

GenTree

Optimizing the management and sustainable use of forest genetic resources in Europe

Deliverable D6.1

Dissemination and knowledge transfer plan

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TABLE OF CONTENTS

1	Summary.....	3
2	Introduction.....	3
3	Content of the plan	4
3.1	Overall communication objectives.....	4
3.2	Target audiences and specific communication objectives.....	6
3.3	Activities	8
3.4	Tools and channels	10
3.5	Calendar of events.....	11
3.6	Graphic profile of GenTree.....	11
3.7	Indicators of achievement.....	12
3.8	Roles and responsibilities in dissemination and knowledge transfer activities.....	13
3.9	Exploitation of results.....	13
3.10	Release of publications and co-authorship principles.....	14
3.11	Reporting on dissemination and exploitation of results	15
3.12	Plan of activities	15
4	Conclusions.....	17
5	Partners involved in the work	17
6	Annexe- Survey on communication practices and experience of GenTree partners.....	18

1 Summary

The GenTree project will provide a new range of approaches and tools to support conservation, low-cost breeding and optimal forest management in Europe, in order to sustain healthy forest ecosystems and enable a mitigation of the impacts of current and future environmental changes.

The end-users of GenTree outputs are scientists from the FGR research and development community, private and public seed harvesting companies, nurseries, forest managers and owners, the national coordinators of the EUFORGEN Programme and public policy makers (EC, national governments, non-governmental forest organizations and legislators).

Communication activities are planned to reach various types of stakeholders and to promote the adoption of GenTree results by the forest-based sector. The project will actively seek involvement of stakeholders soliciting their inputs to ensure the relevance and transferability of the project results and an effective knowledge transfer. A series of events will be organized to promote dissemination of the main project's outputs and to enable adoption of the project's recommendations. The term dissemination in this document refers only to knowledge and knowledge products. Scientific results will be published in open-access scientific publications and will be disseminated through presentations at conferences, workshops and other events. Specific target audiences, communication objectives and indicators to monitor success have been identified.

The knowledge transfer plan will create avenues for academic and private partners to transfer or directly benefit from technology developed within GenTree. It is the intention of project partners to either patent or to make fully available the new knowledge and tools developed in the course of the project under Creative Common licencing (<http://creativecommons.org/>). Patent applications (or other intellectual property rights - IPR) will be filed on each invention that meets the patentability criteria and has sufficient (commercial or other) potential. Training activities are also foreseen as part of the knowledge sharing activities to be implemented within the framework of GenTree.

2 Introduction

The future of European forests, their resilience and adaptation, as well as their potential for sustaining ecosystem goods and services, depend greatly on the management and sustainable use of their genetic resources.

The specific goal of GenTree is to provide the European forestry sector with better knowledge, methods and tools for the management and sustainable use of forest genetic resources (FGR) in Europe in the context of climate change and continuously evolving demands for forest products and services. GenTree will improve the status and use of European *in-situ* and *ex-situ* FGR collections, support acquisition, conservation, characterization, evaluation and use of relevant FGR in breeding and forestry practice and policy; it will also seek to harmonize, rationalize and improve management

of existing collections and databases, and strengthen the EU strategy for cooperation on FGR research and innovation.

To reach its goal, GenTree will make a range of scientific and technological breakthroughs by:

- designing innovative strategies for dynamic conservation of FGR in European forests
- broadening the range of FGR used by European breeding programmes
- preparing new forest management scenarios and policy frameworks fully integrating genetic conservation and breeding aspects, to adapt forests and forestry to changing environmental conditions and societal demands.

The major outputs of GenTree will include:

- new scientific knowledge on phenotypic and genotypic diversity across environmental gradients in Europe,
- improved genotyping and phenotyping monitoring tools for practitioners,
- updated and refined data for information systems of in-situ and ex-situ FGR collections,
- innovative strategies for conservation, breeding and exchanging and using diversified forest reproductive material,
- novel outreach and science-policy support tools to better integrate FGR concerns into forest management and better implement relevant international commitments in Europe.

GenTree focuses on economically and ecologically important tree species in Europe, growing in a wide range of habitats and covering different societal uses and values.

European forests are characterized by a relatively low number of economically valuable tree species with large distribution ranges covering different bioclimatic zones: Alpine, Atlantic, Boreal, Continental and Mediterranean. Local adaptation is widespread in tree populations throughout their distribution ranges, however, climate change poses a major challenge to sustainable forest management as the speed of change is likely to exceed the natural adaptive response potential of most species and populations.

