

D9.1. DISSEMINATION PLAN

Project Acronym: **UNCINATA**

Project name: Restoration, conservation, and resilience of Mediterranean pine forests (*Pinus uncinata*) on Pyrenees limestones

Call ID: **LIFE21-SAP-NAT-ES-LIFE UNCINATA**

Work Package: WP9

Task Number: T9.2

Lead beneficiary: Forest Science and Technology Centre of Catalonia (CTFC)

Contributing beneficiary(ies): -

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1. Introduction

This document (Deliverable 9.1, WP9) establishes the strategic framework for communication and dissemination activities of the LIFE UNCINATA* project. It ensures compliance with Article 17 of the Grant Agreement and with the communication, dissemination, and visibility rules included in Annex 5.

The Centre for Forest Science and Technology of Catalonia (CTFC), as leader of WP9, coordinates the implementation of this plan with the support of all project partners. Their involvement is essential to identify communication opportunities, ensure coherent messaging, and guarantee effective internal and external information flow.

The plan describes the management structure for communication, the objectives guiding all actions, the target audiences, and the channels and tools used to reach them. It also includes Key Performance Indicators (KPIs) to evaluate the effectiveness of communication and dissemination activities.

Communication will be carried out in Catalan, Spanish, Euskera, and English, depending on the audience and channel.

All communication materials will acknowledge EU funding by displaying the LIFE programme emblem and the mandatory funding statements and disclaimers, as required by Article 17 of the Grant Agreement. *“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 [name of granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”*



For communication activities: *“This project has received funding from the European Union’s LIFE Program under grant agreement No LIFE21-NAT-ES-LIFE-UNCINATA/101074730.”*

For infrastructure, equipment, and major results: *“This [infrastructure][equipment][insert type of result] is part of a project has received funding from the European Union’s LIFE program under grant agreement No LIFE21-NAT-ES-LIFE-UNCINATA/101074730.”*

2. Goals

The general objective of the communication and dissemination plan is to increase visibility and awareness of the LIFE UNCINATA* project, goals, and results at local, national, and international levels.

Specific objectives

- GO1. Increase visibility of the project in the regions where it is implemented.
- GO2. Share information about Habitat of Community Interest 9430* (montane and subalpine forests of *Pinus uncinata* on gypsum or calcareous substrates) and its associated species.
 - GO2.1. Explain the habitat conservation and improvement actions carried out in WP5, WP6, and WP7.
 - GO2.2. Educate and engage local communities, landowners, and stakeholders on the ecological value of *Pinus uncinata* forests and the threats they face.
- GO3. Improve governance of subalpine mountain pine forests and protected areas containing mountain this habitat.
 - GO3.1. Inform policymakers about conservation actions and management improvements, and disseminate best practices, guidelines, and case studies to relevant authorities, conservation organizations, and policymakers.
 - GO3.2. Share best practices and successful conservation strategies developed within the project with other European initiatives.
 - GO3.3. Train forestry technicians and companies on habitat improvement and conservation.
 - GO3.4. Disseminate new management criteria among forest owners, managers, and the scientific community.
- GO4. Promote the environmental, functional, cultural, and experiential values of mountain pine forests among the regional public.



3. Target audiences

The main target audiences of the LIFE UNCINATA* project are grouped into the following categories:

Forestry-related

A. Forestry engineers and companies: This group is particularly interested in a) maintaining and improving the biodiversity and resilience of European forests, which are considered key to the sustainable delivery of ecosystem services in a rapidly changing environment, and b) how to balance forestry and biodiversity conservation. This group will help to achieve the goals of WP3, WP5 and WP6.

B. Environment, forestry, livestock and game authorities. The government agencies responsible for the administration of natural resources in the Pyrenees will be involved in the different phases of the project. The monitoring methodologies and the drafting of the Conservation Strategy and Conservation Plans of the project will be discussed and agreed with the different Departments and Services. They will be part of the Coordination Committee, and the Advisory Council. Their influence will reach all work packages of the project.

C. Research centres/entities/groups. This group is interested on the outcomes of the project. The participation of experts of the main forest research centres of Catalonia, and reference centres in applied research in Spain, Andorra and France in the projects' Scientific Advisory Board (SAB) will ensure the quality of the project's scientific and technical results. This group will help to achieve the goals of WP2, WP8 and WP9.

