



Communication, Dissemination & Exploitation Plan

WP 4.9 - Communication, Dissemination & Exploitation Plan

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July 2018



Co-funded by the
Erasmus+ Programme
of the European Union

CLICHA
CLIMATE CHANGE IN AGRICULTURE
Project Nr. 586273-EPP-1-2017-1-EL-EPPKA2-CBHE-JP

Document Data

Deliverable: Communication, Dissemination & Exploitation Plan

Work Package No & Title: WP 4.9 - Communication, Dissemination & Exploitation Plan

Work Package Leader: P1 - AUA (Greece)

Partners involved: Members of the Dissemination Committee, i.e. P2 - CRE.THI.DEV. (Greece), P3 - DEMOKRITOS (Greece), P4 - UJ_ESIER (Tunisia), P5 - UCAR_INAT (Tunisia), P6 - US_ISA-CM (Tunisia), P7 - INGC (Tunisia), P8 - CACC (Tunisia), P9 - LLU (Latvia), P10 - UNITO_CISAO (Italy)

Distribution level: Partnership

Review: Internal

Document Version: 1

Status: Final

Document History

Version	Date	Author/Organization	Changes
0.1	29/12/2017	Natalia Roumelioti/AUA	
0.2	31/05/2018	Natalia Roumelioti/AUA	Addition of details regarding the project's website & social media
0.3	16/07/2018	Natalia Roumelioti/AUA	Formatting and streamlining with the project's Quality Plan
1	1/12/2018	Faye Plakantonaki/AUA	Reviewed version including Annex III and amending Annex I

Disclaimer

This project has been funded with the support of the Erasmus+ Programme of the European Union.

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Abbreviations and Acronyms

AUA	Agricultural University of Athens
CACC	Centre of Adaptation to Climate Changes
CC	Climate Change
CCGE	Changement Climatique et Gestion de l'Eau/ Climate Change and Water Management (Master)
CDEP	Communication, Dissemination & Exploitation Plan
CLICHA	Climate Change in Agriculture
CRE.THI.DEV.	Creative Thinking Development
CSO	Civil Society Organization
DC	Dissemination Committee
DEMOKRITOS	National Centre for Scientific Research "Demokritos"
EACEA	Education, Audiovisual and Culture Executive Agency
EC	European Commission
EU	European Union
GA	Grant Agreement
HEI	Higher Education Institution
ICT	Information and Communication Technologies
INGC	National Institute of Field Crops
NGO	Non-Governmental Organization
LLU	Latvia University of Agriculture
PC	Project Coordinator
UCAR_INAT	University of Carthage, National Institute of Agronomy
UJ_ESIER	University of Jendouba, Higher School of Rural Equipment Engineers of Medjez El Bab
UNEP	United Nations Environment Programme
UNITO_CISAO	University of Turin, Interdepartmental Centre of Research and Technical and Scientific Cooperation with Africa
US_ISA-CM	University of Sousse, Higher Agronomic Institute of Chott Meriem
WP	Work Package

1 Introduction

The aim of communication, dissemination and exploitation in CLICHA is to help achieve the overall goals of the project and maximize the project's impact through a strategic approach as outlined in this document.

The task is to promote (communication) and share (dissemination) the project's results effectively to a wide range of stakeholders, who have an interest in and concern about the impact of Climate Change (CC) in agriculture (i.e. students, academic staff, professional associations, businesses and policy makers in the field of education and agriculture).

As specified in Annex II of the [Erasmus+ Programme Guide](#), dissemination *"is a planned process of providing information on the results of programmes and initiatives to key actors. It occurs as and when the result of programmes and initiatives become available. In terms of the Erasmus+ Programme this involves spreading the word about the project successes and outcomes as far as possible"*.

The communication obligations are extended to promoting not only the results but also the project to a wider audience, thereby going beyond the project's own community. The beneficiaries must promote the project and its results by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

A third important goal is related to the use (exploitation) of the results of which the dissemination strategy is a prerequisite for the exploitation plans developed during and after the project.

1.1 Scope and objectives of this deliverable

The Communication, Dissemination and Exploitation Plan (CDEP) is the main strategic and operational document, in which partners describe the common strategic approach to promote and disseminate the project's activities and results as well as to ensure effective engagement with stakeholders and end users (target groups) during and after its implementation. Its specific objectives are to:

- Define and execute an effective communication strategy at the beginning of the project;
- Define, agree and execute a comprehensive dissemination strategy and plan with measurable goals.

The deliverable is part of the WP4, "Dissemination and exploitation of project and project results" and, more specifically, of the WP 4.9 "Communication, Dissemination & Exploitation Plan".

The development of the CDEP is coordinated by the Agricultural University of Athens (AUA), in close collaboration with the WP4 Leader, i.e. the University of Jendouba (UJ_ESIER), and input from all of the members of the Dissemination Committee (DC).

Since there is significant overlap between communication and dissemination in terms of target groups, channels and plans, the terms are coined at places and a single plan covering both terms is presented. The present document mainly covers and specifies general activities planned at project level, indicating individual partners' responsibilities and activities.

Though the initial version of the CDEP is foreseen to be delivered during the 1st year of implementation, the document will be continuously be improved and reviewed annually, and the accompanying tools (pls. see Annexes) will be updated regularly throughout the duration of the project. Any update or improvement decided after the delivery of this 1st version will be included in the CDEP and circulated to all partners.

1.2 Structure of the document

The deliverable is structured to move from a general perspective to a detailed plan of action.

Firstly, the strategic framework for communication and dissemination in CLICHA is presented in **Chapter 2** with an analysis of the project, its impact and the partner's capacity and involvement in relation to communication and dissemination.

This sets the scene for the strategy of **Chapter 3**, which outlines key stakeholders as well as the different channels and tools which will be used.

In **Chapter 4**, we go into further detail, looking at the plan and execution of the strategy including the timing of activities.

2 Implementation framework and analysis

The aim of communication and dissemination in CLICHA is to help achieve the overall vision and goals of the project. Impact creation in various areas of the project is foreseen and communication and dissemination play an important role in supporting and maximizing this impact. This chapter provides the framework for communication and dissemination, and an analysis of its role and function. The following sections highlight the project's main vision, goals and areas of impact and how communication and dissemination can help fulfill the objectives.

2.1 Project vision and objectives

CC is a worldwide phenomenon and has transnational dimensions. Although the effects are different from region to region, common measures are possible and the experience is useful. Therefore, the project's aim is the international cooperation, and the sharing of experiences and knowledge, which will result in more effective and cost-efficient actions and programs towards the training of young scientists in ensuring the sustainability of agriculture. Education is a significant ally in the struggle against CC and the latter should be integrated into the curricula of agricultural HEIs as a matter of urgency. In a highly globalized world, sustainable results can be produced through national cooperation, since one country's policy for agriculture directly affects its neighboring countries, and Europe as a whole.

The wider objective of the CLICHA project is to create qualified scientists, who will contribute to the development of environmentally friendly and sustainable agriculture and will be readily absorbed by the labour market. These scientists could become the transformation factor for the whole society towards a more sustainable way of farming, production, consuming and living.

The specific objectives of this project are:

- The **creation of a concrete educational material on the CC and its effects on agriculture and animal production** in particular, as well as the measures that could be adapted in local perspective. The water and soil conservation practices, and water harvesting techniques, might be considered as good practices for rainfed farming to improve agriculture resilience for climate change. This opportunity can improve young qualified scientists' capacities to cope with climate change.
- The **modernisation of university courses**, based on that educational material through assessment of the existing educational programmes for engineer, master, and doctoral levels prior to developing the appropriate lectures.
- The **adaptation of these courses to the specific conditions of the Southern side of Mediterranean area in general and to those of Tunisia**, specifically. In particular, the adopted lectures can improve courses in the CCGE Master's degree accredited at UJ_ESIER, by integrating good agricultural practices into the competencies targeted of educational program.
- The **use of ICT technologies for the delivery of the courses** by creating specific tools (presentations, videos, website, e-learning platform, social media).
- The **strengthening of the internationalization of HEIs** and the capacity to network effectively in research, scientific and technological innovation.
- The **HEIs-enterprises cooperation**, through the foreseen Business fora.

