

COMMUNICATION AND DISSEMINATION PLAN

WP 7 – DEFINITION OF THE STRATEGY
FOR BOOSTING RENOVATE RESULTS AND
IMPACTS

ARTICA INGENIERÍA E INNOVACIÓN (artica+i)

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RENOVATE



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1. INTRODUCTION

The Communication and Dissemination (C&D) Plan of the RENOVATE project describes the strategic approach for all communication and dissemination activities throughout the duration of the project, including both the mandatory actions and tools set out in the Grant Agreement (Article 17) and those specifically designed for RENOVATE to effectively communicate and disseminate the project.

Thus, this communication and dissemination plan has been designed to provide clear guidelines and structured approach to effectively communicate the project results, encourage stakeholder participation and support the adoption of innovative agricultural practices.

This communication and dissemination plan is dynamic, allowing for adaptation to new realities as they emerge throughout the project implementation, and always with the aim of ensuring transparent, continuous, coherent and coordinated communication to inform the project. Any changes and updates to the plan will be documented and reported as part of the regular reporting to the European Commission.

The plan has been structured according to the following contents:

- Objectives
- Definition of messages
- Target audience
- Communication strategy
- Tactical action plan
- Key tools
- Evaluation and monitoring. Measuring Results
- Timeline of activities

Firstly, communication **objectives** have been defined, which allows us to design an effective communication strategy; next, the **key messages** that must form part of all communication and dissemination activities have been developed, and which, in any case, must include mandatory information and publicity requirements and elements indicated in the applicable regulations (Grant Agreement – article 17).

Thirdly, all relevant **target audiences** have been identified, both internal and external, to whom all the messages and all the communication and dissemination activities proposed in the framework of this plan will be addressed (Audience map).



In addition, a **communication and dissemination strategy** has been designed, which includes a concrete action plan (Tactical action plan) prioritising the actions designed to ensure maximum visibility and engagement with stakeholders. Existing networks and partners in the project consortium will serve as a solid basis for a wide dissemination of the project offers and results.

Finally, in order to measure the success of the communication and dissemination activities, the communication plan will have **Key Performance Indicators (KPIs)** that will ensure that all activities are monitored and evaluated, and that adjustments are made to improve the effectiveness of the plan.

This plan will form the basis on which the proposal for communication and dissemination of the activities have been included in Annex 1 of the project Grant Agreement No 101134024 under the Horizon Europe Framework Programme, thus materialising the aim to effectively share the project results, engage stakeholders and support the sustainability and competitiveness of the agricultural sector across Europe.

2. OBJECTIVES OF THE COMMUNICATION AND DISSEMINATION PLAN

The objectives to be achieved by adopting the communication and dissemination strategy of the RENOVATE project are the following:

MAIN COMMUNICATION OBJECTIVE

To raise awareness on the RENOVATE project and the proposed platform and to promote it among the target public as an innovative training solution, while promoting the importance of training and digital innovation for sustainable crop management.

To provide transparent and clear information about RENOVATE: what it is about, and what are the project development and results.

OTHER OBJECTIVES

- Encourage the adoption of existing innovations, tools and best practices among the target groups, demonstrating their benefits and practical applications.
- To optimise the flow of information between project partners and to organise efficient communication between project partners.
- Strengthen the knowledge and skills of target audiences (such as farmers, advisors and training authorities) through educational materials, training sessions and collaborative events.
- Influence policy development and decision-making processes at EU, national regional levels by showcasing project results, aligning them with policy objectives and demonstrating the impact of the project on agricultural sustainability and competitiveness.

MAIN DISSEMINATION OBJECTIVE

To ensure that the results, knowledge and tools developed within RENOVATE effectively reach end users and key stakeholders, enabling their practical use, replication and long-term adoption.

OTHER OBJECTIVES

- Ensure that knowledge ready for practice generated through RENOVATE, including AKTA results, guidelines and cost-benefit



analyses, reaches farmers, advisors and other key stakeholders in an accessible and usable format.

- Disseminate the RENOVATE Platform and its training contents (serious games, simulators and training packages) to support learning, replication and adoption by farmers, advisors and training organisations.
- Share evidence-based results demonstrating the benefits of PPP optimisation, IPM, digital tools and precision agriculture to encourage their practical implementation across different agricultural contexts.
- Facilitate the transfer of RENOVATE results to advisors, training authorities and policymakers through events, networks, practice abstracts and policy briefs, contributing to improved training schemes and informed decision-making.

It is essential that key stakeholders are aware of the project's activities and achievements throughout its implementation. Increasing visibility of the work carried out by RENOVATE partners supports stakeholder engagement, strengthens trust and contributes to building lasting relationships that are critical for the long-term uptake of the innovations and sustainable practices developed within the project.

3. DEFINITION OF MESSAGES

Messages about the project, its progress and results will form the basis for all dissemination activities and will be tailored to the different target groups.

The main messages that should be part of all communication and dissemination activities of the project are defined below. These messages are fully developed in a document that is attached to this communication plan as **Annex No. 1**.

GENERAL MESSAGES

1. Aim of the RENOVATE Project:

- RENOVATE is a European project that aims to foster the exchange of know-how between farmers to boost innovation, digitalisation and sustainability in crop management.¹
- Under the title “Development of an easy-to-use interactive platform to RENOVATE training experiences and networking for farmers in the field of sustainable crop management”, this project addresses one of the biggest challenges for modern agriculture: improving efficiency in the use of Plant Protection Products and reducing their environmental impact.

2. Digital Platform:

- To promote sustainable and digital agriculture through the exchange of practical knowledge, RENOVATE envisages the creation of a digital platform available to farmers to access specialised, innovative and practical training.
- The RENOVATE platform will include games, simulations, databases and networked community for knowledge sharing.

3. Multidisciplinary Consortium:

- Composed of 16 entities from 8 European countries, coordinated by the Universitat Politècnica de Catalunya (UPC).
- Includes universities, research centres, public administrations, technology companies, associations, cooperatives and SMEs.

¹ Initially, RENOVATE focuses on specialty 3D crops. However, as the project progresses and the platform becomes consolidated, its scope may be progressively extended to additional crop types, allowing the transfer and replication of the developed knowledge and training tools to a broader agricultural context.

4. Duration and Funding:

- The project will have a duration of 4 years with a budget of 3 million euros, financed by the Horizon Europe programme.

5. Expected Impact:

- With RENOvATE, the transformation and modernisation of the agricultural sector is intended through the promotion of knowledge, innovation and digitalisation.
- The project is expected to reduce and optimise the use of Plant Protection Products, reducing soil and water pollution and protecting biodiversity.
- It is expected to contribute to the objectives of the European Green Deal, promoting greener and more sustainable agriculture.

Annex No. 1

Key messages document

4. TARGET AUDIENCE

Considering the objectives of this communication plan, all the relevant target audiences, both internal and external, have been identified and all the communication and dissemination activities proposed in this plan will be addressed to them. The map of RENOVATE's target audience is included in **Annex n°2**.

In addition, specific objectives and messages have been established for each of them in order to specify the communication actions in more detail.

These target audiences, their objectives and messages are detailed below:

4.1 INTERNAL PUBLIC

Project partners/Consortium

Objectives:

- To optimise the flow of information between partners to ensure a smooth and efficient communication of the project.
- To systematise and structure the information in a way that ensures an efficient and transparent management of the project communication.

Messages:

- Convey the need for coordination between partners for effective project communication.
- Convey the need for fluid communication to create synergies between partners.

4.2 EXTERNAL PUBLIC

The following are the generic objectives for the external public. Any specific objectives for a particular target group will be detailed in its respective section.

Farmers - Senior

- Senior farmers with extensive experience in traditional farming methods.

Objectives

- To provide transparent and clear information about RENOVATE: what it is, its objectives and results.
- To give relevant information about the activities carried out in the framework of the project.
- To inform and communicate about the RENOVATE solution and the environmental benefits of implementing the project solution.

Messages

- Convey that the project provides a centralised source of know-how.
- RENOVATE is the perfect partner to share practical information, needs and expectations.
- Adopting innovation in this field is easy and beneficial (cost reduction, optimisation of PPPs, increased sustainability, legislative success).
- RENOVATE contributes to rural development and makes agricultural enterprises attractive.
- Learning by using games and simulators applied to the agricultural sector.
- Graphics in simulators, games and app will be inclusive and diverse to cover representations all kinds of farmers, including senior, young and women.

Farmers - Young

- Student farmers currently enrolled in Vocational Education and Training (VET) programmes. Other **young farmers**.

Objectives

- To provide transparent and clear information about RENOVATE: what it is, its objectives and results.
- To give relevant information about the activities carried out in the framework of the project.
- To inform and communicate about the RENOVATE solution and the environmental benefits of implementing the project solution.
- Increase awareness and adoption of innovative practices and tools **by young farmers**

Messages

- The project provides a centralised source of know-how.
- RENOVATE is the perfect partner to share practical information, needs and expectations.
- Adopting innovation in this field is easy and beneficial (cost reduction, optimisation of PPPs, increased sustainability, legislative success).
- RENOVATE contributes to rural development and makes agricultural enterprises attractive.
- The project provides modern, easy-to-use solutions that help **young** farmers build resilient and future-oriented farms.
- Gaming and VR as a way to learn more about PPP optimisation.
- Graphics in simulators, games and app will be inclusive and diverse to cover representations all kinds of farmers, including senior, young and women.

Farmers - Women

- **Women** farmers

Objectives

- To provide transparent and clear information about RENOVATE: what it is, its objectives and results.
- To give relevant information about the activities carried out in the framework of the project.
- To inform and communicate about the RENOVATE solution and the environmental benefits of implementing the project solution.
- Encourage engagement and inclusion of **women** farmers by addressing their specific needs and role in farming innovation.
- Gender perspective will be considered in the preparation of communication messages.

Messages

- The project provides a centralised source of know-how.
- RENOVATE is the perfect partner to share practical information, needs and expectations.
- Adopting innovation in this field is easy and beneficial (cost reduction, optimisation of PPPs, increased sustainability, legislative success).
- RENOVATE contributes to rural development and makes agricultural enterprises attractive.
- The project supports **women** farmers with accessible, practical solutions that strengthen their role in sustainable and innovative agriculture.
- Graphics in simulators, games and app will be inclusive and diverse to cover representations all kinds of farmers, including senior, young and women.

Farmers - Smallholders

- **Smallholders**, that is small farms and family-sized agricultural exploitations.

Objectives

- To provide transparent and clear information about RENOVATE: what it is, its objectives and results.
- To give relevant information about the activities carried out in the framework of the project.
- To inform and communicate about the RENOVATE solution and the environmental benefits of implementing the project solution.
- Facilitate uptake of project results adapted to **small-scale farming** realities

Messages

- The project provides a centralised source of know-how.
- RENOVATE is the perfect partner to share practical information, needs and expectations.
- Adopting innovation in this field is easy and beneficial (cost reduction, optimisation of PPPs, increased sustainability, legislative success).
- RENOVATE contributes to rural development and makes agricultural enterprises attractive.
- The project delivers affordable and practical solutions designed for **small farms** to improve efficiency and sustainability.
- Optimising PPPs can be easy and cost effective for all types of agricultural exploitations.

Agro-foresters²

- Land and forest managers who integrate trees into agricultural systems

Objectives

- To provide transparent and clear information about RENOVATE: what it is, its objectives and results.
- To inform and communicate about the RENOVATE solution and the environmental benefits of implementing the project solution.
- To carry out synergy actions with other EU projects in the field of agroforestry to ensure there is cross-feeding of relevant information.
- To raise awareness about techniques and solutions that can work well in both environments: agriculture and agro-forestry (e.g. drone usage).

Messages

- Some agricultural solutions, training and legislation may apply to agro-forestry sector as well, so they can be found within the unique RENOVATE Platform.
- Once operational, the RENOVATE platform will be regularly updated and expanded. The new content and training may also cover agroforestry topics.

² Although agro-foresters are not a primary target group, as the platform content is mainly tailored to conventional farmers, they will still be engaged to raise awareness of the platform. After the project's completion, the platform is expected to expand to include solutions and training tailored to a wider range of crops and forest systems.

Agricultural advisors

- Experts with extensive knowledge of agriculture.
- Members of agricultural associations.
- Trainers who educate and support farmers.
- Individuals and organisations with a focus on scalability to reach a larger number of beneficiaries.

Objectives

- To provide transparent and clear information about RENOVATE: what it is, its objectives and results.
- To give relevant information on the activities carried out in the framework of the project.
- To inform and communicate about the RENOVATE solution and the environmental benefits of implementing the project solution.

