

# single [ ] tree

## Deliverable 6.2

# Report on description of first communication activities

The project is supported by the Circular Bio-based Europe  
Joint Undertaking and its members.



## D6.2: Report on description of first communication activities

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### Deliverable details

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\*Delivery type: R: Document, report; DATA — data sets, microdata, etc; DEM — Demonstrator, pilot, prototype; DEC — Websites, patent filings, videos, etc; DMP — Data

Management Plan.

\*\*Dissemination Level PU: Public; SEN: Sensitive, limited under the conditions of the Grant Agreement.

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\*Status: Draft, Final, Approved, Submitted (to European Commission).

## Reference

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## Keywords

Dissemination, communication, exploitation, action plans, results, target audience, awareness, website, social networks, promotional materials, online content, newsletters, news, press releases, media, knowledge transfer, publications, scientific publications, events, cluster activities, stakeholders, end-users, citizens, stakeholder engagement, media presence, workshops, webinars, videos, corporate identity, brand book, promotional campaigns.

## Executive Summary

This report offers a look back at the outreach, communication efforts, and ecosystem engagement activities undertaken by Work Package 6 (WP6) between September 2024 and January 2025. It aims to give readers and the broader community a clear understanding of these accomplishments, showcasing SingleTree's outreach actions during its first six months.

During these first months, efforts have been focused on developing the communication and dissemination strategy (D6.1), designing the visual identity and the initial promotional materials, launching online

communication channels (website and social media) and open access repositories, releasing the first press release and distributing it to media outlets, creating weekly content for social media, running online communication campaigns, producing videos, participating in events, mapping media contacts for press releases and news distribution, and establishing an initial connection with EU projects and related initiatives.

Some figures to highlight:

- Partners have presented SingleTree at 4 events, three in Spain and one in Germany.
- SingleTree has been featured in 12 European media outlets. This includes 2 podcasts and radio programs, along with 10 online news articles.
- Contact has been established with 5 EU projects/initiatives to begin defining synergies.
- A total of 1,211 social media posts have been published across LinkedIn, X, and Bluesky.
- A total of 77 posts have been generated on social networks (LinkedIn and X), reaching 63,145 impressions, 1,948 reactions.

single  tree

D6.2 Report on description of first communication activities

Consortium



KELLUU



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# 1. Introduction

This document provides a comprehensive overview of the initial communication and dissemination activities. It details what, when, how, where, to whom, and why of the established actions, which are based on the Dissemination and Communication Plan (D6.1). The report draws from the preliminary Dissemination, Exploitation, and Communication (DEC) plan presented in the project's Description of Action (DA) [1].

This public deliverable will be made available on the SingleTree project website, accessible to anyone interested in understanding the activities carried out and effectively utilizing the results.

The report aims to document the communication and dissemination actions taken and analyze the outcomes achieved. However, it is important to clarify that this document does not aim to readdress the distinctions between communication and dissemination strategies, as these aspects have already been thoroughly covered in D6.1 [2].

The document begins by outlining all the actions implemented in chapter 2, which includes the visual identity and brand book, communication channels (website and social media), open-access repositories, promotional materials, press releases, digital stories, media impact, online campaigns, events and cluster actions. Finally, an overview of the assets from chapters 3 and 4, along with a look at the conclusions.

It is important to highlight that D6.1 establishes a comprehensive action plan for communication and dissemination activities, detailing specific actions for the first year of the project. Furthermore, key milestones have been identified for each project year. However, six months before the end of each year, the consortium will collaborate to define milestone actions to be implemented in the following year.

## 2. Dissemination and communication activities

### 2.1. Visual identity guide

The corporate image of SingleTree will reinforce the key messages identified in D6.1 and contribute to unifying the broad range of activities involving multiple partners across Europe. Consistent use of colors, imagery, and the logo will be essential to ensure a unified branding for the project.

The Brand Guidelines Book created for SingleTree provides a detailed outline of the corporate image and instructions on how to correctly use the SingleTree brand (ANNEX 1: Brand Guidelines).

To maximize the dissemination impact of the project, any material produced within SingleTree should adhere to the guidelines outlined below.

#### 2.1.1. Main logo

The logo of the SingleTree project (Figure 1) serves as its visual identity, ensuring immediate recognition across internal and external documentation. Designed and approved by the consortium, the logo centers around the concept of the "single tree," symbolizing an individual tree detected through scanning. This representation unifies all project sites under the imagery of a pine tree (*Pinus sylvestris*).

The design features a figurative symbol of the tree placed between two elements representing individual monitoring. The project name is the main typographic element, rendered in the Poppins font using two weights. The color palette draws inspiration from the natural forest, predominantly green, with black typography to emphasize SingleTree as a global initiative.



Figure 1 – Main SingleTree logo.



Figure 2 – Vertical SingleTree logo.



Figure 3 – The logo version one colour.

It is recommended to use the larger version of the logo, which includes the full project acronym. The SingleTree logo must be included in all related documents, and any material co-funded with the project budget should feature the logo. There are two versions of the logo: the official logo for general use (Figure 1) and a secondary version for formats requiring vertical orientation (Figure 2).

The logo images provided are transparent to offer flexibility across various document types. Additionally, monochromatic versions are available for specific use cases when the background would not allow to use the main version (Figure 3).

Both high and low-resolution versions of the logo are available, allowing for selection based on the intended purpose. For reports, presentations, and similar documents where file size may be an issue, low-resolution versions should be used. High-resolution files should be reserved for print materials, posters, and other items requiring finer detail.

The recommended and preferred version is always the horizontal design with a transparent background. Although the logo itself is written in lowercase, the project name should always be referred to as "SingleTree" in all documents and publications.

### 2.1.2. Living Lab Value Chain logos

The project will deploy its innovations through three Living Labs in Sweden, Switzerland, and Spain, each represented by a sub-brand (Figure 4).



Figure 4 – Sub-brands for each LLVC.

### 2.1.3. Colours

The main colours chosen are green and black, with Pantone, CMYK, RGB, and HEX equivalents provided (Figure 5). These two colours represent the main image of the project and more colours have been selected for the typography of the documents explained in the next section "Templates" (see chapter 2.1.8). The selection of colours is a decision to provide warmth to the image of the project.

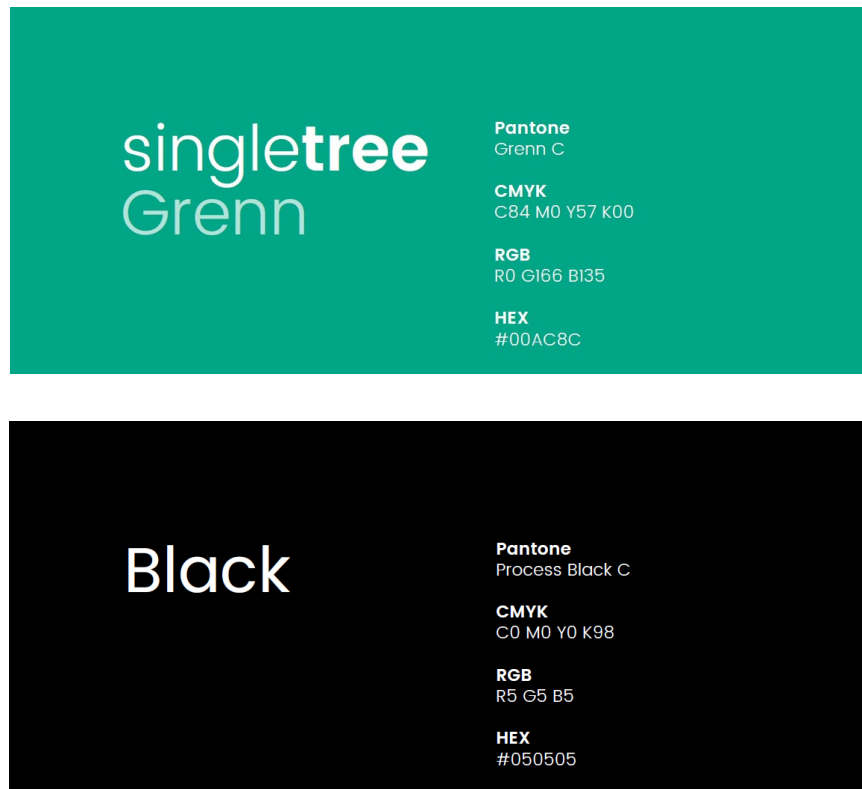


Figure 5 – Pantone assigned for SingleTree visual identity.

#### 2.1.4. Typography

The chosen typography is Poppins font, a modern, versatile sans-serif, is the corporate typeface, ideal for digital communications. If unavailable, it can be substituted with "Century Gothic" in programs like Word or PowerPoint.

#### 2.1.5. European Union Acknowledgements

As outlined in Articles 17.2 and 17.3 of the Grant Agreement [1], SingleTree beneficiaries are required to acknowledge EU support and prominently display the European flag (emblem) in all dissemination activities, as well as on any infrastructure, equipment, vehicles, supplies, or significant project outcomes funded by the grant.

Additionally, they must include the logos of Circular Bio-based Europe and the Bio-based Industries Consortium, along with the official funding statement (translated into local languages when necessary), as illustrated in Figure 6.

The emblem must remain distinct and unaltered, meaning it cannot be combined with other visual elements, such as marks, brands, or text. Furthermore, aside from the EU emblem, no additional visual identity or logo may be used to emphasize EU support.



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*Figure 6 – Placement of European Program Funding Logos and Acknowledgment of EU Support.*

### 2.1.6. Logos of partners

Partners' logos are arranged in a specific order, and this format should be consistently maintained across all documents and designs to ensure a cohesive corporate image for the SingleTree project (Figure 7).

In materials such as roll-ups, brochures, and similar designs, the acknowledge EU support and funding statement should be placed below the partners' logos (Figure 8). For larger formats, such as posters, a horizontal layout may be used to accommodate the size of the printed document while ensuring all logos remain clearly visible (Figure 9).



Figure 7 – Logos of the SingleTree partners.



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Figure 8 – Logos of the SingleTree partners with the acknowledge EU support and funding statement.