3 Content of the plan

3.1 Overall communication objectives

Given the increasing visibility of forest issues in relation to global environmental and macro-economic discussions, communication is a crucial activity in the forestry sector. This sector has expanded beyond aspects related to production and trade and is affected by policies that deal with climate change, conservation and nature protection, and bioenergy.

In addition, multiple stakeholders are involved in the forestry sector. At the EU law level there is no provision for a common forestry policy and the policy areas influencing the forestry sector are several: agriculture, environment, rural development, research, trade, industry, energy, and

development cooperation. Finally, interest groups (e.g. environmental NGOs) have achieved a greater weight in their participation to discussions on forests and nature.

For what concerns the forest genetic resources (FGR) domain, specific challenges contribute to build a demand for effective communication beyond the boundaries of the community of experts. For example, intraspecific diversity of trees may not be sufficiently visible as an important dimension of biodiversity, or it may not be adequately recognized as a necessary requisite that enables adaptation of trees and forest ecosystems to environmental changes. Several interventions in the forestry sector have a direct or indirect impact on the genetic basis of a forest ecosystem and awareness on these influences and potential consequences may not be fully understood.

Different approaches can be adopted in tackling climate change by making use of the current understanding of tree responses to environmental changes but the uncertainties in predictions based on climate modelling, and the variable conditions from site to site add challenges to the identification of practical and viable solutions.

Also, the different level of awareness and the variable degree of access to technical information on FGR create differentiated perceptions among stakeholders. Some topics may be particularly challenging to communicate, such as for example the long-term benefits of FGR conservation and the cost-effectiveness of FGR conservation and improvement. The term dissemination in this document refers only to knowledge and knowledge products. The communication strategy of GenTree will deal with the challenges presented above and in particular it will:

- seek involvement of different stakeholders (forest managers, forest owners, forest nurseries, forestry associations, policy makers, environmental agencies, etc.), by soliciting their inputs to ensure the relevance and transferability of the project results and contribute to knowledge transfer.
- communicate fundamental scientific results in open-access scientific publications, presentations at conferences, workshops and other events
- introduce the project to the general public in terms of stakes, prospective threats and solutions.
- protect all exploitable knowledge suitable for commercial application. Different protection strategies will be used, adapted to the nature of the results, including patents for new breeds and varieties and molecular biology techniques. For databases, information systems as well as simulation and modelling tools, new developments will be protected under the Creative Commons licencing (<http://creativecommons.org/>). Other means will be considered on a case-by-case basis.

3.2 Target audiences and specific communication objectives

Communication efforts in GenTree will aim to reach the following main target audiences and associated specific objectives.

Target audience	Specific objectives
The European FGR research community	<p>Share knowledge on forest genetic resources, in particular scientific knowledge on the interplay between genotype, phenotype and environment, the spatial scale of demographic and adaptive processes and how management affects natural processes</p> <p>Provide learning resources on FGR</p>
European Forest Genetic Resources Programme (EUFORGEN) National Coordinators (in member countries) and Focal Points (in non-member countries)	<p>Support the implementation of National Action Plans</p> <p>Strengthen the networks of actors, facilitators and supporting organizations involved in FGR management</p> <p>Share information on novel methods for characterisation, use and conservation of FGR</p> <p>Share recommendations on the application of R&D to improve forest gene resource management</p>
Forestry professionals: European associations, e.g. Confederation of European Forest Owners, European State Forest Association, European Farmers & European Agri-Cooperatives, European Landowners' Organization, European Confederation of Woodworking Industries, Confederation of European Paper Industries and European Network of Forestry Entrepreneurs; individuals involved in forest management, nurseries, seed harvesting, breeding; industry and SMEs	<p>Increase awareness on basic concepts of FGR conservation and management and on what forestry activities have an influence on FGR</p> <p>Increase awareness on the opportunities offered by improved FGR conservation and breeding approaches</p> <p>Increase awareness on the adaptive capacity of selected forest tree species</p> <p>Share recommendations on how to select optimal sources of FRM for increased resilience and adaptive capacity of tree species to climate change.</p> <p>Share recommendations on costs and benefits associated with using FGR in a range of management options</p> <p>Share recommendation on best forest management options to be adopted to face environmental change.</p> <p>Increase awareness on the potential value of underused forest tree species and FGR in general for industrial utilisation in the frame of foreseen climate change and bio-economy.</p>

