FUTUREFOR

Copernicus Applications for Next-Generation Forest Monitoring

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Dissemination and Communication Plan

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Deliverable abstract	Dissemination and communication plan - Issue 1 (D2.2) includes the planned dissemination and communication activities of the FUTUREFOR team during the project lifetime. The plan defines the dissemination objectives, the target audiences, the key messages, the dissemination channels to be used as well as the timeline. The plan includes also a list of measures to evaluate the effectiveness and success of the dissemination and outreach activities. Finally, this plan is conducted to achieve the maximum impact and support the exploitation activities. It will be updated twice (M16 and M22).
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[1] Dissemination level: **PU** = Public, **PP** = Restricted to other programme participants (including the JU), **RE** = Restricted to a group specified by the consortium, **CO** = Confidential, only for members of the consortium
[2] Nature of the deliverable: **R** = Report, **P** = Prototype, **D** = Demonstrator, **O** = Other
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1 INTRODUCTION

The European Commission proposed a Regulation in November 2023 on a monitoring framework to achieve resilient European forests. It builds on Copernicus as well as existing national data and offers improved standardised information for decision making and policy implementation across Member States (MS). The intended monitoring system will be comprehensive and aims to reduce existing knowledge gaps created through scattered, incomplete, and outdated data on EU forests. Besides the collection of better data for decision making and policy implementation, the proposed law will create business opportunities not only for the growing Copernicus and EO monitoring industry but also to forest owners for marketing their ecosystem services, such as carbon removals.

FUTUREFOR addresses key challenges deriving from the proposed law aiming at providing accurate and timely forest data for Europe. The project liaises closely with Copernicus Entrusted Entities and key national stakeholders to assess the driving needs from the Regulation together. The project supports also Ukraine adopting EU forest legislation, on its way becoming an EU member in the future.

FUTUREFOR carries out research and innovation to establish the knowledge requirements and proposes products and workflows to explore the feasibility and limitations of innovative and improved existing Copernicus-based datasets. The project builds on operational services that FUTUREFOR consortium partners already provide and experiences from earlier H2020 and Horizon Europe projects. FUTUREFOR will also investigate innovative aerial platforms collecting sensor and image data from stratospheric heights. Finally, three commercial business applications are developed to demonstrate the business opportunities evolving from open Copernicus and complementing forest data.

2 Dissemination & Communication Strategy

2.1 Objectives

Dissemination and communication of ongoing project activities and results are crucial for FUTUREFOR ensuring the overall achievement of the project's objectives and the sustainable use of its developments beyond the project lifetime. The main aim of these activities is to:

1) To build a brand that will bolster promotional and marketing initiatives, ensuring FUTUREFOR is distinctly identifiable and memorable.
2) To promote awareness and raise visibility of the project and its partners.
3) To ensure that the project, its results and achievements are widely disseminated to the relevant and identified target audiences in a suitable way. Activities shall be

shaped to raise the interest of different target groups and communities within the EU and beyond.

4) To establish and maintain close collaborations with related initiatives, projects, public services and Copernicus Entrusted Entities.
5) To facilitate the adoption of the developed services beyond the project lifetime.

Accordingly, the objective of this report is to plan the dissemination and communication activities which will be carried out during the entire project to attract, inform and engage with different stakeholders on FUTUREFOR services, activities, progress and results. To ensure that these activities are performed successfully, the following Dissemination and Communication Plan (DCP) sets to define the following:

- dissemination objectives (why),
- target audience (who),
- key messages (what),
- the dissemination channels (how),
- timeline (when), and
- materials (with what).

The dissemination and communication plan (DCP) will be used as a manual for the dissemination activities during the project and it will be updated two more times at M16 and M22.

2.2 Target audiences

FUTUREFOR addresses different stakeholder groups from the policy, forest and EO sectors but also from the general public.

