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B4EST

Adaptive BREEDING for productive, sustainable and resilient FORESTs under climate change

Deliverable D6.3

Annual newsletters

Planned delivery date (as in DoA): M13

Actual submission date: M13

Workpackage: WP6

Workpackage leader: EFI

Deliverable leader: EFI

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Dissemination Level	
PU Public	**PU**
CI Classified, as referred to Commission Decision 2001/844/EC	
CO Confidential, only for members of the consortium (including the Commission Services)	

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1 Summary

The B4EST newsletter is published annually, and contains a collection of highlights of project activities across the year. This document sets out the technical specifications/design of the newsletter, and provides content guidelines and a publication schedule.

2 Introduction

As with other B4EST dissemination channels, the B4EST annual newsletter has the overarching aim of

- engaging stakeholders
- facilitating the exchange of knowledge
- presenting the project's results, tools and strategies and encouraging their adoption
- raising awareness of the importance of adapting European forest production systems to the challenges posed by climate change and natural disturbances in Europe.

As described in D6.1, the main target audiences for the newsletter are:

- Forest tree breeders and plant producers
- Forest owners and managers
- Forest associations, federations and advisors
- Industry and SMEs (wood, paper, and other forest-related sectors)

The materials in the newsletter may also be of interest to the general public.

3 Results

3.1 Technical specifications

The B4EST website has been designed and built in WordPress 4.9.8 by an external company, FHDesiGn.fr which specialises in WordPress development. The CMS includes an open-source plugin, Newsletter, which B4EST will use to generate and send newsletters. Each newsletter is available (a) as an email (b) as an online version, for maximum accessibility and flexibility of promotion.

The plugin includes:

- A drag and drop layout
- The ability to easily include a selection of B4EST blog posts
- Tracking of newsletter delivery, and generation of analytics
- GDPR compliance for newsletter signup

