

Spurring INnovations for forest eCosystem sERvices in Europe

Project no. 773702

Start date of project: 1 January 2018

Duration of project: 48 months

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

D5.6 Awareness raising and capacity building campaign – update

Due date of deliverable: **31 December 2019**

Actual submission date: **19 December 2019**

Organisation name of lead contractor for this deliverable: **IUCN**

Dissemination level: **PU**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 773702.

Authors

Kate Reilly, Chantal van Ham: International Union for Conservation of Nature (IUCN)

Sarah Adams: European Forest Institute, Mediterranean Facility (EFI)

Inês Martins, Mafalda Evangelista: Business Council for Sustainable Development, Portugal (BCSD)

Reference

Reilly, K., van Ham, C., Adams, S., Martins, I., Evangelista, M. (2019). SINCERE Awareness raising and capacity building campaign – update. Deliverable D5.6. H2020 project no.773702 RUR-05-2017 European Commission, 26 pp.

Executive summary

This document provides an update to the awareness raising campaign as first defined in SINCERE deliverable 5.5. It includes the awareness raising materials and tools that have been developed since deliverable 5.5 was submitted, and describes the further development of ongoing activities, based on an assessment of the needs of the SINCERE Innovation Actions (IAs). An additional consultation with the SINCERE IAs identified a number of new tools and materials that would be useful. The plans for these, including a compendium of awareness raising activities carried out by IAs, a reference document for the tools, and a set of good practice examples, are outlined here. Next steps for continued progress with the campaign are defined.

Table of Contents

1. Introduction	5
2. Assessment of needs and expectations of SINCERE innovation actions	6
3. Activities completed or further developed	10
3.1 Support for social media campaigns	10
3.2 Videos from SINCERE IAs	12
3.3 Factsheets for SINCERE IAs	13
3.4 Toolkit for optimising forest ecosystem services	13
3.5 Other activities	14
4. Ongoing activities from D5.5	15
4.1 EU-level stakeholder videos	15
4.2 Capacity building and webinars	15
4.3 Business messages	15
4.4 Communication to policy makers	15
4.5 Communication of IA messages and outcomes to a broad audience	15
5. New activities	17
5.1 Targeted support as requested by IAs	17
5.2 Compendium of IAs' awareness raising activities	17
5.3 Linking local-level lessons learnt and broader lessons from SINCERE	19
5.4 A set of well-documented examples of IM effectiveness	19
5.5 Expert presentations for local-level events	20
5.6 Reference page for all tools and links for the awareness raising campaign	20
5.7 Other activities and ideas	21
6. Measuring impact of the awareness raising campaign	23
7. Next steps	25

Figures and Tables

Figure 1. Examples of social media cards communicating key messages for a selection of IAs.	10
Figure 2. Example of the toolkit display on the SINCERE website.....	14
Table 1. Status of the awareness raising campaign in each of the IAs.	6
Table 2. Videos produced by IAs	12
Table 3. Factsheets produced by IAs.....	13
Table 4. Compendium of IAs' awareness raising activities as inspiration for others.	17
Table 5. Indicators for measuring output of awareness raising activities	23

1. Introduction

Society is demanding more and more from forests. Balancing these demands with the provision of ecosystem services is increasingly required in the protection and management of European forests. The SINCERE project aims to develop innovative business models and policies to connect sustainable and profitable forest management with societal demands from forests. For such innovative mechanisms to be understood and thus be locally accepted, it is necessary to understand local challenges and needs and to raise awareness amongst local stakeholders of the issues at stake, particularly the benefits that forests provide and of the contributions such mechanisms can make. It is also necessary to build the capacity to sustain the provision of those benefits and support the implementation of innovative mechanisms.

To reach this goal, the SINCERE awareness-raising campaign targets key stakeholders at local scale in the SINCERE innovation actions (IAs, i.e. case studies) to meet several specific objectives:

1. Support SINCERE IA leads with communicating with stakeholders and engaging local media;
2. Raise awareness amongst different stakeholder groups of the benefits of forest ecosystem services (through IA leads); and
3. Provide knowledge, best practices and tools (planning and management, business models, financing, policy, good practice examples) for different stakeholder groups to contribute to the protection and restoration of forests and the ecosystem services they provide (through IA leads).

The awareness raising campaign uses the ‘train the trainer’ concept and takes the form of a package of materials made available to IA leads (and local stakeholders) to put into place at local scale and translate to the local language if required. It is designed to meet the communication needs in each IA and targets specific local stakeholder groups. The materials provided in the package have been requested by different IAs depending on their preferences and needs, although all can make use of the material as needed. The situation in the IAs is likely to be dynamic, and may change as the project progresses.

