D5.1 Dissemination and Communication plan
October 2022
novIGRain

Reference Scenarios and Alternatives	
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Dissemination Level	
X	**PU = Public**
	PP = Restricted to other programme participants (including the EC)
	RE = Restricted to a group specified by the consortium (including the EC)
	CO = Confidential, only for members of the consortium (including the EC)

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Abstract

This deliverable elaborates the novIGRain dissemination and communication plans that will help maximise the impact of the project. The document covers:

1. Dissemination objectives, channels and tools (benchmarks and key performance indicators)
2. Communication with key stakeholder groups throughout the project

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1. List of acronyms/abbreviations

Abbreviation	Explanation
novIGRain	Acronym of Project
PPP	Plant Protection Product
SWOT	Strengths, Weaknesses, Opportunities, Threats
IPM	Integrated Pest Management
KPI	Key Performance Indicator
GDPR	General Data Protection Regulation
WP	Work Package
EP	European Parliament
EU	European Union

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2. Glossary of terms

Term	Explanation
Target Audience	Group for which novIGRain communication and dissemination is targeted.
Dissemination	The public disclosure of project results tailored to stakeholders that may have a particular interest in the project, exploit/reuse project results, such as sharing research results with potential users - peers in the research field, industry, other commercial players and policymakers.
Communication	Reaching out to society and communicating about the project and its results to a multitude of audiences, including the media and the general public.
Stakeholder	A relevant actor who: (1) might be affected by the project; (2) have the potential to implement the project's results and findings; (3) have a stated interest in the project fields; and (4) have the knowledge and expertise to propose strategies and solutions in the fields of Grain Storage Management and Food safety.

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1. Introduction to the project

1.1 novIGRain Project

As insect pests can cause spoilage, extensive post-harvest losses and consequently financial losses, plant protection products (PPP) are widely used in the storage of grain. In the EU, however, increased insecticide resistance creates an urgent demand for targeted solutions against insect development at all stages, especially the larval stage. The EU-funded novIGRain project will develop a new type of PPP for larvicide treatment combined with versatile dual application technology. Research will confirm that the use of the new larvicide active substance and formulation as a grain storage PPP is in line with EU regulations. With the novel grain protection insecticide and application technology, the project will effectively prevent and lessen insecticide resistance in the EU, offering a product of improved safety for consumers' health and the environment.

Within the novIGRain project, the aim is to start from a scientific resistance assessment and develop a new type of Plant Protection Product (PPP) for larvicide treatment in combination with a versatile application technology.

It has to be researched whether or not this larvicide active substance – that is assumed to be applied in ultra-low volumes (ULV) – is in line with the overall legal framework so that it can be used as grain storage Plant Protection Product.

The benefits of this new grain protectant are multiple. As a matter of fact, it will broaden the available active substance spectra in the field of PPPs, which is important for the prevention of the development of increased insecticide resistance in the EU. Besides, as it is a larvicide, it has a unique mode of action and allows precise targeting of insect development stages. Moreover, it has improved health safety characteristics, which is important for the product users and grain consumers, as it is highly expected to have less hazardous residues, however remaining highly effective. Finally, it would represent economic benefits for the EU, as there are lower export restrictions given the product's characteristics.

The new application technology will aim to allow the combination of multiple PPP's (larvicides simultaneously with adulticides) which is expected to not only have a positive impact on the risk of resistance development, but will also lower the amount of adulticides required for proper management, which results in less human and environmental exposure and cost savings. The combination of the larvicide and adulticides will be tested (field trials), which will provide the up-to-date information on the area of use for integration in IPM systems. Once the tools, product and technology have been developed, a detailed impact assessment will be performed, in combination with several stakeholders' interaction and demonstration activities, which assure the broad dissemination of the project results.

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1.2 WP5 Communication and Dissemination

This work package contains all the communication and dissemination actions with the intention to maximise the impact of the action both during the lifetime of the project and beyond. It is more than only communicating the results, it is about raising awareness and engaging relevant stakeholders and end-users to bring about a lasting impact.

Objectives:

In order to maximise the impact, all the communication and dissemination activities should be organized according to a well-designed joint communication strategy that assures interaction with all the different target groups (end-users, farmers, intermediaries, policy makers, researchers). This communication strategy will cover both regional/national communication as communication at European / transnational level. The active participation with stakeholders through the co-creation workshops and market study (both tasks in WP4) should also align with this communication strategy. It will ensure visibility and understanding of the project's objectives, activities and achievements.

