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D8.1 Communication and dissemination plans, clustering activities and reports (Version 0.3, 28th December 2023)

CONSORZIO ITALBIOTEC (ITB)



Deliverable description

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Glossary of terms

CDP	Communication and Dissemination Plan
NGP	Next Generation barley Plants
GHG	Green House Gasses
ITB	Consorzio Italbiotec
KPI(s)	Key Performance Indicator(s)
GM	Genetic modified
CO ₂	Carbon dioxide
O ₃	Ozone
WP	Work package

1. Introduction

The BEST-CROP Communication and Dissemination Plan (CDP) aims to ensure the active involvement of stakeholders and awareness of the development of Next Generation barley Plants (NGP) to boost crop yield (both grains and biomass) and its processing into materials of economic interest. The overall objective of BEST-CROP is to develop novel crops with enhanced photosynthesis and assimilation of greenhouse gasses (GHG), such as carbon dioxide (CO₂) and ozone (O₃), and tailored straw suitable for the feed, green chemistry, construction and composites sectors.

The communication strategy aims to engage various target groups such as the scientific and research community, farmers and their representative organizations, animal-feed and organic high-nutrient waste streams producers, industrial representatives of lubricant and building and construction sector, policymakers, and consumers and civil society.

As an operational tool to ensure visibility and understanding of the project's objectives, activities and results, the CDP guarantees two-way communication flows to pursue the following specific objectives:

1. Provide an integrated, solid and common public image of the project, recognisable by target audiences;
2. Define specific messages, content and communication channels to ensure the visibility of the project;
3. Ensure ongoing communication flow between project partners, stakeholders and end-users;
4. Identify Key Impact Pathways (KIPs) to assess the efficiency of proposed measures and adoption tools for daily monitoring of communication actions;
5. Increase the awareness about the project activities and its conclusions, disseminating extensively the results of the project to policy makers, the research community, the general public and businesses;
6. Ensure the uptake of project innovations by stakeholders and users in strong relationships with the exploitation plan;
7. Guarantee long-term impacts of the project through the design of events, workshops, and the direct involvement of the target audience.

BEST-CROP's Communication and Dissemination Plan, coordinated by Consorzio Italbiotec (ITB), should be understood as a living document, developed in month 6 and updated in months 26 (D8.3) and 56 (D8.5).

The following sections present in detail the main characteristics of the Communication and Dissemination Plan, including:

- Project objectives and key messages spread via communication strategy;
- Target audience mapping and analysis of specific needs;
- Communication & Dissemination tools and channels, KPIs;
- Quality control, monitoring and reporting.

2. Key messages spread via communication strategy

BEST-CROP key messages will be adapted to each target audience and conveyed through the most suitable communication channels ensuring the highest involvement. The messages will be refined during the project thanks to the continuous monitoring of communication initiatives.

BEST-CROP will develop Next Generation barley Plants with increased overall productivity, allowing denser sowing in the absence of competition for light, under sustainable agriculture conditions. By capturing higher amounts of CO₂ and O₃, and by increasing albedo, they will also contribute to mitigate climate change. Barley straw produced will be processed into proteins and bio-lubricants, contributing to overcoming the existing EU shortage in protein production and a sustainable and environmentally friendly solution to traditional lubricants produced from crude oils. The straw will be used also in the building and construction sectors to replace traditional materials highly dependent on non-renewable resources.

BEST-CROP will provide innovations that:

- Boost the growth of the circular bioeconomy: tailoring of barley straw for efficient transformation into high-value bio-based compounds and materials that replace products currently obtained from high-polluting industrial sectors with high dependency on non-renewable energy sources;
- Mitigate ozone air pollution extremes during drought: by providing a strategy of air phytoremediation through the modulation of stomatal conductivity for ozone without a negative effect on drought tolerance and yield;
- Address the global food security crisis: by delivering highly productive barley breeding lines. Furthermore, barley represents an optimal model species for other cereals with a view to project medium-term replicability.

A two-way communication strategy and feedback from the target audience will help to shape key messages throughout the project's lifetime, considering the needs and expectations of the target audience.

3. Targeting audience mapping

Communication is essential to achieve the expected impact of the BEST-CROP project and the consortium has planned a series of communication and awareness-raising activities aimed at all its stakeholders. Good communication is based on a preliminary study of the needs and expectations of the public, which is adequately segmented and involved. The mapping of all stakeholders is of fundamental importance for achieving the project objectives and ensuring the usability of the project results by the target audience.

