



Magic

Marginal lands for Growing Industrial Crops

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Type

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DEM	Demonstrator, pilot, prototype	<input type="checkbox"/>
DEC	Websites, patent fillings, videos, etc.	<input type="checkbox"/>
OTHER		<input type="checkbox"/>

Dissemination Level

PU	Public	<input checked="" type="checkbox"/>
CO	Confidential, only for members of the consortium (including the Commission Services)	<input type="checkbox"/>

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1 Introduction

This document serves as a guideline for the dissemination work which will be conducted in the frame of the MAGIC project. It will be updated on an annual basis to accommodate recent changes and define the next steps. Within this plan, we will first outline the general objectives of the project's dissemination efforts, including the key assets, results and messages to be disseminated and the targeted stakeholder groups. The second part will list the concrete channels and activities which will be employed to reach the project's dissemination goals. Since the project is at a very early stage (status: April 2018), the number of envisaged activities is limited. The dissemination team and all partners will follow up with collecting dissemination activities during the course of the project and will update the plan as mentioned above.

2 Executive summary

This chapter describes the work packages and the interaction of the partners within the project (see also Figure 1). As industrial crops can provide valuable resources for high added value products and bioenergy, MAGIC aims to promote the sustainable development of resource-efficient and economically profitable industrial crops grown on marginal lands.

To achieve that, an up-to-date database of existing resource-efficient industrial crops will be developed with information on their agronomic characteristics, input requirements, yield performance and quality traits for end use applications (WP1). A Decision Support System (DSS) will be developed and validated with the active involvement of farmers and end users. In parallel, current and future marginal lands in Europe facing natural constraints will be mapped, characterised and analysed to provide a spatially explicit classification that will serve as a basis for developing sustainable best-practice options for industrial crops (WP2).

The most promising crop species will be identified taking advantage of the profound experience of the consortium and in a multi-actor approach with stakeholders. Further investigation actions include the creation of new breeding tools and strategies towards better crop varieties (WP3), the identification and optimization of appropriate agronomic practices with limited input requirements (WP4) and the development of suitable harvesting strategies and logistics to optimise the biomass supply-chains (WP5).

The impact of MAGIC will be maximized by integrating sustainability aspects (covering environment, society and economy) of the value chains (WP6). Success stories of industrial crops in EU regions will be analysed addressing technical, environmental, economic and social issues to produce policy recommendations and best-practice guidelines for their promotion at local/regional level (WP7). The project results, database, maps and the DSS tool will be used as dissemination tools to increase farmers' awareness and establish strong links with EIP AGRI (WP8).