D. Natural/National parks managers, public conservation and game reserve staff and technical bodies. The actions of the project overlap with one national park, three natural parks, three natural reserves, and two national game reserves. All National and Natural Parks and Natural Reserves of Catalonia and Navarra are involved in the project with conservation actions implemented in their protected areas. Parks and reserves personnel will be involved in WP2, WP3, WP5, WP6, WP7, WP8 and WP9.

E. Related projects. This group is interested in the outcomes of the project. They will be involved in the conferences and deliberative on-line focus groups and help the project with result dissemination. The project LIFE Green Pedrera has already been identified as a collaborator for activities with students. This group will help to achieve the goals of WP7 and WP9.

Stakeholders

F. Public Forest owners. This group is particularly interested in maintaining and enhancing the biodiversity and resilience of European forests, which are considered key to the sustainable provision of ecosystem services in a rapidly changing environment. Contributing through their forests to work for this purpose and towards a complete ecological status and recovery of biodiversity in the forests they own. Together, the project will work on improving the quality of

mountain forests, their biodiversity and ecological connectivity, with special emphasis on participating in forestry projects that align with the vision of balancing forestry and the conservation of biodiversity. This group will help achieve the goals of WP3, WP5, WP6, WP7, and WP9.

G. Landowners and livestock owners. This group is interested to contribute with their forests to work towards a complete ecological state and recovery of biodiversity in all the forests they own while balancing forestry and biodiversity conservation. This group will help to achieve the goals of WP4, WP5 and WP6.

H. Hiking, mushroom gathering, hunting and outdoor sports companies and federations: These groups will be invited to collaborate in the dissemination of the results that may directly affect their activities, derived from the technical guidelines proposal. They will be involved in the conferences and deliberative on-line focus groups and help the project with results dissemination. This group will help to achieve the goals of WP7 and WP9.

I. Conservation non-profits. These groups will be invited to the project's Advisory Council and will collaborate in the dissemination of the results that may directly affect their daily activities, derived from the technical guidelines proposal (see supporting letters). They will be involved in the conferences and deliberative on-line focus groups helping the project with results dissemination. This group will help to achieve the communicative goals of WP9.

J. Civil protection managers. This group is interested to work towards increasing the resistance and resilience of mountain forests to perturbations (i.e. wildfire, drought), and on improving the quality of mountain forests, their biodiversity and ecological connectivity. This group will participate actively in WP3 and WP6, in the planning of Strategic Management Points (SMP) to prevent large wildfires and to make prescribed burns on the Strategic Management Points located within the Special Conservation Areas of the project.

General public:

K. Students. This group is divided into several subgroups: secondary school students, high school students, and university and master undergraduates. The main interest of these groups is to learn about the services provided by the habitat and its species, and to get first-hand knowledge of real cases of sustainable management and ecosystem conservation. Students will be involved in WP9.

L. Rural communities. This group is interested in knowing the actions carried out by the project in their territory. They will be informed of the actions developed to improve the quality of mountain forests, their biodiversity and ecological connectivity.

M. Media. This group is interested in the goals and results of the project. They will help LIFE UNCINATA* reach a wider audience and share its goals.



4. Communication channels

The project will use a combination of owned and external channels:

Own channels

Website: Main information and documentation hub available in Catalan, Spanish and English. It will operate during the project's entire lifetime and five years after it ends. It will contain project description, partners, WPs, training materials, publications, and news.

Social media: Twitter and Instagram accounts will be used to raise awareness, engage audiences, and share updates.

Newsletter: A yearly newsletter will report on the project's most significant actions, achievements, and upcoming events.

Physical promotional materials: brochures, posters, roll-ups, and informative panels for events and field sites.

Events: Some of those events might be monographic conferences related to key thematic aspects of the project; talks and colloquiums aimed at general audiences and organized with civil associations; or one-off actions like a bioblitz or awareness programs in schools targeted at citizens and/or specific groups with the goal of raising awareness, commitment and mobilization.

External channels

Partner communication channels: The WP coordinators will share information on the development of the project with partners to publish on their websites, newsletters, and social media accounts.

Media outreach: A communication strategy targeted at the media is essential to reach the widest audience possible and achieve the project's communication goals. This strategy includes disseminating information about the results and the attainment of the project's milestones with press releases, interviews, and media kits to reach broad audiences.

