Marginal lands for Growing Industrial Crops

Deliverable reference number and title:

D8.1 – Update Dissemination Plan

Due date of deliverable: 31 December 2019
Actual submission date: 27 February 2020

Lead beneficiary
nova-Institut GmbH
Chemiepark Knapsack,
Industriestr. 300
50354 Hürth, Germany
www.nova-institut.eu

Responsible Author:

Svenja Geerken	nova-Institut GmbH	Svenja.geerken@nova-institut.de	+49-2233- 481442

Additional Authors:

Pablo Ferandez Spanish Coops	Spanish Coops	fernandez@agro-alimentarias.coop	---

Type			**Dissemination Level**		
R	Document, report	☒	PU	Public	☒
DEM	Demonstrator, pilot, prototype	☐	CO	Confidential, only for members of the consortium (including the Commission Services)	☐
DEC	Websites, patent fillings, videos, etc.	☐			
OTHER		☐			

Public Summary

As industrial crops can provide valuable resources for high added value products and bioenergy, MAGIC aims to promote the sustainable development of resource-efficient and economically profitable industrial crops grown on marginal lands.

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

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

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

Table of content

List of figures

List of tables

Horizon 2020
European Union Funding
for Research & Innovation

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 727698.

1 Introduction

This document serves as a guideline for the dissemination work which will be conducted in the frame of the MAGIC project. The dissemination activities conducted in the MAGIC project activities address the project results and targeted the relevant stakeholders including mainly farmers, farmer's associations, agricultural companies and agricultural industry, policy makers, media and the general public. This report is the second version of the MAGIC dissemination plan and will be threat as a living document.

MAGIC intends to provide knowledge on the optimised cultivation of industrial crops on marginal land, in order to contribute to resource efficiency, innovation, climate mitigation and to a more sustainable bioeconomy in Europe. In addition, the insights gained in the project on industrial crops growing on marginal land will help to reduce competition on agricultural land with food production. To achieve this, all partners involved in the project work closely together (see also Figure 1).

