

isUP-AgrO

WORK PACKAGE 5

DELIVERABLE: Dissemination & Communication Plan



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WORK PACKAGE	WP 5
TASK	Task 5.1. Communication & Dissemination Strategy
DUE DATE	Month 6
SUBMISSION DATE	
DELIVERABLE LEAD	SATURNTECH
DISSEMINATION LEVEL	PU
DOCUMENT NATURE	<input checked="" type="checkbox"/> R-Report <input type="checkbox"/> O-Others
AUTHORS	All partners

Revision history

REVISION	DATE	AUTHOR	ORGANISATION	DESCRIPTION
V.0	09/10/2024	Ana Branco	SATURNTECH	Table of Contents
V.1	27/11/2024	Ana Branco, Jorge Bayon Lopez, Blanca Araujo	SATURNTECH	First Draft (not all sections are completed)
V.2	09/12/2024	Sónia Alves, Carla Gouveia	UMa	Draft (UMa sections completed)
V3	13/12/2024	Enrique and Gianni	CSIC UParma	Input individual Plans
V4	17/12/2024	Ana Branco	SATURNTECH	Final Draft
V5	27/12/2024	Carla Ragonezi	UMa	Final Version

Summary

Executive Summary.....	5
1. Introduction.....	6
1.1. isUP-AgrO project.....	6
1.2. Dissemination and Communication Plan	6
1.2.1. KPIs.....	6
2. Dissemination & Communication Strategy.....	8
2.1. Objectives	8
2.2. Target Groups and Key Messages	8
2.3. Communication & Dissemination tools	9
2.3.1. Logo & Templates	9
2.3.2. Posters, infographics	10
2.3.3. Website	10
2.3.4. Social media accounts.....	11
2.3.5. Press release.....	12
2.3.6. Publication in scientific journals	12
2.3.7. Participation in Conferences and Workshops.....	12
2.3.8. Events organized by the project.....	12
2.3.9. School Visits	13
2.3.10. Others.....	13
2.4. Dissemination & Communication Stages.....	14
3. Dissemination & Communication Management	14
3.1. Internal procedures to ensure correct dissemination.....	14
3.2. EU specific Rules and procedures for dissemination & communication.....	14
4. Conclusions.....	15
4.1. Next steps.....	15
Annex 1 – Compulsory elements for communication.....	16
Annex 2 – Dissemination and Communication Activities.....	17
Dissemination and Communication Activities Planned	17
Dissemination and communication activities that have been already done (until M6).....	19
Annex 3 – Examples of templates.....	20

Table of Figures

Figure 1 isUP-AgrO Principal Logo.....	10
Figure 2 isUP-AgrO webpage.....	11

Figure 3 LinkedIn profile and page 12

Summary of table

Table 1 Description of the monitoring indicators 6

Table 2 Description of potential risks, barriers, and responses 7

Table 3 Target Groups and Messages..... 8

Executive Summary

This Deliverable establishes the core communication and dissemination strategy of the isUP-AgrO project, via the Communication and Dissemination plan's first iteration, as planned at M6.

We analyzed the framework in which isUP-AgrO takes place to define the most appropriate communication and dissemination strategy. All its parts are presented below: objectives, key messages, target audiences, communication tools, Key performance indicators, planned monitoring and evaluation actions, and management of the whole strategy.

The isUP-AgrO dissemination toolbox, which includes a logo, templates, website, and social media accounts, is also included herewith.

This Communication and Dissemination strategy will be updated during the project to maximize the project impact and stakeholder engagement.

1. Introduction

WP5 objectives are to:

- Plan and implement effective dissemination and communication activities.
- Map and engage with stakeholders.

This deliverable tackles all these objectives. In this first period, the main actions will establish a stakeholder base, determine the communications and dissemination tools to use and which are more appropriate for different kinds of stakeholders, and start the communication and networking activities.

The dissemination plan collects the graphical elements and media channels for the communication and dissemination of the project, along with its duration and after its conclusion. As such, its Key Performance Indicators (KPIs) and expected outcomes are aligned with the ones presented in

1.1. isUP-AgrO project

isUP-AgrO project aims to elevate the ISOPlexis research centre, located in Portugal's Madeira region, into a prominent EU hub for sustainable agriculture and food technology.

The project joins two research centres from Spain (IRNAS - CSIC), Italy (UNIPR), and a Portuguese innovation company (Saturntech - SAT) with the common goal of improving the research and coordination activities of the ISOPlexis - Centre of Sustainable Agriculture and Food Technology.

The isUP-AgrO will offer training for young/senior scientists, develop administrative/research management skills, and foster networking through joint research, expert visits, training schools, staff exchanges, workshops, and conference attendance. The isUP-AgrO overall methodology is based on new approaches and strategies to study and improve the sustainability of the Food Production System, in this case, in the traditional vineyards of Madeira.

1.2. Dissemination and Communication Plan

This deliverable is the foundation of the isUP-AgrO project's communication and dissemination strategy. It enables the project results to be spread to all stakeholders, thus raising awareness, establishing collaborations, and promoting our research results and capabilities.

1.2.1. KPIs

To ensure this, several Key Performance Indicators (KPIs) must be reached. SAT will monitor the indicators listed in Table 1 to ensure that the project reaches its expected impact.

Table 1 Description of the monitoring indicators

Activity	KPIs
Website/social media	<i>100 visits per month</i>
Press release	<i>25000 people reached</i>
Radio and TV dissemination	<i>1000 people reached</i>
Reports	<i>3 reports (annually)</i>

Participation in "open day" programs	<i>500 people reached</i>
Peer-reviewed scientific publications	<i>4 publications</i>
Organization of webinars and conferences	<i>200 participants</i>
Final International Symposium	<i>100 participants</i>
Visits and field trips	<i>12 visits</i>
Short-term internships	<i>6 students</i>
Knowledge dissemination on technical courses	<i>40 students</i>
Workshop for women	<i>10 women</i>
Conference attendance	<i>15 Researchers</i>
Participation of local stakeholders	<i>30 participants</i>

All partners will have to report twice a year on their dissemination activities; a template, following the European Commission's requirements, will be produced and shared with the partners (Annex 2). Partners will also have to report on events they participated in or organized; a template will be produced and shared with the partners (examples in Annex 3).

As with every EU project, isUP-AgrO faces certain risks or barriers from a communication point of view. The most relevant risks/barriers identified, together with effective responses to address them, are listed in Table 2:

Table 2 Description of potential risks, barriers, and responses

Potential risks/barriers	Responses
Not identifying a large enough community of stakeholders and subjects from the isUP-AgrO target audience.	<ul style="list-style-type: none"> - Intensify and/or adjust stakeholder mapping. - Seek the support and involvement of cluster associations.
Lack of interest in isUP-AgrO key messages shown by the target audience.	<ul style="list-style-type: none"> - Understand why the target audience is not interested or attracted by isUP-AgrO key messages. - Adjustments and reformulation of key messages to make them more appealing.
Limited communication activities from partners during the initial months or years of isUP-AgrO.	<ul style="list-style-type: none"> - Establish a publishing plan and sharing with partners. - If other factors cause the limitation, proactive request of implementation from them.
Ensuring the effective coordination of communication activities across the consortium.	<ul style="list-style-type: none"> - Clear communication and transparency on the tasks and internal management of expectations. - Regular feedback among the partners.
Branding and messages are not coherently adopted across the consortium.	<ul style="list-style-type: none"> - Clear guidelines are shared with partners. - Files are shared in various formats and are accessible to all on SharePoint. - The project branding and key messages give room for adaptation in the different languages.
Lack of willingness of certain external stakeholders to engage with isUP-AgrO activities.	<ul style="list-style-type: none"> - Leverage links between partners and stakeholders.

Building and managing a contact list is hindered by compliance with GDPR.	The tight connection between data management and communication plan ensures smooth procedures in data management allowing for effective outreach activities.
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2. Dissemination & Communication strategy

2.1. Objectives

Dissemination shall provide direct outreach to the main stakeholders and potential users of project results and outcomes, aiming to facilitate uptake and prospective use. Without awareness-raising from the very beginning of the project, the results and the benefits of using them as the basis for further research, development, or deployment will not be fully accessible to these target groups.

Moreover, the communication activities should promote the entire action, both the project itself and its ongoing activities and results, to a wider range of audiences, including the general public, and traditional and social media. The aim is not only to demonstrate how the EU funding is being used and contributes to societal challenges but also to take the opportunity for potential public engagement and build on the feedback arising from an open dialogue with particular audiences.

2.2. Target Groups and Key Messages

The project's Communication and Dissemination activities aim to ensure that the project's results reach society, especially the target groups that will benefit from them.

In general, it is necessary to address each particular target group with information tailored to its interests and through the channels suiting best the purpose of information delivery.

Table 3 Target Groups and Messages

Activity	Target group	Message	When
Website/Social media	Public in general	Progression of the project	From M3 to after the project
Press release	Public in general	Advertise the project	M1, M13, M25, M36
Radio and TV dissemination	Public in general	Advertise the project	Every 6 months
Reports	Researchers from the Network/EU platform	Progression of the project	M12, M24, M36
Participation in "open day" programs	Public in general	Advertise the project	Every 6 months
Peer-reviewed scientific publications	Researchers	Disseminate scientific knowledge	M36
Organization of webinars and conferences	Specific public (researchers, government, stakeholders)	Disseminate scientific and training knowledge	Every 6 months

Final International Symposium	Specific public (researchers, government, stakeholders, advisory board)	Disseminate all knowledge developed during the project	M36
Visits and field trips	Students	Advertise the project	Every 6 months
Short-term internships	Students	Attractiveness of human resources	M12, M24, M36
Knowledge dissemination on technical courses	Students	Disseminate scientific knowledge and training	From M9 to after the project
Workshop for women	Women farmers	Attractiveness of the sector	M12
Conference attendance	Researchers	Networking	At the end of each training school
Participation of local stakeholders	Agro-farmers, technicians, etc	Knowledge transfer	At the end of each year

2.3. Communication & Dissemination tools

2.3.1. Logo & Templates

The logo is the most visible element of the project identity, a universal signature across all isUP-AgrO communications and products. All partners agreed to adopt the logo shown below.

The templates (e.g., Word, etc.), in line with the project's visual identity and editable format, will serve as bases for internal and external documentation (e.g., Deliverables) and presentations at workshops, conferences, etc.

All documents can be downloaded from the SharePoint platform, which is accessible to all project partners. Annex 3 shows examples of the templates.



Figure 1 isUP-AgrO Principal Logo

2.3.2. Posters, infographics

Leaflets and posters will illustrate the project's actions, goals, results, and potential impacts in a brief format and use non-technical jargon to target the audience. They will be updated, and new ones will be added, during the project's lifespan. They will be available for download from the SharePoint platform and shared via newsletter, socials, or personal contacts.

2.3.3. Website

The website provides the main point of initial contact and information to stakeholders and the wider public. It has been designed to be professional for main users but also accessible for other users (institutions and generic public), with a clear and simple architecture and one-level access, and to be responsive and user friendly also from mobile and tablet. It implements SSL/HTTPS security protocol and is GDPR and cookies laws compliant.

It is planned to be regularly maintained using different formats (e.g., news, infographics, photos, etc.). The website shows the project's objectives, methods, actions, and results. It will also contain the public project deliverables, outcomes, and publications to ensure transparency and open access to isUP-AgrO's results. The website will be available in Portuguese and English.

