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CropBooster-P

Deliverable 6.3

Title: Dissemination & Communication Plan

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Abstract

The CropBooster-P Dissemination and Communication plan includes communication strategies (EU, national level), tools for dissemination and dissemination approaches. The plan will be yearly updated regarding the results of the project and the characterized needs of stakeholders. The main targets are: Policy-makers, researcher from academia and industry, breeding companies and other agro-industrial components, international organisations and networks, farmer associations and consumers and the general public.

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1. Introduction

The long term goal of CropBooster-P is to pave the ground for future research that will lead to improved crop yields, increased sustainability and reduced environmental impact, and guaranteed nutritional quality of food. In essence, a roadmap for how crop boosting will be achieved is the overall goal of the project. It is ambitious but important that the project highlights and synthesizes the available and future opportunities for boosting crop yields, sustainability and nutrition as widely and timely as possible, especially to the main targeted stakeholders (e.g. agro-industry, agricultural researchers and farmers and breeders). Bringing the stakeholders into the annual planning will ensure their engagement, ownership of outcomes, and relevance.

Our aims are that all of the stakeholders and societal actors, including agro-industry, food industry, consumers and citizens, consider CropBooster-P results as a pragmatic, expert guide to the opportunities that current and near-future crop research presents for increasing yields and crop quality, whilst delivering social, economic and environmental sustainability. Farmers and growers should see CropBooster-P results as the most qualified and competent guidance to implement further improvement of crop quality and yield and natural resource use. Regarding policy makers, from international to local level, we aim that they regard CropBooster-P results as a competent and deliverable help (a 'manual') to direct and prioritize research in this area. And society and the lay community are engaged with crop research through the results of CropBooster-P, helping build and maintain public support.

Communication and dissemination toward all these categories will be top-priority. Rapid and effective dissemination of results will be carried out in a way that is personalized and understandable to all. The CropBooster-P Dissemination and Communication plan includes communication strategies (EU, national level), tools for dissemination and dissemination approaches. The plan will be yearly updated regarding the results of project and the characterized needs of stakeholders.

2. Dissemination & Communication Strategy

2.1 Project objectives

The Problem

It is anticipated that the World will require up to an additional 110% of primary agricultural productivity by 2050 to feed both people and livestock. This food must also be nutritious, and there is an increasing demand for plant-based protein. Current rates of crop yield improvement can offer only a ≈ 40 - 70% increase by 2050. Hence there will be a need for radical additional expansion in crop production to bring supply and demand into balance. The challenge will be achieving this expansion sustainably, maintaining nutritional quality and doing so in the face of climate change, and across contrasting agricultural systems. Increasing crop production by increasing the allocation of land to agriculture is deeply undesirable as this can only be done at the expense of threatened natural ecosystems, which harbour much of our biodiversity and provide ecosystem services for the global community. Therefore crop yields must be increased while guaranteeing nutritional quality within the existing agricultural land area. Agriculture is also resource-intensive. It accounts for more water consumption than all other uses combined, and relies heavily on the use of synthetic fertilisers with a high environmental impact. To sustainably meet our future food requirements, more food needs to be produced on the same land area with increased resource-use efficiency, and done so prepared for climate change. This food must also be produced while ensuring environmental protection. The need to increase crop yield does not arise only from food and feed demands. The future will see an expansion for competing uses for agricultural products, for example, as feedstocks for the Bioeconomy or the production of biofuels. These competing uses for agricultural productivity are themselves driven by a desire to limit climate change and transition to a more sustainable base for industry and energy supplies.