Conferences and networking forums: Project representatives will participate as speakers at international, European, national, and regional key conferences. Their participation will be announced on all the project's channels.

Technical journals: Technical articles in specialized magazines.



5. Defining messages

Core Narrative (Unifying Story)

LIFE UNCINATA demonstrates how active, science-based forest management can safeguard a priority alpine habitat, increase resilience to climate change, and reconcile biodiversity conservation with sustainable land use in the Pyrenees. The project delivers replicable solutions, grounded in collaboration between research, public authorities, land managers, and local stakeholders, contributing directly to Natura 2000 effectiveness and EU biodiversity goals.

Message Matrix by Audience Group

Below, each audience category is matched with tailored message angles, communication objectives, and recommended channels.

Audience Group	Communication Objectives	Key Message Angle	Value for the Audience	Main Channels
A. Forestry engineers and companies	Promote adoption of biodiversity-friendly and climate-resilient forest management practices	Active forest management can reconcile forestry production, biodiversity conservation, and climate adaptation	Tested silvicultural methods, technical guidelines, reduced long-term risks (fire, forest decline)	Technical workshops, field demonstrations, professional conferences, technical guidelines
B. Environmental, forestry, livestock and game authorities	Support evidence-based policy and coordinated resource management	LIFE UNCINATA strengthens Natura 2000 implementation through science-based management tools	Monitoring methodologies, Conservation Strategies and Plans applicable to SACs	Coordination committees, advisory councils, policy briefs, technical reports
C. Research centers and scientific groups	Disseminate scientific and technical results and foster collaboration	The project generates robust data on mountain pine forests under climate change	Access to field data, monitoring results, applied research opportunities	Scientific Advisory Board, conferences, peer-reviewed publications, open-access reports
D. Natural and national park managers and conservation staff	Improve conservation effectiveness in protected areas	Active management is essential to maintain priority habitats in protected areas	Practical, tested interventions compatible with protection mandates	On-site training, joint fieldwork, technical guidelines, inter-park meetings
E. Related LIFE and EU-funded projects	Encourage knowledge transfer and replication	LIFE UNCINATA* is a demonstration model for similar European habitats	Transferable methodologies, shared dissemination opportunities	LIFE networking events, webinars, online focus groups, joint actions

Audience Group	Communication Objectives	Key Message Angle	Value for the Audience	Main Channels
F. Private and public forest owners	Engage owners in biodiversity and resilience-oriented forest management	Private and public forests are key to biodiversity conservation and climate adaptation	Improved forest condition, alignment with EU conservation objectives	Targeted meetings, workshops, demonstration sites, technical factsheets
G. Private landowners and livestock owners	Promote balanced forest use and biodiversity recovery	Forestry, grazing, and conservation can coexist through adaptive management	Reduced conflicts, clear management recommendations, long-term sustainability	Local meetings, participatory workshops, practical guides, local media
H. Outdoor sports, hunting and nature-based tourism groups	Raise awareness of sustainable use of mountain forests	Healthy forests support safe and sustainable outdoor activities	Better landscape quality, reduced wildfire risk, predictable land-use rules	Conferences, online focus groups, social media collaborations, infographics
I. Conservation NGOs	Support dissemination and advocacy for conservation outcomes	LIFE UNCINATA delivers measurable, science-based conservation impact	Credible data, concrete success stories, alignment with conservation agendas	Advisory Council, joint campaigns, reports, NGO networks
J. Civil protection and fire management authorities	Integrate conservation with wildfire prevention strategies	Strategic forest management reduces wildfire risk while conserving habitats	Strategic Management Points validated in Natura 2000 contexts	Technical planning sessions, field demonstrations, inter-agency workshops
K. Students (secondary, high school, university)	Increase environmental awareness and learning	Mountain forests provide essential ecosystem services and need active protection	Real-world case studies, experiential learning opportunities	Educational workshops, field trips, videos, social media
L. Rural communities	Inform and engage local populations	The project improves forest quality, safety, and territorial resilience	Better-managed forests, reduced fire risk, transparency	Local meetings, local press and radio, public events, leaflets
M. Media	Amplify project visibility and results	LIFE UNCINATA addresses climate change and biodiversity loss with concrete solutions	Clear stories, visuals, expert access, European relevance	Press releases, media kits, press visits, interviews

6. Communication actions

To achieve the project goals, LIFE UNCINATA* will create and use different tools and activities:

6.1 Visual identity and basic communication tools

The creation of a recognizable visual identity for the LIFE UNCINATA* project will allow the fast and efficient identification of its brand and guarantee consistency across communication outputs.

