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LIFE Environment and Resource Efficiency

With the contribution of the LIFE Programme of the European Union



VITISOM LIFE

Dissemination Plan

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VITISOM LIFE
project
partners and
stakeholders
organization
are the
primary target
audience of
this Plan



This document describes the Dissemination Plan to be adopted by VITISOM LIFE – a project co-funded by the LIFE Programme of the European Union.

Its purpose is to formalise all communication and dissemination actions planned in the framework of the project, to provide guidelines on the approach and to set out the key dates related to planned events and actions, to ensure that information is shared with appropriate audiences

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1. Introduction

This deliverable concerns the First Version of the Dissemination Plan of VITISOM LIFE. At the start of the project realisation basic communication tools have been gathered that allow to recognize the needs for dissemination, in order to ensure the wider stakeholder engagement. The main purpose of the document is to explain the strategy already agreed on within the VITISOM LIFE project for dissemination activities during the life-time of the project.

Thus the deliverable describes the already undertaken activities with a goal of project dissemination, and presents the planned further activities by the project partners.

The deliverable is structured as follows:

- *Short summary of the deliverable*
- *Project overview*: explain the context of the whole project in which the dissemination activities stand
- *Project Dissemination objectives*: explain the general communication messages and the specific target
- *Dissemination process overview*: description of the dissemination process in term of planning, execution, monitoring and evaluated the impact of communication activities
- *Definition of Strategy Plan*: description of main target groups for the dissemination work, Engagement framework and dissemination deliverables and milestones
- *LIFE Programme obligations*: description of the obligatory and recommended communication requirements by LIFE programme
- *Execution of Dissemination strategy*: description of dissemination tools and materials, which have already been developed or agreed to do
- *Dissemination timetable*: description of dissemination initiatives at local, national and European level

2. Project overview

Viticulture innovation.

Vineyard organic fertilization management through a variable-rate distribution system.

Nowadays vineyard soil is subject to an increasing organic matter erosion in relation to the transition to intensive farming systems which generates a reduction of row spacing and a fast evolution of vineyard mechanization. The importance of organic matter content in the soil is already known since a long time; however, it has recently been mostly enhanced in relation to the progress of knowledge linked to the soil study. In particular, the positive function of the organic matter on soil is related to:

- a. general improvement of the conditions of fertility, since the organic matter represents a source of stable nitrogen which constitutes a pool of elements for the vine.
- b. positive effect on soil structure, water retention and availability of nutrients
- c. an improvement of the structure and the chemical, physical and biological properties of soil.

The Project VITISOM LIFE aims to introduce an innovative system to manage organic fertilisation of vineyard that allow to contrast both organic matter decline and to improve vineyard soils homogenization. Specifically the promotion of the rational use of organic fertilizers allows both to preserve and restore organic matter in vineyard soils, according to the EU Organic and Integrated protocol.

Project duration: 42 months - From: 1/7/2016 To: 31/12/2019



3. Project Dissemination objectives

This document describes the Dissemination Plan – DP to be adopted by VITISOM LIFE, a project co-funded by the LIFE Programme of the European Union. The project aims to implement the VRT (Variable-rate technology) to upgrade the vineyard organic fertilization distribution systems, an innovation for the viticultural sector.

General objectives

General objectives of VITISOM LIFE Dissemination Plan are:

- formalise all communication actions planned in the project framework, to provide guidelines and to set out the key dates related to planned events and actions.
- ensure that information is shared with appropriate audiences on a timely basis and by the most effective means.
- better exploitation of project results. This will encourage the transfer of the lessons of the project to other users, other policies and maybe the European legislative process.
- involve the beneficiary States of LIFE to a greater extent, by giving them an active role in the improvement of the communication on LIFE.
- implement specific communication activities for the candidate countries, through greater participation of these countries in the LIFE instrument.
- increase the institutional and general visibility of LIFE by projecting a positive overall image of the program, within the European Commission and other European institutions, beneficiary States, as well as to the general public.

Specific objectives

Specific objectives of the VITISOM LIFE Dissemination Plan are:

- establish and maintain mechanisms for effective and timely communication.
- inform stakeholders of the progress of the development and encourage interactions between stakeholders.
- coordinate all levels and types of communication in relation to the project.

Responsibilities

The Consorzio Italbiotec – ITB, Associated Beneficiary of the project is the responsible for the Dissemination Plan planning and implementation and also overseeing all dissemination and communication activities in the framework of the project.

During the Kick-off meeting is nominated the Dissemination Committee - DC chaired by Project Manager, composed by one representative of each Partner. The DC is the co-decision making of the project relation to dissemination activities.

Dissemination and communication levels

The dissemination plan is divided into three strategic focus areas, so that the focus is based on where and when the effort of the dissemination is most needed and effective.

The strategic focus areas are:

- Dissemination at Local level
- Dissemination at National level
- Dissemination at European level

4. Dissemination process overview

Coordination mechanisms between VITISOM LIFE dissemination activities and dissemination activities of European and other European supporting projects have been implemented. The Dissemination Committee held by UNIMI, project coordinator and ITB, associated beneficiary responsible of dissemination activities represents the project organism for the definition and coordination of the Dissemination Plan, communication materials implementation and the organization of public events. A project website has been established by ITB including a cross-project calendar to which LIFE VITISOM members contribute actively.

The VITISOM LIFE dissemination process has structured in four parts:

1. Strategy and Project performance indicators Plan, includes the “Definition” of key elements of the project dissemination, such as: stakeholders and target audience identification, setting of messages and proper communication channels, the “Project Performance Indicators” Plan linked to expected impact and project results.
2. Implementation, includes the “Execution” of project activities related to the communication deliverables and milestone.
3. Assessment, covers the “Measurement” and tracking the progress of dissemination activities and the Dissemination Plan updating during the course of the project
4. Project Lesson learned, focused on bring together any insights gained during a project that can be usefully applied on future projects, is reported in the Final report.

The process is illustrated below (**Fig. 1**).

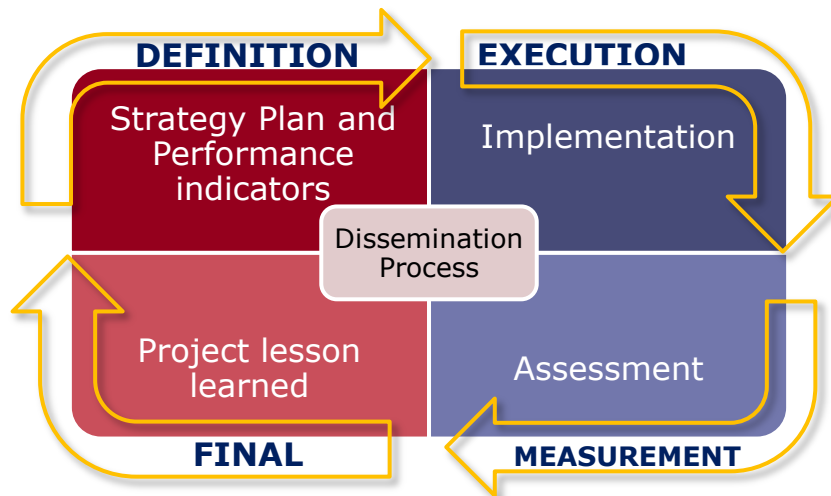


Fig. 1 Dissemination process overview

This process is continually monitored, updated and reported upon during the course of the project. This monitoring is based on Performance indicators (**see Chapter 9**).

5. LIFE Programme obligations

LIFE project beneficiaries have a number of obligatory and recommended communication requirements.

The following activities are obligatory:

Website: All LIFE projects are required to have a web presence (either a dedicated website, or part of an existing website). This should provide details of the project's objectives, actions, progress and results and it should feature the LIFE logo (and Natura 2000 logo for Nature and Biodiversity projects). The website needs to be online within six months of the start of the project and should be updated regularly. The beneficiary is obliged to keep the website online for five years after the project ends.

Layman's report: Towards the end of the LIFE project, beneficiaries are obliged to produce a short report that presents the project to a general audience. The Layman's report should include the project's objectives, actions and results in English and in the local language. It must be published in print and electronic format. The recommended length is 5-10 pages.

After-LIFE Plans: There are different requirements for LIFE+ projects (2007-2013) and LIFE 2014-2020 projects. LIFE+ Environment projects are obliged to produce an After-LIFE Communication Plan that sets out how the beneficiary plans to continue disseminating and communicating results after the end of the project, and indicates what external support could be helpful. LIFE+ Nature projects are obliged to produce an After-LIFE Conservation Plan that sets out how conservation activities are planned to continue and to develop after the end of the project, and how the longer-term management of the site(s) will be assured. It should give details of what actions will be carried out, when, by whom, and using what sources of finance. LIFE projects funded since 2014 are required to produce an "After-LIFE Plan" as a separate chapter of the final report. It shall be presented in the beneficiary's language and optionally in English, in paper and electronic format. For best practice projects, the After-LIFE Plan shall set out how the actions initiated in the LIFE project will be continued and developed in the years that follow the end of the project, and how the longer term management of the site(s)/ habitats/ species will be assured. For pilot and demonstration projects, the After-LIFE Plan shall in addition set out how the dissemination and communication of the results will continue after the end of the project. It should give details regarding what actions will be carried out, when, by whom, and using what sources of finance.

Notice boards: Also known as on-site panels or interpretation boards, noticeboards describing the project should be displayed at strategic places accessible to the public. The LIFE logo should always appear on them. For actions taking place in Natura 2000 sites or with the objective of improving the integrity of the Natura 2000 network, the Natura 2000 logo should also appear.

Networking: Projects are obliged to network with other LIFE and/or non-LIFE projects. Networking activities can include visits, meetings, exchange of information, and/or other such activities with an appropriate number of other relevant LIFE projects (ongoing or completed). It may also include similar exchanges with other non-LIFE projects and/or participation in information platforms related to the project objectives (including at international level where justified). Visit the examples of good communication page.

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The production of publicity material: including project videos, posters, leaflets etc, as well as technical articles in trade and specialist journals. Communication materials must clearly reference LIFE financial support and include the LIFE logo. For audio-visual material, the credits at the beginning or at the end shall include an explicit and readable mention of the LIFE support (e.g. "With the contribution of the LIFE financial instrument of the European Community"). This logo may not be referred to as a certified quality label or eco-label. The use of the LIFE logo shall be restricted to dissemination activities.



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6. Definition of Strategy Plan

o Stakeholder and target audience

VITISOM LIFE proposal is the product of a networking between several stakeholders involved in the vineyard soil management, with a special attention for the achievement a more sustainable approach to improve quality of vineyard soils in term of structure, organic matter content and biodiversity. A strong dissemination plan has been laid, covering the local communities, the national public and scientific community and the European level by a transnational dissemination plan that foresee the participation at international conferences (technical and scientific) and the organization of several demonstration events.

The LIFE VITISOM Stakeholder and target audience interested group are described as follow:

1 - Public authorities, Policy makers and EU Commission

EU, national and local government authorities, directly involved in the project testing area and supra-municipal authorities (i.e. town councils), as well as environmental authorities mainly because of its role in the management, planning and regulating the use of soil resources.

The VITISOM LIFE engagement is focused on:

- o Support soil protection initiatives and policy issues that contribute to sustainable development and promote a dialogue about research funding policies integration.
- o Invite to consider VITISOM LIFE method that contribute to pollution treatment, prevention and conservation of natural resources.
- o Support the local, national and European policies related to organic farming and fertilizer management.

2 - Scientific Community

Research and technology institute, universities and platforms related to the soil protection sector to promote entrepreneurs and innovative projects.

