



**INTERCROP
VALUES**



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D7.2 Communication, dissemination, and exploitation Plan



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Introduction

This document presents the IntercropVALUES Communication, Dissemination, and Exploitation plan. It corresponds to project deliverable D7.2, due on April 30th, 2023 (month 6 of the project). Nevertheless, this document is conceived as a living document setting out the main key aspects of the project plan. In order to increase its relevance and potential impact, it will be updated, if necessary, throughout the project lifetime, to include comments and advice from IntercropVALUES partners. The final update of the plan will be released by Sept 30, 2026, corresponding to M47 and deliverable D7.3.

The IntercropVALUES Communication, Dissemination, and Exploitation Plan has been designed following the recommendations and requirements made by the European Commission for the Communication of Horizon Europe projects:

https://rea.ec.europa.eu/horizon-europe-dissemination-and-exploitation_en#requirements

The present CDE Plan is divided into five chapters:

- **Chapter I** describes the scope and **objectives of the Plan** in the frame of IntercropVALUES project goals.
- **Chapter II** describes the overall **strategy**: analysis of target groups, considering their expectations and needs, main messages to convey, the products and deliverables that will be the subject of the dissemination activities, and finally the strategy mix of dissemination tools and activities, are introduced.
- **Chapter III** describes the communication and dissemination **tools** put in place by the IntercropVALUES project: visual identity, publicity materials, website, and social media accounts. This Chapter also presents the dissemination **activities** planned, including project own and external events, the delivery of press releases and publications, and the outreach of key target groups through networking activities.
- **Chapter IV** takes account of the **Knowledge Transfer** activities that are to be conducted in the project, targeting research, education, stakeholders, and policymakers. Preliminary planning of these activities is presented.
- **Chapter V** describes the strategy and first steps towards **exploitation** of the project results.
- **Chapter VI** describes the governance system put in place to ensure an effective coordination of all C, D, and E efforts. It also addresses the implementation of the strategy and describes the monitoring and reporting systems of the DCE Plan.



1. Scope and objectives

1.1 IntercropVALUES objectives

IntercropVALUES aims to exploit the benefits of intercropping to design and manage productive, diversified, resilient, profitable, environmentally friendly cropping systems acceptable to farmers and actors in the agri-food chain. It will develop both scientific research action for better understanding and modelling intimate intercrop functioning and a detailed analysis of lock-ins and levers at the value chain level to identify credible solutions that can be adopted by farmers and value chain actors.

As a multi-disciplinary and multi-actor project, it brings together scientists and local actors representing the food value chain. It includes 27 participants from 15 countries (3 continents) from a wide diversity of organizations and stakeholders.

IntercropVALUES organizes its activities into **6 objectives**, to:

- 1) support the design of locally relevant, legitimate, and innovative agri-food chains, through 13 Co-Innovation Case Studies.
- 2) understand the functioning and G*C*E*M interactions allowing the selection of compatible ideotypes and the optimization of machinery and management strategies for maximizing the productivity and delivery of ecosystem services with better soil health and mitigation of GHG (meta-experiment 15 sites).
- 3) produce novel information, improved methods, and tools for intercrop management and the assessment of their performance and profitability.
- 4) unravel intercropping performance by modelling.
- 5) analyse grain and sanitary quality of cereal-legume intercrops, functional qualities for food processing and new products.
- 6) uncover key barriers and levers at the value chain level to boost development and identify new market avenues and solutions to increase the economic added value of intercrops.

1.2 Objectives of the CDE Plan

The present Communication, Dissemination, and Exploitation Plan is designed to diffuse outcomes widely by adapted channels to different end-users, such as farmers, advisors, food processing companies and machinery industries, retailers and citizens, academia, policymakers, and influence bodies.

The **overall objective** of the IntercropVALUES Communication, Dissemination and Exploitation Plan is “to define a strategy and group of flexible, adaptable and interlinked tools and activities **to inform** and **influence** on the project target groups so that **they can adopt the project outcomes**”.

The specific objectives of the IntercropVALUES CDE Plan are the following:

- 1) **Disseminate knowledge about intercropping among the general population.**

The IntercropVALUES Communication strategy intends at **raising awareness** of the economic and environmental benefits of adopting species mixtures in cropping systems, targeting the farmer, research, and industry community as well as society at large, which increasingly demands more information on food production and is becoming more aware of the impact of agriculture in the environment. To that end, testimonials of end-users on the benefits of adopting species mixtures will be disseminated through IntercropVALUES communication channels.

Taking advantage of the High Education Institutions and Research Organisations participating in IntercropVALUES, **students and scientists** from related fields will be a specific target group of IntercropVALUES dissemination activities, to encourage talented young students to work on the project research areas and senior scientists to establish collaborations with IntercropVALUES scientific partners.

IntercropVALUES will actively promote the ecosystem of EU and national initiatives related to species mixtures and crop diversification (related **Thematic Networks, EIP-AGRI, national and transitional Operational Groups, other EU projects**, etc) and will refer interested end-users to the relevant sources of information. The project will set up close communication channels with the relevant projects and initiatives to act as a multiplier of all relevant information and events in the areas of interest of the project.

At the policy level, IntercropVALUES will seek coordination with the relevant **European Commission's structures and DGs** (EIP-AGRI, DG Agriculture & Rural Development, DG Research & Innovation, DG Environment, DG Regional & Urban Policy), as well as with relevant stakeholders to provide scientific evidence of the benefits of species diversity and include crop diversification into the current policy agenda. IntercropVALUES has also engaged with the HE twin Project [LEGUMINOSE](#) for increasing scientific collaboration and improving the communication of information on the topic of intercropping.

IntercropVALUES being directly connected to the previous project ReMIX, a collaboration channel remains open with the [Crop Diversification Cluster](#) and the projects that were part of it (Diverfarming, DiverImpacts, Diversify, Legvalue and True), to use the already existing Communication and Dissemination tools to boost communication on Crop Diversification at EU level.

- 2) **Transfer the knowledge acquired during the project to the various value chain groups and to consumers, through digital tools adapted to each group according to their knowledge, interest, language, and usual media source,**

IntercropVALUES will count on the activities developed on the **13 Co-Innovation Case Studies** (CICS), where stakeholders and end-users will be involved, to reach the food value chain groups targeted by the project. The CICS, set up in the frame of WP1, are displaying their activities counting on a wide range of interveners, along the 13 regional contexts where they are based: Denmark, Sweden, United Kingdom, Germany, Greece, France (2), Spain, Serbian Republic, Italy, Mozambique, and Switzerland. Through the CICS activities, partners will engage with farmers, advisors, machinery, seed, processing, retail and catering companies as well as other relevant stakeholders, spanning all the processes from the specification of end-user needs and the co-design of species mixtures strategies on-farm, to demonstrations and evaluation of new varieties and practices.

Stakeholders and end-users' engagement will also take place at the **EU level**, as IntercropVALUES will liaise with other relevant EU networks, projects, and stakeholder communities and associations, as well as policymakers to take account of their specific needs. INI and IFOAM EU will oversee contacting the main projects, programmes, networks, and initiatives, to engage them as multipliers for EU-wide dissemination of the project activities and results.

- 3) **Strengthen communication between the various value chain actors involved in the project and jointly identify the most appropriate exploitation routes and strategies for the project results, to generate impact beyond the project.**

The active role of partners in Communication and Dissemination activities is of utmost importance for achieving the overall objectives of the project. Partners shall therefore be active in the identification of opportunities for dissemination and knowledge transfer and shall play an active role in the activities and events planned. INI will, always, support and coordinate partners to maximize the impact of the dissemination activities of the project. IFOAM EU will support and coordinate the exploitation of the project results.

IntercropVALUES has been defined to produce results that are of use for different pedo-climatic conditions and agricultural systems. In this context, activities within the CICS are a key tool where local/regional end-users (farmers, advisors, researchers, industry, public authorities...) meet, discuss and assess the different strategies associated with the introduction of species mixtures, so that transfer, adoption and finally mainstreaming to end-users will be achieved. **End-users and other potentially interested stakeholders** across the EU will be reached through the practice abstracts

developed in the form of easily accessible end-user material using the EIP-AGRI common format. Webinars and trainings will be organized to discuss and transfer the project outcomes with industry representatives and farmers.

Transfer of results will also take place at the research level, through open-access scientific publications, presentations in international meetings, congresses, events, etc. At the higher education level, training courses will allow for transfer of knowledge to MSc, PhD students and post-doctoral fellows.

Policy makers (EU, national, regional) and other actors (research institutes, industrial associations, etc), will be reached through policy briefs assessing the policy instruments and measures that may influence the use of species diversity in EU cropping systems and the gaps in the current policy framework and legal instruments.

Exploitable and non-exploitable results delivered all through the project at the very end targeting different groups will also be disseminated in two **Final Conferences**, where the results of the project will be presented jointly with related projects in the area.



2. Communication, dissemination, and exploitation strategy

The Communication, Dissemination and Exploitation Strategy relies on the following principles:

- **Adaptation** of communication and dissemination actions and tools: tools and materials will be translated into the local languages of the CICS and customised to better target the regional/national actors' needs, values, and profiles. CICS leaders and co-leaders will have a say in defining the most effective national/regional communication and dissemination strategies and materials as the project develops. Other project partners not directly linked to the CICS are also welcomed to adapt the communication and dissemination tools and materials according to their needs.
- **Multiplying effect:** representatives from the value chain of crop production linked to the CICS will be mobilized to support communication and dissemination and perform as multipliers in order to increase the impact, i.e. farmers, extension services, agricultural consultants, industry (SMEs, multinationals and national associations), government and the general public. Prior to delivery of the Plan, partners have identified the key stakeholders to target with the dissemination activities, to maximize the impact of the project activities in the regions and countries of the project.
- **Active networking:** Identification and leverage of networks (associations, unions, clusters, technology platforms, etc), have as well been identified and will be addressed as "meta-targets" to support the multiplying effect of the communication and dissemination activities in the national/regional contexts as well as at the EU level.
- **Early identification of Exploitable Results:** the exploitation of the results that might be exploitable will be addressed from the start of the project until its end. The first KERs are already identified by M6 and WP7 leaders will regularly monitor the release of new results.

2.1 Target groups

The active involvement of Target Groups is one of the key success factors for IntercropVALUES, as they will play a key role in providing inputs in the initial phases of the project (mostly through CICS co-designing activities) as well as throughout the research activities. The IntercropVALUES CDE Plan will take special care in designing suitable dissemination tools and activities for reaching the target groups in the project activities from the very beginning.

Communication and dissemination will mostly take place at two levels:

1. **Regional/national level**, through the involvement of partners in the CICS set up in the frame of WPI, Denmark, Sweden, United Kingdom, Germany, Greece, France, Spain, Serbian Republic, Italy, Mozambique, and Switzerland. Partners participating in WPI-6 will at CICS with farmers, advisors, machinery and transforming companies, retailing, and catering services as well as other relevant target groups (as consumers and policymakers) and Stakeholders on different activities, including interactive workshops, to be held throughout the project duration.
2. **EU level**, outreaching the farmers, research, advisory and industrial communities through the whole agrifood value chain, as well as policy makers, consumers and potential end-users and beneficiaries of the project's results. INI will oversee contacting the main projects, programmes, networks and initiatives, in order to engage these Target Groups and Stakeholders as multipliers for EU wide dissemination of the project activities and results.

The following Target Groups have been identified as relevant for IntercropVALUES.

Farmers: including individual farmers (early adopters and “ambassadors”, farmers' associations and federations, farmers' unions, farmers' cooperatives, Chambers of Agriculture, etc. This is the primary Target Group, as the final aim of the project is to increase the use of species mixtures in agricultural systems.

Advisory & extension services: governmental/public advisory services, private advisory services, and individual agricultural consultants. This target group has an important role in bridging the gap between research, innovation, and practitioners (farmers), allowing for the adoption and transfer of agricultural innovations. They are, therefore, a key Target Group.