BEST-CROP identifies 7 specific target groups for communication activities:

- A. Scientific and research community. Researchers working on barley breeding programmes and the whole scientific community dealing with plant genetic improvement, GM crops and exploiting biotechnology and highly innovative approaches applied to agriculture.

SPECIFIC NEEDS: Meet the EU demand for the acceleration of the green transition, contributing to mitigating climate change and reducing air pollution; new generation of crops with increased overall productivity; straw composition tailored for transformation into high-value biobased industrial products.

- B. Farmers and their representative organizations.

SPECIFIC NEEDS: Providing an additional economic input; increased overall plant productivity.

- C. Animal-feed and organic high-nutrient waste stream producers. Producers of feed or feed ingredients.

SPECIFIC NEEDS: Offset the strong demand in recent years, unbalanced by weak global production; production of sustainable high-value bio-based products from agriculture residues to foster the green industry transition.

- D. Lubricants sector. The entire oleochemical industry.

SPECIFIC NEEDS: Replace fossil-based and plant-derived oils and make up for the future unavailability of palm; production of sustainable high-value bio-based products from agriculture residues to foster the green industry transition.

- E. Building and construction industrial sector. The entire building and construction sector, in particular in the building insulation materials market, and particle boards for the construction sector.

SPECIFIC NEEDS: Makes this sector more environmentally friendly, using sustainable raw materials to replace those usually made from chemicals and fossil resources; production of sustainable high-value bio-based products from agriculture residues to foster the green industry transition.

- F. Policymakers, regions, and territories. The Next Generation Barley Plants will meet the EU environmental objectives, allowing sustainable agriculture and less land use and contributing to reducing Greenhouse Gas emissions, and will consent to the adoption of green products and materials.

SPECIFIC NEEDS: Greater understanding of plant biotechnology and gene-editing and of their potential for a sustainable agri-food system; increased awareness of the dangers associated with climate change; develop policy instruments and incentives that support and enhance sustainable practices in agriculture and in traditional industry.

- G. Consumers and civil society. Including the general public and young people.

SPECIFIC NEEDS: Raise consumer awareness on the need for new sustainable production and consumption models; fighting fake news and improve the understanding and trust of general public towards the NGPs.

3.1 Target audience strategy

The communication strategy consistent with the mapping of stakeholders for BEST-CROP, communication objectives relating to each of them, key messages, and communication channels are detailed in Table 1.

Table 1 - BEST-CROP target audience strategy

TARGET AUDIENCE	OBJECTIVES	KEY MESSAGES	MEASURES TO ACHIEVE THE IMPACT
Scientific and research community	Engaging in interactive discussions among the scientific community and sectoral experts will spread new knowledge in this field, aiming to disseminate the importance of plant genetic improvement, educating consumers and the public.	<ul style="list-style-type: none"> • Build synergies with other EU-funded projects, networks and initiatives, foster collaboration, avoid duplication; • Knowledge generation, scientific exploitation and Peer-review and validation of tools. 	Website, Socials, Newsletter, Brochures and infographics, Webinars, Scientific articles, Technical publications, Conferences, Press releases Final event
Farmers and their representative organizations	Developing new-generation barley plants that allow for denser seeding in the absence of competition for light enables not only sustainable agriculture but also an increase in overall productivity and crop yields.	<ul style="list-style-type: none"> • Valorisation of Agri by-products can bring economic advantages; • NGPs can increase the productivity with the same land use; • BEST-CROP plants will increase the market competitiveness of farmers. 	Website, Socials, Newsletter, Webinars, Press releases, Technical publications, Farmers days, Demonstration events, Conferences, Final event

