

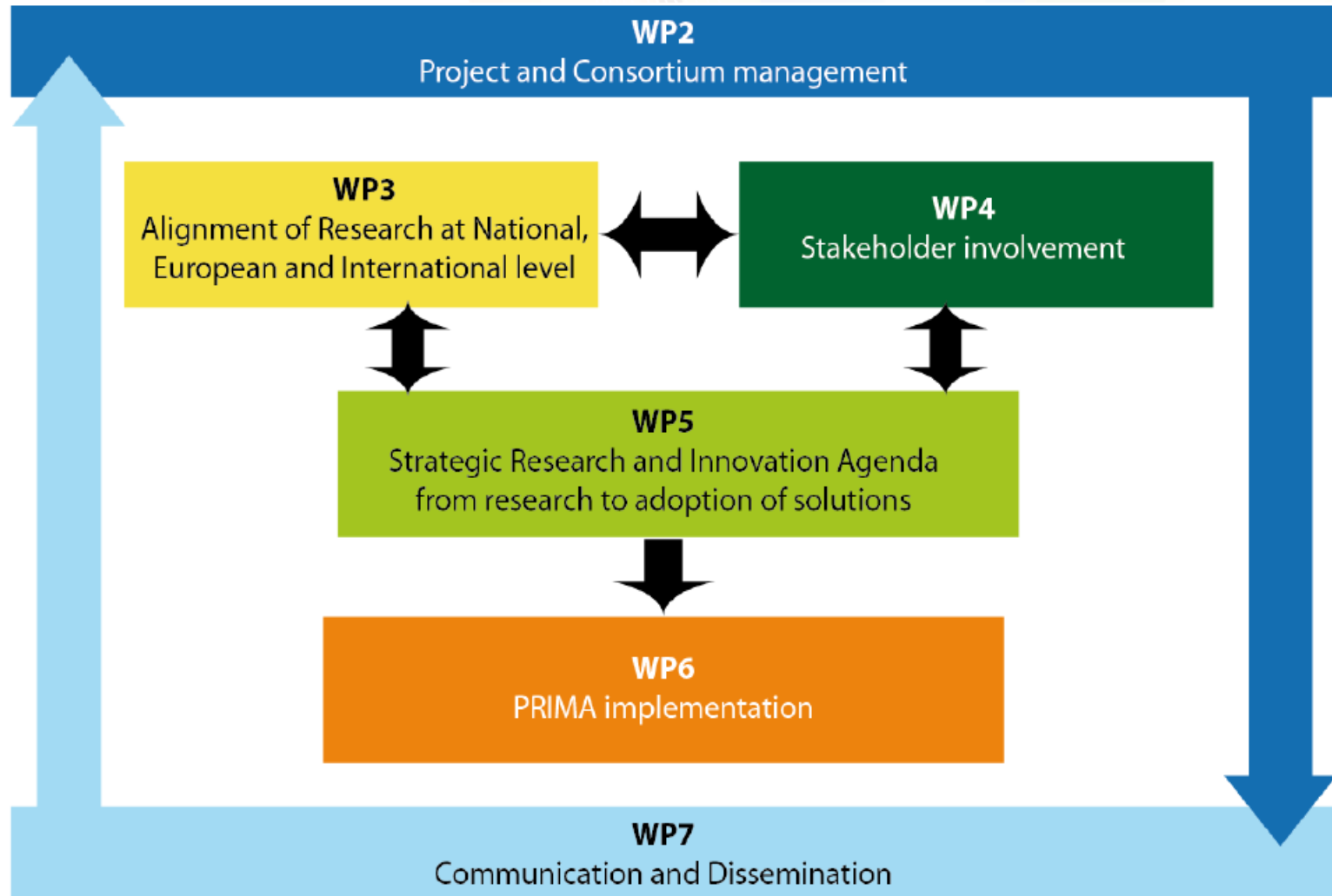
WP7: Dissemination, Communication and exploitation

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Pert chart



Objectives

- Disseminate information on 4PRIMA activities
- Communicate on long term R&I cooperation in the EU-Med region on food systems and water resources
- Facilitate, promote interaction with stakeholders (WP2, WP3) by:
 - enabling the exchange of information on national and regional activities and agendas
 - facilitating the coordination of such initiatives, the sharing of information
- Develop, maintain and improve the project web site
- Improve the visibility of the consortium, to broaden PRIMA Initiative vision raising awareness and to support the realization of its mission.

Summary of Tasks, Task Leaders, Deliverables and programmed meetings

Tasks	Task leader	Deliverables	WP7 Meetings
Task 1: Dissemination and raising awareness.	EMUNI 	D7.1 (1 st M), D7.2 (2 nd M), D7.12 (18 th M)	Meeting France (Montpellier) (14 th Month) Meeting Slovenia (Ljubljana) 17 th Month)
Task 2: Communication material.	CERTH 	D7.3 (3 rd M), D7.4 (6 th M), D7.5 (9 th M) D7.6 (12 th M) D7.7 (18 th M)	
Task 3: Development, maintenance and improvements of the project web site.	SEMIDE 	D7.8 (2 nd M)	
Task 4: Exploitation of project results to enhance the innovation potential of the PRIMA actions	UNISI 	D7.9 (12 th M), D7.10 (18 th M)	Meeting Italy (Siena) (12 th Month)
Task 5: Final conference.	RPF 	D7.11 (18 th M)	Final Conference Cyprus (Nicosia) (18 th Month)

Workshops, meetings and conferences for dissemination

Location	WP, Task	Target group and topic	Months
Italy, Siena	WP7. task 7.4 Meeting for unlocking innovation to SMEs; industries, companies	Selected SMEs, representatives of industry	Month 12
France, Montpellier	WP7, task 7.1 Meeting for Disseminating the SRIA	Research institutions, policy makers, representatives of businesses, Stakeholder Fora, young scientist, innovators and farmer organisations.	Month 14

List of Deliverables

- D7.1 Project visual identity. Month 1
- D7.2 Initial and final dissemination plans. Month 2 and 18
- D7.3 Publications and material for communication (flyers, newsletters, videos, seminars). Months 3, 6, 9, 12, 18
- D7.4 Project web site. Month 3
- D7.5 Dedicated sections during the project meetings for the engagement of relevant stakeholders, for setting up appropriate actions dedicated to SMEs / Industrial partners. Months 12 and 18
- D7.6 Final event. Month 18
- Total deliverables: 12

Task 1: Dissemination and raising awareness.

- Project topics and actions will be:
 - presented at international and national meetings
 - published in journals and magazines to disseminate the findings to the scientific community, policy makers, common people, industrial stakeholders.
 - Event organization (conferences, workshops, meetings)
 - Participation to national and international meetings and conference
- Main events planned for disseminating the project
 - Siena (IT)
 - Montpellier (FR)
 - Ljubljana (SLO)
- Partners involved in international networks will arrange for “sessions” to topics relevant for 4PRIMA.
 - Bioeconomy Stakeholders’ Conference
 - Ecomondo, the EFFoST conference, the
 - ETP Food4Life annual events.

Task 2: Communication material

- Flyers, posters and brochures
- Press releases
- Periodic newsletters (e-letter)
 - Typical stories: press releases; announcements of progress/milestones; reports on conferences and meetings; news of publications; employment opportunities; information about forthcoming events.
- Videos: progresses progress, spot advertising and streaming of events will uploaded to the Website and distributed through Social Media.
- A template of the Newsletter will be prepared at the beginning of the action.

Planned delivery:

D 7.3 - July 2016 (Flyers, brochure, 1st Newsletter)

Task 3: Development, maintenance and improvements of the project web site

- Proposed domain name : www.4prima.net (or .org)
- Closely linked to www.prima4med.org
 - Cross references / similar look & feel
 - Same social media: Facebook / tweeter accounts
- Public section
 - Project, partners/role, contact points, calendar, News, Publications, social media,
- Private section (for partners):
 - Internal documents repository / working documents/ Contact details

Planned delivery: M2 (end of June) / Continuous updating:

- cross weblinks with partners, joint development of content/stories

Task 4: Exploitation of project results to enhance the innovation potential of the PRIMA actions

- **Aim:** to transfer and absorb project results by the project stakeholders identified in WP4 by:
 - integrate them in their current activities
 - opening them to innovation and generating new business and revenues
 - allowing access to international markets on their medium and long-term development plan.

