

CROPINNO

STEPPING UP SCIENTIFIC EXCELLENCE AND INNOVATION CAPACITY FOR CLIMATE-RESILIENT CROP IMPROVEMENT AND PRODUCTION

Grant Agreement No 101059784

D5.1 – Communication and dissemination plan and guidelines



**Funded by
the European Union**

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them. Grant agreement No. 101059784.

Lead beneficiary	Institut za ratarstvo i povrtarstvo (IFVCNS)
Autors List	Tijana Zeremski, Dragana Miladinović
Due date	28/02/2023
Completion date	28/02/2023

Dissemination level		
PU	Public, fully open	X
SEN	Sensitive, limited under the conditions of the Grant Agreement	
Classified R-UE/EU-R	EU RESTRICTED under the Commission Decision No2015/444	
Classified C-UE/EU-C	EU CONFIDENTIAL under the Commission Decision No2015/444	
Classified S-UE/EU-S	EU SECRET under the Commission Decision No2015/444	

Document History

Version	Issue date	Changes
1.0	15/02/2023	First draft by Tijana Zeremski (IFVCNS)
1.1	28/02/2023	Final version by Tijana Zeremski (IFVCNS)

Disclaimer

While the information contained in the documents is believed to be accurate, the authors(s) or any other participant in the CROPINNO consortium make no warranty of any kind with regard to this material including, but not limited to the implied warranties of merchantability and fitness for a particular purpose.

Neither the CROPINNO Consortium nor any of its members, their officers, employees or agents shall be responsible or liable in negligence or otherwise howsoever in respect of any inaccuracy or omission herein.



TABLE OF CONTENTS

TABLE OF CONTENTS	3
EXECUTIVE SUMMARY.....	4
1. INTRODUCTION.....	5
2. DISSEMINATION STRATEGY.....	6
2.1. Objectives of the dissemination activities	6
2.2. Dissemination activities	7
2.2.1. Trainings activities	8
2.2.2. Centre of Excellence	9
2.2.3. Publications in Scientific Journals	9
2.2.4. Website	10
2.2.5. Participation in external events	10
2.3. Target audience and Key Messages	12
2.4. Tools, channels and expected impact of the dissemination activities	13
3. CROPINNO COMMUNICATION STRATEGY.....	14
3.1. CROPINNO communication activities	14
3.1.1. Visual identity	16
3.1.2. Promotional material	16
3.1.3. CROPINNO Website	16
3.1.4. CROPINNO Social Media Channels	18
3.1.5. CROPINNO Newsletter	19
3.1.6. Printed materials	19
3.1.7. Newspaper and magazines	19
3.1.8. Radio and TV appearances	20
3.2. Tools, channels and expected impact of the communication activities	20
4. TIMELINE OF ACTIVITIES	20
5. MONITORING OF DISSEMINATION AND COMMUNICATION ACTIVITIES	21
6. CONCLUSIONS	21



EXECUTIVE SUMMARY

This document is a deliverable of the CROPINNO project and it aims to outline the strategy for providing targeted information about CROPINNO activities, research results, and other project outcomes to multiple audiences in effective manner. The Communication and Dissemination Plan (CDP) is produced in the scope of Task 5.1. “CROPINNO project visibility” within Work Package 5 - Communication, dissemination and exploitation. This document will be updated regularly and will highlight the evolution of the activities in WP5 of CROPINNO project, providing an overview of the project period of 36 months.

Communication and dissemination objectives of CROPINNO project are presented in this CDP, as well as the strategy to achieve these objectives. Furthermore, guidelines on dissemination and communication are described, and created dissemination material is presented. This deliverable describes the dissemination strategies, focusing on the scientific events, as well as scientific journals for article publication and Climate Crops Centre establishing. Additionally, it identifies the target groups and actions for dissemination, including relevant channels and tools to achieve the targets. The deliverable gives overview of the different ways to reach target audiences and disseminate project results.

The Dissemination and Communication Plan was drafted by IFVCNS, which is the leader of Work Package 5, with input from all partners.



1. INTRODUCTION

Agriculture is one of the “victims” of climate change and one of the most severely affected production sectors. In 2010, FAO introduced the concept of “Climate-smart agriculture (CSA) as an integrated approach to tackle influence of climate changes on agricultural production. The cornerstone of climate-smart agriculture is implementation of innovative solutions to promote more resilient and sustainable agricultural production systems, starting from more climate-smart, nutritious and diverse crops at farm level that will guarantee healthier and sustainable options for consumers.

The main objective of the CROPINNO project is project is to step up and stimulate scientific excellence and innovation capacity of IFVCNS in the field of climate-smart crop improvement and production and enhance its ability to respond and create innovative solutions for the challenges that agriculture faces - climate changes and need to feed the increasing population. This will be achieved by creating a synergic research environment with internationally leading institutions: Universitaet Rostock (UROS), Universita degli studi di Padova (UNIPD), Forschungszentrum Julich GmbH (FZJ) and Agencia Estatal Consejo Superior De Investigaciones Cientificas - Instituto de Agricultura Sostenible (CSIC). These partners cover gap areas of IFVCNS (multi-omics, phenotyping, data analysis) and enable IFVCNS to expand its skills and innovation capacity and promote its autonomy to collaborate with farmers and industry as well as promote advanced innovation transferable to relevant stakeholders in the agri-food sector. Finally, CROPINNO will enable IFVCNS to develop a centre of excellence for climate-resilient crop production and improvement in Western Balkans region.

Specific objectives of CROPINNO project are:

Objective 1 - Improve scientific excellence capacity at IFVCNS in the use of phenotyping and multi-omics in creation and development of climate-resilient crops.

Objective 2 - Strengthen creativity and innovation capacity by development of new collaborations with R&I institutions in Western Balkans and other regions of Europe, farmers and the industry and promoting advanced innovations in crop improvement transferable to agricultural production through increased mobility of the researchers.

Objective 3 - Strengthen research management capacities and administrative skills, communication and proposal preparation, to maximize the impact of IFVCNS activities and improve success in securing international funding.

Objective 4 - Create the conditions for positioning of IFVCNS as a regional hub of R&I in the area of agriculture and establishment of Climate Crops Centre bringing together interdisciplinary expertise, to apply innovative approaches in climate-resilient crop improvement, fostering innovation and partnerships with the farmers and industry



In order to fulfil objectives, diverse dissemination and communication activities are envisaged in the CROPINNO project proposal and will be given in detailed in this document.

2. DISSEMINATION STRATEGY

The dissemination strategy will be realized through activities within WP1 (*Strengthening scientific capacity*), WP3 (*Stepping up excellence and innovation capacity*) and WP5 (*Communication, dissemination, exploitation*). Dissemination will be achieved according to the Horizon Europe Online manual, in the terms that obtained results will be shared with potential users in the research field, agriculture, processing industry, other related industrial sectors and policymakers. An important step towards full dissemination and communication is the preparation of the **Dissemination and communication plan**. It will cover the following topics: 1) project goal and purpose of dissemination actions (What?), 2) target audiences (Whom?), 3) dissemination activities, 4) dissemination instruments and tools and 5) impact indicators.

2.1. Objectives of the dissemination activities

The main aim of the Dissemination and communication plan is to provide a clear description of what will be achieved in terms of the project visibility and impact and what will be achieved through the planned dissemination activities. The main goal of CROPINNO project dissemination and communication activities is to contribute to:

- (1) Raising awareness about the project results, and the benefits of increased knowledge on phenotyping and multi-omics application for crop improvement and production with a view to developing new tools to face future challenges of the agriculture.
- (2) Creating opportunities for the formation of new joint scientific networks based on common goals and interests along with networks between stakeholders and decision makers.
- (3) Exploitation of the CROPINNO results to facilitate better science in this research field and boosting career prospects and competences of Early-stage Researchers and Experienced Researchers.
- (4) Increasing visibility and promoting centre of excellence - Climate Crops Centre which will be established within the project.

Specific objectives of CROPINNO dissemination and communication activities are:

- (1) To raise awareness of the CROPINNO and its activities in order to make CROPINNO recognized by the target audience and general public.

- (2) To promote IFVCNS as the regional leader in the field of multi-omics and phenotyping technologies in creation and development of climate-resilient crops. Scientific potential and overall research profile of IFVCNS will be enhanced by twinning with leading EU partners in this field which will enable better scientific positioning of IFVCNS within the international scientific community through participation at regional, international and national scientific conferences, joining new scientific networks and establishing the Climate Crops Centre
- (3) To raise visibility and outreach of the Climate Crops Centre aimed at developing new methods and innovative solutions in order to create superior genotypes of cultivated plants tolerant to stress caused by climate change, aiming to reduce the negative impact of climate change on the production of field crops. State-of-the-art science and research are crucial, but their promotion is equally important, as the scientific work needs to be seen and promoted to be understood by the stakeholders. IFVCNS will enhance visibility of the results through collaboration with partners through organisation of events (workshops, summer schools), in which stakeholders, decision-makers and practitioners will benefit through increased scientific capacity.
- (4) To advance internationalisation and partnerships for IFVCNS and prepare a roadmap for future joint projects. Workshops, expert's visits, short term scientific missions, practical trainings will have a significant international character. They will create new links between people from complementary scientific fields, backgrounds and countries as diversity is crucial to spark innovation.

D5.1 is expected to:

- Maximise the impact of the project results.
- Engage all stakeholders directly - at local, regional, WBC and European level.
- Inspire further networking by actively searching for new networks and partners and promoting regional joint efforts in tackling the challenges as defined in the research topic.
- Highlight the importance of pan-European collaboration.

Dissemination and communication activities after the project's end will be sustained to show the results long after the project end, including website and social media maintenance or merging with Climate Crops Centre web site (at least 5 years after the end) and the exploitation of project results.

