



# Deliverable

**Project Acronym:** AgRemSO3il

**Project full Name:** Agrochemical remediation of farm soils by combining solarization and ozonation techniques

**Grant Agreement No.** LIFE17 ENV/ES/000203

## D1 Communication and Dissemination plan

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Author	Rodrigo Arandi-Klee
Contributor	IDC

### Disclaimer

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## Summary

The Plan for Communication and Dissemination of results summarizes the consortium's strategy and concrete actions to communicate and disseminate the foreground generated by a project and should serve as a guideline to the Consortium for the communication and exploitation of activities to be carried out in the context of the AGREMSOIL project.

## Introduction

The AGREMSOIL project is designed to develop and tune at farm scale a new technology and its associated techniques for the agrochemical remediation of farm soils by combining solarization and ozonation in situ. Thus, the innovation involves technological applications (new equipment) and the methods used (advanced oxidation processes as ozonation and H<sub>2</sub>O<sub>2</sub>; or solarization). This new technology is very promising but at the same time its acceptance in the EU cannot be readily assumed. Therefore, stakeholder engagement, communication and dissemination of activities play a key role within the AGREMSOIL project in order to foster impact, both within the duration of its LIFE 2014-2020 co-funded life-cycle as well as during its possible business-oriented follow-up.

The aim of this document is to set up the strategies and procedures to manage the communication and dissemination of results during the AGREMSOIL project. During the project's lifetime, market needs, or interests of potential stakeholders may change, results that were not foreseen in the planning phase can develop, or any other number of unknown variables can come up, that require a close review and regular updates/adjustments of the plans for communication and dissemination. The strategy and procedures presented below will be continuously evaluated in order to achieve the maximum impact, so this initial plan for communication and dissemination of results may suffer some changes during the project.

# 1. Management of AGREMSOIL's project communication activities

## 1.1. Objectives

“Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.”<sup>1</sup>

The main communication objective of AGREMSOIL project is **to increase the public awareness and improve the knowledge base of stakeholders on possible benefits and challenges of agrochemical remediation of farms soils by combining solarization and ozonation in situ.**

In order to achieve the main objective of AGREMSOIL project, it is important to communicate and to make the stakeholders understand:

- What are the main impacts of pesticides in soil on the safety of feed and food.
- What are the AGREMSOIL system benefits for all the stakeholders of the value chain.
- What are the main environmental impacts when using the AGREMSOIL system in agricultural soils.
- What are the main socio- economic aspects (benefits and costs) when using the AGREMSOIL system in agricultural soils.

## 1.2. Target Audience

AGREMSOIL consortium aims to achieve the priority given by LIFE Decision (2014/203/EU) to projects on Soil (Annex III, section A, point ( c) (ii)), since it is designed to achieve a better soil management to avoid contamination at farm level all over Europe and beyond.

The intended target audience of AGREMSOIL project is:

- Industry (SMEs and Large Entities) related to
  - Farming:
    - Indirect industry related to agriculture, agricultural associations
  - Processing industry and consumer product providers.
- University students that may be interested in the project areas.
- Public Authorities, ranging from EU institutions and regulatory bodies to national and local administration.
- Public and Private Investors
- Media - Local, national and international press
- Organizations and associations related to:
  - Consumer associations
  - Schools networks
  - Environmental Associations
- General public

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<sup>1</sup>[https://ec.europa.eu/research/participants/portal/desktop/en/support/reference\\_terms.html](https://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html)

#### Related EU Projects:

- PERFECT LIFE: Pesticide reduction using friendly and environmentally controlled technologies. LIFE17 ENV/ES/000205. Webpage: <http://perfectlifeproject.eu/>
- LIFE WASTE4GREEN: sustainable and green Agri-waste based biopesticides. LIFE17 ENV/ES/000192. Webpage: <https://www.waste4green.eu/>
- ISOTOPEST: Source and fate assessment of pesticides in the environment is vital for improving European water management policies and remediation actions. Grant agreement ID: 837873. Webpage: no webpage since this project will begin in November 2019.
- HAC: Alpha Cleantec AG has invented a new process for transforming contaminated soil into clean soil. Grant agreement ID: 866600. Webpage: they do not have a webpage.
- LIFE POREM: Demonstration of the efficiency of applying innovative and low-cost effective technologies for restoration of soils. LIFE17 ENV/IT/000333. Webpage: <http://www.lifeporem.it/index.php/en/projects-life-porem/project-porem/roject-objectives>
- LIFE AQUEMFREE: In-Farm remediation of agri-waste water with pesticides from remnants, cleaning and rinse by Solar Photocatalysis. Website: <http://www.life-aquemfree.eu/>
- EcoPest: Strategic plan for the adaptation and application of the principles for the sustainable use of pesticides in a vulnerable ecosystem. Website: <http://www.ecopest.gr/>
- EVERGREEN: Environmentally friendly biomolecules from agricultural wastes as substitutes of pesticides for plant diseases control. Website: <http://life-evergreen.com/>
- POLYFARMING: Demonstration of a new agro-silvo-pastoral land use to improve farm profitability in mountain areas Website: <http://www.creaf.cat/recerca/ecologia-forestal-i-incendis/gestio%CC%81-i-conservacio%CC%81-delsboscos/demonstration-new-agro-silvo-pastoral-land-use-improve-farm-profitability>
- SOIL4WINE: Innovative approach to soil management in viticultural landscapes. Website: <http://www.soil4wine.eu/>

In order to comply with the EU regulations on personal data protection, it has been agreed that each partner will follow the actual plan to communicate and disseminate within the AGREMSOIL project, but they will contact directly with their own network.