Messages

- RENOVATE and its solution will increase the competitiveness of farmers and sustainable rural development in line with national and EU policies.
- RENOVATE solution is an easy and attractive transfer tool that they can use to share practical knowledge with their partners.
- RENOVATE has been designed with the needs of farmers and advisors in mind.

Industry

- Producers of Plant Protection Products (PPP)
- Sprayer manufacturers
- Other suppliers whose products require training for their correct use.

Objectives

- To provide transparent and clear information about RENOVATE: what it is, its objectives and results.
- To inform and communicate about the RENOVATE solution and the environmental benefits of implementing the project solution.

Messages

- RENOVATE solution can be a certification tool for the management of PPPs or agricultural machinery.
- RENOVATE games and simulators could showcase some of the companies' products.
- RENOVATE will support the industry to meet the requirements of regulations (e.g. 127/2009/EC, ISO 16119, (EC) 1107/2009).

Training authorities

- Regional bodies responsible for agricultural training and development.
- Universities offering agricultural courses and conducting related research.
- Vocational Education and Training (VET) centres specialising in agricultural education.
- Training centres that provide continuous education and certification for agricultural professionals.

Objectives

- To provide transparent and clear information about RENOVATE: what it is, its objectives and results.
- To inform and communicate about the RENOVATE solution and the environmental benefits of implementing the project solution.

Messages

- Inform that the results of RENOVATE will generate synergies between research centres, universities, CAP Network (previous EIP-Agri) and national initiatives (GOs), increasing knowledge transfer and improving educational materials for training courses.
- RENOVATE platform/solution is useful as an official training tool as a unique source of information.

Policymakers

- European agencies involved in agriculture, rural development and sustainability and Directorates of the European Commission and other EU institutions.
- Officials and civil servants responsible for agricultural policy making and implementation. Legislators and decision-makers focused on improving agricultural competitiveness and sustainability at both national and EU level.
- National policy makers aligning their policies with EU directives and regulations

Objectives

- To provide transparent and clear information about RENOVATE: what it is, its objectives and results.
- To disseminate the progress made and results achieved during the project.
- To inform and communicate about the RENOVATE solution and the environmental benefits of implementing the project solution.

Messages

- RENOVATE will provide information on the level of knowledge and compliance with EU legislation.
- RENOVATE will design specific training packages that are ready to use, attractive and adapted to the official training needs.

Society

- General public with an interest in sustainable and rural development, as well as educated citizens who followed developments in agricultural innovation, digital tools and sustainability practices.
- Residents of rural areas who are directly affected by agricultural practices and policies.
- Urban populations who are consumers of agricultural products and are increasingly interested in sustainable and responsible agriculture.
- Community groups and local organisations that support agricultural initiatives.

Objectives

- To provide transparent and clear information about RENOVATE: what it is, its objectives and results.
- To inform and communicate about the RENOVATE solution and the environmental benefits of implementing the project solution.
- Publicise the Horizon Europe programme and the support received.

Messages

- RENOVATE supports sustainable agriculture for a greener future.
- RENOVATE supports agriculture in adopting innovation, digital tools and practical information for a more sustainable and efficient sector.
- RENOVATE will contribute to supporting rural communities.

Media

Objectives

- To provide transparent and clear information about RENOVATE: what it is, its objectives and results.
- To disseminate the progress made and results achieved during the project.
- To inform and communicate about the RENOVATE solution and the environmental benefits of implementing the project solution.

Messages

- Important companies in the sector are working to validate an innovative platform to increase the competitiveness of the agri-food sector.
- RENOVATE and the solution it proposes will lead to sustainable rural development in accordance with national and EU policies.
- RENOVATE contributes to rural development and makes agricultural enterprises attractive.
- RENOVATE has been designed with the needs of farmers and advisors in mind.

Annex No. 2

Audience Map

5. COMMUNICATION AND DISSEMINATION STRATEGY

With the foreseen objectives as a starting point, the strategic approach is to develop and implement the actions and tools, both the compulsory **actions and tools established in the Grant Agreement (Article 17) and those specifically designed for RENOVATE**, which allow to effectively communicate and disseminate the project, its progress and results.

According to the strategic approach, and in order to respond specifically to the **target audiences** and the **communication objectives**, the different communication actions have been designed using both internal and external communication tools.

Internal communication refers to the communication to be implemented with project partners and **external communication**, refers to communication towards farmers, advisors, related industry, policy makers, media and society at large.

The communication actions and elements to be developed in **this plan may have a variable temporary character**; some will be developed continuously during the whole duration of the project and others will be carried out at specific moments. Some actions and tools will be addressed in a particular way to some interest groups, but others will be common to all audiences.

In any case, to reach both internal and external audiences, RENOVATE will rely on tools such as **public relations, digital marketing, direct marketing, promotional marketing** and **internal communication** tools.

In parallel, the **dissemination strategy** of RENOVATE is designed to ensure that the **knowledge, tools and results generated by the project are effectively transferred to those actors who can directly use, replicate or further exploit them**, in line with Article 17 of the Grant Agreement and Horizon Europe requirements.

Dissemination activities focus primarily on **practice-oriented knowledge sharing**, targeting farmers, advisors, training authorities, industry stakeholders, researchers and policymakers. Special attention is given to the dissemination of **knowledge ready for practice** generated through the Advanced Knowledge Transfer Activities (AKTAs), including guidelines, training packages, audiovisual materials, cost-benefit analyses and Practice Abstracts, which will be made available through the RENOVATE Platform and relevant European knowledge repositories.

Dissemination actions will be implemented through a combination of **targeted and participatory formats**, such as demonstration days, workshops, open days, sectoral events, conferences, training sessions



and networking activities. These actions aim to support the **uptake of innovative solutions**, the adoption of sustainable crop management practices and the integration of RENOVATE results into existing training schemes and advisory services.

To maximise impact and reach, RENOVATE will rely on **existing professional networks and multipliers**, including farmers' associations, advisory services, AKIS structures, training institutions and European initiatives such as EU-FarmBook. Dissemination activities will be closely coordinated with project partners to ensure consistency of messages, avoid duplication of efforts and strengthen synergies with other EU-funded projects and initiatives.

Furthermore, to optimise the communication and dissemination of the project's progress, the actions of this communication and dissemination plan will be based on the **RENOVATE project partners' own channels and supports** (corporate websites of each of them, social media, newsletters, etc.), as well as on the communication and dissemination levers that can be offered by the rest of the identified target groups.

Finally, a **Report on sustainability** and exploitation plan will be designed as a separate deliverable (D6.4) to maintain project results and engagement with stakeholders beyond the duration of the project.

6. TACTICAL ACTION PLAN

Based on the communication objectives foreseen for the dissemination of the RENOVATE project, the Tactical Action Plan is detailed below, which includes the communication actions that will allow for the effective communication and dissemination of the RENOVATE project.

These communication actions form the core of this communication plan and are addressed to both internal and external audiences, according to the target audience groups identified:

PROJECT PARTNERS

○ **Communication Mix**

- Internal Communication
- Digital Marketing
- Public Relations

○ **Actions**

- Internal Operating Manual
- Project Technical Sheet
- Share Point
- Periodical Management Meetings
- RENOVATE's Website
- Events, Seminars, and Conferences
- Newsletter
- Networking Actions
- Digital Communication Tools (Social Media)
- Presentation Day/Open days of the AKTAs
- Kick-Off Meeting (KOM)
- Final Meeting



FARMERS (INCLUDING YOUNG AND SENIOR FARMERS AND WOMEN)

○ **Communication Mix**

- Digital Marketing
- Public Relations
- Promotional Marketing
- Direct Marketing
- Workshops and Events

○ **Actions**

- RENOVATE's Website
- Newsletter
- Digital Communication Tools (Social Media: Facebook, Youtube, Instagram, LinkedIn)
- Outreach Materials (brochures, video, infographic, etc.)
- Practical Demonstration Days
- Dissemination Materials (technical articles, scientific articles, Practice Summaries (PA), and AKTA Compilation Guides.
- Press Releases Prepared for Media Outlets (indirectly)

ADVISORS

○ **Communication Mix**

- Digital Marketing
- Public Relations
- Promotional Marketing
- Direct Marketing
- Workshops and Events

○ **Actions**

- RENOVATE's Website
- Newsletter
- Digital Communication Tools (Social Media)
- Outreach Materials (Roll-up, brochures, video, infographic, etc.)
- Practical Demonstration Days
- Dissemination Materials (technical articles, scientific articles, Practice Abstracts (PA), and AKTA Compilation Guides.
- Press Releases Prepared for Media Outlets (indirectly)
- Events Seminars, and Congresses

- Kick-Off Meeting (KOM)
- Final Meeting

INDUSTRY

○ **Communication Mix**

- Digital Marketing
- Public Relations
- Promotional Marketing
- Direct Marketing
- Workshops and Events

○ **Actions**

- RENOVATE's Website
- Newsletter
- Digital Communication Tools (Social Media)
- Outreach Materials (Roll-up, brochures, video, infographic, etc.)
- Practical Demonstration Days
- Dissemination Materials (technical articles, scientific articles, Practice Abstracts (PA), and AKTA Compilation Guides.
- Press Releases Prepared for Media Outlets (indirectly)

TRAINING AUTHORITIES

○ **Communication Mix**

- Digital Marketing
- Public Relations
- Promotional Marketing
- Direct Marketing
- Workshops and Events

○ **Actions**

- RENOVATE's Website
- Newsletter
- Digital Communication Tools (Social Media)
- Outreach Materials (Roll-up, brochures, video, infographic, etc.)
- Practical Demonstration Days



- Dissemination Materials (technical articles, scientific articles, Practice Abstracts (PA), and AKTA Compilation Guides.
- Press Releases Prepared for Media Outlets (indirectly)

POLICYMAKERS

○ **Communication Mix**

- Digital Marketing
- Public Relations
- Promotional Marketing
- Direct Marketing
- Workshops and Events

○ **Actions**

- RENOVATE's Website
- Newsletter
- Digital Communication Tools (Social Media)
- Outreach Materials (Roll-up, brochures, video, infographic, etc.)
- Practical Demonstration Days
- Press Releases Prepared for Media Outlets (indirectly)
- Dissemination Materials (technical articles, scientific articles, Practice Abstracts (PA), and AKTA Compilation Guides.
- Events, Seminars, and Conferences
- Kick-Off Meeting (KOM)
- Final Meeting

SOCIETY

○ **Communication Mix**

- Digital Marketing
- Public Relations
- Promotional Marketing
- Workshops and Events

○ **Actions**

- RENOVATE's Website
- Outreach Materials (brochure, video, infographic, etc.)
- Digital Communication Tools (Social Media)
- Press Releases

MEDIA

- **Communication Mix**

- Digital Marketing
- Public Relations
- Workshops and Events

- **Actions**

- RENOVATE's Website
- Newsletter
- Digital Communication Tools (Social Media)
- Press Releases
- Press Kit
- Interviews
- Articles

Annex No. 3

Tactical Action Plan

7. COMMUNICATION TOOLS

This section presents in more detail the key tools and elements of RENOVATE's communication and dissemination strategy. These communication tools have been developed under the premise of including both the compulsory actions and those designed for RENOVATE to complete the communication and dissemination proposal.

7.1 INTERNAL COMMUNICATION

SharePoint

SharePoint is a collaborative platform by Microsoft that serves as a secure, centralized space for RENOVATE Team to store, organize, and share information within the project.

All partners participating in the project have access to the site and are able to navigate through the different sections.

At the heart of RENOVATE SharePoint is the document library, a centralized repository where project files, documents, and other resources are stored, classified per Work Package. For a collaborative project like this, this library serves as a one-stop location for all team members to:

- **Upload** and **organize** project documents, including Word, Excel, PowerPoint files, and PDFs.
- **Share** documents directly from SharePoint by sending links instead of email attachments.
- **Co-author** documents in real-time with others, enabling multiple team members to edit a document simultaneously.

The RENOVATE SharePoint also counts on:

- A **News** section where partners can stay up to date on project progress and requirements.
- An **Agenda** containing information on next project events.
- A section to monitor the **Deliverables and Milestone progress**.

Microsoft SharePoint has the option to integrate other tools such as Power BI, Teams, OneDrive Sync, Power Automate, and so on, but at this stage of the project, it has been considered that it is not yet necessary to implement those. However, the option remains open and will be assessed during the project progress.

Internal Communication Manual

The **Internal Communication Manual** for the dissemination of the project is a document that aims to establish the operating rules that must regulate all the communication actions for the dissemination of the RENOVATE project. It constitutes the internal communication system and consists of the following blocks:

- **First Block:** Obligatory communication requirements.
- **Second Block:** Basic information about the project.
- **Third Block:** Internal protocol of operation for the partners.

