

Communication and Dissemination of a European R&D Project about Short Rotation Coppices with Poplars

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About the project

Dendromass4Europe (D4EU; 2017 – 2022) aims at establishing sustainable, Short Rotation Coppice (SRC)-based, regional cropping systems for woody biomass (dendromass) production on marginal agricultural land. The dendromass produced in SRC (ligneous biomass, bark and wood) is supplied to dedicated bio-based value chains that create additional income and job opportunities in rural areas. The supply chains will be tailored for optimum efficiency of supply logistics and for reducing CO₂ emissions. Innovative bio-based materials will help to replace fossil-based materials.



Fig.1: Multi-lingual website of the project

Our Task

Dissemination, communication and exploitation of project activities and results boost the success of the project, because Dendromass4Europe strives to support the European goals in the Bioeconomy sector by informing the general public and by enabling educated choices by consumers and stakeholders. This knowledge transfer and awareness rising is one of the essentials when aspiring to strengthen the European bio-based industries by increasing their efficiency, profitability and competitiveness, and by optimal resource consumption. Our task therefore includes the planning, realization and evaluation of target group specific communication tools and activities for both internal (e.g. project partners) and external communication (e.g. policy makers, investors, industry, municipalities, land owners, scientific community, consumers).

The website contains:

- basic information on the project and its goals
- information about partners and their role in the project
- newsletter sign-in
- download section
- news section
- events

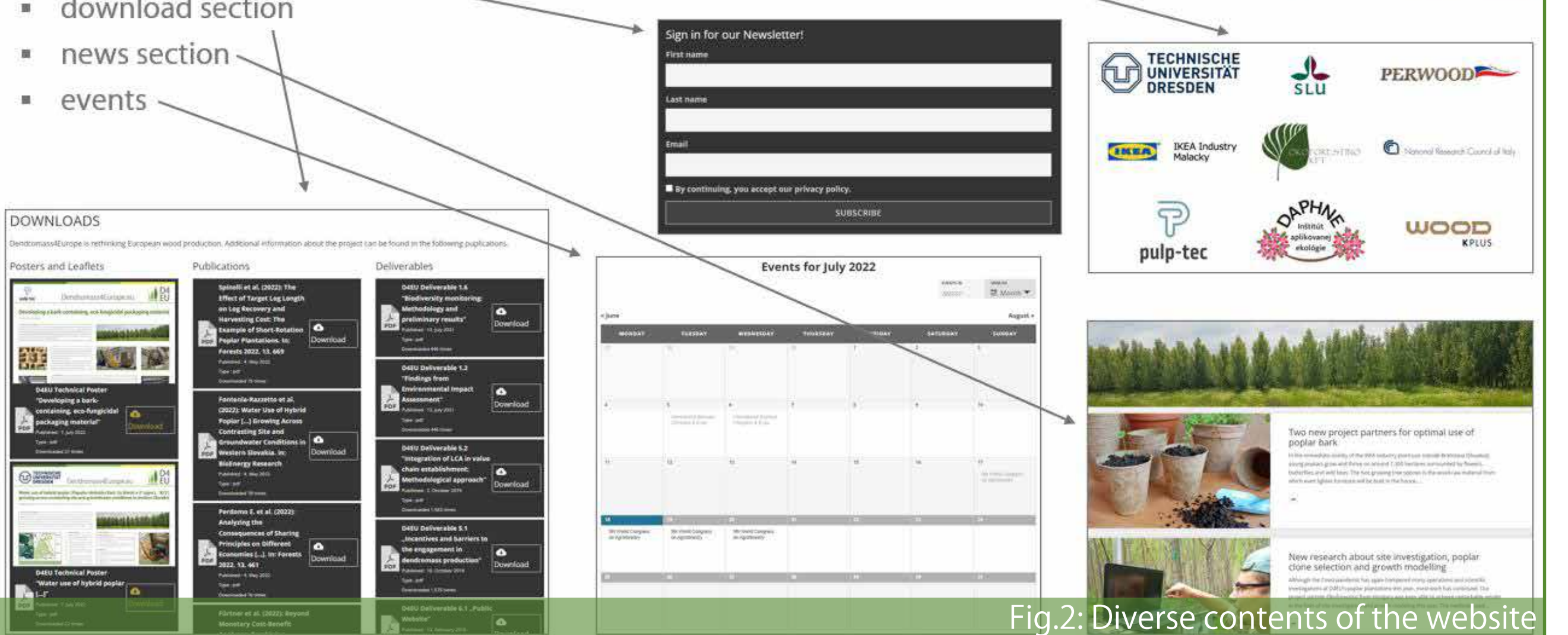


Fig.2: Diverse contents of the website

Objectives for Communication

- supporting the transition of land use by informing and providing the land owners, farmers and local public with knowledge
- inform public policy and consumers about the new bio-based materials developed by D4EU and how they can be used
- raise public awareness of the 4 new bio-based materials and their added value for ecology, society and economics
- continuously inform affected stakeholders of each step of the project and providing lessons learnt

