



## **Deliverable 5.1: Communication and Dissemination Strategy**

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**Accelerating Innovative practices for  
Spraying Equipment, Training and  
Advising in European agriculture.**



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	This deliverable was modified in order for the terms “Communication” and “Dissemination” to be further clarified and distinguished, according to European Commission standards. Furthermore, this version of the deliverable (1.2) includes updated materials as these have progressed until now and has an adapted more specific title.

## Executive Summary

Innoseta Communication and Dissemination Strategy will guide partners in the communication and dissemination of the project. The document describes the communication strategy, objectives, target groups and activities. Also, measures for communication monitoring are proposed, and the visual identity as well as tools and materials are presented. Moreover, in this document the project’s dissemination strategy is presented along with target groups, dissemination tools and measures to ensure stakeholder involvement. In this deliverable the main aim is to plan a communication and dissemination strategy distinguishing the meaning and scope of the term “Communication”, something that starts with the start of the project and continuous until its end aiming to inform general public and target audiences about the project, and the term “Dissemination”, something that starts when project results are available and aims to transfer knowledge to specific target groups (end-users). Communication and dissemination are two actions that may take place through same tools and channels, but have different purposes and objectives.

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## Introduction

Innoseta is a thematic network project aiming to increase the intensity and speed of knowledge circulation to the scientific world, research innovation community, end users and society. A comprehensive Communication and Dissemination Strategy is planned (WP5) including a description of each activity, identifying and setting clear dissemination and communication objectives. According to the EC, dissemination and communication are two distinctively specific terms. As the European IPR Helpdesk indicates, “**Communication** on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results”. Its objective is to “Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges. Additionally, **dissemination** is “The public disclosure of the project results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium”. Its objective is to “Transfer knowledge & results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research”. These two terms can be confused as they both include the concept of information and knowledge transfer and their actions can take place through same tools or at the same time. Therefore, clear distinction among them is required.

## 1 Communication Strategy

The Innoseta Communication Strategy has been designed as a practical tool for efficiently implementing communication activities in order to support the achievement of the project objectives. It has been elaborated by the Agricultural University of Athens (AUA) coordinating Work package 5, in close interaction within the consortium, taking into account regional/national specificities, as well as partners' communication channels and tools. AUA will support the individual partners in maximizing the impact of their communication actions while providing the appropriate means to ensure efficient visibility of the activities and outputs of the project as a whole.

In this regard it should be noted that all partners will play an active role in the communication activities of the project, and that AUA will act as a coordinator of the activities, materials and events planned.

**Communication** of the project will take place at 2 levels, on both of which all partners will get involved:

- **Regional/national level:** Innoseta will create and promote the so-called 7 Innovation Hubs in Spain, Italy, France, Greece, The Netherlands/Belgium, Sweden and Poland. In these hubs where Innoseta partners will engage farmers, the industry, research community, advisory services, Operational Groups and general public, communication activities will be localised and focused on regional/national standards. Furthermore, in the 7 hubs audiences will be engaged through 3 regional Innovation Workshops to be held at each Hub.
- **EU level:** Apart from the 7 hubs, Innoseta will reach an EU wide general communication of the project and its results. The whole of the farmer, research, agricultural equipment and advisory communities and potential end-users will be engaged through communication materials and activities and through the on-line tools: Innoseta Website and Platform and social media.

The active involvement of stakeholders and target groups is thus, one of the key success factors of the Innoseta network; therefore, the Innoseta Communication strategy proposes the definition of suitable communication tools and activities for engaging the target groups in the project. To that end, a multistep and multi-channel communication strategy is proposed in order to maximize the impact of the activities, carefully adjusting the materials and tools to the specific needs, interests and potential for involvement of the target audience. The overall strategy will rely on the following principles, applicable both at the disseminate activities at the Innovation Hubs and at EU level:

- **Localisation of communication actions and tools:** Communication tools and materials will be translated into the local languages of the national/regional Innovation Hubs and customised in order to better target the regional/national actors' needs, values and profiles. Innoseta partners will have a direct say in defining the most effective national/regional communication strategies and materials.