## 1.3. Internal communication

### 1.3.1 Templates

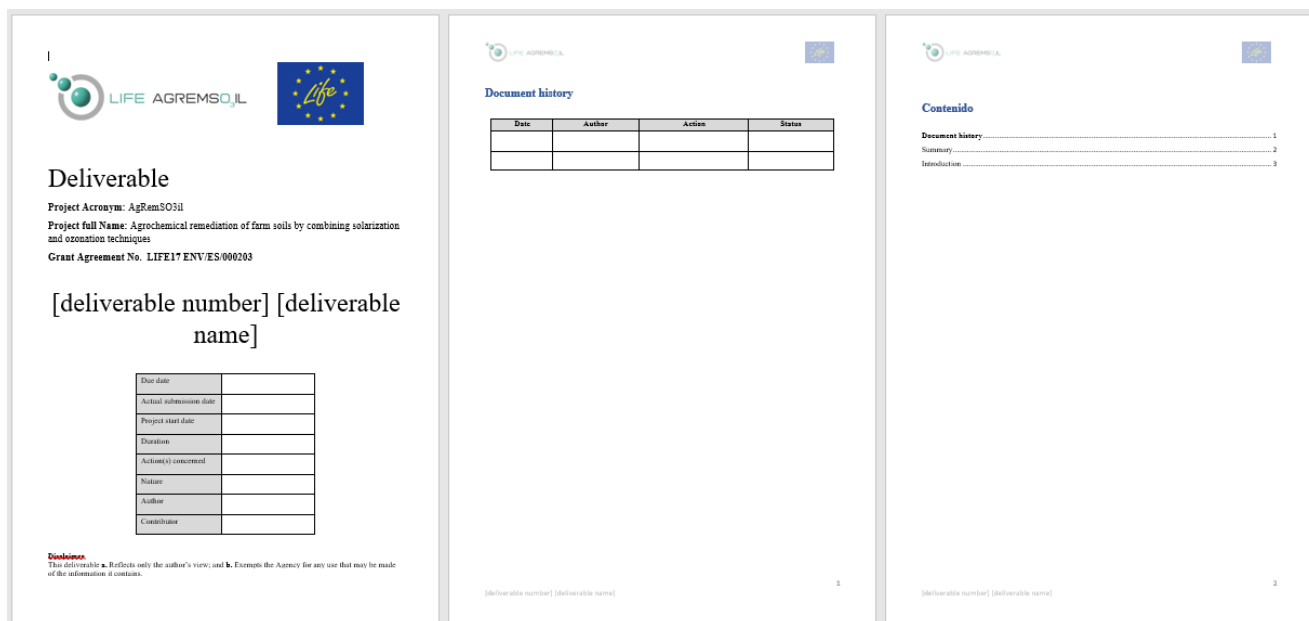
An important part of the communication is to maintain a corporate image of the project. In this way, all the documentation generated by the partners will be uniform and identifiable with Agremsoil.

Templates have been designed for the use of the consortium for the development of deliverables and presentations.

- Word document template. A Word document template exists for documents and for deliverables



Figure 1: AgRemSO3il Word Templates



-Power point template. The power point template should be used for presentations at scientific conferences, stakeholder workshops, internal workshops, or any other event.

Figure 2: AgRemSO3il PPT Templates



### 1.3.2 Shared folder

As an internal communication channel, a folder has been created in Dropbox to share documents among consortium members. Technical, administrative, deliverable and other related documents will be added to this folder as they are created so that all partners have access to a common repository. It will be updated monthly by IDConsortium.

## 1.4. External Communication

### 1.4.1 Key Messages

Before designing a communication activity, it is necessary to know what information is to be transmitted, who the receiver is, what channels we are going to use and what impact we want to have on him. This first analysis will determine the communication strategy to be followed.

The following points will be addressed in the materials and media:

- What is the main goal of AGREMSOIL?
- Why is AGREMSOIL important for soil remediation?
- Why is AGREMSOIL relevant to you (targeted to audience)?
- How will AGREMSOIL impact on different areas (climate, socio-economic development, environment, daily life, etc.)?
- Who are the AGREMSOIL partners?
- Which are the main achievements and results of the project so far?
- Who should I contact if I want to learn more about AGREMSOIL?
- What results have been obtained ?
- How have these results been achieved?
- How can I implement the project in my company?
- How has innovation been implemented in this project?

### 1.4.2 Communication channels

The external communication of the AGREMSOIL project will take place through the following channels:

#### 1.4.2.1. Website

AGREMSOIL's website has been designed with inputs from all partners. It has been launched on September 2018.

The following information is presented on the website:

- About LIFE+: A space to inform what the LIFE program is about. It also includes a video to better explain the program.
- Pesticides in soil: To give a quick overview of the environmental problem that exists with pesticides in soil.
- The project: To inform about the AGREMSO3IL project specifically, which includes an explanation on what the treatments for the soil would be, as well as the physical location of the project.
- Partners: To show specific information about all 4 partners involved as well as where the stakeholders are located.
- Publications: a section for communication materials that can be uploaded as soon as the content is created to allow for project dissemination
- News: To share news-related contents about the project itself or other related topics
- Events: A calendar shows the most important upcoming events of the project.

The website will be continuously updated with news on the progress of the project. It will also serve as a platform to keep stakeholders and AGREMSOIL followers informed about the progress of the project through the regular

publication of articles, posts and updates on the activities of the different actions. Besides, dissemination materials and e-bulletins can be downloaded directly from the website.

Every time a change is made or content is added to the website, it will be reported through social networks and it will be published in the newsletter to generate more traffic and attract more people to the website.

IDC will be responsible for the maintenance of the website.

**Key performance for AGREMSOIL's website:**

It is estimated that during the project duration, AGREMSOIL's website will have an average of 4000 visits per year but it is considered that in the second half of the project they will increase due to the publication of more relevant information.

