Deliverable 4.2

Dissemination and Exploitation Plans (including the communication handbook)

Due date of the deliverable: M6 – February 2025

Actual achievement date: M6 – February 2025

WP concerned	WP4	
WP leader	Elsa KANNER	Research Institute of Organic Agriculture FiBL
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Version V1	V1	
Dissemination level	• SEN: Sensitive – limited under the conditions of the Grant Agreement	

Contents

PRO-WILD

1. Acronyms

CCP	Communication contact point
CWR(s)	Crop wild relative(s)
EU	European Union
ExCom	Executive Committee
FiBL	Research Institute of Organic Agriculture FiBL, Switzerland
HCC	Highclere Consulting, Romania
IT	INRAE Transfert, France
KER	Key exploitable results
KPI	Key performance indicators
WP(s)	Work package(s)

2.   Table of figures

3.   Table of tables

4.   Introduction to the project

PRO-WILD (Protect and Promote Crop Wild Relatives) will deliver a novel approach to characterise and integrate the adaptive capabilities of the **wild relatives of three major European crops (wheat, sugar beets, and brassicas)** into available breeding materials while also ensuring the characterisation and preservation of these wild relatives.

Beyond the project, these future-proofed crops will provide plentiful and nutritious food that are resilient to stress and resource-efficient. PRO-WILD will, therefore, contribute to **more sustainable and environmentally friendly cropping systems for Europe**, contributing to Horizon Europe's cluster 6 and the European Union (EU) goal of healthy and resilient ecosystems by 2030. The project consists of 19 partner organisations spanning 11 countries.

The project is organised in 5 **work packages** (WPs; Figure 1) – three are scientific, one is organisational, and one, WP4, is responsible for the stakeholder engagement, communication, dissemination & exploitation in the project.
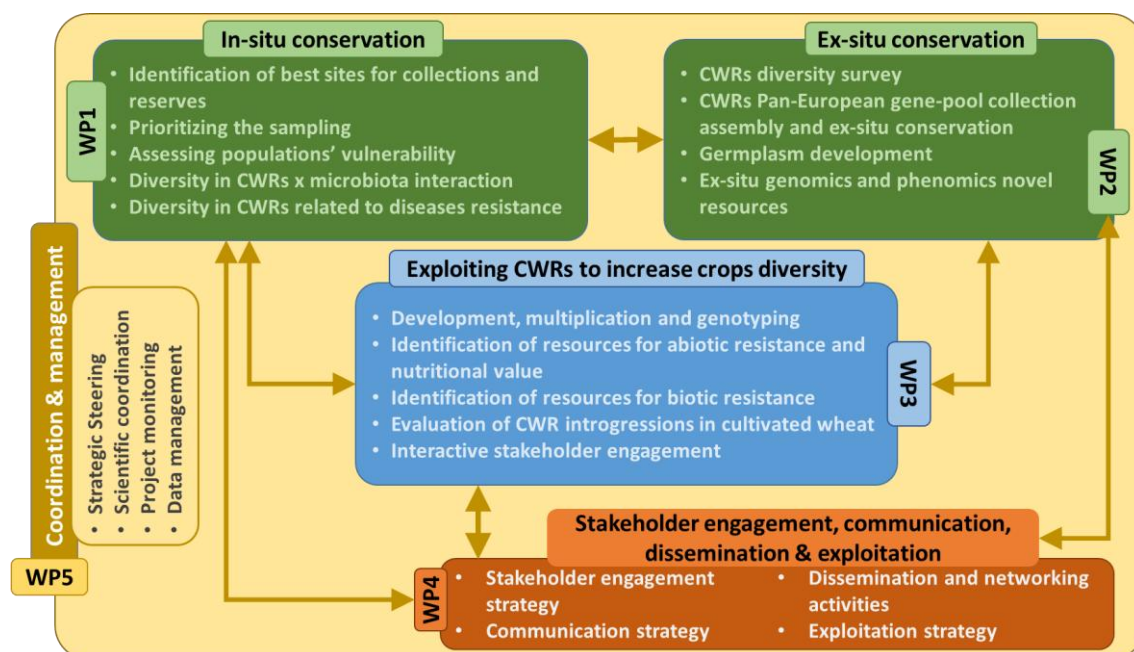
Figure 1: PRO-WILD organisational structure.

4.1   Introduction to WP4

WP4 is entitled "Stakeholder engagement, communication, dissemination & exploitation", and is led by the Research Institute of Organic Agriculture (FiBL).

WP4 is expected to deliver on **three main objectives**:

- To facilitate active engagement of **relevant stakeholders** (breeders, students, researchers, etc.) (Tasks 4.1 and 4.3)

- To **communicate and disseminate project results**, making PRO-WILD well known to relevant stakeholders and **establish effective linkages with other projects** and initiatives (Tasks 4.2 and 4.3)
- To develop an Exploitation Plan to **maximise the market reach and impact** of PRO-WILD, protect innovation and propose activities to promote translation, use and transferability of results as well as **foster internal communication** (Tasks 4.4 and 4.5)

The work of these objectives has been broken down into **five tasks** as follows, with the relevant deliverables listed:

Table 1: WP4 task list.

No.	Task title	Task leader	Contact point	Associated Deliverable
4.1	Stakeholder engagement strategy	HCC	Alina Alexa alina@highclere-consulting.com	4.3 - Stakeholder Engagement Strategy
4.2	Communication strategy	FiBL	Communication Manager: Nina Gallmann nina.gallmann@fibl.org	D4.2 - Dissemination and Exploitation Plans (including the communication handbook)
4.3	Dissemination and networking activities	FiBL	WP lead & Dissemination Manager: Elsa Kanner elsa.kanner@fibl.org	D4.2 - Dissemination and Exploitation Plans (including the communication handbook)
4.4	Exploitation strategy	IT	Anne Jarousse anne.jarousse@inrae.fr	D4.2 - Dissemination and Exploitation Plans (including the communication handbook)
4.5	Internal communication and collaboration	IT	Anne Jarousse anne.jarousse@inrae.fr	D4.1 - PRO-WILD Collaborative Platform guide

4.2   Focus of deliverable 4.2: Dissemination and Exploitation Plans (including the communication handbook)

This deliverable will focus primarily on Tasks 4.2 (communication), 4.3 (dissemination and networking), and 4.4 (exploitation). However, it is closely linked to the stakeholder engagement strategy (Deliverable 4.3) and was **developed in tandem**. This deliverable

will provide the **project-level** stakeholder engagement information, **while D4.3 focuses on the more operational engagement** that will happen during the project.

4.3 Purpose of deliverable 4.2

The purposes of this document are two-fold:

- First, to **ensure coordinated action between all WP4 actors** by providing a clear overview of the proposed communication, dissemination, and exploitation scope and action and how it relates to its associated deliverable, D4.3.
- Second, this document is also meant to be a **comprehensive resource** for all project partners. Particular "**partner takeaway**" sections (purple) are meant to help partners take away the key points.

4.4 Partner roles and responsibilities in communication and dissemination

Together with the WP4 team, all partners in the PRO-WILD consortium have a **shared responsibility** to contribute to the communication, dissemination, exploitation, and stakeholder activities outlined in the project. To ensure a consistent commitment and an equitable distribution of effort, each partner was allocated a number of **annual hours dedicated to WP4.** These hours are intended to support activities such as preparing materials, sharing project updates, engaging stakeholders and promoting project results through their channels. A detailed table can be found in Annex 2: Person-months dedicated to WP4. The **workflows for specific materials and activities in the communication handbook** (Annex 1: Communication and Dissemination handbook**Erreur ! Source du renvoi introuvable.**) outline the responsibilities of the partners.

Partner takeaway

Most partners have been allocated 1 person-month over the 5-year project, which equals approximately 34 hours per year or 2 – 3 hours per month on average*.

*Exceptions: BOKU = 1-2 hours/month; WEIZMANN, ELGO = 4-6 hours/month; UNIPA = 10-12 hours/month

4.5 Internal communication: How PRO-WILD partners are kept engaged and informed

Keeping partners engaged and informed is key to the success of WP4 and is a major focus. Information for **partners** about their responsibilities, available resources, and training opportunities is shared via an **internal newsletter** that is circulated 1-2 times quarterly (see excerpt below: Figure 2). Additionally, contact is made live via web conferencing in all **WP meetings** (WP4 has a standing invitation to provide updates), as a member of the **Executive Committee** (ExCom) meetings, and in person at **annual**

meetings. Additionally, WP4 offers a yearly schedule of **seminars and training opportunities** for partners (see section 8.3).
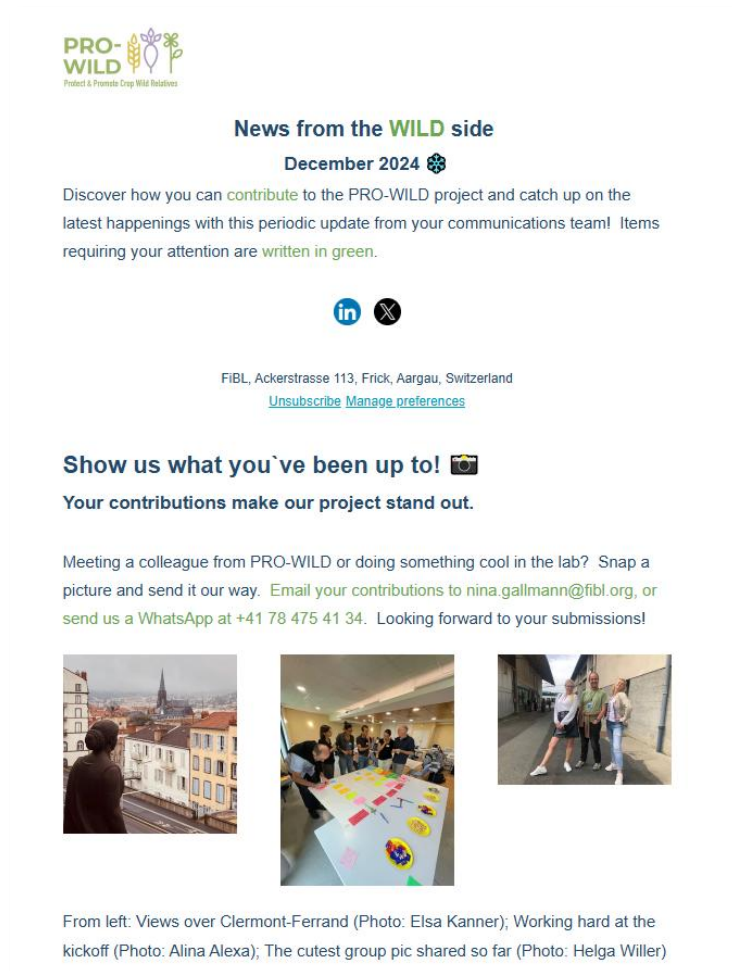
Figure 2: PRO-WILD internal newsletter excerpt.

5. Target audience and stakeholders

This section outlines the target audience and key stakeholders involved in PRO-WILD at the **project level**. The success of the project depends on the project's ability to effectively engage with a wide range of stakeholders, from scientific communities to policymakers, and ensure that their needs and interests are effectively addressed, but also to appropriately determine the level at which each stakeholder should engage with the project.

As discussed above, a **separate stakeholder engagement strategy (D4.3) has been developed in tandem with this document.** Detailed information on the complete stakeholder process, including the identification, prioritisation, approach, and action plan can be found there, as well as detailed lists of stakeholders for further engagement.

Additionally, the **project includes a specific stakeholder methodology** detailed in Task 3.5 in WP3, also covered in D4.3. This task involves active problem-solving and networking

with stakeholder groups throughout the project to identify issues that should go back to the researchers to solve, to identify best practices, and to build lasting networks among key stakeholders that will last beyond the project.

Therefore, the purpose of the following section is to briefly characterise the key stakeholder groups, at what level they are expected to interact, and some key messages from the **project level**.

PRO-WILD, like other research and innovation projects, has **different expectations for different stakeholder groups**. The following are the potential levels of engagement:

- Be aware of the project
- Understand the project
- Use project results
- Be involved in the project

Below, stakeholder groups are broken down by their **expected engagement profile**, with an **associated key message**.

5.1   Stakeholder target group 1

Table 2: Stakeholder target group 1 engagement profile.

Be aware of the project	Understand the project	Use the project results	Be involved in the project
✔	✔	✔	✔

Table 3: Stakeholder target group 1.

Stakeholder group	How they will be engaged in PRO-WILD	Current progress
Researchers, scientific community and similar projects	PRO-WILD will work closely with researchers in partner projects to foster knowledge exchange and partnerships to advance research on CWRs.	Coordination with the COUSIN project is already underway with a non-disclosure agreement being signed, and FruitDiv has also been contacted. PRO-WILD will present at EUCARPIA for its mid-term conference.

Stakeholder group	How they will be engaged in PRO-WILD	Current progress
Breeders, gene bank managers, farmers	Task 3.5 in WP3 will engage breeders in an active dialogue throughout the project to identify CWR traits that enhance crop resilience and productivity, facilitating the development of innovative breeding programs.	The methodology has been clarified in D4.3, and PRO-WILD partner training is being planned to build stakeholder groups including breeders.
Farmers	In addition to their involvement in stakeholder groups, on-farm participatory trials are planned.	On-farm trials are projected for the later years of the project.
Botanical gardens	Partner gardens will post public education campaigns to highlight the importance of ecological topics relevant to PRO-WILD.	The first planning meeting will be held in June 2025 and a list of botanical garden participants has already been started.

Key message

"Work with us to protect and promote the wild relatives of staple crops through collaboration, on-farm trials, and public education. You will be invited to participate through various means such as stakeholder working groups, on-farm trial participants, and partner botanical gardens."

5.2   Stakeholder target group 2

Table 4: Stakeholder target group 2 engagement profile.

Be aware of the project	Understand the project	Use the project results	Be involved in the project
✓	✓	✓	

Table 5: Stakeholder target group 2.

Stakeholder group	How they will be engaged in PRO-WILD	Current progress
Policy makers	PRO-WILD will work closely with identified policy-makers to advocate for policies that promote CWR conservation, sustainable land use, and equitable access to genetic resources.	Policy topics are currently being gathered, the first policy brief will be published in 2027.
Natural reserve networks/protected areas	Integrate CWR conservation into existing management plans and leverage their expertise in habitat preservation.	The first planning meeting will be held in 2025, and a list of potential nature reserve/protected area partners has already been started.

Key message

Conservation of agrobiodiversity to support the resilience of our food system has never been more important. Join in our efforts to enact meaningful change at a policy level to protect and promote the wild relatives of our focus crops. We will need your input to craft relevant and actionable policy recommendations.

5.3   Stakeholder target group 3

Table 6: Stakeholder target group 3 engagement profile.

Be aware of the project	Understand the project	Use the project results	Be involved in the project
✓	✓		

Table 7: Stakeholder target group 3.

Stakeholder group	How they will be engaged in PRO-WILD	Current progress
General public	PRO-WILD will promote the socio-economic benefits of CWR conservation, emphasising their role in cultural heritage and sustainable livelihoods through participatory events and local outreach programs.	A promotional video for the project has been made, a project brochure is in progress, social media is active, and a seed/information distribution program for schools will have its first planning meeting in 2025.
Key message		
Find out how you can learn more and take action by following our project on social media, downloading our information, learning more at your local botanical garden, participating in our seed package program, joining interactive events hosted by us or our partner projects, and supporting initiatives to protect and promote crop wild relatives in your country.		

6.   Overview of deliverables and milestones

The tables in this section provide an **overview** of the deliverables and milestones of **WP4**. A full analysis of each milestone and deliverable from the project can be found in **Annex 3**: An overview of project deliverables and milestones, **where each milestone and deliverable was analysed** to determine its dissemination potential, identifying the target audiences and the tools or channels that will be used to communicate the results. In **Annex 4**: Excerpt of project-wide KPI tracker, an excerpt of the project tracker, available to all partners on SharePoint, details the **monitoring process** to ensure the project meets its goals as well as adheres to the EU reporting requirements.

6.1   Overview of WP4 deliverables and milestones

In the following table, a **detailed schedule** including all deliverables and milestones (Figure 3 and Figure 4), as well as the responsible partner, can be found. More detailed plans including, for example, communication campaigns or lists of practice abstracts, can be found in the **associated handbook** (Annex 1: Communication and Dissemination handbook).
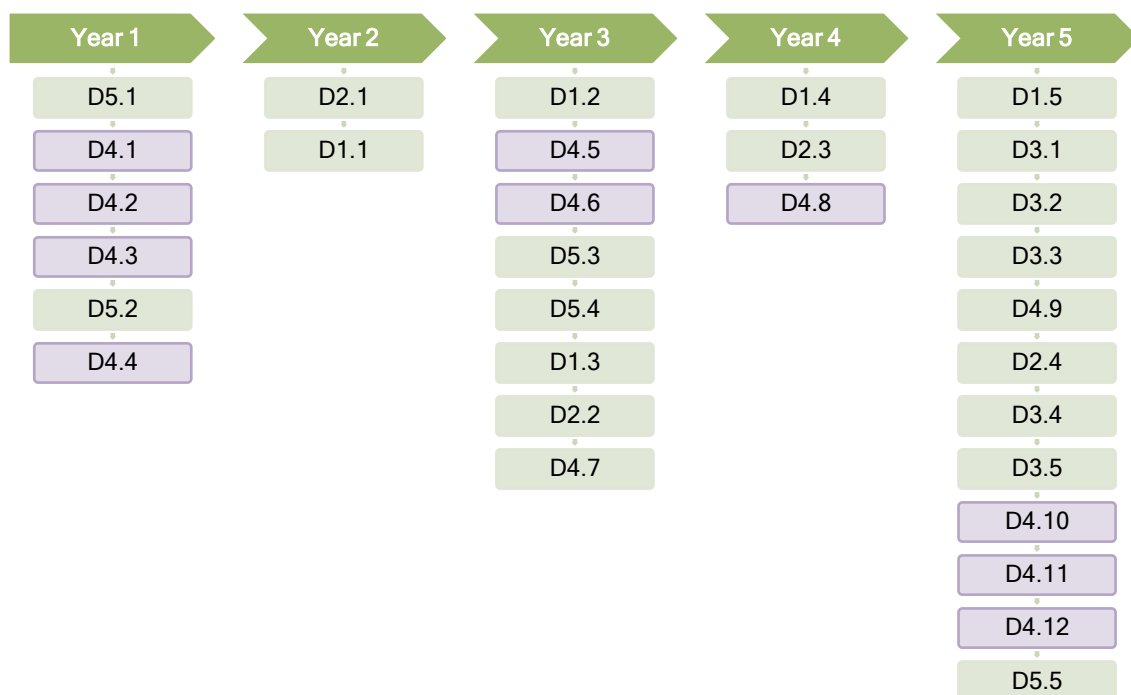
Figure 3: Overview of project deliverables (WP4 deliverables in purple).
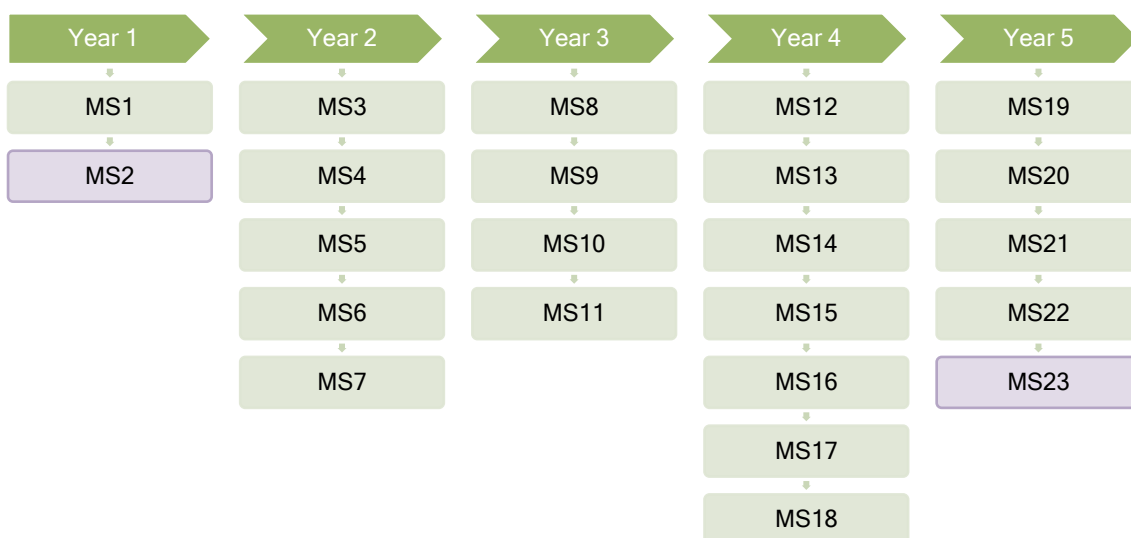
Figure 4: Overview of project milestones (WP4 milestones in purple).

Table 8: Detailed schedule including all WP4 deliverables and milestones.

Work type	Milestone/ Deliverable/ KPI	Month Due	Date Due	Responsible
PRO-WILD Collaborative Platform Guide	D4.1	4	31/12/2024	Anne Jarousse, IT
Dissemination and Exploitation plans (including communication handbook)	D4.2	6	28/02/2025	Elsa Kanner, FiBL
Stakeholder Engagement strategy	D4.3	6	28/02/2025	Alina Alexa, HCC
Website and social media channels ready and online	MS2	6	28/02/2025	Nina Gallmann, FiBL
Batch 1: Practice Abstracts (3)	D4.4	12	31/08/2025	Elsa Kanner, FiBL
Batch 1 (FiBL co-creation): 2 videos, 1 infographic, 1 training module	KPI only	12	31/08/2025	Elsa Kanner, FiBL
Batch 1 (monitoring only): 2 workshops, 10 PhD students hired	KPI only	12	31/08/2025	Elsa Kanner, FiBL
Mid-term PRO-WILD conference	KPI only	24	31/08/2026	Elsa Kanner, FiBL
Batch 2: Practice Abstracts (3)	D4.5	30	28/02/2027	Elsa Kanner, FiBL
Batch 2 (FiBL co-creation): 2 videos, 1 infographic, 3 training modules, 3 seed packages sent out, 1 botanical garden posting info	KPI only	30	28/02/2027	Elsa Kanner, FiBL
Batch 2 (monitoring only): 3 workshops, 3 scientific publications, 5 magazine publications, 5 conference presentations, 5 stakeholder events, 3 international events, 5 national/regional events, 5 experimental field visits/demos	KPI only	30	28/02/2027	Elsa Kanner, FiBL
First Policy Brief	D4.6	30	28/02/2027	Elsa Kanner, FiBL

Work type	Milestone/ Deliverable/ KPI	Month Due	Date Due	Responsible
Intermediate communication, dissemination and networking report	D4.7	36	31/08/2027	Elsa Kanner, FiBL
Batch 3: Practice Abstracts (6)	D4.8	48	31/08/2028	Elsa Kanner, FiBL
Batch 3 (FiBL co-creation): 3 videos, 1 infographic, 3 training modules, 3 seed packages sent out, 2 botanical gardens posting info	KPI only	48	31/08/2028	Elsa Kanner, FiBL
Batch 3 (monitoring only): 7 workshops, 3 scientific publications, 5 magazine publications, 7 conference presentations, 5 stakeholder events, 3 international events, 7 national/regional events, 7 experimental field visits/demos	KPI only	48	31/08/2028	Elsa Kanner, FiBL
Final communication, dissemination and networking report	D4.9	58	30/06/2029	Elsa Kanner, FiBL
Report on the exploitation of results	D4.10	60	31/08/2029	Anne Jarousse, IT
Final policy brief	D4.11	60	31/08/2029	Elsa Kanner, FiBL
Batch 4: Practice Abstracts (9)	D4.12	60	31/08/2029	Elsa Kanner, FiBL
Batch 4 (FiBL co-creation): 3 videos, 1 infographic, 3 training modules, 4 seed packages sent out, 2 botanical gardens posting info	KPI only	60	31/08/2029	Elsa Kanner, FiBL
Batch 4 (monitoring only): 8 workshops, 4 scientific publications, 5 magazine publications, 8 conference presentations, 5 stakeholder events, 4 international events, 8 national/regional events, 8 experimental field visits/demos	KPI only	60	31/08/2029	Elsa Kanner, FiBL

Work type	Milestone/ Deliverable/ KPI	Month Due	Date Due	Responsible
Final PRO-WILD Conference	MS23	60	31/08/2029	Elsa Kanner, FiBL

7. Communication strategy

The communication actions carried out in PRO-WILD will ensure that project outcomes are **widely distributed** and can contribute to the **sustainable uptake of results**. It is managed by the **Communication Manager (FiBL).** Further details, plans, and partner-specific information can be found in the **Communication Handbook** (Annex 1: Communication and Dissemination handbook).

Partner takeaway

Specific communication tools, workflows, and other important information for partners can be found in Annex 1: Communication and Dissemination handbook.

7.1 Main communication objective

The **main communication objective** is as stated below in Objective 4.2 from the Grant Agreement:

Main objective

To communicate and disseminate project results, making PRO-WILD well known to relevant stakeholders and establishing effective linkages with other projects and initiatives.

7.2 Key performance indicators (KPIs) and monitoring

In order to be effective, the communication plan must be **robust and complete**, while remaining **flexible**. It should also include **robust monitoring and periodic re-assessment**.

Therefore, the following section includes the **communication plan for 2025**. Further years are currently in development. The first table provides an overview of KPIs and target products, while the second provides a detailed monthly overview.

Table 9: Project KPIs and 2025 targets.

Channel	KPI/Targets (whole project)	2025 targets & monitoring
Website https://www.pro-wild.eu/	> 2000 visitors > 50 items published	Approx. 12-15 news items posted (1-2 per month on average) Monitoring: baselines established in February, monitoring at 6 months (June), 1 year (December), then re-evaluate strategy
Social media LinkedIn: https://www.linkedin.com/company/PRO-WILD X: https://x.com/ProWild128497	> 500 followers > 200 posts > 1000 people engaged > 5% increase in followers/year	Approx. 75 posts (1-2 per week on average) Monitoring: baselines established in February, monitoring at 6 months (June), 1 year (December), then re-evaluate strategy
Video, digital & print materials YouTube:https://www.youtube.com/@PRO-WILD	2 leaflets/flyers 1 poster 1 promotional video	1 x flyer 1 x poster 1 x promotional vide
Media and press work	> 3 articles in popular press 2 press releases	1 x article in popular press 1 x press release
Partner channels	> 5000 people reached	CCP identification and training, network established via CCPs Monitoring: baselines established in February, monitoring at 6 months (June), 1 year (December), then re-evaluate strategy

7.3   Detailed communication plan 2025

Table 10: Communication activities in 2025.