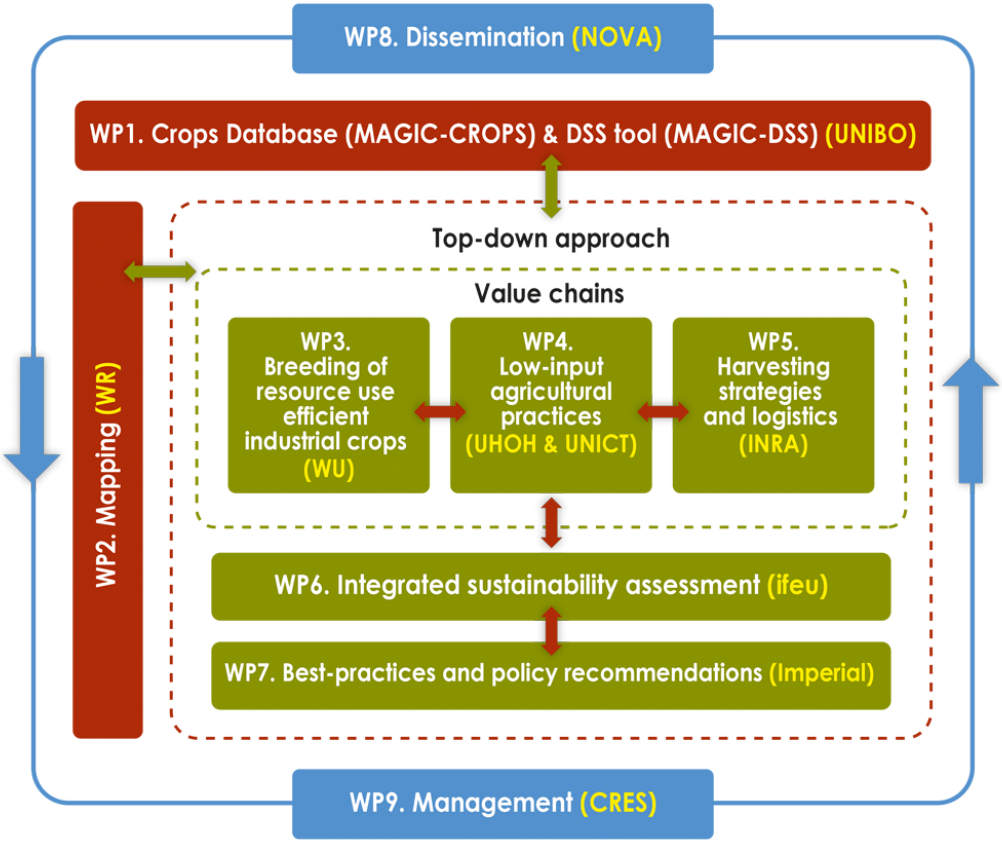

Figure 1: Overview of Work packages in MAGIC

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

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

- MAGIC-CROPS: A database of existing resource-efficient industrial crops with information on their agronomic characteristics, input requirements and yield performance.
- MAGIC-MAPS: An online mapping system of current and future marginal lands facing natural constraints in Europe, including the characterisation and analysis of lands to provide spatially explicit classifications as basis for sustainable best-practice options for industrial crops.
- MAGIC-DSS: A decision support tool based on both MAGIC-CROPS and MAGIC-MAPS that will at minimum enable the choosing of the most promising industrial crop at any geo-location in Europe.
- New breeding tools, identification of appropriate agronomic practices with limited input requirements as well as of sustainable harvesting and logistics systems to optimise biomass supply chains.
- Success stories of the resource-efficient use of industrial crops on marginal lands and policy recommendations.

As mentioned above, the dissemination of the MAGIC project has a strong practical focus. Its first and foremost goal is to reach the end users of the developed tools and motivate them to make use of the new information. A more detailed overview of the main target groups and of dissemination activities already carried out can be found in chapters 2 and **Fehler! Verweisquelle konnte nicht gefunden werden.**. Chapter 3.2 gives an outlook on the planned dissemination activities for the second half of the project. Meanwhile, research results are available in the project. Therefore, in chapters 4 and 6 the internal notification procedures as well as the basic EU regulations on OPEN ACESS for scientific publications are presented.

2 Stakeholder groups to be targeted

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

2.1 Farmers & farmer's associations

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

2.2 Agricultural companies & extended agricultural industries

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

2.3 Authorities & policy

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

2.4 Broader public & media

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

Key asset	Stakeholder group	Role	Information needs	Dissemination strategies (tools and activities)
MAGIC-CROPS	Farmers	Users	Knowledge about database's existence; how to use it	-Web portal, -Digital newsletter, - Social media, -Target mailing campaigns, - nova-Communication and Dissemination Tool (nCDT) -MAGIC events: Presentation and network events (congresses, conferences etc.) - Press releases on milestone events in scientific magazines and specialised mass media, -Practice abstracts for EIP-Agri -Publicity materials: Project identity package (brochure, Roll-up Banner, templates).
	Farmers' associations	Multipliers		
	Agricultural companies	Users, multipliers		
	Agricultural machine companies	Users, multipliers		
	EIP-AGRI	Multipliers		
MAGIC-MAPS	Farmers	Users	Knowledge about database's existence; how to use it	
	Farmers' associations	Multipliers		
	Agricultural companies	Users, multipliers		
	Agricultural machine companies	Users, multipliers		
	EIP-AGRI	Multipliers		
MAGIC-DSS	Farmers	Users	Knowledge about tool's existence; how to use it	
	Farmers' associations	Multipliers		
	EIP-AGRI	Multipliers		
New breeding tools, agronomic practices, harvesting and logistics systems	Farmers	Users	Knowledge about tools' existence; how to use them; training	
	Farmers' associations	Multipliers		
	Agricultural companies	Users, multipliers		
	Agricultural machine companies	Users, multipliers		
	EIP-AGRI	Multipliers		
Success stories and policy recommendations	Farmers	Recipients	Broad or more detailed understanding of success factors and political framework conditions, depending on the specific target group	
	Farmers' associations	Multipliers		
	EIP-AGRI	Multipliers		
	Policy makers	Implementers of recommendations		
	Broader public / media	Recipients, multipliers		

Table 1: Stakeholder groups per key assets

3 Past and planned dissemination and communication activities

This chapter gives a brief overview of the dissemination activities that have already taken place. It should be mentioned that not all activities are listed in detail but are only roughly outlined. Furthermore, an outlook on planned activities is given. For a more detailed listing of all activities already performed in the project, the first Technical Periodic Report can be used as a reference.

