

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

D5.10 DISSEMINATION PACKAGE

Due date of deliverable: **31 March 2022**

Actual submission date: **27 May 2022**

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

Dissemination level: **PU**



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

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Reference

Adams, S. (2022). SINCERE Dissemination Package. Deliverable D5.10. H2020 project no.773702 RUR-05-2017 European Commission, 14 pp.

Executive summary

SINCERE looks at innovative ways to value and support the services forests provide to society, known as Forest Ecosystem Services (FES), such as recreation, biodiversity provision and carbon storage.

To achieve this, SINCERE develops novel policies and new business models for forest ecosystem services by connecting knowledge and expertise from practice, science and policy, across Europe and beyond, whilst taking into account societal demand for such services.

The project's final dissemination package includes details on the various measures and tools used to share SINCERE project activities, findings and results with a broad audience, with focus on the five main target categories, in order to maximise the project's impact.

Contents

OVERVIEW	4
1. TARGET FOR DISSEMINATION	5
2. PRODUCTS FOR DISSEMINATION	5
2.1 ABOUT THE PROJECT AND FOREST ECOSYSTEM SERVICES (FES)	6
2.1.1 <i>Brochure</i>	6
2.1.2 <i>General presentation</i>	6
2.1.3 <i>Video infographic</i>	6
2.1.4 <i>Innovation action case study factsheets</i>	7
2.1.5 <i>Innovation action videos</i>	7
2.1.6 <i>Innovation toolkit</i>	7
2.2 PROJECT ACTIVITIES AND EVENTS	8
2.2.1 <i>e-newsletter</i>	8
2.2.2 <i>Social media cards</i>	8
2.2.3 <i>Webinar recordings</i>	8
2.3 RESULTS AND FINDINGS	9
2.3.1 <i>Key consortium presentations</i>	9
2.3.2 <i>Research</i>	9
2.3.3 <i>Innovation action case study features and findings</i>	9
2.3.4 <i>Factsheets / briefings on project findings</i>	9
2.3.5 <i>Reports</i>	11
2.3.6 <i>Innovative mechanisms brochure</i>	11
2.4 FINAL DISSEMINATION	11
2.4.1 <i>Policy brief</i>	11
2.4.2 <i>Commentary paper</i>	12
2.4.3 <i>Final project video</i>	12
3. WEB PORTAL	13

Overview

The SINCERE project, which ran from 1 January 2018 to 31 March 2022, looked at innovative ways to value and support the services forests provide to society, known as Forest Ecosystem Services (FES), such as recreation, biodiversity provision and carbon storage.

To achieve this, SINCERE developed novel policies and new business models for forest ecosystem services by connecting knowledge and expertise from practice, science and policy, across Europe and beyond, whilst taking into account societal demand for such services.

The project used eleven Innovation Action (IA) case studies to explore new means to enhance forest ecosystem services in ways that benefit forest owners as well as serving broad societal needs. The experiences and results from these IA contributed to broader research and analysis on mechanisms and innovations that might be replicable in Europe and globally to maximise the value to society of forest ecosystem services and their sustainable provision.

The dissemination package is organised into four main sections: 1) Information about the project and forest ecosystem services (FES); 2) Project activities and events; 3) Results and findings; and 4) Final dissemination products.

The whole project consortium participated in dissemination activities, so that impact could be achieved at local, regional, national and international scales.

1. Target for dissemination

Target audiences in SINCERE are defined in the project's Plan for the dissemination and exploitation of results (D5.1) via five categories:

- Stakeholders directly linked to IA: forest-/ land-owners and managers, forest users, local authorities, entrepreneurs, forest-owner associations.
- Local stakeholders not directly involved in IA, including those who are affected by it, sometimes directly: forest-/ land-owners and managers, forest users, farmers, tourism associations, water agencies landscape planners, public authorities, forest-owner associations, business community, local and regional policymakers, scientific community, investors.
- National and international actors: policy- and decision-makers, business-related organisations and research.
- Journalists and media professionals: local media actors in the IA regions.
- Civil society: broader public outside the IA.

Project dissemination and communication activities targeting these different audiences take place at different scales, determined by: the geography of innovation actions (local and regional scale); innovations brought to the marketplace (local, regional, national, international); policy recommendations, best practices and successful cases (project, national and EU / global).

2. Products for dissemination

The following SINCERE dissemination materials make up the SINCERE dissemination package. The products described here collaborate with or build from activities in WP1 – 4 to bring project information and results to a wider audience beyond the extent of the project in all fields (science, practice, business, policy, media).