Month	Communication manager contribution	Partner contribution
Running tasks	• *Maintain [tracker](#)* • *Inform & engage partners via internal newsletter, WP meetings, internal training, etc.* • *Website: 1-2 news items per month* • *Social media: 1-2 posts per week* • *Internal newsletter: sent every 2 months*	• *Maintain [tracker](#)* • *Include communication manager in WP meetings* • *Read the internal newsletter to stay informed* • *Provide content/feedback as requested*
January	**Overall:** • Design yearly plan, contribute to deliverables (4.2, 4.3)	• Provide feedback on deliverables
	Website: • Finish final touches	• Check partner pages for accuracy
	Social media: • *See campaign schedule below (1-2 posts per week)	• Repost/share the post about their institute with their wider network
	Other products: • Template finalisation, infographic creation, oversee promotional video first draft	• Provide feedback on products
	Training/outreach: • Appear in all WP meetings for updates	• Keep us on the email list for WP standing meetings
February	**Overall:** • Contribute to deliverables	• --
	Website: • Finish final touches, introduce "Faces" campaign to introduce Masters/PhD students, solicit input from partners (1-2 news items/month)	• Forward template to new students hired in the project

PRO-WILD

Month	Communication manager contribution	Partner contribution
	Social media: • *See campaign schedule below (1-2 posts per week)	• Repost/share the post about their institute with their wider network
	Other products: • Template finalisation, infographic work, project brochure creation, oversee promotional video final draft	• Provide feedback on products
	Training/outreach: • Internal newsletter sent to consortium (every 2 months) • Appear in WP meetings for updates	• Read internal newsletter • Keep us on the email list for WP standing meetings
March	Overall: • Focus on social media content gathering	• Send content as requested
	Website: • Continue "Faces" campaign (1-2 news items per month)	• Forward template to new students hired in the project
	Social media: • *See campaign schedule below (1-2 posts per week)	• Repost/share the post about their institute with their wider network
	Other products: • Template finalisation, infographic finalisation, project brochure creation finalisation	• Provide feedback on products
	Training/outreach: Appear in WP meetings for updates • Plan CCP meeting	• Keep us on the email list for WP standing meetings • Respond to request for CCP meeting date
April	Overall: • Focus on social media content gathering	• Send content as requested
	Website: • Continue "Faces" campaign & other news gathering (1-2 news items per month)	• Forward template to new students hired in the project • Provide news items via the template

Month	Communication manager contribution	Partner contribution
	Social media: • *See campaign schedule below (1-2 posts per week)	• Repost/share the post about their institute with their wider network
	Other products: • Project roll-up creation	• Provide feedback on products
	Training/outreach: • Internal newsletter sent to consortium (every 2 months), appear in WP meetings for updates • Hold first CCP meeting	• Read internal newsletter • Keep us on the email list for WP standing meetings • Attend CCP meeting
May	Overall: • Focus on social media content gathering	• Send content as requested
	Website: • Continue "Faces" campaign & other news gathering (1-2 news items per month)	• Forward template to new students hired in the project • Provide news items via the template
	Social media: • *See campaign schedule below (1-2 posts per week)	• Repost/share the post about their institute with their wider network
	Other products: • Project roll-up finalisation	• Provide feedback on products
	Training/outreach: • Appear in WP meetings for updates	• Keep us on the email list for WP standing meetings
June = mid-year monitoring, after all monitoring, adjust strategy as necessary	Overall: • Update the tracker to ensure KPIs are achieved • Check in with CCPs for mid-year engagement numbers from partner channels	• Update the tracker to ensure KPIs are achieved • Report on engagement numbers
	Website: • Track visitors, engagement and page views using Matomo	• --

Month	Communication manager contribution	Partner contribution
	Social media: • Track follower growth and reach every 6 months using LinkedIn Insights and X (Twitter) Analytics, Review post interactions (likes, comments and shares) to ensure engagement target using LinkedIn Insights and X (Twitter) Analytics	• --
	Other products: • Videos: Use YouTube analytics to track views and reactions	• --
	Training/outreach: • Internal newsletter: Monitor engagement with internal newsletter using HubSpot analytics • Send out internal newsletter (every 2 months), attend WP meetings as usual	• Read internal newsletter • Keep us on the email list for WP standing meetings
July	Overall: • Focus on social media content gathering	• Send content as requested
	Website: • Continue "Faces" campaign & other news gathering (1-2 news items per month)	• Forward template to new students hired in the project • Provide news items via the template
	Social media: • *see campaign schedule below (1-2 posts per week)	• Repost/share the post about their institute with their wider network
	Other products: • As require	• Provide feedback on products
	Training/outreach: • Appear in WP meetings for updates	• Keep us on the email list for WP standing meetings
August	Overall: • Focus on social media content gathering	• Send content as requested

Month	Communication manager contribution	Partner contribution
	Website: • Continue "Faces" campaign & other news gathering (1-2 news items per month)	• Forward template to new students hired in the project • Provide news items via the template
	Social media: • *see campaign schedule below (1-2 posts per week)	• Repost/share the post about their institute with their wider network
	Other products: • As required	• Provide feedback on products
	Training/outreach: • Internal newsletter sent to consortium (every 2 months) • Appear in all meetings for updates	• Read internal newsletter • Keep us on the email list for WP standing meetings
September	Overall: • Focus on social media content gathering	• Send content as requested
	Website: • Continue "Faces" campaign & other news gathering (1-2 news items per month)	• Forward template to new students hired in the project • Provide news items via the template
	Social media: • *see campaign schedule below (1-2 posts per week)	• Repost/share the post about their institute with their wider network
	Other products: • As required	• Provide feedback on products
	Training/outreach: • Appear in WP meetings for updates	• Keep us on the email list for WP standing meetings
October = annual meeting	• Prepare for and attend annual meeting, using June metrics as a guide for what training/interaction will be necessary	• Actively participate in communication sessions at annual meeting
November	Overall: • Focus on social media content gathering	• Send content as requested

Month	Communication manager contribution	Partner contribution
	Website: • Continue "Faces" campaign & other news gathering (1-2 news items per month)	• Forward template to new students hired in the project • Provide news items via the template
	Social media: • *see campaign schedule below (1-2 posts per week)	• Repost/share the post about their institute with their wider network
	Other products: • As required	• Provide feedback on products
	Training/outreach: • Appear in WP meetings for updates	• Keep us on the email list for WP standing meetings
December = end-of-year monitoring & planning for next year	Overall: • (Update the tracker to ensure KPIs are achieved.) • Check in with CCPs for mid-year engagement numbers from partner channels	• Update the tracker to ensure KPIs are achieved.) • Report on engagement numbers
	Website: • Track visitors, engagement and page views using Matomo	• --
	Social media: • Track follower growth and reach every 6 months using LinkedIn Insights and X (Twitter) Analytics, Review post interactions (likes, comments and shares) to ensure engagement target using LinkedIn Insights and X (Twitter) Analytics	• --
	Other products: • Videos: Use YouTube analytics to track views and reactions	• --

Month	Communication manager contribution	Partner contribution
	Training/outreach: • Internal newsletter: Monitor engagement with internal newsletter using HubSpot analytics • Send out internal newsletter (every 2 months), attend WP meetings as usual	• Read internal newsletter • Keep us on the email list for WP standing meetings

7.3.1   Social media key messaging

The social media strategy is structured around **three key messages**, each designed to achieve a specific aspect of PRO-WILD's communication objectives. These messages form the **foundation** of thematic campaigns, tailored content, and audience engagement:

Key message 1: "**Discover** PRO-WILD and the project's background!"

- Objective: Introduce the PRO-WILD project, its mission, and its importance in addressing climate resilience and biodiversity.
- Content themes: Educational posts, insights on climate impact.
- Target Audience: General public, scientific community

Key message 2: "Check out PRO-WILD's **activities and results**!"

- Objective: Highlight the project's milestones, achievements, and research outputs, showcasing the value of its work.
- Content Themes: Project updates, research highlights, deliverables, and upcoming events.
- Target Audience: Scientific community, policymakers, breeders, and agricultural professionals.

Key message 3: "**Join the conversation** and help spread PRO-WILD's results!"

- Objective: Encourage active participation and collaboration among stakeholders to maximise the project's impact and foster knowledge-sharing.
- Content Themes: Interactive polls, Q&A sessions, sharing upcoming events and collaborative initiatives.
- Target Audience: Scientific community, breeders, policymakers and local communities.

7.3.2   Social media thematic campaigns 2025

Key messages will drive **thematic campaigns** such as "European Biodiversity", "Climate Resilience", "Seed package campaigns". **Partners will contribute** to content development and ensure alignment with their respective audiences and channels. The following campaigns are planned for 2025:

Table 11: Social media campaigns.

Campaign	Timing (Start)	# of posts	Content focus	Call to action	Additional notes
Partner Introduction	January - March	20 posts	Introduce each project partner, their role in PRO-WILD, and their expertise.	"Learn more about our partners", "Follow for updates"	Tag partner accounts and encourage cross-promotion.
Project Introduction	March-May	6-10 posts	Explain PRO-WILD's mission, objectives, and the importance of the project's efforts. Overview of the project's goals and outcomes.	"Discover PRO-WILD's mission", "Explore our vision"	Use visuals of the project, like infographics and videos to enhance engagement.
Partners' Previous Work	April - October	6-10 posts	Highlight partners' previous contributions in the field of crop wild relatives, in situ and ex-situ conservation, and (pre-)breeding. Share key research or projects from the past.	"See how our partners are leading the change", "The project has a solid base of good research"	Showcase results and past projects to demonstrate impact.
Crop Wild Relatives	May - July	4-6 posts	Focus on the importance of Crop Wild Relatives (CWR) for biodiversity, plant breeding, and climate resilience. Feature success stories and examples, quiz. Highlight important natural reserves/the importance of protecting CWR.	"Join us in preserving CWR", "Learn about CWR's benefits"	Include visuals of CWR, relevant statistics, and case studies. Highlight the global impact on agriculture.

Campaign	Timing (Start)	# of posts	Content focus	Call to action	Additional notes
Biodiversity in Europe	July - September	5-7 posts	Discuss Europe's biodiversity landscape, threats, and PRO-WILD's contribution to preserving it. Educational content on biodiversity policies.	"Get involved in protecting biodiversity", "Follow for updates on biodiversity"	Include maps, statistics, and collaborative work with local organisations to show broader impact.
Climate Resilience	October - December	4-6 posts	Share how PRO-WILD addresses climate change and its impact on agriculture. Focus on specific adaptations in crop genetics and biodiversity.	"Support climate resilience", "Learn how crops adapt to climate change"	Use interactive visuals and climate impact stories. Highlight specific solutions or outcomes.

7.3.3   Social media implementation and best practices

To effectively convey these messages, the **social media strategy** incorporates:

- **Regular posting**: E.g., 4-8 posts per month
- **Hashtags**: Use project-specific tags like #PROWILD, #CropWildRelatives, #GeneticDiversity, #PlantBreeding to increase reach and engagement
- **Tagging** and collaboration: Engage stakeholders and partners by tagging relevant accounts and encouraging shared promotion
- **Calls to action**: Motivate audiences to take specific actions (e.g., "Follow for more updates", "Join our training sessions", or "exlpore our findings on the project website")
- Additionally, a **targeted review** of social media strategy is held on an annual basis with FiBL's social media team

    - Communication contact points (CCPs) (partners) notify the Communication Manager of any challenges or additional needs

> **Partner takeaway**
>
>
>
> The communication contact points (CCPs) are one key to the success of the wide distribution of PRO-WILD materials (See Annex 1: Communication and Dissemination handbook).

> **Partner takeaway**
>
>
>
> Partner engagement in the monitoring process is key to the success of the project and to timely reporting. WP4 will support partners to make the process as simple and clear as possible.

8.   Dissemination strategy

Dissemination focuses on providing a **reliable, smooth, and efficient knowledge transfer** of PRO-WILD innovations to targeted actors, users, and beneficiaries. It will be managed by the **Dissemination Manager** (FiBL). Further details, plans, and partner-specific information can be found in Annex 1: Communication and Dissemination handbook.

8.1   Main dissemination objective

To ensure the maximal impact of the project results, PRO-WILD will **share research results** with the scientific community, commercial players, civil society, and policymakers in accordance with Objective 4.2 from the Grant Agreement:

> **Main objective**
>
>
>
> Communicate and disseminate the project results and its relevance making PRO-WILD well known to relevant stakeholders and establish effective linkages with other projects and initiatives.

8.2 Key performance indicators (KPIs) and monitoring

Table 12: List of items that are co-produced with partners and will then be disseminated through various channels and planned products for 2025.

Work type	KPI	2025 targets & monitoring	Titles	Authors/ creators
Practice Abstracts & Factsheets	>20 EIP-AGRI practice abstracts and associated factsheets	3 x practice abstracts	PRO-WILD social science explained	Robert Home
			Process of PRO-WILD from A - Z	Noam Chayut
			Dwindling biodiversity: the value of CWR	Laurene Gay
Videos	>10 videos	3 x videos	PRO-WILD social science explained	Robert Home
			Challenges & Opportunities: wheat	Jerome Salse
			Challenges & Opportunities: Brassicas	Mathieu Tiret
Infographics	>4 infographics	1 x infographic	PRO-WILD project	Nina Gallmann
Policy Briefs	>2 Policy Briefs	Policy brief planning started, begin to gather potential topics	Title TBD	Elsa Kanner, Nina Gallmann
Training modules	>10 training modules	Training module list generated (in addition to internal training)	TBD	TBD
Botanical Gardens	>5 botanical gardens/nature reserves posting educational info	Brainstorming started, team assembled	---	TBD
Seed Packages	>10 seed packages with accompanying information distributed	Brainstorming started, team assembled	---	TBD

Work type	KPI	2025 targets & monitoring	Titles	Authors/ creators
Conferences	2 conferences (mid-term & final)	Conference planning started, venue chosen	EUCARPIA 2026, Genetic resources	---

FiBL is responsible for the monitoring and reporting of the following items. **Partners are responsible** for entering the relevant information about their publications, events, workshops, etc. in the tracker.

Table 13: List of items that are monitored and then disseminated more widely after autonomous production by the partners.

Work type	KPI1	KPI2
Publications	>10 published peer-reviewed articles	>15 presentations in sector-specific magazines
Conference Presentations	>20 conference presentations	
Scientific Events	>10 international events	>20 national/regional events
Stakeholder Events	>15 events	
Workshops, field visits, demos	>20 workshops	>20 experimental field visits and demonstrations
PhD Students	10 PhD students hired	

8.3 Internal training schedule to support production creation

Upcoming training & collaboration opportunities

Join us to learn and create in 2025!

Invitation emails have been sent, please accept the appointments in your calendar!

- ✏️ Writing practice abstracts for EU projects – what, how, why? (February)
- 🎥 Taking videos to document your work in projects (and life) – it's as easy as point, shoot, and send! (March)
- 📺 Video editing basics – always been interested to try your hand with some simple editing? Join us for a short session! (April)
- 🌱 Seed package collaboration. Want to participate in designing the campaign for sending and sharing seed packages? Join us for the brainstorming session. (May)
- 🌷 Botanical garden collaboration. Have ideas or contacts with botanical gardens that would be interested to display some material we'll design together? Join us. (June)

More to come....

Figure 5: Internal trainings 2025.

8.4 Detailed dissemination plan 2025

Table 14: Dissemination activities in 2025.

Month	Dissemination manager contribution	Partner contribution
Running tasks	• *Maintain tracker (see Annex 4: Excerpt of project-wide KPI tracker)* • *Inform & engage partners via internal newsletter, WP meetings, internal training, etc.* • *Website: 1-2 news items per month* • *Social media: 1-2 posts per week*	• *Maintain tracker (see Annex 4: Excerpt of project-wide KPI tracker)* • *Include dissemination manager in WP meetings* • *Read the internal newsletter to stay informed* • *Provide content/feedback as requested*

Month	Dissemination manager contribution	Partner contribution
	• Internal newsletter: sent every 2 months	
January	Overall: • Design yearly plan, contribute to deliverables (4.2, 4.3)	• Provide feedback on deliverables
	Practice abstracts: • Finalise yearly schedule	• --
	Videos: • Gather footage	• --
	Other products: • Infographic creation	• Provide feedback on products
	Training/outreach: • Appear in WP meetings for updates	• Keep us on the email list for WP standing meetings
February	Overall: • Contribute to deliverables	• ---
	Practice abstracts: • Internal training: Writing practice abstracts	• Join training if applicable
	Videos: • Gather footage	• ---
	Other products: • Infographic creation	• Provide feedback on products
	Training/outreach: • Appear in WP meetings for updates	• Keep us on the email list for WP standing meetings
March	Overall: • Contribute to deliverables	• ---
	Practice abstracts: • Contact the authors, send template	• Fill in template, contact WP4 for questions

Month	Dissemination manager contribution	Partner contribution
	Videos: • Internal training: taking smartphone videos • Write scripts • Solicit new video material during growing season	• Join training if applicable
	Other products: • ---	• ---
	Training/outreach: • Appear in WP meetings for updates	• Keep us on the email list for WP standing meetings
April	Overall: • Focus on PA`s and videos	• ---
	Practice abstracts: • First draft back from authors & feedback sent	• Provide first draft, contact WP4 for questions
	Videos: • Internal training: video editing basics • Cut videos • Solicit new video material during growing season	• Join training if applicable
	Other products: • ---	• ---
	Training/outreach: • Appear in WP meetings for updates	• Keep us on the email list for WP standing meetings
May	Overall: • Focus on PA`s and videos	• --
	Practice abstracts: • Second draft back from authors & final feedback sen	• Provide second draft, contact WP4 for questions
	Videos: • Cut videos & send drafts to consortium for feedback	• ---

Month	Dissemination manager contribution	Partner contribution
	• Solicit new video material during growing season	
	Other products: • Internal training: seed packages	• ---
	Training/outreach: • Internal training: • Appear in WP meetings for updates	• Keep us on the email list for WP standing meetings
June = mid-year monitoring, after all monitoring, adjust strategy as necessary	Overall: • Update the tracker (see Annex 4: Excerpt of project-wide KPI tracker) to ensure KPIs are achieved	• Update the tracker (see Annex 4: Excerpt of project-wide KPI tracker) to ensure KPIs are achieved
	Practice abstracts: • Monitoring: N/A • Layout, send to partners for final approval, post for partner approval prior to publication	• Review final draft
	Videos: • Use YouTube analytics to track views and reactions • Incorporate feedback, send final videos to consortium, post for partner approval prior to publication	• Send final feedback
	Other products: • Internal training: botanical gardens	• Join training if applicable
	Training/outreach: • Internal training: review feedback from sessions already held • Attend WP meetings as usual	• Keep us on the email list for WP standing meetings
July	Overall: • Focus on PA`s and videos	• --

Month	Dissemination manager contribution	Partner contribution
	Practice abstracts: • Upload to EIP-Agri & notify consortium that D4.4 has been achieved	• Share & disseminate
	Videos: • Post on YouTube channel	• Share & disseminate
	Other products: • ---	• ---
	Training/outreach: • Appear in WP meetings for updates	• Keep us on the email list for WP standing meetings
August	Overall: • Focus on PA`s and videos	• --
	Practice abstracts • Notify those writing for next year & send template	• ---
	Videos: • Notify those making videos next year & send template • Make new videos with material gathered during the first season	• ---
	Other products: • ---	• ---
	Training/outreach: • Appear in WP meetings for updates	• Keep us on the email list for WP standing meetings
September	Overall: • Focus on PA`s and videos	• ---
	Practice abstracts: • Internal training: writing practice abstracts	• ---
	Videos: • Finish any outstanding video projects	• ---
	Other products:	• ---

Month	Dissemination manager contribution	Partner contribution
	• ---	
	Training/outreach: • Appear in WP meetings for updates	• Keep us on the email list for WP standing meetings
October = annual meeting	• Prepare for and attend annual meeting, using June metrics as a guide for what training/interaction will be necessary	• Actively participate in dissemination sessions at annual meeting
November	Overall: • Update the plan for 2026 & send to consortium	• Read what is planned for 2026
	Practice abstracts: • First draft from selected authors	• ---
	Videos: • Finish any outstanding video projects	• ---
	Other products: • ---	• ---
	Training/outreach: • Appear in WP meetings for updates	• Keep us on the email list for WP standing meetings
December = end-of-year monitoring & planning for next year	Overall: • Update the tracker (see Annex 4: Excerpt of project-wide KPI tracker) to ensure KPIs are achieved	• Update the tracker (see Annex 4: Excerpt of project-wide KPI tracker) to ensure KPIs are achieved.
	Practice abstracts: • Review first batch for quality	• ---
	Videos: • Use YouTube analytics to track views and reactions	• ---
	Other products: • ---	• ---
	Training/outreach: • Internal training: review feedback from sessions already held • Attend WP meetings as usual	• Keep us on the email list for WP standing meetings

8.4.1 Practice abstracts & Factsheets

Practice abstracts are one of the **main tools for communicating consolidated practical information**. The basis for the factsheets is the **EIP-Agri** common format for practice abstracts (see above) and should summarise key project **results of relevance to agricultural practice, targeting, farmers, farm advisors, and other stakeholders**. These practice abstracts should be enriched with photographs, infographics or illustrations. Templates are available on the SharePoint.

The factsheets should follow the **structure** outlined below:

1. Problem
2. Solution
3. Outcome
4. Recommendations

The **workflow** will proceed as follows:

- Information gathering: FiBL sends out a yearly survey for dissemination materials for the partners to fill in, and visits WP meetings regularly to gather input for various materials
- Selection of topics (9 months before due date): FiBL gathers the suggestions, and generates a list of PAs and potential authors, then circulates the list for approval among the authors
- Training (6 months before due date): FiBL then sets up a training for the selected authors on how to write the PA
- Drafting (5 months before due date): Partners draft the PA, and finalise editing back and forth with FiBL
- Formatting (2 months before due date): FiBL will format the PAs
- Final review (1 month before due date): FiBL sends the formatted PAs back to the partners for a final check
- Final draft submitted (2 weeks before due date): The final drafts will be submitted as a batch to WP5 for submission as a deliverable, and the text will be uploaded via the EIP-AGRI form

Topics currently planned (first 4 years only – further planning will occur as the project develops)

Table 15: Planned practice abstracts.

Working Title	Author	Due date
Dwindling biodiversity: the value of crop wild relatives	Laurene Gay	31/08/2025
Process of PRO-WILD from A - Z	Noam Chayut	31/08/2025
PRO-WILD social science explained	Robert Home	31/08/2025

Challenges and opportunities for each main crop (wheat) and what issues CWR might help to solve	Jerome Salse	28/02/2027
Challenges and opportunities for each main crop (beets) and what issues CWR might help to solve	Heinz Himmelbauer	28/02/2027
Challenges and opportunities for each main crop (Brassicas) and what issues CWR might help to solve	Mathieu Tiret	28/02/2027
Genotyping methods	TBD	31/08/2028
Phenotyping methods	TBD	31/08/2028
Plant breeding methods	TBD	31/08/2028
Gene banking methods	TBD	31/08/2028
Soil microbiome and crop wild relatives	TBD	31/08/2028

8.4.2 Videos

Videos will be produced in **coordination with the partners**. Training sessions by FiBL will be held to facilitate the process. Templates are available on the SharePoint.

The **workflow** will proceed as follows:

- Information gathering: FiBL sends out a yearly survey for dissemination materials for the partners to fill in, and visits WP meetings regularly to gather input for various materials
- Selection of topics (9 months before due date): FiBL gathers the suggestions, and generates a list of videos and potential creators, then circulates the list for approval among the authors
- Training (9 months before due date): FiBL then sets up a training for the selected creators on how to make a video
- Drafting (8 months before due date): Partners draft the script, and finalise with FiBL
- Shooting footage (7 months before due date): Partners shoot footage, then share with FiBL
- Cutting & editing (5 months before due date): FiBL makes the video, then shares with the partners for feedback until a final version is reached
- Final draft submitted (2 weeks before due date): The final video will be posted on the YouTube Channel, and promoted via the website & social media. Partners will be encouraged to use the video at conferences, events, etc.

Topics currently planned (first 4 years only – further planning will occur as the project develops)

Table 16: Planned videos

Working Title	Author	Due date
PRO-WILD Promotional Video	Elsa Kanner	31/04/2025
PRO-WILD social science explained	Robert Home	31/08/2025
Challenges and opportunities for each main crop (wheat) and what issues CWR might help to solve	Jerome Salse	28/02/2027
Challenges and opportunities for each main crop (beets) and what issues CWR might help to solve	Heinz Himmelbauer	28/02/2027
Challenges and opportunities for each main crop (Brassicas) and what issues CWR might help to solve	Mathieu Tiret	28/02/2027
Genotyping methods	TBD	31/08/2028
Phenotyping methods	TBD	31/08/2028
Plant breeding methods	TBD	31/08/2028
Gene banking methods	TBD	31/08/2028
Soil microbiome and crop wild relatives	TBD	31/08/2028

8.4.3   Infographics

Infographics will be produced in **coordination with the partners**. FiBL's graphics team will be involved as necessary.

The **workflow** will proceed as follows:

- Information gathering: FiBL sends out a yearly survey for dissemination materials for the partners to fill in, and visits WP meetings regularly to gather input for various materials
- Selection of topics (9 months before due date): FiBL gathers the suggestions, and generates a list of infographics, then circulates the list for approval among the developers
- Coordination meeting (6 months before due date): FiBL then sets up a coordination meeting with the creators and the graphics team on how the creation of the infographic will proceed
- Drafting (6 months before due date): Partners draft the infographic, and work with the graphics team
- Final draft submitted (2 weeks before due date): The final infographic will be integrated into the relevant document for which it was created, and highlighted (if applicable) on the website and social media channels

Topics currently planned (first 4 years only - further planning will occur as the project develops)

Table 17: Planned infographics.

Working Title	Author	Due date
Process of PRO-WILD from A - Z	Noam Chayut	31/08/2025
PRO-WILD social science explained	Robert Home	31/08/2025
Challenges and opportunities for each main crop (wheat) and what issues CWR might help to solve	Jerome Salse	28/02/2027
Challenges and opportunities for each main crop (beets) and what issues CWR might help to solve	Heinz Himmelbauer	28/02/2027
Challenges and opportunities for each main crop (Brassicas) and what issues CWR might help to solve	Mathieu Tiret	28/02/2027
Genotyping methods	TBD	31/08/2028
Phenotyping methods	TBD	31/08/2028
Plant breeding methods	TBD	31/08/2028
Gene banking methods	TBD	31/08/2028
Soil microbiome and crop wild relatives	TBD	31/08/2028

8.4.4   Policy briefs

Policy briefs will be produced in **coordination with the partners**. FiBL's graphics team will be involved as necessary.

