

High Nature Value Farmland and Forestry Systems for Biodiversity

HNV_FarmForBio Communication and Dissemination Plan

Deliverable D5.1



Project Title: High Nature Value Farmland and Forestry Systems for Biodiversity (HNV_FarmForBio)

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Table of Contents

| | | |
|-----|---|----|
| 1 | Introduction..... | 1 |
| 2 | Stakeholders..... | 2 |
| 2.1 | Target Audience..... | 3 |
| 3 | Headline Communication Messages..... | 4 |
| 3.1 | Project Abstract..... | 4 |
| 3.2 | Supporting Messages..... | 5 |
| 4 | Channels..... | 5 |
| 4.1 | Stakeholder advisory group..... | 5 |
| 4.2 | Knowledge sharing workshops and demonstration site visits:..... | 6 |
| 4.3 | Conference and seminar presentations..... | 6 |
| 4.4 | Website and social media..... | 6 |
| 4.5 | Popular media articles..... | 7 |
| 4.6 | Journal articles, reports and theses..... | 7 |
| 5 | Visual Identity..... | 8 |
| 6 | Dissemination Log..... | 9 |
| 7 | Additional information..... | 10 |
| 7.1 | Acknowledgements..... | 10 |
| 7.2 | Notes to the editor..... | 10 |
| 7.3 | Disclaimers..... | 11 |

1 Introduction

Dissemination activities are an essential part of the project. Clear, specific, and measurable objectives are the key to the success of any communications strategy. Communication during the HNV_FarmForBio project will be aligned with major milestones to maximise the impacts of the project, with input from all project tasks.

The objectives of this deliverable include:

1. Ensuring effective dissemination of project findings to range of identified stakeholders at local, national and EU level;
2. Create an impact beyond the lifetime of the project by sharing knowledge across the Agricultural Knowledge and Innovation Systems;
3. Raise awareness of the value and role of HNV systems in the agriculture and forest sector;
4. Ensure effective internal and external communications during project initiation, implementation and reporting phases.

2 Stakeholders

The communications plan aims to ensure the HNV_FarmForBio project effectively reaches out and communicates its objectives, activities, results and support to external stakeholders. This dissemination and communications task will have two main strands:

- **Key stakeholders:** national collaboration with Irish researchers, policy makers, industry, advisors and primary producers (Agriculture Knowledge and Innovation System), international collaboration and dissemination via conferences and workshops;
- **General public:** awareness raising and dissemination of results.

The findings and outputs of this project will be of relevance to a wide range of stakeholders including farmers, foresters, landowners, advisors (agricultural and forestry), NGOs (environment and agriculture), policy makers and researchers (see Table 1 for target audience list).