The specific objectives are:

- An increased awareness and knowledge of end-users (farmers, operators) on the different grain storage management strategies available and the threads and opportunities that come along with them.
- Information for policy makers on impact of current policies / trends
- Publications (both scientific and in regular press)

The models for public communication and dissemination on the project will be diverse. PowerPoint will be the main tool used for presentations, and Word for reports. However, platforms such as Pages and Canva are not excluded, especially for the creation of tools such as flyers, posters and infographics.

1.3 The deliverable: D5.1: Communication and Dissemination Plan

The current deliverable aims to outline the communication and dissemination strategy, the online and offline tools that will be used to raise visibility and those actions that will maximize the promotion of the project's objectives and final results.

Moreover, the deliverable aims to develop strategies that will ensure that the project and its findings are widely disseminated to the appropriate target groups and at the appropriate time and via the appropriate methods. In this context, the deliverable will include also a comprehensive and detailed action planning (what has to be achieved, by which means, when, by whom, results, monitoring) so as to prepare the ground for further exploitation of the final results.

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It covers the complete period of the project (five years) and is developed with specific partner-level responsibilities for all consortium partners. The plan will be reviewed once during the project period.

It contains for a minimum the following topics:

- Visual identity (templates)
- Definition of the target groups and a methodology on how to approach them
- Quantification of the performance targets (the expected number of articles, newsletters, ...)
- Digital strategy (communication through social media and multi-media material (e.g. videos)
- Press strategy and spokesperson
- Framework for regional and national events (e.g. road shows, co-creation workshops, ...)
- Strategy to reach EU member states and EP members that are not directly involved in the project
- Compilation of the expert committee

Finally, the deliverable will set the guidelines that partners will be asked to follow within WP5 in order to ensure and maintain smooth collaboration and communication throughout the project's timeline, while it will also make sure that WP5 leader will always work closely with partners and support their dissemination activities.

Communication and Dissemination Plan aims to outline, on the one hand, the communication and dissemination strategy and actions that will be implemented throughout the project's lifetime in order to achieve the project's widest promotion, greatest visibility and awareness to the external audience. On the other hand, it states clearly the methods and tools of internal communication within the work package.

Due to the current worldwide situation affected by Covid-19, potential adaptations of the dissemination as well as the communication tools are not excluded. Indeed, it is possible that the dissemination tools may need to be adapted and adjusted. Therefore, online platforms might be developed and used for dissemination purposes. Members of the Consortium will be attentive to the evolution of the pandemic and will seek to find appropriate alternatives.

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2. Target Audience

The stakeholder analysis will underpin the work developed in Dissemination and Communication. Core stakeholder groups will serve as multipliers to raise awareness in the relevant wider communities.

The novIGRain consortium will undertake targeted activities to ensure that the findings and results of the project are delivered to its stakeholders.

This section outlines in which ways novIGRain will engage with stakeholders.

2.1 Identification of stakeholder groups

The list will be managed and used in line with the General Data Protection Regulation (GDPR). Analysing stakeholder interests and concerns are based on literature/press/media/ network of consortium members. The relevant novIGRain stakeholder categories have been defined as follows:

- **Companies** involved in the sales, marketing and distribution of grain protection products and machines.
- **Cooperatives of Farmers, independent farmers and traders** which are identified as the main user of the innovations developed in this project.
- **Industry and Trade Associations** who are supporting companies and employers from the agricultural industry and protecting their rights.
- **Policymakers** such as legislators and agencies directly responsible for the regulation of the plant protection product market, as well as food safety policy makers and agencies.
- **Researchers and Academics** who are specialists in the plant protection field that want to follow the project and collaborate concerning further ideas, new suggestions, most recent developments, etc.
- **Media**, being one of the most important stakeholder group, as it will promote the project among a broader audience. This media will make information about novIGRain accessible to everyone. The media referred to here are amongst others specialized press in the local agricultural sector.
- **Citizen**s who would want to know more about the provenance of their food, in order to better understand what they are actually eating, how it has been produced, and if the

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ingredients are good for their health. This category is also seen as an important vector of sharing and transfer of knowledge among the population.

We are focusing on European stakeholders. However, stakeholders from overseas will not be excluded, as part of European Grain is imported and exported, and some legislation and practices regarding Grain Protection are therefore implemented worldwide.

2.2 Strategy to reach EU member states that are not directly involved in the project

In order to reach stakeholders in member states not involved as project partner, partnerships will be made between novIGRain and other European projects related to the agricultural sector and the field of Grain Protection Product specifically. This strategy will allow novIGRain to have a better visibility and to further develop its network.