<p> Policymakers dealing with policies and regulatory framework with an influence on conservation and sustainable use of FGR, e.g. national representatives of the FOREST EUROPE process, EU Standing Forestry Committee and the FAO Commission on Genetic Resources for Food and Agriculture</p>	<p> Provide science-based evidence to inform decision-making relevant for FGR conservation and use</p> <p> Explain the importance of FGR in relation to climate change</p> <p> Create the awareness about the need to support the implementation of FGR conservation and monitoring strategies, through regulatory frameworks and mobilization of resources</p>
<p> EC officers in the area of agriculture, environment and health & consumers</p>	<p> Share recommendations on emerging research needs and priorities</p>

In developing targeted key messages, the following aspects will be taken into account: i) what the specific audience already know, ii) what are the expected desirable changes envisaged as a result of the communication efforts to be put in place, iii) what solutions are being offered, iv) what are the consequences if no action is taken, v) how the research presented relates to the broader socio-economic and policy context.

Some examples of general key messages are presented below:

- Genetic diversity/variation within tree populations and stands is an important element for the adaptive capacity of forests, which are facing the challenges such as adaptation to climate change and more pressure to deliver ecosystem services (biodiversity, biomass, social services, water)
- Genetic diversity in tree populations at the margins (geographical and ecological) of their distribution range may not be sufficient to ensure survival of these populations that in most cases present adaptive characteristics to extreme conditions. In some cases, assisted geneflow will be necessary, but it should be evaluated by experts.
- The choice of optimal sources of forest reproductive material should be guided by various considerations about genetic quality and adaptability and not in all cases the locally sourced forest reproductive material is the best adapted one to future environmental conditions
- Genetic conservation units need to be actively managed to enable the maintenance of the characteristics for which the units have been identified and selected as priorities for conservation
- The current network of genetic conservation units needs to be revised at European level to ensure that conservation units are strategically positioned to optimize conservation efforts across tree species ranges
- European tree species are not confined by national borders, therefore a Pan-European collaboration is needed to optimize conservation efforts of wide spread tree species

3.3 Activities

The communication strategy of GenTree is structured around the activities presented below:

- A website dedicated to the project will be established and constantly enriched with new content. The GenTree public website will be one of the main dissemination tools for the project. It will: i) present the project objectives, work plan and results; ii) publish regular project and sector-related news and iii) provide links to other EU or international forest initiatives, projects and stakeholder associations.
- A set of public awareness and information materials will be developed. It will consist of newsletters, press releases and articles regularly released on the project website and other channels. A brochure (leaflet) presenting the project will be published and shared in both digital and printed format.
- Media products will be developed and widely shared to provide documentation of different project's achievements. GenTree will seek to invite media representatives and journalists to key meetings/workshops to further stimulate wide dissemination of outcomes of general interest.
- Key resource people and appropriate communication channels and platforms will be mapped in order to promote awareness on GenTree. A list of media contacts will be assembled to spread the information to a wider audience including scientific or industrial associations, policy makers, senior officers, journalists, and national agencies in the forest sector.
- A network of focal points for communication, formed by representatives of each partner institution, will be established in order to distribute responsibilities for communication activities across partners; this will help to present regular updates on project implementation and to generate content for the GenTree website and other communication products.
- GenTree will build and maintain its own social media channels. Links to these media will be available in the project website. See below more details on the social media that will be used.
- Guidelines for best practices on FGR management will be developed. These will result primarily from the activities carried out in WP5. The results will be properly packaged to address the needs of final users and widely shared with relevant stakeholders involved in the management and conservation of FGR.
- A main event will be organized to discuss the legal and policy frameworks on the transfer of forest reproductive materials within Europe and their consequences for FGR management and conservation. Two additional workshops and side events targeting other stakeholders (eg., forest owner organizations, forest managers, policy makers, and forest industry) will be organized to discuss information needs and gaps, in the first half of the project lifespan. These events will provide timely inputs in project implementation and will enable to guide the packaging of final results, based on the needs of the final users of project's outputs.
- Three training courses for MSc and PhD students and post-doctoral fellows will be organized by GenTree partners (ASU, Bioversity, INIA, INRA and Skogforsk) and will be complemented with the participation of external experts. These will enable to transfer the knowledge generated by the

