

Project: Building an Excellency Network for Heightening Agricultural ecoNomic researCh and Education in Romania – ENHANCE  
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 691681

## Deliverable D5.1

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**Building an Excellency Network for Heightening Agricultural ecoNomic  
researCh and Education in Romania**

Project Acronym:

**ENHANCE**

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## **Deliverable D5.1**

### **Communication Plan/ Concept**

**March 2016**



University of Agriculture



Faculty of Management



Eidgenössischer



Universität



Leibniz Institut für

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## I. INTRODUCTION

ENHANCE (Building an Excellency Network for Heightening Agricultural ecoNomic researCh and Education in Romania) is a CSA (Coordination & Support Action) project, funded by the European Commission under the HORIZON 2020 Framework Programme. This paper builds on the dissemination activities as outlined in the description of work (Section 2). After a careful definition of target groups (Section 3), we outline the strategy applied in the next years (Section 4), before describing the planned activities (Section 5) and the necessary steps over the coming years (Section 6). Synergies in the project partners' communication will be outlined in Section 7, a monitoring tool will be presented in Section 8, and Section 9 concludes.

## II. DESCRIPTION OF WORK

*The general objective of the project ENHANCE is to fully realize and to further develop the currently existing scientific potential of the agricultural economists of the USAMV (University of Agronomic Sciences and Veterinary Medicine of Bucharest), particularly with respect to quantitative methods like modelling, simulation, econometrics as well as mixed research methods like institutional economics.*

*The specific objectives of ENHANCE are:*

- *to establish institutions within FMIEADR (Faculty of Management, Economic Engineering in Agriculture and Rural Development) which provide incentives to increase the quality of research and teaching as well as broaden international networks beyond the project's life- time;*
- *to create the capacity for cutting edge research on level of the individual staff member and – consequently – at faculty level, through the application of targeted measures (training sessions, summer schools), aiming at the transfer of specific theoretical and methodological know-how and skills, specifically responding to the strengths, weaknesses and resulting development needs of FMIEADR;*
- *to strengthen networking and cooperation with international research institutions, through the partnerships within the ENHANCE consortium itself, through a consequent mutual exchange of researchers and through the integration of an international, scientific advisory board;*
- *to raise the standards of particularly post-graduate education through the implementation of summer-schools and the exchange of post-graduate researchers;*
- *to implement future dissemination and funding acquisition strategies by developing a suitable communication strategy right from the very beginning of the project and providing detailed insights to the FMIEADR-staff while they are visiting the partners' research institutes;*
- *to develop a system of quality assurance to monitor and measure the progress and success of the collaboration.*



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*ENHANCE specifically focuses on the efficient and targeted flow of knowledge, with the aim of substantially enhancing the quality of agricultural economic research and, consequently, the international acknowledgement and visibility of USAMV's Faculty of Management, Economic Engineering in Agriculture and Rural Development, and, in the long run, to the aim of strongly fostering sustainable agricultural and rural development in Romania through the education of highly skilled and methodologically versed Romanian agricultural economists.*

*The objectives mentioned above require a consequent and continuous exchange of ideas and methods and an outstanding level of expertise of the supporting partners.*

*USAMV's staff members of Faculty of Management, Economic Engineering in Agriculture and Rural Development will benefit from best practice examples and expertise of the three partners:*

- 1) **WBF** – Federal Research Centre for Agriculture (Switzerland),*
- 2) **IAMO** – Leibniz Institute of Agricultural Development in Transition Economies (Germany), and*
- 3) **BOKU** – University of Natural Resources and Life Sciences (Austria).*

*All partners represent internationally excellently positioned and networked research institutions in the field of agricultural economics.*

**Dissemination of knowledge** generated in the ENHANCE project addresses:

- 1) Website management and content;*
- 2) Communication with stakeholders, the scientific community, media and the general public;*
- 3) Dissemination beyond the lifetime of the project,*
- 4) Management of knowledge and intellectual property.*