2.3 Challenges and how to address them

The novIGRain project wants to engage with a large number of stakeholders that are experts in their fields to find the optimal strategies for dealing with Grain Protection Product and Food Safety. Therefore, the novIGRain partners have to engage and interact with stakeholders with various backgrounds, knowledge and interests. Accordingly, the stakeholders have to be carefully chosen and a working long-term relationship has to be established.

Therefore, it poses a considerable challenge to get a workable result from a dialogue between people who have such different knowledge, expertise, interests and approaches. The novIGRain partners will select the stakeholders for the different novIGRain meetings very carefully to facilitate open and productive dialogue. It is crucial for success that the meetings are valuable not only for the novIGRain project, but also for the stakeholders.

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3. Dissemination

3.1 Objectives and strategy

The aim of novIGRain dissemination is to raise awareness about the project, but most importantly, to disseminate the project results to audiences (identified during the process of creating a stakeholder contact list) that may take an interest in the potential use of the results (e.g., final users, scientific community, policymakers). novIGRain dissemination will focus on engaging with stakeholders to gather their views about the positive and negative aspects of novIGRain, and how they think food safety issues, novel grain storage management, ethical and secured work conditions challenges should be addressed.

Dissemination will take place throughout the project's lifespan and will continue after the project ends via initiatives taken on by individual partners. All materials and dissemination will be specifically designed to address the needs of the different target groups.

In this document, communication and dissemination is clearly distinct. While our dissemination strategy aims to reach audiences that may take an interest in the potential use of the results (e.g., scientific community, industry, policymakers), our communication plan focuses on reaching out to the general public showing the impact and potential benefits of novIGRain on society. Some tools will be used for both communication and dissemination strategies.

3.2 Dissemination tools

Different tools will be used throughout the project according to the targets we want to reach, the messages we wish to convey and the availability of results. The main tools to reach stakeholders include the following:

Online

1) <u>Project Website (also a communication tool):</u>

The purpose is to inform, to raise awareness and create visibility. It is the most informational and resourceful dissemination tool.

The novIGRain website will be launched in M6 (March 2021) and is managed by Maxiline in collaboration with United Experts (after amendement of the grant agreement). The website serves as the main point of contact for the project, with a structure that allows the consortium to tailor communications for different target audiences as the project progresses. The website will contain the information, aim & results generated by the project, and will also provide the possibility for stakeholders to interact with the project consortium. News,

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blogs, calls to action and project outputs (e.g., public deliverables, videos, flyers, etc.) will be uploaded on the website. Partners will be invited to create their own articles that will feature in the news section of the website and the homepage as well.

The website will be user friendly and available in English and French, some of the regional languages, and will be updated regularly with relevant information. It will soon be available online through the following link: https://novigrain.eu/

2) Partners' websites and social media profiles:

The purpose is to raise awareness and visibility, promote, inform, support dissemination. Partners' websites and social media profiles can support and enhance the visibility of the project website by including a link to and sharing news from the novIGRain website, redirecting thus users to the project website.

Here is a non-exhaustive list of potential partner's websites:

- https://www.world-grain.com/
- http://www.coceral.com/
- Copa Cogeca (copa-cogeca.eu)
- https://wikifarmer.com/
- www.croplifeeurope.eu
- https://www.iof2020.eu/
- …

Besides these partners websites, all members of the consortium will put a link of novIGRain website under their company's websites.

3) Scientific articles:

The purpose is to raise awareness, visibility, and – first and foremost - to share scientific information about the project through articles published in scientific journals. The consortium will write 3 articles about scientific findings and discoveries regarding the project.

4) Articles in specialized press (local languages):

Over the course of five years the novIGRain project will write articles related to the research performed as well as the process and outcomes of the project to publish in industry magazines. By targeting policymakers, innovators, companies, who are most likely the main readers of such magazines, we seek to influence the public opinion on grain protection and food safety issues, but mostly to influence public policy within the Plan Protection Products sector and the importance of insecticides resistance management.

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5) Mailing list:

A database of contacts including stakeholders and interested parties from local, regional, national and European levels will be created. The database will be used to make announcements related to the project as specific achievements, developments, event participation. For example, we will email policymakers to provide information on the work being carried out in novIGRain and gather their feedback which will help influence the outcomes of the project and the future directions of Grain Protection Product. We will proceed accordingly to GDPR.