3.1 Overview on the past dissemination and communication activities

In the first project period, nova designed the corporate identity of the project with all associated materials (templates for word and ppt, project website, leaflet, posters, roll-up banners) in order to pursue and guarantee a clear and effective communication strategy. Also, the website was continuously updated with new information about the project. This will of course be continued. Accompanying other dissemination activities news were posted on social networks (LinkedIn and Twitter) e.g. about partners who presented the project at a symposium, when new publications were available in the project, news on the website etc. In addition, all new dissemination activities were promoted in the monthly nova-Newsletter with more than 2500 subscribers from bio-based and CO_2-based economy.

In the first project period nova has published two press articles about the project on the very well-established online news platform bio-based News (www.news.bio-based.eu/). Further press articles were also published by project partners. All provided articles can be found on the MAGIC website at: http://magic-h2020.eu/press/. Also, in the first reporting period nine scientific publications, several conference proceedings and scientific poster were published and uploaded in the MAGIC community on ZENODO, an OPEN ACCESS online repository hosted by the EU and CERN (see also chapter 5.2).

In order to reach the agricultural scientific community, all project partners took part in various events to present their results and to increase the awareness of the project. Spanish Co-ops presented the project to COPA-COGECA innovation (23-09-2019), cereals, oilseeds & proteins Working Parties (24-10-2019) of the COPA-COGECA. So far 17 practice abstracts have been prepared, during the last months several partners submitted translations of those corresponding to the long term field trials, so these results can have a broader impact.

Last year, the "1st Value chain event on oil crops" was organised in London Imperial College, where various experts from the project presented their results and actively discussed them with the workshop participants.

3.2 Outlook on future dissemination and communication activities

In the third year of the project some activities are planned like the "2nd Value chain event on lignocellulosic and carbohydrate crops". Furthermore, the second version of

the MAGIC DSS will go online. Accompanied to the update of the MAGIC-DSS another press release will be published. In addition, several workshops for farmers and end users as well as trainings for students will be held in the European countries where the project partners are located. In 2020 a national workshop is foreseen to be organised in Spain together with CIEMAT. This workshop will address both farmers and industry, transferring them the latest outcomes of the project such as the MAGIC-DSS or the MAGIC-CROPS database.). The goal of the training courses will be to transfer practical knowledge on the cultivation of industrial crops on marginal land as well as to discuss economic and sustainability issues. In addition, 100 leaflets (Spanish Version) will be printed and distributed in the event that will take place next 17th March in Pamplona (Spain), taking advantages of the synergies with the PANACEA project. A poster of the Project will be specifically designed and translated to Spanish and will be exhibited at the Agri-food Cooperative Congress (around 1,500 attendants expected) that will be organised by Spanish Co-ops on the 26 and 27th of March. Additionally, demo days have been organised in conjunction with the ad hoc harvesting tests planned in task 5.1. Therefore, relevant stakeholders (farmers and industry) were invited to participate. However, the full scope of these activities can be also read in the 1st Technical Periodic Report on the project, chapter 8.2.

For more information see also chapter 6.7). Furthermore, a Video will be produced to visualise the main aspects of MAGIC and share it with a larger audience.

4 Internal Communication

There will be regular internal communication between the consortium partners responsible for the dissemination and the project coordinator. All partners of MAGIC are involved with dissemination activities to have maximum of communication on these topics and will report on issues and scientific results in the project. For internal communication, it is important that all partners receive the information and (intermediate) results they need to do an optimal job. The internal communication is implemented via an internal platform on the project website, called nCDT (nova Communication and Dissemination tool, where access will be restricted to the consortium partners. In addition, nova has set up an email distribution list (magic@magic-h2020.eu), in order to further facilitate the internal communication in the MAGIC project. The internal approval procedures as well as the EU regulations for correct external communication and outside appearance of the project are explained in the following in more detail.