CropBooster-P; developing a plan to future-proof Europe's plants

Big and sustainable crop yield increases with a guaranteed nutritional quality will require a revolution in the way crop plants are produced. Fortunately, Europe has a very strong plant sciences community. We not only have a comprehensive understanding of the factors controlling yield and nutritional quality but also important tools and genetic resources that can be exploited in an interdisciplinary, European programme to sustainably increase yield. CropBooster-P will generate a plan to double crop yields by 2050 with the least possible increase in inputs while guaranteeing nutritional quality. And this will be done without compromising on nutritional quality. The project team brings together partners from Universities and Institutes, breeding, farming and agronomy, food processors, and the public. This team will assess the options to improve future European crop yields while maintaining the nutritional quality of that product whether it be destined for human or animal consumption. They will look not only at terrestrial but also at marine production. Europe is agriculturally diverse, so the team will give a voice to all of Europe via a comprehensive Stakeholder Group. Food, agriculture and the environment are all sensitive topics and the public has grown mistrustful of the agricultural technocracy. CropBooster-P will be seen as part of that technocracy so from the onset the project will involve the public in the process. This inclusive process of analysis, consultation, and revision will lead to the production of a White Paper – a Roadmap – that will describe the pathway to sustainably doubling Europe's crop yields by 2050 and preparing these crops for the future climate of Europe

The Result; food security and a reinvigorated bioeconomy

The CropBooster-P Roadmap will bring closer Europe's strategic and applied plant science communities and will create economic opportunities for our bioeconomy at all levels of its operation. It will also represent a European boost to global food security. Insecurity of food supplies may not directly threaten a wealthy region like Europe, but a lack of food and nutritional security has corrosive global effects, driving political instability, insurrection and migration.

Increased agricultural productivity will also make easier the expansion of the non-food bioeconomy. Greater primary production as part of the yield-increase equation will also allow more carbon to be allocated to the soil-carbon pool. This will improve resource-use efficiency and serve to sequester carbon dioxide in the soil carbon pool. The Roadmap, therefore, will not only layout a technical plan for crop yield improvement but will be a stepping stone to a reinvigorated rural economy driving a new food and non-food bioeconomy

2.2 Communication objectives

The ultimate long term goal of CropBooster-P is to pave the ground for future research that will lead to improved crop yields, increased sustainability and reduced environmental impact, and guaranteed quality of food. It is ambitious but important that the project delivers available and future opportunities as widely and timely as possible, especially to the main targeted stakeholders (e.g. agro-industry, agricultural researchers and farmers and breeders). Policymakers (from international to local level) must see CropBooster-P results as a competent and deliverable help (a 'manual') to direct and prioritise research. All of the stakeholders and societal actors including agro-industry, food industry, consumers and citizens must consider CropBooster-P results as viable economic opportunities to reach economical objective while sustaining environmentally-friendly intensification of agriculture and of its production. The farmers and growers must see CropBooster-P results as the most qualified and competent guidance to implement further improvement of crop yield and natural resource use. Bringing the stakeholders into the annual planning ensures their engagement, ownership of outcomes, and relevance. Finally engaging with society and the lay community and maintaining public support is critical.
Communication and dissemination toward all these categories will be top-priority. Rapid and effective dissemination of results will be carried out in a way that is personalized and understandable to all.

The main target groups for dissemination are: the scientific community, farmers and farmer associations, food industry, breeding industry, European policy makers, national policy makers and the civil society (including consumers and other end-users).
The key strategy of CropBooster-P is to inform on opportunities, and their reality, and with this information target "societal" consensus on future research priorities and activities. To achieve this technologies, impacts and citizen views and -concerns will be anticipated broadly involving key actors in the agricultural sciences, and different stakeholders up to civil society. Thereby, a common ground/ common understanding and a communication network overarching different societal groups is prepared in an early stage of research planning. The involvement from day 1, of different stakeholders and civil society will raise the awareness on research topics, means, needs and constraints on every side from participating scientists to civil society members through farming sector and industry. Participants are considered societal multiplicators to raise awareness and foster social acceptance on the topics and strategy of future research prepared by CropBooster-P. The documentation and reporting by the WPs and the activities will allow employment of appropriate means to disseminate efficiently the findings and conclusions from the project to target groups and achieve impact. Methods for dissemination include relevant publishing outlets (journals, white papers and joint reports involving different stakeholders). We also consider interviews, networking, social media, the CropBooster-P website to be crucial. For all publications, we will strive for open access publishing (article immediately available on the website of the publisher) to reach the broadest audience possible. All outputs from CropBooster-P will be placed in the public domain to ensure full transparency.