This document represents an update to the awareness raising campaign described in SINCERE deliverable 5.5. It outlines the outcome of further consultation with the SINCERE partners leading the IAs and includes awareness raising products that have been further developed and plans for upcoming products, which will be developed and released as other outcomes from the project become available.



2. Assessment of needs and expectations of SINCERE innovation actions

The SINCERE awareness raising campaign takes place at local level in each of the IAs. It is focused on raising awareness about the importance of forests, forest ecosystem services and innovative mechanisms (IMs) for their management amongst stakeholders and local citizens that are not directly involved in the IA (i.e. not members of the IA Multi-Actor Groups (MAGs)). Its activities, messages and target audiences are specific to each IA according to the local issues, status of the innovative mechanism being tested, pre-existing awareness levels and other factors. Therefore, the purpose of this deliverable (and the previous deliverables for this campaign – D5.4 and 5.5) is to outline how the IAs are supported by the project, led by IUCN, in doing this work.

For the development of this deliverable, the IA practice partners were consulted during September and October 2019 as a continuation of the consultations carried out for D5.4 and 5.5. The discussions focused on the tools and guidance developed for the awareness raising campaign, their activities carried out so far, upcoming planned activities and emerging needs for support. In some cases, the full-scale awareness raising activities are due to start in 2020 now that IM designs are closer to being finalised and launched; in other cases, awareness raising activities are ongoing. The outcomes of these discussions, in terms of the IAs' experiences to date, their planned activities and their emerging needs for support, are summarised in Table 1.

Table 1. Status of the awareness raising campaign in each of the IAs.

Innovation Action	Experiences to date	Planned activities	Emerging needs for support
Awareness raising and communications campaigns are ongoing			
Health functions of peri-urban forests, Croatia	Open days in the park for visitors to learn about forest ecosystem services and park management were well attended. Factsheet and social media cards are being used. A short video with a stakeholder has been produced.	Open lectures in the park, advertised through local media and other sources.	Distribute the video through the SINCERE channels. Facilitate translation of materials to English. No other emerging needs for support.
Landscape and recreation value trade, Finland	Several awareness raising activities have been completed including presentations at various local events, videos , a forest excursion for conference	Targeted communication to the tourism sector e.g. a video for tourists is being finalised. Opportunities to link to other regional and national events are	Distribute the video through the SINCERE channels. No other emerging needs for support.

Innovation Action	Experiences to date	Planned activities	Emerging needs for support
	speakers, and articles in local newspapers.	being explored, e.g. presentation at Forest Science Day. Discussing with tourism businesses as a route to reach tourists. Aim to communicate with local media.	
Club GREY HORSE, Russia	A stakeholder meeting in mid-November was used as an opportunity to raise awareness of forest ecosystem services and the SINCERE project, including via invited student journalists.	Will write an article about the stakeholder meeting, use the social media cards and produce a video.	Disseminate outcomes of stakeholder meeting through SINCERE channels. No other emerging needs for support.
Spiritual forests and forest kindergartens, Switzerland	A communications concept has been established, identifying the levels at which awareness raising should be targeted, as well as key actors and networks.	Will translate the awareness raising materials (language and characteristics of context). Planning the implementation of the communication concept.	Selection of good examples presented as factsheets. Recorded webinars or videos that can be shown at local events to explain key ideas. Focused webinars on specific topics. Template for communications reporting.
Awareness raising and communications campaigns to start 2020			
Forests for water in Catalonia, Spain	Social media cards translated into Catalan. Focus to date has been on designing the IM.	Planning a strategic communications campaign for 2020. Will use social media cards and potentially produce a video. Will use networks as multipliers, e.g. tourism industry associations and municipalities.	Guidance and examples on how to use social media cards. Review of communications strategy.

Innovation Action	Experiences to date	Planned activities	Emerging needs for support
		Planning an article for local foresters' journal.	
New legal framework for forests in Bizkaia, Spain	Factsheet and short video almost completed. Planning for an awareness raising campaign is underway with the communications department of the Diputacion Foral de Bizkaia.	Planning to renew the local organisations' websites and include information about SINCERE. Considering a general presentation on forest ecosystem services aligned with the 3 rd MAG meeting. Considering options for a more general event, coordinated with others' events on similar topics in the area. Considering a video of one of the pilot projects with the forest owner to show action on the ground.	Disseminating factsheet and video. No other emerging needs for support.
Local awareness of forest ecosystem services is already high – awareness raising activities to centre around the IMs' outcomes			
Reverse auctions pilots for forest ecosystem services, Belgium	Due to local sensitivities, broader communications on the innovative mechanism are being withheld for the moment. Local awareness of forest biodiversity and ecosystem services is already high.	Will assess the local context following the launch of the IM to determine at what point more general communications are appropriate. Considering producing a Q&A for the website to answer any recurrent questions from the public.	Support with distilling lessons learnt from the IA for communications. Support with linking outcomes from the IA with SINCERE's work elsewhere and the lessons learnt. Later in project, further develop existing materials to include outcomes, e.g. a one page summary of lessons learnt, recommendations for stakeholders, etc.

