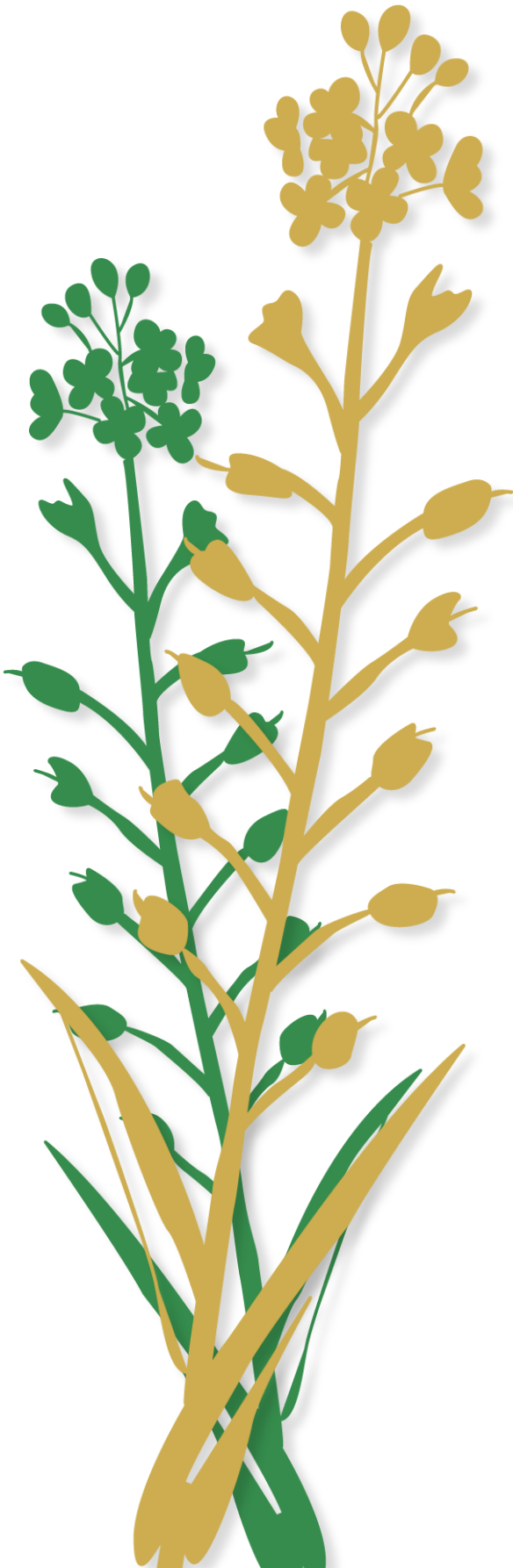


D.5.5 4CE-MED Dissemination Portfolio



Number of version FV.
D5.5 4CE-MED Dissemination Portfolio

Document Summary

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UNIBO

Abstract

4CE-MED Dissemination portfolio is a compilation of the dissemination materials and tools, including Corporate Image Handbook. See D5.2 Annex I of D&EP 4CE-MED (Visual Identity Handbook).

This document is a guide document presenting tools and materials for dissemination and exploitation of the projects' activities and results. The D&EP (D5.2.) also describes the dissemination the strategy mix of dissemination tools and activities proposed in order to achieve the expected dissemination goals.

The dissemination tools and materials presented in this document (D5.5) have been approved by consortium members pathways working groups organized in the frame of WP5 management established each three months.

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Introduction

4CE-MED Dissemination Portfolio has been designed as a practical tool for an efficient use of dissemination materials and tools in order to support the achievement of the project objectives and impact. The 4CE-MED Dissemination Portfolio has been elaborated by INICIATIVAS INNOVADORAS (INI), coordinating Work package 5, in close interaction with the consortium, each three months in the working groups leading by this WP leader. INI will give support to individual partners maximizing the impact of their dissemination actions while providing the appropriate means to ensure efficient visibility of the activities and outputs of the project as a whole.

