

WP8

**Demonstration, dissemination,
exploitation and communication**

**1st annual meeting
Prague, May 28 – 30 2019**

Antoaneta G. Kuhar



ecobreed
IMPROVING CROPS



Funded by European Union
Horizon 2020
Grant agreement No 771367

Task 8.1

Development of a project Communication Strategy

✓ Project logo(s) & slogan

- developed at the beginning of the project
- protected at EUIPO on Dec 15th for 10 years



ecobreed
IMPROVING CROPS



ecobreed
IMPROVING CROPS



Funded by European Union
Horizon 2020
Grant agreement No 771367



ecobreed
IMPROVING CROPS



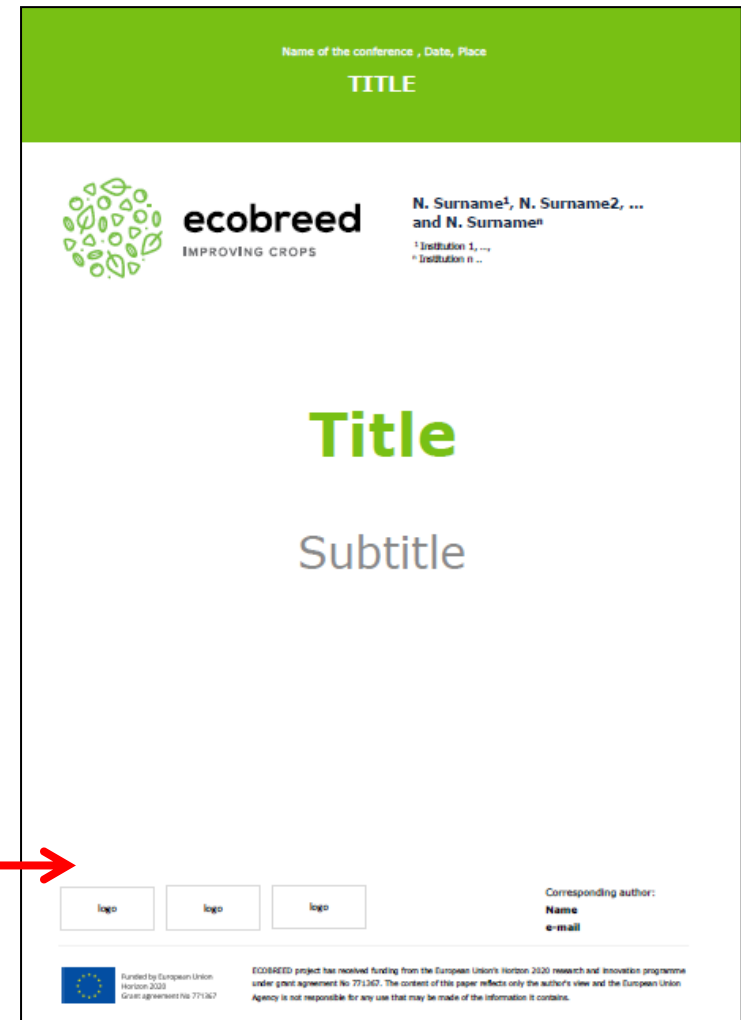
Funded by European Union
Horizon 2020
Grant agreement No 771367

Task 8.1

✓ PPT template: visual
appearance and fonts
(Open Sans or Verdana)

consistency!

✓ Academic poster template
(A0)



Task 8.1

✓ Roll – up

Ready to
print
templates
available



Task 8.1

✓ **Book
mark**

Ready to
print

template

+

ongoing
upgrade

Organic breeding international



ecobreed
IMPROVING CROPS

**Steigerung der Effizienz
und Wettbewerbsfähigkeit
der Bio-Pflanzenzüchtung**

- Verfügbarkeit von biologischem Saatgut und Sorten erhöhen (Weizen, Kartoffeln, Soja & Buchweizen)
- Wichtige Merkmale für den biologischen Anbau identifizieren (hohe Nährstoffeffizienz & Unkrauttoleranz)
- Biozüchtungsinitiativen fördern (Züchterausbildung & partizipative Pflanzenzüchtung)

