



SafeNet

Safeguarding Biodiversity
and Carbon-rich Forest
Networks in Europe

D8.2 - Portfolio of Communication, Dissemination & Outreach Resources

31/07/25 Version 1

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Executive summary

Objective:

The objective of Deliverable 8.2 - Portfolio of Communication, Dissemination & Outreach Resources is to facilitate SafeNet's communication, dissemination, exploitation, and outreach activities by developing a range of tools and resources to promote and raise awareness of the project and its results among stakeholders throughout the project's duration.

Rationale:

The SafeNet portfolio of resources will support project participants to promote the project, its objectives, and results to a variety of audiences and possible end-users consistently and efficiently.

This deliverable report presents a detailed overview of the communication, dissemination, and outreach resources that have been developed since the start of the project (February 2025) up until M6 (July 2025) and gives an overview of the future elements of the portfolio. All resources scheduled to be developed by M6 as part of Task 8.2 (branding [project logo, brand guidelines], communication templates, project factsheet, pull-up banners, promotional poster, social media channels and visuals, project videos and short clips, press release and articles, infographics and a public website) have been achieved before this due date.

Team involved in deliverable writing:

ERINN Innovation (ERINN)



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1. Introduction

The SafeNet Portfolio of Communication, Dissemination & Outreach Resources aims to facilitate the communication, dissemination and exploitation of the project, its objectives, results and findings to a variety of stakeholders and possible end-users. It is intended to help project participants communicate about the project and its results consistently and efficiently.

Developing the SafeNet communication, dissemination, exploitation and outreach tools and resources began with designing a strong project brand, which is an important element of the project, as recognition and perception of a brand are highly influenced by its visual presentation. A brand's visual identity is something that people instantly recognise and associate with the project any time they see it, and is subsequently important for project awareness.

During the first 6 months of the project, the following resources have been developed:

- Project branding (logo and brand guidelines)
- Communication templates (oral presentation (PPT), poster presentation (PPT) and reports (Word))
- Factsheet
- Pull-up banners
- Promotional poster
- Social media channels (active: LinkedIn and Bluesky)
- Project videos and short clips
- Public project website
- Press release promoting the project's kick-off and other promotional articles
- Infographics and other visuals

All materials and tools will be maintained and updated, as necessary (continuously for the website and social media channels). Additional resources will be developed throughout the project, in line with the project's Description of Action (DoA), project results, and partner and stakeholder needs (e.g. additional infographics, videos, press releases, promotional articles and targeted communication campaigns). Updates and additions to the portfolio of resources will be included in revisions of the Dissemination, Exploitation and Communication Plan (PDEC) (D8.1 - M6, July 2025) at EC reporting stages. Use of these resources for communication, dissemination, exploitation, and outreach began in M1 - February 2025, and will continue throughout the project.

All the resources can be found online in the [Resources page](#) of the project website, and are available for partners to access on the SafeNet Teams in the [Branding material channel](#).



2. Communication, Dissemination & Outreach Resources

2.1. Branding

2.1.1. Logo

The **SafeNet project logo** is an integral part of the brand, as it is included in all of the project's promotional material, both print and online. The logo contains elements that are related to the values and goals of SafeNet, with or without a tagline (Figures 1a; 1b).

The logo embodies connectivity, with abstract trees formed by overlapping figures (people), becoming a network. The networked design highlights stakeholder engagement in safeguarding biodiversity, while the trees (differently coloured, representing biodiversity) and leaves represent the critical role of forests in carbon capture and climate change mitigation.

The three-tree element from the logo (Figure 2) is available for project participants to use in their communication and dissemination activities and is designed to complement the branding of any asset. The one-colour versions of the logo (with and without tagline) are intended for use in colour-restricted formats, such as faxes, memos, or any situation where colour printing is not possible (see example in Figures 3a and 3b). The full logo suite is available on the SafeNet Teams in the [Branding material channel](#) or can be requested from ERINN (contact: mathilde@erinn.eu). Guidance on the use of the SafeNet logo suite can be found in the Brand Guidelines (see [section 2.1.2](#) below).



Figure 1a. SafeNet logo in colour with tagline.



Figure 3a. SafeNet logo with tagline in one colour - black.



Figure 1b. SafeNet logo in colours without tagline.



Figure 3b. SafeNet logo without tagline in one colour - white.



Figure 2. SafeNet three tree logo element.



2.1.2. Brand guidelines

The **SafeNet brand guidelines** ([Appendix 1](#)) provide clear instructions to help all project participants maintain the required standards of presentation. Effective visual brand identity is achieved by the consistent use of visual elements to create distinction, such as specific graphic elements, fonts and colours. The document includes information on the different versions of the project logo (typeface, colour palette, and their correct use), as well as indications on fonts, colours, and styles to be used and details on the correct EU funding acknowledgements that must be included with all communication and dissemination activities related to the project. The Brand Guidelines are available on the SafeNet Teams in the [Branding material channel](#) or can be requested from ERINN (contact: mathilde@erinn.eu).

2.2. Communication templates

2.2.1. PowerPoint (PPT) presentation template

A **SafeNet PowerPoint presentation template** has been developed for use at internal and external events when presenting the SafeNet project and/or its outcomes ([Appendix 2](#)). The template includes one cover slide to include the title of the presentation and the presenting project participant's contact, a main body slide, and a closing "Thank you" slide containing relevant contact details. The general template includes the required EU founding acknowledgements. Project participants can download the template from SafeNet Teams in the [Branding material channel](#) or request it from ERINN (contact: mathilde@erinn.eu).

2.2.2. Poster presentation template

A **SafeNet poster presentation template** has been developed for SafeNet poster presentations ([Appendix 3](#)) that can be printed. The poster template is designed for printing in full colour on A0 paper. Project participants can download the template from the SafeNet Teams in the [Branding material channel](#) or can request it from ERINN (contact: mathilde@erinn.eu).

2.2.3. Word/Deliverable template

A **SafeNet Report/Deliverable template** ([Appendix 4](#)) and a **SafeNet Word template** ([Appendix 5](#)) have been developed for SafeNet formal project documents and shorter or less formal documents. The templates include the SafeNet branding, set up with headings, formatting, fonts, sizes and colours. These templates can be updated if needed over the course of the project. Project participants can download the template from the SafeNet Teams in the [Branding material channel](#) or can request it from ERINN (contact: mathilde@erinn.eu).



2.3. Factsheet

A **SafeNet promotional factsheet** ([Appendix 6](#)) was designed to give a general audience an overview of the SafeNet project. The factsheet describes the project's challenge, objectives and expected results, as well as some visuals of the four case study locations. The factsheet is a full colour double-sided A4 leaflet with an online and print version (where relevant) and is easy for project participants to use when engaging with various audiences. One of the advantages of the A4 format is that it can be printed both in-house, directly at partners' organisations, and professionally, offering flexibility depending on the context.

The factsheet is used to raise general awareness of the project. Project participants are encouraged to distribute the factsheet through their networks and at relevant events to promote the project. External stakeholders and interested parties will be able to download the factsheet from the SafeNet website (in the Resources page). Project participants can download the template from the SafeNet Teams in the [Branding material channel](#) or can request it from ERINN (contact: mathilde@erinn.eu).

If project participants wish to have the factsheet available in another language, they should contact ERINN (contact: mathilde@erinn.eu) and follow the protocol outlined in the [SafeNet PDEC](#) (D8.1, section 6.1.3).

2.4. Pull-up banners

Two **SafeNet pull-up banners** ([Appendix 7](#)) have been designed and developed to be showcased at SafeNet-related events and project participants' institutions. The two versions both show pictures of forests, one in green tones and one in the snow, with different project branding colours. The banners' dimensions are 850 x 2000mm, to be printed in full colour on one side with a pull-up banner mechanism at the base and a vertical stand. They are available to download on the SafeNet Teams in the [Branding material channel](#) and/or can be requested from ERINN (contact: mathilde@erinn.eu).