- **Government and public services**

Government bodies and public services are key stakeholders as they are responsible for negotiating and implementing the proposed EU Regulation on European forest monitoring at national level. They play a central role in ensuring that the law's objectives are met. While in-situ data is crucial for the derivation of national indicators, Copernicus data provides an additional data source for actively monitoring national forest areas, their health and potential disturbances. Moreover, Copernicus is necessary to produce European-wide indicators. Besides existing Copernicus services, innovative new services will be developed by FUTUREFOR helping to close existing service and knowledge gaps in forest monitoring. Addressing this audience is essential to promote the adoption of FUTUREFOR outcomes, helping governments leverage current and improved Copernicus-based datasets for evidence-based decision-making, policy implementation, and compliance monitoring. Engaging them ensures that the project supports their needs while aligning with EU regulations and sustainability goals.

- **Private sector**

The private sector represents an important audience for FUTUREFOR, particularly due to the development of three commercial business cases: the forest digital twin, the FireFence service for advanced wildfire monitoring, and the forest biomass service. These solutions will offer direct opportunities for companies operating in forestry, climate change and the carbon market, utility services and related fields, enabling them to integrate advanced data services into their operations. Additionally, Copernicus/EO service providers stand to benefit from the project by enhancing their offerings in line with the new EU Regulation, positioning themselves to supply data and services to the European Commission and Member states once the law is enacted. This audience which includes many SMEs can follow FUTUREFOR activities to develop own services to expand their market reach and service portfolios. Engaging the private sector is key to fostering innovation and ensuring long-term commercial uptake of the project's outcomes.

- **Academic and scientific community**

The academic and scientific community both within Europe and internationally plays a vital role in advancing research in Earth Observation (EO) and forest monitoring, directly aligning with the objectives of FUTUREFOR. Engaging this audience fosters collaboration on key scientific challenges addressed by the project, while also promoting knowledge exchange and innovation. By actively involving the academic community, the project supports Europe's position as a leader in scientific research and enhances its appeal to young talents and international researchers, further strengthening its reputation as a hub for scientific breakthroughs in forest monitoring and EO technologies.

- **General public and civil society**

Considering that nearly 50% of European forests are privately owned, the general public and civil society are key stakeholders, too. This group includes forest owners, local communities, environmental groups and citizens with a vested interest in forest health and climate change also considering forests as a resource. Raising awareness among the public about the importance of forest monitoring, forest ecosystem services, and the role of EU policies ensures greater transparency and fosters trust in how public funds are allocated. Additionally, by promoting the project's contributions to sustainability, natural hazard management, and climate resilience, FUTUREFOR can encourage civic engagement and inspire people to participate in forest conservation efforts. Highlighting the benefits of healthy forests to society in general can further strengthen public support and advocacy for sustainable forest management actions across Europe.

- **Copernicus Entrusted Entities**

The Copernicus Entrusted Entities (EEs) are key stakeholders for FUTUREFOR, as they manage and implement services related to land monitoring, climate change adaptation, emergency management, and environmental policy in general. FUTUREFOR will address the EEs because their data will be used and integrated in the project services and

deliverables. Moreover, the EEs should evaluate the project developments and validate their overall value and potential as part of the existing service portfolio. Specifically, the European Environment Agency (EEA), which oversees the Copernicus Land Monitoring Service (CLMS), the ECMWF (EE for C3S) and the Joint Research Centre (JRC) (EE for Emergency Management) are key audiences. Targeted dissemination and outreach activities will ensure alignment with EU policy needs and contribute to the existing Copernicus services.

The following table provides an overview of the various stakeholders, their specific needs, and the communication channels we intend to use to engage with them.

Table 1 Audiences and personas, needs and channels

Audience	Personas	Needs	Channels
Government Bodies and Public Services	Policymakers	Alignment with EU regulations and sustainability goals	Policy briefings, conferences
	National and regional government officials	Tools for evidence-based decision-making and compliance monitoring	Workshops, newsletters
	Remote sensing specialists in public institutions	Reliable data for national forest monitoring and policy implementation	Technical workshops, specialized reports, social media
Private Sector	Executives & business strategy managers	Integration opportunities with business operations and regulatory alignment	Industry conferences, project website, direct targeted outreach
	Forestry & environmental consultants	Access to EO-based services for forestry, wildfire monitoring, and biomass assessment	Industry conferences, newsletters, project website, social media, direct targeted outreach
	EO specialists & product managers	Market expansion potential for Copernicus/EO service providers and SMEs	Industry conferences, newsletters, project website, social media

