



WP7

## **Deliverable No.: 7.1 Communication and Dissemination Strategy and Plan**



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### List of Acronyms

EC	European Commission
EU	European Union
C&D	Communication and Dissemination
WP	Work Package
KER	Key Exploitable Results
SO	Specific Objectives

### Executive Summary

The Communication and Dissemination Strategy and Plan of 100KTREES (D7.1) is intended to guide project participants' communication and dissemination, both internally and externally, in view of maximizing dissemination and exploitation of outreach and outputs. It should be considered a reference for communication products related to the project and, more widely, for all communications, including the way partners communicate with all internal and external stakeholders and audiences and engage them. The purpose is to maintain a consistent and uniform way of communicating about the project. The strategy and plan will ultimately be used to guide partner outreach to all relevant target audiences, or "actors of change", to influence planting trees and greening of cities in accordance to relevant EU, International, National and Local policies.

The Communication and Dissemination Strategy and Plan of 100KTREES is periodically updated along the project lifetime within the interim and final technical reports.

It begins with creating a dissemination pack to support the 100KTREES partners both "online" through the project website and partner websites and "offline" at meetings, events and conferences using printed materials and presentations. The 100KTREES partners are hence guided in communicating the project through a mixture of direct and indirect channels, and disseminating information based on agreed outreach timelines, what their involvement or engagement with the project is, and what media they typically consume. Moreover, the deliverable is intended to address partners to favor the uptake of project outputs by targeted users and also to liaise with new cities and potential public and private sponsors. Towards the end of the project, the dissemination focus will shift from promoting the project to promotion of the outcomes of the project with a view to future exploitation of the 100KTREES toolbox.

## 1. Introduction

### 1.1 Purpose and audience of the document

The 100KTREES Dissemination & Communication Strategy and Plan outlines a systematic approach to communicating with the specific target audiences and to uptake actions to disseminate project outputs and contribute to achieve the expected project impacts. The actions and strategies described in this plan are carried out under WP7 in connection with other WPs, and will run from the date of issue up to the project end. Updates of the document are periodically expected. This deliverable is a public document but it is mainly addressed to project partners as guidelines addressing communication and dissemination at project and individual level.

### 1.2 Relation to other activities

A specific session of the document is dedicated to detail the relations of Communication and Dissemination activities with other project activities (see 3.6). It is generally assumed that all 100KTREES Work Packages are interlinked with each other. Strongest connections are with activities dedicated to the collection of users requirements and the testing of applications (WP1) for which co-creation workshops in the two partner cities are organized under the WP7. As well, a specific task of C&D Work Package is dedicated to the organization of citizens science event aimed at disseminating the developed applications and to encourage citizens to supply the project crowdsourced data. Finally, the exploitation of project results (WP6) is strongly supported by C&D that along the project put the basis for a proper uptake of 100KTREES products by end users.

### 1.3 Structure of the document

Apart from the introduction and conclusion, the document is articulated into four main blocks that are:

- The basis of Communication and Dissemination in 100KTREES: this chapter introduces goals, tasks and results of C&D in 100KTREES. It reports also about the common terminology used by EC for communication, dissemination, engagement and exploitation and the approach followed by the project.
- 100KTREES Communication and Dissemination Strategy: this chapter defines how Communication and Dissemination activities can support the achievement of project objectives and impacts and the implementation of project results. It defines target audience categories and the approach to reach all of them. Finally in this chapter is a first list of EU initiatives and projects 100KTREES can link with.
- 100KTREES Communication and Dissemination Plan: the chapter outlines the dissemination tools for the project as well as the dissemination channels at partners' level.

Monitoring and Evaluation: the chapter provides a log frame matrix for quantitative and qualitative assessment of C&D results and outcomes



## 2. The basis of 100KTREES Communication and Dissemination

### 2.1 Goals

Communication and Dissemination activities aims at maximizing impacts and supporting exploitation of key results through the development of a series of targeted C&D actions and tools.

Specific objectives for this WP are:

- Raising awareness on the themes of 100KTREES also among non-specialized audience
- Designing and promoting the 100KTREES brand
- Reaching and engaging different categories of users through the development of targeted C&D activities and tools
- Favouring and mainstreaming the uptake of 100KTRESS key exploitable results by developing, updating and implementing a C&D strategy and plan for outreach to different categories of stakeholders at different levels
- Monitor and evaluate the performance of C&D activities also in relation to expected impacts of the project

### 2.2 Activities and Deliverables

Activities of the C&D Work Package, leaded by GISIG, are divided into six tasks.

*Task 7.1: Communication and dissemination strategy and plan (Lead: GSG, Partners: CWR, NDC) [M1-M6]*

To Develop and periodically update a C&D strategy and plan for 100KTREES.

Deliverable 7.1: C&D strategy and plan, GSG, [M3], to be updated in the Interim [M18] and Final [M36] Reports to EC

*Task 7.2: Dissemination material and web presence (Lead: GSG, Partners: all partners) [M1-M36]*

To design and implement C&D platforms and materials, Newsletters, media pack, infographics and in general visual material also to engage citizens and promoting the app.

Deliverable 7.2 – 100KTREES Web site and web presence, GSG, [M3]

*Task 7.3: Promotion and dissemination activities (Lead: GSG, Partners: all partners) [M1-M36]*

To pack project information for a targeted communication and dissemination to the audience. The task includes Scientific publications; Participation in fairs and national and EU panels; Media relations; Training activities for potential users of 100KTREES toolbox (in collaboration with technical WPs) supported by video tutorials and/or webinars.

Deliverable 7.3 - Dissemination materials, GSG, [M18] collecting leaflets, infographics, e-newsletters, videos and posters.

*Task 7.4: Dialogue with cities and engagement of local communities (Lead: GSG, Partners: OTF, CWR, SDA) [M1-M27]*

To establish a communication flow with Copenhagen and Sofia communication departments, design of visual material and media pack upon their needs. Support to the organization of co-creation workshops (WP1) in M4-6, M15-17 and M26 (joint event).

*Task 7.5: Citizen science events (Lead: OTF, Partners: GSG, CWR, SDA) [M1-M30]*

Street exhibitions, stalls and events (e.g. photo contests) are organized for a more capillary engagement of civil society for crowdsourcing and testing of the crowd science app. Feedback from crowdsourcing and testing of the app are processed under Task 1.5.

*Task 7.6: Networking with EU cities (Lead: GSG, Partners: all partners) [M13-M36]*

Connecting with EU cities and main local and regional pledges and initiatives in EU on planting trees, as well as networking with potential customers and sponsors at public and private level. Three networking webinars are organized with key stakeholders and potential customer cities during the second half of the project (dates tbd). A Final 100KTREES Conference is organized towards the project end (M35).

Deliverable 7.3 - Networking Webinar materials, GSG, [M36] including slides, reports, videos.

## 2.3 Responsibilities

GISIG is the partner responsible for the C&D Work Package, but all 100KTREES partners are involved in it and requested to contribute to the achievement of goals and impacts at their local and national level. In the following table is an overview of the partners' involvement into different tasks of C&D both as a leader (L) and contributor (X).

*Table 1. Leaderships and contributions within C&D tasks*

	DHI	SDA	EUROSENSE	EcoTree	GISIG	VUB	OneTree	CWARE	UrbanDigital	NDConsult
Task 7.1 - C&D Strategy and Plan					L			X		X
Task 7.2 - C&D material and web presence	X	X	X	X	L	X	X	X	X	X
Task 7.3 - Promotion and dissemination	X	X	X	X	L	X	X	X	X	X
Task 7.4 – Dialogue with cities		X			L		X	X		
Task 7.5 – Citizen science events		X			X		L	X		
Task 7.6 – Networking with EU cities	X	X	X	X	L	X	X	X	X	X

## 2.4 Glossary of C&D terms and 100KTREES approach

The present document outlines also the 100KTREES approach to each of the elements of awareness, communication, dissemination, engagement and exploitation, as defined by the European Commission (Source: EC Research & Innovation Participant Portal Glossary / Reference Terms).

**Awareness** will increase the knowledge and understanding of the project goals and objectives amongst all project partners and target audiences.

*The approach is to develop strong visuals and layman's information material that can be used with most audiences and to position the project brand among EU initiatives on greening cities and planting trees.*

**Communication** is about promoting the project, its themes and the challenges it is trying to solve. Communication means taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. This two-way exchange allows the audiences to get more invested in the project, the consortium and the issue it is trying to tackle. Science is no longer confined to laboratories but is being integrated into society, helped by effective communication. The aim is to reach out to society as a whole and in particular to some specific audience while demonstrating how EU funding contributes to tackling societal challenges.