2.5. Promotional poster

A **SafeNet promotional poster** ([Appendix 8](#)) has been designed and developed at the very start of the project, to present SafeNet at events and to promote the project's work to external stakeholders. The poster highlights the context and challenges of the work, as well as the overall goal, methods (including a graphic of the project's modelling strategy) and expected results. It includes a map and the logo of each project partner, as well as the contact details of the project coordinator, manager and communication responsible. The poster is designed for printing on A0 paper in full colour. Project participants can download the template from the SafeNet Teams in the [Branding material channel](#). Partners wishing to print a poster in another dimension should contact ERINN (mathilde@erinn.eu).



2.6. Social media channels

Social networking is an integral part of the SafeNet communication strategy. A dedicated project LinkedIn account ([@SafeNet Project](#)) (Figure 4), Bluesky account ([@safenet-eu.bsky.social](#)) (Figure 5) and X account ([@SafeNet EU](#)) (Figure 6) were set at the start of the project (M1 - February 2025). As agreed unanimously by the consortium during the kick-off meeting, the X account was abandoned and will not be used as a communication channel. The project has adopted Bluesky as an alternative platform, alongside LinkedIn. This decision reflects current trends in social media use and aligns with the communication preferences of the consortium. ERINN, as WP8 lead, had already established a Bluesky account for SafeNet, which has shown strong early engagement (see Table 1).

The SafeNet LinkedIn and Bluesky accounts are used to post relevant SafeNet information and are maintained by ERINN, who regularly publish and projects-related posts. Targeted promotional campaigns will be carried out to promote specific topics where relevant. Depending on social media developments, other social media channels may be considered in the future.

Table 1. Statistics of SafeNet’s social media presence at M6 (July 2025)

| | Bluesky | LinkedIn |
|------------------------------------|-----------------|-----------------|
| Creation date | (M1) 01/02/2025 | (M1) 01/02/2025 |
| Followers | 165 | 138 |
| Number of posts | 117 | 193 |
| Total number of impressions | 3,173 | 5,399 |

2.6.1. Visuals for social media

To support the development of the project’s social media channels, custom visuals are created to accompany posts and enhance engagement. These include banners designed for the social media pages themselves (see Figures 4-5), as well as event-specific visuals. For example, a visual was developed for the International Day of Forests 2025 (Figure 6), with similar materials to be produced for future key project moments. Infographics explaining SafeNet’s methods and approach have also been developed (see [section 2.10](#)) and will be adapted for use on the project’s social media channels. Additionally, audio-visual short clips (see [section 2.7](#)) introducing the SafeNet project and case studies will be shared via the project social media channels.





Figure 4. SafeNet LinkedIn account (138 followers).



Figure 5. SafeNet Bluesky account (165 followers).



Figure 6. SafeNet visual created for the International Day of Forests 2025 social media post.

2.7. Project videos and short clips

Two SafeNet visual storytelling videos have been developed to support the communication and promotion of the SafeNet project ([Appendix 9](#) and [Appendix 10](#)). One video introduces the project to a broad audience, focusing on the societal challenge it addresses, the project's objectives, and the expected results and impact. The second video particularly highlights the four case studies, offering insight into the practical application of SafeNet's work. The videos are composed of carefully selected photos provided by project partners, with all visuals properly credited.

Both videos will be integrated into the project website, uploaded to video-sharing platforms (Vimeo) and shared on the project's social media channels. They are available for project partners to download on the SafeNet Teams in the [Branding material channel](#), and/or can be requested from ERINN (contact: mathilde@erinn.eu).

Additional videos and shorter media clips will be produced, as needed, throughout the project to highlight key results, help showcase outcomes and activities as they are developed and further promote SafeNet's impact.

2.8. Public project website

The SafeNet website (www.safenet-project.eu) was live at M6 - on 31st July 2025 - and is a key tool for promoting the project and disseminating the project's objectives, ongoing work, news and results to a wide audience, including all stakeholders and possible end users (Figure 7). Maintained and updated by ERINN, the website is fully compliant with the General Data



Protection Regulation (EU 2016/679, GDPR) by incorporating a Data Policy and Privacy Statement located in the website footer, informing website visitors about what SafeNet does with any personal data gathered. Google Analytics 4 is used to track traffic and monitor the use of the website.

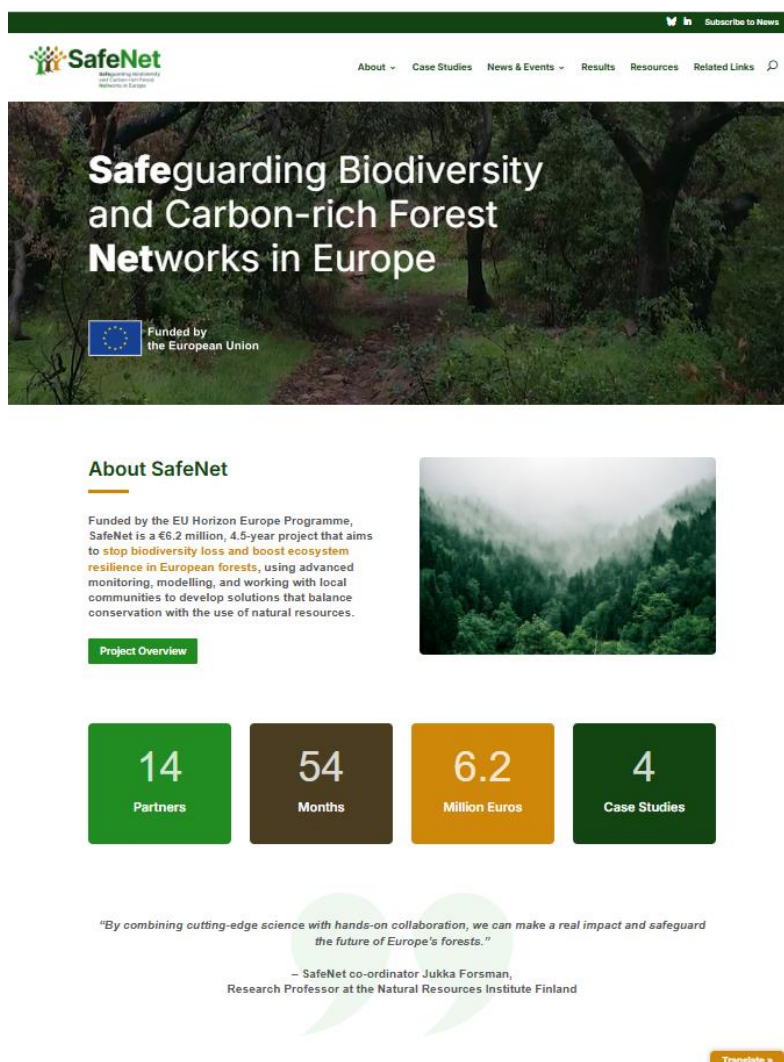


Figure 7. SafeNet website homepage.

2.8.1. Update and life span

To ensure the successful promotion of the project and to sustain the interest of the target audiences while attracting new users, the website's content is being maintained and updated with new information throughout the project's lifetime. The website will remain live for five years after the end of the project. It will serve as a valuable public resource of research information on the subject and for promoting the outputs of publicly funded research in the domain beyond the project's lifetime.



