# Deliverable 9.1
# Communication, Dissemination, and Exploitation Plan

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| **Project Number:** | 101059609 |
| **Project**: | AdvisoryNetPEST - EU ADVISORY NETworks to reduce the use and risks of PESTicides |
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| **Deliverable:** | Deliverable 9.1 – Communication, Dissemination and Exploitation Plan (CDE Plan) |
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# 1. Executive Summary

The AdvisoryNetPEST project aims to enhance advisory services across the EU to promote the adoption of innovative solutions for reducing pesticide use and risks, aligning with the Farm to Fork Strategy goals. This report outlines the comprehensive Communication, Dissemination, and Exploitation (CDE) Plan, essential for maximizing the project's impact by engaging stakeholders through a multi-actor approach.

The CDE Plan sets strategies for project communication, targeted dissemination of results, and long-term exploitation of outcomes. Key components include a detailed communication strategy, visual identity guidelines, website and social media use, and structured content dissemination through newsletters, leaflets, and events. The plan emphasizes continuous monitoring and adaptation based on feedback and key performance indicators (KPIs) to ensure dynamic and effective stakeholder engagement.
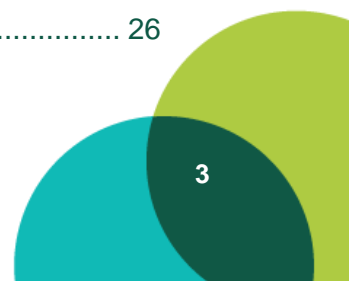
Coordinating various project tasks and national networks is highlighted, ensuring project results are integrated into broader advisory and agricultural practices. The visual identity section specifies guidelines for the project logo and associated materials, promoting a consistent and recognizable brand.

Overall, the AdvisoryNetPEST CDE Plan is a roadmap for project partners to engage, inform, and mobilize a wide range of stakeholders, ultimately contributing to sustainable agricultural practices across the EU.

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# Acronyms

**CDE:** Communication, Dissemination & Exploitation

**EC:** European Commission

**EU:** European Union

**MS:** Member State

**RURP:** Reduce(ction of) the Use and Risks of Pesticides

**WA:** Working Area

**WP:** Work Package

**UKRI:** UK Research and Innovation

**NA:** Novel Approach

**BE:** Brokerage Events

**CV:** Cross-visits

**IKE:** International knowledge exchange at EU level

**KPI:** Key Performance Indicator

**NNLs:** National Network Leaders

**Table 1: AdvisoryNetPEST Partners**

| N.º | ORGANIZATION | COUNTRY |
|---|---|---|
| 1 | CONSULAI, CONSULTORIA AGROINDUSTRIAL LDA (**CONSULAI**) | Portugal |
| 2 | AKI AGRARKOZGAZDASAGI INTEZET NONPROFIT KFT (**AKI**) | Hungary |
| 3 | ASTREDHOR - INSTITUT DES PROFESSIONNELS DU VEGETAL (**ASTREDHOR**) | France |
| 4 | GEOPONIKO PANEPISTIMION ATHINON (**AUA**) | Greece |
| 5 | CENTRUM DORADZTWA ROLNICZEGO W BRWINOWIE (**CDR**) | Poland |
| 6 | AFBCHAMBRE REGIONALE D'AGRICULTURE OCCITANIE (**CRAO**) | France |
| 7 | EIGEN VERMOGEN VAN HET INSTITUUT VOOR LANDBOUW- EN VISSERIJONDERZOEK (**EV ILVO**) | Belgium |
| 8 | GAIA EPICHEIREIN ANONYMI ETAIREIA PSIFIAKON YPIRESION (**GAIA**) | Greece |
| 9 | INAGRO, PROVINCIAAL EXTERN VERZELFSTANDIGD AGENTSCHAP IN PRIVAATRECHTELIJKE VORM VZW (**INAGRO**) | Belgium |
| 10 | INSTITUTO NAVARRO DE TECNOLOGIAS E INFRAESTRUCTURAS AGROALIMENTARIAS SA (**INTIA**) | Spain |
| 11 | PRASIDENTENKONFERENZ DER LANDWIRTSCHAFTSKAMMERN OSTERREICHS (**LKO**) | Austria |
| 12 | LATVIJAS LAUKU KONSULTACIJU UN IZGLITIBAS CENTRS (**LLKC**) | Latvia |
| 13 | NATIONAL AGRICULTURAL ADVISORY SERVICE (**NAAS**) | Bulgaria |
| 14 | MREZA SAVJETODAVNIH SLUZBI JUGOISTOCNE EUROPE (**SEASN**) | Croatia |
| 15 | SEGES INNOVATION PS (**SEGES**) | Denmark |
| 16 | ZUIDELIJKE LAND- EN TUINBOUWORGANISATIE VERENIGING (**ZLTO**) | Netherlands |

# 2. Introduction

The AdvisoryNetPEST project aims to network and upgrade advisory services across the EU, increase the sharing of knowledge and the adoption of innovative solutions, reduce the use and risks of pesticides in all EU Member States (MSs), and enable the agricultural sector to achieve the targets proposed by the Farm to Fork Strategy.

Effective communication, dissemination, and exploitation (CDE) are crucial for maximizing the impact of the AdvisoryNetPEST project. For this reason, it is important to outline the difference between these three concepts:

- **Communication** involves exchanging information and messages about the project with a broad audience. The goal is to ensure that various stakeholders know and understand the project, its goals, and its progress.

- **Dissemination** is the targeted distribution of the project's results and findings to specific audiences who can benefit from or utilize the information. It is a more focused and strategic activity compared to general communication.

- **Exploitation** refers to using and applying the project's results to create an impact beyond the project's duration.

The primary goal of Working Area (WA) 5 - Communication, Dissemination, and Exploitation is to foster awareness and engagement within the multi-actor community using a participatory approach that includes all stakeholders. WA5 aims to effectively communicate and share the project's results through various channels, ensuring extensive dissemination and maximizing the impact and utilization of the outcomes achieved.