- Minimum goal: 4000 visits/year
- Optimal goal: 20000 total visits
- Excellent goal: 30000 total visits

*1.4.2.2. Social Networks*

Publications using social networks are useful for bringing awareness about the progress of the project, as well as to communicate the implementation of the AGREMSOIL system as a new cost-effective solution for supporting the soil's functionality. The social networks will be used according to the following rationale:

- 1) Communication to skilled stakeholders (researchers, industry, PhD students...) will be done via:
  - Twitter is the social network usually used to inform in a fast and short manner of what is happening in a specific area. Any new related to the project (result, meeting, conference, publication...) will be published in Twitter and also any relevant news or updates in the fields of AGREMSOIL project on a regular basis.
  - LinkedIn is the most popular professional social network. With more than 150M users it is the main tool people and companies use to establish commercial relationships. To support exploitation of commercial results LinkedIn can be quite useful that's why it will be used to support this activity during the last year of the project.
- 2) Communication to non-skilled stakeholders (target mainly school groups (students and teachers) and society with interest in science but lacking comprehensive awareness) will be done via:
  - Facebook is the most "social" of the social networks. However, companies and professionals use Facebook because of its popularity. It is the most popular social network with more than two billion monthly users. Facebook will be mainly used to raise awareness about the AGREMSOIL system among general public and mainly among teenagers and university students interested in science. The interaction in the form of likes and comments to the publication is in average higher in Facebook than in other platforms.
  - Instagram has grown to be one of the most popular social networks for photo sharing that the mobile web has ever seen. It's the ultimate social network for sharing real-time photos and short videos while on the go. It will be used to publish nice scientific pictures related to the project.
  - YouTube is the main social network to share videos. Due to the importance of doing communication and promotion of results in a very visual way, one of the main objectives of AGREMSOIL's communication strategy is to communicate using attractive videos. All of them will be accessible for everyone and uploaded to the specific YouTube channel created for AGREMSOIL. Scientific videos

and videos with less scientific content but related to the AGREMSOIL project will be uploaded to YouTube.

IDC will be the responsible for the maintenance of the website and social networks.

Figure 3: Main guidelines on how to use AgRemSO3il's social networks



### How to use social media

Follow us and share your contents (pictures, news, publications, events, videos) on:

 @ LIFEagremsoil

 @ LIFEagremsoil

 LIFE AgRemSO3il

 @ lifeagremsoil

 LIFE AgRemSO3il

Try to use, whenever you can, hashtags related to the project:

#solarization	#ozonation	#LIFE
#innovation	#techniques	#environment

[www.life-agremsoil.eu](http://www.life-agremsoil.eu)



Instituto Murciano de Investigación y Desarrollo Agrario y Alimentario





CONSEJO SUPERIOR DE INVESTIGACIONES CIENTÍFICAS





The project AgRemSO3il, signed under the Grant Agreement LIFE-ENV-ES-000203, is co-funded by the European Commission within the LIFE Environmental and Resource Efficiency Programme.

Key Performance Indicator for AGREMSOIL's social networks:

The following KPIs are expected per social network:

- LinkedIn:
  - 200 followers
  - At least 1 post per week
  - Optimal goal: 2 post per week

- Impact: an increase in views of 5% per year
- Twitter:
  - 200 followers
  - At least 1 post per week
  - Optimal goal: 2 post per week
  - Impact: an increase in impressions of 5% per year
- Facebook: 200 followers
  - 200 followers
  - At least 1 post per week
  - Optimal goal: 2 post per week
  - Impact: an increase in people reach of 3% per year
  - Impact: an increase in engagement of 5% per year
- Instagram: 200 followers
  - 200 followers
  - At least 1 post per week
  - Optimal goal: 2 post per week
  - Impact: an increase in people reach of 3% per year
  - Impact: an increase in engagement of 5% per year
- Youtube: 200 followers

YouTube followers will be measured in terms of number of views of AGREMSOIL's project (see section 2.4.3 "Design and development of AGREMSOIL's videos")

### 1.4.3. AGREMSOIL's news items for stakeholder

Communication and promotion of results through technological and non-technological journals, magazines and newspapers.

IDC will coordinate with partners in each partner country the contact to relevant press and journals in order to make AGREMSOIL publications.

#### Key Performance Indicator:

It is expected that at least **15 publications** in technological and non-technological journals, magazines and newspapers will be done during the project. The measuring of the impact of these publications will be also analyzed at a later stage when it is decided which type of publications to be done.

### 1.4.4. AGREMSOIL's newsletters

Different AGREMSOIL newsletters will be developed during the project to be sent to each group of stakeholders. During the 1<sup>st</sup> two years of the project two type of newsletters will be sent:

- Newsletters for scientific and technological readers: The newsletter will be developed by IDC with the support of all partners and the project coordinator. It will be sent each six months. The content will be based on the description of the status of the activities of the project, results and dissemination activities (future lectures, attendance to congresses and posters presentations, scientific publications)
- Newsletters for non- scientific and technological readers: The newsletter will be developed by IDC with the support of all partners and the project coordinator. The content will be based on teaching about soil remediation techniques for an improved understanding of this new technology and informed decision making.

At a later stage, when the first results and conclusions appear, the development of different type of newsletter to different target audiences will be considered based on the needs of the stakeholders (policy makers, public authorities, industry, researchers) and messages to be given.

Key Performance Indicator:

- 7 newsletters developed by the end of the project and distributed among partners' networks.
- Each newsletter should reach at least 300 readers.

#### **1.4.5. Leaflet and Brochures**

A general leaflet will be created to give a brief but accurate insight into AGREMSOIL's main goals, objectives and activities as well as its impact on society. It will be available for partners to be distributed at all events where AGREMSOIL will be presented, such as conferences, congresses, and workshops. It will be completed in M6 of the project.

At a later stage, when the first results and conclusions appear, IMIDA will develop a technical brochure that will be distributed to different target audiences and will be considered based on the needs of the stakeholders (policy makers, public authorities, industry, researchers, school groups, university students.) and messages to be given. It will be completed on M32 of the project.

Key Performance Indicator:

- Minimum goal: 40 leaflets/per event
- Optimal goal: 60 leaflets/per event
- Average: 300 leaflets/year and 30 leaflets downloaded from website per year
- 300 technical brochures distributed by partners.

Those leaflets in both printed and digital format will be taken into account in the calculation.

#### **1.4.6. Design and development of AGREMSOIL's videos**

IDC will coordinate two series of videos and make video compilations (2-3 min each) to present specific lectures from partners or other relevant actors related to the project, presentations based on elevator pitch format from partners so that they are able to introduce their entity, activities, expectations, and also videos from the pilot farms.

- General Video with the general project information for congress and events
- Short videos with key information for social networks
- Documentary Style Videos. One of the ways to get the general public interested is to create a documentary style videos that tells a story about why the project was developed
- 

Partners will be encouraged to use videos to communicate project activities and promote its main results. All of AGREMSOIL related videos will be uploaded to the AGREMSOIL YouTube channel.

Key Performance Indicator:

- 1 General Video uploaded
  - Minimum goal: 100 views
  - Optimal goal: 200 views
- 10 short videos uploaded
  - Minimum goal: 300 views
  - Optimal goal: 500 views
- 1 documentary video uploaded
  - Minimum goal: 200 views
  - Optimal goal: 300 views

### 1.4.7. Layman's report

A Layman's report will be performed by the project coordinator (IMIDA), with the help of all partners, where the objectives, actions and results will be presented in an easy-to understand language. The document will have between 5 to 10 pages and it will be written in English, French and Spanish in electronic format and published on the website.

Key Performance Indicator:

- It is expected that the Laymans' reports will reach 200 relevant stakeholders.

### 1.4.8. Project Noticeboards

IDC, with the support of the rest of the partners, will design contents in English and Spanish to catch the general attention of the project. The target groups are farmers, technicians, public authorities, policy makers, ph. students and researchers.

Key Performance Indicator:

- 7 notice boards developed in English, French and Spanish that will reach 300 stakeholders.
- 10 downloads

## 2. Management of AGREMSOIL project dissemination activities

### 2.1. Definition and main objective

Dissemination can be defined as “The public disclosure of results by any appropriate means (other than resulting from protection or exploiting the results), including by scientific publications in any medium”<sup>2</sup>

The main dissemination objective of the AGREMSOIL project is to **transfer of knowledge and results** regarding the benefits and challenges in using a new technology that combines ozonation and solarization techniques for the remediation of farm soils, thus opening the access to other audiences that may take an interest in the potential **use of this results**. This will allow others to take up the results, which will maximize the impact of the research.

### 2.2. Dissemination of results

The primary focus regarding the dissemination is to make sure that all the results are made available to the interested audiences through scientific publications. This will help the project to obtain the attention and support from those who will benefit from the results of the project, thus aiding and maximizing the impact of EU-funded research as stated previously.

The partners will disseminate their results, as soon as possible, unless it goes against their legitimate interest, by appropriate means, which include scientific publications in any medium. IDC will be in charge of transferring these results through the scientific publications previously mentioned, by asking the partners in a monthly basis if they have written any scientific publication related to the project. In the case they have, they need to decide whether they want the content to be public or to protect the contained results due to IP rights.

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<sup>2</sup> EC Research & innovation Participant Portal Glossary/Reference Terms

Before making the scientific document public, there must be a notice to the other parties at least 45 days before the publication, and if there is no objection within 30 calendar days after receipt of the notice, then the publication will be made public. It is important to mention that all results will be screened by the Project Management Team (PMT) and will be prioritized for IP protection or for immediate dissemination, as appropriate.

## 2.3. Target audience

The intended target audience for the dissemination of the results of the AGREMSOIL project is:

- Agricultural community related to:
  - Farming:
    - Farmers, farmers associations, technicians
- Research representatives, at national and European level, related to the major research areas of the project:
  - Technologies: ozonation and solarization
- Public Authorities, ranging from EU institutions and regulatory bodies to national and local administration.
- Industry and commercial actors related to agriculture

The target audience will help in paving the way towards a more sustainable Europe.

## 2.4. Dissemination channels:

### 2.4.1. Scientific Publications

In order to show the results and main conclusions of the AGREMSOIL project, partners will disseminate their results, by appropriate means, which include scientific publications in any medium. IDC will be in charge of transferring these results through the scientific publications previously mentioned, by asking the partners in a monthly basis if they have written any scientific publication related to the project.

#### Key Performance Indicator:

- It will mainly depend on the information that will be publicly available and the one that needs to be protected. IDC will ask on a monthly basis if there is information that they want to publish with the results of the project mainly to a more scientific audience.
- Two Scientific publications when prototype is working properly.

### 2.4.2. Public Relations

Plenty of journalist, specifically scientific journalists, are always on the lookout for new stories to write. However, often, the miss out on interesting stories because they never know about it. Therefore, IDC Consortium will present 'pitch' stories about the project. For example, IDC can pitch new findings, updates, or something new that journalists would be interested to know. We will build a list of media contacts to pitch the stories about the project.

#### Key Performance Indicator:



- 5 new national or international journalist contacts per year.

### **2.4.3. Meetings with policy makers**

In order to transfer lessons learnt, results and conclusions of the AGREMSOIL project, there will be meetings with the General Directors in Murcia: Director General de Innovación, Producciones y Mercados Agroalimentarios; Director General de Fondos Agrarios y Desarrollo Rural and Director General del Agua in at least two occasions. Also, a meeting with representatives of Research and Innovation Unit in DG AGRI by the end of the project to present the final results and conclusions, which include policy recommendations.

#### **Key Performance Indicator:**

- It is expected to involve policy makers during the implementation of actions B4 and B5, two meetings with the general directors mentioned previously and one meeting with the Research and Innovation Unit in the DG AGRI.

### **2.4.4. Design and development of an AGREMSOIL video**

IDC will coordinate a final video (2-3 min) to present results, lessons learnt and main results of the AGREMSOIL project.

As with the communication activities, partners will be encouraged to use videos to disseminate the project results. All of the AGREMSOIL related videos will be uploaded to the AGREMSOIL YouTube channel.

#### **Key Performance Indicator:**

- 1 video uploaded to YouTube by the end of the project, specifically month 42.

### **2.4.5. Promotion of AGREMSOIL through Open days for farmers**

All partners will be involved on the on-site demonstration activities through different open days for farmers and other key stakeholders like industrial entities, researchers, policy makers, public bodies and investors. This will be done to show the benefit of the technology being used by AGREMSOIL.

#### **Key Performance Indicator:**

- 3 open days for farmers with 100 farmers attending in total.

### **2.4.6. Attendance to the main conferences and congresses**

In order to show the results, transfer lessons learnt and main conclusions of the AGREMSOIL project, CEBAS and IMIDA, as representatives of the research sector will be the ones to attend the main conferences and congresses about soil remediation to disseminate the research advances.

#### **Key Performance Indicator:**

- It is expected to do 10 presentations related to the project's results.

