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Communication and Dissemination Strategy and Action Plan

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Abstract

OPTIMA Communication and Dissemination Strategy and Action Plan will guide partners in the Communication and Dissemination of the Project. The Plan describes the Communication and Dissemination objectives of the Project, the target groups, key messages and the strategy mix of Communication and Dissemination tools and activities proposed in order to achieve the expected Communication and Dissemination goals. The role of partners in the Communication and Dissemination activities, an indicative action plan and monitoring system of all activities are also proposed.

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1. Communication and Dissemination Strategy

1.1 Communication and Dissemination Strategy

The OPTIMA Communication and Dissemination Plan has been designed as a **practical tool for efficiently implementing Communication and Dissemination activities** in order to support the achievement of the project objectives.

The OPTIMA Communication and Dissemination Plan has been elaborated by CERTH-IBO coordinating Work Package 7, in close interaction with the consortium, taking into account regional/national specificities, as well as partners' communication channels and tools, thus supporting the individual partners in maximizing the impact of their Communication and 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 Communication and Dissemination activities of the project, and that CERTH will act as the coordinator and facilitator** of the Communication and Dissemination activities, materials and events planned.

Communication and Dissemination of the project will take place through the project website (www.optima-h2020.eu), a periodic newsletter, material for visual identification of the project (roll-up banner, brochure, etc.) and of course targeted events at regional and EU level to ensure that uptake of the developed holistic IPM system is as widespread as possible.

OPTIMA will be disseminated in two levels:

- At regional level, a series of 3 workshops (1 per pilot site) will be organised for launching the pilot phase (WP5) in the three pilot countries (Italy, France and Spain). These three (3) regional workshops will aim at presenting OPTIMA IPM system as it will be tested, along with the logistics of the pilots, allowing local pilot partners in Italy, France and Spain to better involve the pilot actors as well as get the interest from other national stakeholders.
- At EU level, OPTIMA will organise a Brokerage Event in Brussels by the end of the project to disseminate and communicate the developed products and services and outreach the communities of farmers, researchers, advisors, Plant Protection Products (PPPs) and agricultural equipment industry that could serve as potential end-users and beneficiaries of OPTIMA results. CERTH will work together with AUA (OPTIMA Coordinator), ECPA (representative of PPP industry in Brussels) and the rest

of the consortium to organise this event, contacting the main projects, networks, initiatives, industrial partners which might act as multipliers in order to engage the EU wide target communities.

The active involvement of stakeholders and target groups is one of the key success factors of OPTIMA, given that their **collaboration and feedback are vital for the development of the OPTIMA IPM system**. Therefore, the OPTIMA Communication and Dissemination Plan will take special care in designing suitable Communication and Dissemination tools and activities for involving and engaging the target groups (farmers, agricultural consultants and public advisors, agricultural cooperatives, agricultural industry, PPP production and application industry) in the project activities since the very beginning, allowing for the achievement of fruitful collaborations between the private and public sectors involved so as to better tailor the OPTIMA IPM system and increase its chances for market uptake. In this respect, a **User Group Community** will be created early in the project, hosted on OPTIMA web portal, including actors from different stakeholder organisations, who will be invited to participate in technical discussions on the development of the IPM system throughout the project lifetime, having as pioneers the farmers and crop advisors of the three pilot countries agricultural actors.

The overall strategy will rely on the following principles, applicable both at regional and EU level:

- **Localisation of Communication and Dissemination actions and tools:** starting from pan-European Communication and Dissemination tools and materials produced in English, a translation into the local languages of the project partners will be made to increase effectiveness of the Communication and Dissemination strategy. This fact will allow the promotion/communication of the project and the dissemination of its results to other non-European countries, where the interest on accomplishing the EU rules related with PPP use is growing fast lately, especially in fruits and vegetables. Translated versions of the material and actions will also be produced in a localized way, prioritising messages and topics and taking into account cultural differences between countries. OPTIMA partners will have a direct say in defining the most effective national/regional communication and dissemination strategies and materials.

- **Communication based in practical demonstrations and previews:** potential customers and end-users will be directly acquainted with the OPTIMA IPM system (“showing” rather than “telling”), for example, by introducing videos and interactive presentations on the web portal.
- **Pilot participants and early adopters will become showcases for the purposes of communication:** the benefits of the OPTIMA IPM system will be highlighted using quotes and stories from the pilots and early users to directly demonstrate the value of the system rather than merely making claims about it.
- **Multiplier and project effects will be leveraged to maximise the impact of communication and dissemination activities:** networks, associations and other groupings offer an opportunity for amplifying communication efforts with relatively little effort, therefore, identifying these “meta-targets” will be one of the outcomes of WP7 (complementing the already broad partners’ knowledge and information). In this respect, the associative character of the OPTIMA project stakeholders will allow the impact of the Communication and Dissemination Plan to be multiplied beyond the initial actors targeted by the communication and dissemination activities. This will be enhanced by ECPA as an umbrella organization for all PPP companies.
- **Chain of benefits:** the entire chain of private and public economic and environmental benefits of the system will be taken into account e.g. starting from the farmer, to agricultural consultants and advisors, industry, academics, along to the general public.

The Communication and Dissemination Plan is divided into 4 main sections and 5 Annexes.

In the **first introductory chapter** the overall strategy is described: Communication and dissemination principles and goals, analysis of target groups is made considering their expectations and needs, main messages to convey in the communication and dissemination activities, the products and deliverables that will be the subject of the dissemination activities and finally the strategy mix of communication and dissemination tools and activities, are introduced.

A **second chapter** describes the communication and dissemination tools put in place by the Project: visual identity, publicity materials, web portal and social media strategy and digital newsletters.

A **third chapter** is devoted to the communication and dissemination activities planned, including project and non-project events, the delivery of press releases and publications and the outreach of key target groups through networking activities and person to person meetings.

The implementation of the strategy and plan is addressed on a **fourth and last chapter**, where the governance system is put in place in order to ensure an effective coordination of all communication and dissemination efforts. Additionally, the planning and monitoring systems of the communication and dissemination Plan are described.

The Plan is completed by 5 annexes:

- Web portal architecture.
- Communication and Dissemination Work Plan template.
- Partners Communication and Dissemination Report template.
- Project Communication and Dissemination Report template.
- Communication and Dissemination Balanced Scorecard.

Throughout this document, communication and dissemination activities are well separated and defined according to the principles defined by the European Commission (Table 1). Wherever it is deemed necessary, the abbreviations **COMM** and **DISS** are used to define Communication and Dissemination purposes respectively and **BOTH** in case a tool (e.g. webportal) serves both.

Table 1. Principles for Communication and Dissemination separation. (Source: <https://www.iprhelpdesk.eu/>)

	Communication	Dissemination
Definition	"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. It requires strategic and targeted measures for communication about (i) the action	"The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium." (Source: EC Research & Innovation

	and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange." (Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)	Participant Portal Glossary/Reference Terms)
Objective	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.	Transfer knowledge & results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.
Focus	Inform and promote the project AND its results/success.	Describe and ensure results available for others to use . Focus on results.
Target Audience	Multiple audiences beyond the project's own community including media and the broad public.	Audiences that may take an interest in the potential use of the results (e.g. scientific community, industrial partners, policymakers).

1.2 OPTIMA Objectives

The overall objective of OPTIMA is to develop an environmentally friendly Integrated Pest Management (IPM) framework for use-cases in orchards, vineyards and open-field vegetables by providing a holistic approach which includes the major elements related to integrated disease management: (i) combined use of bio-PPPs and synthetic PPPs, (ii) DSS for disease prediction, (iii) spectral disease detection systems and (iv) precision spraying techniques.

The specific project objectives, to accomplish OPTIMA's vision are:

Objective 1: Optimize plant disease prediction models and develop advanced early disease detection methods.

Prediction and monitoring disease models for downy mildew in vineyards, apple scab in apple orchards and Alternaria leaf blight in carrots will be optimised. The prediction models will be based on agro-climatic, biological algorithms and users' testimonies into a state-of-

the-art DSS to determine the risk of disease outbreak. Advanced monitoring systems using spectral imaging combined with pattern recognition techniques based on the most recent advanced deep learning algorithms will be developed, to precisely localise and quantify the infection, so that appropriate plant protection product type, dose, timing and location will be recommended.

Objective 2: Evaluate and screen biological and synthetic PPPs and assess plant and pathogen resistance mechanisms for successful disease control.

OPTIMA will evaluate under field conditions a collection of 10 categories per host of commercial and novel bio-PPPs from the collections of OPTIMA partners. These collections consist of isolates of the plant microbiome (bacteria, yeasts, filamentous fungi, endophytes), botanical extracts, biostimulants and resistance inducers. They will be evaluated for their ability to control the selected diseases in the three crops; and the optimum dosage/volume, working parameters and application timing, in combination with plant genotype will be assessed. Additionally, synthetic PPPs from different chemical groups registered for each disease and host or being in the registration process by the PPP production companies will be used for defining the efficiency of combining multiple PPPs and to identify the optimal scheme leading to the highest disease control with the lowest chemical residues. Induced host resistance mechanisms of the selected diseases will be identified and characterized using transcriptomics and metabolomics approaches allowing the combination of induced and constitutive resistance factors in future breeding programs for higher and more durable resistance.

Objective 3: Enhance and develop innovative precision spraying technologies.

Three prototype sprayers (for carrots, apple orchards and vineyards) will be developed including smart technologies for a variable rate control based on canopy characteristics, pathogen dispersal and disease expansion provided by the developed detection system, and optimal selection of the most suitable working parameters (pressure, air flow rate, nozzle type and size, forward speed, etc.) will be implemented based on meteorological data, canopy density and structure, and potential risk of contamination, for example of surface waters or neighbouring houses. OPTIMA will assess spray characteristics from different spray nozzles with and without air support to select optimal nozzle/pressure combinations for the selected crops and diseases. Dose of PPPs and the corresponding applied volume rate will be adjusted according to the canopy structure, generating common and objective dose

expression criteria for the selected crops. Innovative technologies to restrain spray drift will be developed and evaluated under laboratory and field conditions. Potential drift reduction will be evaluated in combination with bio-efficacy and crop deposition analysis.

Objective 4: Test and evaluate the proposed new IPM elements under field conditions.

The proposed holistic IPM system will be evaluated from end-users (farmers, advisors, cooperative's technicians) in a series of sessions using a co-creation methodology to develop the optimal, practical and realistic solutions fully in line with end-users' needs. The system will be tested in different commercial fields previously selected for the three crops in the three pilot countries (Italy, Spain and France) with the cooperation of the three farmers' cooperatives partners. The prediction and detection methods will be evaluated towards in-situ measurement, while a series of measurements will be piloted with the advanced sprayer prototypes to record field efficacy and potential discrepancies. The effect of conventional spraying process on biocides will be extensively tested and evaluated, while biological efficacy of the new developed tools will be tested under field conditions. Finally, drift reduction, coverage and canopy deposition will be systematically assessed.

Objective 5: Assess health, environmental and socioeconomic impacts and risks of the proposed IPM system.

OPTIMA will assess human health, environmental and socio-economic impacts and risks of PPP use for the selected diseases, comparing conventional systems with the proposed IPM approach. For achieving this, an extended Life-Cycle Assessment (LCA) approach, integrated with Human and Environmental Risk Assessment (HERA) and Multi-Criteria Decision Analysis (MCDA) will be performed. The trade-offs between the different sustainability dimensions will be assessed aiming at healthier and sustainable plant protection strategies.

1.3 Communication and Dissemination Objectives

The specific objectives of both OPTIMA Communication and Dissemination Plan are given below and the discrimination between them was based in Table 1:

- **Raise awareness** among the agricultural community (farmers, advisors, researchers, agricultural cooperatives) on the role of a new IPM system that combines bio-PPPs with synthetic PPPs together with smart detection and application technologies for a more accurate, environmentally and economically sustainable PPP use in agricultural

production. Also, raise awareness among the agricultural industry and policy makers on the importance of end-user training for a more inclusive and efficient uptake of agricultural technologies and innovations (COMM).

- **Foster synergies** with other initiatives in the key developments of OPTIMA (new bio-PPPs, DSS, precision detection and smart sprayers) capitalising on existing Communication and Dissemination channels and networks of the project partners (BOTH).
- **Encourage involvement of stakeholders**, generating their understanding and obtaining their support for reaching potential end-users (BOTH).
- **Introduce new patterns of conduct** in the target groups and end-users of the project results and build networks of early adopters to start generating market demand for the OPTIMA IPM system (DISS).