INI for the design of the dissemination materials has followed the guidelines described in the Visual Identity Handbook (Annex I in D5.2 Dissemination D&E Plan) and has taken into account the local needs in order to adapt the materials to the variety of activities that will be implemented during the project life. Image handbook has generated different materials according to the 4CE-MED image:

- **Project Scientific Poster** is an editable document to be completed by partners including training or workshop organized in different countries. It will be mandatory to mention TRAINING OR EVENT title, DATE, PLACE, AGENDA and REGISTRATION link. If needed the Poster could be translated to local languages by each partners and edited keeping the same format and design. INI will assist editing poster if required.
- **Project Templates (WORD and POWERPOINT)** will be used by all partners when creating deliverables and presentations in order to guarantee a homogeneous project image.
- **Project Flyer** will be used as support material to disseminate project existence represented in figures. The flyer has been translated to local languages.
- **Project roll-up** will be completed by each partner including project relevant information, training or workshop organized in different countries. It will be mandatory to keep format and design using the white space to include content. The Poster could be translated to local languages keeping the same format and design.
- **Newsletter:** A Newsletter design has been created in Mailchimp. It is important to increase the number of subscribers to the Newsletter in order to increase the audience. All partners will contribute to increase that audience.
- **Invitation to the event:** A template will be created in Mailchimp format and will be available to Dissemination & Exploitation Board (DEB) in order to disseminate locally the training, workshop planned in the project activities. Specific list of recipients will be created per country. These lists will be located in Mailchimp, fed by each partner and managed by INI.

All partners will follow GDPR **General Data Protection Regulation**¹

All described materials in this document are available for the consortium in a **repository (DRIVE²)** with direct access for downloading and editing.

¹ https://ec.europa.eu/research/participants/docs/h2020-funding-guide/cross-cutting-issues/gender_en.htm

² [4CEMED - Google Drive](#)

1 Visual Identity (Annex I of D5.2)

The logo of 4CE-MED (font, colors, etc), its use on different documents and rules of application of the logo are described in the Visual Identity Handbook, in Annex I. The corporate image of the 4CE-MED Project tries to balance the concepts that have been taken into account in its elaboration.

4CE-MED name is a combination of acronym and abbreviation without a meaning of its own, so we have tried to create a balance between the elements that brings harmony to the whole.



(Figure 1_logo)

Technology / Science

Mainly through a "sans serif" typography, serious and straight, without adornments, and a combination of blue colours, always related to the scientific environment.

Agriculture / Dry farming / Camelina Represented from the silhouette of the camelina in a yellowish tone that reminds us of its perfect adaptation to dry farming.

Mediterranean

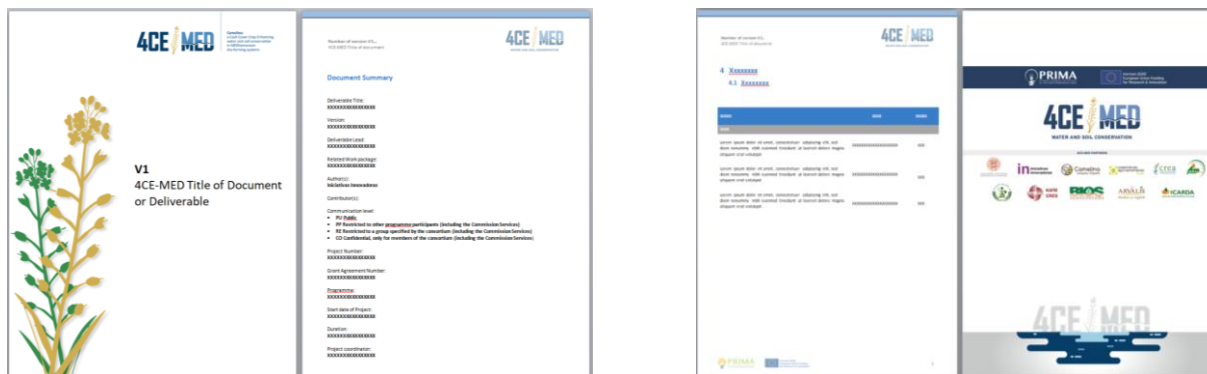
It is the main link between the project partners and is present through the blue colours of the sky and the sea, and the sea waves.

Water

Present also through the graphic and chromatic elements of the "Mediterranean" concept.

2 Standard Presentation Templates

2.1 Word Template for Deliverables



(Figure 1_ 4CE-MED Word Deliverable Template)

2.2 Power Point Templates

The logo is used in word and Power Point templates, also in all materials support such as (rollup, poster, flyer, Newsletter, folder or invitations)



(Figure 2_ front cover of 4CE-MED PPT)



(Figure 3_ back cover of 4CE-MED PPT)

2.3 Funding Acknowledge

All presentations (internally and externally) must use the PPT template using a patron tool to choose the most appropriate slide when presenting. A set of 10 different slides is available together with a cover page and back cover.

