

# BASAJAUN

Building A Sustainable Joint Between Rural  
And Urban Areas Through Circular And  
Innovative Wood Construction Value Chains

## D8.1 Communication Handbook

<i>Version number</i>	0.1
<i>Dissemination level</i>	CO
<i>Lead partner</i>	INNOVAWOOD
<i>Due date</i>	31.01.2020
<i>Type of deliverable</i>	report
<i>Status</i>	submitted



## **Deliverable report for**

BASAJAUN - Building A Sustainable Joint Between Rural And Urban Areas Through Circular And Innovative Wood Construction Value Chains (862942)

## **Authors**

Uwe Kies (IW)

## **Revision and history chart**

<b>VERSION</b>	<b>DATE</b>	<b>EDITOR</b>	<b>COMMENT</b>
<b>0.1</b>	31/01/2020	Uwe Kies	First submitted version

## **Disclaimer**

This document reflects only the author's views and neither Agency nor the Commission are responsible for any use that may be made of the information contained therein.

## Table of contents

1	Executive summary	4
2	Purpose	4
2.1	What are the needs for communication?	4
2.2	Main directions and key messages	5
2.2.1	Topic A. Rural development, rural renaissance	6
2.2.2	Topic B. Sustainable wood construction	6
2.2.3	Topic C. Digitalization and innovation	7
3	Contents for initial dissemination	8
3.1	Public project summary	8
3.2	Social media contents	12
4	First guidance for dissemination	14
4.1	EU Horizon 2020 acknowledgement	14
4.2	Documentation	14

# **1 Executive summary**

This *BASAJAUN Communications Handbook D8.1* provides initial guidance to the consortium members about dissemination and communication activities in the project. It gives first direction and suitable contents to initiate the project's dissemination and communication activities in a coordinated manner. The handbook points out main topics and key messages per the target groups and provides approved summary texts for the creation of websites and social media contributions. It also informs about due requirements for publication and documentation of partners' activities.

## **2 Purpose**

### **2.1 What are the needs for communication?**

BASAJAUN is a major European-funded project addressing the topic of wood construction. It is one of a few major ongoing European projects addressing the link between sustainable use of forests and the forest-based industries that depend on the supply of wood. BASAJAUN was selected for funding because of its ambitious targets to deliver innovative impulses and substantial impacts in the participating regions (cf. grant agreement chapter 2.1). Communication and dissemination activities under WP8 play a key role in this approach to ensure that the set project goals and targets can be accomplished and maximise the impacts during the project lifetime as well as after the end of the project (cf. grant agreement chapter 2.2).

The WP8 main objective is to create an effective interface for broad visibility, communication and exploitation of the project with the R&I community, the markets and the sector. It has two main directions, a) to ensure transfer of all scientific and public results, and b) to facilitate the effective exploitation of foreground and results notably by the SMEs and RTOs in the targeted markets.

The WP supports open access, transfer and further exploitation by providing tools and dedicated support to partners for delivering greater market impacts of the results developed and demonstrated in all previous WPs. It secures proactive communication with important stakeholder groups and other relevant initiatives engaged with the project and ensures broad dissemination towards the concerned public and private actors within the sector and the public at large.

BASAJAUN's continuous communication activities are coordinated by WP8 Leader INNOVAWOOD and will be streamlined in detail through the Plan for Communication, Dissemination and Exploitation (PCDE, D8.2).

## 2.2 Main directions and key messages

The context in which the BASAJAUN project is operating represents a main opportunity to reach significant attention for its work and results.

Wood construction is one of the fastest growing industrial branches in the forest-based sector. Dominated by traditional family businesses, it is evolving into a modern industry that benefits from technological advances in digitalization, such as prefabrication and logistics. Engineered wood products (EWP) can store high amounts of carbon and can be recycled for a long time, which is why they have the potential to become an important technological lever for the mitigation of climate change. Wood construction represents a key part of the EU bioeconomy and can also make a significant contribution to the European Commission's goals to reduce GHG emissions and build a low-carbon economy by 2050.

Wood as a material, and especially quality products made from wood, are generally perceived with a positive image in the public. Building with wood receives more and more attention within the construction sector and also from the general public: it is a story about innovation that is gradually gaining more presence even in the mass media in many European countries. The topic is interesting also to lay persons, because it connects to the important themes of building/housing ('create a home') and sustainability ('help to save the planet').