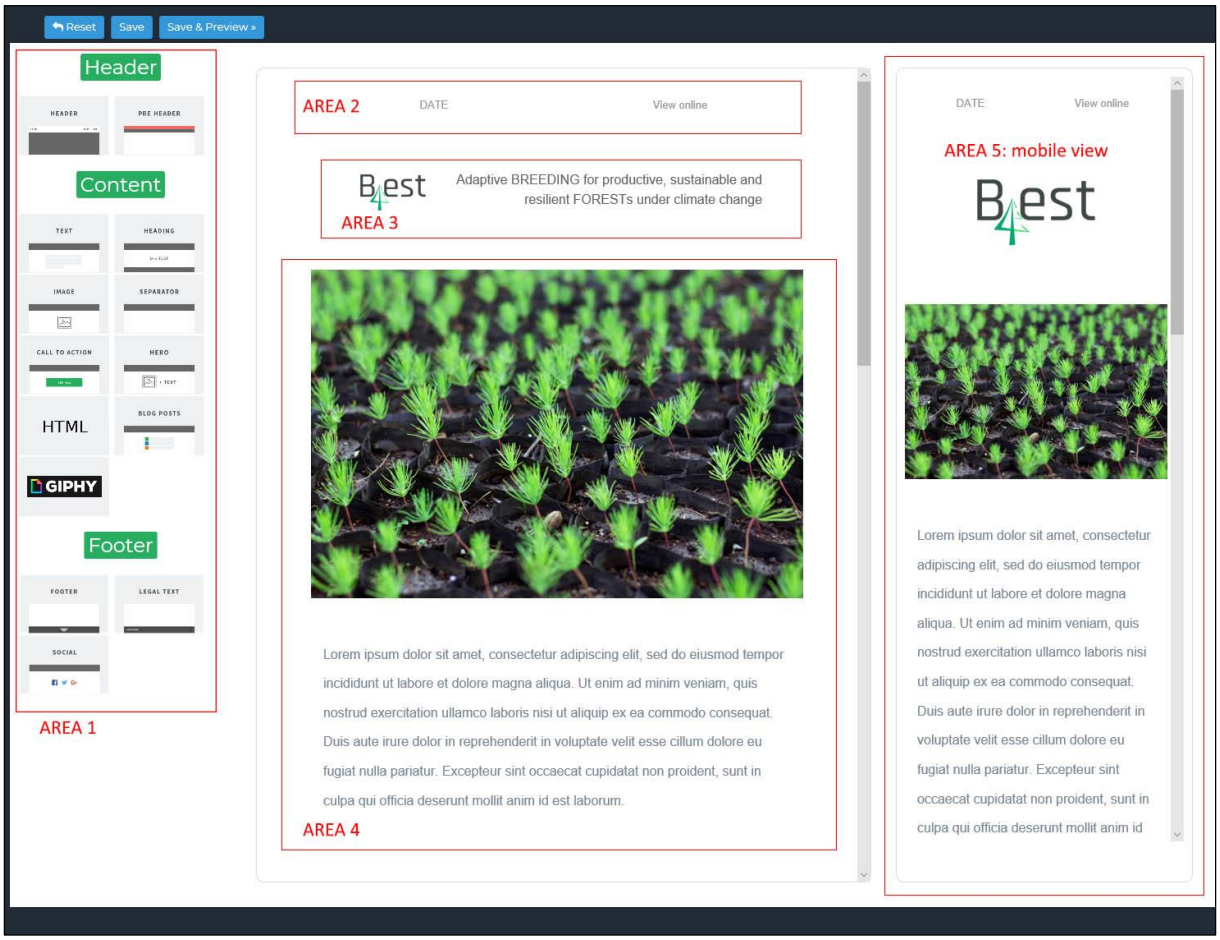
3.2 Newsletter template

The B4EST newsletter uses a flexible template, which can be expanded if required. It is expected that the following three sections will usually be included:

1. **Header area**, including B4EST logo and full name, date
2. **Content area**: chosen from a variety of options, including image, text, html, automatic blog post selection
3. **Footer area**, including contact details, the ability to manage subscriber information, and the EU logo and disclaimer

The design follows the Guidelines on the use of the B4EST identity (see Annex 1, D6.1).

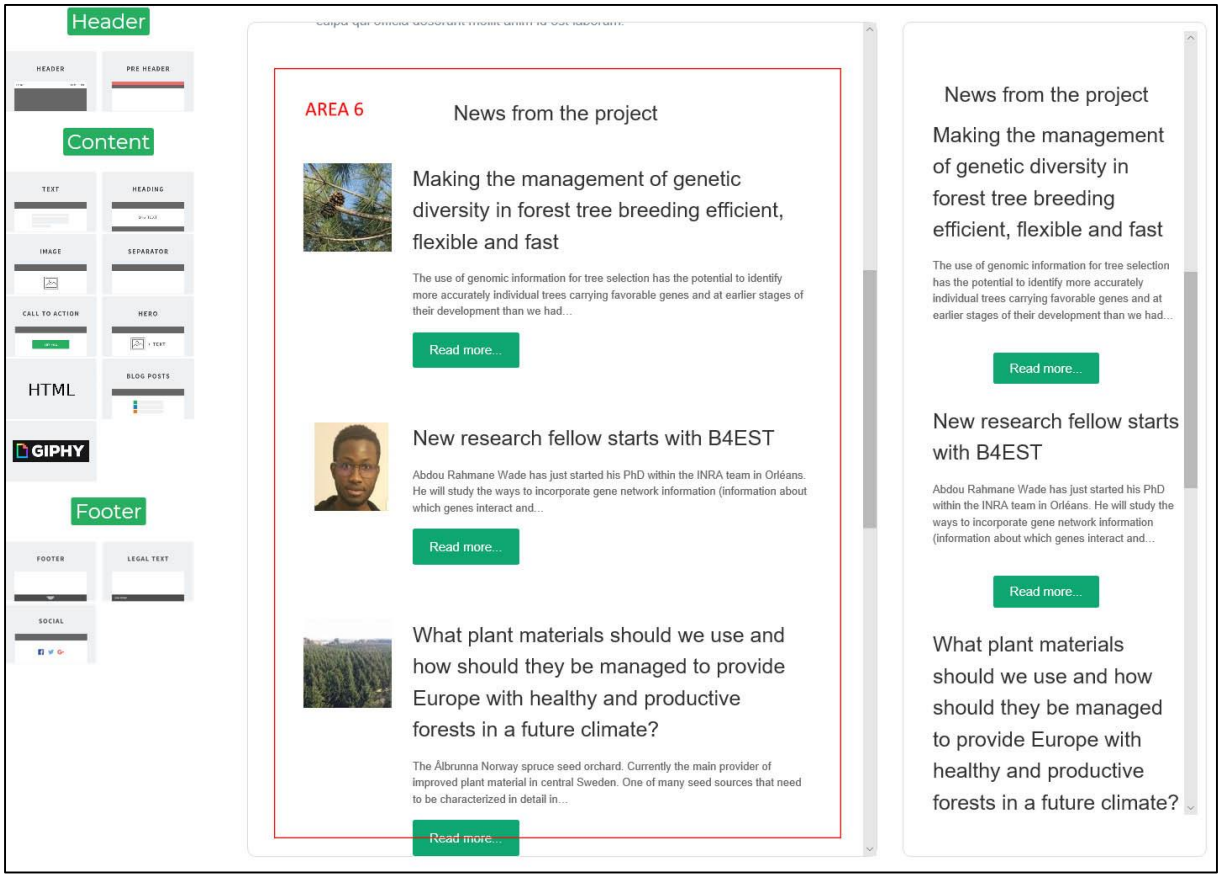
The views below show the newsletter dashboard and template options:

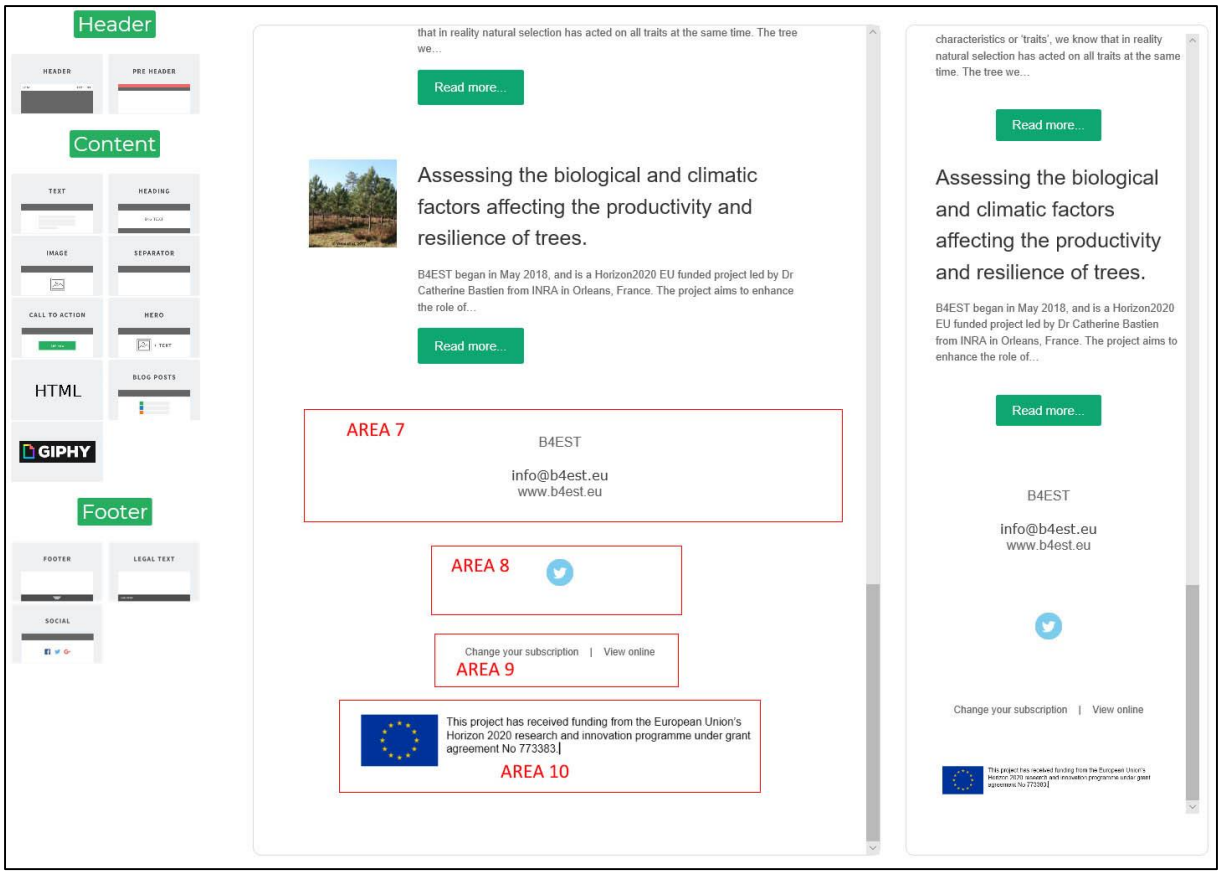


Area 1: Controls for drag and drop of content types (eg picture, text, blog posts).
Areas 2-4 show the email/desktop view, Area 5 shows the mobile view

Area 2: Header1: contains date and "View online" (links to an online version of the newsletter)
Area 3: Header2: contains B4EST logo, and full name "Adaptive breeding for productive, sustainable and resilient forests under climate change"