Academic and Scientific Community	Senior researchers	Collaboration on EO and forest monitoring research	Scientific conferences, scientific publications
	Graduates and PhD students	Opportunities to engage young researchers and international experts	Scientific conferences, scientific publications, open data platforms
General Public and Civil Society	Forest owners	Understanding of local benefits, awareness of forest health, climate change impact on forests, and potential consequences of EU policies, education on EO forest monitoring potentials and advantages	Project website, press releases, social media
	Local communities	Awareness of forest health and climate change impact on forests	Social media, press releases
	Environmental groups, citizens	Awareness of forest health and climate change impact on forests	Social media, press releases
Copernicus Entrusted Entities	Project / program managers	Understanding of FUTUREFOR's cutting-edge digital solutions that could enhance and complement existing Copernicus services, alignment with policy priorities.	Policy briefings, specialized workshops and conferences, project website, direct communication

2.3 Key messages

Key messages are essential to ensure consistent, clear, and targeted communication across all stakeholder groups. They distil the core objectives and benefits of FUTUREFOR into focused statements that resonate with each audience, helping to effectively convey the project's value, foster engagement, and drive action. The key messages will be integrated in all communication materials and activities and reviewed with the project results during its implementation. The following statements are drafts and need to be tested with the different stakeholder groups.

Table 2 FUTUREFOR Messages Table

Stakeholder	Key messages	Intention
Government and public services	FUTUREOFOR empowers policymakers with accurate, up-to-date forest data from Copernicus to support effective implementation of the EU Regulation on monitoring for resilient European forests.	This highlights how the project addresses data gaps, helping governments comply with legal obligations using reliable Copernicus-based services.
	Leverage advanced Copernicus-based services to streamline forest monitoring and improve policy outcomes at both national and EU levels.	This emphasizes the benefits of developing and using enhanced Copernicus services for more efficient monitoring, enabling better forest management.
Private Sector	Unlock faster wildfire response with FUTUREFOR's cutting-edge wildfire monitoring solutions. By reducing wildfire detection time by 50% (from 1 hour to 30 minutes), we enable quicker responses for firefighters, minimizing damage and saving lives.	This message directly appeals to businesses and organizations involved in emergency response and risk management, emphasizing how improved detection times can significantly enhance their operations and outcomes.
	Optimize biomass plant operations and reduce costs with FUTUREFOR's advanced data solutions. Through better planning and route optimization, downtime is significantly reduced, and logistics	This message targets businesses in the biomass and energy sectors, highlighting how advanced data solutions can help them optimize their

	costs are lowered, ensuring more reliable energy production and operational efficiency.	operations, reduce costs, and stay competitive in the marketplace.
	Enhance forest management with FUTUREFOR's forest digital twin technology. Quickly identify forest health issues and disturbances with EO-based monitoring solutions. Continuous monthly monitoring throughout all seasons enables faster, more focused interventions, leading to more efficient forest management and improved sustainability. This reduces field survey costs up to 70%.	This message is designed to engage businesses involved in forestry and land management, emphasizing how data-driven solutions can significantly reduce costs and improve the effectiveness of forest monitoring and decision-making processes.
Academic and scientific community	Advance your research with access to innovative datasets, methodologies, and real-world applications in EO-based forest monitoring.	This highlights the value of the project and the regulation framework for researchers, providing new tools and data to advance forest-EO research.
General public and civil society	FUTUREFOR contributes to healthier forests, improved biodiversity, and stronger climate resilience, benefiting communities across Europe.	This focuses on the positive societal and environmental impacts, showing how the project can help protect forests and combat climate change, which ultimately improves quality of life.
Copernicus EE	Augmenting Copernicus Core Services with advanced forest monitoring. FUTUREFOR integrates heterogeneous data sources and advanced analytics to enhance the Copernicus (Land Monitoring and Climate) Services. By providing high-resolution forest data, we support improved ecosystem assessments,	This underlines that FUTUREFOR builds on and enriches Copernicus services with innovative forest monitoring services improving land and climate monitoring.

	biodiversity protection, and climate adaptation strategies.	
	FUTUREFOR delivers validated, policy-relevant forest monitoring insights that strengthen EU forest monitoring. Our solutions align with Copernicus Core Services, enhancing operational capabilities for environmental agencies, policymakers, and emergency responders.	This emphasises FUTUREFOR ability to provide forest insights to support EU policy compliance.