Industry: large enterprises, SMEs and clusters/associations in the food (including production, processing, retailing and catering) and agricultural machinery sectors, breeders and breeding companies, tool developers. Interaction and collaboration among industry, research and end-users is necessary to: i) produce cultivars/varieties suitable for mixed stands; ii) produce food & feedstuffs derived from crops produced in mixed stands, iii) produce marketable solutions allowing for harvesting and separation of species mixtures, iv) take over and further exploit some IntercropVALUES exploitable results such as the carbonTcalculator, LCA. It is therefore a key Target Group.

Consumers: consumers as end-users of intercrops products but also as environmental concerned citizens and activists, consumers associations, activist groups, influencers, media.

Groups that do not belong to the food value chain are also considered and will be reached through CDE activities:

Higher education & research: Universities, Research & Technology Organizations and corporate researchers in the fields of agronomy, agroecology, breeding, genetics, plant pathology, weeds, soil science, modelling, participatory research, economics, sociology among others.

Authorities & policy-makers: representatives of agricultural authorities (ministries, departments) related to Common Agricultural Policy (CAP), EARDF Regional Development Programmes, experts on regulatory issues related to agriculture, fertilization, ground water and air pollution; standardization and certification bodies, EU's DG RESEARCH, DG AGRI, DG INDUSTRY, DG ENV, SCAR, Public Environmental Monitoring Authorities, organizations in sustainable agriculture, organic farming, food consumers associations, etc.

Research & innovation networks, other interest groups and NGOs: research and innovation networks, projects, initiatives, NGOs and other interest groups in the field of diversification of agricultural systems, resilience and adaptation of agricultural systems to climate change, use of legumes, ecosystem services of agriculture, species mixtures, etc. They will be contacted for promotion, dissemination and endorsement of IntercropVALUES results, as well as for obtaining their insights and knowledge on the project's activities. EIP-AGRI related Operational Groups and Thematic Networks, the Agriculture Food Security and Climate Change and Water JPIs and other networks and initiatives at EU level are included in this group.

2.2 Key messages

Target group	Key messages
	<i>Messages will be adapted to specific CICS goal (1 and 2), specific industry (3)</i>
Farmers (1)	You can get involved in the CICS in your region so that you can have your say on what will be in the research agenda for species mixtures. You will get to know real cases of how species mixtures can increase profitability and sustainability and help you comply with the demanding European environmental legislation. You will get to know the most suitable species mixtures for your region and that can help you increase the profitability and sustainability of your farm.
Advisors (2)	You can get involved in in the CICS in your region with farmers, other agricultural advisors, research and industry, so that you will exchange

	on successful diversification strategies with high implementation potential in your area. You will get updated information on the most suitable management practices and species for your area so you will be able to support your client farmers in introducing them successfully in their agricultural systems. You will get to know the best practices of other agricultural advisors across the EU that have succeeded in overcoming the barriers to the introduction of species mixtures in agricultural systems.
Industry (3)	You will be able to grasp new business opportunities for the delivery of new products by being aware of farmers' needs and the most promising research-based results. You will increase your sales by showcasing and advertising your commercial offer outreaching a wide number of potential end-users among the EU farmer community. You will be invited to participate in webinars and trainings where the new knowledge coming from the project will be transferred
Consumers (4)	You will be able to know and understand the benefits of intercropping in the food system sustainability. You will be able to interact with producers, processors, and retailers to know new products and their added value by coming from intercropping practices

Table 1: Target groups and key messages

2.3 Strategy

IntercropVALUES main results were already highlighted at the proposal phase. These will be disseminated and transferred following a tailored strategy. The preliminary combined assessment of outcomes vs. Target Groups produced at the proposal stage and presented in the DoA has been revised to match the foreseen dissemination tools. This has allowed defining a Dissemination Strategy mix, composed of a combination of Dissemination Tools and Activities (described in the next Chapters) that will allow for a successful engagement of Target groups and the achievement of the project's objectives in terms of dissemination and exploitation of project results. Table 2 summarizes the project's main outcomes, the target group they are aimed at and the dissemination tools and activities to implement.

RESULTS	C & D & E MEASURES	Target GROUPS
Keys for successful intercropping agri-food chains.	Communication: Project website and EU platforms, social media, YouTube channel, articles and news items.	Farmers, farmers associations
Illustration of successful multi-actor Co-Innovation Case Studies (CICS).	Dissemination: Practice Abstracts (PA), videos, infographics; CICS events, webinars, final conferences; Policy Briefs (PB). Platforms: Horizon Results Platform (HRP), Organic Farm Knowledge (OFK),	Advisors
Successful collective organizations enhancing intercropping strategies.		Food value chain actors, food industry.
		Consumers

INTERPLAY as a value chain educational tool to promote the assessment of ES of intercropping.	Crop Diversification Cluster (CDC), AgroDiversity Toolbox (AGD), EIP Agri Database (EIPAgri), LegumeHub Exploitation: Improved INTERPLAY registered and used by the project at webinars & events.	Policymakers.
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RESULTS	C & D & E MEASURES	Target GROUPS
Guidelines to breeding for selection optimisation. Selection of compatible legume cultivars for maximising the productivity and stability of legume-cereal intercrops. Identification of intercrop combinations and management systems that maximise intercrop agronomic performance and positive ES.	Communication: Project website and EU platforms, social media, YouTube channel, articles and news items. Dissemination: Infographic(s) on G*G*E*M interactions in legume/cereal cropping systems; scientific papers in open repositories; PA, videos, courses for students, final scientific conference. HRP, OFK, CDC, AGD, EIP Agri. Webinars for farmers and industry. Exploitation: Scientific publications for research, infographics and videos for education.	Farmers, farmers associations Advisors Seed, seed multiplication and processing industry Scientists, agronomists, breeders, EIP Agri, EU R&I.

RESULTS	C & D & E MEASURES	Target GROUPS
Practical guides and videos presenting a range of innovative machinery for sowing, weeding, harvesting, cleaning and sorting. Prototype "Soil Health Check Cards" for using soil indicators in systems with intercrops Infographic(s) on GHGs Infographic of the value of intercrops in cropping sequences in	Communication: Articles for specialized magazines and local media. Project website and EU platforms, social media, YouTube. Dissemination: Videos, PA and infographics disseminated at webinars for farmers, events at CICS locations; courses for students, final conferences. PB, scientific papers. HRP, OFK, CDC, AGD, EIPAgri. Exploitation: Use of scientific publications for research and education purposes, infographics and videos by partners and partners´	Farmers Advisors Machinery industry, tool developers Scientists, agronomists, breeders, EU R&I system Policymakers Consumers

a single global frame.	networks. "Soil Health Check Cards" piloted and registered.	
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RESULTS	C & D & E MEASURES	Target GROUPS
Simulation studies (FSPM & 1D models) performing in silico explorations with different species, designs and environments (C*G*M*E). Model-based evaluation of the impacts of weeds & shoot diseases in intercropping. Soil-crop model calibrated.	Communication: Project website and EU platforms, social media, YouTube channel, articles and news items. Dissemination: Publication of scientific papers in open repositories, videos for education, lectures at the courses for students, final scientific conference. PB. Platforms: HRP, OFK, CDC, AGD, EIPAgri. Exploitation: Use of scientific publications for research purposes by partners.	Farmers Advisors Scientists, agronomists, breeders EIP Agri, DG Environment, EU R&I, policymakers

RESULTS	C & D & E MEASURES	Target GROUPS
Impact of intercropping on quality of gross products and processed food products. Impact of intercropping processability and quality of products: i) Milling: guidelines on how to adjust equipment to accommodate intercrop mixtures. ii) Brewing: knowledge on impacts of legume traces in barley on the processing ability (foaming...) and quality.	Communication: Articles for specialized magazines; website, social media, partners' media, YouTube channel, and presented at the final events at CICS locations. Dissemination: Webinars for industry (processing, machinery) and farmers; PA, videos for education, videos, infographics, courses for students, final conferences. Scientific papers in open repositories. Exploitation: Information & data used by food processing companies in CICS. Scientific publications, research data.	All value chain actors. Especially food processing industry Scientists, agronomists, research institutes and I+D centers.

RESULTS	C & D & E MEASURES	Target GROUPS
Catalogue of solutions for addressing the different types of	Communication: Articles for specialized magazines and local	Farmers

intercropping lock-ins. New market avenues enabling intercropping products.	media. Project website and EU platforms, social media, YouTube. Dissemination: Final events at CICS with value chain actors, consumers and policymakers, webinars for industries and farmers; PA, PB, videos, infographics; lectures for students, final conferences. Scientific papers in open repositories. Exploitation: Market avenues for farmers' organizations and other food chain actors.	Other food value-chain actors Policymakers, authorities Consumers
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Table 2: CDE measures linking results and target groups.

Partners will be requested on a semester basis, to identify all sorts of publishable outputs/results and the most suitable target groups so that the Dissemination Manager will develop the most suitable tools and activities to allow the results to reach the target users.

In order to maximize the impact of the dissemination tools and activities on the target groups, the Dissemination and Knowledge Transfer strategy mix will be adjusted to the timing and availability of the production of the project's outputs (Figure 1).

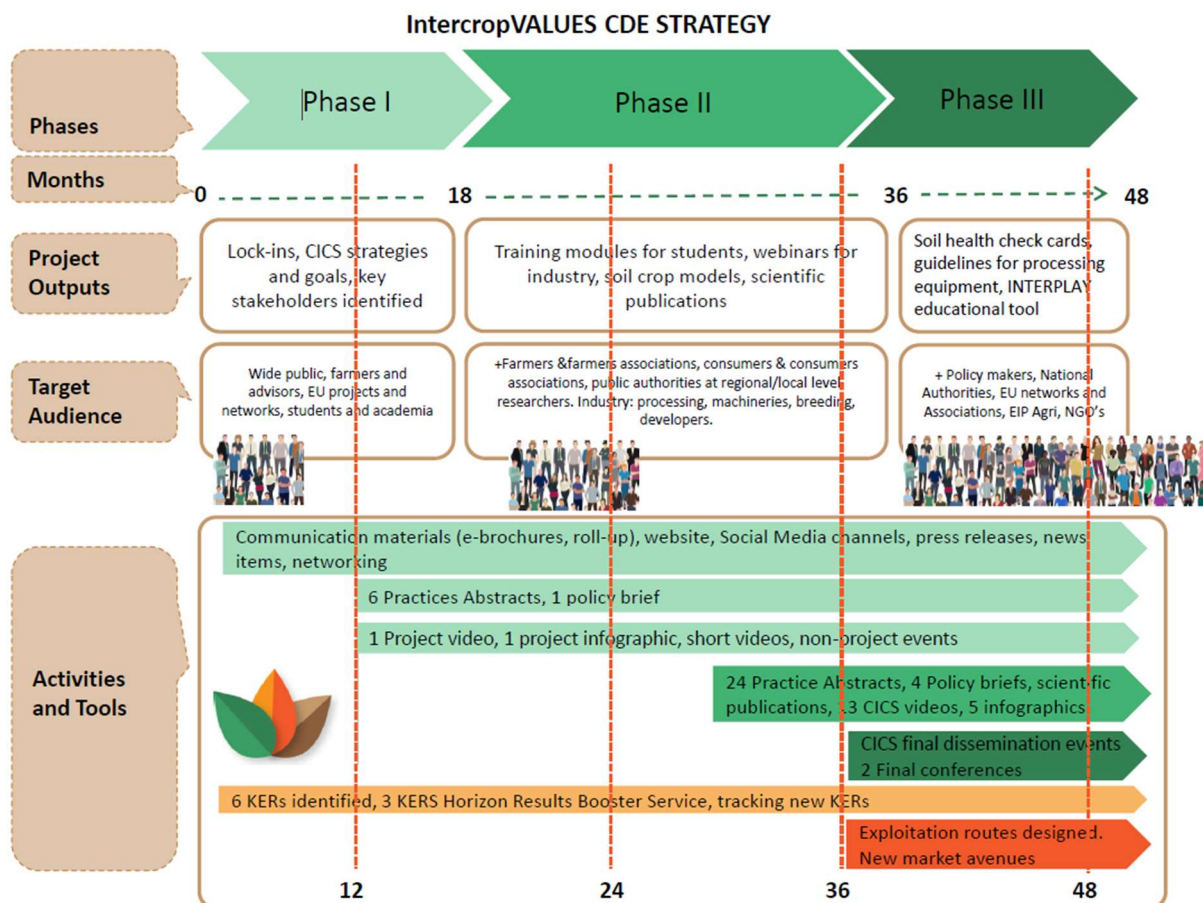


Figure 1: IntercropVALUES CDE strategy



3. Communication and dissemination tools and activities

3.1 Visual identity

The logo of IntercropVALUES (font, colours, etc) resulted from a vote by all project participants, the chosen logo being widely acclaimed among all possible choices from a variety of propositions. The IntercropVALUES logo and its use on different documents is described in detail in Annex 1. The IntercropVALUES logo conveys the project concept: association, benefit, harmony, connivance, natural equilibrium, sustainability. The logo displays rounded shapes on its typography and its graphic part, which gives it a feeling of adaptability and flexibility (key concepts in the associated crops). The logo represents graphically the harmonic combination of different elements (light green, orange and brown, representing different crops), but with a common base (dark green representing agriculture in general). The “flower” shape gives it a natural style. The mark as a whole can be considered to represent an “eco-friendly” project.



