

**WP5: DISSEMINATION, COMMUNICATION AND
EXPLOITATION**

**D5.1: Dissemination and
Communication Plan v1**



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List of abbreviations

EC – European Commission

GA – Grant Agreement

GDPR – General Data Protection Regulation

UC – Use Case

WP – Working Package

DCP – Dissemination and Communication Plan

KPI – Key Performance Indicator

D&C – Dissemination and Communication

KER – Key Exploitable Result

CDE – Communication, Dissemination and Exploitation

CAP – Common Agricultural Policy

1.Executive summary

This document constitutes the first version of the PRUDENT's project's Dissemination and Communication Plan (DCP).

PRUDENT project is a Horizon Europe project which aspires to change the way agriculture and forestry systems currently operate and to accelerate the transition to sustainable agriculture and forestry practices and smart farming technologies. It aims to identify and evaluate the most effective green nudges, in the context of appropriate behavioural and experimental settings, that can enable behavioural change towards more sustainable agriculture and forestry.

The document describes the overall communication activities and awareness-raising, dissemination of project results, management of all relevant activities, and partners' responsibilities in this regard. It includes specific actions and activities that will be carried out by the PRUDENT Consortium in order to ensure success and maximum publicity for the project and its results. This deliverable outlines:

1. Overall Dissemination and Communication overview, a baseline for further dive into the Dissemination and Communication strategies, with objectives, KPIs, target groups and key messages for each of them.
2. Dissemination Strategy overview, set of rules, activities and channels that will be utilised to successfully disseminate project results.
3. Communication Strategy overview, framework for external communication about the project, with communication kit, a handbook of communication rules and materials used to promote the project
4. Monitoring and evaluation processes, with analytics & reporting and internal communication and reporting processes description.
5. Synergies with other projects and initiatives, identifying the most relevant projects for PRUDENT to collaborate with, along with the list of initiatives to be considered.

The first version of the DCP defines the initial communication strategy that will be used throughout the first years of the project and verifies that all communication and dissemination activities in relation to Milestone 2 are reached by timely. This document is meant to be used as a strategic plan for all promotional activities for the project by the partners. As a living document responding to new development and opportunities, updates of the D&C plan will be made in the next versions of the document which will be published in M18, M36, and M46 of the project. The updates will include results and metrics of the Dissemination & Communication activities by the time of reporting.

2. Introduction

PRUDENT project will identify and evaluate the most effective green nudges, in the context of appropriate behavioural and experimental settings, that can enable farmer/forester behavioural change to more sustainable agriculture and forestry. Nudges will be also tested in natural contexts to evaluate the interactive effect of nudges with actual policy changes in the transition to sustainability. Innovative nudging tools, in the form of web/mobile apps, will be employed to boost farmer/forester self-regulatory capacity and enhance the durability of nudging effects. Four different systems, representing major farming and forestry systems in Europe (arable crops [wheat], perennial crops [grapevines, apples, olives], livestock [bovines] and forests [boreal forests]) in various EU regions (Northern, Southern, and Central Europe) will be studied to account for the heterogeneity of farming/forestry systems and contexts in the EU. The behavioural insights are used to develop transformative pathways, via social innovations, business models and policy recommendations, to encourage transition to fair, healthy and environmentally friendly agriculture and forestry systems. PRUDENT will provide a set of social innovations and business models establishing roadmaps for a shift towards sustainable agriculture and forestry and will develop a series of policy recommendations and tools to foster behaviourally informed policy design and implementation. Throughout the project's lifespan, multiple value chain actors, at various levels of society, will actively participate in co-creation activities to establish a mutual understanding of the benefits and bottlenecks of the value chain, as well as effective transformation pathways to change.

The present Deliverable D5.1 Dissemination and Communication Plan v1 was developed within the framework of the Task 5.1 Communication and promotion (M1-M48), under the Work package 5: Dissemination, Communication and Exploitation.

