DIVERFARMING

COMMUNICATION AND DISSEMINATION PLAN OF DIVERFARMING

HORIZON 2020

DIVERFARMING

The Diverfarming project aims to contribute to the improvement of crop biodiversity in the EU by developing, evaluating and disseminating different agronomic and agro-industrial management systems to increase the number of different crops and reduce the inputs needed, from productive systems through to consumers.

The change of outlook 'Diverfarming' aims to promote requires the development of a specific communication plan using the most effective tools.

OBJECTIVES

MAIN OBJECTIVES

- To promote a change of mentality among EU farmers.
- To encourage the creation of communities practicing new management.
- To disseminate the research results obtained within the framework of the Project.

SPECIFIC OBJECTIVES

- To define the brand image of Diverfarming.
- To define the communication structure, defining tasks and responsibilities.
- To define communication the online and offline tools to be used.
- To define the timetable for planned actions.

DIVERFARMING

CORPORATE IMAGE

THE BRAND

DIVERSITY. Diverfarming is the sum of different ways of understanding agriculture. Its diversity lies both in the origin of its partners and in the different sectors involved in obtaining results: scientists, farmers, entrepreneurs and consumers.

INTERNATIONAL. Diverfaming is an international research project.

COMMITMENT. The research centres, farmers and companies that make up Diverfarming are committed to biodiversity, which is taken as an added value for agriculture.

RESPONSIBILITY. Conserving biodiversity is a responsibility of the entire agri-food sector as well as consumers, not only of producers.

SUSTAINABILITY. The EU and the scientific institutions involved in Diverfarming are committed to the environmental and economic sustainability of agriculture.

PRODUCTIVITY. Diverfarming promotes the reduction of inputs (water, energy, fertilizers...) as a guarantee of increased productivity.

MODERNITY. Diverfarming is committed to an efficient and modern agriculture, which is to say it respects the environment, reduces its inputs and guarantees biodiversity.

THE GRAPHIC IMAGE

The Diverfarming graphic image uses the concept of diversity applied to crop fields. The different colours and shapes suggest the diversity of crops and management, as well as the coexistence between them. The grey point in the centre intends to function as the axis around which the ensemble is articulated.

The Diverfarming logo can be used according to the following models, but always in a horizontal position.

THE COLOR

The corporate colours of Diverfarming are: PANTONE 1375 U, PANTONE 3285 U, PANTONE 1788

U and PANTONE 116 U.

TYPOGRAPHY

The sources used in the project dissemination materials are: Lato Font. However, the brand typography used for the logo is Neutraface 2 Display Titling.

STATIONERY

All disseminated contents must be inserted in the attached templates.

TARGET AUDIENCES

The target to which the different communication actions will be directed is organized at 6 levels:

1. **Scientific community:** Research centres, universities, technological centres.

2. **Policy:** Policy- makers, regulators, European associations, networks and institutions (CEMR, CEMA, EEA, EDNCP, RISE, ELO, BEUC, COPA-COGECA), NGOs (CONCORD, WWF, EEB, EFNCP, IFOAM), international bodies (UNCBD, UNFCCC, UNCCD).

3. **Public administrations:** Local, regional and national public administrations of each country.

4. **Direct end users:** Farmers, farmer associations, communities irrigation, agricultural and environmental technicians, agribusiness, agroindustry, logistics, agricultural consultants, technology manufacturers, farming supplier companies, service providers, retailers.

5. **EIP-AGRI:** Focus groups and operational groups.

6. **Civil society (CS):** average, Consumers, local / regional consumer associations, educators, students.

CHANNELS AND TOOLS

MEDIA

i. Corporate communication

1. Tools and actions

    a. Preparation of press releases on work meetings, incorporation of communities practitioners, partial agreements with organizations and distribution to the media.

    b. Call for a press conference to present the project and finish it.

    c. Enabling corporate news section on the project website.

ii. Scientific communication

1. Tools and actions

    a. Preparation of press releases on the results obtained and distribution among specialized science media.

    b. Publication of results in institutional repositories.

    c. Enabling corporate news section on the project website.