4.1 Notification procedure and timetable

Before publishing project results, all partners are obliged to notify the consortium of the planned activity. This includes all kinds of scientific publications that could concern other partners' IP, such as journal articles, magazine articles, presentations at conferences, posters, etc. Non-scientific publications, such as press releases, leaflets etc. also require consent at least by the Exploitation and Dissemination and the Project Coordinator. The notification procedure is described below.
Regarding the notification timelines when dissemination activities are planned by partners, the Grant Agreement and the Consortium Agreement foresee the following rules. According to **Article 29.1** of the Grant Agreement and the Consortium Agreement of MAGIC project, the notification procedure shall follow the timetable described below:

At least **45 calendar days** prior notice of any communication/dissemination activity shall be given to the other Partners, including sufficient information concerning the planned dissemination activity/activities and the data envisaged to be disseminated.
Following notification, any partner may object within **30 calendar days** of the notification to the envisaged dissemination activity, writing to the Coordinator and to any party concerned. The objection has to be substantiated with reasonable arguments and has to include a detailed request for necessary modifications. If an objection has been raised the involved Parties shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amendment to the planned publication and/or by protecting information before publication) and/or removal of any confidential information of the objecting Party from the publication) and the objecting Party shall not unreasonably continue the opposition if appropriate actions are performed following the discussion. If no objection is made within the time limit shown in Table 2 (according to **Article 29.1** of the GA) the activity is permitted. A Party may only object if it can show that its legitimate interests in relation to its results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.

The objecting Party can request a dissemination delay of not more than **90 calendar days from the time it raises such an objection.** After 90 calendar days the dissemination is permitted, provided that the justified objections of the objecting Party have been met. For the avoidance of doubt, a Party shall not disseminate results or background of another Party, even if such results or background is amalgamated with the Party's results, without the other Party's prior explicit written approval of an authorized representative, unless they are already published.

Dissemination activity	Who gives approval	Timeline for approval
Official project press release	Frist: Coordinator and Partner who is in charge for WP8 (Dissemination) Second: All partners	30 calendar days (for the whole procedure)
Scientific publications, posters, fact sheets etc.	All partners	30 calendar days
Presentation for a conference (abstract/manuscript or a presentation including project results)	All partners	30 calendar days
Official non-scientific dissemination materials (e.g. leaflets or posters)	First: Coordinator and Partner who is in charge for WP8 (Dissemination) Second: All partners	30 calendar days (for the whole procedure)

Table 2: Categories of dissemination activities with timelines for approval

4.2 Accomplishment of the activities and beyond

Any dissemination of results (in any form, including electronic paper or communication materials) shall include the following statement to indicate that the MAGIC project has been implemented with the assistance of financial support from the European Union's Horizon 2020 research and innovation programme:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 727698.

Moreover, EU emblems (Figure 2) must be displayed according to the GA:

Figure 2: EU Horizon 2020 Flag

In addition, as per **Article 29.5** of the GA, any dissemination of results must indicate that it reflects only the author's view and that the Commission is not responsible for

any use that may be made of the information it contains. This disclaimer should be especially added to all public deliverables.

4.3 Tracking of all dissemination and communication activities

The WP8 leader shall report any communication and dissemination activity. All the project's dissemination and communication activities are documented in an MS Excel worksheet aimed at keeping track of the activities for the duration of the project ("ECAS tracking tool") (shown in Figure 3). This contains a tracking chart for dissemination activities in general and specific charts for scientific publications.

