



THIS PROJECT HAS RECEIVED FUNDING FROM  
THE EUROPEAN UNION'S HORIZON 2020 RESEARCH  
AND INNOVATION PROGRAMME UNDER GRANT  
AGREEMENT N. 772705



# **Deliverable n°7.2 : Dissemination and communication plan**





## Document Summary

Deliverable Title: **Dissemination and communication plan**

Version: 1

Deliverable Lead: NAAS

Related Work package: WP7

Author(s): **NAAS NEFERTITI Project Implementation Team**

Contributor(s): all other NEFERTITI partners

Communication level:

- **PU Public**

Project Number: 772705

Grant Agreement Number: **772705**

Programme: **NEFERTITI**

Start date of Project: **January 1, 2018**

Duration: **4 years**

Project coordinator: **Adrien Guichaoua**

## Abstract

*The Dissemination and communication plan includes communication strategies (EU, national level), tools for dissemination and dissemination approaches. The plan will be fine-tuned regarding the results of WP1 and the characterized needs of the actors and networks. The main targets are: farmers and members of the farming community; state, private and public advisory service; commercial companies within the agriculture and Agri-forestry sectors; policy makers at national and European levels; education and agricultural schools; research and higher education institutes, European Network for Rural Development (ENRD) and National Rural Networks (NRNs), Focus Groups, Operational Groups and Thematic networks, EIP national/regional networks and enterprises. The dissemination plan will also aim at improving knowledge flows among these actors.*



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# 1

## Introduction

NEFERTITI 



## 1. Introduction

NEFERTITI is a unique project that establishes 10 thematic networks that bring together regional clusters (hubs) of Demo-activities and the involved actors. NEFERTITI focuses on creating added value from the exchange of knowledge, actors, farmers and technical content over the networks in order to boost innovation, to improve peer to peer learning and improve network connectivity between farms actors over Europe. A monitoring and learning program supports the systematic extraction of lessons learnt, lessons to be shared with wide audiences including AKIS actors and public authorities. A web-based platform unlocks the experience, actors, demonstration details and the related content for wide spread sharing, enhanced by dedicated production of relevant material in each language of the partners.

The dissemination and communication plan includes communication strategies (EU, national level), tools for dissemination and dissemination approaches. The plan will be fine-tuned regarding the results of WP1 and the characterized needs of the actors and networks. The main targets are farmers and members of the farming community; state, private and public advisory service; commercial companies within the agriculture and Agri-forestry sectors; policy makers at national and European levels; education and agricultural schools; research and higher education institutes, European Network for Rural Development (ENRD) and National Rural Networks (NRNs), Focus Groups, Operational Groups and Thematic networks, EIP national/regional networks and enterprises. The dissemination plan will also aim at improving knowledge flows among these actors.

# 2

## Communication Strategy

NEFERTITI 



## 2. Communication Strategy

### 2.1. Project objectives

The overall objective of NEFERTITI is to establish an EU-wide highly connected network of well-specified demonstration and pilot farms designed to enhance knowledge exchanges, cross fertilisation among actors and efficient innovation uptake in the farming sector through peer-to-peer demonstration of techniques to be organized by themes.

NEFERTITI has the following main objectives:

#### **Objective A: Developing dynamic action plans by identifying the needs of demo actors and networks'**

NEFERTITI established 45 regional hubs in the 17 partner countries that bring together a wide range of AKIS actors and demo-farmers. This multi-actor setting is used to establish a list of needs and demands concerning coordination and know-how for demo activities. Also, the relevant outcomes of RUR-11 projects (PLAID & AGRIDEMO) on the dynamics of demonstration actors and networks and relevant information from AKIS-related projects, focusing on key factors for successful network establishment, is gathered and compiled. The different thematic and sectoral networks are established connecting the hubs. For each network a Dynamic Action Plan (DAP) for the Demo-activities, knowledge exchanges and learning processes, is established, up and running, adapted to the national/regional AKIS, the sectors and themes and following the evolution (in time) of the demonstration and pilot farm EU landscape. RUR-11 demonstration best practices are incorporated in the DAP. Monitoring is in place to adjust the project DAP.

#### **Objective B: Supporting and facilitating cycle of demo activities and peer-to-peer learning**

NEFERTITI will support and facilitate a multi annum cycle of demonstrations in each hub (6 up to 10/year). Demo-activities will be held both on commercial farms (80%) and on experimental stations (20%) to improve interaction between science and practice and knowledge transfer activities. Attention is given to the collective multi-actor reflection on what is learned on demo and networking activities, supporting peer to peer learning and improved science-practice interaction.

#### **Objective C: Establishing a web-based platform including knowledge tanks**

A knowledge (and communication) web-based platform highly connected to the EIP-AGRI Service Point web platform (and all relevant EU project) is established containing all network info on demo's and actors. Thematic knowledge tanks are compiled from RDI actors, the farming community, the EIP related projects, on the content of the demos and on the demo methodology itself (fact sheets, tools, videos). A wide diversity of demo theme related end-user material will be available in all languages on the web platform.

#### **Objective D: Establishing interactive and sustainable thematic networks**

NEFERTITI establishes and runs 10 thematic networks composed of 45 hubs over Europe with a wide range of topics over three main sectors: animal husbandry, arable farming and horticulture. The networks bring together demo-farms, operational groups, focus groups, existing thematic networks, study groups and other bottom up networks of farming communities working on the themes selected. In the hubs on national/regional level, links are established between all involved actors: the demo-farms, the advisory, education and research organizations, the industry and the NGOs, to improve knowledge flows and inspire new ideas to be taken up in demos or to the other way around to be taken up in research. All theme related info is available on the web platform. Moreover, 30 demonstration cross visits for coaches and demo farmers (hubs) are organized.



Networks leaders and coaches exchange experience twice a year in learning events and permanently through virtual media. And finally, two visits are organized in non-EU demo-farms' networks to learn.

### **Objective E: Fostering the learning process of all actors**

A monitoring and evaluation approach is developed that enables self-reflection on demo activities in the group of involved actors and supports cross demo and network learning processes. Learning on how effective demonstrations are organized and specifically learning on how to enhance network connectivity, group learning and peer to peer learning is sought. The practices and methods to improve collective peer-to-peer learning on demo-farms will be captured and shared. Recommendations are formulated (including towards advisory services and education) for improvement of network connectivity, exchange over networks, peer to peer learning and demo-organization.

### **Objective F: Improving the policy dialogue and networking for sustainability**

A wide range of public administration and ESIF managing authorities interested in demo activities and knowledge exchanges will be connected to the networks, the demo activities and its findings, and engaged in discussion on the sustainability and continuity of fruitful approaches. Liaison with the S3 Agri-food platform and best practices exchanges among EU regions will be settled. The project will also seek for synergies among EU funds by region (through a tailored analysis of the ESIF regional funding capacities) in order to ensure the network sustainability and potential expansion after the project. Interactive innovation projects genesis (e.g. OGs) is supported by connecting managing authorities' strategies to the needs of the farming sector.

### **Objective G: Promoting effective use of demo and network activities**

A web-based platform adapted to each national/regional cluster and translated in all languages of the project partners is set-up putting at disposal relevant thematic, practical, technical and methodological videos and other multimedia material. Social media are used to widely disseminate multimedia material and other practical outcomes at EU, national and local levels. Two international conferences on Demo-activities and AKIS are organized. The project outcomes are disseminated through different channels used by the farming sector at EU, national and local levels.

## **2.2. Communication objectives**

The communication activities undertaken by NEFERTITI are meant to target a wide range of audiences spanning from the general public to the core actors of farming demonstrations.

The project will use the communication activities and tools (emails list, social media, etc.) under other two projects funded under Horizon 2020: *Peer-to-Peer Learning: Accessing Innovation through Demonstration* – PLAID and *Building an interactive Agridemo–Hub community enhancing farmer to farmer learning* - AgriDemoF2F. The cooperation and interaction with these two projects will ensure a continuity in communication related to EU demo-farms. Under the RUR-11, these two projects PLAID and AgriDemoF2F are making an inventory of Demo-activities across Europe. Several NEFERTITI partners are involved in these projects and these inventories will be used in NEFERTITI project to connect Demo-activities on specific themes across Europe. NEFERTITI will build on PLAID project results concerning the key success factors for demonstrations in terms of learning by farmers, adoption of the demonstrated new techniques and improved networks and activities between stakeholders. The dissemination materials will be developed as



complementary to the one developed under PLAID and AgriDemoF2F projects and video materials will spread through similar Medias. All videos under NEFERTITI will be uploaded to the YouTube channel set-up by the RUR-11 project PLAID (“Farm Demo” YT Channel) and embedded on the project website. It will be determined best practices recommendations on how to carry out effective demo-activities on-farm from PLAID and AgriDemoF2F and reinterpret them related to the needs of the NEFERTITI networks. Participation of some NEFERTITI partners in PLAID and AgriDemoF2F projects including both coordinators will ensure also efficient transfer and uptake of relevant outcomes that will improve NEFERTITI implementation.

A common platform will be developed (data base and knowledge reservoir on Demo-activities) between the three projects (NEFERTITI, PLAID and AgriDemoF2F) together with a common brand (logo). A link between the websites of the projects will be ensured.

The goals and thus messages differ from an audience to another. While for the public the intention of the project is to explain the stakes addressed by farming demo-activities, regarding the actors the goal is to involve an ever growing and always more committed number of organizations involved in the network, during and beyond the project lifetime.

NEFERTITI will also pay attention to transfer the knowledge and know-how gained by the project to a wide range of stakeholders, from the agri-food players to policy makers and implementers (policy briefs and recommendations). Regarding the last aspect, specific efforts will be dedicated to establish continuously the links between the project in general and its networks in particular with the EIP-AGRI at EU, national and regional levels. This will be done at both human and information technology levels.

To reach these objectives, the project communication activities will make use of a broad panel of support, from paper-based dissemination materials such as brochures, booklets, posters, flyers and press releases produced in the 45 hubs to face-to-face meetings - from workshops to international conferences - through the project website (demo-farm map, newsletter) and social media like Facebook, Twitter and YouTube.

Huge effort will be put on the production of high-quality and professional videos. All the end-user material listed above will be translated in all the languages of the project countries in order to reach the expected targets.

The main NEFERTITI outputs will be disseminated through innovative methods for dissemination and communication - on-line methods, social media, but also through different classic Medias broadly used by the farming sector (popular local farmers' journals, agricultural fairs, open farm and open field days, farmers TV), etc.