### **2.4.7. Final Conference**

In order to show the results, transfer lessons learnt and main conclusions of the AGREMSOIL project, there will be a final conference in Brussels, which at the same will be organized with other related projects. Relevant

stakeholders will be invited to attend like farmers, industrial stakeholders, public authorities, policy makers, universities and ph. Students.

Key Performance Indicator:

- It is expected that 150 relevant stakeholders will attend this final conference.

## 3. Open Access

### 3.1. Definition

“Open access (OA) refers to the practice of providing online access to scientific information that is free of charge to the end-user and reusable. ‘Scientific’ refers to all academic disciplines”<sup>3</sup>

The European Commission is in favor of the concept “Open Research” by supporting open access since it is a way to improve innovation in the public and private sectors. If the results from the project are made available to all societal actors, researchers, innovators and the public, they can use these results for their own specific needs, which at the same time will encourage research. It is important to mention that Open Access does not affect the intellectual property, since the decision on whether to look for protection of Intellectual Property rights is made before deciding if open access will be published or not. This means that results can be published after an application for IP protection has been filed.

### 3.2. Project’s Open Access

Publications in peer-reviewed scientific journals will be the preferred channel for the dissemination of project results to the scientific/technical community. Any member of the consortium may prepare data for publication at any time, but before submission there will be a mechanism agreed with all other partners for project internal-peer review. These rules will be defined in the Consortium Agreement.

IDC will make sure that publications are provided with Open Access with the following two steps:

- First IDC will assure that the publication is deposited in a suitable repository and in a “machine readable” format that can be understood by any computer. This with the aim of allowing the interested audiences to develop new tools for working with the documents, which means that scanned versions of the publications will not be allowed.
- Second, IDC will assure that an open access route has been selected, depending on the criteria selected by the author of the publication, which can be the publication of the scientific document immediately after the final reviewed manuscript has been accepted for publication (green open access) or immediately by the publisher upon publication (gold open access). After doing so, this will allow open access to publications as soon as possible, and in any case with no more than 6 months after the publication was uploaded. It is mandatory to provide open access to the metadata with a persistent identifier, like the Digital Object Identifier (DOI).

In our case, each beneficiary must ensure open access to all peer-reviewed scientific publications relating to its results, except where they want to protect IP rights. Access will be provided either via the published version or the final peer-reviewed manuscript accepted for publication. To meet the requirement about ensuring that publications can be read online, downloaded and printed, free of charge, all AGREMSOIL’s publications will be listed on the project website and linked via DOI to the corresponding publication page. The consortium will

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<sup>3</sup> H2020 Programme: Guidelines to the Rules on Open Access to Scientific Publication and Open access to Research Data in Horizon 2020.

pursue an open access strategy and it is therefore envisaged that most articles will be available for download as PDF files directly from the project website.

## 4. AGREMSOIL's IPR management

### 4.1. Introduction

In order to make reference to Communication and Dissemination of results, it is important to clarify the term project results.

Standard results are defined as:

“Any tangible or intangible output of the action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected, which are generated in the action as well as any attached rights, including intellectual property rights.”<sup>4</sup>

Results encompass all project outcomes that may be used by the project partners or other relevant stakeholders outside the project. They have the potential to be either commercially exploited (e.g. concrete products or services) or lay the foundation for further research, work or innovations (e.g. Novel knowledge, insights, technologies, methods, data).

Project outputs become available throughout the course of project – not only towards the end – therefore it is essential to closely capture, monitor and manage results (including the accompanying IP Rights) over the entire lifetime of the project and adjust communication activities, as well as dissemination and exploitation plans accordingly. Regularly keeping track of the project's progress will not only help capture results once they are achieved but will also help identify possible outcomes that were not originally foreseen at the start of the project.

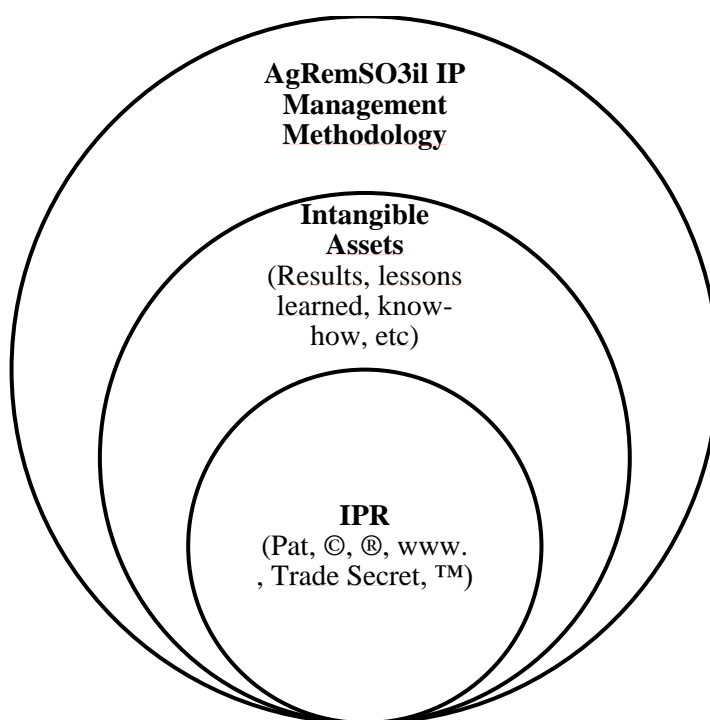
The work to be performed by all project partners will lead to the development of a wide range of results, these results must be acknowledged as valuable intangible assets generated throughout the project.

The resulting intangible assets generated will include both intellectual property such as Patents, Trademarks, Copyrights or Trade Secrets and other subtler assets such as new knowledge, lessons learned, improved processes, or even increased reputation and awareness raised through the development of a project website, project name and logo and the publication of relevant content.