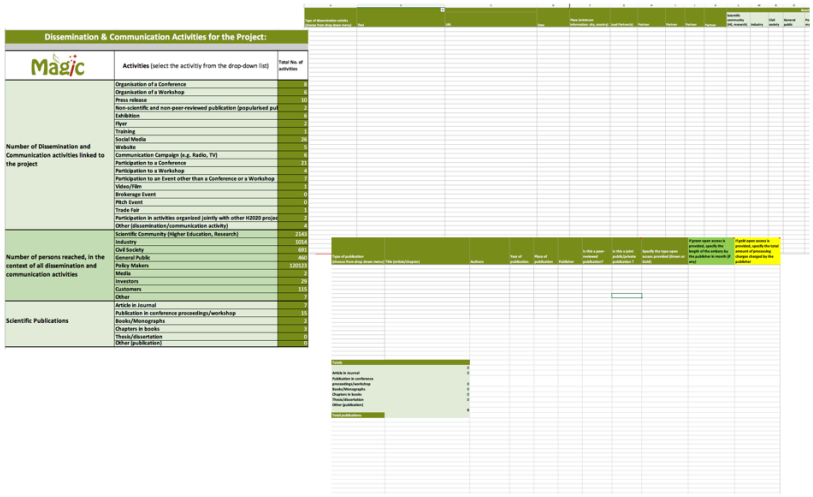

Figure 3: Dissemination tracking worksheet

The tracking tool will be updated by the WP8 leader at least every three months with the information provided by partners. The updated version of the tracking file will be regularly uploaded on the internal platform of the website and sent to the Project Coordinator every six months in order to monitor the communication and dissemination activities. The tracking instrument shall then serve as a basis (a database) for the final dissemination and exploitation report.

4.4 Gender & Equality

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

4.5 Transparency & Accountability

The dissemination strategy of MAGIC is following the EU strategy of transparency and accountability and will take place all along the project implementation, through a multitude of dissemination activities. This concerns mainly the website and the social media web portals (Twitter and LinkedIn). Furthermore, all the project events as well

as the collaboration of the multiplier within the project, especially the EIP-Agri Service Point are included in the idea of transparency and accountability.

5 Open access to scientific publications

According **to § 29.2** of the GA the partners have to follow the legal requirements on open access (OA) to scientific publications for projects funded in Horizon 2020. So, all beneficiaries **must deposit a machine-readable electronic copy of the published version or a final peer-reviewed manuscript accepted for publication in a repository for scientific publications**. Furthermore, each beneficiary must ensure open access to all peer-reviewed scientific publications relating to the project's results. This must be done as soon as possible and at the latest upon publication. To meet this requirement, each beneficiary must, at the very least:

- Ensure that any scientific peer-reviewed publications can be read online, downloaded and printed.
- Since any further rights - such as the right to copy, distribute, search, link, crawl and mine, which make publications more useful, beneficiaries should make every effort to provide as many of these options as possible.

Peer-reviewed publications are those assessed by other scholars. Peer review is typically, though not exclusively, organised by the journal or publisher to which an article or manuscript is submitted. The dominant type of scientific publication is the journal article. Anyhow, the partners are also strongly encouraged to provide open access also to other types of scientific publications which includes project results, such as:

- Monographs
- Books
- Conference proceedings
- Grey literature (informally published written material not controlled by scientific publishers, e.g. reports).

Due to the **bibliographic metadata** requirement it is easier to find publications and ensure that EU funding is acknowledged. Information on EU funding must therefore be included as part of bibliographic metadata so that Horizon 2020 can be properly monitored. To monitor any embargo periods, the publication date and embargo period must also be provided. Therefore, the bibliographic metadata of the publication **must** be in a standard format and must include all of the following information:

- The terms "European Union (EU)" and "Horizon 2020";
- The name of the action, acronym and grant number;
- The publication date, and length of embargo period if applicable, and
- a persistent identifier (e.g. a Digital Object Identifier (DOI))

The DOI identifies and links to an authoritative version of the publication. In all cases, the Commission encourages authors to retain their copyright and grant adequate

licences to publishers. Creative Commons[1] offers useful licensing solutions. This type of licence is a good legal tool for providing open access in its broadest sense.

According to **§ 29.3** open access to research data is not applicable for the MAGIC project.

5.1 The two pathways of open access (green and gold):

After depositing publications each partner must ensure open access to those publications via the chosen repository. Beneficiaries can choose one of two main pathways to meet this requirement:

- **Self-archiving** / **'green' OA:** beneficiaries can deposit the final peer-reviewed manuscript in a repository of their choice. They must ensure open access to the publication within at most 6 months (12 months for publications in the social sciences and humanities). To provide support concerning compliance with Horizon 2020 embargo periods the Commission offers a model amendment to publishing agreements[2], which are often signed between authors and publishers. This model is not mandatory but reflects the obligations for the beneficiary under the H2020 grant agreements. It can be supplemented by further provisions agreed between the parties, provided they are compatible with the Grant Agreement. The Commission/Agency takes no responsibility for the use of this model.
- **Open access publishing** / **'gold' OA**: researchers can also publish in open access journals, or in hybrid journals that both sell subscriptions and offer the option of making individual articles openly accessible. Monographs can also be published either on a purely open access basis or using a hybrid business model. 'Article processing charges' are eligible for reimbursement during the duration of the project (as other costs defined in Article 6.2.D.3 of the Model Grant Agreement). As stated, the article must also be made accessible through a repository upon publication.