2.4 Dissemination channels

The dissemination channels are the tools used to spread the FUTUREFOR project key messages, news and results to the target audience. They define 'how' the project will be communicated. These tools will ensure a two-way communication approach, when possible, and they will include the following types of channels:

- **Online channels**

FUTUREFOR official website

FUTUREFOR official website (https://www.futurefor.eu) is currently under development. It will present the general information about the project: its objectives, the consortium partners, news and information about events, publications and press releases as well as contact information. Moreover, the website will include a section that will explain each FUTUREFOR pilot business case and the forest digital twin.

Social media (X (Twitter) and LinkedIn)

The website will include links to FUTUREFOR social media pages: X (Twitter) [link] and LinkedIn [link]. These social media pages aim at communicating ongoing topics and outputs about the project and developing product and services awareness campaigns. For this, FUTUREFOR will build upon the social media network of all project partners especially within the professional networking platform LinkedIn. This makes it possible to reach significantly more people within specific segments.

The FUTUREFOR project website content as well as the social media pages are managed by Riscognition with the support of all the partners.

Other platforms

Other platforms such as partners' websites or forest EO related networks will be identified throughout the project. It is expected to use them as amplifiers for disseminating the project activities and results.

Webinars

Online webinars and workshops e.g. focused on EO-based forest monitoring, are planned to disseminate knowledge, gather feedback, and foster community engagement. These sessions will be targeted at specialised audiences, depending on the chosen theme.

Newsletter and policy briefs

A newsletter will be distributed to subscribers, offering insights into the project's progress, highlights from events and special features on technological advances and case studies. The latter can also feed into policy briefs distributed among stakeholders from public services and the Copernicus EE.

Podcasts

The project team may contribute to relevant podcasts to discuss key findings, innovations, and policy implications, helping to reach a broader audience and engage stakeholders in an accessible format.

- **Offline channels**

Academic and industry conferences and workshops

The project will actively participate in a variety of industry, academic and EU public policy conferences and workshops (e.g. Copernicus related). These events will serve as platforms for presenting project results, engaging with peers, and fostering collaborations. A preliminary list of conferences follows:

- ESA Living Planet Symposium, 2025 (paper submitted)
- 44th EARSeL Symposium, 2025 (paper submitted, Keynote from consortium member)
- IEEE International Geoscience and Remote Sensing Symposium (IGARSS) (2025 / 2026)
- European Geosciences Union General Assembly (2025 / 2026)
- ISPRS Congress (2025 / 2025)
- ForestSAT, 2026
- SmartForest, 2025
- SilviLaser, 2025
- International Wildland Fire Conference
- International Conference on Wildland Fire Management and Prevention, 2025
- German National Forum for EO and Copernicus

- EUSPA User Consultation Platform

Scientific papers

Research partners may publish scientific papers to document the project's methodologies, findings, and impacts, ensuring academic dissemination and contributing to the broader scientific community. Open access journals are mainly targeted for publications.

Print Materials

Brochures, flyers and posters will be distributed at events to provide a tangible summary of the project and its outputs to stakeholders, media and the general audience.

3 Planning of activities

As mentioned above, FUTUREFOR's dissemination and outreach plans include a combination of offline and online communications, digital presence, participation in events, interaction with related innovation projects, and connections with relevant stakeholders. The communication activities will be implemented by the consortium throughout the project in different phases.