**The major dissemination channels** will be:

- The websites of all the research institutes involved – will be used for efficient, internal communication, storage of meeting agendas and minutes, reports, procedures and other data.*
- Posters at different transfer-oriented events and institutes presentations and as periodic events, general regional workshops and public presentations will be organized by the project, ENHANCE constitutes therefore a means of increasing interaction between university research, agricultural companies and public services.*
- Dissemination of the acquired competences that are oriented towards agricultural/ agribusiness companies will be organized through specifically oriented workshops, such as those on strategic marketing.*
- Participation in meetings of working groups and committees related to other R&I activities in Romania (Consortium of Universities of Agricultural Sciences and Veterinary Medicine - Life Sciences in Romania);*
- Working groups of the National Plan for Agriculture and Rural Development, of the Regional Operational Program etc.*
- An international workshop will be organized at the end of the project in order to*



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*promote the project's results. The workshop will be co-located with USAMV's well-established international annual conference "Agriculture for life, Life for Agriculture" (<http://agricultureforlife.usamv.ro/index.php/en/>). Project partners will contribute with their own work and will ensure a wide circulation of the project's results. The project will be linked to Section 7 Management and Economics and Rural Areas Policy makers from the Ministry of Education and Research, Ministry of Agriculture and a representative of the European Commission will be invited to this workshop. The aim of this European workshop is to exchange views on ENHANCE's results, the findings of the stakeholder dialogue workshops and the results of the other scientific communication activities.*

### III. SCOPE

The communication plan's purpose is to ensure that the project's actions will:

- inform and make the results and deliverables of the ENHANCE project available to the stakeholders and to the wider audience and, on the other hand,
- facilitate the exchange of information among partners, stimulate engagement – get input/feedback-, ensure the homogeneous use of the visual identity elements of the project and achieve cohesion through the different communication activities of the partners.

### IV. TARGET GROUPS

	Target groups	Objective
1	USAMV and FMIEADR staff	USAMV is recognized as an attractive and challenging employer
2	National and International professors and researchers in the field of agricultural economics	USAMV is recognized as Romania's leading research partner for agricultural economics
3	PhD students, Postdocs, MA students, students in the field of agricultural economics	USAMV is recognized as an important education provider and attractive potential employer
4	Policy Makers	USAMV is recognized as a prestigious partner in which resources should be invested
5	Agricultural associations and enterprises	USAMV is recognized as an advanced organization to answer research questions from the field of economics

Related to the objectives to achieve, tailored key messages will be transmitted to each target group. The messages to be conveyed will be customized considering the needs of the respective audience, the project's progress and evolution and the results of the previous communication's actions.



## V. COMMUNICATION ACTIONS

Direct and indirect methods of communication will be employed during different phases in order to spread the word about the project as well as its outcomes, using high-impact tools.

This chapter will provide an overview on the actions and tools used in order to ensure fluent and efficient internal as well as external communication.

The most important source for any information regarding the project is the ENHANCE project website, which aims to keep both project partners and the general public, up-to-date with the project's evolution.

- **a. INTERNAL COMMUNICATION WITHIN THE ENHANCE CONSORTIUM**

- 1. Members Area of the Project's Website**

The objective of the public site is to provide detailed information about the ENHANCE project's objectives, activities and results.

It will also work as an internal tool of communication, being password protected and restricted to ENHANCE consortium members only. A document management system (DMS) is included in this private section, allowing access to all documents (reporting templates and guidelines, agendas, meeting minutes, presentations, dissemination templates, questionnaires, metadata requirements, etc.) and also to all Milestones and Deliverables produced in the course of the project. All working or restricted documents in the members' area are made accessible under the WP they were produced in. In contrast to the public section of the website, the members' area is mainly updated by the project coordinator and the individual WP leaders.

- 2. Meetings, internal workshops and seminars**

Stable and continuous communication channels will be built between the partners and with the Advisory Boards' members, in order to safeguard their participation and attendance in the ENHANCE events, considering their prominent role in the project's dissemination activities.

The scheduled meetings are detailed as follow:

- a kick-off meeting for fine-tuning details of the work plans for the first year: 25-26 January 2016
- Yearly Transnational meetings: March 2017, May/June 2018, December 2018
- Stakeholders Board meetings: June 2017; December 2018
- International Scientific Board meetings: March 2017, December 2018



### 3. Emails and Skype

An electronic mailing list has already been established, aiming at providing a mechanism for internal project communications. Currently, this includes members of the project's team from each consortium partner.