The VITISOM LIFE engagement is focused on:

- o Contribute to contrast the lack of knowledge about GHGs monitoring and evaluation of biological quality of the soil.
- o Disseminate the project experience and its results.
- o Encourage further research regarding soil protection and bioremediation issues.
- o Promote networking with other LIFE e non-LIFE project.

3 – Viticulture enterprises, sector associations

Viticulture firms active in vineyard soil management and interested in the adoption of a more sustainable approach for vine production and wine quality.

The VITISOM LIFE engagement is focused on:

- o Support improvement of environmental responsibility to soil management.
- o Promote the adoption of organic farming.
- o Promote knowledge exchange for understand enterprises technical needs and improve the basic version of prototypes.
- o Encourage the industrial dialogue with soil protection issue.
- o Promote the adoption of VRT innovation for organic matter fertilization in their vineyard with a benefit both at environmental and at economic level.

4 – Agricultural Sector (technical suppliers and producers)

Agriculture machinery manufactures, viticultural contractors, organic matter producers interested in development of technical innovation for the vineyard soil protection.



The VITISOM LIFE engagement is focused on:

- Promote the VRT solution in vineyard sector.
- Evaluation of prototypes functioning.
- Support improvement of environmental responsibility.
- Increase of relation between organic matter producers and wineries.

5 – General public

The VITISOM LIFE engagement is focused on:

- Raise awareness about soil management.
- Inform about the advantage of VITISOM LIFE solutions.
- Promote public responsibility of soil protection and pollution prevention.
- Spreading awareness about the proper use of natural resource, pollution prevention.

○ Engagement framework

The project communication channel are planned according with project products (deliverables), in order to ensure the effective stakeholder and target audience engagement. A summary of various activities envisage during the project is given below (Fig. 2).

Dissemination Level	Target audience	Actions	Communication means
Local, National, European	Public authorities and Policy Makers	<ul style="list-style-type: none"> ○ Kick-off meeting ○ Demonstration visits ○ Final workshop 	<ul style="list-style-type: none"> ○ Offline communication materials: leaflet, notice board ○ Online communication materials: newsletter ○ Green Paper on European Strategy of Vineyard soil and ecosystem protection
National, European	Scientific Community	<ul style="list-style-type: none"> ○ Seminars ○ International meetings poster ○ Networking with other project 	<ul style="list-style-type: none"> ○ Networking webpage ○ Publish results in scientific journals ○ Promotion of e-learning course
National, European	Viticulture enterprises, Sector associations	<ul style="list-style-type: none"> ○ Demonstration visits ○ Seminars ○ Socio-economical survey 	<ul style="list-style-type: none"> ○ Networking webpage ○ Publish results in technical magazines ○ Manual of good practices of vineyard organic matter management
Local	Agriculture sector (technician suppliers and producers)	<ul style="list-style-type: none"> ○ Demonstration visits ○ Seminars ○ Socio-economical survey 	<ul style="list-style-type: none"> ○ Online and Offline communication materials: newsletter, project videos, social network campaigns, Notice board
Local, National, European	General public	<ul style="list-style-type: none"> ○ Website ○ Press realises ○ Social media 	<ul style="list-style-type: none"> ○ Notice board, project videos ○ Press realises in local and regional press ○ Layman's report

Fig. 2 Engagement framework



o Dissemination deliverables and milestones

Name of the deliverable	Associated Action	Deadline
Project Logo	D2	31/08/2016
International stakeholders list	D1	30/09/2016
Demonstration event agenda	D1	30/09/2016
Social network advertising campaign Plan	D1	30/09/2016
Printing of Communication materials (Leaflet, Notice board, Factsheet)	D2	28/02/2017
Press realize on: "Terra e Vita", "L'Informatore Agrario", "Agricoltura", "Ecoscienza"	D2	28/02/2018
E-learning course implementation on ITB platform	D1	28/02/2018
Scientific publication on "American Journal of oenology and viticulture"; "Australian journal of grape and wine research", "Journal of Agricultural Engineering", "Applied Engineering)	D2	30/06/2018
Press realize on: "Macchien agricole", "Machinery world", "VQ", "Corriere vinicolo", "WineNews", "Civiltà del bere", "Altro Consumo"	D2	28/02/2019
Publication of Manual of good practice of vineyard organic matter management	D2	30/09/2019
AFTER-LIFE communication Plan	E1	30/11/2019
Layman's report	D2	30/11/2019
Publication of Green Paper on European Strategy of Vineyard soil and ecosystem protection	D2	31/12/2019