6) Newsletters (also a communication tool):

The main objectives of novIGRain's newsletters are to promote the project to stakeholders, promote call to actions (e.g., invite stakeholders to participate in novIGRain's events) and disseminate its results. However, newsletters will also represent a useful tool to increase visits to the project website (a link to the website will always be added to all newsletters) and showcase our ideas for exploitation and opportunities for follow-up. The main topics the newsletters will cover are outputs, general updates on novIGRain (e.g., videos, press releases, events…) and other ongoing novIGRain work.

Newsletters will be short, with text limited to small paragraphs and including images wherever possible to break up the text. Moreover, they will be tailored to fit with novIGRain's visual identity which will make them easily recognizable by the stakeholders who receive them, thereby strengthening the impact of novIGRain's communication activities.

The first newsletter will focus on the launch of the project and will be used to collect the first subscribers and to obtain informed consent and legitimate interest in line with the GDPR. Because the mailing list needs to be build up, the first newsletter will be published only on the website. When the project is more mature, newsletters will also be send out to the mailing list redirecting the readers to the website and social media for more in depth info.

The newsletters will always be published on the project website as well and linked to our social media for a wider dissemination.

Offline

1) Presentations during conferences and events:

The novIGRain partners will build support for the innovations by presenting and disseminating the project's results and findings at selected public events and conferences.

The partners will primarily give these presentations orally or through poster presentations. Although this is not the only means for disseminating project results, it represents an

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excellent opportunity for getting immediate feedback from the research community and engage with interested specialists.

Participation in any type of public event (at local, national or international level) will be communicated on social media and on the project website as much as possible.

The events and conferences in which novIGRain project might be disseminated depend on partners' planning, possible travel arrangements and acceptance of publications.

2) Posters, infographics and flyers:

Posters in accordance with the project's visual identity will be displayed at third-party events or at novIGRain workshops and at other project events. The posters and flyers will provide stakeholders with a brief introduction to the project. The purpose is to raise awareness and to promote the project.

3) Project events:

All project events will be promoted on the website and on social media. However, partners are also responsible for promoting all public events organized connected to novIGRain. We recommend using the means of communication described in this document to reach potential participants and encourage their engagement. Partners will report details of events they organise or participate in the monitoring document available in the shared workspace. The monitoring activity is specifically requested by the European Commission and is therefore mandatory for reporting.

novIGRain will organise a series of several events:

Demo tours: In order to maximise the impact, it is important to "show" the products and technologies that originate from the project. This will be done by the organisation of a demo tour throughout Europe, at 3 locations within the partner regions and at end-user facilities. During this demo tour attention will be paid to practical (hands-on) instructions about the innovations. It is important to emphasize that during these demos the long-lasting efficacy of the product will be demonstrated: a certain amount of stored grain will be treated with the new product and application technology and the development of insects will be followed up for the following months. Throughout this period, the (regional) interested stakeholders will be continuously informed about the results. After the storage period, the grains treated will have to be destroyed. These demo tours will be led by SOJAM.

Training courses: The more "theoretical" results of the novIGRain project (i.e., resistance tool, SWOT analysis of different techniques, impact analysis) will be transferred to the end-users by organizing training courses. These courses will be in cooperation with already

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existing training centres, as in all the EU following these courses on a yearly basis is compulsory in order be allowed to work with or handle Plant Protection Products.

Regional conferences / workshops: At the end of the project, all results will be communicated in regional conferences and workshops. While the overall strategy will be set-out in the communication plan, the organisation of these conferences / workshops will be on regional level and in the regional language in order to maximize the information uptake by the audience. These conferences / workshops will be free of charge and open for the broader public and will be organized in parallel to the demo tour. Where the demo-tour will focus on the practical aspects of the novIGRain innovations, the conferences will focus more on the scientific and theoretical aspects. Where possible, the regional conferences will be held in combination with other conferences taking place during the last year of the project in the regions identified for the novIGRain project.

Co-creation workshops: In the 3 most important grain storage regions involved in the project (France, Germany and Hungary) co-creation workshops will be organized to assure that the impact assessments are done based on the actual "real-time" data and situations. These workshops are to be seen as "co-creation" workshops, as in these workshop stakeholders will be able to also provide feedback on the developments (technology / products / tools) in the project (WP1, WP2 and WP3). Participation in these co-creation workshops is not open, but only upon invitation to assure a good mix of different types of involved stakeholders. This latter approach is to assure a good division between the different types of stakeholders involved in the agricultural chain, considering that at least 33% of the stakeholders should be end-users. Participation of 10 to 15 stakeholders per workshop is envisioned. The number should not be higher, as this could jeopardize the interaction and willingness to discuss if the group would become too large. The output from these co-creation workshops will be used throughout the project (WP1, WP2, WP3, WP5) for optimisation of the innovations. United Experts will lead these workshops.

