

Spurring INnovations for forest eCosystem sERvices in Europe

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D5.7 Awareness raising and capacity building campaign – update

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Executive summary

This document provides an update to the awareness raising campaign as first defined in SINCERE deliverable 5.3, with subsequent updates 5.4, 5.5 and 5.6. It includes the awareness raising materials and tools that have been developed since deliverable 5.6 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 are outlined here. The steps which will bring the campaign to its conclusion are defined, while future communication and dissemination activities to promote the IAs locally and regionally are identified. Where data is available, the impact of the awareness campaign is assessed.

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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 the final update to the awareness raising campaign initiated in 2018 and described in SINCERE deliverable 5.3, with subsequent updates 5.4, 5.5 and 5.6. 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. The main results from the IAs in terms of performance, sustainability and congruence with policy frameworks are provided in D3.3.

As reported in the force majeure report on the impact of corona virus on SINCERE’s implementation, in-person awareness raising activities in many of the IAs planned for spring / summer 2020 (as described in D5.6) were postponed or cancelled because the progress of IA development was delayed in some cases studies due to Covid-19, and possibilities of social events were constrained. As a result, the final actions in Awareness Campaign were postponed.

2. Activities completed or further developed (since December 2019)

Deliverable 5.6 identified several tools, products and sources of support that all the IAs have been using. The following sections outline their current status.

2.1 Support for social media campaign

The online mode of working which accelerated in by the COVID-19 crisis was used to maximise the visibility and outreach of the project through the website and social media activities.

The social media campaign entered its third phase in early 2020, and focused on awareness campaign messages. This helped rallying targeted stakeholders through the different channels and increasing the number of followers. The social media campaign also reached or even surpassed the project target, with total followers amounting to 534 on Twitter, 224 on Facebook, 182 on Instagram and 110 on LinkedIn.

The second phase of the SINCERE project hence consolidated the social media campaign as a key vehicle to disseminate FES as innovative ways to value and support the services forests provide to society. By showcasing how target groups and end users can optimally benefit from and contribute to the IAs, the campaign has helped to maximise the project's visibility and impact.

Information about the IAs has been promoted through the SINCERE partners' websites and their social media channels (LinkedIn, Facebook, Twitter) in the form of posts, videos and infographics. Further, a social media campaign was carried out for the IAs through the use of social media cards showcasing key messages. These social media cards are available on the [project's website](#).

2.2 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 in a variety of formats in several IAs and are available on the [project's website](#). The purposes and target audiences vary, and they will be used at local level in the IAs in differing ways.

Additional videos have been created by some of the IA partners, including:

- LUKE, Finland created two IA awareness campaign videos which were published on Luke's Youtube Channel: a [video](#) on Preserving Kuusamo landscapes and biodiversity published in June 2020; a [video](#) on the importance of forests for tourism and forest owners published in September 2020; a [video](#) on the importance of the scenery for tourists and locals published in September 2020.
- DFB, Spain created two videos: a [video](#) published on the DFB website at the end of 2019 about the SINCERE project and the FES, to raise awareness about the value of FES in general, and particularly of water, landscape and wood; a [video](#) published in June 2021 about a visit to a school in Berriatua, where the pilot project is been carried out, where the SINCERE project and forest ecosystem services were presented to students aged between 10-11 years.

2.3 Factsheets for SINCERE IAs

The IA factsheets provide 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. All factsheets have been concluded and posted on the website.

Table 1 - Factsheets for IAs

Innovation Action	Link to factsheet
Belgium	Link
Spain (Bizkaia)	Link
Finland	Link
Russia	Link
Spain (Catalonia)	Link
Peru	Link
Denmark	Link
Switzerland	Link
Croatia	Link
Italy (ECOPAY)	Link
Italy (CCP)	Link

2.4 Toolkit for optimising Forest Ecosystem Services

A toolkit for optimising forest ecosystem services is 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. 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 have been added to the toolkit.

2.5 Other activities

Additional activities carried out by project partners and contributing to the IAs' awareness raising included:

- Webinars, presentations and information sessions:

The SINCERE Talks have been delivered in the form of webinars. IAs were consulted at the third SINCERE General Assembly (December 2019) on which topics were of priority for them, and the SINCERE Talks programme was developed accordingly. The [first SINCERE Talks webinar](#) was held on 25th September 2020. It explored the connections between forests and water, a complex topic of interest to several IAs. Renowned experts Meine van Noordwijk (ICRAF) and Sven Wunder (EFI) discussed how forest management affects hydrological services and how payment for environmental services schemes can support such management. The [second SINCERE Talks](#)

[webinar](#) was held on the 7th December 2020 and focused on providing the IAs and external audiences with an up-to-date overview of the future policy framework at EU level might increase the resilience and sustainability of Europe’s forests and how new legislation might affect people working with forest ecosystem services in practice.

The next SINCERE Talks Webinar will be organised jointly with the Integrate Network on the 22nd of September 2021 focusing on the [EU Forest Strategy: Strengthening forests for biodiversity & climate change](#). The webinar creates a space for constructive dialogue and joint reflections on future implementation and collaboration within the framework established by the New EU Forest Strategy for 2030, to advance support for ecosystem services and the integration of biodiversity protection into forest management, to ensure resilience and productive capacity of European forests and to discuss the need to reward forest owners for the multiple ecosystem services that forests provide.

Additional events and information sessions were organised by several IAs as described in table 2.

Table 2 - Webinars and information sessions from the IAs

Innovation Action	Type of activity	Description
CIFOR, Peru	Webinar	The webinar “Pathways to effective, equitable and sustainable interventions on natural infrastructure for water security” was held on 18 th November 2020. It presented a guide of assessing IAs in the case of watershed management.
OC-ANB, Belgium	Information session	3 information sessions were organised to inform potential bidders (forest owners, hunters and farmers) about the reversed auction.
PINPM, Croatia	Presentation	PINPM held a presentation at the 2nd Croatian Expert Conference on urban forestry , providing a presentation on the SINCERE project in November 2020. On the occasion of the birthday of the proclamation of the "Nature Park Medvednica", PINPM

		participated in the public event and presented the SINCERE project.
DFB, Spain	Debate	In the Wood Week celebrated in the Basque Country (DFB) from 12 to 18 of October 2020, a debate-colloquium on the benefits of ecosystem services was held on 12 October, with the participation of the DFB and some of its partners or actors in the pilot project (USSE, Basoa Fundazioa etc).
CCP, Italy	Training	CCP delivered a training course for professional foresters , completed in 2019: “Non-wood forest products and the role of territorial marketing”. The course was intended for forest owners and managers in order to explain how silviculture can boost the economy based on recreational wild mushroom picking.
Pan Bern, Switzerland	Presentation	Pan Bern has developed a presentation which is continuously adapted, summarizing the major findings of the SINCERE-Project in German and French.
Luke, Finland	Webinar	Luke, SMK and the Ruka-Kuusamo Tourism Association organised held a webinar on 16th September 2020 on lanscape value trade. The webinar provided information about the pilot and how business could contribute to it.