7.2 EXTERNAL COMMUNICATION AND DISSEMINATION

Visual Identity

Creation of a logo and a visual identity

As a basic tool of the project, it includes a **Visual Identity Manual** that establishes the brand applications, chromatic standards and images and fonts.

It also includes the development of stationery, Powerpoint templates, presentations and Word templates for use in both internal and external actions.

Digital tools

Project website

The project website will serve as a means of dissemination of the project.

Project results, technical publications and dissemination material will be published on the website and will be accessible to all interested entities. In addition, a specific section for news and media is foreseen, as well as a networking section to share with other Horizon projects. It is envisaged in English.

It will be regularly updated to reflect the latest developments and ensure that all information is up to date and relevant. By providing a central and easily accessible platform, the website plays a crucial role in disseminating knowledge, encouraging community participation.

<https://renovateproject.eu/>

Social Media

RENOVATE has created social media accounts that will generate and share content relevant to farmers and other stakeholders.



<https://www.facebook.com/RenovateprojectEU>



<https://www.instagram.com/RenovateprojectEU>



<https://www.linkedin.com/company/renovateproject>



<https://www.youtube.com/@RenovateProjectEU>

Dissemination material

Notice Boards

Creation and development of information panels about the project.. Translation into all the languages of the RENOVATE partners.

Newsletter

Creation and development of a newsletter with general information about the project, progress and dissemination of results.

It is envisaged in digital format, in English and with a dissemination of at least 1 newsletter per year.

Flyers

Creation and development of an informative brochure or flyer with general information about the project.

It is envisaged in all languages of the RENOVATE project participants (English, Spanish, Portuguese, Italian, Czech, Greek and Polish).

Promotional Material

Development and production of different promotional material (roll-up, pens, notebooks...).

It is also foreseen the production of roll-ups (in English and in each of the languages of the project partners).

Audiovisual Material

The creation and development of the following audiovisual material is foreseen:

- 1 Informative **video of the project**
- 1 Informative **video about the platform**
- At least **6 infographics** about the project and activities

Media Relations

Another important action, as a key audience for targeting the project's messages, is the establishment and work with the media. The following tools to be developed are foreseen:

- Press releases
- Press kit
- Management of interviews

Events and Public Relations

In order to present and promote the project, RENOVATE plans to organise, attend or participate, both at European and national level, the following forums:

- Kick Off Meeting (KOM) in Barcelona, organised by the UPC
- Participation in at least 6 Conferences/Congresses and/or relevant Industrial Events related to the topic (SUPROFRUIT, IAPA, EURAGENG, ICPA, FIMA, EIMA, SITEVI, AGRITECHNICA).
- 15 Practical Demonstration Days, to promote the adoption of the RENOVATE App among new users. These days are designed to demonstrate in a practical way the results obtained during the agricultural practice implemented by the AKTAs (Advanced Knowledge Transfer Activities).
- 8 communication events (one per country) aimed at public administrations with decision-making capacity.
- Project closing event in Brussels.
- A study of possible forums and events of interest for RENOVATE's participation is planned.

Network for Intensive Communication

As part of the project's communication and dissemination activities, solid networks will be established with other EU initiatives.

These networks are crucial for fostering collaboration, sharing knowledge, and amplifying the impact of the RENOVATE project across Europe. By connecting with a wide range of EU initiatives, RENOVATE aims to enhance its dissemination efforts, integrate best practices, and align its objectives with broader European strategies for sustainable agriculture.

The establishment of these networks involves proactive engagement with key stakeholders, including research institutions, industrial bodies, policymakers, and other EU-funded projects. This engagement will facilitate information exchange, promote joint activities, and support the coordinated implementation of innovative solutions in the agricultural sector.

Networking Activities

Participation in **at least 10 networking activities among key stakeholders** to showcase and promote the results of RENOVATE.

Dissemination Materials

Scientific Articles

At least 3 scientific articles in JCR journals focused on crop protection (**STOTEN, PMS, PA**) and educational aspects (**Agricultural Systems, International Journal of Sustainability in Higher Education, IJAS**).

Technical Articles

Preparation of at least 16 technical articles (2 per country) about RENOVATE activities.

Practice Abstracts (PA)

Development of 100 PAs related to RENOVATE results. The goal is to provide innovative knowledge and practices to improve crop management and sustainability.

These abstracts will follow the guidelines of the **EIP-Agri Network/EU CAP Network** and the common format for multi-actor projects and thematic networks under Horizon.

Planned dissemination:

- **Month 18 (M18):** Delivery of 10 practice abstracts.
- **Month 36 (M36):** Delivery of 30 practice abstracts.
- **Month 48 (M48):** Delivery of 60 practice abstracts.

Compilatory Guides for AKTA

Development of a Guide following the guidelines for implementing practical results and best practices derived from the project, facilitating their adoption by the agricultural sector.

- Compilation of guides from AKTA in **WP4**, which will be disseminated through website, newsletters, and social media.
- Dissemination of 15 multimedia materials (YouTube, X, etc.) developed in each AKTA

After Plan / Sustainability Plan

An **After Plan/Sustainability Plan** is planned to be designed once the project concludes to maintain communication channels and stakeholder engagement beyond the project's duration (Deliverable 6.4). The objective is to ensure maximum dissemination of the project and the RENOAVTE tool.

Annex No. 4

Communication Summary

7.3 MANDATORY ACTIONS

Horizon Europe projects must comply with certain regulations for **communication, visibility, and acknowledgment of EU funding**. These are essential to meet program requirements and ensure that the EU's contribution is publicly recognized (Art 17 Grant Agreement).

Key Requirements and Regulations for Acknowledging EU Funding

1. EU Emblem and Funding Acknowledgment

Mandatory: All public communication, dissemination activities, and project materials **must include the EU emblem and an explicit acknowledgment of funding**. The standard text for this acknowledgment is:

"This project has received funding from the European Union's Horizon Europe research and innovation program under grant agreement No 101134024."

EU Emblem Guidelines: The emblem must be displayed correctly and proportionally, following the official EU guidelines regarding colour, size, and placement. It must be visible and distinct from other logos or graphics:



The EU Emblem can be downloaded here:
https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

2. Project Communication Materials

Printed and Digital Materials: Brochures, flyers, reports, and websites must include the EU emblem and acknowledgment of funding. This requirement also applies to presentations, videos, and infographics.

Social media and Press Releases: Any social media posts, press releases, or online articles must also acknowledge EU funding, especially when disseminating project results or achievements.

3. Disclaimer on EU Responsibility

Recommended: All publications and communication materials should include a disclaimer indicating that the European Union is not responsible for the use of the information contained in these materials. This disclaimer is typically presented as follows:

"The opinions and views expressed are solely those of the authors and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the REA can be held responsible for them."

4. Mandatory Acknowledgment in Scientific Publications

Open Access and Recognition: All peer-reviewed scientific publications resulting from the project must acknowledge Horizon Europe funding and be open access. This includes using the standard funding acknowledgment and mentioning any specific project details listed in the GA (Grant Agreement).

5. Visibility in Events and Public Participation

In public events, presentations, or workshops organized by the project, the EU emblem and funding acknowledgment must be displayed on materials such as presentation slides, banners, or event invitations.

It is also essential to include the project logo and mention the project website in all materials developed and produced.

For more details, refer to **Article 17 of the Grant Agreement**.

8. MONITORING

The **RENOVATE** project will establish a comprehensive monitoring tool (Deliverable D7.2) to gather and monitor all communication and dissemination actions undertaken by project partners. This document will serve as a central repository for tracking progress, measuring impact, and ensuring that all activities align with the project's goals and objectives.

By maintaining detailed records and regularly reviewing performance, **RENOVATE** can ensure continuous improvement and maximize the reach and effectiveness of its dissemination efforts.

Effective measurement of the **RENOVATE** project's communication and dissemination activities is crucial to ensure that the project's objectives are being met and that the impact is maximized. This section outlines the key metrics and evaluation strategies for each target audience, providing a comprehensive approach to tracking and assessing the success of our efforts.

The Key Performance Indicators (KPI) established in the Grant Agreement are described in the table below:

Communication and Dissemination KPIs

| Target audience | KPIs | Evaluation Method |
|------------------------------|---|--|
| Farmers | 10.000 Users Engaged | Platform analytics to monitor user registrations and activity |
| Farmers | 140 Directly Involved in AKTAs | Attendance records and feedback forms. |
| Advisors | 370 Directly involved in RENO VATE activities | Registration and participation data from focus groups, meetings, and events. |
| Advisors | 2.000 Indirectly Reached | Social media and website analytics to gauge indirect reach. |
| Agriculture-related industry | 90 Sprayers Trained | Training session attendance and certification records. |
| Agriculture-related industry | 5 National associations involved | Partnership and involvement agreements with national associations. |
| Training authorities | 3.400 Stakeholders Directly Involved | Attendance records from workshops, conferences and training sessions. |
| EU Policymakers | 3 Policy Briefs Produced | Documentation and dissemination records of policy briefs. |
| EU Policymakers | 2 EIP-Focus Groups Organized | Attendance and engagement metrics from EIP-Focus Groups. |
| Society | 4 TV programs broadcasted | Viewer statistics and audience feedback for TV programs. |
| Society | 15 Demo Days Organized | Attendance records and participant feedback from demo days |

9. TIMING AND CALENDAR

This section provides a visual representation of the communication and dissemination strategy timeline, highlighting key actions and events.

| | DECL | M5 | Task 8.1.1 | Task 8.1.2 | Task 8.1.3 | Task 8.1.4 | Task 8.1.6 | Task 8.1.7 | Task 8.1.9 | Task 8.1.10 | Task 8.2.4 | Task 8.2.5 | Task 8.2.6 | Task 8.2.7 |
|-----|--|--|--|---|--|---|--|--|--|---|---|--|---|--|
| | Deliverables regarding communication a dissemination | Milestones regarding communication a dissemination | Participation in at least 6 relevant Conferences /Congress and/or Industry Events linked with the topic (SUPPROFRUIT). | 15 Practical Demo days, to promote the adoption of the RENOvATE App, amongst new users. | Participation in at least 10 networking activities among key actors to raise awareness of RENOvATE results | 8 communication events (one per country) aimed at public administrations with decision-making capacity. | At least 3 scientific articles in JCR based on crop protection (STOTEN, PMS, PA) and on educational aspects (Agricultural) | Preparation of at least 16 technical articles (2 per country) about RENOvATE activities. | Guidelines collected from AKTAs in WP4 will be disseminated through website, newsletter, social media. | Dissemination of 15 multimedia material (YouTube, Twitter...) | Setup of the social media for the project | Flyers, infographics, posters and other audio-visual material. Creation and push of social media accounts. | Preparation and send out of Newsletter and Press Releases for a maximised number of stakeholders. | Kick Off Meeting (KOM) in Barcelona (UPC) and final Conference in Brussels |
| M1 | may-24 | | | | | | | | | | Social Media Setup | | | Kick Off Meeting (KOM) Barcelona (UPC) |
| M2 | jun-24 | | | | | | | | | | | | | |
| M3 | jul-24 | | | | | | | | | | | Flyers, infographics, posters and other audio-visual material (1) | | |
| M4 | ago-24 | | | | | | | | | | | | Newsletter and Press Releases (1) | |
| M5 | sep-24 | | Milestone 4: RENOvATE official website launch | | | | | | | | | | | |
| M6 | oct-24 | D7.1 Communication and dissemination plan, visual identity manual | Milestone 2: Communication and Dissemination strategy plan available for review | | | Communication event aimed at public administrations with decision - making capacities (1) | | | | | Multimedia Material (1) | | | |
| M7 | nov-24 | | | Participation in at least 6 relevant events: EMA | | | | | | | | | | |
| M8 | dic-24 | | | | | | | | | | | | Newsletter (2) | |
| M9 | ene-25 | | | | | | | | | | | Flyers, infographics, posters and other audio-visual material (1) | | |
| M10 | feb-25 | | | Participation in at least 6 relevant events: FMA | | | | | | | | | | |
| M11 | mar-25 | | | | Networking activity (1) | | | | | | | | | |
| M12 | abr-25 | D7.2 C&D Monitoring Tool | | | | Communication event aimed at public administrations with decision - making capacities (2) | | | AKTAs collected from WP4 dissemination | | Multimedia Material (3) | | Newsletter (3) | |
| M13 | may-25 | | | | | | | | | | | | | |
| M14 | jun-25 | | | | | | | | | | | | | |
| M15 | jul-25 | | | | | | | | | | Multimedia Material (4) | | | |
| M16 | ago-25 | | | | Networking activity (2) | | | | | | | | Newsletter (4) | |
| M17 | sep-25 | | | Participation in at least 6 relevant events: SUPPROFRUIT | | | | | | | | | | |
| M18 | oct-25 | D8.4 Report on communication activities impact (1) D8.1 Report on prep. and publication of Practice Abstracts (10 PA) | | | | Communication event aimed at public administrations with decision - making capacities (3) | Scientific article in JCR (1) | | AKTAs collected from WP4 dissemination | | Multimedia Material (5) | | | |