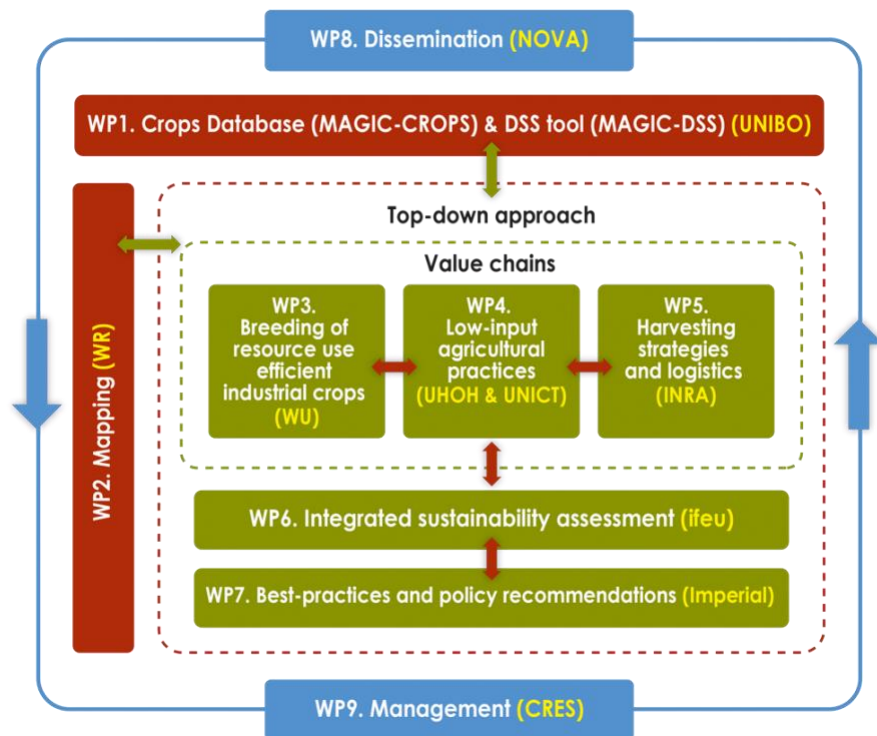


Figure 1: General project overview

3 Objectives and key assets to be disseminated

MAGIC intends to provide knowledge on the optimised cultivation of industrial crops on marginal land, in order to contribute to resource efficiency, innovation, climate mitigation and to a more sustainable bioeconomy in Europe. In addition, the insights gained in the project on industrial crops growing on marginal land will help to reduce competition on agricultural land with food production.

The project's dissemination activities are all targeted at the overarching goal to bring this knowledge to the stakeholders who can make use of it, which can be through implementing it in their business practices, further improving it through more research or developing agricultural policies that reflect the newly acquired knowledge in order to create a more conducive environment for the use of marginal land.

The main results of the project – in other words, its key assets – to be disseminated will be:

1. MAGIC-CROPS: A database of existing resource-efficient industrial crops with information on their agronomic characteristics, input requirements and yield performance.
2. MAGIC-MAPS: An online mapping system of current and future marginal lands facing natural constraints in Europe, including the characterisation and analysis

- of lands to provide spatially explicit classifications as basis for sustainable best-practice options for industrial crops.
3. MAGIC-DSS: A decision support tool based on both MAGIC-CROPS and MAGIC-MAPS that will at minimum enable the choosing of the most promising industrial crop at any geo-location in Europe.
 4. New breeding tools, identification of appropriate agronomic practices with limited input requirements as well as of sustainable harvesting and logistics systems to optimise biomass supply chains.
 5. Success stories of the resource-efficient use of industrial crops on marginal lands and policy recommendations.

As mentioned above, the dissemination of the MAGIC project has a strong practical focus. Its first and foremost goal is to reach the end users of the developed tools and motivate them to make use of the new information. For a more detailed overview of main target groups per results as well as the planned dissemination activities, see chapters 4 and 5.

4 Stakeholder groups to be targeted

Depending on the purpose, different stakeholder groups will need to be involved in the dissemination efforts of MAGIC. While it will be necessary to refine the selection in the course of the project, the following Table 1 gives a first overview of target group per key asset to be disseminated: All project partners will make use of their networks to identify appropriate stakeholders for each activity in the following months of the project.

4.1 Farmers & farmer's associations:

Farmers & farmer's associations includes farmers' unions, cooperatives, agricultural chambers etc. This is the first and paramount target group of the MAGIC project, as its final purpose is to increase the adoption level of the Magic-DSS (Decision Support System) by these groups.

4.2 Agricultural companies & extended agricultural industries

This groups includes, companies and industrial branches, which produce bio-based materials such as biodiesel, bioethanol, lubricants, paints, ink, coatings, polymers & polymer additives textiles, paper and pulp, timber board and panels, resins, advanced biofuels. Moreover, this also includes extended agricultural industry like agricultural machinery manufacturers and can also benefit from the project and can play a role as multiplier and user.

4.3 Authorities & policy

Authorities & policy means representatives of agricultural authorities (ministries, departments) related to Common Agricultural Policy (CAP), EARDF Regional Development Programmes, experts on regulatory issues related to the use of the MAGIC databases for the agricultural industries; standardisation and certification bodies and institutions, Public Environmental Monitoring Authorities, bio-based and agricultural industry representatives. The promotion of the MAGIC database by policymakers and other authorities related to the agricultural industry is in the best interest for a positive advancement of the bio-economy in the EU, resource efficiency and environmental challenges of EU's economy. Such authorities can play key roles in promoting and recommending the best-practice strategies of the research projects as well as they can function as multiplier agents of dissemination efforts.

4.4 Broader public & media

This definition means the general public and the mass media that can be considered as a last target group of MAGIC, mainly for the communication and publication purposes, to be outreached by promotional publication and activities channelled through mainstream and specialised media.