Address: <https://isupagro.web.uma.pt/en/>

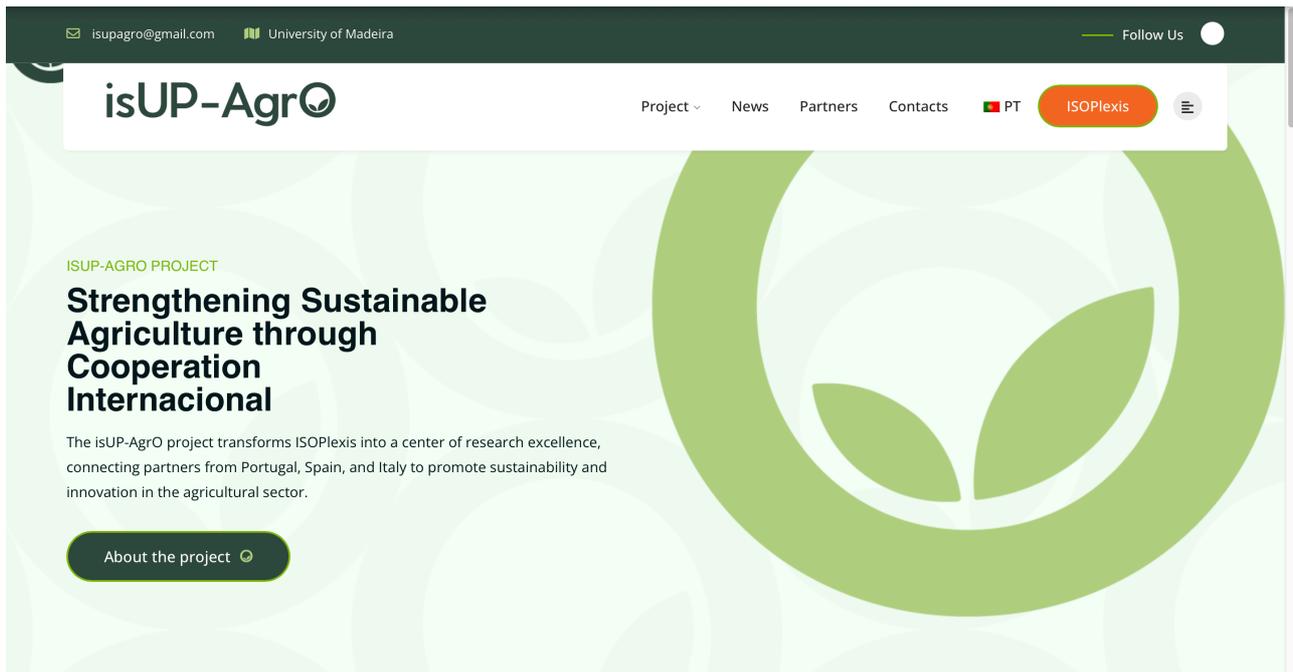


Figure 2 isUP-AgrO webpage

2.3.4. Social media accounts

The social media accounts on LinkedIn (Figure 3) will ensure that updates, news, and information are shared on a timely basis, narrating the project's life in real-time and allowing an active interaction between isUP-AgrO, its partners, and respective team members, and the online community of followers. They will also help the project to enlarge its audience and to connect with other projects, organizations, or institutions involved in developing bio-based plastics and sustainable composites.

Social media will be active throughout the project. The platforms have been selected because they are professional networking social media. In this framework, partners and respective team members will be encouraged to share and interact with isUP-AgrO posts.

LinkedIn page: <https://www.linkedin.com/showcase/isup-agro/posts/?feedView=all>

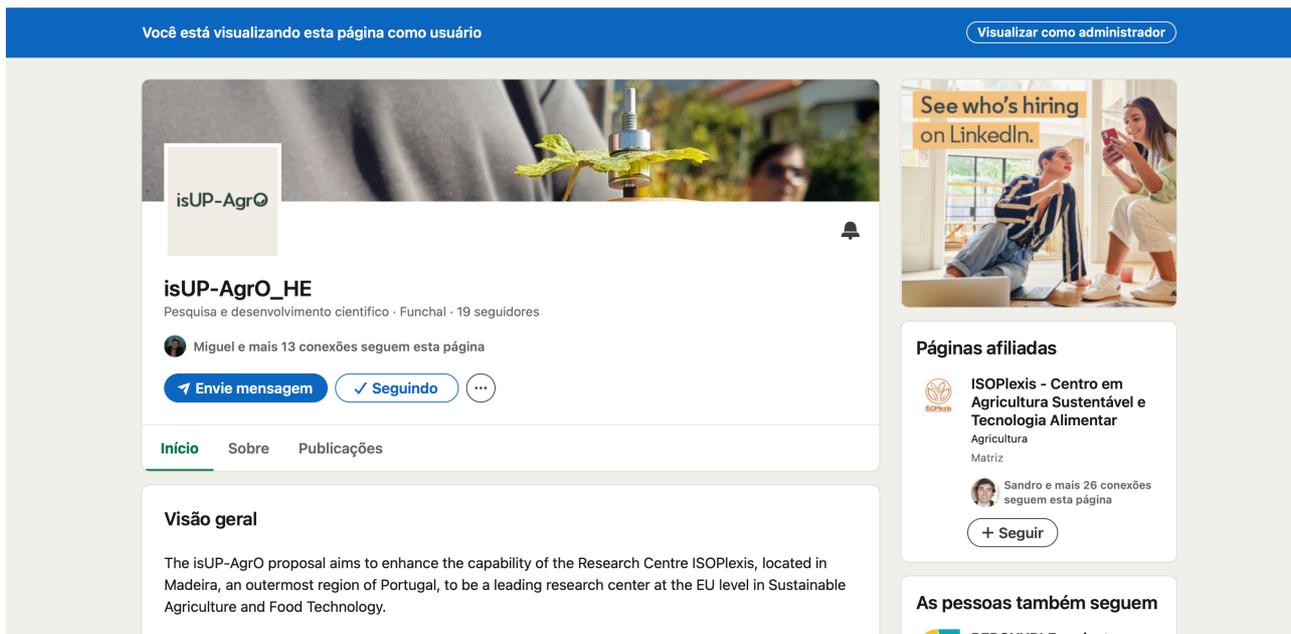


Figure 3 LinkedIn profile and page

2.3.5. Press release

All network initiatives, such as workshops, webinars, meetings, training, and others, will be advertised in local dissemination channels like newspapers, radio, or television.

These actions intend to make the local community, including stakeholders and policy decision-makers, aware of the effort to foster research activities and expertise exchange in the domains of agriculture, food, and bioeconomy.

2.3.6. Publication in scientific journals

In 2025, we expect within the ISOPlexis Center team, 2 articles and possibly a review on the vineyard could be published.

The other two publications are foreseen by the end of the project.

2.3.7. Participation in Conferences and Workshops

Results obtained from the research project and network activities will be disseminated through oral and poster communications at national and international conferences related to the topic of this project. Smart farming, plant ecophysiology, plant-microbe interactions, and food production systems conferences will be given priority. It is expected to participate in at least one international conference each year of the project.

The current plan for participation in Conferences and workshops can be found in Annex 2. This plan will be updated periodically.

2.3.8. Events organized by the project

Webinars and conferences will be organized, involving all partners and other experts, aimed not only at the team members but also at society, mainly at stakeholders, students, technicians, and farmers, whenever it is appropriate.

Conferences and webinars will be advertised, specifying the target audience depending on the topic addressed.

The current plan for the organization of the Conferences and webinars can be found in Annex 2. This plan will be updated periodically.

Taking advantage of the training that will take place in 2025 and inviting coaches to speak at a conference about their training areas, two conferences will, in principle, occur in 2025. Certificates of participation will then be given.

2.3.9. School Visits

During and after the project, visits to schools are planned to promote the isUP-AgrO project. Students from different schools are also expected to visit the ISOPlexis Center Facilities. These visits will also serve to promote the project's knowledge, mainly regarding the agrosystem structure and possible services. Additionally, they will explain the importance of agriculture and the sustainability of the production system. This could also be an opportunity to create new internships.

2.3.10. Others

Improving Gender in the Agriculture sector

Invitations will be made to women who work in the agriculture sector, to give their testimony of what they do and how they do it. These testimonials will preferably be in video format, if this is not possible, it will be a written testimonial. The intention is to publish these testimonials on the project website every 2 months, or every 3 months, depending on the availability of the people invited.

Participation in "open day" programs:

- ✓ Participation in the Macaronight project within the European Researcher's Night, co-financed from the Horizon 2020 – Marie Skłodowska-Curie and by the European Union, which takes place once a year normally in September and is open mainly to schools, but also to the public. These activities will serve for isUP-AgrO divulgation.
- ✓ Participation in the Fascination of Plants Day, an initiative from the European Plant Science Organisation (EPSO), which takes place once a year around May 18th, and will serve to publicize the isUP-AgrO project, the work carried out and talk about the importance of plants and agrosystems.

IRNAS TV set

IRNAS has a TV set at the reception hall of the IRNAS, to display news related to our activities. We expect to include a display there on the IRNAS participation in the Project. The targeted groups will be the IRNAS staff and visitors (students from high schools and universities, visiting researchers, visitors from private companies, the Administration, and environmental agencies).

Xylem meeting

We will expect to be able to display publicity related to the Project at the Xylem meeting IRNAS is organizing on March 18-20, 2025, at Seville. Researchers from some 40 countries all around the world are expected to attend the meeting.

2.4. Dissemination & Communication Stages

Our communication and dissemination strategy is planned into three main communication stages that are closely linked to the main communication and dissemination objective: awareness-raising

Stage 1 - M1- M6

- Logo
- Web Page
- Templates
- LinkedIn
- Posters
- Dissemination Strategy and Plan

Stage 2 - M6 -M18

- Dissemination activities following the established plan
- Press Release
- Updated the Dissemination plan

Stage 3 - M18 - M36

- Dissemination activities
- Scientific Publications
- Workshop with local policy stakeholders
- International Conference

3. Dissemination & Communication Management

3.1. Internal procedures to ensure a correct dissemination

We have set up internal procedures to allow connections with different organizations to ensure coordination and that all relevant partners are kept informed and can contribute promptly. We also ensure Dissemination & Communication is done throughout the whole project.

All partners will have to report twice a year on their dissemination activities; a template, following the European Commission's requirements, has been produced and shared with the partners (Annex 2).

Partners will also have to report on events they participated in or organized; a template has been produced and shared with the partners (Annex 2).

3.2. EU specific Rules and procedures for dissemination & communication

The EU has a specific set of rules that all partners must follow when communicating.

The funding needs to be indicated, and the emblem and flag of the EU must be included. Annex 1 provides a list of the compulsory elements for all communications.

The project takes a diversity and gender-sensitive approach, which must be reflected in its communication. The project will ensure that it uses inclusive language and that communication materials do not inadvertently exclude any group.

Our project will follow the guidelines that the EC has published to assist in the correct communication and dissemination, which can be found in:

https://rea.ec.europa.eu/communicating-about-your-eu-funded-project_en

4. Conclusions

The main achievement of this Deliverable are the planning of the communication and dissemination strategy of isUP-AgrO, and the start of related activities.

Being the foundation of activities that will go on until the end of the project, and partially also after its conclusion, WP5 KPIs will be monitored during the whole project, alongside an update of the whole strategy to maximize the project impact and stakeholder engagement.

4.1. Next steps

The goal of the WP5 actions in the next period will be to widen our stakeholder analysis and contact and engage stakeholders through the different tools and activities planned in the project and described in this deliverable.

The next steps will be to constantly update the website, leaflets, posters, and infographics to showcase the project's achievements and progress. If needed, the templates will also be updated.

Annex 1 – Compulsory elements for communication

Each communication material of the project must acknowledge the European funding in the following format:



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Annex 2 – Dissemination and Communication Activities

The communication and dissemination management plan will be complemented by a detailed follow-up template with the following structure. Each partner should regularly update this spreadsheet with a description of any action or activity they undertake that can be used to disseminate the project and its results.