Name of the milestone	Associated Action	Deadline
Dissemination Commette (DC) establishment	D1	31/07/2016
Publication of Dissemination Plan on project website	D1	30/11/2016
Website publication	D2	30/11/2016
1st Demonstration event at CDA testing area	D1	31/03/2017
Publication 1st Project videos and social network promotion	D2	31/03/2017
Publication of NETWORKING with other LIFE project section on project website (with link of other project) and public relation engagement with other project coordinators	D2	30/06/2017
1st training seminar	D1	30/04/2018
2nd training seminar	D1	30/06/2019

7. Execution of Dissemination strategy

o Offline Communication tools

Logo and graphical identity

A graphical identity is composed of visual elements that aim to represent the main results of the project. The VITISOM LIFE graphical identity will include logo, fonts, colours and text. It is important to follow the graphical identity, since good use of it will help to consistently communicate and disseminate the project. Guidelines and templates will also save time and effort for the members of the consortium, since no further design work will be necessary. A model of the project logo has been proposed by the Dissemination Committee coordinator.



Project leaflet and Notice board

The project leaflet (Facsheet) will contain the project logo and a summary of its goals and actions. It will be in Italian and English, 2 to 4 pages long and it will be distributed during the project events. The PDF version will be upload on the website, widespread through the social network and distributed through a monthly newsletter.

Notice board will be created and displayed at strategic points with public accessibility, it will explain the project objectives in a detailed way describing the concrete undertaken actions and expected results. The LIFE logo will be visible on these boards. They will be in size of 50X70 cm and in appropriate amounts placed

Outcome measure: Project leaflet (~500 copies printed and ~ 2000 sent by newsletter), notice board (printing ~5 copies).

Press realize, Publication on Scientific Journals

During the project it will be publish at least four articles on the main technical national magazines and 10 press realize with the highest circulation in vineyard sector. Media are always invited to all dissemination events in order to achieve maximum presence on news channels. The event information will be given priority using the communication channels of the partners. Maximum spread will be given through the website, newsletters and social media related to the project and regional portals of agriculture and the environment.

Technical magazines

- o Terra e Vita
- o L'Informatore Agrario
- o Agricoltura
- o Ecoscienza
- o Macchine agricole
- o Machinery world
- o Corriere vinicolo
- o WineNews
- o Civiltà del bere

The logo for "Terra e Vita" features the words "Terra e Vita" in a stylized, yellow, sans-serif font. The "e" is smaller and positioned between "Terra" and "Vita".

The logo for "L'Informatore Agrario" features the words "L'INFORMATORE AGRARIO" in a bold, black, sans-serif font.

The logo for "Macchine Agricole" features the words "Macchine Agricole" in a bold, orange, sans-serif font with a slight shadow effect.

The logo for "Civiltà del bere" features the words "Civiltà del bere" in a black, serif font. A small red circular icon is placed above the letter "à".



Scientific journals

- 1 American Journal of oenology and

- viticulture
- 2 Australian journal of grape and wine research
- 3 Journal of Agricultural Engineering
- 4 Applied Engineering



Outcome measure: number of press realises circulated, number of media communications issued, media interviews, geographical scope and range of publication, media used, size of distribution list. Number of journal report and scientific articles submitted and published, type of journal (industry, academic), journal impact factor (although these vary considerably by field) and circulation.

Project Manuals

The project coordinator (UNIMI) and the partner ITB are responsible of implementation and printing of technical publications focused on supporting knowledge on project topic. This investigation is undertaken toward other project partners to create a basic knowledge base over the financing possibility for investment to reach 2020 targets.