The OPTIMA Communication and Dissemination Plan is focused to be clear and continuous, avoiding one-time and piecemeal actions and functions as a practical toolkit, providing the appropriate means to ensure efficient communication of the project activities and dissemination of its outputs throughout its life-cycle, while promoting stakeholder involvement. The OPTIMA Communication and Dissemination Plan will be treated as a living document, and it will be reviewed and adapted during the project on a regular basis, in accordance to the results of the different activities, the communication and dissemination needs of the individual partners and the opportunities that may emerge. The OPTIMA Communication and Dissemination Plan will support project partners in maximising the impact of their individual activities, while ensuring the sustainability of project results as a whole and the continuation of the collaboration among project partners and between partners and stakeholders.

Following these communication and dissemination objectives, the following targets are agreed:

Table 2. Communication and Dissemination Impact Indicators.

Indicator	Target	Source and methodology
Number of visits to the project web portal (COMM)	10.000	Web portal registered in Google analytics
Number of distributed printed/digital promotional materials (COMM)	1000	Regular reporting on Communication and Dissemination activities by project partners

Number of stakeholders registered in the OPTIMA User Group Community on the web portal (BOTH)	200	List of stakeholders
Number of e-newsletter recipients (BOTH)	500	Email record
Number of non-project events where OPTIMA is presented (BOTH)	20	Regular reporting on Communication and Dissemination activities by project partners
Number of people asking for further information on the project after participation in other events (BOTH)	100	Regular reporting on Communication and Dissemination activities by project partners
Number of participants in the project events (DISS)	400	Participant lists
Level of satisfaction of participants in the project events (DISS)	4.5	Evaluation questionnaire using a satisfaction scale from 1-5 (where 5 is very satisfied)
Number of scientific papers published (DISS)	10	Regular reporting on Communication and Dissemination activities by project partners
Number of articles in general media (BOTH)	25	Regular reporting on Communication and Dissemination activities by project partners

1.4 Target Groups

OPTIMA addresses the following primary Target Groups:

- **Farmers**, farmer's Unions, farmers' associations and federations, producers' organisations and Unions, Agricultural cooperatives, Chambers of Agriculture.
- **Agricultural consultants**, agronomists, Chambers of agronomists, public advisory and extension services and authorities and their associations (EFAC – The European Federation of Agricultural Consultants; EUFRAS – European Forum for Agricultural and rural advisory services).
- **Companies in the field of PPP production; Associations of synthetic and biological PPP producers** (i.e. ECPA national members, IBMA national members); **Sprayers manufacturers; Associations of sprayers manufacturers** (i.e. ANSEMAT in Spain, FEDERUNACOMA in Italy, CEMA EU wide); **and SFT (Smart Farming Technologies) companies** such as developers of precision equipment, sensors, ICT tools and services, robots, drones, etc.
- **Faculties of Agronomy, Engineering and Environmental Sciences** of public and private Universities across the EU, vocational and technical schools in agronomy.

- **Others:** experts on regulatory issues related to PPP application technologies in agriculture; policy makers at European and national level in the areas of agricultural technologies, rural development and environmental impact of agriculture; EU's DG AGRI, DG INDUSTRY, DG ENV, SCAR, Public Environmental Monitoring Authorities and National and International Organizations in agriculture; networks, initiatives and alliances on sustainable agriculture, ICT in agriculture and smart farming (AIOTI Working Group 6 on Smart Farming); relevant European Technology Platforms, Joint Technology Initiatives and Networks of Excellence; Environmental Advocacy Groups, NGOs etc.

1.5 Key messages

Key messages for primary target groups are given in the following table accompanied by the focus on communication, dissemination or both for each group. Table 3. OPTIMA Key Messages.

Target Group	Key messages
Farmers (BOTH)	<ul style="list-style-type: none"> • OPTIMA is a modern IPM system that probably delivers higher yields at reduced production costs, while reducing the negative effects of chemical compounds in environment and health. • You can predict crop disease before they harm your crop. • You can control crop diseases by using bio-PPPs which are friendly to the environment and the health. • You can identify the disease dispersal using advanced detection system and take actions at spatial scale. • You can use innovative sprayers that apply less PPPs, while reducing the environmental impact with less spray drift and low residue levels. • You can take advantage of new technologies and precision farming, independently of the size of your farm.
Advisory services and agricultural consultants (BOTH)	<ul style="list-style-type: none"> • OPTIMA will help you to inform your clients on time for crop disease dispersal and help them control their crop diseases by advising them to use innovative PPPs. • You can recommend OPTIMA IPM system to your clients for better and safer use of PPPs in their fields. • OPTIMA will help you to differentiate yourself from competition and will allow you to work for better paying clients.
Universities and other education and training institutions (DISS)	<ul style="list-style-type: none"> • All data and information sources collected and created from field experiments by use of comprehensive systems will be available to researchers on an open royalty-free basis. • Cross-fertilization is the name of the game. OPTIMA research can have a huge positive impact on farm productivity and environmental sustainability and is open to collaborate with research entities. • OPTIMA developments will increase the interest among undergraduates and postgraduates in the new technologies adapted

	for crop protection, generating new ideas and research proposals.
Industry (PPP, agricultural, machinery, ICT, etc.) (BOTH)	<ul style="list-style-type: none"> • Industry faces barriers in the commercialization of their products due to the lack of knowledge and training of the farmer community. • Crop protection industry faces barriers in the commercialization of their products due to increasing regulatory hurdles. • Now is the time for reduced use of agrochemicals, low residues and minimized impacts on human health and the environment. Join the IPM and precision agriculture revolution. • Beneficial project results to the environment, food quality, rural development etc. OPTIMA's large market potential, represents project promising gateway. • Combining business partners to participate in a development of a beyond state-of-the-art IPM system, catering for the user needs of farmers is a helping hand for demonstrating the applicability and advantages of IPM in agriculture. • There are huge profits for those companies that will invest in the new generation of agricultural innovations before they become mainstream. • A profitable combination of training, new developments and techniques in PPP application together with high quality and safe bio-PPPs will provide economic benefits, not only for farmers, but also for industry.

1.6 Outputs assessment

OPTIMA project will produce a number of outputs and deliverables that will be of interest for target groups, and will be the subject of specific strategies for their communication, dissemination and adoption.

The following table summarises project's main outputs, the target group they are aimed at and the communication and dissemination strategies to be followed so their contents are widely spread to target groups:

Table 4. OPTIMA Output assessment.

Outputs	Target Group	Communication and Dissemination Strategy
Creation of a community of representative end-users interested in adopting the proposed solutions. WP1.	<ul style="list-style-type: none"> • Farmers • Agricultural Consultants • Support personnel (e.g. technicians of the grower's associations) 	<ul style="list-style-type: none"> • In a first phase, brochures and questionnaires will be sent out to numerous end-users to get the participant stakeholders preliminary feedback and remarks on existing practices and on the proposed OPTIMA system (COMM). • In a second phase, focus groups will be assembled to verify the questionnaire results on specific user needs and get more targeted

		<p>ideas and needs (COMM).</p> <ul style="list-style-type: none"> • In a 6-month basis, co-creation groups will convene to receive end-users feedback and optimise the OPTIMA system and sub-systems that will be tested in the pilot fields (BOTH). • During the pilot testing of the system the end-users will assess it using evaluation sheets (BOTH).
Disease outbreak prediction through prediction models and a DSS. WP2.	<ul style="list-style-type: none"> • Farmers • Agricultural Consultants • Faculties of Agronomy, Engineering and Environmental Sciences 	<ul style="list-style-type: none"> • Deliverables available at web portal (DISS). • The DSS itself will be available in the webpage of the project (DISS). • Main results will be the subject of the contents of pieces of news, digital newsletter and popular articles (COMM).
Algorithms to detect, segment (locally) and quantify diseases on the plants. WP2.	<ul style="list-style-type: none"> • PPP Companies • Faculties of Agronomy, Engineering and Environmental Sciences 	<ul style="list-style-type: none"> • Deliverables available at web portal (DISS). • Main results will be the subject of the contents of pieces of news, digital newsletter and popular articles (COMM).
Evaluation of Bio and Chemical Control. WP3.	<ul style="list-style-type: none"> • Agricultural Consultants • PPP Companies • Associations of PPP producers • Faculties of Agronomy, Engineering and Environmental Sciences • Experts on PPP regulatory • Experts on PPP application technologies 	<ul style="list-style-type: none"> • Deliverables available at web portal (DISS). • Main results will be the subject of the contents of pieces of news, digital newsletter and popular articles (COMM).
Evaluation of host resistance and evolution of pathogen resistance to fungicide. WP3.	<ul style="list-style-type: none"> • Agricultural Consultants • PPP Companies • Associations of PPP producers • Faculties of Agronomy, Engineering and Environmental Sciences 	<ul style="list-style-type: none"> • Deliverables available at web portal (DISS). • Main results will be the subject of the contents of pieces of news, digital newsletter and popular articles (COMM).

	<ul style="list-style-type: none"> • Experts on PPP regulatory • Experts on PPP application technologies 	
Define the optimal sprayers' configuration. WP4.	<ul style="list-style-type: none"> • Farmers • Agricultural Consultants • Sprayers manufacturers & Associations • Faculties of Agronomy, Engineering and Environmental Sciences • SFT companies 	<ul style="list-style-type: none"> • Deliverables available at web portal (DISS). • Main results will be the subject of the contents of pieces of news, digital newsletter and popular articles (COMM).
Design and develop smart sprayers. WP4.	<ul style="list-style-type: none"> • Farmers • Agricultural Consultants • Sprayers manufacturers • Faculties of Agronomy, Engineering and Environmental Sciences • SFT companies 	<ul style="list-style-type: none"> • Deliverables available at web portal (DISS). • Main results will be the subject of the contents of pieces of news, digital newsletter and popular articles (COMM).
Global evaluation and quantification of improvements generated by the holistic OPTIMA IPM system. WP5.	<ul style="list-style-type: none"> • All of the project's target groups 	<ul style="list-style-type: none"> • Deliverables available at web portal (DISS). • Main results will be the subject of the contents of pieces of news, digital newsletter and popular articles (COMM).
Extended Life-Cycle Assessment (LCA). WP6.	<ul style="list-style-type: none"> • Faculties of Agronomy, Engineering and Environmental Sciences • PPP Companies • Associations of PPP producers • Sprayers manufacturers • SFT companies 	<ul style="list-style-type: none"> • Deliverables available at web portal (DISS). • Main results will be the subject of the contents of pieces of news, digital newsletter and popular articles (COMM).
Human and Environmental Risk Assessment (HERA). WP6.	<ul style="list-style-type: none"> • Faculties of Agronomy, Engineering and Environmental 	<ul style="list-style-type: none"> • Deliverables available at web portal (DISS). • Main results will be the subject of the contents of pieces of news,

- | | |
|---|---|
| <ul style="list-style-type: none"> Sciences • PPP Companies • Associations of PPP producers • Sprayers manufacturers • SFT companies | digital newsletter and popular articles (COMM). |
|---|---|

1.7 Communication and Dissemination strategy mix

The combined assessment of the Stakeholders Analysis, Key Messages and main communication and dissemination worthy outputs or deliverables, has allowed defining a Communication and Dissemination strategy mix, composed of a combination of communication and dissemination Tools and Activities, described in sections 2 and 3 that will allow successfully engaging the target groups and achieve planned Results Indicators.

As a result of this assessment, a combination of communication and dissemination tools and activities are planned, shown in the following table and described in the next sections. These tools and activities are clearly discriminated according to the principles stated in Table 1.

Table 5. OPTIMA Communication and Dissemination strategy mix.

Target Groups	Communication and Dissemination tools	Communication and Dissemination activities
Farmers Advisors Agricultural Consultants Industry Industrial Associations Universities Authorities & policymakers R&I Networks	<ul style="list-style-type: none"> • Logo and visual identity (COMM) • Web portal (BOTH) • Digital newsletter (BOTH) • Social media (COMM) • Publicity materials (COMM) 	<ul style="list-style-type: none"> • Project events (DISS) • Non- Project events (conferences, workshops, exhibitions, trade fairs) (BOTH) • Scientific and popular publications (DISS) • Press releases (COMM) • Networking & personal meetings (BOTH)

2. Communication and Dissemination tools

2.1 Visual identity

The visual identity of OPTIMA is crucial for the communication activities of the project (COMM). The logo (Figure 1) is one of the main communication tools used together with a “motto” and a more analytical banner.