Luke, Finland	Presentation	On 9 th December 2020, Luke, Finland participated in the SOBIO DAYS 2020: Discourses and Imaginaries of the Sustainability Pathways in the Transition to a Biobased Society , providing a presentation titled "Designing a new solution to support forest landscapes in a tourism destination – Landscape Value Trade in Ruka-Kuusamo".
PINPM, Croatia	Outdoor event	On 4 th July 2021, PINPM organised an outdoor public event . The event featured a presentation of the SINCERE project, a presentation of stakeholders involved in project, and FES with an accent on sport and recreation.
PINPM, Croatia	Conference	PINPM organised the 1st Scientific Conference with International participation Medvednica Green Touch in June 2021. Topics of the scientific conference included: Sustainable management of protected areas, Sustainable tourism, Climate change, Forest management.

- Communication products and activities

A number of communication activities and products, such as policy briefs, brochures and campaigns were delivered by several IAs.

Table 3 - Communication activities and products from the IAs

Innovation Action	Type of activity	Description
CIFOR, Peru	Factsheet	CIFOR produced a Factsheet in Spanish on the impacts of

		infiltration trenches on water and soil. This short document, completed in December 2020, presents the main results of a systemic literature review for a non-specialist audience.
CIFOR, Peru	Policy brief	CIFOR produced policy briefs in Spanish and English on ecosystem services and social equity. These short documents, completed in December 2020, summarize two papers published in issues of equity and power in the management of ecosystem services in Peru.
DFA, Denmark	Article	DFA participated in an interview and helped create an article about the IA. The article was published in a Swedish magazine targeted at forest owners (Land Skogsbruk nr. 21, May 2021).
PINPM, Croatia	Media appearance	<p>PINPM made a guest appearance on the Croatian radio and live reporting on the Sljeme radio in June 2020.</p> <p>PINPM made a guest appearance on the national news program, reporting on the outdoor event (Park's birthday and SINCERE event) in June 2020.</p>
CCP, Italy	Awareness campaign	CCP organized two awareness campaigns on Ecosystem Services with end users. The activities were carried out during the outdoor activity organized by the

		association of local outdoor guide.
LUKE, Finland	Communication plan	LUKE led the preparation of a communication plan for the Finnish IA in Kuusamo covering both national and local levels. The plan included the preparation of a press release in September 2020 on starting the pilot in Kuusamo.
Pan Bern, Switzerland	Factsheet	Pan Bern produced a factsheet which gathers examples of IA and IM (within SINCERE and other projects). Good examples were communicated at different occasions. The collection of examples will be prosecuted and a key choice of examples will be integrated in an overview in the final reporting.
Pan Bern, Switzerland	Template for communication reporting	Throughout the project, Pan Bern elaborated a template for communication reporting on the IA. In the final reporting all the major findings will be presented and summarized.
Pan Bern, Switzerland	Infographic	Pan Bern has developed a prototype for an infographic which has been further developed. The infographic shows the extended Business Model Canvas BMC of Funeral Forests.
Luke, Finland	Newsletters	LUKE, Finland published a National Rural Finland newsletter related to tourism development issues. The

		<p>newsletter, published in September 2020, contained information about the SINCERE project activities and the pilot in Ruka-Kuusamo area.</p> <p>LUKE, Finland also released a Newsletter for members of Ruka-Kuusamo Tourism Association between September and November 2020. The newsletter contained information about the progress of the pilot in the region and information on how businesses can contribute.</p>
PINPM, Croatia	Article	<p>In 2020, PINPM published a number of non-scientific articles. These included: an article in a Journal for popularization of forestry (HRVATSKE ŠUME) about sustainable forests for a sustainable future; a book of abstracts (9th Symposium with international participation Kopački rit past, present, future); an article featuring a lecture from foresters on forest management.</p>
Ecopay Connect, Italy	Infographic	<p>Ecopay Connect, Italy produced an infographic to clearly show the financing mechanism. It has been used in several presentations and events with stakeholders.</p>

3. Ongoing activities

3.1 Capacity building and webinars

A powerpoint presentation has been developed to introduce SINCERE and forest ecosystem services. This will allow IAs to clearly position their work in the context of the broader project.

The SINCERE Talks webinar series is ongoing, with two webinars held in 2020 and two further planned for autumn 2021, the first taking place on 22nd September. This open, [high-level webinar](#) will focus on the recently published EU Forest Strategy.

CEPF RAS (Russia) hosts monthly webinars for students and post-graduates, some of which were created with the ES concept popularisation in mind.

3.2 Business messages

A series of business-focused clinics have been delivered in 2020. A consultant was recruited by BCSD to carry out an online Business & Marketing Clinic which gathered four of the eleven IA partners. These included Natuurinvest (OC-ANB) Belgium, Danish Forest Association, Pan Bern AG Switzerland and Etifor Italy. This professional was selected due to its expertise on the topic and own creation of the Sustainable Start Canvas Methodology. This is a tool developed to Map, Check, and Innovate a business (model) from 4 integrated Systems Thinking Perspectives. Through this approach, the model helps assessing current and future needs of target audiences, consequently guiding strategic decision making, building resilient channels through circular activities and regenerative resources, and trustworthy relationships with stakeholders. This activity was developed during four months in 2020.

This online clinic helped raising new and critical perspectives used to explore and explain value proposition of the different IAs. The outcomes of this Business & Marketing Clinic will also help to inform the development of 'SINCERE for Business' activities and outputs, together with relevant material provided by the other WPs.

These clinics will be complemented by a session during the SINCERE final conference in September 2021. The session will focus on building the business case for innovative mechanisms to support the provision of ES in Europe on the basis of two European-wide research and innovation projects, SINCERE and NOBEL. The presentations by these projects will describe and discuss business models developed for incentivizing ES provision and tested in practice, especially focusing on the potential to expand their use, possibilities to build attractive business cases and related challenges.

In March 2021, a [virtual learning lab on business and financing for forest ecosystem services](#), organised by SINCERE partners Prospec Institute and the University of Copenhagen, brought together SINCERE practice partners, researchers and external stakeholders in a lively online workshop. The focus was on business models: income streams, reverse auctions as a novel instrument for FES, and the landscape of financing for FES.

3.3 Communication to policy makers

SINCERE's outcomes will be communicated to various policy audiences, including at EU scale. Personal contact has been made with the relevant policy officers in DG Environment, who are aware of the project and its objectives. WP5 is coordinating with WP4 to ensure that the identified policy-relevant outcomes from SINCERE are communicated through appropriate channels to policy makers, including the synthesis for policy (SYNPOL) event, planned for end of October 2021, and policy brief (WP4), which will be introduced to a selected number of stakeholders during this event. An official launch event for the policy brief is planned to take place in Brussels or online in February 2022.