A key feature designed to maximize the impact of CropBooster-P is to deploy a successful plan of dissemination and exploitation of results. This will be achieved by the early involvement of stakeholders during the implementation of the project to fully capture their needs and expectations. CropBooster-P has aptly conceived the Stakeholder Group (SHG) whose involvement, from the outset and throughout the project, will establish an

interactive discussion and exchange of ideas and needs between the consortium and its stakeholders, thus enhancing a necessary cross-fertilisation between stakeholders and scientists on the one hand and among stakeholders on the other hand. Through the SHG, the many categories of stakeholders will inform partners of their needs (e.g. focal concerns, key knowledge gaps, target values) and in turn receive relevant information on scientific opportunities, technical means, benefits, challenges and impacts. Confrontation with the SHG will establish a mutual learning process, contributing integration of scientific and end-user knowledge (citizen science), and the development of new trans-disciplinary knowledge.

The added-value of CropBooster-P dissemination plan lies in its capacity to use the main trusted and most popular channels of the targeted stakeholders to efficiently disseminate the project outcomes. The stakeholders themselves will be asked to target these channels, thus boosting the impact of the dissemination plan (Farmer press - Popular blogs and social media for the civil society - Peer review publication for the scientist and industry, etc.). To deliver an effective impact on the society CropBooster-P needs a wealth of other tools to reach out and bridge the gap between science, stakeholders, decision-makers and farmers and consumers. These will converge to create a Knowledge Exchange Strategy (KES) that starting from premises (context analysis) will disseminate objectives to target individuals who will be reached by personalized messages through the most appropriate array of communication channels (e.g. expert conferences, policy briefs, in-depth interviews and surveys of administrators and key stakeholders), in turn receiving feedbacks that will lead to impact strategy assessment and fine-tuning. The project will implement simple and readily available contact networks, regularly update the website, and use social media to circulate relevant messages on project achievements to keep CropBooster-P and its activities in the minds of target audiences. For face-to-face communication, CropBooster-P will organize stakeholder briefing events at regional and European levels as a key contribution to improving the science-policy interface.

2.3 Target group description

2.3.1 Identified target groups

The CropBooster-P Dissemination and Communication activities are geared to reach the following stakeholders:

- Research funders and research policy makers;
- Business and Agro Industry;
- Farmers and farmer organizations;
- General public / consumers;
- Research Community

Research funders and research policy makers:
Policy-makers and research funders, both from local and central administrations, are important stakeholders as they will play a decisive role in shaping the future European research arena. The reports, and white papers the CropBooster-P will produce will facilitate exploration and evaluation of different policy- and funding options, accounting for synergies and potential trade-offs between economic, socio and environmental impact.

Breeding companies and other agro-industrial components:
A firm interaction with industry, like breeding companies, food companies and agro-chemistry producers, is required to fulfil CropBooster-P vision and to produce new required varieties with higher yields, climate resilience, resource use efficiency and high nutritional quality. The whitepapers and roadmap that we will produce together with industry will contain the blueprints for these future crops.

Farmers and Farmer associations:
Farmers will be the end users of the envisaged future crops and hence, the co-operation and involvement of farmers, landowners and farmer organizations thus is a prerequisite for the successful execution of the CropBooster-P Roadmap. Involvement of farmer in CropBooster-P workshops will ensure that their interests and opinions will be well balanced in the reports produced. Also, their involvement in these workshops will aid the broader dissemination of CropBooster-P resuslt within the European farming community at large.

General public / consumers:
Consumers are concerned about the price and security of food, it's quality, and it's environmental and social impacts. However, in general they have not enough knowledge about how food is produced and how the entire food chain operates. And thus, consumers cannot properly evaluate the impact of more effective and less resource consuming agricultural techniques. Also, the general negative opinion about the use of biotechnology in agriculture and food production remains a constant source of public debate. Therefore there is the need to include in CropBooster-P an intense dissemination and communication activity to better inform consumers and thus meet the expectations of the general public.

