

# WG3 Dissemination and application

T3.1 Dissemination and application action plan

Activities: A3.1.1 Design and monitoring of "Dissemination and application action plan".

D3.1 Dissemination and application action plan (M12)

**COST Action CA20108 FAIR NETWORK OF MICROMETEOROLOGICAL MEASUREMENTS (FAIRNESS)**

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# Background

**FAIRNESS dissemination and exploitation strategy is based on the assumption that the Action results should be made visible to the wider research community as well as to the specialised and general public.**

By **research media** (articles, journals, books, conference presentations, upgraded **teaching materials** and **experimental methods**, (virtual) science cafes, the internet, and social media/networks.

# Background

The plan for dissemination and exploitation of FAIRNESS results is based on the following key elements: **(a) addressing target user groups and (b) visibility/availability of the results and Micromet\_KSP.**

# Background

Another very important aspect **is to guarantee people accredited information that allows them to increase their cultural background.** This happens more and more often in contexts outside of formal information, using on-line resources, in professional refresher courses, in courses of social activities for volunteering. In essence, **continuous training represents a challenge for the future and the results of the COST action can and must play a leading role in this context.**

# Background

Dissemination towards the research and education community is planned in the form of:

- publicly open workshops
- training schools
- meetings
- reports from STSMs posted on the project web page
- scientific publications in open-access peer reviewed journals
- scientific conference presentations
- research social networks
- the project web page
- lectures and training material for undergraduate master and PhD students

# Background

**Establish FAIRNESS “neighboring” community** through communication and joint meetings with ongoing projects and measurement networks, COST actions, international organizations and agencies sharing the same interest or using data and information managed by FAIRNESS is one the main objective of this FAIRNESS’s Dissemination and application plan.

# Background

The **general public will be informed about the highlights of the project outcomes through:**

- popular lectures
- articles in newspapers
- the FAIRNESS web page and Newsletter and social networks (e.g. Facebook, Instagram, Twitter, Research gate, Academia).

**These outcomes and training materials for undergraduates will be preferably made available in national languages of FAIRNESS participants.**

# Background

In summary, measures to maximize the impact for all addressed target groups will be reached by the following support activities:

- **Publishable results of networking activities will be disseminated to the wider community by the FAIRNESS web page and Micromet\_KSP as its element;**
- **Training Schools and workshop materials, lectures and exercises will be adapted for University lectures and publicly shared (also in national languages of the FAIRNESS participants by demand);**
- **Related papers published during or shortly after the end of the Action will be published as open-access papers (according to the Action budget).**
- **Understanding of the Action results for the general public.**



## Why a dissemination and communication plan? How to implement it ?

During the Action, the inventory of “**neighboring**” community members and participants interested in cooperation with FAIRNESS will be permanently updated.

The initial **list of international organizations and a large-scale Pan-European project interested in sharing data, knowledge and expertise with FAIRNESS will be implemented during the project life.**

Further extension of knowledge exchange and introduction of new research fields will open a window of opportunity for new challenges and approaches,

in particular, **Micromet\_KSP will introduce FAIRNESS “adjoining” community and its results as much as possible. At the same time a list of potential FAIRNESS “adjoining” community members will be updated and permanent communication maintained.**

# Why a dissemination and communication plan? How to implement it ?

**A communication and dissemination strategy will be designed and implemented to maximize impact beyond the lifetime of the project.**

**This strategy will be part of the WG3 (D3.1) that summarizes the partner's actions related to dissemination and communication of the project results and will be developed and updated by WG3 members.**