## 2.1. Purpose of the CDE Plan

Communicating, disseminating, and leveraging project outcomes are fundamental activities of the AdvisoryNetPEST project. The CDE Plan aims to outline the strategy, project identity, target audiences, key messages, communication and dissemination activities, channels, along with the tools to be used for these purposes.

The purpose of the AdvisoryNetPEST CDE Plan is to provide project partners with an overview of planned communication activities. It details each activity by specifying the message, the method of communication, the intended audience, and the timing. Additionally, it includes guidelines for monitoring and revising activities as the project evolves.

The communication strategy particularly emphasizes the involvement of the AdvisoryNetPEST partners. The plan is designed to support their efforts in promoting awareness of the project within their own countries and engaging stakeholders to stay informed about the project's development through their networks.

This document is designed to be dynamic, so it should be adjusted as necessary. The planned activities will be refined and adapted based on feedback from multi-actor activities and interactions with external stakeholders. To effectively monitor and evaluate the implementation of this plan, a set of established KPIs will serve as guidelines, ensuring the ongoing review and enhancement of the CDE Plan.

## 2.2. Relation to other activities in the project

Developing the CDE Plan and ensuring its proper execution is a primary responsibility of WA5 (Communication, Dissemination, and Exploitation), which is led by CONSULAI. All WA Leaders will support the implementation, as WA5 will use the results of each WP to produce content and thus reach the largest number of people and target groups. Additionally, every consortium partner will be crucial in communicating, disseminating, and utilizing the project's outputs, results, and conclusions.

Nevertheless, specific links will be established with task 2.1. (grow the network and coordinate national and regional level networks), task 3.4. and 4.2. (adaptation and adoption pathways of the NAs for scaling and dissemination), and task 5.2. and 6.2. (training and education events for advisors, farmers, and students on RURP). In Task 2.1., NNLs will strive to grow the network, and, to this end, the tools & channels defined in this report can support the dissemination of testimonials, farm demonstrations, and training and education events. In tasks 3.4. and 4.2. the final version of the novel approaches (case studies) will be developed and widely disseminated in WA5 through farm demonstration events, practice abstracts, short videos, and AdvisoryNetPEST social media channels. Finally, there will be training and education events for advisors, farmers, and students on RURP in tasks 5.2. and 6.2., and these will be organized back-to-back with farm demonstration events of task 10.3.

# 3. Communication and Dissemination Strategy

The effectiveness of any project is intrinsically linked to its ability to communicate clearly with its target audience. To achieve this goal, it is essential to establish a solid and strategic presence on various communication platforms and channels.

This communication plan details the platforms and channels chosen to disseminate and maximize the impact of AdvisoryNetPEST project's message, objectives, and results.

## 3.1. Internal Communication Strategy

Effective internal communication is essential for facilitating knowledge exchange among all consortium partners and is crucial for successful external communication.

The internal communication strategy outlines the responsibilities of project partners, the communication flows and monitoring instruments. A strong and appropriate internal communication is fundamental in ensuring that knowledge is shared among all project members and the key to the success of external communication.

### 3.1.1. Collaborative Platform

To ensure smooth, consistent, and transparent communication among the project partners, a project management platform was selected - SharePoint.

Every project partner has access to SharePoint and can find detailed information about the Working Areas, Deliverables and Milestones, Meetings, C&D Tools and Contacts. Additionally, the different project roles can also be accessed.

This collaborative platform is where every AdvisoryNetPEST can share information, upload and download documents safely.
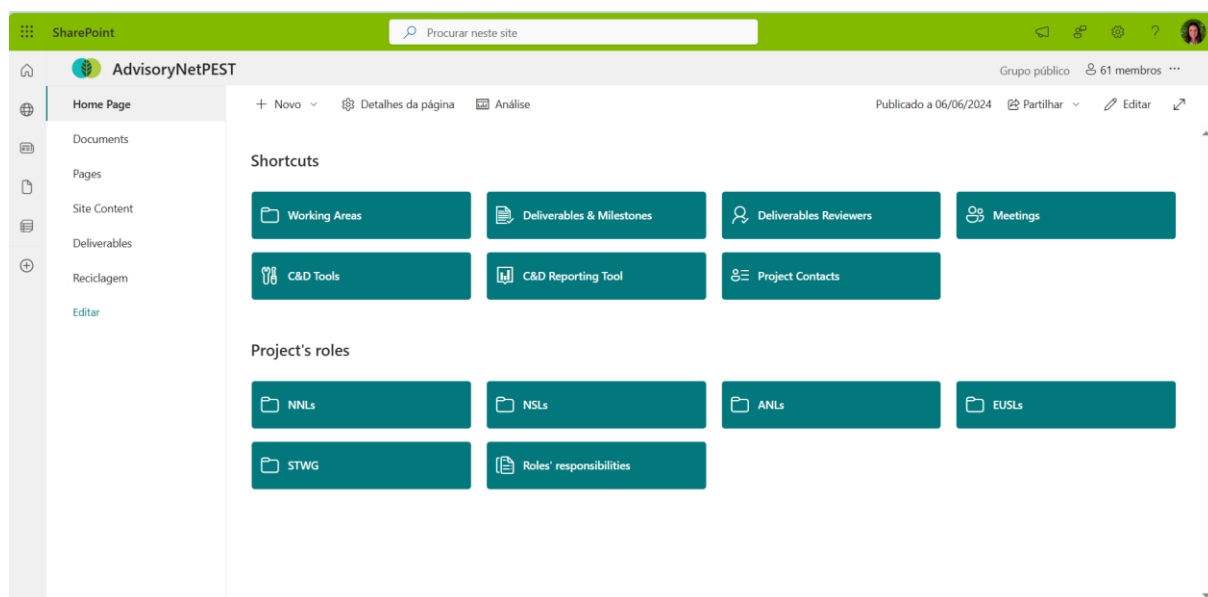


**Figure 1: Collaborative Platform – AdvisoryNetPEST SharePoint**

## 3.2. External Communication Strategy

By outlining specific objectives and targets, this plan aims to optimize the effectiveness of communication initiatives, aligning them synergistically with the project's objectives.