6.1.1 Logo

The LIFE UNCINATA* logo is the visual element that represents the project and leads to instant public recognition. It was designed by the CTFC design team at the beginning of the project. Several logos were evaluated before deciding on the final one. This logo represents the project's habitat and emblematic species.



Moreover, the LIFE UNCINATA* logo has been designed in several formats and colors to adapt to the different communication and dissemination tools of the project. The logo will be used in all project materials, digital platforms, events, and official documents, following LIFE Programme visibility guidelines.

6.1.2 Templates and branding elements

Standardized templates and branding elements will be developed to ensure consistency in project communication. These will include templates for presentations, reports, factsheets, posters, and digital communication. All partners will use these templates for internal and external communication related to the project.

6.1.3 Roll-up

Roll-up to be used in consortium meetings, workshops, congresses, etc. as a brand claim.

6.2 Website

The project's website will be its main public communication platform. It contains information targeted to the general public (description of the project, the WPs, the partners, basic information of the habitat and its threats...). There will also be specific information targeted towards the different types of stakeholders linked to the project (training materials, scientific publications, results...). The website will be linked to the project's social media channels and will be maintained through the project and after its completion.

The website will be available in English, Catalan and Spanish and it has been designed following a responsive web design (RWD) to enable optimum visualization independently of the size of the screen (PC, tablet, and mobile) or web browser used.

6.3 Social media communication

The project will create and manage an Instagram and a Twitter account which will target the general audience as well as other specific publics. These accounts will be used to enhance visibility, foster engagement, and disseminate project content to a broad audience. Social media channels will be updated weekly with project news and milestones, images and videos from field activities, announcements of events, related content from partner initiatives, etc. Social media will also be used to promote participatory activities and amplify dissemination of results.

All project partners are encouraged to re-share content from their accounts to direct their audience to LIFE UNCINATA*'s channels and website. In doing so, the consortium will reap the benefits of the partners' combined audience base. By adding relevant hashtags (such as #EUForests #Biodiversity, #environmental, #LIFEprojects, #LIFEprogramme) LIFE UNCINATA*'s reach will be further amplified.

6.4 Newsletter

Newsletters will be used to provide annual structured updates on project progress and results. The newsletter distributed among partners, who will be encouraged to share it among their contacts. It will also be distributed to any subscriber interested in the project (free subscription available on the webpage – “subscribe to our newsletter”). The contents of this newsletter will include relevant project updates and achievements (meetings, publications, etc.) as well as events taking place in the upcoming months.

6.5 Press

Media communication will play a key role in extending the reach of LIFE UNCINATA beyond the direct project environment. A minimum of two press releases per year will be issued, covering major milestones, events, and results, for a total of ten press releases over the project lifetime.

The project will actively engage with local, national, and European media, including environmental journalists and specialized outlets. Media representatives will be invited to attend key outreach events and field visits. At the end of the project, a final media press kit will be produced to facilitate dissemination of the project's results and conclusions.

6.6 Informative panels

To ensure direct communication with local populations and visitors, information panels will be installed in selected project areas. At least ten panels will be produced and installed progressively in accordance with the implementation of conservation actions.

These panels will present the natural values of the Special Areas of Conservation (SACs), the characteristics of mountain pine forests, and the actions carried out by the project. The project also considers installing panels in areas where pilot conservation actions are implemented.

6.7 Scientific and technical dissemination

LIFE UNCINATA* places strong emphasis on the transfer of knowledge to professional and technical audiences.

6.7.1 Scientific publications

The consortium will produce at least one scientific article of peer-reviewed research, submitted to high-quality scientific journals.

6.7.2 Technical handbook

The technical book (500 copies) will compile the project's methodologies, management approaches, and results, addressing topics such as forest management and biodiversity conservation, regulation of public use, mitigation of impacts, and compatibility of uses. These materials will be distributed to forestry professionals, authorities, protected area managers, and research institutions.