Dissemination and Communication Activities Planned

Programmed	Day	Audience	Key Message	Lead	Twitter	Linkedin	Pictures	Videos	Links to other info?	Column1
Information on the project in the isUP-AgrO Social Media	From January 2025	Visitors of the social media	Information on the Project and the differents activities	ISOplexis Center - Madeira University		https://www.linkedin.com/feed/update/urn:li:activity:7263208732367409152/?actorCompanyId=10392686				
Information on the project in the isUP-AgrO website	From January 2025	Visitors of the Website	Information on the Project and the differents activities	ISOplexis Center - Madeira University					https://isupagro.web.uma.pt/	
Information on the project in the ISOplexis social media	From project beginning	Visitors of the Website	Information on the Project and the differents activities						https://isoplexis.uma.pt/pt/pt/pt/pt/pt.html	
Information on the project in the ISOplexis website	From project beginning	Visitors of the social media	Information on the Project and the differents activities						https://www.facebook.com/isoplexis.centro	
Information on the project in the UNIPR website	From January 2025	Visitors of the UNIPR Website	Information on the Project through the link to the project website	G. Galavema, UNIPR						
Addvertisement through the UNIPR social media	From January 2025	Social media	Information on the Project	G. Galavema, UNIPR		yes	In progress	In progress	In progress for facebook	
Seminar at the UNIPR	2026	UNIPR staff and visitors	The Project and details on the experiments (WP6)	G. Galavema, UNIPR						
Press release through the UNIPR dissemination channels	2025 and 2026	Local press at Parma, specialised magazines	Information on the Project	G. Galavema, UNIPR						
Information on the project in the IRNAS website	From January 2025	Visitors of the IRNAS Website	Information on the Project	J.E. Fernández, IRNAS						
Addvertisement at the IRNAS TV set	From January 2025	IRNAS Staff and visitors	Information on the Project	J.E. Fernández, IRNAS						
Addvertisement through the IRNAS social media	From January 2025	Social media	Information on the Project	J.E. Fernández, IRNAS	yes	yes	In progress	In progress	In progress for facebook, Instagram and YouTube	
Seminar at the IRNAS	2026	IRNAS staff and visitors	The Project and details on the experiments (WP6)	J.E. Fernández, IRNAS						
Press release through the CSIC dissemination channels	2025 and 2026	Local press at Seville, specialised magazines	Information on the Project	J.E. Fernández, IRNAS						
Information on the project in the SATURNTECH website	From January 2025	Visitors of the saturntech Website	Information on the Project	Jorge Bayon, SATURNTECH						
Addvertisement through the SATURNTECH social media	From project beginning	Social media	Information on the Project	Ana Branco, SATURNTECH		yes				

The conferences and workshop participation spreadsheet is shared by the partners and has the following structure: Each partner should regularly update this spreadsheet with a description of any conference and workshop they took part in or asked to take part in, even if their participation request was rejected.

Type of event	Type of presentation	Status	Name	Date(s)	Place	Abstract submission date	Expected stakeholders' groups	Interested partner(s)	Link
Activities jointly with other EU projects	Oral	in progress	EMPHASIS (European Infrastructure for Multi-Scale Plant Phenotyping And Simulation for Food Security in a Changing Climate	14/01/25	Lisbon, Portugal		EMPHASIS	ISOPlexis Center - Madeira University	https://sites.fct.unl.pt/emphasis_plant-phenotyping-pt/galleries/pt-consortium
Webinars and Conferences	Oral	in progress	Workshop about projects elaboration and submission	20-21/02/2025	Madeira University		Workshop given by Saturnecth partner	ISOPlexis Center, stakeholders, general public	
Webinars and Conferences	Oral	in progress	Knowledge transfer	June/2025	Madeira University		Given by ISOPlexis Center members	ISOPlexis Center, stakeholders, farmers, technicians	
Webinars and Conferences	Oral	in progress	Conference about general anatomy of vascular plants and another general physiology of vascular plants	27/01/25	Madeira University		Conference given by CSIC partner	ISOPlexis Center, stakeholders, general public	
Improving Gender in Agriculture sector	Video	in progress	Women in the agriculture sector	each 3 months, starting in march 2025 (predicted 4 testimony in 2025)	isUP-AgrO website		General public	ISOPlexis Center, stakeholders, general public	
Ensure community awareness and the dissemination of relevant knowledge	Oral	in progress	Fascination of Plants Day	once a year around May 18th	Madeira University		General public	ISOPlexis Center, stakeholders, general public	
Ensure community awareness and the dissemination of relevant knowledge	Oral	in progress	Macaronight	once a year in September	Madeira University		General public	ISOPlexis Center, stakeholders, general public	
School visits	Oral	in progress	Visits to schools are planned to promote the isUP-AgrO project	each 6 months, predicted to starting in june 2025	Schools		School students and teachers	ISOPlexis Center	
School visits	Oral	in progress	Students from different schools who visit the ISOPlexis Center Laboratories.	There are usually about 5 per year.	ISOPlexis Center laboratories		School students and teachers	ISOPlexis Center	
Participation in Conferences	Oral	Abstract submitted	"Above and Below – Towards the Future", the conference will address key current and future challenges in viticulture.	27-31/07/2025	Geisenheim University		Researchers	ISOPlexis Center	https://www.hs-geisenheim.de/en/university/organization/administrative-units/communication-marketing-and-event-management/events-and-trade-fairs/aiesco-2025/
Scientific meeting	Roll up	in progress	6th Xylem International Meeting	18-20 March 2025	Seville (Spain)	Jan 25th	Researchers	IRNAS	https://x.com/Xylem_Meeting/status/1790751886934462579
International Symposium	Oral		To be defined by Uma	June	Funchal (Madeira)			IRNAS	
workshop with local policy stakeholders	Oral	Planned	To be defined	2027	Funchal (Madeira)		Workshop given by Saturnecth partner	ISOPlexis Center, Political Stakeholders	

Dissemination and communication activities that have been already done (until M6)