Key Questions to be answered

- Which mission does D4EU have?
- Which problems is D4EU trying to solve?
- How will D4EU solve these problems?
- What will be the final product/outcome of the project?

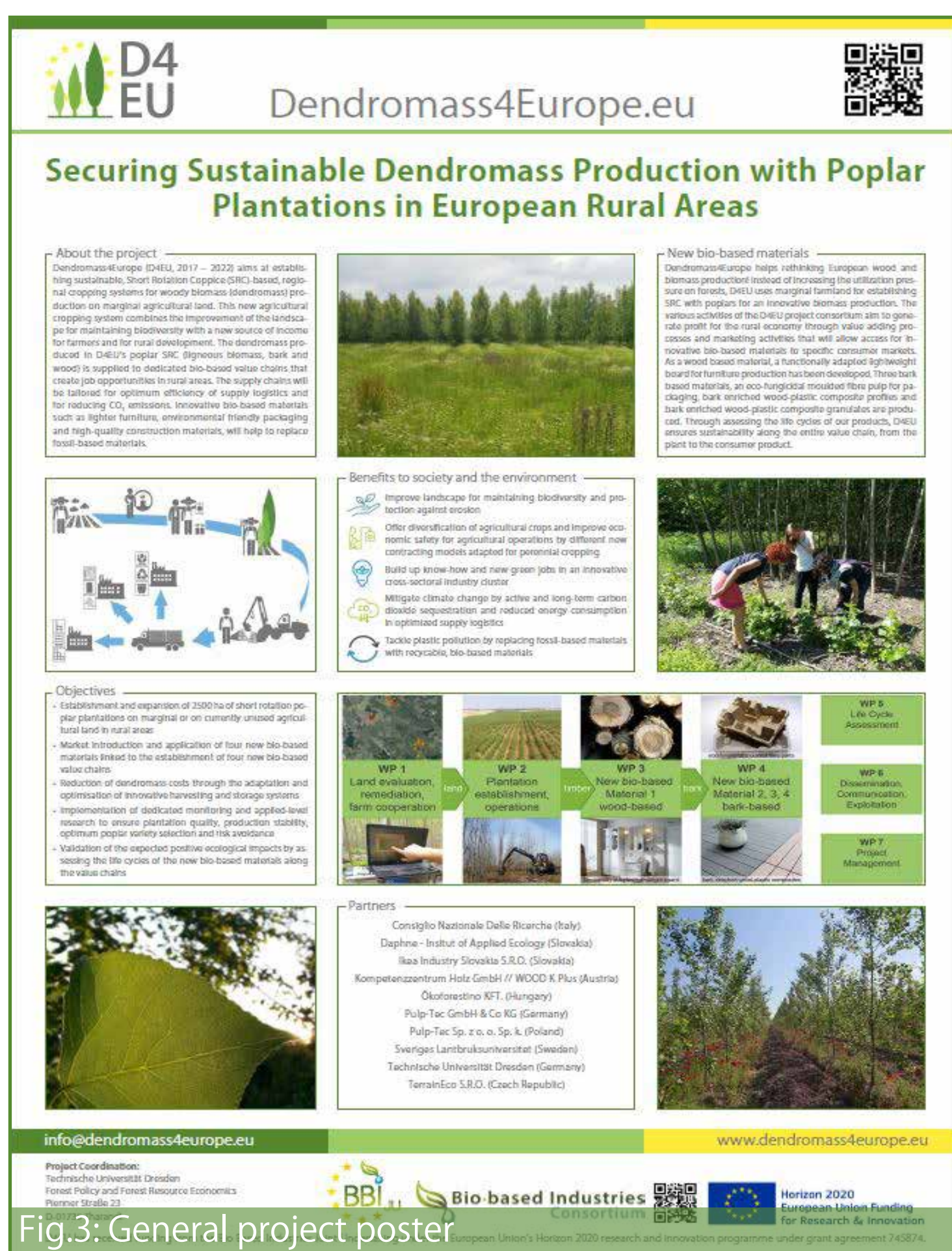


Fig.3: General project poster

Results

Table 1: Distribution of the total number of persons reached among different audience groups