In April 2021, SINCERE partners together with the team from sister project in the RUR-05-2017 call, [InnoForESt](#), gave a presentation to European Commission policy staff about learnings from the two projects for strengthening forest ecosystem services across Europe. The two-hour online session was attended by AGRI, CLIMA, ENV, GROW, REA and RTD, with several policy officers manifesting interest in the materials presented and requesting further inputs. Topics included:

- Crucial elements of successful PES schemes and governance mechanisms
- Differences in targeting public and private land managers
- How the EU can support mainstreaming/knowledge exchange of best practice solutions
- How the EU can facilitate and support the development of market-based mechanisms
- The main barriers faced by forest managers to adopting innovative governance and management models
- Conflicting policies that hinder the adoption of governance innovations
- Concrete improvements in view of the current main financing instruments that can be envisioned

The results of this presentation were summarised in a document with policy recommendations and the full presentation was made available to the European Commission.

3.4 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. WP5 has identified a list of events as well as projects and platforms and communication channels which could provide opportunities to showcase the messages and outcomes of the SINCERE project. Contact will be made with representatives of such platforms to inform them about the project and verify their interest for offering the SINCERE partners a space for sharing and presenting results.

4. New activities (since December 2019)

The IAs are consulted periodically about their ongoing activities and emerging needs. At the request of IA partners, consultation and planning on awareness campaign activities were suspended in spring 2020 due to restrictions imposed during the Covid-19 pandemic. An online meeting was held in July 2020 between IA coordinators, WP2 and WP5 to discuss the challenges faced by IAs, particularly as a result of Covid-19, and to provide a space to share experiences and ideas despite the suspension of main awareness raising activities.

In 2021, WP5 has held consultations with the IAs on how to resume activities in the final year of the project, even if partners are still affected by the coronavirus and local restrictions to a greater or lesser extent. A number of activities and products are underway according to the IAs' emerging needs, outlined here, with all products and tools to be made available to the IAs and on the SINCERE website.

4.1 Targeted support as requested by IAs

A meeting with IA coordinators took place in February 2021. The objective of the meeting was to update IAs on plans for communications, awareness raising and dissemination, and to give IAs the opportunity to share experiences and ideas on successes and challenges of awareness raising.

Further, a template to request support was shared with all IA partners in June 2021 during the Annual Assembly meeting. Only CPF and DFB (Spain) and PanBern (Switzerland) have requested support respectively for the IAs in Catalonia, Bizkaia and Switzerland.

4.2 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.

Recent consultation with the IAs revealed the planned activities, which are collated in table 4.

Table 4 - Overview of new awareness raising activities from the IAs

Awareness raising activity	Description	Example
Infographics	Convey to target audiences the benefits of the IA	CPF, Spain is developing two infographics to showcase the benefits of the IA: one for forest owners to be motivated to join the Forest Owners association, and one for the companies and municipalities who want to invest.
Videos	Explain in simple terms the lessons learnt from the IAs	CPF, Spain is developing a video showcasing the Catalan IA and

		<p>the overall process for a PES in relation to water.</p> <p>DFB, Spain is planning to elaborate a final video of the project, to raise awareness about the value of the FES in general and particularly the value of the FES in the case study in Berriatua (water, landscape and wood). The video will focus and remark the importance of the participatory process and involvement of the different stakeholders in our case study. This activity is planned for September 2021.</p> <p>Ecopay Connect, Italy has recently recorded a video which is now under development. It is mostly directed to poplar companies and once ready it will be disseminated among them. This activity is planned until the end of 2021.</p>
Presentations at event	Showcasing achievements/successes in relation to the IAs	<p>CCP, Italy will present the new app for the commercialization of wild mushroom picking permits and the rescue system linked to the app. The app will be available for iOS and Android systems. This activity is planned for October 2021.</p>
Articles	Showcasing achievements/successes in relation to the IAs	<p>DFA, Denmark is planning a series of articles about the winning bids in the reverse auctioning IA scheme. The articles will be featured in DFA's members magazine and hopefully elsewhere.</p> <p>Pan Bern, Switzerland is planning an article on Funeral Forests for forest practitioners, summarizing</p>

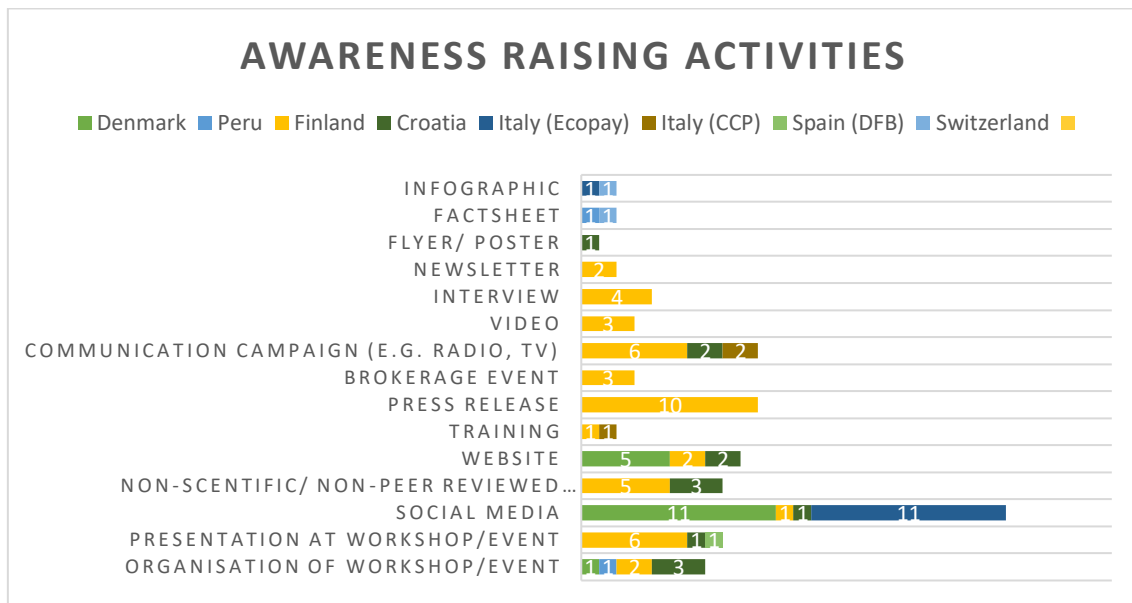
		key findings of the Swiss IA as well as key findings of SINCERE. This activity is planned for Autumn 2021.
Communication campaigns	Sharing experiences from key actors	SMK, Finland is planning a communication campaign, including a press release, to share the experiences of the forest owners in supplying forest ecosystem services. These activities are planned for September 2021. Ecopay Connect, Italy is continuing a social media campaign. Through partners' channels, the main concepts and outcomes of the project are disseminated. This activity is planned until the end of 2021.
Factsheets	Summarising key results of SINCERE	Pan Bern, Switzerland is planning to deliver a 4-page management summary on the key results of SINCERE in German and French. A first draft is planned for the end of 2021.
Postcards	Communicate key messages of SINCERE	Pan Bern, Switzerland is planning to develop Eye-Catcher Postcards in order to attract attention to SINCERE findings.
Webinars	Informative webinar	Pan Bern, Switzerland is planning a webinar on the management of FES in September 2021. This webinar was previously planned to take place in 2020 but was postponed due to COVID-19.