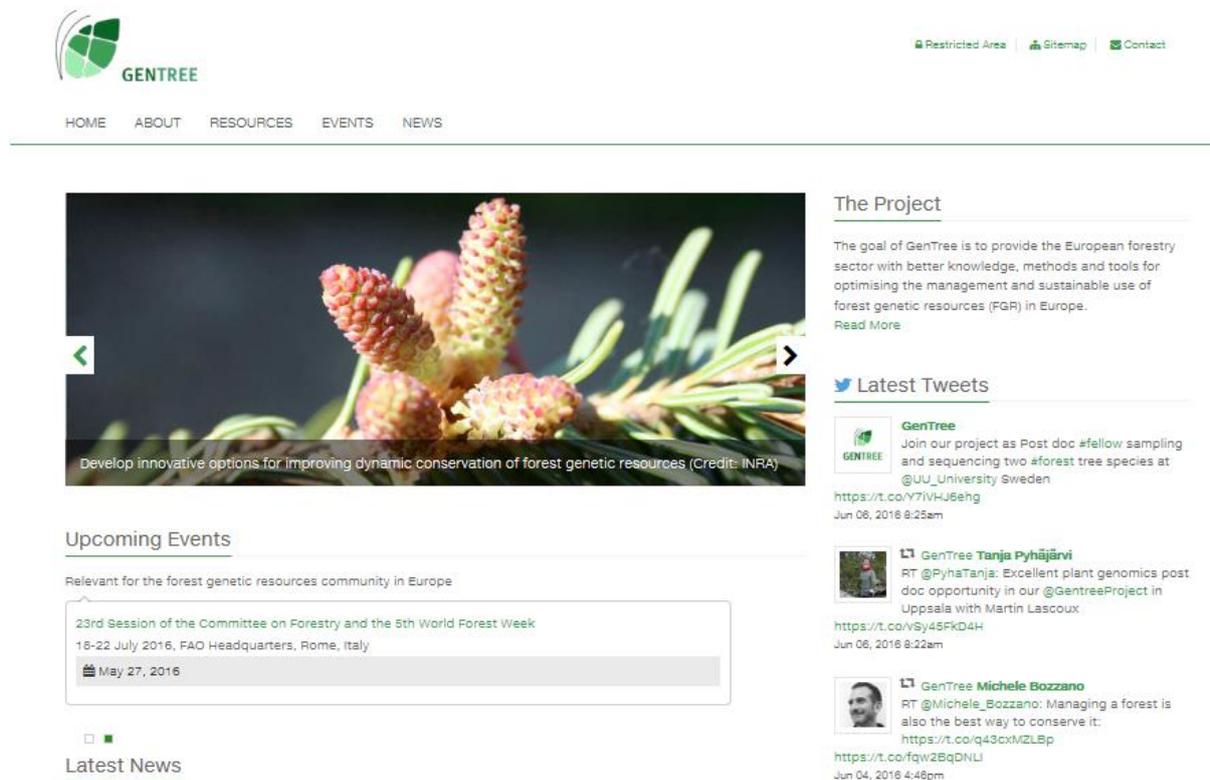
project to relevant stakeholders. The courses will cover novel tree breeding strategies and novel approaches for the characterization and monitoring of tree genetic diversity.

- To share the project outputs and promote their uptake, in the final stages of the project, other events will be organized as stand-alone initiatives or integrated into the programme of already planned relevant initiatives. They will involve stakeholders, such as the EUFORGEN programme, European associations, and policy-makers and other GenTree key stakeholders. An event to address policy issues stemming from the project's recommendation will be organized most likely in Brussels or back-to-back to a relevant event (e.g., in conjunction with a FOREST EUROPE meeting), as a possible alternative.
- A final international conference will be organized at the end of the project to present the project achievements to the most important stakeholders from the EU forest industry and forest sector community, decision makers and research institutes.

In order to provide guidance to the project an External Advisory Board (EAB) has been established at the inception of the project and will provide a strategic external guidance over the course of the project implementation. The EAB will enable inclusion of an external perspective in the project implementation and will advise also with regard to efforts related to dissemination and knowledge transfer. It will advise the consortium on where and how GenTree's outputs can be best transferred to and adopted by the forestry industry and other stakeholders and its attention will be focused on how to maximize interaction with relevant segments of the forest-based sector.

3.4 Tools and channels

The GenTree public website will be one of the main dissemination tools for the project: <http://www.gentree-h2020.eu/>



Other key tools and channels will be:

- A set of public awareness and information materials, including a brochure
- media products for media platforms, specialized magazines, online newsletters
- Social media (see a description below):

Twitter @GentreeProject

Twitter is an informal channel of information exchange where various members of different target audiences are present. It allows establishing a connection with like-minded organizations and individuals with interest in FGR and GenTree work. It provides an easy way to engage in conversations on topics of common interest.