Organisation	Date	Location	Type of activities *	Short Description (Event Name, description)	Number of people from: General public	Link/image link
ISOPlexis Center - Madeira University	04/03/24	Madeira Island	Newsletter	News published on the University of Madeira page, which describes the project and its approval.	The entire community that works and studies at the University of	https://www.uma.pt/noticias/projeto-coordenado-pela-uma-recebe-financiamento-no-valor-de-um-milhao-de-euros/?contentid=165408
ISOPlexis Center - Madeira University	04/03/24	Madeira Island	Social Media	News published on the University of Madeira social media, which describes the project and its approval.		https://www.linkedin.com/posts/universidade-da-madeira_projeto-coordenado-pela-uma-recebe-financiamento-activity-7170377576731852801-Bedl?originalSubdomain=pt
ISOPlexis Center - Madeira University	04/03/24	Madeira Island	Radio/TV	News published on the radio, which describes the project and its approval.		https://madeira.rtp.pt/sociedade/projeto-da-uma-recebe-14-milhoes-de-euros-audio/
ISOPlexis Center - Madeira University	08/03/24	Madeira Island	Newsletter	News published on the newsletter, which describes the project and its approval.		https://www.agroportal.pt/projeto-de-pesquisa-agricola-da-universidade-da-madeira-recebe-financiamento-da-ue/
	18/03/24	Official website of the European Union	Website	Describes the project objective, partners and its approval.	All people who consult the website	https://cordis.europa.eu/project/id/101159644
CIRAD - Montpellier, France	26-30/08/2024	Montpellier, France	Activities jointly with other EU projects	Carla Gouveia, participation in a consortium meeting to prepare the application for Phase II of the Horizon Europe project [HORIZON-CL6-2024-BIODIV-02-3-two-stage]-[Promoting minor crops in farming systems], which will take place at Activities jointly with other EU projects. This meeting served to find future partners to collaborate with the ISOPlexis Center in the isUP-AgrO project and in other future projects		
Madeira University	27/09/24	Madeira University	"open day" programs	Macaronight project within the European Researcher's Night, co-financed from the Horizon 2020 - Marie Skłodowska-Curie and by the European Union, which takes place once a year and is open mainly to schools, but also to the public. These activities served for isUP-AgrO divulgation and other investigation work taking place at the ISOPlexis Center.		https://www.uma.pt/noticias/macaronight-2024-noite-europeia-dos-investigadores-da-macaronesia/
ISOPlexis Center - Madeira University	24/10/24	Madeira Island	Newsletter	Newsletter announcing the 1st training school that would take place at the University of Madeira as part of the isUP-AgrO project and also about the 1st staff exchange that took place in September 2024.	The entire community that works and studies at the University of Madeira	https://www.uma.pt/noticias/projeto-europeu-isup-agro-unlocking-the-potential-for-agricultural-research-on-an-eu-outmost-region-boosting-isoplexis-centre/?contentid=195249
Madeira University	24/10/24	Madeira Island	Social Media	Newsletter announcing the 1st staff exchange that took place in September 2024.		
ISOPlexis Center - Madeira University	25/10/24	Madeira Island	Radio/TV	News published on the radio, which describes the project and announcing the 1st training school that would take place at the University of Madeira		https://madeira.rtp.pt/ciencia/isoplexis-vai-avancar-com-um-projeto-piloto-sobre-a-vinhada-madeira-audio/
ISOPlexis Center - Madeira University	12/11/24	Madeira Island	ISOPlexis Website	Information about isUP-AgrO project		https://isoplexis.uma.pt/investig-projetos.html
Madeira University	15/11/24	Madeira Island	Social Media	News published on the University of Madeira social media, which describes the project and announcing the 1st training school that would take place at the University of Madeira		https://www.facebook.com/photo/?fbid=1065384275473365&set=a.177422284269573
Madeira University	15/11/24	Madeira Island	Social Media	News published on the University of Madeira social media, which describes the project and announcing the 1st training school that would take place at the University of Madeira		https://www.linkedin.com/feed/update/urn:li:activity:7267847338893713411/?actorCompanyId=103926861
ISOPlexis Center - Madeira University	16/11/24	Madeira Island	Social Media	News published in isUP-AgrO Social Media announcing the 1st training school that would take place at the University of Madeira as part of the isUP-AgrO project and also about the 1st staff exchange that took place in September 2024.		https://www.facebook.com/photo/?fbid=1065384275473365&set=a.177422284269573
ISOPlexis Center - Madeira University	27/11/24	Madeira Island	Social Media	News published on the ISOPlexis Center social media, which describes the project and describing the 1st training school that took place at the University of Madeira		https://www.linkedin.com/feed/update/urn:li:activity:7267847338893713411/?actorCompanyId=103926861
ISOPlexis Center - Madeira University	28/11/24	Madeira Island	Social Media	News published on the ISOPlexis Center social media, which describes the project and describing the 1st training school that took place at the University of Madeira		https://www.instagram.com/p/DC6dW6pxeta/?img_index=1
CENTRE INRAE IDF VERSAILLES	04-06/12/2024	Paris, France	Activities jointly with other EU projects	"PHENET-EMPHASIS Data management training", Carla Gouveia participation		https://phenet-emphasis.lournees.inrae.fr/
ISOPlexis Center - Madeira University	13/12/24	ISOPlexis Center laboratories	School visits	Oral presentation to school students, to promote the isUP-AgrO project, and the different activities that are developed by the center group	23 students + 2 teachers	https://www.linkedin.com/posts/isup-agro_agriculturalresearch-sustainableagriculture-activity-7275175968019767297-2nzo?utm_source=share&utm_medium=member_desktop

