Digital Analytics and Robotics for Sustainable Forestry

CL4-2021-DIGITAL-EMERGING-01

Grant agreement no: 101070405

DELIVERABLE 7.1

Description of project website, social media, printed promotional material

Due date: month 6 (February 2023)

Deliverable type: R

Lead beneficiary: OXF

Dissemination Level: PUBLIC

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1 Introduction

This document reports the launch of the DigiForest project website, social media and promotional videos. This activity has been carried out within Task 7.3, the description thereof is listed as follows, as taken from the project proposal.

In the following sections the launch of each media will be described.

Note: we choose not to create printed promotional material at this point. On reflection we did not feel that a project could be promoted well in this manner. We will rely more heavily on promotional videos.

Description of work

Task T7.1: Engagement with Forestry Bodies (M6-M42)   *Leader: **WSL**. Contributors: SILV*
Engagement with forestry innovation and training bodies. As the EU's 2030 forestry policy is implemented, we will capitalise by promoting our approach as a possible technological solution. This includes engagement with FI and CH officials (at our project demos) and at EFI events. This will also involve engagement efforts with HORIZON-CL4-2021-HUMAN-01 and DIH-LEAF.

Task T7.2: Engagement with the Supply Chain (M6-M42)   *Leader: **SILV**. Contributors: WSL*
In this task SILV will lead engagement efforts with the forest supply chain. Given the logistical barriers to technology adoption, it is important to engage very early to ensure our approach is properly pitched to gain traction. The focus events for this activity were listed in Sec. 2.2.

Task T7.3: Academic and Public Dissemination (M12-M42)   *Leader: **UOXF**. Contributors: others*
This task promotes scientific results of the project within the academic community and to the general public. Activities will include (1) workshops at forestry & agricultural workshops at international conferences (ICRA, IROS, ECMR) (2) Public demonstrations such as at Oxford Science festival, and (3) maintain a website and social media to demonstrate the project outputs.

Task T7.4: Promotion of Longitudinal Dataset and Open Analysis Tools (M12-M42)   *Leader: **UBONN**. Contributors: UOXF*
Core to our project will be collection and curation of a longitudinal map of forest stands in FI and CH. This task will make the output of WP3 available to the community. A significant amount of data will be labelled making the dataset a valuable resource and a promotion point.

Task T7.5: Commercial Exploitation (M24-M36)   *Leader: **SILV**. Contributors: others*
In this task SILV will lead development of a strategy to exploit the commercial results of the project. It will formulate a business plan to bring the DIGIFOREST concept to market. As mentioned previously, there are various strands to our activities, meaning that several partners will have commercial interests.

Role of partners in WP7:
WSL will promote the project to governmental bodies as part of Task T7.1. **UOXF** will coordinate scientific dissemination. **UBONN** will lead efforts to release the DIGIFOREST dataset. **SILV** will lead coordination of commercial and intellectual property from the project.

Deliverables

D7.1	Description of project website, social media, printed promotional material	**(M6)**
D7.2	Open Dataset of longitudinal forest survey incl ground truth	**(M24)**
D7.3	Exploitation and commercialization plan	**(M42)**

Figure 1: Activity listing from proposal

2 Website

The website was launched in month 1 of the project. The domain https://digiforest.eu/ was registered and is maintained by the University of Oxford. The source code for the website is hosted on github.com and deployed via Github Pages.

The layout of the site is shown in Figure 2. The webpage consists of a main page, consortium description, project overview, work package explanation. We also maintain a news section which promotes field trials and meet ups. At the time of writing we have 8 short news articles. Various webinars and project summary videos are embedded in the website.

We use Markdown (a plain text markup format) to enable easy updates by multiple contributors. Current contributors are UOXF and TUM. Completed deliverables with public dissemination level are available for interested visitors to download in PDF format.
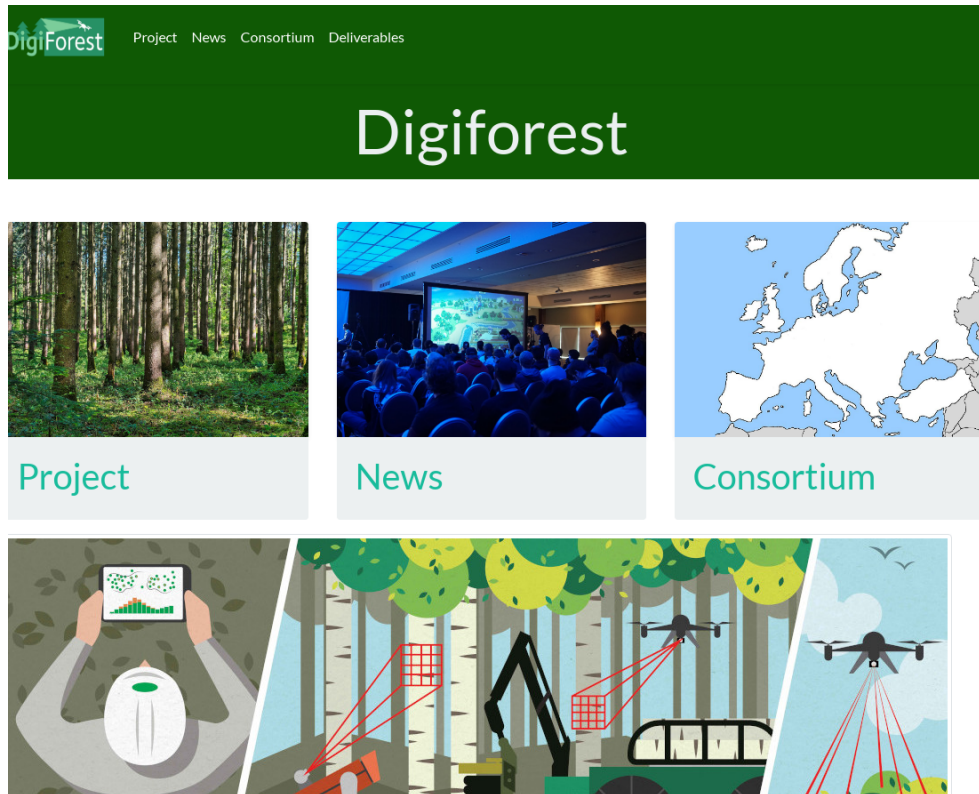