4) Collaboration with other EU projects:

novIGRain will identify, connect and collaborate with other initiatives and EU-funded projects with similar topics and objectives to support novIGRain's impact.

Examples of envisaged collaboration activities include the organisation of joint workshops, a possible joint final project event, promoting each other's events/key outcomes via news items on the project website and on social media, etc. These activities are key to develop synergies, and improve knowledge sharing and information exchange between researchers and innovators.

Here is a non-exhaustive list of potential partnerships:

- Partners of the previous EMPHASIS project
- The H2020 SPRINT project

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- The H2020 PESTEFFECT project
- The H2020 IPMworks project
- The H2020 IPMdecisions project
- The H2020 Vertigation project
- …

3.3 Barriers, risks and mitigation measures

Throughout the project, risks might appear. In fact, there is a risk that diversity in networks, languages and expertise, regions and countries make messages coming out of novIGRain misunderstood or irrelevant to national and regional and/or international audiences. Therefore, novIGRain partners will take an active role in adapting and translating and messages to their networks, in order to facilitate communication.

3.4 Monitoring and evaluation

Throughout the project, it is essential and necessary to monitor and measure the effectiveness of the dissemination and communication activities, given that they allow the WP5 leader to estimate the effectiveness of the communication strategy and activities to the target groups, as well as the impact of the dissemination and promotion of the project. Moreover, they can consider the actions undertaken so far, the dissemination methods and tools.
This section will develop the Key Performance Indicators (KPIs) and the expected impact. The project has a duration of 5 years.

Instruments	Target stakeholders	KPIs	Expected impact
Website	Policymakers and regulators, academics, researchers, citizen, end-users.	Number of visits on the website: - by M20: 500+, - by M40: expected increase 60%, - by M60: expected increase 80%.	Inform, raise awareness and visibility.
Partner's website	Policymakers and regulators, academics, researchers, citizen, end-users.	Together with the KPI of novIGRain website (as being on other websites will bring people on novIGRain website).	Reach a broader audience through other project's websites.
Scientific articles	Policymakers and regulators, academics, researchers, citizen, end-users.	Three	Provide outputs about the development of novIGRain to the scientific field.

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Instruments	Target stakeholders	KPIs	Expected impact
Articles in specialized press (local languages)	Policymakers and regulators, academics, researchers, citizen, end-users.	Six	Influence on public policy, agricultural sectors. Influence of public opinion on Grain Protection Products.
Mailing list	Policymakers and regulators, academics, researchers, citizen, end-users.	Number of addresses in the list: - by M20: 100+, - by M40: expected increase 20%, - by M60: expected increase 30%.	Raise awareness, inform, engage stakeholders.
Newsletters	Policymakers and regulators, academics, researchers, citizen, end-users.	Number of newsletters subscribers - by M20: 100+, - by M40: expected increase 20%, - by M60: expected increase 30%.	Provide information about the project, call to action to participate in the project, its deliverables, recommendations (including policy recommendations) and relevant news items.
Presentations at conferences and events	Companies, policymakers, researchers.	Number of events: <5 - poor 5-10 - good +10 - excellent	Raise visibility and interest, promote, engage.
Posters	Companies, policymakers, researchers.	- 5 - 10	Provide stakeholders with a brief introduction to the project and where to go for more information.
Project events: 1) Demo tours 2) Training courses 3) Regional conferences/workshops 4) Co-creation workshops	Companies, policymakers, researchers.	Number of participants: 1) +75 2) +75 3) +75 4) 10 - 15	Disseminate outputs from the novIGRain project.

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Instruments	Target stakeholders	KPIs	Expected impact
Collaboration with other EU projects	Companies, policymakers, researchers.	Engagement with other similar projects: - by M40-M60: engage with at least 10 projects and organize common meetings with 2-3 of them.	Broader our network and our visibility. Create new opportunities.

We will monitor these KPIs and keep track of achievements on an ongoing basis by recording the achieved KPIs in the novIGRain Sharepoint platform. Moreover, KPIs will be reviewed and monitored during WP5 calls and/or discussed in the novIGRain project management calls. If the desired impact has not been achieved, a review of our strategy will be necessary in order to make effective adjustments.

