FUTUREFOR

Copernicus Applications for Next-Generation Forest Monitoring

Deliverable 2.5

Updated Dissemination and Communication Plan

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Deliverable abstract	This deliverable provides the final update of the Dissemination and Communication Plan for the FUTUREFOR project. Building on the dissemination strategy established in D2.2, the progress assessment in D2.3 and the updated plan presented in D2.4, it outlines the dissemination and communication priorities and implementation approach for the remaining project period. The deliverable reflects the increased maturity of the project, with communication focusing on validated technical results, pilot demonstrations, stakeholder engagement, scientific dissemination and the promotion of the three FUTUREFOR business cases. It defines the planned communication and dissemination activities, specific target stakeholder groups, responsible partners, indicative timing and measurable outputs and impact- and outcome oriented indicators, together with the communication channels, coordination and monitoring mechanisms that will support the uptake, exploitation and visibility of project results during the final project phase.

[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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0.5	27/10/2026	Gunter Zeug (Riscognition) with contributions from all partners	Table 3: Outcome / impact indicators specified following reviewer feedback; related wording sections 4.1 and 4.3 aligned.

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1 Introduction

FUTUREFOR develops and validates advanced Copernicus-based products and services to improve the availability, timeliness and usability of forest information. The project combines technological development with stakeholder engagement and business-oriented demonstration activities, addressing public authorities, research organisations, forest-sector stakeholders and commercial users.

Since the beginning of the project, the European policy context for forest monitoring has evolved. In particular, the proposed EU Regulation on a monitoring framework for resilient European forests, which initially represented an important policy driver for FUTUREFOR, is no longer expected to proceed in its originally proposed form. This development does not affect the technical relevance of the products and services developed within FUTUREFOR. Reliable and harmonised forest information remains relevant for a broad range of European policy objectives and operational applications, including biodiversity conservation, forest resilience, climate adaptation, land-use and carbon reporting, sustainable bioeconomy and deforestation-related monitoring.

At the same time, FUTUREFOR has progressed from requirements analysis and methodological development towards pilot implementation, validation and demonstration. Initial products and service prototypes are available across the technical work packages, while the three business cases are increasingly engaging potential users and validating service concepts, value propositions and future uptake pathways.

The dissemination and communication activities during the remaining project period will therefore focus increasingly on tangible project results, pilot demonstrations and concrete benefits for users. Particular attention will be given to communicating the technical developments achieved within the project, supporting stakeholder validation, promoting the three business cases and preparing the project results for future uptake.

This deliverable presents the final update of the FUTUREFOR Dissemination and Communication Plan. It builds on the initial Dissemination and Communication Plan (D2.2), the mid-term assessment of dissemination and communication activities (D2.3), and the updated plan for the second half of the project (D2.4). It defines the dissemination and communication priorities and planned activities for the remaining project period.

2 Evolution of the dissemination and communication approach since D2.4

Deliverable D2.4 introduced a more structured and results-oriented dissemination and communication approach for the second half of FUTUREFOR. The main refinements included stronger alignment with the three business cases, increased emphasis on targeted stakeholder engagement, more systematic digital communication, and a transition from general awareness-building towards communication of project results, demonstrations and user benefits.

The implementation of the project since D2.4 confirms that this overall approach remains appropriate. No fundamental change to the dissemination and communication strategy or its target audiences is therefore required. The priorities established in D2.4 continue to guide activities during the remaining project period. Since the preparation of D2.4, however, the maturity of the technical developments and business applications has increased significantly. Pilot products are being implemented and validated across the FUTUREFOR demonstration areas, initial service prototypes are available, and the Forest Digital Twin has entered its implementation phase. The project has also generated concrete technical results in areas such as forest disturbance monitoring, biomass estimation, wildfire detection and risk assessment, forest monitoring in Ukraine and stratospheric Earth Observation.

In parallel, stakeholder engagement has become increasingly application-specific. The biomass business case has engaged actors from the bioenergy sector, forest authorities and biomass supply chains. The wildfire resilience business case has conducted extensive exchanges with insurance and reinsurance organisations, utilities and critical infrastructure operators. The open forest data business case has further refined its target groups across forest owners, forestry operators, wood-processing industries, public authorities and research organisations. These activities provide a stronger basis for communicating the practical relevance and potential value of FUTUREFOR services to clearly defined user communities.