To make this project's communications more effective, AIDA model is going to be used. This model is widely used in marketing campaigns to attract and convert customers. AIDA is an acronym for the four stages of the different target groups:

1. **Awareness**: the focus of project communication is to attract the attention of the target audience, making them aware of the existence of the project and understanding its main objectives.

2. **Interest**: maintain the interest of the target audience by providing relevant information, solving problems and highlighting benefits.

3. **Desire**: once interest has been created, the target groups of the AdvisoryNetPEST project will become active participants in the process of co-operation and knowledge sharing.

4. **Action**: the main objective is to convert interest and desire into concrete action, which in this project could be represented by attendance at events related to AdvisoryNetPEST.

### 3.2.1. Project Identity

The project identity refers to the cohesive and recognizable elements that represent the project and convey its message consistently across various communication channels. It plays a crucial role in establishing a project's identity, enhancing its visibility, and fostering recognition among stakeholders and the public.

Effective implementation of the visual identity requires adherence to the established guidelines and periodic review to ensure relevance and alignment with evolving project objectives. By leveraging a strong visual identity, AdvisoryNetPEST can effectively communicate its impact.

The **Graphic Standards Manual**, available on SharePoint, is intended to be a practical guide to the brand AdvisoryNetPEST. It provides detailed information on the logo's use, graphic specifications, and examples of how to apply the different elements.

- **Project Logo**

CONSULAI developed the logo (Figure 2) for the AdvisoryNetPEST project. It merges the relationship between an insect and a leaf, symbolizing both biodiversity and innovation in agricultural practices.

**Figure 2: AdvisoryNetPEST logo**

The logo can be used in either 'positive' or 'negative' forms, with additional colour variations available to suit different backgrounds in communication materials. You can find the AdvisoryNetPEST logos on the project's SharePoint.



**Figure 3: AdvisoryNetPEST logo - negative and positive version**



**Figure 4: AdvisoryNetPEST Logo - alternative-coloured logo versions**

Typography, alongside the brand's elements, plays a crucial role in the coherent representation of AdvisoryNetPEST. While Golos Text is used in the logo, it should not be employed in communication and dissemination materials. Instead, the font Montserrat should be used for these purposes.

The AdvisoryNetPEST logo should be used only as indicated above, changes in its scale, placement, colour, or typograph are not allowed. Below are some examples of incorrect applications:
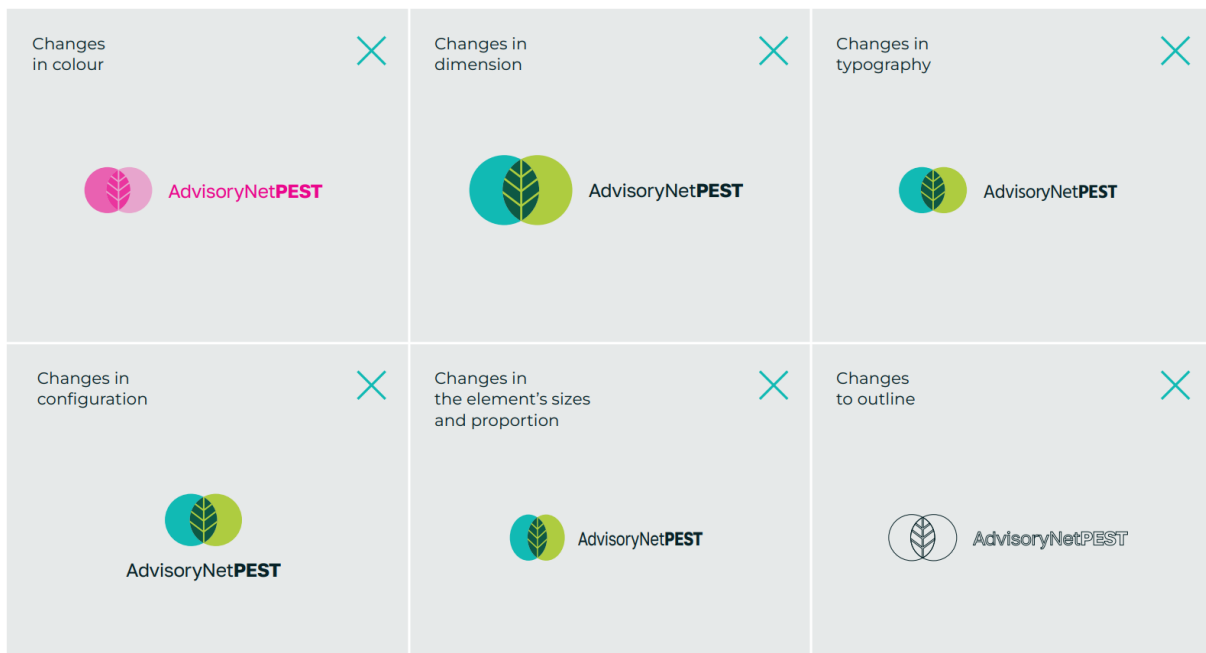
Figure 5: Incorrect uses of the AdvisoryNetPEST logo

- **Horizon Europe and UKRI Logos and Disclaimers**

All communication, materials, and presentations must display the EU funding and UKRI logos (Figure 6) and the disclaimer. The EU and UKRI emblem must have appropriate prominence when displayed with another logo.



Figure 6: EU Funding and UKRI logos

The disclaimer to be used is the following:

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the European Commission can be held responsible for them."

- **Colour Pallet**

The AdvisoryNetPEST project uses **four main colours - teal, light green, green and dark cyprus**. The brand's visual identity should consider using the version that stands out the most, ensuring a balance between colour, shape, and background.