Acknowledging EU PRIMA funding: all communication related to the project (including electronic communication, using social media, etc.) and all infrastructures, equipment or major results funded under the grant must display the EU emblem. *(The PRIMA programme is an Art.185 initiative supported and funded under Horizon 2020, the European Union's Framework Programme for Research and Innovation)*

3 Digital Newsletter

Three issues will be released by INI over the course of the project. They will contain updates on project activities and key findings generated in each WPs and validated by all partners. The e-newsletter will be disseminated through appropriate channels in order to reach a wide audience and a broad range of stakeholders.

Subscription to the newsletter will be voluntary via the web portal. Mailchimp software will be used for management and distribution of the digital newsletters, ensuring the accurate monitoring of the impact of the newsletters. All partners are required to promote and disseminate the access to the Newsletter subscriptions through their social media channels.

Content

Newsletter will act as a compilation of news, events and information published on website that will be distributed to voluntary subscribers. Newsletters' content will be based upon posts in web portal and based upon the information provided by partners on events to which the project is presented; key updates on the development of the project; presentations, events and trainings; scientific documents, publications and media interest.

All partners are encouraged to contribute also with the Newsletter contents that will include overview project information project start up, objectives and ambition, reference to upcoming events and activities will be also welcome to include in the First Newsletter. Second D&E Plan will update according to the analytics of Newsletter recipients made during the first period. Any contribution about Newsletter design will be possible during the all project.

Distribution

The Newsletter will be distributed by Mail Chimp that will contain a list of voluntary registered recipients through the website. The Newsletter will be also disseminating by social media channels and partners will collaborate in dissemination through their websites and social media channels.

If possible, as it is an internal decision, all partners are encouraged to link 4CE-MED Newsletter in their institutional Newsletter in order to increase the number of recipients. *(Agreed on 21st April 2021 Consortium meeting).*

4CE-MED partners will be encouraged to forward the digital newsletter to those contacts who might be interested on the project dissemination. Stakeholders listed on the Local Multi-Stakeholder Platforms will be contacted asking them to voluntarily subscribe to newsletter.

Management

A monitoring system of audience and subscribers will be updated six-monthly.

Language

4CE-MED newsletter will be in English; partners will be encouraged to translate it and to disseminate it via online and off-line means to their national target groups. 4CE-MED newsletter will be disseminated also via social media channels (Twitter and Facebook) and included as an entry NEWS in the website. All partners will be encouraged to forward the digital newsletter through their institutional social media profiles to those contacts who might be interested on the project dissemination and publish it in each partners' website.

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Newsletter N°1: (M12) JUN-JULY 2021

4CE-MED presentation

Results from Local Multi-Stakeholder Platforms Consultation (WP1)

Dates and details of upcoming Local Multi-Stakeholder Panels (WP1)

Newsletter N°2: (M24) MAY 2022

Demo field activities (WP5)

Preliminary quantification of the environmental performance of the 4CE-MED systems WP2

Dissemination of upcoming events

Dissemination of upcoming trainings

Related news, events, projects, initiatives at EU and global level

Newsletter N°3: (M36) MAY 2023

Technical guidelines for local stakeholders willing to adopt the 4CE-MED solutions (WP3)

Outcomes of the capacity building activities at local level (WP3)

Current and 4CE-MED selected systems (WP4)

Results, Recommendations, Findings and Results (WP1,2,3,4)



FIGURE 4 Mailchimp Newsletter draft

4 Social Media

4CE-MED project will use social media as the main tool for dissemination part of the website with the following goals:

Provide information for raising awareness about Camelina Crop and soil conservation in MEDiterranean dry-farming systems, describing target groups, providing latest news, trends and related events.

Disseminate the project outputs, webportal services and events, as well as those from network partners related to Camelina Crop and soil conservation in MEDiterranean dry-farming systems.

Engage stakeholders at regional and EU level.

Attract users to the 4CE-MED project.

