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## D4.1 Dissemination plan and graphic identity

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REWILDFIRE — PIANO NAZIONALE DI RIPRESA E RESILIENZA (PNRR)

Missione 4 “Istruzione e Ricerca” - Componente C2

Investimento 1.1, “Fondo per il Programma Nazionale di Ricerca e Progetti di Rilevante Interesse Nazionale (PRIN)”

Project Acronym: REWILDFIRE

Rewilding policies for carbon sequestration under increasing fire risk

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## Executive Summary

This deliverable presents the REWILD-FIRE project dissemination plan, the website and the graphic identity (logo) established between November and May 2024. The project website pertains to the work comprised in Work Package 4 - Dissemination, in particular tasks 4.1 and 4.2, focusing on the project's internet presence and its communication and dissemination activities.

## Keywords

Communication, Dissemination, Digital Media, Project Website

## Introduction

This deliverable presents the REWILD-FIRE dissemination plan, project website and logo identity, which constitute the main source of public information about the project. The platform is part of task 4.1 and 4.2 “Website design and management” of the REWILD-FIRE Grant Agreement.

The REWILD-FIRE website was developed by the partner UNITO and with inputs from the project’s Work Package Leaders. It can be accessed online at <https://rewild-fire.com>. The current version of the website (as of 04 May 2024) is a preliminary version that will be continuously expanded, enhanced and updated as the project progresses.

# 1. Dissemination Plan

## 1.1 Rationale

The REWILD-FIRE project aims to address the critical need for nature-based solutions (NBS) to mitigate climate change through enhanced carbon sequestration while managing the associated risks of increased fire hazards. This two-year project, involving three Italian universities (Torino, Milano, Udine), focuses on rewilding strategies, such as natural reforestation and proforestation in the Italian Alps, to transform abandoned agricultural lands and existing forests into significant carbon sinks. The project assesses the trade-offs between increased biomass carbon storage and potential carbon losses due to wildfires, providing crucial insights for regional, national, and European policy-making. Key Knowledge Advancements and Impacts are:

- **Low-Cost NBS for Climate Mitigation:** Identifying and promoting rewilding as a viable strategy for large-scale carbon sequestration.
- **Carbon Sequestration and Fire Risk:** Assessing and balancing the benefits of rewilding against the risks of increased fire hazards for carbon and biodiversity.
- **Policy Integration:** Informing EU and national policies on climate action with data-driven insights from rewilding and fire management studies.
- **Scientific Knowledge Enhancement:** Advancing the understanding of climate-ecosystem interactions, particularly the dynamics of carbon sequestration and fire regimes in rewilded forests (afforestation and proforestation).
- **Data and Tool Accessibility:** Providing open access to project datasets and simulation tools to support land planners and researchers.
- **Improved Land Management:** Enhancing ecosystem services through better-integrated forest management and fire prevention strategies.

The purpose of the Communication and Dissemination Plan (CDP) for the REWILD-FIRE project is to ensure the effective dissemination of the project's objectives, methodologies, and outcomes to a wide range of stakeholders. This will facilitate the integration of project findings into policy, practice, and further research, thereby maximizing the project's impact on carbon sequestration strategies, fire risk management, and climate change mitigation efforts in the Alpine region and beyond. By implementing this CDP, REWILD-FIRE aims to ensure that its findings are effectively communicated, widely disseminated, and integrated into policy and practice, thereby maximizing the project's contribution to climate mitigation and sustainable land management in the Alpine region. In particular, the dissemination actions aim to:

1. **Raise Awareness:** Increase understanding of the potential and risks associated with rewilding as a strategy for carbon sequestration.
2. **Inform Policy and Practice:** Provide policymakers and land managers with actionable data and recommendations to incorporate rewilding into climate mitigation strategies.
3. **Engage Stakeholders:** Foster collaboration and knowledge exchange among scientists, policymakers, environmental NGOs, and the general public.
4. **Promote Scientific Advancements:** Disseminate novel insights and methodologies to the scientific community to further research in this field.
5. **Support Sustainable Land Management:** Equip land managers with the tools and knowledge to implement effective rewilding and fire risk management strategies.