The dissemination package is organised into four main sections: 1) Information about the project and forest ecosystem services (FES); 2) Project activities and events; 3) Results and findings; and 4) Final dissemination products.

2.1 About the project and forest ecosystem services (FES)

2.1.1 Brochure



The [SINCERE brochure](#) includes general and introductory information for broad distribution to wide potential audiences. The target audience for this brochure is intentionally broad in scope so that it may appeal to the wider project community and society as a whole at local, regional, national and international scale. This includes potential stakeholders for the IAs but also national bodies, forest authorities and regulatory bodies, NGOs, EU institutions, participants at scientific meetings and conferences and other stakeholders. The content highlights the key main messages of the project and its goals.

The brochure is available for download from the SINCERE web homepage, was shared on social media and the consortium were encouraged to use it for dissemination to their own stakeholders and networks, with some partners choosing to translate the contents into local languages.

The brochure is produced in digital format (PDF), in English, and translations are available in [Catalan](#), [Portuguese](#) and [Croatian](#).

2.1.2 General presentation



A [general presentation on SINCERE](#) which is ready to use to introduce SINCERE and the concept of FES to a scientific audience, and to policy- and decision-makers,

The presentation can be adapted for use by partners, including for translation into local languages and as a basis to include slides focusing on a local case study or particular theme.

The presentation is available in PDF for download from the SINCERE website, and shared to partners via the internal file sharing system (sharepoint).

2.1.3 Video infographic



An [infographic video](#) provides an easy-to-understand introduction to the concept of FES, as well as explaining the aim of the SINCERE project in this context. It is used at various SINCERE and other events and is available to watch on YouTube with subtitles in the following languages: Croatian, Danish, Dutch, English, Finnish, French, German, Italian, Portuguese, Russian and Spanish.

The video targets all SINCERE audiences but is particularly aimed at introducing the FES concept to a general public with no previous knowledge on the subject. It is available from the SINCERE web homepage and on YouTube; shared on social media and used by partners in their stakeholder engagement activities.

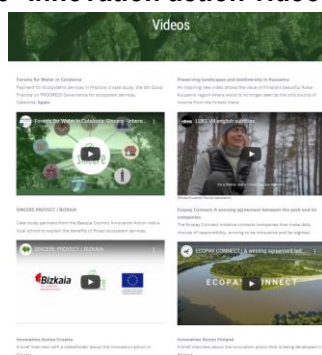
2.1.4 Innovation action case study factsheets



[Case study factsheets](#), uploaded to each individual IA page, provide an easy-to-access summary of each case study. Objectives and challenges are highlighted, as well as the possible impact and upscaling potential.

These factsheets are designed to present the case studies in a clear and informative way to forest owners and managers, as well as policy, research and business stakeholders.

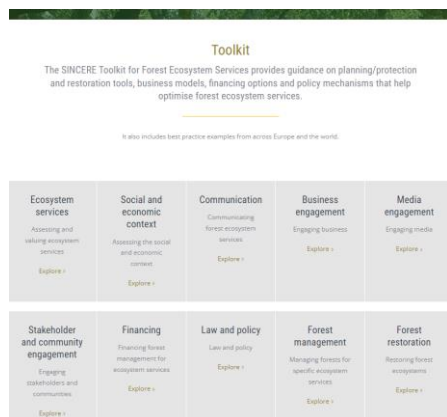
2.1.5 Innovation action videos



Videos made by the innovation action case study partners, available in the [videos section](#) of the SINCERE website and shared on social media, in newsletters and via partner dissemination channels.

The videos target a general audience with no specialist knowledge on FES and are used by the case study partners for awareness raising in their region, as well as being products that share insights into the difference cases from one region to another.

2.1.6 Innovation toolkit



A [toolkit](#) for optimising forest ecosystem services provided to the innovation action case partners and available online from the SINCERE website. It 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.

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.

The purpose of this toolkit is to maximise the potential for IA replication and to empower practitioners to develop their own actions.

2.2 Project activities and events

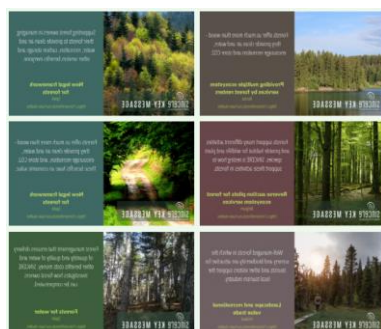
2.2.1 e-newsletter



The [SINCERE Newsletter](#) is produced periodically in a digital format and aimed at the wider community of external stakeholders. Subscription to the newsletter was available from the project website and through contacts generated by the awareness campaign and at project meetings and interactions, workshops and through networking by partners as well as during SINCERE events. The newsletter includes updates on project activities and innovation actions, research findings and items of interest from the broader FES community.