Flickr account to collate images

Visual materials are an important part of communication. Illustrative images (eg., photos on field work and lab work, images of project sites) will be stored in a dedicated Flickr account.

Youtube channel

GenTree will produce compelling short films. The style will be moving away from the traditional 'talking heads' format to adopt a storytelling approach, which is much more effective in communication. Given the large investment of time and financial resources associated with the development of multimedia products, video production will be focused on two main outputs: a clip of introduction the main issues and knowledge gaps addressed by GenTree, and one final video that will summarize the main achievements and key results. The videos will be promoted through related blog posts and other social media channels.

3.5 Calendar of events

A list of conferences and meetings covering topics closely linked to the project, from scientific aspects to policy-making, will be built into the website to keep track of events where GenTree has been presented and to guide the planning of stakeholders' events.

3.6 Graphic profile of GenTree

A graphic profile for the GenTree project has been developed. The logo will be included in all communication products. Different high quality versions of the logo have been elaborated to meet different editorial needs.



Any communication activity, infrastructure, equipment, or main output funded by the grant will include visual reference to the EU flag and a standard acknowledgement sentence. The EU flag graphics guide has been shared with all partners through the project website:

<http://publications.europa.eu/code/en/en-5000100.htm>)

The standard acknowledgement sentence for Communication activities reads as follows: *“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 676876.”*

The standard acknowledgement sentence for infrastructure, equipment and major results reads as follows: *“This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 676876.”*

Translations of these sentences may be used for communication activities in national languages. The official translation is provided by the EU at this link:

http://ec.europa.eu/research/participants/portal/desktop/en/funding/reference_docs.html

H2020 > Model grant agreement > General grant agreement > H2020 General MGA –Multi > click on the arrow to see translations available > look for article 38.1.2

3.7 Indicators of achievement

In order to review the effectiveness of the dissemination strategy and visibility plan of GenTree, monitoring will be carried through its implementation using a set of quantitative and qualitative indicators to track progress. The communication objectives of GenTree can be clustered as presented in the table below, and specific quantitative indicators can be identified for each cluster of activities.

Objectives	Indicators
Awareness raising by making information available, easily accessible	<ul style="list-style-type: none"> - website visits (Google analytics) - increase in website visitors (Google analytics) - average visit duration (Google analytics) - increase in the average visit duration (Google analytics) - newsletter readership (Mailchimp for email campaigns) - increase newsletter readership (Mailchimp for email campaigns) - followers (twitter counter) - increase in followers (twitter counter) - number of downloads of outputs from the website - types of outputs mostly downloaded (public awareness materials, training tools and materials, scientific publications, management guidelines) - at least one mention in international media - at least one mention in CORDIS wire - link created on the EU Research Portal website http://cordis.europa.eu/project/rcn/200286_en.html - regular mentions in the EUFORGEN and EFI newsletters
Promoting use/adoption of project's results	<ul style="list-style-type: none"> - Reference to FGR/GenTree outputs in forest management guidelines adopted by stakeholders - Reference to FGR/GenTree outputs in technical documents produced by EUFORGEN - Patented outputs adopted - Signs of changes in forest management practices at national level (*)
Making project's outputs and recommendations relevant for policy-making	<ul style="list-style-type: none"> - degree of attendance of policy makers to meetings organized by Gentree - requests of technical information from GenTree community - requests to GenTree scientists to attend policy-making events - reference to FGR/GenTree outputs in documentations supporting relevant policy processes

(*) (long-term objective measurable only well beyond the project's end)

Qualitative feedback will be obtained from direct dialogue with stakeholders in workshops and individual interactions, from dedicated meetings and interviews, from social media, from requests of technical information.

3.8 Roles and responsibilities in dissemination and knowledge transfer activities

As reminded earlier in this document, the term dissemination in this document refers only to knowledge and knowledge products. Dissemination and knowledge transfer activities are under the direct responsibility of Bioversity International, leader of WP6, though a contribution is expected from the project coordinator, and all partners involved in GenTree. This spreading of responsibilities among partners will be critical, in particular to nurture the website with new materials and to develop annual newsletters. A calendar with a list of expected short pieces of news to be developed by individual partners has been set up to rotate responsibility for the supply of news among partners.

Project partners are also expected to contribute as speakers and resource persons to stakeholders events, based on their individual competence and the specific theme of each event. The resources to participate to WP6 activities are made available from the WP6 budget.