5. 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 has been taken to measure the impact of the campaign.

Firstly, the inputs for the campaign (i.e. which awareness raising activities are conducted) were measured. Each IA has been recording the number and type of activities they are undertaking to reach the target audiences for the awareness raising campaign.

Figure 1 - Awareness raising activities per category (since December 2019)



The outputs of the awareness raising activities are measured in terms of the number of people reached per activity, where feasible (Annex 1).

To date, estimates of audience reached have been provided for some of the awareness raising activities, primarily in terms of participation to webinars and events, number of page views for articles and videos, and number of people that view and/or that interact with social media posts.

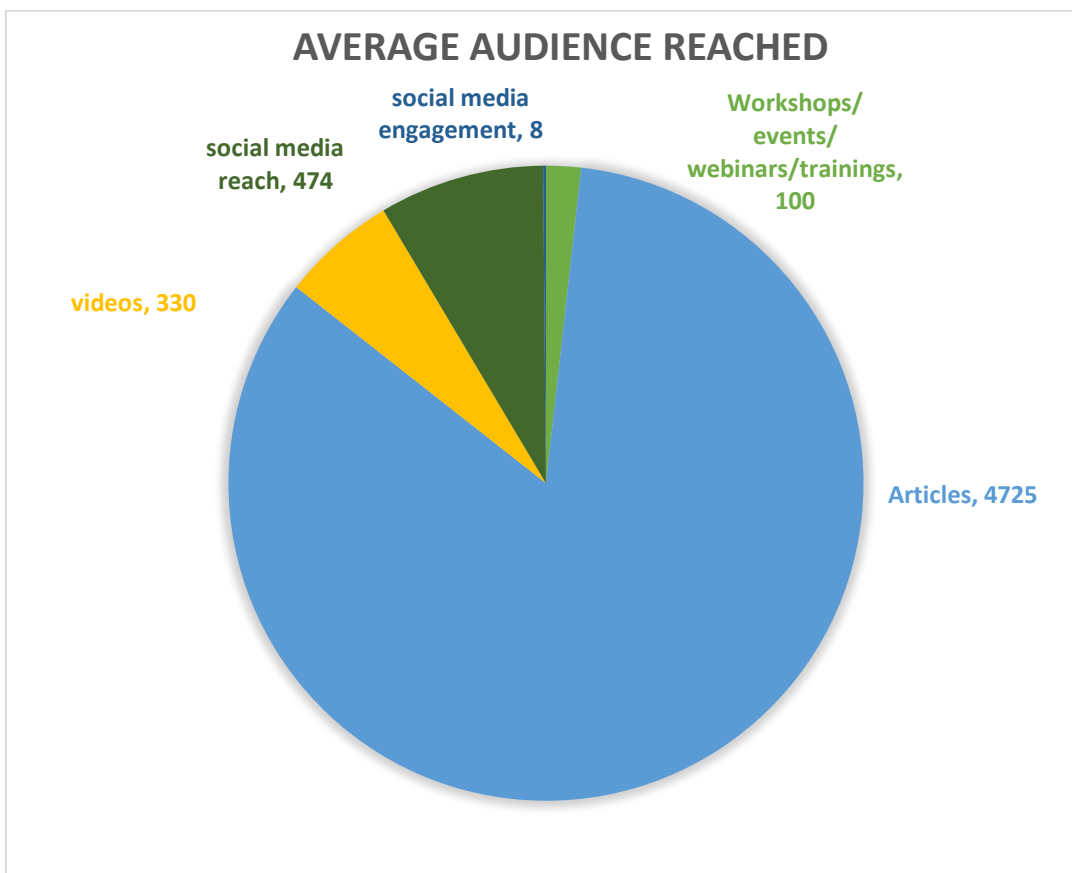
Finnish partners had great success with outreach events, contributing to 6 external events with presentations, and organising 2 events. Across the IAs, participation to events, workshops and webinars ranged between 15 to 500 attendees, reaching an average of 100 attendees. Further, one outdoor public event (PINPM, Croatia) reached 5000 people.

Finnish partners also showed active engagement in communication campaigns, including TV and radio interviews, and in the production of press releases (in total 10), other publications (in total 5) and videos, with the latter reaching an average of 330 views.

Articles and publications were used to raise awareness also by Croatian partners, reaching an average of 4267 page-views.

Italian and Danish partners found social media as an effective tool of awareness raising. Estimates of social media campaigns were provided by Ecopay Connect (Italy), showing an average of 474 people viewing posts, and an average of 8 people interacting.

Table 5 - Average audience reached per category of awareness raising activity



6. Next steps

The following activities will be continued until the end of the project:

- Continue to produce and make available IAs' factsheets and videos and videos from EU scale stakeholders who have similar objectives, as well as the business community;
- Develop 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 make them available and keep the online toolbox up to date;
- Ensure the delivery of the IAs' new awareness raising activities for the partners who have requested support from WP5
- Ensure the delivery of data from the IAs (e.g. number of people attending activities) for the assessment of the final impact of awareness raising activities in improving awareness of Europe' societies for FES and IM

7. Annex 1

Table 6 - Overview of dissemination and communication activities (since December 2019)

IA	Category	Partner & persons	Name of the event, magazine, etc.	Date	Location	Content/topic	Audience type	Audience no.	Link
DFA, UC, Denmark	Organisation of a Workshop		Third Danish MAG meeting	22 January 2020	UC	Third Danish MAG meeting	Stakeholders, experts, target group	17	https://SINCEReforests.eu/stakeholder-meeting-kicks-danish-reverse-auctioning-scheme-into-the-launch-phase/
DFA, Denmark	website		News section on the homepage of DFA	28 January 2020	website	Sum up from GA in Italy and MAG meeting	Forest owners		https://www.skovforeningen.dk/nyhed/ny-betalingsmodel-for-biodiversitet-i-de-private-skove-klar-til-test/
DFA, Denmark	Social media		Twitter post	28 January 2020		Comments and reference to twitter.com/SINCEREForests	Twitter followers		https://twitter.com/TanjaBOlsen
DFA, Denmark	Social media		Facebook post	29 January 2020		Reference to news article on DFA website	Forest owners, followers		https://www.facebook.com/skovforeningen/

