Wood production, blodiversity, protection against erosion and hydrogeological risk
8	Mediterranean	Pinus nigra plantations, partly natural Mediterranean forest on limestone	More intensive and longer droughts	Pinus nigra. Ozinya cerpinifolia. Frazinus ornus. Quercus pubersens. Quercus Quercus	Natural regeneration, protection against errors and hydrological risks, firewood source, nature protection (histura 2000)
9	Mediterranean	Quercus sp and Pinus sp forests in Central Spain	Long lasting dry periods and hydrogeological risk	Pinus pinaster, Pinus pinea. Quercus ilex, Quercus pirenaica	Wood production, biodiversity
10	Continental	Mixed forests of confers and deciduous species	Heavier storms, more intensive precipitation in winter, long lasting periods without rain in summer	Fegus sylvatica. Picea ables, pinus sylvestris	Wood production, recreation, blockversity
11	Continental	Conferousdominated mixed forests	Heavier storms, long lasting droughts and heat waves in summer, forest fires, extreme vulnerability to pests	Pinus sylvestris, Picea ables. Fagus sylvatica, Quercus spp.	Wood production, recreation, bloodiversity
12	Confinential Conferousdominated mixed forests inancial region of interior personal region of interior personal region in winter-longer and more interior in the region of inte		Picea abies. Fagus sylvatica. Pinus sylvestris. Abies alba	Wood production, recreation, biodiversity	

Figure 3 – "Pilot sites" menu of the ONEforest website



5.5. **NEWS**

The news page will gather all the current information based on press releases of the project itself, participation, or organization of events, calls for meetings, achievements and outcomes reached, newsletters, innovations and announcements, even other valuable information within the forest management.

The "News" page includes the following three submenus:

- News: Post about the progress, achievements, outcomes, partners information of the project, as well as other valuable information
- Innovations/announcements: Information about the main results achieved in the field work will be shared
- Newsletters: They will be distributed two times per year per e-mail to subscribers, highlighting the project activities and results, and presenting different partner's experiences and case studies (see D9.1, 5.2.3)

5.6. EVENTS

The content and results of ONEforest will be disseminated to the relevant scientific, industrial, and political community at diverse international scientific and/or technical meetings, conferences, fairs, exhibitions, and workshops, mainly via presentations. Thus, the "Events" page is key to show the events organised by ONEforest project, events where ONEforest participates and other relevant events.

The events organised by ONEforest will contain all the detailed information such as the concept note, venue and date, programme, speakers, registration form, additional documentation. After the event, conclusions will be shared as well as the presentations (under the speaker's agreement) and videos from webinars and recorded presentations.

5.7. RESOURCES

The "Resources" page includes all the communication and dissemination materials and tools developed during the lifetime of ONEforest. The page is divided in two main submenus "Communication" and "Scientific Community".

The "Communication" submenu aims to gather all the materials to be communicated through a wider audience such as brochures, posters, flyers, videos, press releases, press clipping, deliverables. While the "Scientific Community" submenu will provide materials to be disseminated through audiences that may take an interest in the potential use of the results.

The "Communication" submenu page includes:



- Promotional materials: To contribute to the promotion and communication of the project objectives and its outcomes, a number of brochures, presentations, leaflets, posters, rollups, infographics, and other materials will be produced. This section will host all of them.
- **Videos**: All videos produced by the consortium will be hosted in this section.
- Press releases: After any relevant event or action by the project press releases will be
 issued to the main national and international press media, afterwards they will be hosted
 in this section.
- Media impact: It is a press clipping to measure of how many times and where ONEforest
 project has been mentioned in press such as newspapers, magazines, television, radio,
 or online media.

The "Scientific Community" submenu page includes:

- MCDSS description: This section will describe the MCDSS digital tool available as freeware.
- Articles, patents and reports: Partners are expected to publish results in scientific (peerreviewed) publications on an open access basis. The papers will be collected in this
 section. All patents related with ONEforest will be explained and hosted in this section,
 too. Additionally, during the lifetime of the project, partners will develop reports on forest
 policy briefs, forest management practices, forest stakeholders and the future of
 bioeconomy in Europe. These will be shared in this section.
- Deliverables: During the lifetime of ONEforest, the project will produce a wide range of
 official and public deliverables. All of them will be available on this section. They will be a
 source of knowledge and information about the projects founds, developments results,
 best practices, etc. Thus, this information will be very useful for not just stakeholders but
 for also for academia.

5.8. CONTACT US

This page contains a form so visitors can reach the consortium. In addition, the form is placed strategically to make it more visible and reachable, so enhancing the look of the website and showing that the project takes visitors' inputs very seriously.



6. POLICY AND RIGHTS

The design of the website takes into account the privacy and cookies policies, the legal conditions of access, and the intellectual property rights. Thus, the footer of the website includes different area to display those issues. These policies are established according to European law.

The ONEforest website follows the intellectual property rights defined by the partners and gathered in the D9.1 section 8.

- Legal notice: https://oneforest.eu/content/legal-notice
- Cookies Policy: https://oneforest.eu/content/cookies-policy
- Privacy Policy: https://oneforest.eu/content/privacy-policy

7. FOLLOW UP AND HERITAGE

The website will be constantly evaluated, updated, and adjusted if necessary to consider fast evolving communication channels and landscape, resulting in a final PDEC that includes outreach analysis for all dissemination and communication activities (D9.6).

8. REFERENCES

- [1] "ONEforest, D9.1 "Plan for Dissemination and Exploitation of results and Communication activities (PDEC)"".
- [2] "ONEforest Description of Action".





