



Spurring INnovations for forest eCosystem sERvices in Europe

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H2020-RUR-05-2017 Novel public policies, business models and mechanisms for the sustainable supply of and payment for forest ecosystem services

D5.3 Website and Social Media Campaign

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Reference

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Executive summary

The SINCERE project website (<http://sincereforests.eu>) is a central tool for the communication and dissemination of the SINCERE project. The website was designed to be user-friendly, intuitive, making possible the project dissemination to various target groups, ensuring interactive communication and to serve as an anchor for the social media campaign. This campaign will take place via four different social media platforms, raising awareness and engaging the SINCERE target audiences.

Index

1. Website	4
1.1 Development and objectives	4
1.2 Website address and structure.....	5
1.3 SINCERE Blog	7
1.4 Accessibility.....	8
2. Social Media Campaign	9
2.1 What is it?	9
2.2 To whom, where and how	9
2.3 Assess the impact of social media	10

1. Website

1.1 Development and objectives

The aim is to have a user-friendly project website with multiple functions. As a dynamic information source, it provides information on SINCERE objectives, progress and results, with regularly updated details of events, training, news and public deliverables. Certain aspects of direct relevance to the Innovation Actions (IA), including local news and events, will be available in local languages, targeting IA stakeholders directly. Traffic will be directed to the project website via a regular e-newsletter and blog (a webpage inside of the website) as well as social network activities aimed at attracting new audiences and interest.

The website content includes information about the wider context and impacts of Forest Ecosystem Services (FES). In the future it will showcase how the SINCERE Learning Architecture works in practice and will also be the central repository for SINCERE's results and findings, facilitating knowledge and experience sharing among IA case studies and promoting the IA through ready-made narratives and infographics for easy use for both media and stakeholders. It will also host assessment materials, learning and support tools, the innovation toolkit, the inventory of Innovation Mechanisms (IM) in Europe and syntheses on best practices.

The website was launched in July 2018, and will have subsequent regular improvements, updates and analytics. In addition, under this task, a social media campaign will be launched in September 2018 to raise awareness and engage stakeholders, tailored to specific target groups and ongoing throughout the project. This includes dissemination at international scale, in order to promote interest and share knowledge with other international projects, NGOs, opinion leaders, influencers, WBCSD and its global network, and IUCN members in Europe and beyond.

A bi-annual e-newsletter will inform a wide range of stakeholders (land/forest owners and managers, business community, policymakers, NGOs, international networks and platforms) about SINCERE findings, impacts and events. The newsletter will focus on experiences from the different IA/IM. It will highlight specific interesting IA and report about SINCERE events and other relevant activities. Dissemination will be carried out through existing and expanded partner networks, complementary platforms and the SINCERE project website, which will include a function to garner new subscribers.

The WP5 team is responsible for maintaining and updating the website and collecting and uploading material from project partners and stakeholders. The web-portal will be accessible for a minimum of four years after project termination.

Website main objectives:

- To implement the sharing of practice and knowledge generated by the project;
- To ensure interactive communication and project dissemination to various target groups;
- To serve as an anchor of the social media campaign.

Website practical objectives:

- To promote awareness about FES and IM concepts among stakeholders;
- To promote FES approaches to the business community, using business-oriented terminology;
- To maximise impact at scale by demonstrating wider potentials for FES supply and demand.

1.2 Website address and structure

The SINCERE website is available at <http://www.sincereforests.eu> (main domain) and at <http://www.sincereforests.com> (secondary domain that redirects to the main domain). The website contains two menus, a Corporate Menu with project-related information and an Activities Menu with content-related information (see Figure 1).

Corporate Menu structure:

About	Partners	Contact
About SINCERE	(Logo, website domain, contact person and email of each partner)	(Contacts of the leader of the project)
(subpage) Challenges		
(subpage) Objectives		
(subpage) Outcomes		

Activities Menu structure:

Forests	Get involved	Case Studies	Innovation	Events & training	Resources	News & media	
Forest Ecosystem Services	Blog	Each IA + regional MAG has own page	IM in Europe	Events	Business meaning brochure	News	
Balancing demands	Stakeholders	A quick overview of all the cases and how they interrelate	IM examples: novel policies	Training	Business opportunities scan (infographic)	Newsletter	
Bioeconomy	Citizen actions	Regional MAG has own space/page	IM examples: business models	Open calls (cross-fertilisation activities)	Reports (all public deliverables)	Press releases	
Forests for the future	Participate in SINCERE		Policy framework			Photos	
Glossary			FES incentives			Videos	
				Policy recommendations			Brochure
				SINCERE toolkit			

For later addition

Activities Menu Type of content:

- **Forests:** In this section, there is an explanation about forest ecosystem services, the benefits they supply to our society and what are the related social demands. The relationship between forests and bioeconomy is also explained, as well as the SINCERE project's vision for forests of the future. In this section there is a glossary with the scientific concepts used throughout the website and containing SINCERE project terms.