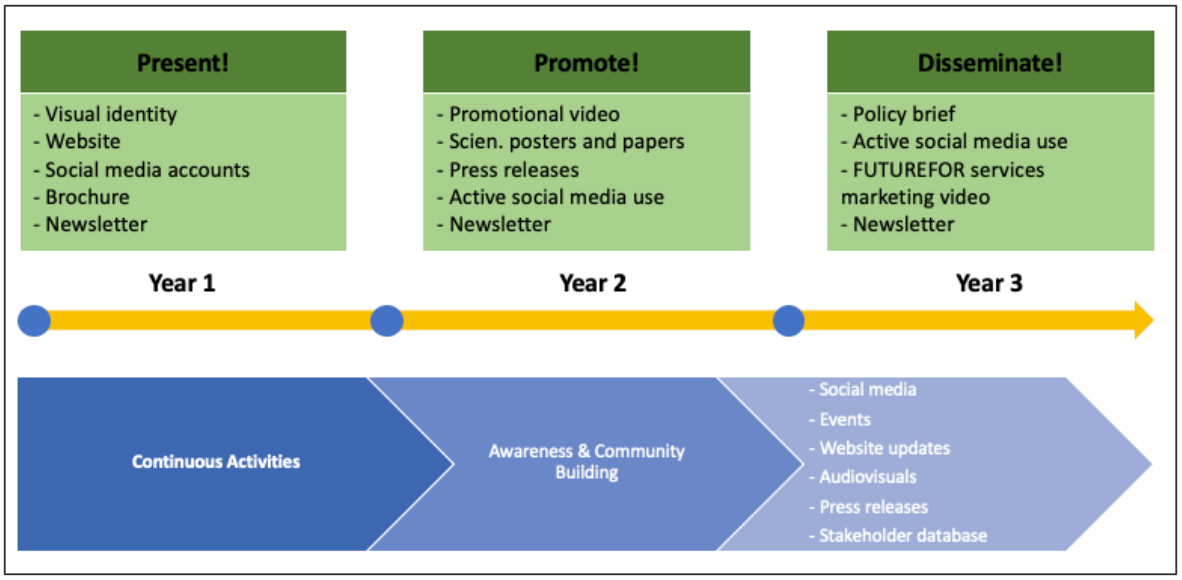


Figure 1 FUTUREFOR planned dissemination activities

The initial 'Presentation' phase during the first year of the project aims to develop the visual identity and branding of the project. These are the foundational elements for dissemination and outreach. Besides the website development and setup of social media channels, the target groups will be refined and initially informed, in compliance with data protection rules (General Data Protection Regulation (GDPR)). A project brochure and a first newsletter will be designed and disseminated online.

The second year is characterised as 'Promotion' phase. This phase aims to actively engage with key stakeholders, disseminate information about the development progress and initial results. The team will participate in conferences and policy events to showcase the project and its objectives and to widen the audience. Social media will be actively used to disseminate news, and a second newsletter will be published. It is also planned to produce a promotional video that can be shared via website and social media with the public. Submission and publication of first scientific papers and posters are considered during the 'Promotion' phase making the first project key results openly accessible.

The third and final project year is considered as the 'Dissemination' phase. This phase aims to support the adoption and eventually integration of FUTUREFOR services into the existing Copernicus service portfolio. Moreover, the aim is to support the marketing and uptake of the business cases. This phase requires extensive promotional activities and generates a lasting impact beyond the project's timeframe. A policy brief is planned for the EC and Member states focusing on the potential integration into Copernicus. Social media will be actively used, and additional promotional material will be developed. The participation in scientific conferences supports the publication of scientific results. Non-scientific business events will be attended to engage with the private industry aiming to market the business cases and to develop business partnerships. The final project meeting may be extended to a larger audience to widely disseminate the project's outcomes and attract sales.

Each phase is designed to build upon the previous, ensuring a smooth transition from foundational awareness to community engagement, wide outreach and lasting impact. This approach supports FUTUREFOR to maximise its visibility, stakeholder engagement, and the adoption of its outcomes across markets.

All consortium members are invited to participate in the dissemination and outreach activities. This includes networking with relevant stakeholders during events to not only promote the project but also to collect feedback and ideas on the developed services.

4 Implementation and monitoring of success

The effectiveness of the FUTUREFOR Dissemination and Outreach plan will be monitored and evaluated throughout the project. This ensures that the project maintains visibility and reaches its target audiences effectively. Riscognition is responsible for managing and coordinating the dissemination and outreach activities with the rest of the consortium partners. Project partner dissemination and outreach activities will be reported to Riscognition who will present the status during the regular consortium calls.

A set of Key Performance Indicators (KPIs) has been established to quantify dissemination and outreach activities. These will be tracked and assessed throughout the project's duration, and channels may be adjusted based on the measured effectiveness.