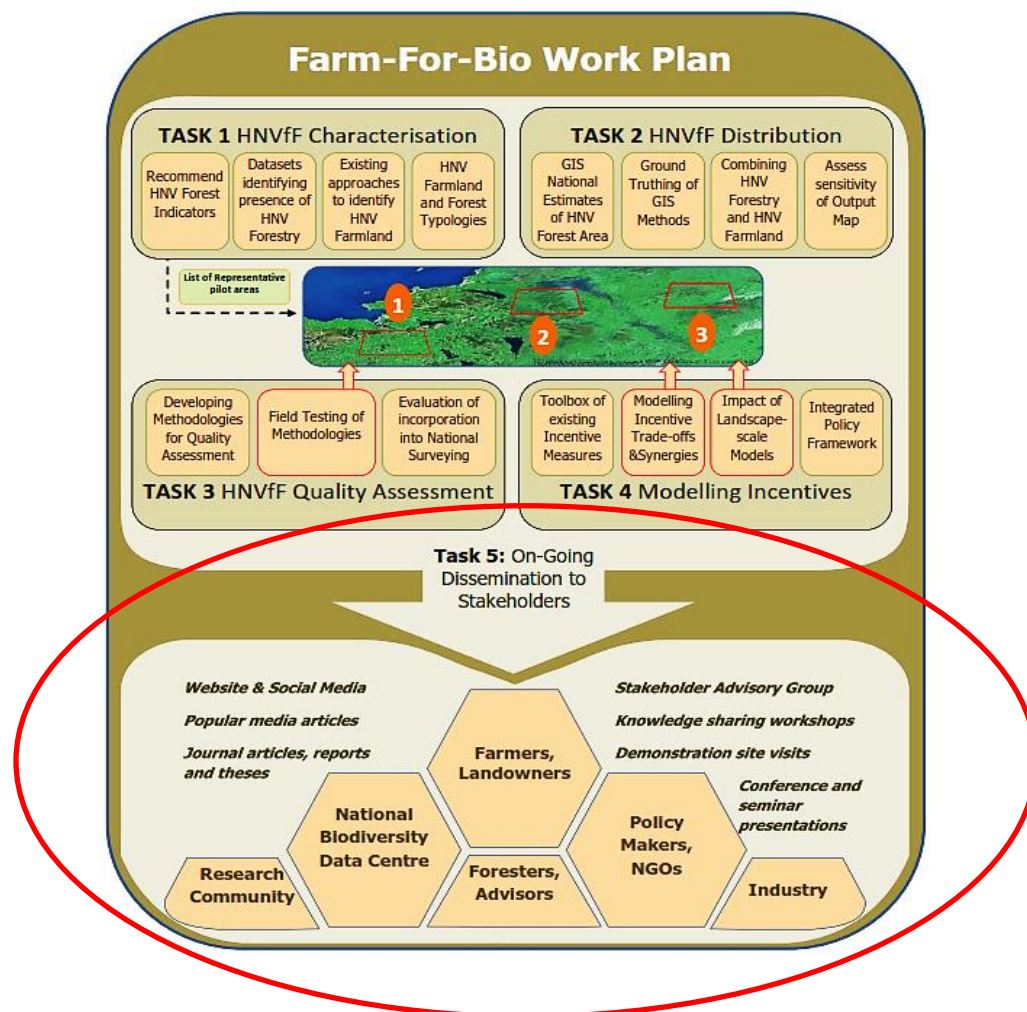


Fig. 1. Schematic illustration of project work plan, including dissemination to relevant stakeholders

2.1 Target Audience

A non-exhaustive target audience is listed in Table 1.

Table 1. List of stakeholder identified.

| Stakeholder groups | Stakeholders identified |
|------------------------------|---|
| Government Departments | Dpt. of Agriculture Food and the Marine. Dpt. of Communications, Climate Action and the Environment Dpt. of Culture Heritage and the Gaeltacht Dpt. of Community and Rural Development |
| State/ Statutory Bodies | National Parks and Wildlife Service Forest Service Coillte Environmental Protection Agency Bord Bia Heritage Council Teagasc Advisory & Environmental Specialists |
| Forest Industry | Forest Industries Ireland The Society of Irish Foresters Association of Irish Forestry Consultants Food and Agri-Food retailers The Irish Timber Grower's Association |
| Farming Industry | Farming Community Farm organisations (e.g. IFA, Macra na Feirme, ICMSA, ICSA, INHFA, IFDL) |
| Non-Government Organisations | The Tree Council of Ireland Crann Woodlands of Ireland Irish Environmental Network An Taisce Birdwatch Ireland Bat Conservation Ireland |
| Other Interest Groups | Irish Uplands Forum National Biodiversity Data Centre National Rural Network Representatives of Irish researchers who conduct research on farmland and forest European Forum on Nature Conservation and Pastoralism Irish Forum on Natural Capital All-Ireland Pollinator Plan Steering Group Beekeepers |

3 Headline Communication Messages

3.1 Project Abstract

Across Europe High Nature Value farmland and forests (HNVFF) are those areas with a high proportion of natural and semi-natural vegetation supporting high biodiversity including various rare and threatened species. HNVFF systems have the potential to produce quality food and fibre as well as being vitally important for biodiversity, climate and water regulation, and landscape quality. The HNV_FarmForBio project will identify, characterise and map the national extent of HNV farmland and forest areas. We will develop methodologies to assess their quality in terms of their biodiversity value and their potential contribution to a range of vital ecosystem service e.g. carbon storage and water quality. HNV_FarmForBio will also investigate incentives for the maintenance and enhancement of these areas. The finding of this project will help design a range of agri-environment, climate and forestry measures in future land use strategies to assist improved targeting of climate and biodiversity actions in Ireland.

