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Project Acronym

AgriFoodBoost

Project title

**Boosting Excellence in Experimental Research
for Agri-Food Economics and Management**

Deliverable 5.2 Dissemination and Communication Plan

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Project leader: Marija Cerjak

WP5 Communication and dissemination

WP5 Leaders Responsible: Željka Mesić (FAZ) and Jens Rommel (SLU)

Deliverable responsibility: Željka Mesić (FAZ) and Kristijan Bilić (FAZ)

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Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	





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EXECUTIVE SUMMARY

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant agreement No 952303"





This report provides information about the Dissemination and Communication Plan (DCP) of AgriFoodBoost. To this end, the document is structured in a number of sections.

Section 1 introduces the objectives of the project, to which dissemination and communications activities are linked, and scope of this deliverable report.

Section 2 provides the general and specific goals of DCP, key target groups, as well as the communication messages that will be used to reach out to them.

Section 3 describes the main tools and channels that will be implemented by the AgriFoodBoost partners for the communication of the project and its results. Online and offline dissemination tools are shown separately. Also, this section includes a project visual identity and common layout for the communication materials.

Section 4 includes Evaluation and Monitoring of AgriFoodBoost dissemination activities which will be monitored based on set of quantitative and qualitative indicators.

Section 5 outlines the Managerial structure and Governance of the project.

The last, section 6 encompasses Contractual obligations and requirements for communication actions towards Agency set forth in the Grant Agreement.

LIST OF ABBREVIATION





AB	Advisory Board
AUA	Agricultural University of Athens
BEE	Behavioural and experimental economics
BUS	Business community
DCP	Dissemination and Communication Plan
EB	Executive Board
EU	European Union
FAZ	University of Zagreb Faculty of Agriculture
H2020	Horizon 2020
IA	Innovation Actions
KPI	Key Performance Indicator
PC	Project coordinator
PMA	Project Management Assistant
PMB	Project Management Board
POL	Policy makers
PUB	General public
R&D	Research and Development
RIA	Research & Innovation Actions
SCI	Scientific community
SLU	Swedish University of Agricultural Sciences
UNIBO	Alma Mater Studiorum – University of Bologna
WP	Work package





1. Introduction

1.1. AgriFoodBoost in brief

The main aim of the project is to improve research excellence and scientific visibility of agri-food economics at the Faculty of Agriculture in Zagreb (FAZ). The project, designed in partnership with University of Bologna, Agricultural University of Athens and Swedish University of Agricultural Sciences focuses on the use of experimental economics applied to agriculture, food and environment. AgriFoodBoost twinning will enhance scientific, innovation and academic capacities of FAZ researchers, in order to become competitive on scientific market, but also to offer new expertise to agri-food business sector. The project will assist in improving faculty-industry networking by establishing a research HUB for experimental economics, enabling FAZ to become a regionally leading Centre for experimental agri-food economics and management.

1.2. Scope of the document

Dissemination and Communication activities are one of the most important elements of the project, and the objectives of the project Dissemination and Communication Plan (DCP) are set in accordance with the main project objectives. In this plan will be defined objectives for communication activities, identified key target groups as well as the communication messages that will be used to reach out to them. Also, DCP contains a description of the main tools and channels that will be implemented by AgriFoodBoost partners for communication of the project and its results. Project visual identity and common layout for the communication materials are also shown. Deliverable 5.2 is a part of Work Package 5, and forms an important link between other work packages, and plays a major role in disseminating the results of other work packages. The main aim of WP5 is to timely and efficiently communicate with wider public and the key audiences in order to raise awareness of the project and its activities. This will ensure that key stakeholders can contribute to, and act on the findings in a timely fashion.

Specific WP5 objectives are:

- 1.1 To inform scientific, business and general public about the project and its achievements
- 1.2 To increase the visibility of the FAZ and AgriFoodBoost research group
- 1.3 To sensitize scientific and business communities on current agro-economic research and its benefits
- 1.4 To participate and organize events for increased and effective dissemination of information to target stakeholders, and promotion of AgriFoodBoost results





2. Project Dissemination and Communication Plan

The main objective of the DCP is to promote the AgriFoodBoost project and spread its results to the largest possible concerned audience (at the national, regional, and European level) in order to encourage the implementation and use of the project results (exploitation).

AgriFoodBoost dissemination and communication activities include efforts to increase awareness of relevant scientific community in Croatia and in the neighboring region about recent developments in experimental economic. Furthermore, these activities are targeted towards business sector and policy makers, aiming to increase their awareness and understanding of experimental economics results, and their implications for policy and business decision making. Dissemination and Communication activities also aim to promote responsible decision-making amongst citizens, and thus to create positive societal and economic impacts in the society.