As D2.5 is a planning deliverable, detailed reporting on dissemination and communication activities is provided through the final update of the dedicated Dissemination and Communication Report at the end of the project. Nevertheless, the implementation experience since D2.4 has been taken into account in preparing this final update of the plan. Table 1 summarises the status of the main measures introduced in D2.4 and their implications for the remaining project period.

Table 1 - Implementation status of D2.4 measures and implications for the final plan

Measure introduced in D2.4	Implementation status and experience	Implication for the final plan
Strengthened digital communication and website presence	LinkedIn has been actively used to communicate project developments and results. The FUTUREFOR website recorded 3,364 visits up to 13 August 2026. During August 2026, the FUTUREFOR website was migrated from WordPress to a new HTML-based implementation. The new website is now live, while the migration and transfer of existing communication content are still in progress.	The article section will be updated with relevant project news and newsletter content published through LinkedIn. In addition, a dedicated project outputs section will be added to make public project results and deliverables accessible through the website.
Targeted webinars and bilateral stakeholder engagement	Stakeholder engagement included a Bioenergy Europe webinar and targeted bilateral exchanges with potential users. For the FireFence business case, insurance and reinsurance stakeholders and utility and infrastructure organisations were engaged through interviews and industry events (e.g. OASIS Insight Conference and EO Summit). The biomass business case included consultations with bioenergy organisations, forest authorities and other actors in the biomass supply chain.	Targeted webinars remain part of the plan where appropriate, while bilateral demonstrations and direct stakeholder meetings will be used where they provide a more effective format for user engagement and service validation.
Business-case-oriented communication	Increasing maturity of the three business cases has enabled more application-specific engagement with	Communication will increasingly focus on concrete service capabilities, demonstrations, user

Measure introduced in D2.4	Implementation status and experience	Implication for the final plan
	forestry, biomass, insurance, utility and other potential users.	benefits, validation and future uptake.
Structured content planning	The thematic content roadmap introduced in D2.4 provides the framework for planning communication around project developments, results, demonstrations and relevant events.	Content planning will continue for the remaining project period. In addition to the FUTUREFOR website and LinkedIn channel, consortium partners will be encouraged to disseminate relevant project content through their own communication channels and networks. Where appropriate, Advisory Board members will also be invited to share relevant FUTUREFOR results and activities with their respective stakeholder communities.
Scientific dissemination	Scientific dissemination has continued through publications, conference contributions and exchanges with the research community.	Scientific dissemination will continue throughout the remaining period, increasingly communicating validated project results.

The communication focus for the remaining project period will therefore increasingly shift from presenting developments in progress towards communicating demonstrated capabilities, validation results and user-oriented applications. Scientific dissemination will continue through publications and conference contributions, while communication and stakeholder engagement activities will place greater emphasis on pilot results, demonstrations, business-case validation and opportunities for future uptake.

Examples include dedicated engagement with insurance and utility companies for the FireFence business case, biomass-sector stakeholders for the Biomass Mapping and Intelligence service, forestry stakeholders through the Forest Digital Twin implemented through the NIMBO platform, and a planned exchange with the European Environment

Agency and the Joint Research Centre to discuss the relevance of FUTUREFOR results for future European forest monitoring activities.

The communication channels, stakeholder groups and Key Performance Indicators established in the previous dissemination and communication plans remain applicable. D2.5 therefore does not introduce a new dissemination strategy but provides the final operational update reflecting the increased maturity of the FUTUREFOR results and the activities planned until the end of the project.

3 Dissemination and communication priorities for the remaining project period

As FUTUREFOR enters the final phase of implementation, dissemination and communication activities will increasingly focus on communicating project results, supporting stakeholder uptake and demonstrating the practical value of the developed services. The priorities described below provide the framework for communication activities until the end of the project.

3.1 Communicating technical results

The communication focus during the remaining project period will be on the technical achievements generated across the project work packages. As pilot products mature and validation activities progress, dissemination activities will increasingly highlight demonstrated capabilities rather than planned developments.

Key topics include the enhanced Copernicus-based forest monitoring services, forest disturbance detection and regeneration monitoring, biomass estimation, wildfire detection and wildfire risk assessment, forest monitoring products for Ukraine, innovative stratospheric observation platforms, and the Forest Digital Twin. Communication will highlight validated results and practical examples demonstrating the added value and operational applicability of the developed methodologies and services.

3.2 Supporting uptake through the three business cases

During the final project phase, communication activities will increasingly support the future exploitation and uptake of the three FUTUREFOR business cases.