2.8.2. Key features

The SafeNet website's key features are:

- **[Homepage](#)** with a general overview of the project, including the main categories of the web page with direct links to the latest news and events (Figure 8). The top menu bar contains buttons for sections of the website: About, Case Studies, News & Events, Results, Resources, Related Links and other useful links to the project's LinkedIn and Bluesky. The Homepage also has a search bar to quickly navigate the website and a "[Subscribe to News](#)" button, where the public can subscribe to SafeNet's stakeholder database mailing list ([Appendix 11](#)). This database is used to send subscribed stakeholders the latest news about the project and engage them more directly. The website footer contains the emblems and acknowledgements for the EU funding source and ensures it is always visible. A "Contact Us" area provides the project coordinator, manager and communications contact names and emails. This area also links to the project LinkedIn, Bluesky, [Data Policy](#) and [Privacy Statement](#).
- **About** leads to three dropdown options:
 - **[Project Overview page](#)** introduces the challenge, objectives and expected results of the project.
 - **[Project Team page](#)** presents the team behind the project, including dropdown subpages for the Consortium, Executive and Advisory Boards.
 - **[Consortium](#)** lists the project participants with a consortium photo, map and easy-to-read logos. Users can access more detailed information about each project participant (including their specialities, key contact and organisation website) by clicking on each project participant's logo.
 - **[Executive Board](#)** lists the name and contact email for the representative from each Work Package lead. Permission will be asked at the next executive board meeting to include the members' pictures on the page.
 - **[Advisory Board](#)** introduces the name, organisation, focus and LinkedIn page of the external project advisers. Permission will be asked at the first advisory board meeting to include the members' pictures on the page.
 - **[Work Packages page](#)** presents a graphic with the links between the nine SafeNet work packages (WPs). Users can access more detailed information about each WP (the objectives, WP lead and key contacts) by clicking on each WP tile.
- **[Case Studies page](#)** outlines what is being studied in each of the four SafeNet case study locations. A graphic explains the Living Lab approach applied in the case study areas, and a map displays the geographic distribution of the case study sites. The page includes interactive tiles for each case study; clicking on a tile leads to a dedicated subpage with more detailed information about the local challenges being addressed and the co-created solutions aimed to be developed with stakeholders. Each subpage also features a



selection of images to help illustrate the context and activities and news articles tagged by locations will appear on the respective case study page.

- [News & Events pages](#) are regularly updated with project news, updates from related initiatives, and external developments relevant to SafeNet's objectives. Events organised by the SafeNet team, as well as those where the project is represented, are featured. This includes conferences, workshops, and other activities of interest to the consortium.
- [Results page](#) showcases the open-access scientific publications, articles, deliverable reports, datasets and any other significant outputs from the project as they become available. Project participants are expected to publish their results in high-impact, open-access, peer-reviewed journals and publish review articles and editorials where possible.
- [Resources page](#) houses the project promotional materials, communication and dissemination resources and activities, including project press releases, factsheet and promotional posters, etc.
- [Related Links page](#) lists the projects, initiatives, networks, partnerships and services related to SafeNet and its main themes of forest biodiversity, conservation and protection, ecosystem services and carbon-capture. Note that it includes SafeNet's sister project, also funded under the Call topic "HORIZON-CL6-2024-BIODIV-01-8" **FORbEST**. Clicking on each logo tile takes the user to a dedicated page with more detailed information, website and social media links.

2.9. Press release and articles

The **SafeNet project launch press release** was [published on 20 May 2025](#) by ERINN ([Appendix 12](#)), with coordinated publication by other project partners on the same day. The publication date was intentionally chosen to align with **International Biodiversity Week**, helping to maximise visibility. Some partners translated the press release into their local languages, further extending its reach. The press release was uploaded to **Alpha Galileo** (an independent business-to-business science news service for the research and media communities) and shared with partners, who were encouraged to distribute it widely through their networks. It was also promoted via the SafeNet social media accounts (LinkedIn and Bluesky) and disseminated through the websites and social media channels of several partners and related projects, listed below:

- **ERINN:** <https://erinn.eu/safenet-to-protect-biodiversity-and-forest-networks/>
- **Luke:** <https://www.luke.fi/en/projects/safenet> & <https://www.luke.fi/en/news/new-horizon-europe-project-launched-to-safeguard-biodiversity-and-carbonrich-forest-networks-in-a-changing-climate>
- **UnitBv:** <https://silvic.unitbv.ro/ro/stiri-si-evenimente/707-safenet-launch-event.html> & <https://www.facebook.com/FacultateadeSilvicultura/posts/pfbid0otTfwo6yHw7eomMVogontRBvyGtsk548D62Rn55WgVRN1MujXhK8c4s4WZQZGssTI>



- **TUM:** <https://www.lss.lis.tum.de/en/eoem/projects/safenet/>
- **TUD:** https://tu-dresden.de/bu/umwelt/forst/forstbotanik/zoologie/projekte/forschungsprojekte/details-forschungsprojekte/safenet-sicherstellung-der-biologischen-vielfalt-und-kohlenstoffreicher-waldnetze-in-europa?set_language=en
- **ESSRG:** https://www.linkedin.com/posts/essrg_safenet-internationalbiodiversityweek-horizoneurope-activity-7330985793680756737-LzMQ/?utm_source=share&utm_medium=member_desktop&rcm=ACoAABJt0y4BtaYZF1o3lnleu5o9jOidDqEyV-U & <https://www.essrg.hu/en/sustainable-forests-and-forestry-in-the-face-of-a-changing-climate/>
- **JYU:** <https://bsky.app/profile/uniofjyvaskyla.bsky.social/post/3lpqgqngkc2k> & <https://www.facebook.com/uniofjyvaskyla/posts/pfbid0vyCa7GJSjEdAvEQcgzqjpi119gKGsNin6LLnC6TGWtGSSVtcN8zNUuevwd8QmTC2I> & <https://www.facebook.com/jyuscience.fi/posts/pfbid02i41zbjyLgdpc79HmwT12pQjYJSWEmdKov5bnoTQ58SsNgEypkDtU27EqdE6rXNXql> & <https://www.sttinfo.fi/tiedote/71186728/uusi-horizon-europe-hanke-selvittaa-monimuotoisuutta-tukevia-metsanhoidon-menetelmia-ja-suojeluverkostojen-merkitysta-muuttuvassa-ilmastossa?publisherId=69817172&lang=fi> & <https://www.jyu.fi/en/news/new-horizon-europe-project-launched-to-safeguard-biodiversity-and-carbon-rich-forest-networks-in-a>
- **FSC:** <https://fsc.org/en/newscentre/general-news/safenet-project-launched-to-safeguard-biodiversity-and-carbon-rich-forest>
- **UPM:** <https://akisplataforma.es/en/projects/horizon-europe-safenet-project-safeguarding-biodiversity-and-carbon-rich-forest-networks>

Additional promotional articles will be developed to support targeted communication campaigns and raise awareness of SafeNet's activities, key messages, and results. Press releases will be issued for major milestones and significant events, helping to maximise visibility through partner networks and external media channels.

2.10. Infographics and visuals

Four SafeNet infographics ([Appendix 13](#)) have been developed to support partners in explaining the project in presentations (e.g. PowerPoint or posters) and documents. Each infographic focuses on a different aspect of the project:

1. Illustrates the **SafeNet modelling strategy**, including the tools and software that will be used throughout the project.
2. Shows the interconnections between the work packages, highlighting how each contributes to the overall **project structure**.
3. Presents a **map** of partner countries and the locations of the four case studies.



4. Visualises the **roles of stakeholders in the SafeNet Living Labs** (one per case study) and their involvement in broader project activities.

These infographics are available for download from SafeNet Teams in the [Branding material channel](#) and/or can be requested from ERINN (contact: mathilde@erinn.eu). They are also displayed on the project website.

Additional infographics, including a general project explainer, will be developed later in the project to further support communication and outreach efforts.

3. Conclusion

D8.2 aimed to develop a strong project branding suite and an accompanying portfolio of communication, dissemination and outreach resources. This report highlights the key work done to date (M6 - July 2025) in developing this portfolio; numerous tools have been developed and will be actively used to promote project activities and results. The SafeNet portfolio includes branding (project logo, brand guidelines), communication templates, project factsheet, pull-up banners, promotional poster, social media channels and visuals, project videos and short clips, press release and articles, infographics and a public website. Other materials will be developed over the course of the project, including additional videos and short clips, infographics, press releases, promotional articles, as well as targeted communication campaigns to promote key project results, highlight activities and approaches and project events. Resources such as the project website and social media will continue to be maintained until the end of the project.