A list of Skype contact names has been structured and distributed in order to facilitate group communication and exchange. (see Annex 2)

- ***b. EXTERNAL COMMUNICATION***

ENHANCE will be disseminated externally to the target groups by all partners. WP5 will support the partners in coordinating the external communication by providing the necessary tools, such as templates for leaflets, reports, and press material.

#### 1. Visual identity

A distinct ENHANCE logo was created, in line with the project's objectives, to be applied in a consequent way to all the communication and dissemination actions (see Annex 1).

It expresses the development, the collaboration in enhancing the excellence in the field of agricultural economics. All dissemination materials, press releases or other publications as well as all deliverables, official project documentation and reports produced during the lifetime of the project will be clearly marked by the ENHANCE logo, the partner institutes' logos, the EC logo, Horizon 2020 logo and all other relevant identification.

An initial version of the project logo circulated by e-mail to the consortium partners during the first month of the project, feedback was provided and collected. The final version was disseminated to all partners to be used in all communication actions and will be added in the private area of the portal to be downloadable by all members in a number of different sizes and resolutions.

A Power Point template will also be prepared and distributed to all partners to be used for the project's official deliverables, as well as for public presentations, meetings, conferences and events.

The portal design will accord with the ENHANCE logo in order to maintain a coherent visual identity of the project.

#### 2. The Public Area of the Project's Website:

A user-friendly public portal addresses all the project's target groups and its stakeholders, being the main point of the project's passive dissemination. All



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information provided on these publicly accessible pages aim to inform external users about the goals and outcomes of the project, including also public deliverables, newsletters, forums etc.

It is thus proposed to include at least the following sections:

- General information on the project, its objectives and the consortium partners;
- Short summary of each Work Package;
- The public outcomes: Deliverables, presentations, fact sheets, articles and press releases, etc.;
- News and events: Basic information on internal and external meetings and conferences;
- Media: photos, videos from events;
- Contact: Contact details; Contact form; Imprint, legal information and/or disclaimer note;

The beta version of the web-portal (<http://enhance-project.ro>) has already been set, including basic information about the project, its WPs as well as the involved partners.

The final design and structure of the ENHANCE web page will be realized after 3 months from project's start (i.e. beginning of April 2016) and the executives of WP 5 are in charge of regularly updating the content of the portal.

### **3. Promotional Material**

Short (1-2 pages) biannually e-newsletters, informing on the latest project-related news and achievements and of the project's upcoming events will be created and made available on the project website.

The coordinator of the WP 5, responsible for issuing the newsletters will be supported by the task leaders that should communicate news on the project according to a pre-defined template.

### **4. Press Releases and newspapers**

Press releases will be published targeting various media to inform about the start and the ongoing achievements of the project.

While training sessions and summer schools will be announced in a press release sufficiently long before the end of registration, staff exchanges will not be announced by a press release, but it is attempted to make background articles in Romanian newspapers on both directions of exchange.

By the end of the project, the final results will be used for a final press release.

All press releases will be archived on the ENHANCE project website.



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## 5. Events: Workshops, Seminars, Conferences

Wider dissemination of the project's results is addressed through international workshops, seminars and conferences. Participating in these conferences will enable short communication and scientific papers to be presented. The main conferences and events organized in the field of agricultural economics will be monitored and an updated list will be published in a calendar on the ENHANCE website. All ENHANCE presentations will be made available on the project's website.

## VI. LINKING ENHANCE

Dissemination beyond the lifetime of the project will be ensured through maintenance of a public ENHANCE website, and links to the project's website posted on the websites of the consortium partners.