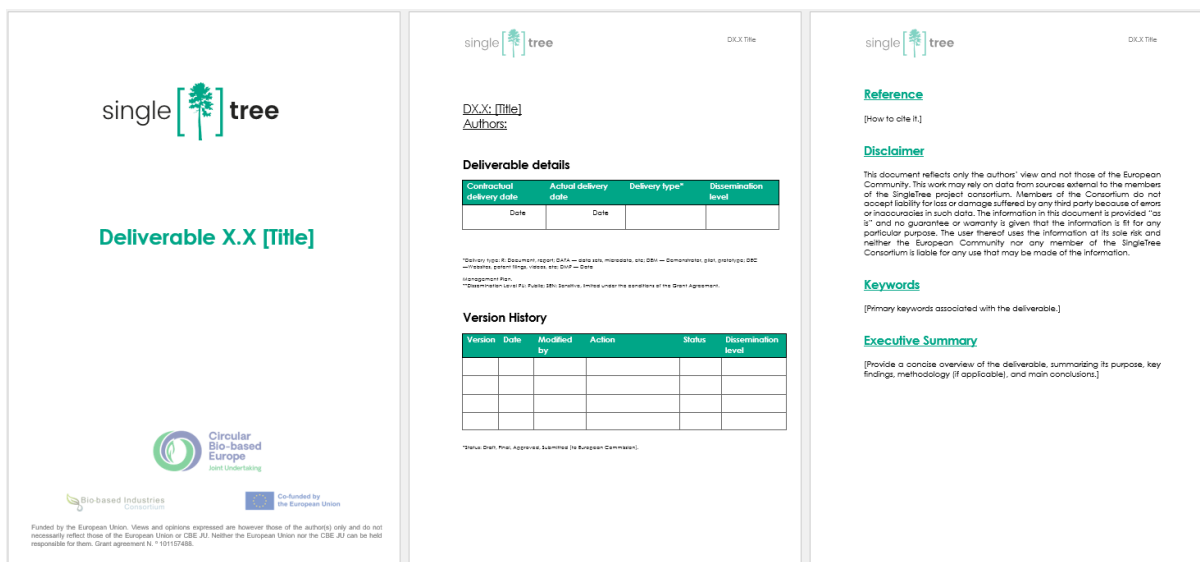
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Figure 9 – Logos of partners with the EU logo and funding in horizontal format.

### 2.1.7. Templates

To ensure consistency across SingleTree-related publications, templates for Word (Figure 10) and PowerPoint documents (Figure 11) have been created using the SingleTree visual identity, following the guidelines outlined in the Brand Guidelines Book.

For internal communication, standardized reporting templates have also been established and distributed among partners, including event reports, scientific publication reports, meeting minutes, and more.



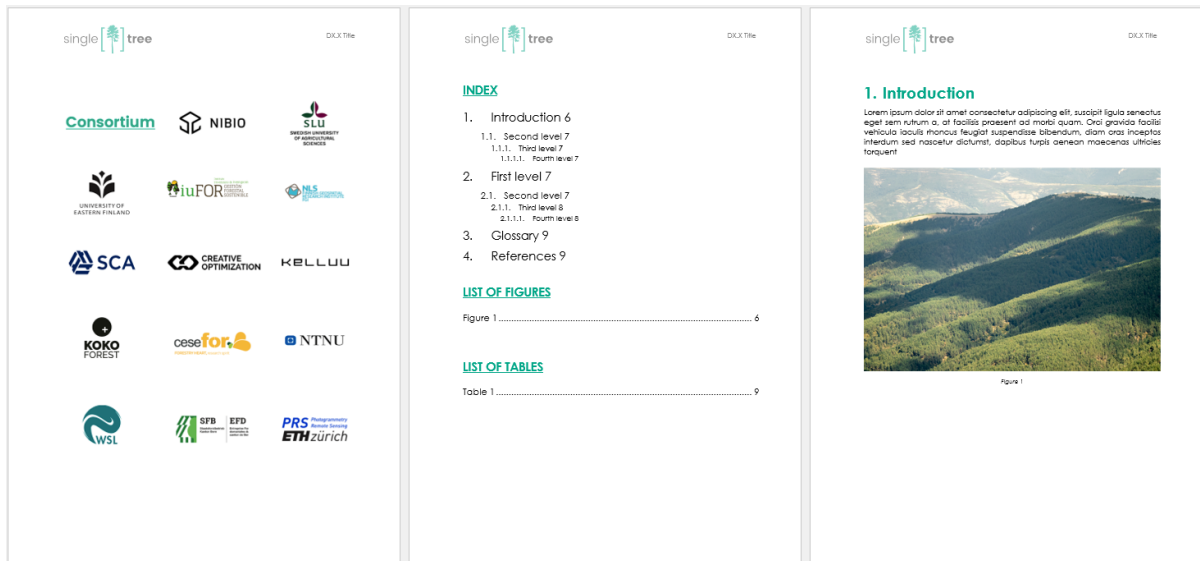


Figure 10 – Word template.



[Title]

[Subtitle]

NAME / ORGANISATION/ DATE

[Your logo]

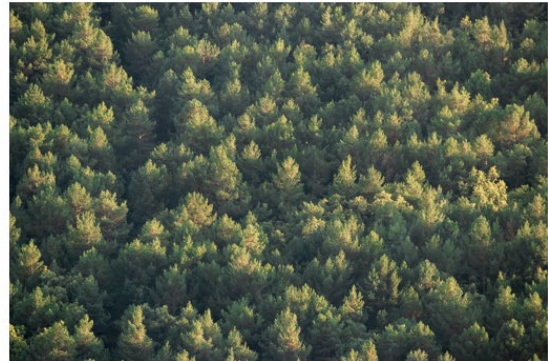


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DD/MM/YYYY // NAME OF THE PRESENTATION

## Title

Subheading

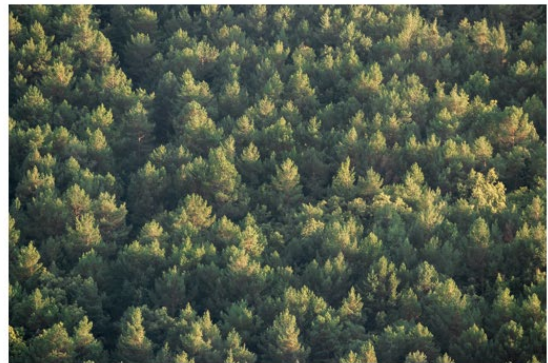


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---

## Title

- Text
- Text
- Text



## Title



Text SingleTree aims to develop an optimised value chain for improved climate change adaptation, forest resilience, multifunctionality, and cascading use of woody biomass in precision forestry. The project will develop disruptive forest monitoring strategies based on artificial intelligence and remote sensing, adaptive single-tree level management solutions, intelligent machines for implementing single-tree operations, and improved traceability and ability to predict wood quality early in the value chain as a foundation for optimised biomass supply.

Text SingleTree aims to develop an optimised value chain for improved climate change adaptation, forest resilience, multifunctionality, and cascading use of woody biomass in precision forestry. The project will develop disruptive forest monitoring strategies based on artificial intelligence and remote sensing, adaptive single-tree level management solutions, intelligent machines for implementing single-tree operations, and improved traceability and ability to predict wood quality early in the value chain as a foundation for optimised biomass supply.

## single [tree] tree



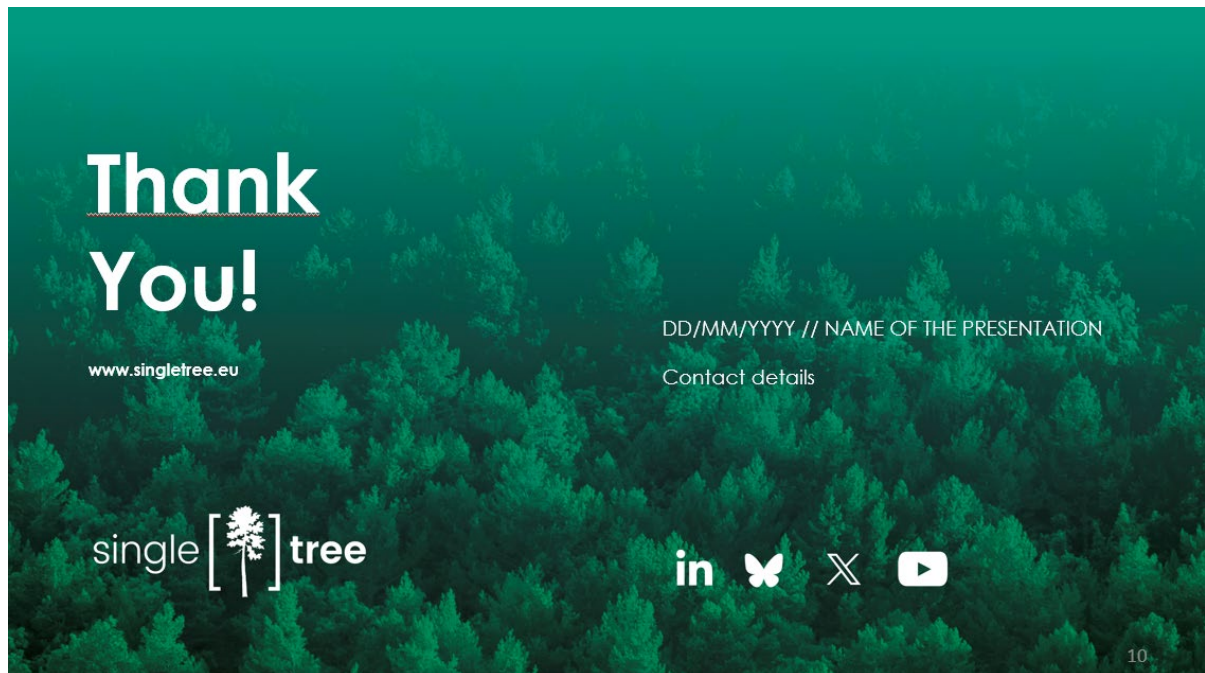
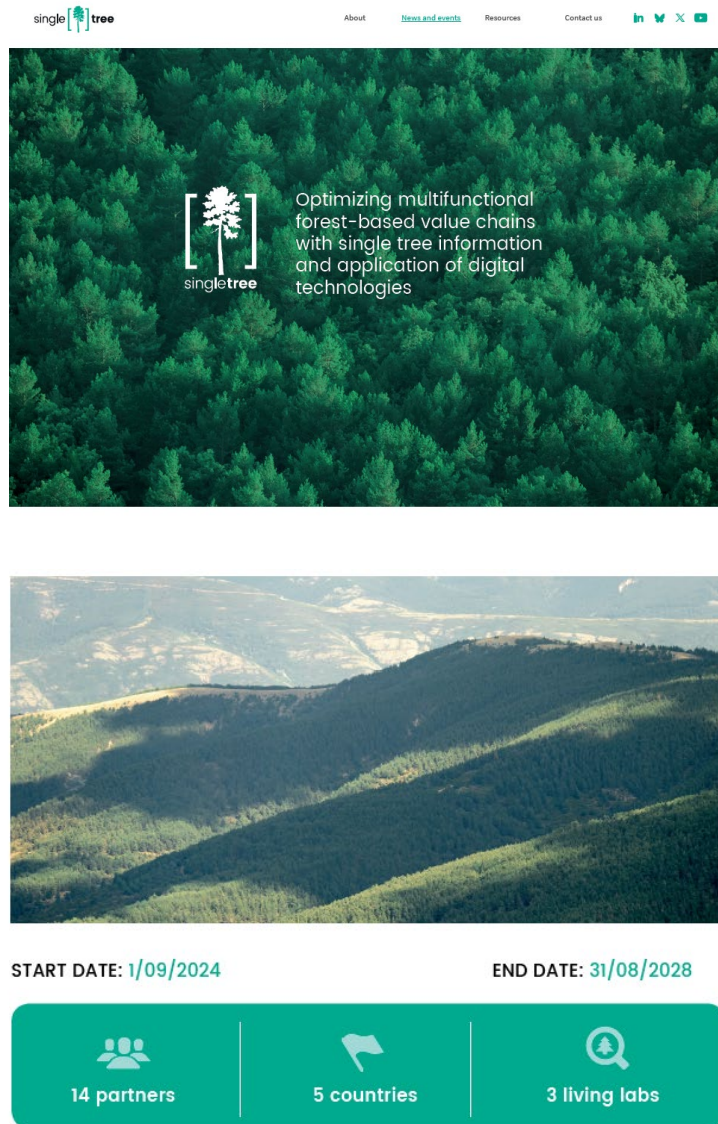