2.2 Project impact

Though CLICHA targets directly HEIs, its impact is expected to be far wider than originally designed.

- **Teaching/academic staff of:**
 - a. EU HEIs will benefit from the cooperation & brainstorming during the preparation of the educational material and the courses, and they will develop cognitive content that could be useful in their lectures at their HEIs.
 - b. Tunisian HEIs will broaden their horizons & increase their capacity to pass on knowledge, experience and novel learning methodologies by receiving a modern, attractive and full package of educational material, structured courses, media, ICT tools and cognitive content on the subject of *Climate Change in Agriculture*. Furthermore, they will be trained in ICT technologies and acquire useful skills and tools for their work.
- **Technical staff of the Tunisian HEIs** will benefit from access to the newly acquired equipment and methodologies.
- **Administrative staff of HEIs** through expanding their expertise in running/ supporting EU projects.
- **Students in Tunisia** will:
 - c. attend exciting modernized courses on CC, its effects on animal and crop production, and the possible measures to be taken. It will be a question of evaluating the appropriateness of integrating in the cognitive aspects the good practices for the adaptation of the agriculture to the CC, in particular soil and water conservation practices, sustainable groundwater use, innovative technologies of irrigation in order to improve agriculture resilience.
 - d. practice on the new equipment, gaining thus a lot in terms of theoretical and field knowledge.
 - e. be lectured by EU Academics & participate in specialized business fora, enriching their education and experiences, and promoting their access to the professional and work placement.
- **Other relevant HEIs:** Through the intensive dissemination foreseen, as well as through the everyday networking activities of the consortium, other relevant HEIs (especially from North Africa) will have the opportunity to get acquainted with the project, get inspired by the new approach it promotes in regards to the agricultural HE, as well as register and use the e-platform. This will also strengthen the bonds between colleagues in different countries (EU & non-EU), thus creating ideas and opportunities for further cooperation. This will lead to common lectures and publications, mutual visits and a whole new field of work. The impact of the project will be important and when the courses are put into action even more neighboring HEIs in North Africa will be interested.
- **Enterprises, businesses, commercial & other companies:** In CLICHA project, special attention has been given to the private sector and its live cells – the businesses. Through their participation and implication in the project events and tasks, they will be informed about the opportunities opened in North Africa. They will also acquire and exchange knowledge from the HEIs and other businesses. Finally, they will have the opportunity of working together with the HEIs' communities and initiating alliances with Academics and students.
- **Policy makers (national & local authorities)**

- **Society:** Most of the professionals who develop, lead, manage, teach, work in, and influence society's institutions are trained in HEIs. By informing them on the phenomenon of CC and training them on how to reduce and/or overcome it, one can hope that they will contribute towards a more climate-neutral & sustainable society. Turning green is the slogan of our times.

2.3 Overall communication and dissemination framework

2.3.1 Objectives

The overall aim of WP₄ is to provide a set of links joining the internal environment of the project with the outside world, while proactively assisting other work packages in terms of communication to meet their outreach objectives. To this end, a structured and continuous effort will be undertaken through exploiting a wide range of tools, and targeting a wide range of potential users and stakeholders.

In more detail, WP₄ aims at:

- Informing students, academic staff and other potentially interested groups about the new courses and the e-learning platform content on the subject of "Climate Change in Agriculture";
- Raising the awareness of all stakeholders in the partners' countries as well as in the wider region, regarding the possibilities to improve the protection of the environment and the health of the population through the implementation of new methods and technologies (organic and other) in agricultural production;
- Raising the awareness of potential entrepreneurs about the opportunities to invest in new agricultural methods and technologies and about the production of healthier food, grown with the expertise gained from the implemented courses;
- Raising the awareness of the public and of the governmental authorities around sustainable agricultural methods and their benefits for the population;
- Enhancing inter-university networking and linkages, creating opportunities for further development on the addressed fields;
- Engaging key stakeholders in a participatory manner and, when necessary, at involving them in the project's activities by utilising their opinion in crucial matters, e.g. business-oriented agro-economic issues;
- Ensuring the exploitation of the project's results during and beyond its lifetime.

2.3.2 Structure

WP₄ consists of the following nine (9) activities:

- WP 4.1. Website
- WP 4.2. Publications
- WP 4.3. Presentations at conferences
- WP 4.4. Printed material
- WP 4.5. Business fora
- WP 4.6. Academic-oriented info days
- WP 4.7. Final Congresses
- WP 4.8. Extensive e-dissemination campaign
- WP 4.9. Communication, Dissemination & Exploitation Plan

2.3.3 Partners' involvement and capacity

All partners play a crucial and active role in the communication and dissemination activities. Every partner is responsible for its own dissemination and exploitation activities, with UJ_ESIER leading and US_ISA-CM co-leading these efforts, in close collaboration with the DC. The below Table summarizes the partners' capacity for the WP₄, together with the tasks assigned to each of them. Please note that, for ease of reference, a short version of the distribution of tasks is included under each of the communication and dissemination channels and tools presented in the sections 3.4 and 3.5.

Table 1. Partner capacity and distribution of tasks.

P #	Partner's short name	Staff-days capacity	Budget	Role in WP ₄ activities
P1	AUA	161	35.815,00	<p>Member of the DC</p> <p>4.1 Website Material input into website.</p> <p>4.2 Publications Production of at least twenty (20) publications, incl. identification/ reporting on the number and type of media appearances.</p> <p>4.3 Presentations at conferences At least ten (10) presentations/promotions of the project in scientific business, commercial and technological events.</p> <p>4.4 Printed material Printing of posters, roll up banner and leaflets, for all Greek partners, in Greek and English.</p> <p>4.5 Business fora Organization of one (1) business forum during the 3rd year of the project. Participation in eight (8) business fora (Jendouba, Carthage, Sousse, Jelgava, Turin).</p> <p>4.6 Academic-oriented info days Organization of one (1) academic info day.</p> <p>4.7 Final Congresses Organization of the Final Congress in Greece (Athens) and participation in the Final Congress in Tunisia (Sousse).</p> <p>4.8 Extensive e-dissemination campaign Contribution in the development of the stakeholders' list as well as for the development and dissemination of press releases. Leading the compilation of one (1) issue of the e-newsletter and material input for five (5) e-newsletters.</p> <p>4.9 Communication, Dissemination & Exploitation Plan Coordination of CDEP draft.</p>
P2	CRE.THI.DEV.	130	13.997,00	<p>Member of the DC</p>

P #	Partner's short name	Staff-days capacity	Budget	Role in WP4 activities
				<p>4.1 Website Material input into website and translation of its content from English into Greek, and vice versa.</p> <p>4.2 Publications Production of at least twenty (20) publications, incl. identification/ reporting on the number and type of media appearances.</p> <p>4.3 Presentations at conferences At least ten (10) presentations/promotions of the project in scientific business, commercial and technological events.</p> <p>4.4 Printed material Contribution to the development of the printed material content. Distribution of printed material (leaflets and posters in Greek and English, roll-up).</p> <p>4.5 Business fora Participation in three (3) business fora (Athens, Jelgava, Turin).</p> <p>4.6 Academic-oriented info days Participation in the academic info day to be held in Athens (Greece).</p> <p>4.7 Final Congresses Participation in the Final Congresses (Sousse, Athens).</p> <p>4.8 Extensive e-dissemination campaign Contribution in the development of the stakeholders' list as well as for the development and dissemination of press releases. Material input for six (6) issues of the e-newsletter.</p> <p>4.9 Communication, Dissemination & Exploitation Plan Input into CDEP.</p>
P ₃	DEMOKRITOS	165	17.734,00	<p>Member of the DC</p> <p>4.1 Website Website design, development and maintenance as well as well material input.</p> <p>4.2 Publications Production of at least twenty (20) publications, incl. identification/ reporting on the number and type of media appearances.</p> <p>4.3 Presentations at conferences At least ten (10) presentations/promotions of the project in scientific business, commercial and technological events.</p> <p>4.4 Printed material</p>