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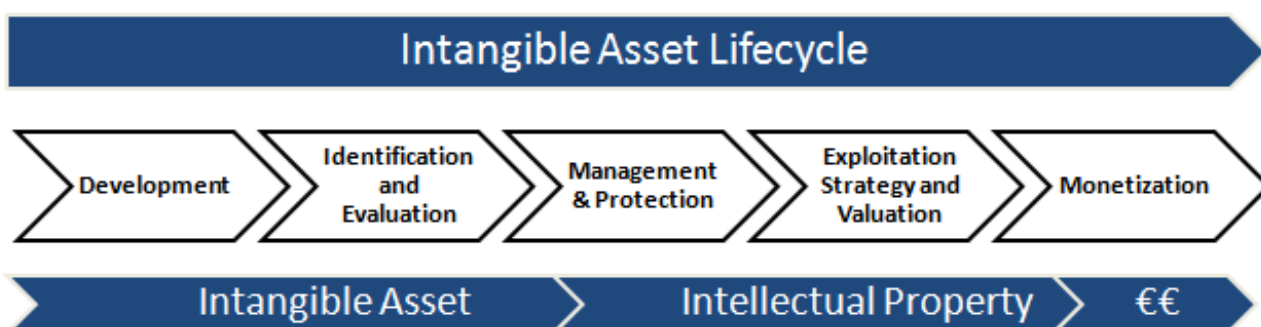
<sup>4</sup> [https://ec.europa.eu/research/participants/portal/desktop/en/support/reference\\_terms.html](https://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html)

Figure 4: AGREMSOIL's Management Methodology



The main goal of the IP management methodology that will be implemented is to monitor, control and guide all project partners through the lifecycle of intangible asset development.

Figure 5: Intangible Asset Lifecycle Diagram



## 4.2. Main Objectives of the IP Management Activities

The main objectives of the Intellectual Property Management activities to be implemented will be:

- To ensure proper IP management during the project and raise IP awareness within the consortium balancing confidentiality requirement for IP protection and the wider dissemination of results.
- To support the formulation and implementation of a global publication and dissemination strategy.
- To regularly examine and update the project dissemination perspectives

- To provide guidance for dissemination strategies of project results that could fit or be aligned with each partner's strategic business goals and could maximize the socioeconomic impacts of the project.

### 4.3. IP Management Methodology

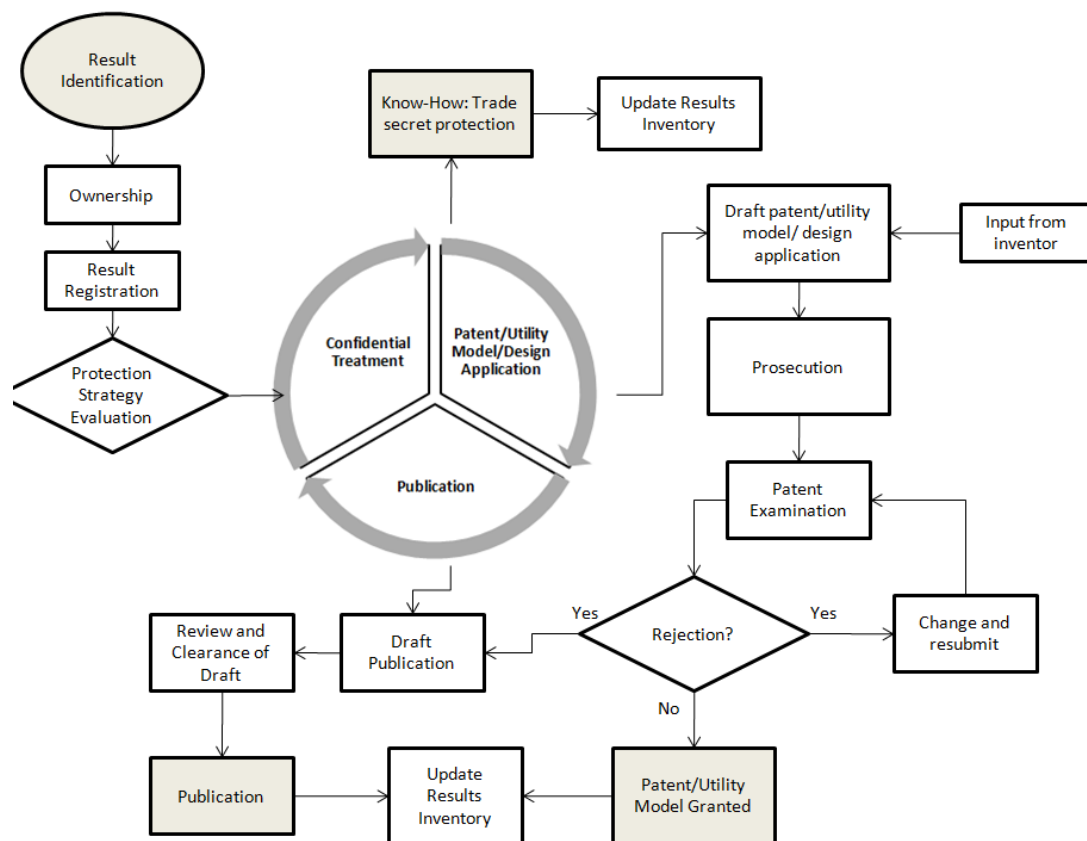
All the aforementioned intangible assets that will be generated throughout the project must be properly **identified, assessed, managed, protected and exploited** to maximize the future impact of the project, bridge the gap into the market and provide long-term competitive advantage for the exploitation of the project results. The main activities that will be carried out throughout the AGREMSOIL project in terms of IP Management can be broken down into 4 groups:

1. **Identification of Results:** One of the key aspects to consider in order to implement a successful IP management methodology is to have the internal capabilities within the consortium to **identify** the results being generated on a regular basis. To achieve this, we will carry out the following “intangible asset and results audits” throughout the project:
  - One initial audit upon signature of the consortium agreement to identify the background IP (i.e. patents, know-how, software, etc.) held by the partners prior to the project and that they will provide to the consortium for the joint development of the project. The access rights to these assets will be clearly defined.
  - An Intangible asset and results audit to be performed annually at the annual progress meetings to update the background IP with the results and new knowledge generated during the project. This audit will also involve clearly defining the contribution of each consortium partner to the identified results and clarifying any ownership issues that may arise prior to initiating the definition of exploitation strategies.

The results from these audits will be recorded in a common project spreadsheet which will be confidential and only shared within the consortium and the EC for reporting purposes.