## 1.2 Audience

The Communication and Dissemination Plan (CDP) for the REWILD-FIRE project targets a diverse range of stakeholders to maximize the project's impact and ensure the integration of its findings into policy, practice, and further research. All partners will identify specific stakeholders to target among the following groups:

**1. Policy Makers and Land Managers:** National and regional administrators responsible for land management and climate policies are a primary audience due to the current low coordination of national rewilding policies and targets, particularly in light of the new EU Nature Restoration Law. There is a significant need to improve the integration between territorial planning and priorities on rewilding, forest management, climate mitigation, and fire prevention. By providing data-driven insights and recommendations, REWILD-FIRE aims to help policymakers formulate and implement effective rewilding and fire management strategies, ensuring that rewilding options are included in national and EU-level schemes for enhancing carbon sequestration and managing fire risks.

**2. Environmental NGOs and Citizen Associations:** Non-governmental organizations and citizen groups focused on environmental conservation and climate action are crucial partners in advocating for rewilding policies. Currently, there is often a misinformed understanding of the benefits and priorities for rewilding, and poor knowledge and social acceptance of the effectiveness of fire-smart forest planning and management for both climate mitigation and biodiversity conservation. By engaging these organizations, REWILD-FIRE aims to improve their understanding and advocacy for rewilding initiatives, influencing policy decisions and fostering grassroots support for sustainable rewilding strategies.

**3. Agro-Forestry Professionals:** This group includes forestry companies, forest owners, and professional associations such as the Ordine dei Dottori Agronomi e Forestali. There is a notable gap in the knowledge and application of fire-smart rewilding planning techniques among these professionals. The REWILD-FIRE project targets this audience to provide them with the necessary training, tools, and data to implement rewilding and forest management practices effectively. This engagement will ensure that on-the-ground insights inform the project's recommendations and that these professionals are equipped to manage fire risks while enhancing carbon sequestration.

**4. Scientific Community:** Universities, research centers, and international scientific platforms are essential for advancing research and innovation in rewilding and carbon sequestration. The current scientific understanding is limited regarding the trade-offs between passive forest management and carbon emissions from potential disturbances, the spatial and temporal occurrence of these trade-offs, and the roles of deadwood and soils. By sharing its findings through high-quality publications, conferences, and collaborative research initiatives, REWILD-FIRE aims to fill these knowledge gaps, validate its methodologies, and integrate its findings into the broader scientific discourse, thereby driving further research and innovation in this field.

**5. General Public and Media:** Raising public awareness and fostering support for rewilding policies is crucial for their successful implementation. There is a low understanding among the general public about the importance of rewilding, the causes and impacts of forest fires, and the potential solutions. By engaging with the general public through social media, newsletters, and public events, and by reaching out to national and specialized media, REWILD-FIRE aims to improve public knowledge and support for rewilding initiatives. Media outreach will ensure that project findings reach a wider audience, highlighting the significance of rewilding for climate mitigation and enhancing the public discourse on sustainable land management.

### 1.3 Key messages

The following table outlines the key messages that will be communicated to each target audience group, emphasizing the relevance and urgency of each message to ensure effective dissemination and impact.

<b>Message</b>	<b>Target Audience</b>	<b>Priority</b>
**Rewilding strategies offer significant carbon sequestration potential at low cost.** Rewilding can help meet EU and national climate goals by leveraging natural processes to store carbon more effectively than traditional methods.	Policy Makers and Land Managers	High
** Integrating wildfire prevention planning into rewilding policies at national and local level is essential for effective climate action.** Detailed, data-driven insights from REWILD-FIRE will help formulate policies that optimize rewilding for maximum carbon storage while managing fire risks.	Policy Makers and Land Managers	High
**Fire-smart forest and landscape planning is crucial for balancing carbon sequestration and fire risk.** Fire-smart strategies are needed to mitigate these risks and protect carbon gains, including fire prevention activities.	Environmental NGOs and Citizen Associations	High
**The climate benefits of rewilding for climate can be maximized by careful selection of rewilding areas.** Rewilding might increase flammable biomass, which can raise fire risks and greenhouse gas emissions. Improved knowledge of interactions between carbon sinks and climate hazards in forests are essential for effective advocacy and policy influence.	Environmental NGOs and Citizen Associations	Medium
**Agro-forestry professionals need training in fire-smart rewilding techniques.** Effective rewilding requires specialized knowledge to manage fire risks and optimize carbon sequestration across planned territories.	Agro-Forestry Professionals	High
**Implementing rewilding in a fire-smart way can enhance both carbon storage and forest health.** By using data-driven methods, professionals can improve land management practices that benefit climate and ecosystems.	Agro-Forestry Professionals	Medium