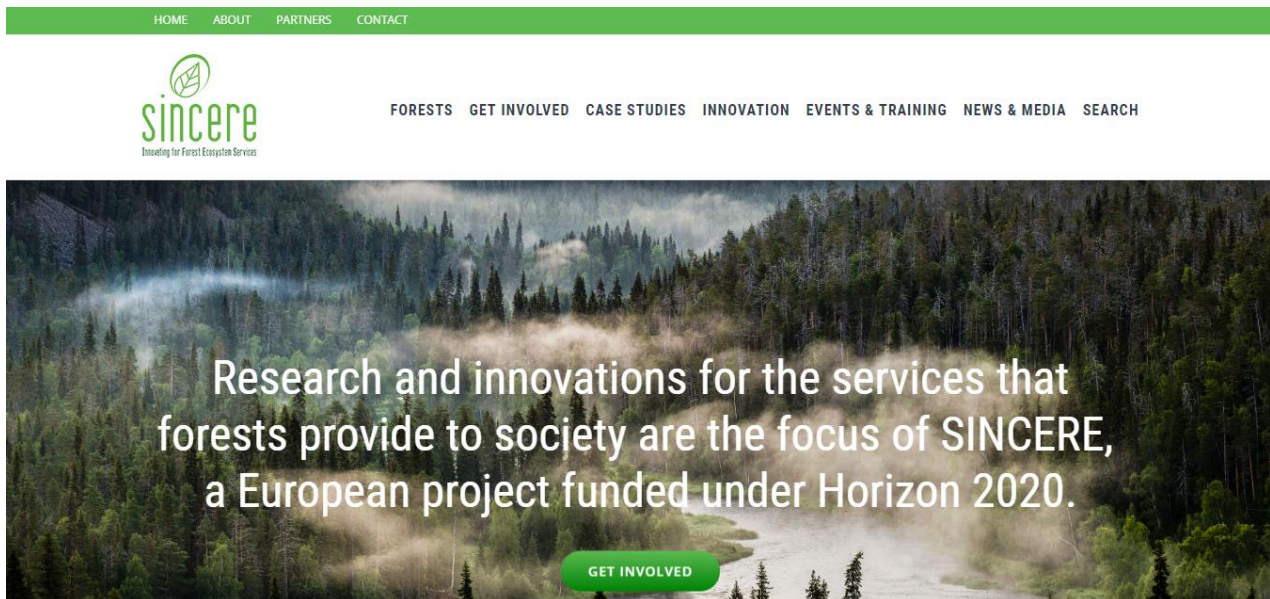


Figure 1 - SINCERE website home page

- **Get involved:** This section has the most dynamic part of the website – the Blog, which given its importance, will be explained in the next section. In the Citizen Actions subpage there will be several examples of how people from different areas can participate in this project.
- **Case Studies:** Here there is a summary presenting all the innovation cases, a total of 11 Innovation Actions. This page (Figure 2) makes it possible to go to the page where each one of the case studies is presented.