3.5 Spokesperson

It is necessary that each project entity identifies a spokesperson among its collaborators. This person would be in charge of speaking in seminars and conferences. Moreover, the spokesperson would be responsible for conducting interviews in the media. The communication responsible is in charge of looking for the best candidate for each specific media appearance, for example depending on the approach of the seminar, conference, etc. (not only one person has to be designated). The selected candidate must have a good communicative skill.

3.6 Policy Makers

Based on the input and results that come forward from novIGRain, a policy proposal or policy white paper will be drafted. This document will contain suggestions on possible optimisations for the (near) future of the project. There will be one document written in English as the main output. However, translation in regional languages can be provided when required, in order to maximize impact with local authorities.

4. External Communication

4.1 Objectives and strategy

This section outlines the strategy for communicating and raising awareness about the project, including objectives, the actions to be taken, their timing, the target groups to reach, and the means and channels to reach them.

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While our dissemination strategy aims to reach audiences that may take an interest in the potential use of the results (e.g., scientific community, industry, policymakers), our communication plan focuses on reaching out to the general public showing the impact and potential benefits of novIGRain on society. partners are aware that care must be taken when communicating with the public and media to avoid unnecessary misunderstandings about the nature of the project and incorrect perception of its activities.

novIGRain will promote engagement with relevant stakeholders, including the public and the media, and sharing of experiences by communications activities targeted and adapted to various audiences. All the novIGRain communication activities that will occur over the lifetime of the project will serve to promote the project and its results to a multitude of audiences. These cover a set of dedicated actions aimed at engaging relevant stakeholders, including the media and public, with regard to the project, its key findings and results and, when possible, stimulating feedback from the stakeholders.

The diverse range of audiences for novIGRain communications means we need to acknowledge that parts of our audience lack expertise in some of the areas covered by novIGRain. For this reason, tactics for communicating complex messages to non-expert audiences will be put in place (through more visual tools for example, such as infographics). These include ensuring external communications are interesting and inclusive to all audiences and that content is readable and accessible, targeted to the audiences' needs and interests. Moreover, consistent messaging and a clear project identity will help ensure novIGRain is identifiable and recognizable as a leading point of reference for this area of research among the general public.

4.2 Communication tools

The partners will use a variety of channels for communication purposes:

1) Website:

See 3.2 dissemination tools.

2) Newsletters:

See 3.2 dissemination tools.

3) Social Media:

Publication of new information on the novIGRain website will be mentioned on the social media platforms. To ensure novIGRain is part of the online discussion on grain storage solutions and also to help extend the reach of novIGRain communications, we will use a combination of official novIGRain social media

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channels. The diversity of the social media platforms used for the project ensures that all target groups are reached. The plan is to post on a regular basis on all networks, but with a different frequency depending on the best practice for each social network. Moreover, project partners are expected to help disseminate novIGRain and its outcomes through their social media accounts too. In fact, individuals can also use their personal LinkedIn profile to reach out to their network. The more active we are in the networks, the more dissemination of the project we will achieve.

novIGRain will use the following social media networks:

Facebook:
As Facebook is the most social media used in the world, it is essential to have an account, in order not only to increase our visibility, but to also reach a broader public. Therefore, the content on this page needs to be informative, but also visual, and most importantly easy to understand.

LinkedIn:
Due to the professional focus, LinkedIn is an interesting social media channel. This platform is ideal to reach potential stakeholders such as journalists and policy makers. It enables users to connect and share content with other professionals.

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4) Flyers:

A project flyer will be designed with the purpose of generating interest. It will be used as an outreach tool to promote the project and its objectives to the industry and academics. The flyer will be published on the novIGRain website and used at events to reach a wider audience.

The flyer will be available in English and can be translated in national languages, depending on the location of the events.

5) Infographics:

Different infographics will be developed and designed. They will serve as an important tool to share novIGRain's key messages and results with different audiences. The topics for the infographics will be in line with the ones addressed in the videos and posters in order to be coherent with the messages we convey. Because infographics can be used to portray different kinds of information and can be used to break down and simplify complex messages, they are the perfect means to reach different audiences, ranging from researchers, innovators, civil society, all the way to policymakers. Moreover, they are easily embedded in different kinds of documents and media tools. For these reasons, all novIGRain partners are encouraged to use the developed infographics to raise awareness about the project by sharing them by email, in newsletters, reports and posting them on social media whenever possible. All infographics will also be published on the project website.