*BASAJAUN targets the opportunity to generate a higher awareness for the benefits of sustainable forest use and wood construction by attaining a wider audience through good dissemination and communication.* This requires well prepared contents, i.e. success stories about forest/wood in general and about BASAJAUN's innovations in particular, plus a coordinated effort to spread these messages through multiple channels to the target groups.

The BASAJAUN project includes several outstanding topics and features and is expected to deliver progressive results, which will be communicated as widely as possible. A main characteristic is the full supply chain approach integrating both forestry, wood processing and manufacturing steps, linking raw materials in rural areas to high end products in the urban environment. These features will be used as main directions to guide the communication:

- Topic A. Rural development, rural renaissance
- Topic B. Sustainable wood construction
- Topic C. Digitalization & innovation

The following chapters present an initial analysis of the key messages, target groups and relevant BASAJAUN outcomes, to set the overall framework for WP8. This analysis will be further elaborated and operationalised for implementation with the consortium in the PCDE D8.2.

## **2.2.1 Topic A. Rural development, rural renaissance**

### *Key messages and contents*

- i. forestry as a main pillar of and employer in rural regions
- ii. forest ecosystems maintaining renewable products and ecological services for the society
- iii. multifunctional forest management ensuring resilient forests and a balance of biodiversity protection and raw material supply
- iv. high-skilled job possibilities in forestry, including positive effect on gender gap in rural areas
- v. safeguarding job opportunities, counteract rural exodus, revitalize rural economies

### *Main target groups*

- a) Forestry practitioners (owners, managers, operators), forest science community
- b) Regional authorities, rural development community, EU policy makers
- c) Rural population, youth, general public

### *BASAJAUN main outcomes*

Studies on wood as driver for sustainable development impacts in rural regions (D1.1, D1.2)

### *Main partners involved*

LUKE, FCBA, ITD, Departement Gironde, BaskEgur, InnovaWood, Tecnalia

## **2.2.2 Topic B. Sustainable wood construction**

### *Key messages and contents*

- i. wood as a modern construction system with high versatility and flexibility
- ii. high quality and durability of innovative wood-based products
- iii. healthy, attractive indoor environments suited to modern lifestyles
- iv. cost effective, competitive alternatives to conventional building
- v. greener products with better environmental performance
- vi. eco-design and smart systems solutions for low carbon economy
- vii. wood as a carbon sink for decades, reduction of GHG emissions, contribution to climate change mitigation

### *Main target groups*

- a) Wood industries, wood science & technology community
- b) Construction sector, planners, architects
- c) Public authorities, EU policy makers
- d) Urban population, consumers, general public

### *BASAJAUN main outcomes*

1. Guidance reports about building with wood addressing a holistic value chain approach including LCA assessment, recyclability and eco-design of novel building products and systems (WP1/WP2: D1.3, D1.4, D2.1-D2.5)
2. Innovative bio-based materials, products and constructive systems, including e.g. thermoplastic composites, WPC foams, structural insulation panels, waterborne coatings with fire-proof properties, structural components, façade, interior partitions and roof prototypes, innovative fixing systems, etc. (WP4: D4.1-D4.10)
3. Two full-scale demo buildings - in Bordeaux/France and in Jyväskylä/Finland (WP6: D6.1-D6.5)

### *Main partners involved*

Tecnalia, Aimplas, VTT, FCBA, RISE, LTH, WKI, TUM, ITD, PUC, Irurena, Garnica, ENAR, BaskEgur, Moelven, Strusoft, Vipura, Elastopoli, Soprema, Focchi, Etcetera, UNStudio, Omikrondokk, InnoVAWood, Alpha

## **2.2.3 Topic C. Digitalization and innovation**

### *Key messages and contents*

- i) Digitalisation as a main driver of change in forest-based sector
- ii) Industry4.0 solutions to boost innovative wood construction chains
- iii) High end remote sensing applications to monitor forest resources
- iv) Smart tech to monitor building performance and sustainability
- v) Smart supply chains as a means to better connect rural and urban areas

### *Main target groups*

- a) Forestry practitioners, wood processing/construction industries
- b) IT / tech sector, innovation hubs, business developers, start-up and investment community
- c) Construction sector, planners, architects, public authorities
- d) Students, scientific community (civil engineering, wood science, architecture, forestry, IT)

### *BASAJAUN main outcomes*

1. A 'Forest to Building Digital Framework' (F2BDF) as complete digital twin of the whole value chain (WP3, D3.1-D3.6)
2. A novel exploitation and co-creation platform for upscaling of results together with more regional companies and stakeholders (D7.2, D7.4)

### *Main partners involved*

Tecnalia, VTT, RISE, Moelven, RemaSawco, UNStudio, Treely.ai, InnovaWood

## **3 Contents for initial dissemination**

### **3.1 Public project summary**

The following summary text is to be used as initial dissemination of the project through partner websites, internal reports and newsletters. It can be translated and adjusted to any purpose by shortening or reorganizing the text passages.