Task 4: Exploitation of project results to enhance the innovation potential of the PRIMA actions

- **Specific initiatives:**
 - Engagement targeting industrial stakeholders (including National Technology Clusters and EU/National/International Technology Platforms) to increase the exploitation potential of the project with ad hoc sections in the project meetings.
 - creation of a dedicated think-tank program to:
 - Foster new ideas for better shaping research and innovation for SMEs and research centres with high translational potential
 - Elaborate strategies to enhance SME involvement in R&I
- Dedicated sections for exploitation of 4PRIMA topic and output will be organized during an international events

Task 4: Exploitation of project results to enhance the innovation potential of the PRIMA actions

Specific initiatives will be directed to increase the exploitation potential of the action with ad-hoc sections at:

- International Conference to be held in Siena (May 2017)
- ECOMONDO – Rimini (first dissemination event on Autumn 2016 then stakeholder engagement on Autumn 2017)
- Others (ideas?)

Outcome/Deliverables:

Action Plan (D7.9) for the engagement of relevant Stakeholders, for setting up appropriate action dedicated to SMEs/Industrial partners (M12):

- Country-based analysis of relevant Stakeholders in Agri-food and Water Areas:
 - *Policy makers & Governments (National and Local)*
 - *Business (SME and Industries),*
 - *Finance*
 - *Universities & Research Centers*
 - *Food European Clusters (among which National Technology Cluster)*

Task 4: Exploitation of project results to enhance the innovation potential of the PRIMA actions

Discussion among key stakeholders identified, aimed at highlighting appropriate actions for SMEs and Industry in order to cope with relevant issues on food and water innovation, such as:

- How to improve collaboration among value chain actors in order to overcome existing fragmentations and foster adoption of Open Innovation
- How to shape policies and regulation in order to foster adoption of innovation in business world
- How to improve finance for adoption of innovation, especially among SMEs, and reduction of speculation on commodities markets

Task 4: Exploitation of project results to enhance the innovation potential of the PRIMA actions

Action Plan (D7.10) to enhance SMEs and Industries involvement in the Euro-Mediterranean R&I food/water sector (M18):

- Plenary and parallel working sessions during the Siena International Conference (May 2017), involving key Mediterranean stakeholders of Research & Innovation and businesses world, focused on innovation, aimed at fostering discussion, sharing visions and knowledge on:
 - **Technological Innovations** (i.e. for improved eco-efficiency or eco-effectiveness)
 - **Organizational and Managerial Innovations** (in particular with reference to Business Models, governance systems, corporate strategies, as well as performance measurement, management and control systems)
 - **Cultural Innovations** (in terms of business culture changes needed)

needed to cope with food and water issues at business level.

Such working sessions will also represent the moment for:

- Increasing understanding of businesses about how innovations for sustainability should be concretely implemented at all organizational levels , as well as along the value chain as a whole
- Presenting needs of innovation (in all its forms) by businesses, addressing interests of both Research and Innovation actors
- Increasing knowledge of businesses about the landscape of potential innovators that could help them in solving their innovation problems
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Task 5: Final Conference

Aim:

Summarize and Disseminate 4PRIMA efforts and findings, particularly

**SRIA, and
Pilot and Joint Activities**

“Deliverables”:

- Conference Video (produced and uploaded on the 4PRIMA website)
- Memorandum of Understanding
- Collaborative Actions and Initiatives
- Policy brief will be discussed and released after the Conference

Task 5: Final Conference

Description:

Conference will coincide with **final 4PRIMA Project Meeting**

Who will be Invited:

- Project Partners
- External Boards
- Representatives of PRIMA countries
- Policy Makers
- Relevant European Organizations
- Wide selection of Stakeholders

Task 5: Final Conference

When:

- Month 18 i.e. **October 2017**
- 2-Day Conference – exact dates to be decided

Where:

Cyprus -

Exact venue to be decided....



Next activities

M 1-6

- Finalize the project visual identity (D.7.1)
- Finalize and accept the Communication Plan (D7.2)
- Prepare the 1st News Letter (D7.3)
- Flyer and brochure (D7.3)
- Define the technology platform and the layout of the website.
Website implementation (D7.4)

The above activities should be finalized till July

Thank You