2.1. Goals of DCP

The main objectives of DCP:

- to raise awareness of the AgriFoodBoost and its activities in order to make AgriFoodBoost recognized by the target audience and general public
- to increase awareness of relevant scientific community in Croatia and in the neighboring region about recent developments in experimental economic
- to raise awareness of professional (agricultural economists) and general public about the AgriFoodBoost and its results
- to increase awareness of business sector and policy makers in understanding of experimental economics results and their implications for policy and business decision making
- to promote responsible decision-making amongst citizens, with the purpose of creating positive social and economic impacts on society
- to present AgriFoodBoost on conferences and scientific meetings through formal presentations
- to present AgriFoodBoost through less formal ways of communications of team members with other scientists, colleagues, students, and general public
- to organize public thematic discussions
- to ensure that majority of the dissemination activities will be open and available to all those interested.





Most goals will be achieved by using different communication channels and materials and by presenting the project at conferences and events.

2.2. Target groups and communication messages

The effectiveness of communication depends on well-defined target groups. According to the goal of the AgriFoodBoost project, target groups for dissemination activities have been divided in the following groups:

1. **General public (PUB)** involves all non-specialist's stakeholders with particular interests/needs such as, farmers, public administration, students, individual citizens, media.

The general public is characterized by an interest in food and agriculture. The target group is considered not to have a scientific or technical background, but it does have the capacity to judge the influence of the project activities (e.g., use of experimental economics methods) on human wellbeing and economic progress.

Communication Messages for PUB:

- Experiments are an important social science method, as they help us to identify causal effects.
- By randomly assigning participants to different conditions with small manipulations in decision environments, researchers can isolate effects. Thus, experiments are a useful method to understand human behavior, including that in connection to food and agriculture.

Instruments: popular science summaries of research activities, potentially presence at outreach events/fairs

2. **Scientific community (SCI)** brings together senior scientists and young researchers.

This community has a strong scientific background, enabling critical assessment of information provided. They will be the most important target group in the project, as they are responsible for adopting new experimental economics methods.

Communication Messages for SCI:

- Experiments complement other methods by their clear focus on causal identification.
- Experimental estimates can be integrated with other economic methods, such as simulation models, or testing ideas from explorative research.
- Experiments can be used for ex-ante and ex-post policy assessment.

Instruments: Enhanced knowledge and research skills that will be acquired by FAZ researchers as well as other young researchers participating in the AgriFoodBoost, will be shared with scientific audience through publication of joint scientific papers. In addition to webinars





and seminars, we may use specially organized sessions at conferences and special issues to communicate research results and methodological insights.

3. **Business community (BUS)** involves stakeholders from industries, small and medium enterprises, mainly working in agribusiness field.

BUS is considered as the end users of the AgriFoodBoost outcomes. Dissemination to this target group will be directed to efficient transfer of knowledge and technology with respect to research and innovation activities in the field of experimental economy. More precisely, dissemination will be focused on communicating that the experimental economics approach offers sophisticated, well-backed methods and tools, which provide close-to-reality results for analysis and assessing of manifold factors impact on decision-making process. They may be applied in studies related to business management, pricing and marketing, household economics, environmental economics, individual and organisational behaviours, etc. This is important, especially for small and medium sized companies (SMEs) to take advantage of the latest available developments in Behavioural and experimental economics (BEE), in order to improve business decisions and increase their competitiveness.

Communication Messages for BUS:

- Experiments can help to gather systematic evidence to facilitate your business development.
- Simple A/B tests can be built into almost any decision environment.
- Science-business collaboration can be mutually beneficial.

Instruments: We may develop business briefs, and best practice examples, arguing for the benefits in business development, new market potential, and benefits of A/B testing for businesses.

4. **Policy makers (POL)** range from European, national, regional, and local authorities.

This target group is knowledgeable about the impact of Behavioural and experimental economics (BEE) onto the environment, the security of food supply, and the economic sustainability of the Agricultural and Food sector.

For policy makers we will organize a roundtable discussion, as a part of AGRIFOODBOOST workshop „Summer school in economic experiments for evaluation of agricultural policy”, aiming to increase their awareness and understanding of experimental economics results, and their implications in creating policy-relevant evidence for national agri-environmental and food programs.

Communication Messages for POL:

- Experiments are useful to assess food and agricultural policy.





Instruments: organize a roundtable discussion, special issues, direct contact with policy makers.

