



Deliverable 5.2: Dissemination Materials

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



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Document Summary

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Abstract

Innoseta Dissemination Materials deliverable summarizes the main dissemination materials and tools developed for implementing the Innoseta Dissemination Strategy.



Table of Contents

1	Visual Identity Handbook	1
2	Website.....	3
3	Social Media.....	4
	Twitter	4
	Facebook	4
	Instagram.....	5
	LinkedIn	5
4	The EU Social Media Guide and Project References	6
5	Innoseta Brochure	6
6	Project Roll-Up Banner	8
7	Project Poster.....	9



1 Visual Identity Handbook



Figure 1. Innoseta Logo



Figure 2. Innoseta Trademark



Figure 3. Innoseta Banner



The Deliverable Template is a two-page document. The left page features the INNOSETA logo at the top, followed by the text "Deliverable XX. XX" and "Title". Below this is the subtitle "Accelerating innovative practices for Spraying Equipment, Training and Advising in European agriculture." and a small European Union flag logo at the bottom left. The right page is a form for document summary, containing fields for Deliverable number, Deliverable Title, Type, Version, Date, Deliverable Lead, Related Work Package, Author(s), Reviewer(s), Communication level, Grant Agreement Number, Project name, Start date of Project, Duration, and Project coordinator. The INNOSETA logo is also present at the top right of the right page.

Figure 4. Deliverable Template



Figure 5. Presentation Template's First Slide



Figure 6. Presentation Template's Final Slide



Figure 7. Innoseta Digital Firm Template

2 Website

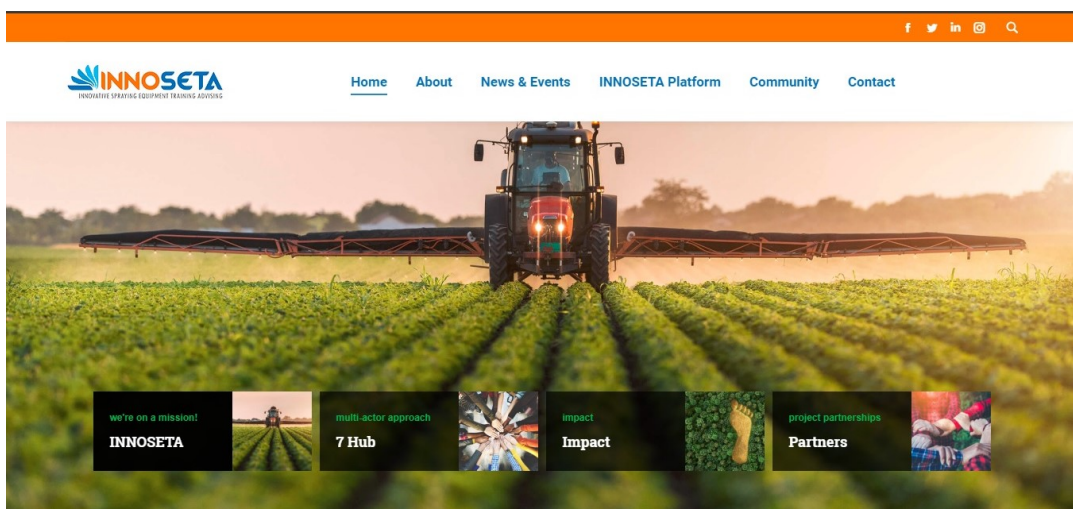


Figure 8. Website homepage (www.innoseta.eu)