RGB 16/186/182
CMYK 91/8/0/29
PANTONE 3115C

RGB 174/203/66
CMYK 14/0/67/20
PANTONE 389 C

RGB 16/88/69
CMYK 82/0/22/65
PANTONE 343 C

RGB 7/36/41
CMYK 83/12/0/84
PANTONE 5535 C

**Figure 7: Colour pallet of the AdvisoryNetPEST project**

- **PowerPoint and Word Templates**

A wide range of document templates were designed to establish a consistent image throughout the project. These include templates for deliverables, general documents, attendees' lists, events programmes, and presentations (PPT format). All templates are available on the project's SharePoint.

### 3.2.2. Target Groups

To ensure the AdvisoryNetPEST project achieves maximum impact and success, communication and dissemination activities must be customized for various key actors at both National and European levels. Targeting is crucial to meet project objectives, particularly with digital media, as it enables reaching the right audiences with appropriate content at the right place and time.

The AdvisoryNetPEST target groups and their respective characterization are presented below.

- **Advisors**

    **Role**: Advisors are critical in disseminating information and best practices to farmers. They act as a bridge between scientific research and practical application in the field.

    **Background**: Typically have expertise in agricultural sciences or related fields. Many have advanced degrees and practical experience.

    **Needs**: Require continuous professional development and access to the latest research and technologies to provide effective guidance to farmers.

    **Influence**: Highly influential in farmer decision-making and the adoption of new practices.


- **Farmers**

    **Role**: Farmers are the primary practitioners in agriculture and are responsible for crop production and management.

    **Background**: It varies widely, and it can range from small-scale family farms to large commercial enterprises. Educational levels also vary, with some having formal agricultural training and others relying on generational knowledge.

    **Needs**: Practical, cost-effective solutions for pest management that enhance productivity while complying with regulations. They also seek knowledge and skills to implement these solutions effectively.

    **Influence**: Directly impact food production and sustainability through their practices. Their adoption of new techniques is crucial for large-scale changes in agricultural practices.


- **Policy Makers**

    **Role**: Responsible for creating and implementing policies that govern agricultural practices, environmental protection, and public health.

    **Background**: Typically have backgrounds in political science, public administration, law, or related fields. Often, they work within government agencies or legislative bodies.

    **Needs**: Require robust data and evidence to formulate effective policies. Need insights into the practical implications of policies and stakeholder feedback.

    **Influence**: High level of influence on agricultural practices and regulatory frameworks. Their decisions shape the legal and operational environment for all agricultural stakeholders.

- **Scientific and Education Community**

   **Role**: Conduct research to advance knowledge in agricultural sciences and educate future professionals in the field.

   **Background**: Comprises researchers, professors, and students in universities and research institutions. Members often hold advanced degrees and are involved in ongoing research projects.

   **Needs**: Access to real-world data and practical applications to inform research. Opportunities for collaboration and dissemination of findings.

   **Influence**: Influence agricultural practices through research outputs and by educating the next generation of agricultural professionals.

- **EIP-AGRI and CAP Networks**

   **Role**: Facilitate innovation and knowledge exchange in agriculture, support the implementation of the Common Agricultural Policy (CAP), and promote sustainable practices.

   **Background**: Comprise various stakeholders, including policymakers, researchers, advisors, and industry representatives. Operate at regional, national, and EU levels.

   **Needs**: Effective communication channels and collaborative platforms to share best practices and innovative solutions. Alignment of efforts to enhance the impact of CAP.

   **Influence**: Play a significant role in shaping agricultural innovation and policy implementation across the EU. Their activities support the scaling up of successful practices and policies.

- **Citizens & Civil Society**

   **Role**: Represent public interests and advocate for environmental and health concerns related to agriculture.

   **Background**: Diverse groups, including consumers, non-governmental organizations (NGOs), community groups, and activists. Levels of knowledge about agricultural practices vary.

   **Needs**: Transparent information about agricultural practices and their impacts on health and the environment. Opportunities to participate in decision-making processes.

   **Influence**: Can influence policy through advocacy and public opinion. Their support is crucial for the acceptance of sustainable practices.

# 4. Communication and Dissemination Channels

The AdvisoryNetPEST will use a multichannel communication strategy by involving and coordinating multiple channels to engage with the right audience effectively.

This strategy allows a more personalized communication, as different channels can be tailored to specific segments of the audience, ensuring that messages are relevant and timely.

Moreover, a multichannel approach provides valuable data insights, enabling the partners to track the effectiveness of each channel and optimize the project communication efforts for better outcomes.

## 4.1. Website

The AdvisoryNetPEST website will be an overall repository of the project results, namely public deliverables, printed communication materials (posters and leaflets), press releases, online/printed media articles, newsletters, videos, highlights, events, publications, etc.

The domain name for the AdvisoryNetPEST website is www.advisorynetpest.eu. The link www.advisorynetpest.com will also transfer the user to the .eu domain.

The website is hosted by CONSULAI and will continue to be updated after AdvisoryNetPEST is completed, for at least 5 years. The use of cookies and privacy policy are managed by the rules that apply to the CONSULAI website.

The website will be regularly updated and undergo additions to enhance its content, reflecting ongoing improvements and project needs. CONSULAI will oversee the production and will manage the content across all partners.

A digital knowledge platform will also be developed and integrated into the project website. This repository will include the main project's resulting materials, such as the final version of the novel approaches. The AdvisoryNetPEST platform will also be automatically linked to the EU FarmBook, ensuring broader visibility of the project results.
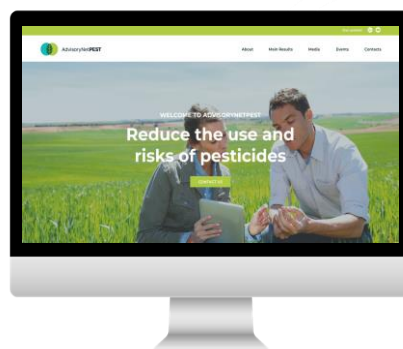


**Figure 8: Homepage of the AdvisoryNetPEST website, in desktop forma**

- **Website Structure**

The website will serve as a user-friendly platform, hosting all publicly available results and information from AdvisoryNetPEST. It will act as an open repository and dissemination hub for non-confidential information.