Figure 11 – PowerPoint template.

## 2.2. Website

The SingleTree open-access website (<https://singletree.eu>) is the main platform for sharing and distributing project information. In conjunction with the website launch, D6.1 features an executive summary outlining all key functions for consortium members individually. Cesefor and the coordination team oversee the website's maintenance throughout the project's duration and beyond.







At this time, the website has already been launched in mid-February. Although it currently contains basic information about the project, it will be regularly enriched with new content and updates across various sections, including news, events, publications, videos, and more. Cesefor, in collaboration with all partners, will continuously update the website with the latest information on the project's progress and results. All project partners will promote it through their communication channels, include the link on their websites whenever possible, and share news about the project.



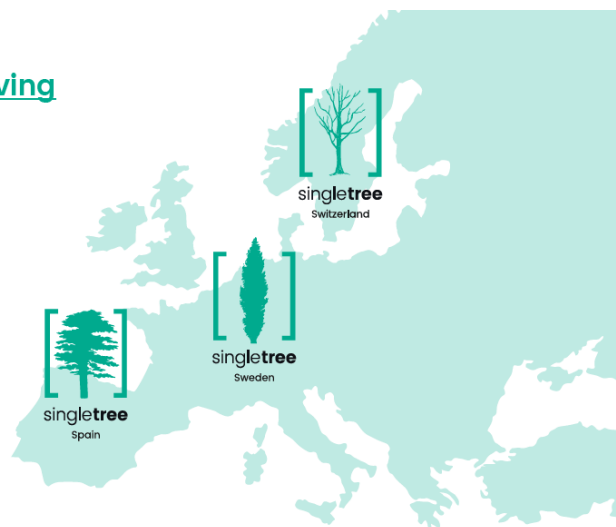
SingleTree aims to develop an optimised value chain for improved climate change adaptation, forest resilience, multifunctionality, and cascading use of woody biomass in precision forestry. The project will develop disruptive forest monitoring strategies based on artificial intelligence and remote sensing, adaptive single-tree level management solutions, intelligent machines for implementing single-tree operations, and improved traceability and ability to predict wood quality early in the value chain as a foundation for optimised biomass supply.

Figure 12 – Home of the website.

### Key objectives

 <b>1. AI-Driven Tree Monitoring</b> Develop AI and remote sensing-enabled methods for detailed tree health, wood quality, and biodiversity monitoring.	 <b>2. Adaptive Management Tools</b> Create adaptive single-tree management tools to enhance forest resilience and multifunctionality.	 <b>3. Intelligent Machines</b> Design intelligent machines for efficient single-tree management and continuous feedback for inventory and management.
 <b>4. Enhanced Wood Data</b> Improve wood property data to optimize biomass value and use.	 <b>5. Value Chains in Living Labs</b> Build connected value chains in living labs, using feedback loops for sustainable, real-life innovation.	

### The living labs



To connect individual technical solutions within fully integrated digital value chains, the SingleTree project will showcase innovations across three Living Lab Value Chains (LLVCs) situated in northern, central, and southern Europe, each reflecting diverse environmental and socio-economic conditions. These LLVCs will be implemented through local research and stakeholder engagement, ensuring adequate territory for developing and validating innovative actions.

Figure 13 – Home of the website.



**News and events**



**Transforming Forestry: The Launch of the SingleTree Project**

February 18, 2025

The SingleTree project has officially launched, marking a major step forward in sustainable forest management. Funded by the Circular Bioeconomy.

[Read More](#)



**Celebrating Women in Science: Voices from SingleTree**

February 11, 2025

Today, in honor of the International Day of Women and Girls in Science, we at SingleTree are proud to highlight

[Read More](#)







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Figure 14 – Home of the website.

Table 1 – Outcomes and outreach achieved from SingleTree website since mid-February.

Website figures	Total (within the first 10 days after launch)
Visits to the website	105
Users	42
N° of posts	2

## 2.3. Social networks

Social media is a key element of the SingleTree project's dissemination and communication strategy, aimed at sparking interest and encouraging reflection on sustainable forest management, forest-based value chains, decision impacts, and broader topics like bioeconomy and climate change. It plays a vital role in raising awareness, fostering connections with key stakeholders, and driving traffic to the project website.

During the first six months, efforts have focused on publishing content on X and LinkedIn, active since month one. Phase 1 centered on creating awareness and generating interest by broadly promoting the project among stakeholders, end-users, and the public. The content shared primarily introduced the project, its objectives, and pilot initiatives while also highlighting the activities carried out by project partners.

### 2.3.1. LinkedIn

LinkedIn (<https://www.linkedin.com/company/singletree>) serves as the main platform for communication and dissemination, enabling engagement with stakeholders and industry professionals. Maintaining a dedicated user page aims to foster meaningful connections, share relevant content, and promote SingleTree. Regularly assessing performance is key to measuring the impact and success of the project's LinkedIn activity. During the first six months the LinkedIn page has reached 1,113, followers, 59,147 impressions, and 1,543 reactions with 33 posts.

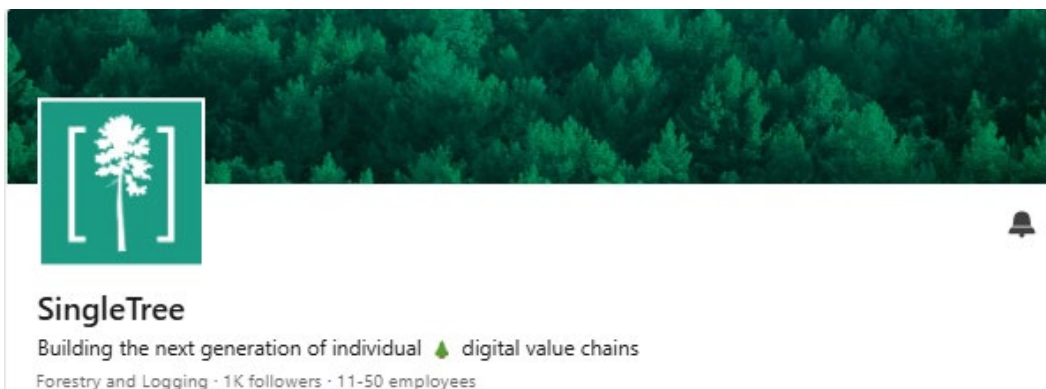


Figure 15 – SingleTree LinkedIn page.

Table 2 – LinkedIn figures of SingleTree by M6. Source LinkedIn Analytics.

LinkedIn figures	Total (M 6)
Followers	1,113
Total posts	33
Impressions	59,147
Reactions	1,543
Page views	2,421
Unique visitors	1,120

### 2.3.2. X

The forestry community on X ([https://x.com/SingleTree\\_eu](https://x.com/SingleTree_eu)) offers an excellent platform to engage with the SingleTree target audience, EU institutions, EU-related projects, authorities, and European citizens concerned with forest-related issues. Content is published weekly, and outreach to project stakeholders helps amplify the message. However, recent changes in the platform's policies have made it more difficult to reach the broader public with a standard account. During the first six months page X reached 45 followers, 3,998 impressions, and 405 engagements, 97 reactions with 41 posts.



Figure 16 – SingleTree X page.

Table 3 – X figures of SingleTree by M6. Source X Analytics.

X figures	Total (M6)
Followers	45
Total posts	41
Impressions	3,998
Engagements	405
Likes	72
Reposts	25

### 2.3.3. Bluesky

As an alternative to the challenge of gaining visibility on X, a BlueSky account (<https://bsky.app/profile/singletreeeu.bsky.social>) was launched in mid-February to explore the platform and assess whether it can deliver greater impact. However, due to its recent launch, no significant metrics can be shared at this time.



Figure 17 – SingleTree Bluesky page.

### 2.3.4. YouTube

The SingleTree YouTube channel ([https://www.youtube.com/@SingleTree\\_EU](https://www.youtube.com/@SingleTree_EU)) was created to showcase all audiovisual content related to the project. To date, three videos have been released. However, the reach has been limited, as there have been few videos released, and their promotion has been minimal. During the first six months the channel reached 36 subscribers and 73 views with 3 videos.

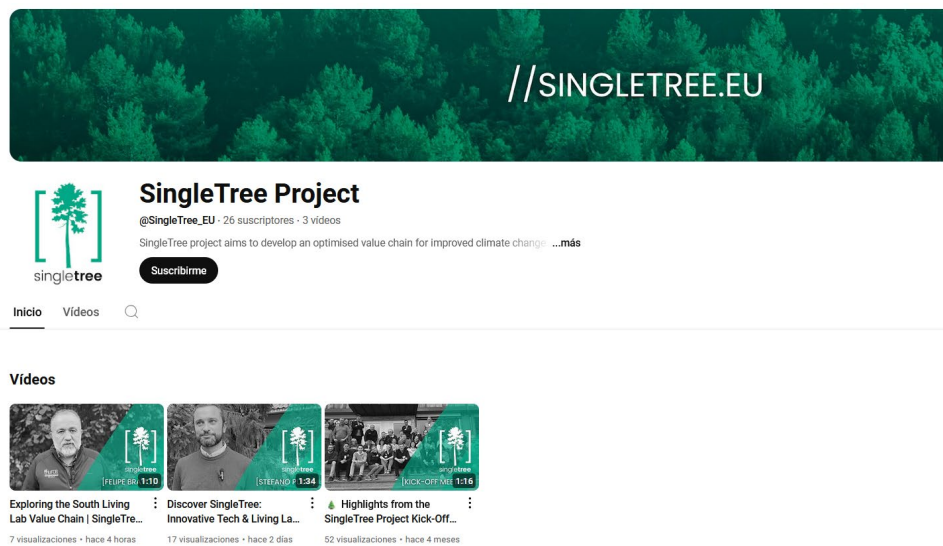


Figure 18 – SingleTree YouTube channel.