Animal-feed and organic high-nutrient waste streams producers	Helping to overcome the current EU shortage in protein production, which could be used to feed fish and non-ruminant animals.	<ul style="list-style-type: none"> • BEST-CROP plants can provide nutrient rich waste-stream and feed with higher protein content; • By using a side stream, there will be a reduced need for dedicated feed crop and feed will be available at a lower price. 	
Lubricant sector	Creating opportunities for industrial exploitation and making these sectors more environmentally friendly with biodegradable lubricants and straw-based thermal insulation panels and particle boards respectively.	<ul style="list-style-type: none"> • BEST-CROP crops can improve market competitiveness through the production of new biomass to produce high-performing biosurfactants; • By using biodegradable alternatives it can contribute to reduce environmental impact. 	Website, Socials, Newsletter Brochures and infographics, Webinars, Press releases, Scientific articles, Technical publications, Conferences, Demonstration events, Final event
Building and construction industrial sector		<ul style="list-style-type: none"> • BEST-CROP can enhance market competitiveness by producing cost-competitive thermal insulation panels, particle boards, and polymer composites using bio-based materials and circular economy principles; • By using biodegradable alternatives it can contribute to reduce environmental impact. 	
Policymakers, regions, and territories	New discoveries can foster legislative implementation that can support the use of gene editing to develop a more resilient and sustainable agri-food system.	<ul style="list-style-type: none"> • Enhance standard harmonization and foster legislative implementation that could support the adoption of NGP; 	Website, Socials, Newsletter, Webinars, Press releases, Conferences, Policy forum, Final event

		<ul style="list-style-type: none"> • Developing a more resilient and sustainable agri-food system exploiting targeted mutagenesis; • Lowering the environmental impact of target high-polluting industrial sectors thanks to the adoption of green products and materials. 	
Consumers and civil society	Raising awareness in the community and educating people on how gene editing strategies could have a positive impact on consumers as well as the planet.	<ul style="list-style-type: none"> • Raise awareness on the need for new sustainable production and consumption models; • Sensitize on the benefits of new environmentally friendly products; • Reduce mistrust towards plant biotechnology and its products. 	Website, Socials, Newsletter, Brochures and infographics, Dedicated webinars, Press releases, Consumers survey, Conferences, Guide on “The Opportunity of Next Generation barley Plants”, Final event

4. Communication tools and channels

Communication channels are selected to convey key messages and project results to as many stakeholders and target group members as possible. It works through information gathering and push and includes various designed tools to reach the target audience.

The Communication Toolkit consists of the followings:

- Visual identity (logo and Guideline for visual identity)
- Social media banners for each social media account
- Website
- Template for minutes and reports
- Template for PowerPoint presentations
- Template for deliverables
- Promotional material (posters, banners, brochures, roll-ups, etc.)

Consorzio Italbiotec (ITB) will supply these materials as the WP8 leader.

4.1 The Project visual identity

The visual identity contains, through the graphic icons, the synthesis of the project mission, declined in all BETS-CROP materials, such as the logo, promotional material and templates for reports, deliverables, publications and presentations.

Visual identity plays a fundamental role in effective communication, as it allows the project to be immediately recognised by the various stakeholders, target groups/public.

The project logo is the first and essential tool to fulfil this purpose, summarising the main objectives and values of the project.

The implementation of this task includes:

- Design of the BEST-CROP project logo and selection of the colour palette;
- Design the Guidelines for visual identity as a helpful tool for helping partners apply the project's graphic identity uniformly.

The Guideline for visual identity is attached to this deliverable as “Annex 1 – Guideline for visual identity”.

4.2 European emblem and funding statement

According to Article 17.2 of the Grant Agreement, communication activities of the beneficiaries related to the action must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate).

Moreover, the European Commission document Use of the EU emblem in the context of Programmes 2021-2027 ([EC, March 2021](#)) provides useful operational guidelines for recipients of EU funding.

According to these guidelines, all communications materials, including media relations, conferences, seminars and information material such as brochures, leaflets, posters, presentations, etc. in electronic form via traditional or social media, as well as any infrastructure, equipment, vehicles, supplies or major result funded by the grant must show the EU emblem. The ready-to-use EU emblem, including the funding statement, can be downloaded in all EU languages at the following link:

https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/

In the BEST-CROP project, all communication materials must show the EU emblem and funding statement, as shown below.



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Variations of the EU emblem in terms of colour (black and white) and format (horizontal or vertical) are permitted according to the materials provided in the *Download centre for visual elements* (see link above).