**Increasing the Efficiency
and Competitiveness of
Organic Crop Breeding**

- increase the availability of organic seeds and varieties (common wheat, potato, soybean & common buckwheat)
- find traits suited for organic production (high nutrient use efficiency & weed competitiveness)
- promote organic breeding activities (training programmes for breeders & participatory plant breeding)


Follow us:

www.ecobreed.eu @ecobreed @EcobreedP

 Funded by European Union
Horizon 2020
Grant agreement No 771367

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 771367







ecobreed
IMPROVING CROPS



**Here comes
translation of the
text below**




**Increasing the Efficiency
and Competitiveness of
Organic Crop Breeding**



- increase the availability of organic seeds and varieties (common wheat, potato, soybean & common buckwheat)
- find traits suited for organic production (high nutrient use efficiency & weed competitiveness)
- promote organic breeding activities (training programmes for breeders & participatory plant breeding)




Kmetijski inštitut Slovenije
Agricultural Institute of Slovenia



  

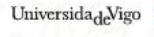

 


  




 


 



www.ecobreed.eu @ecobreed @EcobreedP

 Funded by European Union
Horizon 2020
Grant agreement No 771367

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 771367.

Task 8.1

✓ Press
release
Standard
text
(word)



Increasing the efficiency and
competitiveness of organic crop breeding

PRESS RELEASE: JUNE 2018

Start of the ECOBREED project

With the kick-off meeting held from 27 to 28 June 2018 in Ljubljana, the five year project ECOBREED funded by Horizon 2020 programme, has been officially launched. The project will develop (a) methods, strategies and infrastructures for organic breeding, (b) varieties with improved stress resistance, resource use efficiency and quality and (c) improved methods for the production of high quality organic seed. Activities will focus on four crop species i.e. wheat (both common *Triticum aestivum* L. and durum *Triticum aestivum* L., *T. durum* L.), potato (*Solanum tuberosum* L.), soybean (*Glycine max* (L.) Merr.), and common buckwheat (*Fagopyrum esculentum* Moench.).

The project is coordinated by Agricultural Institute of Slovenia and carried out in collaboration with 24 partner organisations representing 15 countries: AT, CN, CZ, DE, ES, GR, HU, IT, PL, RO, RS, SI, SK, UK and USA.

During the following 5 years, the project participants will: identify genetic and phenotypic variation in morphological, abiotic/biotic tolerance/resistance and nutritional quality traits that can be used in organic breeding; evaluate the potential of genetic variation for enhanced nutrient acquisition; evaluate the potential for increased weed competitiveness and control; optimise seed production/multiplication via improved agronomic and seed treatment protocols; develop efficient, ready-to-use farmer participatory breeding systems; pre-breed elite varieties for improved agronomic performance, biotic/abiotic stress resistance/tolerance and nutritional quality; develop training programmes in genomic tools/techniques, farmers participatory breeding, use and application of improved

phenotyping capabilities; ensure optimum and rapid utilisation and exploitation of project deliverables and innovations by relevant industry and other user/stakeholder groups.

For more information on project activities and expected results, please contact:

PROJECT COORDINATOR:

Dr. Vladimir Meglič

vladimir.meglic@kis.si

PROJECT MANAGER:

Dr. Antoaneta G. Kuhar

antoaneta.kuhar@kis.si

ABOUT ECOBREED:

ECOBREED is a 5-year (2018-2023) project funded by European Union's Horizon 2020 research and innovation programme that will improve the availability of varieties and seed suitable for organic and low-input production.

www.ecobreed.eu
www.twitter.com/ecobreedip
www.facebook.com/ecobreed/



Funded by European Union
Horizon 2020
Grant agreement No 771367

The sole responsibility for the content of this press release lies with the authors. The publication reflects the views only of the author, and the EC cannot be held responsible for any use which may be made of the information contained therein.



ecobreed
IMPROVING CROPS



Funded by European Union
Horizon 2020
Grant agreement No 771367

Task 8.2

Dissemination activities

Dissemination Plan due in April 2020 (?earlier)

Mailing list of key stakeholders!

At least 1 **article in a technical magazine**

Book of articles?

Task 8.2

Practice abstracts (1)

- „Short summary of around 1000-1500 characters (word count – no space), which describe the main information/recommendation/practice that can serve the end-users and their daily practice“
(<https://ec.europa.eu/eip/agriculture/en/>)
- Read more about the [EIP-AGRI Common format](#) (EC guidelines in excel file available also on intranet under „Templates“ folder)
- EIP AGRI project database:
<https://ec.europa.eu/eip/agriculture/en/find-connect/projects>

Task 8.2

Practice abstracts (2)

- **Obligatory elements** (title in native & EN language, editor, project coordinator, project partners, keywords, project period, project status, funding source, total budget, geographical location, objective, etc.)
- **Recommended elements** (description of project activities, short summary for practitioners, audio-visual material, website, links to other www)
- **Optional elements** (description of the context of the project, additional information and comments)



ecobreed
IMPROVING CROPS



Funded by European Union
Horizon 2020
Grant agreement No 771367

Task 8.3

Exploitation activities

Development of **business plans** for future commercialization of processes/products developed in the project

Knowledge management and IP protection

Plan for the Use and Dissemination of the Foreground (M36)

Exploitation Agreement (M60)



ecobreed
IMPROVING CROPS



Funded by European Union
Horizon 2020
Grant agreement No 771367

Task 8.4

Demonstration events



Each partner will host a **minimum of 2 events (at least 22) over the 2-4y period**

Responsible partner: **NATUR**

Partners involved: KIS, MTA-ATK, BOKU, IFVC, CRI, UNEW, IHAR, UP, GEO, PROBIO, SEL, UNITUS, NPPC, BIOMILA, WSU, SEC, RGA, SZG, SMA



ecobreed
IMPROVING CROPS



Funded by European Union
Horizon 2020
Grant agreement No 771367

Task 8.5
Project website
www.ecobreed.eu



Ongoing

? A **portal** with extensive links to other relevant web-based information systems on agronomy, breeding/selection, nutritional quality of organic food, etc.

? **Intranet**



ecobreed
IMPROVING CROPS



Funded by European Union
Horizon 2020
Grant agreement No 771367

Task 8.6

Project communication

Responsible partner: KIS. Partners involved: All partners



ecobreed
IMPROVING CROPS



Funded by European Union
Horizon 2020
Grant agreement No 771367



@EcobreedP (34,877 impressions!)

Home

Notifications

Messages



Search Tw



ecobreed

IMPROVING CROPS

Tweets
142

Following
147

Followers
226

Likes
115

Lists
0

Moments
0

Ecobreed project

@EcobreedP

ecobreed.eu

Joined June 2018

Tweets

Tweets & replies

Media



Ecobreed project @EcobreedP · 4h

"It's buckwheat; in the lap of summer. Bride's costume made by its flowers"

#buckwheat poem, written by 🇷🇺 Niko Grafenauer and illustrated by 🇷🇺 Jelka Reichman



Total Page Followers as of Today: 115





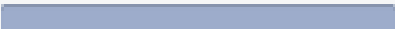







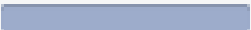

ecobreed
IMPROVING CROPS



Funded by European Union
Horizon 2020
Grant agreement No 771367



The success of different post types based on average reach and engagement.