*Communication in 100KTREES is about promoting the project, the topic of NBS and the challenge the project is addressing across multiple audiences within and beyond our direct community.*

*The approach is to activate the consortium partners to promote the ambition of 100KTREES, and to support the consortium partners with adequate communication material and harmonised key messaging for multiple audiences.*

**Dissemination** is the disclosure of the results of the project in any medium. Dissemination includes the promotion and awareness-raising of a project. It makes research results known to various stakeholder groups (like research peers, industry and other commercial actors, professional organisations, policymakers) in a targeted way, to enable them to use the results in their own work. This process must be planned and organised at the beginning of each project, usually in a dissemination plan.

*Dissemination in 100KTREES addresses targeted audience to ensure the results are used, exploited and upscaled, and map out how these results are meaningful and relevant for the identified audience.*

*The approach is to activate the consortium partners to promote the results of 100KTREES, and to support the consortium partners with adequate packaging of the tools emerging from 100KTREES to facilitate their uptake (training, media pack, brochure, ecc.)*

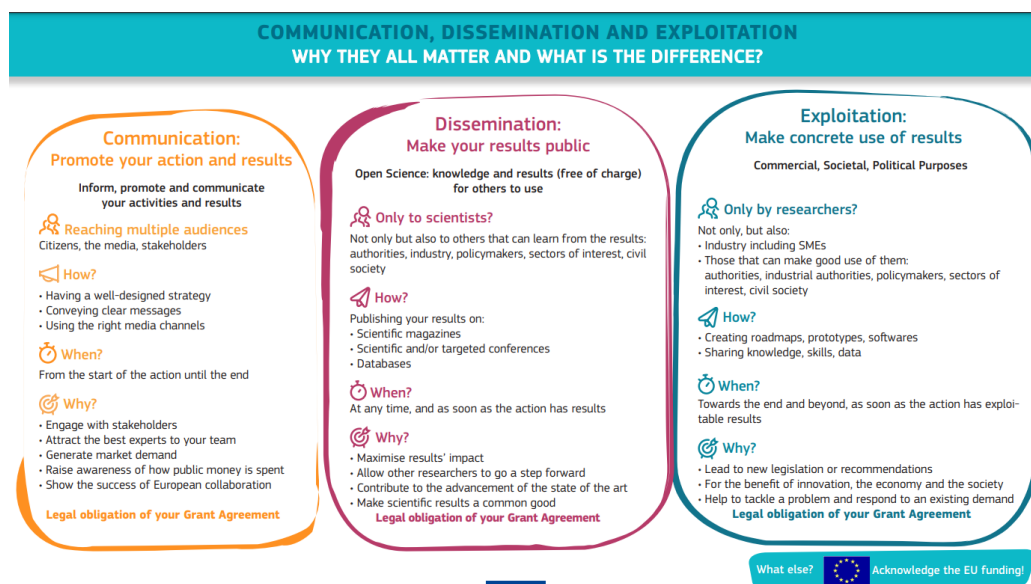
**Exploitation** is when the project ensures the results are used during and after the projects' implementation for commercial, societal, political, improving public knowledge and action, and recommendations for policymaking, to improve policies, and/or for tackling economic and societal problems.

*Exploitation in 100KTREES is being mainly developed in a dedicated workpackage (WP6), which focuses on the commercial side of exploitation, whilst the C&D workpackage supports in particular the exploitation of scientific results and findings.*

Two-way **engagement** (or two-way exchange) allows the audience to become more invested in the topic, the partners and the challenge being addressed. It will help facilitate a dialogue between the consortium and the audience in a more meaningful way that enables better understanding and buy-in of results.

*The approach is to encourage the consortium partners to establish a relationship with one or more potential users (individuals) of the project outputs. Structured engagement and dialogue activities are carried out with the cities of Sofia and Copenhagen and replicated to other EU cities through networking initiatives.*

*Moreover, 100KTREES adopts a **Brand Guide** (Appendix 1) with clear indications and guidelines on how to use the project logos and unify visual project identity. The document is made available to all project partners and is on-line available at [www.100ktrees.eu](http://www.100ktrees.eu). It is included in Annex 1.*



Figure

1.

Overview of EU Communication, Dissemination and Exploitation

### 3. Communication and Dissemination Strategy

The 100KTREEs Communication and Dissemination Strategy for outreach outlines a systematic approach to communicating with the various target audiences and engage them in the actions to be implemented and taken up through tailored activities, addressed to disseminate and exploit project results. 100KTREEs implements these measures in two different Work Packages. WP6 is oriented towards commercial exploitation and to define a business model for key exploitable results and funding opportunities, whilst WP7 properly deals with Communication and Dissemination and is aimed at making the project known, raising awareness on project issues and solutions, and launching the 100KTREEs brand.

The Communication and Dissemination strategy aims to create and exponentially increase awareness and understanding of 100KTREEs toolbox and the importance of planting trees. The strategy will be used as a reference for stakeholders' engagement and dissemination of outputs related to the project, as well as for overall communications between partners, to stakeholders, wider target groups and other interested parties such as the media. This is important to ensure consistency of key messages, common branding of the project and what is being communicated about the project to build strong outreach for further uptake and mainstreaming impacts.

#### 3.1 Key objectives of Communication and Dissemination strategy

The key objectives of this strategy are centered on awareness, communication, dissemination of 100KTREEs outputs and engagement of stakeholders. This includes:

- Packaging information to be communicated to targeted audience groups (Table 4) on the importance of planting trees and the availability of applications to support the greening of the city. The packaged information can be used to demonstrate the practical applicability of the products based on sound scientific data, which can support informed urban planning and decision making.

- Ensuring consistency in key messaging, branding of 100KTREES and what is being communicated and disseminated through the development and sharing of a brand guide and a visual identity of the project and its outputs.
- Defining the approach to increase awareness on the benefits of trees for people, environment and cities and to share knowledge and experience of 100KTREES to targeted audience groups within and outside the project consortium, including a range of stakeholders from scientists and researchers to policy makers and potential funders.
- Recognizing activities, channels and networks to be utilized in communicating and disseminating 100KTREES concepts, results and achievements to targeted and wider audience groups to assist in accelerating the awareness and knowledge on trees benefits.
- Supporting the exploitation of results through the development of materials for training workshops/webinars, and various other outreach activities and events, to promote and ease the 100KTREES products uptake.
- Defining the outreach approach to engage with media (both press and social media) to amplify 100KTREES messaging, developments, outputs and successes around benefits that trees can bring to people and environment.
- Defining the outreach approach to engage with targeted audience groups who can support the development of tools and their replication across Europe.

## 3.2 Project objectives and relevance for Communication and Dissemination

Specific project objectives can be reached also with the support of Communication and Dissemination activities. In the following table it is reported if C&D are relevant for achieving the specific objective and which measures can mainly support this.

*Table 2. How C&D activities can support the achievement of 100KTREES Specific Objectives*

Specific Objective (SO)	Relevance for C&D	Communication & Dissemination measures
SO#1 – To interact with cities and stakeholders to develop and co-create the most relevant use cases for Tree Planting in our cities	Very High	Dialogue with cities and engagement of local communities  Co-creation workshops  Citizen science events
SO#2 – to explore and develop mapping resources and tree detection tools based on Copernicus data in order to provide the base mapping for tree cover/air quality/flooding/urban heat islands for two Pilot cities: Copenhagen and Sofia	Medium	Dialogue with cities Co-creation workshops
SO#3 – to establish and define the key attributes of a standardized city tree	High	Dialogue with cities Co-creation workshops
SO#4 – to estimate the impact of future urban tree planting scenarios, their impact on ecosystem services and simulated using a suite of optimized models and tools	Medium	Dialogue with cities Co-creation workshops
SO#5 – to provide the business case of planting trees for cities	Very High	Dialogue with cities and engagement of local communities

		Co-creation workshops
SO#6 – to exploit the key results of the 100KTREES project and support city administrations in finding alternative financial means to support the tree planting strategies	High	Training activities / video tutorial and webinars  Networking with cities and potential sponsors/Networking webinars
SO#7 – to communicate the activities and results of the 100KTREES project internally and externally	Very High	Branding and visual identity Web presence and dissemination material Presentations and Publications Final Conference

### 3.3 Communication and Dissemination measures supporting project results

Within 100KTREES a series of Communication and Dissemination measures are also planned to support the shaping, the design and the implementation of Key Exploitable Results (KER).