There are two types of policy briefs:

- Advocacy briefs that argue in favour of a particular course of action
- Objective briefs that provide balanced information

Policy briefs should:

… be **short, to the point,** and focus on a particular problem or issue. Instead of going into details, it should provide enough information to understand the issue and come to a decision.

… be based on **firm evidence**, not just one or two experiments or a single year's experience. It should draw evidence from various sources - preferably from several different areas or organizations.

… focus on **meanings, not methods**. Readers are interested in what the researchers found and recommended. They do not need to know methodological details.

… relate to the **big picture**. The policy brief may build on context-specific findings, but it should draw conclusions that are more generally applicable but, at the same time, assure that it does not become too general but remains concrete in recommendations.

The **workflow** will proceed as follows:

- Information gathering: FiBL sends out a yearly survey for dissemination materials for the partners to fill in, and visits WP meetings regularly to gather input for various materials
- Selection of topics (9 months before due date): FiBL gathers the suggestions, and generates a list of policy topics, then circulates for approval from the consortium
- Drafting (9 months before due date): First draft of policy brief is written
- Review round 1 (6 months before due date): First draft is reviewed by the consortium and external reviewers (e.g. FiBL Europe, other known experts)
- Review round 2 (4 months before due date): Second draft is reviewed by the consortium and external reviewers (e.g. FiBL Europe, other known experts)
- Formatting & final review (2 months before due date): draft is formatted and sent out for final review
- Final draft submitted (2 weeks before due date): The final policy brief will be promoted widely on the website and social media channels, as well as through partner channels. Potential promotion event (after publication): If applicable, a policy brief can be accompanied by a Parliamentary event (e.g. parliamentary breakfast, etc.)

8.4.5 Training modules

Recorded training modules will be produced in **coordination with the partners**. Training sessions by FiBL will be held to facilitate the process. Templates are available on the SharePoint.

The workflow will proceed as follows:

- Information gathering: FiBL sends out a yearly survey for dissemination materials for the partners to fill in, and visits WP meetings regularly to gather input for various materials
- Selection of topics (9 months before due date): FiBL gathers the suggestions, and generates a list of training modules and potential creators, then circulates the list for approval among the creators
- Training (9 months before due date): FiBL then sets up a training for the selected creators on what format will be best for the training module, and how to make it (either a video, recorded lecture, etc., depending on needs)
- Drafting (8 months before due date): Partners draft the script, and finalise with FiBL
- Shooting footage (7 months before due date): Partners shoot footage, then share with FiBL
- Cutting & editing (5 months before due date): FiBL makes the video, then shares with the partners for feedback until a final version is reached

- Final draft submitted (2 weeks before due date): The final training modules will be posted on the YouTube Channel, and promoted via the website & social media. Partners will be encouraged to use them at conferences, events, etc.

8.4.6   Botanical gardens posting information

Information and layout for information to be posted at selected Botanical Gardens will be produced in **coordination with the partners**. FiBL's graphics team will be involved as necessary.

The **workflow** will proceed as follows:

- Information gathering: FiBL sends out a yearly survey for dissemination materials for the partners to fill in, and visits WP meetings regularly to gather input for various materials
- Selection of topics (9 months before due date): FiBL gathers the suggestions, and generates a list of Botanical gardens where information could be posted, then circulates the list for approval among the developers
- Coordination meeting (6 months before due date): FiBL then sets up a coordination meeting with the creators and the graphics team on what information to post, and how the information should be displayed
- Drafting (6 months before due date): Partners draft the concept, and work with the graphics team
- Printing and creation of the sign (3 months before due date): The sign will be printed/created
- Final draft submitted (2 weeks before due date): The sign will be posted at a botanical garden. The posting will be highlighted with a small ceremony and documented with a news article, and highlighted on the website and social media channels

8.4.7   Seed packets distributed

Seed packets to be distributed as well as the accompanying information will be produced in **coordination with the partners**. FiBL's graphics team will be involved as necessary.

The workflow will proceed as follows:

- Information gathering: FiBL sends out a yearly survey for dissemination materials for the partners to fill in, and visits WP meetings regularly to gather input for various materials
- Selection of topics (9 months before due date): FiBL gathers the suggestions, and generates a list of seed packets with accompanying information, then circulates the list for approval among the developers
- Coordination meeting (6 months before due date): FiBL then sets up a coordination meeting with the creators and the graphics team on what accompanying information should be created
- Drafting (6 months before due date): Partners draft the concept, and work with the graphics team

- Printing and creation of the packets (3 months before due date): Packets will be printed/created
- Final draft submitted (2 weeks before due date): The packets will be sent to the approved location (school, etc.). The packets will be documented with a news article, and highlighted on the website and social media channels
- Follow-up media: During the growing season of the seeds, the locations receiving the seeds will be asked to send a picture of the seeds growing

8.4.8   Conferences

FiBL will help to **coordinate a mid-term and final** conference for the project.

The **workflow** will proceed as follows:

- Information gathering (2 years before due date): FiBL gathers conference ideas
- Selection of location (2 years before due date): FiBL presents the ideas to the ExCom, then come to a joint conclusion
- Register for conference and get in contact with the coordinator (2 years before due date): FiBL will coordinate getting in touc
- Conference planning (1 year before the due date): FiBL ensures all details are prepared in coordination with partners (sessions, information sharing, logistics, etc.)

Table 18: Planned mid-term conference.

Mid-term Conference Suggestion	Author	Due date
EUCARPIA – genetic resources division	FiBL	2026

> **Partner takeaway**
>
> Partner engagement in the monitoring process is key to the success of the project, and to timely reporting. WP4 will support partners to make the process as simple and clear as possible.

8.5   Open access, further uploading onto platforms

PRO-WILD partners should **ensure open access** to peer-reviewed scientific publications relating to their results. Full details are found in PRO-WILD **Deliverable 5.1 Management Guidelines**. See also the PRO-WILD Data Management Plan (D5.2) due in February 2025.

8.5.1   Dissemination Platforms

PRO-WILD partners will utilise established platforms to disseminate publications and data, ensuring maximum reach and visibility. Key platforms include (and might be expanded as the project continues).

- Zenodo
- EU FarmBook
- EU CAP Network
- Organic Farm Knowledge
- FAO Communities of Practice
- AgriKnowledge

The **Dissemination manager** will oversee the timely upload of project dissemination materials to all relevant platforms. **Scientific publications and any dissemination materials produced by scientists must be uploaded directly to Zenodo by the partners** themselves. Detailed instructions for uploading to Zenodo can be found below.

Partner takeaway

Partners are responsible for creating an account and uploading all publications and self-produced dissemination materials to **Zenodo**. Instructions can be found in the next section.

8.5.2 Zenodo instructions

Zenodo is an open-access repository. **All PRO-WILD publications (scientific and non-scientific) should be uploaded to Zenodo.** There is no PRO-WILD account, but there is a PRO-WILD community. Partners use their personal accounts to upload documents and link them to the PRO-WILD community. They will then be reviewed by FiBL and accepted to the community.

Uploading to Zenodo

- Login to your Zenodo account
- Upload to the PRO-WILD community here:
  https://zenodo.org/uploads/new?community=PRO-WILD
- Import the file(s) by dragging it/them into the appropriate field or by clicking "Upload files"
- Fill in "Basic information"
- Fill in "Recommended information"

  - Contributors
  - Keywords and subjects (make sure to enter every keyword separately by choosing them from the dropdown menu or by pressing "enter")

    - Tag the workpackage (e.g. PRO-WILDWP1, PRO-WILDWP2 etc.)
    - Tag the resource type (e.g. PRO-WILDFactsheet, PRO-WILDPB (for policy briefs), PRO-WILDVideo, PRO-WILDPodcast etc.)
    - Tag the themes (e.g. CropWildRelatives, Biodiversity, In-situConservation, Ex-situConservation, Plantbreeding etc.)
    - Tag the crops (Wheat, Brassica, Beet etc.)

- Add "Funding"

    - Search for the following and make sure the European Commission is at the top of the list.
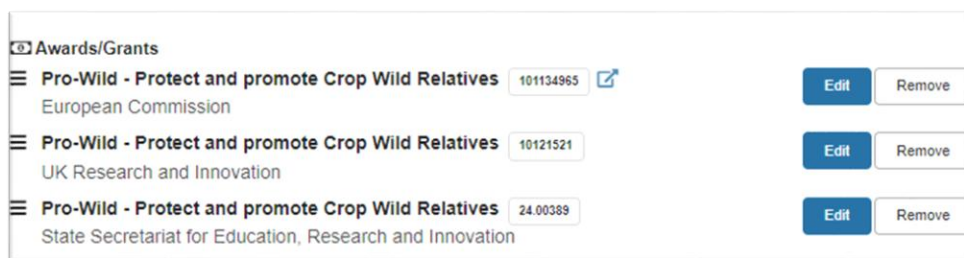
Figure 6: Zenodo excerpt for funding.

- Fill out "Alternative identifiers", "Related works", "References", "Software", "Publishing information", "Conference", "Domain-specific fields" if needed and useful
- Safe the draft:
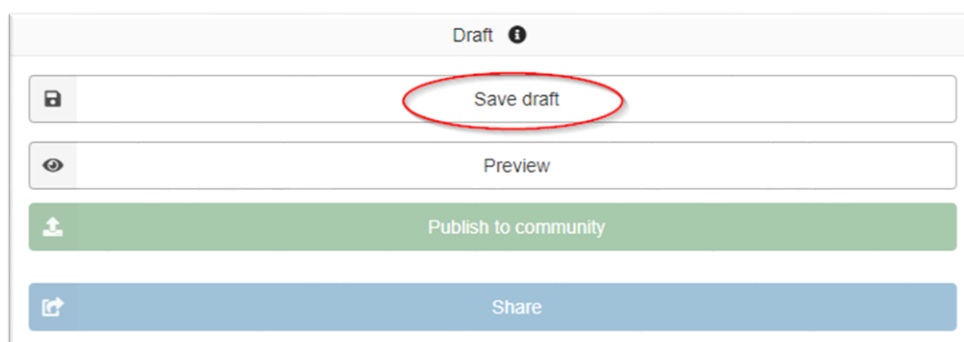
Figure 7: Zenodo excerpt for draft saving.

- Before you click "Publish to community", make sure your document is the final version. Once you publish the document you **cannot delete** it. You can only edit the metadata or **add** a new version
- To edit a record or add a new version, open it and click on the "Edit" button
- Make required changes and/or uploads, click "save draft"
- Click "Publish to community"

8.6   Posting documents for review prior to publication

8.6.1   Peer-reviewed and scientific publications

A **minimum of 45 days before submission of an article to a scientific journal**, a draft of the finalized text has to be sent by email (using the template) to PRO-WILD consortium. This email will then be uploaded on PRO-WILD SharePoint under Communication & Dissemination > Getting ready to publish or share results? > Upload item for review here.

During these 45 days, partners have the opportunity to review the article, even if they were not directly involved.

After the 45-day review period, the article can be submitted to the journal. Once the article is accepted, the first author is expected to upload the article to Zenodo and register this date and Zenodo-URL on the PRO-WILD SharePoint under Communication & Dissemination > Completed an event or publication? > PRO-WILD_Diss_Comm_activities.

Scientific publications can also be published through the Open Research Europe platform, an open access, publishing platform for scientific papers for Horizon 2020 and Horizon Europe beneficiaries, which features an open peer review and article revision procedure.

8.6.2 Publications in non-scientific outlets

A **minimum of 15 days before the submission of an article to a non-scientific outlet**, a draft of the finalized text has to be sent by email (using the [template](#)) to PRO-WILD consortium. This email will then be uploaded on PRO-WILD SharePoint under Communication & Dissemination > Getting ready to publish or share results? > Upload item for review here. During these 15 days partners have the opportunity to review the article, even if they were not involved before.

After the 15-day-review-period, the article can be submitted to the magazine. Once the article is accepted, the first author or a fill-in is expected to upload the article to Zenodo and register this date and Zenodo-URL on the PRO-WILD SharePoint under Communication & Dissemination > Completed an event or publication? > PRO-WILD_Diss_Comm_activities

8.6.3 Conference presentations

A **minimum of 15 days before submission of an article for a conference**, a draft of the finalised text of the abstract and the formatted poster has to be uploaded on PRO-WILD SharePoint WP4 under Communication & Dissemination > Getting ready to publish or share results? > Upload item for review here. During these 15 days, partners have the opportunity to review, even if they were not previously involved.

After the 15-day-review-period, the abstract can be submitted to the conference. Once the abstract is accepted, the first author is expected to upload the abstract to Zenodo and register this date and Zenodo-URL on the PRO-WILD SharePoint WP4 under Communication & Dissemination > Completed an event or publication? > PRO-WILD_Diss_Comm_activities

9. Exploitation strategy

Led by INRAE Transfert (IT), a specific task in PRO-WILD is dedicated to the **Exploitation Strategy** (Task 4.4).

The goal of this task is to:

> - **Track the innovations** coming out of the project Key Exploitable Results (KERs)
> - **Identify** how these results will be used: the pathways towards exploitation

The partners involved are the entire consortium, and in particular:

- **The ExCom members**: to identify the KERs when monitoring the progress of the project, reviewing deliverables, etc.
- **Task leaders**: to repair the KERs when monitoring the progress of their task
- **Results owners and TTO** (Tech Transfer Office) of each organisation: to manage the exploitation of their results

9.1 Key exploitable results (KERs)

A **result** is defined as: "Any tangible or intangible output of the action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected, which are generated in the action as well as any attached rights, including intellectual property rights".