The newsletter is sent via email to those on the SINCERE mailing list and is stored and accessible in an archive on the web-portal. The final newsletter of the project contains the main elements of this dissemination package.

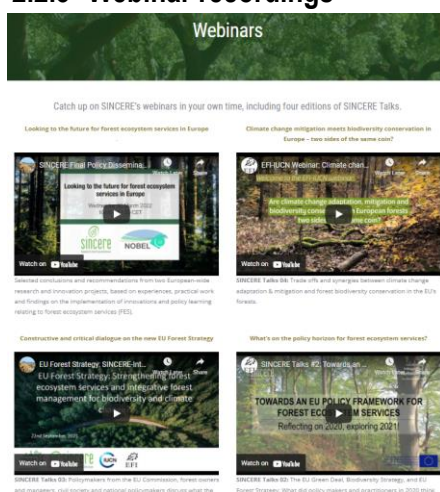
2.2.2 Social media cards



Awareness of forest ecosystem services amongst a general audience is raised through the project's social media channels and through social media activity at local level in the IAs.

Campaigns explaining the benefits forests provide and introducing the SINCERE IAs are supported by 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 carried out in each region.

2.2.3 Webinar recordings



SINCERE hosted various online webinars and meetings, including four editions of **SINCERE Talks** which brought SINCERE partners together with policy makers, scientists and forest owners and managers to discuss issues identified by the consortium.

SINCERE Talks were organised in collaboration with the European Integrate Network, widely extending the reach of the project.

The webinar recordings are available on the SINCERE website as part of each post-event report and are shared on social media. They are also organised into a dedicated [Webinars](#) section in “Resources” which is also available from the homepage. The webinars target primarily policy makers, scientists and forest owners and managers.

2.3 Results and findings

2.3.1 Key consortium presentations



Presentations on SINCERE findings, results and topics of interest, available for download from the SINCERE website and shared with participants to SINCERE events, particularly online events. They are included in news reports on events shared on social media, SINCERE and partner newsletters and websites.

They are finally collated on a [dedicated page featuring the main presentations from SINCERE](#) over the course of the project, found in the resources section of the website.

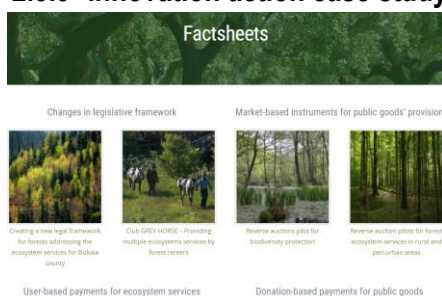
2.3.2 Research



Peer-reviewed and other publications written by partners in the SINCERE consortium are published in open access journals, indexed in Open Aire or published in other open access publications.

A list of publications is available from the dedicated [Research](#) page on the SINCERE website; partners are encouraged to write a blog article to facilitate dissemination on social media and other networks.

2.3.3 Innovation action case study features and findings



[Case study findings factsheets](#) are available from a dedicated page on the SINCERE website and are shared with partners for their own dissemination, as well as being shared on SINCERE social media. They contain key elements from the **Synthesis report of IA findings** (D4.2) and the final report on **IA upscaling potential** (D4.1).

The factsheets provide an entry point to the synthesis report for policy, practitioner and business audiences at national and international scales.

2.3.4 Factsheets / briefings on project findings



D1.2, Inventory of Innovative Mechanisms in Europe. [A map of innovative FES-focused mechanisms](#) is available from the project website, as a visual tool to disseminate the research carried out in

The interactive map shows the location of cases compiled in the Inventory of European Innovation Mechanisms for the provision and the enhancement of forest ecosystem services. The map is shared on social media and via various partner dissemination channels.

This deliverable is also available as a [SINCERE findings factsheet](#), available from the Resources section of the SINCERE website and shared on social media in a final dissemination campaign at the close of the project.



D1.3, Analysis and relationships between Forest ecosystem Services supply and demand, and Innovative mechanisms across Europe

This deliverable identifies pathways and strategies to encourage a multifunctional use of European forests via two surveys with European forest owners. A [SINCERE findings factsheet](#) summarises the main findings from the deliverable, with clear indications of the results and recommendations.