Table 1.: Dissemination plan of the AgriFoodBoost results and actions according to the target group (PUB, SCI, BUS, POL), media used (L=live, E=electronic and P=printed) and the action taken (L=live, E=electronic and P=printed)

Media	Type	Activity/milestone	Target group
E, P	TV, specialised web portals	Kick-off press conference	PUB, SCI, BUS, POL
E	Web pages, video clips	AgriFoodBoost website, min. two videoclips	PUB, SCI, BUS, POL
E	Social networks	Social networks profiles (Linkedin, Instagram and Facebook)	PUB, SCI, BUS, POL
E	E-mails, AGRIFOODBOOST website	Newsletters (every six months; 6 newsletters sent to min. 200 e-mail addresses)	PUB, SCI, BUS, POL
L, E	Presentations	Organised summer schools (x6)	SCI
L, E	Presentations	Organised workshops (x6)	SCI
L, E	Presentations	Organised lectures for graduate and PhD students (at least three)	SCI
L, E	Presentations	Panel discussion on efficient collaboration practices between research and business communities	SCI, BUS
L, E	Presentations	Joint conferences / seminars (at least two)	PUB, SCI, BUS, POL
E, P	Scientific journals and proceedings	Scientific publications (open access) - (at least five prepared)	PUB, SCI, BUS, POL
L, E	Presentations	Scientific and other conferences and meetings (at least six)	PUB, SCI,
L, E	Presentations, video clips	Exhibitions at FAZ "Open Day"	PUB
L, E	Presentation, web portals	Round table discussions organised by Croatian Society of Agricultural Economists	PUB, SCI, BUS, POL
L, E	Presentation	Final conference	SCI
L, E, P	TV, Radio, web portals	Finale conference press release	PUB
L, E, P	TV, Radio, web portals	Media communications (3 press releases, invitation to media to all activities like summer schools, workshops and conferences)	PUB





3. Dissemination tools and communication channels

This section describes main tools and channels that will be used/implemented by the AgriFoodBoost partners for the communication of the project and its results. Some of the tools are of general purpose, while other ones are oriented to specific target groups. All the internal communication between WP leaders, managers and team members will be facilitated through e mails, videoconferences (ZOOM) and telephone calls. Additionally, face to face communication is ensured by project meetings, conferences and informal meetings.

FAZ and SLU are responsible for developing a diverse set of dissemination tools, both online and offline.

3.1. AgriFoodBoost Visual Identity

As a first outcome, FAZ has designed a complete visual identity, which is centralized on a clear AgriFoodBoost logo concept and a color pantone. AgriFoodBoost logo is a result of a combination of essential concepts that surround the two main industries involved in AgriFoodBoost: scientific community and agri-food business sector.

The curve describes relief and represents a slight stroke feathers and a thread of wheat. Wheat ear on top represents a drop of rain as a natural source.

The logo was created using a circle and a curve, which also suggests informality because it conveys a friendly feeling of countries and communities. The typography is serif, but still of a more informal character. The used font is Garamond Regular turned into curves.

Based on the visual image, the designer created a template for PowerPoint presentations, A4 Microsoft Word template (and other formats), a promotional flyer and brochure and roll up. The brochure and other communication materials will be developed in the following months.





3.1.1. Logo, typography and colours



Figure set 1.: AGRIFOODBOOST Visual Identity Manual

CLEAR ZONE



COLOURS

RGB: 109, 110, 113
CMYK: 58, 49, 46, 50

RGB: 176, 211, 191
CMYK: 32, 4, 28, 0



RGB: 198, 220, 147
CMYK: 25, 0, 54, 0

RGB: 88, 157, 98
CMYK: 70, 18, 79, 0





GRAYSCALE



BLACK and WHITE



NEGATIV

ALLOWED LOGO FORMATS



ILLEGAL LOGO FORMATS AND SHAPES



BACKGROUND ADAPTATION





3.2. Online dissemination tools

3.2.1. AgriFoodBoost website

AgriFoodBoost website (<http://agrifoodboost.agr.hr>) will be the primary source of dissemination of news and information about the project. It is developed by FAZ. A complete functional and operational website was developed in M4.

Website has public and private area. The working language of the website is English.

The website map structure is as follows:

- HOME/MAIN PAGE
- ABOUT THE PROJECT
- NEWS AND MEDIA
- DESCRIPTION OF WORK
- ACTIVITIES AND EVENTS
- PARTNERS
- CONTACT

The website will be updated with new contents on a monthly basis.

AgriFoodBoost website has been designed to offer a complete overview of the project and an easy access to all its activities. Website will promote latest updates related to AgriFoodBoost events or activities open to the public.

