

	<p style="text-align: center;"><b>SUPROMED</b> Sustainable production in water limited environments of Mediterranean agro-ecosystem</p>	
<p style="text-align: center;">SUPROMED (PRIMA/ Research &amp; Innovation Activities (RIA)) Grant Agreement no. 1813</p>		



## Deliverable 6.1: Communication and Dissemination Plan

<b>WP</b>	6	Communication, dissemination and exploitation		
<b>Task</b>	6.1	Communication and Dissemination Plan		
<b>Dissemination level<sup>1</sup></b>	PU	<b>Due delivery date</b>	31-03-20	
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<sup>1</sup> Dissemination level: **PU** = Public, **PP** = Restricted to other programme participants (including the JU), **RE** = Restricted to a group specified by the consortium, **CO** = Confidential, only for members of the consortium

<sup>2</sup> Nature of the deliverable: **R** = Report, **P** = Prototype, **D** = Demonstrator, **O** = Other

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## Deliverable abstract

SUPROMED “*Sustainable production in water limited environments of Mediterranean agro-ecosystem*” is co-funded under the PRIMA 2018 programme section I Farming Systems, for a period of 3 years. It aims to enhance the economic and environmental sustainability of Mediterranean farming systems through a more efficient management of water, energy and fertilizers. SUPROMED is combining different models and tools: water, energy and fertilisation management models, meteorological and climatic tools in order to develop, implement and validate an end user’s IT platform aiming to provide effective advice for more efficient crop management.

The Communication and Dissemination plan (D6.1) gives an overview on the whole communication and dissemination activities to be carried out by SUPROMED consortium. It defines the dissemination objectives, key messages, target audiences, as well as specific objectives for each identified target group. In addition, D6.1 identifies the dissemination channels to be used, promotional materials as well as the living labs and the workshops. Details on the financial & human resources and timing are

<sup>3</sup> Creation, modification, final version for evaluation, revised version following evaluation, final.

provided. The annex of the document provides more details on the stakeholders targeted by WP6 'Dissemination and communication strategy.

Finally, this plan is conducted in order to achieve the maximum impact and reach the relevant audiences. All partners in SUPROMED project are expected to use it as a guideline for their dissemination activities throughout the duration of the project.

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### **List of acronyms and abbreviations**

RIA: Research and Innovation activities

CDP: Communication and Dissemination Plan

CA: Consortium Agreement

GA: Grant Agreement

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## 1. SUPROMED project overview

SUPROMED “Sustainable Production in water limited environments of Mediterranean agro-ecosystem” is an R&I project co-funded under the PRIMA 2018 programme section I, for a period of 3 years starting from October 2019. The project is composed of a multidisciplinary team of ten partners from five countries Spain (UCLM, ITAP, HISPATEC), France (SEMIDE), Greece (UTH, 3DSA), Lebanon (DIFAF, ULFA) and Tunisia (INRGREF, INGC). SUPROMED aims to enhance the economic and environmental sustainability of Mediterranean farming systems through a more efficient management of water, energy and fertilizers.

SUPROMED will provide a holistic crop-livestock water management system resilient to climate change. In detail, an end-user IT (Information Technology) platform specially designed to smartly advise farmers in the efficient water management of Mediterranean cropping and livestock systems will be delivered. To this aim, SUPROMED will integrate a validated set of models and tools (MOPECO7, IREY8, DOPIR9 or DOPIR-SOLAR10) in an online platform to increase the production and income of farms through a reduction and a more efficient use of water, and other inputs such as energy and fertilizers, while decreasing the impact on the environment.

SUPROMED will consider real in-situ data and Earth Observation (EO) imagery, agro-alerts, agroclimatic classification and zoning together with drought forecast tools linked to climatic change. Drought monitoring and forecasting are essential tools for implementing appropriate mitigation measures to reduce negative impacts of droughts and will be very helpful for adequate water resource management. The end-user platform will be widely demonstrated across Spain, Lebanon and Tunisia. Moreover, an ambitious Training program that is to be performed in 4 Mediterranean countries will be accompanying farmers for the successful implementation of SUPROMED in agricultural practices.

SUPROMED aims to promote a 10-20% increase in the adoption of organizational and technological innovations in farms with an overall impact across the Mediterranean basin.

## 2. Document Objectives

The current document contains the communication and dissemination plan conducted and organized by WP6 leader: SEMIDE. The objective of this document is to organize the communication and dissemination activities that will be carried out for the entire duration of SUPROMED project by all partners to attract and inform the targeted audience/stakeholders and general public on project services, activities, progress and results.

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This is achieved through identifying the following points: objectives (why), target audience (who), key messages (what), media supports and information distribution channels (how), materials (with what), timing (when) and resources (both financial and human resources).

Furthermore, the plan contains the methodology of the dissemination and communication management and the implementation plan. Also, it has set some achievement indicators to evaluate the effectiveness and the success of these activities.

To facilitate communication between partners, some tools and rules have been set up and are detailed in chapter 3 'Internal communication'.

### 3. Internal communication

Communication between partners relies on periodic physical meeting and e-meetings defined as part of WP1 or for specific activities of individual work packages. Informal day-to-day communication will be conducted by:

- E-mail (please use SUPROMED as a reference on subject field).
- Telephone, skype mainly for small meetings

To facilitate file exchange and common repository a Google Drive has been set-up. It is reminded that critical security-relevant documents (e.g. for documents connected with ethical issues like user questionnaires, user database or mailing lists) should not be stored on the Google Drive.