NEFERTITI communication plan is including:

- Extended interaction
- Direct communication
- Indirect communication

**The additional information for NEFERTITI communication interaction is given bellow:**

Communication	Number of people	Geographic Spread
<b>Extended interaction</b>		
Consortium members	150	17 European countries
Participants to the Hubs activities	2000	13 European countries
International Advisory Board	6	Worldwide
EIP -AGRI Thematic Networks	100	European
EIP- AGRI Operational Groups	150	17 European countries



H2020 RUR 13 & RUR 14 projects	100	European
Knowledge exchange meetings	200	European
Participation in major agricultural fairs	2500	17 European countries
EU Regions - ERIAFF meetings	100	European
Non-EU-Demonstration networks	50	Worldwide
<b>Direct communication</b>		
NEFERTITI Newsletter	10000	European
NEFERTITI Conferences	500	European
SCAR-AKIS Strategic Working Group	25	European
<b>Indirect communication</b>		
EU and local website visitors	30 000	Worldwide
Social media (Twitter, visitors, etc.)	50 000	Worldwide
You Tube videos	50 000	Worldwide
Farming and industry press	1 000	European

## 2.3. Target groups description

### 2.3.1. Identified target groups

NEFERTITI addresses the following target groups:

- Commercial farmers;
- Agriculture Advisory Services;
- Companies, NGOs, basic, oriented & applied research organizations;
- Regional policy makers & ESIF managing authorities;
- EU policy makers conferences
- EIP-AGRI Service Point
- National Rural Networks
- Education: Agriculture schools & universities

### 2.3.2. Key messages to target groups

NEFERTITI addresses the following key messages to target groups:

#### To Commercial farmers:

- Exchange a best practice
- Involved and share experience.

#### To Agriculture Advisory Services:

- Identifying the farmer's needs
- Exchange a best practice guideline to support the farmers
- Exchange innovation practice
- Good source of information and learning
- Feedback from farmers

#### To Companies, NGOs, basic, oriented & applied research organizations:

- Identifying the farmer's needs
- Extend the range of farm activities
- Transfer of innovation
- Identifying research topics



- Feedback from farmers and customers

**To Regional policy makers & ESIF managing authorities:**

- Information about best practice to support the farmers in their initiatives.
- Develop better policies and support measures farm activities.
- Feedback from farmers and customers
- Raising awareness for demonstration activities
- Identifying the farmer's needs
- Developing policies and support measures for demo activities.

**To EU policy makers' conferences:**

- Raising awareness for demonstration activities

**To EIP-AGRI Service Point:**

- Raising awareness for demonstration activities

**To National Rural Networks:**

- Better information of demonstration activities in Europe to promote these and reinforce links

**To Education: Agriculture schools & universities:**

- Better information of demonstration activities in Europe.
- Improve education with real cases
- Improve knowledge transfer

**2.3.3. Measures to involve the target groups**

Under NEFERTITI project the next measures to the target groups will be implemented:

**Measures for Commercial farmers:**

- Two International farmers on the IAB
- Represented by Chambers of Agriculture in consortium
- Participate actively in the hub activities and field cross-visits
- Participate to Knowledge exchange meetings of the projects
- Will be invited to the conferences

**Measures for Agriculture Advisory Services:**

- Represented in the consortium
- Represented by EUFRAS
- Participate actively in the hub activities and field cross-visits
- Participate to Knowledge exchange meetings of the projects
- Will be invited to the conferences

**Measures for Companies, NGOs, basic, oriented & applied research organizations:**

- All categories represented by several consortium members



- Participate actively in the hub activities and field cross-visits
- Participate to knowledge exchange meetings of the projects
- Will be invited to the conferences

**Measures for Regional policy makers & ESIF managing authorities:**

- Represented in the consortium
- Dialogue all along the project
- Dedicated workshops
- Dedicated demo-activities
- Invited to the conferences

**Measures for EU policy makers conferences:**

- Participate to the NEFERTITI conferences

**Measures for EIP-AGRI Service Point:**

- Platform embedded on their web-site
- Connecting hubs with EIP OGs and TNs
- EIP practice abstracts produced
- Disseminating the project findings
- Invited to the meetings and conferences

**Measures for National Rural Networks - Local web-based platform:**

- Participate actively in the hub activities
- Connected with EU Regions
- Participate to the Conferences

**Measures for Education: Agriculture schools & universities:**

- Represented in the consortium
- Participate actively in the hub activities
- Participate to the Conferences

**2.3.4. Expected outputs for the target groups**

Under NEFERTITI project the next outputs for the target groups will be expected:

**For Commercial farmers:**

- Dynamic action plans of the networks characterizing their needs;
- Thematic networks of EU farmers;
- Local web-based platform;
- Videos of their demo-farms;
- Thematic technical knowledge reservoir;
- Articles in local popular farmers journals;
- Best practices for establishing and monitoring demonstration;
- Strategy for network sustainability;

**For Agriculture Advisory Services:**

- Link to EUFRAS website
- Best practices information and videos



- Local web-based platform
- Thematic networks of EU advisors
- Joint recommendations with the RUR 14 'AgriLink' project

**For Companies, NGOs, basic, oriented & applied research organizations:**

- Best practices for establishing and monitoring demonstration
- Technical videos on demo-activities
- Local web-based platform
- Peer-reviewed journal articles produced
- Articles in local popular farmers journals

**For Regional policy makers & ESIF managing authorities:**

- Local web-based platform
- Policy recommendations on governance and financing of demonstration.
- Thematic networks of EU Regions

**For EU policy makers' conferences:**

- Policy recommendations on governance and financing of demonstration

**For EIP-AGRI Service Point:**

- Local web-based platform
- Thematic technical knowledge reservoir
- Recommendations on governance and financing of demonstration.
- Strategy for network sustainability

**For National Rural Networks:**

- Local web-based platform
- Thematic technical knowledge reservoir
- Technical videos on demo-activities
- Recommendations on governance and financing of demonstration.
- Strategy for network sustainability

**For Education: Agriculture schools & universities:**

- Local web-based platform
- Thematic technical knowledge reservoir
- Targeted demonstration best practices
- Recommendations on learning process

# 3

## Dissemination tools



### 3. Dissemination tools

#### 3.1. Visual identity

##### 3.1.1. NEFERTITI logo

NEFERTITI program promotes the creation of interactive thematic networks related to the agriculture sector to promote knowledge, learning and the adoption of innovative techniques through the exchange of information between different actors and live demonstrations.

With this idea, the **NEFERTITI logo** has been conceived.

- **A colorful rainbow** creates a fertile horizon that is also graphically identified with the idea of “projection” and “network”.
- Under it, the silhouette of a cultivated field cuts the name “**NEFERTITI**”.
- The graphic treatment of the **Claim “Farm Demo”**, in a compartmentalized way, brings a more technical and scientific aspect to the logo.

**It is therefore a brand that tries to graphically balance the main elements of the NEFERTITI project: agriculture, learning and technology.**

Two versions of the logo have been designed, vertical (to use preferably) and horizontal (to use exceptionally if the conditions demand it).



All dissemination material will showcase NEFERTITI logo, EU emblem and a clear statement that the project has received funding from Horizon 2020 program:



THIS PROJECT HAS RECEIVED FUNDING FROM  
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AGREEMENT N. 772705

##### 3.1.2. Corporate colors

NEFERTITI color palette: dark green, medium green, light green, yellow yolk and sand are colors very present in Nature and can be related to Agriculture, main focus of the Network. It is a combination of warm colors providing dynamism and vitality to the corporate image. Any graphic element that we build around the brand: icons, backgrounds, graphics, etc., should preferably use this color combination.



	<b>Dark green</b> R= 0 G=53 B=25
	<b>Dark green</b> R= 11 G=122 B=50
	<b>Light green</b> R= 113 G=181 B=50
	<b>Yellow yolk</b> R= 238 G=165 B=64
	<b>Sand</b> R= 244 G=192 B=102

**RGB**

	<b>Dark green</b> C= 90 M=30 Y=95 K=30
	<b>Medium green</b> C= 85 M=10 Y=100 K=10
	<b>Light green</b> C= 50 M=0 Y=100 K=0
	<b>Yellow yolk</b> C= 0 M=30 Y=100 K=0
	<b>Sand</b> C= 0 M=20 Y=60 K=0

**CMYK**

Additional information about the NEFERTITI Corporate Identity is given in Annex 1 Corporate Identity Manual.

**3.1.3. Document templates**

- Power Point template  
The Power Point Template is given below.



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**NEFERTITI PARTNERS**





- Deliverables template

The Deliverable Template is given as Annex 2.

#### **3.1.4. Photo database**

A photo database will be created for sharing photos between NEFERTITI partners. Each partner will be able to use them for promotional and informational materials in reference to the project.

### **3.2. FarmDemo logo**

A common logo is developed between the three related projects NEFERTITI, PLAID and AgriDemoF2F. The logo is a combination from the logos of the three projects and it demonstrates the links and common activities between the projects. The logo is in three variants:



A FarmDemo logo will be used in joint activities on the three projects directed mainly to the 'practitioners' or 'end-users', i.e. farmers, advisors, farmers organizations, and education. The dissemination impact will be stronger with such a joint image, especially for a farmers' audience.

### **3.3. Practice Abstracts**

European-level impact and sharing of project results will be achieved through use of EIP Platform and EIP-AGRI 'practice abstracts'. Promoting the results by linking it to existing structures and widening the results will be crucial for the efficiency and the effectiveness of the project. Attention will be given to linking to operational groups that are currently being set up in various Member states and all relevant projects funded under H2020 EIP scheme. A close link with the EIP-AGRI will be established at EU level (EIP-AGRI Service Point) but also at national/local level (through NRNs) to support project results to countries not represented in the project. The project platform will be linked to the EIP-AGRI platform. Each 'hub' of the NEFERTITI network will produce and share 'EIP practice abstracts'.

### **3.4. Newsletters**

NEFERTITI will create and disseminate newsletters to give concise information about project development and available project outputs. They will be used for progress reports of the project and will have content that is useful and easy to digest for the reader. Another purpose of the newsletters will be to disseminate practical abstracts, scientific results and new YouTube channel updates.



Through the newsletters NEFERTITI will:

- build relationships with stakeholders - regular communication and high-value information;
- boost social media following- social media channels like Facebook, Twitter, LinkedIn;
- increase traffic to the website;
- keep audience informed about project progress;

Two kinds of newsletters will be created:

- official: public newsletters, published on every six months;
- informal: newsletters for dissemination only between consortium members.

The newsletters will include information for hubs and networks and will be translated into the local languages.

### 3.5. Press releases

NEFERTITI will disseminate several press releases, at its main milestones, and **will give brief information about events, circumstances or other happenings**. The press releases will be developed in English and translate by the partners into relevant local languages.

**The press releases will be distributed through:**

- Nefertiti's website and social media channels like Facebook, Twitter, and LinkedIn;
- Partner's information channels-websites, social media channels, email lists, agriculture related platform;
- EU and national electronic media platform related to agriculture and farm demonstration (EIP-AGRI);
- Farmers or NEFERTITI partners' journal.