4. Appendix

Appendix 1 - SafeNet Brand Guidelines



5 SafeNet Brand Guidelines

LOGO

The SafeNet logo lock-up is constructed using a combination of upper case and lowercase bold lettering and a specially hand crafted accompanying 'Three Tree leaf' on the left hand side. The logo can be used with or without it's tagline.

This section gives you guidelines on how to use the logo in any format, for example the recommended type face to use, the colour palette and best use of the logo on different backgrounds.




6 SafeNet Brand Guidelines

ONE COLOUR LOGO

The one colour version logos are intended for applications that are restricted in colour, such as fax, memo etc. or any time it is not possible to use colour printing techniques.





7 SafeNet Brand Guidelines

CORRECT USE OF LOGO

Colour background variations

The preferred background for the SafeNet logo is white, but there will be some instances where the logo needs to be used over a colour other than white. In this case, you may have to use either the white or black version of the logo.

Whether the logo is being used in full colour, black or white, please ensure that the logo is always legible and there is sufficient contrast between all the elements, particularly when using the logo with the tagline to ensure the text is legible.

| | | | |
|---|---|---|---|
|  |  |  |  |
| Correct The full colour logo is only fully visible on a light background. | Incorrect The full colour logo is not fully visible on a background similar in colour to the logo itself. | Correct The white logo is only fully visible on a dark background. | Incorrect The black logo is not fully visible on a dark background. |
|  |  | | |
| Correct The black logo is only fully visible on a light background. | Incorrect The white logo is not fully visible here on a light background. | | |

8 SafeNet Brand Guidelines

CORRECT USE OF LOGO (CTD.)

Photographic background variations

The preferred background for the SafeNet logo is white, but in some cases it is necessary to use the logo over images. In all cases, it is important to ensure that all elements of the logo are clearly visible.

| | | | |
|---|--|---|---|
|  |  |  |  |
| Correct The full colour logo is fully visible on a light image. | Incorrect The full colour logo is not fully visible on an image similar in colour to the logo. | Correct The white logo is fully visible on a dark image. | Incorrect The black logo is not fully visible on a dark image. |
|  |  | | |
| Correct The black logo is fully visible on a light image. | Incorrect The white logo is not fully visible on a light image. | | |



9 SafeNet Brand Guidelines

CORRECT USE OF LOGO (CTD.)

Clearance space
Clearance space is the area surrounding the logo that should be kept free of other graphical elements. You should allow sufficient space around the logo. The minimum required space to use around the logo is the height and width of the 'f' of 'SafeNet' from the logotype.

Clearance space for logo

Minimum size
The SafeNet logo can be increased to any size you require however the minimum size the logo should be displayed at only at 56mm in width. Where possible, the logo should not be used below these sizes as legibility will be compromised.

Minimum size
= 56mm width

10 SafeNet Brand Guidelines

INCORRECT USE OF LOGO

What not to do
Never recreate elements of the artwork. Do not modify elements or alter colours. Please adhere to the guidelines below.

✗ Do not distort logo

✗ Do not modify colours

✗ Do not rearrange elements

✗ Do not add elements

✗ Do not distort the icon

✗ Do not modify proportion

11 SafeNet Brand Guidelines

TYPEFACES

| | |
|--|--|
| <p>Primary – Inter (Graphic Design Use Only) Inter is the primary SafeNet typeface. This simple, modern font helps communicate ideas clearly and confidently. It is highly legible in both print and digital communications. It is available in a range of weights: from light to bold. Inter can be downloaded at https://font Bundles.com/inter. Inter is primarily used for print design.</p> | <p>Inter Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 @ * % & + = "</p> <p>Inter Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 @ * % & + = "</p> |
| <p>Secondary – Arial (General & Web Safe Use) Arial is the secondary SafeNet typeface. Arial reflects the clean look of the primary typeface and should be used wherever possible within Microsoft Office applications (i.e. Word, PowerPoint, Excel etc.). Arial Regular can be used for all standard communication materials e.g. letters/leaflets/posters etc. Arial can be downloaded at https://font Bundles.com/arial. Arial is packaged with all Microsoft and Macintosh computers.</p> | <p>Arial Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 @ * % & + = "</p> <p>Arial Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 @ * % & + = "</p> |

12 SafeNet Brand Guidelines

COLOUR PALETTE

Print
The CMYK values are required when preparing materials for professional print jobs. In-office printing will provide varied results depending on equipment and as a result, 100% colour accuracy cannot be expected.

Web
The RGB values are required when preparing materials for the web. It is important to note that the calibration of monitors, desktop printers and projection equipment can vary. Please adhere to the RGB values provided to ensure consistency across.

CMYK: 84/20/00/7
RGB: 33/140/33
HEX: 218c21

CMYK: 82/65/100/52
RGB: 18/69/18
HEX: 124512

CMYK: 55/59/86/54
RGB: 74/61/33
HEX: 4a3d21

CMYK: 18/50/100/2
RGB: 207/135/10
HEX: c1870a



A vertical poster with a white background on the left and a dark green background on the right. The left side contains text and logos, while the right side features the SafeNet logo and contact information. At the bottom, there is a row of stylized trees.

13 SafeNet
Grant Guidelines

ACKNOWLEDGEMENT OF EU FUNDING

All publications and other dissemination materials should include the EU emblem along with the following statement:

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SafeNet
Safeguarding Biodiversity
and Carbon-rich Forest
Networks in Europe



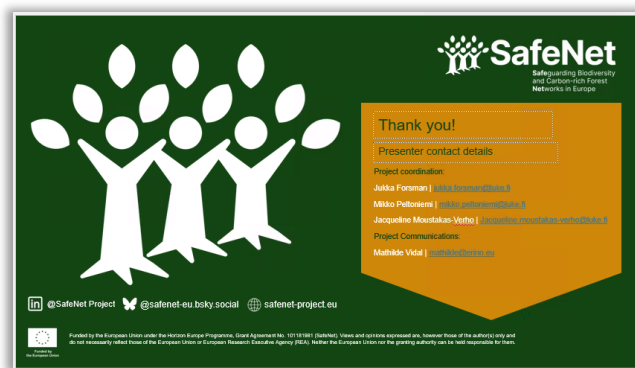
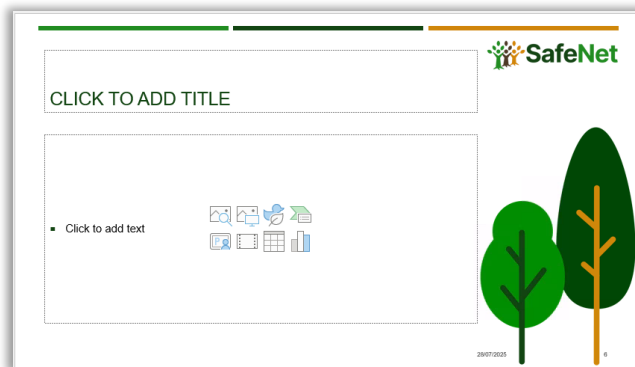
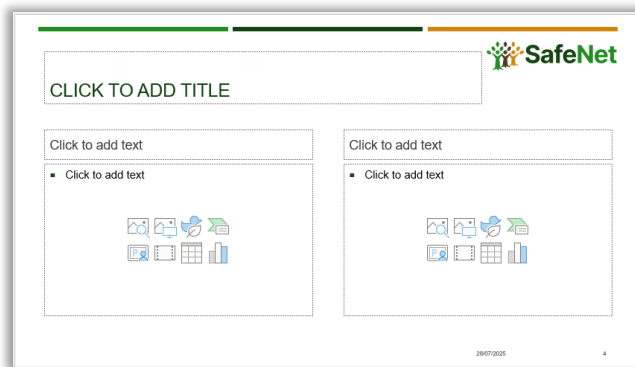
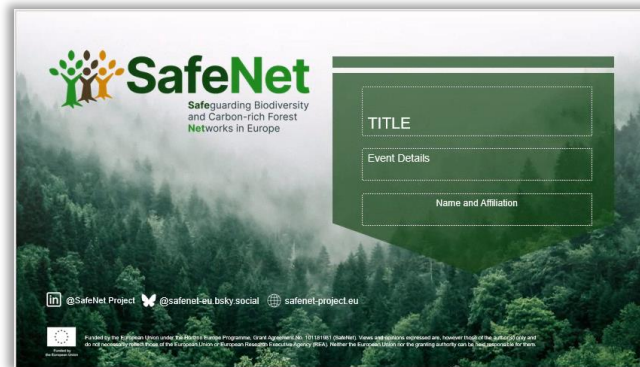
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Networks in Europe

For any queries regarding the implementation
of the SafeNet brand guidelines, please contact
Ina-Maria Viciu, inaviciu@erdc.eu.