- **Representativeness:** The entire value chain of crop production in the national /regional Hubs will be mobilized in order to achieve representativeness of the results, i.e. farmers, extension services, agricultural consultants, industry (SMEs, multinationals and national associations), government and the general public. Partners will identify and assess regional/national stakeholders in order to fully identify and point out those key stakeholders that will be necessary to involve on the activities in order to be successful.
- **Identification and leverage of networks** (associations, unions, clusters, technology platforms, etc.), are addressed as “meta-targets” or “multipliers” for achieving a multiplier effect of the communication activities in the national/regional Innovation Hubs, and most of all at the EU level.
- **Identification and active engagement of innovators and early adopters:** a pro-active approach towards innovators and early adopters will be taken, by pinpointing and involving them early in the Network in order for them to act as ambassadors for the promotion of the project among their neighbours and colleagues, thus multiplying the impact of the communication activities in the national/regional Innovation Hubs.

### 1.1 Communication Objectives

Innoseta’s communication will be implemented aiming to fulfil specific communication objectives. Main goals for communication are:

1. Reaching out to wide audience via **social media channels**;
2. Reaching out to wide audience via **mainstream media** (i.e. TV) and **publications**;
3. Engaging target groups and general public through the official **website**, Innoseta **Platform** and **Newsletter**;
4. Engaging target groups and general public through participation in **SETA related events**;
5. Engaging target groups through innovative interaction in **project workshops and events**;
6. Inviting stakeholders to **register innovative SETA into the platform**.

Tracking of measurable performance will be implemented:

- a. Number of followers and likes on social media;
- b. Number of time presented in mainstream media;
- c. Number of publications;
- d. Number of subscribers on the website (Newsletter);
- e. Number of registered persons in the platform and evaluation of SETA platform (WP1);
- f. Number of SETA related events (Innoseta partners representing the project);
- g. Number of participants in events (regional workshops, transnational and brokerage events).

These objectives will be met through the use of the communication tools and materials produced during the project and by localizing these materials adapting communication in regional/national standards. All communication materials will be promoted in the 7 official languages of the project.

## 1.2 Target Groups and Key Messages

With the Communication strategy planning, Innoseta aims to reach out to general public and, furthermore, specific target audiences for the communication of the project's objectives and results, maximizing its impact on society and scientific community.

The specific target groups are:

- Farmers
- Extension Services
- SETA industry
- Academia
- Consumers/EU Citizens
- Environmental Advocacy Groups
- Potential Investors

Following, the key messages for each of the target audiences:

- **Farmers:** Novel SETA solutions can increase the profitability and sustainability of your farm while they help you comply with the demanding European environmental legislation. Get involved and provide feedback, so that research and industry will produce solutions tailored to your needs and interests. Stay at the latest step on efficient in-field crop protection.
- **Extension Services:** You are the local innovation brokers that will bring novel SETA solutions into practice. Get involved and learn how you can provide better services to your customers by bridging the gap in the use of novel SETA.
- **SETA industry:** Now is the time to unlock the potential of novel SETA in European agriculture by addressing real needs of real farmers. There is a huge market to conquer by engaging in the new farmer-centred model for innovation in agricultural technologies.
- **Academia:** Co-creation is the name of the game. If you want to have a positive and high impact on productivity and environmental sustainability of agriculture by results-oriented research you need to collaborate with industry and end-users.
- **Consumers/ EU Citizens/ Environmental Advocacy Groups:** EU- funded research in novel SETA is providing solutions for safe food production while protecting our environment from the impacts of high input agricultural production.
- **Potential Investors:** There are big profits for those investing in novel SETA before they become mainstream.

## 1.3 Communication Activities and Timing

Communication activities will take place from the beginning of the project and last till the end of it making sure the communication objectives are met and target audiences are reached. These activities will consist of physical representation of the project in events, both project events and



other SETA related events throughout Europe, on-line engagement through social media, website and platform of the project and through publications in regional, national and EU-wide scientific and general journals. All Innoseta partners are responsible for reaching audiences in regional and national level and communicating the existence, purpose, objectives and approach of the project and, additionally, its results. Each hub will have to choose a person responsible for the Communication and Dissemination in regional/national level. This person will be the regional Communication and Dissemination Manager who will arrange the local communication activities and provide monthly reports to the project's Communication and Dissemination Officer.

Following the general communication activities where Innoseta partners will participate and be presented to the general public, specific milestones in the timeline of the communication of the project will be firstly the regional, and secondly the transnational and brokerage events. Each hub will host 3 regional workshops where target groups will come together for innovative interaction and have the opportunity to get to know more about innovative SETA. Outcomes from these regional workshops will feed discussions during the 3 transnational workshops and eventually the 2 brokerage events in Brussels.