P #	Partner's short name	Staff-days capacity	Budget	Role in WP4 activities
				<p>Contribution to the development of the printed material content. Distribution of printed material (leaflets and posters in Greek and English, roll-up).</p> <p>4.5 Business fora Participation in three (3) business fora (Athens, Jelgava, Turin).</p> <p>4.6 Academic-oriented info days Participation in the academic info day to be held in Athens (Greece).</p> <p>4.7 Final Congresses Participation in the Final Congresses (Sousse, Athens).</p> <p>4.8 Extensive e-dissemination campaign Contribution in the development of the stakeholders' list as well as for the development and dissemination of press releases. Material input for six (6) issues of the e-newsletter.</p> <p>4.9 Communication, Dissemination & Exploitation Plan Input into CDEP.</p>
P4	UJ_ESIER	152	34.224,00	<p>Head of the DC - WP4 Leader</p> <p>4.1 Website Material input into website and translation of its content from English into Arabic and French, and vice versa.</p> <p>4.2 Publications Task Leader. Production of at least twenty (20) publications, incl. identification/ reporting on the number and type of media appearances.</p> <p>4.3 Presentations at conferences Task Leader. At least ten (10) presentations/promotions of the project in scientific business, commercial and technological events.</p> <p>4.4 Printed material Contribution to the development of the printed material content. Distribution of printed material (leaflets and posters in French, Arabic, English, roll-up).</p> <p>4.5 Business fora Organization of two (2) business fora in the 2nd and 3rd project year. Participation in the Tunisian and EU business fora. Accompanying of 14 students to the business fora of the Tunisian HEIs.</p> <p>4.6 Academic-oriented info days Organization of two (2) academic info days.</p> <p>4.7 Final Congresses Participation in the Final Congresses (Sousse, Athens).</p>

P #	Partner's short name	Staff-days capacity	Budget	Role in WP4 activities
				<p>4.8 Extensive e-dissemination campaign Contribution in the development of the stakeholders' list as well as for the development and dissemination of press releases. Leading the compilation of one (1) issue of the e-newsletter and material input for five (5) e-newsletters.</p> <p>4.9 Communication, Dissemination & Exploitation Plan Compilation of CDEP.</p>
P5	UCAR_INAT	127	33.329,00	<p>Member of the DC</p> <p>4.1 Website Material input into website and translation of its content from English into Arabic and French, and vice versa.</p> <p>4.2 Publications Production of at least twenty (20) publications, incl. identification/ reporting on the number and type of media appearances.</p> <p>4.3 Presentations at conferences At least ten (10) presentations/promotions of the project in scientific business, commercial and technological events.</p> <p>4.4 Printed material Contribution to the development of the printed material content. Distribution of printed material (leaflets and posters in French, Arabic, English, roll-up).</p> <p>4.5 Business fora Organization of two (2) business fora in the 2nd and 3rd project year. Participation in the Tunisian and EU business fora. Accompanying of 14 students to the business fora of the Tunisian HEIs.</p> <p>4.6 Academic-oriented info days Task Leader. Organization of two (2) academic info days.</p> <p>4.7 Final Congresses Participation in the Final Congresses (Sousse, Athens).</p> <p>4.8 Extensive e-dissemination campaign Contribution in the development of the stakeholders' list as well as for the development and dissemination of press releases. Leading the compilation of one (1) issue of the e-newsletter and material input for five (5) e-newsletters.</p> <p>4.9 Communication, Dissemination & Exploitation Plan Input into CDEP.</p>
P6	US_ISA-CM	147	37.989,00	<p>Member of the DC - WP4 Co-Leader</p> <p>4.1 Website</p>

P #	Partner's short name	Staff-days capacity	Budget	Role in WP4 activities
				<p>Material input into website and translation of its content from English into Arabic and French, and vice versa.</p> <p>4.2 Publications Production of at least twenty (20) publications, incl. identification/ reporting on the number and type of media appearances.</p> <p>4.3 Presentations at conferences At least ten (10) presentations/promotions of the project in scientific business, commercial and technological events.</p> <p>4.4 Printed material Contribution to the development of the printed material content. Distribution of printed material (leaflets and posters in French, Arabic, English, roll-up).</p> <p>4.5 Business fora Task Leader. Organization of two (2) business fora in the 2nd and 3rd project year. Participation in the Tunisian and EU business fora. Accompanying of 14 students to the business fora of the Tunisian HEIs.</p> <p>4.6 Academic-oriented info days Organization of two (2) academic info days.</p> <p>4.7 Final Congresses Task Leader. Organization of the Final Congress in Tunisia (Sousse) and participation in the Final Congress in Greece (Athens).</p> <p>4.8 Extensive e-dissemination campaign Contribution in the development of the stakeholders' list as well as for the development and dissemination of press releases. Leading the compilation of one (1) issue of the e-newsletter and material input for five (5) e-newsletters.</p> <p>4.9 Communication, Dissemination & Exploitation Plan Input into CDEP.</p>
P7	INGC	37	7.504,00	<p>Member of the DC</p> <p>4.1 Website Material input into website.</p> <p>4.2 Publications Production of at least twenty (20) publications, incl. identification/ reporting on the number and type of media appearances.</p> <p>4.3 Presentations at conferences At least ten (10) presentations/promotions of the project in scientific business, commercial and technological events.</p>

P #	Partner's short name	Staff-days capacity	Budget	Role in WP4 activities
				<p>4.4 Printed material Contribution to the development of the printed material content. Distribution of printed material (leaflets and posters in Greek and English, roll-up).</p> <p>4.5 Business fora Participation in all of the project's business fora.</p> <p>4.6 Academic-oriented info days Participation in the academic info days to be held in Tunisia.</p> <p>4.7 Final Congresses Participation in the Final Congresses (Sousse, Athens).</p> <p>4.8 Extensive e-dissemination campaign Contribution in the development of the stakeholders' list as well as for the development and dissemination of press releases. Material input for six (6) issues of the e-newsletter.</p> <p>4.9 Communication, Dissemination & Exploitation Plan Input into CDEP.</p>
P8	CACC	77	20.184,00	<p>Member of the DC</p> <p>4.1 Website Material input into website.</p> <p>4.2 Publications Production of at least twenty (20) publications, incl. identification/ reporting on the number and type of media appearances.</p> <p>4.3 Presentations at conferences At least ten (10) presentations/promotions of the project in scientific business, commercial and technological events.</p> <p>4.4 Printed material Task Leader. Production of the common graphic design. Contribution to the development of the printed material content. Printing of posters, roll up banner and leaflets for all Tunisian partners in Arabic, French and English, and distribution of the material.</p> <p>4.5 Business fora Participation in all of the project's business fora.</p> <p>4.6 Academic-oriented info days Participation in the academic info days to be held in Tunisia.</p> <p>4.7 Final Congresses Participation in the Final Congresses (Sousse, Athens).</p>

