



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

Deliverable 6.3 P2 DEC plan update

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1 PUBLISHABLE SUMMARY

The DEC Plan and DEC Handbook is a consensus finding, information and control instrument for all dissemination, exploitation, and communication (DEC) activities among all partners in the VIRTIGATION project. The DEC Plan describes the strategy and overall approach, and further includes the activity plan for the second project period (P2).

In P1, VIRTIGATION DEC efforts were mainly focused on preparing communication materials and channels, as well as raising awareness on the project's objectives and its aim to serve as a trusted source of information in the field of plant health (cf. D6.1, including SOPs). In P2, the general project information prepared in P1 will be supplemented with more specific, result-based materials for dissemination. Also, the pace of scientific publications resulting from the project is expected to pick up in P2, as partners are expected to produce more results from their research & innovation efforts.

For different communication channels, especially social media, the overarching aim is to increase the number of specific stakeholders that can be reached by the implemented communication measures – especially for channels like Facebook and YouTube. Furthermore, participation in established events is expected to become even more important for dissemination in P2. Moreover, additional dissemination and communication (D&C) of VIRTIGATION will be achieved by actively participating in physical/hybrid/virtual relevant plant health conferences, supporting WP1 efforts in promoting success/showcasing stories of the project (e.g. from the D1.4 first batch of Practice Abstracts) to actors and stakeholders of the VIRTIGATION network, and by aiming to provide more project content in languages other than English (i.e. in languages of the project's multi-actor approach focus countries).

Exploitation planning and IP management will further gain more prominence in P2, as more results of the project have become or are expected to become available, which must be exploited and protected accordingly. Subsequently, results will be monitored regularly, and exploitation and IP protection strategies will be also discussed on a more frequent basis (i.e. every 6 months). Specifically, D6.4 (draft report on IP & exploitation management) will detail exploitation and IP protection measures for the new IP generated in VIRTIGATION, including e.g. the Eggsplorer software in the WP3, or the descriptors and pipeline implemented in the Genome Detective Platform in WP2.

This DEC plan update, done at mid-way in project implementation (M24 out of 48 months duration), is the first update of the Initial DEC Plan and DEC Handbook (D6.1) submitted in month 4 (M3). Another final DEC plan update is foreseen in M38 for P3 (D6.6).

MEDIA CORNER

VIRTIGATION Project website: www.virtigation.eu

CORDIS Project number: 101000570

COMMUNICATION CHANNELS

	E-mail	virtigation@rtds-group.com
	Twitter	@virtigation URL
	LinkedIn	VIRTIGATION URL
	Facebook	@virtigation URL
	YouTube	VIRTIGATION Project URL

COMMUNICATION TOOLKIT

Factsheet: [Link](#)

CORDIS information sheet:
<https://cordis.europa.eu/project/id/101000570>

Presentation (PPT): [Link](#)

Flyer: [Link](#)

Poster: [Link](#)

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Animation video: [Link](#)