Dissemination will highlight the practical benefits of the Biomass Mapping and Intelligence service, the FireFence wildfire risk intelligence service for insurance and critical infrastructure, and the Open Forest Data service for sustainable forest management. Communication

activities will focus on demonstrating how these services address operational challenges faced by the specific stakeholder groups identified in Table 2.

Table 2 - Target stakeholder groups for the FUTUREFOR business cases

Business case	Target stakeholder groups
Biomass Mapping and Intelligence	• Biomass heating and combined heat-and-power plant operators • Biomass producers, suppliers, traders and distributors • Public and private forest enterprises and forest managers • Forest-owner organisations and forestry cooperatives • Wood-processing companies • Regional and national forest authorities Relevant application areas: • Forest biomass mapping and resource assessment • Biomass sourcing and supply planning • Forest management and planning
FireFence	**Insurance:** • Primary insurers and reinsurers • Insurance brokers • Catastrophe/risk-modelling firms • Specialised risk consultants Relevant parts of the insurance value chain: • Risk identification and assessment • Catastrophe modelling and risk rating • Accumulation and portfolio risk management • Underwriting • Claims management **Utilities and critical infrastructure:** • Electricity transmission and distribution operators • Energy producers • Pipeline operators and other operators of geographically distributed critical infrastructure Relevant utility and infrastructure functions: • Asset and vegetation management • Wildfire risk assessment and mitigation • Infrastructure resilience and operational risk management • Hazard monitoring and situational awareness • Emergency preparedness and response • Post-event damage assessment and recovery

Business case	Target stakeholder groups
Open Forest Data / Forest Digital Twin	• Public and private forest owners and forest managers • Forest-owner associations and forestry cooperatives • National and regional forest authorities • Environmental and nature-conservation authorities and organisations • Forestry and geospatial service providers supporting forest inventory and management Relevant application areas: • Forest monitoring and inventory • Forest management and planning • Forest condition and disturbance assessment • Environmental monitoring and reporting

Targeted communication and stakeholder engagement activities will be adapted to these stakeholder groups and the respective business case. These activities will support the collection of user feedback, validation and future exploitation of the three services.

3.3 Scientific dissemination and knowledge exchange

Scientific dissemination will remain an important component of the FUTUREFOR dissemination strategy throughout the remainder of the project. Consortium partners will continue to publish research results through peer-reviewed journals, conference proceedings and presentations at international scientific conferences covering Earth observation, remote sensing, forestry, artificial intelligence and environmental monitoring. Beyond disseminating technical developments, these activities contribute to scientific knowledge exchange, strengthen collaboration with the wider research community and increase the visibility of FUTUREFOR within the European Earth observation ecosystem.

3.4 Stakeholder and policy engagement

FUTUREFOR will continue its close engagement with European and national stakeholders involved in forest monitoring, Earth observation and environmental policy. This includes continued exchanges with Copernicus Entrusted Entities, national forest authorities and relevant European forest monitoring networks. Dedicated meetings with the European Environment Agency, the JRC and DG DEFIS are planned for November / December 2026 to present FUTUREFOR developments, discuss their relevance for European forest monitoring services and gather feedback on future operational uptake.

Although the policy context has evolved since the start of the project, the developed services remain relevant for a wide range of European forest-related policy objectives, including biodiversity conservation, climate adaptation, forest resilience and sustainable forest management. Dissemination activities will therefore continue to communicate the broader policy relevance of FUTUREFOR while supporting dialogue with organisations that may contribute to the future operational uptake of the project results.

4 Implementation plan for dissemination and communication

The dissemination and communication priorities described in Section 3 will be implemented through a combination of targeted stakeholder engagement, business-oriented outreach, scientific dissemination and communication through project and partner channels. The activities planned for the remaining project period are presented below, together with their target audiences, responsible partners, indicative timing and expected outputs or outcomes. The plan reflects the current maturity of the project results and the activities identified by consortium partners for the period until the end of the project.

4.1 Planned activities and measurable outputs

Table 3 provides the operational dissemination and communication plan for the remaining project period. It consolidates planned scientific, stakeholder, business and communication activities identified by the consortium partners and defines, where applicable, quantitative targets and outcome indicators for their implementation. The table will also provide the basis for assessing implementation at the end of the project, while recognising that individual activities may be adapted in response to project developments, stakeholder availability and external dissemination opportunities.

