



DYNAVERSITY
DYNAmic seed networks
for managing European diVERSITY

Grant agreement n°: 773814

H2020 - Coordination and Support Action

D5.1
Communication plan and social media strategy

Due date: M03 (January 31st 2018)

Actual submission date: 31/01/2018

Project start date: November 1st, 2017 Duration: 36 months

Workpackage concerned: WP5

Concerned workpackage leader: Elisabetta Tola

Lead Beneficiary: Elisabetta Tola

Dissemination level:

- PU: Public (must be available on the website)
- CO: Confidential, only for members of the consortium (including the Commission Services)
- CI: Classified, as referred to in Commission Decision 2001/844/EC



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Dynaiversity communication and dissemination plan will be instrumental to facilitate the project internal and external communication throughout the project duration. To better assess the project development and the needs of WPs, SKEP and stakeholders to gain information on partners' activities, on one side, and to share their own contributions, ideas, results, as well as to better serve the purpose of reaching wider groups of interests as well as more general publics and audiences, the dissemination plan will be adjusted and rediscussed within the steering committee once a year.

This dissemination plan is then both a flexible working document which will be updated if and when necessary and a tool to facilitate the design and development of actions to be implemented by all partner with the support, help and contribution of the communication team.

Objectives

Following the experience of the communication team in other H2020 and similar projects, the communication and dissemination work will aim at:

- facilitating internal communication in agreement and collaboration with the project coordination and management
- supporting and promoting dialogue with stakeholders and players inside and outside the project
- designing and developing novel communication strategies adapted to maximize impact of this particular project
- reaching a diversified range of stakeholders and interested parties
- developing and creating professional and effective web and editorial communication tools
- translating and conveying results by each project WP into well targeted diversified products
- developing and creating storytelling and narratives for specific products
- coordinating and supporting the capacity building and face to face events

Many strategies and suggestions for the implementation of the communication activities have been drawn from a diverse range of publications and researches on the impact of science communication as well as from the EU documents, tools and indications contained in the manual and report "Communicating EU Research & Innovation - Guidance for project participants" published in 2014.

Difficulties and critical points

From previous experiences, the communication team has drawn some key lessons which should benefit the dissemination activities of Dynaiversity. To enhance the effectiveness of communication it is crucial:

- to validate contents and make sure that the entire communication strategy reflects the project identity and innovative contributions
- to involve partners in actively participate and support communication
- to receive timely informations on events and any other work and advancement by partners to be disseminated through social media and other channels

To address these criticalities, the communication team has proposed these solutions:

- editorial committee - to foster a more integrated communication between academic, practitioners and all key actors within the project and with other related projects, an editorial committee comprising at least five partners' and WP leaders has been set up at the Kick Off meeting to better assess, support and facilitate the communication team. The editorial committee will facilitate content and knowledge transfer towards the communication team and give feedback and approval for any editorial and multimedia product foreseen in the overall project dissemination effort
- collection and consistent tagging of all partners institutional as well as personal (when available) social accounts to strengthen the circulation of information through social media
- by monthly or monthly internal survey with an online easy-to-access tool (such as Google forms) - in order to receive notification of future activities and at the same time feedback, descriptions, pictures and other useful materials about past activities, the communication team will circulate, in agreement with the project management, a survey to all partners to collect specific contents to be published on the website and particularly on the social media to keep the conversation alive not only within the project network but also with related projects and wider groups of interested actors
- to facilitate a common repository of all internal and official document and to maintain an organized archive of the project development per each WP, a Google Drive folder has been created and shared with all WP leaders. A link to the folder will also be published on the website, within a reserved area, to facilitate partners and WP leaders who wish to have easy access simply



using a login/password sign in procedure.

Project identity

The communication team has developed a range of diverse proposals for a project logo and a consistent graphic identity. After two rounds of internal assessments, the team brought to the Kick Off meeting four different ideas for a logo. The four designs were printed and exposed to the project partners and the SKEP attending the meeting and feedback was collected as well as the preferred choices. After a new round of modifications, a logo and a design identity has been picked.





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With the logo and the design, a range of graphic layouts are being produced (letterhead; powerpoint template; poster template for presentations at conferences; layout for quick flyers). The entire package as well as a very short guidance are going to be accessible by all partners in the reserved shared cloud folder that will contain also all other project internal documents.

The management, together with the WP5 team, will foster the usage of these layouts at each project event and presentation to reinforce the project identity at any given opportunity.