#### 1.4 Monitoring of Communication Measures

Monitoring of communication measures will be implemented through the composition of **monthly reports on communication** from all Communication and Dissemination Managers and the final communication and dissemination **deliverables** on general events and project workshops.

Additionally, popularity of the project via social media engagement and newsletter subscriptions will be monitored.

#### 1.5 Innoseta Visual Identity

##### Logo

The Innoseta logo, presented in Figure 1, is a simple yet eye catching logo in the colours of the project (blue and orange) that, on its left side, represents the turbine of a mist blower sprayer in a minimal way (trademark in Figure 2).



Figure 1. Innoseta Logo



Figure 2. Innoseta Trademark

### Colour Pallet

The colours selected for the colour pallet of the project are presented in Figure 3.

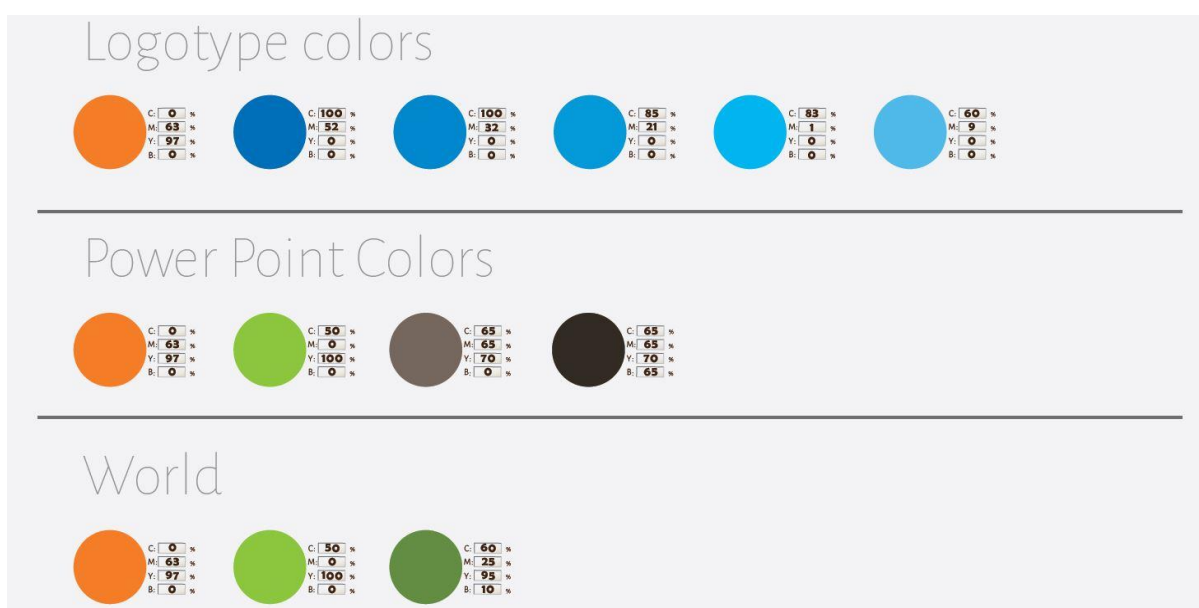


Figure 3. Colour Pallet

### Templates

Based on the logo and colour pallet selected for the project, templates were produced for text documents (Microsoft Word) and presentations (Microsoft PowerPoint), presented below:



16/01/2018

**INNOSETA**  
INNOVATIVE SPRAYING EQUIPMENT TRAINING ADVISING

**Deliverable XX.XX**  
Title

Accelerating innovative practices for  
Spraying Equipment, Training and  
Advising in European agriculture.

 THE PROJECT HAS BEEN RECEIVED UNDER THE  
EUROPEAN UNION'S HORIZON 2020 RESEARCH AND  
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Start date of Project: 01-05-2018

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Project coordinator: Emilia Gil-LIPO