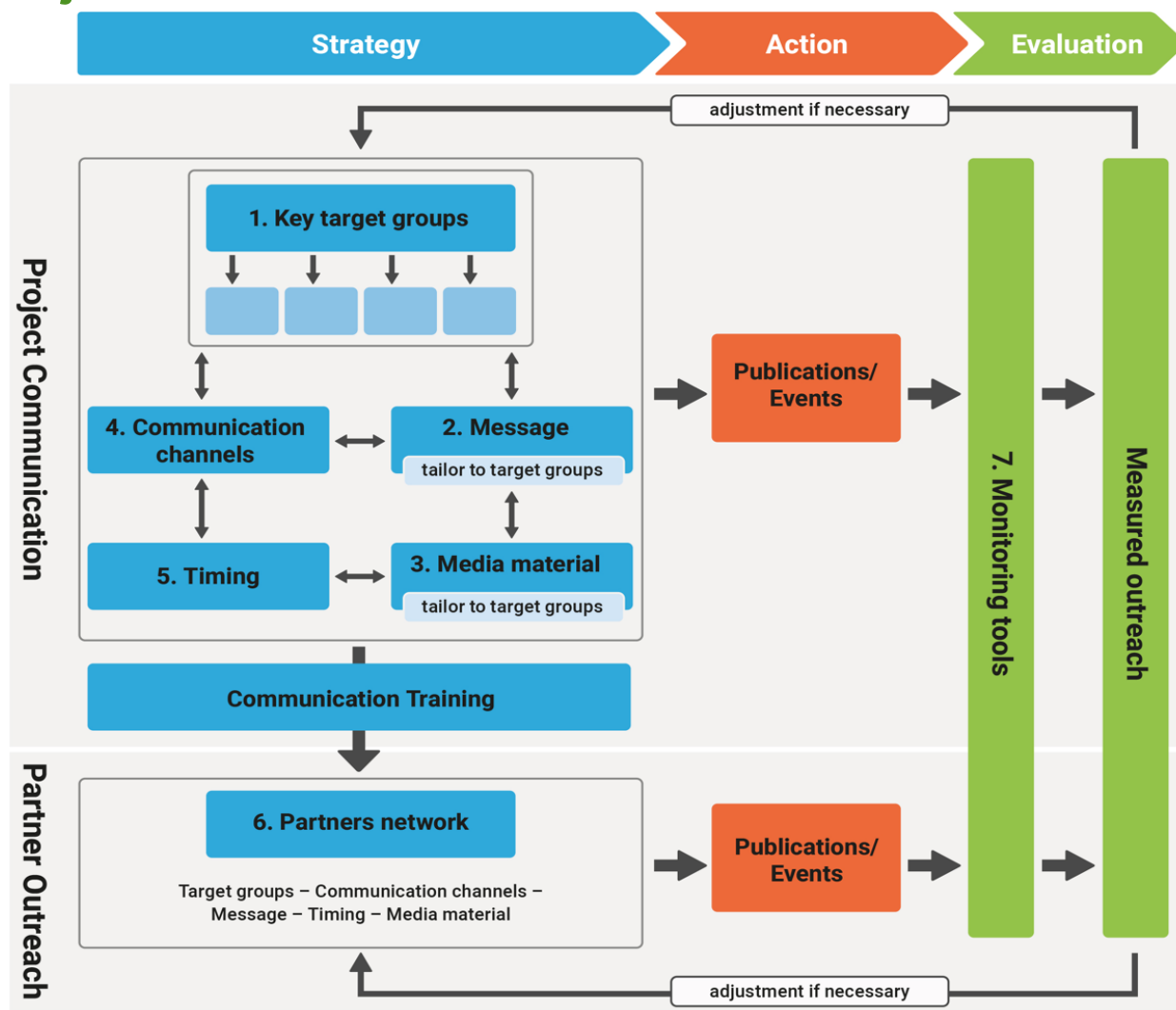
The plan contains a list of targeted stakeholders

Target Group	Stakeholder groups (EU)	Examples	Country	Contact person (COST/stakeholder)
<b>Scientific community</b>	- Universities & Research centers	Articles and oral and poster presentation at conferences co-authored by scholars involved in FAIRNESS		
<b>Higher Education</b>	- Students and lecturers of various disciplines, (agriculture, environmental studies)	Participation in workshops and summer schools		
<b>Institutions/ Organizations</b>	- Farmer associations & farmer cooperatives - Landowner associations			
<b>Industry/ Business/SME</b>	- crops producers - Agrometeorological tools producers - seed & pesticide producers			
<b>Policymakers/ government organizations</b>	- Local / Regional governments incl. authorities involved in rural and urban development - National ministries in agriculture and the environment & EU authorities Environmental Protection Agency -Institute of Public Health - NGOs promoting the environment, rural development or sustainable farming			
<b>Media</b>	-Science, farming urban climate and environment publications and/or journalists - Generic media outlets (national/regional/local) incl. online publications -Project web page -Social networks (via official project profiles on Youtube, Instagram, Facebook and Twitter)	Articles and reports published in scientific and public media journals.  Posts on official profile at social networks		