The aim of the deliverable is to:

- consolidate the overall strategy of PRUDENT from day one,
- define the goals of Communication and dissemination activities,
- identify the most efficient means to achieve them,
- decompose them into a detailed implementation plan.

To this end, the Dissemination and Communication Plan sets out the objectives, tools, materials, and channels to be exploited to effectively spread PRUDENT activities, achievements, and tangible results to targeted audiences with a strong focus on farmer/forester groups.

This document is structured as follows:

Chapter 3 will define the dissemination and communication plan overview, including the target groups which this project will engage and provide key messages it will convey to them to reach the D&C objectives. It will also present the underlying strategy that was developed, describing the tools that will be employed to reach the defined target groups, both graphic and digital materials.

Chapter 4 will deal with analytics & monitoring aspect, describing the established processes for internal reporting and informing on dissemination activities, as well as the software and reporting used to successfully record all dissemination activities.

Chapter 5 focuses on synergies with other relevant projects and initiatives, with a list of the most relevant ones for PRUDENT.

3. Dissemination and Communication overview

The Dissemination and Communication of the project's results are fundamental components of the PRUDENT project, and a clear plan and strategy are developed for this purpose. All planned activities, and results will be disseminated throughout the life span of the project.

Our envisaged Dissemination and Communication plan and strategy is tailored to contribute to the achieving of the project goal, reaching the defined target groups and making sure that the key messages of the project are disseminated properly, and results up taken by the identified target groups.

3.1. General approach

All communication actions will be aimed at reaching one or more different target audiences (identified in Chapter 3.3), through different tools, channels, and activities. This will be done by firstly laying a basis of the Communication and Dissemination plan, through:

- A detailed stakeholder analysis to ensure all stakeholders are identified and their needs/expectations concerning PRUDENT are properly examined;
- Complete Dissemination & Communication assessment considering the full stakeholder journey, with channels, tactics and campaigns (both online & offline) to bring PRUDENT right in front of diverse audiences;
- Thorough analysis of the exploitation potential of each Key Exploitable Result (KER)
- Critical KPIs to be tracked & benchmarked to monitor the overall progress of CDE efforts and adapt the CDE plan.

3.2. Objective

In this regard, the objectives of the dissemination and communication activities will be focused on:

- Promoting broad visibility of the project effort and disseminate its results to a wide audience, especially through the publication of scientific articles, reports, and policy briefs,
- Creating and optimally exploiting the project website, the appropriate communication channels, and dissemination tools,
- Establishing cooperation with related initiatives and projects both within the social media context and beyond, as appropriate,
- Participating in and organizing specific events for increased and effective liaisons, dissemination of information and engagement of key stakeholder in the social media ecosystem.

3.2.1. Key Performance Indicators

No.	Task	Activity	KPI (Target outcome)	Target Value	Verification means
1	5.1	Develop PRUDENT Visual identity	Logo & colour scheme developed	1	Regular reporting
2	5.1	Develop PRUDENT Visual identity	Banners in English produced	>4	Regular reporting

3	5.1	Develop PRUDENT Visual identity	Translation of banners in 6 European languages provided	>24	Regular reporting
4	5.1	Develop PRUDENT Visual identity	Digital leaflet designed	>2	Regular reporting
5	5.1	Develop PRUDENT Visual identity	Promotional material distributed (digital & print)	>1200	Regular reporting
6	5.1	Develop PRUDENT website	Landing pages developed and published	1	Google Analytics
7	5.1	Develop PRUDENT website	Blog posts published on website	>30	Google Analytics
8	5.1	Develop PRUDENT website	Unique visitors reached	>10000	Google Analytics
9	5.1	Create & Curate PRUDENT social media	Social media channels established	>4	Social media insights
10	5.1	Create & Curate PRUDENT social media	Audience reached	>1000	Social media insights
11	5.1	Create & Curate PRUDENT social media	Posts published on social media channels	>90	Social media insights
12	5.1	Create & Curate PRUDENT social media	Interactions reached	>8000	Social media insights
13	5.1	Create & Curate PRUDENT social media	Hashtags established	3 to 5	Social media insights
14	5.1	Newsletter campaign	E-newsletter distributed	>8	Mailing service insights (MailChimp analytics)
15	5.1	Newsletter campaign	Subscriptions achieved	>300	Mailing service insights (MailChimp analytics)
16	5.1	Newsletter campaign	Interactions reached	>2000	Mailing service insights (MailChimp analytics)
17	5.1	Produce & publish multimedia content	Videos distributed	>5	Digital distribution channel insights

18	5.2	Organize webinars & podcasts	Online webinars/podcasts organized	6	Tracking tools to capture unique visitors in seminars, user registered
19	5.2	Organize webinars & podcasts	Audience reached	>1000	Tracking tools to capture unique visitors in seminars, user registered
20	5.2	Policy contribution	White papers published	>5	Regular reporting
21	5.2	Policy contribution	Policy guide published	1	Regular reporting
22	5.2	Policy contribution	Policy briefs published	>5	Regular reporting
23	5.2	Policy contribution	Pan-European policy workshops organized	>3	Users registered
24	5.2	Scientific paper dissemination	Publication in peer-review journals published	>8	Journal reach
25	5.2	Scientific paper dissemination	Publication in scientific conferences presented	>8	Tracking tools to capture unique visitors in conferences, user registered
26	5.2	Scientific paper dissemination	Publication / reports / discussion papers published	>16	Publication reach
27	5.2	Scientific paper dissemination	Practice abstracts published	>30	Regular reporting
28	5.2	Capacity building seminar organization	Capacity building seminar organized	6	Tracking tools to capture unique visitors in seminars, user registered
29	5.2	Capacity building seminar organization	Stakeholders reached through capacity building activities	>1000	Tracking tools to capture unique visitors in seminars, user registered
30	5.3	Establish partnerships with sister projects	Synergies established with initiatives and projects	15	Regular reporting
31	5.3	Establish partnerships with sister projects	Joint events with relevant EU projects and initiatives	3	Regular reporting
32	5.3	Establish partnerships with sister projects	Events & fairs participated	>20	Regular reporting

3.3. Target groups

The focal point of the PRUDENT's dissemination strategy is the identification and mapping of targeted stakeholders (whom to disseminate to) and understanding of their needs and characteristics to tailor clear and concise messages (what to disseminate) to the different target audiences. This also comes to ensure the use of the most appropriate dissemination channels and communication tools and drive the development of proper material per target stakeholders (how to disseminate). It further defines a time plan (when to disseminate), with specific objectives and target focuses, assisting all project partners in implementing communication activities and reaching the dissemination and exploitation objectives throughout the project implementation.

PRUDENT's dissemination (and communication and exploitation as well) needs to be tailored to the specific needs of the different target audiences of the project. Thus, defining the target groups is a key component, vital for the dissemination strategy.

Having all in mind, the PRUDENT Consortium identifies the 8 target groups. The following are presented in Figure below.



Figure 1: PRUDENT project target groups

Each target group has its own sphere of communication. PRUDENT's approach will be aimed at various groups, with the primary audiences shown in the figure above.

A clear overview of the targeted institutions, projects or people will ensure a more strategic and effective approach for sending invitations for events and workshops, information gathering, dissemination of results etc. The Communication team has created Stakeholders Lists and will periodically ask partners to provide information and contacts of target institutions and persons, always taking into consideration the GDPR regulation. This list will be continuously updated throughout the project.

3.3.1. Key messages

Key messages that will be communicated to the defined target groups are tailored specifically to each target group, in order to reach each stakeholder group efficiently and communicate the information most important for that target group.