Innovation Action	Experiences to date	Planned activities	Emerging needs for support
ECOPAY Connect, Italy	Focus is on identifying potential to replicate the case in different areas of the region. The awareness raising work so far has focused on production and release of a video .	Considering new social media cards with key messages. Considering a public event arranged around a MAG meeting.	Dissemination of the video. New social media cards with key messages.
Reverse auctions pilot for biodiversity, Denmark	Local awareness of forest biodiversity and ecosystem services is already high.	Awareness raising around SINCERE and the IM is planned to coincide with the launch of the IM. Considering producing a video around the IM launch. Will translate social media cards.	Summary of experiences with local-level awareness raising by other IAs as inspiration. A set of links in one place to all the awareness raising materials on the website. New social media cards with updated messages.
Awareness raising and communications are locally managed only			
Paying for watershed services to cities, Peru	Communications and awareness raising are entirely managed at local level due to difference in relevant media, geographical location, and political sensitivities.		N/A
Consultations to be completed			
Mushrooms of Borgotaro IGP, Italy			

3. Activities completed or further developed

Deliverable 5.5 identified several tools, products and sources of support that all the IAs, regardless of their current stage of awareness raising, can use according to their needs (Table 1; D5.5). These items have now been further developed and are available on the SINCERE website, and are being used by the IAs as outlined in Table 1. The following sections outline their current status.

3.1 Support for social media campaigns

Deliverable 5.5 outlined the messages and photos to be used for a set of social media cards to support social media campaigns from the project's social media accounts and at local level in the IAs. These social media cards have subsequently been completed and are available on the [project's website](#) and [Flickr account](#). The cards are designed according to a common template but colour coded for each IA's key messages (Figure 1).

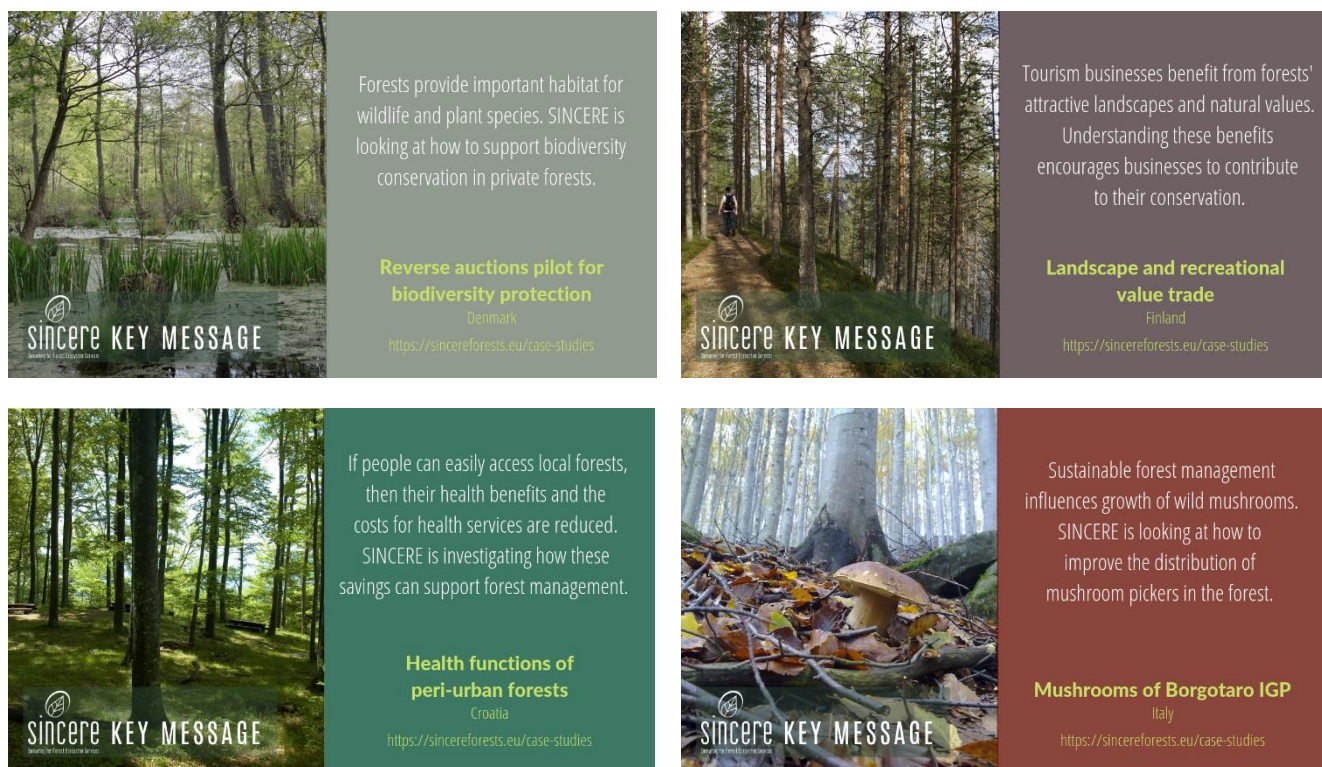


Figure 1. Examples of social media cards communicating key messages for a selection of IAs.