Table 4 – YouTube figures of SingleTree by M6. Source YouTube Analytics.

YouTube figures	Total (M6)
Subscribers	36
Total views	76
N° videos	3

## 2.4. Open access repositories

To support open science, programming codes, field campaign data, scripts, and raw data will be made publicly available through Zenodo and GitHub. These platforms ensure accessibility, transparency, and reproducibility of research findings.

Zenodo guarantees the long-term preservation and citation of data with DOIs, while GitHub facilitates collaboration and version control. This approach ensures the reproducibility of research results and provides valuable training data for future studies.

These platforms have already been created, but at this stage, they do not contain content, as it is still early in the project, which is in its preliminary phase, laying the foundations. As the project progresses, these platforms will be populated with data and shared through the website and social media channels.

GitHub: <https://github.com/SingleTree-EU>

Zenodo: <https://zenodo.org/communities/singletree>

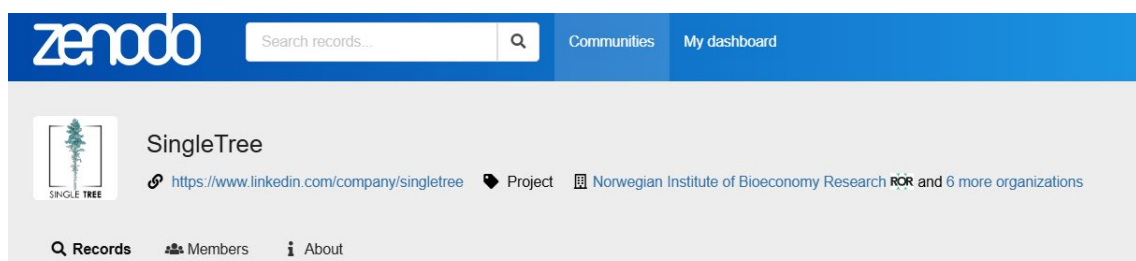
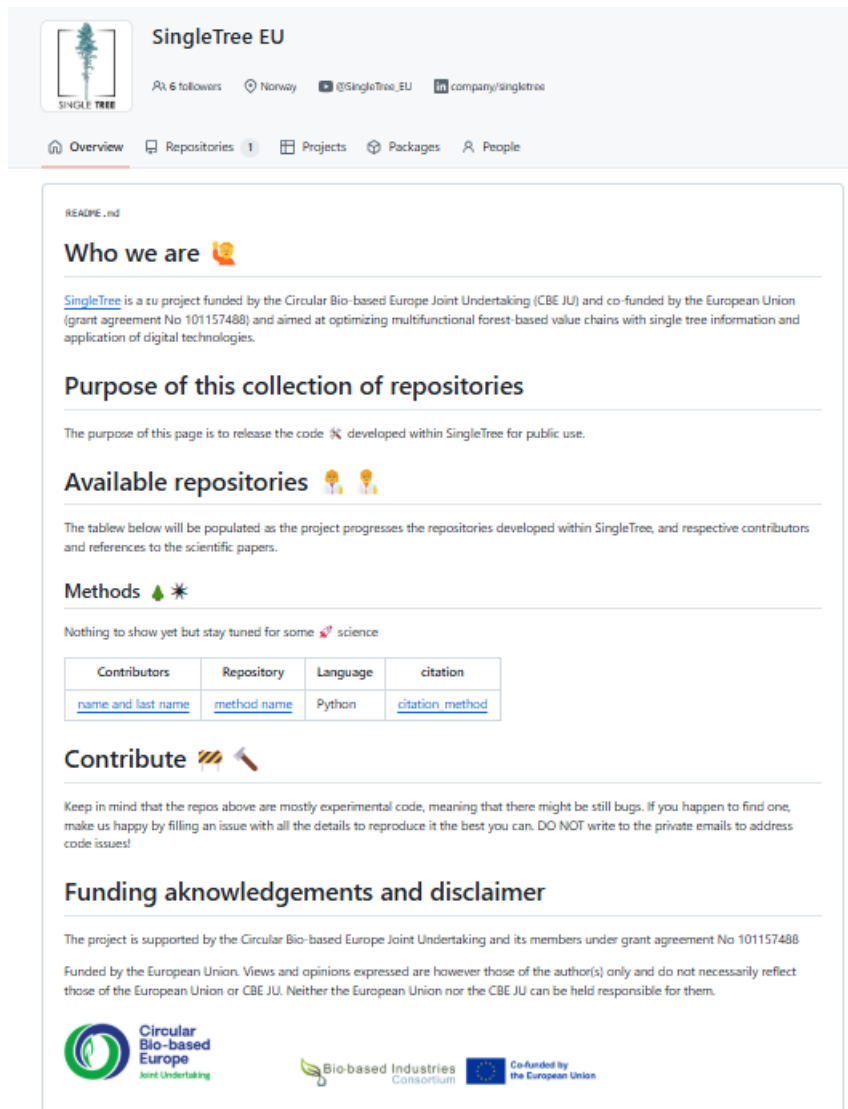


Figure 19 – SingleTree Zenodo page.



**SingleTree EU**  
 6 followers Norway @SingleTree\_EU company/singletree

Overview Repositories 1 Projects Packages People

README .md

### Who we are 🧑

SingleTree is a eu project funded by the Circular Bio-based Europe Joint Undertaking (CBE JU) and co-funded by the European Union (grant agreement No 101157488) and aimed at optimizing multifunctional forest-based value chains with single tree information and application of digital technologies.

### Purpose of this collection of repositories

The purpose of this page is to release the code 🧑 developed within SingleTree for public use.

### Available repositories 🧑

The table below will be populated as the project progresses the repositories developed within SingleTree, and respective contributors and references to the scientific papers.

### Methods 🌱

Nothing to show yet but stay tuned for some 🧑 science

Contributors	Repository	Language	citation
<a href="#">name and last name</a>	<a href="#">method name</a>	Python	<a href="#">citation method</a>

### Contribute 🧑

Keep in mind that the repos above are mostly experimental code, meaning that there might be still bugs. If you happen to find one, make us happy by filling an issue with all the details to reproduce it the best you can. DO NOT write to the private emails to address code issues!

### Funding acknowledgements and disclaimer

The project is supported by the Circular Bio-based Europe Joint Undertaking and its members under grant agreement No 101157488  
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Figure 20 – SingleTree Github page.

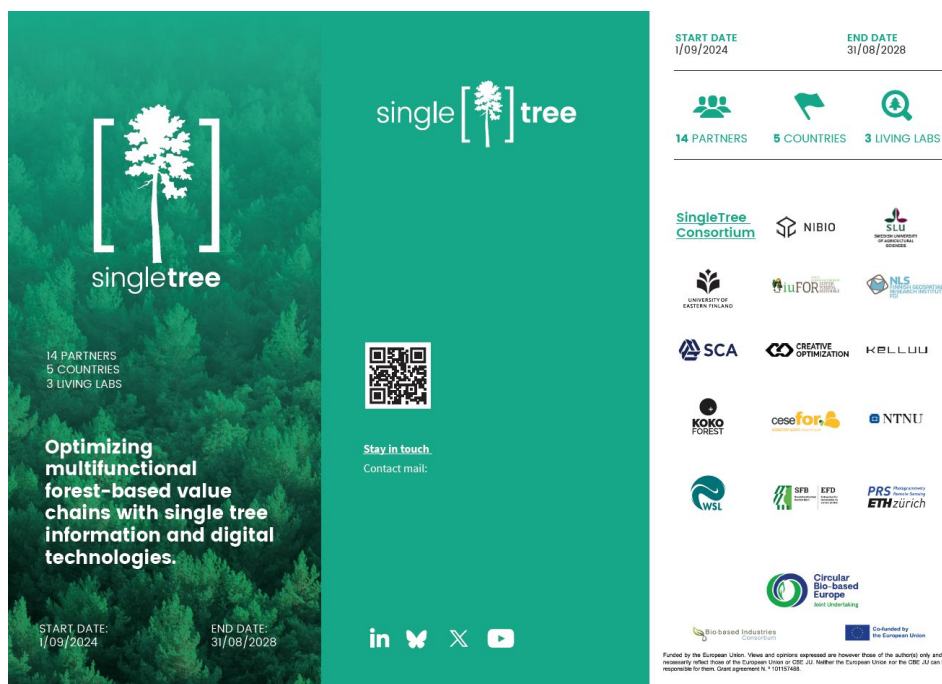
## 2.5. Dissemination materials

This section outlines the resources to be used for dissemination and communication activities, as specified in D6.1, and directed toward all identified target audiences, with variations in technical content depending on the audience.

The primary language for these materials will be English. However, partners may request translations into their native languages or others when attending events, meetings, or participating in communication campaigns relevant to the project, subject to coordinator approval. In such cases, each partner will be responsible for managing the translations. Additionally, these resources can be adapted to meet the specific needs of particular activities.

### 2.5.1. Brochure

The project has developed a brochure (Figure 21) to enhance the promotion of SingleTree's objectives and activities. These printed materials will be distributed at various events attended by SingleTree partners, as well as during meetings and other outreach efforts. Additionally, the brochure will be available in digital format on the project website.





**SingleTree aims to develop an optimised value chain for improved climate change adaptation, forest resilience, multifunctionality, and cascading use of woody biomass in precision forestry**

The project will develop disruptive forest monitoring strategies based on artificial intelligence and remote sensing, adaptive single-tree level management solutions, intelligent machines for implementing single-tree operations, and improved traceability and ability to predict wood quality early in the value chain as a foundation for optimised biomass supply.