In order to assess experience, capacity, and interest of individual project partners in communications, a survey was launched at the beginning of GenTree (see Annex 1). The results indicated a good level of experience of GenTree partners in communicating scientific results to various stakeholders and non-technical audiences. The findings stimulated the establishment of a network of focal points for communication, identifying a representative from each partner institution to be put in charge of a regular supply of information materials (eg., photos, short reports and news) to the WP6 leader for further elaboration and sharing.

3.9 Exploitation of results

The exploitation plan will create avenues for academic and private partners to transfer or directly exploit technology developed within GenTree. It is the intention of project partners to either patent or to make fully available the new knowledge and tools developed in the course of the project under Creative Common licencing (<http://creativecommons.org/>).

Patent applications (or other intellectual property rights - IPR) will be filed on each invention that meets the patentability criteria and has sufficient (commercial or other) potential. Once potentially exploitable technology has been appropriately protected by the partners involved, technology or knowledge transfer actions will be undertaken. GenTree will i) assess the commercial potential of its innovative technologies; ii) perform a full risk assessment (technology, market, financial, business model, management) of the exploitation plan; iii) develop the exploitation plan; iv) provide advice and coaching towards successful market penetration of products or services; and v) assist with licensing deals. The GenTree IP protection and exploitation plan will be executed using the expert know-how of the IPDUC.

Further guidance is provided in Article 28 of the Grant Agreement on Exploitation of results:

http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf#page=211

3.10 Release of publications and co-authorship principles

Detailed guidelines for dissemination of results are provided in the Consortium Agreement (section 8), that defines aspects related to: ownership, transfer of results, dissemination of own or Joint results, dissemination of another Party's unpublished results or background, cooperation obligations, use of names, logos or trademarks.

In addition, further guidance is available in Article 29 of the Grant Agreement on Dissemination of results, Open access, visibility of EU funding:

http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf#page=214

Finally, this document has been edited in compliance with the H2020 online manual that contains instructions for the Dissemination & exploitation of results and also supporting documentation on:

- EU intellectual property rights (IPR) Helpdesk
- Open access & Data management

Link: http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results_en.htm

Best practices for publishing research results and data

GenTree will follow the guidelines on open access for scientific publication and research data management in Horizon 2020. It will adopt open-data and open-access publication strategies to facilitate further use of the results and re-use of data.

During the project, peer-reviewed scientific research articles will follow a green (self-archiving) or gold (open access publishing) open access strategy. This means that all the resulting peer-reviewed scientific articles will be published at least in so-called **“green” open access**, as most of the academic partners have self-archiving repositories within their organizations. The [Open Access Infrastructure for Research in Europe \(OpenAIRE\)](#) is the recommended entry point for researchers to determine what repository to choose. To provide support concerning compliance with Horizon 2020 embargo periods the Commission offers a [model amendment to publishing agreement](#), which are often signed between authors and publishers. This model is not mandatory but reflects the obligations for the beneficiary under the H2020 grant agreements. To promote **“gold” open access publishing** within the consortium, a budget has been planned for the academic partners to pay for article processing charges for these publications. Article processing charges incurred during the project are eligible costs. “Gold” open access articles must also be made accessible in a repository upon publication.

A list of scientific publications is available within the project workspace, where proposed manuscripts must be entered ahead of manuscript writing to comply with article 8.4.1 of the GenTree consortium agreement. A list of scientific publications will also be created within the project website, with direct links to the repositories where the publications are accessible.

With regard to data, the consortium decided the most appropriate strategy to handle the research data obtained in the research process. Data will be made publically available with embargo periods to protect data owners while they publish their research findings. The strategy adopted in GenTree is described in the [Data Management Plan \(deliverable D7.3\)](#).

The decision can also be made to protect the data via patenting or using other forms of protection. In this case, the results will be exploited by (i) using them in further research, (ii) developing, creating and marketing products or (iii) creating and providing services.

Data will be deposited in [GnplS](#) to ensure their accessibility during and long after the project has ended.

Read more: [OPENAIRE H2020 FACT SHEET FOR RESEARCHERS \(2017\)](#)

Acknowledgments

In publications derived from GenTree, the acknowledgments should mention the source of funding. Here is the standard sentence that must be used:

This publication is part of a project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 676876 (GenTree).