#### ***Main objective***

BASAJAUN is a major European innovation project about sustainability of building with wood. The main objective is to demonstrate how wood construction chains can be optimized to foster both rural development and urban transformation whilst being connected with sustainable forest management in Europe. The core idea is to enable the construction of a mid-sized building with the lowest possible hectares of forest.

Two full-scale medium-sized demo buildings will be constructed in Finland and France using innovative architecture and a complete digitalization of the 'forest to building' chain to show how wood construction can create benefits for rural areas.

#### ***Project setup***

Coordinated by Tecnalia, the project comprises 30 partners from 12 countries including 8 leading research and technology organizations, 3 universities, 15 companies and 5 other public and sectoral organizations. The team unites strong expertise in wood construction systems and buildings, innovative materials, architecture, forestry, digitalisation, environmental assessment and rural development. It covers regions both in Northern, Central and Southern Europe.

The project has received a 10M€ grant funding from the EU Horizon2020 research and innovation programme under the grant agreement no. 862942. The project will run for four years from October 2019 until September 2023.

### ***BASAJAUN title origin***

The title BASAJAUN is adopted from an imaginary creature of the Basque mythology and can be translated as 'Protector of the forest'<sup>1</sup>. Basajaun was believed to be strong, savage but peaceful human-like spirit dwelling in the woods of the Pyrenees in Spain. His female companion is called Basandere. Basajaunak (plural) were thought to protect flocks of livestock by alerting the shepherds about storms or wolves, to build megaliths, and to teach skills such as farming and ironworking to humans.

The name BASAJAUN has been chosen for the project as an analogy to the idea that forests can be better protected through a sustainable use of forest products in wood construction, to generate positive benefits for the rural communities.

### ***Rural development / rural renaissance***

Rural areas represent around 80% of the EU territory, yet they are inhabited by only 28% of the population<sup>2</sup>. Rural populations face disadvantages such as less access to public infrastructure and services and higher risk of unemployment, poverty and social exclusion, which are main reasons for major demographic changes and rural depopulation trends.

In this context, forests and forestry can help rural development and contribute to the economic growth of Europe's rural regions. Sustainable forest products and services connecting forests with urban centres through smart modern wood supply chains, such as the wood construction sector, can ensure existing jobs and create new opportunities for business and employment especially also in rural areas. Fostering this rural renaissance is a main purpose of the BASAJAUN project.

### ***Sustainable wood construction***

Wood is one of the most versatile, widely used building materials, as it is extremely strong in relation to its weight. The wood construction market is growing and diversifying worldwide, including high multi-storey buildings, as innovative products such as CLT or industrial prefabrication are revolutionising the construction market.

<sup>1</sup> Various wiki entries about the Basajaun mythology: [basquemythology.amaroa.com/personajes-mitologicos-de-vasconia/basajaun](http://basquemythology.amaroa.com/personajes-mitologicos-de-vasconia/basajaun), [pyreaneanexperience.com/basajaun-and-basque-mythology/](http://pyreaneanexperience.com/basajaun-and-basque-mythology/), [fr.wikipedia.org/wiki/Basajaun](http://fr.wikipedia.org/wiki/Basajaun), [mythology.wikia.org/wiki/Basajaun](http://mythology.wikia.org/wiki/Basajaun)

<sup>2</sup> EUROSTAT: Statistics on rural areas in the EU. [ec.europa.eu/eurostat/statistics-explained/index.php/Statistics\\_on\\_rural\\_areas\\_in\\_the\\_EU#Population\\_distribution\\_by\\_degree\\_of\\_urbanisation](http://ec.europa.eu/eurostat/statistics-explained/index.php/Statistics_on_rural_areas_in_the_EU#Population_distribution_by_degree_of_urbanisation)

Wood is also a natural, renewable material that stores CO<sub>2</sub> in solid products throughout their whole life cycle. Increasing the consumption of wood in buildings implies a reduction in the use of other non-renewable materials, such as concrete or steel that require high amounts of 'grey energy' for production. By choosing this renewable construction material instead of other materials, the carbon footprint of buildings can be significantly reduced.