Key asset	Stakeholder group	Role	Information needs	Dissemination strategies (tools and activities)
MAGIC-CROPS	Farmers	Users	Knowledge about database's existence; how to use it	<ul style="list-style-type: none"> -Web portal, -Digital newsletter, - Social media, -Target mailing campaigns, - nova-Communication and Dissemination Tool (nCDT) -MAGIC events: Presentation and network events (congresses, conferences etc.) - Press releases on milestone events in scientific magazines and specialised mass media, -Practice abstracts for EIP-Agri -Publicity materials: Project identity package (brochure, Roll-up Banner, templates).
	Farmers' associations	Multipliers		
	Agricultural companies	Users, multipliers		
	Agricultural machine companies	Users, multipliers		
	EIP-AGRI	Multipliers		
MAGIC-MAPS	Farmers	Users	Knowledge about database's existence; how to use it	
	Farmers' associations	Multipliers		
	Agricultural companies	Users, multipliers		
	Agricultural machine companies	Users, multipliers		
	EIP-AGRI	Multipliers		
MAGIC-DSS	Farmers	Users	Knowledge about tool's existence; how to use it	
	Farmers' associations	Multipliers		
	EIP-AGRI	Multipliers		
New breeding tools, agronomic practices, harvesting and logistics systems	Farmers	Users	Knowledge about tools' existence; how to use them; training	
	Farmers' associations	Multipliers		
	Agricultural companies	Users, multipliers		
	Agricultural machine companies	Users, multipliers		
	EIP-AGRI	Multipliers		
Success stories and policy recommendations	Farmers	Recipients	Broad or more detailed understanding of success factors and political framework conditions, depending on the specific target group	
	Farmers' associations	Multipliers		
	EIP-AGRI	Multipliers		
	Policy makers	Implementers of recommendations		
	Broader public / media	Recipients, multipliers		

Table 1: Stakeholder groups per key asset

5 Dissemination channels and activities

5.1 Project identity and website

Right at the start of the MAGIC project, a project identity has been developed, which includes the following logo and colour codes:



Figure 2: MAGIC project logo

RGB colour codes: **GREEN:** 137 / 147 / 0
RED: 176 / 41 / 4
100% **BLACK:** 0 / 0 / 0
70% **BLACK:** 85 / 81 / 78

The MAGIC website is a channel which allows a quick and broad distribution and exchange of information on the progress of the Magic project to interested parties, stakeholders and the public. The Magic project website www.magic-h2020.eu will be launched till end of December 2017 including an external area as well as an internal platform for secure and effective communication within the project consortium.

WordPress guarantees a long-term availability of up-to-date features that can be accessed without any hurdles. It is user-friendly and receives lots of updates and technical support from a big international community of users and programmers. Furthermore, the system fulfils the security as well as EU data protection requirements and offers flexible components to modify navigation as well as content quick, secure and easy.