As explained in the figure below the google drive set up by SEMIDE contains different folders for sharing files between partners: communication materials, deliverables, document database (document related to SUPROMED subject), gallery, grant agreement ...

Mon Drive > @SUPROMED Monitoring
















Nom ↑	Propriétaire	Dernière modification	Taille du fichier
 Communication materials	moi	7 oct. 2019 moi	—
 Deliverables	moi	7 oct. 2019 moi	—
 Document Database	moi	7 oct. 2019 moi	—
 Further activities	moi	7 oct. 2019 moi	—
 Gallery	moi	22 nov. 2019 moi	—
 Grant agreement	moi	7 oct. 2019 moi	—
 Graphics	moi	7 oct. 2019 moi	—
 LOGOS	moi	7 oct. 2019 moi	—
 Management meetings	moi	7 oct. 2019 moi	—
 Partner's budget \$\$	moi	7 oct. 2019 moi	—
 Partners agreement	moi	7 oct. 2019 moi	—
 Project presentations (at external events)	moi	7 oct. 2019 moi	—
 Project reports	moi	7 oct. 2019 moi	—
 Proposal	moi	7 oct. 2019 moi	—
 Technical visits	moi	7 oct. 2019 moi	—

Figure 1 SUPROMED initial Google Drive structure

## 4. Communication and Dissemination Strategy

### a. Over all communication and dissemination objectives

The main objective of SUPROMED project is to increase the production and income of farms through a reduction and a more efficient use of water, and other inputs such as energy and fertilizers, while decreasing the impact on the environment.

Communication plays an important role in achieving these objectives through reaching the targeted audience (mainly Framers, Scientists developing methods and models; Administration (agriculture, water, energy) and Environmental Authorities) by using a wide variety of channels such as websites, newsletters, brochures, and workshops, articles in press, international conferences and exhibitions. This is crucial to the project's success and the promotion of its products (Multi-criteria DSS, User platform) in the market. Furthermore, communication is a tool to demonstrate the implementation and influence of the European directives and policies.

The communication and dissemination plan (CDP) should be used as a **manual for the dissemination activities during the project** and it will be continuously updated.

The general objectives of the Communication and Dissemination activities of SUPROMED project are:

- Ensuring that the project objectives, activities and outcomes reach the relevant target groups, especially end-users, in and beyond the demo site countries;
- Ensuring transparency and visibility of the project activities to acquire the needed support from crucial stakeholders;
- Establishing links, synergies with other farming system projects and European Union funding mechanisms;
- Support exploitation towards market uptake
- Showing the role of the PRIMA in supporting R&I in building Mediterranean future as a competitive and sustainable society.

### ***b. Stakeholders mapping***

The table below shows the list of stakeholders identified at demo-site level, national level, Mediterranean and international levels. More details about the stakeholder's categories and the potential strategies of SUPROMED to involve them are explained in the stakeholder's analysis (Annex 1).

**Table 1 Stakeholders mapping**

Demo- site and national levels	Stakeholders
<b>Lebanon</b>	<ul style="list-style-type: none"> <li>- Ministry of Environment (MoE)</li> <li>- Ministry of Agriculture (MoA)</li> <li>- Litani River Authority (LRA)- Ministry of Energy and Water</li> <li>- Agricultural Research Institute</li> <li>- Water Users Association in South Bekaa Scheme</li> <li>- National Center for Scientific Research (CNRS_L)</li> <li>- NGO arcenciel</li> <li>- SME Go Green</li> </ul>
<b>Spain</b>	<ul style="list-style-type: none"> <li>- Central Committee of Watering Farmers in Eastern Mancha (JCRMO)</li> <li>- Spanish National Federation of Irrigation Communities (FENACORE)</li> <li>- Technical Institute of Agronomy for Albacete Province (ITAP)</li> <li>- Agri-food Cooperatives of Castilla-La Mancha (CACLM)</li> <li>- Regional Institute for Agri-food and Forestry Research and Development (IRIAF)</li> <li>- Council of Agriculture, Water and Rural Development of CLM</li> <li>- Ministry of Agriculture, Fisheries and Food of Spain (MAPA)</li> </ul>



<b>Tunisia</b>	<ul style="list-style-type: none"> <li>- National Institute of Field Crops (INGC)</li> <li>- National research Institute of rural engineering, Water and Forests (INRGREF)</li> <li>- Regional Commissariat for Agriculture Development of Sidi Bouzid (CRDA)</li> <li>- Tunisian Union of Agriculture and Fisheries (UTAP)</li> <li>- Institution of Agricultural Research and Higher Education (IRESA)</li> <li>- Agricultural Professional Training Center in Sidi Bouzid (CFPA)</li> <li>- Agricultural Extension and Training Agency (AVFA)</li> <li>- Regional Center for Agricultural Research in Sidi Bouzid (CRR)</li> <li>- Tunisian Farmers Union (SYNAGRI)</li> <li>- Regional Union of Agriculture and Fishing in Sidi Bouzid (URAP)</li> <li>- Olive Tree Institute</li> <li>- National Institute of Agronomic Research of Tunis (INRAT)</li> <li>- General Directorate of Agricultural Production (DGPA)</li> <li>- General Directorate for Rural Engineering and Water Resources Development</li> <li>- Water Users Associations</li> <li>- ONG in the Environmental field</li> <li>- Ministry of Agriculture, Water Resources and Fisheries (MoA)</li> </ul>
<b>Other Mediterranean countries</b>	<ul style="list-style-type: none"> <li>- Research institute in agriculture</li> <li>- Universities of agriculture</li> <li>- Ministries in charge of agriculture</li> <li>- Ministries in charge of water</li> <li>- Ministries in charge of environment</li> <li>- General Secretariat for research and technology - Greece</li> </ul>
<b>Mediterranean level</b>	<p style="text-align: center;"><b>Stakeholders</b></p> <p>Prima Foundation</p> <p>FAO Regional Office for Near East and North Africa</p> <p>European commission</p> <p>INRAe France</p> <p>CIHEAM</p> <p>UfM- Union for the Mediterranean secretariat</p>
<b>International level</b>	<p style="text-align: center;"><b>Stakeholders</b></p> <p>FAO</p> <p>Research Institute of Organic Agriculture FiBL</p> <p>GIZ "The Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH"</p> <p>ICARDA International Center for Agricultural Research in the Dry Areas</p> <p>CIMMYT- International Maize and Wheat Improvement Center</p> <p>AFD - French Development Agency</p> <p>World Bank</p> <p>UN Development Program</p>