The **costs** of 'gold' open access publications incurred once a project is completed cannot be refunded from that project's budget.

[1] https://creativecommons.org (20 January, 2020)
[2] https://ec.europa.eu/research/participants/data/ref/h2020/other/hi/oa-pilot/h2020-oa-guide-model-for-publishing-a_en.pdf (20 January, 2020)

5.2 ZENODO community

In order to fulfil the open access requirements of the EU, a so-called “community” on ZENODO was created for the MAGIC project in which all project-related publications and published material such as project presentations are put online and stored forever (see also Figure 4). ZENODO is a general-purpose open-access repository developed under the European Commission’s OpenAIRE[3] program and operated by CERN[4]. It allows researchers to deposit publications, data sets, reports, and any other research related digital artefacts. For each submission, a persistent digital object identifier (DOI) is minted, which makes the stored items easily citeable. All already published materials have been put online in this group and linked on the project website. This simplifies the publication process and ensures that knowledge gained in the project is still accessible to the public even after the project ends.

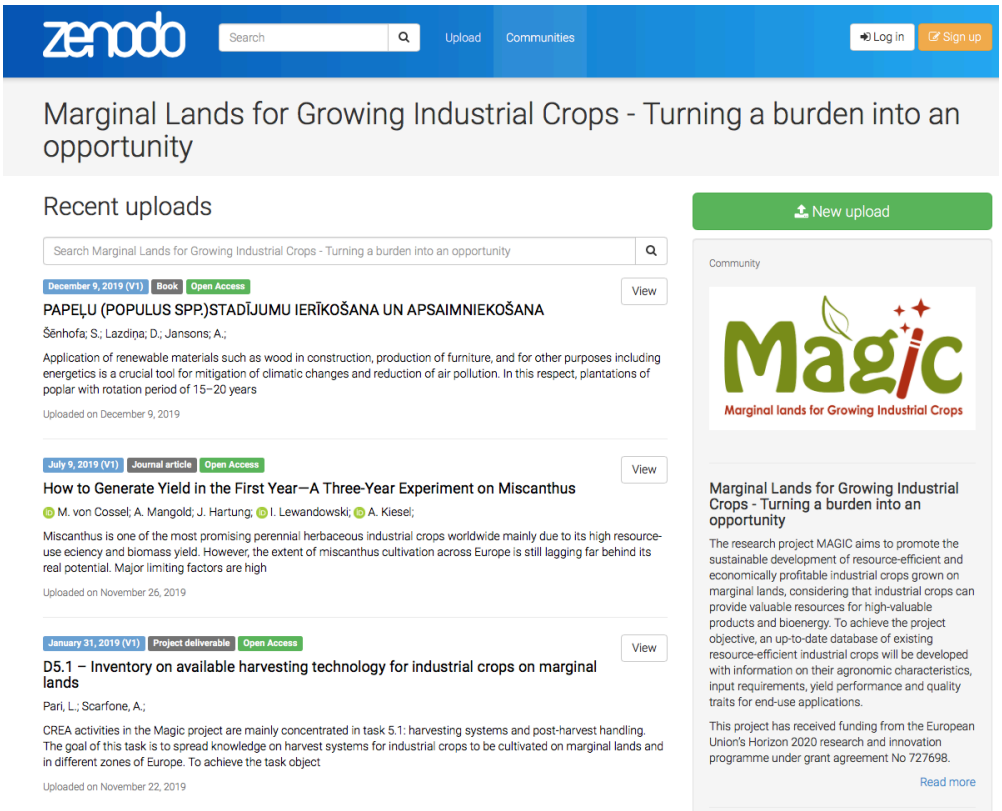

Figure 4: MAGIC community on ZENODO

[3] https://www.openaire.eu (20 January, 2020)
[4] Peter Suber (2012). “10 self-help”. Open Access (the book). MIT. ISBN 978-0-262-51763-8.