Annex 3 – Examples of templates

isUP-AgrO

Strengthening **Sustainable Agriculture** through International Cooperation

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isupagro.web.uma.pt/pt/

Funded by the European Union



isUP-AgrO

*Strengthening Sustainable Agriculture through
International Cooperation*

TRAINING SCHOOL

18 – 22 November 2024

📍 University of Madeira, Campus da Penteada, Funchal



 UNIVERSIDADE da MADEIRA

 **ISOplexis**
Centro de Agricultura Sustentável e Tecnologia Alimentar

 UNIVERSITÀ DI PARMA

 **CSIC**
CONSEJO SUPERIOR DE INVESTIGACIONES CIENTÍFICAS

 **IRNAS**
Instituto de Engenharia e Tecnologia Avançada

 **SATURN
TECH**
ADVANCED FOOD TECHNOLOGY

 Funded by
the European Union

Events plan

Year	Type of event	Type of presentation	Status	Name	Date(s)	Place	Abstract submission date	Expected stakeholders' groups	Interested partner(s)	Link
2025	Activities jointly with other EU projects	Oral	in progress	EMPHASIS (European Infrastructure for Multi-Scale Plant Phenotyping And Simulation for Food Security in a Changing Climate)	14/01/25	Lisbon, Portugal		EMPHASIS	ISOplexis Center - Madeira University	https://sites.fct.unl.pt/emphasis_plant-phenotyping-pt/galleries/pt-consortium
2025	Webinars and Conferences	Oral	in progress	Workshop about projects elaboration and submission	20-21/02/2025	Madeira University		Workshop given by Saturnecth partner	ISOplexis Center, stakholders, general public	
2025	Webinars and Conferences	Oral	in progress	Knowledge transfer	June/2025	Madeira University		Given by ISOplexis Center members	ISOplexis Center, stakholders, farmers, technicians	
2025	Webinars and Conferences	Oral	in progress	Conference about general anatomy of vascular plants and another general physiology of vascular plants	27/01/25	Madeira University		Conference given by CSIC partner	ISOplexis Center, stakholders, general public	
2025-2026	Improving Gender in Agriculture sector	Video	in progress	Women in the agriculture sector	each 3 months, starting in march 2025 (predicted 4 testimony in 2025)	isUP-AgrO website		General public	ISOplexis Center, stakholders, general public	
2025-2026	Ensure community awareness and the dissemination of relevant knowledge	Oral	in progress	Fascination of Plants Day	once a year around May 18th	Madeira University		General public	ISOplexis Center, stakholders, general public	
2025-2026	Ensure community awareness and the dissemination of relevant knowledge	Oral	in progress	Macaronight	once a year in September	Madeira University		General public	ISOplexis Center, stakholders, general public	
2025-2026	School visits	Oral	in progress	Visits to schools are planned to promote the isUP-AgrO project	each 6 months, predicted to starting in june 2025	Schools		School students and teachers	ISOplexis Center	
2025-2026	School visits	Oral	in progress	Students from different schools who visit the ISOplexis Center Laboratories.	There are usually about 5 per year.	ISOplexis Center laboratories		School students and teachers	ISOplexis Center	
2025	Participation in Conferences	Oral	Abstract submitted	"Above and Below – Towards the Future", the conference will address key current and future challenges in viticulture.	27-31/07/2025	Geisenheim University		Researchers	ISOplexis Center	https://www.hs-geisenheim.de/en/university/organization/administrative-units/communication-marketing-and-event-management/events-and-trade-fairs/giesco-2025/
2025	Scientific meeting	Roll up	in progress	6th Xylem International Meeting	18-20 March 2025	Seville (Spain)	Jan 25th	Researchers	IRNAS	https://x.com/Xylem_Meeting/status/1790751886934462579
2026	International Symposium	Oral		To be defined by Uma	June	Funchal (Madeira)			IRNAS	
2027	workshop with local policy stakeholders	Oral	Planned	To be defined	2027	Funchal (Madeira)		Workshop given by Saturnecth partner	ISOplexis Center, Political Stakeholders	

C&D Plan

Programmed	Day	Audience	Key Message	Lead	Twitter	LinkedIn	Pictures	Videos	Links to other info?
Information on the project in the isUP-AgrO Social Media	From January 2025	Visitors of the social media	Information on the Project and the differents activities	ISOPlexis Center - Madeira University		https://www.linkedin.com/feed/update/urn:li:activity:7263208732367409152/?actorCompanyId=10392686			
Information on the project in the isUP-AgrO website	From January 2025	Visitors of the Website	Information on the Project and the differents activities	ISOPlexis Center - Madeira University					https://isupagro.web.uma.pt
Information on the project in the ISOPlexis social media	From project beginning	Visitors of the Website	Information on the Project and the differents activities						https://isoplexis.uma.pt/noticias.html
Information on the project in the ISOPlexis website	From project beginning	Visitors of the social media	Information on the Project and the differents activities						https://www.facebook.com/isoplexis.centro
Information on the project in the UNIPR website	From January 2025	Visitors of the UNIPR Website	Information on the Project through the link to the project website	G. Galavema, UNIPR					
Addvertisement through the UNIPR social media	From January 2025	Social media	Information on the Project	G. Galavema, UNIPR		yes	In progress	In progress	In progress for facebook
Seminar at the UNIPR	2026	UNIPR staff and visitors	The Project and details on the experiments (WP6)	G. Galavema, UNIPR					
Press release through the UNIPR dissemination channels	2025 and 2026	Local press at Parma, specialised magazines	Information on the Project	G. Galavema, UNIPR					
Information on the project in the IRNAS website	From January 2025	Visitors of the IRNAS Website	Information on the Project	J.E. Fernández, IRNAS					
Addvertisement at the IRNAS TV set	From January 2025	IRNAS Staff and visitors	Information on the Project	J.E. Fernández, IRNAS					
Addvertisement through the IRNAS social media	From January 2025	Social media	Information on the Project	J.E. Fernández, IRNAS	yes	yes	In progress	In progress	In progress for facebook, Instagram and YouTube
Seminar at the IRNAS	2026	IRNAS staff and visitors	The Project and details on the experiments (WP6)	J.E. Fernández, IRNAS					
Press release through the CSIC dissemination channels	2025 and 2026	Local press at Seville, specialised magazines	Information on the Project	J.E. Fernández, IRNAS					
Information on the project in the SATURNTECH website	From January 2025	Visitors of the saturntech Website	Information on the Project	Jorge Bayon, SATURNTECH					
Addvertisement through the SATURNTECH social media	From project beginning	Social media	Information on the Project	Ana Branco, SATURNTECH		yes			