Manual of good practice of vineyard organic matter management: can be considered the final summary obtained through all prototypes testing and impact assessment activities. It will be conceived to be the very first publication with such a high level of detail about vineyard organic fertilisation management. It will be published in on-line and printed version (200 paper copies) with the aim of being available to the largest possible public (technicians of viticultural sector, consumers, institutional and scientific bodies).

Green Paper on European Strategy of Vineyard soil and ecosystem protection, will be aimed to support knowledge production on topics for which there is a lack of information necessary to adjust/modify the action of the Public Administration, as the impact GHGs emissions from vineyard soil and ecosystem, including a preliminary evaluation of main barriers on the organic farming development (200 paper copies and on-line version).

Outcome measure: ~400 paper copies, 2000 digital sent by newsletter, feedback received

Layman's report

At the end of the project, beneficiaries should produce a Layman's report. This is targeted at a non specialist audience and serves to inform decision makers and non-technical parties of the project objectives and results. It should be clear and concise. Although media coverage, for example at project closure, can have a high impact, this is often transitory. However, this printed report provides a permanent record of your project that can be filed for future reference.

Outcome measure: 100 paper copies, 2000 digital sent by newsletter, feedback received



o *Online Communication tools*

Project website

The website's primary function is to disseminate the information about the project activities and results, its achievements as well as scientific knowledge and list of publications. The website will contain LIFE logo, general information of the project (objectives, up-coming events (e.g. meetings, conferences, training seminars), photo gallery, videos, reports, information on the participants, links to correlated websites, the AFTER-LIFE project plan.

Website will be in Italian and English and will include all communication materials (notice board, project leaflet, layman's report, seminars invitations etc...).

The user-friendly layout format will feature the project logo as to create a distinctive and recognisable identity for the publication. The site is also accessible via QR Code report on all materials produced by the project.

The project website will be online by the end of November 2016. It will be hosted and maintained by ITB, in its role as VITISOM LIFE implementation webmaster.

A statistics analyser will be activated.

The sitemap has the following structure:

- *Homepage*: project challenge e general context
- *The project*: project overview
 - *Objectives*: specific project targets
 - *Actions*: description of implementation and monitoring Actions
 - *Results*: specific project achievements
- *LIFE Programme*: description of the European Programme
- *Partner*: logo and link to the project website
- *News & Project Materials*: media-gallery, promotion of events, news
- *Networking*: logo and link to other LIFE e non-LIFE projects
- *Contact*

Outcome measure: website hits, page views, deliverable/document downloads, comments received, request for information received

www.lifevitisom.com



Fig. 1 Homepage

Gli obiettivi

Sviluppo e validazione di tecnologie innovative per la gestione della concimazione organica nel vigneto: il progetto mira applicare la VRT (tecnologia a rateo-variabile) per sostenere i sistemi di distribuzione del concime organico, una novità per il settore viticolo.



Fig. 2 Objectives page

Il programma LIFE

Il programma LIFE è lo strumento di finanziamento dell'Unione Europea per l'ambiente e il clima. L'obiettivo generale del programma è quello di contribuire all'attuazione, all'aggiornamento e allo sviluppo della politica e della legislazione ambientale e climatica comunitaria mediante il cofinanziamento di progetti di applicabilità e di interesse europeo.



Fig. 3 LIFE Programme page





Newsletter

ITB will develop a project newsletter, in order to disseminate information about the project (objectives, intermediate results, events), demonstration events and any information related to the topics covered by the project (of national or worldwide). All newsletters produced will be freely downloadable from the website, even by non-registered users. The newsletter will have a corporate identity with the site of the project.

Outcome measure: 1 publication every four months; ~ 2.000 signed up users, number of requests to join mailing list after receiving info from third parties

Project videos

During the project lifecycle are developed n. 12 project videos filmed mainly during the seminars and demonstration events. Videos will be in English, include LIFE logo and a clear reference to the LIFE financial support (credits at the beginning or at the end include an explicit mention "With the contribution of the LIFE financial instrument of the European Community"), have a duration 5- 10 minutes, be in DVD format and adopt a user-friendly language, in order to explain the objectives, strategies and project impacts. Videos will be available on project website and they will be disseminated through social network campaigns on LinkedIn, Facebook and Youtube.

