



D4AgEcol

DIGITALISATION FOR AGROECOLOGY

D4AgEcol promotional material (brochure, leaflet, teaser video)

Deliverable 5.2

WP5. Dissemination, Exploitation and Communication

Project title

D4AgEcol – Digitalisation for Agro-Ecology

Grant agreement: 101060759


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Deliverable Factsheet

Deliverable no.	Deliverable D5.2: D4AgEcol promotional material (brochure, leaflet, teaser video)
Responsible partner	CETRI
WP no. and title	5: Dissemination, Exploitation and Communication
Task no. and title	5.2: Dissemination and communication tools design and development
Version	2
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Dissemination level	
<input checked="" type="checkbox"/>	PU = Public
<input type="checkbox"/>	PP = Restricted to other programme participants (including the EC)
<input type="checkbox"/>	RE = Restricted to a group specified by the consortium (including the EC)
<input type="checkbox"/>	CO = Confidential, only for members of the consortium (including the EC)

Approvals/ Document history

	Partner
Author/s	CETRI
Task Leader	CETRI
WP Leader	CETRI

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PARTNERS SHORT NAMES

ATB – Leibniz Institute for Agricultural Engineering and Bioeconomy e.V.

CETRI – Center for Technology Research & Innovation LTD

ZALF – Leibniz Centre for Agricultural Landscape Research

AUA – Agricultural University of Athens

UCPH – University of Copenhagen

BOKU – University of Natural Resources and Life Sciences

LFL – Bavarian State Research Center for Agriculture


PESSL – Pessl Instruments GMBH

DLG – German Agricultural Society

LUKE – Natural Resources Institute Finland

UNAC – Uniao da Floresta Mediterranea


HAU – Harper Adams University

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PUBLISHABLE SUMMARY


The current document contains promotional material that will be used to disseminate activities carried out within the D4AgEcol project (Grant Agreement No. 101060759), including a brochure, a leaflet and a youtube teaser video. This promotional material aims at attracting the interest of different stakeholders categories, amongst which are scientists, universities and research centres, the general public, farmers' associations and policy makers, as well as other EU funded research projects. The ultimate goal of developing and distributing promotional material is to make D4AgEcol widely known and visible in order to contribute to the digital transition of EU agroecology sector.

The structure of the document is as follows: the promotional material that has already been developed are presented in Subsection 2.1 and the promotional material that will be developed as D4AgEcol will progress is described in Subsection 2.2.

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1 INTRODUCTION

Deliverable 5.2 D4AgEcol promotional material belongs to Work Package 5: Dissemination, Exploitation and Communication (Months: 1-36) under the Task 5.2: Dissemination and communication tools design and development (M1-36, CETRI). It should be noted that all WP5 Tasks will benefit from this Deliverable, as the work to be accomplished under Tasks 5.1 and 5.3 – 5.5 will be strongly depended on the use of D4AgEcol’s promotional material.

The main objective of Deliverable 5.2 is to present concisely the promotional material that the WP5 partners have already generated and shared in order to ensure high visibility and awareness of the project and its goals. Furthermore, D5.2 covers the consortium’s future plans on developing additional and complementary material to keep disseminating and communicating the project’s progress, as the project will evolve and deliverables and milestones will be successfully reached.

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2 PROMOTIONAL MATERIAL

The term promotional material is refer to all written, printed, graphic, electronic, audio or video presentations containing information regarding the D4AgEcol project that are generated by project’s consortium for dissemination and communication purposes.

The use of promotional material in physical and digital form has emerged as a powerful dissemination and communication tool. It is of highly significance to produce high-quality, comprehensive and capturing material, which can even be customized according to the receiving audience.

The goal of the D4AgEcol promotional material is to ensure the project’s visibility and engagement with a wide variety of interested stakeholders, such as scientists, universities and research centres, the general public, farmers’ associations and policy makers and other EU funded research projects.

Building lines of communication and establishing relationships with different stakeholders can potentially increase the public awareness and acceptance towards the use of digital tools and technologies in the field of agroecology, agriculture and farming by inspiring the EU agroecological sector to adapt digital innovations which eventually will have a positive impact on its sustainability and on the environment.

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2.1 Promotional Material already developed

In the following, it is summarized the D4AgEcol promotional material that has been developed so far. It should be noted that all materials in file formats with the following suffixes: doc, pdf and png are intended to be uploaded on D4AgEcol's Sharepoint so as all partners to be able to access, download and use them. All of the promotional material is planned to be used for dissemination and communication purposes via D4AgEcol's website, social media accounts, YouTube account, event participations, clustering activities and partners websites.


