FUTUREFOR

Copernicus Applications for Next-Generation Forest Monitoring

Deliverable 2.4

Updated Dissemination and Communication Plan

Due date of deliverable: 28/02/2026

Actual submission date: 09/04/2026

DOCUMENT INFORMATION

Deliverable	2.4	Title	Updated Dissemination and communication plan
Work Package	2	Title	User Involvement and Dissemination

Version number	0.3	Version date	30/03/2026
Dissemination level[1]	PU	Nature[2]	R
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Deliverable abstract	This deliverable presents the updated Dissemination and Communication Plan (Issue 2) of the FUTUREFOR project. Building on the experience gained during the first half of the project, the plan refines objectives, target audiences and communication instruments to support the pilot implementation and market-oriented activities of the second phase. It outlines adjusted priorities and communication actions to ensure effective dissemination of project results and maximised impact by the end of the project.
Keywords	FUTUREFOR, Communication, Dissemination, Stakeholders, Social Media, Forests, Forest monitoring, Copernicus, Earth Observation

VERSION HISTORY

Version no.	Date	Modified by	Comments[3]
0.1	27/02/2026	Gunter Zeug (Riscognition)	Creation
0.2	02/03/2026	Conrad Bielski (Riscognition)	Review and contributions
0.3	30/03/2026	Gunter Zeug (Riscognition)	Updates after external review

[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
[3] Creation, modification, final version for evaluation, revised version following evaluation, final.

TABLE OF CONTENTS

DOCUMENT INFORMATION 2
VERSION HISTORY 2
TABLE OF CONTENTS 3
LIST OF TABLES 3
1 INTRODUCTION 4
2 Evolution of the Dissemination and Communication Strategy (D2.2 – D2.4) 5
3 Dissemination & Communication Approach M15 – M30 6
4 Strategic Priorities for M15 – M30 7
4.1 Strengthening Digital Presence and Visibility 7
4.2 Communicating Results and User Benefits 7
4.3 Targeted Stakeholder and Institutional Engagement 8
5 Communication Planning 8
5.1 Planned Communication Activities 9
5.2 Timeline of Activities (M15 – M30) 9
5.3 Content Planning Approach 10
5.4 Thematic Communication Focus 11
6 Conclusion 11
7 Annex 12

LIST OF TABLES

Table 1 - Overview of planned communication activities (M15–M30) 9

1 INTRODUCTION

In November 2023, the European Commission proposed a Regulation establishing a monitoring framework for resilient European forests. The initiative aimed to strengthen harmonised forest information across Member States by building upon Copernicus services and existing national datasets. Its objective was to address persistent knowledge gaps caused by fragmented, incomplete and heterogeneous forest data across Europe. While the legislative process remains subject to ongoing political discussions, the need for reliable, comparable and up-to-date forest monitoring data at European level remains undisputed. Forest-related policy objectives are firmly embedded in multiple EU strategies and regulations, including the EU Forest Strategy for 2030, the EU Biodiversity Strategy, the Nature Restoration Law, the Climate Law and related carbon removal and land-use frameworks. All these initiatives require improved data availability, harmonised indicators and operational monitoring capacities at both national and European scales.

Against this broader policy background, FUTUREFOR addresses structural challenges in European forest monitoring. The project develops and validates advanced Copernicus-based products and workflows to enhance the quality, timeliness and usability of forest-related information. Beyond its policy dimension, FUTUREFOR also addresses emerging market opportunities in the Earth Observation and forestry sectors. By developing three commercial business applications including the forest digital twin, the FireFence wildfire monitoring service and the forest biomass service, the project demonstrates how enhanced forest monitoring can generate tangible economic value. These business cases illustrate the potential of open Copernicus data combined with advanced analytics to support forest management, climate resilience, renewable energy supply chains and risk mitigation. Through this dual focus of policy relevance and commercial applicability FUTUREFOR contributes to strengthening Europe's operational forest monitoring capacities while fostering innovation within the EO ecosystem.

The evolving policy landscape and the increasing emphasis on operational forest monitoring across multiple EU frameworks reinforce the importance of ensuring that FUTUREFOR results are visible, validated and accessible to relevant stakeholders. As the project progresses into its pilot phase, dissemination and communication activities during the project Months 15–30 will therefore place stronger emphasis on demonstrating practical applicability, policy relevance and market potential. Communication efforts will increasingly focus on tangible outcomes, validated performance indicators and concrete user benefits, ensuring that FUTUREFOR's developments are positioned not only as research results but as operational contributions to European forest monitoring capacities and related market applications.