6) Press releases:

Press releases will be one of the main formats to inform the media and achieve a wide dissemination and communication of results, especially to the public, and ultimately increase interest in novIGRain and the topics it covers both at the local and European/global levels. Partners are invited to translate press releases and forward them to local media and their institution's press offices (when available) in order to encourage their uptake by at least one newspaper in each of the partners' countries. All press releases will follow the novIGRain's own template.

7) Videos:

Different kinds of videos will be made. Some will be short videos to share on the social media platforms (f.ex. about the consortium meetings and site visits). Other videos will be more in depth informative and will illustrate the developments of the project. These videos will be made available on the novIGRain website. In total, at least 5 videos will be made an shared on these different platforms.

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4.3 Barriers, risks and mitigation measures

Although our communication activities target different audiences (e.g., the public, the media) compared to dissemination, the main risks are the same (e.g., low interest in the project, failure to communicate the complexity of the topics addressed by novIGRain and thus failing to reach a wider audience).

A potential risk might be that novIGRain communications become too academic to be understood by the public. Therefore, WP5 will include editorial support and review for external communications to support adaptation of messages to audience and channel.

A second risk might be that lack of competence (e.g., journalistic experience) within the communications team impedes novIGRain communications. The novIGRain communications team is experienced in writing for different media (including press releases) and leading communications in international projects. Therefore, WP5 will liaise with press offices in partner organisations to support press communications to mitigate this risk and benefit novIGRain by adding local knowledge and networks.

A last risk might be that diversity in networks, languages and expertise, regions and countries make messages coming out of novIGRain misunderstood or irrelevant to national and regional and/or international audiences. Therefore, novIGRain partners will take an active role in adapting and translating messages to their networks, in order to facilitate communication.

4.4 Monitoring and evaluation

The table below illustrates a list of KPIs for the different channels used in the communication activities.

Instruments	Target stakeholders	KPIs	Expected impact
Website	Citizen, companies, end-users, policymakers, researchers	Number of visits on the website: - by M20: 500+, - by M40: expected increase 60%, - by M60: expected increase 80%.	Inform, raise awareness and visibility.

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Instruments	Target stakeholders	KPIs	Expected impact
Newsletters	Policymakers, industry, companies, academics, researchers, end-users	Number of newsletters subscribers: - by M20: 100+, - by M40: expected increase 20%, - by M60: expected increase 30%.	Provide information about the project, call to action to participate in the project, its deliverables, recommendations (including policy recommendations) and relevant news items.
Social media (Twitter, LinkedIn, Facebook, Instagram, YouTube)	All stakeholders, general public	-> LinkedIn followers: <100 - poor, 100-250 - good, 250+ - excellent. -> Facebook followers: <100 - poor, 100-250 - good, 250 + - excellent.	Wide dissemination and communication of results, especially to the public.
Flyers	All stakeholders	At least 2	Inform and promote among stakeholders.
Infographics	Researchers, innovators, civil society, policymakers	At least 5	Provide stakeholders with a brief introduction to the project and where to go for more information.
Press releases	Media, Citizen	4	Wide dissemination and communication of results, especially to the public.
Videos	Media, Citizen	5	Entertaining way to inform about the development of novIGRain.

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We will monitor these KPIs and keep track of achievements on an ongoing basis by recording the achieved KPIs in the novIGRain Sharepoint platform. Moreover, KPIs will be reviewed and monitored during WP5 calls and/or discussed in the novIGRain project management calls. If the desired impact has not been achieved, a review of our strategy will be necessary in order to make effective adjustments.

4.5 Communication guidelines

The visual identity of novIGRain results from the combination of the project logo, colour scheme, infographics, templates etc. and provides a clear and recognizable project image.

All novIGRain materials, both online and offline, must include EU funding acknowledgement. We are currently working on the visual identity. The logo is illustrated at the end of this document (see annex 1).

4.6 Timing of dissemination and communication activities

See annex 2.

4.7 Roles and responsibility

WP5 leader Maxiline will coordinate and implement the dissemination activities; however, all the other partners will be actively involved in the individual actions and will be responsible for the proper promotion of the project. They will also provide all the information on the progress of the communication activities, allowing continuous monitoring of their implementation and the achievement of pre-established objectives.

Besides, partners will be responsible for the translation of materials from English into their country's principal language, e.g., press releases.

5. Internal Communication

The aim of internal communication is to make the workflow between the team members of novIGRain and other entities, in order to participate efficiently in the project. This corresponds with Consortium's strong belief in an effective internal communication between partners, aiming to increase the partners' understanding of the project and their obligations linked to it, as well as to encourage the enhancement of their efforts for the project's success.