DFA, Denmark	Website		Blog post section on the homepage of the SINCERE project	3 April 2020	Website	Targeted information	Blog post readers		https://SINCEReforests.eu/stakeholder-meeting-kicks-danish-reverse-auctioning-scheme-into-the-launch-phase/
DFA, Denmark	Website		News section on the homepage of DFA	7 April 2020	Website	Targeted information	Forest owners		https://www.skovforeningen.dk/nyhed/faa-betaling-for-beskyttelse-af-biodiversitet-i-din-skov/
UC, Denmark	Social media		LinkedIn post	7 april	LinkedIn profile	Highlighting the reverse auction call on the homepage of DFA – adding highlight and reach	Forest owners and policy makers		https://www.linkedin.com/in/bojellesmark-thorsen-a0aa157/detail/recent-activity/shares/
UC, Denmark	Social media		Twitter post	7 april	Twitter profile	Highlighting the reverse auction call on the homepage of DFA – adding highlight and reach	Forest owners and policy makers		https://twitter.com/BJThorsen/status/1247531737153855489
DFA, Denmark	Social media		Facebook post	7 April 2020	Facebook.com/sk	Notifying of the opening of the auction +reference to	Forest owners, followers		https://www.facebook.com/skovforeningen/

					ovforeningen	news article on DFA website			
DFA, Denmark	Social media		Facebook post	5 May 2020	Facebook.com/skovforeningen	Reminder of the auction +reference to news article on DFA website	Forest owners, followers		https://www.facebook.com/skovforeningen/
UC, Denmark	Social media		LinkedIn post	6 May	LinkedIn profile	Reminder on the reverse auction call – linking to homepage of auction – adding highlight and reach	Forest owners and policy makers		https://www.linkedin.com/in/bojellesmark-thorsena0aa157/detail/recent-activity/shares/
DFA, Denmark	Website		News section on the homepage of DFA	13 May 2020	Website	Targeted information	Forest owners		https://www.skovforeningen.dk/nyhed/biodiversitetsauktion-fristen-for-indsendelse-af-bud-forlaenges-og-omraadet-udvides/
DFA, Denmark	Social media		Facebook post	13 May 2020	Facebook.com/skovforeningen	Notification of deadline extension +reference to news article on DFA website	Forest owners, followers		https://www.facebook.com/skovforeningen/
DFA / UC, Denmark	Social media		Twitter posts	13 May 2020	https://twitter.com/Skovforeningen	Notification of deadline extension +reference to news	Twitter followers		https://twitter.com/Skovforeningen

			(tweet and re-tweets)		oreninge n https://twitter.com/BJThorsen https://twitter.com/KU_IFRO	article on DFA website			
UC, Denmark	Social media		LinkedIn post	13 May	LinkedIn profile	Notification of broadening scope and delayed deadline with link to homepage of auction	Forest owners and policy makers		https://www.linkedin.com/in/bojellesmark-thorsen-a0aa157/detail/recent-activity/shares/
UC, Denmark	Social media		Twitter post	13 May	Twitter profile	Reminder on the reverse auction call – linking to homepage of auction – adding highlight and reach	Forest owners and policy makers		https://twitter.com/BJThorsen/status/1260653109124100096
DFA, Denmark	Social media		Facebook post	27 May 2020	Facebook.com/skovforeningen	Deadline reminder +reference to news article on DFA website	Forest owners, followers		https://www.facebook.com/skovforeningen/

DFA, Denmark	Website		News section on the homepage of DFA	25 June 2020	Website	Targeted information	Forest owners		https://www.skovforeningen.dk/nyhed/biodiversitetsauktion-tegner-til-at-blive-en-succes/
DFA, Denmark	Social media		Facebook post	29 June 2020	Facebook.com/skovforeningen	Reference to news article on DFA website	Forest owners, followers		https://www.facebook.com/skovforeningen/
CIFOR	webinar		Webinar: Pathways to effective, equitable and sustainable interventions on natural infrastructure for water security	Nov 18, 2020	virtual	Presentation of a guide of assessing IAs in the case of watershed management.		200 via zoom, and 1100 via Facebook Live	

SMK	Brokerage event, Bioenergia ry	SMK, Juhani Pyykkönen	Meeting with Harri Laurikka and Hannes Tuohiniitty	14.1.2020	Helsinki	Ecosystem services, carbon compensation, Sustainability issues in energy enterprises	Leaders of the Bioenergia ry.	2	
SMK	Brokerage event, Sitra	SMK Juhani Pyykkönen	Meeting with Eeva Hellström and Nani Pajunen	14.1.2020	Helsinki	Ecosystem services approach in natural resources management.	Task team leaders in Sitra	2	
SMK	Communication campaign, interviews for TV, radio and YLE-web	SMK, Juhani Pyykkönen	Peatland forestry and ecosystem services, YLE	19.-20.1.2020	Finland	The bundle of ecosystem services on peatlands. Sustainability in practise.	General public	No estimate	https://yle.fi/uutiset/3-11165845
SMK	Brokerage event, The Ministry of Agriculture and Forestry	SMK, Juhani Pyykkönen	Meeting with Marja Kokkonen, Marja Hilska-Aaltonen and Nina Riissanen	5.2.2020	Helsinki	Ecosystem services, forest and environmental data analyses, sustainability, support/incentives, policy issues	Leading officials in forest policy, forest data and digitalization	3	

SMK	Communication campaign, web news	SMK, Juhani Pyykkönen	Web news 1/2020 for the stakeholders of SMK in northern Finland.	13.2.2020	website	Value of the landscape, clear cutting or continuous cover forestry	Stakeholders (forest related businesses)	No estimate	www.metsakeskus.fi/pohjoisen-alueen-sidosryhmautiskirje
SMK	blog	SMK, Juhani Pyykkönen	SINCERE pages	6.7.2020	website	Innovation lies embedded in the case study process	SINCERE web visitors	Not estimated	
SMK	Press release/interview	SMK, Juhani Pyykkönen	Kunta-magazine	16.9.2020	Finland	Voluntary landscape donations in Kuusamo, Landscape management as an alternative for forestry to earn one's living	Stakeholders in municipality decision makers	No estimate	https://kuntalehti.fi/uutiset/ymparisto/kuusamossa-kayttoon-vapaaehtoinen-maisemahyvitys-metsienhoidosta-ansaintavaihtoehtopuuntuotannolle/
SMK	Press release/interview	SMK, Risto Mulari	Web news 3/2020 for the stakeholders of SMK in	16.9.2020	website	Landscape donations started in Kuusamo in September	Stakeholders (forest related businesses)	No estimate	www.metsakeskus.fi/pohjoisen-alueen-sidosryhmautiskirje

			northern Finland.						
SMK	Communication campaign, interviews for TV, radio and YLE-web	SMK, Juhani Pyykkönen	News in TV, Radio and YLE-web	23.-24.9.2020	Finland	Donations for landscape care, forest owners willingness to supply forest landscape services.	General public	No estimate	https://areena.yle.fi/audio/1-4479456
SMK	Article in local forest owners magazine	SMK, Risto Mulari	Metsäno mistajat Koillismaa - magazine	24.8.2020	Kusamo area	SINCERE –project, how to participate as a forest owner	Forest owners	6100	http://www.e-julkaisu.fi/metsanhoitoyhdistys/koillismaa/3-2020/mobile.html#pid=1
SMK	Participation to an event, presentation and discussion	SMK, Risto Mulari	Seminar presentation	29.-30.9.2020	Oulu, Finland	Projects in Forest Centre	Entrepreneurs / members of Bionergia ry	35	
SMK	Communication Campaign (e.g. Radio, TV) Article	SMK, Risto Mulari	Interview in Kaleva newspaper	31.10.2020	Oulu region	Donations for landscape care, forest owners willingness to supply	General public	No estimate	https://koodiviidakko.epress.fi/reader/issue/1907/262415/1