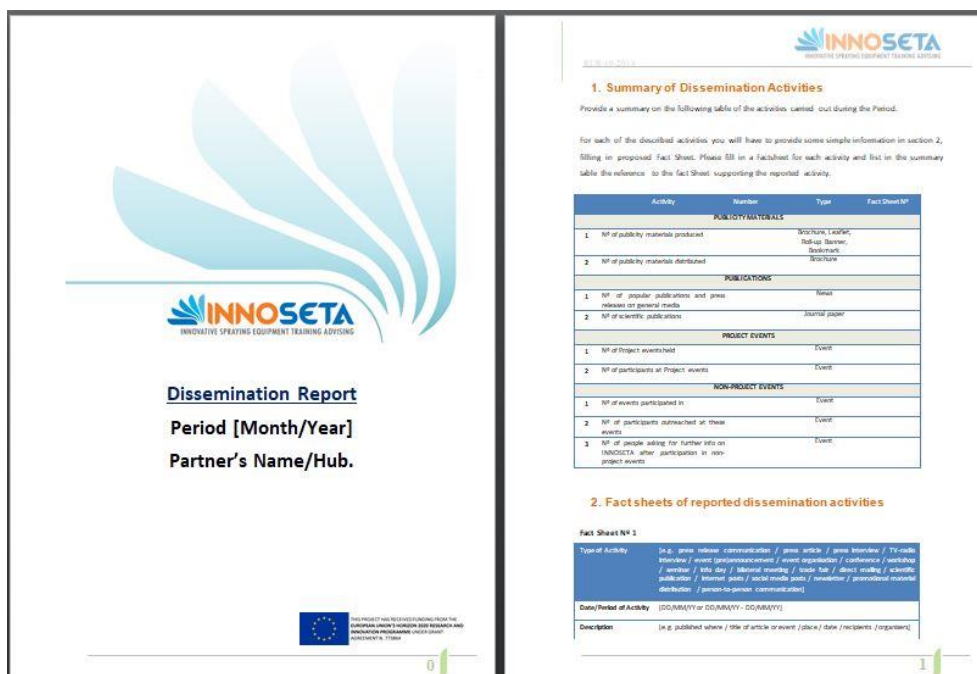
Figure 4.Word Template



Figure 5.Presentation's First Slide



Figure 6. Presentation's Final Slide



**Dissemination Report**

Period [Month/Year]

Partner's Name/Hub.

**1. Summary of Dissemination Activities**

Provide a summary on the following table of the activities carried out during the Period.

For each of the described activities, you will have to provide some simple information in section 2, filling in proposed Fact Sheet. Please fill in a fact sheet for each activity and list in the summary table the reference to the fact sheet supporting the reported activity.

Activity	Number	Type	Fact Sheet N°
<b>PUBLICITY MATERIALS</b>			
1. NP of publicity materials produced		Brochure, Leaflet, Roll-up, Banner, Booklet	
2. NP of publicity materials distributed		Brochure	
<b>PUBLICATIONS</b>			
1. NP of popular publications and press releases on general media		Media	
2. NP of scientific publications		Journal paper	
<b>PROJECT EVENTS</b>			
1. NP of Project events held		Event	
2. NP of participants at Project events		Event	
<b>NON-PROJECT EVENTS</b>			
1. NP of events participated in		Event	
2. NP of participants outreached at these events		Event	
3. NP of people asking for further info on INNOSETA after participation in non-project events		Event	

**2. Fact sheets of reported dissemination activities**

Fact Sheet N° 1

Type of Activity	Description
(e.g. press release communication / press article / press interview / TV-radio interview / online dissemination / event organization / conference / workshop / seminar / life day / national meeting / trade fair / direct meeting / scientific publication / Internet portal / social media posts / newsletter / promotional material distribution / website pages / communication)	
<b>Date/Period of Activity</b>	(DD/MM/YY) or (DD/MM/YY) - (DD/MM/YY)
<b>Description</b>	(e.g. published where / title of article or event / place / date / recipients / companies)

Figure 7. Partner Communication and Dissemination activity report template

## 1.6 Communication Materials

### Materials

The Innoseta Project has currently produced the following materials that will be distributed in a number of events, as well as on an ad-hoc basis by the project partners within the 7 hubs. These materials are:

- Brochure (Figures 8 & 9)
- Roll-up banner (Figure 10)
- Poster (Figure 11)