This report presents the updated Dissemination and Communication Plan for Months 15–30 defining the operational priorities, corrective measures and implementation framework for the second half of the project.

2 Evolution of the Dissemination and Communication Strategy (D2.2 – D2.4)

The updated Dissemination and Communication Plan (D2.4) builds upon the baseline strategy defined in Deliverable D2.2, which established the overall dissemination objectives, target audiences, key messages, communication channels and KPIs for the FUTUREFOR project.

During the first 15 months of the project, dissemination and communication activities were primarily focused on establishing project visibility, positioning FUTUREFOR within the EO and forest monitoring communities, and initiating stakeholder engagement. This phase included participation in scientific conferences, interaction with Copernicus Entrusted Entities, and initial communication activities via website and social media. The mid-term assessment carried out at Month 15 confirmed that the overall dissemination strategy defined in D2.2 remains valid. At the same time, it highlighted the need to further operationalise and focus communication activities in line with the project's transition from concept development towards pilot implementation and validation. Based on these findings, the following refinements have been introduced in D2.4:

Shift from awareness-building to results-oriented communication

While D2.2 focused on creating awareness and establishing the project's positioning, the second phase of the project places stronger emphasis on communicating tangible results, demonstrated performance and concrete user benefits. This reflects the progress of the project into pilot development and validation, where measurable outcomes and use-case demonstrations become available .

Stronger alignment with business cases and uptake perspective

Communication activities are increasingly aligned with the three FUTUREFOR business applications (forest digital twin, FireFence wildfire monitoring, and forest biomass service). This ensures that dissemination supports not only visibility but also future uptake and exploitation pathways.

More structured and continuous communication approach

The initial plan defined communication channels and activities at a strategic level. In D2.4, these are complemented by a more structured implementation approach, including the introduction of a content calendar, minimum activity frequencies (e.g. regular social media posting), and closer alignment with project milestones .

Increased focus on targeted stakeholder engagement

While D2.2 defined broad stakeholder groups, D2.4 places stronger emphasis on engaging stakeholders that are directly relevant for validation, integration and potential uptake of project results. This includes more focused interaction formats such as targeted webinars, bilateral demonstrations and engagement through advisory board networks.

Refinement of KPI implementation (no change of KPIs)

The key performance indicators defined in D2.2 remain unchanged and continue to provide the quantitative framework for monitoring dissemination success. However, their implementation is strengthened through more systematic communication planning and closer linkage to project outputs and stakeholder engagement activities.

Overall, D2.4 does not replace the initial dissemination strategy but aims to operationalise and refine it, ensuring that communication activities in Months 15–30 are more targeted, measurable and closely aligned with the project's technical progress and expected impact.

3 Dissemination & Communication Approach M15 – M30

Building on the evolution of the dissemination and communication strategy outlined in Section 2, this section defines the operational approach for Months 15–30.

The mid-term assessment of dissemination and communication activities (Month 15) confirmed that FUTUREFOR successfully established scientific visibility and relevant stakeholder connections within the EO and forest monitoring communities. Conference participation, technical exchanges and dialogue with Copernicus Entrusted Entities have contributed to strengthening the project's credibility and positioning. At the same time, performance across different dissemination channels remains differentiated. While scientific dissemination and stakeholder engagement are progressing in line with expectations, digital communication indicators particularly website traffic, social media activity, press outreach and newsletter distribution require intensified implementation to ensure balanced KPI fulfilment by Month 30.

These deviations are primarily linked to the project's initial focus on regulatory analysis, stakeholder needs assessment and technical groundwork. As the project is now in the pilot development phase, a stronger foundation exists for communicating tangible results and concrete user benefits. In response to the identified gaps, the consortium has defined a set of corrective measures, including the introduction of a structured content calendar with minimum monthly posting targets, increased business-case-driven communication, activation of advisory board members and their networks, organisation of targeted webinars and bilateral demonstrations. These corrective measures translate the strategic refinements described in Section 2 into concrete implementation actions for

the second half of the project. In particular, communication activities will become more structured, more results-oriented and more closely aligned with project milestones and stakeholder needs.

The second half of the project will therefore be characterised by a more systematic, measurable and results-oriented dissemination approach. Communication activities will focus on translating outputs into visible, policy-relevant and market-relevant narratives, ensuring that FUTUREFOR's developments are positioned as operational contributions to European forest monitoring and related commercial applications. The following strategic priorities define the framework for implementation during Months 15–30.

4 Strategic Priorities for M15 – M30

During Months 15–30, dissemination and communication activities will focus on increasing the visibility, relevance and uptake potential of FUTUREFOR results. The following priorities define the framework for implementation during the second half of the project.

4.1 Strengthening Digital Presence and Visibility

The mid-term assessment showed that digital dissemination activities require greater continuity and visibility. While stakeholder dialogue and conference participation are progressing well, website traffic, social media activity and newsletter distribution must be reinforced to reach the intended audience expansion.

During the second half of the project, FUTUREFOR will establish a more consistent and structured digital presence. Communication will be organised through a defined content calendar, ensuring regular publication of project updates, technical insights and milestone-related announcements.

Particular attention will be given to:

- Sustained activity on LinkedIn,
- Regular website updates linked to project progress,
- Newsletter publication.

Website analytics and social media performance indicators will be monitored regularly to track visibility growth.

4.2 Communicating Results and User Benefits

As technical developments advance, communication will increasingly focus on presenting results, improvements and practical relevance for end users and potential customers.

This includes developments in forest disturbance analysis, biomass estimations, wildfire risk monitoring, forest mapping activities in Ukraine and innovative stratospheric data

acquisition approaches, as well as the three business applications developed within FUTUREFOR.

Dissemination activities will highlight:

- Technical developments and methodological advancements,
- Integration and enhancement of Copernicus data and services
- Relevance for policy stakeholders and potential service customers including public authorities and private sector users.

Particular emphasis will be placed on demonstrating measurable improvements, operational applicability and potential economic value of the developed services. This approach ensures that communication reflects the range of developments achieved within FUTUREFOR and their role in advancing forest monitoring and EO-based services.

4.3 Targeted Stakeholder and Institutional Engagement

Engagement activities during Months 15–30 will become more focused and outcome-oriented, prioritising stakeholders directly relevant to validation, integration and potential uptake. Targeted stakeholder groups include Copernicus Entrusted Entities (e.g. EEA and JRC), national forest authorities, civil protection agencies, energy utilities, biomass operators and selected private-sector actors relevant to the three business cases. In addition to continued participation in scientific and sector-specific events, the project will strengthen:

- Invitation-only webinars aligned with business cases,
- Bilateral demonstrations with selected public and private stakeholders,
- Systematic activation of advisory board members to amplify outreach through institutional channels,

Advisory board members will contribute by facilitating access to stakeholder networks, supporting dissemination through their institutions and providing feedback during dedicated engagement moments. A series of targeted engagement activities is planned, including approximately three thematic webinars (one per business case) and multiple bilateral exchanges throughout the second half of the project. This targeted engagement approach aims to deepen interaction with key actors, facilitate feedback on services and prepare pathways for post-project continuation and uptake.

5 Communication Planning

To operationalise the priorities defined in Chapter 4, dissemination and communication activities during Months 15–30 will follow a structured but flexible approach. The objective is to ensure continuity and measurable output without creating communication activities disconnected from technical progress.

Communication will be aligned with developments, milestones and event participation. The website will serve as the central information hub and will be updated in connection with significant project outputs, demonstrations and publications.

5.1 Planned Communication Activities

The following communication activities are planned until the end of the project:

Table 1 - Overview of planned communication activities (M15–M30)

Channel / Format	Planned Output until M30	KPI Reference	Purpose
LinkedIn	Approx. 2 posts per month	KPI-017	Professional visibility and stakeholder engagement
Newsletter	Up to 3 editions	KPI-022	Consolidated communication of milestones and results
Brochures	Up to 3 thematic brochures	KPI-022	Event support and stakeholder information
Short explanatory videos	3 videos planned	KPI-023	Accessible presentation of key services
Webinars	3 targeted webinars foreseen	Business KPI support	Stakeholder engagement
External milestone-based communications	Several milestone-related announcements	KPI-019	Visibility linked to validated results

5.2 Timeline of Activities (M15 – M30)

Dissemination and communication activities will follow a timeline aligned with project milestones and the maturity of technical developments. The implementation is structured across three main phases:

During Months 15–20, the focus will be on establishing a more structured communication approach. This includes the introduction of a content planning framework, increased digital activity and the organisation of initial webinars.