Modernising urban areas by promoting building with wood including multi-storey buildings, renovation, retrofitting, and urban densification is a great opportunity for a low carbon, circular economy. Enhancing carbon capture in forests and maximizing storage in wood products will play an essential role in the mitigation of anthropogenic GHG emissions to combat climate change. The BASAJAUN project demonstrates how new materials, products and system solutions can benefit a sustainable circular wood construction sector.

### ***Digitalization***

Digital technologies are a disruptive driver of change in our society. Industry 4.0 is leading the digital transformation of fully connected industrial production and innovation systems, such as smart factories, automation and mass customisation. Digital innovations in forestry and wood industries are paving the way to more sustainable management of forest and more efficient use of wood resources. Enhanced scanning, automation and modelling technologies allow that digital twins of forests and buildings are becoming a reality.

By connecting step by step the entire chain from the individual tree in the forest up to the specific wood product in a building, it will be possible to fully optimise the valorisation of wood in terms of its economic, environmental and social benefits. The BASAJAUN project will develop a first prototype of a digital 'forest to building' platform to showcase that the data gaps between forestry and wood industries can be bridged through digital solutions and be exploited for the benefit of a more competitive, sustainable wood construction sector.

### ***Main expected outcomes***

The BASAJAUN project will deliver the following innovative outcomes:

1. Several guidance reports about building with wood addressing a holistic value chain approach including LCA assessment, recyclability and eco-design of novel building products and systems
2. Studies on wood as driver for sustainable development impacts in Europe's rural regions
3. A 'Forest to Building Digital Framework' (F2BDF) as complete digital twin of the whole value chain

4. A series of innovative bio-based materials, products and constructive systems, including e.g. thermoplastic composites, WPC foams, structural insulation panels, waterborne coatings with fire-proof properties, structural components, façade, interior partitions and roof prototypes, innovative fixing systems, etc.
5. Two full-scale demo buildings - in Bordeaux/France and in Jyväskylä/Finland
6. A novel exploitation and co-creation platform for upscaling of results together with more regional companies and stakeholders
7. Broad dissemination of results and policy recommendations in the forest-based sector and towards the interested public

### ***Coordinator contact***

#### **TECNALIA**

Building Technologies Division

Área Anardi, 5

E-20730 Azpeitia – Gipuzkoa, Spain

#### **Javier García Jaca, PhD.**

Project Director

T +34 943 105 300 (International calls)

[javier.garciajaca@tecnalia.com](mailto:javier.garciajaca@tecnalia.com)

[www.tecnalia.com](http://www.tecnalia.com)

### ***Role of participant (optional)***

*[Partners to add own contacts and their specific role in the project] (optional)*

### ***Project consortium***

*Research:* 1. TECNALIA, 2. AIMPLAS (Spain), 3. VTT, 4. LUKE (Finland), 5. FCBA (France), 6. RISE, 7. Lund Technical University LTH (Sweden), 8. Fraunhofer WKI, 9. TU Munich (Germany), 10. Lukaszewicz Research Network ITD (Poland), 11. Pontificia Universidad Católica (Chile) / *Industry:* 12. Irurena, 13. Garnica, 14. ENAR, 15. BaskEgur (Spain), 16. Moelven, 17. RemaSawco, 18. StruSoft (Sweden), 19. Elastopoli (Finland), 20. Soprema (France), 21. Focchi (Italy), 22. Etcetera Solutions, 23. UNStudio (Netherlands), 24. Treely.ai (Portugal), 25. Omikrondokk (Hungary) / *Public authority:* 26. Département de la Gironde (France) / *Dissemination, Exploitation:* 27. InnovaWood (Belgium), 28. Alpha Consult (Italy).

## **EU Horizon 2020 acknowledgement**

© BASAJAUN project 2019-2023



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 862942.

This information reflects only the author's views and neither Agency nor the Commission are responsible for any use that may be made of the information contained therein.

EC CORDIS website <https://cordis.europa.eu/project/id/862942>

Last update of webpage: [Date]

### **3.2 Social media contents**

The following texts collect suitable passages for social media channels.