<p><b>**Rewilding and carbon sequestration dynamics require advanced scientific understanding.**</b> The project will fill knowledge gaps on the trade-offs between passive forest management and carbon emissions from disturbances, integrating all spatio-temporal components, and contribution of deadwood and soil ecosystem pools.</p>	<p>Scientific Community</p>	<p>High</p>
<p><b>**Integration of new data into existing models will advance scientific research.**</b> Sharing detailed datasets and models with the scientific community will foster innovation and improve predictive capabilities.</p>	<p>Scientific Community</p>	<p>Medium</p>
<p><b>**Rewilding offers tangible benefits for climate resilience and biodiversity.**</b> Highlighting success stories and practical examples will help gain public and media support for rewilding initiatives.</p>	<p>General Public and Media</p>	<p>Medium</p>
<p><b>**Humans can design forests and ecosystems in such a way as to maximize both carbon sequestration and biodiversity conservation.**</b> Educating the public on the causes, impacts, and solutions for forest fires will build support for rewilding policies.</p>	<p>General Public and Media</p>	<p>High</p>

## 1.4 Methods and tools

The REWILD-FIRE project employs a comprehensive set of methods and tools to ensure effective communication and dissemination of its findings. These methods are designed to engage various stakeholders, provide them with valuable insights, and facilitate the practical application of the project's results. Communication and dissemination activities will begin in 2025 once the project has produced its first results. Here are the key methods and tools that will be used, together with a time planning for their execution:

### 1. Publications and Policy Briefs:

- **High-Quality Journal Articles:** The project will disseminate its scientific findings through publications in high-quality Q1 journals. These articles will cover topics such as the dynamics of carbon sequestration, land cover changes, and fire regimes under rewilding scenarios. Publications will be published after the project end but will acknowledge the funding program.
- **Policy Brief:** UNIMI will lead the development of a policy brief on the benefits of nature-based rewilding strategies and their implementation with limited trade-offs in fire risk reduction. This brief will be targeted at policymakers to provide clear and actionable recommendations based on the project's data and analyses (M24).
- **Factsheets:** UNIMI will produce factsheets that provide estimates of rewilding potential and priority regions at the Italian Alpine scale. These factsheets will be designed to inform both policymakers and the general public (M24).



## 2. Events and Workshops:

- **Public Event: Public Dissemination Event:** The REWILD-FIRE consortium will organize a public event at the end of the project, jointly with the forest fire working group of the Italian Society for Silviculture and Forest Ecology (SISEF). The event will communicate project outcomes and focus on climate and land use change as drivers of fire risk and the impact on carbon sinks and soil erosion. The sessions will include practical demonstrations and discussions on the application of project findings. The event will include a workshop to train agro-forestry professionals on fire-smart rewilding technique (M24)

## 3. Online Presence and Social Media:

- **Social Media Channels:** Active engagement on social media platforms (X, Instagram) managed by the project partners will be used to disseminate information, share updates, and engage with a broader audience. Regular posts will highlight key findings, event announcements, and relevant news articles (M12-M24).
- **News section of the website:** The project website (see section 2) will include a News page that will be periodically updated to keep stakeholders informed about the project's progress, key findings, and upcoming events. The section will allow email subscription for readers (M6-M24).

## 4. Media Outreach:

- **Press Releases and Conferences:** Regular press releases and press conferences will be organized to share significant project milestones and findings. Media contacts with strong links to UNIMI (e.g., TV shows like Superquark, and radio programs like Radio3 Scienza) will be leveraged to ensure wide coverage (M16-M24).
- **Interviews and Media Content:** Preparation of photos, videos, and interviews will be conducted to provide engaging content for media dissemination. This will help in reaching a broader audience and generating public interest in the project (M16-M24).