P #	Partner's short name	Staff-days capacity	Budget	Role in WP4 activities
				<p>4.8 Extensive e-dissemination campaign Contribution in the development of the stakeholders' list as well as for the development and dissemination of press releases. Material input for six (6) issues of the e-newsletter.</p> <p>4.9 Communication, Dissemination & Exploitation Plan Input into CDEP.</p>
P9	LLU	145	29.230,00	<p>Member of the DC</p> <p>4.1 Website Material input into website and translation of its content from English into Latvian, and vice versa.</p> <p>4.2 Publications Production of at least twenty (20) publications, incl. identification/ reporting on the number and type of media appearances.</p> <p>4.3 Presentations at conferences At least ten (10) presentations/promotions of the project in scientific business, commercial and technological events.</p> <p>4.4 Printed material Contribution to the development of the printed material content. Printing of posters, roll up banner and leaflets in Latvian and English, and distribution of the material.</p> <p>4.5 Business fora Organization of one (1) business forum during the 3rd year of the project. Participation in eight (8) business fora (Jendouba, Carthage, Sousse, Athens, Turin).</p> <p>4.6 Academic-oriented info days Organization of one (1) academic info day.</p> <p>4.7 Final Congresses Participation in the Final Congresses (Sousse, Athens).</p> <p>4.8 Extensive e-dissemination campaign Contribution in the development of the stakeholders' list as well as for the development and dissemination of press releases. Leading the compilation of one (1) issue of the e-newsletter and material input for five (5) e-newsletters.</p> <p>4.9 Communication, Dissemination & Exploitation Plan Input into CDEP.</p>
P10	UNITO_CISAO	2	18.440,00	<p>Member of the DC</p> <p>4.1 Website</p>

P #	Partner's short name	Staff-days capacity	Budget	Role in WP4 activities
				<p>Material input into website and translation of its content from English into Italian, and vice versa.</p> <p>4.2 Publications Production of at least twenty (20) publications, incl. identification/ reporting on the number and type of media appearances.</p> <p>4.3 Presentations at conferences At least ten (10) presentations/promotions of the project in scientific business, commercial and technological events.</p> <p>4.4 Printed material Contribution to the development of the printed material content. Printing of posters, roll up banner and leaflets in Italian and English, and distribution of the material.</p> <p>4.5 Business fora Organization of one (1) business forum during the 2nd year of the project. Participation in eight (8) business fora (Jendouba, Carthage, Sousse, Athens, Turin).</p> <p>4.6 Academic-oriented info days Organization of one (1) academic info day.</p> <p>4.7 Final Congresses Participation in the Final Congresses (Sousse, Athens).</p> <p>4.8 Extensive e-dissemination campaign Contribution in the development of the stakeholders' list as well as for the development and dissemination of press releases. Leading the compilation of one (1) issue of the e-newsletter and material input for five (5) e-newsletters.</p> <p>4.9 Communication, Dissemination & Exploitation Plan Input into CDEP.</p>

3 Communication and dissemination strategy

This chapter describes the aim of communication and dissemination and how CLICHA plans to get there.

3.1 Aim and approach

The overall goal of the communication and dissemination strategy is to identify and organize the activities to be performed in order to maximize the influence of the project and to promote exploitation of the project results. This will be done through a 3-fold approach of making results and knowledge available (dissemination), promoting results and the project in general (communication) and engage stakeholders (collaboration, demonstration and user engagement).

Key objectives include:

- Raise public awareness about the project, its expected results and progress within defined target groups using effective means/channels and tools;
- Exchange experience with projects, groups and experts working in the field in order to join efforts, minimize duplication and maximize potential;
- Disseminate the fundamental knowledge, the methodologies and material developed during the project.

The strategy is to progressively increase communication and dissemination activities as application results are obtained, moving from initially assuring wide awareness of the CLICHA project to creating favorable conditions for wider uptake towards the end of the project.

3.2 Stakeholder identification and classification

The project's success is not simply related to developing and putting into practice the new educational material and the e-learning platform within the participating partners, but also depends on achieving impact on the outside world and the relevant stakeholders. Stakeholders are defined as those who have an interest or concern in CLICHA, impact or are impacted by its activities. Thus, stakeholders constitute a broad group of people, groups and organizations who can affect the project's progress, outcomes and sustainability in various ways. In order to maximize the impact through communication and dissemination, it is therefore important –as a first step- to identify and classify the targeted stakeholders.

The consortium has identified a set of target groups, covering the full range of potential end users and stakeholders. These target groups have been identified during the design/ development of the application/ proposal and the early stages of the project. The identified target groups have been divided into six, overall categories with subgroups, as shown in Table 2. The last category is dedicated to the main "internal" audience. As the project evolves, new target audiences may also be identified, and included in the list.

Table 2. Target audience.

Scientific community/ R&D	Private sector	Decision makers	Media	Civil Society	Internal audience
Universities <i>Students, educators, researchers</i>	Private companies <i>Large industries/ enterprises and SMEs</i>	Local, national and regional government bodies with responsibility for policy formulation and regulation of sectors related to education, agriculture, environment, climate change and local development	Print media	Farmers	CLICHA partners <i>Project team members</i>
Research centres/ institutes	Business promotion agencies	Med and EU bodies dealing with the aforementioned sectors	Online media	Farmers' Associations, Unions, cooperatives	Partner internal staff <i>Academic, technical & administrative staff</i>
Consultants	Technology promotion agencies	Environmental agencies		NGOs/CSOs involved with the promotion of environmental and social objectives <i>Local, national, Med, EU, international</i>	EACEA Project Adviser <i>Ms Carla Giulietti</i>
Think tanks		Cooperation agencies		Consumer groups	
Related projects and initiatives		Funding bodies, donors		Citizens	

3.3 General rules and requirements

3.3.1 Contractual Obligations

Open access to publications

If the beneficiaries produce materials under the scope of the project, such materials must be made available for the public, in digital form, freely accessible through the Internet under open licenses.

Acknowledgement of funding & publicity obligations

Specific rules are established in article I.10.8 of the Grant Agreement (Dissemination and exploitation of results), with further requirements set out in article I.10.9 (Publicity obligations) and II.7 (Visibility of Union funding).

The following sections list the most important aspects. Partners are advised to consult the GA for further details.

In all external communication, dissemination and exploitation activities implemented by the beneficiaries jointly or individually, including at conferences, seminars or in any information or promotional materials (such as brochures, leaflets, posters, presentations, etc.), it shall be indicated that the action has received funding from the Union and shall display the European Union emblem (Fig. 1).



Figure 1. The EU emblem with the acknowledgment of the EU support.

When displayed in association with another logo, the European Union emblem must have appropriate prominence. The minimum size the logo can be is 10mm in height. Furthermore, where the action, or part of the action, is a publication, the mention and graphic logos must appear on the cover or the first pages following the editor's mention.

Detail instructions and high-resolution logos in different languages are available at the following website: http://eacea.ec.europa.eu/about-eacea/visual-identity_en.

Disclaimer

Any communication or publication related to the project, made by the beneficiaries jointly or individually in any form and using any means, shall indicate that it reflects only the author's view and that the Agency and the Commission are not responsible for any use that may be made of the information it contains, as follows.

Full version

This project has been funded with the support of the Erasmus+ Programme of the European Union.

The information and views set out in this publication are those of the author(s) and do not necessarily reflect the official opinion of the European Commission and/or the Education, Audiovisual and Culture Executive Agency. Neither the European Commission nor the Education, Audiovisual and Culture Executive Agency, not any person acting on the Commission's behalf and/or the Education, Audio-visual and Culture Executive Agency's behalf, may be held responsible for any use which may be made of the information contained therein.

Short version (for web-based use)

This project has been funded with the support of the Erasmus+ Programme of the European Union.

This communication reflects the views only of the authors, and neither the European Commission nor the Education, Audiovisual and Culture Executive Agency can be held responsible for any use which may be made of the information contained therein.