Researcher Community from academia and industry:
The execution of the Roadmap that CropBooster-P will deliver will require a large-scale, European wide research effort involving scientist from academia and from industry from a large number of scientific disciplines. In order to realize this, we will create an international network to coordination ongoing research activities and plan for future cooperation. CropBooster-P's scenario's, conclusions and recommendations will be published in international scientific journals in order to help create the required scientific networks.

2.3.2 Objectives and communication channels used per target group

CropBooster-P's dissemination and communication strategy will be geared towards the specific requirements and aspects of the different target groups. For each of our stakeholder groups, Research funders and research policy makers, Breeding companies and other agro-industrial components, Farmers and Farmer associations, General public / consumers and Researcher Community from academia and industry , a tailor made approach will be taken applying specific communication means and channels to reach specific objectives. In the table below, for every target group the specific communication means are given, as well as the general content and/or the overall objectives of the communication strategy.

Stakeholders / targets	**Means / channels**	**Objectives / Content**
Research funders and research policy makers	workshops, expert panels, interviews, website; reports, recommendations	Strategies for the long-term support to International research activities; International cooperation; Enhanced coordination or research programs and alignment of National and Regional strategies; Recognition of main biological and environmental factors limiting yield and nutritional quality, as major targets for agricultural and biological research.
Business & Agro-Industry	Workshops, expert panels, interviews, face to face meetings, website; reports, recommendations	Coordination with, and input from, the private sector; Involvement of private sector in game changing research with R & T enabling rapid impact; Development of toolboxes with steer from public and private stakeholders.
Farmers, Landowners	Workshops, expert panels, interviews, face to face meetings, website; reports, recommendations	Information on medium and long term perspectives; Consequences of future implementation of new technological advancements; Raise awareness of and trust in new opportunities for agriculture and how adoption of new technologies could be useful/accepted
General Public	Expert panels, citizen jury, website, brochures, leaflets, factsheets, social media press releases,	Increase trust by transparent and dialogue communication, establishing feedback with broader society. Increased awareness of the societal value of agricultural research; Indirect support to provide awareness of research activities and techniques in sustainable improvement of yield and nutritional value of crops, encourage young people to agricultural industry.
Research Community	Scientific papers, newsletters, dedicated workshops, conferences,	Intensified international collaboration; Identification of major targets for agricultural research; Concentration of resources/avoiding duplications; Identification of opportunities to accelerate research achievements and rapidly translate them into breeding programs.

3. Dissemination tools

3.1 Visual identity

3.1.1 CropBooster-P logo

CropBooster-P aims to develop a Roadmap with scenario's to sustainably improve crop production on a global scale.
With this idea, the **CropBooster-P logo** has been created.

- In the center we see a plant with different leave sizes, symbolizing the potential of plant growth: **boosting crop yield**.
- In the background, we see the silhouette of the Earth representing the **global dimension of the project.**
- The green outer ring with the name **CropBooster-P** in it, symbolizes our joint efforts, the importance of working together globally on this topic. Together we embrace our world and try to protect it.
- The use of different kinds of green emphasizes the sustainable and crop related focus of the project.

It is therefore a logo that visualizes the main elements of the CropBooster-P project.

All dissemination material will showcase the CropBooster-P logo, EU emblem and a clear statement that the project has received funding from Horizon 2020 program:

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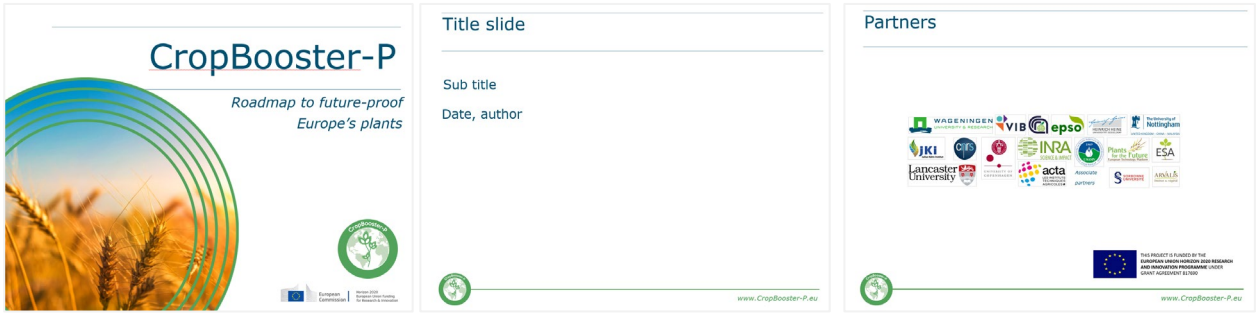
3.1.2 Document templates