A private password-protected platform has also been created and is available from a public website. This private tool will enhance the information exchange among all partners (minutes, internal documents, WP's specific information, etc.), facilitating internal coordination.

The website is connected to the project profiles/pages on social networks.

Website efficiency will be based on the criteria of:

- Usability. Clear and accessible structure
- Content updating
- Accuracy in the content suitability
- All partners will be requested to deliver content for the website.

To assess how effective the website is, the Google Analytics tool will be used to track the number of visitors, duration of visits, geographical area, and most popular contents over the life of the project.

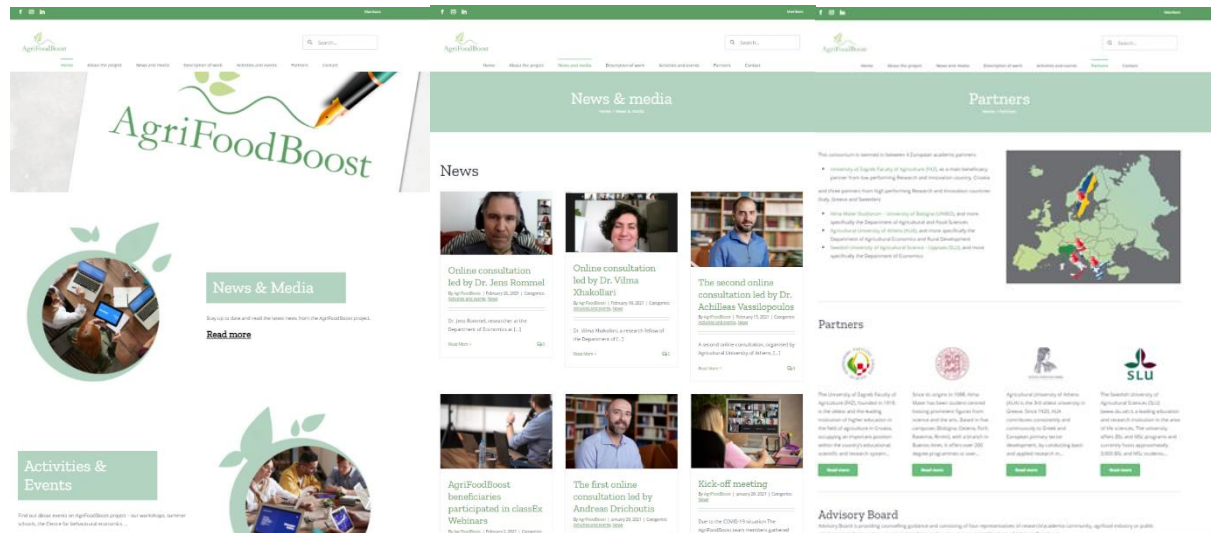
Website should grow into official page in the future “Centre for experimental agri-food economics and management” enabling continuous dissemination. Having that in mind, web page should dedicate enough space to topics of interest of future corporate partners. This could be done in the form of blogs, podcasts or similar tools by which we can present benefits for the business sector.





The AgriFoodBoost website will be mentioned in all dissemination and communication tools, such as the project newsletter, presentations, brochure and leaflets.

Figure set 2: Screenshots of the website’s main pages



3.2.2. AgriFoodBoost social networks

Social media have become a very popular means of disseminating information fast across heterogeneous target groups. These channels serve on-demand access to content anytime, anywhere, on any digital device. To extend the project target audience AgriFoodBoost is integrating these media tools strategically in the communication activities.

AgriFoodBoost activities on social media seek the following impacts:

- make the project visible online,
- disseminating news about project activities and achievements,
- engage people in online conversations and gaining deeper insight into their views and feelings on the topics covered,
- ensure effective real time reporting of events,
- support the project networking.

The official hashtags of the project are *#AGRIFOODBOOST* and *#H2020*.

Project has its own profiles on the most important B2B and B2C social media:

LinkedIn: <https://www.linkedin.com/company/agrifoodboost>

Instagram: <https://www.instagram.com/agrifoodboost/>

Facebook: <https://www.facebook.com/AgriFoodBoost>

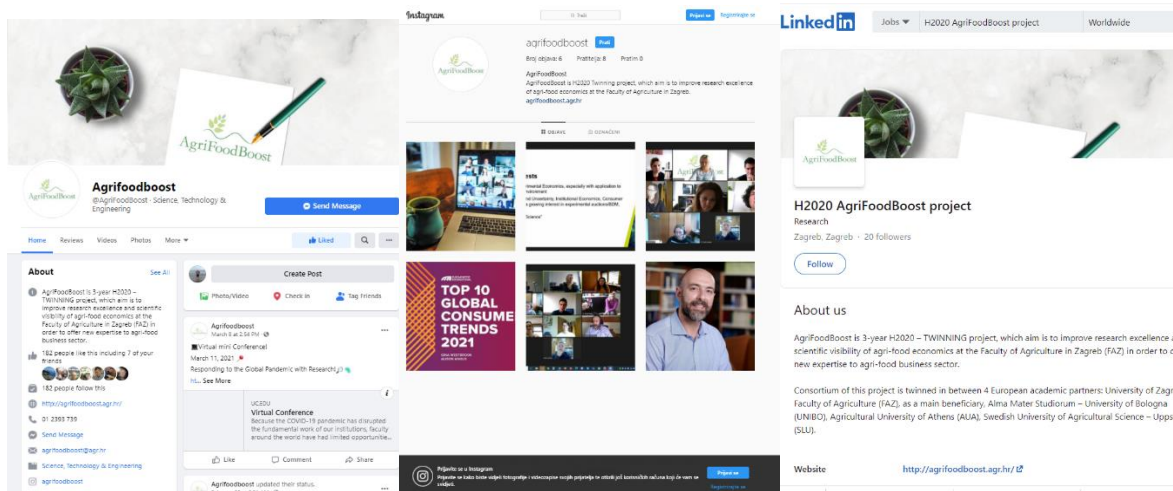
YouTube: platform for video sharing

LinkedIn, Instagram, and Facebook have been selected as the most appropriate social networks to promote the project achievements, news and outcomes. FAZ will act as a moderator of all social profiles, that means, control and filter inadequate contents, and monitor the suitability and relevance of information to be published.





Figure set 3.: Facebook and Instagram screenshots



AgriFoodBoost | LinkedIn will be used for reaching stakeholders and industry professionals in order to raise awareness about project topics among professionals and industry.

AgriFoodBoost | Facebook and AgriFoodBoost | Instagram will be used as instruments of direct communication for reaching all target groups, and following Horizon 2020 communication and dissemination campaigns launched by the European Commission.

All team members will also occasionally share contents regarding AgriFoodBoost activities through the official websites of their organization. It is highly recommended that all team members post, comment and share project messages, using their personal accounts if necessary.

To facilitate publishing activities on social media, if requested, FAZ will provide partners with standard contents such as posts, images, and graphics.





English will be the main language used in social media. According to needs and preferences of each partner, local languages can also be used to reach specific target audiences. Social media will be checked daily, and contents will be published 1 time weekly. The website will have direct access to these social networks by clicking over the icons situated on a visible part of the website.

3.2.3. AgriFoodBoost video clips

Part of the project activities (training, workshops, summer schools) will be recorded and uploaded as short video trailers, and will be accessible from the website, Facebook and Instagram, and could be uploaded to YouTube.

3.2.4. AgriFoodBoost newsletter

The newsletter will be published every six months, making a total of 6 newsletters with relevant information about the project status and related activities. It will inform all involved parties about the progress on the project and upcoming project events (e.g., summer school, training workshops, outreach activities and upcoming conferences) as well as other relevant events.

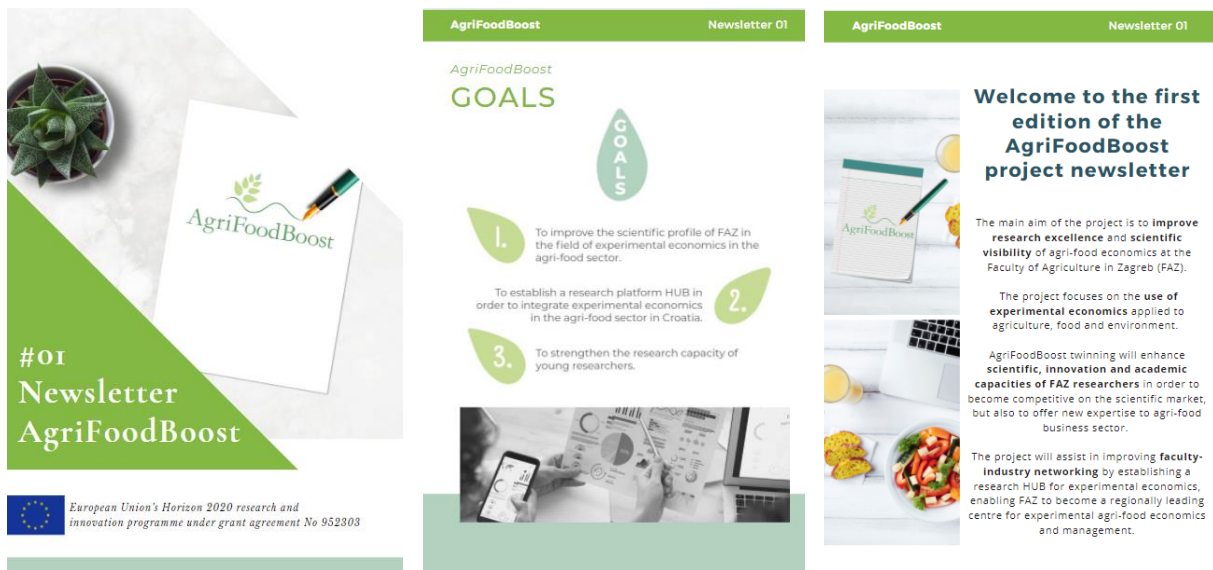
The newsletter will be published on the project web page, and will be send through e-mail to all relevant researchers from the partner institutions and other interested stakeholders and target groups. In addition, the newsletter will be circulated through the social media such as LinkedIn, Facebook, Instagram, and ResearchGate.

