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AGREEMENT N. 772705



MS 22 (MS 7.5): Distributed and translated in the project actors' languages dissemination material for end-users





Document Summary

Milestone Title: **Distributed and translated in the project actors' languages dissemination material for end-users**

Version: 1

Milestone Lead: **NAAS**

Related Work package: **WP7**

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Communication level:

- **CO Confidential, only for members of the consortium (including the Commission Services)**

Project Number: 7727053

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Programme: **NEFERTITI**

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

Duration: **4 years**

Project coordinator: **Adrien Guichaoua**

Abstract

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..



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Means of verification





Means of verification

Various dissemination practical oriented materials were developed, designed, and created.

A template for local flyer was established and proposed to the Hub Coaches, so they adapted the Flyer to their local specificities, constraints, taste and mindset to better attract people in the hubs. The flyer contains information about hub participants, hub location, hub demonstration activities, network, and hub contacts, etc. Most hub coaches adapted their flyers on their local languages.

Also, many partners developed flyers and brochures for project on their local languages (German; English; Dutch; French; Polish; Bulgarian; Finnish and Hungarian). The additional information is presented below:

Type of dissemination material	Type of FIRST main audience reached	Type of SECOND main audience reached	Type of THIRD main audience reached	Estimated number of persons reached	Lead NEFERTITI partner	Year
Flyers	Farmers	Industry	Scientific Community (higher education, Research)	300	AAC	2018
Flyers	Scientific Community (higher education, Research)	General Public		500	ACTA	2018
Flyers	Industry			100	CEMA	2018
Flyers	Industry	Medias	Civil Society	30	ProAgria EP	2018
Flyers	Industry	General Public		500	Teagasc	2018
brochures	Scientific Community (higher education, Research)	Industry	Customers	500	EVILVO	2019
brochures	General Public	Scientific Community (higher education, Research)	Customers	1000	NAAS	2019
Flyer, poster	Farmers, advisors	Scientific Community (higher education, Research)	Industry	11000	DEMETER	2019
Flyers	General Public	Customers	Scientific Community (higher education, Research)	200	AAC	2019
Flyers	Industry			30	CEMA	2019
Flyers	Industry	Policy makers	General Public	2000	HUTTON	2019
Flyers	General Public	Scientific Community (higher education, Research)	Customers	1000	NAAS	2019
Flyers	Policy makers	Scientific Community (higher education, Research)		80	ÖON	2019
Flyers	Policy makers	Industry	Scientific Community (higher education, Research)	25	PZH	2019



Type of dissemination material	Type of FIRST main audience reached	Type of SECOND main audience reached	Type of THIRD main audience reached	Estimated number of persons reached	Lead NEFERTITI partner	Year
Flyers	Scientific Community (higher education, Research)	General Public	Policy makers	100	SZE	2019
Flyers	Industry	customers	Scientific Community (higher education, Research)	250	WR	2019

The translation and printing of the Project roll-up in all project languages (Bulgarian; Croatian; Dutch; Finnish; French; Hungarian; Italian; Polish; Portuguese; Serbian; Spanish, English and German) has also been realized. The roll-ups on all project actors' languages are also available on NEFERTITI website.

The image displays three versions of the NEFERTITI project roll-up flyer, presented in English, Bulgarian, and French. Each flyer is structured as follows:

- Header:** NEFERTITI logo and project title in the respective language.
- Objectives:** A section with four columns: Boost innovation, Improve peer to peer learning, Exchange of knowledge, and Network connectivity.
- Key Statistics:** 45 REGIONAL / NATIONAL HUBS OF DEMO FARMS ON 19 THEMES, 32 PARTNERS FROM 16 COUNTRIES, and 4 YEARS STARTING JANUARY 2018.
- Networks:** A grid of 12 icons representing various agricultural themes such as Cereals & pulses, Dairy, and Livestock.
- Partners:** A map of Europe with numerous logos of partner organizations and farms across different countries.
- Footer:** Contact information, social media links, and logos of funding bodies like the European Union and ACTA.

Examples of NEFERTITI project roll-up on English and translated versions in Bulgarian and French



The translation and printing of the Communication Annual Demo Campaign Report for 2019 in all project languages (Bulgarian; Croatian; Dutch; Finnish; French; Hungarian; Italian; Polish; Portuguese; Serbian; Spanish, English and German) has also been realized. The reports on all project actors' languages are also available on NEFERTITI website.



Networking European Farms to Enhance cRoss
ferTilisation and Innovation uptake Through demonstration



Foto: Thomas Alföldi - FiBL

Nefertiti: umrežavanje, razmjena znanja i podrška demonstracijskim događajima na 10 GLAVNIH POLJOPRIVREDNIH IZAZOVA

NEFERTITI PROJEKT JE

7M
eura mreža

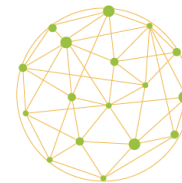
32
partnera

17
zemalja

NEFERTITI je jedinstvena mreža (odabrana na 4 godine pod pozivom Horizon 2020, Societal Change 2, RUR 12-2017) koja se sastoji od 32 partnera iz 17 zemalja koje koordinira ACTA kao predsjedavajući mreže francuskih agro-tehno-
loških instituta

CILJ

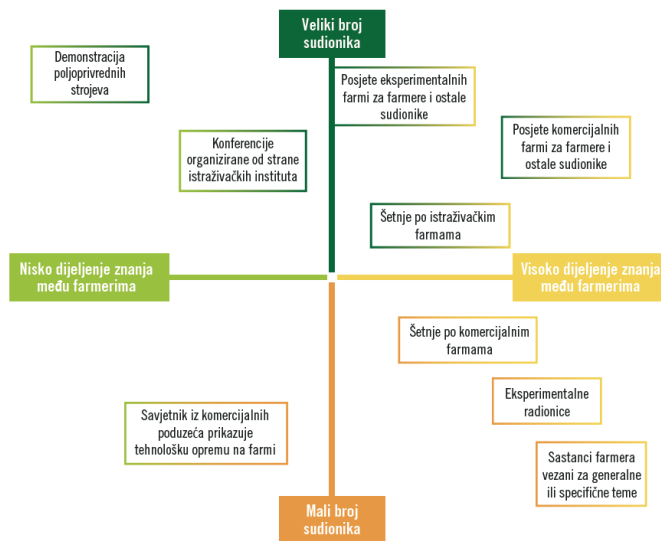
Glavni cilj NEFERTITI mreže je uspostavljanje EU mreže povezanih demonstracijskih i pilot farmi koje će potaknuti razmjenu znanja među sudionicima, kao i učinkovitije usvajanje inovacija u poljoprivredi kroz učenje među kolegama vezanim za 10 ključnih poljoprivrednih pitanja u Europi.



Cilj podržavanja velikog broja demonstracijskih događaja

Demonstracijski događaji fokusiraju se na pokazivanje i razumijevanje inovacija u poljoprivrednom kontekstu. Postoji veliki broj različitih demo događaja, ali svi u osnovi imaju za cilj da razmijene određenu vrstu znanja: na nivou farmera ili između farmera i korisnika inovacija. Ove razmjene mogu se odvijati na više načina kao što su primjerice: diseminacija znanja, pružanje savjeta i usluga, zajedničko dizajniranje alata ili provođenje istraživanja. Ovo je dokaz da demo događaji mogu biti kreirani od veliko broja aktivnosti ovisno od toga koji im je cilj. Događaji se mogu podijeliti na osnovu dvije glavne karakteristike:

- broja sudionika koji može biti od ispod 20 do preko 200 ovisno od ciljeva, lokacije, partnera i atraktivnosti teme
- nivoa dijeljenja znanja: događaj može imati za cilj povećati razmjenu znanja među farmerima na osnovu razmjene znanja među samim sudionicima ili kroz povećanog usvajanja pruženih informacija i razvijanje inovacija.



Primjeri demo događaja poredani po ljestvici na osnovu dvije glavne karakteristike

Examples of NEFERTITI Communication Annual Demo Campaign Report for year 2019 (page 1) translated on Croatian languages

NEFERTITI

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

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Promotion and communication materials (goodies) were also designed and created. We emphasized on the creation of useful material for the field activities of the project, including caps, ponchos, flags for Hubs and Networks of the NEFERTITI project and for the FarmDemo Conference. The goodies and Hubs' flags were distributed between the project partners and Hubs' coaches.





NEFERTITI

F | A | R | M | D | E | M | U



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NEFERTITI PARTNERS