						forest landscape services.			
SMK	Communication Campaign (e.g. Radio, TV) Article	SMK, Risto Mulari	Interview in Koillissanomat newspaper	2.11.2020	Kuusamo, Taivalkoski and Posio	Donations for landscape care, forest owners willingness to supply forest landscape services.	General public	No estimate	https://koodiviidakko.epress.fi/reader/issue/1918/262496/1
SMK	Communication Campaign (e.g. Radio, TV) Article	SMK, Risto Mulari	MTV3 news	15.11.2020	Finland	Donations for landscape care, forest owners willingness to supply forest landscape services.	General public	No estimate	https://www.mtv.fi/sarja/kymmeneen-uutiset-33001001003/sunnuntai-15-11-klo-2200-1323661
SMK	Press release/article	SMK, Luke	Luke press release	15.9.2020	Northern Finland	Donation for landscape care	General public	No estimate	https://www.epressi.com/tiedotteet/tiede-ja-tutkimus/kuusamon-matkailumaisemien-vaalimiseen-voi-osallistua-vapaaehtoisilla-maksuilla-maisemahyvitys-varmistaa-maisemien-sailyksen.html
SMK	Press release/article	SMK, Luke	Erä-lehti magazine	15.9.2020	Finland	Donation for landscape care	General public	No estimate	https://eralehti.fi/2020/09/15/maisemahyvitys-kayttoon-kuusamossa-maksamalla-voit-saastaa-maiseman/

SMK	Press release/article	SMK, Luke	Oulun seutu newspaper	15.9.2020	Northern Finland	Donation for landscape care	General public	No estimate	https://www.oulunuutiset.fi/tiedotteet/kuusamon-matkailumaisemien-vaalimiseen-voi-osallistua-vapaaehtoisilla-maksuilla-maisemahyvitys-varmistaa-maisemien-sailyamisen.html
SMK	Press release/article	SMK, Luke	Kaleva newspaper	30.10.2020	Northern Finland	Donation for landscape care	General public	No estimate	https://www.kaleva.fi/turistikin-voi-hillita-hakkuita-kuusamossa-vasta-h/3057492
SMK	Press release/article	SMK, Risto Mulari	Koillissanomat newspaper	12.12.2020	Northern Finland	Results of the donations	General public	No estimate	https://www.koillissanomat.fi/matkailualueiden-maisemakerays-tuotti-vain-tonnin/3181403
SMK	Press release/article	SMK, Risto Mulari	Kaleva Newspaper	12.12.2020	Northern Finland	Results of the donations	General public	No estimate	https://www.kaleva.fi/matkailualueiden-maisemakerays-tuotti-vain-tonnin/3181403
SMK	Press release/article	SMK, Risto Mulari	Iijokiseutu newspaper	14.12.2020	Northern Finland	Results of the donations	General public	No estimate	https://www.iijokiseutu.fi/matkailualueiden-maisemakerays-tuotti-vain-tonnin/3181403
SMK	Participation to workshop	Juhani Pyykkönen	Webinar: Forest owner and nature	26.4.2021	web	Rescreation in forest planning and silviculture	Forest owners, Recreation	19	Power Point presentation (Risto Mulari)

			tourism, Visit metsä project				stakeholders		
SMK	Training	Risto Mulari, Juhani Pyykkönen	Practical experiences from the PES in Kuusamo	25.2.2021	web	Practical experiences from the PES in Kuusamo	Personnel from SMK	60	Program and presentation (Risto Mulari)
LUKE, Finland	Presentation	Liisa Tyrväinen	Presentation in Luke's webinar "Promoting sustainable and impactful nature-based tourism"	4.11.2020	Natural Resources Institute Finland (Luke)	Presentation: Tourism supporting forest landscapes – Landscape Value Trade in Ruka-Kuusamo,	Luke's staff	60	only internally available at Luke
LUKE, Finland	video	Luke (Henna Konu & Liisa Tyrväinen)	IA Awareness campaign video: Preserving Kuusamo	Developed during 2019-2020; published 8th of	Online, Luke YouTube channel, video integrated into	IA Awareness campaign video: Preserving Kuusamo landscapes and biodiversity. Raising awareness of the Landscape and	General public	875 views (29.7.2021)	https://youtu.be/aN6zhW3UZ1s

			landscapes and biodiversity	June 2020	https://www.ruka.fi/maisarvokauppa	Recreation Value Trade			
LUKE, Finland	video	Luke (Henna Konu & Liisa Tyrväinen)	Video 1 of IA awareness campaign: Importance of forests for tourism & forest owners	Developed during 2019-2020; published 24th of September 2020	Online, Luke YouTube channel	Raising awareness of the Landscape and Recreation Value Trade	General public	56 views (29.7.2021)	https://www.youtube.com/watch?v=65Cc5h-leB0
LUKE, Finland	video	Luke (Henna Konu & Liisa Tyrväinen)	Short video 2 of IA awareness campaign: Importance of the scenery for tourists and locals	Developed during 2019-2020; published 24th of September 2020	Online, Luke YouTube channel	Raising awareness of the Landscape and Recreation Value Trade	General public	58 views (28.1.2021)	https://www.youtube.com/watch?v=QrpihDPH8OI

LUKE, Finland	Website (English and Finnish)	Luke (Henna Konu & Liisa Tyrväine n), Ruka- Kuusam o Tourism Associat ion (Sari Kumpun iemi)	Nature's biodiversit y in Kuusamo	Publishe d in 2020 at ruka.fi	Online	Raising awareness of the Landscape and Recreation Value Trade	General public, tourism stakehol ders		https://www.ruka.fi/maisema-arvokauppa https://www.ruka.fi/en/naturesceneries
LUKE, Finland	Website (in Finnish)	Luke (Henna Konu & Liisa Tyrväine n), Ruka- Kuusam o Tourism Associat ion (Sari Kumpun iemi)	Tee maisema hyvitys! (Donate for landscape !)	Publishe d in Septem ber 2020	Online	Guidelines how to make contribution to landscape (maisemahyvitys)	General public, tourism stakehol ders		https://www.ruka.fi/maisemahyvitys
LUKE, Finland	Social Media	Henna Konu	Facebook post in a group of	11.6.20 20	Online: Facebo ok	Information about IA activities and distributing the	Tourism experts and	Member s in the group	https://www.facebook.com/groups/287512115062365/permalink/877543192725918