**Project Goals**

- 

**1. AI-Driven Tree Monitoring**  
Develop AI and remote sensing-enabled methods for detailed tree health, wood quality, and biodiversity monitoring.
- 

**2. Adaptive Management Tools**  
Create adaptive single-tree management tools to enhance forest resilience and multifunctionality.
- 

**3. Intelligent Machines**  
Design intelligent machines for efficient single-tree management and continuous feedback for inventory and management.
- 

**4. Enhanced Wood Data**  
Improve wood property data to optimize biomass value and use.
- 

**5. Value Chains in Living Labs**  
Build connected value chains in living labs, using feedback loops for sustainable, real-life innovation.

**Innovation and Collaboration**  
SingleTree promotes innovation in forest management by shifting from stand-based to single-tree decision-making, enabling more precise monitoring and healthier forests. The project engages stakeholders across the forest value chain, aiming for sustainable forest management solutions.

**Impact**  
SingleTree aims to enhance forest management practices, promote sustainable material use, and drive regional innovation, delivering positive environmental, social, and economic impacts for rural development. In line with the European Green Deal, the project supports a circular bioeconomy, improving resource efficiency, carbon sequestration, and biodiversity.



To connect individual technical solutions within fully integrated digital value chains, the SingleTree project showcases innovations across three Living Lab Value Chains (LLVCs) situated in northern, central, and southern Europe.

**1. LLVC North (Sweden)** Focuses on climate-resilient forest management led by SCA. This site focuses on multifunctional value chains at the single-tree level within a large industrial context, emphasizing the need for closer-to-nature management practices.

**2. LLVC Central (Switzerland)** Emphasizes multifunctional forest management in small-scale forests. It targets multiple services simultaneously through digital technologies and aims to manage small-scale forests using a continuous cover forestry strategy.

**3. LLVC South (Spain)** Focuses on enhancing climate resilience and value creation in coniferous forests. This area features various silvicultural schemes, diverse site indexes, and significant variability in timber quality.

Figure 21 – SingleTree brochure.

### 2.5.2. Roll-up

A roll-up banner (Figure 22) is a key tool for exhibitors looking to create a strong visual presence at exhibitions or trade shows. It can also be highly impactful during onsite meetings.

To effectively capture public attention, the roll-up should be visually engaging, prominently displaying the SingleTree logo, partner logos, and a clear acknowledgment of EU funding. Designed to prioritize keywords over lengthy text, the banner maintains a balanced level of technical detail while ensuring clarity and accessibility.



Figure 22 – SingleTree roll-up.

## 2.6. Press releases

Over the past six months, a press release was prepared in English, along with a customizable template for partners to adapt or translate into their own languages. This release was distributed to more than 100 European media outlets. The impact of its publication in the media is detailed in the media impact section. The first press release is available on the website and LinkedIn.



Press Release  
18 November 2024

## **Transforming Forestry: The Launch of the SingleTree Project**

**Soria, Spain — [18/11/2024]** — The SingleTree project has officially launched, representing a significant initiative funded by the Circular Bioeconomy Joint Undertaking (CBEJU) with a contribution of €4,9million. This ambitious four-year project, coordinated by the Norwegian Institute of Bioeconomy Research (NIBIO), aims to optimize multifunctional tree-based forest value chains through advanced digital technologies and is backed by a consortium of 14 partners from Norway, Sweden, Finland, Spain and Switzerland.

SingleTree stands for "Optimizing multifunctional forest-based value chains with single tree information and the application of digital technologies." The project focuses on improving climate change adaptation, forest resilience, and the multifunctional use of woody biomass by leveraging precision forestry techniques.

The SingleTree project aims to achieve several key objectives that focus on enhancing forest management practices. One of the primary goals is to develop an AI and remote sensing-enabled monitoring approach specifically designed for single trees, which will provide new insights on tree health, wood quality, and biodiversity value. Relying on improved tree information, the project seeks to create adaptive management tools at the single-tree level, balancing forest multifunctionality, operational efficiency, and forest resilience. Further, intelligent machines will be deployed to implement the individual-tree level management prescriptions and simultaneously capture in-situ data on wood-quality and environmental performance. Finally, the project aims to improve traceability from the forest to the sawmills and early wood quality prediction, ensuring a streamlined supply chain for biomass products.

The SingleTree project fosters collaboration among stakeholders throughout the forest value chain and promotes innovative approaches to forest management. By focusing on individual trees, the project will enable more precise monitoring and management, ultimately leading to healthier forests and better adaptation strategies for climate change.

"We are thrilled to launch the SingleTree project, which offers a great opportunity to leverage advances in sensor and AI technologies to drive a more sustainable, multifunctional, and resilient forest management. By shifting from traditional stand-based management to single tree digital value chains, we aim at ensuring granularity

and richness of information required to tackle today's complex forestry challenges, such as climate change, biodiversity loss, and resilience. With a skilled team combining expertise in AI, remote sensing, forest management, operations, and wood quality, we are well positioned to set new standards in how single tree data can enhance forest management across various European forest operational realities", state the project coordinators from NIBIO.

To connect individual technical solutions within fully integrated digital value chains, the SingleTree project will showcase innovations across three Living Lab Value Chains (LLVCs) situated in northern, central, and southern Europe, each reflecting diverse environmental and socio-economic conditions. These LLVCs will be implemented through local research and stakeholder engagement, ensuring adequate territory for developing and validating innovative actions.

- **LLVC North** is located in northern/central Sweden the forest owned by the SCA, Europe's largest private forest owner. With a fully integrated value-chain SCA leads the digitalization frontier and in this LLVC the focus is on Conversion to a more climate and biodiversity resilient forest management supported by an optimized single tree decision, ensuring the delivery a multiple functions and services of forests.
- **LLVC Central**, situated in the Canton of Bern in central Switzerland and managed by the State Forest Enterprise Bern, adopts a multifunctional approach. It targets multiple services simultaneously through digital technologies and aims to manage small-scale forests using a continuous cover forestry strategy. This approach emphasizes single-tree decision-making, despite limited access to modern digital information systems.
- **LLVC South**, located in Castilla y León in northwestern of the Iberian Peninsula, represents even-aged coniferous forests within the Mediterranean region. This area features various silvicultural schemes, diverse site indexes, and significant variability in timber quality. This LLVC focuses on multifunctional management strategies to enhance climate resilience and value creation.

Across all LLVCs, risks associated with climate change will be addressed through the adoption of region-specific management strategies that promote the resilience of forest ecosystems.

The impact of the SingleTree project includes improving forest management practices through enhanced understanding of biodiversity, climate change effects, and non-invasive quality control. It aims to align biomass supply and demand for bio-based industries while increasing engagement and innovation among regional stakeholders, including SMEs. Furthermore, the project will accelerate the development of rural industrial ecosystems and promote sustainable material use, resulting in positive environmental, social, and economic benefits for regional development.

*Figure 23 – SingleTree first press release.*

## 2.7. Digital stories

Over the past six months, three promotional videos have been produced, primarily to highlight the Kick-off event for SingleTree, to introduce the project through its coordinators and explain the Living Labs Value Chains. These videos are available on the official SingleTree YouTube channel. During this period, they garnered 76 views.



Discover SingleTree: Innovative Tech & Living Labs Explained!



Highlights from the SingleTree Project Kick-Off Meeting!



Figure 24 – Images of the SingleTree Digital Stories.

## 2.8. Media impact

This section highlights the impact of SingleTree across various media platforms, including digital, print, magazines, radio, and specialized outlets. The media visibility stems from proactive efforts by partners or their communication teams, who engage directly with the media through press releases or previews of their work. Additionally, the influence extends through the communication channels of SingleTree and its partners, which media outlets use as sources for generating news content.

Throughout the SingleTree project, the initiative has been featured in 12 online news/media outlets—3 in English and 9 in Spanish. Of these, 2 are podcasts and radio programs, while the remaining 10 are online news articles.



Table 5 – Press clipping list.

Title	Date	Country	Audience	Language	Link
Tutkijat ennustavat: Metsätaloudessa siirytään yksittäisten puiden tarkkuuteen, mistä kiittää monimuotoisuus ja omistajan lompakko	05/11/2024	Finland	Specialised public	Finnish	<a href="https://metsatrans.com/artikkeli/5942/tutkijat-ennustavat:-metsataloudessa-siirrytaan-yksittaisten-puiden-tarkkuuteen,-mista-kiittaa-monimuotoisuus-ja-omistajan-lompakko">https://metsatrans.com/artikkeli/5942/tutkijat-ennustavat:-metsataloudessa-siirrytaan-yksittaisten-puiden-tarkkuuteen,-mista-kiittaa-monimuotoisuus-ja-omistajan-lompakko</a>
Suomen metsiä hoidetaan pian yksittäisten puiden tarkkuudella ja entistä kannattavammin	05/11/2024	Finland	Specialised public	Finnish	<a href="https://www.farmit.net/metsa-talous/2024/11/05/suomen-metsia-hoidetaan-pian-yksittaisten-puiden-tarkkuudella-ja-entista">https://www.farmit.net/metsa-talous/2024/11/05/suomen-metsia-hoidetaan-pian-yksittaisten-puiden-tarkkuudella-ja-entista</a>
Metsätaloudessa siirytään yksittäisten puiden tarkkuuteen	07/11/2024	Finland	Specialised public	Finnish	<a href="https://www.aamuset.fi/artikkeli/6482608">https://www.aamuset.fi/artikkeli/6482608</a>
Researchers predict: Forestry is switching to the precision level of individual trees, which will benefit biodiversity and the owners' wallets	08/11/2024	Finland	Specialised public	English	<a href="https://uniteflagship.fi/2024/11/08/researchers-predict-forestry-is-switching-to-the-precision-level-of-individual-trees-which-will-benefit-biodiversity-and-the-owners-wallets/">https://uniteflagship.fi/2024/11/08/researchers-predict-forestry-is-switching-to-the-precision-level-of-individual-trees-which-will-benefit-biodiversity-and-the-owners-wallets/</a>
Transforming Forestry: The Launch of the SingleTree Project	20/11/2014	Finland	Specialised public	English	<a href="https://uniteflagship.fi/2024/11/20/transforming-forestry-the-launch-of-the-singletree-project/">https://uniteflagship.fi/2024/11/20/transforming-forestry-the-launch-of-the-singletree-project/</a>
Foresting Tomorrow #6   From digital trees to robots: a glimpse into the future?	16/10/2024	Europe	Specialised public	English	<a href="https://open.spotify.com/episode/6vwOGO2QqK4vqdkrfg aMZE">https://open.spotify.com/episode/6vwOGO2QqK4vqdkrfg aMZE</a>
Cesefor Impulsa la Digitalización Forestal en Castilla y León con el Proyecto SingleTree	15/11/2024	Spain	Generalist / general public	Spanish	<a href="https://tcsostenible.com/cesefor-impulsa-la-digitalizacion-forestal-en-castilla-y-leon-con-el-proyecto-singletree">https://tcsostenible.com/cesefor-impulsa-la-digitalizacion-forestal-en-castilla-y-leon-con-el-proyecto-singletree</a>
Cesefor Impulsa la Digitalización Forestal en Castilla y León con el Proyecto SingleTree	15/11/2024	Spain	Generalist / general public	Spanish	<a href="https://sorianoticias.com/noticia/2024-11-15-cesefor-impulsa-la-digitalizacion-forestal-en-castilla-y-leon-con-el-proyecto-singletree-115789">https://sorianoticias.com/noticia/2024-11-15-cesefor-impulsa-la-digitalizacion-forestal-en-castilla-y-leon-con-el-proyecto-singletree-115789</a>
Cesefor Impulsa la Digitalización Forestal en Castilla y León con el Proyecto SingleTree	15/11/2024	Spain	Generalist / general public	Spanish	<a href="https://shorturl.at/elrb2">https://shorturl.at/elrb2</a>
Cesefor Impulsa la Digitalización Forestal en Castilla y León con el Proyecto SingleTree	15/11/2024	Spain	Generalist / general public	Spanish	<a href="https://invierteensoria.es/actualidad/cesefor-lidera-la-digitalizacion-forestal-con-el-proyecto-europeo-singletree/">https://invierteensoria.es/actualidad/cesefor-lidera-la-digitalizacion-forestal-con-el-proyecto-europeo-singletree/</a>