2.2. Dissemination activities

Dissemination activities will support all 6 Work Packages (WPs) ensuring maximum visibility, accessibility and impact of the project activities. Tailored dissemination activities will be designed to make the project outcomes visible and accessible to the different target

stakeholders. CROPINNO will (i) set up the most appropriate mechanisms and tools for maximum visibility and impact, (ii) ensure that all partners contribute to dissemination activities, and (iii) assess the dissemination results.

The following list presents in more details each partner's tasks and responsibilities for dissemination activities:

Dissemination activities	IFVCNS	UROS	UNIPD	FZJ	CSIC
TRAININGS					
Planning and organization 5 workshops (WP1)	C	WPL	C	C	C
Planning and establishing joint training course programme (WP1)	C	WPL	C	C	C
Planning and organisation of STSM (WP1)	C	WPL	C	C	C
Planning and organisation of 3 summer schools (WP1)	C	WPL	C	C	C
Planning and organisation of 2 short-term visits for IFVCNS staff (WP4)	C	C	C	C	WPL
Planning and organisation of Communication school for IFVCNS staff and researchers (WP4)	C	C	C	C	WPL
CENTRE OF EXCELENCE					
Creation of the Climate Crops Centre (WP3)	C	C	C	WPL	C
PUBLICATIONS					
At least 4 publications in scientific journals (WP1, WP2, WP3)	<i>ALL PARTNERS COMMITTED TO THE TASK</i>				
WEBSITE					
Upgrade and management of the project website (CROPINNO) (WP5)	WPL	<i>ALL PARTNERS COMMITTED TO PROVIDE CONTENT FOR THE WEBSITE AND PLATFORM</i>			
PARTICIPATIONS IN EXTERNAL EVENTS					
Participation at least 6 international scientific conferences	WPL	C	C	C	C
Presentations at Seminar of Agronomists and Agricultural Producers of Serbia	WPL	C	C	C	C
Field Days	WPL	C	C	C	C
WP leader- WPL; Contributor-C					

2.2.1. Trainings activities

Trainings activities will be held by experienced experts from the consortium institutions and will aim to improve knowledge of young and experienced researchers in the field of phenotyping and multi-omics in creation and development of climate-resilient crops.

2.2.2. Centre of Excellence

One of the major goals of CROPINNO is to lay the foundation for Climate Crops Centre, a multidisciplinary and multi-sector knowledge hub, capable of fully capitalising on this consortium's knowledge on phenomics and multiomics, and expand the use of these tools in crop improvement and production in Serbia and Western Balkans. The objective of creating this Centre is to use a multidisciplinary and multi-sector environment to create synergistic interactions that will promote: i) the generation of market-driven innovations; ii) new projects; and ii) IFVCNS recognition at national and international levels in this field.

The Climate Crops Centre will be located at IFVCNS, but it will also cooperate on related topics and initiatives with other CROPINNO participants. IFVCNS will link up with FZJ, CSICS, UNIPD and ROSU, and will also invite additional stakeholders from Serbia and the region to join with the aim to position the Centre as a regional R&I hub and leading crop improvement institution. The activities of the Climate Crops Centre will be also aimed at creating conditions for the establishment of "living laboratory", a place where multidisciplinary knowledge will be integrated and which will connect not only researchers from the country and abroad, but also agricultural producers, public and private sector. Special attention will be paid to interaction and cooperation with the similar centres from the region, such as the Centre of Excellence for Biodiversity and Molecular Plant Breeding (CroP-BioDiv) based in Croatia. In coordination with WP5, the webpage will be set with information on competencies held and available technologies and facilities in the field, housed in the project website.

2.2.3. Publications in Scientific Journals

One of the tools planned to be used in CROPINNO are **scientific papers**, in order to reach the scientific community, as one of the main target groups to be addressed. Scientific articles are the preferred dissemination channel to reach the wider scientific community and to make them aware of the project results. The aim is to publish 4 papers in highly ranked Q1 (IF over 3.5) scientific journals, to promote the results of the CROPINNO project among the wider scientific audience. Authorship on publications will be based on academic standards and customs. In accordance with standard academic practice, all investigators and contributors to a publication will be acknowledged, in compliance with recognized standards concerning publication and authorship. Authors are obliged to clearly acknowledge the CROPINNO project and the European Union funding in all publications.

Open Science – open access publications are mandatory for this project. This approach is the imperative of the project for providing access to research outputs as early and widely as possible and 'as open as possible, as closed as necessary' in line with the FAIR principle describe within the Data management plan (DMP). Scientific papers will be published under Gold, or Green Open Access and in agreement with EC guidelines. Early access to research results will be facilitated by publishing selected outcomes as preprints in open and trusted repositories such as FiVeR (<https://fiver.ifvcns.rs>) DIGITAL.CSIC (<https://digital.csic.es>) and



e!DAL - Electronic Data Archive Library (<https://edal.ipk-gatersleben.de/>) with a clear identifier (DOI) in accordance with the UNS Open Science Rulebook, under the latest available version of the Creative Commons Attribution International Public Licence.