6.8 360° videos

To enhance public engagement and innovation in communication, LIFE UNCINATA* will develop an Immersive Virtual Reality video (360°) on the values and conservation needs of mountain pine forests on limestone. This tool will allow users to experience mountain pine forests on limestone and better understand their ecological values, threats, and conservation needs.

The 360° video, will be aimed at the local population and the stakeholders of the areas of action with a regional and national perspective. It will present to the public the values and threats of mountain pine forests on limestone and will inform about the actions that the public itself can take to improve their conservation. VR devices will be delivered to Natural Parks managers (at least 1 per every of the 4 parks included in the project with the aim to make them available for visitors at their corresponding visitors centers.

6.9 Layman's report

A Layman's Report will be produced during the last semester of the project. It will summarize the objectives, actions, and results of LIFE UNCINATA in clear, non-technical language. The report will be 10–20 pages long and will be available in print and digital formats. The project will print 200 copies in Catalan and 150 copies in Spanish and Euskera. The English version will only be available digitally (on the project's website). The physical copies of the report will be shared in dissemination events.

6.10 Events

Events will play a central role in dissemination, knowledge transfer, and stakeholder engagement. Most events will be organized during the last two years of the project, when results are available.

6.10.1 Conferences of knowledge and results

Four conferences (face-to-face and online) will be organized to present project results and facilitate transfer to stakeholders and professionals. These conferences will include workshops, field visits, and practical sessions at each one of the different Natural and National Parks (in Catalonia, Navarre, Aragon, and France). These events will be organized six months after the completion of the actions in WP5, WP6 and WP7.

6.10.2 BioBlitz

Deadwood & Biodiversity: A BioBlitz is an intense period of biological studies in an attempt to record all living species within a designated area. In this case, we want to register the maximum number of species associated with mature forests and specifically with the processes of dead wood. At the same time, we will make the project known to a specialized public with this

conference, and to a more general public through the dissemination of this BioBlitz and the results obtained from it.

6.10.3 Deliberative on-line focus groups

Four online discussions will be organized with stakeholders and target audiences. These deliberative meetings can be a support tool that meets multiple goals, like dissemination of the project, know the concerns of the discussion sector, generate complicities, trust and referentiality, determine shared challenges and generate proposals and consensus. (M12-48)

6.10.4 Volunteer days

Volunteer days will be organized to involve citizens in habitat improvement actions, focusing on fauna and the benefits of the recovery of the habitat for different species, such as capercaillie, rock ptarmigan, ermine, Pyrenean owl, forest bats, etc. (M30). A total of 200 participants are expected.

6.10.5 Scientific vocation program

The project aims to promote scientific vocations in nature conservation in Alinyà (FCLP). From this point of view, 20 people have been offered possibilities to develop their Final Degree Project (TFG), in the same way it is expected that about 50 university students will participate in training sessions on sustainable conservation of ecosystems and that about 120 primary and secondary students, who participate in a program, created for the occasion, can learn about the biodiversity of black pine forests and learn real cases of management (M12-M60)

6.10.6. Educational program

Educational program to be developed during the winter week that is organized annually in Navarra. Includes external assistance to support the development of activities. This work will be coordinated by GAN-NIK and the Roncal Nature Interpretation Centre. It will be aimed at adults and school participants of the White Week campaign. Specific materials and general materials generated in the project will be used. (M12-M60)

6.10.7 Stakeholder engagement

In order to achieve the various milestones and actions of the project, several meetings have been held with stakeholders, which are detailed below:

To achieve WP3, it is planned to work directly with the administrations involved in the development of the Habitat Conservation Plans and, specifically, with their technical bodies. A minimum of 2 annual meetings are planned.

To achieve WP4, which is the one directly linked to the agreements with the various properties linked to the various actions of the project, it is expected that these will be face-to-face and very personalized meetings for each farm/forest and property casuistry. Most of the meetings will be linked to WP5, WP6 and WP7. At the end of the project we will make the real list of established meetings. A minimum of 20 meetings are planned.

In relation to WP7, which regulates human overcrowding, meetings have also been held with stakeholders such as excursion centres, companies in the mountain tourism sector and associations and entities linked to mountain races.

Linked to the actions to make the project known to the various key actors in each territory, open meetings have also been established in various municipalities, such as Montellà i Martinet (Cerdanya), Queralbs (Ripollès) or Tornafort (Pallars).