Table 3 – Planned dissemination and communication activities and measurable outputs

Type	Planned activity / output	Quantitative target / indicator	Impact / outcome indicator	Partner(s)	Timing	Target audience / expected outcome
Scientific publication	Biomass paper based on EARSeL contribution, EARSeL Proceedings / ISPRS Archives	1 paper	Status (submitted / accepted / published) reported at M30; open access with DOI where possible	JR	2026/27	Scientific community; dissemination of biomass-monitoring results
Scientific publication	UAV/stratospheric-platform scientific outputs	1 journal article + 1 conference paper	Status (submitted / accepted / published) reported at M30; open access with DOI where possible	UNIZA	M23-M30	UAV/aviation research community; dissemination of project results
Scientific publication	DESSERT 2026 - FUTUREFOR-related papers	3 conference papers	Status (submitted / accepted / published) reported at M30; open access with DOI where possible	SRI	2026	Forest monitoring, biomass and tree-cover research community
Scientific publication	Article on GEDI forest-parameter maps	1 peer-reviewed journal paper	Status (submitted / accepted / published) reported at M30; open access with DOI where possible	SRI	By M30	Scientific community; dissemination of forest-monitoring results

Type	Planned activity / output	Quantitative target / indicator	Impact / outcome indicator	Partner(s)	Timing	Target audience / expected outcome
Scientific publication	Article on available datasets and models	1 peer-reviewed journal paper	Status (submitted / accepted / published) reported at M30; open access with DOI where possible	SRI	By M30	Scientific community; dissemination of datasets/models
Scientific publication	Forest-condition change using AlphaEarth/ TESSERA embeddings	1 scientific contribution	Status (submitted / accepted / published) reported at M30; open access with DOI where possible	SRI	By M30	Scientific community; dissemination of forest-condition monitoring methodology
Scientific publication	GEOID-Land: Pan-European Multi-Seasonal Land Cover Mapping Dataset - submission to Scientific Data	1 journal submission	Status (submitted / accepted / published) reported at M30; open access with DOI where possible	LINKS	By M30	Scientific community; dissemination of pan-European land-cover dataset
Scientific conference / presentation	EARSeL Conference	2 oral presentations	Presentations delivered	JR	Sept 2026	Research/application community; biomass monitoring and sustainable biomass supply

Type	Planned activity / output	Quantitative target / indicator	Impact / outcome indicator	Partner(s)	Timing	Target audience / expected outcome
Scientific conference / workshop	EI4Safe-DESSERT 2026 special session/workshop	1 special session/workshop + 3 FUTUREFOR-related contributions	Session/contributions delivered	SRI	2026	Scientific exchange on Earth Intelligence and resilient recovery of Ukraine
Scientific conference / presentation	Fuel-map contribution to IGARSS	1 abstract	Status (submitted / accepted / published) reported at M30; open access with DOI where possible	LINKS	Submission by M30	Scientific community; dissemination of wildfire/fuel-map developments
Scientific conference / presentation	Further IGARSS 2027 contribution(s)	Abstract submission(s)	Status (submitted / accepted / published) reported at M30; open access with DOI where possible	SRI	By M30	Scientific community; conference takes place after project end
Conference / business engagement	13th Deutsches Geoforum	1 presentation	Presentation delivered; follow-up discussions arising reported by M30; indicative target: ≥ 2 follow-up discussions	RISC	Dec 2026	Geospatial, public-sector and industry stakeholders; Copernicus-based risk and early-warning applications

Type	Planned activity / output	Quantitative target / indicator	Impact / outcome indicator	Partner(s)	Timing	Target audience / expected outcome
Conference / business engagement	Holzcluster Steiermark presentation on forest stability	1 presentation	Presentation delivered; follow-up discussions arising reported by M30	JR	Oct 2026	Forestry-sector stakeholders; forest disturbance/stability
Conference / business engagement	Red Sky Summit, USA, Wildfire conference and business event	Participation + showcase	No. of booth/showcase visitors, contacts/leads and follow-up meetings reported by M30; indicative target: ≥ 3 follow-up discussions	RISC	Nov 2026	FireFence insurance & utilities stakeholders identified in Table 2; dissemination and business exchange
Conference / business engagement	Pipeline Technology Conference	Participation / stakeholder engagement	Contacts/leads and follow-up meetings reported by M30; indicative target: ≥ 2 follow-up discussions	RISC	Apr 2027	FireFence pipeline and critical-infrastructure stakeholders identified in Table 2
Conference / business engagement	CIGRE International Symposium Heidelberg	Participation / stakeholder engagement	Contacts/leads and follow-up meetings reported by M30; indicative target: ≥ 2 follow-up discussions	RISC	Apr 2027	FireFence utility stakeholders identified in Table 2