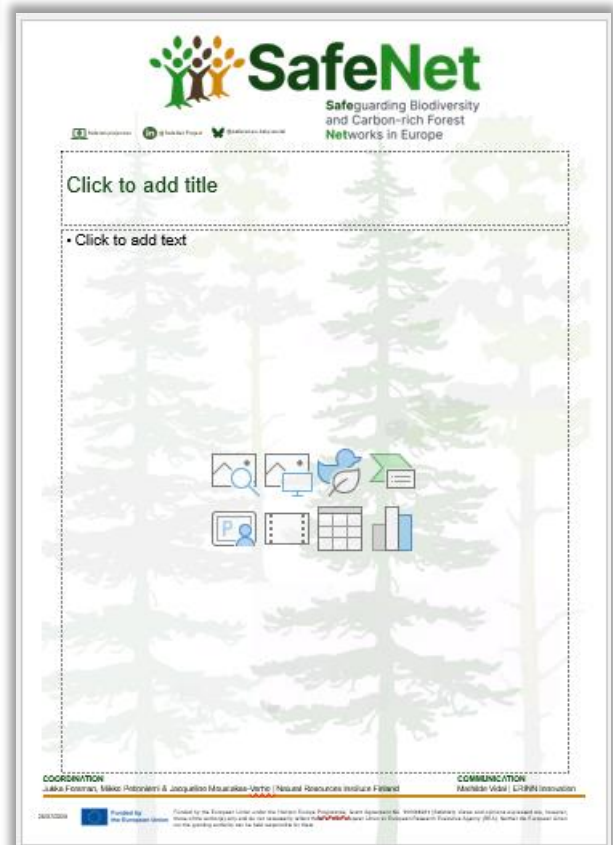
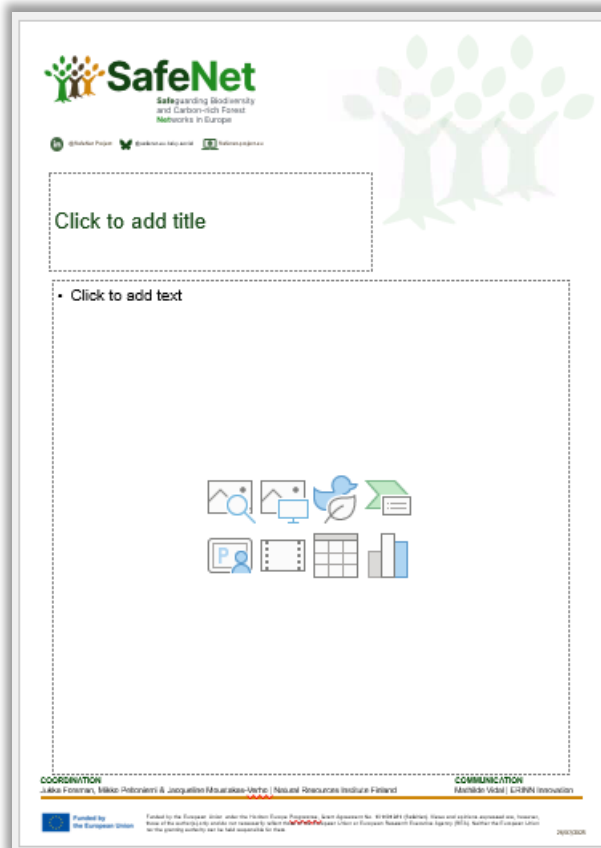
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www.safenet-project.eu




Appendix 2 - SafeNet PowerPoint presentation template



Appendix 3 - SafeNet poster presentation template



Appendix 4 - SafeNet Report/Deliverable template



SafeNet
Safeguarding Biodiversity and Carbon-rich Forest Networks in Europe


[Document title]

[DD/MM/YY Version X]

[Author's Name] [Author affiliation]
[Contact]

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[Report code/Deliverable No.]
[Report/Deliverable title]



Document information

| | |
|---------------------|---|
| Grant agreement | 101181981 |
| Project Acronym | SafeNet |
| Project Title | Safeguarding Biodiversity and Carbon-rich Forest Networks in Europe |
| Deliverable number | DX.X |
| Work Package Number | WPX |
| Deliverable Title | [add deliverable title] |
| Lead Partner | [partner name] [partner acronym] |
| Author(s) | [author name] [author affiliation] |
| Due Date | XX.XX.XX |
| Submission Date | XX.XX.XX |
| Dissemination Level | C ¹ |
| Type of Deliverable | R ² |

| Version | Date | Institution | People | Summary of Changes |
|---------|------------|-------------|--------------|--------------------|
| 1.0 | xx/xx/202x | XXXX | Name Surname | Comment |
| 2.0 | xx/xx/202x | XXXX | Name Surname | Comment |
| 3.0 | xx/xx/202x | XXXX | Name Surname | Comment |
| ... | xx/xx/202x | XXXX | Name Surname | Comment |

¹ Dissemination level (DELETE ACCORDINGLY): PU: Public, SEN: Sensitive, CL: EU Classified, information as referred to in European Commission Decision 2015/844 (EU-R: EU RESTRICTED; EU-C: EU CONFIDENTIAL; EU-S: EU SECRET).

² Type of deliverable (DELETE ACCORDINGLY): R: Document, Report, DEM: Demonstration, pilot, prototype; DEC: Website, patent filing; video; DATA: Data, metadata, etc.; DMP: Data Management Plan; ETHIC: Ethics deliverable; SECURITY: deliverable related to security issues; OTHER: software, technical diagram, algorithm, model, etc.

[Report code/Deliverable No.]
[Report/Deliverable title]







Figure X. Caption

Table X. Caption.

| Test | Example table |
|------|---------------|
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SafeNet
Safeguarding Biodiversity and Carbon-rich Forest Networks in Europe