| | | DEL | MS | Task 8.1.1 | Task 8.1.2 | Task 8.1.3 | Task 8.1.4 | Task 8.1.6 | Task 8.1.7 | Task 8.1.9 | Task 8.1.10 | Task 8.2.4 | Task 8.2.5 | Task 8.2.6 | Task 8.2.7 |
|--------------------|--------|--|--|--|---|--|---|---|--|--|--|---|--|---|--|
| | | Deliverables regarding communication a dissemination | Milestones regarding communication a dissemination | Participation in at least 6 relevant Conferences /Congress and/or Industry Events linked with the topic (SUPROFRUIT, | 15 Practical Demo days, to promote the adoption of the RENOVATE App, amongst new users. | Participation in at least 10 networking activities among key actors to raise awareness of RENOVATE results | 8 communication events (one per country) aimed at public administrations with decision-making capacity. | At least 3 scientific articles in JCR based on crop protection (STOTEN, PMS, PA) and on educational aspects (Agricultural | Preparation of at least 16 technical articles (2 per country) about RENOVATE activities. | Guidelines collected from AKTAs in WP4 will be disseminated through website, newsletter, social media, | Dissemination of 15 multimedia material (YouTube, Twitter...) developed on every | Setup of the social media for the project | Flyers, infographics, posters and other audio-visual material. Creation and push of social media accounts. | Preparation and send out of Newsletter and Press Releases for a maximised number of stakeholders. | Kick Off Meeting (KOM) in Barcelona (UPC) and final Conference in Brussels |
| REPORTING PERIOD 2 | M19 | nov-25 | | Participation in at least 6 relevant events: AGRITECHNICA | | Networking activity (3) | | | | | | | | | |
| | M20 | dic-22 | | Participation in at least 6 relevant events: SITEVI | | | | | Two technical article (1) | | | | | | |
| | M21 | ene-26 | | | Practical Demo Day (1) | | | | | | | | | Newsletter (5) | |
| | M22 | feb-26 | | | | Networking activity (4) | | | | | | | | | |
| | M23 | mar-26 | | | Practical Demo Day (2) | | | | Two technical article (2) | | | | | | |
| | M24 | abr-26 | | | | | Communication event aimed at public administrations with decision - making capacities (4) | | | | | | | | Newsletter (6) |
| | M25 | may-26 | | | Practical Demo Day (3) | | | | | | | | | | |
| | M26 | jun-26 | | | | | | | | | | | | | |
| | M27 | jul-26 | | | Practical Demo Day (4) | Networking activity (5) | | | | | | | | | |
| | M28 | ago-26 | | | | | | | | | | | | | |
| | M29 | sep-26 | | | Practical Demo Day (5) | | | | | Two technical article (3) | | | | | Newsletter (7) |
| | M30 | oct-26 | | | | | | Communication event aimed at public administrations with decision - making capacities (5) | | | | | | | |
| | M31 | nov-26 | | | Practical Demo Day (6) | | | | | | | | | | |
| | M32 | dic-26 | | | | Networking activity (6) | | | | | | | | | |
| | M33 | ene-27 | | | Practical Demo Day (7) | | | | | Two technical article (4) | | | | | |
| | M34 | feb-27 | | | | | | | | | | | | | |
| M35 | mar-27 | | | Practical Demo Day (8) | | | Communication event aimed at public administrations with decision - making capacities (6) | | | | | | | | |
| M36 | abr-27 | D8.5 Report on communication activities impact (2) D8.2 Report on prep. and publication of Practice Abstracts (30 PA) | | | | Networking activity (7) | | | | | | | | | |
| | | | | | Practical Demo Day (9) | | | Scientific article in JCR (2) | Two technical article (5) | | | | | Newsletter (8) | |

| | DEL | M5 | Task 8.1.1 | Task 8.1.2 | Task 8.1.3 | Task 8.1.4 | Task 8.1.6 | Task 8.1.7 | Task 8.1.9 | Task 8.1.10 | Task 8.2.4 | Task 8.2.5 | Task 8.2.6 | Task 8.2.7 |
|-----|--|--|--|---|--|---|---|--|--|--|---|--|---|--|
| | Deliverables regarding communication a dissemination | Milestones regarding communication a dissemination | Participation in at least 6 relevant Conferences (Congress and/or Industry Events linked with the topic (SUPROFRUIT, | 15 Practical Demo days, to promote the adoption of the RENOVATE App, amongst new users. | Participation in at least 10 networking activities among key actors to raise awareness of RENOVATE results | 8 communication events (one per country) aimed at public administrations with decision-making capacity. | At least 3 scientific articles in JCR based on crop protection (STOTEN, PMS, PA) and on educational aspects (Agricultural | Preparation of at least 16 technical articles (2 per country) about RENOVATE activities. | Guidelines collected from AKTAs in WP4 will be disseminated through website, newsletter, social media. | Dissemination of 15 multimedia material (YouTube, Twitter...) developed on every | Setup of the social media for the project | Flyers, infographics, posters and other audio-visual material. Creation and push of social media accounts. | Preparation and send out of Newsletter and Press Releases for a maximised number of stakeholders. | Kick Off Meeting (KOM) in Barcelona (UPC) and final Conference in Brussels |
| M37 | may-27 | | | | | | | | | | | | | |
| M38 | jun-27 | | | Practical Demo Day (10) | | | | | | | | | | |
| M39 | jul-27 | | | | Networking activity (8) | | | | | | | | | |
| M40 | ago-27 | | | Practical Demo Day (11) | | | | Two technical article (6) | | | | | Newsletter (9) | |
| M41 | sep-27 | | | | | | | | | | | | | |
| M42 | oct-27 | | | Practical Demo Day (12) | | Communication event aimed at public administrations with decision - making capacities (7) | | | AKTAs collected from WP4 dissemination | Multimedia Material (13) | | | | |
| M43 | nov-27 | | | | Networking activity (9) | | | | | | | | | |
| M44 | dic-27 | | | Practical Demo Day (13) | | | | Two technical article (7) | | | | | Newsletter (10) | |
| M45 | ene-28 | | | | | | | | | | | Flyers, infographics, posters and other audio-visual material (1) | | |
| M46 | feb-28 | | | Practical Demo Day (14) | | | | | | | | | | |
| M47 | mar-28 | | | | | | | | | | | | | |
| M48 | abr-28 | D8.6 Report on communication activities impact (3) | | Practical Demo Day (15) | Networking activity (10) | | | | | | | | | |
| M49 | abr-28 | D8.3 Report on prep. and publication of Practice Abstracts (60 PA) | | | | Communication event aimed at public administrations with decision - making capacities (8) | Scientific article in JCR (3) | Two technical article (8) | AKTAs collected from WP4 dissemination | Multimedia Material (15) | | | Newsletter and Press Releases (11) | Final Conference in Brussels |

The calendar document can be found in the following link: [RENOVATE C&D Calendar](#) .

10. ANNEXES

ANNEX NO. 1 KEY MESSAGES

The project

- RENOVATE is a European project that aims to foster the exchange of practical knowledge between farmers to boost innovation, digitalisation and sustainability in crop management.
- Under the title “Development of an easy-to-use interactive platform to RENOVATE training experiences and networking for farmers in the field of sustainable crop management”, this project addresses one of the biggest challenges for modern agriculture: improving efficiency in the use of Plant Protection Products while reducing their environmental impact.
- To promote sustainable and digital agriculture through the exchange of practical knowledge, RENOVATE envisages the creation of a digital platform available to farmers to access specialised, innovative and practical training.
- In order to develop the RENOVATE project, **3 main objectives** have been set.
 - The first one is related to the identification of farmers’ needs with regard to training programmes on crop protection, factors and challenges influencing the degree of adoption of new technologies and legislation. In this sense, work will be done on the proposal of tailor-made solutions derived from the planned Focus Groups.
 - Secondly, the development of tailor-made, easy-to-understand and practical training contents is envisaged, to be disseminated on the RENOVATE platform in a didactic way. In this way, farmers and advisors are expected to have easy access to training materials and official databases and information. In addition, the implementation of online games, simulators and the incorporation of artificial intelligence are important innovations that will contribute to the improvement of training.
 - The third objective is to accelerate the adoption of innovative and new technologies by implementing Advanced Knowledge Transfer Actions (AKTAs), intensifying cooperation between researchers, advisors and farmers, building on previous research projects and Operational Groups. It should also be noted that other developments obtained in the framework of the European

projects will be implemented in a practical way in RENOVATE actions.

The solution: a comprehensive platform

- To promote digitalisation in the agricultural sector and optimise the use of crop protection products for more efficient and sustainable agricultural production, RENOVATE will work on the development of a unique, attractive and comprehensible one-stop training platform to improve farmers' access to specialised training and practical knowledge.
- Through games, simulations, practical databases and the creation of a networked community to share knowledge and available materials, these farmers will be able to learn more sustainable, innovative and digital crop management. This will make it easier for them to ensure the efficient application of Integrated Pest Management, as well as to understand and comply with the EU legislative framework that affects them.
- The RENOVATE platform will provide farmers, advisors and training programme managers with centralised access to new and existing resources, applicable legislative information, best practices, practical and real data (including cost information) on the implementation of innovations in the field of plant protection optimisation, incorporating innovative technologies such as online games and simulators.

The consortium

- The consortium developing RENOVATE is made up of 16 entities from 8 European countries, under the coordination of the Agricultural Mechanisation Unit of the Universitat Politècnica de Catalunya (UPC).
- The consortium developing RENOVATE has a multidisciplinary character, as it brings together experts and reference entities, such as universities, research centres, public administrations, technological companies, associations, cooperatives and SMEs.
- In addition to the coordinator, RENOVATE is formed as well by: the Italian University of Turin (UNITO), the National Institute for Agronomic Research in France (INRAe), the Portuguese farmer advisors DaTerra, the Belgian institute PCFruit (intensive R&D centre), the Polish Institute of Horticulture (INHORT), the Ministry of Agriculture of Cyprus, the Italian Regional Agency of Sardinia (LAORE), the Czech Phytomedicine Society (CPS), the main farmers' cooperative in Cyprus (PEK), the Federation of Agri-Food Cooperatives of the Valencian Community (CACV), the Spanish companies TALLENTTO and VIRMEDEX, and the Italian company HORTA. The consortium also includes the Spanish consultancy

ARTICA INGENIERÍA E INNOVACIÓN (artica+i) and the Italian national research centre (CNR-Stems).