*Main identifier hashtag:* **#BASAJAUNH2020**

*Additional useful hashtags:* #wood, #construction, #building, #architecture, #facades, #timber, #mass timber, #sustainability, #sustainablebuilding, #CircularEconomy, #bioeconomy, #forest, #forestry, #forestmanagement, #ruralrenaissance, #ruraldevelopment, #digitalization, #digitization, #industry4.0, #Horizon2020, #Tecnalia

*Shortened link to CORDIS website:* [www.bit.ly/basajauncordis](http://www.bit.ly/basajauncordis)

#### **Short project summary**

BASAJAUN is a major European innovation project about #sustainability of #building with #wood. The main objective is to demonstrate how wood #construction chains can be optimized to foster both rural development and urban transformation whilst being connected with sustainable #forest management in Europe. Two full-scale medium-sized demo buildings will be constructed in Finland and France using innovative #architecture and a complete #digitalization of the 'forest to building' chain. The title BASAJAUN is adopted from a creature of the Basque mythology and can be translated as 'Protector of the forest'. Coordinated by #Tecnalia, the project comprises 30 partners from 12 countries including 8 leading research and technology organizations, 3 universities, 15 companies and 5 other public and sectoral organizations. The project has received a 10M€ funding from the EU #Horizon2020 research and innovation programme under the grant agreement no. 862942.

### ***Focus on 'Rural renaissance'***

Forestry and wood industries can help rural development and contribute to the economic growth of Europe's rural regions, which represent around 80% of the EU territory. The *#BASAJAUNH2020* project demonstrates how sustainable forest products can connect forests with urban centres through smart modern wood construction chains exploiting digital solutions. These new value chains can ensure existing jobs and create new opportunities for business and employment especially also in rural areas, fostering a rural renaissance.

### ***Focus on 'Sustainable wood construction'***

Wood is a natural, renewable construction material that stores CO<sub>2</sub> in solid products throughout their whole life cycle, which can significantly reduce the carbon footprint of buildings. The *#BASAJAUNH2020* project promotes sustainable wood construction chains connecting forests with urban areas, which can play an essential role in the mitigation of GHG emissions to combat climate change.

### ***Focus on 'Digitalization'***

The digital transformation is leading to disruptive changes also in forestry and wood industries. Digital twins of forests and smart buildings with wood are becoming a reality. The *#BASAJAUNH2020* project will connect step by step the entire chain from the individual tree in the forest up to the specific wood product in a building. Thereby it will be possible to fully optimise the valorisation of wood in terms of its economic, environmental and social benefits and foster a more competitive, sustainable wood construction sector.

### ***Focus on 'BASAJAUN'***

Have you heard of BASAJAUN, the 'Protector of the forest'? It is a mythical creature of the Basque country in Spain, believed to be a strong, savage but peaceful spirit dwelling in the woods of the Pyrenees, who protected livestock and taught farming and ironworking skills to humans. The a new European-funded innovation project *#BASAJAUNH2020* uses the name as an analogy to the idea that forests can be better protected through a sustainable use of forest products in wood construction, to generate positive benefits for the rural communities.

## 4 First guidance for dissemination

### 4.1 EU Horizon 2020 acknowledgement

All project publications and communications regardless of their consideration of “dissemination” or “communication” must include the following acknowledgment and disclaimer, as also detailed in the grant agreement section 38.1.

© BASAJAUN project 2019-2023

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 862942.



This information reflects only the author’s views and neither Agency nor the Commission are responsible for any use that may be made of the information contained therein.

EC CORDIS website <https://cordis.europa.eu/project/id/862942>

### 4.2 Documentation

i) Partners are requested to keep a **full track record** of any dissemination activities they undertake for the project using the following table, which is accessible in the project cloud repository provided by the coordinator:

*Table 1 Track record of dissemination and communication activities*

<b>No.</b>	<b>Date</b>	<b>Type of activity</b>	<b>Title (short description)</b>	<b>Organisation (Authors)</b>	<b>Link to websites</b>

ii) Partners shall also keep **digital copies** of published materials or important documents and upload it in the project repository.

iii) Activities also need to be reported in the **EC Participant Portal** in the *Continuous Reporting* tool on a regular basis (complete update requested at the end of reach reporting period). Scientific and other major publications need to be added under the section “Publications”. This can be undertaken by each partner individually. Under the section “Dissemination & Communications”, a summarized count of per type of activity needs to be provided for the whole project. The dissemination manager and the coordinator oversee the compilation of these data based on the track record table provided by each partner.