- Power Point template

The Power Point Template is given below.



- Deliverables template

The Deliverable Template is given as Annex 1.

3.2 Reports and papers

For all publications, we will strive for open access publishing (article immediately available on the website of the publisher) to reach the broadest audience possible. All outputs from CropBooster-P will be placed in the public domain to ensure full transparency.
Dissemination of scientific results will be done in the form of papers to be published in national and international journals and presented at international conferences. Publications in non-scientific expert journals are foreseen to disseminate the project's outcome to our non-scientific stakeholders. The outcome of workshops with our various stakeholders will be published in the form of meeting reports. The overall output of CropBooster-P will be in the form of a set of White-papers and Joint Reports to the Commission, which will be amalgamated into a final document which will be the CropBooster-P Roadmap.

3.3 Newsletters

CropBooster-P will create and disseminate newsletters to give concise information about project development and available project outputs. They will be used for progress reports of the project and will have content that is useful and easy to digest for the reader. Another purpose of the newsletters will be to communicate workshop outcome and scientific results.

Through the newsletters CropBooster-P will:

- build relationships with stakeholders - regular communication and high-value information;
- boost social media following- social media channels like Facebook, Twitter, LinkedIn;
- increase traffic to the website;
- keep audience informed about project progress;

3.4 Press releases

CropBooster-P will on ad-hoc basis disseminate press releases in case of major events and break-troughs. The press releases will be developed in English and translate by the partners into relevant local languages.

The press releases will be distributed through:
- CropBooster-P's website and social media channels like Twitter and LinkedIn;
- Partner's information channels-websites, social media channels;
- Stakeholder's information channels-websites, social media channels;
- EU and national electronic media platform related to agriculture and farm demonstration (EIP-AGRI);

3.5 Other publicity printed promotional materials (brochures, booklets, posters and flyers)

Various dissemination materials such as fact sheets, booklets and leaflets will be developed, designed and created on request of project partners requiring this material to target specific stakeholder groups.

4. Dissemination approaches and activities

4.1 Project website

The main outreach channel for the project will the public CropBooster-P website www.cropbooster-p.eu, which will be hosted and maintained by the Project Office. This site will showcase the project's objectives and will be regularly updated to present the latest results and conclusions from the project. Furthermore, it will have a password protected "members section" which will be used to interact and communicate in a protected environment with stakeholders during the execution phase of various tasks in the project. The website will contain a part with general information about the project including consortium description, activities, tasks, results and materials for dissemination. Events and news related to the project will also be uploaded.

Screenshot of the CropBooster-P website

The website's main elements on the homepage of the website are the following:

- **Background** – The Call – assignment
- **About CropBooster-P** – background information about the project
- **The Project** - list with working packages and deliverables and description on WP and deliverables;
  - Results
- **Consortium -** list with project partners including links to all partners' websites
- **Events and meetings**- information for forthcoming and held events and meetings;
- **News**- detailed news relating to the project;
- **Link with Facebook, Twitter and other social media project pages;**
- **Contact**
- **Members login**

The CropBooster-P website will link to the Partners's websites (see table below) which will also can be used for dissemination activities.

