

Launch of the communication strategy for the idea-gathering phase

Collection of ideas among stakeholders for the drafting of the Innovation Portfolio, the portfolio of ideas for solving the challenge. This is the new phase of The New Forest challenge, **the project for the enhancement of the forest heritage of the Parmense-Piacentino Apennines**.

The co-design process launched by the University of Parma, which sees the Municipality of Bardi as the proposer of the Challenge, in collaboration with the Centro Studi della Valle del Ceno Samorè, Legambiente Circolo Alta Valtaro and Onlus Diaspro Rosso Società Cooperativa Sociale, is now in full swing.

Within the framework of the PNRR Ecosister project, The New Forest Challenge intends to create a **synergic, cohesive and inclusive network of owners** (e.g. through Forest Agreements) and other Stakeholders, which will enhance the value of the forest heritage of the Parmense-Piacentino Apennines. In order to reach a minimum critical mass of owners, the support of Public Entities and the Church (also as owners), Schools, Enterprises, Associations and Communities, as well as an adequate **communication strategy**, is fundamental.

Wonderlab, the territorial agent, in agreement with the University of Parma as well as with the Proponents and Co-proponents, launched several communication initiatives to gather ideas and suggestions for the identification of innovation ideas to be introduced in the future and to disseminate the project in the best possible way.

From the point of view of communication activities, the first step involved the elaboration of the Brand Image, within which a logo was designed that takes its cue from the characteristic and representative elements of the territory, in order to create a visual element that has the strength to sustain a dynamic, direct and captivating communicative thrust.

The logo aims at enhancing the wooded landscape of the Parmense-Piacentino Apennines, mostly of the “coppice” type, promoting the need to protect the forest heritage, also for the benefit of the fight against hydrogeological instability and depopulation, conveying a new idea of “mountain”, centred on and driven by the themes of digital transition and sustainability. The colours chosen are a clear reference to the predominant tones of the forest heritage, developing on different shades of green that fade towards nuances involving light blue, as an element of representation of the concepts of innovation, institutionality and digitalisation.

The lettering presents the project name “The New Forest”, with the subtitle “Network for the valorisation of the Parmense-Piacentino Apennines”, totally in capital letters to communicate grit and strength, but with softened shapes to highlight the innovative, fresh and dynamic nature of the project.

Having defined the network's logo, the creation of social pages was then carried out. Social networks are, in indeed, an increasingly valuable tool for the dissemination of news and updates, but also for receiving detailed feedback in real time from the users themselves. The social communication strategy, in this sense, will focus on involving users in the project activities, so that they can be protagonists with useful contributions to the realisation of the Challenge. For this reason, Facebook, Instagram, LinkedIn profiles and a YouTube channel have been opened to disseminate, with specific posts depending on the type of social platform used, the project, news and all the initiatives envisaged by the project activities.

Particular attention, of course, was given to mobile devices: smartphones have become an essential tool for communicating and staying informed. To spread the challenge, a promotional Landing Page was also created, in which the project was summarised with its values and objectives, highlighting the possible areas of intervention for gathering ideas for innovation

- valorisation of ecosystem services;

- sustainability credits;
- networks and new markets;
- buildings for co-working;
- roots tourism;
- civil protection centre, for training and education of citizens.

The communication strategy starts from the concept that everyone's contribution is fundamental to the dissemination of the project. For this reason, the communication strategy aims to build an active community around 'The New Forest' project, using three main tools. The first is given by a survey, to take advantage of the cooperation of stakeholders and all interested parties through which everyone will be able to recount their experience and illustrate their ideas, regarding the issues proposed by the Challenge, with particular attention to wood, depopulation, hydrogeological instability and new forms of work.

The second is given by promotional videos specifically dedicated to tell the strengths of the Challenge and the objectives to achieve, with the intention of involving the entire community to be an active part of the initiative. The third is represented by a WhatsApp Group to allow the community to stay updated on all the initiatives and events planned.

In addition, to support the communication strategy, an information brochure was produced in which the expected changes are highlighted. Through the QR-Codes embedded in it, people will be able to view the promotional video, participate in the survey and join the community, fostering a sense of interactivity and involvement with the challenge and the territory.

For further dissemination of the project idea and greater stakeholder involvement, targeted public events will be organised in the area during 2025. The aim will be to encourage a first-hand exchange of ideas, to discuss the issues that have emerged and future objectives. Anyone interested in contributing to the project (Public Bodies, Companies, Associations or private citizens) can also write to unipr@wonderlab.it to find out more. Further information on the project is available on the ECOSISTER website and in the dedicated section of the UNIPR portal.

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Fabio Setta