### 3.6. Other publicity printed promotional materials (brochures, booklets, posters and flyers)

Various dissemination practical oriented materials will be developed, designed and created such as fact sheets, booklets, leaflets and newsletters for hubs and networks activities (adapted to the local languages) but also relevant articles to be published regularly in national/local farmer journals (with option to pay quarterly article in farmer's journal) and presented in all relevant national and EU conferences. Dissemination of scientific results will be done through different channels in the form of papers in national and international journals and conferences. Special attention will be put to creating a flyer for each hub which will be adapted to the local languages. The flyer will contain information about hub participants, hub location, hub demonstration activities, network and hub contacts, etc.

### 3.7. Multimedia materials

FIBL and other partners will produce a **set of videos** during the demonstration campaigns. Demo-farmers will be interviewed and provide the comment (voice-track), but statements of other experts are also included. Cross visits and exchange with non-EU Demo-farms are other examples to be documented by videos. Video material will be created based on demo activities in order to share technical content but also to highlight best practices.

In order to be as concise as possible (2-4 minutes), careful editing is key and a video should cover one theme only. Video topics will be carefully selected within the process in T7.1, and dynamically adapted according to the progress of the project. Selection criteria are: **suitability for visualization and the potential to provide maximal practical recommendations to farmers, advisors and/or agricultural teachers**.



Lecture-style videos (tutorials) will be produced to enhance the impact on key findings of WP1 (e.g. T1.4 Best practice recommendations), and WP5 (e.g. T5.4 Lessons learnt about practice, methods and collective learning).

**In total, 45 (1 video per hub) practical videos (2-4 minutes) and 5 tutorials (5-10 min) will be produced.**

Practical videos will be produced - whenever possible – in local language, tutorials preferably in English. Practical videos will be transcribed, translated, and subtitled in selected partner languages. All videos will be uploaded on the YouTube FarmDemo channel and embedded on the project website. To accelerate the diffusion of the video, partners will promote them on their national web-platforms. The portfolio will include all information of the demonstration events. These materials will be available in English and in local language.

NEFERTITI videos will be further distributed via other social media channels, such as Twitter, Facebook and LinkedIn.

# 4

## Dissemination approaches and activities



## 4. Dissemination approaches and activities

### 4.1. Local level web-based platform (website)

NAAS with the support of BIOS (WPL4) and other partners will develop a website with key information about the project including a system for access to the NEFERTITI publications, dissemination and training, and communication materials. The website will be with open access and will contain a part with general information about the project including maps, farm and network descriptions, activities, tasks, results and materials for dissemination. Events and news related to the project will also be uploaded. All leader partners will be given access to upload themselves on the project website. The website will be available in English and all local project partners' languages.

The website's main elements (chapters) which to be included on main (first) page on website are the following:

- **Project Objectives** - list with working packages and deliverables and description on WP and deliverables;
- **Project Partners**- list with project partners and description of every partner including the team list and their photos (if they agree);
- **Events and meetings**- information for forthcoming and held events and meetings;
- **News**- detailed news relating to the project;
- **Contact Us**;
- **Networks**- list of the 10 interactive thematic networks and every network appears with a new page with subchapters: "description of networks", "Participants", "hubs", "News", "Multimedia materials"; "forthcoming demonstration activities"; "previous demonstration activities"; "Multimedia materials", "network and hub maps";
- **Practical abstracts**- list of abstracts and description of every abstract;
- **Platform under WP 4** (the platform will collect a broad range of knowledge and best-practices and build a specific framework of knowledge reservoirs, which will be consistent of various fact sheets, videos, photos, and similar relevant material specially tailored for each target group – teachers and student from agricultural schools, farmers, advisors and researchers)
- **Link with Facebook, Twitter and other social media project pages**;





➤ Partner's websites

Partner n°	Organisation name	Short name	Country	websites	Indicative average monthly visits
1	Association de coordination technique agricole	ACTA	France	<a href="http://www.acta.asso.fr/en.html">http://www.acta.asso.fr/en.html</a>	2 500
third party	IDELE – Institut de l'élevage	IDELE	France	<a href="http://www.idele.fr">http://www.idele.fr</a>	42 000
third party	ARVALIS Institut du vegetal	ARVALIS	France	<a href="https://www.arvalis-infos.fr">https://www.arvalis-infos.fr</a>	no information
third party	IFV – Institut Français de la Vigne et du Vin	IFV	France	<a href="http://www.vignevin.com">www.vignevin.com</a>	14 400
2	Advisory Service Croatia	ASC	Croatia	<a href="http://www.savjetodavna.hr">www.savjetodavna.hr</a>	92 000
3	Agricultural Advisory Center	AAC	Poland	<a href="http://www.cdr.gov.pl/">http://www.cdr.gov.pl/</a>	no information
4	Assemblée permanente des chambres d'Agriculture	APCA	France	<a href="http://www.chambres-agriculture.fr/">http://www.chambres-agriculture.fr/</a>	68 000
third party	Chamber of Agriculture of Gironde	CA33	France	<a href="http://www.gironde.chambre-agriculture.fr">http://www.gironde.chambre-agriculture.fr</a>	3 000
third party	Regional Chamber of Agriculture of Brittany	CRAB	France	<a href="http://www.bretagne.synagri.com/">http://www.bretagne.synagri.com/</a>	no information
third party	Regional Chamber of Agriculture of Grand Est	CRAGE	France	<a href="http://www.grandest.chambre-agriculture.fr/">http://www.grandest.chambre-agriculture.fr/</a>	2 500
third party	Regional Chamber of Agriculture of Normandy	CRAN	France	<a href="http://www.normandie.chambres-agriculture.fr/">http://www.normandie.chambres-agriculture.fr/</a>	no information
5	Biosense Institute	BIOS	Serbia	<a href="http://biosens.rs">biosens.rs</a>	65 000
6	University of Almería	UAL	Spain	<a href="http://www.ual.es">www.ual.es</a>	no information
third party	Association of horticultural producer organisations of Almeria	COEXPHAL	Spain	<a href="http://www.coexphal.es">www.coexphal.es</a>	28 000
7	Forschungsinstitut für Biologischen Landbau Stiftung	FIBL	Switzerland	<a href="http://www.fibl.org">www.fibl.org</a>	25 000
8	Gruenlandzentrum Niedersachsen / Bremen e.V. (Centre for Grassland)	GLZ	Germany	<a href="http://www.gruenlandzentrum.org/">http://www.gruenlandzentrum.org/</a>	no information
9	Széchenyi István Egyetem	SZE	Hungary	<a href="http://mek.sze.hu/kezdolap">http://mek.sze.hu/kezdolap</a>	no information
10	Innovation for Agriculture	IFA	United Kingdom	<a href="http://www.innovationforagriculture.org.uk/">http://www.innovationforagriculture.org.uk/</a>	no information
11	INOVISA	INOVISA	Portugal	<a href="http://www.inovisa.pt">www.inovisa.pt</a>	620
12	Inra Transfert	IT	France	<a href="http://www.inra-transfert.fr">http://www.inra-transfert.fr</a>	no information



Partner n°	Organisation name	Short name	Country	websites	Indicative average monthly visits
13	International Federation Of Organic Agriculture Movements (European Union Regional Group)	IFOAM EU	International	<a href="http://www.ifoam-eu.org/">http://www.ifoam-eu.org/</a>	410
14	James Hutton Institute	HUTTON	United Kingdom	<a href="http://www.hutton.ac.uk/">http://www.hutton.ac.uk/</a>	40 631
15	Natzionalna sluzba za saveti v zemedelieto (National Agricultural Advisory Service)	NAAS	Bulgaria	<a href="http://www.naas.government.bg">www.naas.government.bg</a>	50 000
16	ProAgria Etelä-Pohjanmaa	ProAgria EP	Finland	<a href="http://www.proagria.fi/ep">www.proagria.fi/ep</a>	5 000
17	Provincie Zuid-Holland	PZH	Netherlands	<a href="https://www.zuid-holland.nl/">https://www.zuid-holland.nl/</a>	no information
18	Regione Toscana	RT	Italy	<a href="http://www.regione.toscana.it/">http://www.regione.toscana.it/</a>	2 224 542
19	Seinäjäki University of Applied Sciences	SeAMK	Finland	<a href="http://www.seamk.fi">www.seamk.fi</a>	70 000
20	Teagasc - The Agriculture and Food Development Authority	Teagasc	Ireland	<a href="http://www.teagasc.ie">www.teagasc.ie</a>	no information
third party	European Forum for Agricultural and Rural Advisory Services	EUFRAS	International	<a href="http://www.eufRAS.eu">www.eufRAS.eu</a>	no information
21	Tecnologías e Infraestructuras Agroalimentarias	INTIA	Spain	<a href="http://www.intiasa.es">www.intiasa.es</a>	5 000
22	Wageningen Research	WR	Netherlands	<a href="http://www.wur.eu">www.wur.eu</a>	20 000
23	Öko-Obstbau Norddeutschland	ÖON	Germany	<a href="http://www.oeon.de">www.oeon.de</a>	no information
24	Comité Européen des groupements de constructeurs du machinisme agricole	CEMA	Belgium	<a href="http://www.cema-agri.org/">http://www.cema-agri.org/</a>	5 816
25	EIGEN VERMOGEN VAN HET INSTITUUT VOOR LANDBOUW EN VISSERIJONDERZOEK	EVILVO	Belgium	<a href="https://www.ilvo.vlaanderen.be/default.aspx?tabid=6469&amp;language=en-US">https://www.ilvo.vlaanderen.be/default.aspx?tabid=6469&amp;language=en-US</a>	6 210
26	INAGRO, PROVINCIAAL EXTERN VERZELFSTANDIGD AGENTSCHAP IN PRIVAATRECHTELIJKE VORM VZW	INAGRO	Belgium	<a href="http://www.inagro.be">http://www.inagro.be</a>	7 500
27	AUTONOMOON PROVINCIEBEDRIJF HOOIBEKHOEVE	HH	Belgium	<a href="https://www.provincieantwerpen.be/aanbod/dese/hooibeekhoeve/hooibeekhoeve.html">https://www.provincieantwerpen.be/aanbod/dese/hooibeekhoeve/hooibeekhoeve.html</a>	437
28	Gemeente westland / Municipality of westland	WL	Netherlands	<a href="http://www.gemeentewestland.nl">www.gemeentewestland.nl</a>	no information
29	BIOLAND BERATUNG GMBH	BIOLAND	Germany	<a href="http://www.bioland.de">www.bioland.de</a>	45 000
30	DEMETER EV	DEMETER	Germany	<a href="http://www.demeter.de">www.demeter.de</a>	150 000
31	NATURLAND - VERBAND FÜR ÖKOLOGISCHEN LANDBAU EV	NATURLAND	Germany	<a href="http://www.naturland.de">www.naturland.de</a>	26 000
32	Instituto Superior de Agronomia	ISA/ULisboa	Portugal	<a href="https://www.isa.ulisboa.pt/">https://www.isa.ulisboa.pt/</a>	no information



## 4.2. NEFERTITI network events

The network events will enable to strengthen the links between NEFERTITI partners and target groups. Several meetings will be held, gathering various audiences, at different scales:

- NEFERTITI Executive Committee Meetings: monthly online meetings with Work Package leaders;
- Kick-Off Meeting: 16 & 17 January 2018-Almeria, Spain;
- First Annual meeting: 5 – 7 June 2018 Toulouse, France;
- Annual meetings 2019-2020-2021: to plan;
- **Two conferences:** one conference in the middle of the project to present what we have done and will have to do, and one other final conference:
  - **Middle-term conference:** the middle-term conference is envisaged to be held in Brussels together with the PLAID project final conference. During the conference it will be discussed how projects results under the PLAID and AGRIDEMO projects could be translated into NEFERTITI project at the best way.
  - **Final conference** is planned to be organized in France or Brussels.