The newsletters will be published in English and Croatian language, every 6 months according to the following schedule: M6, M12, M18, M24, M30, M36.





Figure set 4.: Newsletter screenshots



3.2.5. AgriFoodBoost presentation

The Project presentations will be used to present project activities, objectives, consortium and the main activities to different target groups, at different events, such as conferences and scientific meetings, internal presentations of the partners, presentations at universities, visits to industry partners, etc. These presentations will be downloadable from the website.

Figure set 5.: Presentation screenshots





3.3. Offline dissemination tools

3.3.1. Printed promotional material

Promotional materials are items carrying the visual identity of the project. Promotional materials like brochure and leaflet will explain project's objectives, planned activities and expected results. It will also contain basic information about members of consortium, funding body, target audience and events.

The brochure and the leaflet will be available in electronic form which will be forwarded via e-mail and downloaded on the website. Printed versions will be distributed at conferences and live events.

The production of brochures and leaflet in Croatian language will allow other potentially interested stakeholders and general public to be informed about AgriFoodBoost project.

Brochure and leaflet will be designed in a way to capture the attention of different target groups, and increase awareness of the project.

3.3.2. Other promotional material

Other promotional materials include pens, t-shirts, memory sticks, bags, roll-up stand which will be used at project meetings, trainings, workshops etc.

Figure set 6.: Imprinted office supplies and custom T-shirt's overview



3.3.3. Press releases

Press releases will be prepared and disseminated at the beginning, mid-term and end of the project. Media will be informed about all activities like summer schools, workshops and conferences to be organized within project, and they will be invited to participate. Press releases will be used to disseminate project activities to general public and stakeholders from private sector.





All partners are advised to keep a record of press reviews (both paper and online published articles about AgriFoodBoost) and share it with the coordinator and the WP5 leader.

3.3.4. Organization of AgriFoodBoost events and conferences

Important part of dissemination and communication activities are presentations of the project at events organized within the project, but also at scientific and professional events in Croatia (at least 3 events,) and in partnering countries (at least one per country). The kick-off press conference will present the main aims, activities and participants of the project. The final project conference will be organized by the end of the project to review implemented activities and showcase achieved results. Project will be presented at panel discussions and round tables organized during the project implementation. Furthermore, project will be promoted at public events such as Open-door day at FAZ (at least two events).

Regional initiative of the AgriFoodBoost aiming to promote the project and the use of economic experiments in the agri-food sector will be obtained through organized lectures at relevant scientific and educational institutions in Croatia and surrounding countries (at least three lectures).

4. Evaluation and monitoring of dissemination activities

Efficiency and effectiveness of dissemination activities will be monitored based on a set of quantitative and qualitative indicators (KPI's). The evaluation of the success of communication activities will determine the degree to which the communication aims have been realized. This analysis will help the project to better understand advantages and obstacles of successful communication and will allow to improve communication activities accordingly.