Figure 8. Brochure outside

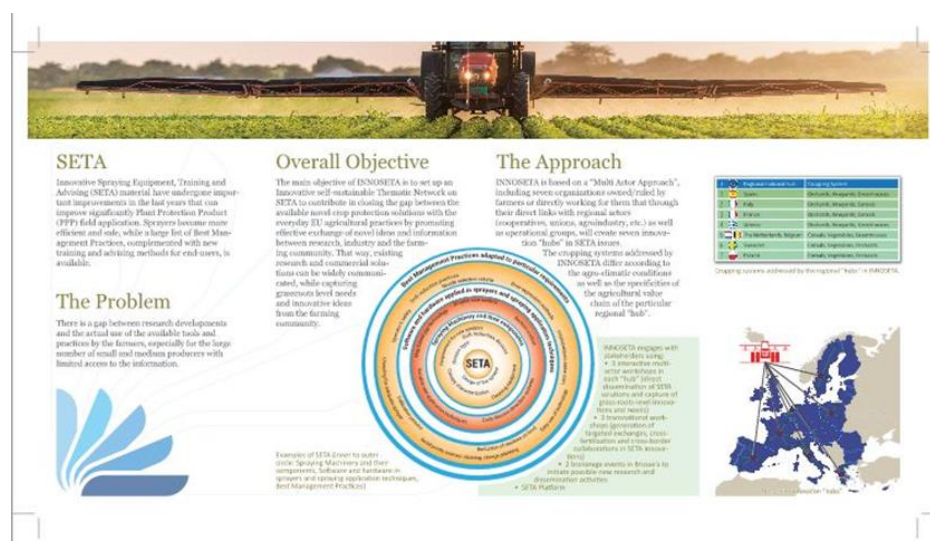


Figure 9. Brochure inside







The typography selected for the deliverable documents is the following:

**Heading 3** Calibri 11pt bold, colour: (R244, G124, B37)

## 1.7 Communication Tools

## Social Media

- **Facebook:** Facebook is a large and well-known social network with over 1.5 billion users, which, although designed for personal use by individuals, has become an important platform for B2C communications. Innoseta has established a Facebook page for the purpose of reaching out to groups and networks (such as Agri.EU - The Social Network of

European Farmers<sup>5</sup>) and for engaging in public conversations with technologically-aware farmers.

- **Twitter:** Twitter is a micro-publishing platform with some 330 million users, widely used for both B2B and B2C communications. Innoseta has established a Twitter presence for amplifying the propagation of news, announcements and publications.
- **LinkedIn:** LinkedIn is a well-established social network aimed at professionals with more than 400 million users, used extensively for recruitment and networking purposes. A LinkedIn presence for Innoseta enables its promotion amongst the broader professional community.
- **Instagram:** Instagram is one of the most famous social networks with a total number of monthly active users at 800 million. Individuals as much as companies and organizations use this social network in order to connect and communicate. So, it is important for a thematic network project to have Instagram as a dissemination tool.