6 External communication

The communication and dissemination strategy is crucial to accelerate the market introduction and commercial upscale of the aimed products resulting from the MAGIC project. It provides a clear strategy to define the key messages, address the audience, interested parties and stakeholders, select the tools and plan the dissemination programme. The external communication will be guided by the principles in 'Communicating EU research and innovation guidance for project participants'[5], a brochure published in 2014 by the EU. In the following the different distribution possibilities are listed and explained.

6.1 Website

The MAGIC website is hosted and maintained by nova in coordination with CRES and allows a quick overview of the MAGIC project to the public. Furthermore, the MAGIC Decision Support System is integrated on the website, which means that end-users can go to the website to learn about the most resource-efficient crops growing on marginal land areas. For the internal communication, nova has set up an internal login area at the website to manage internal procedures, called nCDT (nova Communication and Dissemination Tool), tailor-made to the project needs. The internal communication is implemented via a platform, where access is restricted to the consortium partners. For a more detailed description of the internal area as well as for the external structure of the project website, see also first version of Deliverable D8.1 Dissemination and Exploitation Plan.

6.2 Newsletters

Due to its diversified research activities, nova has an extensive network in the bio- and CO_2 economy (more than 60.000 business contacts), where project news can be disseminated to specific mailing lists. Furthermore, nova hosts the well-established online Press portal bio-based News (http://news.bio-based.eu) with more than 160.000 readers per month. Additionally, nova maintains a monthly newsletter, which is a very efficient tool to distribute content to a wide-range of experts in the bioeconomy. So, whenever news are available in the project they are promoted via this newsletter.

6.3 Social Media

Social media platforms are today an important platform to share and disseminate relevant content and to reach a broad audience. As many of the consortium partners have a LinkedIn profile, some have joined specific groups within this very well-established social media business platform. The LinkedIn accounts of project partners can be used as multiplier by sharing MAGIC related content with other members as

[5] http://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-ga_en.pdf (accessed on 10th of August, 2018)

well as within suitable groups. The project will identify suitable MAGIC related groups (e.g. agriculture, agronomic, Bioeconomy, etc.). MAGIC content will be shared via nova-Institute's own company LinkedIn profile (500 nova-Institute followers, 6000 followers of nova-Institute's CEO). The consortium believes that this strategy is more efficient than to create and maintain a separate MAGIC LinkedIn group, which would be unlikely to have a significant impact.

The same strategy will apply to Twitter. Rather than establishing a Twitter list, it will have more impact to gather project related and relevant hashtags that are highly suitable to the project. Therefore, a MAGIC hashtag (**#MAGIC**), which is also printed on all communication materials was established. In order that #MAGIC becomes a highly established indexation on the social media platform for CO_2 projects in general, it can be used by all Twitter accounts who like to get connected with MAGIC. In addition, nova will regularly put together a list with highly frequented hashtags related to the project. Moreover, nova will also retweet relevant partner tweets related to the project with their relevant accounts (@novaInstitut around 1000 followers; @biobased_News around 2000 and @mkarus around 1000). In order to increase the attention of the project and to link the social media accounts of the consortium partners with MAGIC, nova recommends inserting relevant hashtags like #MAGIC into the own profile description.

6.4 Press releases

Press releases will communicate intermediate results and important milestones to key media actors and will also be made available on the project website. This will include at least three press releases in total, one at the start of the project, one at half of the time and one at the end of the project. The press releases will be disseminated by each partner through their media networks and through nova's own media platform and channels. The nova-Institute's own media platform http://news.bio-based.eu, has 160.000 visitors per month. nova will be in charge of drafting these in collaboration with CRES.

6.5 Scientific publications

In addition to the specific as before mentioned dissemination routes for scientific publications, the key media will be actively approached with information on the project main outcomes (press releases, info packs, samples). The scientific community will be targeted by publication of relevant research findings resulting from the project by submitting articles to relevant peer-reviewed journals.

