



norden

Nordic Forest Research Cooperation Committee

Network no:

*Send the report to SNS-secretary Katrine Hahn Kristensen
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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. Aktivitetens titel	Nordic-Baltic Research Communicators
2. Activity title	Nordic-Baltic Research Communicators
3. Coordinator /contact person (name, address, telephone, telefax. e-mail)	Erik Viklund Skogforsk Uppsala Science Park SE-751 83 Sweden Tel: +46 18 18 85 40 Mail: erik.viklund@skogforsk.se
4. Duration	The activity started 1 /1 2012 and ended 31/1 2012
5. Cost	SNS-grant: 10 000 Euro Total activity cost (estimate): 24 600 Euro
6. Description of activity (incl. objectives, results, conclusions)	<p>The objectives for the network according to the application are to</p> <ul style="list-style-type: none"> • facilitate the exchange of forest research information between the Nordic and Baltic states. Making it easier for researchers, policy makers and professional foresters to take part of the research progress in the entire Nordic and Baltic region. • be a platform for sharing experiences on communication of forest research amongst communicators. • support an increased efficiency in communication of forest research results in the Nordic and the Baltic countries <p>According to the grant conditions it is also expected that the network should:</p> <ul style="list-style-type: none"> • support SNS in communicating the jubilee in July 2012. • produce material for the NB Forest Portal. <p>In 2012 the network organized two meetings. One in Copenhagen 2012-07-02 – 2012-07-03 and one in Oslo 2012-10-31 – 2012-11-01.</p> <p>The Copenhagen meeting, hosted by Danish Centre for Forest and Landscape Planning, took place in connection to the SNS jubilee in order to offer communication support during the jubilee.</p>

	<p>A press release was produced for SNS. During the network meeting the members discussed how to improve NB Forest portal and how to supply the portal with material in a more automatic way.</p> <p>The Oslo meeting was hosted by the Norwegian institute for forest and landscape. During the meeting the network members made a study tour to Ås where the institute gave a brief overview of ongoing research projects. The network meeting focused on the development of the NB Forest portal. Discussions focused on how to increase the news flow. It was agreed that the organisations represented in the network play a crucial role and will continue as key partners. It was also agreed that editorial resources are needed in order to administrate the portal.</p> <p>The discussion on Key Performance Indicators for forest research organisations continued with a suggestion to start a common brand survey. Due to bad timing it was decided not to start the survey for the moment.</p> <p>The coordinatorship of the Network for the next two years, was transferred from Erik Viklund at Skogforsk to Camilla Baumann at the Norwegian institute for forest and landscape.</p>
<p>7. Evt. publication/ communication</p>	<p>One press release communicating the SNS jubilee. A draft brand survey. A structure for Key Performance Indicators for forest research organisations.</p>

<p>8. Activity summary (about 1/3 page) for possible use in the News & Views section of Scandinavian Journal of Forest Research</p>	<p>NEW WAYS OF COLLABORATION</p> <p>Besides being a professional platform for exchange of communication knowledge the network has focused on two new ways of collaboration. The first one is the establishment of the web portal NB Forest that addresses dissemination of research results to the public and politicians throughout Europe.</p> <p>Developing a new web site. In the discussions about the development of the NB Forest Portal it is clear that editorial capacity is a crucial factor for success. This capacity could be located in the organisation of the web portal or in the organisations supplying the portal with content.</p> <p>As many of the organisations in the network already have established their own communication channels or have primary target groups that are incoherent to those of NB Forest it has been identified that a more or less “automatic way” of translating and transferring articles from already established national channels to NB Forest is the next step to develop. In addition more editorial capacity is needed to increase the impact.</p> <p>How do we know that our communication is efficient? Today there is lack of Key Performance Indicators of Communication that allows organisations to compare their communication efficiency. Therefore the network took on the huge challenge to start creating a common system for KPI: s for efficient research communication.</p> <p>During the process it has been clear that the organisational objectives differ a lot throughout the Nordic and Baltic countries. Nevertheless the network has established the framework for a possible way to work with KPI:s. Some common KPI: s have also been agreed as interesting to evaluate. In a second stage the ways to collect data have to be set in order to create KPI: s that are correct, comparable and relevant to any Nordic or Baltic organisation involved in forest research.</p>
<p>9. Date and signature</p>	<p>Uppsala 2013-03-07</p>  <p>Erik Viklund, Head of communications, Skogforsk</p>