During Months 20–25, activities will increasingly focus on demonstration and stakeholder engagement. This includes communication of pilot developments, participation in conferences and targeted interaction with key stakeholders through webinars and bilateral exchanges.

During Months 25–30, communication will concentrate on consolidating results and supporting uptake. This includes dissemination of validated outputs, policy-relevant communication and preparation of post-project continuation and exploitation activities.

The timeline is implemented through the communication activities outlined in Section 5.1 ensuring that each phase is supported by measurable outputs such as social media activity, newsletters, webinars and milestone-related communication.

5.3 Content Planning Approach

To ensure continuity and consistency of communication activities, FUTUREFOR applies a structured but flexible approach to content planning, allowing regular dissemination while remaining responsive to project developments, events and external factors such as policy or regulatory updates. Communication is guided by a structured content planning approach that ensures regular dissemination while allowing flexibility to respond to project developments, events and external factors such as policy or regulatory updates.

Newsletter communication is guided by a thematic roadmap that outlines possible topics over the course of the project. In order to strengthen visibility and stakeholder engagement, the project aims to increase its newsletter activity where appropriate. The exact frequency will remain flexible and aligned with project developments, ensuring that communication reflects meaningful progress and results. A detailed overview of the newsletter roadmap is provided in the Annex. The roadmap is used as an internal planning tool ensuring coherent storytelling across the project duration.

Social media communication, in particular LinkedIn, follows a lighter planning structure. A minimum level of activity is ensured through regular posting, while content is primarily driven by project developments, demonstrations, publications, events and relevant external developments in the EO and forest monitoring domain.

In practice, communication activities will cover a mix of technical developments, business case progress, event participation and policy-related topics. This ensures that both technical stakeholders and broader audiences are addressed.

To illustrate the content planning approach, communication activities follow a recurring structure:

Frequency	Content Type	Example
Monthly	Technical update	Methodological or product development
Monthly	Business case	FireFence, Biomass, Digital Twin
Event-based	Dissemination	Conferences, workshops
Occasional	Policy / impact	EU regulation, project relevance

5.4 Thematic Communication Focus

Communication during the second half of the project will reflect the full scope of FUTUREFOR developments across work areas. Dissemination activities will highlight:

- Technical developments and methodological advancements,
- Integration and enhancement of Copernicus data and services within project workflows,
- Relevance for policy stakeholders and potential service users, including public authorities and private-sector actors.

The three business applications will be communicated as part of this broader portfolio of developments, alongside forest disturbance detection advances, wildfire risk monitoring improvements, Ukraine forest mapping activities and innovative stratospheric data acquisition approaches. Communication will prioritise concrete outputs, demonstrated progress and measurable results over general project descriptions. Conference participation, webinars and major project milestones will generate additional content for social media updates and newsletter editions.

The following thematic areas are expected to be addressed in communication activities during Months 15–30. The list is indicative and will be adapted in line with project progress and validated results:

- Advances in forest disturbance detection and monitoring,
- Wildfire risk assessment and early warning developments,
- Forest mapping activities in Ukraine,
- Stratospheric glider developments and high-altitude sensing approaches,
- Development of the forest digital twin,
- FireFence service demonstrations,
- Forest biomass monitoring applications,
- Methodological improvements in EO-based forest monitoring workflows,
- Participation in scientific conferences and stakeholder workshops.

This approach ensures that dissemination remains aligned with actual project achievements and reflects the diversity of developments within FUTUREFOR.

6 Conclusion

This updated FUTUREFOR Dissemination and Communication Plan defines the approach for Months 15–30, building on the experience and findings of the mid-term assessment.

Following the initial phase of policy analysis, stakeholder engagement and early technical development, the project now moves toward delivery, validation and demonstration of its core technical results. Communication activities during the second half will therefore increasingly focus on validated outputs, practical applications and demonstrator results

as they become available. Particular emphasis will be placed on targeted outreach to potential users and customers, including pilot demonstrations, webinars and bilateral exchanges linked to the project's business cases. This approach aims to strengthen the connection between technical results and real-world application contexts, supporting both visibility and uptake potential.