Figure 1. OPTIMA logo

The logo chosen is clear, captures the attention of the target groups and communicates the main concepts of OPTIMA:

- A nozzle that sprays on a plant referring to pest management.
- Two semi circles in blue and green colour that tend to merge above the nozzle, reflecting the combined synthetic and biological PPPs application as well as OPTIMA's holistic approach.

Furthermore, to communicate a coherent message towards the target groups, as the OPTIMA name is not self-explanatory on its nature, the logo is accompanied by the motto “Redefining Pest Management - a Holistic Approach” and by a banner image (Figure 2) that will be consistently used on the different materials, showcasing the project's main actions.

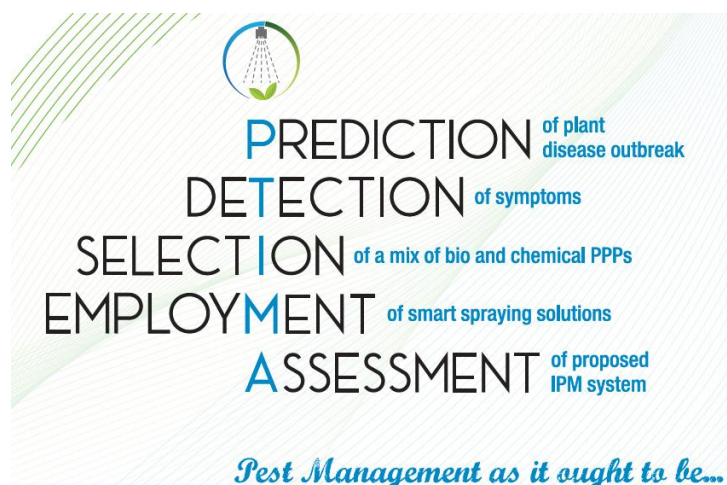


Figure 2.OPTIMA banner.

These elements create a consistent image order to ensure that the target groups easily recall the project and its orientation. All partners are expected to apply the logo in the Communication and Dissemination activities and respective publications to facilitate recognition of OPTIMA project and thus increase its impact.

In particular, all Communication and Dissemination material will showcase the OPTIMA logo, the EU emblem, and a clear statement that the project has received funding from the Horizon 2020 research and innovation programme, through the following text: *This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 773718.*

2.2 Webportal

The OPTIMA webportal (www.optima-h2020.com) will be one of the main communication tools for the project's interested audience, but simultaneously will disseminate the results derived by all WPs (BOTH). It will be developed at the project start and will contain general static information about the project (objectives, partners description, expected impacts, etc.), as well as dynamic information that will be updated bi-monthly (news, events, pilot implementation, etc.). The portal will also include a "Library" section where information about the project, such as reports, Deliverables, Communication and Dissemination material (brochure, leaflet, posters) and publications, will be available for download. Additionally, an easy access to Project's social media profiles/pages will be implemented.

The webportal will be multi-lingual, the English version will be regularly updated with news and events feed, while static versions of it will be available in the pilot area languages (French, Italian and Spanish) and in Greek, Dutch and Portuguese to cover the rest of the partners of the project.

The project webportal will be kept alive for 2 years after the project's end and links to it will be made from partners' own websites. Once the project webportal will be closed, a static page with info on the project and links will be created in partners' own websites.

The architecture of the designed webportal, fully described in Annex 5.1, will be the following:

HOME: Homepage with access to full navigation bar, different language versions, social media, twitter feed as well as the newsletter and the User Group Community subscription form. Participation in the User Group community will be heavily promoted through the

dissemination activities of the project. All members will receive project newsletters and will be encouraged to participate in technical/scientific discussions.

ABOUT:

- The Project: General information on the OPTIMA Project.
- Objectives: Detailed information on the Project's five main objectives.
- Expected Impacts: Contribution of OPTIMA to the expected impact.
- Work Plan: A summary of the Project's Work Packages.
- Partners: Information on OPTIMA Consortium Partners.

TRIALS:

- Methodology: Summarized information on the methodology that will be followed at the pilot tests.
- Pilot tests: A short reference on each one of the three pilot tests (France, Italy, Spain).

NEWS & EVENTS:

- News: News from the Project, Partners and general news on PPP development, spraying technology and integrated pest management.
- Events: Advertisement of Project - related events.
- Newsletter: Published digital semi-annual newsletter.

LIBRARY:

- Communication and dissemination material: Downloadable versions of Project's communication and dissemination materials (e.g. leaflet, brochure, etc.).
- Deliverables: Repository of OPTIMA's Public deliverables.
- Publications: Repository of Project's Scientific and Technical Publications.

CONTACT US: Contact details of the Project Coordinator and Communication and Dissemination Manager.



Figure 3. OPTIMA webportal homepage.

The webportal will be managed by CERTH that will feed regularly the News & Events section with the collaboration of appointed Communication Officers from partners.

Google Analytics will allow the ongoing monitoring of the number of visitors and the traffic on the webportal sections, and such intelligent information will be used for improving the impact of the webportal.

Partners' webportals will also echo OPTIMA's Project news and events, positively impacting on the traffic of the webportal. To that end, partners' webportals showcase a relevant outreach on their areas of influence:

Table 6. OPTIMA Partners' websites.

Partner	Webportal	Monthly visits (Oct 2018)
AUA	www.aua.gr/	44.450
UPC	www.upc.edu	985.150
ILVO	www.ilvo.vlaanderen.be	<5.000
UNITO	www.unito.it	702.900
WR	www.wur.nl	494.500
UC	www.uc.pt	862.500
AO	www.agrocampus-ouest.fr	58.780
IRSTEA	www.irstea.fr	55.000
Caffini	www.caffini.com	<5.000
FEDE	www.fedepulverizadores.com	<5.000
AGENSO	www.agenso.gr	<5.000
Terre	www.terredavino.it	<5.000
INVENIO	www.invenio-fl.fr	<5.000
ECPA	www.ecpa.eu	<5.000
CERTH	www.certh.gr	8.500

2.3 Digital Newsletter

A project End-User Group Community will be established early in the project in the webportal, including relevant organisations. Data Protection Laws in the participating countries will be followed and consent from the participants in the User Group will be obtained prior to sending any information related to the project. E-Newsletters will be published in the project webportal and sent to the interested stakeholders on a semi-annual basis.

Newsletter will be one of the main dissemination tools of the Project to promote the results of OPTIMA, but will also act as a communication driver, acting as a compiler of news, events and information published on website that will be distributed to voluntary subscribers (BOTH). Newsletters' content will be based upon the information provided by partners on events to which the project is presented, key updates on the development of the IPM System, presentations, workshops and demonstrations, reports, publications and media interest.

Table 7. Newsletters' distribution months.

Newsletter No	Date of Issue
1 st	December 2018
2 nd	November 2019
3 rd	May 2020
4 th	November 2020
5 th	June 2021
6 th	December 2021

OPTIMA partners will be encouraged to forward the digital newsletter to those contacts who might be interested on the Project. An offline version of the newsletters will also be available in English and local languages in webportal.

2.4 Social media

Social media profiles for OPTIMA will be created in a number of social networks, such as Facebook, Twitter, LinkedIn and Instagram. Strong social media presence will support the OPTIMA Communication Plan (COMM), by outreaching a broadest audience, allowing project partners to get feedback from a large number of stakeholders.

The following social media tools will be used from the start of the project:

Facebook

The OPTIMA Facebook page will be created in a public mode, under the community field, with the name “OPTIMA – Optimised IPM System” and the short name @OptimalIPM. The official language of the posts uploaded to this page will be English, even though posts in other languages will also be shared.

CERTH will be the administrator of the Facebook page. The administrator’s role is to manage all aspects of the page including messages dispatch and publication of posts, the confirmation of posts and comments, and the posting and sharing of events, including those of the project's, partners' and other events of interest.

A brief description of the project will be added to the Facebook page in order to inform the general public about the objectives of the project. The link to the webportal will be also displayed in the Facebook page.

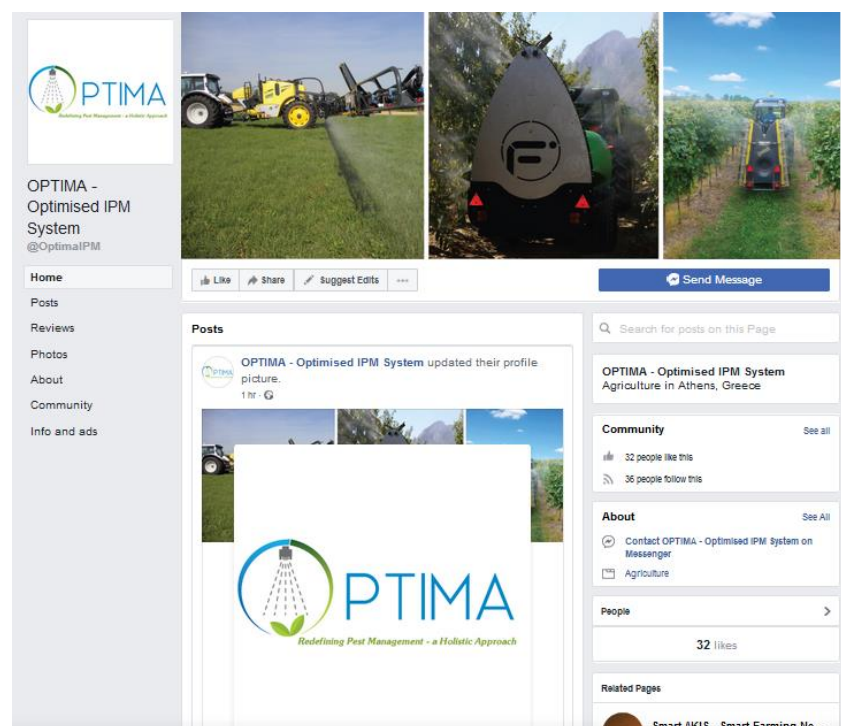


Figure 4.OPTIMA Facebook page.

Twitter

The Twitter account @Optima_IPM will be used as one of the primary tools in spreading the project's news and announcements. In the Twitter account, tweets will be uploaded in a regular base, referring to results and news and any important information institutional or

scientific that is relevant to pest management field. The account's administrator will be CERTH.

As in the Facebook page, a brief description of the project will be added to the Twitter profile page and a link to the webportal as well.

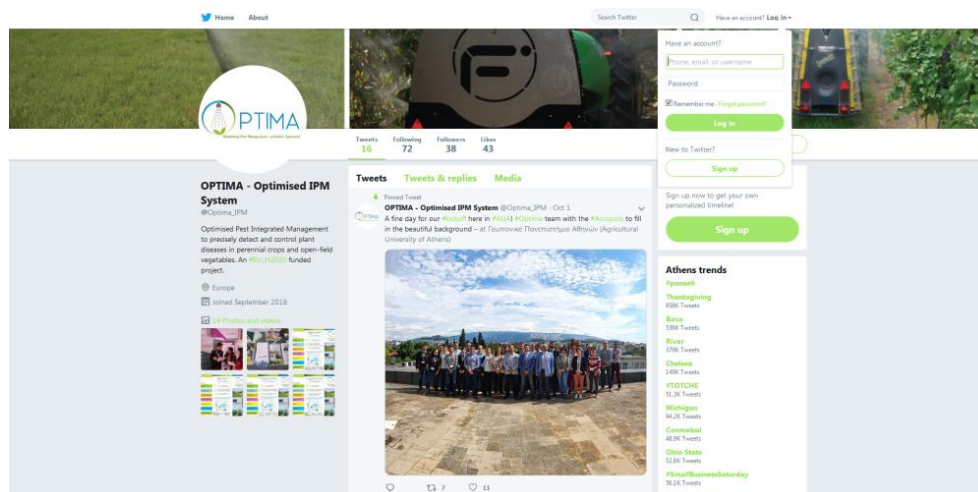


Figure 5. OPTIMA Twitter profile.

The official language of the tweets will be English and re-tweets might be made in English from original tweets in other languages.

Twitter account will be managed by CERTH. Account will follow main corporate and institutional players from academia, industry and national and EC agricultural and food safety field.

In order to achieve a relevant positioning and number of followers, the profiles will be linked with partners' social media profiles, as well as those from EIP-AGRI and Thematic Networks. A monthly monitoring on the number of followers and likes of the profiles will be conducted.