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

Furthermore, according to article 17.3 of the Grant Agreement, any communication or dissemination activity related to the action must indicate the following disclaimer (translated into local languages where appropriate):

“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 [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”

4.3 Website

The BEST-CROP website will be the gathering point for project information and materials, presenting its scope, activities and progress to the wider public. Responsive and easy to use, the website will be set up in English and will provide general information on the project, news, events, progress and results of the project, updated regularly. Its integration with social media accounts guarantees visibility and awareness and regularly updates the public on the project's activities, news, documents, and relevant activities. Publicly launched before the end of the first project year, the website will be updated regularly throughout the project's lifetime. To ensure the broadest communicative effectiveness, the BEST-CROP website design will be equipped with the following features:

- Clear structure, user-friendly navigation;
- Optimisation for all types of mobile devices (phones, tablets for both iOS and Android operating systems);
- Compliance with the GDPR (General Data Protection Regulation), including all features related to the GDPR (privacy consent for all modules, consent for cookies on the first visit, etc.);
- Section to download project products developed for wide public use and public deliverables;
- Links to social media channels (LinkedIn, X/Twitter, Facebook).
- Web Analytics with 100% data ownership and GDPR compliance.

The website's clear and intuitive structure will allow for the provision of information and user interaction. The site map divided into pages and sub-pages is described below.

1. Home: opening banner, general info + highlights from other sections, subscribe to newsletter;
2. About: it includes the section Objectives: goals, strategy and expected results in a nutshell; and the section Work Plan: project work packages;
3. Partners: logo and link to partners' project website;

4. News & Events: description of public events (workshops, courses, conferences, etc.) realised in the frame of the project; description of public events such as demonstration events, science festivals, open days, exhibitions, tours, conferences, workshops, and social events organized outside the consortium and in which project activities are presented, media-gallery, promotion of events, news, press releases;
5. Results: Includes the section Deliverables: public deliverables, the section Publications: scientific publications, divulgative publications, and patents and the section Communication materials: brochures and infographics;
6. Networking section: briefly describe the BEST-CROP Stakeholder Advisory Board and the main collaboration with projects with similar aims to maximise knowledge sharing, exploitation, and impacts;
7. Contact us: contact informations and social media (Linkedin, X/Twitter, Facebook).

Slight changes could be made, including the development of more pages, sub-pages or elements, if necessary, during the implementation of the project. The website will be developed by ITB and hosted on its own IT servers. The logos of all partners will be visible with links to their websites along with the EC logo and recognition of EU funds in line with the visual guidelines of the European Commission. Technical maintenance and content management – ensuring for at least 5 years after project end – is ensured by ITB. The content will be regularly updated during the implementation of the project.

4.4 Social media

BEST-CROP's social media accounts aim to create an active target audience community, arouse interest in the project, and encourage them to participate in the project's events. The project's visual identity is preserved in all social posts and integrated with tailor-made messages. Captivating images will help grab followers' attention and invite them to read more and learn more about the proposed topic. Thanks to advanced features, promotional campaigns will allow to easily approach a large and relevant international audience and encourage them to visit the website

for further information. The impact of project communications on social media will be regularly monitored.

The basic criteria of social media communication are detailed below:

LinkedIn

- Page: BEST-CROP
- Link: <https://www.linkedin.com/company/best-crop-project/>
- Hashtag: #BESTCROP #barley #cropcultivation #sustainability #sustainabletechnology #circulareconomy

X (former Twitter)

- Page: BEST-CROP (@best_crop)
- Link: https://twitter.com/best_crop
- Hashtag: #BESTCROP #barley #cropcultivation #sustainability #sustainabletechnology #circulareconomy

Facebook

- Page: Best-Crop
- Link: https://www.facebook.com/profile.php?id=61553802583314&is_tour_dismissed=true
- Hashtag: #BESTCROP #barley #cropcultivation #sustainability #sustainabletechnology #circulareconomy

Social media for professionals LinkedIn is the most suitable platform for building a target audience community to discuss specific topics and disseminate information to a large professional audience. The stakeholder engagement activity allows sharing of updates from the project and the dissemination of news, insights and documents pertinent to the project's theme.

For short news flashes, X enables real-time communication between professionals, organisations, media and public institutions. Retweets allow sharing of interesting content generated by other users and the ability to quickly spread messages to a large audience.

Finally, Facebook serves as a powerful tool seeking to establish and enhance the online presence. Facebook also offers targeted advertising options, allowing the project to reach specific demographics based on interests, location, and behaviour. This precision targeting can significantly enhance the effectiveness of communication and dissemination campaigns. With Facebook's targeted advertising capabilities, the project can effectively reach and engage with both farmers and consumers, tailoring their messages to specific demographics within the agricultural sector.