The updated content planning and monitoring measures outlined in this document provide a realistic approach for maintaining stakeholder engagement, increasing outreach and aligning communication with upcoming project results.

7 Annex- Content and Communication Roadmap (Newsletter and Social Media)

The following roadmap presents planned communication topics covering the main developments and results of the project. It is used as a content and communication planning tool supporting both newsletter and social media activities. The roadmap does not represent a fixed publication schedule. Each topic may be communicated through multiple formats and channels, including several social media posts, depending on relevance and project developments.

#1 - March 2026 Theme: What FUTUREFOR is about Content: • Short introduction on why forest monitoring matters (climate, wildfires) • Overview of key applications • One concrete example (stratospheric balloon) • Closing with project vision Key message: FUTUREFOR enables integrated, forward-looking forest monitoring
#2 - April 2026 Theme: Why current forest monitoring falls short Content: • Stakeholder needs (authorities, forest owners, insurers) • Key barriers: fragmentation, interoperability, usability • Link to EU policies (Forest Strategy 2030, Forest Monitoring framework) • Transition to FUTUREFOR solutions Key message: The challenge is data availability and usable systems
#3 – May 2026 Theme: Interim project review and progress update Content:

- Overview of project progress after the first phase (M1–M15)
- Key achievements and technical milestones reached
- Highlights from the interim review meeting in Rennes
- Outlook on next steps and pilot phase activities

Key message:
FUTUREFOR has successfully completed its initial phase and is moving into demonstration and validation of its core services

#4 - June 2026
Theme: Wildfire risk monitoring
Content:

- Increasing wildfire risk in Europe
- Gaps in prevention and early warning
- FUTUREFOR approach (fuel mapping, early indicators, detection)
- Importance of interoperability for responders

Key message: Moving from reaction to prevention

#5 - July 2026
Theme: Forest disturbance detection
Content:

- Types of disturbances (storms, pests, drought, logging)
- Complexity of monitoring changes over time
- FUTUREFOR solution (time-series, AI, recovery tracking)
- Relevance for management and policy

Key message: Monitoring forest change requires continuous observation

#6 - September 2026
Theme: Forest Digital Twin
Content:

- Simple explanation of a digital twin
- Benefits for users, especially private forest owners
- Use cases (planning, simulation, decision support)

Key message: Turning data into actionable decisions

#7 - October 2026
Theme: Biomass and carbon monitoring
Content:

- Importance for climate reporting and bioenergy
- Challenges in accuracy and consistency
- FUTUREFOR tools and improvements

• Link to EU climate policy (LULUCF, Green Deal) Key message: Reliable biomass data supports climate action
#8 - November 2026 Theme: Technology integration Content: • Combining Copernicus, in-situ and airborne data • Role of AI and analytics • Importance of integrated systems over standalone tools Key message: Value comes from integration, not isolated data
#9 - January 2027 Theme: Ukraine pilot and mapping Content: • Context and relevance of the pilot • Mapping products (tree cover, tree type, change detection) • Use of deep learning • Real-world challenges and impact Key message: FUTUREFOR delivers in complex operational environments
#10 - February 2027 Theme: From research to business Content: • Potential services (wildfire risk, forest management tools) • Target users (public sector, private sector, insurers) • Role of open data • Early exploitation perspectives Key message: FUTUREFOR creates pathways to operational services
#11 - April 2027 Theme: Results and outlook Content: • Summary of key results and services • Lessons learned (technical and user-related) • Future outlook (scaling, uptake, continuation) Key message: FUTUREFOR contributes to the future of European forest monitoring
#12 - May 2027 (project close) Theme: Final wrap-up and project closure Content:

- Short recap of FUTUREFOR's overall mission
- Summary of key achievements:
  - core services developed
  - main use cases demonstrated
  - technological innovations (Copernicus, AI, integration, stratospheric approaches)
- What has been validated (pilots, user feedback, applications)
- Policy and market relevance:
  - contribution to EU forest monitoring
  - alignment with climate and forest policies
- What remains beyond the project:
  - uptake potential
  - continuation paths
  - future collaboration opportunities
- Short partner acknowledgment

Key message: FUTUREFOR delivers concrete contributions to more resilient, data-driven forest monitoring in Europe and lays the foundation for future services and innovation.