NON MEDIA

iii. Videos

1. Editing videos presenting the project and results, used to inform scientific community and farmers.

iv. Digital presentations

1. Design of dynamic and informative for information sessions and presentations for the web platform.

v. Image Bank

1. Graphic documentation of the different phases of the process and use of the images for the web platform, social networking and media.

vi. Experts directories

1. Creation of directories of agricultural organizations and government agencies with expertise in agriculture, agribusiness and consumption.

vii. Explanatory booklet

1. Drafting, layout and production of a booklet of good agronomic practices explaining in an informative way the main results obtained by the Diverfarming project.

viii. Project presentation in schools

1. Visits to schools in rural areas. 40-minutes talks about the importance of biodiversity in agriculture and the relevance of the scientific research agronomy. Talks are aimed at schoolchildren between 10 and 14 years old.

ix. Seminars

1. Celebration of a 1-day seminar presenting the project to farmers in each country.

2. Celebration of a 1-day seminar presenting project results in each country.

x. Mailing

1. Elaboration of a database and communications media directory, agricultural organizations and farmers, for dissemination of contents.

NETWORK POSITIONING

INTERNET

Diverfarming will host a website making specific information on the objectives, results and methodology of the project available to all audiences.

The website will also have a repository of scientific articles.

This microsite will be used to inform and stay in touch with researchers, universities, public administrations, farmers, agroindustry, consumers, educators and students.

It will be designed using the Joomla content manager based on PHP, HTML and CSS technology. It will follow the standardization criteria of W3C web pages. Likewise, the site will adapt contents, links and metadata to achieve an adequate positioning in major search engines.

SOCIAL NETWORKS

The strategy in RRSS will pursue the amplification of the dissemination of results, as well as of the contents to be generated throughout the execution of the project. This strategy will be used to inform the general public. The institutional and personal social profiles of the participants in the project should reinforce the dissemination of the contents of the website, while sharing content that reinforces the messages defined by the Diverfarming brand.

Dialogue with fans and followers should be effective, making the speed of response a key element, as well as special care for language, which should be informative and always respectful, using credited sources.

All content (texts, images or videos) shared in social networks will be generated under the creative commons license.

Two levels are established for the positioning in main social networks.

- **Institutional level**
    - Twitter: In addition to a general account, an official profile will be enabled for each country.
    - Instagram. Only one account will be enabled.

- Facebook. A single page will be created to disseminate Diverfarming contents according to the communication strategy for Social Networks.

- **Personal level**

  - ResearchGate. All research personnel involved in Diverfarming will have their own profile on the network and use it to promote the dissemination of results.

EUROPEAN TOOLS

All the contents of corporate and scientific communication generated by the communications office of Diverfarming will be distributed in CORDIS and sent to the H2020 newsroom and its state versions.

Participating researchers will be proposing outreach activities within the European Researchers Night.

TEAM AND TASKS

The University of Cordoba coordinates the communication structure of Diverfarming.

The structure of the work team foresees the designation of one person responsible for communication for each country and a communications delegate in each partner entity. In the structure there are three levels with their own tasks.

COMMUNICATIONS DELEGATE (PARTNER)

Submission of information for the elaboration of contents. Delegates should submit a weekly report to the state coordinator, regarding the communication of the activities carried out within the project. The attached template will be used (see annex).

STATE COMMUNICATIONS COORDINATOR

- Selection of contents for the state profiles in social networks and sending of weekly reports of interest to the general coordination of communication (see Annex).
- Development of databases and directory of media, agricultural organizations and farmers for the dissemination of content.
- Dissemination of press releases to national and specialized media.
- Relations with national media.
- Production of visits to schools. Location of researchers and scheduling. Offer of visits to schools, scheduling.
- Submitting impact reports in national media.

COMMUNICATIONS COORDINATION

- Elaboration of corporate contents based on information received from state coordinators.
- Programming of actions and supervision of contents sent to national media.
- Call for a press conference to present the project when it begins and at its finalization.

- Management of institutional accounts in RRSS.
- Web management.
- Management of media relations.
- Drafting, layout and production of a guide of good agronomic practices.
- Measurement of impact in media, social networks and informative actions.