Type	Planned activity / output	Quantitative target / indicator	Impact / outcome indicator	Partner(s)	Timing	Target audience / expected outcome
Business / trade event	UK Wildfire Conference	1 event participation/networking	Contacts/leads and follow-up meetings reported by M30; indicative target: ≥ 2 follow-up discussions	RISC	Nov 2026	Wildfire practitioners and professional community
Business / trade event	ENLIT Europe 2026	Participation / stakeholder engagement	Contacts/leads and follow-up meetings reported by M30; indicative target: ≥ 3 follow-up discussions	RISC	Nov 2026	FireFence utility/power-system stakeholders identified in Table 2
Business / trade event	Downstream Marketplace of the Brazil-Europe Mission on Space Cooperation and Innovation	1 B2B pitch/networking participation	Contacts/leads and follow-up meetings reported by M30; indicative target: on average 4 follow-up discussions per event	BFT	Sept 2026	Brazilian EO/space organisations and Austrian space ecosystem; international business development

Type	Planned activity / output	Quantitative target / indicator	Impact / outcome indicator	Partner(s)	Timing	Target audience / expected outcome
Business / trade event	Participation in a relevant forestry-sector, digital-forestry, forest-monitoring, GIS or Earth Observation event/networking activity (e.g. Euroforest 2027)	≥1 event participation/networking	Contacts/leads and follow-up meetings reported by M30; indicative target: on average 3 follow-up discussions per event	KERMAP	2026-27	Open Forest Data stakeholder groups identified in Table 2; dissemination, networking and exploitation
Business / trade event	Participation in a relevant forestry-sector, digital-forestry, forest-monitoring, GIS or Earth Observation event/networking activity (e.g. SmartForest 2027)	1 event participation/networking	Contacts/leads and follow-up meetings reported by M30; indicative target: on average 4 follow-up discussions per event	BFT	Mar 2027	Biomass stakeholder groups identified in Table 2; dissemination, networking and exploitation
Copernicus entrusted entity	European Environment Agency meeting, Copenhagen	1 dedicated meeting	Meeting held; summary of feedback received and reported in the final Dissemination and Communication Report	all partners	Dec 2026	EEA; presentation of FUTUREFOR developments and discussion of European forest-monitoring relevance

Type	Planned activity / output	Quantitative target / indicator	Impact / outcome indicator	Partner(s)	Timing	Target audience / expected outcome
Copernicus entrusted entity	Joint Research Centre	1 dedicated meeting	Meeting held; summary of feedback received reported in the final Dissemination and Communication Report	RISC	Oct-Dec 2026	JRC; presentation of FUTUREFOR developments and discussion of European wildfire-monitoring relevance
Copernicus stakeholder	European Commission DG DEFIS	1 dedicated meeting	Meeting held; summary of feedback received reported in the final Dissemination and Communication Report	RISC	Jan – Mar 2027	DG DEFIS; presentation of FUTUREFOR developments and discussion of European wildfire-monitoring relevance
Policy / institutional engagement	FAO - Fire Hub Working Group	1 dedicated meeting	Meeting held; summary of feedback received reported in the final Dissemination and Communication Report	RISC / LINKS	Nov-Dec 2026	FAO Fire Hub; presentation of FUTUREFOR developments and discussion of global wildfire-monitoring requirements

Type	Planned activity / output	Quantitative target / indicator	Impact / outcome indicator	Partner(s)	Timing	Target audience / expected outcome
Policy / institutional engagement	Continued exchange with Ukrainian statistical/public authorities	≥1 further exchange	Exchange held; summary of feedback on potential use reported in the final Dissemination and Communication Report	SRI	By M30	Ukrainian statistical/public authorities; potential use of FUTUREFOR forest-monitoring/statistical information
Policy / institutional communication	Policy brief based on project findings	1 policy brief	No. of policy and public-sector stakeholders reached (distribution list) by M30	UCPH	By M30	Policy and public-sector stakeholders; communication of project findings
Stakeholder engagement / demonstration	Murtal stakeholder interviews with live biomass-service demonstrations	8 interviews across 4 stakeholder clusters, contributes to showcasing the Biomass business case ≥2 times during the project	Interviews completed; relevance and willingness-to-pay assessed per stakeholder cluster	BFT	Sep-Nov 2026	Biomass business-case stakeholder groups identified in Table 2; assessment of service relevance and exploitation potential