The website will feature six main pages: Homepage, About, Main Results, Media, Events, and Contacts.

The Homepage will provide an overview of the project and its main objectives, along with a section highlighting the latest news. The About page will be divided into four sections: Project, which will contain a summary description of the project; Objectives, detailing the project goals; Network, featuring an interactive map of national networks, associated networks, and national sector networks; and Partners, with brief descriptions of the project partners.

On the Main Results page, the user will find all the Deliverables, Novel Approaches, Policy Briefs and Practice Abstracts. The Media page will include a subpage called Media Kit, with the project logos, the Graphic Standards Manual and a repository for the press releases, a News page with short news to keep in touch on all the progress of the project. Then a Newsletter page that will work as a repository for the project newsletters.

The Events page will have short descriptions of the events related to the project that can either be internal or external to the projects.

The Contacts page will display relevant contacts of the project. The AdvisoryNetPEST website will also include links to the project's social media channels, a contact form, and a newsletter subscription form to enhance engagement through a multi-channel strategy.

- **Pop-Up**

Upon entering the website, a pop-up appears asking each visitor to choose from the various options, which target they identify the most with:

- A farmer
- An advisor
- A member of an AKIS Coordination Body/Managing Authority
- A member of the Research & Education sector
- A National/European Network Representative
- A member of the industry
- A member of the civil society
- A member of the general public
- A policymaker
- A member of the media
- An investor
- Other

The answers collected by this pop-up will allow the identification of the target groups that visit the website the most and will help create more appealing and interesting content to these them.
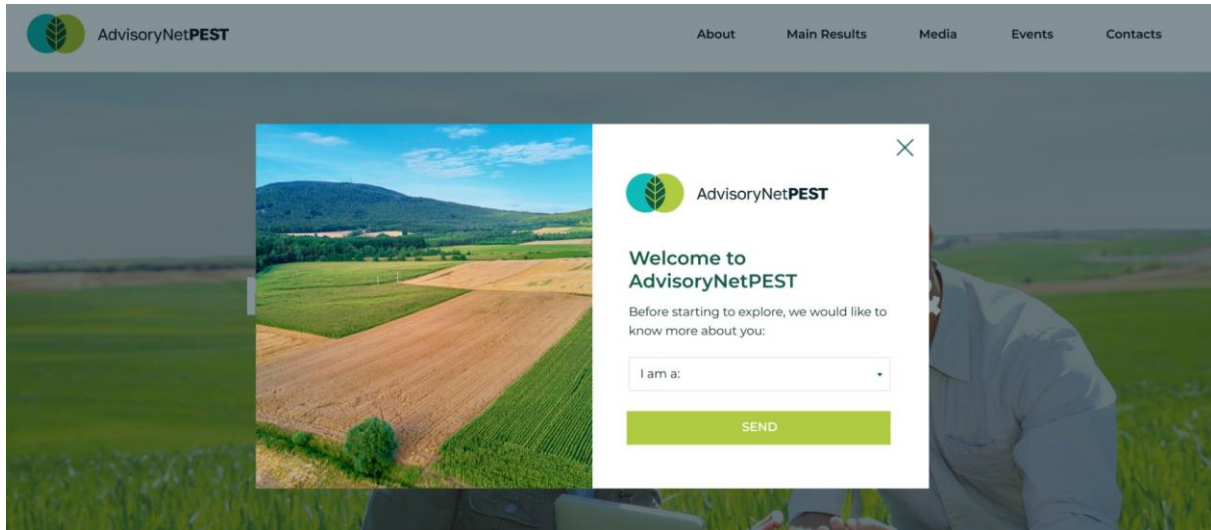


**Figure 9: Pop-up that will be displayed when entering the AdvisoryNetPEST website**

- **Website Responsibilities**

CONSULAI will be responsible for regularly update the website's content, including project subpages and project highlights (articles, press releases, videos, etc.).

The AdvisoryNetPEST partners are responsible for:

- Including the project website link (https://www.advisorynetpest.eu) in the communication materials (e.g., press releases, online articles, videos, etc) to promote the use of the project's website.

- Providing photographs and content during the project lifespan that may be used for the AdvisoryNetPEST communication and dissemination.

All content should be sent to Dina Lopes (dlopes@consulai.com) and Beatriz Cardoso (bcardoso@consulai.com)

## 4.2. Social Media

Disseminating AdvisoryNetPEST project information via social media plays a crucial role in reaching a broader audience quickly and effectively.

By using social media platforms, project information is easily accessible, encourages active engagement, feedback, and dialogue among diverse stakeholders. This digital approach not only enhances transparency but also amplifies the project's visibility

### 4.2.1. Social Media Platforms

The project will use two social media platforms whose main function is to share information, news, events, deliverables, and updates related to the project in a quick and synthesized way.

**LinkedIn** will be used as the main channel for a two-way communication approach, boosting discussions among the target groups and receiving input and up-to-date feedback from them. **YouTube** will be used as a repository for all the videos that will be created during the project.

**Table 2: Link and target audience of the social media platforms of AdvisoryNetPEST**

| Platform | Link | Target Audience |
|----------|------|-----------------|
| **LinkedIn** | https://www.linkedin.com/company/advisorynetpest/about/ | Advisors<br>Researchers & Educational Community<br>EIP-AGRI and CAP networks |
| **YouTube** | https://www.youtube.com/@AdvisoryNetPEST | All target audiences |

### 4.2.2. Target Groups and Key Messages

Identifying the main message of AdvisoryNetPEST that should be shared with all relevant stakeholders is essential, forming the foundation of the communication and dissemination strategy.

The main message of AdvisoryNetPEST is: "Network and upgrade the advisory services across the EU to increase the sharing of knowledge and the adoption of novel approaches to reduce the use and risks of pesticides."