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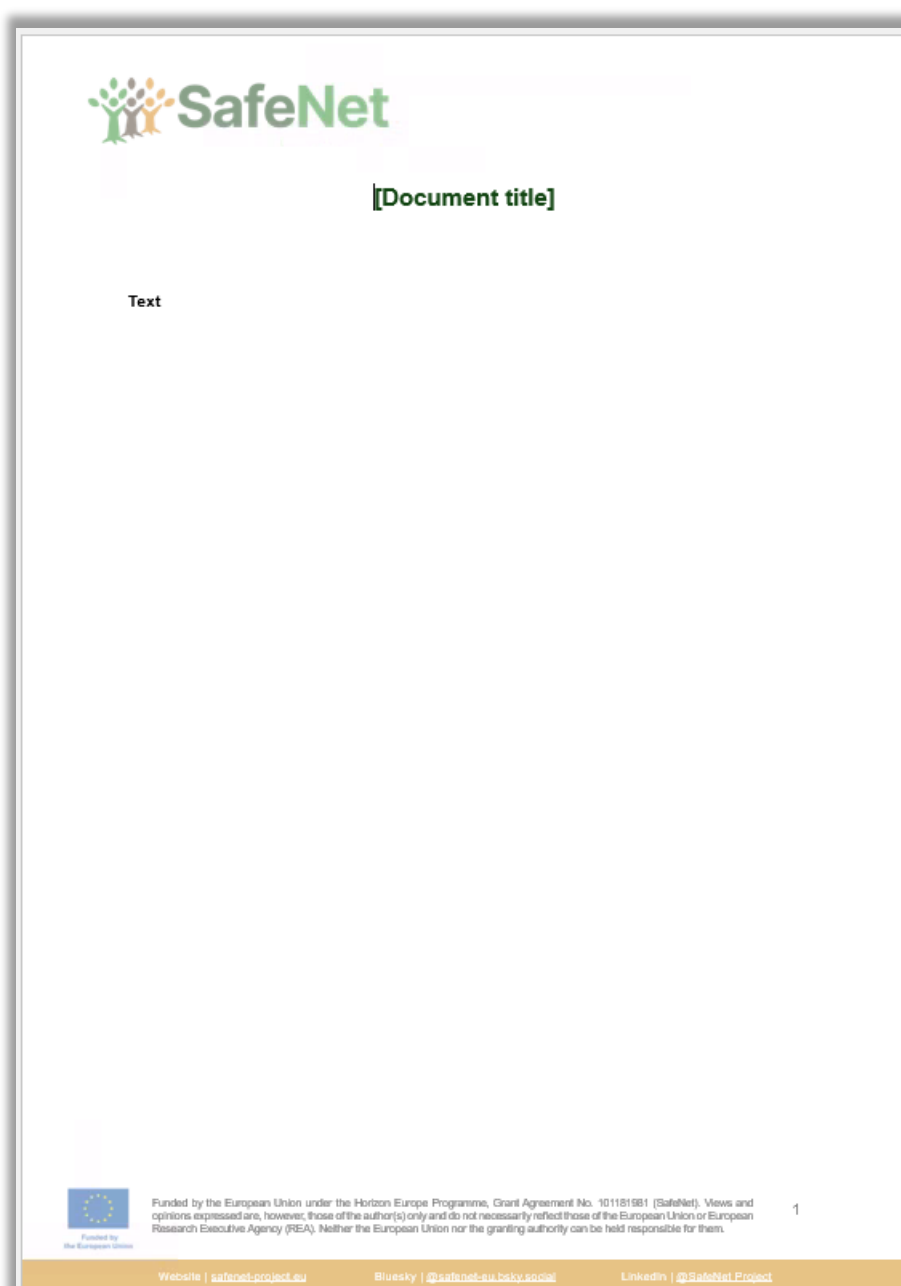
More Information

Website | safenet-project.eu
 Bluesky | [@safenet.eu.bsky.social](https://safenet.eu.bsky.social)
 LinkedIn | [@SafeNet Project](https://www.linkedin.com/company/safenet-project)


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Appendix 5 - SafeNet Word template



Appendix 6 - SafeNet promotional factsheet



Safeguarding Biodiversity and Carbon-rich Forest Networks in Europe

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[@SafeNet Project](https://www.linkedin.com/company/safenet-project)
safenet-project.eu

AT A GLANCE

Programme: Horizon Europe
Type of Action: Research and Innovation Action
Duration: February 2025 - July 2029 (54 months)
Consortium: 14 partners from 11 countries
Coordinator: Natural Resources Institute Finland (Luke)
Total Budget: €6.2 million
Call Topic: Conservation and protection of carbon-rich and biodiversity-rich forest ecosystems

CONTEXT

Europe's primary and old-growth forests – critical for climate regulation, biodiversity, and human well-being – face growing threats from climate change, intensive land use, and habitat loss and fragmentation. Protecting these forests means navigating a complex mix of environmental, social, and economic challenges. Forests are expected to provide natural resources, support local communities, and help meet climate goals, all among rising ecological stress. Yet, key knowledge gaps remain, especially around how forests and species are changing under different climate and land use conditions. To address these challenges, there is a clear and urgent need for improved monitoring, stronger forecasting tools, and closer cooperation between science, policy, and practice.


OVERALL GOAL

To protect forest biodiversity while supporting their use in climate change mitigation, wood and ecosystem services, SafeNet is developing anticipatory and sustainable management strategies that will be tested in four case studies located across a range of forest ecosystems in Europe.


CASE STUDIES

SafeNet's research is grounded in real landscapes through regional case studies across four European forest ecosystems. These case studies include Living Labs, which are collaborative spaces where researchers work directly with local communities, forest managers, policymakers, industry and other stakeholders to test and shape practical strategies for conserving biodiversity and strengthening forest resilience.


FOREST TYPES & CASE STUDIES LOCATIONS




Mediterranean Forests
Eastern Sierra Morena, Spain



Montane Forests
Berchtesgaden, Germany



Temperate Forests
Brasov, Romania



Boreal Forests
Evo, Finland

METHODS


- Cutting-edge fieldwork and remote sensing methods for biodiversity monitoring.
- Mathematical modelling of species communities and distributions.
- Integrated assessment and land surface models to support a pan-European scenario analysis.
- Tools for prioritisation and optimisation of forest management and conservation strategies at European and local scales.
- Living labs for co-developing management and policy solutions with stakeholders.

EXPECTED RESULTS

- Better field monitoring and remote sensing methods for biodiversity and the identification of old-growth forests.
- Best practices for sustainable forest management and conservation.
- Biodiversity and carbon stock development under climate and land-use change scenarios.
- Identification of key migration routes and connectivity bottlenecks.
- Spatially prioritised conservation strategies and management of forests in Europe and in local case studies.
- Road map for the protection of primary and old-growth forests and biodiversity in Europe.

CONSORTIUM

The SafeNet consortium is led by the Natural Resources Institute Finland (Luke) and comprises 14 partners with multi-disciplinary, complementary expertise from across 11 countries.



CONTACT

COORDINATION & MANAGEMENT
Natural Resources Institute Finland
Jukka Forsman, Mikko Peltoniemi & Jacqueline Moustakas-Verho

COMMUNICATIONS
ERINN Innovation
Mathilde Vidal

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Appendix 7 - SafeNet pull-up banners



Appendix 8 - SafeNet promotional poster

SafeNet
Safeguarding Biodiversity and Carbon-rich Forest Networks in Europe

Partner countries
Living Labs

Alpine "Berchtesgaden"
Mediterranean "Eastern Sierra Morena"
Temperate "Bozov"
Boreal "Evo"

CONTEXT
Europe's forests face escalating threats from climate change, land use, and habitat loss. Amid these rising ecological challenges, forests are expected to provide natural resources, support local communities, and help meet climate goals. SafeNet will strengthen the EU's ambitious policies and regulations, helping forests safeguard existing biodiversity, stay resilient, diverse, and full of life for generations to come.

CHALLENGES

CLIMATE CHANGE & DISTURBANCES

HABITAT LOSS & FRAGMENTATION

LIMITED UNDERSTANDING OF BIODIVERSITY

INCOMPLETE MONITORING TECHNIQUES

UNSUSTAINABLE MANAGEMENT PRACTICES

CONFLICTING NEEDS

OVERALL GOAL

To protect forest biodiversity while supporting their use in climate change mitigation, wood and ecosystem services, SafeNet is developing anticipatory and sustainable management strategies that will be tested in four case studies located across a range of forest ecosystems in Europe.

METHODS

- Cutting-edge fieldwork and remote sensing methods for biodiversity monitoring.
- Mathematical modelling of species communities and distributions.
- Integrated assessment and land surface models to support a pan-European scenario analysis.
- Tools for prioritisation and optimisation of forest management and conservation strategies at European and local scales.
- Living labs for co-developing management and policy solutions with stakeholders.