Figure 12. Innoseta Facebook page





Figure 13. Innoseta Twitter page

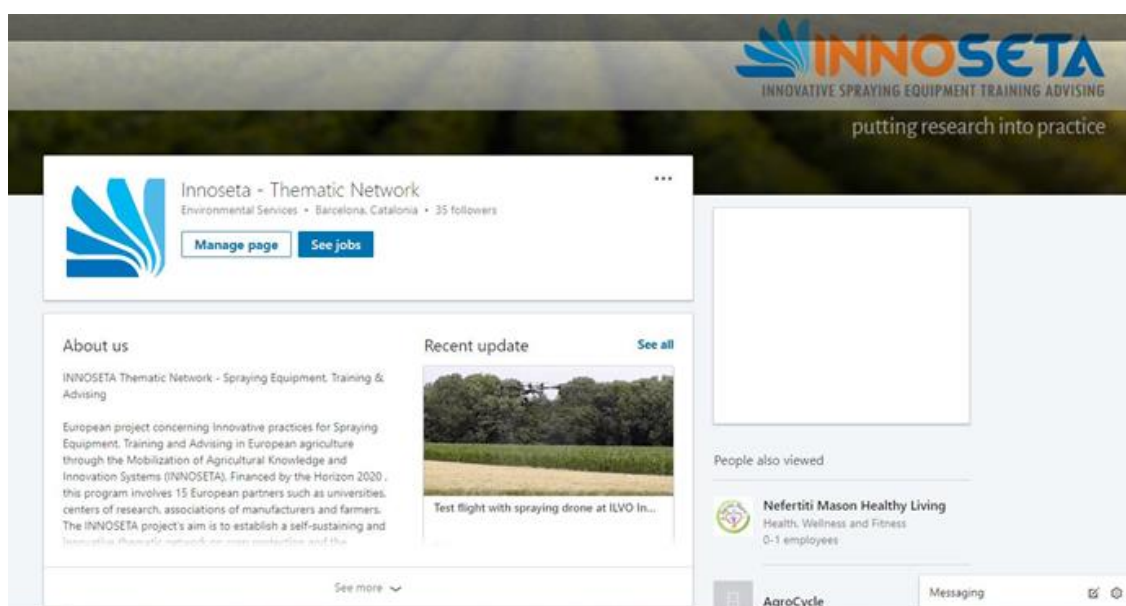


Figure 14. Innoseta LinkedIn page

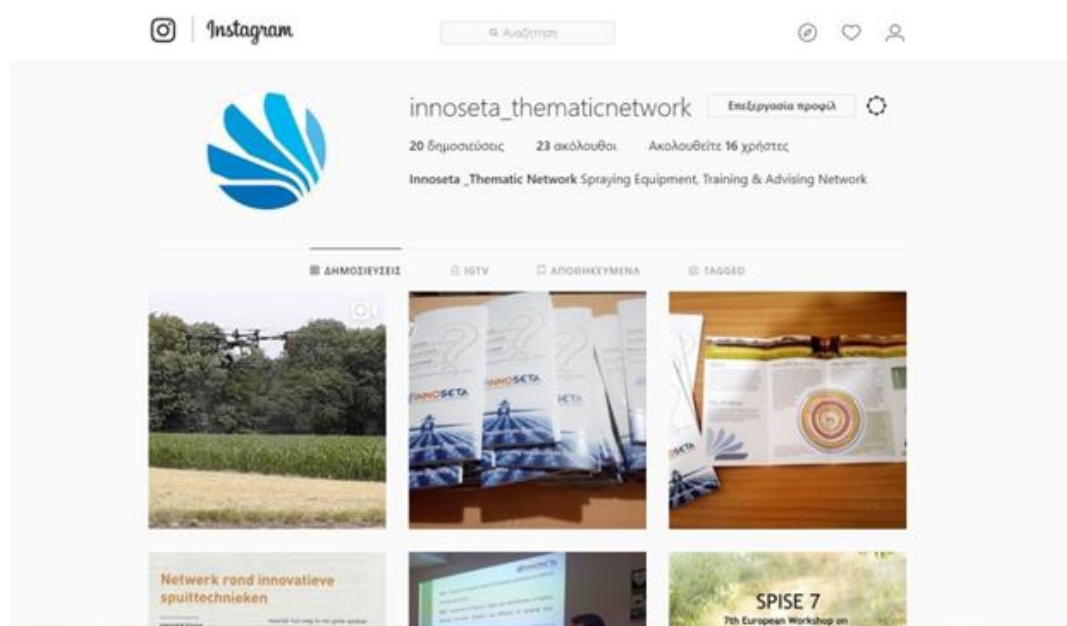


Figure 15. Innoseta Instagram page

The links for the social media are:

- Facebook: [www.facebook.com/InnosetaNetwork/](https://www.facebook.com/InnosetaNetwork/) (@InnosetaNetwork)
- Twitter: [www.twitter.com/InnosetaNetwork](https://www.twitter.com/InnosetaNetwork) (@InnosetaNetwork)
- LinkedIn: [www.linkedin.com/company/innoseta-network/](https://www.linkedin.com/company/innoseta-network/)
- Instagram: [www.instagram.com/innoseta\\_thematicnetwork/](https://www.instagram.com/innoseta_thematicnetwork/) (@innoseta\_thematicnetwork)

In order to have efficient networking, official hashtags are required. The main hashtag is **#Innoseta**. Secondly, **#PuttingResearchIntoPractise** is used.

### Website

The Innoseta website (released at M6) will initially take the form of a web presence focused on the project ([www.innoseta.eu](http://www.innoseta.eu)). This site will contain the basic information about the project (structure, objectives, concept, team, etc.), as well as providing a central repository for accessing the project's publications (deliverable documents and promotional materials), and announcing news and events. The structure of the project-focused website is as follows; each section heading is accompanied by a brief description of the content to be included therein:

**HOME PAGE:** An interactive map containing the 7 hubs of the project, sections for tweets and news and a link to subscribe to newsletter are the main

**ABOUT:** A summary of the Innoseta project, the aim and the project's partners. The page will include:

- A list of the work packages and a short description of each one
- The 7 hubs of the project
- The impact of the project
- Documents (deliverables, promotional materials etc.)

**NEWS & EVENTS:** This tab will include news about the project and events in the interest of SETA. It will, also, include an event calendar and the newsletter.