As detailed in D5.2, 4CE-MED has already created profiles and pages in the following 2 social media:

4.1 Facebook

4CE-MED Facebook fan page has been created in a public mode, with the name “4ce-Med”. The official language of the posts uploaded to this page is English, even though some posts in other languages will also be shared on occasion, when relevant to the project. INI 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, partners and other events of interest. A brief description of the project has been added to the Facebook page in order to inform the general public about the objectives of the project. The link to the website is also displayed in the Facebook page. All partners’ Facebook pages and the pages from related initiatives and projects are also followed by the 4CE-MED page. INI carries out a monthly monitoring on the traffic of the Facebook page, thanks to Insights from Facebook, considering the number of Likes, Follows, Impressions, Interaction and People reached.



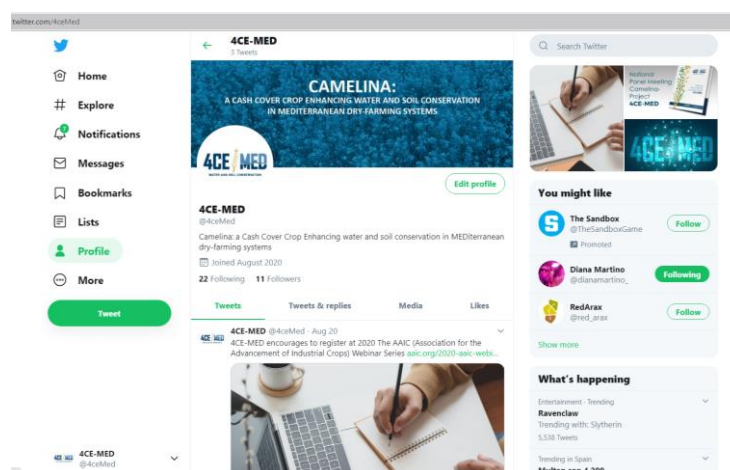
(Figure 5_print screen of 4CE-MED Facebook profile)

4.2 Twitter

The Twitter account is used as one of the primary tools in spreading the project news and announcements. In the Twitter account, tweets are uploaded in a regular base, referring to results and news about the project, and any important information institutional or scientific that is relevant to the field dry farming system. The Twitter account [@4ce-Med](#) is a useful channel to immediately disseminate project activities and news to a wide audience, as well as to raise awareness about the latest news and trends in Camelina crop fields. The following hash tags will be consistently used on the project publications: #nonfoodcrops #industrialcrops #bioeconomy #biobasedindustries #agriculture #innovation and #EIPAgri # farming system #camelina #mediterraneancrops.

The official language of the tweets is English. Twitter account is managed by INI. Account follows not only main corporate and institutional players from academia, industry and national and EC agricultural field, but also individual accounts by influencers in the Agricultural innovation and Bio-economy fields.

In order to achieve a relevant positioning and number of followers, the profiles are linked with partners' social media profiles, as well as those from EIP-AGRI, Thematic Networks, Bio-economy related key players in a worldwide level, not limited to EU, but also bringing news and insights from USA, Australia, Canada, Japan, etc. A monthly monitoring on the number of followers and likes of the profile will be conducted thanks to Twitter Analytics, measuring the number of followers, impressions, interactions, re-tweets, likes, etc.



(Figure 6_print screen of 4CE-MED Twitter profile)

Partners' Facebook and Twitter profiles will also echo the 4CE-MED project posts and the other way round, further increasing the combined impact and outreach of the project.

5 Public materials

Legal obligations and IPR issues

All project partners will sign prior to the start of the project a Consortium Agreement (CA) that will establish the IPR rules to be followed by the partners. The CA underlying principles will follow the PRIMA guidelines with respect to background knowledge, i.e. all consortium partners will bring in their expertise and knowledge without charging cost. With respect to foreground knowledge, all newly developed expertise, results, knowledge, etc. will follow a “publication by default” model, being made available freely to the widest possible audience. The Data Management Plan in WP6 will ensure that 4CE-MED activities are compliant with the Pilot on Open Research Data in Horizon 2020.

Dissemination & Exploitation Board (DEB)

This board will operate in compliance with the rules established in the Consortium Agreement (CA). The DEB includes representatives of the partners engaged in the development and assessment of generated knowledge (UNIBO, ICARDA, INRAT, INRAA, CRES, INI, ARVALIS, and Spanish Co-ops) (see 3.2.). The DEB will screen the deliverables, planned publications and annual progress reports in order to identify the possible IP and the potential exploitation of the results. Then, it will report to the SC (Steering Committee (SC, composed by WP leaders) and will provide advice to the concerned parties. Following the DEB advice, the concerned parties will review the results and will choose either to prepare a publication or to seek appropriate protection actions of the results and eventually a plan for their best exploitation.