### **c. Target audience**

A stakeholder analysis to identify the target audiences of SUPROMED project was made to map the end-users and prioritize them according to their influence and interest in the project. Annex 1 contains the stakeholder analysis: the type of stakeholders, category, role and influence on the project and the potential strategy to approach them. Also, a database of the targets' contacts has been set in order to collect the contacts and reach them when needed (such as inviting them for workshops, sending SUPROMED news, etc.). **The partners are expected to update the list continuously during performing a dissemination activity by sending the WP6 leader (SEMIDE) the contacts (e.g. after the participation of events, organizing an event, etc).** SEMIDE will send to the partners the list to fill it up and will send a reminder to update it before the follow-up meetings of WP6.

**Table 2 The information collected for the stakeholders of SUPROMED (header of the list)**

Name of the contact	Organisation	Position	Email	Phone number	Country	Category (dropdown menu, see list below)
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The main categories of the target audience of SUPROMED project are:

- Farmers and technicians in charge of farms;
- Enterprises offering advisory services to the agricultural sector;
- Administration and Environmental Authorities, i.e. decision makers, professionals and organizations responsible for planning and implementation of regional strategies for economic development and environmental protection, municipalities, regional authorities;
- Economic stakeholders: Potential International, European and National funding programmes related to climate change and agriculture;
- Scientific communities of scientists developing methods and models;
- Citizens/public audiences.

### **d. Key messages**

Key messages will be tailored according to the type of stakeholder. The key messages will be integrated in all communication materials and activities and reviewed with the project results during the implementation. SUPROMED key messages are:

**Table 3 SUPROMED dissemination key messages according to the stakeholder**

Stakeholder	Key messages
Farmers and technicians	SUPROMED online platform will increase the production and income of farms through a reduction and a more efficient use of water, and other inputs such as energy and fertilizers.

Stakeholder	Key messages
	The online platform also will act as an innovative mobile and web-based platform that will help farmers and other players improving management and agricultural operations.
Enterprises	SUPROMED will provide tools and methodologies that can be used by enterprises to advisor farmers in the use of water, energy and agrochemicals
Administration and Environmental Authorities	SUPROMED will provide a holistic crop-livestock water management system resilient to climate change moreover a socioeconomic analysis to determine specific weaknesses of the Mediterranean agricultural systems and possible solutions at several levels (local and regional)
Economic stakeholders	Reports generated by SUPROMED may be used for identifying action programs at environmental, research, policy, economic and social level
Scientific communities of scientists	SUPROMED will provide to the scientific community full and validated versions of models and tools simplified for the productive sector.
Citizens/public audiences,	SUPROMED online platform will decrease the impact on the environment by increasing the efficiency in the use of water and energy, will make food healthier by using less agrochemicals, and will promote the generation of qualified jobs in the agricultural sector

### **e. Dissemination channels**

Dissemination channels are the tools used to spread the key messages of the project to the target audience; they define ‘how’ the project will be communicated. These tools will ensure a two-way communication approach and they will include:

#### **a) SUPROMED official website, social media and Research Gate:**

SUPROMED official website presents general information about the project: its objectives, the consortium, news, calendar of events, publications (e.g. promotional materials, articles, public deliverables) and press releases as well as contact information. It has links to SUPROMED pages on the social media: Twitter [\[link\]](#), Facebook [\[link\]](#), LinkedIn [\[link\]](#) where the project news will be constantly published. Furthermore, a profile of the project will be created on Research Gate to disseminate the scientific publications and the news of the project. The management of online channels will be led by SEMIDE.

#### **b) Publications in scientific journals**

SUPROMED is a research and innovative action project. Consequently, some results and methodologies that may have scientific interest will be shared within the academic community. The project’s scientific achievements will be published at international peer reviewed journals with impact factor. SUPROMED achievements will be presented at international and national

Conferences. The activities of SUPROMED will result in the publication of high-level scientific articles at international peer reviewed journals with high impact factor. A list of potentially relevant publications for SUPROMED research outputs is presented on the following Table.

#### High impact journals to be targeted:

Table 4 Journals to be targeted

Journal	Impact factor (JCR)	SJR
Environmental Science and Technology	5.330	2.46
European Journal of Agronomy	3.38	1.371
Science of the Total Environment	4.099	1.437
Agricultural Systems	4.131	1.355
Agricultural Water Management	3.542 (Q1)	1.403
Environmental modelling and software	4.552 (Q1)	
Irrigation Science	2.440 (Q1)	1.174
Agronomy	2.259 (Q1)	
Biosystems Engineering	2.983 (Q1)	
Field Crops Research	3.868	1.703
Arabian Journal of Geosciences	1.309 (Q1)	1.703

#### c) Participation in dedicated events:

SUPROMED consortium will participate at dedicated events on water governance and aquifer management such as conferences, exhibitions, workshops and seminars at national at Mediterranean and international levels. Participation in events will be monitored and evaluated in a systematic way. The project intends to participate in at least 10 international conferences. An online list of events has been created by SEMIDE and is shared with the partners to keep track on the participation and facilitate the monitoring of this activity.

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A	B	C	D	E	F	G	H
Name of the event	Date	About the event	Targeted Audience	Location	Website	What will be presented	Who will participate
<b>June to December 2020</b>							
International Agriculture Show in Morocco	14 - 19 Apr 2020	International Agriculture Show in Morocco is the best place to sell and showcase its products to the multitude of visitors. Participating in the show is also being on one of the largest media platforms for agriculture in Africa. It is, therefore, an unexpected opportunity to be known and known nationally and internationally.	All	Meknes (Morocco) Montpellier, France	<a href="https://www.eventseve.com/fairs/r/siam-salon-international-de-l-agriculture-au-maroc-8776-1.html">https://www.eventseve.com/fairs/r/siam-salon-international-de-l-agriculture-au-maroc-8776-1.html</a> <a href="http://www.globalfoodsecurityconference.com/">http://www.globalfoodsecurityconference.com/</a>		
4th International Conference on Global Food Security Achieving local and global food security: at what costs?	15-18 June 2020	The 4th International Conference on Global Food Security addresses the topic of food security at all spatial levels from local to global, and from an interdisciplinary and systemic food systems perspective. It aims to better understand environmental, nutritional, agricultural, demographic, socio-economic, political, technological and institutional drivers, costs and outcomes of current and future food security. Interactions with contextual factors including climate change, urbanisation, greening the economy and data-driven technologies will be central.	Scientific community				
<b>January to December 2021</b>							
7th Farming System Design Symposium	22-24 March 2021	This symposium aims to revisit findings, debates and initiatives for dryland agri-food systems, using as an entry point of integration (down to the field and up to landscape, market and ecosystems) the farm household and its role in sustainable food production within an uncertain climatic and socio-economic context.	All	Tunis, Tunisia	<a href="https://fsd7.sciencesconf.org/">https://fsd7.sciencesconf.org/</a>		

**Figure 2 SUPROMED list of events**

#### **d) Organisation of workshops and trainings**

Three sets of trainings will be organized in each project demo-sites involving at least 50 farmers and technicians for each session (Y1, Y2 and Y3). One additional training session will be held in Y3 in Morocco to be organised jointly with the agronomic and veterinary institute IAV Hassan II, in order to ensure knowledge transfer in the Mediterranean region and between PRIMA countries.

Furthermore, workshops linked to demo-sites will be organised back to back with SUPROMED consortium meetings. These workshops will target end-users (farmers, public and private farming associations and irrigation communities), local agriculture authorities, NGOs and national agriculture and water authorities. As part of the local training workshops, a specific focus will be given to women engagement in agriculture and the particular benefits that SUPROMED can bring to them. These sessions will be prepared in synergy with local NGOs (such as the Lebanese National Observatory for Women in Agriculture and Rural Areas (NOWARA)), targeting women farmers and entrepreneurs.

One session (one day) will be dedicated to local/national stakeholders provided in the national language while another session will focus on site visits and exchanges among demo-sites. The training will cover: use of the DSS and end-user platform. A report of each training and workshop in each country will be produced and shared with the other project partners ensuring exchange and interaction between the three case studies experiences.

#### **e) Online and printed magazines and newsletters:**

Different articles on the activities and achievement of SUPROMED project and tools will be published in different magazines focused on farming systems. At least 3 scientific articles and 5 press releases around the user workshops and the final event will be published. All publications derived from the SUPROMED project will contain an acknowledgement of the European commission for project funding and confirm with the visibility rules of PRIMA programme.

#### **Relevant magazines where SUPROMED could be disseminated:**

	<p style="text-align: center;"><b>SUPROMED</b>  <b>Sustainable production in water limited  environments of Mediterranean agro-ecosystem</b></p>	
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Additional magazines and newsletters will be added to this list during the project implementation

- [EOmag newsletter](#)
- [La France Agricole](#)
- [Agriculture today](#)
- [Horizon magazine](#)
- [EU Research](#)
- Tierras
- Newsletter of the Lebanese Centre National de la Recherche Scientifique (CNRS)
- Newsletters of the local EU Delegations in Lebanon and Tunisia
- LU Magazine
- CIHEAM Newsletters
- pS-Eau Newsletter
- Legal Agenda magazine
- Lebanese Order of Engineers and Architects magazine
- Tounis al Khadhra (magazine of Ministry of Agriculture of Tunisia in Arabic and French)
- Meteorological Technology

#### **f) TVs**

SUPROMED project could be presented through interviews and local TVs shows to ensure large dissemination.

SUPROMED has been presented already in CMM TV ( Castilla La-Mancha) in Spain ([Link](#)).

Here are some examples of other TV shows:

- MTV – رغم كل شيء (Lebanon)
- Future TV – عالم الصباح (Lebanon)
- LBC نهاريكم سعيد (Lebanon)
- Nessma نسمة عشية (Tunisia)

Other TV shows will be identified.

#### **g) Online platforms**

Other channels to disseminate the project are the online platforms in relation to farming systems. SEMIDE will ensure the presence of SUPROMED project on these platforms, such as, European

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Innovation Partnerships, RuralCat platform, European Climate Adaptation Platform, NEXUS PLATFORM - The Water-Energy-Food Nexus etc.

### ***f.     Networking***

Clustering with other EC and Mediterranean projects and initiatives is important to ensure coordination and explore potential common activities and complementarities with other projects. The networking activities with other related projects can benefit SUPROMED by avoiding overlaps, exploiting already existing information, bringing together experts in the field and sharing information. A list of initiatives identified by partners is presented in Table 5. In addition, informal liaisons and information sharing through the existing contacts and other projects of the consortium partners will support wider diffusion of SUPROMED.

**Table 5 Initiatives for networking**

Initiatives	Extended titles	Websites	Activities foreseen
FAO	The Food and Agriculture Organization of the United Nations	<a href="http://www.fao.org/home/en/">www.fao.org/home/en/</a>	Applying the water accounting method of the FAO in Supromed
Prima project SUSTAINOLIVE	Novel approaches to promote the SUSTAINability of OLIVE groves in the Mediterranean	<a href="https://coastainolive.eu/">https://coastainolive.eu/</a>	Inviting to SUPROMED workshops
MENAWARA	Non-Conventional WATER Re-use in Agriculture in MEditerranean countries	<a href="http://www.enicbcmed.eu/projects/menawara">http://www.enicbcmed.eu/projects/menawara</a>	Inviting to SUPROMED workshops
PROSIM	Promoting Sustainable Irrigation Management and non-conventional water use in the Mediterranean	<a href="http://www.enicbcmed.eu/projects/prosim">http://www.enicbcmed.eu/projects/prosim</a>	Inviting to SUPROMED workshops
ACCBAT	Adaptation to climate change through improved water demand management in irrigated agriculture by introduction of new	<a href="http://accbat.eu/">http://accbat.eu/</a> <a href="https://www.keep.eu/project/16344/adaptation-to-climate-change-through-improved-water-demand-">https://www.keep.eu/project/16344/adaptation-to-climate-change-through-improved-water-demand-</a>	Contacting the project partners and inform them about SUPROMED project

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	technologies and best agricultural practices ( the project is finished)	<a href="https://www.keep.eu/project/4028/improving-the-environmental-sustainability-of-irrigated-agricultural-production-in-lebanon-and-jordan?ss=917422cd486ba43c763d152d8031d1bc&amp;espon=">management-in-irrigated-agriculture-by-introduction-of-new-technologies-and-best-agricultural-practices?ss=917422cd486ba43c763d152d8031d1bc&amp;espon=</a>	
ENSIAP	Improving the Environmental Sustainability of Irrigated Agricultural Production in Lebanon and Jordan ( the project is finished)	<a href="https://www.keep.eu/project/4028/improving-the-environmental-sustainability-of-irrigated-agricultural-production-in-lebanon-and-jordan?ss=917422cd486ba43c763d152d8031d1bc&amp;espon=">https://www.keep.eu/project/4028/improving-the-environmental-sustainability-of-irrigated-agricultural-production-in-lebanon-and-jordan?ss=917422cd486ba43c763d152d8031d1bc&amp;espon=</a>	Contacting the project partners and inform them about SUPROMED project
Fields	Addressing the current and Future skill needs for sustainability, digitalization, and the bio-Economy in Agriculture: (FIELDS) EU A2 ERASMUS+ 2019-1-IT-EPPKA2-SSA-B	<a href="https://www.efvet.org/portfolio-items/fields-addressing-the-current-and-future-skill-needs-for-sustainability-digitalization-and-the-bio-economy-in-agriculture-european-skills-agenda-and-strategy/">https://www.efvet.org/portfolio-items/fields-addressing-the-current-and-future-skill-needs-for-sustainability-digitalization-and-the-bio-economy-in-agriculture-european-skills-agenda-and-strategy/</a>	Contacting the project partners and inform them about SUPROMED project
TREASURE	Treatment and Sustainable Reuse of Effluents in semiarid climates	<a href="https://www6.inrae.fr/treasure">https://www6.inrae.fr/treasure</a>	Inviting to SUPROMED workshops
PSEAU	Programme Solidarité Eau	<a href="https://www.pseau.org/">https://www.pseau.org/</a>	Contacting the project partners and inform them about SUPROMED project
INBO	International Network of Basins Organizations	<a href="https://www.riob.org">https://www.riob.org</a>	Contacting the project partners and inform them about SUPROMED project



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LEWAP	Lebanese Water Actors Platform	<a href="https://www.lewap.org">https://www.lewap.org</a>	Inviting to SUPROMED workshops – provide information for LEWAP newsletter
WSI	Water Scarcity Initiative, has thus developed a project: Implementing the 2030 Agenda for water efficiency/productivity and water sustainability in NENA countries.	<a href="http://www.fao.org/family-farming/detail/fr/c/1024548/">http://www.fao.org/family-farming/detail/fr/c/1024548 /</a>	Inviting to SUPROMED workshops
PAQ-Post PFE	Quality Support Program of project Graduation : Water stress monitoring of cereal crops	<a href="http://postpfe.dgvr.tn/uploads/postpfe/PAQ_POST_PFE.pdf">http://postpfe.dgvr.tn/uploads/postpfe/PAQ_POST_PFE.pdf</a>	Inviting to SUPROMED workshops

### ***g. Communication materials***

Creating promotional materials in a visually-appealing way throughout the whole duration of the project, distributed within the Consortium, and spread by the project participants during conferences and other events is vital for the dissemination and communication activities.

SUPROMED communication materials include:

#### **a) Printed materials:**

- Brochures (at least 3000 copies in English) brochures could be also translated to the local language of the demosite ( Arabic, Spanish);
- Posters (at least 4 posters: 1 in English, 1 in Spanish, 1 in Arabic, 1 in French);
- Roll-ups (1 photo-based, 1 text-based) and a factsheet.

#### **b) Digital materials:**

- Presentations;
- Newsletters (4);
- case studies (3, i.e. one for each demosite);
- 2 multimedia video animations, one presenting the project and one presenting its achievements.

### ***h. Timing and frequency***

Communication and Dissemination activities should be performed throughout the 36 months project period. The timing and frequency of each activity and the planned promotional materials are summarized below according to the target audience:

**Table 6 Timeline and frequency of SUPROMED dissemination activities**

Channels /materials	Timing	Frequency	Reach	Target
<b>Dissemination Activities</b>				
Participation at events	M01-M36	10 / 3 years	Global	Policy makers and scientific community
Organisation stakeholder engagement workshops	M01, M36	9 (1/Y/demo-site)	Regional	Farm enterprises of different size, Professional associations of farmers, farmers, Extension services and agricultural schools, Companies providing agricultural inputs or services.
Management of SUPROMED website, social media and Research Gate	M03-M36	-	Global	All
Publishing press releases	M07-M36	5/3 years	Global	All
Publishing scientific articles	M07-M36	1/ year	Global and national	Scientific community
<b>Communication Materials</b>				
Brochures	M06-M36	Throughout the project	Global, national and local	All
Posters and rollups, factsheet and case studies	M06-M36		Global	All
Newsletters	M20, M24, M35, M36			All

## ***i.     Resources***

### **a) Financial resources:**

The financial resources of the dissemination and communication activities are divided among the consortium where information is shared internally in the intranet. The budget dedicated for the Communication, dissemination and exploitation of project results account a 21% of the total budget.

### **b) Human Resources:**

Dissemination and communication activities are performed by all the partners of the project under the leadership of WP6 responsible (SEMIDE).

	WP6
1/UCLM	4
2/ITAP)	5
3/HISPATEC	3
4/SEMIDE	14
5/UTH	6
6/3DSA	3
7/ULFA	6
8/DIFAF	5
9/INRGREF	4
10/INGC	3
<b>Total Person Months</b>	<b>53</b>

**Figure 3 Staff effort WP6**

The total number of person/months for WP6 ‘Dissemination and Communication strategy’ is **53**.

The details of the tasks of this WP with the responsible partner(s) on the dissemination and communication and involved partners are listed below:

*Task 6.1. Communication and Dissemination Plan (M1-M6). Leader: SEMIDE; Involved partners: All*

*Task 6.2. Production of Dissemination and Communication materials and means (M1-M36). Leader: SEMIDE; Involved partners: All*

*Task 6.3. Final Info day (M33-M36). Leader: UCLM; Involved partners: All*

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*Task 6.4. Exploitation plan (M1 – M36). Leader: SEMIDE; Involved partners: All*

*Task 6.5 – Farmer’s Training Program (FTP) (M10-M36). Leader: UCLM; Involved partners: All*

## ***j. Planning and implementation***

The process of communication and dissemination activities follows a cycle:

- Definition of the general and specific objectives of communication & dissemination;
- Definition of the key messages;
- Selection of the targeted groups;
- Choice of the communication channels and materials;
- Establishment of the qualitative and quantitative indicators to evaluate the success of these activities thoroughly.

Having dealt with the different components of the dissemination and communication activities of SUPROMED project, the methodology for their performance is explained as follows:

### **• Management of the communication and dissemination actions**

- SEMIDE is the leader of the WP6 (Communication, dissemination and exploitation). Therefore, any performed dissemination activity; e.g. publishing articles and attending events must be reported to SEMIDE as well as the project coordinator UCLM in the timeframe of the activity (before and after).
- Any dissemination activity done by a member of the consortium must reinforce the objectives of the communication and dissemination of the project defined in this plan.
- Regarding the engagement of stakeholders including the general public, exchanges through the different events and Medias will be essential in order to collect feedbacks. This monitoring is also a part of the CDP.

### **• Events and one-to-one meetings:**

- Dissemination during events should not only try to promote the project but also gather some feedback and interest in SUPROMED services or likely uptake/adoption and engagement in the process. For collecting contacts, a database will be created, which will be used to send the newsletters and invitations on the workshop and final event. Each partner participating in a dissemination event should give some information on what will be presented and send it to SEMIDE.
- For the dissemination activities done for local stakeholders; a local partner should be in charge of them and, thus, should prepare a press release and report them to the dissemination manager. The dissemination manager and the project managers should be informed at least one

month in advance for checking content and validation. Beneficiaries will validate their press releases with SEMIDE (dissemination manager). SEMIDE will inform international media, but for local/national activities it is up to the partner to identify the local/national media to target and to send the press release to them, while SEMIDE will be in charge of the regional/international ones.

#### • **Publications:**

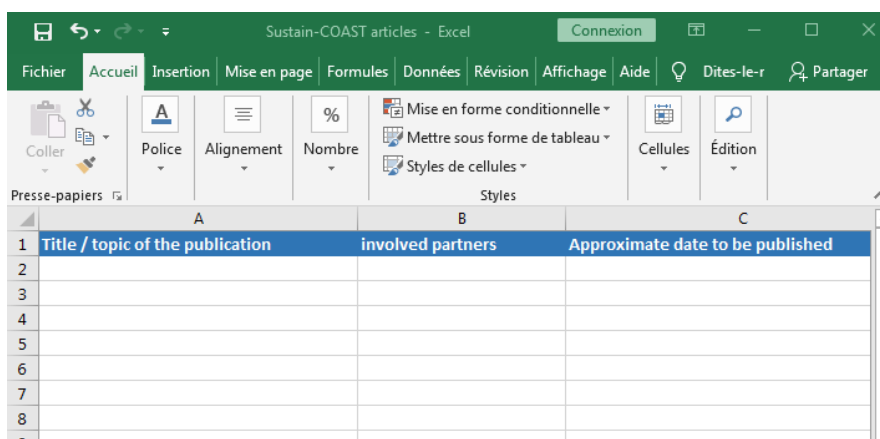
All publications derived from SUPROMED project will contain an acknowledgement of the European commission for project funding and confirm with the visibility rules of PRIMA.

#### **Press releases:**

- It is usually better to validate the press release with SEMIDE and UCLM. Nonetheless if it is a local event it is up to the partner to identify the target local media and to send the press release, while SEMIDE will be in charge of the regional/international ones. It is recommended to share press contacts with SEMIDE to build a common database for the all duration of the project (see GDPR chapter for restrictions on personal data management).

#### **Press and Magazines articles:**

SUPROMED project deals with farming systems; the articles which are planned to be published by the partners in different magazines such as Agriculture today, revolve magazine or EU research and innovation, have to be listed in the list prepared by SEMIDE.



	A	B	C
	Title / topic of the publication	involved partners	Approximate date to be published
1			
2			
3			
4			
5			
6			
7			
8			
9			

**Figure 4 List of publication to be filled by SUPROMED partners**

#### **Scientific publications:**

As SUPROMED is a Research and Innovation Action (RIA), scientific partners are expected to publish peer reviewed articles on the results of their activities within SUPROMED. Joint publications will be

favoured. In accordance with the SUPROMED Consortium Agreement, all partners must be informed at least 45 calendar days before the publication. In order to plan and monitor these publications, a table will be set up and shared among partners with the following columns:

- Title/Topic of the publication
- Involved partners
- Leadership (partner coordinating the publication)
- Approximate date to be submitted
- Journal/proceedings where the article will be published (where)
- Green or Gold access (full open access with payment when necessary)
- Cost (if any)
- Other comments

• **Design and language of the communication materials and presentations:**

- Beneficiaries will make sure to follow the visibility rules and corporate image design defined in **sections 4 & 5** of this document.
- The official language is English as clear as comprehensive as possible. However, when dealing with local audiences and the public at large, a multi-language approach could be used, e.g. Spanish, Arabic and French.
- All documents, websites, brochures and audio-visual material need to be presented in clear, simple and jargon-free language (adapted to the targeted audience).

SEMIDE will set a monitoring action every 6 months to evaluate and measure the dissemination and communication activities through several quantitative and qualitative indicators. The aim of this monitoring is to ensure that the process of dissemination is performing well and the objectives of the CDP are met.

***k. Monitoring and Evaluation***

**An e-meeting for the dissemination and communication activities will be organised by SEMIDE every three months to plan and monitor the dissemination and communication actions of the consortium.**

Several quantitative and qualitative indicators to evaluate the process of the dissemination and communication activities are set. Such indicators are established to measure the success factors and barriers where the latter will be overcome through the flexibility of managing the dissemination activities.

**Table 7 Indicators to evaluate dissemination activities**

Evaluated process/asset	Indicators of achievement / Comments
Target audience	All targeted audience is reached, and there is an interaction and engagement in the dissemination process. It will be evaluated through the reporting of the dissemination activity by the disseminator partner and the feedback from potential end-users via different tools including surveys and interviews.
Website	Number of visits to the website ( <b>At least 600/month of page views</b> ).
Social Media (Facebook, Twitter, and LinkedIn)	Number of likers and viewers for the page and the regularity of updating it. There should be at least <b>300</b> likers for the Facebook page, <b>150</b> followers for Twitter and <b>250</b> connections for the LinkedIn profile.
External events	Attending at least <b>10 events</b> in relation to farming systems and related sectors.
Brochures	At least <b>3000</b> of brochures are expected to be distributed.
Posters, roll-ups, factsheets	at least 4 posters: 1 in English, 1 in Spanish, 1 in Arabic, 1 in French), roll-ups (1 photo-based, 1 text-based) and a factsheet
Articles	Frequency of SUPROMED mentioned in scientific magazines. At least, <b>3 publications</b> .
Press releases	Frequency of SUPROMED mentioned in news. At least, there will be <b>40</b> published press releases or articles (including short articles in the newsletters)
Presentations	At least <b>10</b> PowerPoint presentations done during events

All dissemination activities will be planned and monitored using the tables presented in the previous chapter. The impact will be assessed using the following table.