Scientific Community	Industry	Civil Society	General Public	Policy Makers	Media	Investors	Customers
84,631	78,535	31,165	1,788,087	5,967	2,692	4,442	13,955

After 5 years working on the project the partners published 24 scientific papers, and some more are planned. Since we pushed dissemination, most project partners became aware of the relevance of communication. As a result, they have participated more frequently in dissemination activities. In sum, through our communication and dissemination strategy we reached over 2 million people via the diverse communication channels used (but some of them may be counted several times). Table 1 shows how this large group is distributed. The numbers are based on the official number of people reached by the respective communication channel (viewers, listeners, event visitors, website downloads) as well as our own substantiated estimations.

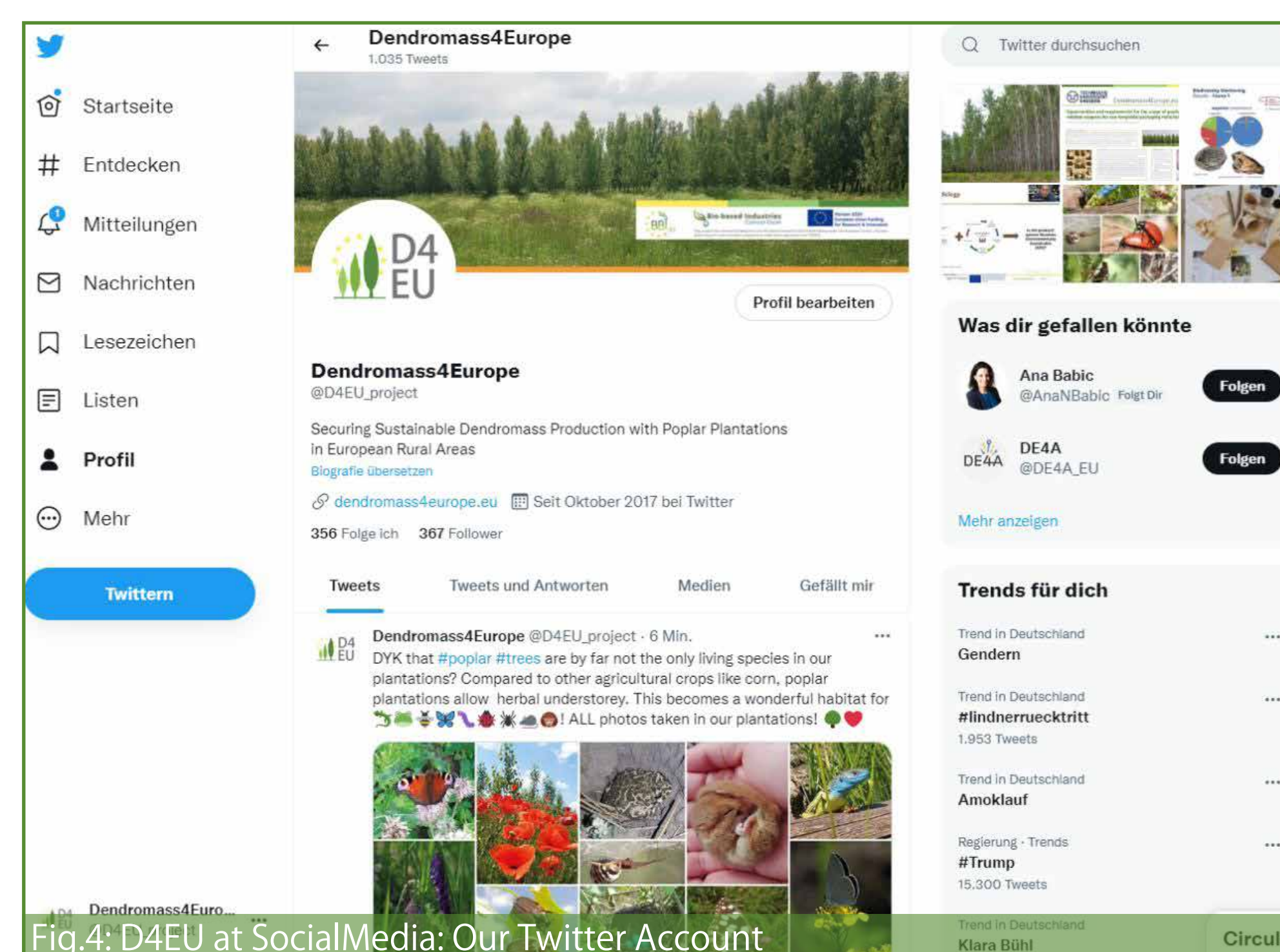


Fig.4: D4EU at SocialMedia: Our Twitter Account

of the project. Furthermore, active participation in conferences, symposia and trade fairs or the organization of booth stands are important parts of communication and dissemination. Stakeholder workshops and demonstration events are used to present and test on-site the measurements and achievements of D4EU.