A Key Exploitable Result (KER) is an identified **main interesting result** (as defined above) which has been selected and prioritised due to its high potential to be "exploited" - meaning to **make use and derive benefits** - downstream the value chain of a product, process or solution, or act as an important input to policy, further research or education.

To select and prioritise the project results the following criteria can be used:

5. degree of innovation
6. exploitability
7. impact

Results such as "outcomes or announcements of consortia meetings, conferences or other events" are not considered as KERs. "Project deliverables" are not necessarily Key Exploitable Results either.

9.2 General work plan of the Exploitation Strategy

The general **work plan** of the Exploitation Strategy will be as follows:

9.2.1 Raising awareness on Exploitation of results with partners

IT will present to the partners what exploitation of results is, what is expected and what are the possible paths to exploitation. IT will **regularly remind the partners of the importance of exploitation of results in the project**. This will be done at ExCom meetings, but also at annual meetings (as was done at the kick-off meeting) and will be done at future annual meetings (during dedicated Exploitation Workshops).

9.2.2 Creation and follow-up of an "Exploitable Results Dashboard"

Key Results were already **pre-identified** by the Consortium in the Grant Agreement:

Table 19: Pre-identified key results.

Key Results	
KR1	Crop Wild Relatives (CWR) populations **surveyed**, vulnerability to climate change **assessed**: PRO-WILD will **increase knowledge** about CWR populations and **propose new sites for conservation**
KR2	**CWR gene pool collections assembled**: PRO-WILD will increase their level of readiness for research and breeding
KR3	CWR-derived **breeding and pre-breeding accessions developed**: PRO-WILD will increase their availability with new CWR-derived materials that will be available for classical and on-farm breeding
KR4	The **awareness of stakeholders on the value of CWR is increased** (10 field trials with practitioners, including on-farm field trials)

An "**Exploitable Results Dashboard**" will be created based on these pre-identified Key Results and partner's inputs. Possible other Key Results may be identified among the various results to be achieved by the project. This dashboard will be used to **monitor** the project's Key Results, to **refine** them during ExCom meetings or annual meetings and to **identify the most promising** ones (KERs) in terms of exploitability, degree of innovation and impact.

This dashboard will include: the **results** and the type of results, their **owners** or co-owners, their potential **operators and end-users**: entities that will use these results either for internal or collaborative research purposes, for policy making, or companies that will use these results industrially or commercially, farmers, researchers, etc.

9.2.3   Organization of specific Exploitation Workshops during each Annual Meeting

These workshops will aim to **raise partners' awareness** of intellectual property (IP) management and good practices to be applied prior to communicating project results. These workshops will also be the place where the **Exploitable Results Dashboard will be updated by the partners** with increasingly precise information as the project progresses and the results become clearer.

9.2.4   Contribution to the D4.2 "Dissemination and Exploitation plans (including the communication handbook)" (M6) and to the D4.10 "Report on the Exploitation of results" (M60)

The PRO-WILD exploitation strategy is defined in this deliverable D4.2, "Dissemination and Exploitation plans (including the communication handbook)", due at the beginning of the project: M6. Partners will be regularly reminded of this strategy, which may be adapted according to the needs of the consortium and the progress of the project. At the **end of the project**, a report will be produced outlining the Key Exploitation Results and their exploitation: the D4.10 "**Report on the Exploitation of results»** (M60).

10.   Risks

The successful dissemination, communication and exploitation of the PRO-WILD project results depend on effective strategies and collaborative efforts by all partners. However, as with any complex research project, there are **inherent risks** that may affect the reach and impact of the project outcomes. Below are the main risks identified, together with strategies to mitigate them:

Table 20: Main risks identified and mitigation efforts.

Risk	Mitigation efforts	Current actions
Delays in data or deliverables: A delay could hinder timely dissemination and communication activities	Early identification of dependencies Close work with each work package to ensure adapted communication/dissemination material	WP4 has a standing spot in scientific WP meetings ensuring continuous and close contact with partners throughout the project
Low stakeholder engagement from key stakeholders could reduce the effectiveness of dissemination efforts	Engaging stakeholders early in the process	Regular meetings with HCC (stakeholder engagement team) and task 3.5 (stakeholder engagement methodology) See more detailed information in D4.3, Stakeholder Engagement Strategy
There is a risk of miscommunication, particularly when communicating complex scientific findings to non-expert audiences, which can lead to confusion or scepticism about the project's aims and outcomes	Close work with scientists to ensure accurate communication/dissemination material	A yearly suite of workshops has been developed to co-create projects with the scientists to ensure correct messaging (section **Erreur ! Source du renvoi introuvable.**, Internal Communication)

Risk	Mitigation efforts	Current actions
Limited adoption of results: Even with successful communication and dissemination, there may be challenges in the adoption of the project's results	Focus on creating practical, user-friendly guidelines and tools for adoption.	A yearly suite of workshops has been developed to co-create projects with the scientists to ensure user-friendly products (section **Erreur ! Source du renvoi introuvable.**, Internal Communication)

11.   Annex 1: Communication and Dissemination handbook

The Communication and Dissemination Handbook is made for partners and describes the management of communication and dissemination tools and materials for PRO-WILD to complement Deliverable 4.2. It has been devised as a stand-alone file, ready to share and easy to access via the project SharePoint.

PRO-WILD Communication and Dissemination Handbook

Figure 1: Kick-Off meeting in Clermont-Ferrand. Photo: FiBL.

WP concerned	All	
WP leader	Elsa KANNER, Nina GALLMANN	Research Institute of Organic Agriculture FiBL
Author(s)	Elsa KANNER, Nina GALLMANN	Research Institute of Organic Agriculture FiBL
Version V1	V1	
Dissemination level	• SEN: Sensitive – limited under the conditions of the Grant Agreement	

Contents

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## 3.	Why this handbook?

This Handbook provides **practical guidance for partners** regarding communication & dissemination tools and materials in the PRO-WILD project. It **complements Deliverable 4.2**, and it serves as a stand-alone resource accessible via SharePoint. This handbook will be **updated each year** to serve as a detailed planning tool for WP4 and partners alike.

> Partner takeaway
>
>
>
> This handbook was made for you - please read through and contact us with any questions!!

## 4.	WP4 contact points

Need help? Contact us! Our full WP4 team is listed below, along with their contact information.

- WP lead: Elsa Kanner. elsa.kanner@fibl.org
- Stakeholder engagement: Alina Alexa. alina@highclere-consulting.com
- Communication manager: Nina Gallmann. nina.gallmann@fibl.org
- Dissemination manager: Elsa Kanner. elsa.kanner@fibl.org
- Exploitation: Anne Jarousse. anne.jarousse@inrae.fr

## 5.	Main objectives of communication & dissemination

The PRO-WILD **communication strategy** is designed to ensure that project results and activities are widely distributed. In line with the objectives of Horizon Europe, it focuses on **strengthening the impact** of research, sharing knowledge, supporting EU policies and promoting industrial competitiveness. Key objectives include **raising awareness** of PRO-WILD activities and results and **establishing strong links** with other projects and initiatives.

> Main communication & dissemination objective
>
>
>
> To communicate and disseminate project results, making PRO-WILD well known to relevant stakeholders and establishing effective linkages with other projects and initiatives.

More details can be found in **Deliverable 4.2**.

## 6.	Partner responsibilities

We need you to ensure the success of the communication side of PRO-WILD.

7.   Communication & Dissemination overview 2025

Below is the **overview of PRO-WILD`s communication and dissemination activities** for 2025, and **how partners can contribute**. A detailed, month-by-month outlook can be found in **Annex 1** (for communication) and **Annex 2** (for dissemination).

Table 1: Communication activities.

Communication manager contribution	Partner contribution
- Maintain tracker - Inform & engage partners via internal newsletter, WP meetings, internal training,etc - Website: 1-2 news items per montj - Social media: 1-2 posts per week - Internal newsletter: sent every 2 months	- Maintain tracker - Keep events updated on the SharePoint homepage - Include Nina & Elsa in WP meetings - Read the internal newsletter to stay informed - Provide content/feedback as requested for website, social media, etc.

Table 2: Dissemination activities.

Dissemination manager contribution	Partner contribution
- Maintain tracker - Inform & engage partners via WP meetings, internal training,etc. - Oversee the creation of the dissemination materials/activities for 2025 (see chart below)	- Maintain tracker - Include Nina & Elsa in WP meetings - Attend internal training when relevant - Provide content/feedback as requested for practice abstracts, videos, etc.

Table 3: Dissemination products/activities planned for 2025.

Work type	2025 targets	Titles	Partner contribution
Practice Abstracts & Factsheets	3 x practice abstracts	PRO-WILD social science explained	Robert Home writes one
		Process of PRO-WILD from A - Z	Noam Chayut writes one
		Dwindling biodiversity: the value of CWR	Laurene Gay writes one
Videos	3 x videos	PRO-WILD social science explained	Robert Home is involved in one
		Challenges & Opportunities: wheat	Jerome Salse is involved in one
		Challenges & Opportunities: Brassicas	Mathieu Tiret is involved in one
Infographics	1 x infographic	PRO-WILD project	Review & give feedback
Policy Briefs	Gathering potential topics	Title TBD	Brainstorm possible topics
Training modules	Generate list	TBD	Brainstorm possible topics
Botanical Gardens	Team assembled	---	Volunteer and attend brainstorming session
Seed Packages	Team assembled	---	Volunteer and attend brainstorming session
Conferences	Conference planning started	EUCARPIA 2026, Genetic resources	Contribute to session ideas, etc.

8.   FAQs

8.1   I missed an issue of "News from the Wild Side" - where can I find it?

Our internal communication is archived here:

https://sites.inrae.fr/site/project-pro-wild/WP4%20%20Shared%20documents/02_Communication/News_from_the_wild_side_archive

Figure 2: Excerpt from and issue of the internal newsletter sent to the consortium by WP4.

8.2 What tools and templates are available for me to create my own professional materials with the PRO-WILD brand?

We have prepared a variety of templates for you – check out the list below. Find all of them for download on the Sharepoint:

https://sites.inrae.fr/site/project-pro-wild/Templates/Forms/AllItems.aspx

These include:

- General word document (use this, for example, for project meeting minutes from your WP)

- General PowerPoint (use this to create your own .ppt)
- Report and document templates (Use these more specialised templates for reports and documents)
- Video guidelines and templates for intro/outro etc. (use these to create your own on-brand videos)

8.3 What style guidelines should I follow if I am creating something from scratch?

(This information is an excerpt from the "Document of Style", which can be downloaded here: https://sites.inrae.fr/site/project-pro-wild/Templates/Guides/PRO-WILD_Document_of_Style.pdf?d=waebb09ed4064421da28ed85da5815edf)

- Use the project font: **Microsoft Sans Serif**
- Use the **project colours**:
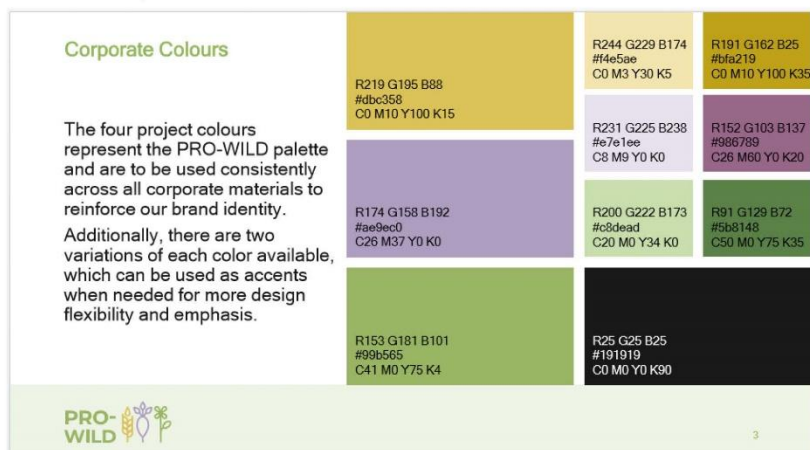
Figure 3: Excerpt from the Document of Style, defining the project colours.

- **Don`t forget the funding acknowledgement and disclaimers** for official products or presentations.
  - Display the EU, UKRI and SERI logos with funding statement included:
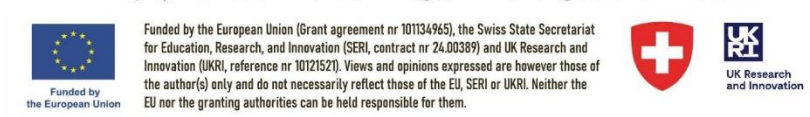
Figure 4: Combined funding logo.

(Check SharePoint for a high-resolution version: *https://sites.inrae.fr/site/project-pro-wild/Templates/Forms/AllItems.aspx*)

- Display the following responsibility disclaimer:

The views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the EU, SERI or UKRI. Neither the EU nor the granting authorities can be held responsible for them.

8.4   I need editing help with English editing or a translation – can you help?

English is the official language for the project, and **WP4 is here to support the creation of PRO-WILD communication & dissemination products in English**. If there is a need for products in another language, please try out e-translation (see link below), a new translation tool for EU project partners. If you have further questions, let us know.

eTranslation is made available by the European Commission and PRO-WILD partners can   access   it   free   of   charge   by   registering   here: https://webgate.ec.europa.eu/etranslation/public/welcome.html

Partner takeaway

Need editing or proofreading help in English on a paper, document, or other product for PRO-WILD? Try e-translation. Further questions? Send them our way.

8.5   What products are available to help me present PRO-WILD at a conference or other event?

- Project overview PowerPoint with the project infographic (see excerpt below)
- Promotional video (coming soon!)
- Project brochure (coming soon!)
- Project roll-up (coming soon!)
- Need something else? Get in touch with us, and we can help you create something tailored for your event.