3 Social Media

Twitter

@InnosetaNetwork

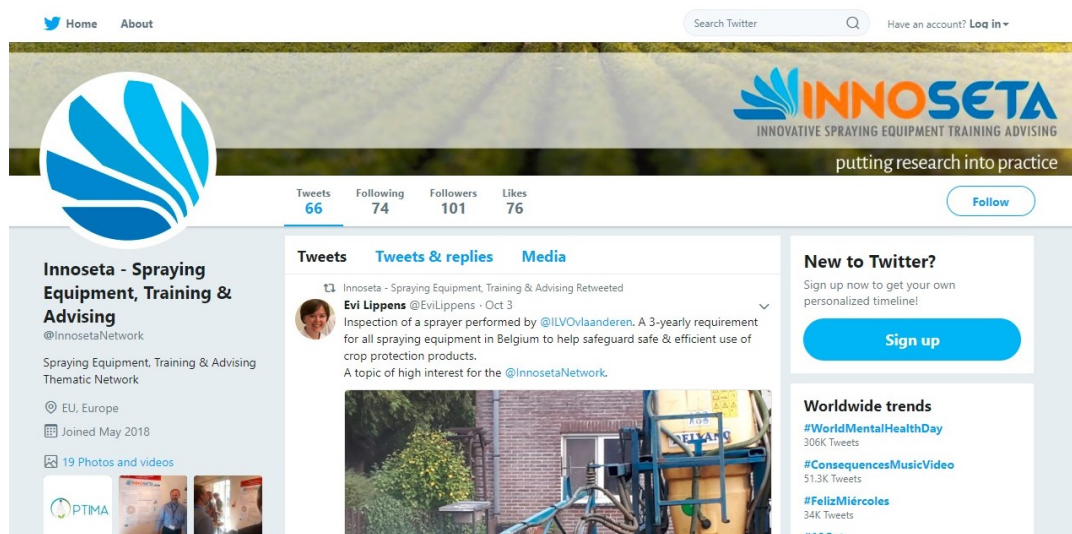


Figure 9. Project's Twitter page

Facebook

@InnosetaNetwork



Figure 10. Project's Facebook page

Instagram

@innoseta_thematicnetwork

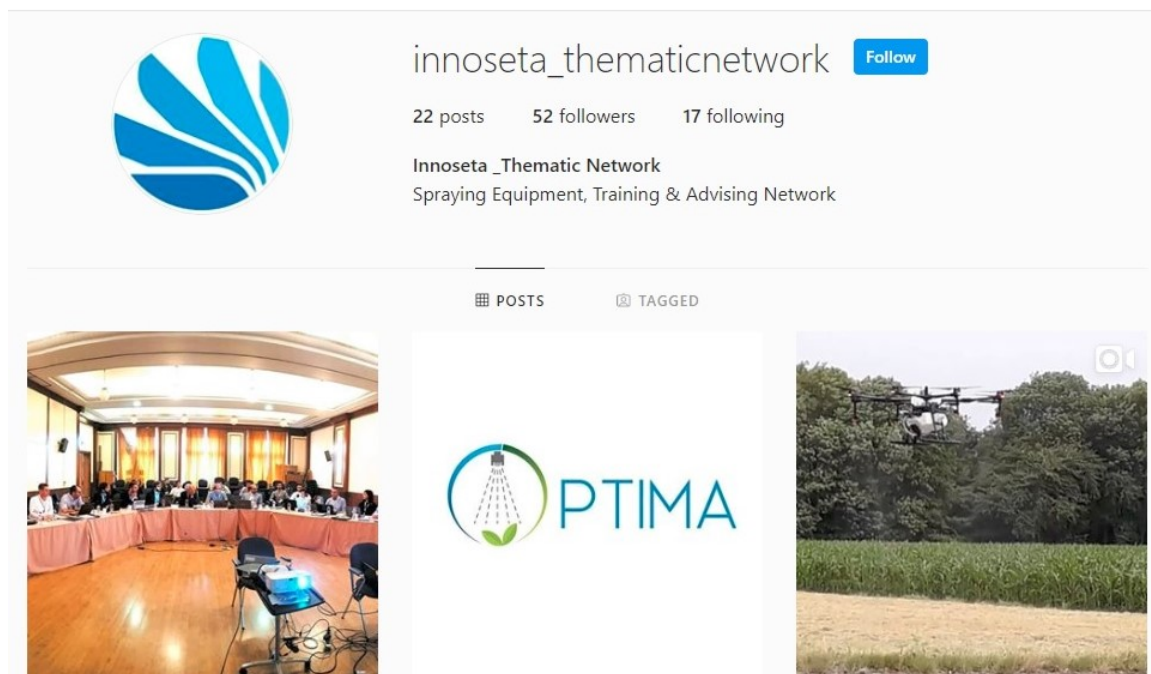


Figure 11. Project's Instagram page

LinkedIn

Innoseta - Thematic Network

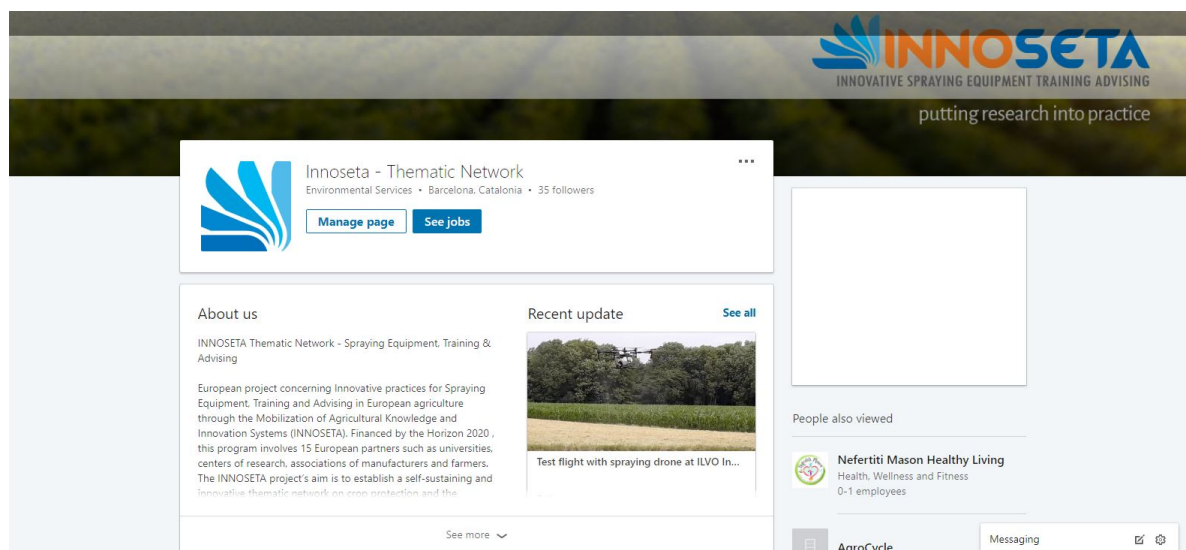


Figure 12. Project's LinkedIn page

4 The EU Social Media Guide and Project References

The Social Media Guide for EU Funded R&I Projects consists of the official guidelines for the use of social media and implementation of online networking in general. All materials produced for Innoseta follow these guidelines ensuring the complete alignment with EU directions.

The EU Social Media Guide:

http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

Same strategy is being followed for citing the EU-Funding HORIZON2020 reference in additional materials, presentations, papers, and communication in workshops, conferences and technical journals.



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Figure 13. EU Emblem with project's Grant Agreement Number, Horizon2020 Reference

5 Innoseta Brochure

The Innoseta brochure is to be translated in all 7 hub's languages and distributed during all regional, translational and brokerage events, and, also, in all additional dissemination events for the project.



