



Dublin Mountains Makeover

Stakeholder Engagement & Communications Strategy

COILLTE
nature



What I'll cover:

- Background
- Communications Strategy Process
- Stakeholder Mapping
- Objectives & Key Messages
- Outputs
- Impact



- **Is a long term plan to transition 910 hectares across nine forests in the Dublin Mountains away from commercial clearfell/replant model towards Continuous Cover Forestry & Native Woodland with the aim to benefit nature and people and promote recreation**
- Coillte is part of Dublin Mountains Partnership (DMP) which manages & provides sustainable recreation in Dublin Mountains (established in 2008).
 - DMI who represent recreation users were pushing for Coillte to change forestry emphasis and plant more native trees.
 - Coillte very aware the value these forests provide in terms of recreation, public goods and green space far outweighs the value in terms of timber production and was examining how best to manage this resource going forward.
- The Dublin Mountains Makeover is a key pillar of the new DMP strategy.
- Online consultation in 2019 – overall very positive response to forest conversion and planting more native woodland, and desire to see continued improvement in recreation facilities

Approach: Communications Strategy Process



- ❖ **Seeds:** Evaluating impact – how we measure success
- ❖ **Leaves:** Output schedule – when, where and how we're saying it
- ❖ **Branches:** Key messages – what we're saying and to whom
- ❖ **Boughs:** Our objectives – how we're going to achieve the strategic goals
- ❖ **Trunk:** Our strategic goals – what we want stakeholders to think
- ❖ **Bark:** Our stakeholders – who they are, where they sit, what they think
- ❖ **Heartwood:** Project identity – what it is, how we want it to be seen overall

...an integrated, iterative and targeted approach

Stakeholders: Who are they and where do they sit?

- We identified 140+ project stakeholders
- Rated them in terms of their power and interest in the project
- Placed them in a matrix to understand how we'll communicate with them
- This is a high-level summary



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Objectives: How are we going to achieve our goals?

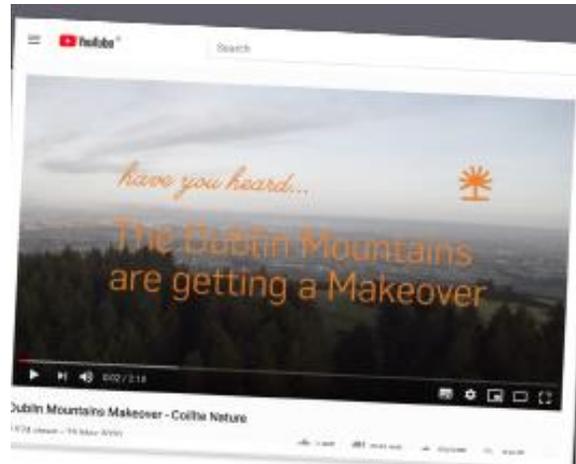
1. **Emphasise responsibility, urgency and "the right thing to do"** by placing the project in the context of the biodiversity crisis, climate-resilient forests and health and wellbeing through recreation, with particular reference to future generations and young people
2. **Highlight the key benefits for each target audience group** by disaggregating the message and using illustrative best practice examples and data where possible
3. **Use a wide range of channels** to communicate among a diverse stakeholder group, with particular focus on the groups that are more diffuse (e.g. residents, forest users) and the groups that influence them (eNGOs)
4. **Demonstrate transparency** by explaining the actions we're taking and their implications for forest users in creative ways to help manage expectations about what will happen, where, when and how in the short-medium term
5. **Build trust by communicating early and often**, and developing a protocol to manage queries from the general public
6. **Maintain focus on the project** by developing a bespoke identity that encompasses the forest properties as a unit
7. **Work closely with key partners** (e.g. DMP, Co Cos, NPWS, etc) to share comms outputs across platforms

Outputs: Where, when and how are we saying it?