3.3.2 Project branding

For disseminating the results of the project to the target groups and spreading the knowledge of CLICHA and its content in the broadest and deepest possible way, it is highly important to provide the target audiences with a univocal and easy recognizable image of the project. For that purpose, the project utilizes a common graphic design, which is to be used in all project-related internal and external communication and dissemination activities and tools. As a consequence, target groups as well as the general public, are less likely to forget the project.

The common graphic design is a separate deliverable, developed by CACC under the WP4.4 with assistance from a subcontractor, as foreseen in the approved application. It provides all project partners with specific design standards, ensuring that the project is always presented in a consistent and harmonized way. The corporate identity is composed of the following elements:

- Logo (form, text and colours) - The below logo was chosen by the consortium from a set of six (6) options provided by the CACC's subcontractor. The logo intends to be memorable and capture the intended audience's attention. It includes the name and title of the project. The graphic creates an essential link with the core element, around which the project revolves, i.e. the agricultural sector. Furthermore, the chosen colours represent the natural shades of the harvesting time (green, blue, orange) while, at the same time, bring forward the project's efforts towards sustainability. This logo will be used for any (internal or external) deliverable, report and dissemination tool.
- Template for the foreseen posters, the three (3) different leaflets and roll-ups.
- Layout & graphics for the electronic newsletter.
- Necessary graphics for the project's social media pages (Facebook, Twitter, LinkedIn and YouTube).



Figure 2. The color version of the CLICHA logo.

3.4 Communication and dissemination channels

3.4.1 Websites & social media platforms

The project website (WP 4.1)

The website (clicha.eu) is designed by DEMOKRITOS under the general aim of providing an overview of the CLICHA vision and approach story on one page, using images and lively, engaging content to attract the visitor. As the main communication and dissemination channel, the website contains the most important information about the project and will be enriched continuously.

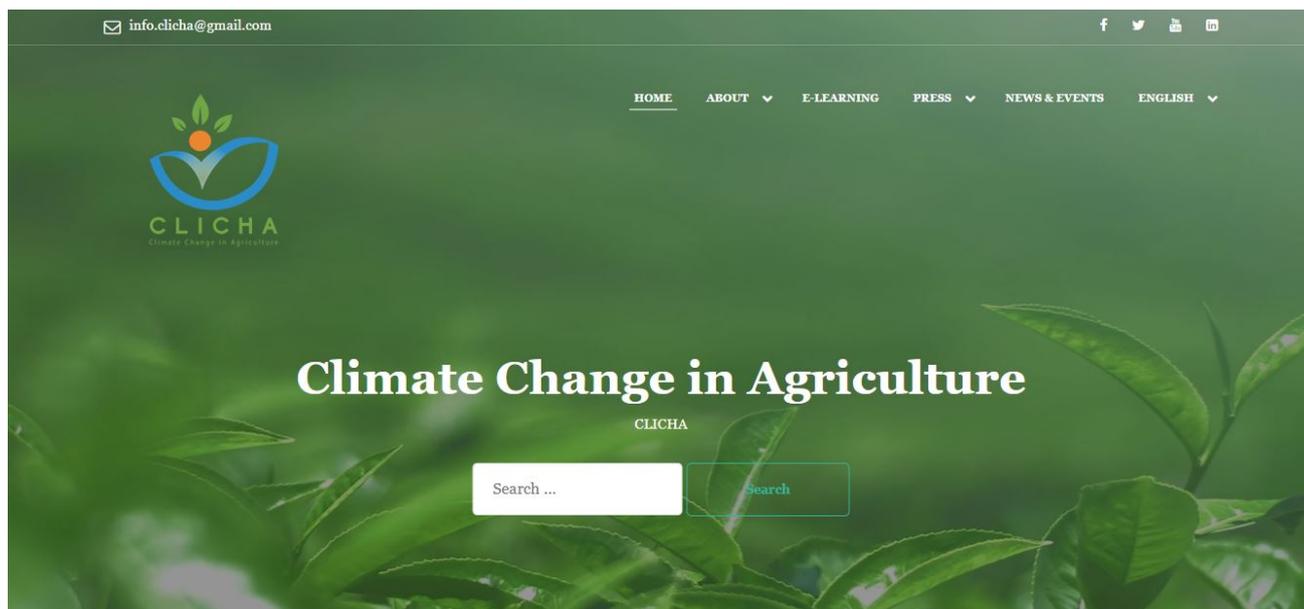


Figure 3. Screenshot of the CLICHA website homepage.

Most of the language used is non-technical and easy to understand, with the exception of scientific matters which entail using more specialist terms. However, the intention is to make this content as easily digestible as possible to the average visitor. The visitor can on one page get an initial impression of the project by clicking 'The Idea', 'Actions', 'The Impact' which will lead to the respective description on the same page, with the possibility to 'read more'. It will also be possible to get more information about the project by using the submenus. The home page provides also access to the e-learning platform.

Furthermore, all content will be available in all partner languages (i.e. Arabic, French, Greek, Latvian, Italian) plus English.

- + Subscribers form, taking also into account the elements of the GDPR (e.g. consent, etc.).
- + Google Analytics/ built-in metrics tools

DEMOKRITOS is the responsible partner for setting up the website as well for its maintenance, the latter in cooperation with INGC and CACC. The website will be kept functional for at least 5 years after the end of the project.

All partners will contribute to its development and update, provide their logo, description as well as translate content into their languages (in-house translation/co-financing). The translation into Arabic and French will be undertaken by the three Tunisian HEIs (UJ_ESIER, UCAR_INAT & US_ISA-CM), the translation into Greek will be undertaken by CRE.THI.DEV., into Latvian by LLU, and into Italian by UNITO_CISAO.

CLICHA social media platforms (WP 4.8)

Social media channels will play an essential role in interacting with the target audiences and in constantly directing visitors to the project's website and e-learning platform throughout the lifecycle of the project. CLICHA will use different social media channels, both of the project and of the partners to increase visibility, share knowledge faster, promote the results and interact with the public. By using social media, CLICHA

meets people where they are, thereby gaining important insight, and can take advantage of the networking and viral effect, making it possible to increase awareness considerably. Posts will be shared to support the flow of news and content will be added continuously.

The project will be active on Facebook, Twitter, YouTube, LinkedIn and Google Plus. These social networks have different aims, tools and targets that are presented, along with key guidelines, in Table 3. Suggestions on the profiles/accounts' names are also made, based on the use and availability of the name "CLICHA".

Table 3. Social media.

Social media channel	Characteristics & key guidelines
<p>Facebook (@CLICHA)</p>	<p>Facebook is by far the largest social networking site. It is also widely used by journalists. Through the CLICHA Facebook page (<u>not</u> profile), information, pictures and links will be shared, and the public can react by "liking" the page, giving "likes" to single elements and writing directly to the project account. Normal URL should be used, not shortened ones.</p> <p>The use of Facebook's video and live video streaming capabilities will also be explored for further dissemination of the project's outputs and events. The dissemination team will also "schedule" posts, using the relevant option under "Publish".</p> <p>Lastly, "events" will be created for each public event (academic-oriented info days, business fora, Final Congresses).</p>
<p>Twitter (@clicha_project)</p>	<p>Twitter is one of the most popular social media platforms, especially among journalists. Given the short, clear nature of tweets, Twitter users are more likely to be connected on mobile devices than on PCs. Also, frequent and timely sharing is crucial: the average lifespan of a tweet is extremely short.</p> <p>The most powerful tools on Twitter are the "hashtag" (#) and the "mentions". By inserting # in front of a word (or group of words), it is possible to turn that word into a searchable link, thus showing all contents available at that moment on Twitter that include that specific word. For this reason, the #clicha_project hashtag will be created and used by all partners and other stakeholders interested in enhancing the educational, scientific and social impact of CLICHA (at the moment there is not such a # in use). Its use will help track the conversations and engage with the audience.</p> <p>By inserting @ in front of a word ("mention"), it is possible to directly link the account relative to that word (typically individuals or organizations) and notify it has been mentioned.</p> <p>The project's own hashtag will <u>always</u> be accompanied by #ErasmusPlus (or @EUErasmusPlus, depending on the occasion and intended use). @Erasmus_Project will also be extensively used as it has been created to specifically support the projects in their dissemination efforts. It is needless to say that in each occasion the staff members responsible for the tweets will select and use additional unbranded hashtags (e.g. #climatechange, #agriculture, #sustainability) and mentions according to the content and intended impact, to</p>