A series of C&D measures consisting of co-creation workshops and citizens science events are planned to support the implementation of technical results. The first are organized in connection with WP1 to get user requirements from key stakeholders of Sofia and Copenhagen and to support the design of applications and toolbox, whilst the second are aimed to promote the 100KTREES app and the collection of crowd sourcing data on trees. Training activities, mainly consisting in video tutorials and webinars have the goal to facilitate the uptake of 100KTREES applications by potential users.

100KTREES also implements and promotes a replicable model to establish and to address a multi stakeholder knowledge dialogue with cities and to engage local communities (see KER#1). The model for a city dialogue is tested in the cities of Sofia and Copenhagen and then applied to engage other EU cities. Establishment of a communication flow, design of media pack and visual material, connection with main pledges on planting trees and networking with potential customers and sponsors at public and private level are the C&D measures implemented to support non-technical 100KTREES outputs.

*Table 3. How C&D activities can support the implementation of KER*

Key Exploitable Results (KER)	Communication & Dissemination measures
KER#1 - Multi stakeholder knowledge dialogue	Dialogue with cities Co-creation workshops Training and webinars Networking webinars Web presence Final Conference
KER#2 - Crowd Science App	Citizen Science events Web presence
KER#3 - Automated spatial tree analytics (tree vitality mapping, interference analysis...)	Co-creation workshops Training and webinars
KER# - 4 AI-based Copernicus enhancement and analytics services	Co-creation workshops Training and webinars



KER#5 - Tree attributes for standard trees	Dialogue with cities (technical departments) Co-creation workshops Training and webinars
KER#6 - 100KTREES Modelling tool	Co-creation workshops Citizen Science events Training and webinars
KER#7 - 100KTREES Valorisation of Tree attributes and planting	Dialogue with cities (technical departments) Co-creation workshops Training and webinars
KER#8 - Tree planting business cases and collaborative funding schemes	Connection with EU initiatives and potential funders Networking webinars

### 3.4 Target audience and key messages

The promotion of the project actions and results, which is framed around solution-oriented communications materials, will primarily target the following categories of users and stakeholders.

*Table 4. How C&D activities can engage different categories of users and expected outcomes*

Target audience	Key message	C&D actions	Expected outcomes
<b>Cities, municipalities, urban planners</b>	Greening the cities and the built environment to increase inclusivity, attractiveness and well-being and generate new business	Showcase of applications. Connection with local communication teams  Networking with other cities  Training for using the decision toolbox	Raising awareness of cities on the project and the quality of its outputs  Replicate the project potential by training them on to use of 100KTREES outputs  Support them with materials to reach out to their partner cities and network of cities
<b>Industry (for third-party investors)</b>	Sponsoring sustainable initiatives for the city brings co-benefits to the economy, the society and the environment	Showcase of applications Training for using the toolbox Participation in fairs and exposition	Enforcing their corporate social responsibility through sponsorships of sustainable solutions Trigger positive behavior and cascading participations
<b>EU and policy makers</b>	Cities need for policies, funds and innovation to become green and climate resilient	Showcase of applications Connecting with local communication teams Networking with other cities and initiatives	Influencing EU, national and local policies Support to Green Deal and other initiatives Support the Space economy and the satellite data user uptake, and EU pledge to plant 3 billion trees by 2030.
<b>Scientific and Research Communities</b>	Innovation and new business plans also need for evidence-base and scientific validation	Showcase of applications Participation in scientific events	Citations of 100KTREES articles  Validate the results of the project

<b>Practitioners (URD, SDA)</b>	Green deal and green transition need for advanced technologies and skills to be properly implemented	Showcase of applications Training for using the decision toolbox Participation in fairs and exposition	Validate the results of the project Influence the market
<b>Environmental and citizens associations</b>	Positive behavior towards the environment and initiatives to plant new trees must increase	Involve them in street events Pack suitable information on the project Promote and advertise the brand and the use of app	Raise awareness and influence positive behaviors Replicate and amplify key messages and the use of apps
<b>Influencers/ Citizens</b>	People live better in a city with trees and green areas	Provision of updated dissemination material Involvement in street events	Replicate and amplify key messages by the project Promote the project brand

A living but exhaustive list of stakeholders is as well provided for both Sofia and Copenhagen, and is used to reach each individual organization and engage it in dissemination activities targeted for each category.

*Table 5. Stakeholders list of Sofia and Copenhagen and Communication and Dissemination activities targeted for each one*

## SOFIA

City officials and municipally owned companies		
Name	Sector/Role	C&D activities
Sofia Municipality	Environmental programmes management, Public green system	Dialogue with cities Co-creation workshops Training
SofiaPlan	Municipal enterprise which is responsible for spatial and strategic planning of the Sofia Municipality	Dialogue with cities Co-creation workshops Training
Municipal parks and gardens	Managing public parks and gardens of Sofia Municipality	Dialogue with cities Co-creation workshops Crowdsourcing Training
National Park Vitosha	Managing the national park on the territory of the municipality	Dialogue with cities Co-creation workshops Crowdsourcing Training
Architecture and Urban Spatial Development Service	City planning and design	Dialogue with cities Co-creation workshops Training
Sofia City Council	Commission on environment at Sofia City Council. Managing programme Green Sofia	Dialogue with cities Co-creation workshops Training



Private companies		
Name	Sector/Role	C&D activities
Colliers	Real Estate	Co-creation workshops Training
Arhitectonika	Architecture	Co-creation workshops Training
Place.make studio	Urban planning and design	Co-creation workshops Training
Educational institutions		
Name	Sector/Role	C&D activities
University of forestry Sofia	Education and research	Co-creation workshops Crowdsourcing
University of architecture, civil engineering and geodesy	Urbanist	Co-creation workshops Crowdsourcing
Sofia University	Geography	Co-creation workshops Crowdsourcing

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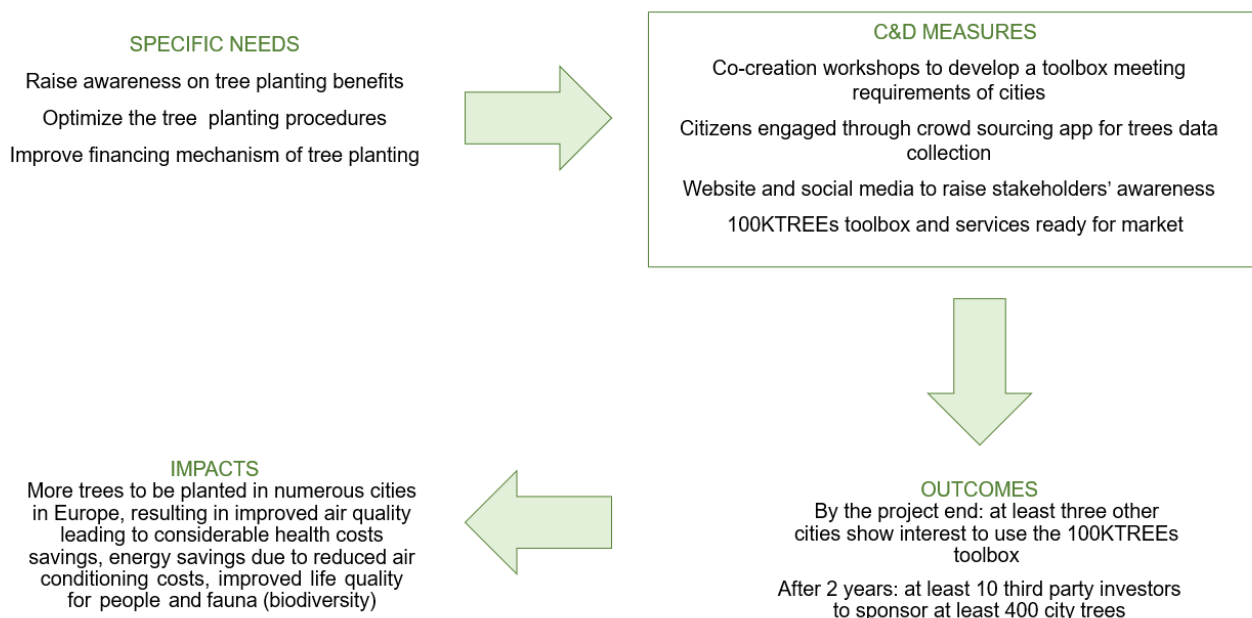
Public companies		
Name	Sector/Role	C&D activities
Municipality of CPH	urban spaces, climate adaptation, climate accounting, city data	Dialogue with cities Co-creation workshops Training
By & Havn (City and Harbour):	Public new field developer, they sell off public land in Copenhagen	Dialogue with cities Co-creation workshops Training
Frederiksberg	Municipality	Dialogue with cities Co-creation workshops Training
KAB	Social housing, with many building in concrete and poor insulated	Dialogue with cities Co-creation workshops Training
Private companies		
Name	Sector/Role	C&D activities
Bella group	Private investor	Co-creation workshops Training
Sweco	Architecture and engineering consultancy	Co-creation workshops Training

## 3.5 Communication and Dissemination supporting the achievement of outcomes and impacts

Communication and Dissemination are also intended as means to support and maximize the achievement of outcomes and long-term impacts of the project. Through C&D activities, cities and

investors across Europe get inspired to plant more trees in cities. C&D increases awareness of the benefits of urban trees for people, environment, and resilience.