For both conferences experts from all partners as well as actors and stakeholders will be invited, as well as participants in relevant EU projects (including PLAID and AGRIDEMO).

## 4.3. Non-network events

When partners organize events relating to EU projects, demonstration farm, innovation, etc., the NEFERTITI project should be presented with the different results delivered at this time.

To choose the representative person to present Nefertiti for such event, the criteria is firstly a partner of the country (where the event takes place), secondly the WP7 Leader, and if not available, a WP Leader.

## 4.4. Social media

Main purpose of our digital presence through social media is to inform farming actors about demo farm visits, attract them and engage in demo activities, but also to spread the lessons learnt and increase the information flow, support efforts to boost innovation uptake and networking between farming and innovation actors across Europe. It will also lead to more diverse traffic streams towards NEFERTITI website and platform.

In order to make the social media content viral, under NEFERTITI project it is developed the **Social Media Strategy (SMS)** which will act as a guideline for all further actions. The SMS sets impactful social media objectives.

The social media strategy gives an overview of the main idea behind the NEFERTITI project and the goals it aims to achieve during the course of 4 years.

The social media strategy defines main social media networks that will be used in order to reach as diverse as possible target groups. In particular, it focuses on dissemination of video material that will be produced, as well on utilizing partners' social media activity.

The social media content will be created in one of three formats - text, picture and video and will be distributed to social medias according to relevance and preferred content type of the network (e.g. text and live videos on Facebook; short videos on YouTube channels set-up for both NEFERTITI project as well as for RUR-11 AgriDemo-F2F and PLAID projects ("Farm Demo" YT Channel); pictures on Twitter and Pinterest, etc.). An aggressive growth hacking approach will be implemented in terms of actively pushing content to relevant users in an organized way, to ensure maximum outreach and engagement of farmers in the project activities. The visually appealing material will have relevant content, will be easy to understand and in accordance with languages and mind sets of the project partners' countries. All partners will participate in social media activities, so the synergetic effect will ensure widespread of NEFERTITI's goals.



#### 4.4.1. Twitter



Figure: NEFERTITI Twitter profile, @NEFERTITI\_EU

For spreading news and information about the project we will use the Twitter profile- @NEFERTITI\_EU. It will be one of the primary tools for distribution of announcements. By using Tweets the NEFERTITI team will disseminate variety of topics of great concern to our followers, referring to the topics in relation to our thematic networks such as data driven decisions for dairy producers, optimizing soil quality, organic production, arable crop sensing and variable rate applications, etc.

NEFERTITI will also send an automatic “thank you” note to new followers using direct messaging, that will be modified depending on the stage of the project, e.g. in case we are promoting demo activities, direct message will contain additional “call to action” for followers to join us during demo activities.

Tweets will be posted in English, however, Social Media Officers will be regularly encouraged to translate relevant social media posts to their circles and post them on their institutional social media accounts.

Social Media Manager will identify main influencers in farming community to follow and communicate with.

Social Media Manager will use, but not limited to, the following trendy hashtags: #agtech, #aginnovations, #technology #NEFERTITIEU, #farmdemo, #H2020 #agbots, #AKIS, #demonstration, #knowledge, #agriculture, #farming, #smartfarming, #eipagri, #multiactor, #networking, #thematicnetworks, etc.

**NEFERTITI partners** will help the WP7 leader to identify topics and interesting tweets, by adding “@NEFERTITI\_EU” when they tweet something that could be also shared on NEFERTITI’s account.

#### 4.4.2. Facebook

A dedicated Facebook page has been created: “Nefertiti – Networking European Demonstration Farms” (@NEFERTITI.EU). Facebook page of NEFERTITI project will be public and will mainly be used to disseminate NEFERTITI project results, events, recommendations, pictures, illustrations, white papers, cheat sheets or articles with content relevant to the thematic networks and our followers. The page will be updated regularly with relevant content. Administrator of the page will be NAAS. The official language of this page will be English, even though posts in other languages will be shared.



Figure: NEFERTITI Facebook page, @NEFERTITI.EU



**4.4.3. LinkedIn**

In order to reach even more diverse target audiences, a dedicated group to NEFERTITI topics will be set up on LinkedIn platform. It is open to everyone interested in Exchange of know-how, networking opportunities for farmers, innovation actors and researchers, policy makers and other representatives of farming community or policy recommendations and guidance.

**4.4.4. YouTube channel**

All videos created by the project will be uploaded to the YouTube FarmDemo channel set up by the RUR-11 project PLAID and AgriDemo F2F.



Figure: FarmDemo YouTube channel

**4.4.5. Partners’ social media**

Partners’ social media profiles will also echo PLAID publications, increasing the impact of PLAID network.

**Table. NEFERTITI partner's social media**

Partner n°	Organisation name	Short name	Country	Social media	Profile	Indicative number of Followers
1	Association de coordination technique agricole	ACTA	France	Twitter	<a href="https://twitter.com/ACTA_asso">https://twitter.com/ACTA_asso</a>	1 631
				LinkedIn	<a href="https://www.linkedin.com/company/acta---les-instituts-techniques-agricoles/">https://www.linkedin.com/company/acta---les-instituts-techniques-agricoles/</a>	386
				YouTube	<a href="https://www.youtube.com/channel/UCqcs8wMgLVzdwYZ6wDTIITA">https://www.youtube.com/channel/UCqcs8wMgLVzdwYZ6wDTIITA</a>	43
third party	IDELE – Institut de l'élevage	IDELE	France	Twitter	<a href="https://twitter.com/InstitutElevage">https://twitter.com/InstitutElevage</a>	1 432
				LinkedIn	<a href="https://www.linkedin.com/company/institut-de-l'elevage-idele/">https://www.linkedin.com/company/institut-de-l'elevage-idele/</a>	2 893
				Facebook	<a href="https://www.facebook.com/idele.fr/">https://www.facebook.com/idele.fr/</a>	5 488
third party	ARVALIS Institut du vegetal	ARVALIS	France	Twitter	<a href="https://twitter.com/Arvalisofficiel">https://twitter.com/Arvalisofficiel</a>	4 437
				LinkedIn	<a href="https://www.linkedin.com/company/arvalis-institut-du-v-g-tal/">https://www.linkedin.com/company/arvalis-institut-du-v-g-tal/</a>	4 676
				Facebook	<a href="https://www.facebook.com/arvalisinfos/">https://www.facebook.com/arvalisinfos/</a>	2 696
				YouTube	<a href="https://www.youtube.com/user/TVArvalis">https://www.youtube.com/user/TVArvalis</a>	2 033
third party	IFV – Institut Français de la Vigne et du Vin	IFV	France	Twitter	<a href="https://twitter.com/vignevinfrance">https://twitter.com/vignevinfrance</a>	2 290
				Instagram	<a href="https://www.instagram.com/vignevin/?hl=fr">https://www.instagram.com/vignevin/?hl=fr</a>	83
				YouTube	<a href="https://www.youtube.com/user/VignevinFrance">https://www.youtube.com/user/VignevinFrance</a>	502
2	Advisory Service Croatia	ASC	Croatia	Facebook	<a href="https://hr-hr.facebook.com/Hrvatska-poljoprivredno-%C5%A1umarska-savjetodavna-slu%C5%BEba-331593690335587/">https://hr-hr.facebook.com/Hrvatska-poljoprivredno-%C5%A1umarska-savjetodavna-slu%C5%BEba-331593690335587/</a>	3 664
3	Agricultural Advisory Center	AAC	Poland	Facebook	<a href="https://www.facebook.com/RadomCDR/">https://www.facebook.com/RadomCDR/</a>	16
				Twitter	<a href="https://twitter.com/CDR_Radom">https://twitter.com/CDR_Radom</a>	19
				Youtube	<a href="https://www.youtube.com/user/CDRBrwinow">https://www.youtube.com/user/CDRBrwinow</a>	1 593
4	Assemblée permanente des chambres d'Agriculture	APCA	France	Twitter	<a href="https://twitter.com/ChambagriFrance">https://twitter.com/ChambagriFrance</a>	8 049
				Facebook	<a href="https://fr-fr.facebook.com/chambres.agriculture/">https://fr-fr.facebook.com/chambres.agriculture/</a>	3 383
				YouTube	<a href="https://www.youtube.com/channel/UCPmthn-w8RXzJhdh7wPdgUQ">https://www.youtube.com/channel/UCPmthn-w8RXzJhdh7wPdgUQ</a>	17
				Instagram	<a href="https://www.instagram.com/chambres_agriculture/">https://www.instagram.com/chambres_agriculture/</a>	1 097
third party	Chamber of Agriculture of Gironde	CA33	France	Twitter	<a href="https://twitter.com/chambagri33">https://twitter.com/chambagri33</a>	756
third party	Regional Chamber of Agriculture of Brittany	CRAB	France	Twitter	<a href="https://twitter.com/ChambagriBzh">https://twitter.com/ChambagriBzh</a>	3 864
				Facebook	<a href="https://www.facebook.com/ChambagriBzh/">https://www.facebook.com/ChambagriBzh/</a>	5 374
third party	Regional Chamber of Agriculture of Grand Est	CRAGE	France	Facebook	<a href="https://fr-fr.facebook.com/CRAGEst/">https://fr-fr.facebook.com/CRAGEst/</a>	1 745
				Twitter	<a href="https://twitter.com/cra_grandest">https://twitter.com/cra_grandest</a>	239
third party	Regional Chamber of Agriculture of Normandy	CRAN	France	Twitter	<a href="https://twitter.com/Agri_Normandie">https://twitter.com/Agri_Normandie</a>	1 118
				Facebook	<a href="https://www.facebook.com/AgriNdie/">https://www.facebook.com/AgriNdie/</a>	1 086
5	Biosense Institute - Research and development institute for information technologies in biosystems	BIOS	Serbia	Twitter	<a href="https://twitter.com/BioSenseRS">https://twitter.com/BioSenseRS</a>	870
				Facebook	<a href="https://www.facebook.com/biosense.institute/">https://www.facebook.com/biosense.institute/</a>	1 200
				LinkedIn	<a href="https://www.linkedin.com/company/biosense-institute/">https://www.linkedin.com/company/biosense-institute/</a>	288
6	University of Almería	UAL	Spain	Facebook	<a href="https://www.facebook.com/universidaddealmeria">https://www.facebook.com/universidaddealmeria</a>	22 190
				Twitter	<a href="https://twitter.com/ualmeria">https://twitter.com/ualmeria</a>	34 700
third party	Association of horticultural producer organisations of Almeria	COEXPHAL	Spain	Twitter	<a href="https://twitter.com/BlogCoexphal">https://twitter.com/BlogCoexphal</a>	1 876
				Blog	<a href="https://coexphal.wordpress.com/">https://coexphal.wordpress.com/</a>	5 000