The cards were provided to IAs along with guidance on how to use them effectively (enclosed in the box below). This guidance was provided again to IAs unfamiliar with using social media cards, as well as examples of how it can be done.

Guidelines for using social media cards

We would like to share a social media campaign with key messages and case study teasers developed by the WP5 team following discussions with partners.

At the general assembly in January this year and during individual meetings with each innovation action partner, we have discussed the development of key messages for SINCERE relating to the case studies.

As a result, we have developed two sets of social media cards which can be used to communicate succinct messages about the case studies and about innovative ways of providing ecosystem services, attracting audience to further information on the IAs in SINCERE.

What are social media cards?

Social media cards are visually impactful messages designed to be used on social media – Twitter, Facebook, LinkedIn. They can also be added to websites, sent via email, etc.

We're sending you two types of social media cards: 1) Case Study cards and 2) Awareness Raising cards. The Case Study cards have black backgrounds and give a short explanation of what each IA is about. The Awareness Raising cards have a different colour background for each IA and have the IA-specific key messages that were outlined in the Awareness Raising Campaign deliverable.

WP5 will post these cards at regular intervals on all the project social media in a new campaign to focus SINCERE social media on the content being developed through the project. The cards will also be featured on the project website.

How should I use them?

We encourage you to use the cards on your local websites and social media so that the messages are communicated as widely as possible, including to stakeholders and the public in your local area.

If you would like cards in your local language, please supply us with the translation and we will produce a local language version. Please also let us know if you would like any additional messages.

When posting, you include the card in the same way as you would attach any picture, before adding text as usual. As the message is already in the card, you don't need to add much text – but it's important to include a link to whatever information you would like to direct the reader. It's also important to use the hashtag #sincereforests and /or tag SINCERE @sincereforests. This is so we can keep track of how the campaign is working.

Remember: Link (url) + #sincereforests + @sincereforests SINCERE social media cards

What's the difference between the two sets of cards?

We suggest that you use the Case Study cards to introduce what the IA is about to new audiences and to advertise the work you're doing.

View [case study cards album](#).

We suggest you use the Awareness Raising cards periodically at key moments (see below) to communicate your important messages. However, how you use them is your choice.

View [awareness raising cards album](#).

Some good opportunities to post the cards on social media include:

- Before future stakeholder or MAG meetings to advertise them;
- Before public outreach events, such as workshops, presentations, etc. to advertise them;

- When communicating the outcomes of stakeholder meetings – you can post the card as a quick visual overview of what the IA is about along with a link to the MAG meeting report on the SINCERE website or your local website;
- When the IA is reported in the local news – as above, you can use the card to give a visual message, with a link to the news report;
- During key seasons, such as the summer period, to communicate the benefits of outdoor recreation; or
- Around the time of other events for your key stakeholders, such as forestry meetings or tourism sector events.

Don't hesitate to contact the WP5 team if you have any questions!

Further social media cards will be developed on request from IAs to communicate newly emerging key messages. Text will also be translated to local languages where needed.

Another set of social media cards will be produced towards the end of the project to communicate the results and outcomes of the SINCERE IAs.

3.2 Videos from SINCERE IAs

Guidelines were provided to the SINCERE IAs to produce short videos presenting their IA through an interview with a local stakeholder and/or an introduction to their forest (these guidelines were included in D5.5). Videos have been produced or are under development in a variety of formats in several IAs (Table 2Table 1). The purposes and target audiences vary, and they will be used at local level in the IAs in differing ways. For example, the Finnish IA is producing a video to raise awareness amongst tourists of the benefits forests bring to them, inspiring their emotions, and encouraging them to contribute to forest management. This IA has already produced a short video interview with a stakeholder from the local tourism agency, describing SINCERE and their engagement in the process (available on the [website](#)).

Table 2. Videos produced by IAs.

Innovation Action	Link
Finland	Link A second video is awaiting release
Bizkaia	Awaiting release
Italy (Ecopay Connect)	Link
Croatia	Link

The videos will be used strategically at project level and in the IAs to raise awareness of forests and their benefits and management. Dissemination routes to be used include:

- Sharing on project and local social media;

- Posting on the project and local websites;
- Playing the video at public events and awareness raising activities;
- Identifying relevant messengers that can share the video through their own channels to the target audience (e.g. tourism associations in the case of Finland);
- In some locations, sending the video to local media.