To ensure the AdvisoryNetPEST project achieves maximum impact and success, communication and dissemination activities must be customized for various key actors at both National and European levels.
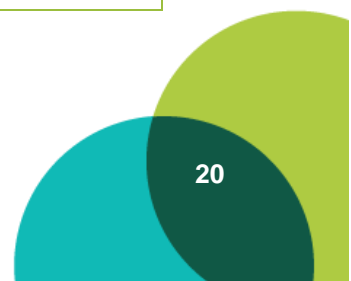
Targeting is crucial to meet project objectives, particularly with digital media, as it enables reaching the right audiences with appropriate content at the right place and time.

The AdvisoryNetPEST target groups and their respective characterization are presented below:

**Table 3: AdvisoryNetPEST Target Groups and Key Messages**

| Target Groups | Key Messages |
|---|---|
| Advisors | Opportunity to join a comprehensive EU network to stay at the forefront of sustainable pest management. |
| | Access to novel approaches focused on innovative crop protection solutions |
| | Benefit from extensive training, farm demonstrations and cross visit events on innovative solutions to reduce the use and risks of pesticides |
| | Collaborate with peers and experts to share best practices and improve pest management outcomes |
| Farmers | Discover sustainable solutions for crop protection that reduce the use and risks of pesticides |
| | Benefit from extensive training, farm demonstrations and cross visit events on innovative solutions to reduce the use and risks of pesticides |
| | Receive personalized support from a network of expert advisors to meet your specific needs |
| | Contribute to a sustainable agricultural future by adopting innovative pest management practices |
| Policy Makers | Leverage evidence-based insights to formulate effective policies that reduce pesticide use and risks |
| | Access successful case studies and practical examples from across the EU |
| | Collaborate with a diverse network of stakeholders to develop informed and impactful policies |
| | Support the agricultural sector in meeting the targets of the Farm to Fork Strategy through sustainable practices |
| Scientific & Education Community | Engage with a network of advisors and farmers for research collaborations and practical applications |
| | Disseminate research findings to a broader audience and influence sustainable practices |
| | Participate in training and farm demonstration events to bridge the gap between research and practice |
| | Contribute to the development and scaling of innovative pest management solutions |

| Target Groups | Key Messages |
|---|---|
| EIP-AGRI and CAP Networks | Integrate innovative pest management approaches into the existing networks |
| | Facilitate knowledge exchange and collaboration through the project's events |
| | Align pest management practices with the objectives of the Common Agricultural Policy |
| | Support the scaling up of successful practices to enhance agricultural sustainability across the EU |
| Citizens & Civil Society | Learn how reduced pesticide use benefits health and the environment |
| | Support sustainable and safe food production practices by staying informed and engaged |
| | See the positive impacts of innovative pest management solutions through transparent information and demonstrations |
| | Participate in discussions and advocacy efforts to promote a healthier agricultural system |

## 4.2.3. Content Strategy

The AdvisoryNetPEST social media presence and content have the following objectives:

- Create awareness for the project and its scope;
- Engage and encourage people to visit the project website;
- Encourage subscription to the project newsletter;
- Boost participation in project related events;
- Share project's results and outputs.

CONSULAI will create content for the AdvisoryNetPEST social media channels and will use the online platform Buffer to manage content, schedule posts and track the defined KPIs.

The primary language for content will be English. For content related to a specific event/workshop, for example, in Portugal, we will kindly suggest that Portuguese partners repost it on their channels in the national language to be more friendly for the participants to engage with and share. This will be replicable in other countries' events.

Hashtags are essential in the digital landscape as they facilitate content discovery and engagement across social media platforms. Additionally, they enhance the visibility of posts. For these reasons six hashtags related to the projects were selected and should be used:

- #CropProtection
- #SustainableCropProtection
- #PesticidesReduction
- #SustainableAgriculture

- #InnovativeSolutionsForAgriculture
- #InnovationInAgriculture

New hashtags can be added to this list whenever appropriate. Additionally, the partners can use hashtags in their language or in connection with particular events or regions.

The hashtags **#AdvisoryNetPEST** and **#HEurope are mandatory** on all social media posts.

### 4.2.4. Responsibilities

- **CONSULAI**

Managing social media channels involves the following tasks:

- Email all partners to request any content they have to share;
- Ensure that content is unique and not repetitive;
- Take initiative in creating content for social media channels.

On LinkedIn it is important to answer to comments, check and respond to direct messages, review the homepage and partner's page for interesting posts to share and share relevant posts from partner organizations.

On YouTube, CONSULAI will edit and publish video to maintain the project's identify and will also answer the comments.

- **AdvisoryNetPEST Partners**

The consortium members should notify Dina Lopes (dlopes@consulai.com) and Beatriz Cardoso (bcardoso@consulai.com) from CONSULAI of any significant events or publications so these contents can be included in posts for the AdvisoryNetPEST social media channels.

Consortium members are encouraged to repost AdvisoryNetPEST content rather than creating new posts, as this approach simplifies the access to key performance indicators (KPIs).

The tag @AdvisoryNetPEST should be used when appropriate in personal or institutional posts.

### 4.2.5. Growth Hacking Strategy

**Tailor Content**: creation of appropriate content for the project's audiences and search and interacts with other people and groups to encourage content sharing

**Set Measurable Goals:** understanding the social media KPIs will help the consortium to adapt the communication and dissemination to suit the project objectives and reach the right target audience.

During the 60 months of the project, CONSULAI will monitor the following KPIs:

- **Followers/Subscribers**: this metric is important to evaluate the growth of the project community on these platforms;

- **Impressions**: refers to the number of times people view the content posted;

- **Engagements**: number of likes, comments, shares and clicks on posted content;

- **Number of posts:** number of contents posted;

**Test the Approach**: try different types of posts and timings to determine the most effective methods.

**Analyse Performance**: the Buffer platform will be used to monitor the KPIs mentioned above.

**Evaluate and Adapt:** through analysis of the most engaging posts, if necessary, adjustments will be made. Regular team meetings are scheduled to review and implement changes according to analytical insights.

## 4.3. Events and Calendar

An **event calendar** will be developed to consolidate and track all engagements involving the project's partners. This calendar will serve as a centralized platform where partners can report and include the project's events (e.g., training and farm demonstration events, etc.) and the events they participate in (e.g., conferences, seminars, etc.) where the project is presented.