Social media channel	Characteristics & key guidelines
	<p>give the tweets more visibility. They are invited though not to use more than 4-5 hashtag per post/tweet.</p> <p>When tweeting, an URL-shortened link should be used if there is the need to point at specific pages of the website without consuming too many characters.</p>
YouTube (CLICHA)	All videos produced during the project lifetime (e.g. events) will be uploaded to YouTube and be embedded in the project's website and Facebook. The Dissemination Committee will also explore the possibility of taking advantage of live streaming on YouTube.
LinkedIn (CLICHA)	LinkedIn is the top professional community. Even professionals, who are not active in other social media, often maintain a LinkedIn account. The target group here is thus predominantly older and well-educated. A more formal, business style of communication is therefore to be preferred. In the CLICHA project group, it is possible to share contents, links, pictures, to create connections and engage in discussions.
ResearchGate	Though primarily serve as citation managers, ResearchGate and Academia.edu are two of the most popular academic social networks. A profile of the project will be created in both sites in order to disseminate the scientific publications and the new of the project.
Academia.edu	

The use of the project's social platforms will be launched as soon as the common graphic design is completed. All updates (posts and tweets) will be published in both English and French in order to overcome the language barriers.

The setting up and management of the social media channels will be the responsibility of the DC members. UJ_ESIER will have a coordinating role, ensuring that the social media use is effective and follows the agreed specifications and plan.

Partners' websites & social media platforms (WP 4.8)

All partners will use their own websites to promote the CLICHA project and pinpoint their participation and role in their own network of stakeholders. The following table (Table 4) details all the partner's websites. Furthermore, all partners will list in their project list, or dedicate a specific page or section to the project, providing -at minimum- the project title, acronym, code and link to the project's website, together with the logo of the project and of the Erasmus+ Programme.

All partners will participate and make the respective link(s) available to the DC.

Table 4. CLICHA partners' websites

P #	Partner	Website
P1	AUA	www2.aua.gr
P2	CRE.THI.DEV.	www.crethidev.gr
P3	DEMOKRITOS	www.demokritos.gr
P4	UJ_ESIER	www.uj.rnu.tn
P5	UCAR_INAT	www.ucar.rnu.tn
P6	US_ISA-CM	www.uc.rnu.tn
P7	INGC	ingc.com.tn
P8	CACC	cacc-tunisie.wixsite.com
P9	LLU	www.llu.lv
P10	UNITO_CISAO	en.unito.it

3.4.2 Events

The concept of "Sustainable Events"

Different outward events will be organized during CLICHA's life: business fora, academic info days and congresses. The preparation and organization of all these events will follow the principles of Sustainable Events.

The [UN Sustainable Events Guide](#) (2012) defines a Sustainable Event as "*designed, organized and implemented in a way that minimizes potential negative impacts and leaves a beneficial legacy for the host community and all involved*". By taking sustainability into consideration, event organisers have the opportunity to not only minimise potentially negative impacts but also, given the large number of stakeholders involved, influence, change and hopefully inspire those involved to live more sustainably.

Sustainability in event management incorporates socially and environmentally responsible decision making into the planning, organisation and implementation of, and participation in, an event. It involves including sustainable development principles and practices in all levels of event organisation, and aims to ensure that an event is hosted responsibly. It represents the total package of interventions at an event, and needs to be done in an integrated manner.

Every event is different. Differing venues, seasons, content, acts and people make for a totally unique event each and every time. It is therefore essential to assess each event independently.

Nowadays, there are numerous resources available for helping organizers achieve the greening of their event. Below is a list of useful links where the CLICHA partners shall find further guidance, detailed information and best practices.

- **Interreg MED (2018)** – [Guidelines for Sustainable Events in the Interreg MED Community](#)
- **ISO 20121** – [Event Sustainability Management System](#)
- [Sustainable Event Alliance](#)
- **UNEP (2012)** – [Sustainable Events Guide: Give your event a small footprint large](#)

Be part of the solution – we all add up!

This checklist intends to be a practical tool to have next to you when organizing a meeting and make sure you address these 11 minimum requirements to organize greener events:

CHECKLIST



- 1.** Have you requested your catering service to avoid single use items?
- 2.** Have you requested your catering service to serve local food and seasonal fruit and vegetables, and to avoid endangered fish species?
- 3.** Have you avoided bottled water and plastic glasses for the meetings or when not possible, are you using large size bottles and compostable or recyclable glasses?
- 4.** Have you agreed with your printer to use certified/recycled/chlorine-free paper?
- 5.** Have you devoted a critical thought to the documents that need or do not need to be disseminated as hard copy?
- 6.** Have you chosen a venue which offers a free WIFI access to allow participants access to electronic support documents necessary for the conference?
- 7.** Are you providing reusable or recyclable identification badges?
- 8.** Are you avoiding unnecessary goodies?
- 9.** Have you looked at meeting venues offered by project partners and near public transport?
- 10.** Have you provided information on how to reach the venue by public transport?
- 11.** Have you informed the participants about the green aspect of your event?
E.g. through a paragraph in the invitation"

Figure 4. Indicative Sustainable Event checklist (Source: [Interreg MED, 2018](#)).

Business fora (WP 4.5)

Nine (9) business fora will be organized during the project's implementation (1-day events): two (2) Business fora will be organized by each of the Tunisian HEIs [UJ_ESIER, UCAR_INAT and US_ISA-CM, a total of six (6) fora will be held in Tunisia], and one (1) in each EU HEI (AUA, LLU, UNITO_CISAO).

Representatives from companies and businesses from the technological, environmental and agricultural sectors will participate in the business fora as speakers and stakeholders, and will be asked to foster the project's innovation. The aim of the fora is to create and establish cooperation and synergies between the HEIs and the business sector through discussion and recognition of the common ground, through exchange of ideas and practices. These events will be promising for:

- the business sector, that will be able to come in contact with well-educated future employees;
- the students, that will be able to exploit professional opportunities and have a better career orientation;
- the Tunisian HEIs, because the events will increase their students' employability;
- the Tunisian state, because it will develop expertise to adapt and mitigate on climate change effects;
- the EU businesses, which will develop business opportunities in Tunisia.

Further specifications for the business fora in Tunisia

Business-oriented academic staff from the three EU HEIs will participate in the business fora. The events will also be attended by the HEIs' students. Not only the students of the Event Organizer Tunisian Partner will be present in each business forum, but also 14 students from the other two HEIs (14 from each Tunisian HEI). The participation of students is crucial in respect to the exploitation purposes of the project. These will be the students that will be the recipients of many of the project's outputs, such as the e-learning platform, the modernized courses, as well as the users of the new equipment. Therefore, they will be the ones initially in the position to develop synergies between the newly acquired knowledge and the business future ahead. Their presence in the events will ensure the interaction and networking with the enterprise sector in the field. To ensure the local dissemination, the business fora will be held in the national language, with simultaneous interpretation to English for the participating partners.

Further specifications for the business fora in Greece, Latvia and Italy

The aim of these fora will be to bring together Tunisian academic staff, as well as the project in general, with the European business world thus increasing business opportunities between EU and the Partner Country on CC adaptation and mitigation. Consequently, this interaction will enhance the level of achievement of the project objectives on linking businesses with HEIs. All project partners will participate in these fora.