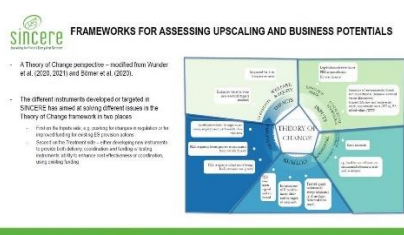
The factsheet is targeted to forest owners and managers, as well as policy and research stakeholders and is available from the SINCERE website Resources section and shared via social media.



D1.4 What works? This key deliverable drawing on global PES experiences is developed as a [policy briefing](#) to provide insights for policymakers on the best practices and pre-conditions for successful PES implementation in Europe.

The briefing is shared with partners, key stakeholders and on the SINCERE website and social media channels.

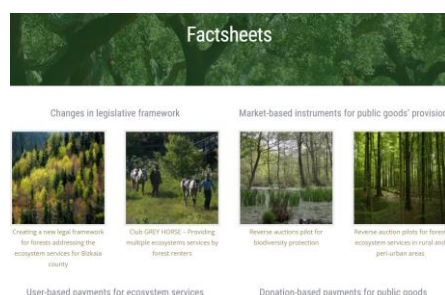
It is featured on the final policy page section in Resources on the SINCERE Website and provides links to the full deliverable and scientific article published in the [Annual Review of Resource Economics](#).



D4.1 Report on upscaling potential of IM: one of the key deliverables presented at the final dissemination event, held online in March 2022.

The [presentation](#) is available for download from the SINCERE project website and also on YouTube as part of the recording of the dissemination event.

This deliverable is distilled into a series of [Case Study findings factsheets](#) (see above).



Findings from **D4.2 Synthesis report on lessons learned in a global context**, another key deliverable, are distilled into a series of [Case Study findings factsheets](#) (see above).



On viable models for enhanced forest ecosystem services provision

This briefing includes selected key observations from the SINCERE project regarding potentially viable business models for enhanced provision of forest ecosystem services (FES).

Observations are considered from the viewpoint of the forest owner as **supplier** or **seller** of the FES as well as from the viewpoint of the beneficiaries, the user or **buyer**. Crucially central, the business models should improve the welfare of all.

Regulation and property rights delineation matters

Any business model must comply with the regulatory framework in which they operate, and thus the regulatory framework both constrains and underpins design. In the case of FES, the regulation, delineation of property and use rights are particularly important for many reasons relevant to forest user groups.

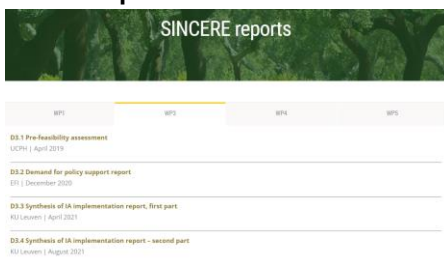
- **Regulation by country (FS)** which in some countries might be defined as a public good type, allowing for free access or consumption, might in other countries be subject to restriction by the forest owner.
- If regulation allows forest owners to respect **user's rights** and/or other interests that enhance the value of existing use rights, then viable business models may arise and are often in place for user values.
- For **public good type of FES**, funding is in general public or contract from the private side through e.g. other type schemes. Thus, forest should be in how such funds are spent must ultimately

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D4.3 Information brief on innovative business models is typeset into a [briefing format](#) in the SINCERE briefings series and includes selected key observations from the project regarding potentially viable business models for enhanced provision of forest ecosystem services (FES).

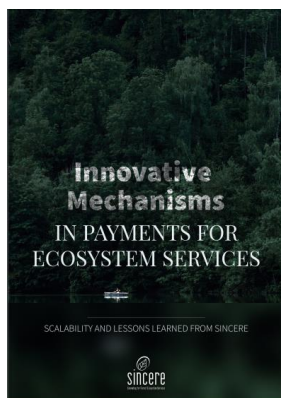
It is targeted for business, policy and research stakeholders based on learnings from the eleven innovation action case studies. It is uploaded to the SINCERE website factsheet section and disseminated in the final SINCERE dissemination package to all partners and their networks.

2.3.5 Reports



The [public deliverables](#) are available from the SINCERE website and disseminated broadly to inform a wide spectrum of policy- and decision-makers, scientists and practitioners at local, national and international scales.

2.3.6 Innovative mechanisms brochure



The **brochure** "[Innovative mechanisms in Payments for Ecosystem Services: Scalability and Lessons Learned](#)" describes the ecosystem services concept, income streams and features examples of the Innovative Action case studies for forest ecosystem services as explored by SINCERE partners.