The schema below shows how Communication and Dissemination measures contribute to the pathways towards impacts.



*Figure 2. How C&D in 100KTREES support the pathway to impacts*

### 3.6 Interlinkages with work packages across 100KTREES

In general, all Work Packages are interlinked with each other. The link among WP7 and technical Work Packages (in particular WP1) relates to the engagement of cities and stakeholders to collect end-users' requirements addressing the development of applications and products and, in a second stage, to test their different releases. Also, citizens science events are organized in WP7 with the aim to collect data and feed the 100KTREES applications with crowd-sourced data from the field. On the other side, the linkage between WP7 and WP6 contributes in particular to the pathway of impacts and to maximize them.

In general, interlinkages among WP7 and other WPs are also essential to shape the most appropriate way each deliverable, from all WPs, is to be communicated to different audiences and how to disseminate the toolboxes, the guidelines and in general the outputs produced by the project to support and engage end-users.

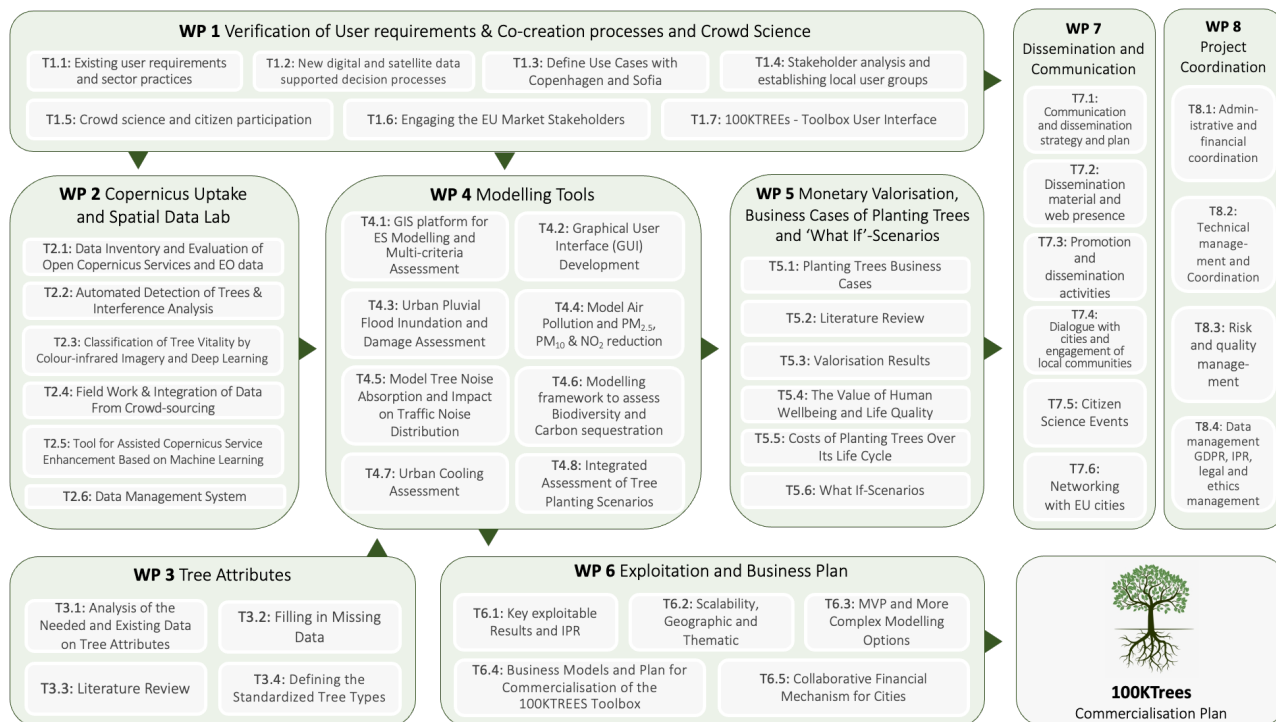


Figure 3. schema representing how 100KTREES WPS are dependent each other.

### 3.7 Connections with relevant EU projects and initiatives

100KTREES Communication and Dissemination Strategy aims at establishing links, collaborations and transfer of knowledge with significant initiatives and projects in the field of **planting trees**, **Nature-based Solutions**, **regreening cities**, **sustainable cities**, but also with the **space communities** for the user uptake of downstream applications. In the below table is a preliminary list of projects and initiatives 100KTREES can connect with. The list will be periodically updated and with new initiatives that will results from direct contacts or by desk research into most common project databases (e.g. EC Participant Portal, ThinkNature, OPPLA, NetworkNature).

Table 6. List of relevant initiatives and reasons to connect with

EU projects and initiatives	Relevance for 100KTREES
OPPLA ( <a href="http://www.oppla.eu">www.oppla.eu</a> )	EU repository of Nature-based Solutions. A knowledge marketplace, where the latest thinking on natural capital, ecosystem services and nature-based solutions is brought together. GSG is member of the OPPLA Community
ThinkNature ( <a href="https://www.think-nature.eu/">https://www.think-nature.eu/</a> )	A multi-stakeholder communication platform for NbS. Connected with OPPLA. GSG is member of the ThinkNature Community
ICLEI ( <a href="http://www.iclei.org">www.iclei.org</a> )	Local Governments for Sustainability is a global network of more than 2500 local and regional governments committed to sustainable urban development
CURE Project (Copernicus for Urban Resilience in Europe) <a href="http://cure-copernicus.eu/about.html">http://cure-copernicus.eu/about.html</a>	CWR is partner in CURE and responsible for the Health and Socioeconomic assessment

H2020 RECONNECT 2018 – 2024 ( <a href="http://www.reconnect.eu">www.reconnect.eu</a> ) Regenerating ecosystems with Nature-Based Solutions for hydro-meteo risk reduction	GSG is C&D leader and ES1&ES2 is partner responsible for aerial data acquisition
Bitagreen Project (VLAIO innovation mandate, 2020- 2022) <a href="http://www.bitagreen.io">www.bitagreen.io</a> is a spin-off project of the VUB that develops and market-proofs a multi- objective, multi-scalar decision support tool for allocation of urban green infrastructures (GI) based on integrated assessment and valuation	The software packages and knowledge developed during this project by HYDR/VUB will be used under VUB- Bitagreen as a basis for the allocation of trees and modeling and assessing their impacts in WP4 and WP5. The experience in valorization of the software is an asset for WP6 (Exploitation and Business Plan)
FloodCitiSense, as a part of the ENSUF call, was active between 2017-2020. <a href="http://www.floodcitisense.eu">www.floodcitisense.eu</a> The project, focusing on monitoring of rainfall, flooding and early warning signs to enable citizens to be better prepared, has produced an infographic website to showcase the visual story about our international citizen science project on urban pluvial floods.	HYDR department at VUB was responsible for implementing Crowdsourcing and smart sensing data gathering by citizens to feed a database of detailed information which is crucial to improve the prediction of urban floods. This experience can be used in Task 1.5.
H2020 NAIAD <a href="http://www.naiad2020.eu">www.naiad2020.eu</a> NAIAD aims to operationalize the insurance value of ecosystems to reduce the human and economic cost of risks associated with water (floods and drought) by developing and testing the concepts, tools, applications and instruments (business models)	Knowledge on the assurance value of nature-based solutions acquired by VUB staff involved in NAIAD will support integrated valuation (WP4/WP5) and business model development. (WP6)