Figure 5: Excerpt from the overview Power Point presentation.

8.6 Communication Contact Points (CCPs)

One of the key components of the strategy involves **Communication Contact Points (CCPs),** who serve as **liaisons** between their institutes and the Communication Manager.

8.6.1 Who are the CCPs in PRO-WILD?

The contact details of the CCPs are available on SharePoint and in the table below:

https://sites.inrae.fr/site/project-pro-wild/SitePages/Dissemination.aspx

Institution	Communication Contact Point	Email
INRAE	Jacques Le-Gouis	jacques.le-gouis@inrae.fr
WEIZMANN	Avi Levy	avi.levy@weizmann.ac.il
IPK	Jochen Reif	reif@ipk-gatersleben.de
BOKU	Heinz Himmelbauer	heinz.himmelbauer@boku.ac.at
ARO	Einav Mayzlish	einavm@volcani.agri.gov.il
CREA	Francesca Desiderio	francesca.desiderio@crea.gov.it
UNIPG	Lorenzo Raggi	lorenzo.raggi@unipg.it
UNIPA	Riccardo Guarino	riccardo.guarino@unipa.it

Institution	Communication Contact Point	Email
CUK	Hakan Özkan	hozkan@cu.edu.tr
INN	Sébastien Faure	sebastien.faure@innolea.fr
KWS	Karin Holzenkamp	karin.holzenkamp@kws.com
IT	Anne Jarousse	anne.jarousse@inrae.fr
ELGO	Parthenopi Ralli	pralli@elgo.gr
IFZ	Mark Varrelmann	varrelmann@ifz-goettingen.de
HCC	Alina Alexa	alina@highclere-consulting.com
SV	Hendrik Tschoep	hendrik.tschoep@sesvanderhave.com
FiBL	Nina Gallmann	nina.gallmann@fibl.org
JIC	Noam Chayut	noam.chayut@jic.ac.uk
INRAE-URGI	Michael Alaux	michael.alaux@inrae.fr

8.6.2 Time allocation for partners to do communication & dissemination activities with WP4

As listed in the main deliverable (4.2), each institute has **approximately 2-3 hours per month dedicated to WP4** (with a few exceptions). Consider in your team the best allocation of your resources.

Partner takeaway

Most partners have been allocated 1 person-month over the 5-year project, which equals approximately 34 hours per year or **2 - 3 hours per month** on average.*

*Exceptions: **BOKU** = 1-2 hours/month; **WEIZMANN**, **ELGO** = 4-6 hours/month; **UNIPA** = 10-12 hours/month

8.6.3 How do CCPs help?

CCPs serve four important roles:

1. Spreading relevant PRO-WILD news or content via their institutional network

For example, if your partner institute is highlighted via PRO-WILD`s social media, **tag** the post, or **forward it to your institute`s media team**. Did we produce an interesting video

that might be relevant to your colleagues? Feel free to **share** and encourage them to **follow** the project on social media for future updates.

2. Contributing or suggesting content

For example, if you present something related to PRO-WILD, **make your own post** for your institute and tag us!

3. Contributing to reporting for people reached by partner channels (KPI: >5000 people reached).
   i. The Communication Manager will get in touch every 6 months to check in on these analytics.

8.6.4 Engagement of CCPs

The **Communication Manager** will:

- Organise a yearly training session
- Conduct two yearly meetings to gather analytics (e.g. how many people were reached via partner channels), and to inform and adjust partner strategy to meet the project`s KPI (>5000 people reached via these partner channels)

9. Annex 1: What to expect in 2025 (communication)

Table 4: Communication activities 2025.

Month	Communication manager contribution	Partner contribution
Running tasks	*Maintain tracker* *Inform & engage partners via internal newsletter, WP meetings, internal training, etc.* *Website: 1-2 news items per month* *Social media: 1-2 posts per week* *Internal newsletter: sent every 2 months*	*Maintain tracker* *Include communication manager in WP meetings* *Read the internal newsletter to stay informed* *Provide content/feedback as requested*
January	Overall: Design yearly plan, contribute to deliverables (4.2, 4.3)	Provide feedback on deliverables
	Website: Finish final touches	Check partner pages for accuracy

Month	Communication manager contribution	Partner contribution
	Social media: *see campaign schedule below (1-2 posts per week)	Repost/share the post about their institute with their wider network
	Other products: Template finalisation, infographic creation, oversee promotional video first draft	Provide feedback on products
	Training/outreach: Appear in all WP meetings for updates	Keep us on the email list for WP standing meetings
February	Overall: Contribute to deliverables	--
	Website: Finish final touches, introduce "Faces" campaign to introduce Masters/PhD students, solicit input from partners (1-2 news items/month)	Forward template to new students hired in the project
	Social media: *see campaign schedule below (1-2 posts per week)	Repost/share the post about their institute with their wider network
	Other products: Template finalisation, infographic work, project brochure creation, oversee promotional video final draft	Provide feedback on products
	Training/outreach: Internal newsletter sent to consortium (every 2 months) Appear in WP meetings for updates	Read internal newsletter Keep us on the email list for WP standing meetings
March	Overall: Focus on social media content gathering	Send content as requested

Month	Communication manager contribution	Partner contribution
	Website: Continue "Faces" campaign (1-2 news items per month)	Forward template to new students hired in the project
	Social media: *see campaign schedule below (1-2 posts per week)	Repost/share the post about their institute with their wider network
	Other products: Template finalisation, infographic finalisation, project brochure creation finalisation	Provide feedback on products
	Training/outreach: Appear in WP meetings for updates Plan CCP meeting	Keep us on the email list for WP standing meetings Respond to request for CCP meeting date
April	Overall: Focus on social media content gathering	Send content as requested
	Website: Continue "Faces" campaign & other news gathering (1-2 news items per month)	Forward template to new students hired in the project Provide news items via the template
	Social media: *see campaign schedule below (1-2 posts per week)	Repost/share the post about their institute with their wider network
	Other products: Project roll-up creation	Provide feedback on products
	Training/outreach: Internal newsletter sent to consortium (every 2 months), appear in WP meetings for updates Hold first CCP meeting	Read internal newsletter Keep us on the email list for WP standing meetings Attend CCP meeting

Month	Communication manager contribution	Partner contribution
May	Overall: Focus on social media content gathering	Send content as requested
	Website: Continue "Faces" campaign & other news gathering (1-2 news items per month)	Forward template to new students hired in the project Provide news items via the template
	Social media: *see campaign schedule below (1-2 posts per week)	Repost/share the post about their institute with their wider network
	Other products: Project roll-up finalisation	Provide feedback on products
	Training/outreach: Appear in WP meetings for updates	Keep us on the email list for WP standing meetings
June = mid-year monitoring, after all monitoring, adjust strategy as necessary	Overall: Update the tracker to ensure KPIs are achieved Check in with CCPs for mid-year engagement numbers from partner channels	Update the tracker to ensure KPIs are achieved Report on engagement numbers
	Website: Track visitors, engagement and page views using Matomo	--
	Social media: Track follower growth and reach every 6 months using LinkedIn Insights and X (Twitter) Analytics, Review post interactions (likes, comments and shares) to ensure engagement target using LinkedIn Insights and X (Twitter) Analytics	--
	Other products: Videos: Use YouTube analytics to track views and reactions	--

Month	Communication manager contribution	Partner contribution
	Training/outreach: Internal newsletter: Monitor engagement with internal newsletter using HubSpot analytics Send out internal newsletter (every 2 months), attend WP meetings as usual	Read internal newsletter Keep us on the email list for WP standing meetings
July	Overall: Focus on social media content gathering	Send content as requested
	Website: Continue "Faces" campaign & other news gathering (1-2 news items per month)	Forward template to new students hired in the project Provide news items via the template
	Social media: *see campaign schedule below (1-2 posts per week)	Repost/share the post about their institute with their wider network
	Other products: As require	Provide feedback on products
	Training/outreach: Appear in WP meetings for updates	Keep us on the email list for WP standing meetings
August	Overall: Focus on social media content gathering	Send content as requested
	Website: Continue "Faces" campaign & other news gathering (1-2 news items per month)	Forward template to new students hired in the project Provide news items via the template
	Social media: *see campaign schedule below (1-2 posts per week)	Repost/share the post about their institute with their wider network
	Other products: As required	Provide feedback on products

Month	Communication manager contribution	Partner contribution
	Training/outreach: Internal newsletter sent to consortium (every 2 months) Appear in all meetings for updates	Read internal newsletter Keep us on the email list for WP standing meetings
September	Overall: focus on social media content gathering	Send content as requested
	Website: Continue "Faces" campaign & other news gathering (1-2 news items per month)	Forward template to new students hired in the project Provide news items via the template
	Social media: *see campaign schedule below (1-2 posts per week)	Repost/share the post about their institute with their wider network
	Other products: As required	Provide feedback on products
	Training/outreach: Appear in WP meetings for updates	Keep us on the email list for WP standing meetings
October = annual meeting	Prepare for and attend annual meeting, using June metrics as a guide for what training/interaction will be necessary	Actively participate in communication sessions at annual meeting
November	Overall: Focus on social media content gathering	Send content as requested
	Website: Continue "Faces" campaign & other news gathering (1-2 news items per month)	Forward template to new students hired in the project Provide news items via the template
	Social media: *see campaign schedule below (1-2 posts per week)	Repost/share the post about their institute with their wider network
	Other products: As required	Provide feedback on products

Month	Communication manager contribution	Partner contribution
	Training/outreach: Appear in WP meetings for updates	Keep us on the email list for WP standing meetings
December = end-of-year monitoring & planning for next year	Overall: (update the tracker to ensure KPIs are achieved.) Check in with CCPs for mid-year engagement numbers from partner channels	Update the tracker to ensure KPIs are achieved.) Report on engagement numbers
	Website: Track visitors, engagement and page views using Matomo	--
	Social media: Track follower growth and reach every 6 months using LinkedIn Insights and X (Twitter) Analytics, Review post interactions (likes, comments and shares) to ensure engagement target using LinkedIn Insights and X (Twitter) Analytics	--
	Other products: videos: Use YouTube analytics to track views and reactions	--
	Training/outreach: Internal newsletter: Monitor engagement with internal newsletter using HubSpot analytics Send out internal newsletter (every 2 months), attend WP meetings as usual	Read internal newsletter Keep us on the email list for WP standing meetings

10. Annex 2: What to expect in 2025 (dissemination)

Table 5: Dissemination activities 2025.

Month	Communication manager contribution	Partner contribution
Running tasks	*Maintain tracker (see Annex 4)* *Inform & engage partners via internal newsletter, WP meetings, internal training, etc.* *Website: 1-2 news items per month* *Social media: 1-2 posts per week* *Internal newsletter: sent every 2 months*	*Maintain tracker (see Annex 4)* *Include communication manager in WP meetings* *Read the internal newsletter to stay informed* *Provide content/feedback as requested*
January	Overall: Design yearly plan, contribute to deliverables (4.2, 4.3)	Provide feedback on deliverables
	Practice abstracts: Finalise yearly schedule	--
	Videos: Gather footage	--
	Other products: Infographic creation	Provide feedback on products
	Training/outreach: Appear in WP meetings for updates	Keep us on the email list for WP standing meetings
February	Overall: Contribute to deliverables	---
	Practice abstracts: Internal training: Writing practice abstracts	Join training if applicable
	Videos: Gather footage	---

Month	Communication manager contribution	Partner contribution
	Other products: Infographic creation	Provide feedback on products
	Training/outreach: Appear in WP meetings for updates	Keep us on the email list for WP standing meetings
March	Overall: Contribute to deliverables	---
	Practice abstracts: Contact the authors, send template	Fill in template, contact WP4 for questions
	Videos: Internal training: taking smartphone videos Write scripts Solicit new video material during growing season	Join training if applicable
	Other products: ---	---
	Training/outreach: Appear in WP meetings for updates	Keep us on the email list for WP standing meetings
April	Overall: Focus on PA`s and videos	---
	Practice abstracts: First draft back from authors & feedback sent	Provide first draft, contact WP4 for questions
	Videos: Internal training: video editing basics Cut videos Solicit new video material during growing season	Join training if applicable
	Other products: ---	---

Month	Communication manager contribution	Partner contribution
	Training/outreach: Appear in WP meetings for updates	Keep us on the email list for WP standing meetings
May	Overall: Focus on PA`s and videos	--
	Practice abstracts: Second draft back from authors & final feedback sen	Provide second draft, contact WP4 for questions
	Videos: Cut videos & send drafts to consortium for feedback Solicit new video material during growing season	---
	Other products: --- Internal training: seed packages	---
	Training/outreach: Internal training: Appear in WP meetings for updates	Keep us on the email list for WP standing meetings
June = mid-year monitoring, after all monitoring, adjust strategy as necessary	Overall: Update the tracker (see Annex 4) to ensure KPIs are achieved	Update the tracker (see Annex 4) to ensure KPIs are achieved
	Practice abstracts: Monitoring: N/A Layout, send to partners for final approval, post for partner approval prior to publication	Review final draft
	Videos: Use YouTube analytics to track views and reactions Incorporate feedback, send final videos to consortium, post for partner approval prior to publication	Send final feedback