The calendar will facilitate regular monitoring and analysis by maintaining an up-to-date and detailed record of these activities. This, in turn, will enable the production of timely and relevant content for social media, highlighting the project's presence and contributions at various events. This strategic documentation will enhance visibility and outreach and foster greater collaboration and coherence among the partners involved in AdvisoryNetPEST.

# 5. Communication and Dissemination Materials

To maximize the dissemination of project results and outcomes, a variety of end-user materials will be produced. These materials will be available in both physical and digital formats and translated into national languages to ensure a broader reach and engagement.

Additionally, several events such as workshops, national AKIS meetings, cross-visits, demo events and International Exchange Events will be organized. Additionally, a final conference with advisory network will be held at the end of the project.

All communication and dissemination activities will be coordinated with the different work packages and working areas (WPs and WAs) and all partners of the consortium.

## 5.1. Newsletters

Eight newsletters will be created to share the project's various activities, key outputs, and organized events more effectively.

It will be available on the project's website, where interested individuals can easily subscribe.

Furthermore, the newsletters will be distributed through the projects' social media and website and promoted via partners channels such as websites, social media platforms, newsletters, and events.

The newsletters will be released annually for the first two years and twice a year during the project's third, fourth, and fifth years. Mailchimp will be used to send the newsletters directly to the subscribers.

CONSULAI will design the newsletter, including collecting contributions from partners and information about project activities, refining the content to facilitate communication, and ensuring effective dissemination to the target audiences.

Project partners are responsible for providing CONSULAI with quarterly updates on their work area activities, network activities, and other relevant information related to their involvement in the AdvisoryNetPEST project. CONSULAI will guide the work area leaders on the required content for these updates.

On the Grant Agreement one of the stablished KPIs is the number of subscribers. Initially, a target of 1,000 subscribers was set, however, based on past experiences, this target may be ambitious. Therefore, it has been decided to set a milestone of 150 subscribers per reporting period, totaling 600 subscribers by the end of the project.

## 5.2. Project Leaflets, Poster and Roll-up

The English version of the AdvisoryNetPEST leaflet, poster, and roll-up have already been produced and are available on SharePoint.

The project partners will translate the content of these materials into the local language and send it to CONSULAI.

CONSULAI will receive the translations and set up national versions of the materials.

## 5.3.    Practice Abstracts

The resulting innovative knowledge from AdvisoryNetPEST will feed into the EIP-AGRI - The agricultural European Innovation Partnership) website for broad dissemination.

At least 93 practice abstracts will be produced to increase the impact of AdvisoryNetPEST results.

## 5.4.    Videos

Videos play a crucial role in engaging audiences, offering dynamic insights into ongoing activities and achievements. They serve as valuable tools for sharing real-time progress, fostering transparency, and enhancing stakeholder engagement.

A set of 93 videos will be published on the AdvisoryNetPEST YouTube channel, aiming to effectively communicate project updates including events, results, and interviews.

## 5.5.    Policy Briefs

20 policy briefs and recommendations will be developed through an iterative process between the project and the policy board based on the policy and institutional framework analysis developed in WP7 and on information from the NAs and
their adaptation processes.

The analysis will focus on identifying gaps and barriers in the legislation related to RURP, identifying sources for potential improvement. It will also focus on the role of advisory on RURP. The briefs and recommendations will also seek to provide input into the planning of the next CAP cycle.

## 5.6.    Scientific Publications

At least 5 scientific papers will be produced to actively involve the scientific community in AdvisoryNetPEST. These papers will communicate the primary research findings and guarantee unrestricted access to peer-reviewed publications detailing the outcomes of the project.

## 5.7.    Articles

At least 14 articles will be produced and published in specialized media to update the results and maximize the impact of the research developed in AdvisoryNetPEST.

## 5.8.  Press-Releases

Five press-releases are planned to be written over the course of the project. They will be sent directly to the media contacts of each partner involved in the project as well as disseminated in the project website.

## 5.9.  Workshops

Three workshops are planned to be organized at EU level to enhance the cooperation and sharing of experiences with selected EU projects and the 4 sister EU advisor networks.

Additionally, 42 national AKIS technical workshops gathering relevant AKIS actors at national level, are organized back-to-back with brokerage events, allowing advisors to share experiences and supporting the exploitation of results.

## 5.10.  Cross-Visits, Demonstration, Training and Education Events

36 cross-visits are planned to be organized for advisors from the same EU Regional Cluster to share, discuss and adapt Nas. Additionally, several face-to-face training and education events will be arranged for advisors, farmers and students on RURP NAs

These events will enable to widely exchange knowledge within and between networks and to provide critical feedback on the NA for further adaptation.

# 6.  Monitoring CD&E Activities

In the requirement for reporting to the EU, several performance indicators are specified for dissemination and communication activities linked to the project.

The project is also asked to specify the estimated number of persons reached in the context of all dissemination and communication activities. The implementation of the dissemination plan will be monitored with the evaluation of the defined KPI's - quantifiable indicators of progress towards a specific objective.