Area 4: Content1: contains an example of content, in this case an image and text
Area 5: mobile view
Area 6: Content2: contains a selection of blog posts/news items from the B4EST website.
Area 7: Footer 1: contains B4EST contact details

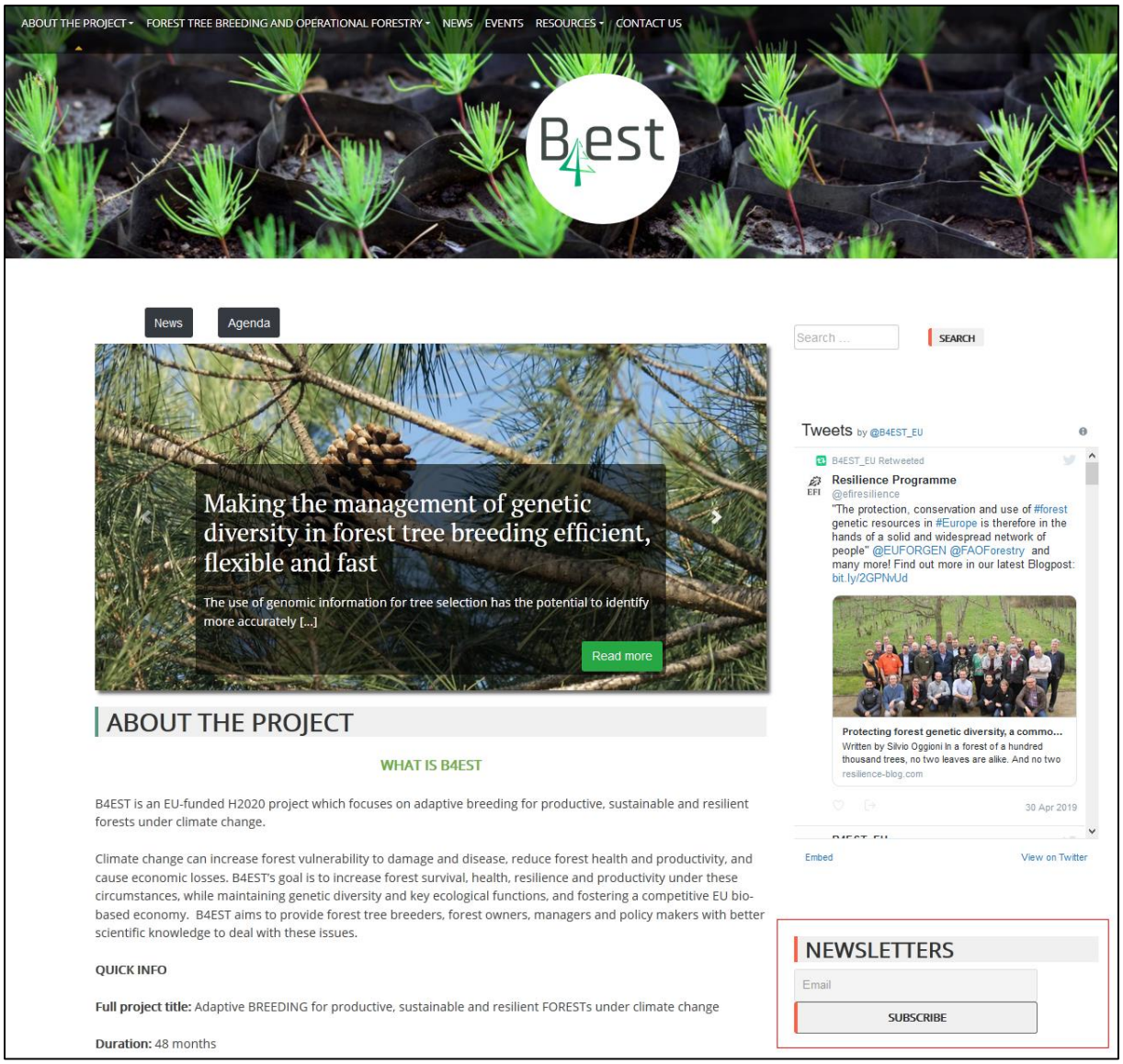
Area 8: Footer 2: social media block, containing link to B4EST Twitter account
Area 9: Footer 3: subscription information
Area 10: Footer 4: EU logo and information