4.5 Press releases

The crucial moments of the project will be supported by press releases and media engagement actions to maximise the exploitation of BEST-CROP's Impact. Consorzio Italbiotec will prepare press releases in English at the key moments of the project and make them available to other partners through the shared platform to disseminate them within their networks. Other partners are nevertheless encouraged to translate press releases in their own language to increase the dissemination and to produce specific press releases in accordance with the communication leader (ITB) at pivotal moment of their activities.

4.6 Communication tools and activities

Promotional materials support the project's visual identity and provide information about BEST-CROP. Online and ready-to-print versions of these materials in English will be downloadable from the project website and translated into other languages as needed.

Promotional materials can be displayed at the headquarters of all partners or used in any event or meeting where the project is presented. The primary communication activities are described in Table 2.

Table 2 – BEST-CROP communication activities

TOOLS	TARGET AUDIENCE
Project website, Social Media and Newsletter	Scientific and research community; Farmers; Animal-feed and organic high-nutrient waste streams producers; Lubricants sector; Building and construction industrial sector; Policymakers, regions and territories; Consumers and civil society.
Brochures and infographics	Scientific and research community; Animal-feed and organic high-nutrient waste streams producers; Lubricants sector; Building and construction industrial sector; Consumers and civil society.
Project roll-up	Scientific and research community; Animal-feed and organic high-nutrient waste streams producers; Lubricants sector; Building and construction industrial sector; Consumers and civil society.
Templates designed to ensure uniform project presentation	Scientific and research community and partners.
Webinars to update the general public on the project progress	Scientific and research community; Farmers; Animal-feed and organic high-nutrient waste streams producers; Lubricants sector; Building and construction industrial sector; Policymakers, regions and territories; Consumers and civil society.
Press releases	Scientific and research community; Farmers; Animal-feed and organic high-nutrient waste streams producers; Lubricants sector; Building and construction industrial sector; Consumers and civil society.

5. Dissemination tools and channels

The dissemination strategy of BEST-CROP and the choice of tools aim to ensure the long conservation of the expected impacts even after the project's end. Dissemination activities will start from the very beginning of the project and will involve the targeted stakeholders and contacts reached through the BEST-CROP networks.

Tools and channels used for BEST-CROP dissemination are listed in Table 3.

Table 3 - Dissemination tools and channels according to the project target audience

TOOLS	TARGET AUDIENCE
Scientific articles and publications	Scientific and research community; Animal-feed and organic high-nutrient waste streams producers; Lubricants sector; Building and construction industrial sector.
Technical publications	Farmers and their representative organizations.
Training events for PhD students	Scientific and research community.
Conferences	Scientific and research community.
Consumers survey	Consumers and civil society.
Guide on "The Opportunity of Next Generation barley Plants"	Consumers and civil society.
Networking events with other funded projects	Scientific and research community.
International and national conferences, sectoral fairs and exhibitions	Scientific and research community; Farmers; Animal-feed and organic high-nutrient waste streams producers; Lubricants sector; Building and construction industrial sector; Policymakers, regions and territories; Consumers and civil society.
Demonstration events (pilot scale demonstration)	Animal-feed and organic high-nutrient waste streams producers; Lubricants sector; Building and construction industrial sector.
Farmers day	Farmers and their representative organizations.

Policy forum	Policymakers, regions and territories.
Final event	Scientific and research community; Farmers; Animal-feed and organic high-nutrient waste streams producers; Lubricants sector; Building and construction industrial sector; Policymakers, regions and territories; Consumers and civil society.

All dissemination activities (articles in conference proceedings and journals) carried under BEST-CROP project will use the following acknowledgement: “This paper is supported by European Union’s Horizon Europe research and innovation programme under grant agreement No 101082091, project BEST-CROP (Boosting photosynthESis To deliver novel CROPs for the circular bioeconomy)”.

6. Shaping collaborations among complementary projects

Collaboration and networking with other complementary European projects will be initiated, also considering the newly granted complementary HEU projects (e.g. HORIZON-CL6-2022-CIRCBIO-02-two-stages).

The projects will be discussed to identify synergies or complementarities that could be beneficial when implementing the action plans, thus also increasing their impact. Networking communication and dissemination activities with other funded projects will include:

- Analysis and mapping of other funded regional, national and EU projects funded under similar topics;
- Networking section in the project webpage including joint initiatives and the description of the other projects;
- Organizations of short presentation webinars within the project;
- Elaboration of common communication and dissemination strategies;
- Organizations of joint events.

The project already initiated collaborations with some funded projects that are part of the BEST-CROP Stakeholder Advisory Board. These projects are described in the Table 4.