Figure 2. IntercropVALUES logo

3.2 Templates

Word template

A deliverable template has been produced in an MS Word format following the project's visual identity to have a consistent and recognisable layout for the project's deliverables.

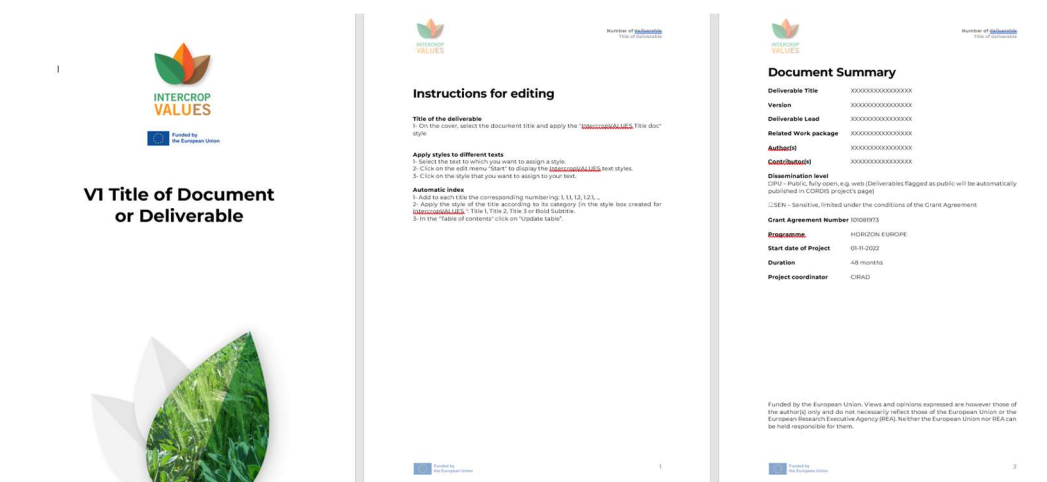


Figure 3: IntercropVALUES word template

Power Point template

The Power Point presentation template will be used in the project meetings and all events and meetings where IntercropVALUES results and activities are presented. It has been designed following the project's visual identity to facilitate the recognition of the project.



Figure 4: IntercropVALUES PowerPoint template

3.3 Website

The IntercropVALUES website (www.intercropvalues.eu) will be the main communication and dissemination channel of the project. The website will be the main entry point for the general public and will give access to general information on the project's activities and public results. The website has been produced and it is hosted and managed by INI, using WordPress as the Content Management System (CMS). INI will regularly feed the News & Events section with the collaboration of the partners' communication officers. Google Analytics will be used for the ongoing monitoring of the number of visitors and the traffic on the website, which will allow for a continuous improvement of the website contents.



Figure 5: IntercropVALUES website screenshot

The IntercropVALUES website architecture is described in detail in Deliverable 7.1. As a summary, it features the following sections:

1. The project: it presents an overall description of the project. The following subsections are in the same page. The user only has to scroll down to see the rest of the information:
 - In a nutshell: This sub-section is very graphic, and contains the main information about the project, with short titles, giving more importance to the icon, so that at a glance, there is a general idea of the project.
 - The objectives: This part presents the six general objectives that are shortly described.
2. The project structure: short text and a figure explaining the organization of the work to be conducted in the frame of the project.
3. Case studies:
 - A network of experiments: This section includes a short text describing the experiments that will take place along with a map of Europe highlighting where the experiments are located.
 - 13 co-innovation case studies: This sub-section includes a presentation of each co-innovation case study.

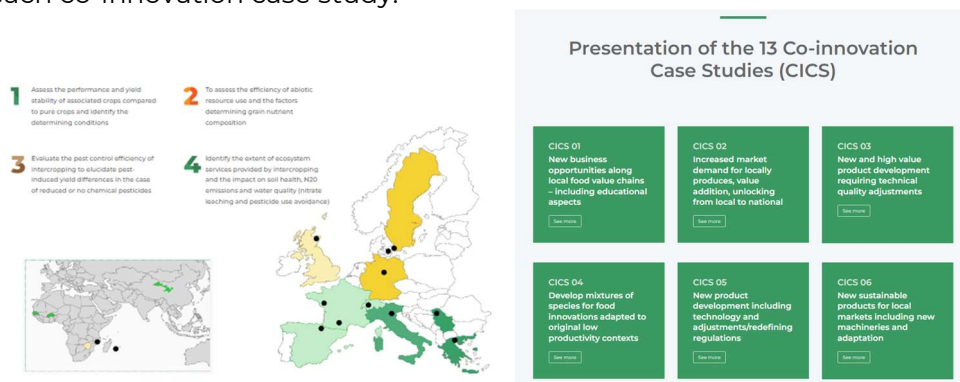


Figure 6: Screenshot of the case studies section

4. Partners: brief description of partners and link to their website.
5. Downloads: This section will make available to the public the project documents as they are elaborated. The documents will be presented in the following categories:
 - Scientific publications
 - Practice abstracts
 - Videos & infographics
 - Deliverables
 - Communication materials

3.4 Social media

IntercropVALUES will use the social media channels with the following objectives:

- Disseminate the project outputs, activities, and project's events, as well as those from project partners.
- Engage end-users and stakeholders in the CICS activities.
- Provide information, latest trends and related events and raise awareness on the topics of the project.

Social Media Plan

The different social media will be used in a complementary way, according to their features and to target different groups with relevant tailored messages. Partners' social media profiles will also echo IntercropVALUES publications further increasing the combined impact and outreach of the project social media.

IntercropVALUES and partners' social media accounts are already following each other to multiply the impact of the dissemination.

PARTNER	TWITTER	FACEBOOK	LINKEDIN
CIRAD	Cirad	Cirad.fr	CIRAD
INI	Iniciativas_in		Iniciativas Innovadoras
WU	WUR	WUR	Wageningen University & Research
UNI KASSEL	uni_kassel	UniKassel	unikasseltransfer
FNCUMA	CUMAFrance	reseaucuma	FNCUMA (Fédération Nationale des cuma)
CREA	CREARicerca	CREARicerca	CREA Ricerca
UEM	uemmoz	uemmoc	Club of Mozambique
INTIA	IntiaSa	INTIA.NAVARRA	INTIA
AUTH	geononiki	geononiki	Geononiki SA
UCLouvain	sytra_recherche	Stud.UCLouvain	UCLouvain Research & Knowledge Transfer
SLU	SLU	slu.sweden	SLU - Sveriges lantbruksuniversitet
IFOAM EU	OrganicsEurope	OrganicsEurope	IFOAM Organics Europe
RUC	roskildeuni	rucdk	roskilde-university
KU LEUVEN	bioeconKUL	KULeuven	ku_leuven
UNIBONN	UniBonn	unibonn	Rheinische Friedrich-Wilhelms-Universität Bonn
BOKU	BOKUvienna	bokuviena	Universität für Bodenkultur Wien
UNSFA	RektoratUNS	PoljoprivredniFa kultetNoviSad	-
INRAE	INRAE_France	Inrae.France	INRAE
ENSFEA	ENSFEA_Toulouse	ensfea.toulouse	ENSFEA Toulouse
APT	AgroParisTech	AgroParisTec	AgroParisTech
BLF		businesslf	Business Lolland-Falster
RSR	retesemi	semirurali	Rete Semi Rurali ETS
FIBL	FiBLBreeding	FiBLnews	Research Institute of Organic Agriculture FiBL
SRUC	SRUC	sruc.ac.uk	SRUC
SAOS	saos_agri_coops	saos.coop	SAOS Ltd

Table 3: partners Social Media accounts

Four social media profiles have been set up by month 1 of the project. These are: LinkedIn, Twitter, Facebook, and YouTube. INI is in charge of managing them and monitor their performance. Social Media focal points have been appointed by every partner.

Relying on the appointed Social Media focal points, each partner will be posting a minimum of one post per month, through any of the project social media accounts. By mentioning (tagging) the project, INI will identify these posts and multiply the audience by replicating the posts on the remaining channels.

INI will advertise project and partners videos, infographics, publications, events and trainings through the social media channels, linking when necessary to the project website, YouTube channel, or event webpage. Every six months and with monthly figures, INI will monitor the performance of communication through social media, and report to social media focal points.

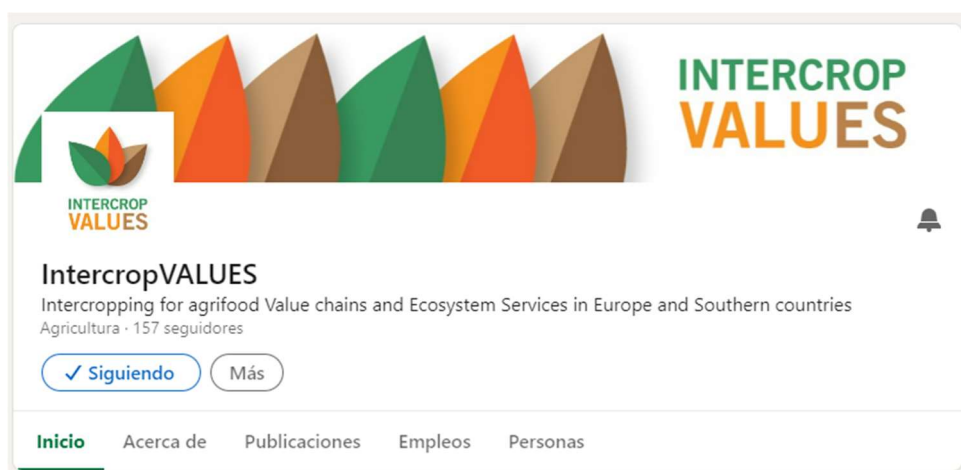


Figure 7a: screenshot of the IntercropVALUES LinkedIn profile.



Figure 7b: IntercropVALUES Twitter and Facebook profiles.



Figure 7c: IntercropVALUES Twitter and Facebook profiles.

3.5 General information materials

A flyer and poster/roll-up have been developed and shared with partners. They will be translated by partners into the languages of the countries where they operate.