SAFENET'S MODELLING STRATEGIES

EXPECTED RESULTS

- Better field monitoring and remote sensing methods for biodiversity and the identification of old-growth forests.
- Best practices for sustainable forest management and conservation.
- Biodiversity and carbon stock development under climate and land-use change scenarios.
- Identification of key migration routes and connectivity bottlenecks.
- Spatially prioritised conservation strategies and management of forests in Europe and in local case studies.
- Road map for the protection of primary and old-growth forests and biodiversity in Europe.

CONSORTIUM PARTNERS

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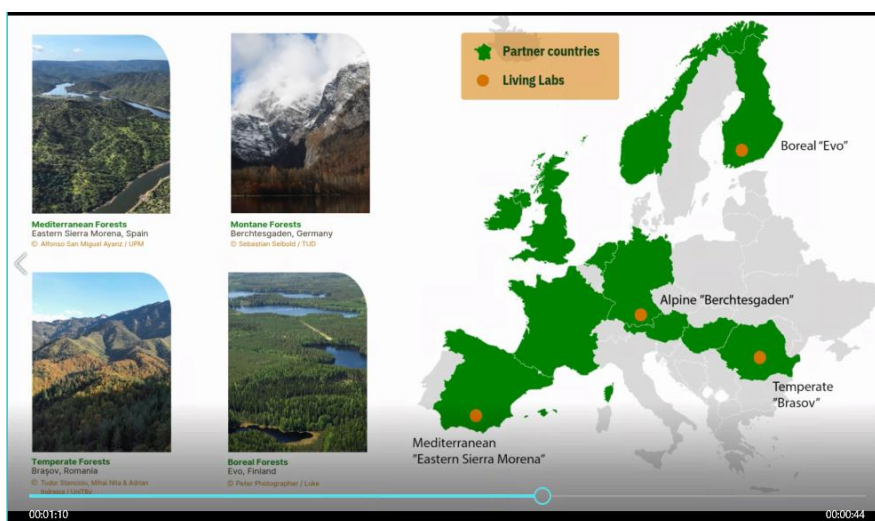
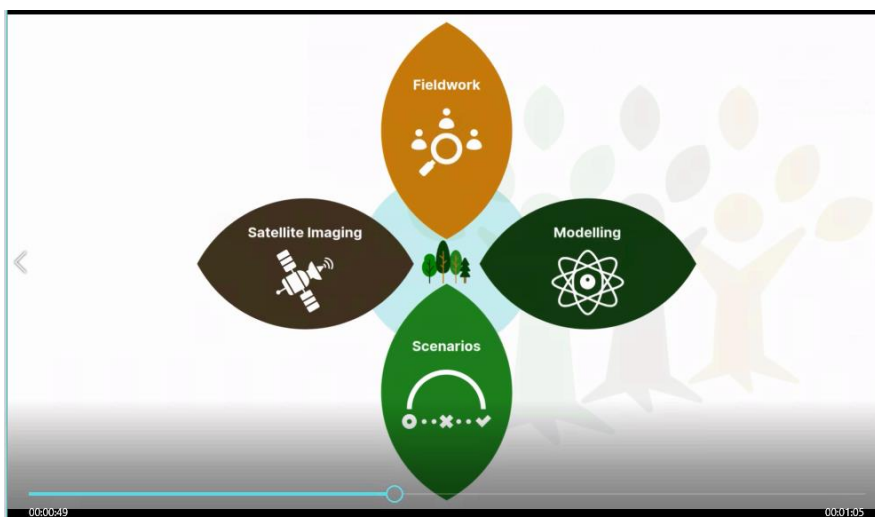
COORDINATION & MANAGEMENT
Natural Resources Institute Finland (Luke)
Jukka Paavola, Mikko Peltomäki & Jacqueline Moutaka-Verho

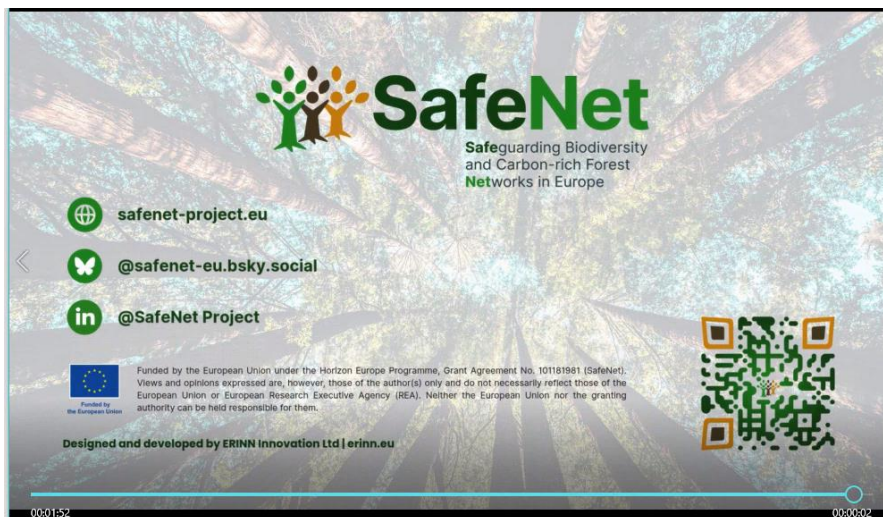
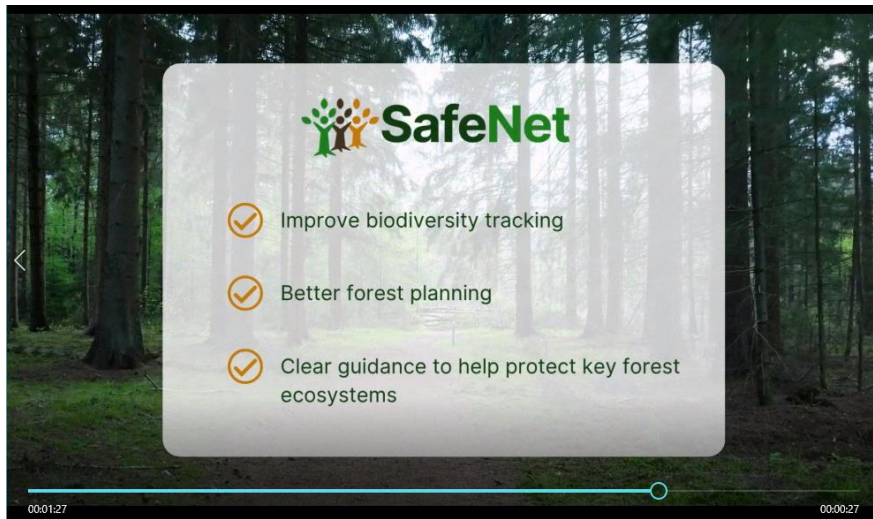
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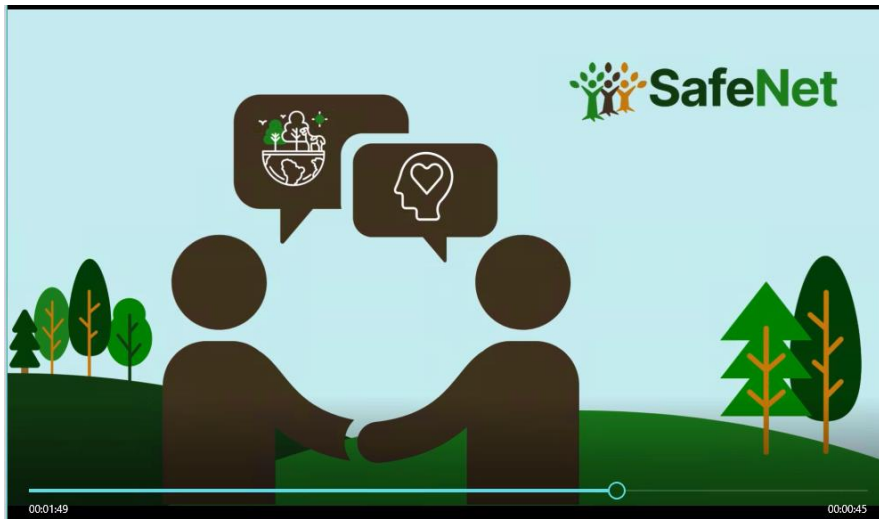
Appendix 9 - SafeNet project video 1: project introduction






Appendix 10 - SafeNet project video 2: case studies





Appendix 11 - "Subscribe to news" SafeNet Stakeholder Mailing List Form



SafeNet

Safeguarding Biodiversity and Carbon-rich Forest Networks in Europe

By signing up, you acknowledge that you are aware that your personal data will be used in line with our Privacy Statement. SafeNet does not share the information provided on this form with outside parties. You can change your mind at any time by clicking the unsubscribe link in the footer of any email you receive from us.