# The main goals of the Communication and Dissemination

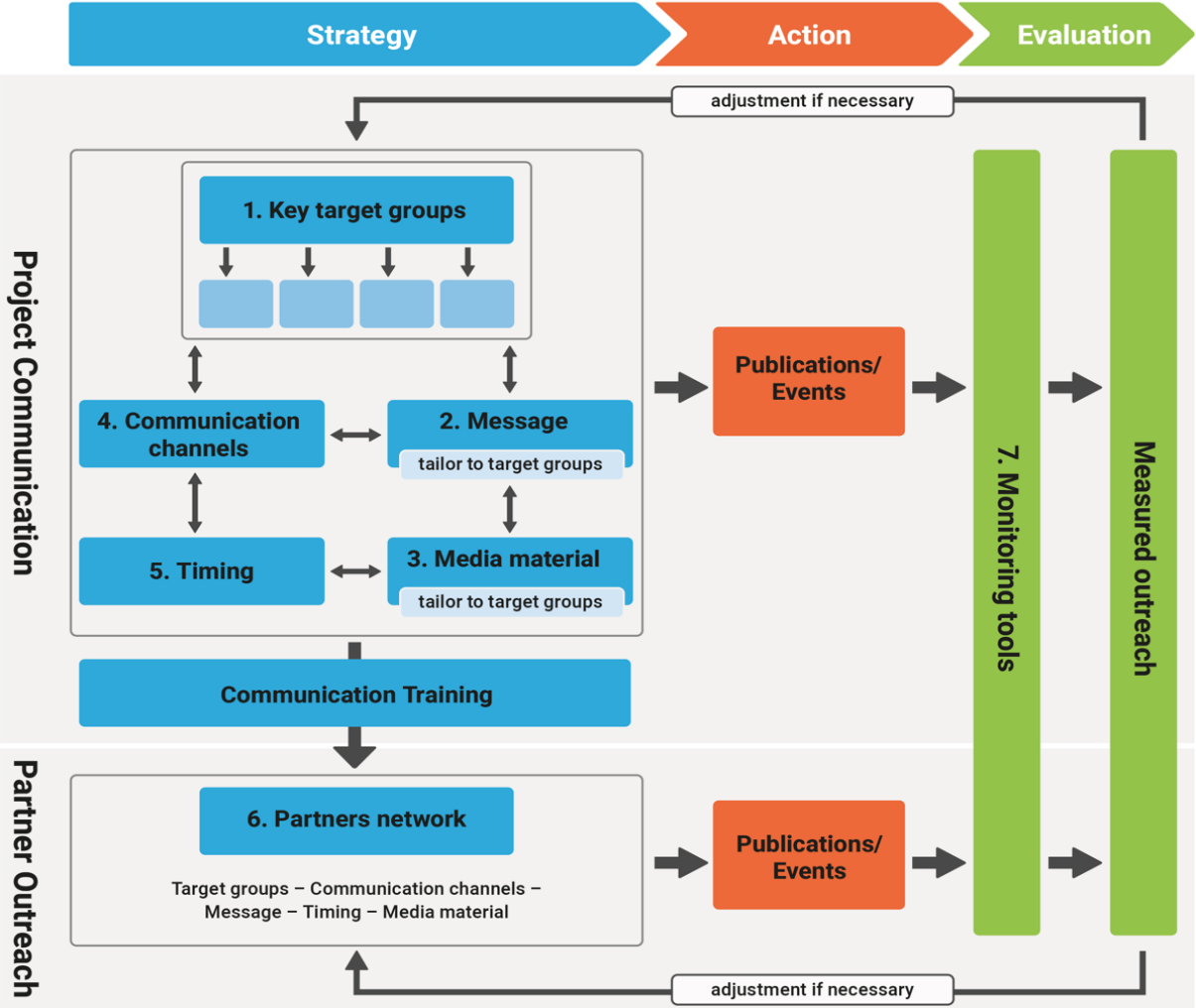
- **Goal 1**: raising awareness, interest and informing the various stakeholders and the general public on the project results and proposed approaches for soil improvement through farming.
- **Goal 2**: raising awareness, interest and information among the stakeholders and general public on the project results considering the available and quality proven micrometeorological urban data and their usage for urban adaptation plans and nature-based solutions.
- **Goal 3**: engaging in a dialogue with stakeholders to foster exploitation opportunities for further research and for upscaling of the FAIRNESS results.
- **Goal 4**: knowledge transfer among the partners on specific methodologies and applications.
- **Goal 5**: foster the acceptance of sustainable meteorological and agrometeorological urban and farming strategies identified by FAIRNESS and their potential impact on the urban and rural environment and yield production.