Table 3 Dissemination and outreach KPIs

Activity	Key Performance Indicators
Website visits	10,000 website visits by the end of the project. These are total visits incl. repeat users.
Web references	securing 30 web references to the project
Social media	generating 65 posts on social networks (ca. 1 per month, 2,5 years, 2 platforms)
Social media	gaining 150 unique followers across social media platforms
Conferences	delivering 10 conference presentations
Videos	Producing 3 short explanatory/marketing videos
Videos	receiving 2000 views for project videos
Brochures/newsletters	publishing 3 brochures, 3 newsletters

4.1 Business cases related KPIs

The Technology Readiness Levels (TRLs) of the business cases are expected to range from 6 to 8 at the end of the project. Thus, the focus will be on transitioning from validated prototypes to operational systems ready for commercialization.

The following KPIs are proposed to measure the success of capturing opportunities for the three business cases. These KPIs apply to all three cases. Additional, case-specific KPIs may be developed during the project by the responsible partners.

Business-KPI#1: Generate 15-20 leads from targeted sectors that each business case address (e.g., energy utility companies, insurers, biomass energy producers, forest administration, associations of forest owners).

Business-KPI#2: Achieve 5+ inquiries or meetings with selected leads, targeting a 30% engagement rate from the total leads contacted (e.g., 6 engagements from 20 leads).

Business-KPI#3: Secure 2-3 pilot contracts within 6 months post-project, building on demonstration pipelines established during FUTUREFOR (This is a post-project focus given the development-oriented scope of FUTUREFOR).

To achieve these KPIs, the following channels will be leveraged:

- Industry trade shows and conferences: Services will be presented at events tied to the business cases, with each case showcased at least twice during the project. These events will generate leads and enable direct engagement (KPI#1).
- Digital marketing and direct outreach: The project website, social media (LinkedIn and X), and webinars will promote services and offer unpaid trials or paid pilot studies. This supports KPI#2 and KPI#3 by demonstrating operational viability and converting demos into contracts.
- Direct outreach to individuals is also planned. However, due to the strict European GDPR laws, they need to be carefully planned and can probably only be conducted, after an initial contact e.g. during conferences or trade shows.

5 Project promotion materials

5.1 Branding

The FUTURFOR logo uses a combination of dark blue and bright green, reflecting the project's core mission in forest monitoring with Earth Observation (EO). The dark blue represents technology, precision, and reliability, emphasizing the project's strong scientific foundation and use of advanced remote sensing techniques. The bright green symbolizes nature, sustainability, and growth, aligning with the project's focus on forests and environmental stewardship in general. The colours can also be found in the stylized satellite that rounds off the logo, reinforcing the connection between advanced EO technology and sustainable forest monitoring. Together, these colours create a balance between innovation and environment, reinforcing the idea that cutting-edge technology is being used to safeguard and understand natural ecosystems. The 'Nasalization' font is a dynamic typeface with a sleek, modern aesthetic. Its design is inspired by NASA's iconic lettering, evoking themes of space, technology, and innovation. In the context of EO, the Nasalization font reinforces FUTUREFOR's focus on cutting-edge technology, precision, and innovation.

FUTUREFOR

All project-related online and offline publications and dissemination material will include the FUTUREFOR logo, the project name and/ or acronym and the acknowledge of the EU-funding: *"Project funded in the Horizon Europe Programme HORIZON-EUSPA-2023-SPACE under Grant Agreement 101180278."*

5.2 Templates

The following templates are currently available to the consortium. Additional templates will be created on demand.

- Report / deliverables (.docx)