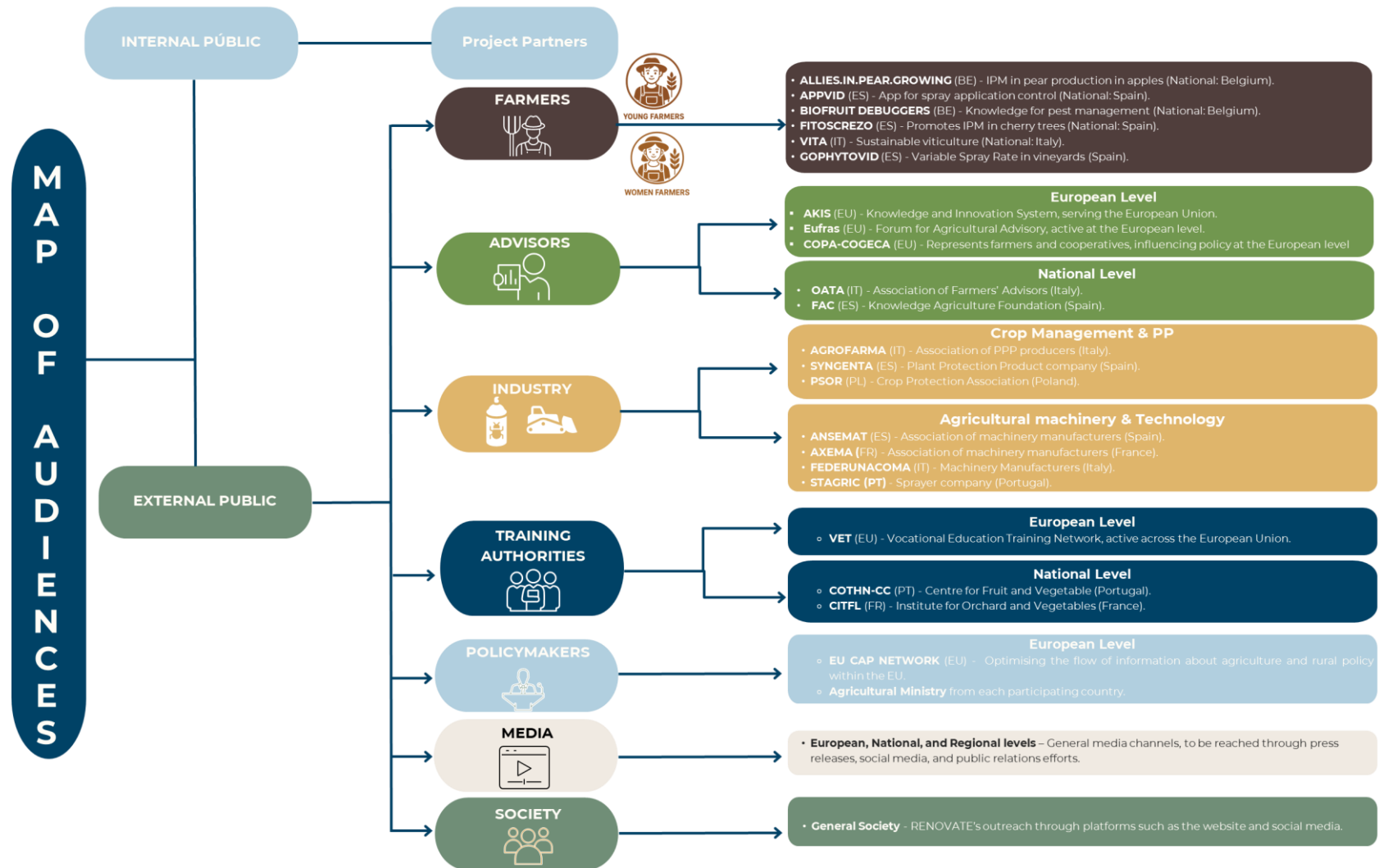
Expected Impact

- The development of RENOVATE is intended to provide a decisive impetus for a comprehensive transformation and modernisation of the agricultural sector through the promotion of knowledge, innovation and digitalisation.
- The RENOVATE platform is expected to bring together, in an easy and attractive way, the practical, didactic and legislative knowledge available to optimise the use of Plant Protection Products and improve sustainable crop management.
- Through RENOVATE, the aim is to reduce and optimise the use of Plant Protection Products in a sustainable way, thereby reducing soil and water pollution and protecting diversity. While RENOVATE initially concentrates on 3D crops, the modular and flexible design of the platform enables its future expansion to other crops as the project matures and the user community grows.
- The solution is designed to be inclusive and accessible for young and women farmers, as well as to small farm owners, thus addressing common barriers to innovation uptake. It prioritises user-friendly digital tools, practical training, and real-life farming scenarios to support skills development and informed decision-making. By lowering technical and entry barriers, the solution empowers these groups to adopt sustainable practices and actively contribute to the future of European agriculture.
- It is expected to contribute to the objectives of the European Green Deal, promoting a greener and more sustainable agriculture, compatible with the objectives of reducing carbon emissions and preserving the natural environment.

Funding

- RENOVATE will have a duration of 4 years and has a budget of €3 million funded under the Horizon Europe programme.
- Horizon Europe is the European Union's largest research and innovation programme, with a budget of €95.5 billion for the period 2021 – 2027. It supports research to address global challenges such as climate change, food security and sustainability.

ANNEX NO. 2 MAP OF AUDIENCES



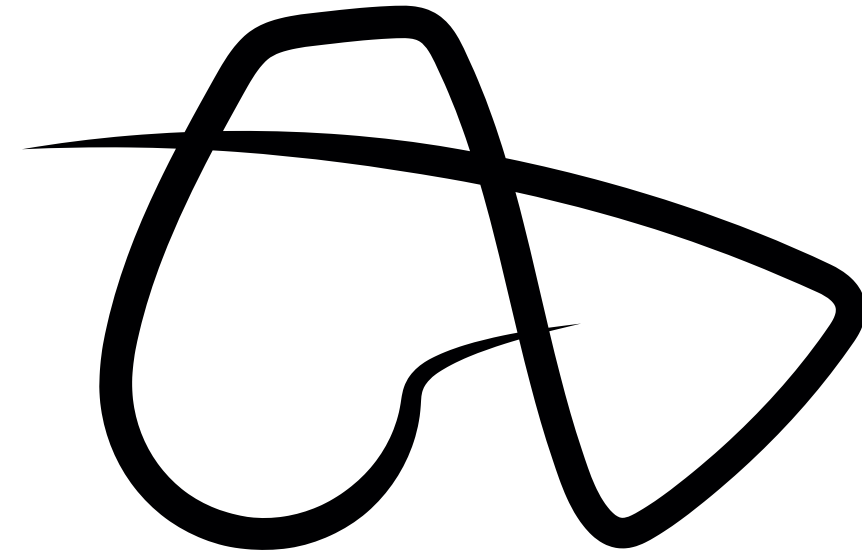
ANNEX NO. 3 TACTICAL ACTION PLAN

| RENOVATE COMMUNICATION ACTIONS | | | | | | | | | | | | | | | | | | | |
|--------------------------------|--|--------------------------------|-------------------------|-------------------------------|---------------------|--------------|---------------------------------|------------|--------------------|------------------------------|----------|------------------|---------------|-----------|----------|-------------------------|----------------|--------------------|------------|
| Target Audience | Communication Mix | Internal Communications Manual | Project Technical Sheet | SharePoint and Doc repository | Periodical meetings | RENOVATE Web | Events, seminars and congresses | Newsletter | Networking actions | Digital Tools (Social Media) | Demodays | Kick off Meeting | Final Meeting | Press Kit | Articles | Dissemination Materials | Press Releases | Outreach Materials | Interviews |
| Project Partners | Internal Communication Digital Marketing Public Relations | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | | |
| Farmers | Digital Marketing Direct Marketing Promotional Marketing Public Relations | | | | | ✓ | | ✓ | | ✓ | ✓ | | | | | ✓ | ✓ | ✓ | |
| Advisors | Digital Marketing Direct Marketing Promotional Marketing Public Relations | | | | | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | | | ✓ | ✓ | ✓ | |
| Industry | Digital Marketing Direct Marketing Promotional Marketing Public Relations | | | | | ✓ | | ✓ | | ✓ | ✓ | | | | | ✓ | ✓ | ✓ | |
| Training Authorities | Digital Marketing Direct Marketing Promotional Marketing Public Relations | | | | | ✓ | | ✓ | | ✓ | ✓ | | | | | ✓ | ✓ | ✓ | |
| Policymakers | Digital Marketing Direct Marketing Promotional Marketing Public Relations | | | | | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | | | | ✓ | ✓ | |
| Media | Digital Marketing Public Relations | | | | | ✓ | | ✓ | | ✓ | | | | ✓ | ✓ | | ✓ | | ✓ |
| Society in general | Digital Marketing Promotional Marketing Public Relations | | | | | ✓ | | ✓ | | ✓ | | | | | | | ✓ | ✓ | |

ANNEX NO. 4 COMMUNICATION SUMMARY

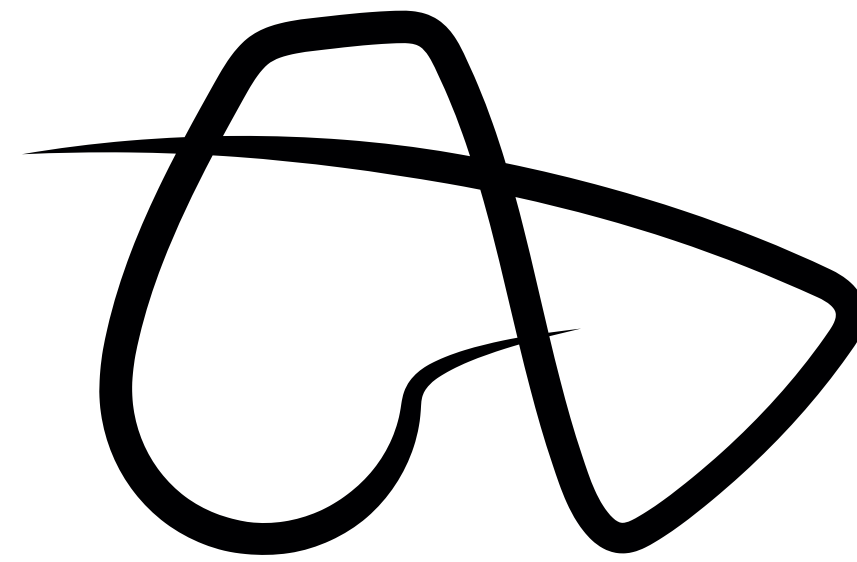
| RENOVATE COMMUNICATION SUMMARY | | | | |
|--------------------------------|--|--|--|--|
| Target Audience | Objectives | Message | Communication Mix | Actions |
| Project Partners | <ul style="list-style-type: none"> - To optimise the flow of information between partners to ensure a smooth and efficient communication of the project. - To systematise and structure the information in a way that ensures an efficient and transparent management of the project communication. | <ul style="list-style-type: none"> - Convey the need for coordination between partners for effective project communication. - Convey the need for fluid communication to create synergies between partners. | <ul style="list-style-type: none"> - Internal Communication - Digital Marketing - Public Relations | <ul style="list-style-type: none"> - Internal Operating Manual - Project Technical Sheet - Share Point - Periodical Management Meetings - RENOVATE's Website - Events, Seminars, and Conferences - Newsletter - Networking Actions - Digital Communication Tools (Social Media) - Presentation Day/Demoday? of the Pilot Plant - Kick-Off Meeting KOM - Final Meeting - RENOVATE's Website - Newsletter |
| Farmers | <ul style="list-style-type: none"> - To provide transparent and clear information about RENOVATE: what it is, its objectives and results. - To give relevant information about the activities carried out in the framework of the project. - To inform and communicate about the RENOVATE solution and the environmental benefits of implementing the project solution. | <ul style="list-style-type: none"> - Convey that the project provides a centralised source of know how. - To inform that RENOVATE is the perfect partner to share practical information, needs and expectations. - Convey that adopting innovation in this field is easy and beneficial (cost reduction, optimisation of PPPs, increased sustainability, legislative success). - To inform that RENOVATE contributes to rural development and makes agricultural enterprises attractive. | <ul style="list-style-type: none"> - Digital Marketing - Public Relations - Promotional Marketing - Direct Marketing | <ul style="list-style-type: none"> - Digital Communication Tools (Social Media) - Outreach Materials (brochures, video, infographic, etc.) - Practical Demonstration Days - Dissemination Materials (technical articles, scientific articles, Practice Abstracts (PA), and AKTA Compilation Guides. - Press Releases Prepared for Media Outlets (indirectly) - RENOVATE's Website - Newsletter |
| Advisors | <ul style="list-style-type: none"> - To provide transparent and clear information about RENOVATE: what it is, its objectives and results. - To give relevant information on the activities carried out in the framework of the project. - To inform and communicate about the RENOVATE solution and the environmental benefits of implementing the project solution. | <ul style="list-style-type: none"> - Communicate that RENOVATE and its solution will increase the competitiveness of farmers and sustainable rural development in line with national and EU policies. - To inform that the RENOVATE solution is an easy and attractive transfer tool that they can use to share practical knowledge with their partners. - To inform that RENOVATE has been designed with the needs of farmers and advisors in mind. | <ul style="list-style-type: none"> - Digital Marketing - Public Relations - Promotional Marketing - Direct Marketing | <ul style="list-style-type: none"> - Digital Communication Tools (Social Media) - Outreach Materials (Roll-up, brochures, video, infographic, etc.) - Practical Demonstration Days - Dissemination Materials (technical articles, scientific articles, Practice Abstracts (PA), and AKTA Compilation Guides. - Press Releases Prepared for Media Outlets (indirectly) - Events Seminars, and Congresses - Kick-Off Meeting (KOM) - Final Meeting - RENOVATE's Website - Newsletter |
| Industry | <ul style="list-style-type: none"> - To provide transparent and clear information about RENOVATE: what it is, its objectives and results. - To inform and communicate about the RENOVATE solution and the environmental benefits of implementing the project solution. | <ul style="list-style-type: none"> - Convey that RENOVATE solution can be a certification tool for the management of PPPs or agricultural machinery. - Inform that RENOVATE games and simulators could showcase some of the companies' products. - Convey that RENOVATE will support the industry to meet the requirements of regulations (e.g. 177/2009/EC, ISO 16119, (IEC) 1107/2009). | <ul style="list-style-type: none"> - Digital Marketing - Public Relations - Promotional Marketing - Direct Marketing | <ul style="list-style-type: none"> - Digital Communication Tools (Social Media) - Outreach Materials (Roll-up, brochures, video, infographic, etc.) - Practical Demonstration Days - Dissemination Materials (technical articles, scientific articles, Practice Abstracts (PA), and AKTA Compilation Guides. - Press Releases Prepared for Media Outlets (indirectly) - RENOVATE's Website - Newsletter |
| Training Authorities | <ul style="list-style-type: none"> - To provide transparent and clear information about RENOVATE: what it is, its objectives and results. - To inform and communicate about the RENOVATE solution and the environmental benefits of implementing the project solution. | <ul style="list-style-type: none"> - Inform that the results of RENOVATE will generate synergies between research centres, universities, EIP-Agri and national initiatives (GOs), increasing knowledge transfer and improving educational materials for training courses. - Inform that the RENOVATE platform/solution is useful as an official training tool. | <ul style="list-style-type: none"> - Digital Marketing - Public Relations - Promotional Marketing - Direct Marketing | <ul style="list-style-type: none"> - Digital Communication Tools (Social Media) - Outreach Materials (Roll-up, brochures, video, infographic, etc.) - Practical Demonstration Days - Dissemination Materials (technical articles, scientific articles, Practice Abstracts (PA), and AKTA Compilation Guides. - Press Releases Prepared for Media Outlets (indirectly) |
| Policymakers | <ul style="list-style-type: none"> - To provide transparent and clear information about RENOVATE: what it is, its objectives and results. - To disseminate the progress made and results achieved during the project. - To inform and communicate about the RENOVATE solution and the environmental benefits of implementing the project solution. | <ul style="list-style-type: none"> - Convey that RENOVATE will provide information on the level of knowledge and compliance with EU legislation. - Inform that RENOVATE will design specific training packages that are ready to use, attractive and adapted to your needs. - Convey that important companies in the sector are working to validate an innovative platform to increase the competitiveness of the agri food sector. | <ul style="list-style-type: none"> - Digital Marketing - Public Relations - Promotional Marketing - Direct Marketing | <ul style="list-style-type: none"> - RENOVATE's Website - Newsletter - Digital Communication Tools |
| Media | <ul style="list-style-type: none"> - To provide transparent and clear information about RENOVATE: what it is, its objectives and results. - To disseminate the progress made and results achieved during the project. - To inform and communicate about the RENOVATE solution and the environmental benefits of implementing the project solution. | <ul style="list-style-type: none"> - Convey that RENOVATE and the solution it proposes will lead to sustainable rural development in accordance with national and EU policies. - To inform that RENOVATE contributes to rural development and makes agricultural enterprises attractive. - To inform that RENOVATE has been designed with the needs of farmers and | <ul style="list-style-type: none"> - Digital Marketing - Public Relations | <ul style="list-style-type: none"> - RENOVATE's Website - Newsletter - Digital Communication Tools (Social Media) - Press Releases - Press Kit - Interviews - Articles |
| Society in general | <ul style="list-style-type: none"> - To provide transparent and clear information about RENOVATE: what it is, its objectives and results. - To inform and communicate about the RENOVATE solution and the environmental benefits of implementing the project solution. - Publicise the Horizon Europe programme and the support received. | <ul style="list-style-type: none"> - To inform that RENOVATE supports sustainable agriculture for a greener future. - Convey that RENOVATE supports agriculture in adopting innovation, digital tools and practical information for a more sustainable and efficient sector. RENOVATE will contribute to supporting rural communities. | <ul style="list-style-type: none"> - Digital Marketing - Public Relations - Promotional Marketing | <ul style="list-style-type: none"> - RENOVATE's Website - Outreach Materials (brochure, video, infographic, etc.) - Digital Communication Tools (Social Media) - Press Releases |