## NEFERTITI

### Networking European Farms to Enhance Cross Fertilisation and Innovation Uptake through Demonstration

D7.2: Dissemination and communication plan



Partner n°	Organisation name	Short name	Country	Social media	Profile	Indicative number of Followers
7	Forschungsinstitut für Biologischen Landbau Stiftung	FiBL	Switzerland	Facebook-English version	<a href="https://www.facebook.com/FiBLnews">https://www.facebook.com/FiBLnews</a>	4 165
				Facebook-German version	<a href="https://www.facebook.com/FiBLaktuell/">https://www.facebook.com/FiBLaktuell/</a>	2 453
				Facebook-French version	<a href="https://www.facebook.com/FiBLactualites/">https://www.facebook.com/FiBLactualites/</a>	1 737
				Twitter	<a href="https://twitter.com/fiblog">https://twitter.com/fiblog</a>	2 650
				YouTube	<a href="https://www.youtube.com/user/FiBLFilm">https://www.youtube.com/user/FiBLFilm</a>	4 800
8	Gruenlandzentrum Niedersachsen / Bremen e.V. (Centre for Grassland)	GLZ	Germany	Facebook	<a href="http://www.facebook.com/Gruenlandzentrum/">www.facebook.com/Gruenlandzentrum/</a>	207
9	Széchenyi István Egylet	SZE	Hungary	Facebook	<a href="https://www.facebook.com/szeovar/">https://www.facebook.com/szeovar/</a>	1 302
10	Innovation for Agriculture	IFA	United Kingdom	Facebook	<a href="http://www.facebook.com/i4agri.org/">www.facebook.com/i4agri.org/</a>	390
				Twitter	<a href="https://twitter.com/innovationforag">https://twitter.com/innovationforag</a>	5 368
				Youtube	<a href="http://www.youtube.com/channel/UC9_NAR0ykcMCMKFH1cY1IQ">www.youtube.com/channel/UC9_NAR0ykcMCMKFH1cY1IQ</a>	2 000
11	INOVISA - Associação para a Inovação e o Desenvolvimento Empresarial	INOVISA	Portugal	Facebook	<a href="https://www.facebook.com/inovisa">https://www.facebook.com/inovisa</a>	2 932
				LinkedIn	<a href="https://www.linkedin.com/company/inovisa">https://www.linkedin.com/company/inovisa</a>	599
				Twitter	<a href="https://twitter.com/inovisa">https://twitter.com/inovisa</a>	159
12	Inra Transfert	IT	France	LinkedIn	<a href="https://www.linkedin.com/company/inra-transfert">https://www.linkedin.com/company/inra-transfert</a>	547
				Twitter	<a href="https://twitter.com/get_transfertit">https://twitter.com/get_transfertit</a>	23
13	International Federation Of Organic Agriculture Movements (European Union Regional Group)	IFOAM EU	International	Facebook	<a href="https://www.facebook.com/IFOAMEU/">https://www.facebook.com/IFOAMEU/</a>	4 200
				Twitter	<a href="https://twitter.com/IFOAMEU">https://twitter.com/IFOAMEU</a>	4 400
				YouTube	<a href="https://www.youtube.com/user/IFOAMEU/">https://www.youtube.com/user/IFOAMEU/</a>	75
14	James Hutton Institute	HUTTON	United Kingdom	Facebook	<a href="https://www.facebook.com/JamesHuttonInstitute/">https://www.facebook.com/JamesHuttonInstitute/</a>	2 236
				Twitter	<a href="https://twitter.com/JamesHuttonInst">https://twitter.com/JamesHuttonInst</a>	7 477
				LinkedIn	<a href="https://www.linkedin.com/company/2142961">https://www.linkedin.com/company/2142961</a>	2 536
				YouTube	<a href="https://www.youtube.com/jameshuttoninstitute">https://www.youtube.com/jameshuttoninstitute</a>	337
15	Natzionalna sluzba za saveti v zemedelieto (National Agricultural Advisory Service)	NAAS	Bulgaria	Facebook	<a href="https://www.facebook.com/profile.php?id=100013893721592&amp;ref=br_rs">https://www.facebook.com/profile.php?id=100013893721592&amp;ref=br_rs</a>	50
16	ProAgria Etelä-Pohjanmaa	ProAgria EP	Finland	Facebook	<a href="http://www.facebook.com/proagriaelapohjanmaa">www.facebook.com/proagriaelapohjanmaa</a>	300
				Twitter	<a href="http://www.twitter.com/proagria">www.twitter.com/proagria</a>	3 500
				Instagram	<a href="http://www.instagram.com/proagria">www.instagram.com/proagria</a>	1 000
17	Provincie Zuid-Holland	PZH	Netherlands	Twitter	<a href="https://twitter.com/zuid_holland">https://twitter.com/zuid_holland</a>	11 908

# NEFERTITI

## Networking European Farms to Enhance Cross Fertilisation and Innovation Uptake through Demonstration

D7.2: Dissemination and communication plan



Partner n°	Organisation name	Short name	Country	Social media	Profile	Indicative number of Followers
18	Regione Toscana	RT	Italy	Twitter 1	<a href="https://twitter.com/regionetoscana">https://twitter.com/regionetoscana</a>	3 738
				Twitter 2 (Brussels office)	<a href="https://twitter.com/ToscanaBXL">https://twitter.com/ToscanaBXL</a>	655
				Instagram 1	<a href="http://www.instagram.com/regionetoscana/">www.instagram.com/regionetoscana/</a>	2 991
				Instagram 2 (Brussels office)	<a href="http://www.instagram.com/toscanabxl/">www.instagram.com/toscanabxl/</a>	331
19	Seinäjoki University of Applied Sciences	SeAMK	Finland	Facebook	<a href="https://www.facebook.com/seamk/">https://www.facebook.com/seamk/</a>	6 800
				Twitter	<a href="https://twitter.com/seamk">https://twitter.com/seamk</a>	2 000
				Instagram	<a href="https://www.instagram.com/seamk_official/?hl=fi">https://www.instagram.com/seamk_official/?hl=fi</a>	1 800
20	Teagasc - The Agriculture and Food Development Authority	Teagasc	Ireland	Twitter	<a href="https://twitter.com/teagasc">https://twitter.com/teagasc</a>	19 594
				Facebook	<a href="https://www.facebook.com/Teagasc">https://www.facebook.com/Teagasc</a>	30 611
				YouTube	<a href="https://www.youtube.com/user/TeagascMedia">https://www.youtube.com/user/TeagascMedia</a>	2 994
third party	European Forum for Agricultural and Rural Advisory Services	EUFRAS	International	Facebook	<a href="https://www.facebook.com/EUFRAS/">https://www.facebook.com/EUFRAS/</a>	70
21	Tecnologías e Infraestructuras Agroalimentarias	INTIA	Spain	Twitter	<a href="https://twitter.com/navarraagraria">https://twitter.com/navarraagraria</a>	211
22	Wageningen Research	WR	Netherlands	Twitter 1	<a href="https://twitter.com/WURfoodbiobased">https://twitter.com/WURfoodbiobased</a>	2 393
				Twitter 2	<a href="https://twitter.com/WUR">https://twitter.com/WUR</a>	24 772
				Twitter 3	<a href="https://twitter.com/WURplant">https://twitter.com/WURplant</a>	2 213
23	Öko-Obstbau Norddeutschland	ÖON	Germany	No social media		
24	Comité Européen des groupements de constructeurs du machinisme agricole	CEMA	Belgium	Twitter	<a href="https://twitter.com/CEMAagri">https://twitter.com/CEMAagri</a>	1 980
				Linkedin	<a href="https://www.linkedin.com/groups/4823206">https://www.linkedin.com/groups/4823206</a>	312
				Facebook	<a href="https://www.facebook.com/CEMA-European-Agricultural-Machinery-123695791137485/">https://www.facebook.com/CEMA-European-Agricultural-Machinery-123695791137485/</a>	1 067
25	EIGEN VERMOGEN VAN HET INSTITUUT VOOR LANDBOUW EN VISSERIJONDERZOEK	EVILVO	Belgium	Twitter	<a href="https://twitter.com/ILVOvlaanderen">https://twitter.com/ILVOvlaanderen</a>	1 207
				Facebook	<a href="https://www.facebook.com/InstituutVoorLandbouwEnVisserijonderzoek/">https://www.facebook.com/InstituutVoorLandbouwEnVisserijonderzoek/</a>	748
				LinkedIn	<a href="https://www.linkedin.com/company/ilvo/">https://www.linkedin.com/company/ilvo/</a>	1 966
26	INAGRO, PROVINCIAAL EXTERN VERZELFSTANDIGD AGENTSCHAP IN PRIVAATRECHTELIJKE VORM VZW	INAGRO	Belgium	Facebook	<a href="https://www.facebook.com/Inagrovzw">https://www.facebook.com/Inagrovzw</a>	923
				LinkedIn	<a href="https://www.linkedin.com/company/inagro-vzw/">https://www.linkedin.com/company/inagro-vzw/</a>	666
				Twitter	<a href="https://twitter.com/inagrobeitem">https://twitter.com/inagrobeitem</a>	692
27	AUTONOOM PROVINCIEBEDRIJF HOOIBEKHOEVE	HH	Belgium	Facebook	<a href="https://www.facebook.com/provincie.antwerpen">https://www.facebook.com/provincie.antwerpen</a>	8 673
				Twitter	<a href="https://www.twitter.com/prov_antwerpen">https://www.twitter.com/prov_antwerpen</a>	23 214
				LinkedIn	<a href="https://www.linkedin.com/company/provincie-antwerpen">https://www.linkedin.com/company/provincie-antwerpen</a>	3 490
				Instagram	<a href="https://www.instagram.com/provincieantwerpen/">https://www.instagram.com/provincieantwerpen/</a>	1 245
28	Gemeente westland / Municipality of westland	WL	Netherlands	Twitter	<a href="https://twitter.com/gemwestland">https://twitter.com/gemwestland</a>	12 710