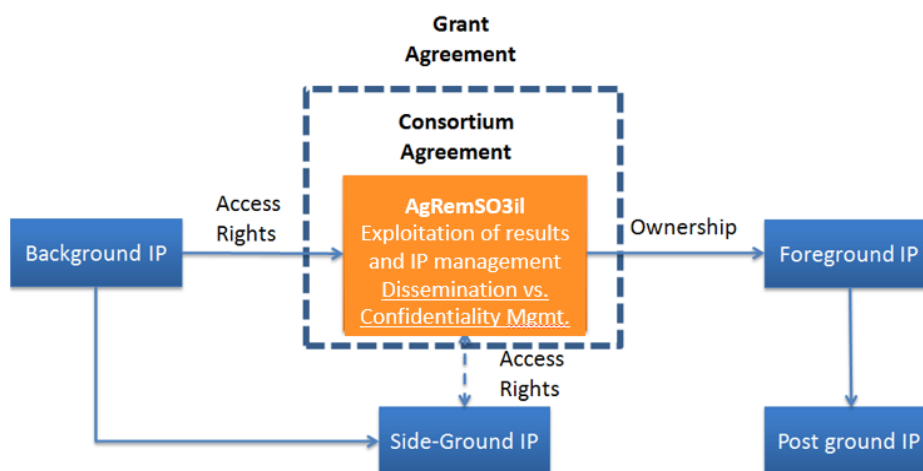
2. **Assessment of Results:** To guarantee proper protection, all results generated during the project will be carefully assessed in terms of the state of the art, the technological landscape and the most suitable IP protection strategy before they are further disseminated. For that purpose, all results presented in reports or at project meetings will be initially treated as confidential (and labeled using confidentiality notices), until they are either properly protected or decided to be free for public dissemination by the partners(s) involved in the development of this result. The main procedure that will be implemented during the project to assess the most suitable protection strategy will be the following:

Figure 6: IPR Management AGREMSOIL procedure



3. **Management of IP issues:** For the general **management** of all the identified results and intangible assets generated all project partners will follow the provisions provided by the consortium agreement as their guide, together with the Grant Agreement. All partners have already identified the background IP that they will bring to the project and defined the access rights to the consortium partners. The legal framework for the IP management of this project can be summarized by the figure below:

Figure 7: Legal Framework for IP management



The consortium agreement states clearly that any result generated during the implementation of the project shall be owned by the partner/s that generates it.

The allocation of ownership of the IP generated and identified must be addressed on the annual IP audits as previously mentioned. Joint ownership of results and other issues that may arise with generated IP, such as sharing of revenues or prosecution costs will be treated on a case by case basis.

In addition, to the management framework provided by the consortium agreement, an effective IP and knowledge management procedure will be reinforced through internal communication activities aimed at building a culture of IP awareness within the consortium and through implementing knowledge management best practices within the project to retain all relevant project documentation in a central repository and gathering lessons learned at the end of the project.

4. **IP Protection:** With the previous steps fully implemented within the project, the consortium is equipped with sufficient tools to analyze in detail the most appropriate protection strategy for an identified result. The Partners shall agree on the protection methods for any generated IP relevant for the exploitation of the project's results and each Partner should bear any related costs to obtain protection of their own IP. If a Partner decides not to protect Results, that Partner shall consult the other Partners, which may wish to acquire ownership of those Results.

The following table summarizes the protection mechanisms that are anticipated to be used to ensure that no potential rights are lost through accidental disclosure of results.

Formal IP Protection Methods	Contractual Knowledge Protection Methods	Other Protection Methods
Patents, Utility Models, Designs, copyright, trademark trade secrets	Non-Disclosure Agreements, IP provisions in contracts and employment agreements, invention disclosure and assignment forms	Cybersecurity, access rights, awareness raising

## 5. Annex

Channel	Content Goals	Target Audience	How	Frequency	Responsible	Partners Involved	Format	Scope	Impact
Internal Communication									
Templates	Have a 0standardized communication protocol. Have the templates for ppt and word deliverables sent to the rest of the partners in order to have cohesive image.	Partners	IDC will create templates for all written communication so that it is consistent when presented internally and externally.	Once by the beginning of the project, will be reviewed every year to make sure it's still accurate	IDC	IDC	Official Format	-	-
Shared Folder	a folder has been created in Dropbox to share documents among consortium members	Partners	Technical, administrative, deliverable and other related documents will be added to this folder as they are created so that all partners have access to a common repository	It will be updated monthly by IDConsortium.	IDC	All partners	-	-	-



Channel	Content Goals	Target Audience	How	Frequency	Responsible	Partners Involved	Format	Scope	Impact
External Communication									
Website	<ul style="list-style-type: none"> <li>•About LIFE+: To inform what the LIFE program is about.</li> <li>•Pesticides in soil: A quick overview of the environmental problem with pesticides in soil.</li> <li>•The project: To inform about the AGREMSO3IL project specifically, including information regarding the physical location of the project.</li> <li>•Partners: Specific information about all 4 partners involved as well as where the stakeholders are located.</li> <li>•Publications: a section for communication materials that can be uploaded as soon as the content is created to allow for project dissemination</li> <li>•News: To share news-related contents about the project itself or other related topics</li> <li>•Events: A calendar tha shows important upcoming events related to the project.</li> </ul>	All groups	The website will be continuously updated with news on the progress of the project. Partners will be asked on monthly basis if they have new information to be shared on the website and create content to have the website updated.	Regularly updated until the end of the project. Every time a change is made or content is added to the website, it will be reported through social networks and it will be published in the newsletter to generate more traffic and attract more people to the website.	IDC	IDC	Designed by professionals	Up to 4.000 visits. It should increase during the second half of the project due to more interesting publications.	Minimum goal: 4000 visits/year Optimal goal: 20000 total visits Excellent goal: 30000 total visits