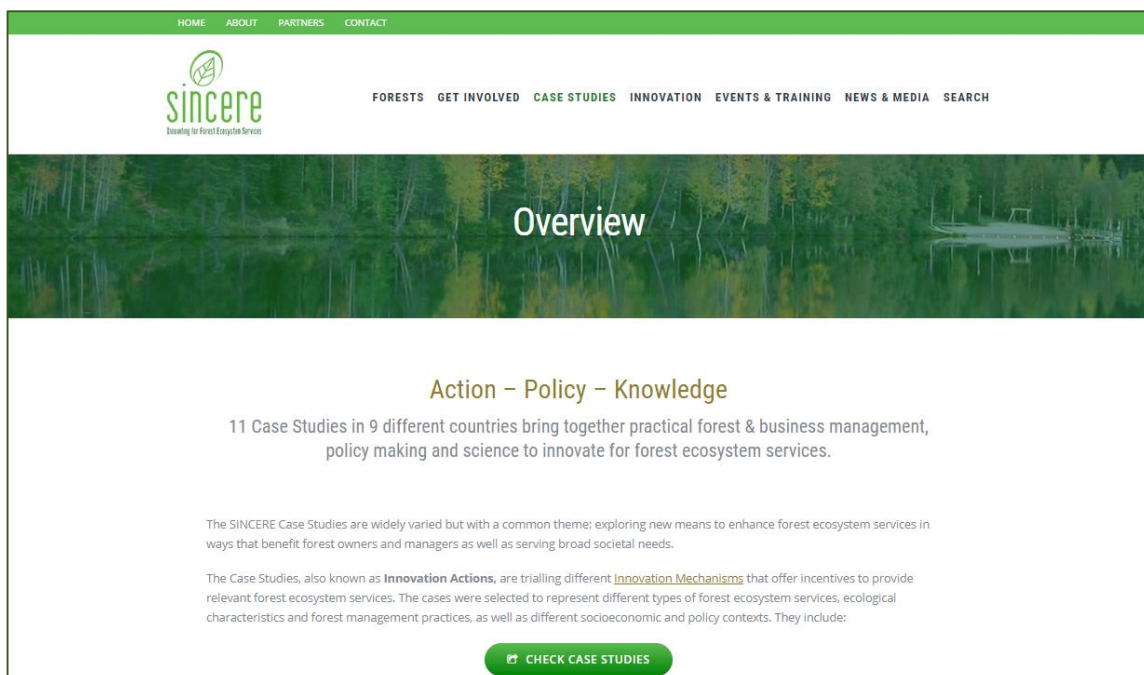


Figure 2 - Case Studies Page

- **Innovation:** the aim is to have an inventory of IM in Europe, the existing knowledge about IM per region, practical experiences and other information related with policies and business models (Figure 3).

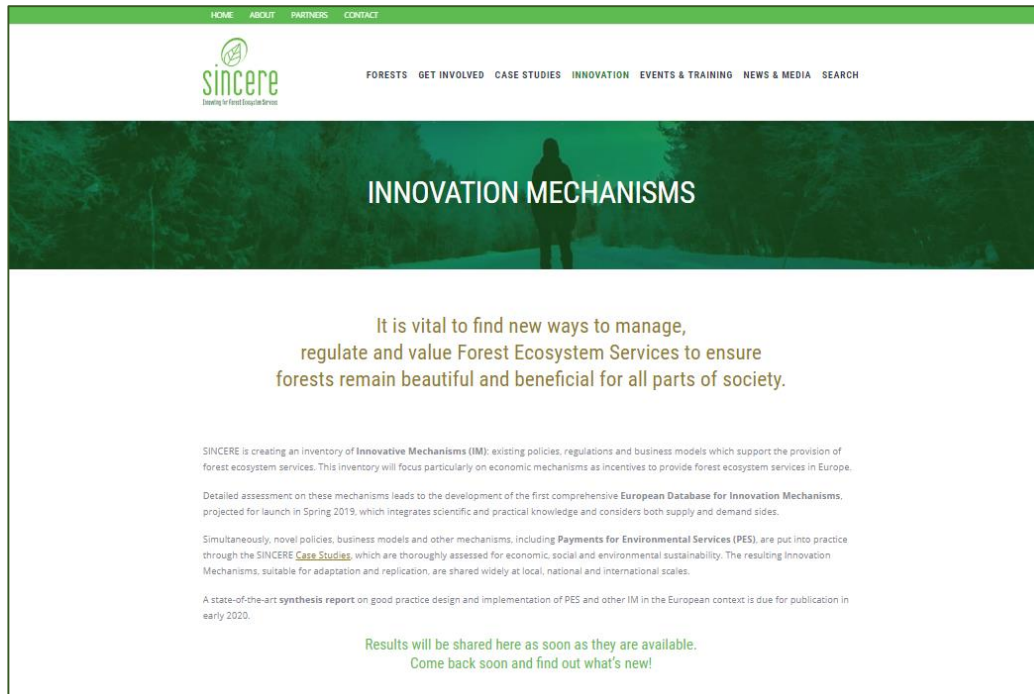


Figure 3 - Innovation Mechanisms Page

- **Events & Training:** This section objective is to present all events of the project, such as meetings, workshops and events at different level, disclosing the when, where, objective, to whom, photos and highlights. It also presents others events and training related to forest ecosystem services, not directly related with the SINCERE Project.
 - **Resources:** Over the course of the project, reports and other written material will be made available in this section once published, to all who want to read it and share them.
 - **News & Media:** In this section, there will be news items with highlights of reports, events, training, case studies, inside perspectives of SINCERE meetings and workshops related to forests.

1.3 SINCERE Blog

The blog is hosted on the SINCERE website and is the anchor platform for short articles, interviews, opinion and thought-provoking text, with an option for comments from readers. The blog was kick-started through a series of interviews with the leader of SINCERE, SINCERE partners, followed by forest experts, philosophers, scientists, environmentalists on technical issues and the contribution of forests to people.

During the first year of the SINCERE website, the blog will be the more dynamic part of the website with the role of bringing visitors to the website to discover the SINCERE project. The dynamism of the blog will be supported by the social media campaign and will be one way of feeding the campaign.

Both the blog and social media campaign have one main objective: establishing relationship with SINCERE target audiences, strengthening and building existing relationships with project connections and reaching out to

new online connections. As a result, the website and the blog will attract further visitors, as well as followers on social media.