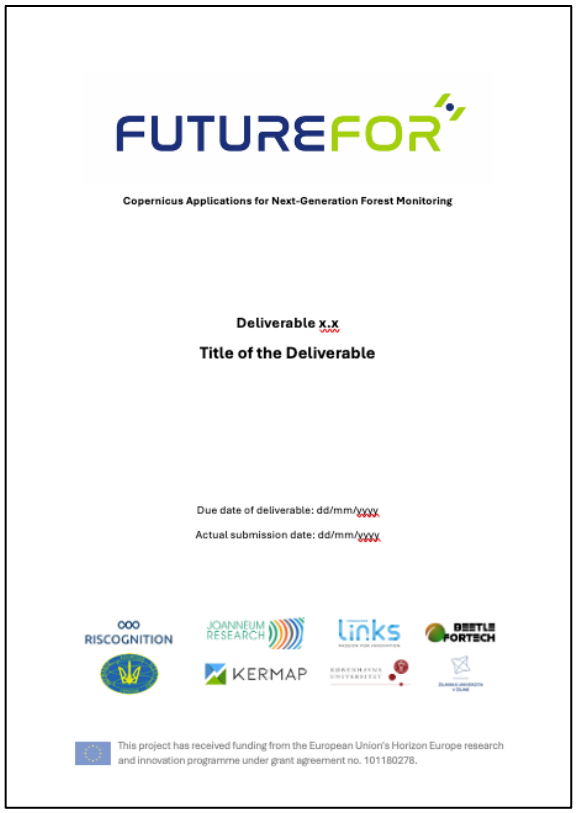


Figure 2 Deliverable template

- Presentation (.pptx)

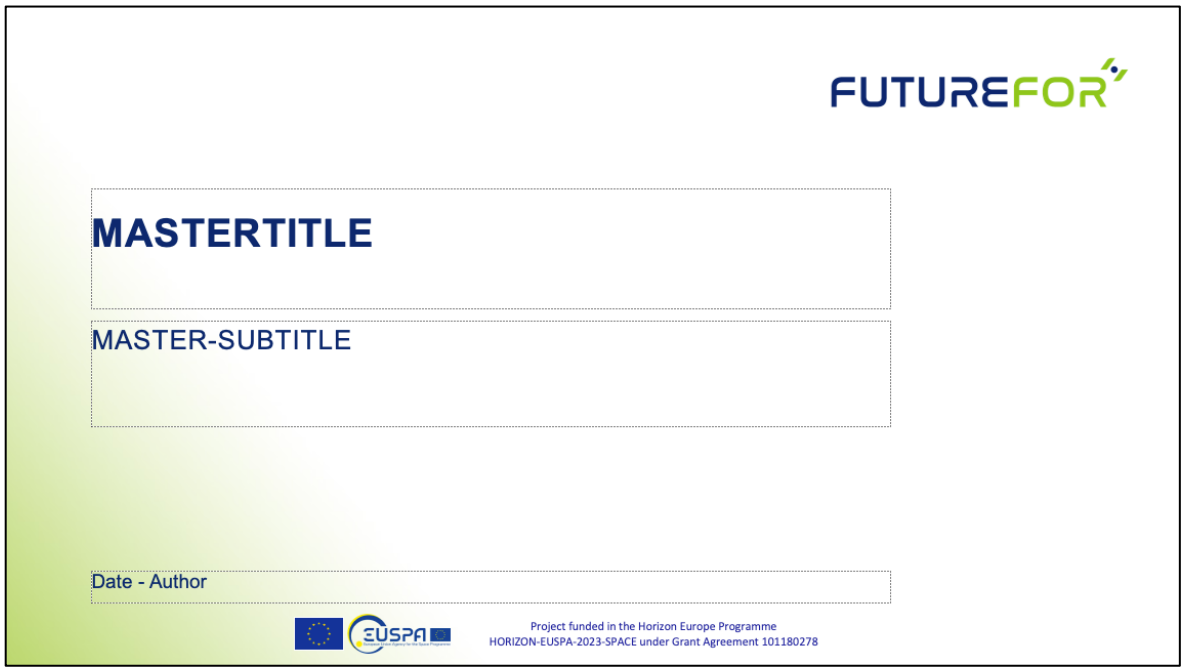


Figure 3 Presentation template green



Figure 4 Presentation template blue

6 General Data Protection Regulation (GDPR) Rules

The FUTUREFOR team will apply existing European GDPR rules, respecting the privacy of individuals. All contacts and user information are kept closed during the project and beyond before it will be deleted, latest after three years. Riscognition will share contacts with the team on demand and only when needed for project related activities. During conferences and other events, contacts will be asked for consent to store their data.

The website will include a privacy section presenting all relevant information and contact to Riscognition who is the responsible GDPR manager.