LinkedIn

The OPTIMA LinkedIn page will be created in a public mode, under the company field, with the name "OPTIMA – Optimised IPM System" and will be managed by CERTH. The official language of the posts uploaded to this page will be English, even though posts in other languages will also be shared. As in the first two social media pages/accounts, a brief description of the project will be added to the LinkedIn page and a link to the webportal as well.

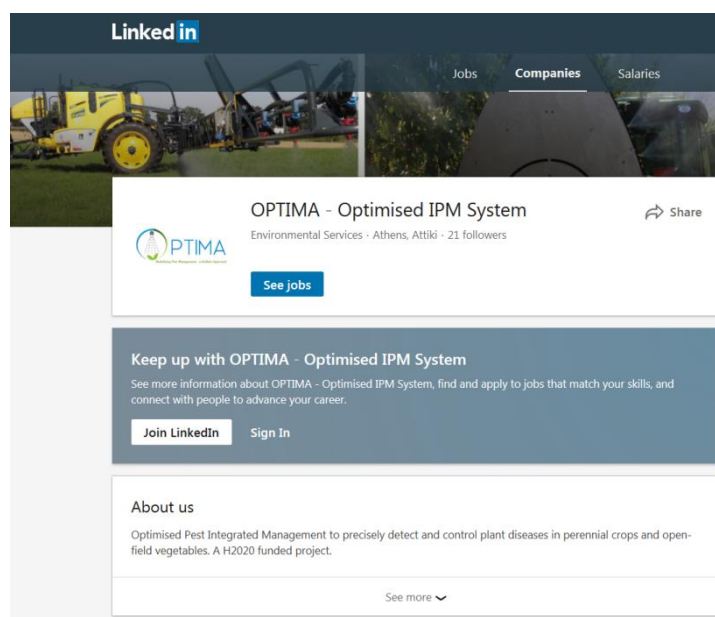


Figure 6. OPTIMA LinkedIn page.

Instagram

The Instagram page will be created in a public mode, as a business account, with the name “OPTIMA – Optimised IPM System” and the username "optima_ipm". This page aims to spread project's news and material as images and will also be managed by CERTH. The official language of the posts uploaded to this page will be English. As in the rest of the social media pages/accounts, a brief description of the project will be added and a link to the webportal as well.

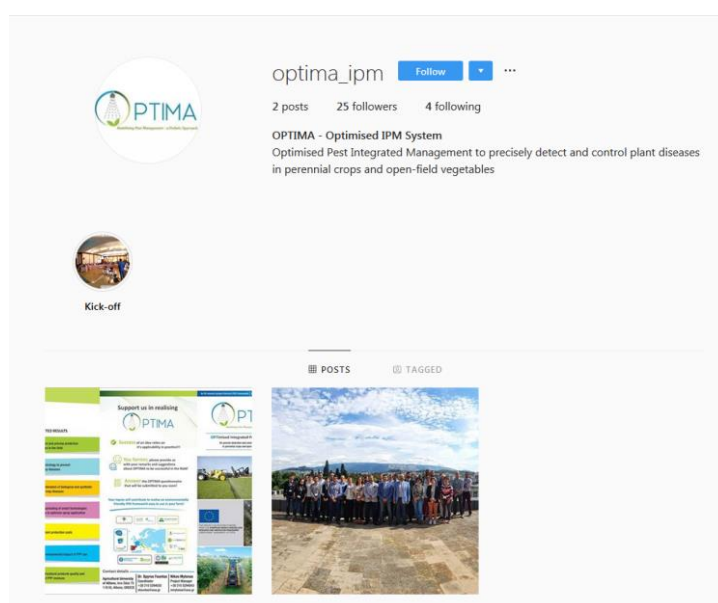


Figure 7. OPTIMA Instagram account.

Partners' social media profiles will also echo OPTIMA's publications and the other way round, further increasing the combined impact and outreach of the project:

Table 8. OPTIMA Partners' social media.

Partner	Social media	Profile	Followers
AUA	Facebook	@AgriculturalUniversityofAthens	2306
UNITO	Facebook	@unito.it	82928
	Twitter	@unito	23300
AO	Facebook	@Agrocampusouest	4250
	Twitter	@agrocampusouest	4792
TdV	Facebook	@TerredaVino	2329
	Twitter	@Terredavino	3239
ILVO	Facebook	@InstituutVoorLandbouwEnVisserijonderzoek	878
	Twitter	@ILVOvlaanderen	1427
CAFFINI	Facebook	@caffinispa	3124
IRSTEA	Facebook	@irstea	3198
	Twitter	@irstea	10400
AGENSO	Facebook	@agenso	69
	Twitter	@AgensoGR	97
UPC	Facebook	@universitatUPC	9387
	Twitter	@la_upc	26600
INVENIO	-	-	-
CERTH	Facebook	iBO/CERTH	245
	Twitter	@CERTHellas	1293
FEDE	Facebook	@pulverizadoresfed	38388
	Twitter	@Pulv_Fede	1442
WR	Facebook	@WUR	80326
	Twitter	@WUR	26900
UC	Facebook	@univdecoimbra	135357
	Twitter	@UnivdeCoimbra	4501
ECPA	Facebook	@cropprotection	91674
	Twitter	@cropprotection	9547

2.5 Publicity materials

The following publicity materials will be elaborated and distributed, both in paper and digital versions in order to contribute in Project's promotion/communication to specific audiences (farmers, advisors, researchers, industry) and general public ([COMM](#)).

OPTIMA leaflet

A leaflet template will be produced at the start of the project, with basic project information, available for partners to adapt and localise to their local contexts. This leaflet will allow disseminating the project before the project brochure is available.



Figure 8. OPTIMA leaflet.

OPTIMA roll-up banner

A roll-up banner will also be available at the start of the project, aiming to be used in the framework of regional and transnational Workshops, Communication and Dissemination of the project at partners' events, events organised by other stakeholders, conferences, exhibitions and trade fairs.

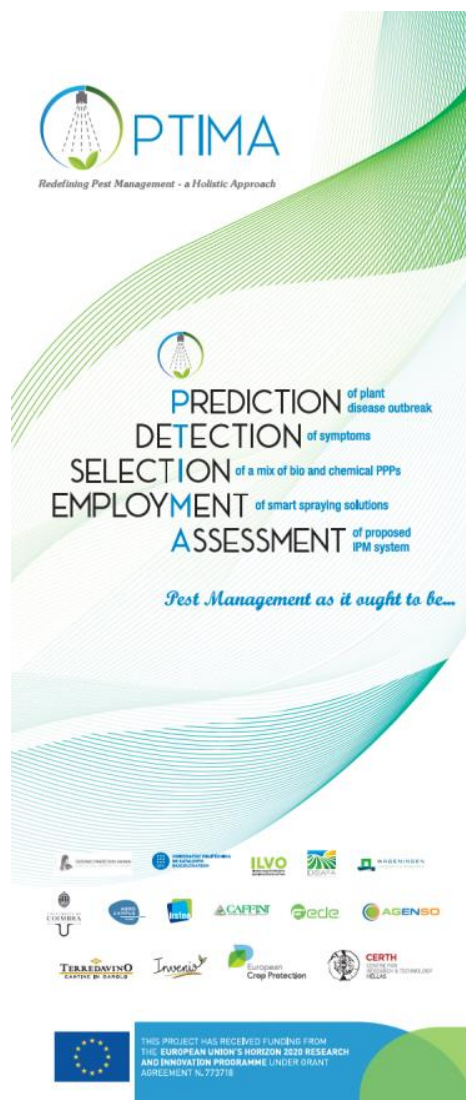


Figure 9. OPTIMA roll-up banner.

OPTIMA brochure

A tri fold brochure will be available at the start of the project in English and in the languages of the countries that the pilot tests will be conducted, to be locally printed by partners. It will deliver basic information on the project's aims, actions and expected results and initially it will be sent out, along with questionnaires, to numerous end-users to get the participant stakeholders preliminary feedback and remarks on existing practices and on the proposed OPTIMA system.



Figure 10. OPTIMA brochure.

OPTIMA bookmark

A bookmark has also been designed in English, open to be localised to local language by partners, to be locally printed by partners. The bookmark is designed as a friendly reminder of the project image, webportal and social media, and will also be disseminated in the framework of workshop, events and personal meetings with key stakeholders.



Figure 11. OPTIMA bookmark.

3. Communication and Dissemination activities

3.1 Project Events

All along the project, a series of Project events will be held to work as a main dissemination driver ([DISS](#)). The OPTIMA events are given below:

THREE (3) REGIONAL WORKSHOPS

Workshops (1 per country) will be organised in the pilot countries. The OPTIMA developed IPM approach will be tested in three selected farm areas with the three nominated crops (apple orchards, vineyard and carrots) defined by UPC (Spain), TdV (Italy) and INVENIO (France) according to the exact technical needs, as all of them have various farm types (size, slope, varieties, etc.) that cover the specifications required. These regional workshops will aim at presenting the OPTIMA allowing the partners to better involve the pilot actors as well as to get extra interest from other national stakeholders.

ONE (1) OPTIMA FINAL CONFERENCE

A final Communication and Dissemination event will be organised by the project coordinator in connection to the final project meeting, ideally as a satellite to a larger event in the field of IPM management in Brussels. This event will allow presenting the project's outcomes together with the evaluation of the pilots. All target groups will be addressed, especially aiming at umbrella organisations, associations, federations and representatives with a broad European presence that will allow for multiplying the impact of the event.

3.2 Non-project Events

OPTIMA partners will take part in international and local conferences/meetings outside the project in order to disseminate the project's results and at the same time promote/communicate its IPM framework ([BOTH](#)). The table below provides a list of indicative relevant events. The Communication and Dissemination through these events will target primarily the Farming industry, agricultural consultants and advisors, members of the public administration in the field of agriculture, as well as farmers/producers organisations. The coordinator will also coordinate with the Project Officer in order to make use of the Commission's own Research and Innovation events and conferences to disseminate project results and activities.

Table 9. Relevant Events.

Name	Main Focus
IAPA	International Advances on PPP Application - International recognized conference focussed on spray application technologies organized by AAB (Association of Applied Biologist).
InfoAg	InfoAg is the premier conference on the practical application of precision agriculture. Except plenary and breakout sessions, an extensive exhibit hall of leading hardware, software and services vendors to precision agriculture.
SUPROFRUIT	International Workshop focused on spray application techniques in fruit and vineyards.
ECPA	European Conference on Precision Agriculture.
APS Annual Meeting	Annual Meetings of the American Phytopathological Society.
AGENB	International Agricultural Engineering Conference, one of the largest in Europe.
ABIM	Annual Biocontrol Industry Meeting.
IPPC	The International Plant Protection Congress (IPPC) is the largest conference of Plant Protection.
ICCP	The International Congress of Plant Pathology (ICPP) is the largest conference of Plant Pathology.
EFPP Conference	European conference of the European Foundation for Plant Pathology (EFPP).
Agritechnica/EIMA	The world's largest trade fair for agricultural machinery and equipment.
FIMA	One of the largest international trades fair for agricultural machinery and equipment, held every second year in Zaragoza (Spain). OPTIMA will be present showing the results obtained in the selected pilot areas.

3.3 Publications

Scientific and technical publications in an innovation project with research components, such as OPTIMA, represent an important means for the dissemination of project results ([DISS](#)). It is expected that at least ten scientific papers will be published during the project. Some relevant international scientific journals are shown in the table below. Articles in technical magazines, newsletters or publications of relevant EU, national associations and bodies relevant to the areas of the project will also be published in order to reach out to the target audiences. Examples of these platforms that will be targeted are: Farmers Guardian, European Federation of Agricultural Machinery Associations – CEMA, EurAgEng Newsletter.

Table 10. Relevant international scientific journals.