DISSEMINATION PLAN

PRELIMINARY ORGANIZATION

Action	Purpose	Month
Documents and presentation templates for project-wide use in all types of dissemination.	Establish the identity and branding of Diverfarming products.	October 2017
Datasets on ZENODO.	Create datasets that partners can feed with their data and make public the most relevant.	October 2017
Detailed guidance for dissemination.	Guide partners to prepare, write and organize project deliverables reports and results for dissemination to the stakeholders.	October 2017
Diverfarming website.	Disseminate objectives, results, impacts and all information for the public and Communities of practitioners. Establish identity project.	October 2017

DIVERFARMING DISSEMINATION PLAN

STAGE 1

Audience	Action	Purpose	Month
All	E-mailing, newsletters and factsheets.	Dissemination of the project's progress, main results and providing information on dissemination events.	October '17– June '18
EUS, EIP	Practice abstracts.	Dissemination of results on decision making in an easy-to-catch way.	February '18 – June '18
All	Publication of news in press, radio, TV, social networks.	Dissemination of selected diversified cropping systems tailored by all value chain actors in a decision making process.	December '17– June '18
All	Participatory workshop in each country.	Dissemination of the results of the decision making to open a plenary discussion to definitely select the most sustainable diversified cropping systems in the case studies.	January '18
SC	Scientific publications, conferences, scientific meetings.	Dissemination of scientific results about data mining and decision – making.	February '18 – June '18
EUS, EIP	Publication in popular farming, agroindustry and agribusiness magazines.	Dissemination of selected diversified cropping systems tailored by all value chain actors in a decision making process.	February '18 – June '18

STAGE 2

Audience	Action	Purpose	Month
SC	Speeches, lectures, training courses	Researches and technicians will include results of the project in speeches they give as guests. Universities will include Diverfarming results in regular lectures and training courses to engage with civil society.	July ‘18 – June ‘21
SC	Scientific publications, conferences, scientific meetings.	Dissemination of scientific results about productivity, crop quality, ecosystem services, economic benefits and value chain organization by diversified cropping systems.	December ‘18 – June ‘21
EUS, EIP	Practice abstracts.	Dissemination of results on results on field case studies in an easy- to – grasp way.	December ‘18 – June ‘21
All	E-mailing, newsletters and factsheets.	Dissemination of the project’s progress, main results, deliverables and providing information on dissemination events.	December ‘18 – June ‘21
EUS, EIP	Publication in popular farming, agroindustry and agribusiness magazines.	Dissemination of agricultural, economic and environmental benefits of diversified cropping systems and how value chain should be optimized.	December ‘18 – June ‘21
All	Publication of news in press, radio, TV, social networks.	Dissemination of agricultural, economic and environmental benefits of diversified cropping systems and how value chain should be optimized.	December ‘18 – June ‘21
EUS, EIP	Creation of “Communties of Practitioners”.	Engagement of farmers and agribusiness to adopt diversified cropping systems their real scenarios.	May ‘19

EUS, EIP	Field days.	One technical visit during the second and third crops cycles in each country where field plots are established to reach direct end-users and introduce them *in situ* to the economic and environmental benefits of diversified cropping systems. Engagement for the Communities of Practitioners	July '19 – October '20
SC	Guided visits for students.	Teachers and students will be reached through direct contact with educational centres, and scienceinschool.org, and will be invited to visit the experimental plots as guided visits by Diverfarming partners.	July '19 – April '21
EUS, EIP, SC	Videos (Youtube, websites, social networks).	Preparation of flash content video format showing the results of the experimental plots in the case studies in a visual and easy – to – catch way.	August '20 – June '21
EUS, EIP	Regular speeches.	Agricultura associations will disseminate project results by their regular talks/seminars to their farmers associates.	August '20 – June '21
EUS, EIP	Seminars and training courses	Diverfarming companies will organize, with support of the researchers, at least one training course per country to show how to implement diversified cropping systems under low – imput practices among associates.	August '20 – June '21
SC	Factsheets.	Awareness about the efforts to produce sustainable and healthy food, feed and products by crop diversification.	June '21

IMPACT MEASUREMENT

The impact of communication actions will be measured monthly by quantifying the following variables:

- Impacts in local, regional, national, international and specialized media
- Statistics in social networks
- Visits to the corporate website

Qualitatively, evaluation surveys will be sent to all participants in each of the communication actions. The design of these surveys will be carried out by the Diverfarming general and state communications coordination (see annexes).