Cesefor Impulsa la Digitalización Forestal en Castilla y León con el Proyecto SingleTree	15/11/2024	Spain	Generalist / general public	Spanish	<a href="https://www.heraldodiariodesoria.es/soria/241115/195298/cesefor-impulsa-digitalizacion-forestal-proyecto-singletree.html">https://www.heraldodiariodesoria.es/soria/241115/195298/cesefor-impulsa-digitalizacion-forestal-proyecto-singletree.html</a>
Cesefor Impulsa la Digitalización Forestal en Castilla y León con el Proyecto SingleTree	15/11/2024	Spain	Generalist / general public	Spanish	<a href="https://www.larazon.es/castilla-y-leon/cesefor-impulsara-digitalizacion-forestal-castilla-leon-traves-proyecto-europeo-singletree_2024111567371f31b747ad0001832169.html">https://www.larazon.es/castilla-y-leon/cesefor-impulsara-digitalizacion-forestal-castilla-leon-traves-proyecto-europeo-singletree_2024111567371f31b747ad0001832169.html</a>
Cesefor Impulsa la Digitalización Forestal en Castilla y León con el Proyecto SingleTree	15/11/2024	Spain	Generalist / general public	Spanish	<a href="https://elmirondesoria.es/cyl/castilla-y-leon/cesefor-impulsa-digitalizacion-forestal-en-castilla-y-leon-con-el-proyecto-singletree">https://elmirondesoria.es/cyl/castilla-y-leon/cesefor-impulsa-digitalizacion-forestal-en-castilla-y-leon-con-el-proyecto-singletree</a>
Cesefor Impulsa la Digitalización Forestal en Castilla y León con el Proyecto SingleTree	15/11/2024	Spain	Generalist / general public	Spanish	<a href="https://madera-sostenible.com/forestal/cesefor-impulsa-la-digitalizacion-forestal-en-castilla-y-leon-con-el-proyecto-singletree/">https://madera-sostenible.com/forestal/cesefor-impulsa-la-digitalizacion-forestal-en-castilla-y-leon-con-el-proyecto-singletree/</a>
Interview with Pablo Sabin, CEO of Cesefor, to explain the SingleTree project and its role in Soria.	26/11/2024	Spain	Generalist / general public	Spanish	<a href="https://www.rtve.es/play/audios/castilla-y-leon-informativos/informativo-soria-8-45-26-11-24-podcast-me-radio-nacional/16346955/">https://www.rtve.es/play/audios/castilla-y-leon-informativos/informativo-soria-8-45-26-11-24-podcast-me-radio-nacional/16346955/</a>

## 2.9. Online campaigns

During the first six months, three online campaigns were launched:

**Campaign 1 - Project Launch:** Announcing the project to the world. Media: A press release was prepared and distributed to media outlets, with additional promotion on partner websites and on SingleTree's and its partners' social media channels. Period: October – November 2024.

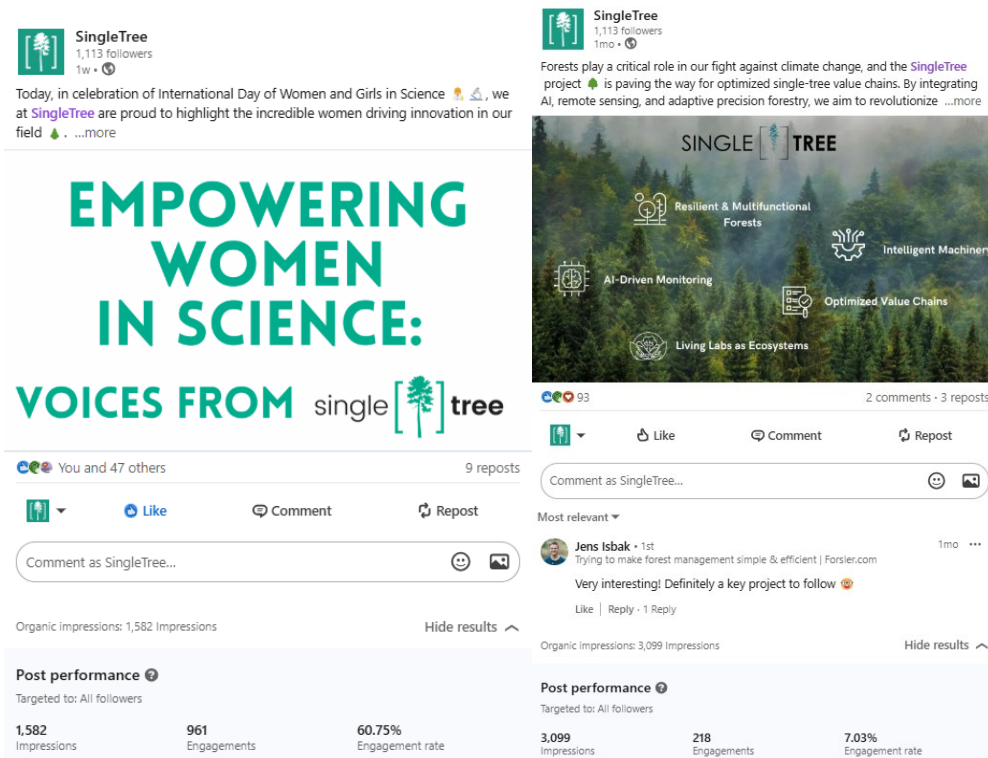
**Campaign 2 - SingleTree Goals and Benefits:** Showcasing the project's key objectives and benefits. Media: Shared through SingleTree's social media channels. Period: November 2024 – February 2025.

**Campaign 3 - Women in Science Day 2025:** Celebrating women in STEM within the SingleTree project. Media: Promoted through SingleTree's social media channels. Period: February 2025.

Of these three campaigns, the one that had the most impact was the launch of the SingleTree project in the first month, with 14,967 impressions and 3,286 engagements.

Table 6 – Figures achieved in online campaigns.

Campaigns	News in media outlets	News on the website	Total social media posts	Impressions on social media	Engagement on social media
Campaign 1 - Project Launch	12	8	5	14,967	3,286
Campaign 2 - SingleTree Goals and Benefits	NA	NA	9	7,384	712
Campaign 3 - Women in Science Day 2025	NA	1	2	1,740	975



**SingleTree** 1,113 followers

Today, in celebration of International Day of Women and Girls in Science 🌱👩🔬, we at **SingleTree** are proud to highlight the incredible women driving innovation in our field 🌿 ...more

## EMPOWERING WOMEN IN SCIENCE: VOICES FROM single tree

Organic impressions: 1,582 Impressions


**Post performance**  
Targeted to: All followers

1,582 Impressions	961 Engagements	60.75% Engagement rate
-------------------	-----------------	------------------------

---

**SingleTree** 1,113 followers

Forests play a critical role in our fight against climate change, and the **SingleTree** project 🌱 is paving the way for optimized single-tree value chains. By integrating AI, remote sensing, and adaptive precision forestry, we aim to revolutionize ...more



93 reactions • 2 comments • 3 reposts

**Jens Isbak** • 1st  
Trying to make forest management simple & efficient | Forsler.com

Very interesting! Definitely a key project to follow 🌱

Organic impressions: 3,099 Impressions

**Post performance**  
Targeted to: All followers

3,099 Impressions	218 Engagements	7.03% Engagement rate
-------------------	-----------------	-----------------------

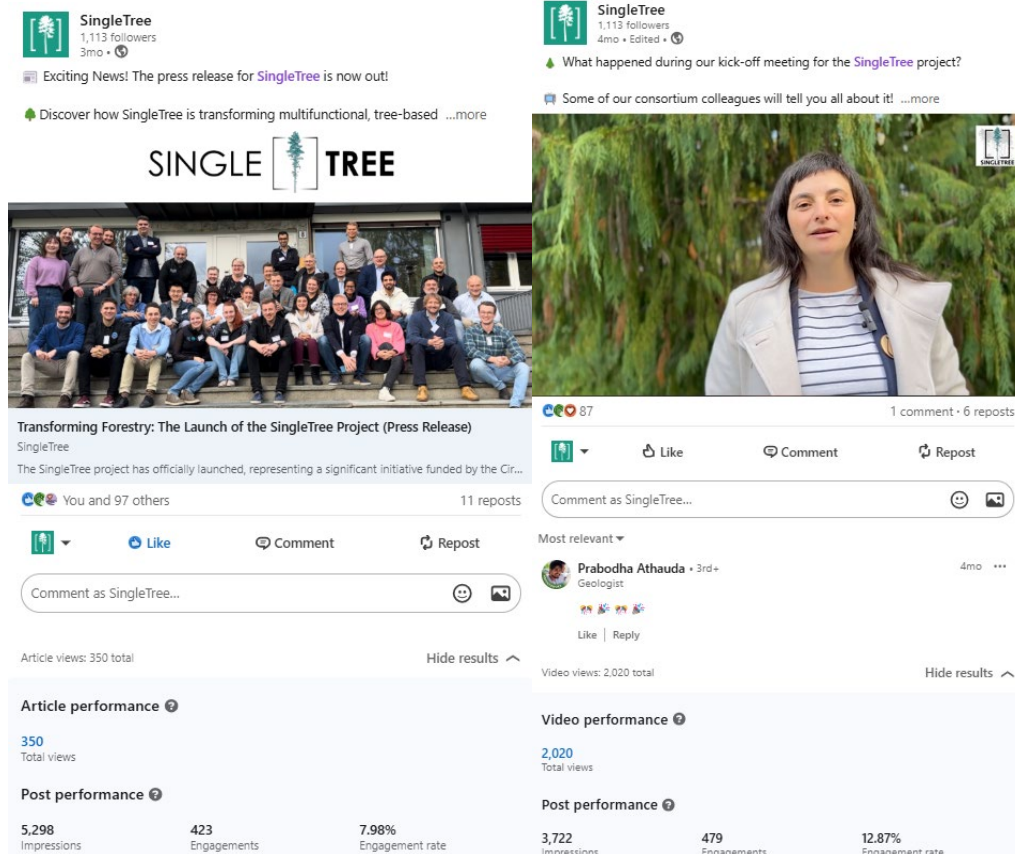


Figure 26 – Some screenshots of the online campaigns.