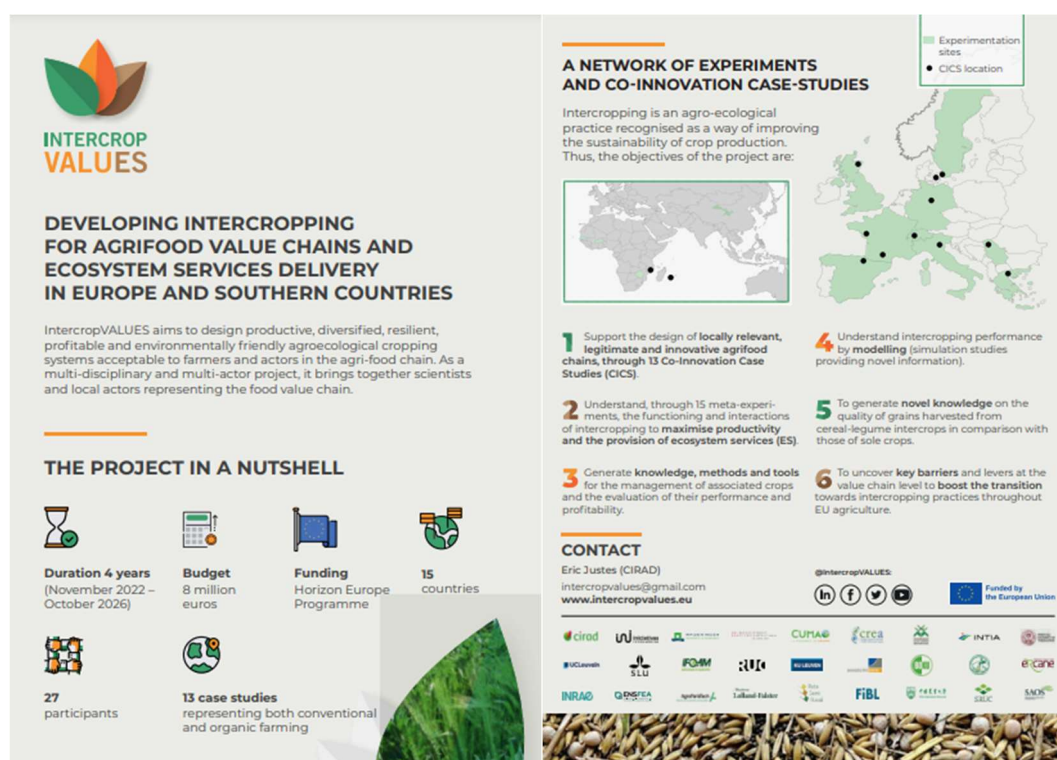


Figure 8. Project flyer, A5.



Figure 9. Project roll-up.

3.6 Videos and infographics

Communication and dissemination products with a strong visual content have been given a priority in IntercropVALUES aiming at two objectives: reaching target groups coming from different contexts (and using different languages) and having them available for their use through the project social media channels.

3.6.1 Professional videos

14 professional videos will be produced at project level, 1 for the entire project and 13 showing the CICS activities and outputs, under CICS 's leaders' coordination.

n	Partner	Video topic	
1	INI	General presentation	Intercropping, project goals, expected results
2	LBF	Public driver	New business opportunities along local food value chains – including educational aspects
3	SLU	Value chain	Increased market demand for locally produces, value addition, unlocking from local to national
4	SAOS	High-end products	New and high value product development requiring technical quality adjustments
5	INRAE	Spatial and temporal foods	Develop mixtures of species for food innovations adapted to original low productivity contexts
6	UniKassel	Milling and baking	New product development including technology and adjustments/redefining regulations
7	AUTH	Low input wheat	New sustainable products for local markets including new machineries and adaptation
8	eRcane	Sugarcane value	New proven crop management strategies using service plants between the sugarcane rows
9	INTIA	Horticulture IPM	Specific labelling to agri-food industry. Collective IPM actions and strategies
10	UNSFA	Multifunctional farming	Added final product value with prototypes and operational solutions
11	FN CUMA	Shared equipment	Local/regional values chains, up to national to bring out other groups in FNCUMA network
12	RSR	Ecosystem functions	Environmental service clarifications including technical equipment optimization and investment
13	UEM	Fighting poverty	"Global south" model building with the transition from subsistence to commercial family farming.
14	FiBL	Production processing	Each value chain actor needs to experience benefit from intercropping strategies

Table 4: list of professional videos that will be produced through the project lifetime.

3.6.2 Non-professional videos

Partners will record non-professional videos showing intercropping from different perspectives and actors' points of view (academia, consumers, farmers, chefs or industry). A total of 25 videos (1-2 min) will be available for dissemination through social media, project website and YouTube channel.

By M9, INI will release a set of **guidelines** on how to produce these short videos. The guidelines will be shared with all partners and explained at the second consortium meeting.

3.6.3 Infographics

At least 6 infographics will be developed by INI to display the project activities, objectives and results.

n	Partner	Content provider	Infographic topic
1	INI	INI	Project logic and results
2	INI	SLU-UNIKASSEL	WP2 logic and expected results
3	INI	SRUC-CREA	WP3 Specific infographics on machinery (for farmers) and GHGs (wider audience) will be developed
4	INI	UBONN-WUR	WP4 logic and expected results
5	INI	INRAE-CIRAD	WP5 logic and expected results
6	INI	UCL-KULEUVEN	WP6 logic and expected results

Table 5: planned list of infographics and topics

3.7 IntercropVALUES events

Several types of events have been designed and will be organized through the project to support the direct transfer of information and knowledge to the target groups and stakeholders.

3.7.1 Dissemination events at the CICS locations

At least 13 dissemination events will take place for sharing results among participants and regional policymakers/ authorities. The CICS's leaders will organize the final events at CICS locations to share the results of the multi-actor work performed and to regional/national representatives of the agri-food value chain actors, covering conventional and organic farming. A session within these events will be allocated to policymakers/authorities invited to participate, and the moment will be used to present and hand in the project policy briefs.

3.7.2 Final International Conferences

Two international conferences will be organized as videoconferencing or in-person side events in the field and/or in link with the Crop Diversification Cluster or the other project funded in the topic CL6-2022-BIODIV-01-05. IFOAM EU will be coordinating the organization of the conferences counting on the support of CIRAD, SRUC and INI.

Scientific conference:

The first conference will present the main scientific findings of the project to the scientific community, academia and technology centers.

Multiactor conference:

The second conference will show success stories coming from the 13 CICS to stakeholders representing the Agri-food value chain at different levels, as well as policymakers and consumers.

3.8 Other events

IntercropVALUES activities and results will be presented in conferences, events and fairs in order to ensure timely and proper input and feedback by key stakeholders, while supporting the dissemination of the project results through the appropriate material. Main events where dissemination can happen have already been identified by the consortium. This list will be updated regularly by INI with inputs coming from the partners:

Non project events			
Name of event	Location	Time/ Periodicity	Estimated audience
XVIII ESA Congress (2024)	Rennes, France	Every second year	~ 300
UniKassel Open Field Day	Neu-Eichenberg, Germany	22.06.2023 and 2025	100 farmers and extension services
Öko Feldtage (open industry field day for organic agriculture in Germany)	(Southern Germany, Baden-Württemberg) (University of Kassel, Frankenhäusen)	14 and 15.06.2023 2025	12000 farmers, extension, processing industry, research etc.
CREA events all through the year https://www.crea.gov.it/en/eventi-crea	All over Italy, or online		
Jornada hortícolas ecológico	Sartaguda (Navarra)	May/Annual	60
Jornada extensivos (Navarra)	Baja Montaña	May/Annual	150
Jornada Hortícolas Verano	Cadreita (Navarra)	September/Annual	80
Agrotica 2024	Thessaloniki, Greece	Every two years	500
Hellenic Scientific Society for Genetics and Plant Breeding Conference 2024	Greece	Every two years	150-200
Hellenic Society of Horticultural Science Conference 2024	Greece	Every two years	200-300
European Organic Congress	Cordoba, Spain	26-27 September	400

Global Food Security Conference	Leuven	9-12 April 2024	650
International Symposium on animal science (ISAS 2023)	Novi Sad, Serbia	18-20.09.2023. / Once a year	120
VIII International Conference - Sustainable postharvest and food technologies (INOPTOP 2023)	Subotica, Serbia	23-28.04.2023. / Once a year	100
49. Simpozijum Agro-Tehnika-Precizna poljoprivreda	Zlatibor, Serbia	30.01 - 03.02.2023. / Once a year	100
30. Naučni skup „Pravci razvoja traktora i obnovljivih izvora energije”	Novi Sad, Serbia	01.12.2023. / Once a year	80
XIV Simpozijum entomologa Srbije	Novi Sad, Serbia	September 2023 / Once a year	70
Melioracije	Novi Sad, Serbia	November 2023 / Once a year	80
Savetovanje voćara	Novi Sad, Serbia	09.12.2023. / Once a year	200
Savetovanje vinogradara	Novi Sad, Serbia	November 2023 / Once a year	200
Antimikrobna rezistencija u veterinarskoj medicini - trenutno stanje i perspektive	Novi Sad, Serbia	22-24.06.2023.	60
Soil quality – desertification and drought alleviation	Novi Sad	Once a year	
SIA Salon International de l'Agriculture	Paris	24 Feb - 3 March 2024	
SIMA 24 International exhibition of solutions and technologies for efficient and sustainable agriculture	Paris	November 24- 28 2024	
Sommet de l'élevage World's n°1 sustainable livestock show	Clermond Ferrant, France	3-6 October 2023	
Let's Cultivate Diversity	Peccioli (Pisa)	Second weekend of June, every year	100
72 ore di biodiversita'	Scandicci (Firenze)	20-22 May, every year	600-1000
Incontro annuale (RSR network members)	Varies	Dec-Jan once a year	40-60
Yearly Field trip	Gansu, China	2023.6	50-100
Yearly Field trip	Gansu, China	2024.6	50-100
Annual Conference	Has varied, central Scotland currently - Dunblane	Annually, usually last Thursday in Jan.	130

Cours Grandes cultures bio	Suisse Romande	1/year	50-100 farmers
Bioackerbaukurs	Deutsche Schweiz	1/year	100 farmers
UEM Scientific Seminar	UEM Campus Maputo	Every 2 years	200
FAEF Scientific Seminar	Maputo	Every 2 years	50
FAEF scientific event day	Maputo	Every month	30

Table 6: first list of events identified b partners where the project and its scope/goals/expected results can be presented.

3.9 Publications

3.9.1 News items for the web

Partners will feed the website with news articles, information on events and links to relevant external publications. At least 100 popular articles (1 article per partner per year, around 350 words) will be written. When needed, articles (and press releases) will be translated for distribution through partners' own channels (websites, newsletters) and local media.

3.9.2 Press releases

Press releases will be produced as relevant pieces of news on project main milestones. The press releases will be elaborated by INI and translated by partners to local languages when relevant. Whenever the press releases are related to a specific event, the host partner will oversee the local distribution of the press release among national mass media.

The elaboration and distribution of the following press releases is planned for the following milestones:

n	Press release topic	Estimated date
1	Project presentation with occasion of the project Kick Off meeting	M2
2	Second project annual meeting;	M11-12
3	Third project annual meeting;	M24-30
4	IntercropVALUES Recommendations for adoption of species mixtures (policy briefs release);	M18 and M45
5	IntercropVALUES Final scientific conference.	M42-44
6	IntercropVALUES Final Multi-actor conference	M45-47

Table 7: planned press releases and dates

The press releases will be distributed through the project's website and social media, but also other EU and national-wide electronic media platforms related to the agriculture and food industry. Translated versions will be distributed by project partners through their websites and social media.

Partners count on access to several newsletters and magazines where both news items and press releases will be shared with.