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5.1 Internal workflow

The internal communication will take place as follows:

- For the daily implementation of tasks, exchange of information and documents, as well as for the coordination of activities, WP5 basic communication will be performed by electronic mail, regular phone calls, file transfer and conference calls.
- Teleconferences related to dissemination activities will be held regularly.
- Face-to-face meetings and WP5 meetings will be organized whenever it is necessary, but mainly jointly with consortium meeting.
- A reporting procedure will be defined: WP5 partners are responsible for reporting on what they have done to the WP5 leader. The reporting should be regular so that the dissemination and communication team can bring visibility to the partners' activities, announcing them on the website (such as participation in events, speeches, published articles and interviews, etc.). A template will be created by Maxiline and distributed to the partners in order to facilitate the recording of their activities.
- A number of guidelines will be provided to all WP5 partners regarding the performance of various activities related to the WP5 (media, how to write a press release, etc).
- A Microsoft Teams platform will be used between members. This digital workplace will provide an easy and accessible way to share documents and files related to the project.

6. Expert Committee

An international expert committee that will consist of 5 experts in the field of grain storage management will meet on a yearly basis and give feedback on both the research and developments that occur within the project, and the ways of interaction with the relevant stakeholders in order to maximise the impact. Therefore, it is important that experts with different backgrounds and regions are present in this expert committee, ranging from scientist, associations, end-users up to authorities from all over the world.
The international expert committee can continuously provide feedback on the project and will meet in person once a year. If required, additional (on-line) meetings can be organized.

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7. General Data Protection Regulation

The data collection will be carried out in accordance with the relevant guidelines and legislations and the general regulations applicable to the Horizon 2020 programme.

The GDPR is a European Regulation, meaning that it is a binding legislative act that must be applied in all countries in the European Union. One of the main objectives of the new GDPR is to harmonise and unify data protection and privacy rights. With the publication of the GDPR, the EU is trying not only to find an equilibrium between the protection of personal data and the free movement of such data, but also to adapt its regulation to an increasingly technological society.

8. Conclusion

The dissemination and communication strategy that is described in the current document was developed with the purpose of raising awareness about novIGRain project, fostering a clear understanding of WP5 dissemination and communication objectives and how they will be implemented in the context of the project's objectives.
The current document provides a clear definition of the goals to be reached and a detailed description of the project's target groups and tailored actions. The strategy presents in a clear way the project's stakeholder and how it will offer the various identified target groups incentive to take action, get involved, and promote the project.

This document defines and records the strategy, tools and materials that are to be used in novIGRain communication and dissemination activities throughout the project lifespan. This document also provides the consortium partners with guidelines on how to disseminate the results of the projects and the knowledge gathered during the process, using the appropriate templates and visual identity tools. This is a living document, and the candidate dissemination and communication actions will be continuously monitored and accordingly updated to reach the defined objectives and audiences. At least one review of the document will be carried out annually, in order to make the necessary adjustments.

9. H2020 requests

All beneficiaries of the project are committed to follow the guidelines about the use of the EU emblem using it in their communication to acknowledge the support received under EU programmes.

For more details, see: https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf

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10. Annexes

Annex 1: Visual Identity

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Annex 2: Timing dissemination and Communication activities (GANTT)

Here are all the dissemination and communication activities and targets spread over the entire duration of the project.

	2022			2021												2022												2023												2024												2025											
	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
WP5 awareness, dissemination and communication	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63
website																																																																		
partner's websites																																																														
social media - *see social media plan*																																																													
Newsletters						x	x								x	x						x						x					x	x																												
Articles for specialized press (industry)								x	x					x	x						x					x	x					x	x																												
mailing list																																																														
Scientific articles									x	x																x	x																																			
Press releases (general press, ex. newspaper)																																																													
posters																x	x											x	x																																		
Infographics											x	x																x	x							x																									
Flyer										x																																																					
Videos																									x	x																																				
1st set of practice abstracts																													x	x																															
2nd set of practice abstracts																																																												

KPI tracking	2022			2021												2022												2023												2024												2025											
	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63
Collaboration projects - amount of collabs																																								collaboration with 10 projects																							
Collaboration projects - amount of meetings																																							common meetings with 2-3 projects																							
Mailing list subscribers	**100 subscribers to the mailing list**															120 subscribers to the mailing list																								130 subscribers to the mailing list																							
Newsletter subscribers	**100 subscribers to the newsletters**															120 subscribers to the newsletters																								130 subscribers to the newsletters																							
Website subscribers																																																																	