1. D4AgEcol Logo
2. D4AgEcol Teaser video
3. D4AgEcol Brochure
4. D4AgEcol Leaflet

Concerning the D4AgEcol logo, shortly after the kick-off meeting, CETRI presented to the consortium three candidate logos and all partners were asked to express their preference via an online voting procedure. Once all partners had voted, CETRI shared with the rest of the consortium the final D4AgEcol logo, along with a manual regarding the colors configuration. Moreover, CETRI delivered the logo in different file formats and configurations to serve different purposes; for example, there are the white, green and blue versions of the logo as well as a version with the abbreviated project's name and a version with the full project's name, as it can be seen in the following figure.



Figure 1: D4AgEcol logos in different colors (up) and with abbreviated and full project's name (down).

The D4AgEcol Teaser video has been created by CETRI and it will be uploaded on YouTube in a new D4AgEcol account. It is an animated video with duration of 1 min and 46 seconds and

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it illustrates the D4AgEcol’s main goals and targets. The scenario was written by CETRI in close cooperation with the coordinator, while all partners supported the video creation by sharing their opinion on the goals of D4AgEcol that should be presented. The D4AgEcol video will be soon available on YouTube and the following Figure shows a screenshot from it. It should be noted here that the video created with a voice over effect in order to be more attractive and less tiring to the audience.

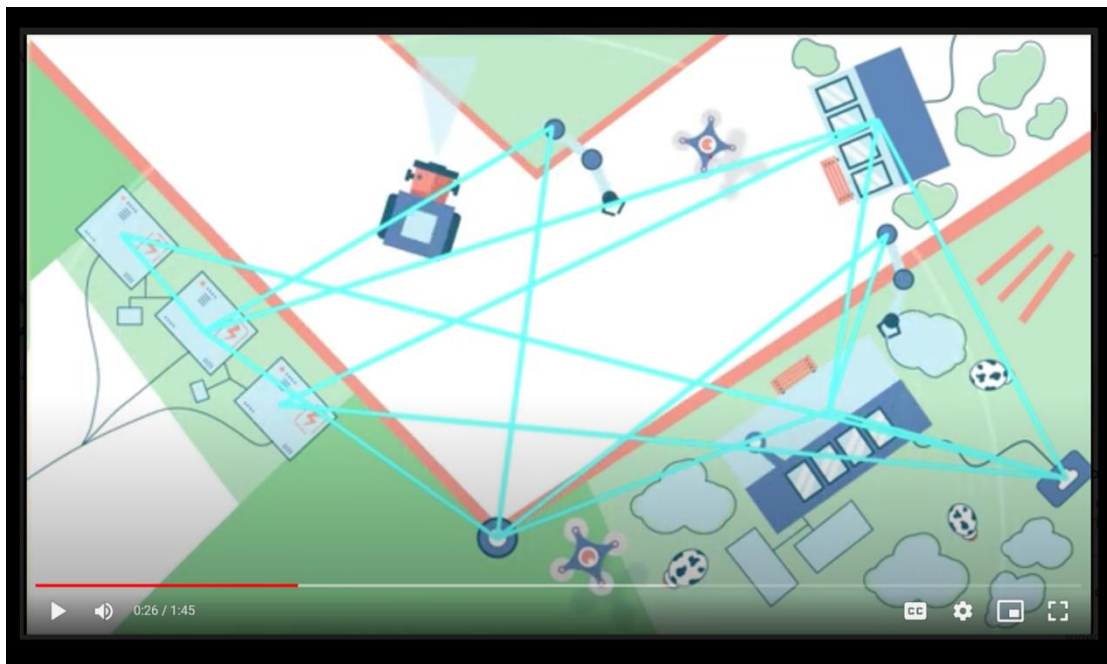



Figure 2: Screenshot of the D4AgEcol animated teaser video.

Moving on, CETRI also produced a D4AgEcol Brochure and a Leaflet to be distributed at workshops and other events within EU on agroecology, agriculture and digitalisation. As it can be seen in Figure 3, the brochure is 2 pages containing the project logo, infographics to present the basic project information, the partners’ logos and all necessary EC credentials. Furthermore, the D4AgEcol’s leaflet is presented in Figure 4 containing the same information.

