



Research Summary Sheet

Deliverable n°: 7.2 (Task 7.1) ***“Detailed dissemination plan for the project”***

Context and Challenges

The aim of WP7 is to ensure that the objectives and the results of the project are communicated to the main stakeholders, especially to agro-food businesses through appropriate methods and format for them.

The dissemination activities will enable the effective use of the new knowledge and facilitate an on-going dialogue contributing to the multi-stakeholder approach.

Due to the nature of the NoAW project, the target audience includes a broad variety of subjects: primarily farms and businesses. These categories consist of: the primary production sector, EIP operational groups, processing industries, policy makers, researchers, consumers and NGOs. An effective take up and a valid communication, within the partners and with third parties, is necessary in order to achieve the NoAW project targets. The WP7 aims to ensure the dissemination, information and publication of the results and the new knowledge of the stakeholders involved in the project.

- The objective of detailed communication / dissemination plan of the project is to define:
- Key messages based on expected and available results to the target audience,
- Tools and channels (including relevant conferences/ events) to meet the information needs of target audiences,
- Process of dissemination, exploitation, and communication activities.

Results and Applications

To reach the above mentioned objectives the following methods will be applied:

- Definition of the expected results and monitoring available results;
- Definition of the confidential results, non-confidential publishable results, in some cases there further investigation is necessary before the decision whether they are confidential or can be made public;
- Segmentation of the of the target audience,





- Evaluation of the results and definition what is relevant, have interest for the target audience;
- Development of the key messages,
- Development of the communication tools, definition of the channels appropriate for the specific results and target audience; with emphasis on dialogue with multi stakeholder approach;
- Defining the timetable more detailed one for the coming 6 month, less detailed for longer period but updated ongoingly and reviewed in every 6 month;
- Implementing communication activity;
- Monitoring implementation of the activities;
- Evaluation of the progress, revision and correction if necessary;
- Reviewing the list and status of the available and expected results.

The dissemination activities are supported by the following dissemination channels and tools: NoAW homepage, NoAW LinkedIn and Twitter account and templates for dissemination activities (brochure, leaflet, letter, and poster). The dissemination activities described in WP7 contributes at a large extent to increasing the knowledge, and the competitiveness of SMEs. The research summaries sheets of the key activities are important practical tools to explain main outcomes for industry, policy makers and other target audiences. The NoAW video and press release prepared in this period can be exploited for increasing awareness of general public. Senior researchers provided their guidance in the format of an open discussion on structures that help young researchers succeed how to avoid commonly made mistakes; young researchers can exploit in their personal career development. The results are also exploited in study programs of universities and the knowledge of the NoAW project and some of the results already been used during teaching on MSc levels and MSc courses on Biomass conversion processes.).

Further information on NoAW project: <http://noaw2020.eu>

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