Partner n°	Organisation name	Short name	Country	websites
1	Stichting Wageningen Research	WR	Netherlands	https://www.wur.nl/
2	VIB	VIB	Belgium	http://www.vib.be/en/Pages/default.aspx
3	Wageningen University	WU	Netherlands	https://www.wur.nl/
4	Consiglio Nazionale delle Ricerche	CNR	Italy	*http://www.disba.cnr.it*
5	Europese Organisatie voor Wetenschappelijk Plantenonderzoek	EPSO	Belgium	https://epsoweb.org/
6	Heinrich-Heine-Universitaet Duesseldorf	UDUS	Germany	https://www.uni-duesseldorf.de/home/en/home.html
7	The University of Nottingham	UNOTT	UK	https://www.nottingham.ac.uk/
8	Julius Kuehn-Institut Bundesforschungsinstitut fuer Kulturpflanzen	JKI	Germany	https://www.julius-kuehn.de/en/
9	Centre National de la Recherche Scientifique	CNRS	France	http://www.cnrs.fr/en
third party	Sorbonne University	USOR	France	http://www.sorbonne-universite.fr/en
10	Kopenhavns Universitet	UCPH	Denmark	https://www.ku.dk/english/
11	Institut National de la Recherche Agronomique	INRA	France	http://institut.inra.fr/en
12	European Technology Platform "Plants for the Future"	Plant ETP	Belgium	http://plantetp.org/
13	Lancaster University	ULANC	UK	https://www.lancaster.ac.uk/
14	University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca	USAMV CLUJ	Romania	http://www.usamvcluj.ro/eng/
15	European Seed Association	ESA	Belgium	https://euroseeds.eu/
16	Association de coordination technique agricole	ACTA	France	http://www.acta.asso.fr/en.html
third party	ARVALIS Institut du vegetal	ARVALIS	France	https://www.arvalis-infos.fr

4.2 Stakeholder Group Communication Channels

The CropBooster-P Stakeholder Group (SHG) will establish an interactive discussion and exchange of ideas and needs between the consortium and its stakeholders, thus enhancing a necessary cross-fertilisation between stakeholders and scientists on the one hand and among stakeholders on the other hand. Through the SHG, the many categories of stakeholders will inform partners of their needs (e.g. focal concerns, key knowledge gaps, target values) and in turn receive relevant information on scientific opportunities, technical means, benefits, challenges and impacts.
The added-value of CropBooster-P dissemination plan lies in its capacity to use the main trusted and most popular channels of the targeted stakeholders to efficiently disseminate the project outcomes. The stakeholders themselves will be asked to target these channels, thus boosting the impact of the dissemination plan (Farmer press - Popular blogs and social media for the civil society - Peer review publication for the scientist and industry, etc.).
The Stakeholder Group currently is assembled from a current number of 41 stakeholders that have expressed their interest in CropBooster-P. The SHG will be composed of 10 – 12 representatives from academia, end user groups (citizens), industry, policy makers, farmer and (-organizations). Once in place, the specific communication channels that the SHG brings in will be detailed in the first update of the CropBooster-P Dissemination & Communication Plan.

4.3 Workshops

CropBooster-P will organize several meetings, gathering various stakeholders, at different scales:

- Integrated and Forward Looking workshop, scenario building Q2 2019;
- Farmer workshop, Q1 2020;
- Non-farmer Expert workshop, Q1 2020;
- Business works I & II, Q1 2020;
- Consumer Expert workshop I & II, Q1 2020;
- Mediterranean Expert panel, Q2 2020;
- Eastern Europe Expert panel, Q2 2020;
- North West European Expert panel, Q2 2020;
- Communication workshop with industry, Q4 2020;
- Communication workshop with farmers, Q4 2020;
- Joint meeting European plant scientists, Q4 2020;
- Food System Impact integration workshop, Q2 2021;
- Citizen Jury, Q1 2020;
- Research plan workshop, Q1 2020.

All these workshops will allow a direct, face-to-face interaction with all our stakeholders. In addition, the workshop reports will be published on the project website for further dissemination and the workshop results will be further communicated using social media.