			Finnish tourism experts			awareness campaign video	businesses		
LUKE, Finland	article	Liisa Tyrväinen	Helsingin sanomat	3.8.2020	Online/printed	Maintaining forest landscapes brings considerable benefits to tourism sector	General public		https://www.hs.fi/mielipide/art-2000006589777.html
LUKE, Finland	Interview	Liisa Tyrväinen	Vihreät Magazine	August 2020		Personal interview regarding well-being benefits of nature. Landscape and recreation value trade discussed in the article	Magazine is targeted to the members of Finnish Green party	not available	not available in web
LUKE, Finland	Publication	Liisa Tyrväinen	Metsälehti : Payments for landscapes piloted in Kuusamo)	27th of August 2020		Interview regarding PES pilot in Kuusamo)	Magazine in targeted to forest owners and forestry professionals		https://www.metsalehti.fi/uutiset/kokeilu-matkailuala-maksaa-avohakkuista-luopumisesta/
LUKE, Finland	Newsletter	Henna Konu	National Rural Finland newsletter	2nd of Septem	Online	Information about SINCERE project activities and starting the pilot in Ruka-	Tourism professionals in Finland		https://mailchi.mp/dfdea3e75f41/instagram-vinkkej-ja-ruokahvikin-

			related to tourism development issues	ber 2020		Kuusamo area. The newsletter included a link also to the newspaper article of Helsingin sanomat by liisa Tyrväinen.			hallintaa-rural-finland-ii-utiskooste-syyskuu-2020
LUKE, Finland	Publication	Liisa Tyrväinen	Sunnuntai suomalaisen, distributed together with several regional newspapers (Karjalainen, Etelä-Savo, Savon Sanomat, Etelä-Suomalainen, Kaleva, Kymen Sanomat)	6th of September 2020	Online	Large interview about well-being benefits of forests and how to promote health and well-being values with management. Landscape and recreation value trade mentioned as	General public		https://kymensanomat.fi/uutiset/kotimaa/bf8c07e9-3fd2-4299-bd0a-787ed3ceabb2
LUKE, Finland	Publication	Liisa Tyrväinen	Sotkamo newspaper	8th of September 2020	online	"Metsät ovat muutakin kuin puuta" [Forests are more than just trees]	Regional audience		https://www.sotkamolehti.fi/artikkeli/kainuun-laajat-metsat-ovat-muutakin-kuin-tulevia-tukkipinoja-187636539/

						interview about forest ecosystem services			
LUKE, Finland	Newsletters	Ruka-Kuusamo Tourism Association (Luke providing content)	Newsletter for members of Ruka-Kuusamo Tourism Association	September-November 2020	E-mail	Information about the progress of the pilot in the region and information how businesses can contribute	Members of Ruka-Kuusamo Tourism Association (private mailing list)	~200	
LUKE, Finland	Press release	Luke, SMK, Ruka-Kuusamo Tourism Association	Sent to media and published in the organizations' websites	15th of September 2020	Online	Press release: It is possible to give voluntary contributions to preserve beautiful landscapes in Kuusamo	General public, diverse stakeholder groups		Luke website: https://www.luke.fi/uutinen/kuusamon-matkailumaisemien-vaalimiseen-voi-osallistua-vapaaehtoisilla-maksuilla-maisemahyvitys-varmistaa-maisemien-sailyamisen/
LUKE, Finland	Interview	Liisa Tyrväinen	Kaleva, Koillismaa, Kuntalehti	15.9.2020	online	Landscape value trade starts in Kuusamo	General public, Finnish municipalities (Kuntalehti)		https://www.kaleva.fi/kuusamossa-alkaa-maisema-arvokauppa-matkailumaisem/2885465

LUKE, Finland	Webinar	Luke, SMK, Ruka-Kuusamo Tourism Association	Online Webinar – Landscape value trade	16th of September 2020	Online	Information about the pilot and how businesses can contribute to it	Tourism businesses in Ruka-Kuusamo region	15-20	https://www.lyyti.fi/reg/Maisemaa_rvokauppawebinaari_7145
LUKE, Finland	Mailing-list	Henna Konu	e-mail	30th of September 2020	Online	Information about the start of the pilot (Maisemahyvitys campaign), businesses were provided links to the materials and files of promotion material that can be utilized in marketing. Firms were asked to distribute the information in their networks and among their personnel and customers.	Tourism businesses in Ruka-Kuusamo	9	Materials provided: Links to websites, promotion material of the campaign
LUKE, Finland	Webinar	Henna Konu	Transformative travel [Muutosmatkailu] webinar	28th of October 2020	Online	IA mentioned during the webinar presentation (in Finnish)	Tourism experts	70-80, youtube views 264	https://ruralfinland.karelia.fi/ajankohtaista/8-ajankohtaista/66-tervetuloa-seuraamaan-muutosmatkailu-webinaaria-28-10

			by Rural Finland						
LUKE, Finland	Participation to an Event	Henna Konu	Webinar - SOBIO DAYS 2020: Discourses and Imaginaries of the Sustainability Pathways in the Transition to a Biobased Society.	9th of December 2020	Online	Presentation at SOBIO DAYS 2020: Discourses and Imaginaries of the Sustainability Pathways in the Transition to a Biobased Society. "Designing a new solution to support forest landscapes in a tourism destination – Landscape Value Trade in Ruka-Kuusamo".	Academic audience	50	https://sites.uef.fi/sobio/sobio-days-2020-seminar/
LUKE, Finland	Interview	Liisa Tyrväinen	Radio, Yle, Oulu	10.2.2021.	Online	Interview about experiences of landscape value trade in Kuusamo.	general public in OstroBotnia Region		Part of the Yle regional morning news broadcast
LUKE, Finland	Interview	Liisa Tyrväinen	Yle, News, webarticle	20.6.2021	Online	Interview about voluntary payments as a tool in nature conservation. "Forest professional did not support clear cutting"	General public, national level	large number of readers, active discussi	https://yle.fi/uutiset/3-11976622

								on in the web	
LUKE, Finland	Oral presentation	Henna Konu & Liisa Tyrväinen	The XIII Symposium of Finnish Tourism and Leisure Research: Tourism in crisis? 25-26 May 2021	25.5.2021	Online	Evaluation of a local landscape and recreation value trade model implementation		40	https://matkailututkimus.org/symposium/
LUKE, Finland	Oral presentation	Liisa Tyrväinen	Metsänomistajien mukana luontomatkailussa -webinaari 26.4.2021 "Forest owners involved in nature-based tourism"-webinar, organized by The	26.4.2021	Online	Current issues in nature-based tourism	Forest owners in Central Botnia Region	25	https://www.kpedu.fi/docs/default-source/projektisivustot/visit-mets%C3%A4/ohjelma-mets%C3%A4nomistajien-mukana-luontomatkailussa-26.4.2021.pdf?Status=Master&sfvrsn=5cf8b74d_6