Newsletter/ magazine partner linked	Digital / paper version	Periodicity	N° of subscribers	Link
CIRAD	Digital	Every 2 months	> 1000	https://www.cirad.fr/en/our-newsletters
WUR	Digital, two versions (Dutch and English)	Monthly	4700	https://www.wur.nl/en/research-results/research-institutes/plant-research/news-calendar-plant/plant-life-newsletter-on-plant-research.htm
FNCUMA	both	monthly	3M web pages viewed in 2022	https://www.entraid.com/
CREA	Digital	3 issues/year	> 1000 online readers	https://creafuturo.crea.gov.it/
INTIA	Digital	weekly	3,200	https://www.intiasa.es/web/es/intia/boletin-intia
INTIA	Digital and paper	Every 2 months	Print: 3500 copies. Website daily 1600 visitors (50000 visits per month)	https://www.navarraagraria.com/que-es-navarra-agraria
AUTH	digital	Once a month	2000	https://rc.auth.gr/erevnitiki-drastiriotita/erevnitika-apotelesmata/psifiakes-ekdoseis
IFOAM EU	digital	6-8 a year	3500	https://www.organicseurope.bio/newsletter/
KULEUVEN	digital	Every 2 months		By email
UNSFA	Agricola	Yes (twice a year)	Farmers, students, professionals	-
ENSFEA	Digital	2 per year		https://www.ensfea.fr/recherche/vulgarisation-manifestations/#arena
INRAE	Digital Version	Monthly		https://www.inrae.fr/kiosque
INRAE	Ressources			https://www.inrae.fr/ressources

RSR	Digital	6 per year	200	N/A
RSR	Printed and digital	4 per year printed + free download	2000 printed copies	https://rsr.bio/notiziari/
SRUC	Digital	monthly	1656	www.sruc.ac.uk/news-events/newsletter
SAOS	Digital & paper	Quarterly	~900	https://issuu.com/saos_working_together
FIBL	digital	6-8 / year		https://www.fibl.org/en/info-centre/newsletter-en
FIBL	Bioaktuell (DE) Bioactualités (FR) Bioattualità (I)	10 / year		https://www.bioaktuell.ch/aktuell/magazin-bioaktuell https://www.bioactualites.ch/actualites/magazine https://www.bioattualita.ch/pagina-iniziale/rivista

Table 8: list of magazines and newsletters where the project news items can be published

3.9.3 Practice Abstracts

IFOAM EU will coordinate the production of 32 Practice Abstracts that will display the key results of the project using the EIP-AGRI common format & other alternative formats (factsheets, short videos, or cartoons, etc.) for broad dissemination to farmers and other actors.

The list of topics will be organised as follows:

N of Practice Abstract	Source of content	Partner
1-26	Results coming from CICS (2x CICS)	CICS leaders and co-leaders
27-32	Results coming from WP 2 to 6 (1 per WP)	WP leaders and co-leaders

Table 9: proposed list of practice abstracts and authors

3.9.4 Policy briefs

IFOAM EU will coordinate the production of 4 policy briefs targeting policy makers (EU, national, regional) to show the link between IntercropVALUES outcomes and main EU and country-level policies. The estimated dates and topics for the release for the Policy Briefs are:

Suggested Topic	PB coordinator	Estimated date
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1	Intercropping/lock-ins	UCLouvain	M18
2	Intercropping/organic	IFOAM EU	M42
3	Intercropping/consumers	KULEUVEN	M42
4	Intercropping/int. cooperation	CIRAD	M42
5	Intercropping/ any other topic	...	

Table 10: proposed list of policy briefs and coordinators

3.9.5 Positioning of project publications towards wider reach

INI will coordinate the dissemination of IntercropVALUES publications of different types through **the most reliable channels**, to ensure that audiences not reached through IntercropVALUES C&D activities have access to the results.

The main dissemination platforms are shown below:

Partner	Digital platform	Address
IFOAM EU/ FiBL	Organic Farm Knowledge	https://organic-farmknowledge.org),
UNIKASSEL	AgroDiversity Toolbox	(http://vm193-134.its.uni-kassel.de/En.DiversiWiki/index.php/Main_Page),
INI	Horizon Results Platform	(https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform),
INI	EIP-Agri Database/CAP network	https://eu-cap-network.ec.europa.eu/index_en
INI/FIBL	Crop Diversification Cluster website	https://www.cropdiversification.eu
INI/SRUC	Legume Hub	www.legumehub.eu
INI	EU Farm Book	https://eufarmbook.eu/
INI	Agroecology Europe Hub	https://www.agroecology-europe-hub.org/

Table 11: digital platforms where the project results will be addressed to.

The positioning of project publications through these or other channels will be addressed directly by the authors, by project partners (INI, IFOAM-EU, FiBL, UniKassel), or through platform managers, translated when needed, and advertised through IntercropVALUES social media.

3.9.6 Networks

Networking activities such as connecting with other EU projects in the Crop Diversification Cluster and the other project awarded in HORIZON-CL6-2022-BIODIV-01 will be carried out at the start.

The project start will be announced through main platforms that will later show results from IntercropVALUES (partners' sites and networks, EU CAP newsletter, others), to engage stakeholders from the outset to boost their contribution towards project goals.

Projects related to IntercropVALUES			
Name	Summary	Lead	Link
Divinfood	Co-constructing interactive short and mid-tier food chains to value agrobiodiversity in healthy plant-based food	INRAE	https://divinfood.eu/
Liveseeding	Contributing to the upscaling of organic food production in Europe through improving availability of organic cultivars of a large range of crops and strengthening and diversifying the organic seed sector.	FiBL-EU	https://liveseeding.eu/
Diversilience	Improving the productivity and resilience of organic crop production by better utilization of crop diversity.	NMBU	https://www.nmbu.no/
SMART PROTEIN	Production vegetal protein	University College Cork	https://smartproteinproject.eu/
Climate Farm Demo	Network of 1,500 pilot demo farms covering all European pedo-climatic areas and different agricultural sectors, from animal husbandry and mixed farming systems, to specialised arable crops and horticulture crops, including organic farming.	IDELE	https://cordis.europa.eu/project/id/101060212
CONSERWA	Evidence-based support for transition to agroecological weed management in diverse farming systems and European regions.	CyRIC	Not yet developed
Biodiversify	Boost ecosystem services through high Biodiversity-based Mediterranean Farming systems.	CIRAD	https://mel.cgiar.org/projects/biodiversify
Luteopate (National Project),	Evaluation of different plant species in luteoline content and its use in production of toothpastes.	AUTH	https://luteopaste.gr/
Legumes4Protein (National Project)	Sustainable legume production for the balanced development of plant and animal production with the use of new technologies. It will provide information on the legume species and genotypes for sustainable feed production.	AUTH	https://www.legumes4protein.gr/el/
Enfasys	ENFASYS will frame current transitions to sustainable farming systems and screen 160 cases for current interventions.	ILVO	https://www.enfasysproject.eu/
Cliefarms	Cliefarms aims to co-develop and scale up systemic, locally relevant solutions to foster climate-neutral and climate-resilient farms across Europe.	INRAE	https://cliefarms.eu/

EU FACCEJPI CLIMATE-CAFÉ	The aim of the Climate-CAFÉ project is to evaluate different adaptation strategies of agricultural systems in two IPCC scenarios in the near future (2050) and far (2100)	INRAE	https://www6.inrae.fr/climate-cafe
H2020 NextFOOD	NEXTFOOD drives the crucial transition to more sustainable and competitive agrifood and forestry systems development by designing and implementing education and training systems to prepare budding or already practising professionals with competencies to push the green shift in our rapidly changing society.	SLU	www.nextfood-project.eu
H2020 Food Trails	The project aims to enable cities to reimagine, develop and implement sustainable, healthy and inclusive food policies.	Comun c di Milano	https://foodtrail.s.milanurbanfoodpolicy.org/
FEAST	Food systems that support transitions to healthy and sustainable diets	Univers itatskli nikum Heidel berg	https://feast2030.eu/
Agroecologyg-Transect	Trans-disciplinary approaches for systemic economic, ecological and climate change transitions	UPV	https://www.ingenio.upv.es/en/research/projects/
SoilValues	Enhancing Soil health through Values-based business models	KU Leuven	https://cordis.europa.eu/project/id/101091308
RUSTICA	The RUSTICA projects provides a technical solution to convert organic residues from the fruit and vegetable sector into novel bio-based fertiliser products of high quality that address the needs of modern (organic) agriculture.	KU Leuven	https://rusticaproject.eu/
'CoChange'	Co-Change supports the implementation of institutional change among research and innovation actors in the areas of research ethics, open science, stakeholder engagement, science education, gender equality and sustainability.	AIT	https://cochangeproject.eu/
TRIBIOME	Advanced tools for integration and synergistic inTeRconnection of microBIOMes in resilient food systems	Itene (Spain)	https://cordis.europa.eu/project/id/101084485
2022YFD1900 201	This project aims to explore the mechanism underlying the positive effects of crop diversity on productivity and soil fertility. We would also integrate crop diversification with machines and technologies (e.g., no-tillage, manure application and straw returning) to establish	CAU	

	intensive intercropping systems in Northwest China.		
MIXED	An EU H2020 project addressing the integration of crops, livestock, and trees in European farming	Aarhus Uni	https://projects.au.dk/mixed

Table 12: EU and national projects where partners are engaged that can be linked to IntercropVALUES.

Partners have also identified networks, operational groups and other initiatives that will be used to multiply the CDE efforts of the project:

Networks, Operational Groups, or others (<i>related to IntercropVALUES</i>)	Link
Atelier Ernährungswende (Co-leader of German CICS – WPI)	https://atelier-ernaehrungswende.org/
Open days of Aristotle University of Thessaloniki, AUTH on Sundays, May	https://www.auth.gr/sundays/
IFOAM Organics Europe Interest and Working groups	https://www.organicseurope.bio/about-us/how-we-work/#interest-groups
Danish Quinoa Group	https://www.danishquinoagroup.dk/
European Coordination Lets Liberate Diversity	https://liberatediversity.org/
Eco-PB	https://www.eco-pb.org/about-eco-pb.html
GOSSI	https://www.opensourceseeds.org/en/gossi
Cereali Resilienti 3.0	EIP-Operational Group
Cultivating Collaboration Network (C2N)?	https://saos.coop/what-we-do/membership-c2network/
UEM – CIRAD – IWECA working group	

Table 13: EU and national networks and Operational groups connected to IntercropVALUES scope.



4. Knowledge transfer and awareness raising activities.

4.1 Knowledge transfer for research and education

Two training courses for Master and PhD students and post-doctorate fellows will be delivered by WU with the support of the academic partners. At the courses, entitled 'Advances in Intercropping, Principles and Implementation' participants will learn with innovative teaching methods.

SRUC will compile the material and elaborate an online training package that will be made available through the project YouTube Channel.

The main scientific findings of the project will be shared with the scientific community through research papers published in high impact peer-reviewed journals and presentation of the results in international meetings and congresses. IntercropVALUES will follow the guidelines on open access to scientific publication and research data in Horizon Europe. The partners will ensure the maximum dissemination of project outputs. The main scientific journals identified are:

- Field Crops Research - European Journal of Agronomy - New Phytologist - Journal Experimental Botany - Annals of Botany - AOB Plants - Nature Plants - Agriculture, Ecosystems and Environment - Agronomy for sustainable development	- Plant and Soil - Global Change Biology - European Journal of Plant Pathology - Phytopathology - Plant Pathology - Sustainability - PLOS - AGEE - Organic farming - Frontiers in Plant Science - Environmental Management	- Journal of Soil and Conservation Management - Journal of Rural Studies - Science of the Total Environment - The Journal of Transdisciplinary and Environmental Studies - Sociologia Ruralis - Research Policy - Food security - Experimental agriculture
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4.2 Knowledge transfer for farmers, advisors, industry

Three thematic webinars will be held for the target industry and farmer community, coordinated by IFOAM EU and delivered with the support of INRAE & CIRAD for the processing industry, FNCUMA & ENSFEA for machinery industry and CICS leaders (for farmers), to share project activities and success stories in both fields.

KNOWLEDGE TRANSFER ACTIVITIES		
Partner delivering	Target group	Type of training
INRAE and CIRAD	Food processing industry	Webinar
FNCUMA and ENSFEA	Machinery industry	Webinar
CICS LEADERS	Farmers, advisors	Training at CICS/webinar

Table 14: Planned trainings, coordinators and target groups



5. Exploitation of results

Based on an assessment of the Description of Action and consultation of the Work Package leaders, six **Key Exploitable Results** have been identified. These are the results that have the highest potential of being used/exploited after the end of the project and cover the different aspects addressed. The Key Exploitable Results are the following:

- KER 1. INTERPLAY serious game
- KER 2. Prototype Soil Health Check Cards
- KER 3. Market avenues for farmers' organizations and other food chain actors
- KER 4. Guidelines for innovative machinery for sowing, weeding, harvesting, cleaning, and sorting
- KER 5. Guidelines for milling crop mixtures
- KER 6. Calibrated and validated STICS soil-crop-intercrop dynamic model

Characterisation tables have been compiled for each of the 6 KERs (see Table 15 until 20). These will be reviewed during the project lifetime.

