

Dissemination and application action plan

Authors: Filiberto Altobelli¹, Branislava Lalic², Daniela Arsenovic², Simone Orlandini³

¹ Council for Research in Agriculture and Economics (CREA), Research Centre for Agricultural Policies and Bioeconomy, Via Barberini 36, 00187 Rome, Italy

²Xxxx

²xxxx

³ DAGRI - Department of Agriculture, Food, Environment and Forestry - University of Florence

Contributors: all WG 3 and Core Group members

COST ACTION CA20108
FAIR NEtwork of micrometeorological measurements (FAIRNESS)
Working Group 3: Dissemination and application
T3.1 Dissemination and application action plan.
A3.1.1 Design and monitoring of "Dissemination and application action plan".
Deliverable D3.1 Dissemination and application action plan (M12)
October 2022

Summary

1. Background
2. Why a dissemination and communication plan? How to implement it?
3. Communication and dissemination strategy
 - 3.1 The main goals of the Communication and Dissemination
 - 3.2 Communication and Dissemination strategy
 - 3.3 Communication and dissemination actions
 - 3.4 The dissemination pathways
4. Conclusion

1. Background

FAIRNESS dissemination and exploitation strategy assumes that the Action results should be made visible to the wider research community as well as to the specialized and general public. This can be done via articles, journals, books, conference presentations, upgraded teaching materials and experimental methods, (virtual) science cafes, the internet, and social media/networks.

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.

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.

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.

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.

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.

In summary, measures to maximize the impact for all addressed target groups (see table below) 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.

2. 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.

3. Communication and dissemination strategy

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** (Tab. 1.1).

A preliminary list is shown below (probably one table for country will be prepared to better include all the stakeholders).

Table 1 List of targeted stakeholders

Target Group	Stakeholder groups (EU)	Examples	Country
Scientific community	- Universities & Research centers	CREA Center Policy and Bioeconomy DAGRI Department of Agriculture, Food, Environment and Forestry (DAGRI) - University of Florence (i.e Articles and oral and poster presentation at conferences co-authored by scholars involved in FAIRNESS)	Italy
Higher Education	- Students and lecturers of various disciplines, (agriculture,	International advanced school on Agricultural meteorology for a sustainable water management in	Italy

Target Group	Stakeholder groups (EU)	Examples	Country
	environmental studies)	agroecosystems. <i>Bologna 5th – 9th September 2022</i> Italian Association of Agrometeorology, 2022 <i>Cagliari 15 – 17/06/2022</i> (i.e Participation in workshops and summer schools)	
Institutions/ Organizations	- Farmer associations & farmer cooperatives - Landowner associations	CIA - Italian Confederation of Farmers.	Italy
Industry/ Business/SME	- crops producers Agrometeorological tools producers - seed & pesticide producers	xxxx	Italy
Policymakers/ government organizations	- Local / Regional governments incl. authorities involved in rural and urban development - National ministries in agriculture and the environment & EU authorities Environmental Protection Agency	Rete Rurale Nazionale aims to ensure better visibility of achieved results, and the widest possible participation of rural development stakeholders, from across Italy, and exchanging knowledge from	Italy

Target Group	Stakeholder groups (EU)	Examples	Country
	<ul style="list-style-type: none"> -Institute of Public Health - NGOs promoting the environment, rural development or sustainable farming 	<p>different rural areas.</p> <p>https://www.reterurale.it/en#</p>	
Media	<ul style="list-style-type: none"> - 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) 	<p>(i.e Articles and reports published in scientific and public media journals)</p> <p>Posts on official profile at social networks)</p>	

3.1 The main goals of the Communication and Dissemination

The **main goals** of the Communication and Dissemination actions are:

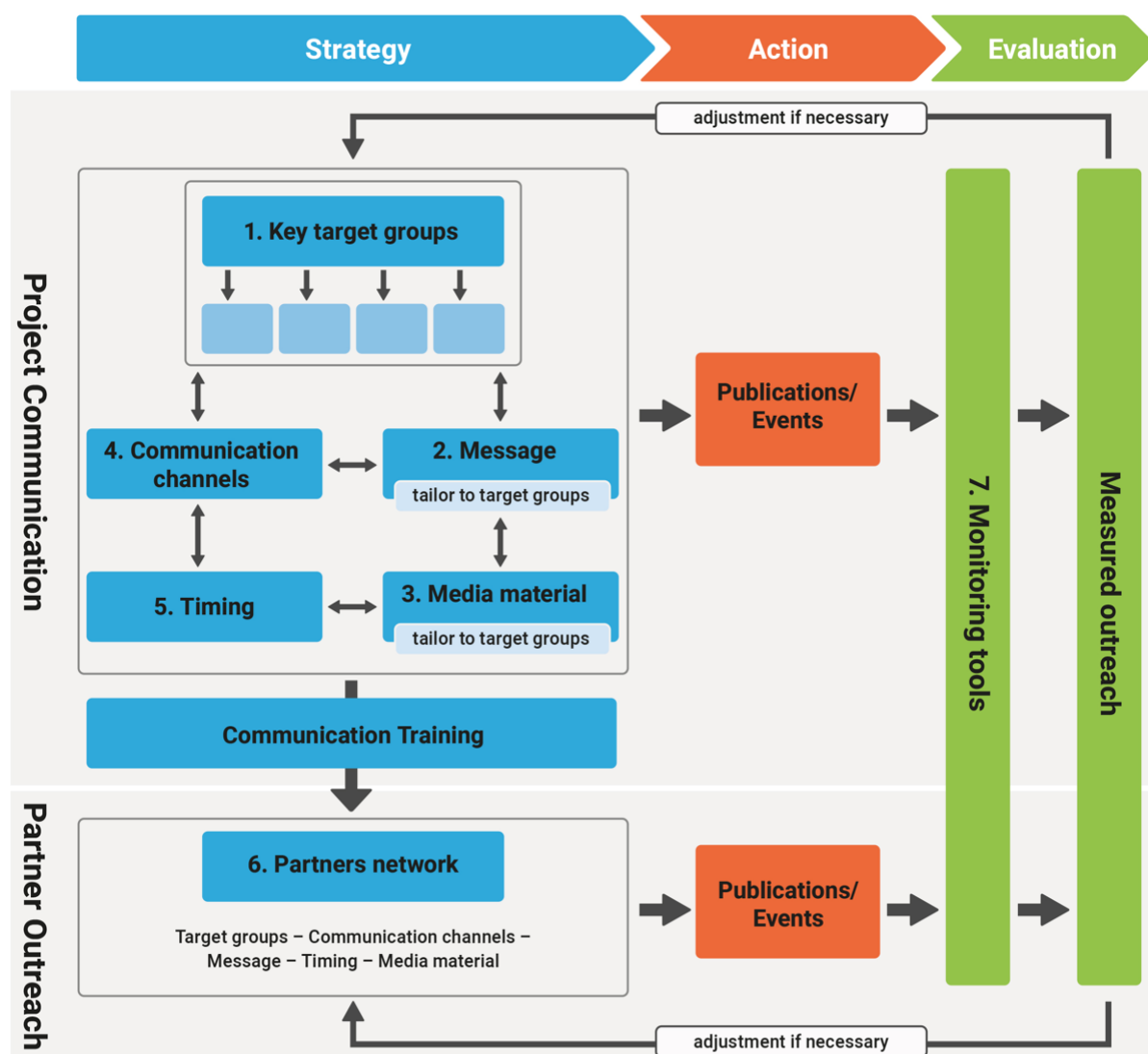
- **Goal 1:** raising awareness, interest and informing the various stakeholders and the general public on the project results and proposed approaches for soil improvement through farming.

- **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.

3.2 Communication and Dissemination strategy

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

Figure 1 Communication and Dissemination strategy



3.3 Communication and Dissemination strategy

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**. 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: Some actions may achieve a much better outreach than expected (and can be repeated), while other actions can prove to be less successful and must be adjusted.

3.4 Communication and dissemination activities

The following table provides an overview on the various communication and dissemination activities that will be implemented during and beyond the life of the project.

Table 3 Communication and dissemination activities

C&D Activities	Key message & motivation	Target Audience
Scientific publications and conference presentations (open access)	Provide technical details, exchange knowledge and raise awareness on the project results	Researchers and academics Goals 1, 3+4
External events like conferences and fairs to foster exchange of knowledge	The FAIRNESS scientific and technological approaches, project results and their impact	Stakeholders in particular the academic community
Clustering activities to foster cooperation.	The collaboration will enhance exploitation and foster new partnerships	EU projects and related research initiatives, associations
Final conference	The FAIRNESS results	All
FAIRNESS website & multilingual social media activities	Communicate project objectives. Building a community of early adaptors.	All, in particular farmers and urban users in different regions

Promotional content (brochure, posters, fact-sheets, video)	Promote the project and its results to key target groups.	All
Journalistic content to gain media attention (interviews & articles)	Inform about FAIRNESS and bring the theme to the media.	All, incl. general public
Communication training for consortium members	Increase outreach using the partner's own network.	Consortium members

3.4 The dissemination pathways

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.

Table 4 Dissemination

Dissemination	Names (Impact Factor/Location)
Scientific Journals	<ol style="list-style-type: none"> 1. Agricultural and Forest Meteorology (5.734/Q1) 2. Field crops research (5.224/Q1) 3. Italian Journal of Agrometeorology 4. Atmosphere (IF 3.110)
Conferences and other events	<ol style="list-style-type: none"> 1. 2022 EMS Annual Meeting, University of Bonn, 4-9 September 2022 2. Conference of the General Assembly 2023 of the European Geosciences Union (EGU) Vienna Austria, 23-28 April 2023 3. 23rd International Congress of Biometeorology, Tempe, Arizona, USA, May 14-17, 2023 4. ICUC-11, 11th International Conference on Urban Climate, Sydney, Australia, August 28th -September 1st 2023 5. 18^o ESA Congress 2024, Rennes, France (2024), XIV Congress of SISEF 2023
Media	Youtube: https://www.youtube.com/channel/UCf7m1syFW5msy3eHFuQG_sg Instagram: https://www.instagram.com/cost_fairness/?igshid=YmMyMTA2M2Y=

	Facebook: https://www.facebook.com/groups/1566288390430893 Twitter: https://twitter.com/CostFairness Urban Climate News, Quarterly Newsletter of the IAUC
--	---

4. Conclusion

The FAIRNESS dissemination and exploitation strategy assumes that the results of the action should be made visible to the wider research community, as well as to the specialized public and in general. This can be done via articles, journals, books, conference presentations, updated teaching materials and experimental methods, (virtual) science cafes, the Internet and social media / networks. This is what the FAIRNESS community aims to do throughout the entire project cycle. The operational bases for the main future communication and dissemination activities of the project have been built in this document.