2.2.4. Website

The CROPINNO website is the central place where any stakeholder can find out about the project's objectives, results, events and staff get in touch with project team members and join mailing list to keep receiving informations.

The project website is up and running at the following address www.cropinno.org The official website presents the entire CROPINNO project and gives thorough insight into on-going activities and key results and outputs. The website is designed in a user-friendly way to guarantee easy access to the project state-of-play, informativeness and data multiplication. The current CROPINNO website contains project description, more information on the consortium members, the core teams and the research approach. Additional sections will present the key outcomes and results (scientific publications, public deliverables, link to knowledge platform, information and material for the training sessions, workshops, dissemination material).

2.2.5. Participation in external events

It has been planned that CROPINNO team members attend at least 6 international conferences, where they will present CROPINNO results to the scientific audience.

The following conferences are identified for the project results dissemination:

- Conferences organized by The Serbian Plant Physiology Society and The Serbian Genetic Society,
- International Conference of the German Society for Plant Sciences,
- Botanik-Tagung, Plant & Animal Genome Conference,
- Conferences organized by International Sunflower Association,
- Conferences organized by Cost Actions: PlantEd CA18111 (2019-2023) and EPI-CATCH Planted CA19125 (2020-2024) of which IFVCNS is an active member,
- Symposiums and Meetings organized by EUCARPIA, International Plant Phenotyping Network (IPPN), Society of Experimental Botany (SEB)

CROPINNO project, its objectives and results will be presented at the Seminar of Agronomists and Agricultural Producers of Serbia every year during the project duration. Seminar of Agronomists and Agricultural producers has over 57 years long tradition of gathering scientists and agricultural producers with the aim to share experiences and informations. This is the



largest event of this kind in the region with over 1000 participants including representatives of the state administration, the economy and agricultural producers.

Field days are organised by IFVCNS every year in order to promote new varieties of field crops created by IFVCNS teams. This event is focused on farmers, agricultural producers and seed processors and has over 500 visitors every year.

Timing and target groups of the CROPINNO dissemination activities are summarized in Table 1.

Table 1. Timing and target groups of the CROPINNO dissemination activities

Dissemination activity	Planned due date	Target group
Kick-off meeting	October 2022 ^a	Scientific audience Stakeholders
Climate Crops centre	October 2022 ^a	Scientific audience Stakeholders, Society
Project visual identity	October 2022 ^a	Society, Stakeholders
Project website	January 2023 ^a	Scientific audience Stakeholders, Society
Social media profiles	January 2023 ^a	Society, Stakeholders
1st Workshop <i>Introduction to plant epigenomics</i>	February 2023 ^a	Scientific audience Stakeholders
1st Summer school <i>Bioinformatics, SNP-based markers and application in breeding</i>	June 2023 ^a	Scientific audience
2nd Workshop <i>Application of sensors and image analysis as tools for plant phenotyping</i>	September 2023 ^a	Scientific audience Stakeholders
3rd Workshop <i>Non-invasive plant phenotyping approaches</i>	March 2024 ^a	Scientific audience Stakeholders
2nd Summer school <i>Phenotyping summer school</i>	March 2024 ^a	Scientific audience
4th Workshop <i>Omics in improvement for drought tolerance</i>	August 2024 ^a	Scientific audience Stakeholders
3rd Summer school <i>Bioinformatic analysis of large data sets</i>	February 2025 ^a	Scientific audience
5th Workshop <i>New approaches in crop improvement for increased climate resilience</i>	June 2025 ^a	Scientific audience Stakeholders
Establishing joint training course programme	August 2025 ^a	Scientific audience Stakeholders
Open Access publications	In accordance to the positive peer-review ^a	Scientific audience
Poster and oral presentation at national, regional, and international scientific events	In accordance with the announcements ^a	Scientific audience

Printed promotional material	Following the major project events ^b	Scientific audience Society, Stakeholders
Presentations at Seminar of Agronomists and Agricultural Producers of Serbia	January 2023, January 2024, January 2025 ^b	Scientific audience Society, Stakeholders
Field days	September 2023, September 2024 ^b	Scientific audience Society, Stakeholders

^aplanning in accordance with the Grant Agreement,

^bprovisional schedule in accordance with the most likely expected periods for execution

2.3. Target audience and Key Messages

Exploitation of the results will be achieved through open access approach to farmers, industry, general public, public authorities (Ministry of Agriculture, Ministry of Education, Ministry of Science etc.) and stakeholders and encourage further action. The Dissemination and exploitation plan will be revised and adjusted throughout the project to best achieve:

- (1) Dissemination to the scientific community,
- (2) Dissemination to the stakeholders, and
- (3) Communication to the general public.