**INNOSETA PLATFORM:** This tab will be a link to the Innoseta Platform and will guide users to register new technologies into the platform.

**COMMUNITY:** Into the Community tab there will be links to other similar thematic networks and strategic partners in the agricultural innovation and productivity such as EIP-AGRI.

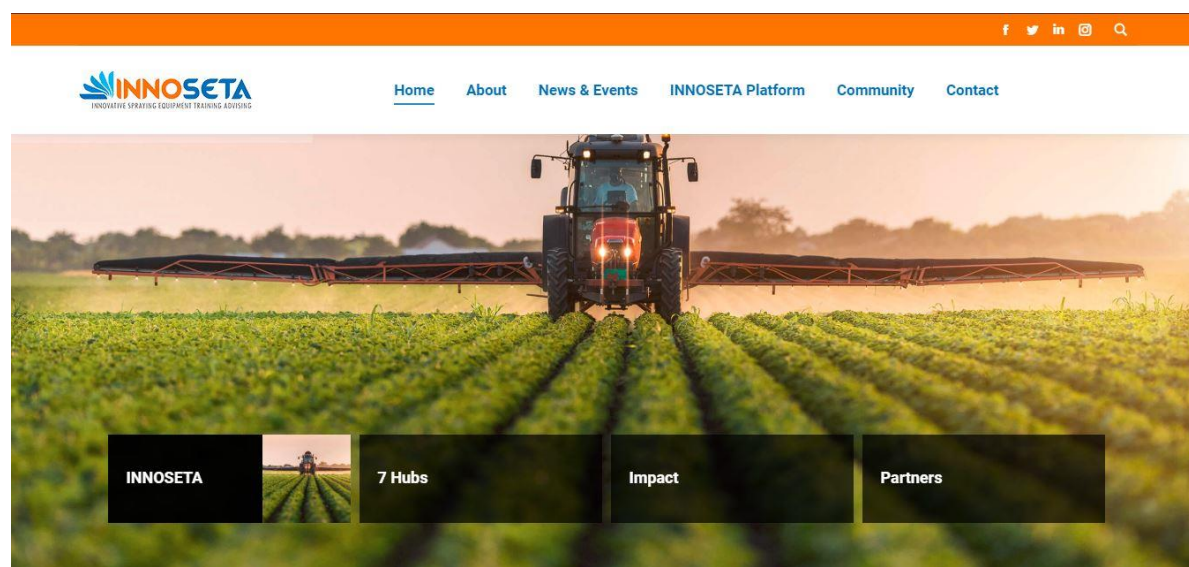


Figure 16. Innoseta Website, home page

### Digital Newsletter

The Innoseta project will publish a newsletter (every six months) to inform subscribers of upcoming events, project milestones, and relevant news stories linked to the broader SETA ecosystem. The

aim of the newsletter is to gain and maintain interest in the Innoseta services and act as a platform for major announcements. The English version of the 1<sup>st</sup> newsletter is shown in Figure 17.



Figure 17. 1st Innoseta Newsletter

## 2 Dissemination Strategy

Like the Communication strategy, the Innoseta Dissemination Strategy has been designed for implementing activities in order to support the effective dissemination of project results towards target audiences. Taking into account regional/national specificities, as well as partners' communication and dissemination channels and tools, AUA will support the individual partners in maximizing the impact of their dissemination actions while providing the appropriate means to ensure efficient visibility of the activities and outputs of the project as a whole.



In this regard it should be noted that all partners will play an active role in the dissemination activities of the project, and that AUA will act as a coordinator of the activities, materials and events planned.

**Dissemination** of the project, just like Communication, will take place at 2 levels, on both of which all partners will get involved:

- **Regional/national level**, in the so-called 7 Innovation Hubs that Innoseta will create and promote in Spain, Italy, France, Greece, The Netherlands/Belgium, Sweden and Poland where Innoseta partners will engage farmers, the industry, research community, advisory services, Operational Groups, on 3 Innovation Workshops to be held at each Hub. Moreover, project results will be disseminated during regional/national SETA related events where Innoseta will be represented.
- **EU level**, outreaching the whole of the farmer, research, agricultural equipment and advisory communities, potential end-users and beneficiaries of the Network results and services, embodies and accessible from an EU wide online tool, the Innoseta platform.