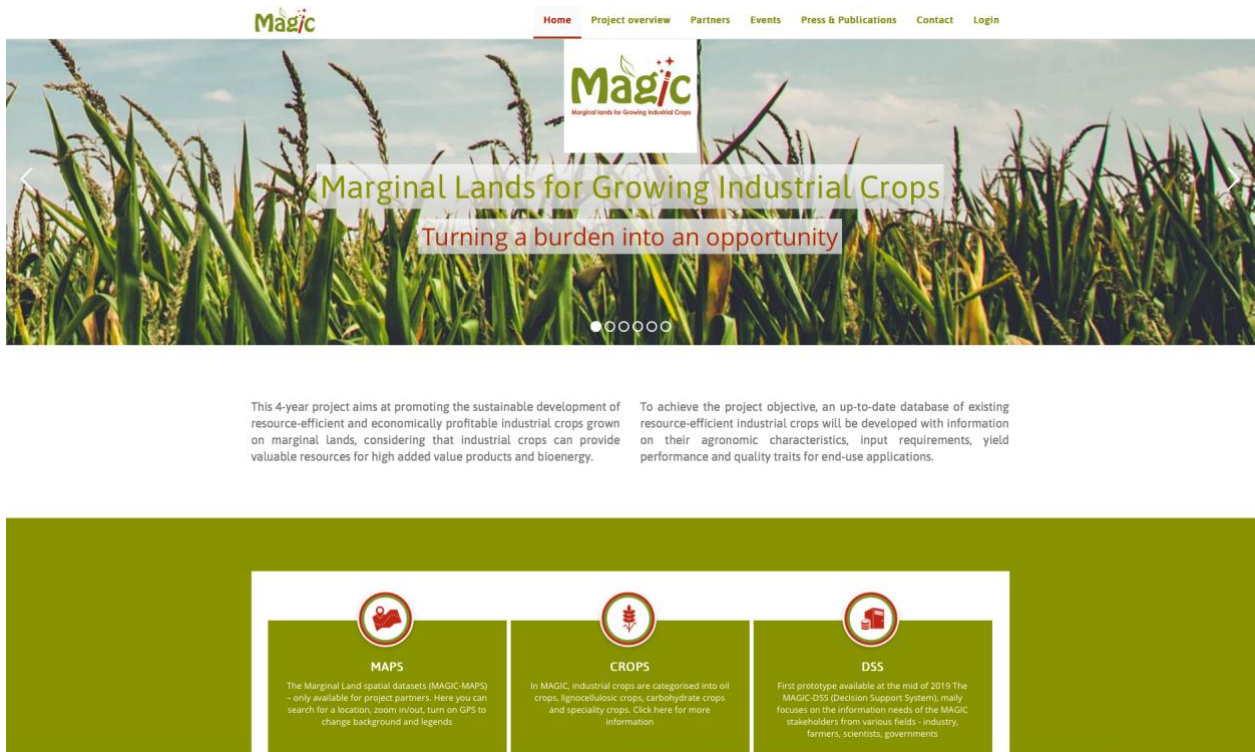


Figure 3: MAGIC website (landing page)

The site is fully responsive and ensures full accessibility on various browsers and systems as well as on Apple Mac iOS, Windows PC, tablet and cell phone. The website's public area serves for the dissemination of information about the project to interested parties, stakeholders, the wider academic and industrial communities and the general public.

5.2 The initial structure of the external website is as follows:

- Home (embedded within the MAGIC logo left hand upper corner)
- Project Overview
- Partners
- Events
- Press Publications
- Contact
- Login

The project website will also be the central communication tool of the project and will also host MAGIC-CROPS, MAGIC-MAPS as well as MAGIC-DSS. There will be a link including the interface to these three databases, available online.

Any further information regarding relevant events, results, graphics or any kind of documents can be included permanently as the project progresses.

5.3 Internal Communication

There will be regular internal communication between the consortium partners responsible for the dissemination and exploitation and the project coordinator. All partners of MAGIC are involved with dissemination activities to have maximum of communication on these topics. All partners will advise and report on issues regarding project and business strategy as well as optimisation of applicability and exploitation of the technological and scientific project results.

For internal communication, it will be important that all partners receive the information and (intermediate) results they need to do an optimal job. Therefore, the MAGIC dissemination team will set up an internal, tailored log in area at the website to manage internal procedures. The internal communication will be implemented via a platform, called nCDT (nova Communication and Dissemination tool, where access will be restricted to the consortium partners. In addition, the dissemination team as well as the management support team will support the project coordinator in their communication.

5.4 Internal website area – nCDT (nova Communication & Dissemination Tool)

The internal website is restricted by log in with the initial structure as follows:

- Login (member section):
- Email groups by Work Packages
- Contact Database (Contact information of the partners involved in the project)
- Documents (for download)
- Official documents and logo (e.g. Grant Agreement, Consortium Agreement, etc.)
- Presentations
- Minutes
- Templates (e.g. Deliverable template, minutes template, presentation template...)
- List of deliverables and milestones including a calendar function

5.5 Notification procedure and timetable

Before publishing project results, all partners are obliged to notify the consortium of the planned activity. This include all kinds of scientific publications that could concern other partners' IP, such as journal articles, magazine articles, presentations at conferences, posters, etc. Non-scientific publications, such as press releases, leaflets etc. also require consent at least by the dissemination lead and the project coordinator. The notification procedure is described below.

Regarding the notification timelines when dissemination activities are planned by partners, the Grant Agreement and the Consortium Agreement foresees the following rules.

According to Article 29.1 of the Grant Agreement and the Consortium Agreement of MAGIC, the notification procedure shall follow the timetable described below:

At least 45 calendar days prior notice of any communication/dissemination activity shall be given to the other partners, including sufficient information concerning the planned dissemination activity/activities and the data envisaged to be disseminated.

Following notification, any partner may object within at least 30 calendar days of receiving notification to the envisaged dissemination activity, writing to the Coordinator and to any Party concerned. The objection has to be substantiated with reasonable arguments and has to include a detailed request for necessary modifications. If an objection has been raised the involved Parties shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amendment to the planned publication and/or by protecting information before publication) and/or removal of any Confidential Information of the objecting Party from the publication) and the objecting Party shall not unreasonably continue the opposition if appropriate actions are performed following the discussion. If no objection is made within the time limit stated above, the activity is permitted. A Party may only object if it can show that its legitimate interests in relation to its results or background would be significantly harmed.