4.4 Social media

Main purpose of our digital presence through social media is to inform and engage our main stake-holders: the scientific community, farmers and farmer associations, food industry, breeding industry, European policy

makers, national policy makers and the civil society (including consumers and other end-users). In addition, it will also lead to more diverse traffic streams towards our CropBooster-P website.
CropBooster-P will be mainly using two different platforms: Twitter and LinkedIN. All partners will participate in social media activities, so the synergetic effect will ensure widespread of CropBooster-P's goals.

4.4.1 Twitter

For spreading news and information about the project we will use the Twitter hashtag: #CropBoosterP. We will not create an own Twitter profile, but instead, we will make use of the existing Twitter profiles of the CropBooster-P partners. By using Tweets the CropBooster-P consortium will announce workshops and other planned activities, and we will disseminate a variety of topics of concern to our stakeholders like workshops outcomes, publication of reports, and relevant international scientific breakthroughs and events.

4.4.2 LinkedIN

Especially in order to reach our professional stakeholders, e.g. industry, network organizations and policy makers, we will establish a dedicated LinkedIn page – **CropBooster-P**. It is open to everyone interested in exchange of know-how, will offer project know-how and results, allow open communication with our stakeholders by informing project partners of their needs (e.g. focal concerns, key knowledge gaps, target values) and in turn receive relevant information on scientific opportunities, technical means, benefits, challenges and impacts.

5. Dissemination work plan

5.1 Dissemination governance

Wageningen Research is coordinator of CropBooster-P and has the overall responsibility that the dissemination and communication plan is correctly implemented. The coordinator's Project Office Manager will set-up and manage the project's website, which will be the central hub for all communication activities

The coordinator's **Project Office Manager**, Judith van Veen, will have the following roles:

- Compiling information received by the partners;
- Set-up and manage the website and its content (including news and results)
- Set-up and manage the social media activities on LinkedIN and Twitter;
- Set-up and launch press releases;
- In cooperation with project partners design and produce folders, flyers and other specific outreach material.

All partners will be involved in outreach activities but number of partners will have the tasks and responsibilities to develop and execute communication & dissemination strategies and outreach materials geared at specific target groups:

- **Lancaster University (ULANC)** together with the **Julius Kühn Institute (JKI)** will focus on outreach activities geared towards consumers and the general public;
- **ACTA** will take the lead in approaching farmers and farmer organizations;.
- The **European Seed Association (ESA)** together with **ETP Plants for the Future (ETP-P4F)** will specifically target industry;
- **EPSO** will be responsible for managing the project's Stakeholder Group and thus for communicating project information through the information channels these stakeholders offer.

Through the CropBooster-P's website the other members of the consortium will be informed about the information and communication activities undertaken to disseminate the results of the project (publications, poster presentations, slides and abstracts for oral presentations at scientific meetings, press releases, short news items for website, blog and online social network contributions, etc.).

5.2 Dissemination planning

The CropBooster dissemination & communication plan will be updated by Wageningen Research each year, in combination with ULANC, JKI, ESA, ETP-P4F and ACTA who develop outreach towards specific stakeholders. **JKI** will play a specific role in this as in the CropBooster-P project, this partner has the specific task to develop a tailor made outreach and communication strategy geared towards the general public.

The dissemination plan will include:

- A description of the **expected dissemination outputs**
- A description of the **activities to be carried out**

The current preliminary CropBooster-P dissemination planning is given in the table below:

Activity	Who	When
DISSEMINATION PLAN		
Dissemination and communication plan	WR with ULANC, JKI, ESA, ETP-P4F and ACTA	January 2019
First update Dissemination and Communication Plan	WR with ULANC, JKI, ESA, ETP-P4F and ACTA	January 2020
Midterm report on dissemination and communication plan implementation	WR	June 2019
First update Dissemination and Communication Plan	WR with ULANC, JKI, ESA, ETP-P4F and ACTA	January 2021
Final report on dissemination and communication plan implementation	WR	January 2022
DISSEMINATION TOOLS		
CropBooster-P project logo	WR	January 2019
CropBooster-P website	WR	February 2109
Deliverable template	WR	January 2019
Power Point template	WR	January 2019
Project introductory generic text	WR	February 2019
Social media activities	WR	February 2019
Press releases	All Partners	December 2018 - March 2019
Stakeholder Group Communication Channels	EPSO	March 2019
Other dissemination materials	WR, other partners	March 2019 - December 2021
DISSEMINATION ACTIVITIES		
Development basic website content	WR	February 2019
Development specific website content	WR in cooperation with all partners	March 2019 – December 2021
Development basic social media content	WR	February 2019
Development specific social media content	WR in cooperation with all partners	March 2019 – December 2021
Developing Newsletters	WR in cooperation with all partners	Ad hoc, June 2019 - November 2021
Organization of Integrated and Forward Looking workshop, scenario building	Plant-ETP	April 2019
Organization of Farmer workshop	ACTA	February 2020
Organization of Non-farmer Expert workshop	Plant-ETP	February 2020
Organization of Business workshop I	ESA	February 2020
Organization of Business workshop II	Plant-ETP	February 2020
Organization of Consumer Expert workshop I	WU	February 2020
Organization of Consumer Expert workshop II	WU	February 2020
Organization of Mediterranean Expert panel	CNR	June 2020

Organization of Eastern Europe Expert panel	USAMV-CLUIJ	June 2020
Organization of North West European Expert panel	WU	June 2020
Organization of Communication workshop with industry	ESA, Plant-ETP	November 2020
Organization of Joint meeting European plant scientists	INRA	November 2020
Organization of Food System Impact integration workshop	ULANC	February 2021
Organization of Citizen Jury	WU	March 2020
Organization of Research plan workshop	WU	April 2020

5.3 Dissemination monitoring

Dissemination monitoring will enable to prove that the dissemination plan is being implemented and that its objectives are being met. The process will consist of monitoring by the Coordinator the timely deliverance of all communication- and dissemination-related Deliverables, and of reporting the outreach activities in the mid-term and final project reports.

5.3.1 Deliverables

The following dissemination-related deliverables are planned:

Number	Deliverable Title	Lead beneficiary	Type	Dissemination level	Delivery month
D1.3	Digested outcome and recommendations of the workshop regarding yield improvement	VIB	Report	Public	8
D1.5	Digested outcome and recommendations of the workshop regarding nutritional improvement	UCPH	Report	Public	8
D1.7	Digested outcome and recommendations of the workshop regarding sustainability improvement	INRA	Report	Public	8
D2.1	Agricultural production impact working paper	ULANC	Report	Public	22
D2.3	Business impact working paper	ULANC	Report	Public	22
D2.3	Consumer impact working paper	WU	Report	Public	22
D2.4	Integrated impact assessment outcomes report to the Commission	ULANC	Report	Public	30
D3.3	Recommendation dossier on mid-term outreach measures to increase public awareness and understanding of novel technology	JKI	Report	Public	36

D4.2	White Paper and scientific basis of a strategic research agenda	CNRS	Report	Public	33
D5.7	White Paper describing the route to improved crop yields in Europe	WU	Report	Public	36
D6.2	Project website	WR	Website	Public	4
D6.3	Dissemination plan	WR	Report	Public	3
D6.4	First update dissemination plan	WR	Report	Public	15
D6.5	Second update dissemination plan	WR	Report	Public	20

5.3.2 Reporting of Dissemination and Communication activities

As part of the midterm- and final reporting cycle, every partner will send to WR a report of the implemented dissemination activities. The requested information, collected through a template file will be:

- Type of dissemination and communication activities;
- Number of activities;
- Type of audience reached;
- Estimated number of persons reached;
- Title of item, presentation, and meeting attended.

The Coordinator will compile partners' reports each year to include in the Midterm and Final Report

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6. Annexes

6.1 Annex 1: Deliverable template

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CropBooster-P

Deliverable No. X.X

Title: XXXXXXXXXXXXXXXXXX

Start date of the project: **November 1st, 2018** / Duration: 36 **months**
Planned delivery date: MX (Month Year)
Actual submission date: xxxxxxxx
Work package: WPX / Task: x.x

Work package leader: X
Deliverable leader: X
Version: Draft X / Final
Date of version: Month Year

Dissemination level	Public