Type	Planned activity / output	Quantitative target / indicator	Impact / outcome indicator	Partner(s)	Timing	Target audience / expected outcome
Stakeholder engagement / demonstration	FireFence bilateral demonstrations/exchanges with insurance, reinsurance, utilities and critical-infrastructure stakeholders	Business case showcased ≥ 2 times during project; ≥ 5 targeted meetings/ demonstrations	No. of meetings/ demonstrations held and no. of follow-up discussions or expressions of interest resulting	RISC	Until M30	FireFence stakeholder groups identified in Table 2; service demonstration, stakeholder feedback and exploitation/business-development follow-up
Stakeholder engagement / demonstration	Firefighter/aerial-firefighting stakeholder meeting	≥ 1 meeting + documented feedback summary	Meeting held; summary of operational feedback reported by M30	UNIZA	By M30	Fire and rescue services; operational feedback on UAV-based wildfire monitoring
Stakeholder engagement / demonstration	Open Forest Data / Forest Digital Twin: Targeted NIMBO demonstrations and bilateral business meetings with forestry stakeholders	≥ 5 qualified meetings/ demonstrations involving ≥ 5 different external organisations	No. of follow-up meetings or trial requests resulting from the demonstrations, reported by M30	KERMAP	Q4 2026-M30	Open Forest Data stakeholder groups identified in Table 2; assessment of practical applications and exploitation potential

Type	Planned activity / output	Quantitative target / indicator	Impact / outcome indicator	Partner(s)	Timing	Target audience / expected outcome
Stakeholder engagement / demonstration	Stakeholder evaluation workshop with forest authorities and other forest-sector users	≥ 1 workshop/session	Feedback questionnaire handed out to all participants; no. of participants and returned questionnaires reported; summary of feedback on relevance, usability and limitations	UCPH + relevant partners	By Feb 2027	Forest authorities, forest-sector users and researchers; assessment of FUTUREFOR services
Stakeholder engagement / demonstration	Biomass pilot demonstration / pilot-user workshop with access to BFT platform	≥ 1 workshop/ demonstration	Feedback questionnaire handed out to all participants; no. of participants and returned questionnaires reported; no. of participants indicating interest in post-project use	BFT, JR	Jan-Apr 2027	Biomass business-case stakeholder groups identified in Table 2; assessment of practical use and post-project service potential

Type	Planned activity / output	Quantitative target / indicator	Impact / outcome indicator	Partner(s)	Timing	Target audience / expected outcome
Stakeholder engagement / demonstration	Final NIMBO/FUTUREFOR webinar and live demonstration	1 webinar/live demonstration	No. of external participants reported by M30	KERMAP	Towards project end	Open Forest Data stakeholder groups identified in Table 2; demonstration of practical forest-monitoring applications and integration of FUTUREFOR results into NIMBO
Stakeholder engagement / demonstration	Stratospheric glider separation / simulated mission demonstration	1 demonstration planned	Demonstration of platform capabilities	UNIZA	Spring 2027	Technical/operational stakeholders; demonstration of stratospheric/UAV platform capabilities
Communication / outreach	FUTUREFOR newsletters	11 total by project end	LinkedIn impressions and engagement per newsletter issue, 4 weeks after publication	RISC + all	Until M30	Project stakeholder communities; regular communication of developments, results and demonstrations

Type	Planned activity / output	Quantitative target / indicator	Impact / outcome indicator	Partner(s)	Timing	Target audience / expected outcome
Communication / outreach	FUTUREFOR LinkedIn communication	Approx. 2 posts/month during remaining period; contribution to KPI-017 (65 social-media posts) and KPI-018 (150 followers)	Followers (KPI-018: 150) and posts (KPI-017: 65) at M30; average engagement rate across posts ≥ 2% (interactions / impressions; project-to-date approx. 2.3%, LinkedIn page analytics, 12 months to October 2026); impressions per post reported	RISC + all	Until M30	EO, forestry, industry, policy and wider stakeholder communities
Communication / outreach	Firefighter-engagement communication	1 dedicated LinkedIn post	LinkedIn impressions and engagement of the post, measured 4 weeks after posting	UNIZA	By M30	Fire/rescue, UAV and wildfire communities
Communication / outreach	BFT online communication	2 LinkedIn posts	LinkedIn impressions and engagement of the post reported, measured 4 weeks after posting	BFT	By M30	Biomass stakeholder groups identified in Table 2; forestry, wood, biomass and EO communities

