

OUTREACH ACTIVITIES AND PARTNER COMMUNICATION IN FOREST REFINE PROJECT

The purpose of the Finnish-Swedish Forest Refine project is to analyze and improve the raw material supply to biorefineries. Forestry and chemistry researchers from both countries are working together to develop the knowledge in three areas: forestry, transport and biorefineries.

Communication shall be one of several means to achieve the objectives of the project. The aim of this sub-project is to communicate the results of how effective raw material supply for biorefineries can be developed.

WELL-PLANNED AND STRUCTURED COMMUNICATION

When the purpose of the project is to initiate a change process where the research results will be of high relevance for the target groups, communication between science and practice and also between scientists and organizations within the project is very important.

A key when building a bridge between research and stakeholders is to focus on communication. In order to achieve the highest impact possible the project needs a communication plan. In the Forest Refine project Biofuel Region and the Central Ostrobothnia Rural Institute will be responsible for outreach and communication activities, but also all other partner organizations will contribute.



COMMUNICATION OBJECTIVE

The objective is to facilitate communication among project partners and to reach out with the results from the researchers and the analyses of accumulated knowledge. Aim is to produce information that is of high importance to the target group and that it is communicated in the right way. Communication and outreach will be done using three languages, English, Swedish and Finnish.

COOPERATION IS THE KEY TO ACHIEVE COMMUNICATION OBJECTIVES

In order to achieve the communication objectives the following is required:

- *Cross-border cooperation between research and outreach organizations.* Cross-border and cross-disciplinary communication is important in order to study, understand, identify gaps and also find solutions for the whole chain.
- *Commitment.* All project personnel are engaged in outreach and communication activities. The outreach organizations are responsible for the strategic and practical arrangements and will provide help.
- *Audience targeting.* In order to make a difference, communicated results must be adjusted according to the target group. The basic principle of well-planned communication is to adjust messages, channels and activities to each individual target group. Each stakeholder or target group has their unique motives and interests, which have to be considered within the communication plan.

PRIMARY TARGET GROUPS OF FOREST REFINE:

- Refining industry
- Forest industry
- Power and energy industry
- Regional governments and other decision makers

COMMUNICATION STRATEGY

– channels, activities, friends and hitch hiking

Important means to distribute the results include e.g. homepage, info sheets, newsletters, seminars, opinion articles and press releases, research publications and a popular science publication.

Our network of friends can help us to reach out to our target groups. During the project we will locate friends and provide them with results and arguments. Another effective way is to hitch-hike: use existing channels and other publications, events and networks. In this way we will be able to contact a wider audience.

Our work with outreach activities and partner communication aims to be a contribution to the transition towards renewable fuels and new products.



AUTHORS

Katri Kulkki

Central Ostrobothnia Rural Institute
katri.kulkki@kpedu.fi

Barbro Kalla

Biofuel Region
barbro.kalla@biofuelregion.se

27.9.2012