## 5. Collaborative Datasets and Tools:

- **Data and Model Repository:** A comprehensive repository of project data and models will be made available to end-users on the project website. This includes fuel characteristics dataset, updated climate and land use change predictions, and fire hazard and risk data for all case studies. These resources will be critical for land planners and researchers in making informed decisions (M22-M24).

## 2. Project website

### 2.1 Project website design

Built on Wowchemy, the REWILD-FIRE website has a customised design based on the project's graphic identity, which is reflected in the project's logo (Figure 1) and colour palette.



Figure 1 : REWILD-FIRE project logo

The graphic identity provides the basis for all promotional and graphic materials for the project. It brings together visual representations of key elements of the project approaches, namely the study of rewilding strategies, such as natural reforestation on marginal lands or the renaturalization of lands where human action has been interrupted and the study of increased risk of fire hazard due to rewilding. These two elements are symbolised in the project logo by an ecological succession (i.e. the transition from a seedling to a tree through the shrub stage) and a fire.

The website is illustrated with photos and infographics illustrating the forest fires as well as the organization of the project. An example illustration used on the website is shown below in Figure 2.

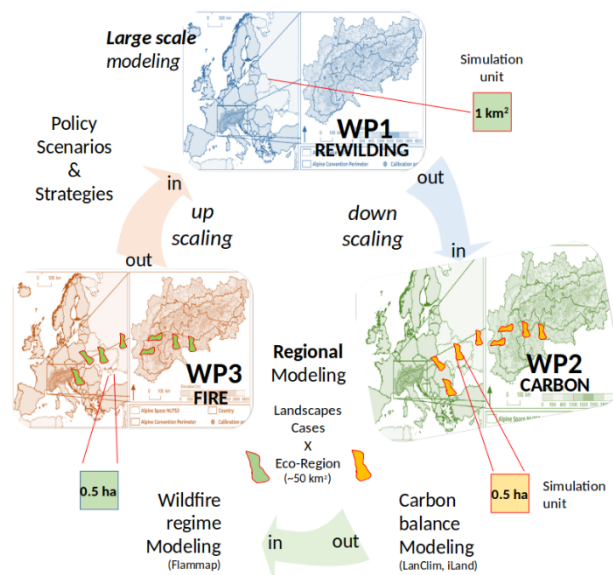


Figure 2 : Example of a collage/illustration utilised on the REWILD-FIRE project website

The collages and infographics were developed specifically for the project website and will be further utilised in flyers, brochures, posters, videos and other types of communication and dissemination materials, ensuring visual cohesiveness and consistent brand recognition.

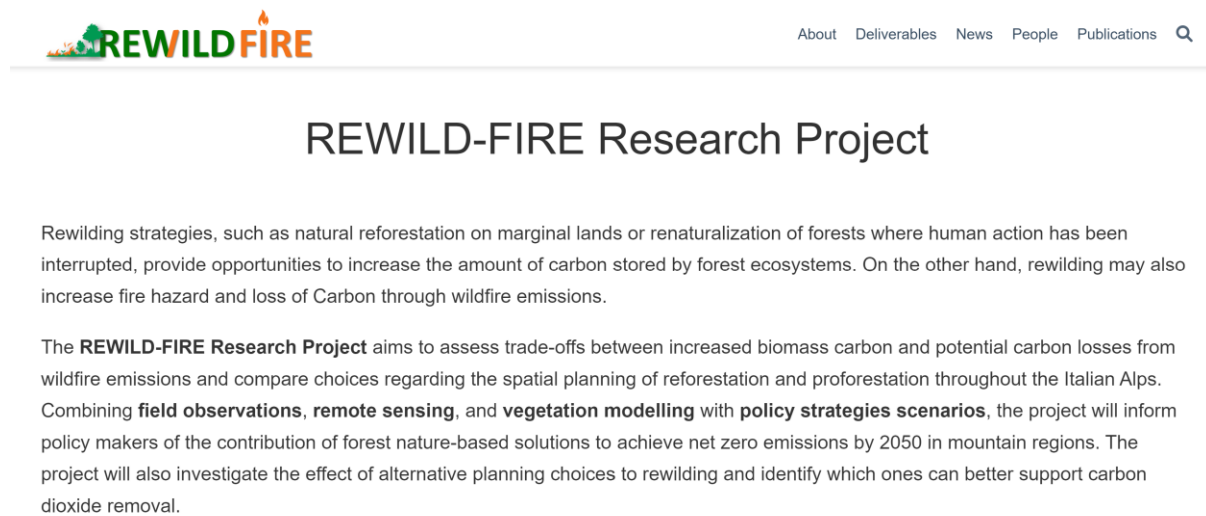
Photographs used on the website come from open-source stock images.