## VII. OVERVIEW OF COMMUNICATION STRATEGIES, PURPOSE AND TARGET GROUPS

Means of communication	Main target groups	Purpose	Role of partners
<b>INTERNAL</b>			
Project Website Members area	Project partners	Exchange information, collaborate	Project partners to use the intranet and provide relevant information
<b>EXTERNAL</b>			
Project Website Public area	Project partners, Researchers and students, PhD students and PostDocs, USAMV staff	Create consistent and high quality access to ENHANCE's own results and related developments	Project partners to provide relevant information and documentation
Partners' institutional websites	Project partners, Researchers and students, PhD students and PostDocs, USAMV staff	Promote ENHANCE	Partners to link to the ENHANCE website
Leaflet	Project partners, Researchers and students, PhD students and PostDocs, USAMV staff	Raise awareness and inform about ENHANCE	Inform about the project on national and international level.
Press releases	Project partners, Researchers and students, PhD students and PostDocs, USAMV staff	Raise awareness, Inform at national and international level	Partners to inform the national press
Project presentations at conferences, workshops and events on national and international level	Project partners, Researchers and students, PhD students and PostDocs, USAMV staff	Raise awareness, promote, disseminate project results, foster collaboration	Support WP 5 in identifying relevant events, Partners to present the project on national level
ENHANCE dissemination events	Project partners, Researchers and students, PhD students and PostDocs, USAMV staff	Raise awareness, give visibility, disseminate project results on national level	Participation on events, support to WP 5.



## VIII. MONITORING ENHANCE DISSEMINATION ACTIVITIES

In order to capture the impact of the project's communication actions, a combination of criteria or feedback mechanisms as summarized below will be used to measure the effectiveness of each dissemination activity. The status of dissemination will be quarterly reported by WP 5 coordinator/ deputy coordinator; to this end, all the partners will be asked to provide updated information on their implemented dissemination activities, and therefore, to keep record of all the activities they have carried.

**All the consortium members** will have to give information about the following:

### *a) Events:*

No.	Type of activity	Conference, workshop, publication, presentation, etc
1	Place	Which event? Where the dissemination activity took place
2	Date	Date of the dissemination activity
3	Participants	Audience type and number
4	Organizer	Partner or collaborating organisation /project
5	Topics	Short description of the presented topics
6	Resources	Links to presentations or other related material

### *a) Other Communication:*

Responsible Partner /Country
Title of article / news
Name of publication / website
Type of publication
Link (if online)
Date of publication
Target audience (Number of people reached)

## IX. CONCLUSIONS

The dissemination plan describes the tools, activities and means of cooperation, which will ensure that the ENHANCE project results and the content itself will be disseminated widely and effectively to the different target groups, in all planned phases of the project.





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## Annex 1: The project visual identity elements

### a. The project logo



### b. The project PPT Template



University of Agronomic



Faculty of Management



Eidgenössisches



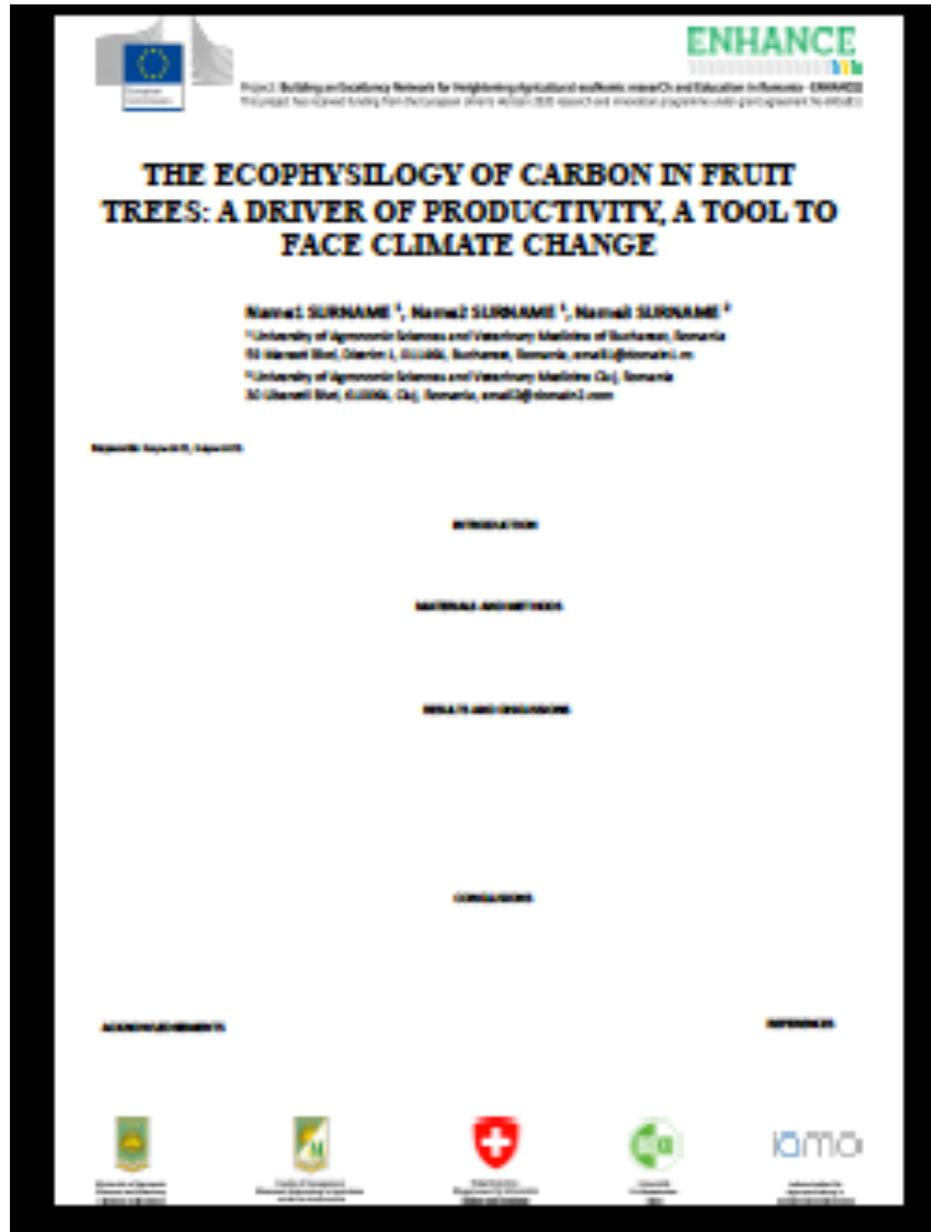
Universität



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### c. The project poster template



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## Annex 2: Contact List by Organizations

USAMV Bucharest			
Postal address		Blvd Mărăști, no.59, district 1, Bucharest	
Website		www.usamv.ro	
Telephone			
Contacts	Email:	Role	Skype
Gina Fîntîneru	gina.fintineru@usamv.ro	Project coordinator	gina.fintineru1
Dinu Toma Adrian	tomadinu@yahoo.fr	Faculty Dean	
Dragos Smedescu	smedescudragos@yahoo.com	WP3 Deputy coordinator	smedescu.dragos
Raluca Necula	raluca_nec@yahoo.com	WP5 Coordinator	
Marius Micu	micumariusmihai@gmail.com	WP1 Coordinator	
Ionela Vlad Mitsouko	bmitsouko@yahoo.fr	WP2 Deputy coordinator	
Andreea Constantin	andreearconstantin@gmail.com	WP4 Deputy coordinator	einsty12
Roxana Franzutti	rfranzutti@gmail.com		

WBF			
Postal address		Agroscope Tänikon 1 8356 Ettenhausen Switzerland	
Website		www.agroscope.admin.ch	
Telephone		+41 58 480 31 31	
Contacts	Email:	Role	Skype
Stefan Mann	stefan.mann@agroscope.admin.ch	WP4 Coordinator WP6 Deputy coordinator WP3, WP5 Member	skljkmann
Marisa Schroth	marisaschroth@gmx.de	WP1 Member	
Andreas Kohler		WP2 Member	



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IAMO			
Postal address		Theodor-Lieser-Str. 2 06120 Halle (Saale) Germany	
Website		www.iamo.de	
Telephone		+49 345 2928-0	
Contacts	Email:	Role	Skype
Thomas Herzfeld	herzfeld@iamo.de	WP3, WP4, WP6 Member	thomas.herzfeld1
Axel Wolz	wolz@iamo.de	WP2 Coordinator, WP1 Deputy Coordinator WP5 Member	

BOKU			
Postal address		Gregor-Mendel-Straße 33 1180 Vienna, Austria	
Website		www.boku.ac.at	
Telephone		+43-1 47654-0	
Contacts	Email:	Role	Skype
Jochen Kantelhardt	jochen.kantelhardt@boku.ac.at	WP3 Coordinator WP6 Member	kantelhardt1
Peter Walder	peter.walder@boku.ac.at	WP5 Deputy coordinator WP1, WP2, WP4 member	walderpeter
Lena Schaller	lena.schaller@boku.ac.at		