3.3 Factsheets for SINCERE IAs

IAs were provided with a template for a factsheet outlining their activities, key messages, objectives, challenges, and expected impacts (template included in D5.5). The factsheet provides details to complement the short descriptions of the IAs on the project website, and can be used as a handout at local awareness raising activities. The completion of the factsheet is underway in most IA and some are already online on the project website (Table 3)

Table 3. Factsheets produced by IAs.

Innovation Action	Link
Peru	Link
Denmark	Link
Italy (Ecopay Connect)	Link
Catalonia	Link
Belgium	Link

3.4 Toolkit for optimising forest ecosystem services

A toolkit for optimising forest ecosystem services was outlined in D5.5. It is now available online ([link](#)) and provides guidance, tools and recommendations for assessing and valuing ecosystem services; assessing the social and economic context; communicating forest ecosystem services; engaging business; engaging media; engaging stakeholders and communities; financing; law and policy; forest management and forest restoration. The tools are provided with a link and short description (example in Figure 2). In particular, it includes guidance for the IAs in structuring a strategic communications strategy, planning effective events, interacting with the media, and other activities relevant for the awareness raising campaign. Tools and guidelines for developing financial models for FES will be added to the toolkit.

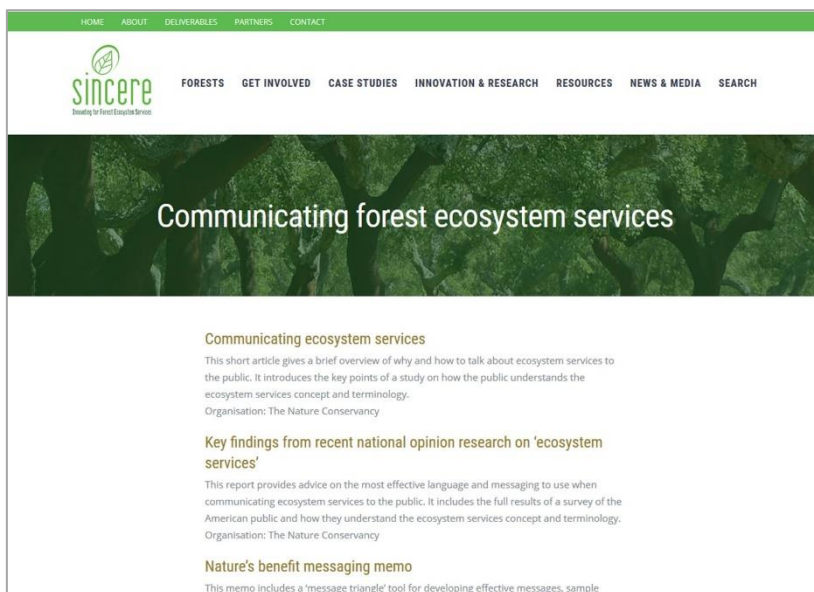


Figure 2. Example of the toolkit display on the SINCERE website.

3.5 Other activities

The inventory of IMs developed in WP1 (D1.2) is available on the website in the form of a [clickable map](#) that shows the distribution of the identified IMs, and provides a short box of information about each one when clicked. Submission of other IMs is also requested. This map provides an easily-navigable source of examples for IAs and others that can be referred to in awareness raising campaigns.

Relevant regional, national and European events on forest ecosystem services, innovative mechanisms and forest management are compiled in the six-monthly project newsletter ([example](#)). This allows IAs and other actors to identify opportunities to present their work or learn from others.

When the SINCERE IAs hold local awareness-raising events, the activities and their outcomes are communicated through SINCERE channels ([example](#)). To support such events, guidelines on successfully organising events of a small number of selected formats will be provided.

4. Ongoing activities from D5.5

4.1 EU-level stakeholder videos

A set of short videos of interviews with stakeholders acting at EU level is planned for 2020, aligned with the supra-national policy analysis work conducted under Task 3.3. The video interviews will either coincide with the policy analysis work (interviews, focus groups), where feasible, or will be planned to avoid duplication. The concept for these videos was outlined in D5.5.

4.2 Capacity building and webinars

A PowerPoint set of slides is being developed to help IAs present SINCERE, including its objectives, activities and expected outcomes. This will allow IAs to clearly position their work in the context of the broader project.

A set of three webinars will serve as capacity building activities. The first of these webinars will be focused on the connections between forests and water, a topic which is of interest to several IAs, including Bizkaia, Catalonia, Finland, Peru, Russia and Switzerland, and which is scientifically complex. The webinar will enable the IAs to be informed of the up-to-date science on this topic, meaning their actions and communications can be based on the current knowledge. Topics that could be the focus of later activities include landscape values; sustainable investment for FES; business investment; trade-offs and synergies between ecosystem services in multifunctional forests; and the European Green Deal.

