

Network no:

Send the report to SNS-secretarie Mimmi Blomquist (SNS@slu.se)

REPORT NETWORK ACTIVITY (meeting, conference etc.)

Please notice that the size of text sections in the form can be adjusted if needed.

The length of the final report should not exceed 3 pages. Supplementary information can be attached.

1.	Workshop with the Nordic-Baltic Forest Research Communicators
Aktivitetens titel	
2.	Workshop with the Nordic-Baltic Forest Research Communicators
Activity title	
3. Coordinator /contact person	Olof Bergvall, SLU, Skogsmarksgränd, SE-901 83 Umeå, +46 72 2362915, olof.bergvall@slu.se
(name, address, telephone, telefax. e- mail)	Mats Hannerz, Silvinformation, Bergauddsvägen 22B, SE-39359 Kalmar, +46 70 5288554, mats.hannerz@silvinformation.se
4. Duration	The activity started 12/Oct 2016 and ended 13/Oct 2016
5. Cost	SNS-grant: 130 000 Total activity cost (estimate):
6. Description of activity (incl. objectives, results, conclusions)	Network workshop with the aim to share experiences and strategies for disseminating research to different target groups, and how to measure the impact of communication. A second aim was to identify a joint platform for popular research communication from institutes and universities throughout the Nordic and Baltic region.

7.	Report from workshop with Nordic-Baltic Forest Research Communicators 2016
Evt. publication/communication	Coming article in News & Views 32.1 (2017)
8. Activity summary (about 1/3 page) for possible use in the News & Views section of Scandinavian Journal of Forest Research	The program was composed of three parts, blended in the two day program: - Presentations from each of the institutes/universities with strategies, tips and tricks for efficient communication. - Inspiration talks from forskning.se (a leading research communication platform), a journalist's view on communication (Bengt Ek, magazine Skogen) and a researcher's view (Lena Gustafsson, SLU). - Group discussions identifying target groups, efficient channels for communication and suggestions for joint efforts among the Nordic-Baltic institutes. The workshop suggested joint activities on: - a news stream, assembling research news and popular articles written in English from the Nordic-Baltic institutes. The news stream can use an existing news service such as Skogssverige.se, and be disemminated in social media, e-mail andbe embedded in other webpages. - a Facebook group and FB page for sharing news related to popular forest research - an analysis of efficient pathways to reach policy makers, NGOs, the public and other stakeholder groups on the international arena.
9. Date and signature	Date: Signature of project leader/coordinator: NOV, 1 2016 When the state of project leader/coordinator: