



VIRTIGATION – Emerging viral diseases in tomatoes and cucurbits: Implementation of mitigation strategies for durable disease management

Deliverable 6.2

P1 report on dissemination & communication tools & measures

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1 PUBLISHABLE SUMMARY

Successful **dissemination and communication (D&C)** combine well-selected strategies, tools, measures, and materials that **help to inform and engage relevant stakeholders**. The following stakeholders were analysed and defined as most relevant to the VIRTIGATION project:

- Farmers/growers & their associations
- Agro-industry
- Agri-research, training & education centers
- Policymakers
- Scientific community including technical advisors
- EIP-AGRI & other related EU-funded projects
- Interprofessional entities across tomato, cucurbit and fruits & vegetables (F&V) value chains
- Press & media

VIRTIGATION D&C activities are creating a following of key actors, which is essential to prepare the markets relevant to the project in their optimal uptake of future project results. The strategies, tools, measures, and materials of D&C efforts are tailored to these key actors and abovementioned stakeholder groups.

Amongst others, in project period 1 (P1), **the following D&C tools, measures and materials** have been produced:

- Project website with blog
- Project factsheet
- A standard project PPT presentation
- Flyer
- Poster
- Roll-up banner
- Project newsletters
- Launch press release
- Standard Word and PPT templates

Moreover, **several social media and digital channels** are used to build networking relations with stakeholders, and to facilitate clustering and liaising with related EU projects, initiatives, and networks:

- Twitter
- LinkedIn showcase page
- Facebook
- ResearchGate
- YouTube
- Zenodo community

Communication started off with the **project's virtual kick-off meeting** in June 2021 and intensified following the official launch of the project's public website and launch press release in September 2021. In general, throughout P1 VIRTIGATION was presented at different occasions, through both virtual and in-person conferences, dealing with e.g. **plant protection, plant virology or pesticide reduction-related topics**. These efforts were mainly aimed at making the targeted stakeholder groups aware of the VIRTIGATION project. In P2, it is foreseen to put more the focus on the dissemination of publicly disclosable project results.