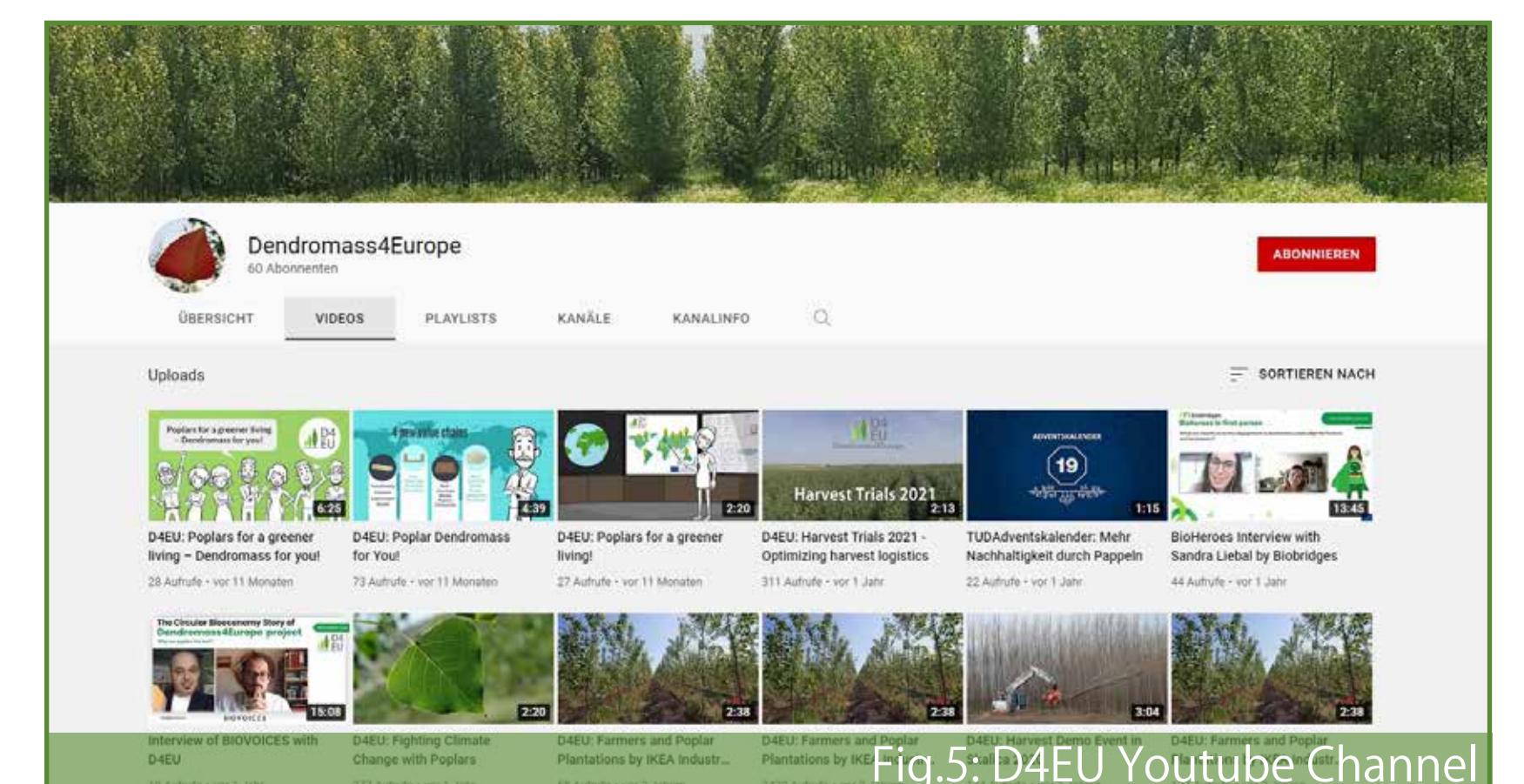


Fig.5: D4EU Youtube Channel

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