Journals	Main focus
Crop Protection	Focussed on all aspects concerning crop protection, including new spraying technologies and developments.
Phytopathology, Plant Disease, Plant Pathology	3 international journals focussed on all aspects concerning Plant Pathology
Computer and Electronics in Agriculture	International coverage of advances in the development and application of computer hardware, software and electronic instrumentation
Precision Agriculture	Presents the most innovative results emerging from research in the field of precision agriculture
Science for The Total Environment	International coverage of environmental pollution and risk of contamination, including drift during PPP application.
Sustainability	Open access journal linked to sustainability aspects in agriculture
Pest Management Science	Reference international journal linked to PPP management and new technologies
Sensors	The specific part of sensors for agriculture has a wide Communication and Dissemination at international level. Open access international journal with high IF
Biosystems Engineering	Reference international journal focused in agricultural technology, including PPP and spray application techniques
Environmental Pollution	Spray drift as one of the major concerns in terms of environmental pollution is one of the most interesting subjects of this international journal
International Journal of LCA	Extended life-cycle assessment of conventional and the proposed crop protection systems
Journal of Cleaner Production	MCDA integrating Risk and LCA for novel IPM strategies
Integrated Environmental Assessment and Management	Focusing on the most recent issues of human health and environmental risk assessment of chemicals

3.4 Press releases

Press releases, as a communication tool ([COMM](#)), will be produced as relevant pieces of news and will be available throughout the project's lifetime. Project related press releases will be elaborated by CERTH and partners will be asked to distribute them to relevant media within their own regions/countries. If the press releases are related to a specific event (e.g. a trial), host partner will be charged with the local distribution of the press release among national mass media. CERTH will be in charge of publishing press releases in project's webportal and social media but also in EU media platforms, such as:

- Farmers Guardian(<http://www.farmersguardian.com/>)
- Cordis Wire (<https://cordis.europa.eu/wire/>)
- European Union Information Website (EurActiv: www.euractiv.com)
- Horizon Magazine (<http://horizon-magazine.eu>)

Additionally, national and local TV/radio agricultural programs will be contacted in order to promote/communicate the actions planned in the project.

3.5 Networking and informal person-to-person meetings

In order to engage stakeholders more directly, personal interaction will also be a key means for Communication and Dissemination (BOTH).

Project partners will disseminate project activities and outputs beyond the partnership and involved territories by participating in relevant related events such as meetings, workshops and conferences at local, regional, national or international level.

Networking, informal personal meetings, and whenever possible official presentations will be used to present the project results and activities at different stages of project development.

Meetings with other EU projects related to OPTIMA will be held by the coordinator and the relevant WP leaders to identify commonalities and avoid repetition, as well as to identify collaboration areas and allow for cross-fertilization of ideas and concepts.

Informal person-to-person meetings with relevant stakeholders at national level beyond the project events organised in OPTIMA (project own workshops) will also be held at the discretion of the project partners whenever relevant. The consortium will also network with other relevant initiatives and projects, such as AIOTI's Smart Farming Working group.

All partners will be engaged in such networking and person to person meetings, duly reporting such progress to Project Communication and Dissemination Officer through the delivery of semi-annual Communication and Dissemination Activity Report, in order to keep track on the number of target groups reached.

Aware of the huge number of potential stakeholders to be engaged both at national and EU level, partners have identified in the framework of the Target Groups mapping effort described in section 1.4, those target groups deemed as Key , which will be the main target for the arrangement of person to person meetings.

4. Communication and Dissemination Work Plan

4.1 Communication and Dissemination governance

All OPTIMA partners are experienced in the implementation of Research & Innovation projects at EU level and are committed and aware on the importance of the communication and dissemination on such projects. Thus, all partners will rely on their accumulated communication and dissemination experience and tools in order to achieve the highest impact of the Project.

CERTH is the leader of Work package 7, but all partners will be engaged on the on-going Communication and Dissemination of the Project. Thus, CERTH will mainly play a Coordinator/Facilitator role, ensuring that the Communication and Dissemination Strategy and Plan are collectively implemented by all partners.

To that end, The Communication and Dissemination Strategy will be implemented by all partners, following a governance system composed of the following bodies:

- Project Communication and Dissemination Officer.
- Project Communication and Dissemination Group.
- Partners Communication and Dissemination Officers.

Project Communication and Dissemination Officer

Project Communication and Dissemination Officer will be Thanos Balafoutis from CERTH.

Thanos Balafoutis



Thanos is a Researcher C' at IBO-CERTH and he is an Agricultural Engineer, holding an MSc in Environmental Engineering and a PhD in Energy Systems in Agriculture. His research interests focus on Precision Agriculture with emphasis on the application of variable rate input techniques to high value crops. He has broad experience in R&I activities in Agriculture and Environment (principal investigator in over 30 projects), as well as in the coordination of R&I projects (project manager in over 10 projects). He was a Consultant in the Technology Transfer Office of AUA for 2 years, where he has developed broad expertise in cross-discipline collaborations in innovation.

His role will be the following:

- Planning and coordination of Communication and Dissemination activities with appointed Communication and Dissemination Officers on a six-month basis.
- Reporting on Communication and Dissemination activities compiling the information received from Communication and Dissemination Officers on a six month basis.
- Webportal content management: news & events, library.
- Social media community manager: Facebook, Twitter, LinkedIn, Instagram.
- Edition of digital newsletters with the contribution from the Partners Communication and Dissemination Officers on semi-annual basis.
- Coordination of the publicity materials design and layout and printing (by Partners).
- Coordination of the participation of OPTIMA partners on non-project targeted events.
- Presentation of OPTIMA at non-project targeted events and to key stakeholders through personal meetings.
- Coordination with Partners Communication and Dissemination Officers the publication of popular articles on partners' media and on specialised magazines.
- Elaboration of Project related press releases and coordination of local press releases by Communication and Dissemination Officers.
- Coordination of the programme and logistics of OPTIMA Final Conference.

Project Communication and Dissemination Work Group

The Communication and Dissemination Work Group will be composed by 5 partners, with key responsibilities on the overall running of the Project, and specifically on its Communication and Dissemination activities:

- CERTH: As WP7, Communication and Dissemination Coordinator.
- AUA: As general Coordinator of the Project.
- UNITO: As WP1 Leader, in charge of community building and user requirement analysis as well as pilot testing of developed technologies in vineyards (along with TdV).
- UPC: As WP5 Leader and in charge of pilot testing of developed technologies in apple orchards.
- IRSTEA: As partner in charge of pilot testing of developed technologies in carrots in open field (along with INVENIO, AO).

The Communication and Dissemination Work Group will meet through a Skype meeting each six-month with the following goals:

- Review or update if necessary of the overall Communication and Dissemination Strategy & Plan.
- Review and agreement on the Communication and Dissemination Action Plan elaborated by Project Communication and Dissemination Officer.
- Review and agreement on the Communication and Dissemination Activity Report compiled with the whole of activities conducted in the previous semester by Project Communication and Dissemination Officer.

Any decisions regarding the update or review of the current Communication and Dissemination Action Plan or of the planned activities will be reached by the Work Group, and shared with the rest of the consortium in the General Assembly.

Partners Communication and Dissemination Officers

All partners have appointed a Communication and Dissemination Officer:

Table 11. Partners' Communication and Dissemination Officers.

Partner	Name	Last name
AUA	Nikos	Mylonas
UPC	Jordi	Llop
ILVO	Ingrid	Zwertvaegher
UNITO	Paolo	Marucco
WR	Josje	Verbeeten
UC	Cristina	Pinto
AO	Valérie	Le Clerc
IRSTEA	Jean-Paul	Douzals
Caffini	Amedeo	Caffini
FEDE	Iván	López
AGENSO	Alik	Tsiropoulou
Terre	Daniele	Eberle
INVENIO	Sarah	Bellalou
ECPA	Andreas	Thierfelder
CERTH	Michael	Moraitis

On a day-to-day basis, the Project Communication and Dissemination Officer will closely coordinate with such interlocutors through telephone, email and Skype. Besides this on-going communication, Communication and Dissemination Project Officer will ask from all Partners Communication and Dissemination Officers to send each 4 weeks a Monthly Report and then, after reviewing and recapping the Communication and Dissemination activities already implemented, he will compile a report to be send to all partners together with the activities to be implemented in the following weeks, following the agreed Communication and Dissemination Work Plan.

The role of Partners Communication and Dissemination Officers will be the following:

- Production of localised publicity materials: translation, localisation and printing of leaflet, brochure, roll-up banner and bookmark (COMM).
- Communication and Dissemination of Project activities on partners' mass media and on specialized magazines (BOTH).
- Delivery of pieces of news and events of interest to Project Communication and Dissemination Officer for feeding up the webportal, social media and digital newsletters (COMM).
- Presentation of OPTIMA Project at non-network targeted events and to key stakeholders through personal meetings (BOTH).
- Elaboration of local press releases (COMM).
- Proposal of Communication and Dissemination activities to be conducted each semester and reporting of Communication and Dissemination activities implemented by the delivery to Project Communication and Dissemination Officer of Communication and Dissemination Activity Reports.

4.2 Communication and Dissemination planning

Project Communication and Dissemination Officer will elaborate each six months a Communication and Dissemination Work Plan taking into consideration the overall time plan described in the following pages, as well as the Partners Communication and Dissemination Officers contributions. Communication and Dissemination Work Plan will be reviewed and agreed by Communication and Dissemination Work Group.

Contents of the Work Plan will be very simple and are included on Annex 5.2:

- Description of the activities to be carried out following a set of categories, with indication of the expected time for their implementation and the partners responsible for carrying them out.
- A Gantt chart with indication of the timeline of the activities planned.



The figure shows a template for a 'Communication and Dissemination Work Plan'. It is divided into three main sections:

1. Expected Outputs

Expected Communication and Dissemination Outputs for this Period are the following:

ID	Output	Target value	Responsible	Expected achievement time

2. Work Plan

The following activities are planned to be conducted during the Communication and Dissemination Period, where the responsible Partner is indicated:

ACTIVITY	WHO	WHEN
COMMUNICATION AND DISSEMINATION STRATEGY & PLAN		
COMMUNICATION AND DISSEMINATION TOOLS		
COMMUNICATION AND DISSEMINATION ACTIVITIES		

3. Gantt Diagramme

WP1: COMMUNICATION AND DISSEMINATION

Activity	Partner	Start	End
COMMUNICATION AND DISSEMINATION STRATEGY & PLAN			
COMMUNICATION AND DISSEMINATION TOOLS			
COMMUNICATION AND DISSEMINATION ACTIVITIES			

The template also includes a header with the OPTIMA logo and a footer with logos of partner organizations (ILVO, AGES, etc.) and a European Union logo.

Figure 12. Communication and Dissemination Work Plan template.

The work plan is divided in 6 periods, where similar strategy, tools and activities for communication and dissemination will be followed. However, differences on the target groups according to the specific situation will be found in each period. A general perspective of the actions is that at first the focus will be in the farmers' community, so that the survey required in WP1 can be executed smoothly, but also in the scientific-research community to show the objectives of the research and innovation actions. In the course of the project, policy makers (EU and national) will be more included; while during the pilot testing the penetration to the farmers will be more elaborated.

As mentioned in Section 1.1, every tool and activity will be characterised either as communication (**COMM**), dissemination (**DISS**) or combined (**BOTH**) material based on its purpose.

Indicative work plan by Communication and Dissemination Periods is given below:

Communication and Dissemination Period 1. September – March 2019.

Table 12. Work Plan Period 1.

Activity	Date
COMMUNICATION AND DISSEMINATION STRATEGY & PLAN	
Elaboration of Communication and Dissemination Plan	November 2018
Definition of Communication and Dissemination Work Plan	November 2018
COMMUNICATION AND DISSEMINATION TOOLS	
Project Visual Identity (COMM)	November 2018
Launch of Project webportal (COMM)	December 2018
Creation of Social media accounts (COMM)	October 2018
Graphic design of brochure, leaflet, roll-up banner and bookmark (COMM)	October 2018
Edition and distribution of digital newsletter N°1 (BOTH)	December 2018
COMMUNICATION AND DISSEMINATION ACTIVITIES	
Press release: Kick-off meeting (COMM)	September 2018
Participation at non-project targeted events (BOTH)	Sept - March 2018
Publication of popular articles (DISS)	Sept - March 2018
Networking and person to person meetings (BOTH)	Sept - March 2018

Communication and Dissemination Period 2. April – November 2019.

Table 13. Work Plan Period 2.

Activity	Date
COMMUNICATION AND DISSEMINATION STRATEGY & PLAN	
Communication and Dissemination Work Group meeting	April 2019
Delivery of Communication and Dissemination Updates	April - November 2019
Elaboration of Communication and Dissemination Report for Period 1	April 2019
Definition of Communication and Dissemination Work Plan for Period 3	November 2019
COMMUNICATION AND DISSEMINATION TOOLS	
Update of Network webportal with news & event feeds (BOTH)	April – November 2019
Management of social media accounts (COMM)	April – November 2019
Edition and distribution of digital newsletter N°2 (BOTH)	November 2019
COMMUNICATION AND DISSEMINATION ACTIVITIES	
Participation at non-project targeted events (BOTH)	April – November 2019
Publication of popular and scientific articles (DISS)	April – November 2019
Networking and person to person meetings (DISS)	April – November 2019

Communication and Dissemination Period 3. December 2019 – May 2020.