Figure 14. Innoseta Brochure 1

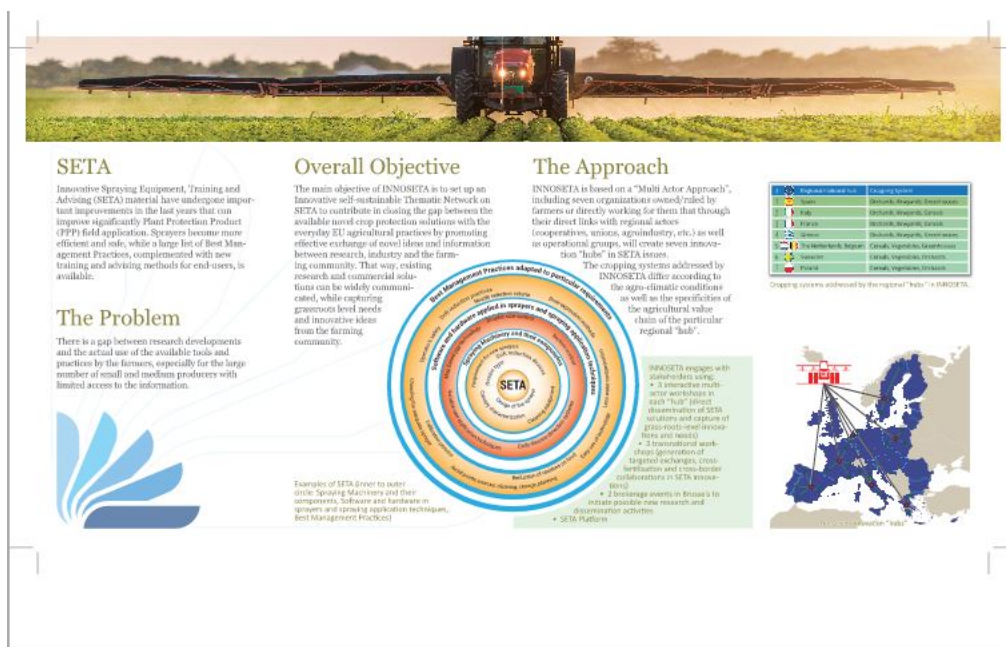


Figure 15. Innoseta Brochure 2

6 Project Roll-Up Banner



Are you
farmer, developer, researcher

Do you think
thematic networks are useful

Do we need
one that includes all innovation
on sprayers in Europe

The INNOSETA platform is what you need!
Accelerating Innovative practices for Spraying
Equipment, Training and Advising in European agriculture
through the mobilization of Agricultural Knowledge and
Innovation Systems

Follow our work on:

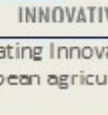
Facebook: @innosetaback | Twitter: @innosetaback | Instagram: @innoseta_innosetaback | LinkedIn: Innoseta - Thematic Network

web site: www.innoseta.eu

UNIVERSITAT POLITÈCNICA DE CATALUNYA BARCELONATECH | project coordinator: Enlla Gál Moya | enlla.gal@upc.edu

partners: ILVO, INGENIO, IRTA, Q, ZILTO, COPA-COGECA, etc.

Figure 16. Innoseta Roll-Up Banner



INNOSETA

INNOVATIVE SPRAYING EQUIPMENT TRAINING ADVISING

Accelerating Innovative practices for Spraying Equipment, Training and Advising in European agriculture through the mobilization of Agricultural Knowledge and Innovation Systems

The Problem

innovative Spraying Equipment, Training and advising (SEIA) have experienced in the last years important improvement that can improve significantly Plant Protection Product (PPP) field application. Sprayers have better efficiency and safety, while a large Set of Best Management Practices (BMP), complemented with new training and advising methods for end-users, is available. However, there is still gap between research developments and the actual use of the available tools and practices by the farmers, especially for his large number of small and medium producers with limited access to the information.


The Approach

INNOSETA is based on a "Multi Actor Approach", including in the consortium research organizations and seven organizations owned/ruled by farmers or directly working for them that through their links with regional AKIS actors (cooperatives, unions, agroindustry, etc.) as well as OGI, will create seven innovation "hubs" in SEIA issues. The cropping systems addressed by INNOSETA differ according to the agro-climatic conditions as well as the specificities of the agricultural value chain of the particular regional "hub".

Region/National hub	Cropping system
1 Spain	Maize, Grapes, Olive Groves
2 Italy	Cereals, Grapes, Cereals
3 France	Cereals, Grapes, Cereals
4 France	Cereals, Grapes, Cereals
5 The Netherlands, Belgium	Cereals, Grapes, Cereals
6 Germany	Cereals, Grapes, Cereals
7 Poland	Cereals, Grapes, Cereals

Cropping systems addressed by the various "hubs" in INNOSETA

The seven innovation "hubs"




INNOSETA engages with stakeholders using:

- 3 interactive multi-actor workshops in each "hub" (direct dissemination of SEIA solutions and capture of grassroot-level innovations and needs)
- 4 transnational workshops (aggregation of targeted exchanges, cross-fertilization and cross-border collaborations in SEIA innovations)
- 2 exchange events in Brussels to facilitate possible new research and dissemination activities
- SEIA Platform

Example of SEIA (Spanish national circle)

Examples of SEIA (Spanish national circle): Spraying facilities and their components, Software and hardware in sprayers and spraying applications, techniques, Best Management Practices



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Project Partners




Figure 17. Project Poster