necessary for its mainstreaming. NAIAD co-developed nature assurance schemes in 8 DEMO sites in Europe.	
COMPAIR project ( <a href="https://www.wecompair.eu/">https://www.wecompair.eu/</a> ) EU funded citizen science initiative designed to help anyone, to use new technologies to collect data that measures local air quality, understand what it means for their community, and to make local policy and social changes that to improve air quality.	SDA. Working with local authorities and citizens to run citizen science experiments to supplement gaps in official air quality data to (a) co-create more effective social actions and (b) influence city policy. Together these actions will contribute towards healthier and greener cities for all.
Amai! Tree map: where are the trees in the cities? ( <a href="https://amai.vlaanderen/project-milieu">https://amai.vlaanderen/project-milieu</a> - Flanders, Belgium) . A tree map for the cities of Flanders will be developed using sensors and AI-image analysis	ES1&ES2 is developing the the tree localisation methods and AI protocols developed within the Amai!-project can be used and improved in 100KTREES.
Ground Truth 2.0 (GT2.0) <a href="https://gt20.eu/">https://gt20.eu/</a> (2016-2019) Environmental knowledge discovery of human sensed data	NDC undertook the sustainability analyses for six citizen observatories (CO) on environmental stewardship (and developed two 2 business cases for commercial products
Les chercheurs d'air ( <a href="https://www.leschercheursdair.be/">https://www.leschercheursdair.be/</a> - Brussels, Belgium) / InfluencAir ( <a href="https://influencair.be/">https://influencair.be/</a> - Brussels, Belgium) / Curieuzeneuzen ( <a href="https://curieuzeneuzen.be">https://curieuzeneuzen.be</a> - Flanders, Belgium) / Sensor.community ( <a href="https://sensor.community/">https://sensor.community/</a> - Europe)	Plenty of citizen science projects studying air quality are taking or have taken place. The data from those projects are shared under an open format. The data available online, as well as the tools that have been tested, calibrated and approved, can be included in 100KTREES.
UN Economic Council for Europe, Climate Action <a href="https://unric.org/en/three-european-cities-join-the-trees-in-cities-challenge/">https://unric.org/en/three-european-cities-join-the-trees-in-cities-challenge/</a>	Campaign launched at the UN Climate Action Summit calling on mayors to make tree-planting pledges and to put these into action. The mayors of Bonn (Germany), Helsingborg (Sweden) and Malaga (Spain) were among the first onboard to announce their intention to join the initiative as part of their cities' climate action agenda. 100KTREES can engage these cities
Trees for Life <a href="https://cor.europa.eu/en/news/Pages/Trees-for-Life.aspx">https://cor.europa.eu/en/news/Pages/Trees-for-Life.aspx</a>	The call to action 'Trees for Life' encouraged every participant – and in particular Committee of the Regions (CoR) members– to plant a tree in their region, city or village, during the EU Green Week 2022, and to share a photo to publicise each commitment and promote it as a contribution to Europe's reforestation. Cities participating in this challenge can be invited to join 100KTREES.
EU Forest Strategy <a href="https://forest.eea.europa.eu/3-billion-trees/introduction">https://forest.eea.europa.eu/3-billion-trees/introduction</a>	Flagship initiative of the European Green Deal setting concrete actions for increasing the quantity and quality of forests in the EU as a fundamental part of the solution to the climate change and to the loss of biodiversity, and for

	strengthening their protection, restoration and resilience. 100KTREES will connect with this initiative and analyse staff working document available on the web.
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## 4. Communication and Dissemination Plan

A timeline for C&D activities is available Appendix 2. Below, a summary of the actions and strategic objectives is provided for the duration of the project.

*In the first year*, communication platforms (e.g. project website, information sheet, newsletters, and events) and social media channels (e.g. Facebook, Twitter, LinkedIn, YouTube) were established and identified to create awareness of the project, disseminate the project concepts in strategic networks and demonstrate a powerful public image of 100KTREES. A dialogue with cities (communication departments) is established as well as the engagement of stakeholders through the organization of the first round of co-creation workshops (M4-6), that serves also to collect user requirements in the framework of WP1. Dissemination activities such as participation in events and scientific publications are carried out. Basis for citizens science events are put.

*In the second year*, 100KTREES continues to build awareness of the project results and engage in more targeted communication for specific group of users. Increased awareness is achieved through the dissemination of enriched content via the communications platforms and social media channels established in the first year, through the networking with other EU cities, the engaging with other EC Communities, and by publishing project results in journals and magazines. A second round of co-creation workshops is organized both in Sofia and Copenhagen, this time to test alpha version of the toolbox. Citizen science events will be organized to promote the use of the app within the citizens (volunteers, workers on the field) in order to collect data on the position of all trees existing in the city (both public and private areas) and also on ground temperature, in the case where the citizen owns a meteo-station. Feedback on the use of the app by citizens will be also collected within the WP1 and used to improve the app.

*In the third year* C&D are mainly intended as activities to support exploitation and impact achievement. Networking with cities is mainly addressed to find potential sponsors in public and private sectors, a co-creation workshop is organized to test the beta version of the applications and a Final Conference is the occasion to launch 100KTREES brand and products.

### 4.1 Tools for Communication and Dissemination

#### *100KTREES Visual Identity*

The 100KTREES logo must be used in all project documents and outputs issued such as web site, dissemination material, reports and publications, workshops and in general all project outputs, so that their relationship with 100KTREES is clear and directly identifiable.



RGB: 100,109,59

HEX: #646d3b

*Fig 4. 100KTREES Official Logo and colour index*

Only the project logo available on the 100KTREES content management system are usable and accepted. Primarily the logo should be used on a white background for maximum impact and clarity. For other background colour, it is important that logo reads clearly and has sufficient contrast



with a background colour or photo. No other logos can be recreated, and effects (e.g. shadows, gradients, strokes), modifications (e.g. redrawing, distortion, rotation) and change of colour and radius are not allowed. The 100KTREES is usually accompanied by the EU emblem used to acknowledge the origin and ensure the visibility of the EU funding.

To properly use the EU emblem make reference to the guidelines at this link: [https://commission.europa.eu/system/files/2021-05/eu-emblem-rules\\_en.pdf](https://commission.europa.eu/system/files/2021-05/eu-emblem-rules_en.pdf)

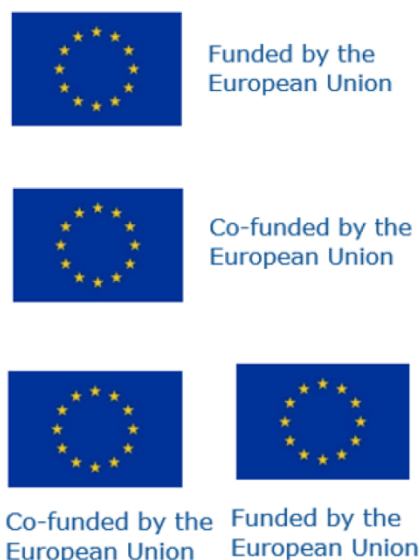


Fig 5: emblem of EU to acknowledge funds

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos

Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

*“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”*

### 100KTREES website

The 100KTREES project website, [www.100ktrees.eu](http://www.100ktrees.eu), is the key entry point where stakeholders and interested users can be directed to find information related to the project. It will be a major communication channel for disseminating information and engaging stakeholders. The 100KTREES consortium is strongly motivated to provide evidence based scientific results that will be of major importance and interest for the scientific and professional communities as well as for cities. This content as well as media materials, blogs, news stories, multimedia products, relevant resources, events, and other project outputs will be communicated through the project website. The various material will cater to the different audiences of 100KTREES. In the second project half, the 100KTREES website will be designed as a gateway to showcase and access the main project results.





Figure 6. Home Page of 100KTREES website at <https://100ktrees.eu/>

### 100KTREES social media

100KTREES aims at producing strong and engaging content relevant for a diverse set of audiences. Social media are intended to be used to drive traffic to the project website and contribute to outreach, awareness raising and knowledge sharing around benefits from planting trees and available tools. 100KTREES social media will help grow the following around trees benefits as a promising approach to address current challenges.

100KTREES will establish the following social media channels for disseminating information to stakeholders and a wider audience, and engaging stakeholders more proactively as outlined in Table 5.