It is of great importance that these workshops are a success, therefore they need excellent preparation. The dissemination team will help to design the workshops (in the form of guidelines, checklists, presentation) in order to have a maximum impact.

All business fora will be also open to the public.

US_ISA-CM oversees the implementation of the business fora.

All partners are actively involved, both by organizing and attending the business fora (with the exception of INGC, CACC, CRE.THI.DEV and DEMOKRITOS, who are not foreseen to organize such an event, but only to participate in them).

Each Tunisian HEI (UJ_ESIER, UCAR_INAT and US_ISA-CM) will organize two (2) fora in the 2nd and 3rd project year. UNITO_CISAO will be responsible for organizing one (1) forum during the 2nd year, whereas AUA and LLU will organize one (1) forum each during the 3rd year of the project.

Academic oriented info days (WP 4.6)

Nine (9) academic info days will be organized during the project's implementation (1-day events): two (2) info days will be organized by each of the Tunisian HEIs [UJ_ESIER, UCAR_INAT and US_ISA-CM, a total of six (6) fora will be held in Tunisia], and one (1) in each EU HEI (AUA, LLU, UNITO_CISAO).

Academic staff from several HEIs and other staff from Educational Institutions will participate in these academic info days as speakers and stakeholders. The aim of these info days is to disseminate the project activities and results and attract peers to exploit the e-learning platform. Efforts will be made to organize some of these info days in the premises of other local HEIs, in order to promote the networking and the HEIs' involvement.

The events will be open for the public. All Greek partners will participate in the info day of AUA.

UCAR_INAT oversees the implementation of the academic info days.

Each Tunisian HEI (UJ_ESIER, UCAR_INAT and US_ISA-CM) will organize two (2) info days, whereas each EU HEI (AUA, LLU and UNITO_CISAO) will organize one (1).

Final Congresses (WP 4.7)

Towards the project's end (Project month 35 & 36), two (2) Congresses will be organized, one in Sousse (Tunisia) by US_ISA-CM and one in Athens (Greece) by AUA. Representatives from all project partners and stakeholders will participate. Both events will be targeted to academic staff from the local universities, stakeholders, enterprises' representatives from Tunisia and Greece respectively, students, general public etc.

In these Congresses, all the project aspects, results and outputs will be presented, aiming at promoting the benefits from the improved courses and raising the interest in the e-learning platform and the future use and registration at it. Moreover, these events will be another opportunity for businesses and HEIs to develop synergies on the battle for CC adaptation and mitigation.

US_ISA-CM is leading the preparation and organization of the Final Congresses.

Both US_ISA-CM and AUA are organizing one (1) Final Congress each. All partners attend the events.

3.4.3 Other communication and dissemination channels

Liaison with other projects, initiatives and platforms

With input from all CLICHA partners, similar projects and platforms have been identified and listed, together with their available web-based communication and dissemination channels. This preliminary list, included in Annex I, is by no means exhaustive and is supposed to be updated regularly should other networking opportunities be identified. Networking will provide the consortium the chance for mutually beneficial collaborations, exchanges and additional lines for dissemination.

External events (WP 4.3)

Throughout the project duration, the CLICHA consortium will participate at third parties' (external) events (i.e. conferences, but also exhibitions, open days, info days, conventions, festivals, workshops and seminars) dedicated to CC, the agricultural sector, environment, education & new technologies.

Participation in the aforementioned events will be covered by co-financing and will be monitored in a systematic way. An online spreadsheet of events has been created by AUA and will be shared with the partners in order to keep track on the participation and facilitate the monitoring of this activity (Annex II). As soon as a new event opportunity arises, the partner concerned will complete the spreadsheet by supplying the requested information. After the event, the partner will:

- update the spreadsheet information;
- upload to Google drive the relevant supporting documentation, e.g. invitation, agenda, participants list, photos, presentation, etc;
- provide a brief description for the "News & Events" section of the website, together with some high-resolution/good quality photos.

UJ_ESIER leads this task. Each partner will present and/or re-present the project in at least 10 such occasions (100 in total).

3.5 Communication and dissemination tools

3.5.1 Printed material

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

The printed material will:

- clearly display the title, acronym and code of the project, logos (of the project, of the Erasmus+ Programme and of the partners), website address, QR Code and social media;
- be freely available through the project's website. High-resolution print files will be uploaded to the project's common folder on Google Drive for internal use.

Moreover, posters and leaflets will be printed on recycled or certified for eco-standards paper.

Poster (WP 4.4)

The project poster will give a short and easy to understand information about the project and its goals. It will be available in all of the partners' languages and be displayed in appropriate places in order to attract the attention of potential stakeholders and other audiences.

Leaflets (WP 4.4)

The following three (3) different types of leaflets will be designed and reproduced in English and all partners' languages.

- The **"General informative" leaflet** will present the project in general. The leaflets will be distributed in all events of the project (i.e. business fora, info-days, Congresses), in universities and institutes, in public authorities and, finally, during the presentations of the project.
- The **"E-learning platform dissemination" leaflet**, presenting the e-learning platform and its possibilities, calling recipients to get registered as users, exploiting its content.
- The **"Business-oriented" leaflet** will be targeted at companies and enterprises, calling recipients to participate in the business fora (WP 4.5) and get involved with the project. These leaflets will be distributed in events and exhibitions addressed to companies and businesses.

Roll-up banner (WP 4.4)

Roll-up banners will be produced, one (1) for each partner.

CACC is leading the design and production of the printed material. CACC will also reproduce the three (3) different leaflets, posters, for all Tunisian partners as well as one (1) roll-up banner for each.

AUA will reproduce the three (3) different leaflets, posters and three (3) roll-up banners, for all Greek partners. LLU and UNITO_CISAO will reproduce the three (3) different leaflets, posters and one (1) roll-up banner each.

AUA, LLU and UNITO_CISAO will print posters and leaflets mainly in their national language (Greek, Latvian and Italian) and also in English. CACC will print posters and leaflets in French, Arabic and English.

3.5.2 Online collaterals

Stakeholders' lists (WP 4.8)

Two (2) stakeholders' lists will be developed, 1 for Europe and 1 for the Arab world.

The new [EU General Data Protection Regulation](#) (GDPR) foresees that, in addition to the existing requirement that consent is freely given, specific and informed, consent must be "unambiguous" and given "by a statement or clear affirmative action". Moreover, a business email address which includes the name of an individual can be considered personal data; thus, it falls directly within the scope and restrictions of the GDPR. Group emailing, or even emailing individuals directly, with information about the project without their prior confirmation that they want to receive this information, is prohibited. The above also mean that contact details cannot be directly added to the project's mailing list (even if they are collected during the project's events) without the individuals' permission to be regularly contacted.

The consortium will deploy the following methods for popularizing the stakeholders' list, while remaining GDPR-compliant. As soon as the project's website is on "air", all partners will integrate in their own communication/ dissemination channels, and circulate to their members, staff, colleagues, networks, a short announcement informing them briefly about the project and prompting them to visit the website and subscribe to receive news alerts, if they wish to do so. The stakeholders' list will continuously be updated as new individuals express their interest in "staying in touch" with CLICHA.

The list(s) will be managed through [MailChimp](#): a sign-up form will be embedded in the website and be integrated in the CLICHA Facebook page, and subscribers will be automatically added to the MailChimp master mailing list.

Newsletters (WP 4.8)

The electronic newsletter will be published on a six-monthly basis and will report on interesting news and updates about the project. All e-newsletter issues will target and be delivered to key stakeholders (national, EU and international level) on a voluntary basis (as aforementioned in the "Stakeholders' lists" section, registration to the e-newsletter will be available through the website and the Facebook page via a MailChimp sign-up form). Furthermore, they will be designed, prepared and sent via MailChimp, but also be uploaded to the website so that any visitor will be able to view and download them. Lastly, the e-newsletter will be shared and further distributed via the project's and the partner's social media channels.