**Table 4: KPIs for tools, materials, contents, and events of AdvisoryNetPEST**

| Categories | Tools, Materials, Contents, Events | KPI |
|---|---|---|
| **1. Project identity and communication** | 1.1. Project logo, visual identity, and templates for deliverables, reports, presentations, and other outputs (T 9.1) | • Logo and visual identity delivered |
| | 1.2. Website: communication of project activities, repository of CD&E materials, presentation of focus countries (T 9.2) | • 15 000 visitors<br>• 50 000 content views |

| | | |
|---|---|---|
| | 1.3. Digital project poster and leaflet (T 9.2) | • 1 project poster<br>• 1 project leaflet |
| | 1.4. Newsletter articles with project updates and highlights (T 9.3 and 10.1) | • 8 newsletters<br>• 600 subscribers |
| | 1.5. Posts with project updates and highlights (T 9.1) | • 2 000 followers<br>• 250 000 impressions<br>• 12 posts/ 6 month |
| **2. Dissemination of project results** | 2.1. Development of Practice Abstracts (PAs)/Novel Approach (NA) (T 9.3 and 10.1) | • 93 PAs, 1/ NA, split in 3 batches of 31 PAs, on M18, M36 and M48 (D9.2, D9.3 and D10.1) |
| | 2.2. Short Videos (animated +interviews) (T 9.3 and 10.1) | • 93 short videos,1/NA<br>• 9300 views |
| | 2.3. Policy Briefs (T 8.3) | • 20 policy briefs<br>• 280 policy makers (D 8.4) |
| | 2.4 Scientific Publications (T10.1) | • 5 Open access Scientific Papers<br>• 25 000 researchers |
| **3. Media relations** | 3.1. Articles in specialized media (SM) (T 9.3 and 10.1) | • 14 SM articles<br>• 210 000 Reached Audience |
| | 3.2. Press-releases (T 9.3 and 10.1) | • 5 press-releases<br>• 75 000 Reached Audience |
| **4. Events** | 4.1. EU Level Workshops (W) (T 9.3) | • 3 Workshops W/ advisory networks<br>• 50 Attendees/ W |
| | 4.2. National AKIS technical workshops (NAk) + Brokerage events (BE) (T 8.2 and 5.3) | • 56 Events at national level, split by:<br>Y2- 14 NAk;<br>Y3+Y4-28 NAk+BE;<br>Y5- 14 BE<br>• 25 Attendees/ event |
| | 4.3. Cross-visits (cv) (T 5.1 and 6.1) | • 36 cross-visits at EU regional cluster level<br>• 20 Attendees/cv |
| | 4.4. Demonstration (D) + Training and education events (TE) (T 10.3, 5.2 and 6.2) | • 93+42 D for advisors, farmers, students' back-to-back w/ TE<br>• 50 Attendees/ D+TE |
| | 4.5. International knowledge exchange (IKE) at EU level (T 5.4 and 6.4) | • 5 IKE events, 1/ annual meeting<br>• 30 Attendees/ IKE |
| | 4.6. Final Conference (T 10.1) | • 1 Final Conference w/ advisory networks<br>• 300 Attendees |

A deviation of up to 10% from the established KPIs is allowed. However, a significant deviation will need a revision of the current CDE strategy.

The annual KPIs will be determined once all CDE tools and channels are in place, with the understanding that the first-year figures will likely be lower (less than 20% of the total KPI set for each tool, channel, or activity) and are expected to grow in the second year and subsequent years.

The implementation of the dissemination plan will be monitored by evaluating the defined **KPIs** and the planned **deliverables** and **milestones** for the WA5 (Communication, Dissemination, and Exploitation).

**Table 5: Deliverables of WA5 (Communication, Dissemination, and Exploitation)**

| No. | Deliverable | Partner | Due Month |
|-----|-------------|---------|-----------|
| D9.1 | Communication, Dissemination and Exploitation (CD&E) Plan | CONS | 6 |
| D9.2 | 1st batch of 31 practice abstracts | SEASN | 24 |
| D9.3 | 2nd batch of 31 practice abstracts | SEASN | 36 |
| D9.4 | Report on the platform users' needs | ADAS | 12 |
| D9.5 | Platform developed | AUA | 36 |
| D10.1 | 3rd batch of 31 practice abstracts | SEASN | 48 |
| D10.2 | Exploitation Workshop Final Report | CONS | 55 |
| D10.3 | Compilation of dissemination materials | SEASN | 58 |

**Table 6: Milestones of WA5 (Communication, Dissemination, and Exploitation)**

| No. | Milestone | Due Month | Description | Partner |
|-----|-----------|-----------|-------------|---------|
| MS9.1 | Communication tools ready, website online, and first newsletter issued | 6 | Website online with newsletter section embedded and available for stakeholders | CONSULAI |
| MS9.2 | 1st Revision of the CD&E Plan | 24 | CD&E Plan Revised and Uploaded | CONSULAI |

Additionally, a monitoring tool for communication and dissemination activities will be developed. All partners must update this tool regularly every time they organize or participate in a communication and/or dissemination activity for the AdvisoryNetPEST project.

This tool will also have a tab for reporting the publication of scientific publications, articles, and news published in journals, newspapers, and magazines.
CONSULAI will ask partners to update the CDE Monitoring Tool every three months.

# 7. GDPR Compliance and user rights regarding photos and videos

For the AdvisoryNetPEST project, incorporating photos and videos into our communication and dissemination efforts requires strict adherence to GDPR and user rights by all partners.

CONSULAI will manage and store photos originating from their organization in compliance with GDPR regulations and expects all partners to do likewise. The AdvisoryNetPEST Consortium Agreement outlines the following GDPR compliance rules:

Each party must ensure that their collection, processing, and sharing of Personal Data and/or Special Category Data comply with Regulation (EU) 2016/679 (the General Data Protection Regulation - GDPR)[1] and other relevant regulations on Personal Data. Parties must establish a legal and contractual basis for Personal Data and implement necessary security measures by GDPR before sharing any Personal Data and/or Special Category Data.

Parties agree that, whenever possible, Personal Data should be shared in an anonymized form that does not include any personally identifiable information, thereby exempting it from GDPR. If complete anonymization is not feasible, parties must use EU-approved templates to transfer and process Personal Data, as specified in decisions 2004/915/EC, 2001/497/EC, and 2010/87/EU.

The following guidelines must be adhered to by all partners when using photos and videos:

- Always credit the photographer by name and organization and obtain permission to use the photo.

- Obtain written consent from identifiable individuals appearing in the photos, where required.

- Store all photos and consents offline by the respective partners from whom the photos originated.

- If photos are used outside of AdvisoryNetPEST purposes, new written permission must be obtained from the identifiable individuals and the photographer.

Partners are responsible for translating these guidelines into their national languages and ensuring signatories understand what they are signing.