5.6 Internal procedures for approval of dissemination activities

To establish common rules to be followed within the consortium on the dissemination activities, procedures and tools will be used by all partners.

In particular, the tool will be used:

- Notification procedure for scientific and non-scientific publications
- Tracking instrument which shall enable the WP leaders and the coordinator to monitor the state of play as regards planned communication and dissemination actions actually implemented.

5.7 Dissemination activities

Aside from the website, the project will make use of a multitude of dissemination channels. These include:

1. **Project brochure:** The brochure will present the basic project information, including duration, objectives, partners and activities. The brochure will be designed by nova in accordance with the project identity and in agreement with the project coordinator CRES. A publication date of May 2018 is aimed for.
2. **Leaflets and posters** will be designed for specific events, depending on the needs of each partner, but not as a general communication tool. Keeping the scope and budgetary restraints in mind, nova will support all partners with such materials when they need it.
3. **Social media channels:** The project will make use of selected social media tools, tailored to the project demand. Options for dissemination opportunities are Facebook, Twitter and LinkedIn. However, a useful social media strategy keeps in mind which target groups should be reached and how content needs to be framed to be received well. Experience from previous projects has shown, for example, that LinkedIn is much more effective to reach professional groups – which are mostly the target group of MAGIC – than Facebook is. Twitter can be useful, provided that partners agree on a communication strategy which is fast and effective. Long discussions about publishable content contradict the purpose of Twitter, which is why this tool poses some challenges for some research projects. Research Gate can be used by each partner according to their needs for publications, etc.
4. **nCDT:** The internal communication will be implemented via a platform, where access will be restricted to the consortium partners. In addition, the dissemination team as well as the management support team will support the project coordinator in their communication.
5. **Newsletters:** Within the duration of the project, four e-newsletters will be produced that each partner can distribute to its network (one per year). The newsletters will contain information on the project's progress, main results and especially on events such as stakeholder workshops and trainings. All partners will provide input on the content and nova will prepare the final e-newsletter. The first newsletter is planned for Q4 2018.
6. **Press releases:** For milestone results and events, press releases will be drafted and sent out to the press. nova will be in charge of drafting these in collaboration with CRES.
7. **Promotional videos:** In order to disseminate key results to a broader public, promotional videos may be produced. However, since no specific budget was allocated to the video production, it needs to be discussed among partners who will take over responsibility and if promotional videos are the best option to create value from the project budget.
8. **Result factsheets:** All task leaders will be in charge of presenting their main results in form of factsheets, which will be incorporated in the website. nova will support this editorially.

As task leader, nova will be in charge of most of the dissemination activities, but it is vital that all partners provide input on their activities and results and also take initiative when dissemination opportunities occur. Furthermore, it is essential that all dissemination activities are tracked regularly. For this, nova will provide a template to collect all related information in order to stay up-to-date on each partner's progress.

5.8 Interaction with EIP-AGRI

EIP-AGRI will play a central role as multiplier for the project's results. In order to ensure an effective collaboration, a close link will be established from month 7 onwards. In the beginning, a presentation will be given to the EIP service point staff in Brussels to provide an overview of the project's objectives and activities. In the course of the project, the newsletter and the website of EIP-AGRI will be fed with updates from the project, e.g. with informational factsheets or event notices. The close link will be effectively secured through the membership in EIP-AGRI's innovation subgroup by project partner Spanish Co-ops. Here, a major target is to establish a specific Focus Group on industrial crops on marginal land. Furthermore, the membership will also be useful to identify the EIP operational groups that deal with topics relevant to MAGIC.

5.9 Gender & Equality

The EU in its fundamental agreements on gender equality agreed to promote equality between men and women in all societal spheres. MAGIC will also highlight and evaluate the success of the active involvement of women in the project at all levels.

5.10 Transparency & Accountability

The dissemination strategy of MAGIC is following a transparency and accountability and will take place all along the project implementation, through a multitude of dissemination activities. This concerns mainly the website and the social media web portals (Twitter and LinkedIn). Furthermore, all the project events as well as the collaboration of the multiplier within the project, especially the EIP-Agri Service Point are included in the idea of transparency and accountability.