The information collected in the tables for each of the six KERS is:

1. Contact person
2. Problem addressed by the Key Exploitable Result
3. Description of the Key Exploitable Result
4. "Market" – Who are the end-users of the result?
5. Go to Market – How will the result be brought to the end-users and how will they use it?
6. Owners of the Key Exploitable Result
7. Other considerations related to Intellectual Property Rights (IPR)

INTERPLAY serious game

KER 1	Input from the project partners
1	Lionel Alletto (lionel.alletto@inrae.fr) Hélène Raynal (helene.raynal@inrae.fr)
2	Farmers are not aware of the benefits of intercropping and don't know how to implement intercropping in their crop rotation and farm.
3	INTERPLAY is a serious game that makes participants think about the design of intercropping systems and helps them <i>ex ante</i> assess the eco-system services of intercropping.

4	Farmers, advisors, value chain actors, researchers. A version of the tool can be requested through the following form: https://forms.gle/K8SDGuaxYg2CPkcp9
5	INTERPLAY will be tested in the CICS workshops. After the end of the project, farm advisors that are part of the CICSS will continue using it as a tool to think about intercropping and implementing it on farm. The INTERPLAY Game will be presented and discussed in a webinar for farmers and advisors. The tool already exists in English and French. <i>Will the game be translated in other languages?</i>
6	<i>The respective contribution of the IPR owners of INTERPLAY is as follows:</i> Conceptualization: Clémentine Meunier (INRAE), Guillaume Martin (INRAE), Marion Casagrande (ITAB) Methodology: Clémentine Meunier (INRAE), Guillaume Martin (INRAE), Marion Casagrande (ITAB) Software: Clémentine Meunier (INRAE) Validation: Clémentine Meunier (INRAE), Guillaume Martin (INRAE), Marion Casagrande (ITAB), Laurent Bedoussac (ENSFEA) Testing: Clémentine Meunier (INRAE), Blandine Rosies (ITAB), Kairsty Topp (SRUC), Robin Walker (SRUC), Christine Watson (SRUC)
7	INTERPLAY prototype was designed and validated in the previous ReMIX European project. INTERPLAY is not licenced but a scientific paper presents the game (https://doi.org/10.1016/j.agsy.2022.103438) and could be used as a proof of invention.

Table 15: Characterisation table INTERPLAY Serious Game

Prototype Soil Health Check Cards	
KER 2	Input from the project partners
1	Christine Watson (christine.watson@sruc.ac.uk) Marie Sauvadet (marie.sauvadet@cirad.fr)
2	Farmers are not aware of the positive impacts of intercropping on soil health, and they don't know how to evaluate the health of their soil and the impacts of intercropping to it
3	Soil Health Check cards help farmers and advisors to evaluate impacts of intercropping on the health of their soil. They help increasing the knowledge among farmers and advisors on soil health (on field and at farm) with easy measurements.
4	Farmers and advisors.
5	Soil Health Cards will be tested in the CICS workshops. After the end of the project, farm advisors that are part of the CICSS will continue using them for enlarging their domain of application. The Soil Health Cards will be presented and discussed in a webinar for farmers and advisors. Translation will be made by each research team involved in WP2 – WP1 coordination for each country
6	The work done in this project builds on previous work in the public domain- BIOFUNCTOOL (https://www.biofunctool.com/) and AHDB Soil Health Score Card (https://ahdb.org.uk/knowledge-library/the-soil-health-scorecard). Data linked to these cards is covered by the DMP for the project.

7	Raw data will need to be communicated to the WP3.1 partners, so that they will be able to build reference database for each site studied
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Table 16: Characterisation table Soil Health Check Cards

Market avenues for farmers' organizations and other food chain actors	
KER 3	Input from the project partners
1	Erik Mathijs (erik.mathijs@kuleuven.be)
2	There is no specific market for grains produced in crop mixtures originating from intercropping.
3	Business model scenarios will be developed for 6 case studies: - Farmer cooperative and businesses develop new value chain opportunities for intercropped grain and legumes, starting with oat and lentils (DK). - Farmers connected to local bakeries from different regions develop new baked products using winter wheat and pea/faba bean intercrops (GE). - Organic oilseed rape and legumes producers develop high value products for human/livestock consumption and barley intercrop systems for microbreweries (UK). - Organic farmers develop regional the use of intercropping and value chain opportunities for locally intercropped products (FR) - Value chain actors develop market for locally produced legumes (intercropped or no), from a local to national scale (SE). - Actors develop organic wheat and faba bean intercropping, its transformation and its consumption by proving the quality of intercropped product is similar to that of single-cropped (CH). They will describe value propositions, customer segments and relationships, channels, revenue streams, key activities, resources and partners and costs. The identified market avenues (and possible label of origin) will enable the creation of added value and sale of intercropped products. Important sales arguments may be the absence of pesticide use or local origin
4	Farmers, value chain actors, consumers
5	The 5 business scenarios will be validated in local workshops with actors and stakeholders. Afterwards, business scenarios may be implemented by the participants. The market avenues and business models will be presented and discussed in webinars with the industry.
6	KU Leuven together with CICS partners
7	None

Table 17: Characterisation table Market Avenues

Guidelines for innovative machinery for sowing, weeding, harvesting, cleaning, and sorting	
KER 3	Input from the project partners
1	Laurent Bedoussac (laurent.bedoussac@inrae.fr) Stephane Chapuis (stephane.chapuis@cuma.fr)
2	Machinery proposed by big companies, especially for sowing, weeding and harvesting are generally not designed for species mixtures and are

	therefore not fully adapted to them. Thus, most farmers who wish to cultivate mixtures lack adapted equipment but also knowledge on the technical settings to use and more generally on how to sow, clean and sort species mixtures. On the other hand, some farmers have tested, adapted or even developed machinery for cultivating species mixtures, but this knowledge is not available to others
3	Based on the French CUMA network, which includes about 12.000 cooperatives for the use of agricultural equipment, we will characterize innovative equipment focusing on those that are used, designed and adapted by farmers. We will describe not only the equipment but also their use (individual, collective, types of species combined, ...) and for some of them how they have been developed (the trajectory) to support the adaptation of agricultural equipment in different contexts.
4	Farmers and advisors, and to some extent the agricultural machinery industry.
5	The technical characteristics of the innovative machines identified will be presented in the form of a brochure in at least French and English which will include plans for some machines. Beyond the technical description of the equipment, the design process and its evolution (the path through which the designers went) will be described for some equipment by highlighting the feedback from the designers (notably the obstacles encountered and what was missing). Finally, a typology of equipment will be proposed based on the agronomic purpose but also in terms of use in the cooperative and showing the link between practice and equipment. This brochure will be complemented by videos and a webinar for farmers and advisors. These different resources will be available online and distributed within the French CUMA network and more widely by the partners involved in the project.
6	CUMA and INRAE will own the results, but without any restriction on their dissemination and use.
7	None

Table 18: Characterisation table Guidelines for Innovative Machinery

Guidelines for milling crop mixtures and transform the floor into products	
KER 4	Input from the project partners
1	Catherine Bonazzi (catherine.bonazzi@inrae.fr) Thierry Tran (thierry.tran@cirad.fr) <i>I am not sure which CICS is into milling, but the CICS leader of such should be involved. It might be UniKassel.</i>
2	The impact of milling crop mixtures on functional properties of the flour is not known.
3	The guidelines will explain which is the best milling equipment and which settings best to use to mill crop mixtures, as well as their respective impact on functional properties of the flour transformed into products.
4	Millers of cereals and legumes. Small agro-industrial enterprises interested to use and transform grains in mixtures into products

5	The guidelines will be presented in a webinar for industry and summarised in Practice Abstracts. Can we say that the guidelines will be tested by industry actors?
6	<i>To be completed</i>
7	<i>To be completed</i>

Table 19: Characterisation table Guidelines for Milling Crop Mixtures

Calibrated STICS soil-crop-intercrop model	
KER 5	Input from the project partners
1	Antoine Couëdel (antoine.couedel@cirad.fr) Eric Justes (eric.justes@cirad.fr)
2	There is a lack of knowledge about the optimal design of intercropping systems for local conditions: choice of species and varieties, their relative proportion and position in the field, their management in terms of sowing, fertilisation, harvest.
3	The calibrated model STICS-intercrop version can be used to quantify performances of intercrops in terms of grain production (yield, yield stability), ecosystem services (nutrient budgets, water fluxes and GHG emissions) under well-chosen soil-climate combinations. This model will help to pre-identify the intercrop designs that outperform sole crops in various local conditions.
4	Researchers, policy makers (European and national levels)
5	The calibrated model will serve to improve the serious game INTERPLAY. The calibrated model can be used in further research to pre-identify the most promising combinations and management practices for intercropping in various pedoclimatic conditions. The model will be used to assess the performance of intercrops versus sole crops under different scenarios of climate variability and climate change for some European and African regions.
6	-Model code and formalisms: CIRAD and INRAE -Calibration parameters set for various crops: CIRAD, INRAE and Univ Bonn -Results of scenarios: CIRAD, INRAE and Univ Bonn
7	<i>Open source model (licence Cecill-B)</i>

Table 20: Characterisation table Calibrated STICS soil-crop-intercrop model

Out of the 6 KERs, three KERs have been selected for development of more detailed exploitation plans by the Horizon Results Booster Service. This is the maximum number of KERs that the Horizon Results Booster Service offers support for. The three KERs are:

- Interplay game
- Guidelines for innovative machinery
- Soil Health Check Cards

In addition, Task 6.3 ("Proposing new market avenues") will assist five CICS in creating business scenarios for marketing their products. This includes value propositions, customer segmentations and relationships, channels, revenue streams, key activities, resources and partners and costs.

This selection of KERs allows to cover different “steps” in the intercropping system: from input & supply (machinery), farm practice (interplay game, soil health check cards) up to value chains (market avenues).

06

6. Governance

6.1 CDE Plan governance

Partners are committed and aware of the importance of dissemination for the success of the project. Furthermore, they have all made available for the project their own dissemination and communication tools (newsletters, magazines, Social Media accounts, as shown before) for multiplying the scope and impact of IntercropVALUES communication and dissemination activities. With INI as WP7 leader, all partners will be actively engaged on the ongoing dissemination of the project activities and results. INI will therefore mainly play a Coordinator/Facilitator role, ensuring that the Dissemination Strategy and Plan is collectively implemented by all partners. The Dissemination Strategy will be implemented by all partners following a governance system as shown in the figure below.