Type	Average Reach		Average Engagement	
 Video	147		18 10	 
 Photo	142		25 14	 
 Link	76		10 8	 



ecobreed
IMPROVING CROPS



Funded by European Union
Horizon 2020
Grant agreement No 771367

Comm & dissem report

- Template available on the intranet page
- 6m coverage
- 2nd report is ongoing



ecobreed
IMPROVING CROPS



Funded by European Union
Horizon 2020
Grant agreement No 771367

Local Media



- More than 25 articles in daily and/or specialized newspapers, online media, national TV and radio stations
- Most active partners: KIS, IFVCNS, UNITUS



ecobreed
IMPROVING CROPS



Funded by European Union
Horizon 2020
Grant agreement No 771367

Promotion of the project

- More than 20 events
- Most important:
 - Agricultural fair in Gornja Radgona, Aug 2018 Slovenia
 - ECO-INT, Sept 2018 Romania
 - ICOAS, Nov 2018 Austria
 - BIOFACH, Feb 2019 Germany
 - Various local events....



ecobreed
IMPROVING CROPS



Funded by European Union
Horizon 2020
Grant agreement No 771367

TASK 8.7 Data management plan

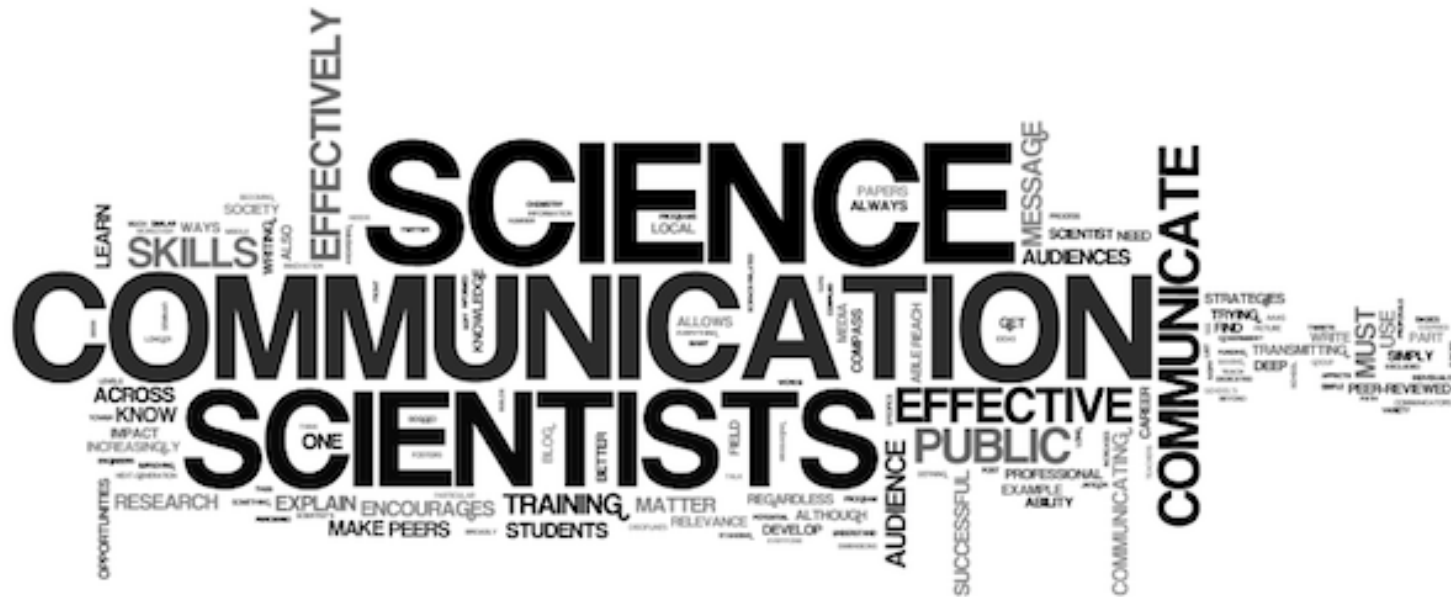


ecobreed
IMPROVING CROPS



Funded by European Union
Horizon 2020
Grant agreement No 771367

Thank you for your attention 😊



ecobreed
IMPROVING CROPS



Funded by European Union
Horizon 2020
Grant agreement No 771367