5.11 Reporting to COPA-COGECA

In the course of the project, MAGIC representatives will take part in at least five meetings of COPA-COGECA's Sectorial Boards of European farmers to report on the project's achievements and involve farmers as stakeholders.

5.12 Events: national workshops, demo days, value chain events and trainings

A multitude of project partners will be in charge of organising different events in order to disseminate the project results and involved the relevant stakeholders. These will all take place in the second half of the project.

Starting in M24, national workshops will be organised in Greece, Italy, Spain, Portugal, France, Germany, Poland, Latvia and Ukraine. These events will be targeted at farmers and industry and will be useful to validate MAGIC-CROPS and to test MAGIC-DSS. Additionally, the guidelines for growers will be discussed. In the course of the project, the dates and locations will be incorporated in the update of the Dissemination Plan, depending on the partners' planning.

In conjunction with the ad-hoc harvesting trials planned in task 5.1, demo days will be organised (at least one per marginal agro-ecological zone (M-AEZ)) to which farmers and industry will be invited to participate.

Two value chain events will be organised; one each in parallel to the 3rd and to the 4th project meeting. 'Value chain event' means that stakeholders from each stage of a certain agricultural-industrial value chain will be involved in order to improve collaboration and exchange. During the 3rd project meeting it will be stakeholders from the oil and specialty crops value chain, during the 4th project meeting it will be stakeholders from lignocellulosic and carbohydrate crops value chains. The events will include the presentation of success stories as well as matchmaking sessions and B2B meetings. Members of the Multi Actor Advisory Board will also be invited to the events.

A final event entitled "Marginal lands for Growing Industrial Crops: Turning a burden into an opportunity" will be organized in Brussels in conjunction with the final progress meeting. The link of the MAGIC thematic network to the EIP and other EU initiatives in the field of industrial crops will be presented. The event will be coordinated with other thematic networks.

Towards the end of the project, two training events will be organised for farmers; one in Greece and one in France. The training courses will impart practical knowledge on the cultivation of industrial crops on marginal land as well as information on economic and sustainability issues. The courses are especially targeted towards young farmers.

Three training courses for students will be organised – one each in Greece, Italy and Portugal. Each of the courses will last for up to four days.

6 Conclusion

The MAGIC project will result in a multitude of concrete tools and information packages that will only be valuable if they reach the right target groups, which are also manifold: Farmers, farmers' associations, agricultural companies, agricultural machine companies, EIP-AGRI and policy makers all will need to be addressed and involved in the implementation of the project's results. This first edition of the Dissemination Plan – which will be updated annually – has outlined the target groups per key asset and their broad information needs. Over the next few months, all project partners will need to:

- a) Further define the information they would like to disseminate, and
- b) Make use of their networks to get in touch with the right stakeholders (identify concrete associations, companies, etc.)

These details will further be specified in the course of the project when it is clearer what the end results will look like and how they can best be transported to the right stakeholders.

The plan has also already given a first overview of the dissemination channels to be used. The website constitutes the most central dissemination tool of the project, since it also hosts the assets to be developed (CROPS; MAPS, DSS). Depending on the message and target group, a multitude of additional channels will be used to proactively address the relevant actors: email newsletters, social media channels or press releases may all play a role, but for each opportunity and communication need, the specific tool will need to be selected.

Furthermore, EIP-AGRI shall be involved closely in the dissemination efforts of the project in order to ensure effective multiplication. Last but not least, a variety of event formats will be organised to reach farmers, industry and researchers in order to transfer the project's knowledge and valorise the results.

A large version of the 'Magic' logo in green. The 'i' is red with a white outline, and there are three red stars above it. A green leaf is above the 'a'.Two medium-sized versions of the 'Magic' logo in green. The 'i' is red with a white outline, and there are three red stars above it. A green leaf is above the 'a'.

GREEN: C 30,M 0,Y 100,K 40
GREEN: PANTONE 7496



RED: C 0,M 90,Y 100,K 30
RED: PANTONE 180

A large version of the 'Magic' logo in black. The 'i' is grey with a white outline, and there are three grey stars above it. A black leaf is above the 'a'.

100% BLACK



70% BLACK

Two medium-sized versions of the 'Magic' logo in black. The 'i' is grey with a white outline, and there are three grey stars above it. A black leaf is above the 'a'.