Table 4 - BEST-CROP Stakeholder Advisory Board Member

PROJECT ACRONYM	PROJECT COORDINATOR	PROGRAMME	START DATE	END DATE	TARGET ISSUE
<u>GAIN4CROPS</u>	HEINRICH-HEINE-UNIVERSITAET DUESSELDORF	Horizon 2020	05/2020	01/2026	Developing novel disruptive technologies to overcome one of the main constraints on photosynthetic efficiency: photorespiration.
<u>ConnectFARMS</u>	CONSORZIO INTERUNIVERSITARIO NAZIONALE PER LE SCIENZE AMBIENTALI	SusCrop	01/12/2021	30/11/2024	Develop approaches to increase in a sustainable way integrated crop-livestock production while benefiting soil resilience to stress and climate change
<u>GRACE</u>	UNIVERSITAET HOHENHEIM	Horizon 2020	06/2017	12/2022	Demonstrate large-scale miscanthus and hemp production on land with low productivity, contaminated soil or which has been abandoned.
<u>CAPITALISE</u>	WAGENINGEN UNIVERSITY	Horizon 2020	04/2020	11/2024	Exploit natural variation in core elements of photosynthesis to identify and develop new genetic resources and support tools.
<u>PhotoBoost</u>	FRAUNHOFER GESELLSCHAFT ZUR FORDERUNG DER ANGEWANDTEN FORSCHUNG EV	Horizon 2020	04/2020	03/2025	Improve the photosynthetic performance and productivity of two essential C3 crops: potatoes and rice.

<u>3to4</u>	THE UNIVERSITY OF SHEFFIELD	7th Framework	01/2012	12/2016	Understand the roles and development of the two cell types (mesophyll and bundle sheath) in C4 plants.
<u>CropBooster-P</u>	STICHTING WAGENINGEN RESEARCH	Horizon 2020	11/2018	04/2022	Increasing global crop productivity without any loss of nutritional quality to achieve full Food Security and to satisfy the nutritional aspects of a healthy diet..

7. Key performance indicators

BEST-CROP's strategy of involving stakeholders and maximising the impacts includes a set of Key Performance Indicators (KPIs) designed to measure their efficiency for each product or initiative quantitatively.

Following the communication objectives, the main KPIs of BEST-CROP are shown in Table 5.

Table 5 - Key performance indicators as forecast in BEST-CROP projections

PRODUCT	KPIs
Project website	Total visitors ~ 12.000
Social media (LinkedIn, X/Twitter, Facebook)	Follower ~ 3.000 Post/month ≥ 2
Newsletter in the form of LinkedIn editorials	Readers ≥ 500 Publication rate = every 2 months
Brochures, infographics	3 brochures and infographics individually dedicated to academia, industry and consumers ≥ 9.000 brochures distributed (both digital and printed)
Roll-up	1 project roll-up
Webinars	≥ 4 with a total of ≥ 120 participants in total
Press release	≥ 5 international press releases
Scientific articles and publications	≥ 10 publications in peer-reviewed open access journals
Technical publication	≥ 5 technical articles in sectoral magazines
Training events for PhD students	1 summer school with at least 40 PhD students

	≥ 2 training webinars with a total of ≥ 50 students
Consumer survey	≥ 1.000 interviewed consumers in different EU countries
Guide on “The Opportunity of Next Generation barley Plants”	1 Technical Guide translated in at least two languages other than English ≥ 300 copies distributed (both digital and printed)
Networking events with other funded projects	1 networking section in project website 1 document about common communication strategies
International and national conferences, sectoral fairs and exhibitions	≥ 12 participations to inter/national events
Demonstration events (pilot scale demonstration)	~ 6 in different partner facilities ≥ 50 participants in total
Farmers day	~ 4 in different countries ≥ 80 participants in total
Policy forum	1 Policy Forum involving at least 5 different policymakers 1 Policy leaflet
Final event	1 conference with at least 150 participants

8. Quality control and monitoring

The communications manager will monitor the progress of the production of communication and dissemination activities at the consortium and individual partner levels. A template for timely reporting of metrics will allow verifying the strategy's alignment with the program and the effectiveness of the results obtained, making changes in messages and communication channels, if necessary. The template is structured following the Funding & Tender portal's requirements to ensure efficient data collection to support reporting.