Table 7. Overview of social media channels and how they will be used for 100KTREES

Social media channel	Description/Comment	Purpose/To what end?	Average weekly activity	KPIs
Twitter 100KTREES_EU	The hashtag #100ktrees is also launched. As the Twitter handle is time restricted, the project will use a Twitter hashtag, which can grow and live beyond the duration of the project. Can leverage the existing partner accounts to reach a wider audience	Twitter is used to engage with others in the field and releasing bite-sized project/content updates, for example a new publication, event, or development. When referring to project documents, for example, the tweet should refer to full versions held on the website so as to direct	At least 1 post per week	<ul style="list-style-type: none"> <li>• Rate of engagement</li> <li>• Amount of unique visitors</li> <li>• Number of followers (growth)</li> </ul>

		traffic to the website.		
Facebook 100KTrees Project	Facebook Page. Higher chance to get more engagement from the community, allows to share long contents and texts	Engage at the community level by providing relevant posts inform and trigger a conversation, rather than an update of project outputs.	1 post per week	<ul style="list-style-type: none"> <li>• Rate of engagement</li> <li>• Amount of unique visitors</li> <li>• Number of followers (growth)</li> </ul>
LinkedIn 100ktrees-project	Company Page See above	Engage at the professional level  See above	1 post per week	<ul style="list-style-type: none"> <li>• Rate of engagement</li> <li>• Amount of unique visitors</li> <li>• Number of followers (growth)</li> </ul>
YouTube	Promotional videos, repository of webinar recordings, demonstrations, etc.			<ul style="list-style-type: none"> <li>• Number of views</li> </ul>

### *100KTREES newsletters and stories*

100KTREES will publish electronic Newsletters, a 6-monthly collection of articles and news by the project. Each newsletter will have a thematic focus with key contributors from the consortium and will inform also on project products and outputs.

A 100KTREES blog on Medium will be also widely promoted across the project Community to connect with the various communities interested by the project (city government, space and industries, sustainable planning, climate change...) and build a narrative around the evolution of the project. Blogs are a good place to summarise articles, get feedback and have online discussions and the project intends to exploit them at the best in its lifespan.

Content should also be communicated using partner and stakeholder communication channels (see Table 7).

### *Media Pack*

Project information packed for press releases and media. Press releases are required for media outreach and to make the project understandable and accessible to business and news media. A specific task of C&D is dedicated to establishing a communication flow with Copenhagen and Sofia city communication departments, such that the media pack and visual material is discussed with them and they can support translations into the local language, if and where required.

### *Scientific journals, papers, publications*

Above all, articles on the presentation of activities and results of 100KTREES will be published as proceedings of main events and conferences in the sectors participated by project partners (at local, national and EU level). In addition, peer reviewed scientific publications on journals and magazines in different sectors and having an impact factor will be provided in particular by the academic partner to also bridge the science-to-practice interface and if in line with project budget. The following journals can be quoted (not exhaustive list):

- International Journal of Applied Earth Observation and Geoinformation
- Science of the total environment
- International Journal of geo-information
- Remote Sensing in Earth System Sciences

Scientific journals, papers, publications will be tracked on a regular basis in the format and as requested by the Continuous Reporting of Horizon Europe project. All this scientific material is detailed in Zenodo, an open-access repository of academic-related digital information. All the scientific items produced within the project is gathered under the grant tag “100KTREES” making them easy to find. Each publication, journal or paper uploaded in Zenodo receives a Digital Object Identifier (DOI) which makes the publications easily reachable. Zenodo is also connected with the Continuous Reporting of the ECAS Participant portal, from where is it possible to import all the 100KTREES publications archived in it.

### *Co-creation workshops, citizens science events, conference*

Co-creation workshops are organized both in Sofia and Copenhagen to support WP1 activities and outputs, together with local partners where necessary. A first round of co-creation workshops (M4 - M6) has the aim to collect user requirements, seeking for the participation of local associations and representatives of key stakeholders. A second round of workshops (M15 - M17) aims to get feedback by potential end users on the alpha version of the toolbox. A final round of co-creation workshops (M26) is organized as a joint event between Sophia and Copenhagen to obtain user feedback on the beta version of the Toolbox.

Citizen science events (stalls, street exhibitions, photo contests etc.) are organized for a more capillary engagement of civil society for crowdsourcing (collection of trees data by citizens) and testing of the crowd science app.

100KTREES targets high-profile events, conferences and workshops at the national, European and international level to participate and engage (e.g. organise technical sessions, workshops, etc.) with a broader audience group across the science-policy-practice interface. Events, conference and workshops will be tracked on a regular basis in the format and as requested by the Continuous Reporting of Horizon Europe.

A 100KTREES Final Conference is organized towards the project end (M32 onward) at the coordinator premises or jointly with an important EU panel.

### *Networking with EU cities*

EU cities are engaged for a dialogue based on the model of Copenhagen and Sofia. Networking consists in connecting with main local and regional pledges and initiatives in EU on planting trees, as well as networking with potential customers and sponsors at public and private level.

Three networking webinars are organized with key stakeholders and potential customer cities during the second half of the project. The cities to be targeted are identified together with the exploitation tasks and the market research regarding the geographic roll-out. Materials for the

webinars is developed in collaboration with all partners (and could include videos, slides, demonstrations, etc.).

A not exhaustive list of cities than can potentially be engaged in 100KTREEs are: Essen, Milan, Brussels, Paris, Madrid, Berlin, Barcelona, Ghent, Rotterdam, Plovdiv, Parma, Roselaere, Rheibech. The 100KTREEs web site offers the possibility for cities interested in the project and its products to register and be engaged for a dialogue.

### Training

Training activities for potential users of 100KTREEs toolbox (in collaboration with technical WPs) are organized upon needs and supported by video tutorials and/or webinars.

*Table 8. Communication and Dissemination activities vs delivery date*

Activity	Date
Design and deployment of web platforms (web site and social media)	M3
Design and production of dissemination material	M3 onward
100KTREEs Brand Guide	M3
Co-creation workshops	M4-6, M15-17, M26
Production in Open Access of peer reviewed scientific publications	continuous
Participation in conferences, workshops and EU panels	continuous
Media relations	continuous
Events for citizens engagement	Around the Second Year (TBD)
Networking webinars in EU cities	Second and Third Year
Final conference	Between M32 and M35 (to be defined)

## 4.2 Partners' dissemination channels

Communication and Dissemination activities usually requires the involvement of all partners in the consortium in order to maximize the effectiveness and the geographical extent. Nowadays, each partner has institutional dissemination channels over the web that can be used to convey the information on the project to a general audience and multiply the number of recipients.

In order to exploit at the best the multiplication potential within the consortium, a list of dissemination channels and web presence of each partner has been done. Through a series of posts over the 100KTREEs social media, where project partners and significant initiatives and organizations are tagged, it is expected to feed our community of followers in order to reach a maximum expansion.

*Table 9. Partner's dissemination channels (institutionals)*

Partner Name	Web site	Social Media	Followers
DHI (coordinator)	<a href="https://www.dhigroup.com/">https://www.dhigroup.com/</a> <a href="https://eo.dhigroup.com/">https://eo.dhigroup.com/</a>	LinkedIn: <a href="https://www.linkedin.com/company/dhi/">https://www.linkedin.com/company/dhi/</a>	39 000

		Twitter: DHI (@dhigroup) / Twitter	1565
		YouTube DHI Group - YouTube	1.45K subscribers
		FB <a href="https://www.facebook.com/DHigroup">https://www.facebook.com/DHigroup</a>	4.9K followers
SDA (Sofia Development Association)	<a href="https://www.sofia-da.eu/en/">https://www.sofia-da.eu/en/</a>	FB page: Sharing Sofia	41 000
		FB page: Sofia Green	5500
		FB page: SofiaLab	1500
Eurosense	<a href="http://www.eurosense.com">www.eurosense.com</a>	Facebook: (1) EUROSENSE   Wemmel   Facebook	339
		LinkedIn: (25) "eurosense"   Suche   LinkedIn	3088
EcoTree	Ecotree.green	LinkedIn: EcoTree France	17450
		Facebook: EcoTree	24282
		Twitter: @EcoTree_contact	3265
GISIG	<a href="http://www.gisig.eu">www.gisig.eu</a>	Facebook: GISIG – Geographical Information Sytems International Group	115
		Twitter: @GISIGASSOC	109
		LinkedIn: GISIG – Geographical Information Sytems International Group	245
Vrije Universiteit Brussel / Bitagreen	<a href="http://bitagreen.io">bitagreen.io</a>	LinkedIn: Bitagreen	290
OneTree Foundation	<a href="https://ednodarvo.io/">https://ednodarvo.io/</a>	<a href="https://www.facebook.com/ednodarvo">https://www.facebook.com/ednodarvo</a>	1300
CWare (project lead)	<a href="http://www.cware.eu">www.cware.eu</a>	LinkedIn: CWare Circular Economy	125
UrbanDigital	<a href="http://www.urbandigital.dk">www.urbandigital.dk</a>	NA	NA
NDConsult Ltd (associated partner)	<a href="http://www.ndconsult.eu">www.ndconsult.eu</a>	NA	NA

## 5. Monitoring and Evaluation

A log frame approach is used to monitor and evaluate the performance of 100KTREEs activities in relation to expected results and outcomes.