Month	Communication manager contribution	Partner contribution
	Other products: Internal training: botanical gardens	Join training if applicable
	Training/outreach: Internal training: review feedback from sessions already held Attend WP meetings as usual	Keep us on the email list for WP standing meetings
July	Overall: Focus on PA`s and videos	--
	Practice abstracts: Upload to EIP-Agri & notify consortium that D4.4 has been achieved	Share & disseminate
	Videos: Post on YouTube channel	Share & disseminate
	Other products: ---	---
	Training/outreach: Appear in WP meetings for updates	Keep us on the email list for WP standing meetings
August	Overall: Focus on PA`s and videos	--
	Practice abstracts Notify those writing for next year & send template	---
	Videos: Notify those making videos next year & send template Make new videos with material gathered during the first season	---
	Other products: ---	---
	Training/outreach:	Keep us on the email list for WP standing meetings

Month	Communication manager contribution	Partner contribution
	Appear in WP meetings for updates	
September	Overall: Focus on PA`s and videos	---
	Practice abstracts: Internal training: writing practice abstracts	---
	Videos: Finish any outstanding video projects	---
	Other products: ---	---
	Training/outreach: Appear in WP meetings for updates	Keep us on the email list for WP standing meetings
October = annual meeting	Prepare for and attend annual meeting, using June metrics as a guide for what training/interaction will be necessary	Actively participate in dissemination sessions at annual meeting
November	Overall: Update the plan for 2026 & send to consortium	Read what is planned for 2026
	Practice abstracts: First draft from selected authors	---
	Videos: Finish any outstanding video projects	---
	Other products: ---	---
	Training/outreach: Appear in WP meetings for updates	Keep us on the email list for WP standing meetings
December = end-of-year monitoring & planning for next year	Overall: Update the tracker (see Annex 4) to ensure KPIs are achieved	Update the tracker (see Annex 4) to ensure KPIs are achieved.
	Practice abstracts: Review first batch for quality	---
	Videos:	---

Month	Communication manager contribution	Partner contribution
	Use YouTube analytics to track views and reactions	
	Other products: ---	---
	Training/outreach: Internal training: review feedback from sessions already held Attend WP meetings as usual	Keep us on the email list for WP standing meetings

12. Annex 2: Person-months dedicated to WP4

Table 21: Person-months dedicated to WP4.

Participant	WP1	WP2	WP3	WP4	WP5	Total Person-Months
1 - INRAE	47.6	28	32.3	4	25.5	137.4
1.1 - IAM	19					19
2 - WEIZMANN	58		20	2		80
3 - IPK		2.5	26	1		29.5
4 - BOKU		55		0.5		55.5
5 - ARO	23.5	12.5		1		37
6 - CREA		34	43	1		78
7 - UNIPG	16		39	1		56
8 - UNIPA	36			4		40
9 - CUK	80	14	30	1		125
10 - INN		16.25	15.25	1		32.5
11 - KWS		5	5	1		11
12 - IT				12.1	24.8	36.9
13 - ELGO	9.5	31	15	1.8		57.3
14 - IfZ		51.5		1		52.5
15 - HCC				11		11
16 - SV			13.7	1		14.7
17 - FiBL			15	44		59
18 - JIC		24.5	23	1		48.5

13. Annex 3: An overview of project deliverables and milestones

Table 22: Overview of project deliverables.

No	Deliverable Name	Work Package	Lead Beneficiary	Dissemination main target group(s)	Dissemination tool/channel	Due in month
D5.1	PRO-WILD management guidelines	WP5	IT	Consortium	Internal	2
D4.1	PRO-WILD Collaborative Platform guide	WP4	IT	Consortium	Internal	4
D4.2	Dissemination and Exploitation Plans (including the communication handbook)	WP4	FiBL	Consortium, partner projects, linked initiatives	Internal	6
D4.3	Stakeholder engagement strategy	WP4	HCC	Consortium, partner projects, linked initiatives	Internal	6
D5.2	Data Management Plan	WP5	INRAE	Consortium, partner projects, linked initiatives	Internal	6
D4.4	Practice Abstracts - Batch 1	WP4	FiBL	Scientific community, Breeders, gene banks, specific target group depending on topic	Project Website, social media, open access platforms, stakeholder-specific events	12
D2.1	Report on ex-situ CWR diversity breadth and availability	WP2	ARO	Policymakers, local communities, natural reserve networks, scientific community, gene banks,	Reports, website, policy brief, presentations	15

No	Deliverable Name	Work Package	Lead Beneficiary	Dissemination main target group(s)	Dissemination tool/channel	Due in month
D1.1	Reference genome for *A. muticum*	WP1	INRAE	Breeders, scientific community, gene banks	Scientific publication	24
D1.2	Report on the impact of feralisation on sampling strategies	WP1	INRAE	Scientific community, natural reserve networks, gene banks, policymakers, local communities	Reports, publications, practice abstract	30
D4.5	Practice Abstracts - Batch 2	WP4	FiBL	Scientific community, Breeders, gene banks, specific target group depending on topic	Project Website, social media, open access platforms, stakeholder-specific events	30
D4.6	First Policy brief	WP4	FiBL	Policymakers, Academy, EU, UK and Swiss funding institutions, local communities	Project Website, social media, open access platforms, stakeholder-specific events	30
D5.3	Evaluation of PRO-WILD Management tools and procedures	WP5	IT	Consortium	Internal	30
D5.4	Updated Data Management Plan v1	WP5	INRAE	Consortium, partner projects, linked initiatives	Internal	30

No	Deliverable Name	Work Package	Lead Beneficiary	Dissemination main target group(s)	Dissemination tool/channel	Due in month
D1.3	List of most appreciated areas for CWR conservation	WP1	UNIPG	Policymakers, local communities, natural reserve networks, scientific community, gene banks,	Policy brief, report, stakeholder workshop	36
D2.2	CWR Pan-European core collections	WP2	JIC	Scientific community, natural reserve networks, gene banks, policymakers, local communities	Scientific publication	36
D4.7	Intermediate communication, dissemination and networking report	WP4	FiBL	Consortium, partner projects, linked initiatives	Internal	36
D1.4	Microbiome profiles	WP1	WEIZMANN	Breeders, scientific community, sister projects	Scientific publication	48
D2.3	Single plant progeny CWR collections	WP2	JIC	Breeders, scientific community, sister projects, linked initiatives	Scientific publication	48
D4.8	Practice Abstracts - Batch 3	WP4	FiBL	Scientific community, Breeders, gene banks, specific target group depending on topic	Project Website, social media, open access platforms, stakeholder-specific events	48

No	Deliverable Name	Work Package	Lead Beneficiary	Dissemination main target group(s)	Dissemination tool/channel	Due in month
D1.5	Maps of genomic vulnerability	WP1	INRAE	Scientific community, natural reserve networks, gene banks, policymakers, local communities	Scientific publication	50
D3.1	Findings from the interactive stakeholder engagement	WP3	FiBL	Consortium, partner projects, linked initiatives	Stakeholder workshops, reports	50
D3.2	Genomic regions involved in abiotic stress tolerance and nutritional quality identified	WP3	CREA	Breeders, scientific community, sister projects, linked initiatives	Scientific publication	55
D3.3	Genomic regions involved in biotic stress identified	WP3	UNIPG	Breeders, scientific community, sister projects, linked initiatives	Scientific publication	55
D4.9	Final communication, dissemination and networking report	WP4	FiBL	Consortium, partner projects, linked initiatives	Internal	58
D2.4	Pathways to deliver CWR association genetics and ex-situ allele mining	WP2	INRAE	Breeders, scientific community, sister projects, linked initiatives	Scientific publication	60
D3.4	CWR introgressions decoded	WP3	IPK	Breeders, scientific community, sister projects, linked initiatives	Scientific publication	60

No	Deliverable Name	Work Package	Lead Beneficiary	Dissemination main target group(s)	Dissemination tool/channel	Due in month
D3.5	New genetic material developed for wheat, oilseed rape and beet	WP3	WEIZMANN	Breeders, scientific community, sister projects, linked initiatives	Scientific publication	60
D4.10	Report on the exploitation of results	WP4	FiBL	Consortium	Internal	60
D4.11	Final policy brief	WP4	FiBL	Policymakers, Academy, EU, UK and Swiss funding institutions, local communities	Project Website, social media, open access platforms, stakeholder-specific events	60
D4.12	Practice Abstracts - Batch 4	WP4	FiBL	Scientific community, Breeders, gene banks, specific target group depending on topic	Project Website, social media, open access platforms, stakeholder-specific events	60
D5.5	Updated Data Management Plan v2	WP5	INRAE	Consortium, partner projects, linked initiatives	internal	60

Table 23: Overview of project milestones.

No	Milestone Name	Work Package	Lead Beneficiary	Means of Verification	Dissemination main target groups	Dissemination tool /channel	Due in month
1	Initial contact is made with >40 national focal points and head of	WP2	ARO	Report	Partners	Email, report	2

No	Milestone Name	Work Package	Lead Beneficiary	Means of Verification	Dissemination main target groups	Dissemination tool /channel	Due in month
	national gene banks						
2	Website and social media channels ready and online	WP4	FiBL	Website and social media channels	General public, scientific community, partners, sister projects, linked initiatives	Website, social media	6
3	Development of high-quality databases of in-situ and ex-situ occurrences of the different CWR target species and characterisation of the sites using different cartographic sources	WP1	UNIPG	Database, map	Scientific communities, natural reserve networks, policymakers	Online database (website), webinars	18
4	Survey results (T2.1) are translated to three gene-pool specific ex-situ conservation action plans to deliver T2.2	WP2	CREA	Report	Policymakers, natural reserve networks	Reports, policy briefs	18
5	List of heterogeneric germplasm needed to be stabilised in	WP2	JIC	Report	Partners	-	18

No	Milestone Name	Work Package	Lead Beneficiary	Means of Verification	Dissemination main target groups	Dissemination tool /channel	Due in month
	T2.3 is completed						
6	Gaps in ex-situ collections identified and the list of sites for new collections elaborated	WP1	UNIPG	Maps	scientific community, gene banks, natural reserve networks,	Maps (website), conference presentations	23
7	Distribution of tetraploid genetic materials for field and controlled conditions experiment	WP3	CREA	Seed samples shipped to the partners. MTA issued	Partners	-	24
8	Morpho-phenological and genetic analyses of T. boeoticum populations grown in the common garden	WP1	UNIPG	Online database, Publication	Scientific community, breeders, gene banks	Report, scientific publication, database	30
9	Sampling of T. dicoccoides, Am. muticum, A. tauschii, T. araraticum	WP1	CUK	Database, map	Scientific community, breeders, gene banks	Report, scientific publication, database	30
10	Sampling of B. oleracea and relatives	WP1	INRAE	Database	Scientific community, breeders, gene banks	Report, scientific publication, database	30
11	Wheat CWR sequencing and genotyping	WP2	CREA	SNP data made	partners	Report, scientific	36

No	Milestone Name	Work Package	Lead Beneficiary	Means of Verification	Dissemination main target groups	Dissemination tool /channel	Due in month
	data generating is accomplished			available to partners		publication, database	
12	Genomic data for T. dicoccoides and Am. muticum	WP1	WEIZMANN	Online database, Publication	Scientific community, breeders	Report, scientific publication, database	40
13	Fitness data from common garden for T. dicoccoides and Am. muticum	WP1	INRAE	Report	Scientific community, breeders	Report, scientific publication, database	40
14	Whole genome sequencing of 670 wild beets accomplished	WP2	BOKU	Data quality validated	Scientific community, breeders	Report, scientific publication, database	40
15	Phenotyping of 300 bread wheat introgression lines for nutritional values	WP3	JIC	Data quality validated	Scientific community, breeders	Report, scientific publication, database	40
16	Field trials for evaluation of CWR introgressions in cultivated wheat lines	WP3	IPK	Data quality validated	Scientific community, breeders	Field trial reports, conference, field visits, training modules	46
17	Brassica CWR genotyping data generating is accomplished	WP2	INRAE	SNP data made available to partners	Scientific community, breeders	Report, scientific publication, database	48

No	Milestone Name	Work Package	Lead Beneficiary	Means of Verification	Dissemination main target groups	Dissemination tool /channel	Due in month
18	Phenotyping of wild beets for biotic and abiotic stress response	WP2	IfZ	Data quality validated	Scientific community, breeders	Report, scientific publication, database	48
19	Phenotyping of wild wheat for biotic and abiotic stress response is completed	WP2	JIC	Data quality validated and available to partners	Scientific community, breeders	Report, scientific publication, database, field visits	55
20	Phenotyping of wild Brassica for biotic stress response is completed	WP2	JIC	Data quality validated and available to partners	Scientific community, breeders	Report, scientific publication, database, field visits,	55
21	Completion of new bread wheat genetic materials from CWRs	WP3	WEIZMANN	A set of genotyped lines	Scientific community, breeders	Report, scientific publication, database, conference	58
22	Comprehensive annotation of immune receptors coding genes in Am. muticum	WP1	INRAE	Database	Scientific community, breeders	Report, scientific publication, database, conference	60
23	Final PRO-WILD conference	WP4	FiBL	Conference held	Scientific community, policymakers, breeders, seed buyers/vendors, international organisations, gene banks, natural	Conference, website, social media	60

No	Milestone Name	Work Package	Lead Beneficiary	Means of Verification	Dissemination main target groups	Dissemination tool /channel	Due in month
					reserve networks, general public,		

14. Annex 4: Excerpt of project-wide KPI tracker

This tracker, available to all partners on SharePoint, has a tab for each KPI, and fields matching the EU reporting requirements. Tabs in blue are filled in with the input of partners, further tabs are filled in by the Communication & Dissemination managers.

Figure 8: Excerpt of project-wide KPI tracker.