Successful communication and dissemination require differentiation of stakeholder groups and targeted efforts designed to resonate with their needs, values, opinions, and attitudes. Each stakeholder group has its own level of interest and awareness of science and innovation. The major focus is to ensure that the project outcomes are widely disseminated to appropriate target communities (i.e. target groups), at appropriate times (respecting the proposed project timeline), and via appropriate methods (means of information disclosure, intensity, etc.). During the project proposal writing several stakeholders were identified and key messages defined, as it is presented in Table 2.

Table 2. Potential dissemination and communication target groups, key message and expected impacts

Target group	Category of target group	Key Message	Expected benefits and impacts	Channels for dissemination communication
Academic and research communities in WBC and EU	<ul style="list-style-type: none"> • Universities • Research Institutes • International scientific organisations • Synergistic projects • Agricultural R&D community • Centers of Excelency 	<ul style="list-style-type: none"> • Overall results will increase scientific excellence of interested researchers in the field of multi-omics and modern phenotyping and climate-smart crop improvement 	<ul style="list-style-type: none"> • Increased science and innovation capacities for all actors in the R&I system in widening countries in the field of multi-omics and modern phenotyping and climate smart improvement • Raise excellence of all R&I institutions and researchers in the WBC through stimulation of scientific quality and innovation capacity in the field of multi-omics and modern 	<ul style="list-style-type: none"> • Website • Social and research networks • Publications of scientific papers • Attendance of conferences • Workshops • Summer school



			<ul style="list-style-type: none"> phenotyping and climate smart improvement Increased cooperation among research organizations and relevant stakeholders. Increased attractiveness of researchers Increased participation in HE and more consortium leadership roles. 	
Industries, business and SMEs	<ul style="list-style-type: none"> Seed and food retailers Agro-industries Farmer's cooperatives Processing and industry associations Technology developers 	<ul style="list-style-type: none"> Focus on sustainable development in the field of climate-smart crop improvement 	<ul style="list-style-type: none"> Increased collaboration among research centres and industry, business and SMEs. Increased involvement of regional, local and international stakeholders in R&I process. Supported development guidance for the sustainable business models. Motivated mobilisation of national and EU resources for strategic investments. 	<ul style="list-style-type: none"> Website Social and research networks Workshops E-newsletters Press release Field days Seminars
Policy-makers and Public bodies	<ul style="list-style-type: none"> Local, regional, and national authorities in the field of agriculture 	<ul style="list-style-type: none"> Focus on specific policy and legal frameworks in the field of agriculture and climate changes. 	<ul style="list-style-type: none"> Coherent and innovative decision-improving policy and legal frameworks based on gained knowledge and expertise from EU twinning participants. Mobilisation of national and EU resources for strategic investments. Increased collaboration between scientists and policymakers. 	<ul style="list-style-type: none"> Website Social and research networks E-newsletters Press release Field days Seminars
General public and media	<ul style="list-style-type: none"> General public Press and journalists Agricultural magazines TV programs 	<ul style="list-style-type: none"> Create attention to climate change impact on agriculture and need of climate-smart crop improvement 	<ul style="list-style-type: none"> Increased information and awareness of climate change impact on agriculture and agricultural sustainability challenges and future trends. 	<ul style="list-style-type: none"> Website Social and research networks E-newsletters Press release Science promotion

2.4. Tools, channels and expected impact of the dissemination activities

Table 3 shows a short overview of CROPINNO tools and channels to be used to disseminate the information to the relevant target groups. The main objective of the dissemination strategy is to ensure that the CROPINNO's objectives are met. Electronic vs. printed dissemination tools will be carefully considered in order to reduce the waste generation to the lowest possible level and promote its recycling whenever it is possible. Table 4 later in this document presents the indicators considered for CROPINNO.

Table 3. Key Performance indicators for monitoring dissemination activities

Communication channel	Dissemination tool	At least:
On-line	Website and social media	600 visits
On-line	Per reviewed papers	4
On-site	Workshops	5
	Summer schools	3
On-site	International conference	6
Face to face	Workshops	5
	Summer school	3
	Presentations at Seminar of Agronomists and Agricultural Producers of Serbia	2
	Field days	2

3. CROPINNO COMMUNICATION STRATEGY

CROPINNO has clear communication objectives and will employ different means to achieve them. Targeted messages will be communicated through the most effective channels to reach the planned audiences. CROPINNO will reach out to society as a whole to convey the importance of EU funding in tackling negative impact of climate change on agriculture and crop production.

The CROPINNO communication strategy will pursue the following objectives:

- Raise public awareness and ensure maximum visibility of the project,
- Announce and promote CROPINNO events, contributing to upgrade its attendance and engagement potential;
- Support the dissemination objectives.

These will be realized through presentations at relevant public events including (1) press releases and public presentations, (2) field days and Seminars of Seminar of Agronomists and Agricultural Producers of Serbia, (3) website and social media use.