6.6 Events

The participation of project partners at various events outside the project framework is probably the most effective dissemination channel, since they will increase the attention of potential stakeholders for MAGIC.

6.7 National workshops, demo days, value chain events and trainings

A multitude of project partners will be in charge of organising different events in order to disseminate the project results and involved the relevant stakeholders. These will all take place in the second half of the project. In conjunction with the ad-hoc harvesting trials planned in task 5.1, demo days will be organised (at least one per marginal agro-ecological zone (M-AEZ)) to which farmers and industry will be invited to participate.

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

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

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

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

6.8 Interaction with EIP-AGRI

EIP-AGRI plays a central role as multiplier for the project's results. In order to ensure an effective collaboration, a close link was established at the beginning of the project. A presentation to the EIP service point staff in Brussels was performed by Spanish Co-ops to provide an overview of the project's objectives and activities. 15 practice abstracts have been uploaded to the EIP-AGRI website (https://ec.europa.eu/eip/agriculture/en/find-connect/projects/magic-marginal-lands-growing-industrial-crops).The close link will be effectively secured through the

membership in EIP-AGRI's innovation subgroup by project partner Spanish Co-ops. On 2019 the major target of stablishing a specific Focus Group on industrial crops on marginal land was achieved by Spanish Co-ops through the attendance and defence of the topic over more than 10 sub-group of innovation meetings ("**Sustainable industrial crops in Europe: New market opportunities and business models which do not replace food production", in the proposal MAGIC project was directly mentioned as reference**). Spanish Co-ops has also encouraged members of the consortium to be present in that focus group so MAGIC can have a voice on it. Two revisions of operational groups have been carried out, one at the beginning of 2019 and another one at the end of 2020 (there is still some research on-going for Spanish Operational Groups). 8 operational have been identified so far with similar activities and have been contacted during 2019. We will contact them again over 2020.

6.9 Reporting to COPA-COGECA

In the course of the project, MAGIC representatives will take part in at least five meetings of COPA-COGECA's Sectorial Boards of European farmers to report on the project's achievements and involve farmers as stakeholders. Spanish Co-ops presented the project to COPA-COGECA innovation (23-09-2019), cereals, oilseeds & proteins Working Parties (24-10-2019) of the COPA-COGECA. We also expect to perform two additional presentations of the Project to the COPA-COGECA Environment and Bioenergy Working Parties during 2020.

6.10 Promotional videos

In order to make the project more accessible to the public, a video will be produced that gives a rough overview of the project. This video will be shown at conferences and other public events, but will also be distributed on the project website and via the other well-established media channels of nova and beyond. However, since no specific budget was allocated to the video production, it needs to be discussed among partners who will take over responsibility and if promotional videos are the best option to create value from the project budget.

6.11 Trade fairs, external conferences and seminars

The presentation of the MAGIC project and the attendance at different events outside the project framework enable an efficient and broad exchange of know-how and experiences as well as a comprehensive transfer of project outcomes based on direct contacts with representatives of the project target groups.

The consortium will actively promote the Decision Support System and other major results gained in the project. At conferences the partners will deliver presentations explaining their activities and results obtained in the project to target especially farmers, farmer associations and other end-users as well as policy maker and other authorities active in the agricultural sector.

nova-Institute organises trade conferences and has many years of experience in attending and disseminating at trade events, as do the other project partners. A list of the most relevant project-related events in Europe will be drawn up with the intention of attending them once enough results have been generated for this to be worthwhile (year 2 and beyond). Representatives from the project will be selected to present relevant outcomes at these events. All partners will also include MAGIC in their general dissemination activities onto the relevant conferences and events.

6.12 Result factsheets

All task leaders will be in charge of presenting their main results in form of factsheets, which will be incorporated in the website. nova will support this editorially.

7 Conclusion

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

a) Further define the information they would like to disseminate, and
b) Make use of their networks to get in touch with the right stakeholders (identify concrete associations, companies, etc.)
These details will further be specified in the course of the project when it is clearer what the end results will look like and how they can best be transported to the right stakeholders.

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

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


GREEN: C 30,M 0,Y 100,K 40
GREEN: PANTONE 7496
RED: C 0,M 90,Y 100,K 30
RED: PANTONE 180


100% BLACK
70% BLACK