# C&D strategy will be FAIRNESS's model of successful outreach action plan for research and innovation projects.



This approach foresees identification of the **(1) key target groups** and **(2) key messages of the project**. It provides an array of **(3) suitable media material to be used for a range of different (4) dissemination channels**. All this needs to be embedded in an appropriate schedule **(5) for the duration of the project and beyond**.

C&D strategy will be FAIRNESS’s model of successful outreach action plan for research and innovation projects.



The model also foresees communication training for the partners, so that the partners can profit from the expertise of FAIRNESS community to use their **(6) own networks of contacts to different target groups** (as well as their own channels, media materials, messages) to **maximize the impact of dissemination through publications, events and social media campaigns supporting them**. By adopting appropriate **(7) monitoring tools to measure the actual outreach of these actions**, FAIRNESS consortium will be able to adjust the strategy according to the actual effectiveness of concrete actions.



## The following table provides an overview on the various C&D actions that will be implemented during and beyond the life of the project.

C&D Activities	Key message & motivation	Target Audience
<b>Scientific publications and conference presentations (open access)</b>	Provide technical details, exchange knowledge and raise awareness on the project results	Researchers and academics Goals 1, 3+4
<b>External events like conferences and fairs to foster exchange of knowledge</b>	The FAIRNESS scientific and technological approaches, project results and their impact	Stakeholders in particular the academic community
<b>Clustering activities to foster cooperation.</b>	The collaboration will enhance exploitation and foster new partnerships	EU projects and related research initiatives, associations
<b>Final conference</b>	The FAIRNESS results	All
<b>FAIRNESS website &amp; multilingual social media activities</b>	Communicate project objectives. Building a community of early adaptors.	All, in particular farmers and urban users in different regions
<b>Promotional content (brochure, posters, fact-sheets, video)</b>	Promote the project and its results to key target groups.	All
<b>Journalistic content to gain media attention (interviews &amp; articles)</b>	Inform about FAIRNESS and bring the theme to the media.	All, incl. general public
<b>Communication training for consortium members</b>	Increase outreach using the partner's own network.	Consortium members

## The following table provides an overview on the various C&D actions that will be implemented during and beyond the life of the project.

A significant amount of research will be disseminated to different key scientific communities via recognized OA scientific journals and conferences that count with high impact index. It is expected that research institutions will publish **conference publications** and **journal publications**. The table below provides an initial overview of the dissemination pathways to be activated during the FAIRNESS project.

Dissemination	Names (Impact Factor/Location)
Scientific Journals	<ol style="list-style-type: none"> <li>1. Agricultural and Forest Meteorology (5.734/Q1)</li> <li>2. Field crops research (5.224/Q1)</li> <li>3. Italian Journal of Agrometeorology</li> <li>4. Atmosphere (IF 3.110)</li> </ol>
<b>Conferences and other events</b>	<ol style="list-style-type: none"> <li>1. Conference of the General Assembly 2023 of the European Geosciences Union (EGU) Vienna Austria, 23-28 April 2023</li> <li>2. 23rd International Congress of Biometeorology, Tempe, Arizona, USA, May 14-17, 2023</li> <li>3. ICUC-11, 11<sup>th</sup> International Conference on Urban Climate, Sydney, Australia, August 28<sup>th</sup> -September 1<sup>st</sup> 2023</li> <li>4. 18° ESA Congress 2024, Rennes, France (2024), XIV Congress of SISEF 2023</li> </ol>
<b>Media</b>	Youtube: <a href="https://www.youtube.com/channel/UCf7m1syFW5msy3eHFuQG_sg">https://www.youtube.com/channel/UCf7m1syFW5msy3eHFuQG_sg</a> Instagram: <a href="https://www.instagram.com/cost_fairness/?igshid=YmMyMTA2M2Y=">https://www.instagram.com/cost_fairness/?igshid=YmMyMTA2M2Y=</a> Facebook: <a href="https://www.facebook.com/groups/1566288390430893">https://www.facebook.com/groups/1566288390430893</a> Twitter: <a href="https://twitter.com/CostFairness">https://twitter.com/CostFairness</a> Urban Climate News, Quarterly Newsletter of the IAUC



**Thank you for your attention !**

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