4.3 Business messages

A series of business-focused clinics are planned for the IAs in 2020 to assist them with business engagement and development of business models. These clinics will assist the IAs in developing key messages for their business-related target audiences.

The business-relevant messages will be shared with the We Value Nature Horizon 2020 project (of which IUCN is a partner), when appropriate, for further communication. Relevant outcomes of Task 5.4 on facilitating uptake in the business sector will also be shared. Outcomes of the We Value Nature will be monitored to identify any that may be useful for SINCERE IAs.

4.4 Communication to policy makers

SINCERE's outcomes will be communicated to policy audiences, including at EU level. This communication will begin once policy-relevant results emerge from the project. To date, contact has been made with the relevant policy officers in DG Environment, who are now aware of the project and its objectives. WP5 will coordinate with WP4 to ensure that the identified policy-relevant outcomes from SINCERE are communicated through appropriate channels to policy makers, including the planned synthesis for policy (SYNPOL) event and policy brief (WP4).

4.5 Communication of IA messages and outcomes to a broad audience

As the project develops, IAs will be supported in making the linkages between their work and their broader project and identifying replication potential and in structuring them in

communications products and activities, as outlined in the updated Dissemination and Exploitation plan (D5.2).

5. New activities

Following the most recent round of consultations with the IAs, a further set of activities and products are underway according to the IAs' emerging needs. These activities are outlined here; all products and tools will be made available to the IAs and on the SINCERE website.

5.1 Targeted support as requested by IAs

The IAs are consulted periodically as to their ongoing activities and emerging needs; the most recent round of calls took place in September and October 2019, as summarised in Table 1. These consultations will continue to take place at appropriate times as the project develops.

The Catalanian IA requested a review of their plan for strategic communications to ensure objectives are well defined, activities are well aligned to the objectives, and that the outcomes can be identified. This review will take place in early 2020 once the plan has been developed. The opportunity to review local communications plans has been offered to all IAs.

5.2 Compendium of IAs' awareness raising activities

The IAs are carrying out or have planned a range of interesting awareness raising activities. While these are adapted to the local context in each IA, they could serve as inspiration for others looking for ideas, for which the IA can provide more information or guidance as needed.

The recent consultation with the IAs revealed the planned activities, which are collated in Table 4. Further information will be sought from the IAs concerned and links will be provided as the activities take place. The compendium will be included in the SINCERE toolkit online, if IAs consent.

Table 4. Compendium of IAs' awareness raising activities as inspiration for others.

Awareness raising activity	Description	Examples
Stakeholder interview videos (following guidelines)	Explain in simple terms and from an outsider's perspective what is important about the local forests and what SINCERE is doing.	Finland and Croatia have produced stakeholder interview videos . Videos from more IAs will be uploaded to the website.
Videos for key target audiences	Highlight how particular stakeholders benefit from the local forest's ecosystem services and how they can contribute.	Finland, Italy and Bizkaia have produced or are developing videos of this type . Finland is producing a video for tourists and tourism entrepreneurs showing the local landscape and biodiversity values produced in private forests. Bizkaia has produced a video to show stakeholders collaborating on work on the ground with forests and rivers. Italy (Ecopay Connect) has produced a video introducing their IM and its benefits.

Awareness raising activity	Description	Examples
Newspaper and magazine articles	Cover the challenges that the IA is addressing and refer to how SINCERE is tackling them. Local journalists can be invited to MAG meetings and/or other local events to gain media coverage.	Finland and Italy (Ecopay Connect) , for example, have produced articles in local media.
Articles in the media of potential multipliers	Communicate SINCERE through established channels for key target audiences. Articles can be included in brochures and newsletters from local stakeholders (e.g. municipalities, tourism associations), industry journals, trade magazines, etc.	Finland included a short article in the municipality's brochure . Croatia included an article in a Croatian forests magazine. Switzerland included a summary of SINCERE in the newsletter for Swiss forest planners. Catalonia is planning to use tourism associations and municipalities as multipliers
Forest excursions and events in the forest	Increase citizens' and stakeholders' engagement by showing them the forest and its benefits.	Finland held a forest excursion for conference attendees. Croatia has held open days in the forest for visitors.
Presentations in existing events	Communicate SINCERE through established events for key target audiences and reach those who otherwise would not attend specially organised events. Such events could include local open days, science fairs, community days, etc.	Finland presented SINCERE at the local Kuusamo Days. Denmark highlighted SINCERE at the Scandinavian Society of Forest Economics 2018 conference, which is a biennial event so they also hope to present the project at the 2020 edition.
Local meetings or events organised by SINCERE	Communicate to an interested audience more in-depth and complex information than is possible during a presentation slot in an existing event; raise brand awareness of SINCERE. It is important to ensure events are coordinated with other similar events taking place at local level to avoid confusing messages, competing for audience, etc. Short events for a general audience can be aligned with the MAG meetings.	Croatia is planning open lectures. Bizkaia is planning a general presentation aligned with the next MAG meeting.