This will be possible by the addition of informative, helpful, relevant and educational content on a regular basis that will generate increased traffic. In this way, SINCERE website & blog will be seen as a valuable resource which should be shown by high rankings in the search engines results.

1.4 Accessibility

Regarding website accessibility, here follows a list of the Web Content Accessibility Guidelines (WCAG) with which SINCERE project website is compliant, and their respective summary:

- Structure your website logically
- Present your website content in a meaningful order
- Creating accessible instructions
- Don't use presentation that relies solely on colour
- Contrast - Contrast ratio between your text and background is at least 4.5:1
- Resize Text - Text can be resized to 200% without loss of content or function
- Images of Text - Don't use images of text
- Keyboard accessibility
- No Keyboard Trap
- Use helpful and clear page titles
- Focus Order - Pages work in a logical order
- Every link's purpose is clear from its context
- Multiple Ways - Offer several ways to find pages on your website
- Clear Headings and Labels
- Language of Page - Every page of your website has a language assigned
- On Focus - Elements do not change when they receive focus
- On Input - Elements do not change when they receive input
- Consistent Navigation - Use menus in the same place across your website
- Consistent Identification - Icons and buttons are consistently identifiable
- Error Identification
- Parsing - Your website has no major code errors
- Videos will also have subtitles in English

2. Social Media Campaign

2.1 What is it?

The social media campaign will raise awareness and engage SINCERE target audiences on Facebook, Twitter, LinkedIn and Instagram, overlapping with the launch of the website. The content to be shared via the social media campaign will include: website content, blog posts, blog posts from EFI Resilience Blog, news, events and training, other content from partners, such as their social media activities.

The hashtag **#sincereforests** (and also the website domain) will be used for project dissemination on social media. Two other hashtags that will be used are **#forestsecosystems** and **#sustainableforests**.

2.2 To whom, where and how

To whom?

The **five categories** of target audience (end-users) of the social media campaign are:

- 1) **Stakeholders directly linked to IA:** forest/land owners and managers, forest users, local authorities, entrepreneurs, forest-owner associations.
- 2) **Local stakeholders not directly involved in IA:** forest/land owners and managers, forest users, landscape planners, public authorities, forest-owner associations, business community, local and regional policymakers, scientific community, investors.
- 3) **National and international actors:** policy and decision-makers, business-related organisations and research, e.g. representatives of EU institutions, Forest Finance, Conservation International, EU-Business and Biodiversity Initiative, European Land Owners, EUROSIF, EBN, TEEP, CDP, World Business Council for Sustainable Development, UNEP FI, selected national ministries, public authorities, universities.
- 4) **Journalists and media professionals:** local media actors in the IA regions; citizen journalists incl. bloggers.
- 5) **Civil society:** broader general public outside the IA.

Where?



facebook

<https://www.facebook.com/SincereForests>



<https://twitter.com/SincereForests>



LinkedIn

<https://www.linkedin.com/company/sincere-forests/>



<https://www.instagram.com/sincereforests/>

How?

Building a social media community that shares the same interests and is involved in similar projects is crucial for boosting the visibility of the SINCERE project and increasing the number of people who read SINCERE posts. Some strategies to achieve this and to enlarge the SINCERE community of interested organisations and individuals will be: posting/sharing content; tweeting; retweeting; replying to other comments; quote-tweeting information about SINCERE and SINCERE projects from partners; inviting partners to retweet and share the project's posts and relevant content with their audiences; starting online discussion (e.g. by asking questions); and connecting with other forest project worldwide (e.g. by following their accounts, retweeting or replying to their posts or tagging them).

How to use it?

Facebook: To showcase the project and results in an informal, highly accessible way. To share texts, photos, GIFs, videos, links, event invitations, reports, presentations, multimedia material, etc. Posts go live always with the three hashtags.

Twitter: To share short comments, make announcements that can instantaneously reach a large audience or retweet relevant content. To share texts, media attachments (photos, images, videos, etc.) and quoted tweets (displaying someone else's tweet within SINCERE tweet).

LinkedIn: To showcase the project and results in an informal, highly accessible way. To share texts, photos, GIFs, videos, links, event invitations, reports, presentations, multimedia material, etc. Posts go live always with the three hashtags.

Instagram: Instagram will be a self-standing repository of all the project-related images. Every photo that is shared can have a description with hashtags. These are very important in this social network, because it is how people find content, so how much more hashtags used, more easily is the content found.

2.3 Assess the impact of social media

To assess the impact, the following analytics will be made, specific to each social media platform:



Number of likes in the project page; Number of likes and shares in the posts; Likes and followers engagement



Number of followers, number of retweets of the posts



Number of followers, number of likes and shares in the posts



Number of followers of the account, number of likes and comments, number of "tags" and number of publications with the #sincereforests



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www.sincereforests.eu