Table 14. Work Plan Period 3.

Activity	Date
COMMUNICATION AND DISSEMINATION STRATEGY & PLAN	
Communication and Dissemination Work Group meeting	December 2019
Delivery of Communication and Dissemination Updates	Dec 2019 – May2020
Elaboration of Communication and Dissemination Report for Period 2	December 2019
Definition of Communication and Dissemination Work Plan for Period 4	May 2020
COMMUNICATION AND DISSEMINATION TOOLS	
Update of Network webportal with news & event feeds (BOTH)	Dec. 2019 – May2020
Management of social media accounts (COMM)	Dec. 2019 – May2020
Edition and distribution of digital newsletter N°3 (BOTH)	May 2020
COMMUNICATION AND DISSEMINATION ACTIVITIES	
Participation at non-project targeted events (BOTH)	Dec. 2019 – May2020
Publication of popular and scientific articles (DISS)	Dec. 2019 – May2020
Networking and person to person meetings (DISS)	Dec. 2019 – May2020

Communication and Dissemination Period 4. June – November 2020.

Table 15. Work Plan Period 4.

Activity	Date
COMMUNICATION AND DISSEMINATION STRATEGY & PLAN	
Communication and Dissemination Work Group meeting	June 2020
Delivery of Communication and Dissemination Updates (email)	June – November 2020
Elaboration of Communication and Dissemination Report for Period 3	June 2020
Definition of Communication and Dissemination Work Plan for Period 5	November 2020
COMMUNICATION AND DISSEMINATION TOOLS	
Update of Network webportal with news & event feeds (BOTH)	June – November 2020
Management of social media accounts (COMM)	June – November 2020
Edition and distribution of digital newsletter N°4 (BOTH)	November 2020
COMMUNICATION AND DISSEMINATION ACTIVITIES	
Participation at non-project targeted events (BOTH)	June – November 2020
Publication of popular and scientific articles (DISS)	June – November 2020
Networking and person to person meetings (DISS)	June – November 2020

Communication and Dissemination Period 5. December 2020 – June 2021.

Table 16. Work Plan Period 5.

Activity	Date
COMMUNICATION AND DISSEMINATION STRATEGY & PLAN	
Communication and Dissemination Work Group meeting	December 2020
Delivery of Communication and Dissemination Updates (email)	Dec. 2020 – June2021
Elaboration of Communication and Dissemination Report for Period 4	December 2020
Definition of Communication and Dissemination Work Plan for Period 6	June 2021
COMMUNICATION AND DISSEMINATION TOOLS	
Update of Network webportal with news & event feeds (BOTH)	Dec. 2020 – June2021
Management of social media accounts (COMM)	Dec. 2020 – June2021
Edition and distribution of digital newsletter N°5 (BOTH)	June 2021
COMMUNICATION AND DISSEMINATION ACTIVITIES	
Participation at non-project targeted events (BOTH)	Dec. 2020 – June2021
Publication of popular and scientific articles (DISS)	Dec. 2020 – June2021
Networking and person to person meetings (DISS)	Dec. 2020 – June2021
3 Regional Workshops (France, Italy, Spain) (DISS)	Dec 2020 – March 2021

Communication and Dissemination Period 6. July – December 2021.

Table 17. Work Plan Period 6.

Activity	Date
COMMUNICATION AND DISSEMINATION STRATEGY & PLAN	
Communication and Dissemination Work Group meeting	July 2021
Delivery of Communication and Dissemination Updates	July – December 2021
Elaboration of Communication and Dissemination Report for Period 5	July 2021
COMMUNICATION AND DISSEMINATION TOOLS	
Update of Network webportal with news & event feeds (BOTH)	July – December 2021
Management of social media accounts (COMM)	July – December 2021
Edition and distribution of digital newsletter N°6 (BOTH)	December 2021
COMMUNICATION AND DISSEMINATION ACTIVITIES	
Holding of OPTIMA Final Conference (DISS)	December 2021
Participation at non-project targeted events (BOTH)	July – December 2021
Publication of popular and scientific articles (DISS)	July – December 2021
Networking and person to person meetings (DISS)	July – December 2021

4.3 Communication and Dissemination monitoring system

Given the vital importance of the Communication and Dissemination activities to the success of the project, the implementation of the OPTIMA Communication and Dissemination Plan will be closely monitored and evaluated in order to provide evidence on the following fields:

- If the Communication and Dissemination activities comply with the project quality standards.
- If the Communication and Dissemination activities reach out to the relevant target audience.
- If the Communication and Dissemination activities achieve the expected impacts.

The implementation of the OPTIMA Communication and Dissemination Plan will be monitored by the WP7 Leader (CERTH) with the use of a balance scorecard (BSC) with a set of indicators with target figures that will determine the degree of achievement of the Communication and Dissemination objectives. The BSC will be updated as part of the full Communication and Dissemination Plan during the course of the project. In order to facilitate an accurate monitoring and evaluation of the Communication and Dissemination activities and understand the impact of the actions carried out, all partners will report their activities to CERTH. The intention is to correct any deviation from the Communication and Dissemination objectives, and to improve the performance of such activities as well as facilitate their evaluation. In order to set up an effective monitoring system, a clear connection between objectives and indicators needs to be established taking into account all arrangements needed to timely collect evidence that meet reporting requirements.

Network Deliverables

Following the project's Grant Agreement, under WP7 the following deliverables are planned:

Table 18. Work Package 7 Deliverables.

Deliverable number	Deliverable title	Lead beneficiary	Type	Communication / Dissemination level	Delivery Date
7.1	Communication and Dissemination Strategy and Action Plan	CERTH	Report	Public	M3
7.2	OPTIMA newsletter	CERTH	Report	Public	M4
7.3	OPTIMA brochure and leaflet	CERTH	Report	Public	M6
7.4	Report on Communication and Dissemination Activities	CERTH	Report	Public	M15
7.5	Exploitation Plan	FEDE	Report	Confidential	M26
7.6	First batch of practice abstracts for end-users	CERTH	Report	Public	M18
7.7	Second batch of practice abstracts for end-users	CERTH	Report	Public	M40

The number and expected delivery time of such Deliverables have been considered as Output Indicators included on the BSC described in next section. At the time being, no delays on their delivery are expected.

Balanced Scorecard with Output & Result Indicators

In order to assess the success of the Communication and Dissemination Plan, a set of Key Target Indicators have been selected.

These indicators have been integrated into a Communication and Dissemination BSC with a description of the indicator, the method of measurement, the verification means, the owner of the indicator, the periodicity on which it will be monitored and the target value planned (Annex 5.5). The table below summarises the Key Target Indicators and their target values.

Table 19. Communication and Dissemination Balanced Scorecard summary table.

INDICATOR	CATEGORY OF INDICATOR	TARGET VALUE
COMMUNICATION AND DISSEMINATION STRATEGY & PLAN		
Communication and Dissemination Plan	Output	1
Nº of meetings of Communication and Dissemination Work Group	Output	6
Nº of Communication and Dissemination Work Plans	Output	6
Nº of semi-annual Communication and Dissemination Reports	Output	6
Nº of annual Communication and Dissemination Reports	Output	3
Nº of Communication and Dissemination Updates distributed	Output	40
COMMUNICATION AND DISSEMINATION TOOLS		
Nº of webportal (BOTH)	Output	1
Nº of registered users in user group community of the webportal (DISS)	Result	200
Nº of social media accounts (COMM)	Output	5
Nº of publicity materials (COMM)	Output	4
Nº of digital newsletters distributed (BOTH)	Result	6
Nº of webportal visitors (COMM)	Result	2.000
Nº of webportal pages visited (COMM)	Result	10.000
Nº of Twitter followers (COMM)	Result	700
Nº of Facebook page likes (COMM)	Result	500
Nº of Facebook page visits (COMM)	Result	100
Nº of people outreached by Facebook page (COMM)	Result	400
Nº of people outreached by digital newsletter (BOTH)	Result	500
Nº of people outreached with publicity materials (COMM)	Result	1.000
COMMUNICATION AND DISSEMINATION ACTIVITIES		
Nº of regional Workshops held (DISS)	Output	3
Nº of Final Conference held (DISS)	Output	1
Nº of non-network events where Project has been disseminated (BOTH)	Output	20

Nº of people asking for further info on OPTIMA after participation in non-project events (BOTH)	Result	100
Nº of popular articles published in general media (COMM)	Output	25
Nº of scientific papers published (DISS)	Output	10
Nº of participants on regional Workshops (DISS)	Result	300
Nº of participants on Final Conference (DISS)	Result	100
Level of satisfaction of participants in regional workshops and final conference (DISS)	Result	4.5/5 on average
Nº of people outreached at non-project events (BOTH)	Result	3.000

Communication and Dissemination Reporting

The reporting of Communication and Dissemination activities will take place at three levels:

Table 20. Communication and Dissemination Activity Report summary table.

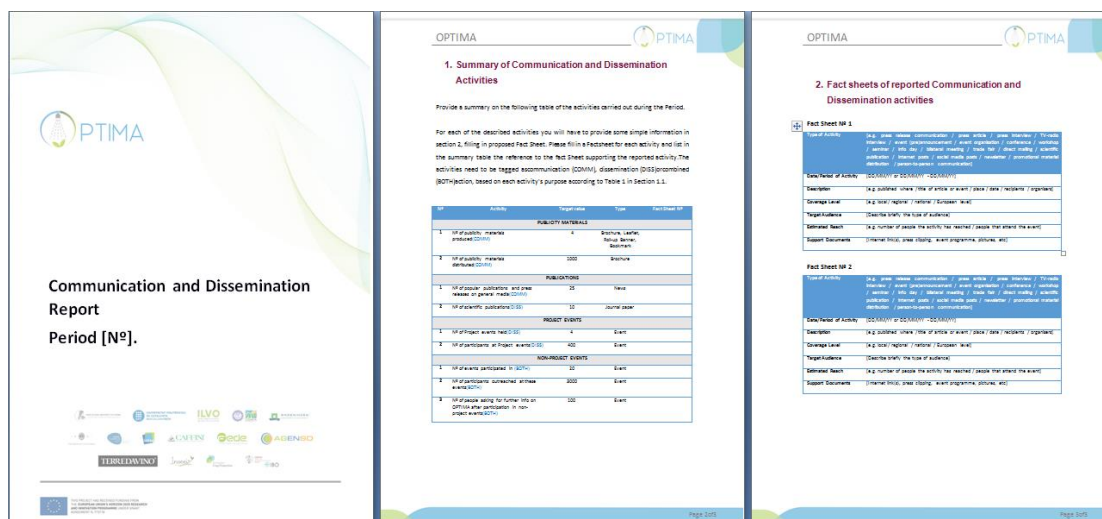
Nº	Report	Responsible	Periodicity
1	Partners' Communication and Dissemination Report	All partners	Semi - annual
2	Semi-annual Project Communication and Dissemination Report compiling partners' contributions	CERTH	Semi - annual
3	Report on Communication and Dissemination Activities (D7.4)	CERTH	M15, M26 and M40

Partners' Communication and Dissemination Report

Every six months, Partners Communication and Dissemination Officers from partners will send Project Communication and Dissemination Officer a compilation of the Communication and Dissemination activities carried out by the partner, providing evidence and support materials of the activities carried out (press clippings, programmes, pictures, etc.).

To that end, a template has been elaborated (Annex 5.3) allowing to simply providing requested information on the following fields:

- Nº of publicity materials produced distributed.
- Nº and outreach of popular publications and press releases on partners' media.
- Nº and outreach of popular publications and press releases on specialised media.
- Nº and outreach of Project and non-project targeted events.
- Nº of key target groups/networks outreached through person to person meetings.



Communication and Dissemination Report
Period [N°].

1. Summary of Communication and 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. The activities need to be bigger communication (COM), dissemination (DIS) or information (INFO) activity, based on each activity's purpose according to Table 1 in Section 1.1.