One section will be devoted to other interesting news on climate change and agriculture, whereas another one will report on upcoming activities and events. Partners have agreed on the following general content:

- Editorial;
- Project News, e.g. major news, updates, developments of the project, interesting meeting or presentation of the project at events, etc.;
- Interesting News, i.e. other interesting news about climate change and agriculture;
- Upcoming events, i.e. events related to the project's thematic area that are worth mentioning;
- Publications.

The content will be presented in the form of short snippets of updates/news/events uploaded to the project's website with links to read the full articles.

The newsletter's layout will be based on the common graphic design. The title, acronym, code of the project, the logos (of the project, of the Erasmus+ Programme and of the partners), the website address and social media will be clearly displayed.

Three (3) e-newsletter issues will be compiled by the Tunisian HEIs (UJ_ESIER, UCAR_INAT and US_ISA-CM) and one (1) by each EU HEI (AUA, LLU and UNITO_CISAO), with input from all partners.

Press releases (WP 4.8)

Press releases will be produced in connection with major project milestones and results, using the Annex III template. Within this context, the following planning has been made in order to reach the quantitative target set in the approved application.

- Launch of the project website (with links to the project's social media channels), in English and translated into all national languages.
- Launch of e-learning platform's operation (i.e. after the e-content will be uploaded), in English and translated into all national languages.
- Before and after the project's events, in English and translated into the language of the hosting institution. The press releases that will be produced prior to the events will announce their organization, and connect the targeted audience with the registration and the agenda, thus attracting their participation. Post-event press releases will highlight the proceedings/outputs.
- Prior to the Final Congresses, "save the date" announcements will be produced as well.
- After the project's meetings.
- After the completion of the mobility activities, a press release will be published disseminating the deliverance of the certificates.

As a general rule, the DC will be responsible, in close cooperation with the coordinator and the WP₄ Leader and Co-leader, for the development of the project press releases in English. The partners will have each press release translated and adjusted to the local context, as well as share it with their own local media and press offices. If a partner is willing to produce an additional press release (localized, e.g. as foreseen after the mobilities), this will be shared with the DC and, once approved, with all the partners.

The following key points will be taken into account when preparing a press release:

- Great content/news spreads automatically around the web. The distributed content and press releases should as interesting and as possible.
- Readers like: big numbers, interesting facts, successful examples, nice photos.
- The press releases should clear and easy to understand, and relevant to the audience of the contacted news outlet or distribution channel.
- When contacting editors, the subject line should be selected carefully, as they receive several hundred emails a day.
- The press releases will be sent in PDF format, accompanied by selected photos.
- Editors don't like old news! On the same day the first press coverage about a specific topic goes online, all other media outlets should have received the corresponding press release.

All partners will contribute to the preparation and dissemination of the press releases, under the supervision of the DC and the coordination of WP₄ Leader and Co-leader.

Publications (WP 4.2)

Publications, articles, posts, interviews about the project (TV and radio), its aspects, activities, results and outputs will be published in technological, agricultural and environmental sector magazines, peer review journals, newspapers, websites, portals and social media.

In total, 200 publications will be issued, 15 of which will be prepared and published jointly (cooperation between the partners). Apart from targeted activities, such as the issue of a scientific paper, an interview or an article on demand, it is expected that the visibility of the project will significantly increase and gain momentum especially after each press release distribution. These media appearances (collected clippings) will be counted against the pre-defined target.

All publications will be uploaded to the project's website. For this reason, as well as for the purposes of monitoring, partners will report on the progress made using the respective Annex II form.

UJ_ESIER will lead these efforts and all partners will actively participate.

4 Action Plan

This section provides the Action Plan, which is a key element of WP4 aiming to serve as a main guideline for each partner and the consortium as a whole towards the organization and successful implementation of the foreseen communication, dissemination and exploitation activities in accordance with the approved application (i.e. the objectives established and the resources available). It is crucial that all partners keep a close watch on the plan and implement the tasks foreseen.

In more detail, the Action Plan includes the main activities and events to be carried out during the project. The tasks presented are the ones already defined in the approved description, whereas some of them are further divided into sub-activities for reasons of clarity. Therefore, the allocation of responsibilities among partners and the respective budget are already partially defined. Figure 5 provides the 1st version of the Action Plan, describing the contribution of each partner to the general communication, dissemination and exploitation activities of the project and the implementation of the tasks and sub-activities agreed. The plan will be updated by the DC throughout the project’s life cycle.

Communication & Dissemination WPs	Year 1												Year 2												Year 3											
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
4.1 Website																																				
4.2 Publications																																				
4.3 Presentations at conferences																																				
4.4 Printed material																																				
4.5 Business fora																																				
4.6 Academic oriented info days																																				
4.7 Final Congresses																																				
4.8 Extensive e-dissemination campaign																																				
4.9 Communication, Dissemination & Exploitation Plan (CDEP)																																				

Annexes

Annex I – Stakeholders’ lists

Annex II – Communication and dissemination monitoring system

Annex III – PR template



Climate Change in Agriculture
586273-EPP-1-2017-1-EL-EPPKA2-CBHE-JP



Co-funded by the
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of the European Union

CDEP Annex II - Communication and dissemination monitoring system

CLICHA partners will have to update this excel file aimed at monitoring communication & dissemination performance. The file is composed of four different tabs, as shown below. Where applicable, the pre-defined qualitative indicators that need to be reached are specified.

For material to be attached, if not available online on public websites (e.g. the agenda of a conference), please upload on the CLICHA Google Drive (GD) under the relevant event/media/etc folder and then paste the relevant link to the GD route in the excel monitoring tool (e.g. PowerPoints of presentations made, meeting minutes, attendance lists, articles, etc.). Especially as far as articles published on online media are concerned, a screenshot showing the URL and the largest possible part of the article needs to accompany the relevant excel record (to be uploaded on GD as well).

1. EXTERNAL EVENTS

2. PROJECT EVENTS

3. PRESS RELEASES

4. MEDIA COVERAGE TRACKER*

* *Publications: articles, posts, interviews, dissemination of press release(s) by media, etc.*



3. Press releases

[1] Full official title.

[2] Indicate the main language of the press release as well as any other languages in was translated into.

[3] Name of media /other type of beneficiary/ specific recipient's name.

#	Title of press release [1]	Date of press release	Language(s) [2]	Link to press release	Who did you send it to? [3]
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					

Press Release

For immediate release: [date] (If you want the media to use the story as soon as they receive it)
or **Embargoed for:** [time/date] (Giving journalists time to prepare and to ensure they don't use it until a specified time)

Title

Summary: who, what, where, when and why. All key information needs to be in this paragraph

Detailed description: In case of events, their description should include as many as possible from the following:

-Prior the event: Type of event, partner(s) involved, date of event, place of event, website or dedicated social media`

-After the event: Type of event, partner(s) involved, date of event, place of event, scope of the event, targeted audience, number of participants, type of contribution provided, photos, website or dedicated social media, attachment of files (e.g.)

Notes for Editors

- Attachments (invitation, presentation material, proceedings, minutes)
- Background information on the project if needed
- Facts and figures if needed
- Others (e.g. available interviewees)

Contact

Name: [type name] | Organization: [type Organization]

T: [type name] | M: [type mobile phone] | E: [type email] | S: [type Skype address]

Disclaimer: This project has been funded with the support of the Erasmus+ Programme of the European Union. This communication reflects the views only of the authors, and neither the European Commission nor the Education, Audiovisual and Culture Executive Agency can be held responsible for any use which may be made of the information contained therein.