3.3 Newsletter subscription

Users are able to subscribe directly to the email version of the newsletter from a box on the B4EST website:



3.4 Content guidelines

Blog posts are regularly published on the B4EST website, written by project partners, stakeholders and end-users. These provide project news, key findings and scientific results, as well as information about the wider subject of tree breeding. This material forms the basis of the B4EST newsletter, which collects together highlights from these blog posts.

The decision on what content is included in the newsletter is made by FR and EFI together with the Executive Committee. It is expected that each annual newsletter will include:

- A selection of blogs from the B4EST website
- Latest publications available on the B4EST website and online (e.g. scientific papers)
- News from the Annual meeting
- Events, eg forthcoming meetings, workshops, training events

3.5 Newsletter schedule

The newsletter is published annually. Additional updates will also be published (eg half-yearly) if more material is available.

	Schedule	Notes
Newsletter 1	Late May/early June 2019	To include news from Annual Meeting, 21-23 May
Newsletter 2	May 2020	To include news from 2nd Annual Meeting
Newsletter 3	May 2021	To include news from 3rd Annual Meeting
Newsletter 4	April 2022	To include news from final conference, March 2022

3.6 Newsletter delivery and promotion

Target audiences are notified of newsletters via:

- Social media (B4EST Twitter account, and ResearchGate), signposting a direct link to the online version of the newsletter
- Email (either direct subscription, or forwarded by partners to their personal contacts)
- News items eg on partner websites, containing a direct link to the online version of the newsletter

Partners will be encouraged to act as multipliers of the newsletter via their own organizational communication channels and by forwarding on the newsletter directly to their own personal contacts.

4 Conclusions

The B4EST newsletter is a key channel for communicating with the project's target audiences, and aims to raise awareness of the project and its work, as well as facilitating the dissemination of project results.

The online versions of the newsletters will be available via the project website for the duration of the project. At the end of the project, the website (and newsletters) will be maintained by EFI for 5 years, to ensure the project's legacy of tools, resources and results remains available.

5 Partners involved in the work

EFI is the responsible partner for the B4EST website and newsletter development.
FR is the responsible partner for the B4EST blog and social media.
All partners are involved in writing materials for the B4EST blog, from which the newsletter materials are derived. All partners are involved in promoting the newsletter, for example forwarding it on to interested contacts.