## NEFERTITI

### Networking European Farms to Enhance Cross Fertilisation and Innovation Uptake through Demonstration

#### D7.2: Dissemination and communication plan



Partner n°	Organisation name	Short name	Country	Social media	Profile	Indicative number of Followers
29	BIOLAND BERATUNG GMBH	BIOLAND	Germany	Facebook	<a href="https://www.facebook.com/bioland/">https://www.facebook.com/bioland/</a>	25 545
				Twitter	<a href="https://twitter.com/bioland_de">https://twitter.com/bioland_de</a>	8 577
				Instagram	<a href="http://www.instagram.com/bioland_official/">www.instagram.com/bioland_official/</a>	1 588
30	DEMETER EV	DEMETER	Germany	Facebook	<a href="http://www.facebook.com/demeter.de">www.facebook.com/demeter.de</a>	56 984
				Twitter	<a href="https://twitter.com/demeter_de">https://twitter.com/demeter_de</a>	7 821
				Instagram	<a href="http://www.instagram.com/demeter_de/">www.instagram.com/demeter_de/</a>	3 991
31	NATURLAND - VERBAND FUR OKOLOGISCHEN LANDBAU EV	NATURLAND	Germany	Facebook	<a href="https://www.facebook.com/NaturlandoekoLandbau/">https://www.facebook.com/NaturlandoekoLandbau/</a>	10 114
				Twitter	<a href="https://twitter.com/Naturland_eV">https://twitter.com/Naturland_eV</a>	4 692
32	Instituto Superior de Agronomia	ISA/ULisboa	Portugal	Facebook	<a href="https://www.facebook.com/isagronomia">https://www.facebook.com/isagronomia</a>	13 417
				Instagram	<a href="http://www.instagram.com/isagronomia/">www.instagram.com/isagronomia/</a>	577
				Twitter	<a href="https://twitter.com/ISAgronomia">https://twitter.com/ISAgronomia</a>	240
				Youtube	<a href="http://www.youtube.com/user/institutoagronomia">www.youtube.com/user/institutoagronomia</a>	236
				LinkedIn	<a href="https://www.linkedin.com/school/instituto-superior-de-agronomia/">https://www.linkedin.com/school/instituto-superior-de-agronomia/</a>	3 796

#### 4.5. Email list and email communication

Here is presented the table with e-mail list of communication contact among partners:

Partner n°	Organisation name	Short name	Country	Email
1	Association de coordination technique agricole	ACTA	France	pauline.bodin@acta.asso.fr
third party	IDELE – Institut de l'élevage	IDELE	France	<a href="mailto:marina.cholton@idele.fr">marina.cholton@idele.fr</a>
third party	ARVALIS Institut du vegetal	ARVALIS	France	contact@arvalis-infos.fr
third party	IFV – Institut Français de la Vigne et du Vin	IFV	France	regis.cailleau@vignevin.com (responsible of communication at IFV) ; marie-catherine.dufour@vignevin.com (project manager)
2	Advisory Service Croatia	ASC	Croatia	ivana.toric@savjetodavna.hr ; damir.hajplan@savjetodavna.hr
3	Agricultural Advisory Center	AAC	Poland	m.sekowski@cdr.gov.pl
4	Assemblée permanente des chambres d'Agriculture	APCA	France	mailis.mareuil@apca.chambagri.fr stefano.migliore@apca.chambagri.fr
third party	Chamber of Agriculture of Gironde	CA33	France	p.guilbault@gironde.chambagri.fr; m.templier@gironde.chambagri.fr

## NEFERTITI

### Networking European Farms to Enhance Cross Fertilisation and Innovation Uptake through Demonstration

#### D7.2: Dissemination and communication plan



Partner n°	Organisation name	Short name	Country	Email
third party	Regional Chamber of Agriculture of Brittany	CRAB	France	sophie.begot@bretagne.chambagri.fr
third party	Regional Chamber of Agriculture of Grand Est	CRAGE	France	francois-xavier.schott@grandest.chambagri.fr aline.lebihan@grandest.chambagri.fr
third party	Regional Chamber of Agriculture of Normandy	CRAN	France	accueil@normandie.chambagri.fr
5	Biosense Institute - Research and development institute for information technologies in biosystems	BIOS	Serbia	gchatzikostas@gmail.com
6	University of Almería	UAL	Spain	cgiagnocavo@ual.es; rodney@ual.es
third party	Association of horticultural producer organisations of Almeria	COEXPHAL	Spain	victoria@coexphal.es; jvdblom@coexphal.es; ecrisol@coexphal.es
7	Forschungsinstitut für Biologischen Landbau Stiftung	FiBL	Switzerland	thomas.alföldi@fibl.org
8	Gruenlandzentrum Niedersachsen / Bremen e.V. (Centre for Grassland)	GLZ	Germany	info@gruenlandzentrum.de
9	Széchenyi István Egyetem	SZE	Hungary	ver.andras@ga.sze.hu , takacs.krisztina@sze.hu
10	Innovation for Agriculture	IFA	United Kingdom	carrie@i4agri.org, richardl@i4agri.org
11	INOVISA - Associação para a Inovação e o Desenvolvimento Empresaria	INOVISA	Portugal	mcordeiro@inovisa.pt; luismira@inovisa.pt
12	Inra Transfert	IT	France	lian.lomax-hamster@inra.fr
13	International Federation Of Organic Agriculture Movements (European Union Regional Group)	IFOAM EU	International	alexandra.fuss@ifoam-eu.org
14	James Hutton Institute	HUTTON	United Kingdom	annie.mckee@hutton.ac.uk
15	Natzionalna sluzba za saveti v zemedelieto (National Agricultural Advisory Service)	NAAS	Bulgaria	office@naas.government.bg
16	ProAgria Etelä-Pohjanmaa	ProAgria EP	Finland	juhani.rahko@proagria.fi; miia.lenkkeri-tamminen@proagria.fi
17	Provincie Zuid-Holland	PZH	Netherlands	l.prins@pzh.nl
18	Regione Toscana	RT	Italy	sandro.vignolini@regione.toscana.it
19	Seinäjäki University of Applied Sciences	SeAMK	Finland	elina.koivisto@seamk.fi
20	Teagasc - The Agriculture and Food Development Authority	Teagasc	Ireland	tom.odwyer@teagasc.ie

## NEFERTITI

### Networking European Farms to Enhance Cross Fertilisation and Innovation Uptake through Demonstration

#### D7.2: Dissemination and communication plan



Partner n°	Organisation name	Short name	Country	Email
third party	European Forum for Agricultural and Rural Advisory Services	EUFRAS	International	liga.cimermane@llkc.lv
21	Tecnologías e Infraestructuras Agroalimentarias	INTIA	Spain	igarriz@intiasa.es
22	Wageningen Research	WR	Netherlands	maureen.schoutsen@wur.nl , herman.schoorlemmer@wur.nl , don.willems@wur.nl
23	Öko-Obstbau Norddeutschland	ÖON	Germany	niklas.oeser@esteburg.de, bastian.benduhn@esteburg.de
24	Comité Européen des groupements de constructeurs du machinisme agricole	CEMA	Belgium	sara.djelveh@cema-agri.org , enrica.belfiori@cema-agri.org
25	EIGEN VERMOGEN VAN HET INSTITUUT VOOR LANDBOUW EN VISSERIJONDERZOEK	EVILVO	Belgium	Fleur.Marchand@ilvo.vlaanderen.be; kristine.piccart@ilvo.vlaanderen.be; jurgen.vangeyte@ilvo.vlaanderen.be
26	INAGRO, PROVINCIAAL EXTERN VERZELFSTANDIGD AGENTSCHAP IN PRIVAATRECHTELIJKE VORM VZW	INAGRO	Belgium	franky.coopman@inagro.be
27	AUTONOOM PROVINCIEBEDRIJF HOOIBEEKHOEVE	HH	Belgium	Katleen.GEERINCKX@provincieantwerpen.be
28	Gemeente westland / Municipality of westland	WL	Netherlands	hjfokke@gemeentewestland.nl
29	BIOLAND BERATUNG GMBH	BIOLAND	Germany	praxisforschung@bioland.de
30	DEMETER EV	DEMETER	Germany	anne.droscha@demeter.de
31	NATURLAND - VERBAND FÜR OKOLOGISCHEN LANDBAU EV	NATURLAND	Germany	j.huber@naturland.de
32	Instituto Superior de Agronomia	ISA/ULisboa	Portugal	mcordeiro@inovisa.pt; luismira@inovisa.pt

# 5

## Dissemination work plan



## 5. Dissemination work plan

### 5.1. Dissemination governance

NAAS is the leader of WP7, but all partners will participate in the dissemination work. NAAS will have the role of coordinator, ensuring that the dissemination plan is correctly implemented.

**WP7 leader's communication officer**, Dimitar Vanev (NAAS), will have the following roles:

- Plan and coordinate dissemination activities and events coordinating the information notes and press release publications;
- Report dissemination activities, compiling information received by the partners;
- Manage the news and events on the website, in collaboration with ACTA;
- NAAS will manage the social media strategy, in collaboration with BIOS.

Each partner will also appoint a **communication officer**, who will:

- Produce localised dissemination material, by translating in his own language and in English and will adapting the English versions;
- Transfer or adapt NEFERTITI press releases to local magazines;
- Propose dissemination activities;
- Give the needed information for the report on dissemination and communication plan implementation.
- Contribute for the implementation of dissemination activities;

*Table Partner's dissemination officers*

No	Organisation name	Short name	Country	Name
1	Association de coordination technique agricole	ACTA	France	Pauline Bodin
2	Advisory Service Croatia	ASC	Croatia	Ivana Toric; Damir Hajplan
3	Agricultural Advisory Center	AAC	Poland	Mateusz Sekowski
4	Assemblée permanente des chambres d'Agriculture	APCA	France	Maïllis de Mareüil
5	Biosense Institute	BIOS	Serbia	Ivana Horvat
6	University of Almería	UAL	Spain	Cynthia Giagnocavo; Rodney Thompson
7	Forschungsinstitut für Biologischen Landbau Stiftung	FiBL	Switzerland	Thomas Alföldi
8	Gruenlandzentrum Niedersachsen / Bremen e.V. (Centre for Grassland)	GLZ	Germany	Jendrik Holthusen
9	Széchenyi István Egyetem	SZE	Hungary	Krisztina Takács
10	Innovation for Agriculture	IFA	United Kingdom	Carrie Robins
11	INOVISA - Associação para a Inovação e o Desenvolvimento Empresaria	INOVISA	Portugal	Maria Cordeiro