A number of communication materials has been elaborated and distributed, primarily in digital version, but also in printed version according to partners’ needs. Partners will be in charge of translation and printing of documents according to their needs. All publicity materials are available since M4.

5.1.1 Project Roll-up and Poster

The project roll-up and the poster templates will be produced for presentation at project’s own events and trainings. The roll-up template is available from the outset of the project, open to be tailored to the partners’ communication goals in local languages, using pdf Adobe Illustrator or other professional publishing tools. The roll-ups will be produced locally by partners following the general template and consistently used for partners’ own events. The poster template, in editable pdf, will allow partners to present results related to 4CE-MED at trainings and workshops, tailoring the content to the target audience. A poster template in 5 languages will be produced in order to facilitate partners to complete the template referring (Training or event, date, place, agenda and registration link if needed)

Roll up



(Figure 7_4CE-MED rollup)

Poster (EN)



(Figure8_4CE-MED poster)

5.1.2 Project Folder

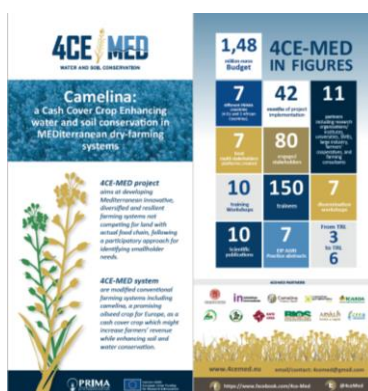
A folder has been designed according to project image using 4CE-MED logo. It shows project image on the front and consortium partners in the back page and will mainly be used for distribution in project’s own trainings and workshops. Partners will be in charge of printing.



(Figure 9_4CE-MED folder)

5.1.3 Project Flyer

A project flyer in English (A4 postcard size), non-editable, has been designed to present general information of the project in a very visual fashion. It will support the dissemination and promotion activities linked to the national and EU project activities, but it will also allow partners to publicize the project in workshops, events, etc.



(Figure 10_4CE-MED Flyer)

5.1.4 Banner

Additionally INI has created a BANNER to be used in the field days as initiative of one partner (INRAT). The content has been translated to French and can be adapted to all the local languages. . Each partner will send to INI the translation and I will edit it. Size: 3m length x 1m height.



(Figure 11_4CE-MED Banner)

6 News & Articles

4CE-MED will create Press releases oriented to different target groups identified in the Dissemination Plan. D.5.1 An Editorial Board will be responsible for the 4CE-MED publications, both scientific and promotional. A calendar has been created and will be updated in order to generate content to the website NEWS section

PARTNER	NEWS 1	NEWS2
UNIBO	October 2020	September 2021
CREA	November 2020	October 2021
INRAA	December 2020	November 2021
SPANISH COOPS	January 2021	December 2021
INI (video)	February 2021	January 2022
CCE	March 2021	February 2022
ARVALIS	April 2021	March 2022
CRES	May 2021	April 2022
BIOS AGROSYSTEMS	June 2021	May 2022
ICARDA	July 2021	June 2022
INRAT	August 2021	July 2022

(Table 1_ proposed calendar for NEWS section)

The following process has been suggested to generate content in this section:

Process for NEWS	Process for PRESS RELEASES	Process for PROMOTIONAL ARTICLES and SCIENTIFIC PUBLICATIONS
<p>Partners to INI Local language or English. INI will upload on the website and disseminated through social media channels. TITLE_ CONTENT_ min. 10-15 lines up to 50 LINKS_ to relevant information or institution PICTURE_IMAGE_GRAFIC.</p>	<p>Partners to INI Local language or English. INI will disseminate through social media channels the link to the local press releases. PARTNERS will send the link to INI, if considered the press release could be included also in the NEWS section of the website following the precedent process.</p>	<p>Partners to INI English will be recommended language. If required each partner can translate and send to INI the content for communications. Contents will be allocated in Library section of the website. Promotional Articles and Scientific publications should have the agreement of the consortium to be published.</p>

(Table 2_ proposed process partners contribution)



Horizon 2020
European Union Funding
for Research & Innovation

4CE MED

WATER AND SOIL CONSERVATION

4CE-MED PARTNERS