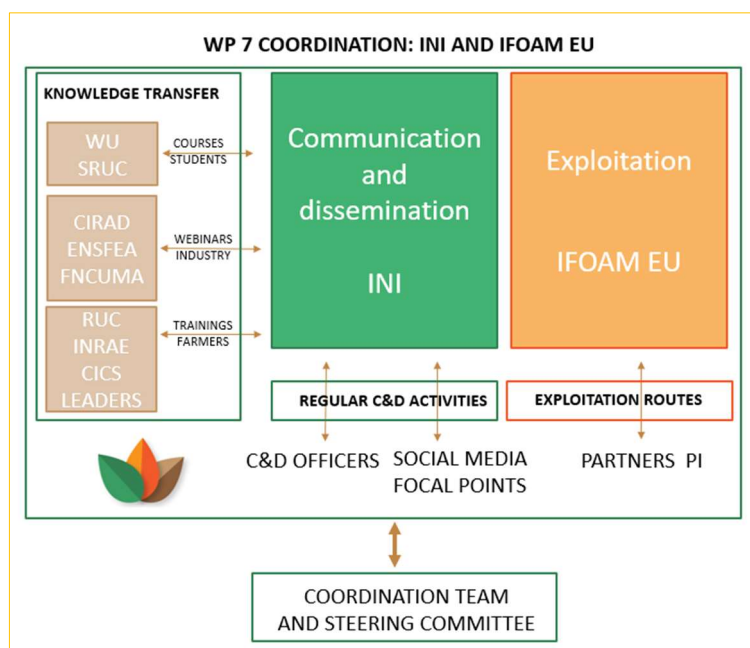


Figure 10. Project governance

WP7 leader

INI is the WP7 coordinator, having the following role:

- ✓ Planning and coordination of dissemination activities with appointed Dissemination Officers on a six-month basis.
- ✓ Reporting on dissemination activities compiling the information received from Dissemination Officers on a six-month basis.
- ✓ Website content management: news & events.
- ✓ Social media community manager with social media focal points: LinkedIn, Facebook & Twitter.
- ✓ Coordination of the publicity materials design and layout and printing (by partners).
- ✓ Monitoring, coordination and support of the participation of IntercropVALUES partners in non-project events.
- ✓ Presentation of IntercropVALUES at non-project targeted events and to key stakeholders through personal meetings.
- ✓ Coordination, with C&D Officers, of the publication of popular articles on partners' media and on specialised magazines.
- ✓ Elaboration of IntercropVALUES press releases and coordination of local press releases by C&D Officers.
- ✓ Coordination of the programme and logistics, with IFOAM-EU, CIRAD and SRUC, at the two Final Events.

Partners C&D Officers

All partners have appointed a C&D Officer, who will conduct the following activities, closely supported by the WP7 coordinator:

- ✓ Production of localised communication materials: translation, localisation and printing of fliers, folders and roll-up.
- ✓ Dissemination of IntercropVALUES activities on their own media (magazines, website, Social Media, newsletters).
- ✓ Delivery of pieces of news and events of interest to WP7 Coordinator for feeding the website, Social Media accounts and e-newsletters, according to the schedules proposed by INI
- ✓ Presentation of IntercropVALUES at non-project events and to key stakeholders through personal meetings.
- ✓ Proposal of dissemination activities to be conducted each semester and reporting of dissemination activities implemented by the delivery of Dissemination Reports to WP7 Coordinator.
- ✓ Elaboration of local press releases.
- ✓ Identification of results and activities potentially subject to exploitation and preliminary identification of potential target groups.

WP7 leader will closely work with the Partners C&D Officers to coordinate the project's communication and dissemination activities across the different project's countries. Communication will take place through email and by email updates sent by the C&D Manager with a review of the C&D activities implemented and those to be implemented in the following weeks.

Partners' social media focal points

- ✓ Social Media focal points will post a minimum of one post per month, through any of the project social media accounts.
- ✓ The posts will always be mentioning (tagging) the project, so that INI can identify these posts and multiply the audience by replicating the posts on the remaining channels.
- ✓ Social Media focal points will as well advertise project and partners videos, infographics, publications, events and trainings through the social media channels, linking when necessary to the project website, YouTube channel, or event webpage. Every six months and with monthly figures, INI will monitor the performance of communication through social media, and report to social media focal points.

6.2 CDE Work Plan

Based on the timing and availability of the project's outputs and following the CDE Strategy mix described in Chapter 2, a work plan on a semester basis is presented below for the first 18 months of the project. The work plan will be updated and expanded on an 18-month basis, with the occasion of project progress reports and reviews. The work plan includes a description of the planned activities, the expected time for their implementation and the partner/s in charge.

Semester 1. Nov 1st 2022 - April 30th 2023

Activity	Partner in charge	Date
CDE strategy and plan		
CDE Plan		
Partners CD Profiles	All	Feb 2023
CDE Plan and tools	INI & IFOAM EU	April 2023
Work Plan 1, 2 and 3	INI	April 2023
Publishing calendar	INI	April 2023
CDE Tools		
IntercropVALUES corporate image	INI	Nov-Dec 2022
Word and PPT templates	INI	Dec-Feb 2023
Social media accounts	INI	Nov-Dec 2022
Flyer and roll-up	INI	Feb 2023
IntercropVALUES website	INI	Feb 2023
CDE Activities		
Press release of the project launch/KOM	INI	Dec 2022
News items	All	Nov-April 2023
Participation at non-project events	All	Nov-April 2023
Networking	All	Nov-April 2023
Social media posting	All	Nov-April 2023
Identification of 3 to 6 KERS	IFOAM EU	April 2023

Table 21: Workplan semester 1

Semester 2. May 1st - Oct 31st 2023

Activity	Partner in charge	Date
CDE strategy and plan		
CDE Plan		
1 st project CDE compiled report	INI	August 2023
Application to the HRBooster services	IFOAM EU	May 2023
Guidelines for non-professional videos	INI	July 2023
CDE Tools		
Updating the website	INI	May-August 2023
Managing Social media accounts	INI	Nov-Dec 2022
Translating the e-brochure to national languages	INRAE, INI, Unikassel, WUR, CREA, UEM, AUTH, SLU, RUC, UNSFA, CAU	August 2023
1 project infographic	INI	August 2023
CDE Activities		
News items for the web (350 words)	All *	May-August 2023
Social media posting (1 per month)	All	May-August 2023
Participation at non-project events	All	May-August 2023
Networking	All	May-August 2023

*According to the proposed calendar

Table 22: Workplan semester 2

Semester 3. Nov 1st 2023 April 30th 2024

Activity	Partner in charge	Date
CDE strategy and plan		
CDE Plan		
1 st project CDE progress report	INI	April 2024
Guidelines and template for Practice Abstracts	IFOAM EU	Nov-Dec 2023
Guidelines and template for Policy Briefs	IFOAM EU	Nov-Dec 2023
CDE Tools		
Updating the website	INI	Nov-April 2024
Managing Social media accounts	INI	Nov-April 2024
1 project video	INI	April 2024
CDE Activities		
1 st batch of Practice Abstracts (8)	IFOAM EU + partners	April 2024
1 st Policy Brief	IFOAM EU + partners	April 2024
News items for the web (350 words)	All *	Nov-April 2024
Social media posting (1 per month)	All	Nov-April 2024
Non-professional videos (1-2 min)	All *	Nov-April 2024
Participation at non-project events	All	Nov-April 2024
Networking	All	Nov-April 2024

*According to the proposed calendar

Table 23: Workplan semester 3

6.3 Plan for monitoring and reporting

6.3.1 Monitoring

A **monitoring system** has been proposed with the overall objective of verifying that the CDE Plan is being implemented as initially planned and that its objectives are being met. The C&D Manager will monitor the achievement of the CDE Plan's objectives through a set of Key Performance Indicators organized under a **Dissemination Balanced Scorecard** (BSC) with a description of the indicator, its category, verification means, its owner, the periodicity for its monitoring and the target value. The descriptive Balanced Scorecard is attached as an Annex. The following table summarises the Key Performance Indicators and their target values.

INDICATOR	CATEGORY	METHOD OF CALCULATION	VERIFICATION MEANS	OWNER	PERIODICITY	MONTH	TARGET VALUE	PERIOD VALUE	ACHIEVEMENT %
DISSEMINATION STRATEGY & PLAN									
C&D&E Plan	Output	Deliverable	Document	INI	Once	M6	1	0	0%
Update C&D&E Plan	Output	Deliverable	Document	INI	Once	M47	1	0	0%
C&D&E Progress Report	Output	Report	Document	INI	18 months period		3	0	0%
DISSEMINATION TOOLS									
D7.1 Project website	Output	Deliverable	Document	INI	Once	M4	1	1	100%
Website	Output	Website	Operation website	INI	Once	M4	1	1	100%
No of website visitors	Result	No of visitors a month	Google Analytics	INI	Monthly average	M48	1,000	0	0%
Engagement rate	Result	Percentage of engaged sessions	Google Analytics	INI	Monthly average	M48	50	0	0%
No of social media accounts	Output	Number of social media channels created	Regularly updated	INI	Once	M1	4	4	100%
Twitter followers	Result	No of aggregated followers	Twitter analytics	INI	Accumulated	M48	800	233	29%
No of Tweets	Output	Tt: No of tweets a month	Twitter analytics	INI	Monthly average	M48	8	0	0%
N° of impressions	Result	Tt: N° of impressions a month	Twitter analytics	INI	Monthly average	M48	2,000	0	0%
LinkedIn followers	Result	Ld: No of aggregated LinkedIn followers	LinkedIn insight	INI	Accumulated	M48	500	168	34%
Page/profile views	Result	Ld: No of visits to page a month	LinkedIn insight	INI	Monthly average	M48	10	0	0%
Post impressions	Result	Ld: No of impressions a month	LinkedIn insight	INI	Monthly average	M48	300	0	0%
Facebook page likes	Result	Fb: Total number of Facebook followers	Facebook insights	INI	Accumulated	M48	200	23	12%
Visits to the page	Result	Fb: Monthly average of visits to the page	Facebook	INI	Monthly average	M48	100	0	0%
Reachment	Result	Fb: Monthly average of people outreached	Facebook	INI	Monthly average	M48	500	0	0%
No of YouTube subscribers	Result	Yt: No of subscribers to the channel	YouTube statistics	INI	Accumulated	M48	300	145	48%
No of videos	Result	Total number of videos	YouTube statistics	INI	Accumulated	M48	50	29	58%
No of promotional materials	Result	Project related project power points presentation	Materials	INI	Once	M6	4	0	0%
No of infographics	Result	Total number of infographics	Materials	INI	Accumulated	M48	6	0	0%
No of EIP Practice Abstracts	Output	Deliverables D7.4 and D7.5	Document	INI	Accumulated	M42	32	0	0%
No of Policy Briefs	Output	Deliverables D7.6 and D7.7	Document	INI	Accumulated	M45	4	0	0%
No of press releases issued	Result	No of press releases in English and local languages issued	Partners' Report	All partners	Accumulated	M48	10	0	0%
No of popular articles published in partners' media	Output	Press clipping of article by Partner	Partners' Report	All partners	Accumulated	M48	80	0	0%
No of Scientific Publications	Output	Total of scientific publications	Partners' Report	All	Accumulated	M48	20	0	0%
DISSEMINATION ACTIVITIES									
No of training courses for	Output	N° of events held	Partners' Report	All	Accumulated	M48	2	0	0%
No of thematic webinars	Output	N° of events held	Partners' Report	All	Accumulated	M48	3	0	0%
No of CICS final events	Output	N° of events held	Partners' Report	All	Accumulated	M48	13	0	0%
No of international conferences	Output	N° of events held	Partners' Report	All	Accumulated	M48	2	0	0%

Table 24: balance scorecard for monitoring the progress of the CDE activities

The C&D **monitoring** system will allow correcting any deviation from the established objectives and will also allow improving the performance of the programmed activities. Measurement and evaluation will be transparent and consistent and will be conducted on a semester basis. The Dissemination Manager will propose corrective actions and implement improvements by incorporating lessons learned into subsequent phase of the Dissemination work plan. Through the incorporation of recommendations from the previous to the upcoming semester, the quality and impact of the dissemination activities will increase throughout the project's life cycle. Partners will be updated on this process on a semester basis through informative mailings. The data will be presented at the project's annual meeting.