2.4 Final dissemination

2.4.1 Policy brief

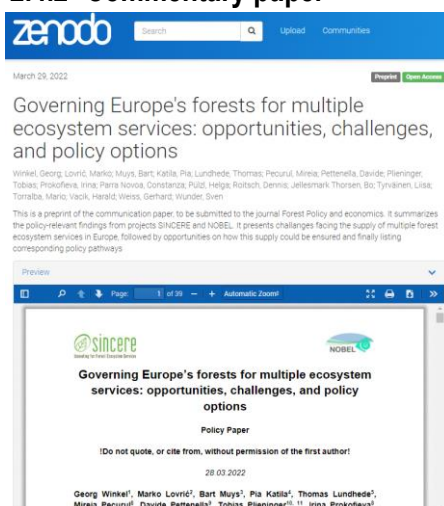


The SINCERE [Policy Brief](#) is the culmination of project activities and a consultation process where key findings and recommendations were discussed with policy stakeholders in [September](#) and [December](#) 2021. These were complemented by additional consultation and research considering aspects beyond the scope of SINCERE and NOBEL projects.

The brief synthesises four policy pathways to govern Europe's forests for multiple ecosystem services.

The Policy Brief was launched at a final SINCERE dissemination event held online in March 2022 and contains a link to the full commentary paper [Governing Europe's forests for multiple ecosystem services: opportunities, challenges, and policy options](#) described below. It is featured on a dedicated [policy page](#) on the SINCERE website, along with other policy-relevant dissemination products.

2.4.2 Commentary paper



SINCERE final policy recommendations are the culmination of project activities and a consultation process where key findings and recommendations were discussed with policy stakeholders in [September](#) and [December](#) 2021. These were complemented by additional consultation and research considering aspects beyond the scope of the SINCERE and NOBEL projects.

The policy paper [Governing Europe's forests for multiple ecosystem services: opportunities, challenges, and policy options](#), describes the challenges and opportunities for FES, and synthesises four policy pathways to govern Europe's forests for multiple ecosystem services.

The paper, under review for publication in *Forest Policy and Economics*, is indexed in OpenAire and was made available as a pre-print on Zenodo at the SINCERE dissemination event held online in March 2022 and subsequently shared via the SINCERE website and partner dissemination channels.

2.4.3 Final project video



A [final project video](#) synthesises the outcomes of the innovation actions and transferable business models. It features four of the project's cases describing their innovations and achievements.

The video targets all SINCERE audiences but is particularly aimed at the business community. It is available from the SINCERE web homepage and on YouTube and shared on social media; and used by partners in their stakeholder engagement activities.

3. Web portal

As shown above, the [SINCERE web portal](#) is a central tool for the communication and dissemination of the SINCERE project. Throughout the project it served as a focal point for IA case findings, an online hub for the news and activities carried out by the project and a central point collating research and information on FES and the innovative mechanisms developed.

The SINCERE web portal has been edited at the end of the project to ensure materials and resources developed through the project are easily accessible and will be maintained for four years after the project's termination. This is an ongoing process, and the project coordinator will continue to ensure that new materials are uploaded and disseminated appropriately after the end of the project. After four years, the website will be archived on the EFI server and continue to be available for consultation and download of results and findings, though no longer maintained as an active, updated website.

Major results and findings will be stored in additional permanent, open access repositories to ensure their continued long-term availability. All key results are easily discovered on the website's homepage, as well as through easy navigation in the main content menu.

Main dissemination products on the website.

- **General project information**, public deliverables, partners
- **Forest ecosystem services** information about some of the main themes for the project, including definition of FES, benefits of forests to society, balancing demands, bioeconomy, future prospects and key message..
- **Infographic video** on FES and the SINCERE project
- **Webinar** recordings, **SINCERE Talks** series recordings, event reports, **presentations**
- **Policy brief**
- **Innovation action case studies**: a sub-page for each IA with an overview, factsheet PDF, links to IA activities, events, blog posts and publications, SINCERE brochure in local language (if translated), and IA video (featuring IA, stakeholder interview, etc.) if available.
- **Innovation Mechanisms** identified over the course of the project, including novel policies, business models, policy frameworks and recommendations and FES incentives.
- **Research** papers published by consortium partners.
- **Resources** section, featuring the SINCERE toolkit for innovation in FES, reports, webinars, presentations, factsheets, videos, and policy and business resources. Also available from the homepage.
- SINCERE **newsletter**, **news** and **videos**



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

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