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The brochure features the D4AgEcol logo and title 'DIGITALISATION FOR AGROECOLOGY'. It is divided into several sections:

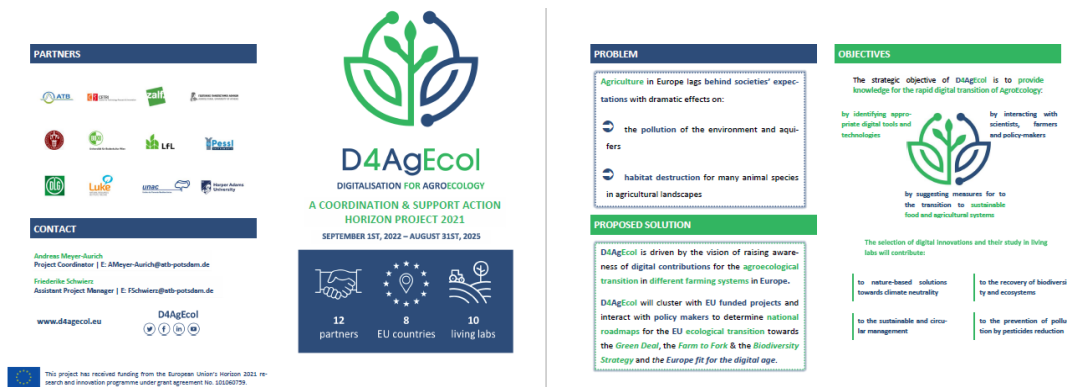
- Left Column:** D4AgEcol logo, CSA Horizon Project 2021, www.d4agecol.eu, 'Rapid digitalisation of agriculture', 'Boost Agricultural Sector & Agroecology', 'Digital tools & technologies identification', and 'Measures for the transition to Sustainable Food & Agricultural Systems'.
- Middle Column:** 'Climate neutrality', 'Recovery for biodiversity & ecosystems', 'Sustainable & circular management', 'Reduction of pesticides & fertilizers', and 'Prevention and removal of pollution'.
- Right Column:** 'Interaction with 10 Living Labs in 7 EU countries including Scientists & Farmers', 'Policy Makers cluster with EU Funded Projects', and the D4AgEcol logo with social media icons.
- Bottom Section:** A map of Europe with various icons representing different regions and activities.

Partners Section: Logos for ATB, CETRI, zalf, LFL, Pessi, DLG, Luke, unac, and Hager Adams University.

Contact Section: Andreas Meyer-Aurich (Project Coordinator), Friederike Schwierz (Assistant Project Manager), and website www.d4agecol.eu.

Footer: European Union logo and funding information: 'This project has received funding from the European Union's Horizon 2021 research and innovation programme under grant agreement No. 101060759.'

Figure 3: D4AgEcol Brochure.



The leaflet features the D4AgEcol logo and title 'DIGITALISATION FOR AGROECOLOGY'. It is divided into several sections:

- Left Column:** 'PARTNERS' section with logos for ATB, CETRI, zalf, LFL, Pessi, DLG, Luke, unac, and Hager Adams University. 'CONTACT' section with contact details for Andreas Meyer-Aurich and Friederike Schwierz.
- Middle Column:** D4AgEcol logo and title, 'A COORDINATION & SUPPORT ACTION HORIZON PROJECT 2021', and dates 'SEPTEMBER 1ST, 2022 – AUGUST 31ST, 2025'. A bottom box shows '12 partners', '8 EU countries', and '10 living labs'.
- Right Column:** 'PROBLEM' section: 'Agriculture in Europe lags behind societies' expectations with dramatic effects on pollution and habitat destruction. 'PROPOSED SOLUTION' section: 'D4AgEcol is driven by the vision of raising awareness of digital contributions for the agroecological transition in different farming systems in Europe.' 'OBJECTIVES' section: 'The strategic objective of D4AgEcol is to provide knowledge for the rapid digital transition of Agroecology.' It lists objectives like identifying digital tools, interacting with scientists, and suggesting measures for sustainable food systems.

Footer: European Union logo and funding information: 'This project has received funding from the European Union's Horizon 2021 research and innovation programme under grant agreement No. 101060759.'

Figure 4: D4AgEcol Leaflet.

2.2 Promotional Material to be developed

Currently, D4AgEcol is at M3 and as the project progresses and deliverable will be reached, the promotional material should be updated and renewed, since it should present and illustrate the project's findings and lesson learnt. The D4AgEcol consortium has already identified certain materials that should be developed in the future, including a YouTube video every 4 months potentially with real interviews from D4AgEcol's people informing about the project's progress and promotional material related to the interaction with policy-makers and clustering with other EU funded projects.