ANNEX NO. 5 VISUAL IDENTITY MANUAL



RENOVATE

VISUAL IDENTITY MANUAL

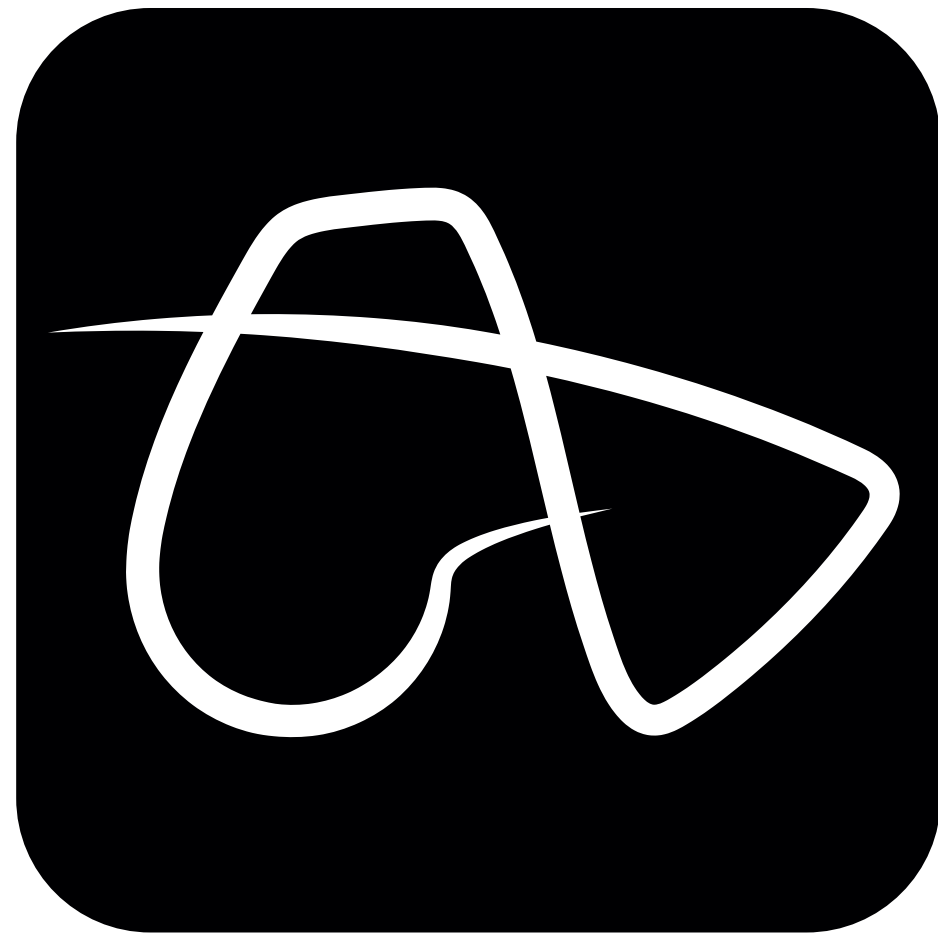


RENOVATE



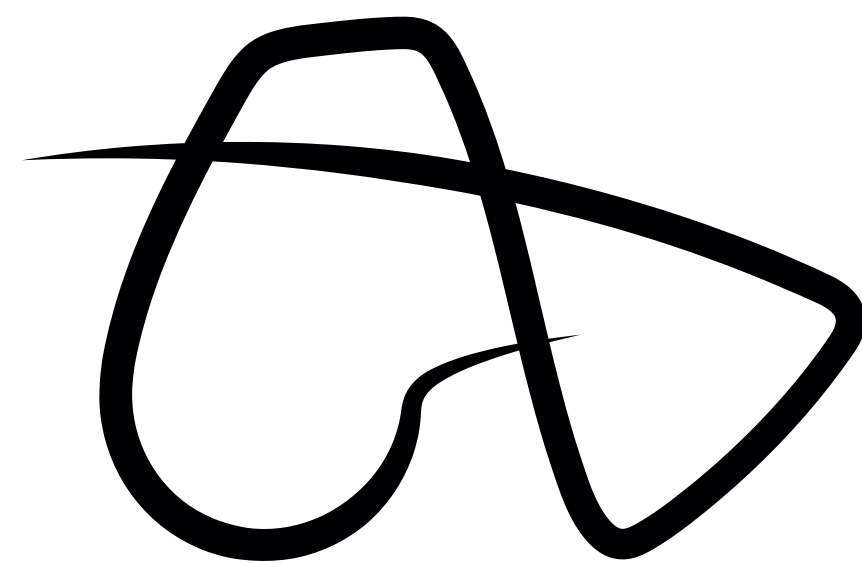
VISUAL IDENTITY

The brand image is considered as an imagotype, a combination of logo + isotype or symbol.



VISUAL IDENTITY, THE SYMBOL

The symbol may be used independently of the logo as long as it is represented within the shape shown here.



RENOVATE

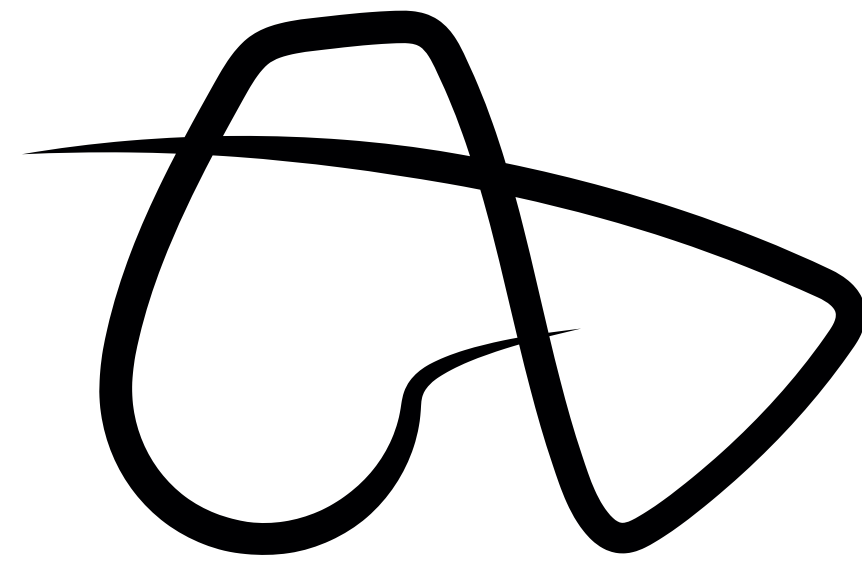


BRAND COLOUR

The brand is only represented in one colour: black.