Social media

After discussion at the Kick Off meeting it was decided to start our social media strategy with two social media accounts:

Facebook page - <https://www.facebook.com/dynaversity/>

Facebook page will be used to disseminate any project event, result, publication but also to include conversations with related projects and with all partners social media pages. A professional social media manager has been appointed to maintain and grow the social media pages for the project in order to keep the conversation online as lively as possible and grow a community of people around Dynaversity. A special commitment has been asked to partners in order to remind social media managers of their institutions to interact with Dynaversity page and to make it a reference point also for their followers and communities.

YouTube channel -

<https://www.youtube.com/channel/UC2qd6amY40zow7xUWT-AXIA>

YouTube will be used mainly as a repository of any video and digital animation activity and product developed within Dynaversity. Also, as mentioned by partners during the Kick Off meeting, YouTube is a fantastic source of other related materials that can be exposed to Dynaversity partners for use through appropriate playlist organization.

Once the project will start producing results and materials, the steering committee and the editorial committee will assess the possibility to open a Twitter and maybe an Instagram account. Meanwhile, an hashtag #dynaversity will be used by partners in communications and tweets regarding the project to start building a conversation



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and a dissemination of the project activities.

Website development

The communication team is using digital identity and partners suggestions to develop the project website. More about it will be detailed in the D5.2 due on February 28th.

Specific communication outputs and products:

- Dynamic participatory mapping (in collaboration with RSR): results produced by WP1, namely stakeholders mapping, will be simplified and adapted to be published on the project website and circulated through social media channels. Inspired by datajournalism tools, the map will be interactive and enriched with data that will be collected also by a wider community through a survey form published on the website. Public data will be validated within the steering committee before publication and clearly marked to distinguish them from the data that will be collected by WP1 and WP2.

- Going visual: immersive storytelling and narrative approach: a photo exhibition will be produced with the involvement of a professional photographer, to document a selected number of case studies and events. In particular:

- a portfolio of at least 40 professional high quality photos will become the basis for the development of more visual outputs.
- the images will be printed in order to obtain a travelling exhibition that can be used by partners in the occasion of a local face to face or a national/international event.
- the pictures will be used also in the design and production of 4 web photostories complemented by 5-min audio (to be disseminated through social media, podcasts platforms, media websites).
- 10 pictures will be produced with the 360/VR technique to test innovative ways to bring the audiences, as well as the project communities, within a story through a more immersive approach
- a selection of pictures will be used to produce a 16-page booklet written with a 'journalistic' style and published as ePub in English and translated in other languages + 1000 printed copies, targeting both the project communities, related project ones and a wider public

- Video animations with scribing techniques: a series of ten 2-min long animations will be produced using graphic scribing technique to explain and exemplify key



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concept and experiences. These products are easy to share through social media and on the website as well as in face-to-face activity and training days. They are also very easy to translate in the different project languages.

- Concept cards (In collaboration with Urgenci): a series of ten cards will be designed and produced to highlight a single key concept or a quote. The cards will have graphics on one face and text on the other and can be used both to ignite and facilitate discussion amongst a group of people on a given topic (similar to what happens with problem and facts cards in a role play game such as Play Decide, used to promote dialogue on controversial issues in many EU project and initiatives) and to simply fix and remember a certain definition or piece of data. Very useful during face to face events as well as a memo after a training or a field activity. Easy to translate in all project languages and to be printed in at least 1000 copies each.

- Agrobiodiversity corner (in collaboration with RSR): in collaboration with an Italian and a French magazine, Dynaiversity will produce a monthly column to be disseminated to a wider audience through the magazines websites and printed copies. The column will be the opportunity to tell a single story related to a case study or to profile one or more protagonists of the project, farmers, researchers, practitioners, or to present and comment the EC Let's Liberate Diversity activities. The columns will also be shareable through the project website and social media as well as through all partners digital channels.

Finally, the communication team will be involved in the support and organization of the training activities and face to face events:

- **training the trainers activities** (with RSR and Federparks) - design of a training module for teachers and trainers + a kit of practical activities. Module to be tested in 2 training activity in Italy and France. Video and other material uploaded and shared on YouTube and on the website.
- **training on agricultural diversity** (with INRA) - training students, technicians and scientists. Curriculum to be tested in 2 summer schools (Italy and France, final year)
- **Seed exchange events** and **LLD events** (EC LLD) - two LLD meetings will be taking place in 2019 (IT) and 2020 (RO) and a listed number of seed fairs. The communication team will be active in launching and documenting the events on the website and on the social media
- **Final conference** (Arcadia) - it will be organized in Italy with support of RSR, Federparks, formicablu