6.10.8 Field technical meetings

In order to establish the initial criteria for the project's forest treatments, as well as to determine the areas and conditions of high ecological value, several field sotrises have been planned with technical teams from various natural spaces, territorial administration services and various technicians. A minimum of 2 exits per natural area (SAC) is proposed.

6.11 Exploitation of results Plan (D9.2, M40)

The Exploitation of results Plan will ensure that project outcomes are used beyond the project duration. Actions will focus on integrating results into management plans, technical standards, guidelines, governance and policies, and promoting transference and replication at national and international level. You can find more information available in the D9.2.

6.12 KER sheets

Key Exploitable Results (KER) sheets will be developed to summarize the main outputs of the project in a structured and accessible format. These sheets will support dissemination, replication, and policy uptake. You can find more information available in the D9.3.

6.13 End-user network database (M48)

An end-user network database will be developed and maintained throughout the project. This database will include contacts of stakeholders, professionals, authorities, researchers, and interested parties, and will support targeted dissemination and long-term engagement.

7. Plan implementation

This section details the plan to develop de communication actions, identifying the specific actions to be taken and timings:

Action	Target audience*	Communicative objective**	Channel	Timeline				
				2023	2024	2025	2026	2027
6.1.1 Project logo	All	GO1, GO2	All	█				
6.1.2 Templates and branding elements	All	GO1	All	█				
6.1.3 Roll up	All	GO1, GO2	Physical promotional materials	█				
6.2 Website	All	GO1, GO2	Website	█				
6.3 Social networks	All	GO1	Social networks & website	█				
6.4 Newsletter	All	GO1, GO2	MailChimp	█	█	█	█	█
6.5 Press	All	G01, GO2	Website & MailChimp	█	█	█	█	█
6.5.1 Final media kit	M	GO1	Website					█
6.6 Informative panels	All	GO1	Physical promotional materials			█	█	█
6.7.1 Scientific Publications	A, B C, D, E	GO3	Social networks, website		█			
6.7.2 Technical handbook	A, B C, D, E	GO3, GO4	Website			█	█	█
6.8 Virtual Reality material (360° videos)	All	GO1, GO2, GO3, GO4	Social networks & website			█	█	█
6.9 Layman’s report	All	GO2, GO3, GO4	Website			█	█	█
6.10.1 Conferences of knowledge and results	A, B C, D, E	GO3	Online				█	█
6.10.2 BioBlitz	All	GO1, GO2, GO4	Social networks & website				█	█
6.10.3 Deliberative on-line focus groups	All	GO1, GO3	Mail				█	█
6.10.4 Volunteer days	All	GO1, GO2, GO4	Social networks & website				█	█
6.10.5 Scientific vocations	H, J	GO1, GO2	Social networks & website				█	█

Action	Target audience*	Communicative objective**	Channel	Timeline				
				2023	2024	2025	2026	2027
6.10.6 Educational program	J	GO1, GO2, GO4	Mail					
6.11 Exploitation of results Plan	All	GO1, GO2, GO3, GO4	Mail					
6.12 KER Sheets	A, B, C, G, H	GO2, GO3, GO4	Mail					
6.13 End-user network database	A, B, C, G, H	GO3, GO4	Mail					

*A. Forestry engineers and companies/ B. Environment, Forestry, livestock and game Authorities/ C. Public forestry owner/ D. Landowners and livestock owners/ E. Hikers, mushroom gatherers, hunters and outdoor sports companies and federations/ F. Conservation non-profits/ G. Civil protection managers/ H. Research centres, entities, groups/ I. Natural and National parks managers, public conservation and game reserve staff and technical bodies/ J. Genera audience.

**GO1. Increase visibility of the project in the regions where it is implemented. GO2. Share information about Habitat of Community Interest 9430* (montane and subalpine forests of *Pinus uncinata* on gypsum or calcareous substrates) and its associated species. GO3. Improve governance of subalpine mountain pine forests and protected areas containing mountain this habitat. GO4. Promote the environmental, functional, cultural, and experiential values of mountain pine forests among the regional public

8. Expected results

The expected results of LIFE UNCINATA*'s communication and dissemination activities are defined through a set of Key Performance Indicators (KPIs) designed to measure outputs, outreach, and engagement.