Channel	Content Goals	Target Audience	How	Frequency	Responsible	Partners Involved	Format	Scope	Impact
Internal Communication									
Twitter Account	General project information, project progress, project meetings. Upload pictures from the project.	All groups but skilled stakeholders specially	It will be regularly updated with any news related to the project (result, meeting, conference, publication...).	Created at the beginning of the project, updated up to twice a week	IDC	IDC	Under 280 characters. Using links to youtube videos.	200 followers	Impact: an increase in impressions of 5% per year
	Other related posts: Retweet posts from other interesting audience.	All groups but skilled stakeholders specially	Making sure the information is relevant to the project as well as accurate.	Optimal goal: Up to twice a week	IDC	IDC	Under 280 characters.		
Facebook Account	General project information, project progress, project meetings. Upload pictures from the project.	Public in general	Keep it regularly updated with web content, videos, and every possible input available to have it active and interesting	Created at the beginning of the project, updated twice a week	IDC	IDC	relevant information with links to website or news	200 followers	An increase in people reach of 3% per year. An increase in engagement of 5% per year
	Other related posts: Repost other information related to the project.	Public in general	Making sure the information is relevant to the project as well as accurate.	Optimal goal: Up to 2 posts per week	IDC	IDC	relevant information with links to website or news		

Channel	Content Goals	Target Audience	How	Frequency	Responsible	Partners Involved	Format	Scope	Impact
Internal Communication									
Instagram Account	Post: General project information, project progress, project meetings. Upload pictures from the project.	All groups. Non-skilled stakeholders specially.	Keep it regularly updated with nice scientific pictures related to the project.	Created at the beginning of the project, updated up to twice a week	IDC	IDC	relevant information with links to website or news. Hashtags.	200 followers	An increase in people reach of 3% per year. An increase in engagement of 5% per year
	Related posts: Repost of information related to the project.	All groups. Non-skilled stakeholders specially.	Making sure the information is relevant to the project as well as accurate.	Once a week	IDC	IDC	relevant information with links to website or news. Hashtags.		
LinkedIn Account	Post: General project information, project progress, project meetings, etc.	All groups but skilled stakeholders specially	Keep it regularly updated with web content, videos, and every possible input available	Created at the beginning of the project, updated twice a week	IDC	IDC	relevant information with links to website or news	200 followers	an increase in views of 5% per year
	Repost of interesting article ONLY when in line with the AGREMSOIL project (finds, awareness, etc).	All groups but skilled stakeholders specially	Making sure the information is relevant to the project as well as accurate.	Once a week	IDC	IDC	relevant information with links to website or news		
	LinkedIn own posts: Informing about the project's situation, updates, new findings, etc.	All groups but skilled stakeholders specially	Making sure the information is relevant to the project as well as accurate.	Every time it will have any relevant new	IDC	All partners	Posts in Short form: - max 2000 characters,		

Channel	Content Goals	Target Audience	How	Frequency	Responsible	Partners Involved	Format	Scope	Impact
Internal Communication									
Youtube	To communicate using attractive videos.	All groups	Scientific videos and videos with less scientific content but related to the AGREMSOIL project will be uploaded to YouTube.		IDC	All partners		200 followers	
Publications	Communication and promotion of results through technological and non-technological journals, magazines, and newspapers.	Stakeholders	IDC will coordinate with partners in each partner country the contact to relevant press and journals to make AGREMSOIL publications.	At least 15 publications until the end of the project	IDC	All partners	Publications in non-technological journals, magazines and newspapers	At least 15 publications	
Scientific Publications	Publications in scientific journals, magazines or newsletters	Scientific Community	IDC will coordinate with scientific partners the contact to relevant press and journals to make AGREMSOIL scientific publications.	At least 2	IDC	All partners	Publications in scientific newsletter or magazines	At least 2	

Newsletters	The content will be based on the description of the status of the activities of the project, results, and dissemination activities (future lectures, attendance to congresses and posters presentations, scientific publications).	Specific and technological readers as well as rest of the groups	It will be updated with news shared by the partners, external publications related to the project and the Murcia area, as well as any other news worth sharing. Everything will be compiled and later shared on the form of a newsletter.	Every 6 months	IDC	All partners	Medium long format: - mailchimp format, - pictures and graphics, - Interesting content,	7 newsletters	At least 300 views
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Channel	Content Goals	Target Audience	How	Frequency	Responsible	Partners Involved	Format	Scope	Impact
Internal Communication									
Leaflets and Brochures	A general leaflet will be created to give a brief but accurate insight into AGREMSOIL's main goals, objectives and activities as well as its impact on society.	All groups but specially for stakeholders policy makers, public authorities, industry, researchers, school groups, university students.	Partners will share information to create it, and later in the project when results are achieved and patent has been granted a new one will be created.	One at the beginning of the project and one by the end of it.	IDC	All partners	Printed and digital form	Minimum goal: 40 leaflets/per event. Average: 300 leaflets/year and 30 leaflets downloaded from website per year Optimal goal: 60 leaflets/per event	
Videos	General video about the AGREMSOIL project	All groups	On site filming (at the farm) by a professional. It will be later edited and shared in needed format to fit the website and social media pages	One for the whole project	IDC	All partners	Filmed and edited by professionals. Uploaded to Youtube.	Minimum goal: 100 views Optimal goal: 200 views	
Short Videos	Short videos: 2-3 min videos to present specific messages or information.	All groups	On site filming (at the farm) by a professional.	10 videos during the whole project	IDC	All partners	Filmed and edited by professionals. Uploaded to Youtube if convenient.	Minimum goal: 300 views Optimal goal: 500 views	
Documentary style videos	Documentary Style Videos that tells a story about why the project was developed	All groups	On site filming (at the farm) by a professional.	One video	IDC	All partners	Filmed and edited by professionals.	Minimum goal: 200 views Optimal goal: 300 views	

Channel	Content Goals	Target Audience	How	Frequency	Responsible	Partners Involved	Format	Scope	Impact
Internal Communication									
Layman Report	A document of 5- 10 pages in colour to present the project, its objectives, its actions and its results to a general public.	All groups	With input from all partners. Showing the most relevant information.	Once, at the end of the project. 100 copies + e-version.	IDC	IDC	Official Format	200 views from relevant stakeholders	-
Project Noticeboard	Contents in English and Spanish to catch the general attention of the project	Farmers, technicians, public authorities, policy makers, ph. students and researchers.	Ask partners on monthly basis if they have new information so that these posters and factsheets can be made.	7 notice boards developed in English, French and Spanish	IDC	IDC	Digital	300 views	-