6.3.2 Reporting

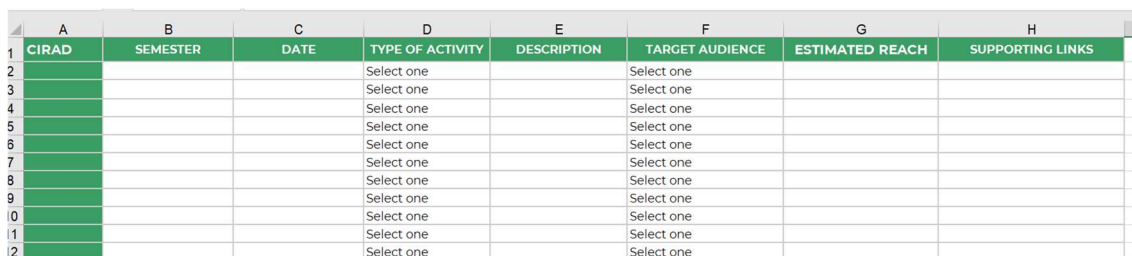
The reporting of communication and dissemination activities will take place at three levels:

Reporting system levels	Who	When	Tool
1. Partners continuous reporting	Partners	Monthly/continuous	Spread sheet
2. CDE compiled report	INI	6 monthly	Report/emailing
3. CDE progress report	INI	18 months period	Report/meeting

Table 15: reporting levels and frequency

1. Partners' continuous reporting

Partners' Communication Officers will upload the information on the activities carried out (events, publications, networking and audiences reached) on a spread sheet identified as "IntercropVALUES_Dissemination_BSC" at the project intranet (*Alfresco site*), at their own convenience. Partners are advised to fill it in monthly, not to lose track of the activities performed, or even after each activity takes place. although it will be gathered by the project CDE manager (INI) only bi-annually. The fields displayed in this table are the ones displayed at the **Funding and Tenders portal**, in the section of continuous reporting, so that we collect the same indicators the HE programme is asking for.



	A	B	C	D	E	F	G	H
1	CIRAD	SEMESTER	DATE	TYPE OF ACTIVITY	DESCRIPTION	TARGET AUDIENCE	ESTIMATED REACH	SUPPORTING LINKS
2				Select one		Select one		
3				Select one		Select one		
4				Select one		Select one		
5				Select one		Select one		
6				Select one		Select one		
7				Select one		Select one		
8				Select one		Select one		
9				Select one		Select one		
10				Select one		Select one		
11				Select one		Select one		
12				Select one		Select one		

Figure 11. Screenshot_spreadsheet for reporting CDE activities per partner

Partners are requested to provide evidence and support materials (press clippings, programmes, pictures, etc) in their own partners' dedicated folder, within WP7 section.

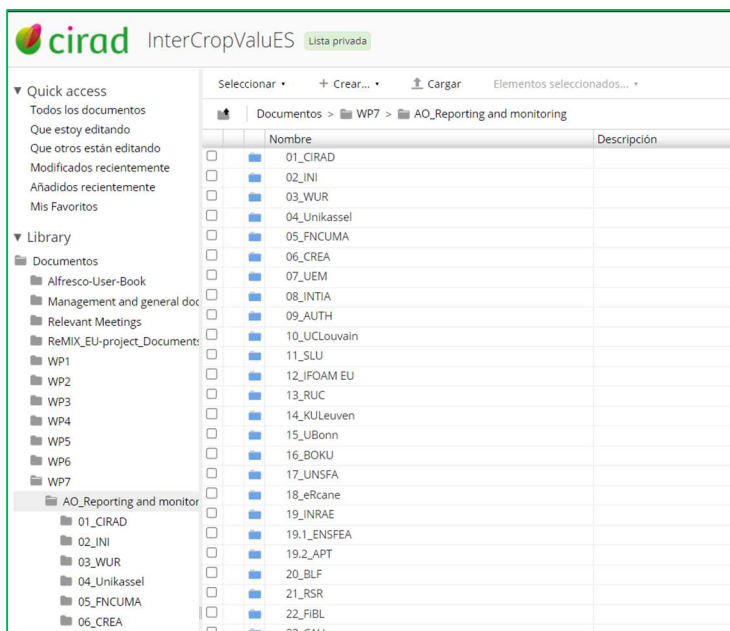


Figure 12. Screenshot, partners reporting folder at alfresco project site

2. CDE Compiled Report

On a bi-annual basis, the C&D Manager (INI) will compile partners continuous reporting and produce C&D reports (a total of 7) during the course of the project. Partners will also be informed on the overall progress and status of the CDE activities through a common mailing sent on a bi-annual basis as well as through the presentation of the WP activities at the annual project meetings. The scope and impact of the activities carried out will be assessed by the WP7 managers in close collaboration with the project coordinator.

The contents of the C&D Reports will be the following:

- ✓ Listing of all the dissemination activities carried out by partners individually and by the project as a whole, supported by the respective Fact Sheets with detailed information.
- ✓ Update of the Balanced Scorecard with indication of the degree of achievement of the target value of the Output and Results Indicators.

3. CDE progress reports

Coinciding with the project progress reports, INI will produce CDE internal progress reports that will be analysed and shared with partners to decide on the need and content of the CDE Plan updates.

7. Annexes:

1. Spread sheet for partners reporting CDE activities
2. Balanced scorecard

7.1 Annex 1. Spread sheet for partners reporting CDE activities

	A	B	C	D	E	F	G	H
	CIRAD	SEMESTER	DATE	TYPE OF ACTIVITY	DESCRIPTION	TARGET AUDIENCE	ESTIMATED REACH	SUPPORTING LINKS
1								
2		Select one		Select one		Select one		
3		Select one		Select one		Select one		
4		Select one		Select one		Select one		
5		Select one		Select one		Select one		
6		Select one		Select one		Select one		
7		Select one		Select one		Select one		
8		Select one		Select one		Select one		
9		Select one		Select one		Select one		
10		Select one		Select one		Select one		
11		Select one		Select one		Select one		
12		Select one		Select one		Select one		
13		Select one		Select one		Select one		
14		Select one		Select one		Select one		
15		Select one		Select one		Select one		
16		Select one		Select one		Select one		
17		Select one		Select one		Select one		
18		Select one		Select one		Select one		
19		Select one		Select one		Select one		
20		Select one		Select one		Select one		
21		Select one		Select one		Select one		
22		Select one		Select one		Select one		
23		Select one		Select one		Select one		

7.2 Annex 2. Balanced Scorecard

 IntercropVALUES C&D Balanced Score Card									
INDICATOR	CATEGORY	METHOD OF CALCULATION	VERIFICATION MEANS	OWNER	PERIODICITY	MONTH	TARGET VALUE	PERIOD VALUE	ACHIEVEMENT %
DISSEMINATION STRATEGY & PLAN									
CDE Plan	Output	Deliverable	Document	INI	Once	M6	1	0	0%
Update CDE Plan	Output	Deliverable	Document	INI	Once	M47	1	0	0%
CDE Progress Report	Output	Report	Document	INI	18 months period	M18, M36, M48	3	0	0%
DISSEMINATION TOOLS									
Project website	Output	Deliverable	Document	INI	Once	M4	1	1	100%
Website	Output	Website	Operation website	INI	Once	M4	1	1	100%
No of website visitors	Result	No of visitors a month	Google Analytics	INI	Monthly average	M48	1,000	0	0%
Engagement rate	Result	Percentage of engaged sessions	Google Analytics	INI	Monthly average	M48	50	0	0%
No of social media accounts	Output	Number of social media channels created	Regularly updated	INI	Once	M1	4	4	100%
Twitter followers	Result	No of aggregated followers	Twitter analytics	INI	Accumulated	M48	800	233	29%
No of Tweets	Output	Tt: No of tweets a month	Twitter analytics	INI	Monthly average	M48	8	0	0%
N° of impressions	Result	Tt: N° of impressions a month	Twitter analytics	INI	Monthly average	M48	2,000	0	0%
LinkedIn followers	Result	Ld: No of aggregated LinkedIn followers	LinkedIn insight	INI	Accumulated	M48	500	168	34%
Page/profile views	Result	Ld: No of visits to page a month	LinkedIn insight	INI	Monthly average	M48	10	0	0%
Post impressions	Result	Ld: No of impressions a month	LinkedIn insight	INI	Monthly average	M48	300	0	0%
Facebook page likes	Result	Fb: Total number of Facebook followers	Facebook	INI	Accumulated	M48	200	23	12%
Visits to the page	Result	Fb: Monthly average of visits to the page	Facebook	INI	Monthly average	M48	100	0	0%
Reachment	Result	Fb: Monthly average of people outreached	Facebook	INI	Monthly average	M48	500	0	0%
No of YouTube subscribers	Result	Yt: No of subscribers to the channel	YouTube statistics	INI	Accumulated	M48	300	145	48%
No of videos	Output	Total number of videos	YouTube statistics	All partners	Accumulated	M48	50	29	58%
No of promotional materials	Output	Flyer, roll-up	Materials	INI	Once	M6	4	0	0%
No of infographics	Output	Total number of infographics	Materials	INI	Accumulated	M48	6	0	0%
No of EIP Practice Abstracts	Output	Deliverables D7.4 and D7.5	Document	All partners	Accumulated	M42	32	0	0%
No of policy briefs	Output	Deliverables D7.6 and D7.7	Document	All partners	Accumulated	M45	4	0	0%
No of press releases issued	Output	No of press releases in English and local languages issued	Partners' Report	All partners	Accumulated	M48	6	0	0%
No of popular articles published in partners' media	Output	Press clipping of article by Partner	Partners' Report	All partners	Accumulated	M48	80	0	0%
No of scientific publications	Output	Total of scientific publications	Partners' Report	All	Accumulated	M48	20	0	0%
DISSEMINATION ACTIVITIES									
Organisation of a Conference	Output	N° of conferences organised	Partners' Report	All partners	Accumulated	M48	2	0	0%
Organisation of a Workshop	Output	N° of workshops organised	Partners' Report	All partners	Accumulated	M48	3		
No of training courses	Output	N° of training courses organised	Partners' Report	All partners	Accumulated	M48	2	0	0%
Exhibition	Output	N° of events held	Partners' Report	All partners	Accumulated	M48	1		
Communication campaign	Output	Specific communication campaigns organised to present a project result	Partners' Report	All partners	Accumulated	M48	1		
Participation to a Conference	Output	Participation in conferences	Partners' Report	All partners	Accumulated	M48	50		
Participation to a Workshop	Output	Participation in workshops	Partners' Report	All partners	Accumulated	M48	30		
Participation to an Event other than a Conference or a Workshop		N° of events held	Partners' Report	All partners	Accumulated	M48	30		
Brokerage event	Output	Event where the main results and findings of a project are presented, and cooperation between potential participants is	Partners' Report	All partners	Accumulated	M48	15	0	0%
Pitch Event	Output	Event where companies present exploitable results from the project to business	Partners' Report	All partners	Accumulated	M48	1	0	0%
Trade Fair	Output	N° of events held	Partners' Report	All partners	Accumulated	M48	1	0	0%
Participation in activities organised jointly with other EU project(s)	Output	N° of events held with other projects, cluster, EU initiatives.	Partners' Report	All partners	Accumulated	M48	2	0	0%
Other	Output	N° of events held	Partners' Report	All partners	Accumulated	M48	1	0	0%
ESTIMATION OF PERSONS REACHED WITH C&D ACTIVITIES									
Scientific Community (Higher Education, Research)	Result	No of people reached in events where the project has been disseminated.	Partners' Report	All partners	Accumulated	M48	6,000	0	0%
Industry (restaurants, catering, services, machinery)	Result	No of people reached in events where the project has been disseminated.	Partners' Report	All partners	Accumulated	M48	500	0	0%
Civil Society (NGOs, associations)	Result	No of people reached in events where the project has been disseminated.	Partners' Report	All partners	Accumulated	M48	300	0	0%
General Public (includes post in social media)	Result	No of people reached in events where the project has been disseminated.	Partners' Report	All partners	Accumulated	M48	20,000	0	0%
Policy Makers	Result	No of people reached in events where the project has been disseminated.	Partners' Report	All partners	Accumulated	M48	200	0	0%
Media (local or EU media)	Result	No of people reached in events where the project has been disseminated.	Partners' Report	All partners	Accumulated	M48	30	0	0%
Investors (for Key Exploitable Results)	Result	No of people reached in events where the project has been disseminated.	Partners' Report	All partners	Accumulated	M48	10	0	0%
Farmers/producers	Result	No of people reached in events where the project has been disseminated.	Partners' Report	All partners	Accumulated	M48	3,000	0	0%
Other (advisors/consultants)	Result	No of people reached in events where the project has been disseminated.	Partners' Report	All partners	Accumulated	M48	300	0	0%



INTERCROP VALUES



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