These KPIs provide a clear benchmark for assessing the effectiveness of the communication strategy and will be monitored regularly throughout the project. The communication plan will be reviewed periodically to ensure that targets are being met and, if necessary, adjusted to maximize impact.

Action	KPI	LIFE Indicator
6.1.1 Project logo	1 logo	Reach & Engagement
6.1.2 Templates and branding elements	PWP & Word templates Social media templates	Reach & Engagement
6.1.3 Roll up	8 units produced	Reach
6.2 Website	5,000 visitors	Reach & Engagement
6.3 Social networks	1 Instagram, 1 Twitter, 1 Mailchimp account	Reach & Engagement
6.4 Newsletter	2,000 subscribers	Engagement
6.5 Press	10 press releases issued	Reach
6.5.1 Final media kit	1 final kit distributed	Reach & Replication
6.6 Informative panels	10 panels installed	Reach
6.7.1 Scientific Publications	1 article	Replication
6.7.2 Technical handbook	500 copies distributed	Replication & Engagement
6.8 360° videos	1,000 views	Engagement
6.9 Layman's report	500 copies	Reach & Engagement
6.10.1 Conferences of knowledge and results	4 conferences	Engagement & Replication
6.10.2 BioBlitz	150 participants	Engagement
6.10.3 Deliberative on-line focus groups	4 sessions	Engagement
6.10.4 Volunteer days	200 participants	Engagement
6.10.5 Scientific vocations	190 participants	Engagement & Replication
6.10.6 Educational program	2,000 participants	Engagement & Reach
6.11 Exploitation Plan	1 document	Exploitation
6.12 KER Sheets	1 document	Exploitation
6.13 End-user network database	1 database	Exploitation

Impact of expected results

Through these actions and KPIs, LIFE UNCINATA* will:

- Ensure high visibility of the project at local, national, and European levels.
- Promote understanding of mountain pine forest conservation among diverse audiences.
- Facilitate knowledge transfer to professionals, authorities, and decision-makers.
- Foster public engagement and active participation in conservation actions.
- Support the long-term uptake and replication of project results beyond the LIFE funding period.

The achievement of these expected results will contribute directly to the overall objectives of the LIFE Programme and reinforce the added value of LIFE UNCINATA* as a demonstration and transfer project.

9. Cooperation

Cooperation is a key horizontal principle of LIFE UNCINATA*'s communication strategy and a fundamental mechanism to amplify the reach, credibility, and long-term impact of project dissemination activities. By collaborating with relevant organizations and networks, the project will extend its communication beyond its immediate partners and geographic scope.

The main objectives of cooperation in the framework of LIFE UNCINATA* communication activities are to:

- Increase visibility and outreach among local communities, professional sectors, and policy-related audiences.
- Facilitate access to established networks and multipliers with aligned interests.
- Strengthen the legitimacy and uptake of project results through peer and stakeholder endorsement.
- Promote replication of methodologies and results beyond the project areas.

Cooperation actions may take the following forms:

- Co-sponsoring or co-organizing dissemination events.
- Reciprocal promotion through digital channels (website links, banners, newsletters).
- Distribution of project information through partner and collaborator mailing lists.
- Joint participation in fairs, conferences, and public events.
- Engagement of collaborators as multipliers for project results and key messages.

Potential collaborators will be identified based on their relevance to the project's objectives, target audiences, and communication needs. Each cooperation proposal will be specific and purpose-driven, clearly identifying mutual benefits and expected contributions.

Cooperation actions will be flexible and scalable, allowing LIFE UNCINATA* to adapt to emerging opportunities throughout the project duration. All cooperation efforts will respect the visibility and communication requirements of the LIFE Programme.

10. After LIFE Plan

The After-LIFE Plan will set out how the actions initiated in the project will be continued and developed in the years that follow its end, and how the long-term management of the selected forests involved will be assured.

To ensure continuity beyond the project duration, LIFE UNCINATA will implement an After-LIFE Communication Plan. This plan will include the maintenance of the project website, continued dissemination of project results and conclusions, promotion of international replication, and actions aimed at integrating project outcomes into policies, technical standards, management plans, and guidelines.

After-LIFE communication activities will build on the tools and networks established during the project and will ensure that the project's impacts extend beyond its formal completion, in line with the objectives of the LIFE Programme and coordinated by the CTFC.