Date	Responsible	Activity*	Name of event	Title	Place	Type of audience	Size of audience
------	-------------	-----------	---------------	-------	-------	------------------	------------------

\* Examples of activities: press release, workshop, Media Briefings (e.g. TV, radio), Participation in Conference, article, demo-site meeting

These tables will be available on the Google Drive for all partners to update them regularly; they will be the basis for the periodic WP6 e-meeting.

## 5. Project's graphical identity

A specific corporate image has been defined with the design of a logo of SUPROMED project. The logo contains the full name of the project and is available in different resolutions, sizes and different file formats for an easy integration into electronic or printed documents. Files are available for the partners on a Google Drive set-up by SEMIDE.



Figure 5 SUPROMED logo

## 6. Visibility rules and templates

In order to apply the visibility rules for all the publications and communication products, the following elements should be included:

- SUPROMED logo
- The name of the project: acronym and/or full name.
- Acknowledge of European commission and PRIMA:



**SUPROMED is part of the PRIMA programme supported by the European Union**

Figure 6 Project visibility rules

Regarding the templates, SEMIDE is responsible for preparing the templates of the communication materials. It has already created the templates of the following items:

- Deliverables



- Power-Point presentations

All the templates are found in the intranet managed by SEMIDE and UCLM.

## 7. Disseminating the results after the termination of the project

In order to keep disseminating the results of the project after its termination, it is recommended to keep these activities:

- Make the project website available up to 3 years after the termination of the project; it will have the contact of project and communication managers in case of any potential requests/feedback from the stakeholders.
- Form clusters with other projects of a similar scope in online platforms.
- Make the exploitable results in an open access i.e. services or products or data sets provided by partners or third parties in partnership with SUPROMED partners.

## 8. GDPR Rules

SUPROMED respects the privacy of all individual persons, in particular its website users, participants at SUPROMED events, and stakeholders. SEMIDE as communication manager is committed to protect user's privacy in line with the [EU General Data Protection Regulation \("GDPR"\)](#). The users and stake-holders information will be securely stored in specially protected servers for the period of SUPROMED duration (2019-2022) in addition to 3 years after the termination of the project; i.e. up to 2025; then information would be deleted after this date. Stakeholders and press databases will only be managed by SEMIDE and not available online. The content of these databases will be shared on demand with SUPROMED partners for the organisation of dedicated activities. In addition, the stakeholders and participants at SUPROMED events will be asked for explicit consent to accept the conservation of their data, also website and social media users will be asked for an explicit consent to accept cookies. Further information on [SUPROMED website](#).

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## Annex1: Stakeholders analysis

Stakeholder	Category	Role	Influence	Potential Strategy
Ministries in charge of agriculture, of water resources Regional agriculture or water authorities	Policy makers	Target Public authority Regulator Policy maker	High Influence	Inform them about the project and invite them to national workshops Conduct an environmental and socio-economic assessment to present the project's sustainability in order to ease the acceptance and support from the governments.
EU bodies, UN-FAO	Policy makers	Target Policy maker	High influence	Follow governmental policies and rules. Conduct an environmental and socio-economic assessment to present the project's sustainability in order to ease the acceptance and support at the international level.
Farmers, professional associations of farmers, farm enterprises of different size, Companies providing agricultural inputs or services	users	Target	High influence	Invite them to training session and national workshops and introduce the DSS
Extension services and agricultural schools	Users	Target	High influence	Networking in face meeting and training workshops
Professional associations of farmers	Users	Target	High influence	Networking in face meeting and training workshops
Potential International, European and National funding programmes related to	Economic stakeholders	Funding organizations.	Low influence	Inform them and send some proposals for the future

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Stakeholder	Category	Role	Influence	Potential Strategy
climate change and farming systems				
PRIMA and European Commission projects which are climate-, agriculture, water-, innovation-, and technology-related. E.g. Other PRIMA, H2020, LIFE projects, Interreg etc.).	Scientific community	Collaborators	Low influence	Submit all deliverables and tasks on time. Follow all the PRIMA rules and achieve all the goals which were foreseen in the proposal. Conduct policy briefs and recommendations.
Project consortium/ Partners	Different sectors (technical, scientific, end-users and consultancy)	Project managers, coordinators and partners. Technology providers	High Influence	Achieve all the actions of the project. Collaborate with the overall project activities. Communicate well with the project coordinators and among the partners.
Scientific universities and platforms	Scientific community	Observers, learners, channels for information and expertise exchange	Medium influence	Inform them about the project and exchange with them the outputs and learning experiences.
Think-tanks and action groups	Scientific community	Channels for information and expertise exchange	Medium influence	Inform them about the project and exchange with them the outputs and learning experiences.

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Stakeholder	Category	Role	Influence	Potential Strategy
Media (Press, scientific journals, networks, conferences, online media)	Medias and channels	Dissemination and communication channels.	High influence	Press, scientific journals/technical, professional journals: Send articles/ press releases with very coherent language and interesting messages Inform them about the project and exchange with them the outputs and learning experiences.
Environmental organizations and NGOs.	Civil Society	Observers	Medium influence	Inform them and present the environmental value of the project (e.g. adaptation of climate change, better governance etc.).
Society as a whole	Civil society	Community	Low influence	Perform dissemination and communication activities to reach as many people as possible especially in the Mediterranean level.