3.11 Reporting on dissemination and exploitation of results

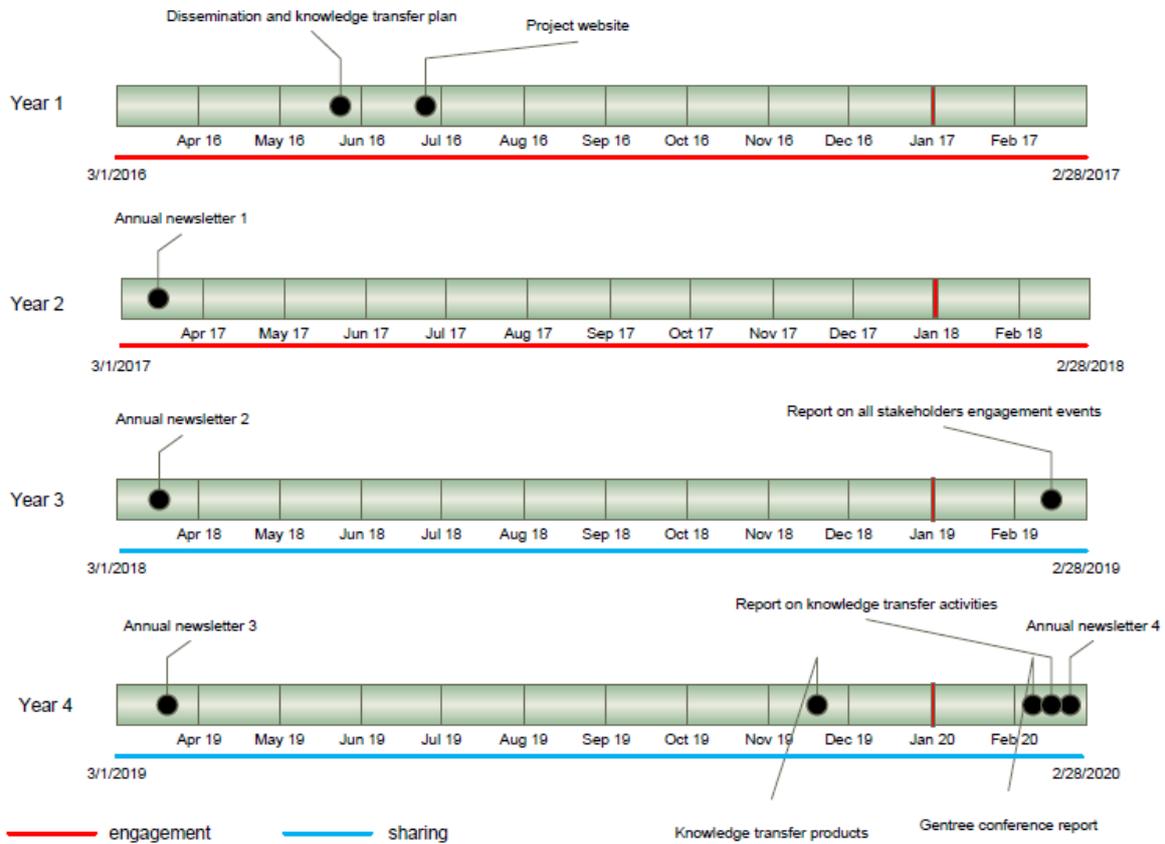
Partners will have to report on:

- Scientific publications (only if the project EU funding is duly acknowledged)
- Dissemination & communication activities (only activities directly linked to the project)
- Intellectual property rights resulting from the project (applications for patents, trademarks, registered designs, utility model etc.)

Basic information is provided in a specific section of the H2020 online manual and details will be provided in the management guidelines and reporting instructions/templates:

http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/reports/periodic-reports_en.htm#dissem

3.12 Plan of activities



4 Conclusions

The dissemination and knowledge transfer contains an illustration of all the initiatives to be undertaken within the framework of GenTree to increase its visibility and maximize its outcomes and potential impact. Reaching out to intermediate and final users since the early stages of the project implementation will foster an effective dialogue with stakeholders and will ensure better adoption of final recommendations. The plan will serve as an internal guidance in project implementation for WP6 and will be constantly updated over the lifespan of the project.

5 Partners involved in the work

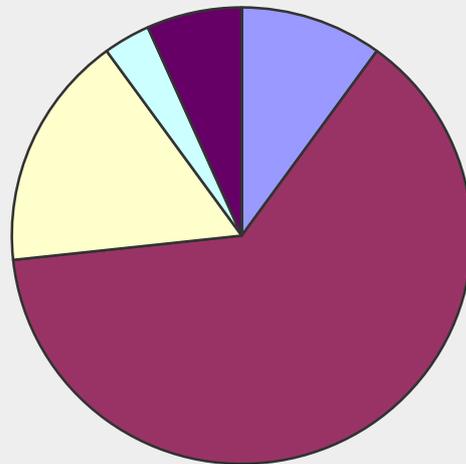
The development of the dissemination and knowledge transfer plan been led by the WP6 leader, Bioversity international. The implementation of the activities presented will require coordination of Bioversity and the active contribution of all partners in the project.