Results will be included in the progress and final communication and dissemination report. During the project, the dissemination tools will be reviewed. Depending on the project's developments, new materials will be added each year to disseminate project results and activities in different formats to reach a range of stakeholders.

The monitoring communication and dissemination template is included in Annex 2 – Monitoring communication and dissemination template.

8.1 KPIs source of verification and metrics

Key performance indicators for BEST-CROP website:

- Number of sessions and page views
- Number of users and new users
- Popular web pages

Key performance indicators for BEST-CROP social media:

- Number of followers
- Number of impressions
- Number of engagements
- Number of shares/retweets
- Number of likes/recommendations

- Number of profile visits

Key performance indicators for Dissemination activities:

- Number of publications in peer-reviewed journals
- Number of citations in peer-reviewed journals
- Number of citations in broader literature (Google Scholar)
- Number of oral presentations
- Number of poster presentations
- Number of national and international events attended

8.2 Deliverables

The following Table 6 summarizes the deliverables of WP8.

Table 6 - WP8 Deliverables

N°	Deliverable name	Lead Beneficiary	Type	Dissemination level	Due date (month)
D8.1	Communication and dissemination plans, clustering activities and reports	ITB	R	PU - Public	6
D8.2	Plan of the activities to exploit results	CODEM	R	PU - Public	8
D8.3	Intermediate update of communication and dissemination plans, clustering activities and reports	ITB	R	PU - Public	26
D8.4	Intermediate update of the activities planned to exploit results	CODEM	R	PU - Public	34
D8.5	Final update of communication and dissemination plans, clustering activities and reports	ITB	R	PU - Public	56
D8.6	Business and exploitation plans	CODEM	R	SEN - Sensitive	58

D8.7	Patents and agreements	CODEM	DEC	SEN - Sensitive	48
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8.3 Timeline

WP 8: Communication, dissemination, exploitation of results																															
Tasks	Year 1						Year 2						Year 3						Year 4						Year 5						
	2	4	6	8	10	12	14	16	18	20	22	24	26	28	30	32	34	36	38	40	42	44	46	48	50	52	54	56	58	60	
Communication and dissemination Plan			D										D																D		
Visual identity: logo, templates	●	●																													
Communication kit: brochures (general – M1; target-specific – M12), infographics (M15, M30, M44), roll-up (M12)	●					●		●						●								●									
Social media: available since (M1)	●																														
Project website					●																										
Participation in conferences, fairs etc																															
Training activities																															
Scientific and technical publications																															

Annex 1 – Guideline for visual identity

Logos:

		
LOGO CMYK	LOGO BLACK	LOGO WHITE
Suitable on neutral tones	Suitable on medtone	Suitable on intense tone

Color Palette:



RGB (170, 130, 46)



RGB (206, 167, 44)



RGB (61, 181, 72)



RGB (139, 198, 63)



RGB (117, 112, 112)

Font: WorkSans

Font size indications: Title 1: 14 – Title 2: 14 – Title 3: 12 – Title 4: 11 –
Text: 11 – Caption: 9

Annex 2 – Monitoring communication and dissemination template

The annexe in Excel format is structured to regularly collect information from each partner on communication activities, dissemination and exploitation of results. It is easily and periodically updated by the BEST-CROP Team. The synthetic data required are listed below.

Communication and dissemination activities

Activity name	Description of the activity (objective)	Date	Partner(s) involved	Target audience	Type of activity	Type of outcome	Outcome	URL

Figure 1 - Screenshot of the table of the monitoring file of communication and dissemination activities.

In detail, the voices "target audience", "type of activity" and "type of outcome" can be chosen between one of the following options:

- Target audience:
 - Investors
 - Innovators
 - EU institutions
 - National authorities
 - Regional authorities
 - Local authorities
 - Civil society
 - Citizens
 - Research communities
 - Specific user communities
 - International organizations

- Farmers and representative organizations
 - Animal feed and organic waste streams producers
 - Lubricants sector
 - Building sector
- Type of activity:
 - Event (online)
 - Event (on site)
 - Interview
 - Media article
 - Newsletter
 - Press release
 - Print materials
 - Social media
 - TV/radio campaigns
 - Exhibition
 - Other
- Type of outcome:
 - Audience size
 - Nr of views
 - Nr of downloads

Publications

Type	Title	Authors	Journal or equivalent	Year of publication	Partner(s) involved	DOI or URL

Figure 2 - Screenshot of the table of the monitoring file of publications.