Indicators will be kept constantly monitored and a qualitative assessment is provided within the six-monthly internal reports. Indicators target can be changed and tuned according to the project progress and trends. A qualitative assessment is provided as well, based on how each indicator supports the achievement of results and outcomes and contributes to the trigger the expected “change”.

*Table 10. Log frame matrix to monitor and evaluate the performance of C&D activities*

<b>Overall WP7 objective/impact: raising awareness on planting trees benefits, maximizing impacts and supporting uptake of KERs through targeted C&amp;D actions</b>					
<b>Expected result 7.1: Dissemination, engagement, knowledge transfer and communication is targeted to different categories of stakeholders and target users approaching 100KTREEs</b>					
<b>Expected outcomes/impacts 7.1: 100KTREEs brand is known in EU cities and communities are aware about the benefits of planting trees</b>					
Activity	Output	Outcome	Indicator	Source of verification	Tools
7.1.1 Communication and dissemination strategy and plan to project target groups	Communication and Dissemination Strategy and Plan document (M3 plus updates in the PPRs)	<p>Project awareness and understanding is increased among specified categories of target audience.</p> <p>Impacts are generated across EU communities.</p> <p>Project information is packed following a 100KTREEs Visual Identity and targeted to different categories of users.</p> <p>Impacts by C&amp;D are monitored and assessed.</p>	<p>N. of versions issued</p> <p><b>Target: 3</b> In M3, M18 and M36 (the last two annexed respectively to the Periodic and Final Project Reports)</p>	Document of Activities, outcomes of WPs, External Review Reports	Document outlining and streamlining actions for communications and dissemination
7.1.2 Visual identity	Brand Guide – visual identity (delivered)	Consistent and unified presentation of project outputs	On-line availability of a Brand Guide online for	EC guidelines,	All C&D channels

<b>Overall WP7 objective/impact:</b> <i>raising awareness on planting trees benefits, maximizing impacts and supporting uptake of KERs through targeted C&amp;D actions</i>					
			partners and stakeholders  <b>Target: 1</b>	Grant Agreement, 100KTREEs logo	
<b>7.1.3</b> Promotion across partners communication channels (media, press, blogs)	Articles, news on partners' communication channels, increasing 100KTREEs network of stakeholders	Bridge websites and link communities online to encourage exchange virtually and increase clicks/hits/links on partner websites	N. of contents shared within partners' channels  <b>Target: 1/week</b>	Partner's websites and social media channels	Apply google analytics for targeted partner channel communications  Social media
<b>Expected result 6.2: Implementation and maintenance of C&amp;D platforms and materials, availability of project information pack</b>					
<b>Expected outcomes/impact 6.2: Different categories of users are reached and engaged thanks to targeted C&amp;D tools</b>					
Activity	Output	Outcome	Indicator	Source of verification	Tools
<b>7.2.1</b> 100KTREEs web site	Project website collecting all project descriptions, info, news, outcomes	Provide a gateway to access 100KTREE information, news, results and products	N of visits <b>Target: 10,000</b>  N of downloads <b>Target: 3,000</b>	Visits and interactions by users	Wordpress; Google Analytics
<b>7.2.2</b> Additional web tools and social media (Facebook, Twitter, LinkedIn Group, Youtube channel)	Management of the mentioned social media accounts, contents creation	Disseminate project activities, events and results. Communicate a positive image around the benefits of planting trees	Number of followers, shared contents and citations  <b>Target: 1,500</b>	Likes, contents shared, tags	Social media analytics
<b>7.2.3</b> Promotional material: 6-monthly electronic newsletters	Electronic 100KTREEs newsletters	Provide partners and target audience with easy-to-use communication material to relay in their networks	N of issues <b>Target: 6 (2 / year)</b>  N of emails with newsletters opened and downloaded <b>Target: 60%</b>	Mailchimp (newsletter analytics)	Articles are written in Medium and linked in the newsletter)
<b>7.2.4</b> Promotional material: leaflets and brochures	Project leaflet (translated into local	Provide partners and target audience with easy-to-use	N of leaflet versions	Versions on the web site available for download	PowerPoint, Publisher, infographics software

<b>Overall WP7 objective/impact:</b> <i>raising awareness on planting trees benefits, maximizing impacts and supporting uptake of KERs through targeted C&amp;D actions</i>					
	language of the partner cities)  100KTREES final brochure focused on tools	communication material to relay in their network and with potential customers	<b>Target: 2 (M6 and M24)</b>  N of brochure versions <b>Target: 1 (project end)</b>		
<b>7.2.5</b> Promotional material: production of project videos	Production (professional and home-made) of 100KTREES videos available on the Youtube channel	Provide partners and target audience with easy-to-use communication material to relay in their network	N of views <b>Target: 1,000</b>  N of shares <b>Target: 100</b>	Youtube	Youtube, any video software
<b>7.2.6</b> 100KTREES presentations and posters at conferences and workshops	Posters, presentations	Provide partners and target audience with easy-to-use communication material to relay in their network	N of presentations/posters in main sectoral events <b>Target: 5/year</b>	Direct contacts with WP7 responsible Continuous Reporting on Sygma (Communications Activities)	Power Point, Publisher, infographics software
<b>7.2.7</b> Media Pack for journalists	Press releases and infographics	Packaging information for cities communication department for a proper information to citizens about the project and the app	N of articles <b>Target: 1/year/city</b>  N of posts on cities social media <b>Target: 2/year/city</b>	Local newspapers Social Media of Sofia and Copenhagen cities	Word documents and images
<b>Expected result 7.3: Develop and implement dissemination to share results of the project with the relevant communities of target users</b>					
<b>Expected outcomes/impact 7.3: To demonstrate to different categories of users the benefits from 100KTREES approach and tools</b>					
Activity	Output	Outcome	Indicator	Source of verification	Tools
<b>7.3.1</b> 100KTREES scientific publications	Scientific articles, manuals, books	Share publications and encourage citing.  Validating the results of the project	N of scientific publications issued under 100KTREES on impacted journals <b>Target: 6 (2/year)</b>	WPs and scientific results	Zenodo database



<b>Overall WP7 objective/impact:</b> <i>raising awareness on planting trees benefits, maximizing impacts and supporting uptake of KERs through targeted C&amp;D actions</i>					
		Share project publications to support knowledge exchange between projects			
<b>7.3.2</b> 100KTREEs workshops led within events in the sector, partners participation is coordinated	Deliver 1 session / year at identified conferences and workshops	Share and validate project results with relevant practitioners and communities of experts	N of organized workshops <b>Target: 3 (1/year)</b>  N of participants in each workshop <b>Target: 30</b>	Attendees feedback, collection of testimonies, survey results from follow-up	Any virtual conf platform (for online workshops)
<b>7.3.3</b> Media Relations	Develop relations with cities communication departments, journalists and bloggers	Share project benefits and results with a wide audience of citizens	N of newspapers articles <b>Target: 1/year/city</b>  N of broadcasts / podcasts <b>Target: 1/city</b>	Cities social media, newspapers and local TV broadcastings	Social Media analytics, TV viewers
<b>7.3.4</b> Training activities	Training actions supported by video tutorials and webinars (at least one in Sofia and one in Copenhagen)	Train potential users of 100KTREEs toolbox and push its uptake	N of training actions <b>Target: 2</b>  N of participants <b>Target: 15 each</b>  N of webinars and/or video tutorials <b>Target: 2</b>	Material on the web site available for download	Any virtual conf platform (for online workshops)  Brochures and technical documents  Demos
<b>Expected result 7.4:</b> <i>Establish a communication flow with Sofia and Copenhagen cities and involve them in toolbox co-creation</i>					
<b>Expected outcomes/impact 7.4:</b> <i>Partners cities are engaged in 100KTREEs promotion</i>					