Figure 2: Screenshot of project website

3 Logo and Branding

3.1 Logo

We designed a logo that synthesizes the main ideas of the project: forestry and robotics. The official version shown in Figure 3 (left), and the alternative version

for dark backgrounds-only is displayed in Figure 3 (right). The exclusion zone to guarantee the correct usage of the logo is shown in Figure 4.

Figure 3: DigiForest logo. Left: Official version. Right: Version for dark backgrounds.

Figure 4: Exclusion zone around the logo.

3.2 Colors

The colors used in the Digiforest logo are specified in Figure 5.

Normal version			Dark version		
Color	RGB	Hex	Color	RGB	Hex
	23, 82, 60	#17523c		123, 205, 154	#7bcd9a
	39, 145, 101	#279165		39, 145, 101	#279165

Figure 5: Official color palette.

3.3 Presentation slides

We also prepared a slideshow template for internal and official presentations of the project. Some example slides are shown in Figure 6.

4 Social Media

The Twitter account @digiforest_eu (https://twitter.com/digiforest_eu) for the project was launched in July 2022 and has accumulated 70 followers at the time of writing. The profile site is shown in Figure 7.
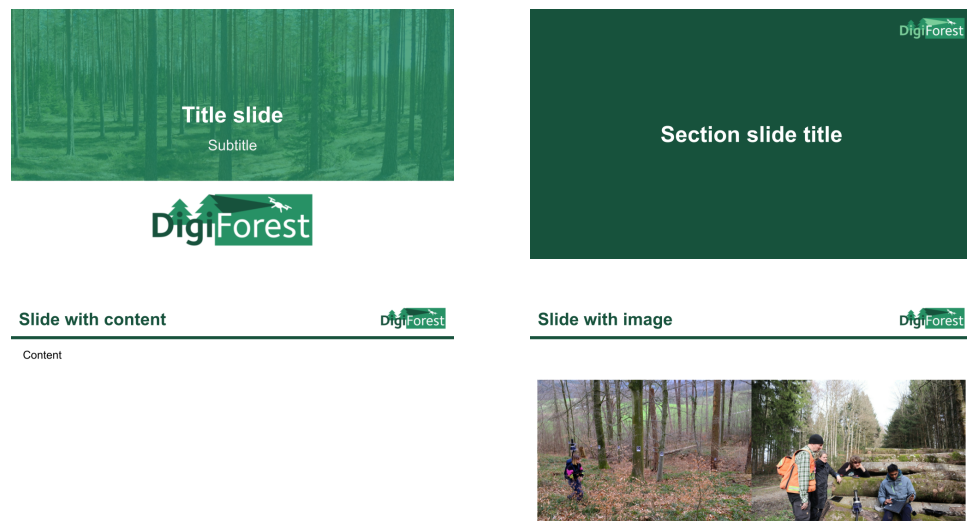
Figure 6: Presentation template examples.

The videos from the consortium partners are posted at Youtube. Each research lab maintains active profiles on Twitter and Youtube - ARL (NTNU, 1400 Youtube subscribers), Cyrill Stachniss (Bonn, 46000 subscribers), RSL (ETH, 28000 subscribers). We have chosen to post video material using their channels and to clearly mark them as the output of Digiforest, for example:

- Project overview video for EU promotional material. Stefan Leutenegger (TUM)
  https://www.youtube.com/watch?v=yOfCxma2vGA

- Project proposal video. Consortium-wide video
  https://www.youtube.com/watch?v=fUfhS5oUC8w

- Coverage of project kick-off in Stein am Rhein. Led by WSL and in Swiss German
  https://www.youtube.com/watch?v=bqEaqLQk6bE
  https://www.wsl.ch/de/projekte/digiforest.html

- Short project overview. Cyrill Stachniss (Bonn)
  https://www.youtube.com/watch?v=RwJCwgnJAfg

Figure 7: Project Twitter Page.