Awareness raising activity	Description	Examples
Question and answer/frequently asked questions (FAQ) sets	To provide straightforward and easy to understand answers to key questions about the case (e.g. controversial, technical or easy to misunderstand aspects).	Belgium is planning to produce this if needed.
Collaboration with journalism students	Reach a new generation of journalists by inviting them to cover SINCERE events.	Russia has invited journalism students to its stakeholder meeting in November 2019.
One pagers of lessons learnt and recommendations for key stakeholder groups	To distil key messages from IAs' work in a handout/post that is easy to digest and targeted to different stakeholders	Belgium is planning to do this.

5.3 Linking local-level lessons learnt and broader lessons from SINCERE

As outlined in Table 1, awareness of forest ecosystem services is already high in some IAs, and therefore the focus for the awareness raising campaign will instead be on the IMs, as well as experiences from the other IAs. Which elements of the IAs are relevant for others elsewhere and how the local-level and project-level work can be linked is an evolving discussion involving all components of the project. The IA practice partners and the project's science partners will need to identify from a scientific basis the replicability and context-specificity of the IAs' lessons learnt. WP5 will support this process by ensuring the relevant lessons learnt and recommendations are effectively communicated for replicability, as outlined in the updated Dissemination and Exploitation Plan (D5.2).

5.4 A set of well-documented examples of IM effectiveness

Once completed, the IA factsheets will provide a good overview of each case so that other IAs can introduce/discuss them during their awareness raising activities, as relevant. However, in order to convince stakeholders to support an IM, it is often necessary to be able to demonstrate effectiveness of similar mechanisms from elsewhere that have already been tested and evaluated. Conversely, contrasting mechanisms used elsewhere can be used to demonstrate the range of potential options for supporting forest ecosystem services. A small number of good practice examples that are well documented, giving the same information as the SINCERE IAs' factsheets, would support IAs in this process.

An [inventory of IMs](#) across Europe has already been completed (D1.2). From this inventory, a small number of cases will be selected according to the following criteria:

- The process of designing and implementing the IM is well documented;
- Evidence of its effectiveness is available;

- An assessment of the lessons learnt has been made; and
- It has been used to address similar challenges as in the SINCERE IAs.

Across the set selected, some IMs will be similar to at least one of the SINCERE IAs while others will present new ideas.

Using the information available, the selected examples will be developed into a factsheet format that the IAs can use in their events and awareness raising activities.

5.5 Expert presentations for local-level events

At local-level awareness raising events, it is often helpful to have a presentation from an expert to explain the details of forest ecosystem services, the IM or other relevant aspects of the case. However, budget to invite such experts is often limited. Therefore, videos and recorded webinars can be used as an alternative.

The potential to achieve this using the capacity building webinars will be explored. With the permission of the speakers, the presentations could be recorded as separate files, and later formatted into videos with introductory and closing slides. They could be made available on the SINCERE website such that any IA that needs an expert presentation can easily access them. IAs could also provide a local language translation that can be added as subtitles to the presentation.

The videos with EU-level and local-level stakeholders can serve a similar purpose – these are already being collated on the [website](#).

5.6 Reference page for all tools and links for the awareness raising campaign

The SINCERE website contains several tools and resources. So that the IAs can find everything they need for the awareness raising campaign, a reference guide has been developed – enclosed in the box below. It will be updated with the addition materials to be developed as above.

SINCERE Awareness Raising Campaign – Resources and Materials

SINCERE toolkit

The toolkit provides a set of guidelines, tools and other resources for all aspects of forest ecosystem services. It categorises the resources into the following categories: assessing and valuing ecosystem services; assessing the social and economic context; communicating forest ecosystem services; engaging business; engaging media; engaging stakeholders and communities; financing; law and policy; forest management; and forest restoration.

The toolkit provides guidance on designing and structuring a communications campaign, running effective events, engaging with the media and other issues relevant for the awareness raising campaign.

The [toolkit](#) is available from the resources section of the SINCERE website.

Social media cards

There are two sets of social media cards – one set introducing each case study and one set giving key messages for each IA as part of the awareness raising campaign. They can be used on the SINCERE

project social media and the accounts of IA practice and science partners. Guidelines on how to use them are available.

The [case study cards](#) can be downloaded from the project Flickr account.

The [key messages cards](#) for the awareness raising campaign can be downloaded from the project Flickr account.

The [key messages cards](#) can also be found on the website.

New key messages cards can be easily made and the text can be replaced with local languages – get in touch.

Case study factsheets

The case study factsheets present the IA information in more detail and are available from the [IAs' pages on the website](#) as a PDF. An example of a completed factsheet can be found [here](#).

Videos

A video introducing the project, with subtitles in multiple languages, is available from the website's home page. There are also videos made by and for the IAs, which are all available in the [videos section](#) of the website.

Inventory of innovative mechanisms

An [inventory of innovative mechanisms](#) for forest ecosystem services identified from across Europe is available on a clickable map viewer.

Communication of events

We can communicate about your awareness raising outcomes and events through the SINCERE communication channels. Send us a short webstory or a key message, with some pictures, by email or by tagging us on Twitter @SincereForests.

Blog and newsletter

The [SINCERE blog](#) includes posts and articles by the IAs, as well as other writers giving perspectives on forest ecosystem services.

The six-monthly SINCERE newsletter collates news and updates from within the project and developments in forest ecosystem services more generally, as well as a list of upcoming events that could be used for awareness raising opportunities. Past editions and the subscription form can be found [here](#).

Contact us for more information, to send your articles and pictures, for more social media cards or any other requests: kate.reilly@iucn.org or sarah.adams@efi.int

5.7 Other activities and ideas

The IAs will continue to be provided with examples, ideas and support as needed. Other activities to be explored include assisting with the design and content of on-site information boards and

linking IAs with other international projects or initiatives that could be of interest for their work. For example, the [Healthy Parks Healthy People](#) initiative may be interesting for the Croatian IA. Examples of effective communications from other payments for ecosystem services schemes could be of use for the Catalonia IA when designing their communication campaign. Periodic screenings of existing initiatives, examples, networks, approaches, etc. will identify useful materials to be communicated to the most relevant IAs and included in the online toolkit if appropriate.

6. Measuring impact of the awareness raising campaign

It is important to measure the impact of the awareness raising campaigns at local level in each of the IAs to ensure that the project's goals have been met and to ensure the success of future activities that rely on high levels of awareness, such as upscaling or replicating the IMs. However, given the diverse nature of the IAs, their target audiences and the pre-existing levels of awareness, it is challenging to measure the impact across them. There are also resource and capacity constraints. For example, it is not feasible to survey the target sectors of the population before and after the awareness raising activities to assess the change in awareness on forest ecosystem services. This is due to insufficient resources to design, implement and analyse surveys of a sufficient sample size in all IAs. Therefore, a pragmatic approach will be taken to measure the impact of the campaign.

Firstly, the inputs for the campaign (i.e. which awareness raising activities are conducted) will be measured. Each IA is recording the number and type of activities they are undertaking to reach the target audiences for the awareness raising campaign, which were defined on the basis of the stakeholder analysis conducted in WP2 and are outlined in deliverable 5.4. The outputs of the campaign are measured in terms of the number of people reached per activity, where feasible (Table 5).

Table 5. Indicators for measuring output of awareness raising activities.

Activity	Methods to identify number of people reached
Social media campaigns	Reach (number of people that view each post) and engagement (number of people that interact with each post)
Online articles	Number of page views (when possible to obtain, e.g. for websites managed by project partners)
Newsletters	Number of subscribers
Videos	Number of views
Leaflets, brochures, handouts, etc.	Number distributed
Events (conference presentations, workshops, public lectures, excursions, etc.)	Number of attendees

The IAs have been reminded to keep track of the number and types of stakeholders reached through their awareness raising activities. They will receive the communications reporting template used in SINCERE's periodic reporting so that they can complete it following each activity.

During the planned conversations with the IAs at regular intervals, the results of the output indicators will be reviewed to ensure that the target audiences (as defined in D5.4) are being reached and to determine if adjustments are needed. A final informal evaluation of the awareness

raising campaign will assess success with the IAs, the outcomes of which will be distributed to IAs to inform their future activities with IMs.

7. Next steps

The previous sections outline the ongoing and planned activities that form the awareness raising campaign at local level. The following activities are priorities:

- Circulate the reference page for the tools and materials that can be used in the campaign to all IAs, and periodically circulate updated versions as new tools become available, as well as the reporting template;
- Complete the compendium of the IAs' awareness raising activities with the IAs' support;
- Select a set of good practice examples and develop factsheets;
- Continue to produce and make available IAs' factsheets and videos and videos with EU-level stakeholders who have similar objectives;
- Further advance planning for webinars and capacity building; communication to policy makers, business and international audiences; and identification of challenging audiences to reach;
- Regularly screen examples, initiatives, networks, tools and other relevant materials to identify those of interest for particular IAs and to keep the online toolbox up to date;
- Continue to discuss the awareness raising campaign and identify emerging needs for support at regular intervals with the SINCERE IAs.