<b>Overall WP7 objective/impact:</b> <i>raising awareness on planting trees benefits, maximizing impacts and supporting uptake of KERs through targeted C&amp;D actions</i>					
Activity	Output	Outcome	Indicator	Source of verification	Tools
<b>7.4.1</b> To discuss media pack and visual material with Sofia and Copenhagen communication departments	Dissemination material tuned on cities requirements (including language)	Effective dissemination at local level	N of materials customized for each city <b>Target: 2 leaflets and one brochure</b>	Versions on the web site available for download	Google Analytics
<b>7.4.2</b> Support the organization of co-creation workshops (WP1)	First round of workshops on user requirements (M4-6)  Second round of workshops to get feedback on alfa version of the toolbox (M15-17)  Third joint workshop to get feedback on beta version of the app (M26)	100KTREES toolbox designed upon real needs and tested in a real environment thanks to an effective engagement of potential users	Number of participants in workshops 1,2,3  <b>Target for workshop 1 and 2: 10/15 participants</b>  <b>Target for workshops 3: 20/30 participants</b>	Workshop reports	Surveys, success stories, video conference tools (when needed)
<b>Expected result 7.5: Engagement of civil society</b>					
<b>Expected outcomes/impact 7.5: Citizen's awareness on trees benefits is raised</b>					
Activity	Output	Outcome	Indicator	Source of verification	Tools
<b>7.5.1.</b> Organization of citizens science events	Street exhibitions, stalls and photo contests	Engage citizens for crowdsourcing (collection of trees data) and testing of the app	N of app downloads  <b>Target: 1,500</b>	App analytics	Public events, apps
<b>7.5.2.</b> Involvement of local influencers	Posts and videos on social media, key messages	Increase the engagement of citizens and trigger positive behaviors	N of video interviews <b>Target: 1/city</b>	Visualization and likes on social media and youtube channel	Social media analytics

<b>Overall WP7 objective/impact:</b> <i>raising awareness on planting trees benefits, maximizing impacts and supporting uptake of KERs through targeted C&amp;D actions</i>					
<b>Expected result 7.6: Establish a 100KTREEs network of cities</b>					
<b>Expected outcomes/impact 7.6: Mainstreaming the 100KTREEs approach across EU cities</b>					
Activity	Output	Outcome	Indicator	Source of verification	Tools
<b>7.6.1</b> Engage other EU cities for a dialogue	Community of EU cities having interest in 100KTREEs	Favor the uptake of the toolbox by different users	N. of cities joining the 100KTREEs network <b>Target: 5</b>	Direct contacts and meetings On-line form in the web site for self-engagement of cities	Mailing list
<b>7.6.2</b> Mapping EU initiatives and pledges on tree planting	Connecting with EU pledges on planting trees	Favor the uptake of the toolbox by different users	N. of pledges joined <b>Target: 15</b>	Web site and reports	Mailing lists
<b>7.6.3</b> Networking webinars	Videos, slides, demonstrations	Push the engagement of key stakeholders and potential customers, support the exploitation	N of webinars organized <b>Target: 3</b>  N of participants for each <b>Target: 50</b>	Web site, Youtube, reports	Videconference tools
<b>7.6.4</b> Final 100KTREEs Conference	Final Conference	Empower participants to communicate further to partner cities, potential customers and initiatives	N of attendees <b>Target: 80</b>  End of project	Attendees feedback, collection of testimonies, survey results from follow-up	Face to face conference

## 6. Conclusion

Successful projects are based on effective communication. This is why a communication plan is so important.

The level of quality with which one communicates during the life cycle of a project can make the difference between success and failure. An effective communication plan contributes to high performance of the project consortium and supports the completion of the project in time and in the budget. In the same way, a structured engagement of stakeholders and dissemination of results is fundamental for a proper exploitation and to design and implement products that responds to the market and customers needs.

100KTREES Consortium doesn't have any doubts on the usefulness and importance of a Communication and Dissemination Plan and hence will do its best to keep this deliverable living and updated.

## 7. References

100KTREES Grant Agreement N. 101082551

### Links

[https:// 100ktrees.eu/](https://100ktrees.eu/)

[https://ec.europa.eu/research/participants/docs/h2020-funding-guide/imgs/quick-guide\\_diss-expl\\_en.pdf](https://ec.europa.eu/research/participants/docs/h2020-funding-guide/imgs/quick-guide_diss-expl_en.pdf)

[https://commission.europa.eu/system/files/2021-05/eu-emblem-rules\\_en.pdf](https://commission.europa.eu/system/files/2021-05/eu-emblem-rules_en.pdf)

## Appendix 1 – 100KTREES Brand Guide



### 100KTREES Visual Identity

Annex of the Communication and Dissemination Strategy and Plan

February 2023



### Purpose of the document

The purpose of this manual is to create a practical guide to help maintain a coherent **visual identity** of 100KTREES.

The document provides partners with indications on how to **visually communicate** the 100KTREES project to an internal or external audience.

Partners that will introduce 100KTREES at conferences, workshops or citizens science events will have to prepare their visual material based on the indications included in this document.



## Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following **disclaimer** (translated into local languages where appropriate):

*“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor EASME can be held responsible for them.”*

In **scientific publications** the following disclaimer must be included:

*“The study/research has been carried out within the 100KTREES project that received funding from the European Union’s Horizon Europe Programme under Grant Agreement N. 101082551. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor EASME can be held responsible for them.”*



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## Acknowledgment of EU funds

Communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate).



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## Project logo

The 100KTREES official logo symbolizes the trees that are going to be planted thanks to the toolbox implemented by the project.

The logo must be used in all project documents and outputs issued such as web site, dissemination material, technical reports and documents, gadgets (if any), apps, workshops and conferences so that their relation with 100KTREES is clear and directly identifiable.



## Project logo

The 100KTREES logo is available in **color**, in **grey** scale as well as in **black** and in **white**. Primarily, the logo should be used on a **white background** for maximum impact and clarity. For other background color, it is important that the logo reads clearly and has sufficient contrast with a background color or photo.



#646D3A  
R: 100  
G: 109  
B: 58



#696969  
R: 105  
G: 105  
B: 105



#000000  
R: 0  
G: 0  
B: 0



#FFFFFF  
R: 255  
G: 255  
B: 255





## Banner

A **banner** was designed to be used as graphical element e.g in **Power Point** and **Word** documents. This banner wants to emphasize the vivacity of the green of the trees in relation to the grey of buildings.



## Templates for documents and presentations

Each project product and document must be issued by using the Word as well as Power Point template. The Power Point template (as used in this presentation) has to be used for **all presentations** on the project delivered on the occasion of both **internal and external** events.



## Web Site

100KTREES web site is available at:

<https://100ktrees.eu>

From the web site:

- stakeholders can register to the 100KTREES community and receive the Newsletters
- Interested cities can get in touch with the project consortium to see how being engaged in 100KTREES



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## Social Media

100KTREES is active on three Social Networks



100KTrees Project



@100KTREES\_EU



100KTREES Project

For any communication related to our project, mention our pages and use one of the following hashtags:

#trees

#space

#100ktreesproject

When posting on Social Media, reference to the web site should be done



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## Appendix 2 – C&D timeline

	YEAR 1												YEAR 2												YEAR 3												
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	
Task 7.1 C&D Strategy and Plan			D															U																			U
7.1.1 C&D strategy and plan to target groups			D			M						M						M						M						M						M	
7.1.2 Brand Guide			D																					M													
7.1.3 Promotion through dissemination channels																																					
Task 7.2 Dissemination material and web presence			D															D																			
7.2.1 Web Site			D																																		
7.2.2 Additional web tools	D																																				
7.2.3 Newsletters						1						2						3						4						5						6	
7.2.4 Leaflets and Brochures						L1												L2												B							
7.2.5 Project Videos																																					
7.2.6 Posters and presentations in events																																					
7.2.7 Media Pack for journalists																																					
Task 7.3 Promotion and Dissemination activities																																					
7.3.1 100ktrees scientific publications																																					
7.3.2 workshops within sector events												1												2												3	
7.3.3 media relations																																					
7.3.4 training activities																																					
Task 7.4 Dialogue with cities																																					
7.4.1 media pack with Sofia and CPH comm dpt																																					
7.4.2 co-creation workshops					1,2												3,4									5											
Task 7.5 Citizen science events																																					
7.5.1 organization of citizens science events																																					
7.5.2 involvement of local influencers																																					
Task 7.6 Networking with EU cities																																				D	
7.6.1 engage EU cities for a dialogue																																					
7.6.2 mapping EU initiatives and pledges																																					
7.6.3 Networking webinars																																				D	
7.6.4 Final 100ktrees conference																																					
D = deliverable	1,2,3 ... = number of issues																																				
U = updating in the report	L = leaflet																																				
M = monitoring	B = brochure																																				
R = updating into the official reporting																																					