HNV Farmland

“High Nature Value farmland supports the presence of habitats and species of European, and/or national, and/or regional conservation concern whose survival depends on the maintenance or continued existence of the feature.”

HNV Forests

“High Nature Value forests are all natural forests and those semi-natural forests in Europe where the management (historical or present) supports a high diversity of native species and habitats, and/or those forests which support the presence of species of European, and/or national, and/or regional conservation concern.”



Image Source: Dolores Byrne

3.2 Supporting Messages

The following key supporting definitions and messages will be included in as many communication activities to ensure consistency between members of the HNV_FarmForBio Team:

- HNVFF areas are headline indicators in the Rural Development Programme, and EU legislation requires that High Nature Value farmland and forests are identified, monitored and targeted for agri-environment payments.
- The HNV_FarmForBio project will answer questions in relation to the management of our HNV farming and forest areas, including understanding the existing state and establishing systems for monitoring change. The outcomes of the project will not only inform policy, but also benefit broader sections of our society and economy.
- The identification of HNV farmland and forests opens up potential for HNV financial incentives & potential to get involved with incentivised schemes, projects (e.g. EIPs).
- The differentiation of HNVFF areas can lead to higher financial incentivisation for Public Goods



Image Source: Julien Carlier

4.2 Knowledge sharing workshops and demonstration site visits:

These events will serve as a multi-actor forum for discussion, knowledge sharing between project stakeholders and the project team. Three workshops will coincide with key project milestones and will serve to enhance understanding and the knowledge base of all participants of the role, functions, monitoring and assessment of HNV farmland and forestry areas. Additional knowledge sharing will include farm walks, discussion groups and other activities taking place during events such as the Teagasc Open Days, the Ploughing Championship, Burren Winterage School, etc.

Workshops will be a combination of indoor (workshop) and outdoor (site visits), and may also include virtual group sessions via digital platforms in light of the 2020 COVID-19 related restrictions (see Table 2).

Table 2. List of workshops / site visits.

| Workshop | Location | Date |
|----------|----------|------|
| | | |
| | | |

4.3 Conference and seminar presentations

The project team will present at a range of national and international conferences and seminars. These include but are not limited to:

- International Union of Forest Research Organizations
- Environ;
- National Forestry Conference;
- National Agri-Environment Conference
- British Ecological Society Meeting.
- Agroforestry Network Ireland Conference.

The project will concentrate on conference and seminars presentations at events focused on the themes of sustainable agriculture and forestry, multifunctional production systems and rural development.

4.4 Website and social media

A dedicated website will be used for general dissemination. It will be established in year 1 of the project and updated regularly throughout the duration of the project. The website will build on and link to existing web resources on the topic of High Nature Value farmland systems including:

www.hnvlink.eu

<http://www.high-nature-value-farmland.ie/>.

The major deliverables of the project will be available as open source material on the project website. All partners will contribute to, comment on and approve site layout. A range of useful links national and international resources will be made available on the website. Regular updates on the project will be posted on social media and a dedicated project account will be set up on Twitter. This will contribute to the projects visibility to the general public.

4.5 Popular media articles

A number of popular articles will be generated for publications that are read by the target stakeholder groups including TRResearch, Today's Farm (Teagasc), The Irish Forester, Crann magazine, Farmers Journal, Farming Independent and Biodiversity Ireland.

Project news updates will be provided in consultation with stakeholder NGOs (farm organisations and ENGOs) for their organisation newsletters or other agreed communications platform (e.g. Website, Facebook pages).

The engagement of the project with national media will be facilitated through dedicated public relations teams from GMIT, Teagasc and UCD. Press releases will be distributed through these public relations teams to regional and national media outlets.

4.6 Journal articles, reports and theses

The project team is committed to publication in international peer-reviewed journals. The results of this project will be published in a number of peer reviewed publications and will serve as an important external review and validation of the project methodologies, results and conclusions. This is also an important tool for dissemination to a wider scientific audience.