## 2.2 Project website structure

The basic structure of the REWILD-FIRE website is outlined in the website tree below:

- Homepage
- About
- Deliverables
- News
- People
- Publications

**Homepage:** The [homepage](#) opens displaying the project logo, the project name, and a small presentation of the project and of the main objectives. It also features a main menu in its header, as illustrated in Fig. 3. In sequence, the main facts and figures about the project are presented in the form of text and illustrations.



*Figure 3 Website homepage header*

**About:** A more extensive description of the project and its objectives is presented on the subpage “[About](#)”, accompanied by an explanation of the project’s approach.

**Deliverables:** The list of project deliverables is detailed in the “[Deliverables](#)” page. This list is accompanied by a project timeline.

## Expected calendar of the project

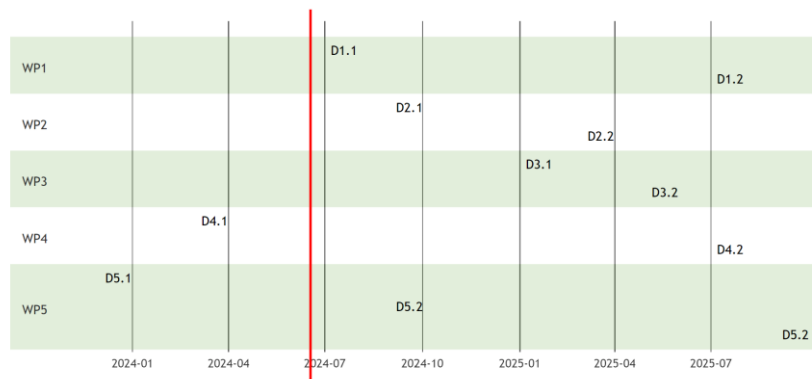


Figure 4 Section of the homepage linking to WP subpages

**News:** This section includes blog articles intended to present project news. An article will be published for each important event of the project as well as to warn of the publication of each of the project deliverables.

**People:** On this page we find the presentation of all the members of the project. The different profiles are grouped according to their membership of the different project partners. A more detailed description of each project member as well as contact links are available when clicking on a profile.

**Publications:** This page will list related scientific publications produced as part of the project. For each, a dedicated page will be created on which will be displayed the abstract as well as a link to the publication.

**Footer:** The website footer, displayed the main page, features the EU funding statement and a disclaimer, as illustrated in Fig. 5.



Figure 5 Website footer

## 2.3 Website features

Some features of the website that are important to highlight are:

- **Responsive design and layout**, which are display-friendly and adaptable to different types of devices, screen sizes and technological/connectivity situations (e.g. low bandwidth).
- **GDPR adapted**: The website is full conformity with the European Data Protection Regulation (GDPR), particularly with regard to personal data acquired through forms. A privacy policy page details how collected personal data will be handled by EFI.
- **Scalability and adaptability** to the evolving needs of the project. The website is built via the Wowchemy Page Builder site and the entire code is accessible on the GitHub account associated with the REWILD-FIRE project, which allows scalability using code modification and adding new blocks for the implementation of new features on the site.

## 2.4 Future website development

Further developments planned for the website include dedicated pages to the upcoming deliverables and publications.

To ensure visibility of the project's outputs after project completion, the website will receive technical maintenance and be kept online for at least 2 years after the end of the project. Project results will be available for a longer time through platforms such as Zenodo and/or OpenAIRE and scientific publications.