Type	Planned activity / output	Quantitative target / indicator	Impact / outcome indicator	Partner(s)	Timing	Target audience / expected outcome
Communication / outreach	Murtal factsheet	1 factsheet in DE/EN	Relevant stakeholder groups reached through targeted distribution	BFT	By M30	Biomass stakeholder groups identified in Table 2
Communication / outreach	NIMBO article on satellite-based forest monitoring using FUTUREFOR results	1 dedicated article + promotion through KERMAP/NIMBO communication channels	Reach/page views of the article (KERMAP/NIMBO statistics) until project end	KERMAP	Q4 2026/M30	Open Forest Data stakeholder groups identified in Table 2; visibility and exploitation
Communication / outreach	FUTUREFOR website and public project outputs	Regular website updates + project-output section; contribution to KPI-015 (10,000 website visits) and KPI-016 (30 external web references)	Website visits (KPI-015: 10,000) and external web references (KPI-016: 30) at M30	RISC + all	Until M30	Central access for project stakeholders to project news, results and public outputs
Communication / outreach	Thematic brochures/factsheets	Up to 3	No. of copies distributed at business events and through targeted stakeholder contacts	RISC + relevant partners	Until M30	Relevant stakeholder and business audiences; service/result communication

Type	Planned activity / output	Quantitative target / indicator	Impact / outcome indicator	Partner(s)	Timing	Target audience / expected outcome
Communication / outreach	Short explanatory/marketing videos	3 videos; contribution to KPI-021 (2,000 video views)	Video views (KPI-021: 2,000 across project platforms, as reported by the platform analytics), counted from publication of each video until M30	RISC + relevant partners	Until M30	Project stakeholder communities; accessible communication of project services/results
Communication / outreach	Press releases	10 by project end (KPI-019)	No. of press releases published (KPI-019: 10); no. of external pick-ups/references until M30 (counted, no fixed target); pick-ups contribute to KPI-016	RISC + relevant partners	Until M30	Relevant media and stakeholder audiences; communication of project results, demonstrations, events and milestones

The timing and format of individual activities may be adapted to stakeholder availability and other evolving dissemination opportunities. Particular emphasis will be placed on direct stakeholder engagement, as bilateral demonstrations and targeted meetings have proven effective for obtaining stakeholder feedback, assessing interest and discussing future uptake and exploitation pathways.

Measurement basis for Table 3: Numerical targets are those defined in the Description of Action (KPIs) or by the responsible partners; the indicative targets in the outcome column relate to activities under the consortium's control or are derived from project data. Unless stated otherwise, figures are cumulative and assessed at the end of the project (M30); online metrics (views, impressions, downloads) are counted from the publication date of each item until M30. A follow-up discussion is counted as a substantive call or meeting after an event to discuss a concrete need, use case or potential pilot; the exchange of contact details alone is not counted. The follow-up targets were set by the partner responsible for each event, based on its own expectations, and therefore differ between events.

4.2 Communication channels and responsibilities

Table 4 – Communication channels, responsibilities and implementation

Communication channel	Lead responsibility	Implementation approach
FUTUREFOR website	RISC + all partners	Publication of project news, results and public project outputs; article section updated with relevant project news and newsletter content
FUTUREFOR LinkedIn	RISC with contributions from all partners	Regular communication of technical results, demonstrations, events, publications, stakeholder activities and business-case developments
Partner websites, social media channels and blogs	All partners	Dissemination of relevant FUTUREFOR results and activities through partners' established professional networks and communication channels
Scientific, technical and business conferences	All partners	Presentation of project results through papers, posters and presentations, as well as participation in relevant sector events for stakeholder engagement, networking and exploitation
Stakeholder meetings	Relevant WP leaders and business-case partners	Targeted bilateral and group exchanges with potential users, public authorities and other relevant stakeholders
Demonstration activities	Technical and business-case partners	Demonstrations, pilot testing and evaluation activities with selected users supporting validation and future uptake
Newsletters	RISC with contributions from all partners	Regular communication of project developments, results, demonstrations and stakeholder activities according to the project content plan
Brochures, factsheets and videos	RISC and relevant partners	Preparation of targeted communication materials presenting project results, services, demonstrations and business cases to relevant stakeholder groups