The project aims to prepare and publish the following research articles:

- GIS methodology and national HNV_FF map (intended submission 3rd Qtr. 2022);
- Monitoring and assessment of ecosystem quality of HNV areas -meeting EU and national policy needs (intended submission 3rd Qtr. 2022);
- Ecosystem services modelling in HNV areas and impacts of proposed enhancement measures on delivery of ecosystem services (intended submission 4th Qtr. 2022).

The following non-exhaustive list of national and international journals are :

- Agriculture, Ecosystem & Environment;
- Biology & Environment;
- Biological Conservation;
- Irish Forestry;
- Irish Journal of Agricultural and Food Research
- Forest Ecology and Management;
- Environmental Science & Policy;
- Land Use Policy
- Eurochoices.

Scientific communications (e.g. peer-reviewed articles, working papers and conference papers) will be available through a combination of 'Gold' and 'Green' open access. All scholarly communications will be available through 'Green' Open access; this will be facilitated through T-Stór (Teagasc's open access repository) and ResearchGate.

A limited number of peer-reviewed articles will be published in open access journals (the cost of open access journals limits the number of articles that can be published this way).

This body of scientific literature will be complemented by a MSc thesis and a final project report containing all the findings of the project tasks and sub-tasks.

5 Visual Identity

HNV_FarmForBio has designed and agreed on a project visual identity based on a clear logo concept and colour pantone. This logo and colour pantone will provide a consistent visual identity for all dissemination elements:



HNV FARMLAND & FORESTRY

FARMFORBIO

| Colour | RGB Colour Model |
|------------|------------------|
| Brown | R148/G138/B84 |
| Green1 | R36/G162/B6 |
| Green2 | R124/G191/B51 |
| Green3 | R203/G230/B0 |
| Back Shade | R249/G249/B249 |



6 Dissemination Log

The Dissemination Log is a specific tool for monitoring the project team's dissemination activities during the whole project. The log is designed in an excel sheet (see Table 3) and shared with all partners in a shared repository. When a team member releases or carries out specific dissemination actions (for example, organisation of an event, publication, attendance to a third-party workshop to promote HNV_FarmForBio, etc.), a new entry on this excel log must be added including some basic information about the dissemination activity (e.g. date, specific channel used, location, brief description, ...).

Table 3. Project dissemination log.

| HNV_FarmForBio Dissemination Log | | | | | | |
|----------------------------------|----------------------|---------|-------|------|-------------------|-------------------|
| Who | Dissemination Action | Channel | Place | Date | Brief Description | Link if available |
| | | | | | | |
| | | | | | | |
| | | | | | | |

7 Additional information

7.1 Acknowledgements

All communications developed for this project will include all collaborator and funding organisation emblems:



With reference to the grant funding from the Department of Agriculture, Food and the Marine:

"This project is funded by the Department of Agriculture Food and the Marine Research Stimulus Fund".

7.2 Notes to the editor

Funding for this project arose from a Call for Proposals launched under the three competitive, research funding programmes operated by the Department, namely, the Food Institutional Research Measure (FIRM), the Research Stimulus Fund (RSF), and the Programme of Competitive Forest Research for Development (CoFoRD).

Food Institutional Research Measure (FIRM) is the main programme for funding food research in research performing organisations in Ireland including Teagasc and the Higher Education Institutes (HEI) thereby contributing to building and maintaining a research capability that helps underpin a vibrant, competitive and innovative food manufacturing industry.

Research Stimulus Fund (RSF) aims to facilitate research that fills gaps in the mainstream Teagasc programme, supports sustainable and competitive agricultural production practices and policies, and contributes to building and maintaining a knowledge economy and research capability in the agriculture sector.

Programme of Competitive Forestry Research for Development (CoFoRD) aims to develop a scientific foundation and support for a sustainable, competitive, market orientated and innovative forest industry.

7.3 Disclaimers

All project communications will include the following standard disclaimer wording:

“DISCLAIMER: Although every effort has been made to ensure the accuracy of the material contained in this [INSERT MEDIA TYPE], complete accuracy cannot be guaranteed. Neither [INSERT NAME] nor the authors accept any responsibility whatsoever for loss or damage occasioned or claimed to have been occasioned, in part or in full, as a consequence of any person acting or refraining from acting, as a result of a matter contained in this [INSERT MEDIA TYPE].”