Table 2.: Communication and KPI's

Outputs/KPI's	Measurement Unit	Target Value
Project visual identity	-	1
Project website	-	1
Food Industry stakeholders database	No. of stakeholders	100
Project brochure (in English and Croatian)	No. of project brochure produced	50
Project leaflet (in English and Croatian)	No. of project leaflet produced	150
Project Roll-up (in English)	No. of project rollups produced	1
Project e-newsletter	No. of newsletter produced	6
Video clips about AgriFoodBoost	-	2
Number of regional events organized	No. of lectures organized	3
Number of events attended representing the project	No. of events attended	10





Scientific publications in peer-review journals	No. of publications	5
Scientific publications in international conferences and workshops	No. of publications	10
General press articles published	No. of publications	20
Activity and dissemination in AgriFoodBoost website	No. of entries	70
External audience of AgriFoodBoost website	No. of unique visitors (based on Google Analytics)	300
Number of references to AgriFoodBoost in other websites	No. of entries or publications	10
Activity and dissemination in Facebook	No. of posts	150
Facebook followers	No. of Facebook followers	300
Activity and dissemination in Instagram	No. of posts	150
Instagram followers	No. of Instagram followers	200
Activity and dissemination in LinkedIn	No. of posts in LinkedIn	60
LinkedIn contacts	No. of LinkedIn contacts	100
Press releases	No. of official press releases	3
Scientific publications as Open Access		>80%

5. Overview of Management Structure and Governance

5.1. Management structure

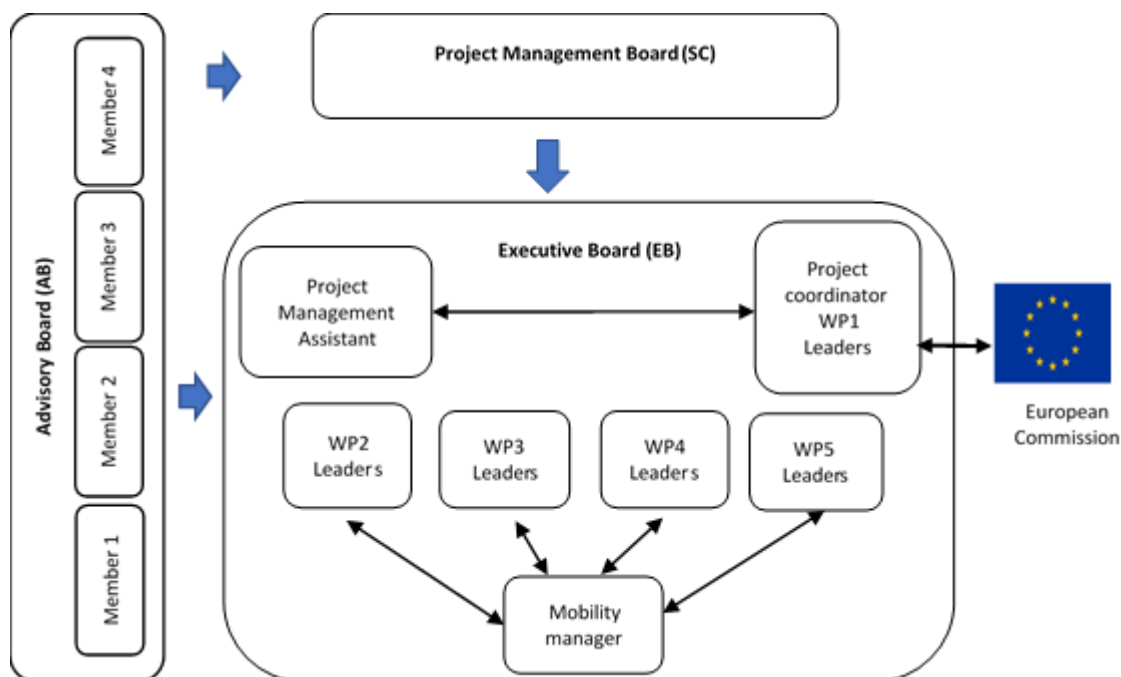
The management of AgriFoodBoost is devised around a number of features ensuring the overall success of the proposal. Internally (within the consortium), this means that the management structure must ensure the autonomy and effectiveness of each partner, timely exchange of information between them, especially when working in different Work Packages, clear definition of responsibilities and scope of the tasks assigned. Externally, the management structure must make sure that the outreach of the project is maximized. This also includes aspects such as raising public awareness of the problems that AgriFoodBoost is attempting to resolve, making the project known to scientific community and administration, engaging the general public in bridging the usual gap between industry and R&D communities and society at large.

To accomplish all these objectives, the consortium has developed the management structure presented in Figure set 7.