PANTONE BLACK 6C
Color CMYK: 60 / 60 / 60 / 100
Color RGB: 9 / 4 / 0

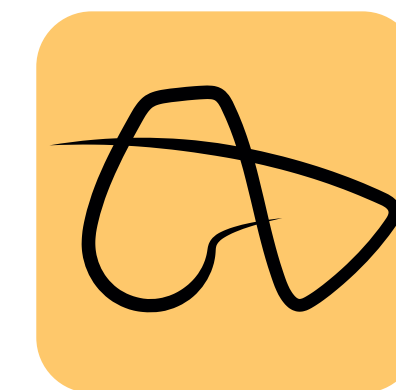


RENOVATE

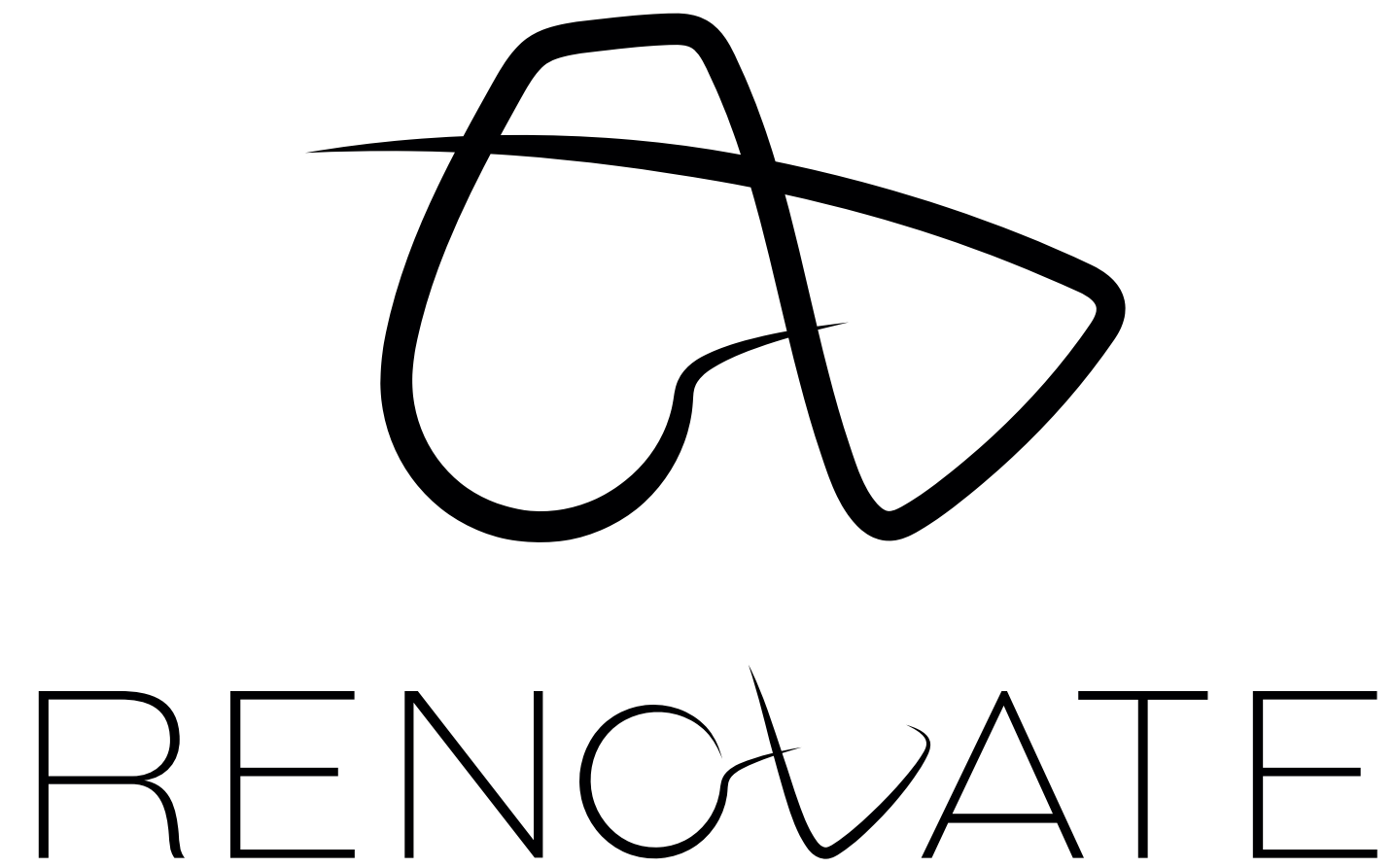



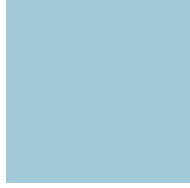
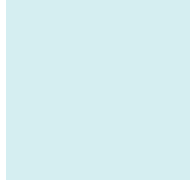

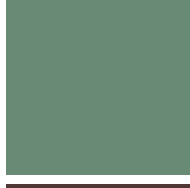

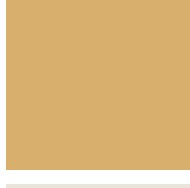
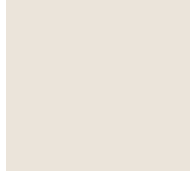
PRIMARY COLOURS

The primary colour may be used to represent the symbol when it operates independently of the logo, and in its format with the colour block.



CMYK: 0 / 23 / 67 / 0
RGB: 255 / 204 / 102
#FFCC66

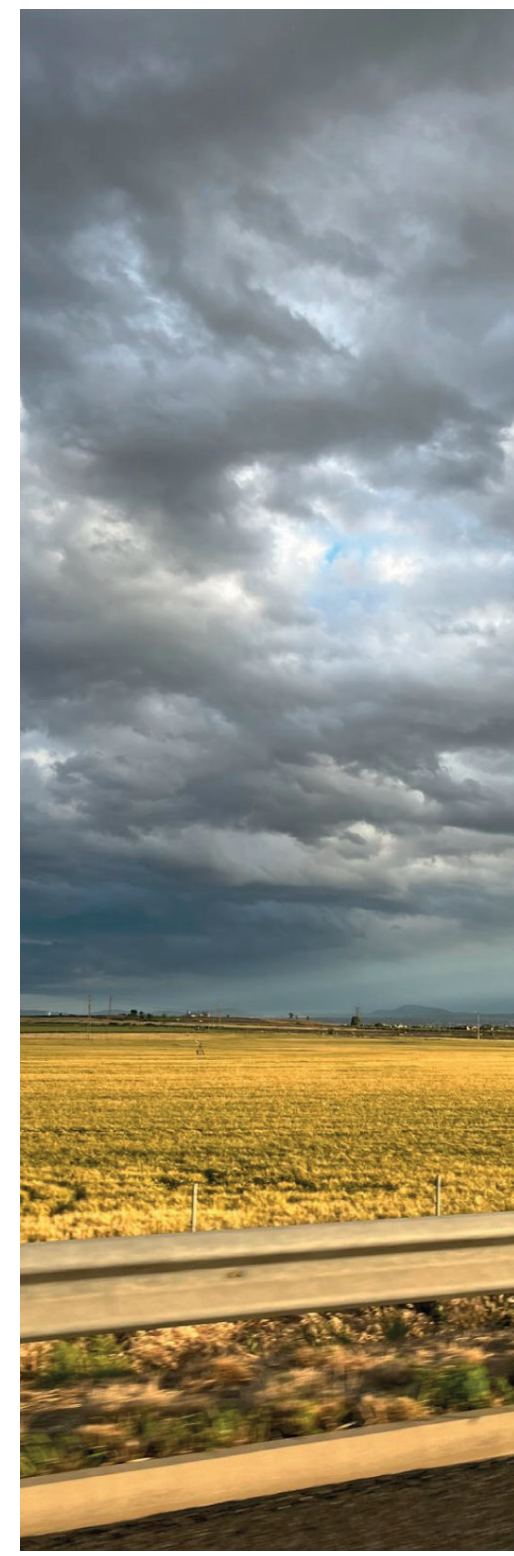


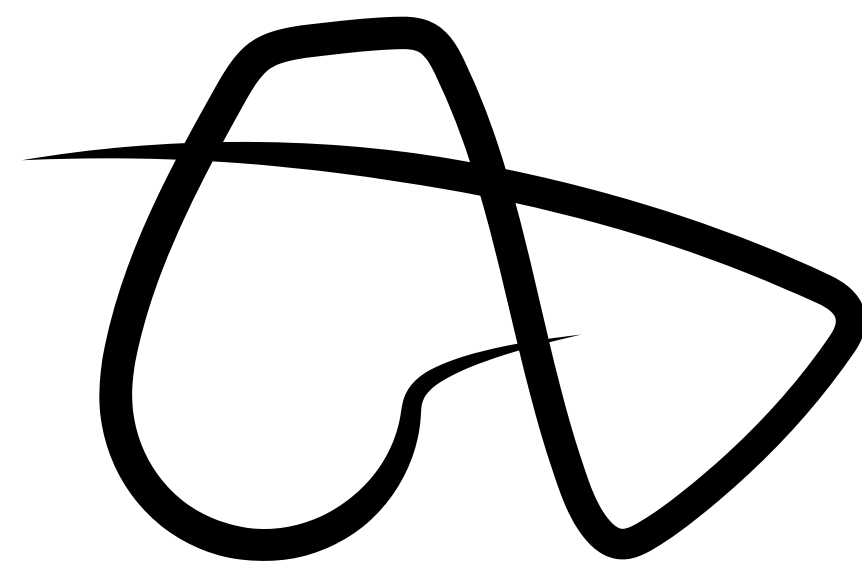
| | |
|---|---|
|  | CMYK: 100 / 70 / 35 / 25 RGB: 0 / 66 / 102 |
|  | CMYK: 35 / 10 / 10 / 0 RGB: 177 / 207 / 223 |
|  | CMYK: 15 / 0 / 5 / 0 RGB: 224 / 241 / 245 |
|  | CMYK: 60 / 20 / 80 / 10 RGB: 113 / 151 / 79 |
|  | CMYK: 60 / 30 / 55 / 10 RGB: 112 / 142 / 119 |
|  | CMYK: 45 / 62 / 53 / 57 RGB: 90 / 62 / 60 |
|  | CMYK: 15 / 30 / 65 / 0 RGB: 223 / 181 / 107 |
|  | CMYK: 7 / 8 / 12 / 0 RGB: 240 / 234 / 226 |



SECONDARY COLOURS

A range of secondary colours has been created to strengthen its corporate colour range based on the shades we perceive from the countryside.





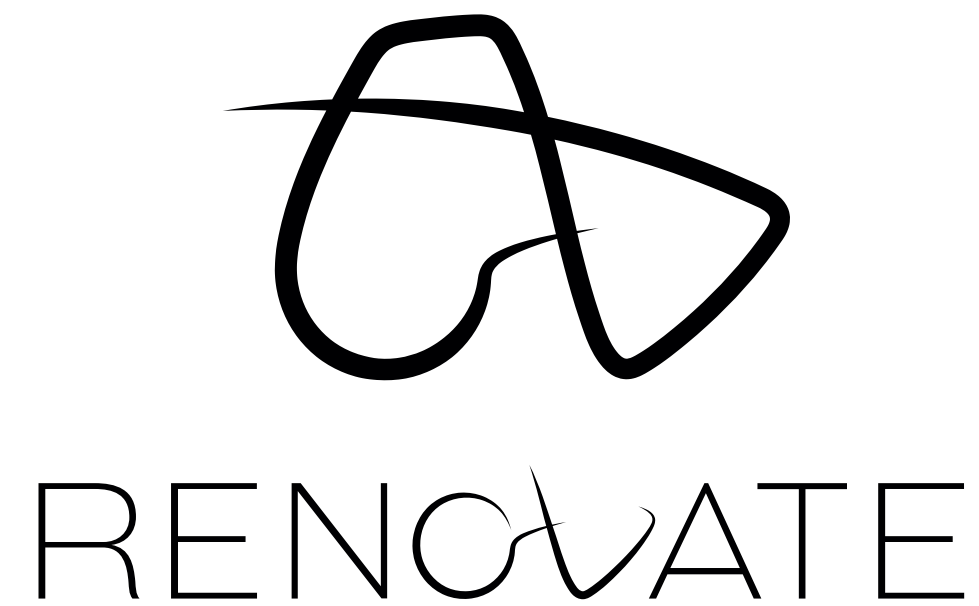
RENOVATE



CORPORATE FONTS

The font used for the naming is the "galderglynn titling extra light".

ABCDEFGHIJKLMNOPQRSTUVWXYZ



Montserrat Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat ExtraLight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

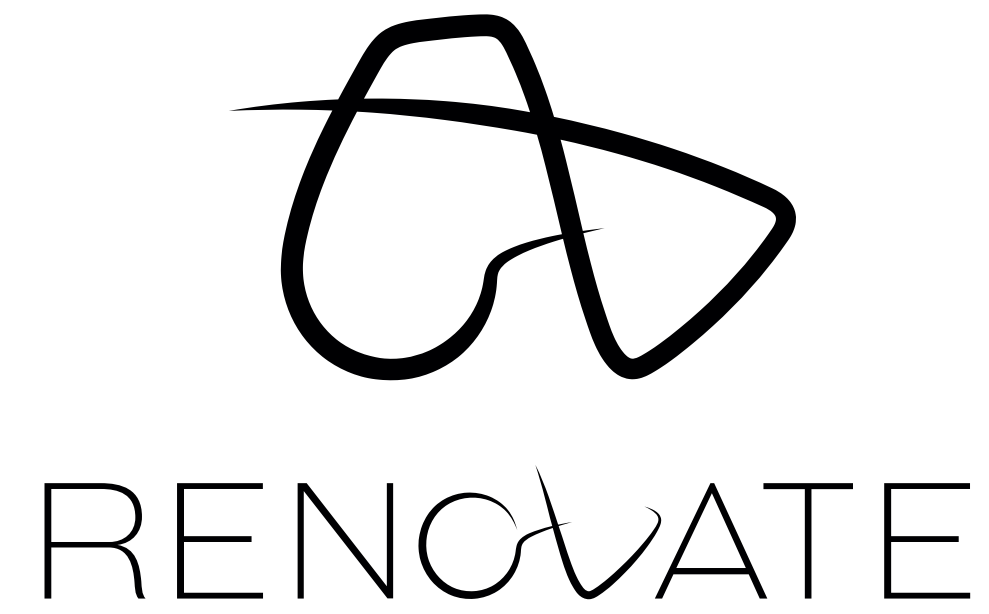
Montserrat ExtraBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



FONTS FOR ADVERTISING AND PUBLICATIONS USE

For use in publications and advertising material, we propose the use of the Montserrat typeface. It complements perfectly with the corporate font, is specially designed for the composition of long texts and can be used in nine different weights (Thin, ExtraLight, Light, Regular, Medium, SemiBold, Bold, ExtraBold and Black).