6 Annexe- Survey on communication practices and experience of GenTree partners

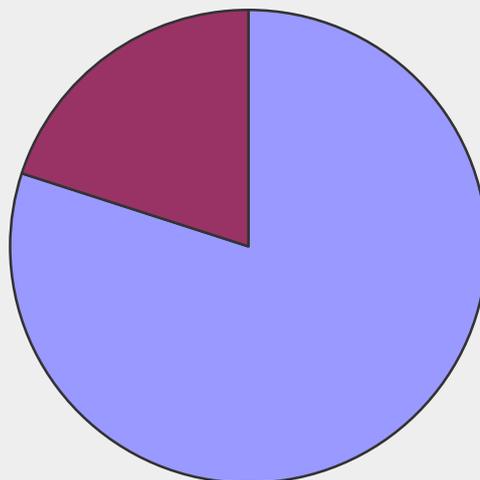
What are the channels of communication do you use most frequently to keep abreast of the developments in your field?		
Answer Options	Response Percent	Response Count
scientific journals	96.7%	29
oral presentations in scientific meetings	80.0%	24
news	20.0%	6
blogs	3.3%	1
websites of specific initiatives	46.7%	14
other	23.3%	7
(please specify which news, blogs, websites or other sources)		12
<i>answered question</i>		30
<i>skipped question</i>		0

What are the channels you use to communicate about your work?		
Answer Options	Response Percent	Response Count
scientific journals	93.3%	28
oral presentations in scientific meetings	93.3%	28
oral presentations at events addressing the general public	50.0%	15
dissemination articles in non-technical magazines/newsletters/news	56.7%	17
blogs	3.3%	1
communication platforms online (online fora, dedicated websites, project websites)	36.7%	11
social media	23.3%	7
other	10.0%	3
(please provide details or links)		6
<i>answered question</i>		30
<i>skipped question</i>		0

How much time do you dedicate to written dissemination of your work through means other than scientific articles?



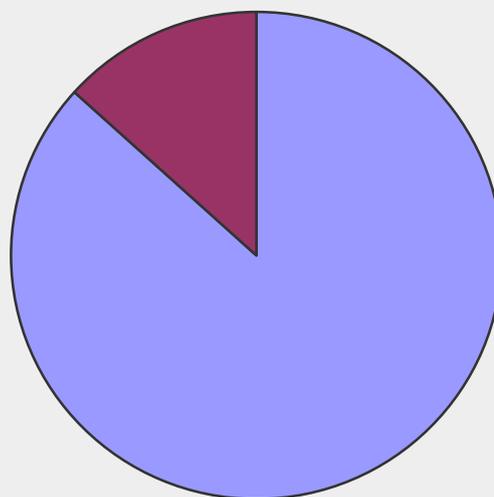
Do you have experience in communicating about your work to stakeholders outside your research domain?



If yes, with what kind of stakeholders do you have interaction and experience?

Answer Options	Response Percent	Response Count
local	45.8%	11
regional	79.2%	19
national	83.3%	20
international	45.8%	11
(please list them)		12
<i>answered question</i>		24
<i>skipped question</i>		6

Do you have experience in communicating about your work to a very general audience?



Which of the following themes do you have most difficulties in communicating about to stakeholders outside the forest genetic resources domain?		
Answer Options	Response Percent	Response Count
Importance of FGR	20.0%	5
Importance of FGR conservation	24.0%	6
Cost-effectiveness of FGR conservation	52.0%	13
Conservation requires active management	44.0%	11
Adaptation	36.0%	9
Importance of breeding	48.0%	12
Cost-effectiveness of breeding	48.0%	12
Details related to your research on genetic diversity	36.0%	9
Other	8.0%	2
(please specify)		7
	<i>answered question</i>	25
	<i>skipped question</i>	5

Other challenging messages

- uncertainty of climate change effects on FGR and forests in general
- communicating about climate change is often challenging
- time necessary for breeding activities
- the main challenge is go beyond "directional communication"
- why active breeding is necessary to adapt forest to environmental and economic changes
- the need of genetics/provenances, natural regeneration versus afforestation, future silviculture treatments, etc