Outcome measure: number of members/followers, network page views, page comments, mentions, blog posts, blog post views, feedback

Social networking promotion

Online social networks are another potentially useful dissemination tool and channel. The VITISOM LIFE consortium believes this is a good means of outreach to the public. The project results may be disseminated through popular social networks such as LinkedIn.

Outcome measure: number of members/followers, network page views, page comments, mentions, blog posts, blog post views, feedback

o Demonstration initiative's

Kick-off meeting

It will be a public event open to VITISOM LIFE stakeholders. The event organized by the coordinator will take place in UNIMI premises.

Outcome measure: involved ~50 participants and promoted by press realized.

Demonstration events

During the project 10 demonstration events will be organized in five areas (Lombardy-Friuli Venezia Giulia, Veneto, Tuscany, Marche regions) by the company involved in the prototypes testing activities. The events will be open to the general public with the aim to illustrate technical aspects, environmental performance, economic sustainability of the prototypes and promoting technological solutions to reduce land degradation and support organic farming.

Outcome measure: participation ~100 stakeholders, number of media communications issued, media interviews, feedback received

Training seminars

2 seminars will be organized with the participation of the project's partners and stakeholders, in order to support collaboration between academia and industry. Exchange among young researchers will be encouraged to give them the chance to improve their skills, learn from senior scientists and share their work

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in an international context. The seminars will take place at UNIMI and ITB during which all the scientific issues about project's research will be deepened and supported by e-learning course.

The LIFE researchers have access to E-learning platform (owed by ITB) and will explore themes and cross-cutting issues closely related to the LIFE project.

Outcome measure: participation ~30 young researchers from academic institutions, number of media communications issued, media interviews, feedback received

Final Workshop

Final workshop will take place at UNIMI. It will be a public events opened to target group and project EU regions stakeholders in order to maximize the visibility of results. In order to support the networking activities functional to the promotion of the LIFE program, will be developed scouting action for other EU programs opportunities.

Outcome measure: involved ~ 40-60 participants

8. Dissemination timetable

o Actions timetable



Press realise and publications with the highest circulation in vineyard and agriculture sector

- o (20° month) Press realize/Publications
- o (24° month) Press realize/Publications
- o (30° month) Press realize/Publications



Newsletters and social network promotion.

Project newsletter will be published six-monthly basis according to the public events (demonstration initiatives and seminars) promotion.



Project videos filmed mainly during the seminars and demonstration events. It will be developed n.12 project videos filmed mainly during the seminars and demonstration events.



Demonstration events

The events one day long will be held in Italian and English, articulated in educational sessions and demonstrations conducted by a panel of speakers of the project partners, industry experts and local authorities (Public, Policy marker) and will be aimed at increasing participation and involvement of the project Stakeholders.

- o Lug 2016 – Kick-off meeting

Month	Region	SMEs premises involved
(9° month) Mar 2017	Marche Region	Conti degli Azzoni (CDA)
(10° month) Apr 2017	Lombardy Region	Berlucchi (BER)
(16° month) Oct 2017	Lombardy Region	Castello Bonomi (CBON)
(17° month) Nov 2017	Tuscany Region	Castello Bonomi (CBON)
(21° month) Mar 2018	Marche Region	Conti degli Azzoni (CDA)
(22° month) Apr 2018	Lombardy Region	Berlucchi (BER)
(28° month) Oct 2018	Veneto Region	Castello Bonomi (CBON)
(33° month) Mar 2019	Marche Region	Conti degli Azzoni (CDA)
(34° month) Apr 2019	Tuscany Region	Castello Bonomi (CBON)
(40° month) Oct 2019	Veneto Region	Castello Bonomi (CBON)