Communication channel	Lead responsibility	Implementation approach
Press releases	RISC and relevant partners	Publication of press releases around relevant project results, demonstrations, events and milestones through project and partner communication channels

4.3 Coordination, monitoring and implementation

The implementation of dissemination and communication activities follows the maturity of the technical developments, pilot demonstrations and business cases. The indicative timing and expected outputs or outcomes presented in Section 4.1 provide the framework for monitoring implementation during the remaining project period. The timing and format of individual activities may be adapted where necessary to project progress, stakeholder availability, conference schedules and relevant dissemination opportunities.

Dissemination and communication activities are coordinated by Riscognition within WP2 and implemented jointly by all consortium partners. During the regular bi-weekly consortium meetings, partners review completed and planned dissemination activities, coordinate upcoming communication opportunities and update the project's internal dissemination calendar. The calendar serves as a central planning tool to coordinate communication across the consortium and ensure the timely promotion of project results.

Implementation continues to be monitored against both the planned activities and quantitative targets and outcome indicators presented in Section 4.1 and the dissemination and communication KPIs defined in the Description of Action. The quantitative targets and outcome indicators defined in this plan complement the contractual KPIs established in the Description of Action. They do not modify the contractual KPIs but provide more detailed operational indicators and indicative targets against which implementation of the final Dissemination and Communication Plan can be assessed at project end. To provide a complete and self-contained operational reference, the relevant contractual KPIs are summarised in Table 5 below. Progress against these KPIs and the targets and outcome indicators defined in Section 4.1 is monitored during consortium coordination and will be reported in the final Dissemination and Communication Report at the end of the project.

Table 5 – Contractual KPIs for dissemination, communication and stakeholder outreach

Category	KPI Reference	Metric / Indicator Target (Description of Action)
Stakeholder & Policy Outreach	KPI-001	Collaboration established with 3 Copernicus Entrusted Entities (EC, EEA, JRC)
	KPI-003	Collaboration established & maintained with >10 national forest authority stakeholders
	KPI-004	Invitation and engagement of national forest stakeholders for the final project event
Business & Market Engagement	KPI-011	>5 collaboration agreements established between partners and businesses/end-users
	KPI-012	Participation in >2 European business events/fairs to market the 3 business cases
Scientific Dissemination	KPI-013	5 journal publications, conference papers, or posters
	KPI-014	Attendance at 6 Copernicus / EO workshops
	KPI-020	10 conference presentations delivered
Digital Communication & Media	KPI-015	10,000 total website visits
	KPI-016	30 web references to the project
	KPI-017	65 social network posts
	KPI-018	150 total social media followers
	KPI-019	10 press releases issued
	KPI-021	2,000 video views across project platforms
	KPI-022	3 project brochures and 3 project newsletters
	KPI-023	3 short explanatory/marketing videos

5 Conclusion

This updated FUTUREFOR Dissemination and Communication Plan defines the approach for the remaining project period, building on the experience and findings of the mid-term assessment. While the overall dissemination strategy and target audiences remain valid, the project has now entered a phase where communication activities increasingly focus on validated project results, pilot demonstrations and the practical relevance of the developed services and business cases. Following the initial phase of policy analysis, stakeholder engagement and technical development, FUTUREFOR now moves towards the validation, demonstration and communication of its core technical results. Particular emphasis will be placed on targeted engagement with potential users and customers through pilot demonstrations, bilateral exchanges and participation in scientific and business-oriented events. This approach aims to strengthen the connection between technical developments and real-world application contexts, thereby increasing both the visibility of the project and the uptake potential of its results.

The final implementation plan translates these priorities into concrete activities for the remaining project period, with defined target audiences, responsible partners, indicative timing and quantitative targets, outcome indicators or expected outputs, where applicable. It combines scientific dissemination, targeted stakeholder engagement, business-oriented outreach and continuous communication through project and partner channels. Dissemination and communication activities will continue to be coordinated within WP2 and reviewed regularly across the consortium, with implementation monitored against the planned activities and quantitative implementation targets and outcome indicators defined in this plan, as well as the dissemination and communication KPIs established in the Description of Action. Through this coordinated approach, FUTUREFOR aims to ensure that its results are not only widely disseminated but also demonstrated and discussed with the stakeholder communities relevant for their future operational uptake and exploitation.