WP	Activity	Target group	Type	Continued on
PUBLICITY MATERIALS				
1	WP of public materials produced (COM)	4	Brochure, Leaflet, Notice Board, Bulletin	
2	WP of public materials delivered (COM)	1000	Brochure	
PUBLICATIONS				
1	WP of public publications and press release or press media (COM)	25	News	
2	WP of scientific publications (DIS)	10	Journal paper	
PROJECT EVENTS				
1	WP of project events held (COM)	4	Event	
2	WP of participants at Project events (DIS)	400	Event	
NON-PROJECT EVENTS				
1	WP of events organized in WP (COM)	10	Event	
2	WP of persons contacted during WP (COM)	1000	Event	
3	WP of people going for further info on OPTIMA or activities in non-project events (COM)	100	Event	

2. Fact sheets of reported Communication and Dissemination activities

Fact Sheet WP 1

WP of public materials produced (COM) / WP of public materials delivered (COM) / WP of public publications and press release or press media (COM) / WP of scientific publications (DIS) / WP of project events held (COM) / WP of participants at Project events (DIS) / WP of events organized in WP (COM) / WP of persons contacted during WP (COM) / WP of people going for further info on OPTIMA or activities in non-project events (COM)

Fact Sheet WP 2

WP of public materials produced (COM) / WP of public materials delivered (COM) / WP of public publications and press release or press media (COM) / WP of scientific publications (DIS) / WP of project events held (COM) / WP of participants at Project events (DIS) / WP of events organized in WP (COM) / WP of persons contacted during WP (COM) / WP of people going for further info on OPTIMA or activities in non-project events (COM)

Figure 13. Partners Communication and Dissemination Report template.

For each of the reported Communication and Dissemination activities, partners will provide some simple information filling in a Fact Sheet accompanied with supporting documents.

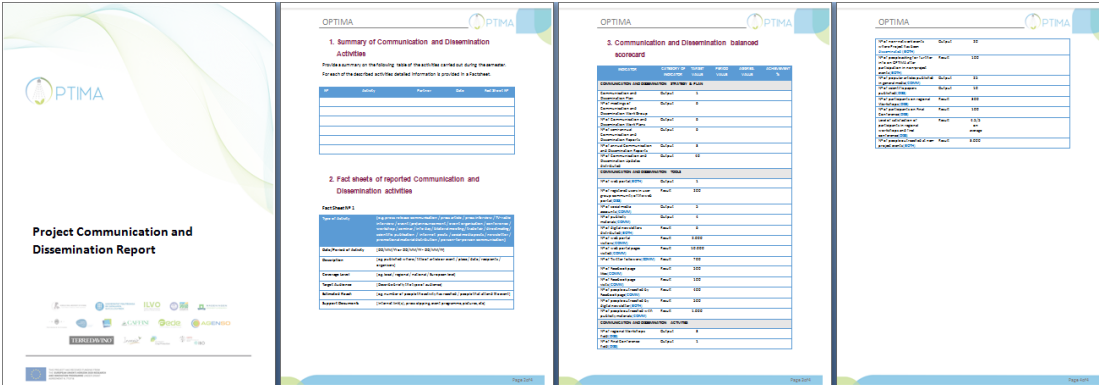
Project Communication and Dissemination Report

Project Communication and Dissemination Officer will compile Partners Communication and Dissemination Reports and produce semi-annually a Project Communication and Dissemination Report. The scope and impact of the carried out activities will be assessed by the Communication and Dissemination Work Group.

The contents of the Communication and Dissemination Report will be the following, as included in Annex 5.4:

- Listing of all the Communication and Dissemination activities carried out by the Project and partners, supported by the respective Fact Sheets with detailed information and clear discrimination between communication/dissemination activities and tools.
- Update of the Balanced Scorecard with indication of the level of achievements of the target value of expected Output and Results Indicators.

An update of the Communication and Dissemination activities will be provided in M15 as Deliverable 7.4 to be submitted to the EC following the Grant Agreement.



Project Communication and Dissemination Report

1. Summary of Communication and Dissemination Activities
 Provide a summary of the following table. Report the number of times the project of the selected activity has been implemented in a document.

Activity	Number	Date	Report of

2. Fact sheets of reported Communication and Dissemination activities

Activity 1: [Activity description]

Activity 2: [Activity description]

Activity 3: [Activity description]

Activity 4: [Activity description]

Activity 5: [Activity description]

Activity 6: [Activity description]

Activity 7: [Activity description]

Activity 8: [Activity description]

Activity 9: [Activity description]

Activity 10: [Activity description]

Activity 11: [Activity description]

Activity 12: [Activity description]

Activity 13: [Activity description]

Activity 14: [Activity description]

Activity 15: [Activity description]

Activity 16: [Activity description]

Activity 17: [Activity description]

Activity 18: [Activity description]

Activity 19: [Activity description]

Activity 20: [Activity description]

Activity 21: [Activity description]

Activity 22: [Activity description]

Activity 23: [Activity description]

Activity 24: [Activity description]

Activity 25: [Activity description]

Activity 26: [Activity description]

Activity 27: [Activity description]

Activity 28: [Activity description]

Activity 29: [Activity description]

Activity 30: [Activity description]

Activity 31: [Activity description]

Activity 32: [Activity description]

Activity 33: [Activity description]

Activity 34: [Activity description]

Activity 35: [Activity description]

Activity 36: [Activity description]

Activity 37: [Activity description]

Activity 38: [Activity description]

Activity 39: [Activity description]

Activity 40: [Activity description]

Activity 41: [Activity description]

Activity 42: [Activity description]

Activity 43: [Activity description]

Activity 44: [Activity description]

Activity 45: [Activity description]

Activity 46: [Activity description]

Activity 47: [Activity description]

Activity 48: [Activity description]

Activity 49: [Activity description]

Activity 50: [Activity description]

Activity 51: [Activity description]

Activity 52: [Activity description]

Activity 53: [Activity description]

Activity 54: [Activity description]

Activity 55: [Activity description]

Activity 56: [Activity description]

Activity 57: [Activity description]

Activity 58: [Activity description]

Activity 59: [Activity description]

Activity 60: [Activity description]

Activity 61: [Activity description]

Activity 62: [Activity description]

Activity 63: [Activity description]

Activity 64: [Activity description]

Activity 65: [Activity description]

Activity 66: [Activity description]

Activity 67: [Activity description]

Activity 68: [Activity description]

Activity 69: [Activity description]

Activity 70: [Activity description]

Activity 71: [Activity description]

Activity 72: [Activity description]

Activity 73: [Activity description]

Activity 74: [Activity description]

Activity 75: [Activity description]

Activity 76: [Activity description]

Activity 77: [Activity description]

Activity 78: [Activity description]

Activity 79: [Activity description]

Activity 80: [Activity description]

Activity 81: [Activity description]

Activity 82: [Activity description]

Activity 83: [Activity description]

Activity 84: [Activity description]

Activity 85: [Activity description]

Activity 86: [Activity description]

Activity 87: [Activity description]

Activity 88: [Activity description]

Activity 89: [Activity description]

Activity 90: [Activity description]

Activity 91: [Activity description]

Activity 92: [Activity description]

Activity 93: [Activity description]

Activity 94: [Activity description]

Activity 95: [Activity description]

Activity 96: [Activity description]

Activity 97: [Activity description]

Activity 98: [Activity description]

Activity 99: [Activity description]

Activity 100: [Activity description]

Figure 14. Project Communication and Dissemination Report template.

5. Annexes

5.1 Webportal Architecture



Web portal Architecture



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1. General information

- Domain: www.optima-h2020.eu has been protected.
- Languages: OPTIMA web portal's main language will be English, but some static information will also be available in partner's languages. Partners will have to contribute to the translation of such text.
- Content Management System (CMS): CERTH will use Joomla as webportal's CMS and will be the sole user.
- Links: Partners will ensure good cross-linking between the webportal and their own sites. CERTH will also ensure that crosslinks are established with other H2020 Projects.
- Social Media: Webportal will include links to the OPTIMA Project social media profiles (Twitter, LinkedIn, Facebook, Instagram and YouTube), managed by CERTH. Twitter will probably be the most efficient social media taking into consideration the efforts implied on its update and potential impact, so a Twitter feed will be showcased.
- Digital newsletter: 6 digital newsletters will be distributed, probably through MailChimp. Subscription in the distribution list will be possible through the webportal's homepage.
- Contact: Visitors will be able to contact the Project by filling in an online form to be sent to CERTH.

2. Web portal design

- CERTH will develop the overall design of the web portal inspired by the OPTIMA logo and roll-up banner.
- A simple and attractive design based upon the use of a streamlined menu with few sections and images is proposed.
- A review of the web portals of current H2020 Projects show a wide variety of approaches, from very simplistic to more complex architectures. Here are some web portals with simple and neat designs, that have inspired the proposed architecture:
 - <http://www.ochravine.eu/>
 - <https://www.iof2020.eu/>
 - <http://www.innoseta.eu/>
 - <http://www.panacea-h2020.eu/>
 - <http://www.bigdatagrapes.eu/>

3. Web portal architecture

3.1 Homepage



3.2 Sections / Areas

Nº 1. Languages:

Top right side, icons of the project languages with links to the respective pages: English, Spanish, French, Italian, Portuguese, Dutch, Greek.

Nº 2.Social Media:

Floating social media icons at the left side of the website. Linked to Facebook, Twitter, LinkedIn, Instagram and YouTube project accounts.

Nº 3.Twitter feed:

Twitter feed displayed at the right side of the portal. The last news are displayed and when clicking, twitter page opens with the piece of news.

Nº 4.Main view:

At the middle of the homepage the OPTIMA banner image will be displayed, showcasing the main Project actions along with the motto "Pest Management as it ought to be". Each phrase will be clickable and clicking on it will re-direct the user to a short description for each one of them.

Nº 5.User Group Community - Newsletter subscription form:

Right below the main image will be placed the User Group Community as well as the newsletter subscription form, at full page width. User will be able to insert his e-mail address and include himself into the Community, or just the e-newsletter recipient list.

Nº 6.Partners' logos and EU emblem:

Below the newsletter subscription form, Partners' logos will be displayed, along with the EU emblem and the following text: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.773718".

Nº 7.Navigation bar:

When moving mouse over section's name, each SECTION will vertically display a menu, that when selected will link to a new page.

Once in the page of a subsection, horizontal navigation bar will remain displayed but a new vertical navigation bar will be displayed on the page left side, with links to all the subsection pages of the corresponding section.

HOME	ABOUT	TRIALS	NEWS & EVENTS	LIBRARY	CONTACT US
	The Project				
	Objectives				
	Expected Impacts				
	Work Plan				
	Partners				

ABOUT/The Project

- Static text on all languages. To be provided by CERTH and translated by partners.
- General information on the Project.
- Workflow sequence as an image.

ABOUT/Objectives

- Static text on all languages. To be provided by CERTH and translated by partners.
- Detailed information on the Project's five main objectives.

ABOUT/Expected Impacts

- Static text on all languages. To be provided by CERTH and translated by partners.
- Contribution of OPTIMA to the expected impact.

ABOUT/Work Plan

- Static text on all languages. To be provided by CERTH and translated by partners.
- Project's structure, along with a summary of each one of the Project's 9 WPs.

ABOUT/Partners

- Static text on all languages. To be provided by CERTH and translated by partners.
- The Partner map, along with a description for each one of OPTIMA's Partners and the people involved.

HOME	ABOUT	TRIALS	NEWS & EVENTS	LIBRARY	CONTACT US
		Methodology			
		Carrots in open field			
		Apple Orchards			
		Vineyards			

TRIALS/Methodology

- Static text on all languages. To be provided by CERTH and translated by partners.
- Summarized information on the methodology that will be followed at the field tests.

TRIALS/Each one of the three field tests

- Static text on all languages. To be provided by CERTH and translated by partners.
- A descriptive sketch, as seen on the brochure, giving short info on the country that the field test will be conducted, the crop, the disease and the partners involved.

HOME	ABOUT	TRIALS	NEWS & EVENTS	LIBRARY	CONTACT US
------	-------	--------	---------------	---------	------------

When clicking on the section, you are redirected to a new page with 3 main sections:

News

- The 3 latest news are displayed following tiles / blocks. When clicking on the news, a new page opens with the piece of news.

- Below, a link to “All News” is displayed. When clicking, you are redirected to a new page with allnews displayed chronologically as a list of headlines with the date of the news.

Events

- The 3 latest events, either of the project or from other organisations are displayed, following tiles/blocks.
- Below, a link to “All Events” is displayed. When clicking, you are redirected to a new page with allevents displayed chronologically as a list of headlines with the date of the event.

Newsletter

- Once available, the downloadable version of the newsletter files to be displayed for download.
- A field for subscribing to the newsletter, to be managed through MailChimp, just like in the Homepage.