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Email Address

First Name

Last Name

Organisation name

Country

Expertise/Interest

Are you part of a related project/initiative?

Are you part of a related project/initiative?


Further detail on stakeholder type

If other selected, please add type

Stakeholder Group

- University
- Research Institute
- Industry - Small and Medium-size Enterprise (SME)
- Industry - Large private company
- Forest owner
- Policymaker
- Regulator
- Non-governmental organisation (NGO)
- Public
- Education
- Other (specify above)

Subscribe



Appendix 12 - SafeNet project launch press release



Please register to view contact details

New Horizon Europe project launched to safeguard biodiversity and carbon-rich forest networks in a changing climate

20/05/2025 ERINN Innovation

Funded under the European Union's Horizon Europe research and innovation framework programme, the **SafeNet** (Safeguarding biodiversity and carbon-rich forest **Networks** in Europe) project aims to address biodiversity loss and boost ecosystem resilience in European forests, using advanced monitoring, modelling, and working with local communities to develop solutions that balance conservation with the use of natural resources.

Collaboration with the people who depend on and manage forests is a key component of the project. Policymakers, forest owners and managers, conservationists, and selected industry experts involved in timber production, eco-tourism, and forest-based bioeconomy will be directly involved in shaping solutions. This will take place through regional case studies containing embedded Living Labs, as well as an EU-level Policy Lab.

"By combining cutting-edge science with hands-on collaboration, we can make a real impact and safeguard the future of Europe's forests," says project coordinator Jukka Forsman, Research Professor at the Natural Resources Institute Finland; *"SafeNet is not just about studying forests - it is about working with the people who rely on them to find solutions that balance conservation, climate adaptation, and sustainable use."*

SafeNet will use the latest scientific methods, such as biodiversity monitoring, advanced modelling, and remote sensing, to understand how climate change and land use are affecting Europe's forests. Conservation and management strategies will be tested in case studies located across a range of forest ecosystems. These include Mediterranean forests and fragmented landscapes in Spain and Germany, as well as temperate forests in Romania and Finland, all managed under long-term integrated practices. Stakeholders from each case study area will participate in regional living labs and play an active role in co-designing solutions tailored to their specific landscapes, ensuring that SafeNet's research leads to practical and effective strategies for safeguarding forests.

"Integrating anticipatory conservation strategies and commercial management of forests and habitats is essential for safeguarding species communities under climate change", says SafeNet co-coordinator Mikko Peltoniemi, Research Professor at the Natural Resources Institute Finland.

SafeNet researchers will study how species move and how ecosystems shift to predict where forests might act as climate refuges in the future. This will help identify the best ways to protect biodiversity and maintain healthy, carbon-rich forests. Building on these insights, SafeNet will develop effective management and conservation measures, such as maintaining ecological corridors to enable species to move along with the shifting ecosystems and temperature ranges. In the long term, this will help species adapt to new environmental conditions.

By bringing together cutting-edge science and real-world expertise, SafeNet will provide the knowledge and tools needed to strengthen EU conservation policies, helping forests stay resilient, diverse, and full of life for generations to come.

Attached files ▾



SafeNet Project



SafeNet's consortium members gathered in Tuusula, Finland, for the project kick-off in February 2025.

20/05/2025

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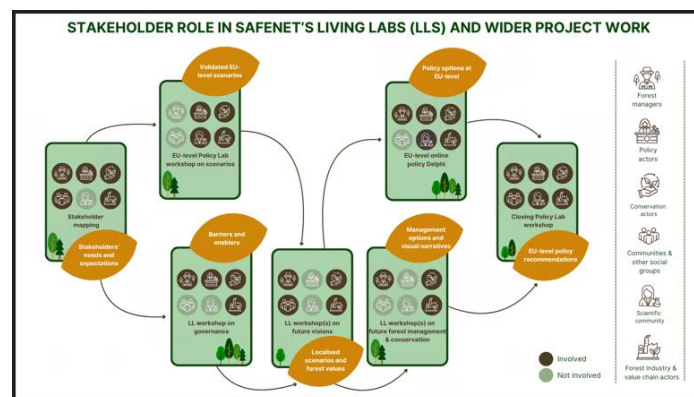
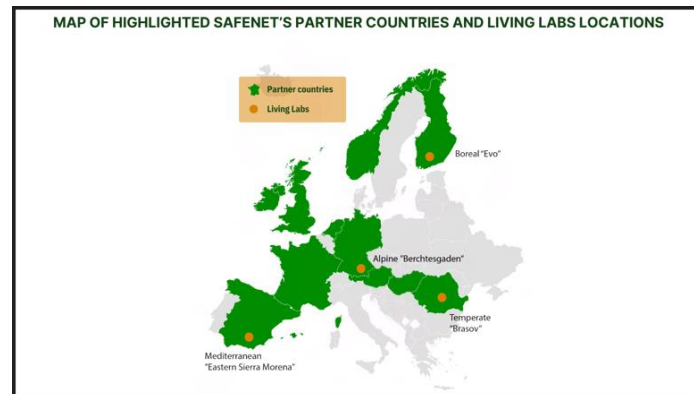
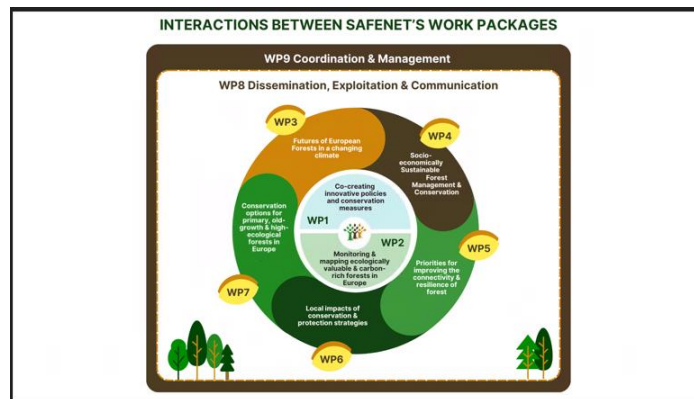
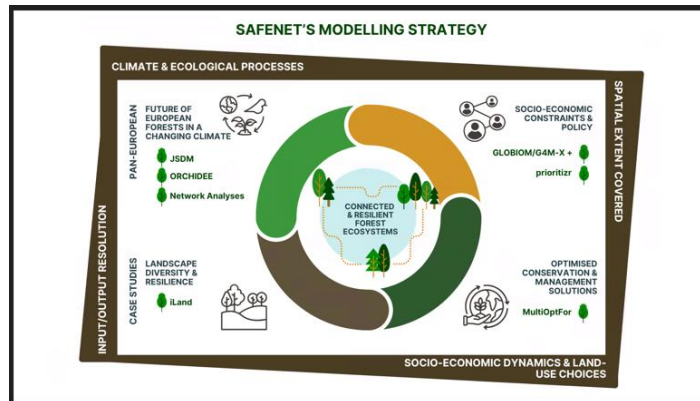
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Regions: Europe, Ireland, European Union and Organisations

Keywords: Science, Climate change, Environment - science, Science Policy



Appendix 13 - SafeNet infographics





SafeNet

Safeguarding Biodiversity
and Carbon-rich Forest
Networks in Europe

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