## 2.10. Events

The active participation and presentation of SingleTree at events serve as essential channels for non-media communication, helping to effectively share project results with the target audience.

During these initial months, efforts have primarily focused on establishing the foundation of the project. However, some partners have already participated in

events to present the SingleTree project. In total, SingleTree has featured in 4 events, with detailed information provided in the table below (Table 8).

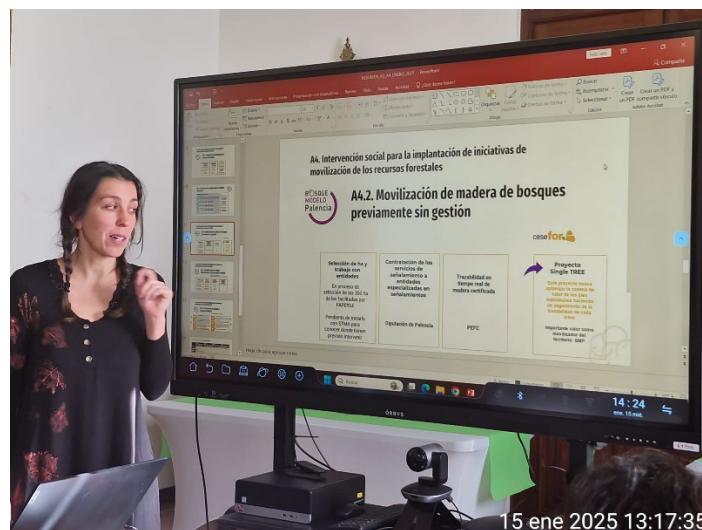


Figure 27 – Images of the events: 8th Mediterranean Forest Week and the Annual Meeting of the Model Forest Palencia (Spain).

Table 7 – List of total events where SingleTree has participated by M6.

Event's name	Date	Location	Type of event	N° of attendees	Participation
8th Mediterranean Forest Week	4-7/11/2024	Barcelona (Spain)	Participation to a conference	>2,000	Attendee (no participating)
Participation in the Annual Meeting of the Model Forest Palencia (Spain)	15/01/2025	Palencia (Spain)	Participation in activities organised jointly with other EU project(s)	30	Participant
Internal presentation of SingleTree to all Cesefor team	17/01/2025	Palencia (Spain)	Participation in activities organised jointly with other EU project(s)	>40	Organiser
Symposium on Future Perspectives of Wood Science and Technology	28/01/2025	Göttingen (Germany)	Participation to a Workshop	>50	Participant

## 2.11. Cluster actions

Over the past six months, initial contact has been established with some projects and initiatives related to SingleTree. In total, connections have been made with 3 projects and one institution. The table below provides an overview of the cluster actions undertaken during this period.

Table 8 – List projects/initiatives with which SingleTree has created cluster action by M6.

Name of the Project/initiative	Date	Location	Activity	N° of participants	Comments
Bosque Modelo Palencia	Ongoing	Palencia (Spain)	Synergies with Model Forest Palencia (Spain)	15	The Model Forest Palencia complements the South Living Lab Value Chain in sustainable forest

					resource management, with potential collaboration under exploration.
	15/01/2025				
Bosque Modelo Palencia		Palencia (Spain)	Participation in the Annual Meeting of the Model Forest Palencia (Spain)	30	The goal is to create synergies between SingleTree and Living Labs projects. The Model Forest Palencia complements the South Living Lab in sustainable forest use, with potential collaboration being explored.
OPTIFORVALUE	Ongoing	Online	Online contact to identify potential synergies in communication matters.	5	-
European Laboratory for Learning and Intelligent Systems (ELLIS)	Ongoing	Online	Weekly research discussions, with hopefully several joint publications to follow in the coming years	5	-
Horizon EU project DVPS	Coming soon	Online	ETHZ partner in this project expect to create synergies with SingleTree.	-	This project is still under contract preparation.

### 3. Assessment

As outlined in D6.1 [2], evaluating the impact of dissemination and communication activities is crucial for understanding the scope and sustainability of a project's outcomes. In SingleTree, Key Performance Indicators (KPIs) have been established to measure the success of the Dissemination and Communication plan and track progress toward the project's key objectives. Since the KPIs focus on the first 6 months, a comprehensive evaluation is premature. However, based on the progress and achievements thus far, it is evident that the guidelines in D6.1 are being met, and the project is likely to exceed the minimum KPI expectations.

Semi-annual internal evaluations will be conducted to assess the KPIs related to dissemination and communication. These evaluations will be shared with the

consortium during the appropriate meetings, where feedback, adjustments, and corrective actions will be discussed as needed.

## 4. Conclusions

- The DEC plan has been defined and shared with the consortium.
- The Visual Identity Guide of SingleTree was designed to reinforce the key messages identified in D6.1 and contribute to unifying the broad range of activities involving multiple partners across Europe.
- The SingleTree website was launched and reached in ten days after its launched 105 visits.
- During the first six months, efforts have focused on publishing content on X and LinkedIn, active since month one In LinkedIn SingleTree reached in LinkedIn 1,113 followers, 33 posts, 59,147 impressions, and 1,543 total reactions, X 41 posts, 45 followers, 3,998 impressions and 72 likes and in YouTube, a total of 3 videos, with 76 views and 36 subscribers.
- Two open access repositories were open in SingleTree: Zenodo and GitHub.
- A brochure and roll-up were created for dissemination and communication activities, tailored to all identified target audiences with adjusted technical content based on their specific needs.
- In the past six months, a press release was prepared in English, accompanied by a customizable template for partners to adapt or translate into their respective languages. This release was shared with over 100 European media outlets.
- Three promotional videos have been produced to showcase the Singletree Kick-off event and introduce the project through its coordinators.
- SingleTree has been covered in 12 online news/media outlets, with 3 in English and 9 in Spanish. This includes 2 podcasts and radio programs, along with 10 online news articles.

- Three online campaigns have been launched, reaching a total of 24,091 impressions on social media.
- Partners have presented SingleTree in 4 events, three in Spain and one in Germany.
- Connections have been made with 3 projects and with one entity.

## 5. Glossary

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Acronym	Full name
CA	Consortium Agreement
CT	Coordination Team
DCM	Dissemination and Communication Manager
DEC	Dissemination, Exploitation, and Communication
DMP	Data Management Plan
GA	Grant Agreement
IP	Intellectual Property
IPRs	Intellectual Property Rights
KERs	Key Exploitable Results
KPIs	Key Performance Indicators
MS	Milestone
NA	Not applicable

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OA	Open Access
PM	Project Manager
TBD	To be determinated

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## 6. References

- [1] "SingleTree Description of Action, Grant Agreement. (2023). European Commission."
- [2] P. P. A. R. Castán R., "Deliverable 6.1 Full version of Dissemination & Exploitation & Communication plan. SingleTree project no. 101157488, Cesefor.," 2015.

## 7. ANNEX 1: Brand Guidelines

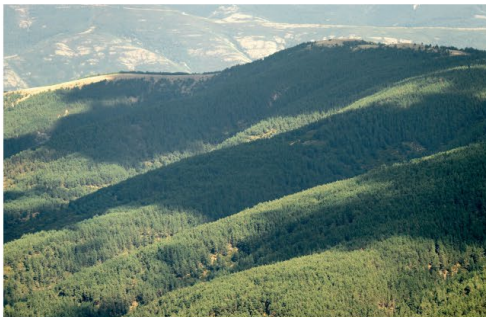


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1. Introduction



SingleTree is an innovative project aimed at optimizing forest value chains through the application of advanced digital technologies and precision techniques applied tree by tree. With a focus on climate change adaptation and forest resilience, the project will implement a monitoring system for each tree in a forest stand, powered by artificial intelligence and remote sensing, which will provide detailed data on tree health, wood quality, and biodiversity. Additionally, it will develop adaptive management tools and smart machinery for tree-specific operations. Individual tracking will be conducted from the forest to the transformation industry, where wood products derived from each tree will be obtained. By studying this traceability, the goal is to determine, based on the technological properties of the wood, which product(s) can be generated from each tree to achieve the highest economic yield, thus benefiting forest owners, the transforming industry, and society.