3.1. CROPINNO communication activities

CROPINNO will create and make use of main communication tools and channels including online, offline and interactive (face-to-face) ones that will be implemented by the consortium partners to achieve an efficient and effective interaction with the different stakeholders. Some communication tools are of general purpose, whereas some are geared to targeted groups. Besides disseminating project results among the research community, policy-makers and industry in WBC countries and Europe, CROPINNO will make a particular effort towards communicating project information to a wider audience, including the WB and EU citizens at

whole. Various dissemination tools will be used to disseminate and communicate the project results.

All the internal communication between WP leaders, managers and team members will be facilitated through e mails, videoconferences (ZOOM) and telephone calls. Additionally, face to face communication is ensured by project meetings, conferences and informal meetings. IFVCNS is responsible for developing a diverse set of communication tools, both online and offline.

On-line communication tools:

- Official CROPINNO email address for e-communication,
- CROPINNO website,
- CROPINNO e-Newsletters (electronic and printed),
- Social media network profiles of CROPINNO (Research Gate, LinkedIn)
- Popular online portals articles

The project website and social network profiles will be uploaded constantly with the news on the project activities, but also of further IFVCNS and Climate Crops Centre team research achievements after the project lifetime to continuously spread the latest advances in domain multi-omics and modern phenotyping.

Offline communication tools :

- Presentations at Seminar of Agronomists and Agricultural Producers of Serbia
- Promotions at the Fiel day events
- Promotions at International Agricultural Fair
- Printed materials

3.1.1. Visual identity

Unique project visual identity and logo were created at the very beginning of the project. Visual identity and branding material will be presented through the project Dissemination kit which will be composed of a set of electronic and printed documents that every partner can use to communicate the project vision. Visual identity elements such as logo, memorandum, templates for presentation, reports, deliverables etc., was created and will be used on all deliverables, reports, videos, public presentations, as well as in all appearances of the project team members. The CROPINNO logo will always be used along with the EU logo as well as a disclaimer in accordance with the GA, as shown in Figure 1.



Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them. Grant agreement No. 101059784.

Figure 1. CROPINNO project logo and disclaimer

The visual identity kit includes Memorandum, Deliverable template, Minutes of the meeting template and PowerPoint template.

3.1.2 Promotional material

Promotional material will include notebooks, paper bags, folders, pens and promotional gift sets with the project logo, name, acronym and logos of all the partners.

This kind of material will be distributed at project workshops, training, seminars, summer schools or other events where project members participate. During the lifetime of the project, the material will be updated to reflect new findings and developments in CROPINNO project.

3.1.3. CROPINNO Website

The project website (www.cropinno.org) is intended to serve as a main dissemination as well as communication tool. It will be used as a gateway to diffuse project information as widely as possible. The official project website was launched in January 2023 (Figure 2). CROPINNO website is the main information showcase of the project. The working language of the website is English. It has been developed by IFVCNS by contracted service.