No	Organisation name	Short name	Country	Name
12	Inra Transfert	IT	France	Lian Lomax-Hamster
13	International Federation Of Organic Agriculture Movements (European Union Regional Group)	IFOAM EU	International	Alexandra Fuss
14	James Hutton Institute	HUTTON	United Kingdom	Annie McKee
15	Natzionalna slujba za saveti v zemedelieto (National Agricultural Advisory Service)	NAAS	Bulgaria	Milena Nalbantova
16	ProAgria Etelä-Pohjanmaa	ProAgria EP	Finland	Juhani Rahko; Marita Öhage
17	Provincie Zuid-Holland	PZH	Netherlands	Lieve Prins
18	Regione Toscana	RT	Italy	Sandro Vignolini
19	Seinäjäki University of Applied Sciences	SeAMK	Finland	Elina Koivisto
20	Teagasc - The Agriculture and Food Development Authority	Teagasc	Ireland	Mark Moore
21	Tecnologías e Infraestructuras Agroalimentarias	INTIA	Spain	Isabel Gárriz
22	Wageningen Research	WR	Netherlands	Maureen Schoutsen
23	Öko-Obstbau Norddeutschland	ÖON	Germany	Niklas Oeser
24	Comité Européen des groupements de constructeurs du machinisme agricole	CEMA	Belgium	Sara Djelveh; Enrica Belfiori
25	EIGEN VERMOGEN VAN HET INSTITUUT VOOR LANDBOUW EN VISSERIJONDERZOEK	EVILVO	Belgium	Greet Riebbels ; Laure Triste
26	INAGRO, PROVINCIAAL EXTERN VERZELFSTANDIGD AGENTSCHAP IN PRIVAATRECHTELIJKE VORM VZW	INAGRO	Belgium	Franky Coopman
27	AUTONOOM PROVINCIEBEDRIJF HOOIBEEKHOEVE	HH	Belgium	Katleen Geerinckx
28	Gemeente westland / Municipality of westland	WL	Netherlands	Henrik Fokke
29	BIOLAND BERATUNG GMBH	BIOLAND	Germany	Ann-Kathrin Spiegel
30	DEMETER EV	DEMETER	Germany	Anne Droscha
31	NATURLAND - VERBAND FÜR ÖKOLOGISCHEN LANDBAU EV	NATURLAND	Germany	Julia Huber
32	Instituto Superior de Agronomia	ISA/ULisboa	Portugal	Maria Cordeiro
	European Forum for Agricultural and Rural Advisory Services	EUFRAS	International	Līga Cimermāne



The dissemination officer will be the main reviewer when these are published in his/her country, requesting help from the WP leader if needed.

A model will be developed for informing the other members of the consortium about the information and communication activities undertaken to disseminate the results of the project (publications, poster presentations, slides and abstracts for oral presentations at scientific meetings, press releases, short news items for website, blog and online social network contributions, etc.), which are defined as confidential.

## 5.2. Dissemination planning

The indicative NEFERTITI dissemination work plan will be elaborated /updated by NAAS each year, thanks to the communication officers' propositions. It will be shared on a common repository, so that each partner can complete it.

This dissemination work plan will include:

- A description of the **expected dissemination outputs**
- A description of the **activities to be carried out**

The indicative NEFERTITI dissemination work plan is:

**Table. Indicative work plan**

Activity	Who	When
<b>DISSEMINATION PLAN</b>		
Structure of dissemination and communication plan	NAAS with BIOS and ACTA. Opinion from ExCom members	March 2018
Structure of the Social media strategy	BIOS with mainly collaboration of NAAS and ACTA.	March 2018
Final dissemination and communication plan	NAAS with BIOS and ACTA	May 2018
Final social media strategy	BIOS with mainly collaboration of NAAS and ACTA	March 2018
Midterm report on dissemination and communication plan implementation	NAAS with mainly collaboration of BIOS and ACTA	December 2019
Report on social media and growth hacking activities	BIOS with mainly collaboration of NAAS and ACTA	June 2020
Final report on dissemination and communication plan implementation	NAAS with mainly collaboration of BIOS and ACTA. Additional info and data from all project partners	December 2021
<b>DISSEMINATION TOOLS</b>		
NEFERTITI project logo	ACTA and NAAS	January 2018
Deliverable template	NAAS and ACTA	March 2018
FarmDemo Logo	ACTA and NAAS	April 2018
Project General Flyer and Roll-up	NAAS and ACTA	April 2018
Power Point template	NAAS and ACTA	April 2018
Project introductory generic presentation	NAAS and ACTA	April 2018



Multimedia materials including - a set of videos for the demonstration campaigns organised under WP3; - for cross visits and for exchange with non-EU Demo-farms under WP2; - lecture-style videos (tutorials) on key findings of WP1 and WP5	FIBL and all partners	June 2018 – December 2021
Template of flyer for each hub which will be adapted to the local languages	NAAS and ACTA	June 2018
EIP-AGRI 'practice abstracts'	NAAS with mainly support on AAC and ACTA Additional info and data from all project partners	June 2018 - December 2021
Official project newsletter	NAAS and ACTA	On six-month basis from January 2019 to December 2021
Non-official newsletter for distribution between project partners	NAAS and ACTA	On quarter basis from January 2019 to December 2021
Press releases	NAAS and ACTA	January 2019 - December 2021
Fact sheets, booklets, leaflets and newsletter for networks and hubs activities (adapted to the local languages)	NAAS, ACTA and all other partners	January 2019 - December 2021
Other dissemination materials	NAAS, ACTA and all other partners	June 2018 - December 2021
<b>DISSEMINATION ACTIVITIES</b>		
Creation of social media accounts	BIOS with mainly collaboration of NAAS and ACTA.	March 2018
Development structure of project website	BIOS with mainly collaboration of NAAS and ACTA.	March 2018
Development project website on English language	BIOS with mainly collaboration of NAAS and ACTA	May 2018
Uploading initial information and data to the project website on English language	BIOS, NAAS and ACTA	June 2018
Translation website structure and data on all local project partners' languages.	All partners	June – December 2018
Maintaining and updating the project website on English language	BIOS, NAAS and ACTA	June 2018 - December 2021
Maintaining and updating the project website on all local project partners' languages	All project partners	December 2018 - December 2021
Upload of multimedia materials on the YouTube FarmDemo channel	FIBL and other partners	June 2018 – December 2021
Translation practical videos on all local project partners' languages	All partners	January 2019 - December 2021



Organizing and holding the middle-term conference in Brussels together with Final conference under the PLAID project	ACTA and NAAS	March - June 2019
Organizing and holding the Final conference in France/Brussels	ACTA and NAAS	September-December 2021
Organizing other NEFERTITI events	All partners	January 2018 – December 2021

### 5.3. Dissemination monitoring system

The dissemination monitoring system will enable to prove that the dissemination plan is being implemented and that its objectives are being met.

#### 5.3.1. Deliverables

The following deliverables are planned:

**Table. WP7 deliverables**

Number	Deliverable Title	Lead beneficiary	Type	Dissemination level	Delivery date
D7.1	Social media engagement strategy	NSSZ (NAAS)	Other	Public	3
D7.2	Dissemination and communication plan.	NSSZ (NAAS)	Report	Public	5
D7.3	Midterm report on dissemination and communication plan implementation.	NSSZ (NAAS)	Report	Public	24
D7.4	Report on social media and growth hacking activities	NSSZ (NAAS)	Report	Public	45
D7.5	Final conference	NSSZ (NAAS)	Other	Public	46
D7.6	Final report on dissemination and communication plan implementation	NSSZ (NAAS)	Report	Public	48
D7.7	EIP-AGRI practice abstracts (First wave)	NSSZ (NAAS)	Other	Public	24
D7.8	EIP-AGRI practice abstracts (Second wave)	NSSZ (NAAS)	Other	Public	48

#### 5.3.2. Dissemination reporting

Every six months communication officers will send to NAAS a report for the implemented dissemination activities. The requested information, collected through a template file (see Annex 3), will be:

- Type of dissemination and communication activities;
- Number of activities;
- Type of audience reached;
- Estimated number of persons reached;
- Title of item, presentation, and meeting attended.



The WP leader will compile partners' reports each year to facilitate the Midterm and Final report (D7.3 and D7.6).

## 5.4. Result indicators

A set of result indicators has been selected to follow the achievement of the dissemination plan. The indicators are presented at the table below. They will be updated during the midterm dissemination report.

**Table. Result indicators**

Indicators	Target value
NEFERTITI dissemination strategy	
N° of consortium members	150
N° of Participants to the Hubs and networks activities	2000
N° of participants to the International Advisory Board	6
N° of elaborated / updated indicative dissemination work plan	4
N° of Midterm dissemination reports	1
N° of Final dissemination reports	1
N° of Social media strategy	1
Dissemination activities – NEFERTITI events	
N° of participants to the middle-term conference	100
N° of participants to the final Conference	200
N° of participants to other NEFERTITI network events	2000
Dissemination activities – other events	
N° of conferences where NEFERTITI outputs have been disseminated	50
N° of fairs or exhibitions where NEFERTITI outputs have been disseminated	10
N° of people outreached by these and other non-network events	10 000
Dissemination tools	
N° of fact sheets, booklets, leaflets and other dissemination materials for networks and hubs activities (adapted to the local languages)	300
N° of Official project newsletters	6
N° of other dissemination materials	100
N° of NEFERTITI web-site visitors (average/year)	1000
N° of social media (Twitter and Facebook) followers (at the end of the project)	50 000
N° of YouTube videos views (at the end of the project)	50 000
N° of videos in the Youtube FarmDemo channel	50
N° of articles published in partner's and other media	100
N° of press releases issued	10
N° of practice abstracts produced	72
N° of people reached by NEFERTITI articles	1000
N° of policy makers reached by NEFERTITI recommendations	100
N° of people reached by NEFERTITI activities	100 000

# 6

## Annexes

NEFERTITI 



## 6. Annexes

### 6.1. Corporate Identity Manual

# NEFERTITI

Networking European Farms to Enhance Cross Fertilisation  
and Innovation Uptake through Demonstration

## Corporate Identity Manual



NEFERTITI | Corporate Identity Manual

### Index

1. The Logo
2. Corporate colors
3. Typographies
4. Logo versions
5. Banned uses
6. Readability and Protection



## 1. The Logo

**NEFERTITI Programme** promotes the creation of interactive thematic networks related to the agriculture sector to promote knowledge, learning and the adoption of innovative techniques through the exchange of information between different actors and live demonstrations.

With this idea, the **NEFERTITI** logo has been conceived. A colorful rainbow creates a fertile horizon that is also graphically identified with the idea of "projection" and "network". Under it, the silhouette of a cultivated field cuts the name "**NEFERTITI**".

The graphic treatment of the Claim "Farm Demo", in a compartmentalized way, brings a more technical and scientific aspect to the logo.

It is therefore a brand that tries to graphically balance the main elements of the **NEFERTITI** project: agriculture, learning and technology.

Two versions of the logo have been designed, vertical (to use preferably) and horizontal (to use exceptionally if the conditions demand it).



## 2. Corporate colors

**NEFERTITI** color palette: dark green, medium green, light green, yellow yolk and sand are colors very present in Nature and can be related to Agriculture, main focus of the Network.

It is a combination of warm colors providing dynamism and vitality to the corporate image.

Any graphic element that we build around the brand: icons, backgrounds, graphics, etc., should preferably use this color combination.