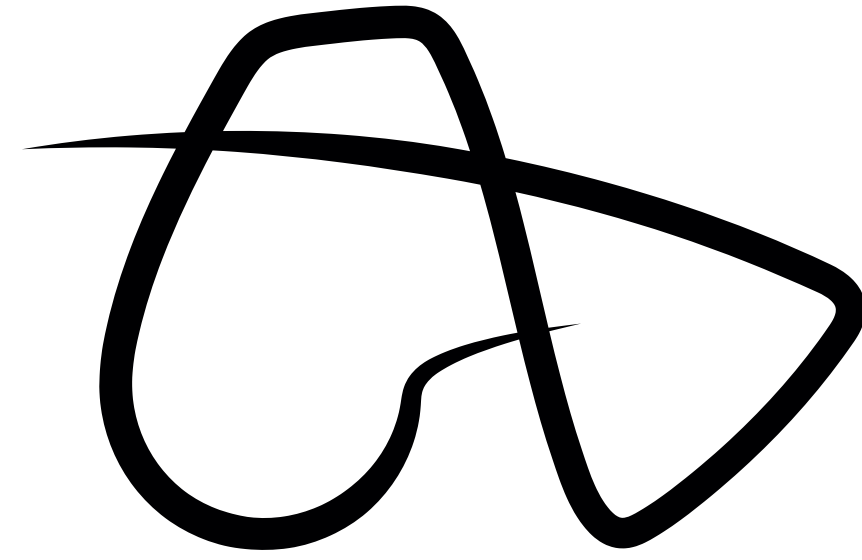


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PARTNERS AND EU LOGOS

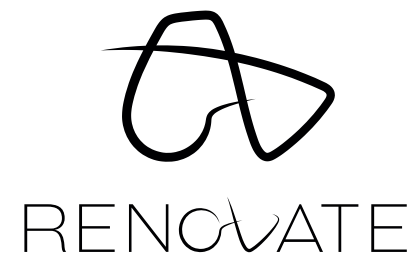
All partner entity logos will need to have the same size.



RENOVATE



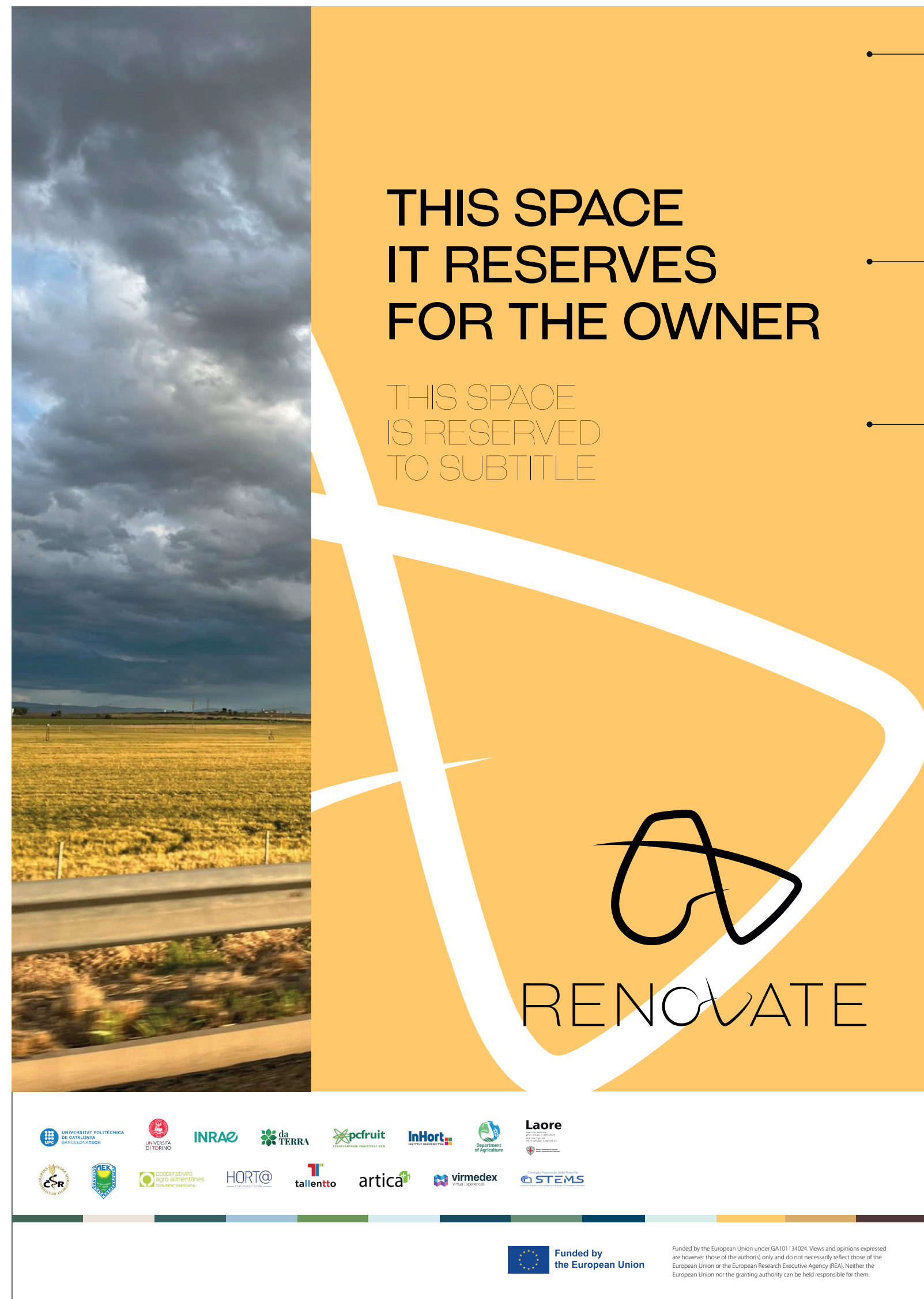
CORPORATE TEMPLATES



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CORPORATE TEMPLATES. LETTER



CMYK: 0 / 23 / 67 / 0
 RGB: 255 / 204 / 102

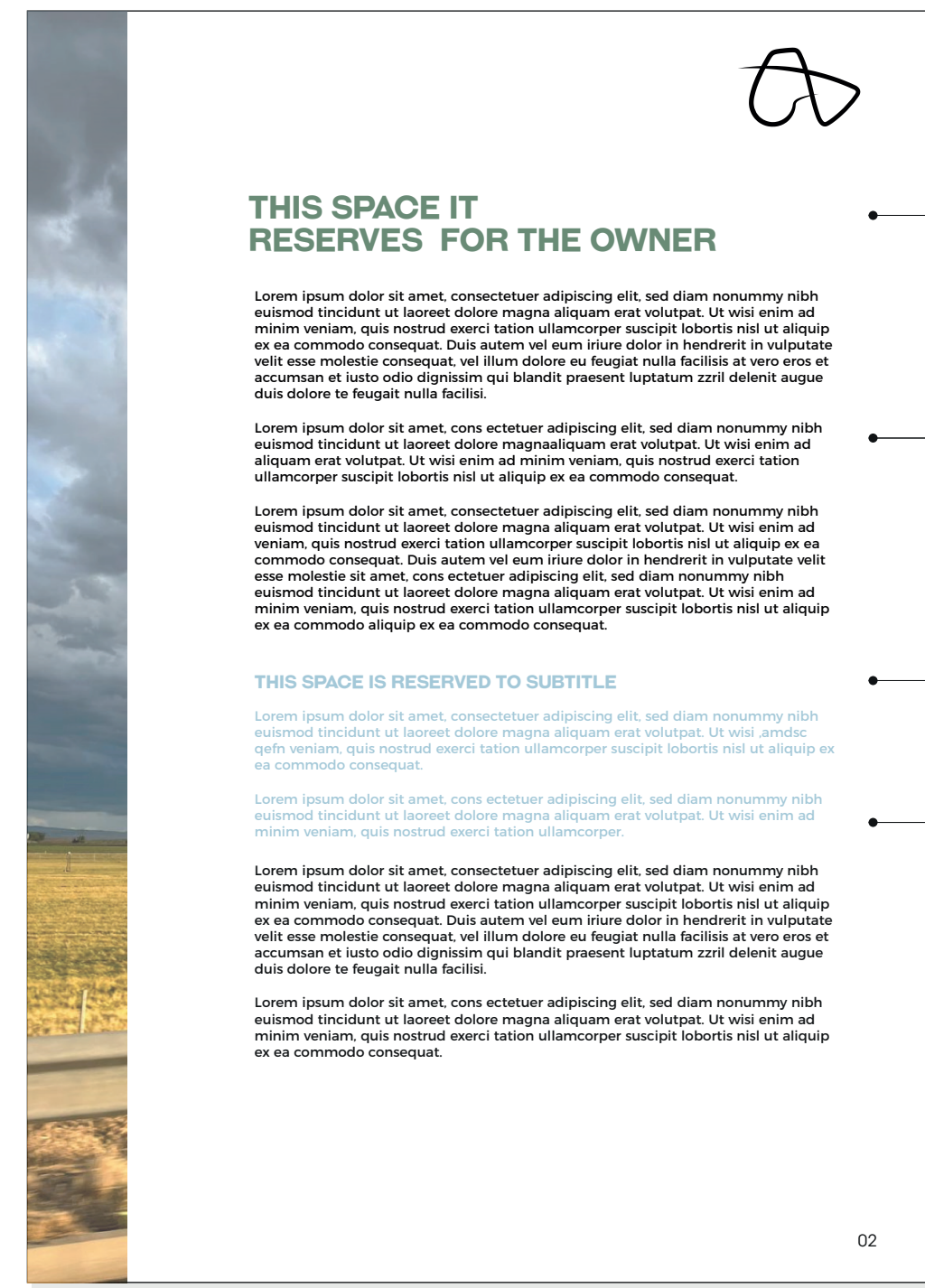
Galderglynn Titling Book 33 pt.
 Interlineado 37 pt.
 PANTONE BLACK 6C
 Color CMYK: 60 / 60 / 60 / 100
 Color RGB: 9 / 4 / 0

Galderglynn Titling UltraLigh 22 pt.
 Interlineado 23 pt.
 PANTONE BLACK 6C
 Color CMYK: 60 / 60 / 60 / 100
 Color RGB: 9 / 4 / 0



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FRONT PAGE



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 Interlineado 22 pt.
 Color CMYK: 60 / 30 / 55 / 10
 Color RGB: 112 / 142 / 119

Montserrat Regular 9 pt.
 Interlineado (10,8 pt.)
 PANTONE BLACK 6C
 Color CMYK: 60 / 60 / 60 / 100
 Color RGB: 9 / 4 / 0

Galderglynn Titling Bold 12 pt.
 Interlineado (14,4 pt.)
 Color CMYK: 35 / 10 / 10 / 0
 Color RGB: 177 / 207 / 223

Montserrat Regular 9 pt.
 Interlineado (10,8 pt.)
 Color CMYK: 35 / 10 / 10 / 0
 Color RGB: 177 / 207 / 223

INSIDE PAGE

CORPORATE TEMPLATES, WORD TEMPLATE; FRONT PAGE AND COVER

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 Interlineado 37 pt.
 PANTONE BLACK 6C
 Color CMYK: 60 / 60 / 60 / 100
 Color RGB: 9 / 4 / 0

CMYK: 0 / 23 / 67 / 0
 RGB: 255 / 204 / 102



FRONT PAGE

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 Interlineado 23 pt.
 PANTONE BLACK 6C
 Color CMYK: 60 / 60 / 60 / 100
 Color RGB: 9 / 4 / 0



INSIDE PAGE

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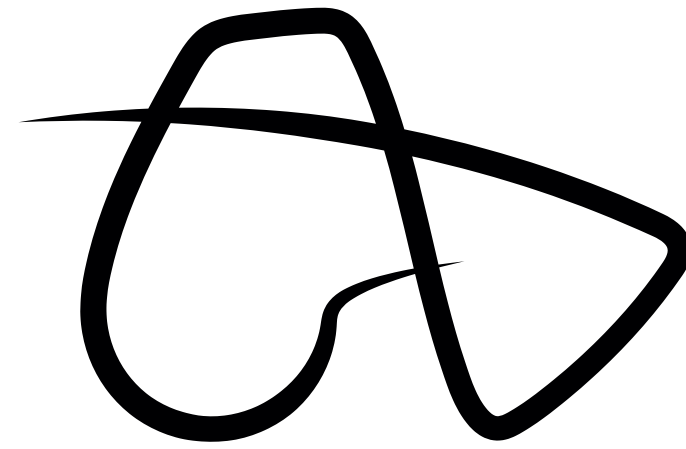
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 Interlineado (14,4 pt.)
 Color CMYK: 35 / 10 / 10 / 0
 Color RGB: 177 / 207 / 223

Montserrat Regular 9 pt.
 Interlineado (10,8 pt.)
 Color CMYK: 35 / 10 / 10 / 0
 Color RGB: 177 / 207 / 223



CORPORATE TEMPLATES, POWERPOINT TEMPLATE; FRONT PAGE AND COVER



RENOVATE