The active involvement of stakeholders and target groups, and the use of project's practical results by potential users are key success factors of the Innoseta network; therefore, the Innoseta Dissemination strategy aims in high engagement of the target groups and effective transfer of the outcomes of the project. To that end, a multistep and multi-channel dissemination strategy is proposed. The overall strategy will rely on the following principles, applicable both at the dissemination activities at the Innovation Hubs and at EU level:

- **Localisation of dissemination actions and tools:** Dissemination tools and materials will be translated into the local languages of the national/regional Innovation Hubs and customised in order to better target the regional/national actors' needs, values and profiles. Innoseta partners will have a direct say in defining the most effective national/regional dissemination strategies and materials.
- **Representativeness:** The entire value chain of crop production in the national /regional Hubs will be mobilized in order to achieve representativeness of the results, i.e. farmers, extension services, agricultural consultants, industry (SMEs, multinationals and national associations), government and the general public. Partners will identify and assess regional/national stakeholders in order to fully identify and point out those key stakeholders that will be necessary to involve on the activities in order to be successful, and will be potential users of the project results.
- **Identification and leverage of networks** (associations, unions, clusters, technology platforms, etc.), are addressed as "meta-targets" or "multipliers" for achieving a multiplier effect of the dissemination activities in the national/regional Innovation Hubs, and most of all at the EU level.

- **Identification and active engagement of innovators and early adopters:** a pro-active approach towards innovators and early adopters will be taken, by pinpointing and involving them early in the Network in order for them to act as ambassadors for the promotion of innovative SETA solutions among their neighbours and colleagues, thus multiplying the impact of the dissemination activities in the national/regional Innovation Hubs.

## 2.1 Target Groups

The following target groups consist of potential end-users of project results:

- **Farmers:** Main applicators of innovative SETA solutions;
- **Extension Services:** Advisory on innovative SETA solutions to farmers;
- **SETA industry:** Improvement of existing SETA solutions, creation of new industry collaborations;
- **Potential Investors:** Interest in investing on innovative novel SETA technologies;
- **Academia:** Project results will feed further research on innovative solutions;
- **Environmental Advocacy Groups:** Dissemination of the positive impact of innovative SETA on the Environment to general public and policy makers;
- **Policy makers:** Innovative SETA impact will lead policy making to more environmental friendly national/EU plant protection policies, based on innovative technologies.

## 2.2 Dissemination Tools

For the purpose of disseminating the project results to potential end-users, dissemination tools will be used and target audiences will be widely reached.

The dissemination of project results will take place through the use of previously marked communication tools (see chapter 1), which will, at the same time, play the role of dissemination tools. **Social media** will promote the outcomes of the project, as well as the official **project website**, the **digital newsletter**, the Innoseta **Platform** and **published practise abstracts**. Additionally, **scientific publications (papers etc.)** will contribute to a more effective dissemination of results towards the academic society and presence to mainstream media (i.e. TV), whenever possible, will help reach the whole of farming community and public to inform about the project results and its impact.

**SETA related events** in regional/national and EU level, where Innoseta will be represented, will be excellent opportunities to disseminate outcomes of the project, and **project workshops** and **events** will be milestones for the dissemination of project results promoting involvement of target audiences.

## 2.3 Actions to ensure stakeholder involvement

High stakeholder involvement is one of the main targets of the dissemination strategy of Innoseta. An effective implementation of communication of the project will help reach out to target audiences that afterwards will be the primary receivers of project outcomes. Each Innoseta partner is responsible for disseminating the project to stakeholders by using their connections to important actors of the SETA ecosystem. Moreover, key members of the consortium like CEMA, ECPA and COPA-COGECA will play a big role in ensuring stakeholder involvement.

## 2.4 Bringing project results to the attention of decision makers at different levels

Bringing project outcomes to the attention of policy makers at national and EU level is of great importance keeping in mind the significance of innovative crop protection for safer food, preservation of the agro-ecosystem and human health. For that reason, policy makers are one of the main target groups for dissemination of project results on innovative SETA.

Policy makers will get informed about project results that will help them make better decisions for national/EU wide adoption of innovative solutions and promotion of best practises by:

1. Participating in the regional and transnational workshops and brokerage events;
2. Inviting them to subscribe to the Innoseta digital Newsletter for regular updates;
3. Interacting through social media channels;
4. Promoting their active participation in the Innoseta Platform;
5. Having close cooperation with consortium partners at regional/national SETA related events and other activities.