HOME	ABOUT	TRIALS	NEWS & EVENTS	LIBRARY	CONTACT US
				Dissemination Material	
				Deliverables	
				Publications	

LIBRARY/Dissemination Material

- Downloadable versions of Project's dissemination materials (e.g. leaflet, brochures, roll-up banner, bookmark, etc) in all available languages.

LIBRARY/Deliverables

- Access to public Deliverables of interest for target groups, once available.

LIBRARY/Publications

- Repository of Project's Scientific and Technical Publications.

HOME	ABOUT	TRIALS	NEWS & EVENTS	LIBRARY	CONTACT US
------	-------	--------	---------------	---------	------------

When clicking on the section, you are redirected to a new page with 2 main sections:

General Information

- Static text in English.
- A form to be filled and sent to CERTH's email address.

5.2 Communication and Dissemination Work Plan template



Communication and Dissemination Work Plan



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1. Expected Outputs

Expected Communication and Dissemination Outputs for this Period are the following:

Nº	Output	Target value	Responsible	Expected achievement time

2. Work Plan

The following activities are planned to be conducted during the Communication and Dissemination Period, where the responsible Partner is indicated:

ACTIVITY	WHO	WHEN
COMMUNICATION AND DISSEMINATION STRATEGY & PLAN		
COMMUNICATION AND DISSEMINATION TOOLS		
COMMUNICATION AND DISSEMINATION ACTIVITIES		

3. Gantt Diagramme

WP7 COMMUNICATION AND DISSEMINATION		Year	Year
		Month	
WP 7	COMMUNICATION AND DISSEMINATION STRATEGY & PLAN	Partner	
	COMMUNICATION AND DISSEMINATION TOOLS		
	COMMUNICATION AND DISSEMINATION ACTIVITIES		

5.3 Partners Communication and Dissemination

Report template



Communication and Dissemination Report Period [Nº].



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1. Summary of Communication and 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 Factsheet for each activity and list in the summary table the reference to the fact Sheet supporting the reported activity. The activities need to be tagged as communication (COMM), dissemination (DISS) or combined (BOTH) action, based on each activity's purpose according to Table 1 in Section 1.1.

Nº	Activity	Target value	Type	Fact Sheet Nº
PUBLICITY MATERIALS				
1	Nº of publicity materials produced (COMM)	4	Brochure, Leaflet, Roll-up Banner, Bookmark	
2	Nº of publicity materials distributed (COMM)	1000	Brochure	
PUBLICATIONS				
1	Nº of popular publications and press releases on general media (COMM)	25	News	
2	Nº of scientific publications (DISS)	10	Journal paper	
PROJECT EVENTS				
1	Nº of Project events held (DISS)	4	Event	
2	Nº of participants at Project events (DISS)	400	Event	
NON-PROJECT EVENTS				
1	Nº of events participated in (BOTH)	20	Event	
2	Nº of participants outreached at these events (BOTH)	3000	Event	
3	Nº of people asking for further info on OPTIMA after participation in non-project events (BOTH)	100	Event	

2. Fact sheets of reported Communication and Dissemination activities

Fact Sheet Nº 1

Type of Activity	[e.g. press release communication / press article / press interview / TV-radio interview / event (pre)announcement / event organisation / conference / workshop / seminar / info day / bilateral meeting / trade fair / direct mailing / scientific publication / internet posts / social media posts / newsletter / promotional material distribution / person-to-person communication]
Date/Period of Activity	[DD/MM/YY or DD/MM/YY - DD/MM/YY]
Description	[e.g. published where / title of article or event / place / date / recipients / organisers]
Coverage Level	[e.g. local / regional / national / European level]
Target Audience	[Describe briefly the type of audience]
Estimated Reach	[e.g. number of people the activity has reached / people that attend the event]
Support Documents	[Internet link(s), press clipping, event programme, pictures, etc]

Fact Sheet Nº 2

Type of Activity	[e.g. press release communication / press article / press interview / TV-radio interview / event (pre)announcement / event organisation / conference / workshop / seminar / info day / bilateral meeting / trade fair / direct mailing / scientific publication / internet posts / social media posts / newsletter / promotional material distribution / person-to-person communication]
Date/Period of Activity	[DD/MM/YY or DD/MM/YY - DD/MM/YY]
Description	[e.g. published where / title of article or event / place / date / recipients / organisers]
Coverage Level	[e.g. local / regional / national / European level]
Target Audience	[Describe briefly the type of audience]
Estimated Reach	[e.g. number of people the activity has reached / people that attend the event]
Support Documents	[Internet link(s), press clipping, event programme, pictures, etc]

5.4 Project Communication and Dissemination Report template



Project Communication and Dissemination Report



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1. Summary of Communication and Dissemination Activities

Provide a summary on the following table of the activities carried out during the semester.
For each of the described activities detailed information is provided in a Factsheet.

Nº	Activity	Partner	Date	Fact Sheet Nº

2. Fact sheets of reported Communication and Dissemination activities

Fact Sheet Nº 1

Type of Activity	[e.g. press release communication / press article / press interview / TV-radio interview / event (pre)announcement / event organisation / conference / workshop / seminar / info day / bilateral meeting / trade fair / direct mailing / scientific publication / internet posts / social media posts / newsletter / promotional material distribution / person-to-person communication]
Date/Period of Activity	[DD/MM/YY or DD/MM/YY - DD/MM/YY]
Description	[e.g. published where / title of article or event / place / date / recipients / organisers]
Coverage Level	[e.g. local / regional / national / European level]
Target Audience	[Describe briefly the type of audience]
Estimated Reach	[e.g. number of people the activity has reached / people that attend the event]
Support Documents	[Internet link(s), press clipping, event programme, pictures, etc]

3. Communication and Dissemination balanced scorecard

INDICATOR	CATEGORY OF INDICATOR	TARGET VALUE	PERIOD VALUE	AGGREG. VALUE	ACHIEVEMENT %
COMMUNICATION AND DISSEMINATION STRATEGY & PLAN					
Communication and Dissemination Plan	Output	1			
Nº of meetings of Communication and Dissemination Work Group	Output	6			
Nº of Communication and Dissemination Work Plans	Output	6			
Nº of semi-annual Communication and Dissemination Reports	Output	6			
Nº of annual Communication and Dissemination Reports	Output	3			
Nº of Communication and Dissemination Updates distributed	Output	40			
COMMUNICATION AND DISSEMINATION TOOLS					
Nº of web portal (BOTH)	Output	1			
Nº of registered users in user group community of the web portal (DISS)	Result	200			
Nº of social media accounts (COMM)	Output	5			
Nº of publicity materials (COMM)	Output	4			
Nº of digital newsletters distributed (BOTH)	Result	6			
Nº of web portal visitors (COMM)	Result	2.000			
Nº of web portal pages visited (COMM)	Result	10.000			
Nº of Twitter followers (COMM)	Result	700			
Nº of Facebook page likes (COMM)	Result	500			
Nº of Facebook page visits (COMM)	Result	100			
Nº of people outreached by Facebook page (COMM)	Result	400			
Nº of people outreached by digital newsletter (BOTH)	Result	500			
Nº of people outreached with publicity materials (COMM)	Result	1.000			
COMMUNICATION AND DISSEMINATION ACTIVITIES					
Nº of regional Workshops held (DISS)	Output	3			
Nº of Final Conference held (DISS)	Output	1			

Nº of non-network events where Project has been disseminated (BOTH)	Output	20
Nº of people asking for further info on OPTIMA after participation in non-project events (BOTH)	Result	100
Nº of popular articles published in general media (COMM)	Output	25
Nº of scientific papers published (DISS)	Output	10
Nº of participants on regional Workshops (DISS)	Result	300
Nº of participants on Final Conference (DISS)	Result	100
Level of satisfaction of participants in regional workshops and final conference (DISS)	Result	4.5/5 on average
Nº of people outreached at non-project events (BOTH)	Result	3.000

5.5 Communication and Dissemination Balanced Scorecard

INDICATOR	METHOD OF CALCULATION	VERIFICATION MEANS	OWNER	PERIODICITY	ACHIEVEMENT TIME	TARGET VALUE
DISSEMINATION STRATEGY & PLAN						
Dissemination Plan	Deliverable	Document	CERTH	Once	M3	1
Nº of meetings of Dissemination Work Group	Nº of Skype meetings held	Email minutes	CERTH	Semi-annual	M40	6
Nº of Dissemination Work Plans	Document agreed by Dissemination Work Group	Document	CERTH	Semi-annual	M40	6
Nº of semi-annual Dissemination Reports	Document agreed by Dissemination Work Group	Document	CERTH	Semi-annual	M40	6
Nº of annual Dissemination Reports	Document agreed by Dissemination Work Group	Document	CERTH	Annual	M40	3
Nº of Dissemination Updates distributed	Nº of subsequent Dissemination update email	Email	CERTH	Monthly	M40	40
DISSEMINATION TOOLS						
Nº of web portal (BOTH)	Web portal	Operational web portal	CERTH	Once	M3	1
Nº of registered users in user group community of the web portal (DISS)	Nº of stakeholders registered in the duration of the project	CML	CERTH	Semi-Annual	M40	200
Nº of social media accounts (COMM)	Facebook, Twitter, LinkedIn, Instagram & YouTube	Regularly updated accounts	CERTH	Once	M3	5
Nº of publicity materials (COMM)	Brochure, leaflet, roll-up banner & bookmark	Materials	CERTH	Once	M3	4
Nº of digital newsletters distributed (BOTH)	Nº of newsletters elaborated and distributed	Mailchimp Email	CERTH	Semi-annual	M40	6
Nº of web portal visitors (COMM)	Nº of visitors	Google Analytics	CERTH	Semi-annual	M40	2.000
Nº of web portal pages visited (COMM)	Nº of pages visited	Google Analytics	CERTH	Semi-annual	M40	10.000
Nº of Twitter followers (COMM)	Nº of aggregated followers	Twitter profile	CERTH	Monthly	M40	700
Nº of Facebook page likes (COMM)	Nº of aggregated Likes to Page & Posts	Facebook page statistics	CERTH	Monthly	M40	500
Nº of Facebook page visits (COMM)	Nº of visits to page a month	Facebook page statistics	CERTH	Monthly	M40	100
Nº of people outreached by Facebook page (COMM)	Nº of people outreached a month	Facebook page statistics	CERTH	Monthly	M40	400
Nº of people outreached by digital newsletter (DISS)	Addition of the number of recipients of the 6 numbers of the digital newsletter	Mailchimp Distribution List	CERTH		M40	500

Nº of people outreached with publicity materials (COMM)	Nº of copies of promotional materials (brochure, leaflet, bookmark) distributed in paper and digitally	Partners' Dissemination Activity Report	All Partners	Semi-annual	M40	1.000
DISSEMINATION ACTIVITIES						
Nº of regional Workshops held (DISS)	Nº of Workshops held	Programme, attendance list, pics, pressclippings	All partners	Annual	M40	3
Nº of Final Conference held (DISS)	Nº of conferences held	Programme, attendance list, pics, pressclippings	CERTH	Annual	M40	1
Nº of non-network events where Project has been disseminated (BOTH)	Nº of events where partners have actively disseminated the Project: distribution of materials, stand or a presentation	Partners' Dissemination Activity Report	All partners	Semi-annual	M40	20
Nº of people asking for further info on OPTIMA after participation in non-project events (BOTH)	Nº of people getting info for OPTIMA	Partners' Dissemination Activity Report	All partners	Semi-annual	M40	100
Nº of popular articles published in general media (COMM)	Press clipping of article by Partner on relation to the Project	Partners' Dissemination Activity Report	All partners	Semi-annual	M40	25
Nº of scientific papers published (DISS)	Nº of journal papers published	Partners' Dissemination Activity Report	All Partners	Semi-annual	M40	10
Nº of participants on regional Workshops (DISS)	Nº of attendants	Registration List	Regional Workshops Partners	Annual	M32	300
Nº of participants on Final Conference (DISS)	Nº of attendants	Registration List	CERTH	Annual	M40	100
Level of satisfaction of participants in regional workshops and final conference (DISS)	Satisfaction scale in evaluation questionnaire	Satisfaction Questionnaire	Regional Workshops Partners + CERTH	Annual	M40	4.5/5 on average
Nº of people outreached at non-project events (BOTH)	Nº of attendants on events where partners have actively disseminated the Project	Partners' Dissemination Activity Report	All Partners	Semi-annual	M40	3.000