C&D Activities done

Organisation	Date	Location	Type of activities *	Short Description (Event Name, description)	Number of people from: General public	Link/image link
ISOplexis Center - Madeira University	04/03/24	Madeira Island	Newsletter	News published on the University of Madeira page, which describes the project and its approval.	The entire community that works and studies at the University of	https://www.uma.pt/noticias/projeto-coordenado-pela-uma-rc-ecbe-financiamento-no-valor-de-um-milhao-de-euros?contentid=165408
ISOplexis Center - Madeira University	04/03/24	Madeira Island	Social Media	News published on the University of Madeira social media, which describes the project and its approval.		https://www.linkedin.com/posts/universidade-da-madeira-projeto-coordenado-pela-uma-rc-ecbe-financiamento-activity-7170377576731852801-Badrl?originalSubdomain=pt
ISOplexis Center - Madeira University	04/03/24	Madeira Island	Radio/TV	News published on the radio, which describes the project and its approval.		https://madeira.rtp.pt/sociedade/projeto-da-uma-rc-ecbe-14-milhoes-de-euros-audio/
ISOplexis Center - Madeira University	08/03/24	Madeira Island	Newsletter	News published on the newsletter, which describes the project and its approval.		https://www.agroportal.pt/projeto-de-pesquisa-agricola-da-universidade-da-madeira-rc-ecbe-financiamento-da-ue/
	18/03/24	Official website of the European Union	Website	Describes the project objective, partners and its approval.	All people who consult the website	https://cordis.europa.eu/project/id/101159644
CIRAD - Montpellier, France	26-30/08/2024	Montpellier, France	Activities jointly with other EU projects	Carla Gouveia, participation in a consortium meeting to prepare the application for Phase II of the Horizon Europe project [HORIZON-CL6-2024-BIODIV-02-3-two-stage]-[Promoting minor crops in farming systems], which will take place at Activities jointly with other EU projects. This meeting served to find future partners to collaborate with the ISOplexis Center in the isUP-AgrO project and in other future projects		
Madeira University	27/09/24	Madeira University	"open day" programs	Macaronight project within the European Researcher's Night, co-financed from the Horizon 2020 - Marie Skłodowska-Curie and by the European Union, which takes place once a year and is open mainly to schools, but also to the public. These activities served for isUP-AgrO divulgation and other investigation work taking place at the ISOplexis Center.		https://www.uma.pt/noticias/macaronight-2024-noite-europeia-dos-investigadores-da-macaronesia/
ISOplexis Center - Madeira University	24/10/24	Madeira Island	Newsletter	Newsletter announcing the 1st training school that would take place at the University of Madeira as part of the isUP-AgrO project and also about the 1st staff exchange that took place in September 2024.	The entire community that works and studies at the University of Madeira	https://www.uma.pt/noticias/projeto-europeu-isup-agro-unlocking-the-potential-for-agricultural-research-on-an-eu-outmost-region-boosting-isoplexis-centre?contentid=195249
Madeira University	24/10/24	Madeira Island	Social Media	Newsletter announcing the 1st staff exchange that took place in September 2024.		
ISOplexis Center - Madeira University	25/10/24	Madeira Island	Radio/TV	News published on the radio, which describes the project and announcing the 1st training school that would take place at the University of Madeira		https://madeira.rtp.pt/ciencia/isoplexis-vai-avancar-com-um-projeto-piloto-sobre-a-vinha-da-madeira-audio/
ISOplexis Center - Madeira University	12/11/24	Madeira Island	ISOplexis Website	Information about isUP-AgrO project		https://isoplexis.uma.pt/investir-projetos.html
Madeira University	15/11/24	Madeira Island	Social Media	News published on the University of Madeira social media, which describes the project and announcing the 1st training school that would take place at the University of Madeira		https://www.facebook.com/photo/?fbid=1065384275473365&set=a.17742284269573
Madeira University	15/11/24	Madeira Island	Social Media	News published on the University of Madeira social media, which describes the project and announcing the 1st training school that would take place at the University of Madeira		https://www.linkedin.com/feed/update/urn:li:activity:7267847338893713411?actorCompanyId=103926861
ISOplexis Center - Madeira University	16/11/24	Madeira Island	Social Media	News published in isUP-AgrO Social Media announcing the 1st training school that would take place at the University of Madeira as part of the isUP-AgrO project and also about the 1st staff exchange that took place in September 2024.		https://www.facebook.com/photo/?fbid=1065384275473365&set=a.17742284269573
ISOplexis Center - Madeira University	27/11/24	Madeira Island	Social Media	News published on the ISOplexis Center social media, which describes the project and describing the 1st training school that took place at the University of Madeira		https://www.linkedin.com/feed/update/urn:li:activity:7267847338893713411?actorCompanyId=103926861
ISOplexis Center - Madeira University	28/11/24	Madeira Island	Social Media	News published on the ISOplexis Center social media, which describes the project and describing the 1st training school that took place at the University of Madeira		https://www.instagram.com/p/DC6dW6iveta/?img_index=1
CENTRE INRAE IDF VERSAILLES	04-06/12/2024	Paris, France	Activities jointly with other EU projects	"PHENET-EMPHASIS Data management training", Carla Gouveia participation		https://phenet-emphasis.igmees.inrae.fr/
ISOplexis Center - Madeira University	13/12/24	ISOplexis Center laboratories	School visits	Oral presentation to school students, to promote the isUP-AgrO project, and the different activities that are developed by the center group	23 students + 2 teachers	https://www.linkedin.com/posts/isup-agro-agricultural-research-sustainableagriculture-activity-7275175968019767297-zpzo7uim_source=share&utm_medium=member_desktop