			Federatio n of Education in Central Ostroboth nia, Finland						
PINPM, Croatia	Non-scientific and non- peer- reviewed publication (popularised publication)	PINPM, Martina Jurjević- Varga, Martina Belović Kelemen	Hrvatske šume (Journal for populariza tion of forestry)	January- Februar y 2020	Croatia	Sustainable forests for a sustainable future	General public	6200	LINK
PINPM, Croatia	Non-scientific and non- peer- reviewed publication (popularised publication)	PINPM, Martina Jurjević- Varga, Martina Belović Keleme n	Hrvatske šume (Journal for populariza tion of forestry)	July- August 2020	Croatia	At the birthday party with the citizens, the foresters gave a lecture on forest management	General public	6200	LINK
PINPM, Croatia	Non-scientific and non- peer-	PINPM, Marina Popijač, Martina Jurjević-	Book of abstracts: 9th Symposiu m with	Septem ber 2020	Online	The health function of peri-urban forests in protected areas – Assessment of hiking trails energy in	Experts in the field of nature protectio	400	LINK

	reviewed publication	Varga, Martina Belović Kelemen	international participation Kopački rit past, present, future 2020			Nature Park Medvednica	n, science, universities, etc.		
PINPM, Croatia	Social Media	PINPM, Martina Jurjević-Varga, Martina Belović Kelemen	Park prirode Medvednica Facebook posts	July 2019- December 2020	Online	SINCERE project info	General public	1725	LINK
PINPM, Croatia	Website	PINPM, Martina Jurjević-Varga, Martina Belović Kelemen	www.medvednica.hr	July 2019- December 2020	Online	SINCERE project info	General public	Not estimated	LINK

PINPM, Croatia	Website	PINPM, Martina Jurjević-Varga, Martina Belović Kelemen	www.medvednica.hr	July 2019-December 2020	Online	SINCERE 3rd MAG meeting	General public	Not estimated	LINK
PINPM, Croatia	Participation to a Conference	PINPM, Marina Popijač, Martina Jurjević-Varga, Martina Belović Kelemen	2nd Croatian Conference on Urban Forestry	24.-25.11.2020	Online	Proceedings of the 2nd Croatian Conference on Urban Forestry - SINCERE – Spurring INnovations for Forest Ecosystems SERVICES	Foresters	Not estimated	LINK
PINPM, Croatia	Other: Public event	PINPM, Martina Jurjević-Varga, Martina Belović Kelemen	Park's birthday and SINCERE day	28.6.2020	Nature Park Medvednica	Presentation of the SINCERE project and distribution of the brochures	General public	500 (at the event)	LINK

PINPM, Croatia	Other: Poster	PINPM, Marina Popijač, Martina Jurjević-Varga, Martina Belović Kelemen	Poster presentation at the 9th Symposium with international participation Kopački rit past, present, future 2020	September 2020	Online	Nature protection, The health function of peri-urban forests in protected areas - Assessment of hiking trails energy capacity	Experts in the field of nature protection, science, universities, etc.	Unknown (Kopački rit web page)	LINK
PINPM, Croatia	TV appearance	PINPM, Martina Jurjević-Varga, Martina Belović Kelemen, Andrea Kostelić	national news program - report on the outdoor event (Park's birthday and SINCERE event) in	June 2020	Croatia (TV)	Presentation of the SINCERE project	General public	Not estimated	LINK

			June 2020						
PINPM, Croatia	Radio appearance	PINPM, Martina Jurjević-Varga, Martina Belović Kelemen	Radio Sijeme (live broadcast from the outdoor event (Park's birthday and SINCERE event) in June 2020	28.6.2020	Croatia (Radio)	Presentation of the SINCERE project	General public	Not estimated	LINK LINK
PINPM, Croatia	Other: outdoor public event	PINPM with stakeholders	SINCERE project, FES, sport and recreation-wellbeing	4.7.2021	NP Medvednica	Presentation of the SINCERE project, presentation of stakeholders involved in project, FES with an accent on sport and recreation	General public (visitors)	5000	https://www.facebook.com/Park-priode-Medvednica-208892899151547
PINPM, Croatia	Organisation and participation of a Conference	PINPM, Ivona Đuričković, Marina Popijač,	The 1st Scientific Conference with International	10. – 11.6.2021	Medvedgrad, NP Medvednica, CRO	Topics of the scientific conference: Sustainable management of protected areas, Sustainable tourism,	Experts in the field of nature protection,	200	LINK

		Martina Jurjević Varga, Martina Belović Kelemen	participation Medvednica Green Touch			Climate change, Forest management	forestry, science, universities, etc.		
Ecopay Connect (IT)	Social Media	ETIFOR	SINCERE NEWSLETTER	28 FEBRUARY 2020	Facebook	Photo + link	Facebook	300 people reached 6 engagement	https://www.facebook.com/ETIFORsrl/posts/3543369219037837
Ecopay Connect (IT)	Social Media	ETIFOR	SINCERE NEWSLETTER	28 FEBRUARY 2020	Twitter	Text + link	Twitter	1007 reach 9 engagement	https://twitter.com/ETIFOR/status/1233359965802373120
Ecopay Connect (IT)	Social Media	ETIFOR	SINCERE NEWSLETTER	28 FEBRUARY 2020	LinkedIn	Photo + link	LinkedIn	362 reach 3 engagement	https://www.linkedin.com/feed/update/urn:li:activity:6639125680120565760
Ecopay Connect (IT)	Social Media	ETIFOR	SINCERE	24.09.20	Facebook	Photo + link	Facebook	276 people reached	https://www.facebook.com/ETIFORsrl/posts/4409163552458395

								6 engage ment	
Ecopay Connect (IT)	Social Media	ETIFOR	SINCERE	04.12.20	Faceboo k	Photo + link	Faceboo k	319 people reached 14 engage ment	https://www.facebook.com/ETIFORsrl/posts/4733457873362293
Ecopay Connect (IT)	Social Media	ETIFOR	SINCERE case study	07.20	Linkedin	Photo + link	Linkedin	599 reach 11 engage ment	https://www.linkedin.com/feed/update/urn:li:activity:6653968438903615488
Ecopay Connect (IT)	Social Media	ETIFOR	SINCERE	24.09.20	Linkedin	Photo + link	Linkedin	600 reach 11 engage ments	https://www.linkedin.com/feed/update/urn:li:activity:6714920392626106369

Ecopay Connect (IT)	Social Media	ETIFOR	SINCERE webinar	04.12.20	Linkedin	Photo + link	Linkedin	508 reach 10 engagement	https://www.linkedin.com/feed/update/urn:li:activity:6740577936283381760
Ecopay Connect (IT)	Social Media	ETIFOR	SINCERE ECOPAY VIDEO	17.02.21	Facebook	Photo + video link	Facebook	313 reach 8 engagement	https://www.facebook.com/ETIFORsrl/posts/5046834495357961
Ecopay Connect (IT)	Social Media	ETIFOR	SINCERE ECOPAY VIDEO	17.02.21	Linkedin	Photo + video link	Linkedin	800 reach 13 engagement	https://www.linkedin.com/feed/update/urn:li:activity:6767755096341168128
Ecopay Connect (IT)	Social Media	ETIFOR	SINCERE ECOPAY VIDEO	17.02.21	Twitter	Photo + video link	Twitter	129 reach 1 engagement	https://twitter.com/ETIFOR/status/1361990135190020103