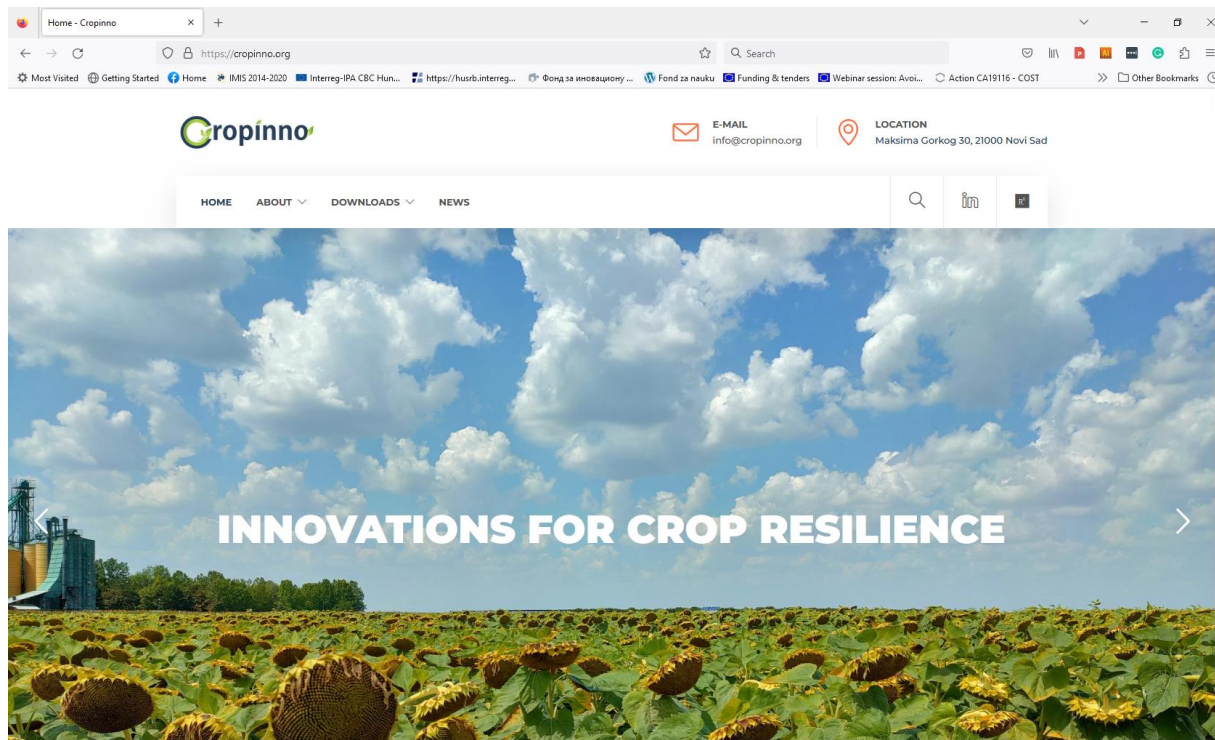


Figure 2. CROPINNO website

Website efficiency will be underpinned by the criteria of:

- Usability,
- Clear and accessible structure,
- Content updating,
- Accuracy in the content suitability.

The official Web Site has been designed to offer an easy and complete overview of the project and clear access to all its activities and announcements of the project events and achievements. The Download section offers possibility to free download of all the public project documents.

The website map structure is as follows:

- Home
- About
 - Project
 - Objectives
 - Work packages
 - Expected impacts
 - Partners

- Stakeholders
- Synergies with other projects
- Downloads
 - Deliverables
 - Newsletters
 - Scientific publications
 - Promotional material
- News

3.1.4. CROPINNO Social Media Channels

Social media present a powerful tool for communication to broader audiences. That is why it was two largest research and professional social networks are used for presenting the project, consortium partners, events etc., and will continue to be an important tool to communicate key messages and research results of CROPINNO.

A **LinkedIn** page was set early in the project (Figure 3). LinkedIn is a tool that is useful for reaching out to specific target groups such as regional and national decision makers, regional and national public companies, international organizations and networks, knowledge and research-oriented institutions, as it is a channel for business networking. It is also relevant for opening research opportunities to individual partners since it links directly to partners' institutional profiles.

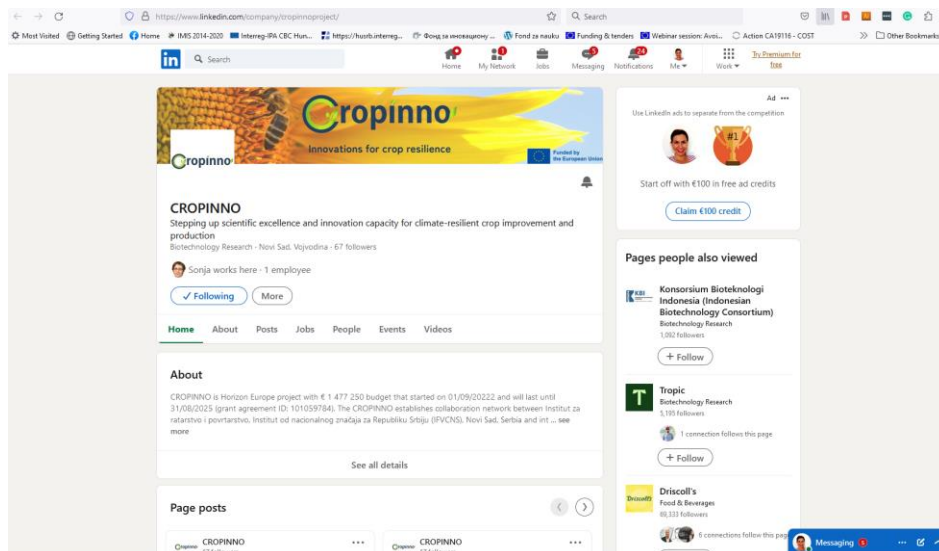


Figure 3. Screenshot from CROPINNO's LinkedIn page

The **ResearchGate** page (Figure 4) is intended to share papers, ask and answer questions, and find collaborators in the field of soil amendment application. ResearchGate is recognized as a good networking tool as the members of the community each have a user profile and can

upload research output including papers, data, chapters, negative results, patents, research proposals, methods, presentations, and software source code. Users may also follow the activities of other users and engage in discussions with them. CROPINNO is now working to increase the visibility of the page and the number of followers.