## 1. Introduction

**SingleTree redesigns forest value chains by integrating advanced technology and individualized management, connecting each tree with a sustainable, traceable, and resilient future.**

### Project Personality

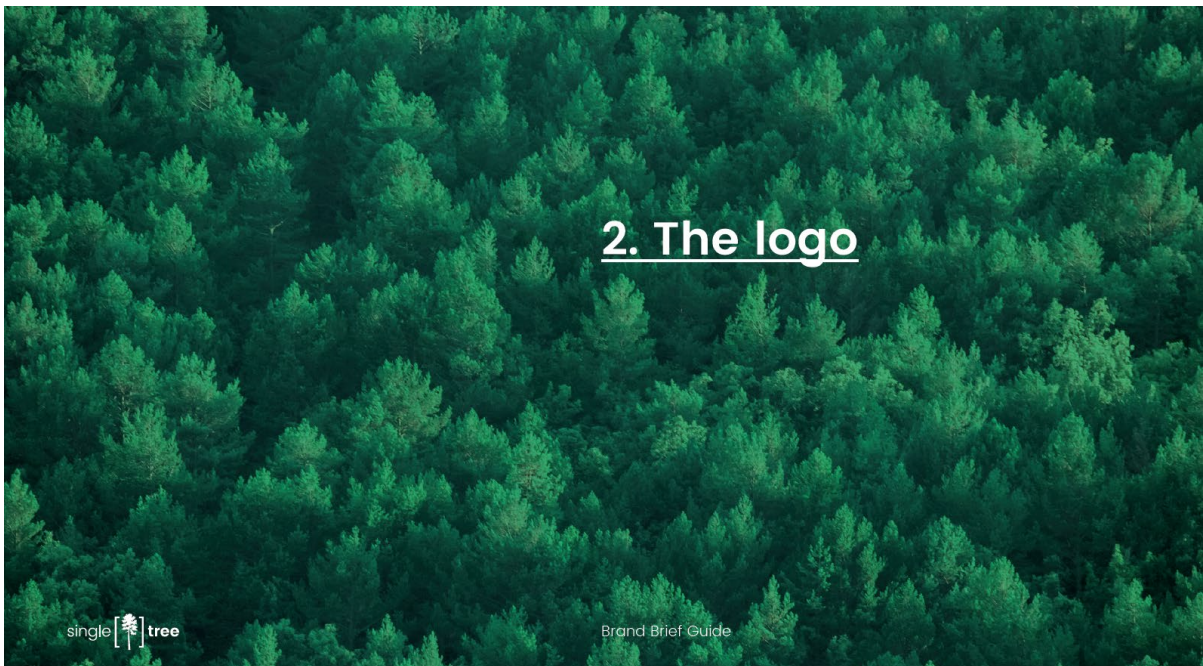
SingleTree is defined as an innovative, visionary, and collaborative project that combines cutting-edge technological innovations with a strong environmental and social awareness. It is:

**Innovative:** It leads the shift toward forest management based on artificial intelligence that is powered by data, both from the field, collected through remote sensors, and from the industry once the raw material is processed, to create digital tools for industrial application.

**Sustainable:** It promotes forest strategies that balance productivity with environmental preservation and ensures a supply of raw materials without compromising the resilience of forests against climate fluctuations.

**Collaborative:** It builds strong networks among international partners, academic, governmental, and private sectors, generating synergies to achieve common goals.

**Adaptable:** It designs specific solutions for different geographical, environmental, technological, and socioeconomic contexts, demonstrating a strong ability to respond to the challenges of climate change and biodiversity loss.



2. The logo. Main version

The brand consists of a figurative symbol, a tree (*Pinus sylvestris*), between two signs that evoke individual monitoring.

The logo is composed in the Poppins font in two weights, and in green and black colors.



2. The logo. Main version on background



2. The logo Vertical version



2. The logo Vertical version on background



## 2. The logo. Livin labs

Alternative versions of the main brand



The SingleTree project will deploy its innovations through three Living Labs of value chains located in different regions of Europe: the north (Sweden), the center (Switzerland), and the south (Spain). To identify these Living Labs, three sub-brands have been created.



## 2. The logo single-color versions



2. The logo Version on backgrounds

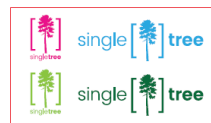


2. The logo Incorrect uses

In general, any uses not defined in this guide will be considered incorrect. However, here are some examples, mainly altering the shape and proportions of the brands, colors, typography, etc.



No deformar.



No utilizar colores fuera de los corporativos aunque sean verdes.



No voltear.



No cambiar la tipografía de los logotipos.



Sobre fondos de color vigilar el contraste y si es necesario usar la versión en negativo.



Sobre fondos fotográficos vigilar el contraste y si es necesario usar la versión en negativo.





### 3. Color

The SingleTree brand is based on a basic palette of two colors: green and black. This guide defines the direct Pantone colors, as well as the CMYK, RGB, and HEX equivalents. Whenever possible, the brand should be reproduced in these two colors, with the possibility of using shades of them as well.

3. Color

single tree  
Greenn

**Pantone**  
Greenn C

**CMYK**  
C84 M0 Y57 K00

**RGB**  
R0 G166 B135

**HEX**  
#00AC8C

10% 20% 30% 40% 50% 60% 70% 80% 90%

single [tree] tree

3. Color

Black

**Pantone**  
Process Black C

**CMYK**  
C0 M0 Y0 K98

**RGB**  
R5 G5 B5

**HEX**  
#050505

10% 20% 30% 40% 50% 60% 70% 80% 90%

single [tree] tree



#### 4. Typography

The corporate typography is "Poppins", a sans-serif font with a geometric modern style, designed for digital environments.

It is a compact font with pure geometry, very versatile with different styles, minimalist, elegant, and neutral.

It should be used for all messages and communications of the SingleTree project whenever possible.

This font is available for free download on Google Fonts. In cases where it is not possible to use it, or when working with programs like Word, PowerPoint, etc., it can be replaced by the font "Century Gothic".

4. Typography

Poppins light

**Aa** ÀÁÂÃÄBCDEFGHIJKL  
MNOPQRSTUVWXYZ  
àáâãäåabcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*() +  
ÆÇÈÉØ× ßàæç

Poppins regular

**Aa** ÀÁÂÃÄBCDEFGHIJKL  
MNOPQRSTUVWXYZ  
àáâãäåabcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*() +  
ÆÇÈÉØ× ßàæç

4. Typography

Poppins regular

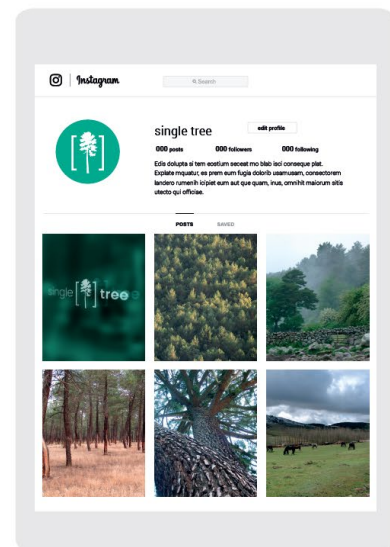
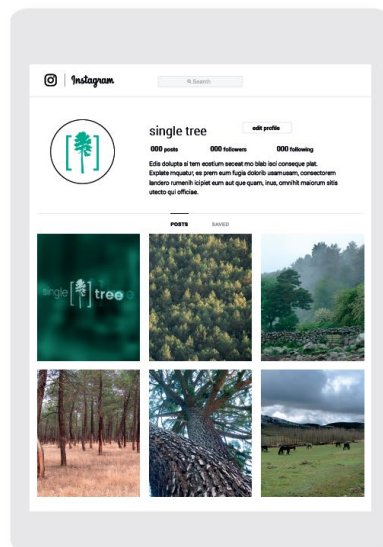
**Aa** ÀÁÂÃÄBCDEFGHIJKL  
MNOPQRSTUVWXYZ  
àáâãäåabcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*() +  
ÆÇÈÉØ× ßàæç

Poppins semibold

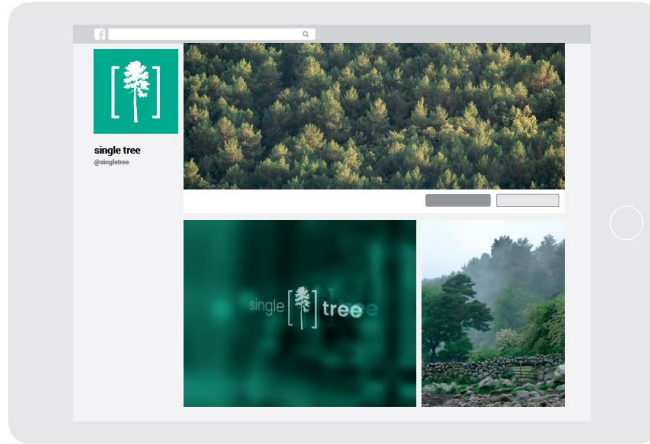
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ÆÇÈÉØ× ßàæç



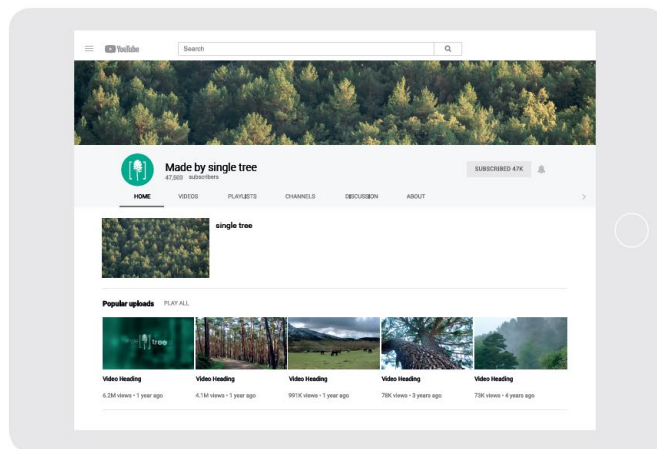
5. Social media



5. RRSS



5. RRSS

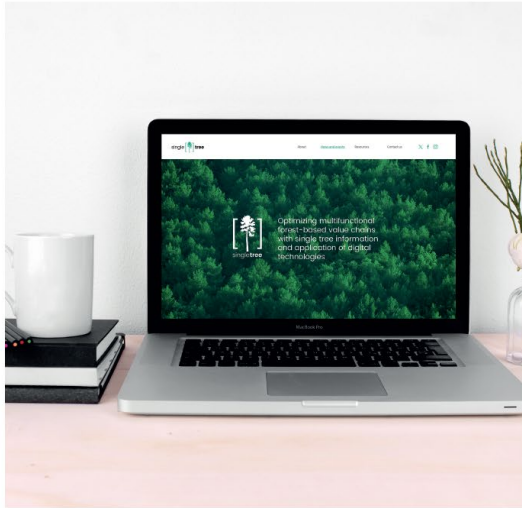




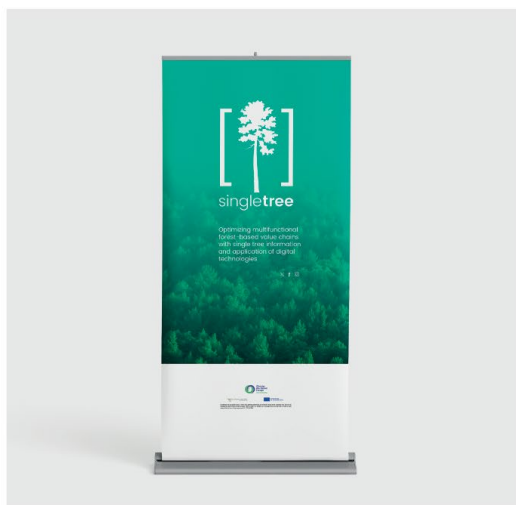
6. Examples of application



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single  tree