Figure set 7.: Management structure



The management structure is comprised of the following key individuals and groups:

Table 3.: Organisational structure of the AgriFoodBoost

ROLE	Responsibilities and tasks
The project coordinator (PC)	PC, Marija Cerjak (FAZ) is responsible for the overall leadership of the project (considering organisational, legal and financial aspects of the project) and is the leader of the WP 1 Coordination and project management. PC is twinned by the Deputy project coordinator, Maurizio Canavari (UNIBO). PC, assisted by Project Management Assistant will ensure a) coordination between project partners, academic and industrial partners; b) administrative and financial management of the project and c) interactions with, and reporting to the EU Commission.
Project Management Assistant (PMA)	PMA interacts closely with the Project Coordinator to oversee the day-to-day management of the project. PMA provides advice and organizational efficiency in financial, legal and managerial issues. The experience of EU partners will be twinned with administration at FAZ.





Work package leaders WP1: FAZ, UNIBO WP2: FAZ, SLU WP3: FAZ, UNIBO WP4: FAZ, AUA WP5: FAZ , SLU	Each WP has two leaders: one from FAZ and a twin-leader from one partner institution, allowing twinning exercise in WP coordination. WP leaders are responsible for coordination of work in their WP, completing of activities and delivery of assigned deliverables of the corresponding WP. They report periodically on the activities of their WP to the PC and EB and on any difficulties or changes in the timing of deliverables.
Mobility manager	Mobility manager coordinates the mobility requests, ensures the deliverance of mobility reports, and is responsible for the overall mobility deliverance report.
Executive Board (EB)	EB is responsible for the timely execution of planned activities, including discussion on harmonisation issues of the detailed work plan and the funding issues. It is comprised of the WP leaders and PMA, chaired by the PC, and supported when needed by the PMAS. The Executive board shall meet regularly on Skype meetings, as well as two times a year at alternate locations and for financial efficiency, these meetings will be organised in conjunction with the plenary meetings.
Project management Board (PMB)	PMB is comprised of team leaders from each project partner. It is the decision-making body that will formally review the progress of project. In case of unforeseen problems, it will propose remedies to meet the key scientific and managerial objectives of the project to the EB and the PC.
Advisory Board (AB)	AB is an advisory body of the project consisting of 4 representatives of research/academia community, agri-food industry or public administration from partner countries (one from each partnering country). AB will provide independent opinion on progress and project performance; will allow exchange of international knowledge and experience; will contribute to the dissemination and exploitation of the project.





6. Contractual obligations and requirements for communication activities

Contractual obligations of the partners in regard to dissemination and communication activities are presented in the report “Making the Most of Your Horizon 2020 Project” issued by the European IPR Helpdesk project.

In this report it is stated that “a number of obligations related to communication, dissemination and exploitation are formally outlined in different Horizon 2020 documents, such as the Rules of Participation, the proposal template for Research & Innovation Actions (RIA)/Innovation Actions (IA), or the respective Model Grant Agreement”.

6.1. Dissemination policy and rules

Grant agreement, in article 29.1., states the following basic rules for dissemination activities:

- Unless it goes against their legitimate interests, each beneficiary must — as soon as possible — ‘disseminate’ its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).
- A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of — unless agreed otherwise — at least 45 days, together with sufficient information on the results it will disseminate.
- Any other beneficiary may object within — unless agreed otherwise — 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.
- If a beneficiary intends not to protect its results, it may — under certain conditions (see Article 26.4.1) — need to formally notify the Agency before dissemination takes place.

Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results. (Article 29.2).

In particular, it must:

- a) deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications. Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.
- b) ensure open access to the deposited publication — via the repository — at the latest: (i) on publication, if an electronic version is available for free via the publisher, or (ii) within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.
- c) ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication.





The bibliographic metadata must be in a standard format and must include all of the following:

- the terms “European Union (EU)” and “Horizon 2020”;
- the name of the action, acronym and grant number;
- the publication date, and length of embargo period if applicable, and
- a persistent identifier.

6.2. Information on AgriFoodBoost

When mentioning AgrifoodBoost project it must be in correspondence with the visual identity of AgriFoodBoost project. When using photos, videos, texts, codes and data from project all materials must be undersigned with "Author: AGRIFOODBOOST project / <http://agrifoodboost.agr.hr/>”

6.3. Information on EU funding — obligation and right to use the EU emblem

According to the article 29.4 of the Grant Agreement, unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination material in any media must indicate that the project received funding from the European Union’s H2020 programme.

Unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

- a) display the EU emblem and

Figure 8.: EU emblem



- b) include the following text:

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant agreement No 952303”

When displayed together with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Agency.





6.4. Disclaimer excluding agency and commission responsibility

According to the article 29.5 of the Grant Agreement, any communication activity related to the action must indicate that it reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains:

“This communication/publication reflects only the author's view. It does not represent the view of the Agency, and the Agency is not responsible for any use that may be made of the information it contains.”