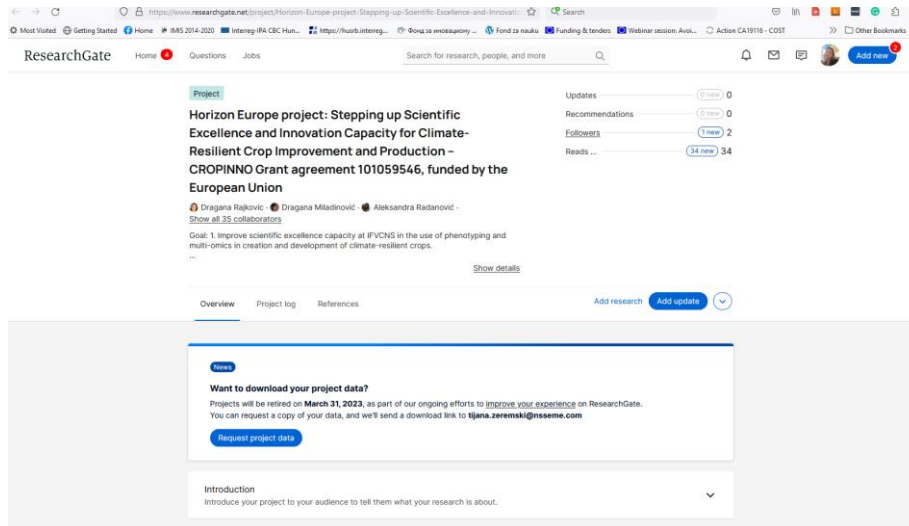


Figure 4. Screenshot from CROPINNO’s ResearchGate page

3.1.5. CROPINNO Newsletter

E-newsletters will be mailed every 6 months to maintain contact with stakeholders. Subscription will be possible via a registration (or joining mailing list) form on the website. Both the newsletter and the social media updates will be shared by all partners.

3.1.6. Printed materials

General information on the CROPINNO project will be provided by leaflets, brochures, and press releases.

The leaflets and brochures will provide an overview of the project’s objectives, its building blocks and key facts and figures. The flyers will be printed, distributed to all partners at events and conferences. Printed materials still give a quick overview of the project goals, and if written well and attractively, will raise interest and guide readers further to the CROPINNO website and social media accounts. Details about the format and number of copies are still to be decided.

3.1.7. Newspaper and magazines

Newspaper and magazine articles are read by interested readers who are familiar with the topic. Printed media are also good for addressing the general public as they are widely



accessible to people who may not be actively involved in science but are interested in breakthroughs, innovations and results which improve everyday life.

Articles will be published several times during the lifetime of the project and will contain sci-popular texts contributing to the outreaching activities raising public awareness on climate change influence on crop production and agriculture the short presentation of the obtained project results to the non-scientific audience. Articles will be both in Serbian and English to allow the partners to advertise the project through their channels.

3.1.8. Radio and TV appearances

Radio and TV appearances, as conventional communication channels, will be used to approach both a wider public and experts in the field. CROPINNO project members will use them to raise awareness of citizens of climate change impact on agriculture and possible ways to mitigate this impact.

3.2. Tools, channels and expected impact of the communication activities

A series of Key Performance Indicators (KPIs) are detailed in Table 4. These KPIs, and other monitoring tools such as Google Analytics will be used to evaluate the overall impact of the project communication activities.

Table 4. Key Performance indicators for monitoring communication activities

Communication channel	Communication tool	At least:	Scientific community	Industry and agricultural sector	Public entities	General public	Policy makers	Media
On-line	Website	600 visits	X	x	x	x	x	x
	Social networks	200 followers	X	x	x	x	x	x
On/off-line	Press releases	2	X	x	x	x	x	x
	E-newsletters	5	X	x	x	x	x	x
Off-line	Leaflets/flyers/brochures	1000	X	x	x	x	x	x
	Newspapers/Magazine	2		x	x	x	x	x

4. TIMELINE OF ACTIVITIES

Dissemination and communication activities will span the project's entire duration (M01 – M36). They will be intensified in periods when events are planned or key papers are published. Events will be promoted at least two weeks before to gather participants. Consequently, the

results will be promoted beyond the events to keep the disseminate the outcomes alive and pertinent.

5. MONITORING OF DISSEMINATION AND COMMUNICATION ACTIVITIES

In order to measure the success rate of the implemented dissemination methods, CROPINNO will monitor defined KPIs for:

- Website and social media,
- Events
- Media
- Scientific publications
- Conferences attended;
- Number of attendees;
- Number of leaflets handed out;
- all other actions

It is important that this evaluation is carried out continuously to ensure that the strategy is effective and updated or redefined if needed. The monitoring is measured through both quantitative and qualitative indicators which should be considered for each activity. When updating the strategy, information on the numbers achieved will be improved. IFVCNS, as WP5 leader, will do a frequent monitoring of the dissemination and communication strategy and will discuss with partners how to proceed.

6. CONCLUSIONS

The Dissemination and Communication strategy presented in this document aims to provide a thorough insight into how the project outreach will be achieved. It gives an overview of the CROPINNO stakeholders, of the nature and quality of information that will be generated for further share and defines the means of how the information will be conveyed. It is important to ensure that a consortium-wide, well-planned, and impactful effort is in place and enforced from the project's start. The strategy should facilitate the uptake of project results by all identified target groups. The dissemination and communication activities developed within the CROPINNO will be a starting point to ensure it has the greatest impact possible, contributing to not only achieving its own objectives but also contributing to the effective achievements of the strategic goals of the EU, Western Balkan Region and international collaboration employed to tackle grand societal challenges.