Training Seminars

- o (22° month) Apr 2018 - UNIMI seminar
- o (36° month) Jun 2019 - ITB seminar

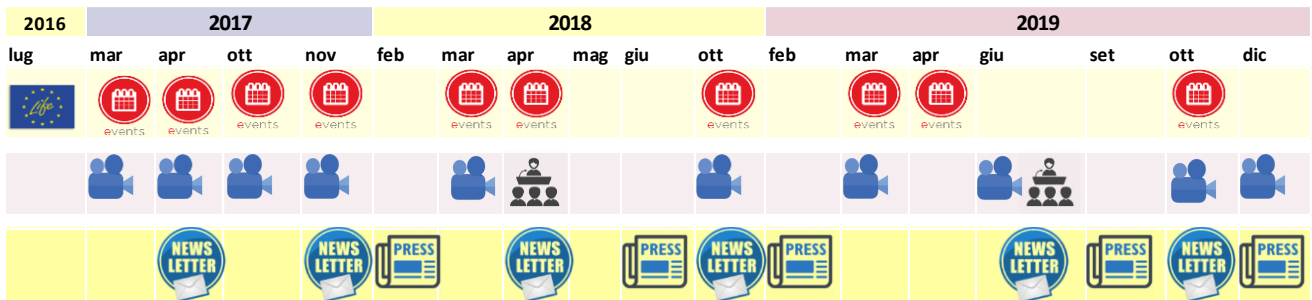


Fig. 3 Dissemination and communication timetable

o **Procedures**

In order to enable the smooth running of the project and transparent monitoring of the project's progress, several management tools and procedures are be put in place at the beginning of the project.

Extranet

A secured extranet with access for the consortium members is be created, accessible via the public website with personal logins and passwords. The extranet includes the possibility of file sharing and other co-working utilities.

Video-conference tools

Video conferences plays an important role in assuring the information flow within the project and enabling frequent Actions or cross Actions communication, while keeping costs low. Minutes of those conference meetings are be uploaded to the extranet platform making them accessible for all consortium members.

Work plan follow-up

For the monitoring of the project's progress and to anticipate any bottlenecks, the PM together with the Action Leaders set up a **Contingency plan** at the beginning of the project that will be revised on a regular basis. Special templates are be set up to ease the collecting and compiling of the necessary information from each Action Leader.

9. Assessment of dissemination activities

o Dissemination activity measurement

In order to monitor the dissemination activities two forms have been developed:

- one for the report on national workshops (including information on participants, content of the workshop, communication and dissemination and self-assessment).
- a second short form was created for VITISOM LIFE partners to report on events they participated in which are organised by other organisations.

These reports allow to evaluate the target groups reached, and help to draft recommendations where necessary.

Analysis of the reports on the dissemination events also allows to check whether planned schedules need to be adjusted or other types of activities are necessary.

The Dissemination Performance Indicators are set in order to assess the various dissemination tools outlined in relation to the stated objectives of the VITISOM LIFE dissemination strategy. For this, it employ the following criteria:

<i>Dissemination activity selection criteria</i>	
<i>Appropriate</i>	<i>Suitable for a particular stakeholder segment</i>
<i>Effective</i>	<i>Capable of eliciting a strong response or call to action from the particular stakeholder segment.</i>
<i>Targetable</i>	<i>Capable of direction to a stakeholder segment</i>
<i>Economical</i>	<i>Disseminating the deliverable efficiently both operationally and technically without burdensome aspect or cost.</i>
<i>Measurable</i>	<i>Disseminating the deliverable efficiently both operationally and technically without burdensome aspect or cost.</i>

Statistical analysis of the project website serves partners as guidance for further activities. In particular, the main indicators of interest are:

Page views: number of web pages requested and viewed by the user

Visits or sessions: number of visits to the VITISOM LIFE website made by users.

Unique visitors: number of single users that have visited the site, net of duplications.

Time spent: time spent in minutes and seconds while navigating or viewing the pages of the site or using a digital application.

The results are sent for analyses and reported to all the partners in order to monitor the users' interest for the contents provided by the VITISOM LIFE website.