Key Messages and Outputs:

- Online: Website, blog, social media, newsletter, videos
- Signage: General temporary signage, intervention-specific signage
- Info days: For Coillte teams, volunteer rangers, local residents
- Leaflet drop: For residents, farmers, foresters based in the locality
- On-site events: info campaign, summer walks & talks (limited due to Covid-19)
- 1:1s: Key influencers (locals, eNGOs, Govt departments, etc)
- Direct letters/emails: Public representatives, local businesses, local groups
- Media campaign: National and local broadcast and print media

Sample Outputs:



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Forest facelift for Dublin Mountains as native trees replanted

SENATOR PIPPA HACKETT, MINISTER OF STATE FOR FORESTRY, AND IMELDA HURLEY, COILLTE CHIEF EXECUTIVE, LAUNCH THE DUBLIN MOUNTAINS MAKEOVER PROJECT IN TICKNOCK, CO DUBLIN. PHOTOGRAPH: ROBBIE REYNOLDS

By Kevin O'Sullivan

The Dublin Mountains are undergoing a facelift which will see autumnal colours from native trees increasingly replacing the green associated with dominant commercial conifer plantations in many areas.



Dublin Mountains Makeover

What's going on in Ticknock?

Here in Ticknock, we are converting two small areas of primarily Sitka spruce forest into native woodland to enhance the habitat for wildlife, enrich the forest's recreational appeal and bring more autumn colour to the hills. We call this approach to forest management R&R: Removing the productive timber trees and replanting with natives like Scots pine, birch, rowan, oak and holly.

We have already classified two small areas of Sitka spruce: one near the upper car park where spruce and pine trees had blown over in the wind, and another near the Red Barn (see 'What's going on in the hills'). Now, it's time to fence both of these areas and plant them with new native woodlands.

This work is part of Phase 1 of the Dublin Mountains Makeover - a long-term plan to transform the Dublin Mountains forests for people and nature. To stay up to date, sign up for our newsletter at www.coillte.ie/coillte-nature/

What is R&R (Remove & Replant)?

In the 1980s, the first conifer trees were planted in Ticknock to create a green wall of forest. At the time, Dublin was a smaller city and the need for green space was not as great as it is today. Today, the need for green space is much greater and the need for native woodland is much greater. This is why we are removing the productive Sitka spruce and replanting with native trees like Scots pine, birch, rowan, oak and holly.

The first tree for the car park is an evergreen tree, the Scots pine. It is a native tree and it is a hardy tree. It is a tree that will grow in a wide range of soils and it is a tree that will provide shade and shelter for people and wildlife. It is a tree that will provide a habitat for native birds and insects.

The second tree for the car park is a deciduous tree, the birch. It is a native tree and it is a hardy tree. It is a tree that will grow in a wide range of soils and it is a tree that will provide shade and shelter for people and wildlife. It is a tree that will provide a habitat for native birds and insects.

The third tree for the car park is a deciduous tree, the rowan. It is a native tree and it is a hardy tree. It is a tree that will grow in a wide range of soils and it is a tree that will provide shade and shelter for people and wildlife. It is a tree that will provide a habitat for native birds and insects.

How is R&R good for biodiversity?

By removing productive Sitka spruce and replanting with native trees, we are increasing the diversity of the tree canopy, creating a more varied habitat and making the area more attractive to native birds and insects. This is good for biodiversity and it is good for the environment.

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Broadcast, Print & Online Media:

- Overall, Coillte Nature featured in 20 media clippings in this three-day period in May
- A total audience reach of over 2.3 million nationwide
- Highlights included RTÉ News at One and Six O’Clock News broadcasts, RTÉ Radio’s Morning Ireland programme and Dublin-based FM104 and Dublin South FM
- In addition, there was significant coverage in both national and regional print media

Social Media:

- Coillte posted 20 pieces of content across Twitter, Facebook, Instagram and LinkedIn between 25th-29th May (part of an ongoing 4-week campaign targeting different audiences)
- Over 4-day period the campaign reached c.230,000 people, overwhelming positive comments, engagement rates were exceptionally high compared to industry standards

Ongoing Communications throughout the year: intervention specific signage, newspaper articles, blogs, Nationwide, newsletters

Thank you! Any questions?



Dublin Mountains Makeover

Thank you

karen.woods@coilte.ie

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