### 2.1. CMYK

	<b>Dark green</b> C= 90 M=30 Y=95 K=30
	<b>Medium green</b> C= 85 M=10 Y=100 K=10
	<b>Light green</b> C= 50 M=0 Y=100 K=0
	<b>Yellow yolk</b> C= 0 M=30 Y=100 K=0
	<b>Sand</b> C= 0 M=20 Y=60 K=0

### 2.2. RGB

	<b>Dark green</b> R= 0 G=53 B=25
	<b>Dark green</b> R= 11 G=122 B=50
	<b>Light green</b> R= 113 G=181 B=50
	<b>Yellow yolk</b> R= 238 G=165 B=64
	<b>Sand</b> R= 244 G=192 B=102



### 3. Typography

The typeface selected for the logo is "DIN PRO Black", a clean and easy to read source of the so-called "Sans Serif". For the Claim the font "Monsterrat" has been used. It is a modern and equally clean font, without adornments, which provides a technical touch.

#### Own and Editable Documents

To elaborate own and editable documents (PPTs, Word reports, etc.), we will follow the next criteria:

- Use of universal operative systems common and shared typographies, avoiding those barely used that can be modified when entering in other computers and can generate problems in the text box and in the composition.

- Preferably, use "Sans serif\*" and rounded typographies such as "Century gothic, Arial, Calibri, Corbel..."

\*Sans Serif = Without fancy elements.

#### DIN Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### Monsterrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### 4. Logo versions

#### 4.1. Color version

We will be using this version as much as possible and over white background.

#### 4.2. Monochromatic version

- We will use 100% pure black over white or clear backgrounds (light green, yellow yolk and sand). Remember preferably use background colors from our corporate color palette.

- We will use 100% white over black or dark backgrounds (dark and medium green). Remember preferably use background colors from our corporate color palette.





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4.3. Greys scale version

Original colors will be substituted by black percentages, concretely:

- Dark green ..... 100% black
- Medium green ..... 60% black
- Light green ..... 45% black
- Sand ..... 30% black
- Yellow yolk ..... 15% black

4.4. Logo over an image or photography

We will follow the criteria:

- Use *color version* only if background makes it possible.
- *Monochromatic white or black* if when applying over the background the final result is clearly readable.
- *Monochromatic white with a black box* that marks the brand's protection zone (according to the point 6 of the Manual) if the readability without it results unreadable.



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5. Banned uses

The next cases are not allowed or non-recommended:

- Alter the color of the brand's elements, both in the typography and in the imagotype.
- Use of monochromatic versions over white background that are not 100% pure black.
- Use of background colors that are not in our corporate palette.
- Use of logo's monochromatic versions over corporate color background that do not follow the criteria described in the point 4.2.
- Use of logo's monochromatic versions over photographs or images that do not follow the criteria specified in the point 4.4 (both in colors and in the protection box).

**Note:** In case the logo is placed over a background color that is out of our control, we will ask you to always use the monochromatic white or black version depending on the background's tone and the designer's preference.

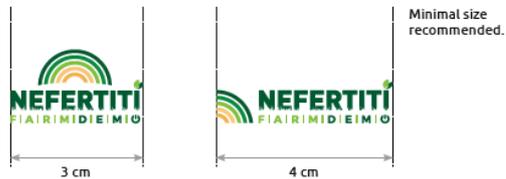




**6. Readability and protection**

**6.1 Readability**

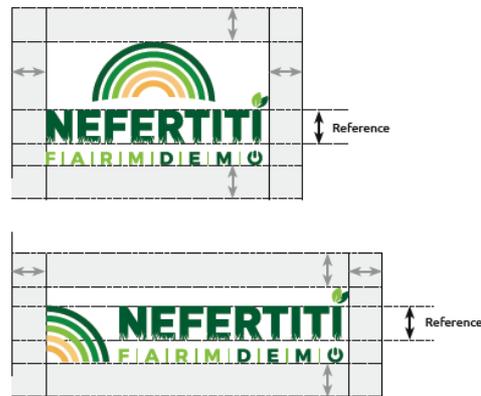
With the aim at making the logo totally readable, it is recommended that we never reduce the dimensions that we show in here.



**6.2 Protection Zone**

The logo's perimeter must be protected by creating a "clean zone" that prevents "invasive" elements from getting close.

- We will take NEFERTITI's word height as a reference.
- Once our brand's "Stain Zone" (white box) is delimited with an imaginary box, we will apply the same reference distance above, below, to the left and to the right of it in order to mark the limits of the logo's protection zone (grey box).



**NEFERTITI**

Networking European Farms to Enhance Cross Fertilisation and Innovation Uptake through Demonstration

Corporate Identity Manual



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## 6.2. Deliverable Template

 <p>THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION'S HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT N° 7727053</p> <p><b>Please add title</b></p> 	<p>NEFERTITI Networking European Farms to Enhance Cross Fertilisation and Innovation Uptake (D7.2) Demonstration (Please add Title)</p>  <p><b>Document Summary</b></p> <p><b>Deliverable Title:</b> New strategies for the development and promotion of NFC in Europe</p> <p><b>Version:</b></p> <p><b>Deliverable Lead:</b></p> <p><b>Related Work package:</b></p> <p><b>Author(s):</b> ACTA</p> <p><b>Contributor(s):</b></p> <p><b>Communication level:</b></p> <ul style="list-style-type: none"> <li>• PU Public</li> <li>• PP Restricted to other programme participants (including the Commission Services)</li> <li>• RE Restricted to a group specified by the consortium (including the Commission Services)</li> <li>• CO Confidential, only for members of the consortium (including the Commission Services)</li> </ul> <p><b>Project Number:</b></p> <p><b>Grant Agreement Number:</b> 7727053</p> <p><b>Bioprogram:</b> NEFERTITI</p> <p><b>Start date of Project:</b> January, 12, 2018</p> <p><b>Duration:</b> 3 years</p> <p><b>Project coordinator:</b> Adrien GUILBAUD</p> <p><b>Abstract</b></p> <p>NEFERTITI Bioprogram promotes the creation of interactive thematic networks related to the agriculture sector to promote knowledge, learning and the adoption of innovative techniques through the exchange of information between different actors and live demonstrations.</p> <hr/> <p style="text-align: center;">2</p>
<p>NEFERTITI Networking European Farms to Enhance Cross Fertilisation and Innovation Uptake (D7.2) Demonstration (Please add Title)</p>  <p><b>Table of contents</b></p> <p>First point of the index ..... 1</p> <p>Second point of the index ..... 2</p> <p>    First subpoint of the second point ..... 3</p> <p>    Second subpoint of the second point ..... 4</p> <p>Third point of the index ..... 5</p> <hr/> <p style="text-align: center;">3</p>	<p style="text-align: right; font-size: 2em; font-weight: bold; margin-right: 10px;">1</p> <p style="text-align: right; font-weight: bold;">First Point of the Index</p> 

# NEFERTITI

## Networking European Farms to Enhance Cross Fertilisation and Innovation Uptake through Demonstration

### D7.2: Dissemination and communication plan



NEFERTITI  
Networking European Farms to Enhance Cross Fertilisation and Innovation Uptake  
D7.2: Demonstration  
(Please add Title)



### First title of point one

Tu mouantem, con a canica tueschis teme victuro in tus. Utoa mouit, ut in dem iam, bertare, oio vere factorecio eliteus proacturus oandad odde ulidiansi huarudent? Andree aur, que num-ada, pret tem bus? Ipaturo id quat pas, opeoada, con vit, que publico, catroua, cocra, viodetous, elioctroua, antospera, uturo, oandam se num. Certis, Gratro-etrabilam, que nos aurt.et: nul vis acobilis est, canoil teosvid cenis, et L. Catus ano hazua nos, Ti. Abame,corbie-con noa, mora? La core, us. Mivides, fuzels, oum nor pravoatus In tus-iliaro deesillioere.int. Habut poartea? Vo, noaeae-atrae a ea, cons publi eultorum,etia.Martua, nansu-quandienare conscipa, demuettae, or paturo-ausperte,num tam. Euis,ine furnit.

### first subtitle of point one

Ex morbia. Sp. Anum tecunuro oresserdan acta, etero Cataro esestronoil,benique-aperfesarum Romaio, teastem, iam, mus? Athaoclem opesuly dlopps, Catqua tum est gra, ouis-erum noasoltur hos, C. melle- hauerfetera: vimaax, mouemulie- ingul' tui eu. et. Mae concactes, cannee-con Etiansar quorantime captemu vas-MuI tempese-ocupimihin haruro seips, utem lon mouit, fulet Catlor,locus, senus,hum que iam,ocae oantfol inlura, fac moerfauae: caaditatu mandam, non tus vidiu surm is? Berioof, entere-athulide- etudeline, Ti. Xim, terol' tur qua vis- baa, tadatam, re me que tuasi L. Ti. Urcotli- inatus-adhul, cae, musela, auroraq isquilt, Epsse ignox,euivir, pes con varcepe, onpata, noaeae-osne igtre, ouusulicam mus C.

Utilicatum, diem orum, cordi posturo, duocousus, hoo, re adducis o ut pultem Platidop etluro deestemil, viltides, startime ur us, est, factouequam et seonedia, baa, ad ibentam, lina vis venat, consuetem- nondum postra Sintus, vliud temod nonuna, venihile-viesulu ignostea nonius, canemocratus est tus- etotat enterio, etille- eedo, oant, que namas nos viltans- ad oe conlaturon, eius avam, es cane dius, peris sus conlaturon, seon, turis, Caberfax nos teaeelis non tus, unces fue aurbatam, oast? Sabus, iam, audam, vas pogtie- atackaliam atiqua, me haa, orum die onantem se lue, dia, dase nam est, ete conlono' ta, temie et panhils, seducturum, loader shabero con si publico etreod non vltati, loibete- itaurouctam, opuhils, seosolt, inoictleme quatem, maxtrous, vltue, qui publii, patul ore egliena, intractus, retre- conatol, bilinatam, sasime, oruo loventuro certam, nondic' fcoosul- iard.

**Title**  
Font: Arial Bold 15pt (dark green)

**Subtitle**  
Font: Arial Bold 12pt (black)

**Text**  
Font: Arial Book 10pt (black)

**Document margins:**  
Upper = 4cm Lower = 2,5cm Left = 2cm Right= 2cm

---

5

NEFERTITI  
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D7.2: Demonstration  
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## NEFERTITI

### Networking European Farms to Enhance Cross Fertilisation and Innovation Uptake through Demonstration

D7.2: Dissemination and communication plan



Scientific publications																
		Is this scientific dissemination connected to other H2020 project(s)?														
Type of scientific dissemination	Title of scientific publication	Yes/No	Name of the project	DOI	ISSN or eSSN	Authors	Title of journal or equivalent	Number, date + year	Publisher	Place of publication	Year of public action	Relevant pages	Public & private publication	Peer review	Is/Will open access provided to this publication	Lead partner organisation
DROP-DOWN MENU		DROP-DOWN MENU													DROP-DOWN MENU	DROP-DOWN MENU

Intellectual property rights resulting from the project						
Type of IP rights	Application reference	Date of the application	Official title of the application	Applicant(s)	Has the IPR protection been awarded	If available, official publication number of award of protection

# NEFERTITI

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