The key messages are presented in the table below, together with their respective target groups:

Target group	Key message
Farmers, Foresters & Advisors	Apply innovative agriculture and forestry practices and technologies to maintain competitiveness of crops, biodiversity of forests, reduce costs and increase long-term land sustainability. Co-create with other stakeholders the green nudge solutions tailored to stakeholder needs.
Government & Policy Makers	Promote evidence-based policies and initiatives integrating green nudges for behavioural change towards sustainable agriculture and forestry tailored to regional contexts and diverse farmer/forester segments.
Research & Academia	Engage in high quality interdisciplinary research. Collaborate with farmers, foresters and other value chain stakeholders to produce results-oriented research to address farmers/foresters' real needs and challenges.
Industry	Unlock the market potential of sustainable agriculture/forestry practices and technologies and expand your portfolio. Create new models for agri/forestry innovation by addressing real farmers/foresters needs.
Society	Improved quality of life, new job opportunities and increased awareness of the benefits from nudging solutions and behavioural shifts to sustainable agriculture/forestry to tackle urgent environmental challenges.

Table 2: List of key messages per their target group

3.4. Team organisation

PRUDENT project's Communication activities are led by the Communication Manager, Katarina Đokić (ABE). However, all PRUDENT project partners have a role to play in WP5. As described in chapter 3.5, all project partners will play a very important role in ensuring that effective communication is carried out in their regions and within their networks, thus active participation of all project partners is envisioned.

Person	Role
Katarina Đokić (ABE)	Communication manager
Davide Guariento	Communication team member

Table 3: PRUDENT project communication team members

3.5. Email account

An e-mail account which the public will be able to address for any issue relevant to the project and has been created: info@prudent-project.eu. PRUDENT's Communication management has access to the mailbox and is monitoring it consistently.

The responsiveness will be between 24h and 48h, taking into consideration the type of request to the PRUDENT's Communication team and the coordination with project partners as relevant to query. This account will be included in all used dissemination tools and promotional material, such as the project website, social media accounts, printed material etc.

3.6. Contribution by project partners

All PRUDENT project partners are promoting the project using the means and channels at their disposal. Each partner promotes through their own channels the project amongst their stakeholder network and utilizes their social media accounts to amplify (by means of “liking”, “sharing” or “retweeting”) the material published by the PRUDENT accounts.

After the first results are available, the project partners from the Use Case countries will be required to assist in engaging the specific regional stakeholders, drawing on their existing knowledge of the local specificities, stakeholder groups and communication channels.

Contribution by project partners is further explained in Chapter 5.6.6. Modus operandi for social media posting.

4. Dissemination strategy

The main objective of the PRUDENT dissemination strategy is to ensure that the project’s outcomes, knowledge and opportunities are effectively diffused to the appropriate target communities, making research results widely accessible. The strategy is aligned to the objectives of the PRUDENT DEC plan. The following dissemination objectives have been established:

- a) raise awareness about the importance of the transition towards sustainable agriculture and forestry and increase visibility of the projects’ goals and outputs to key stakeholders,
- b) engage the targeted audiences to get feedback, validate and ensure broad applicability and scalability of the project’s results,
- c) promote synergies with other research, policy and communication initiatives, taking advantage of existing dissemination networks and channels,
- d) ensure that the project assets are fully exploited in research, public policy and other market driven initiatives.

The objective of the dissemination strategy is to identify and organize the activities to be performed to maximize the impact of the project and to promote exploitation routes of the project results. Therefore, complete Dissemination & Communication assessment will be performed, considering the full stakeholder journey, with channels, tactics, and campaigns (both online & offline) to bring PRUDENT right in front of diverse audiences.

Deploy tailored dissemination strategies to key target expert groups to ensure that the project results are up-taken, leveraged and applied by the appropriate experts

Figure 2: Objective of dissemination strategy

4.1. Dissemination activities

A multi-level dissemination strategy will reach and involve project target groups, enabling them to take up and make use of project results. There is overlap with communication (see below), as some project tools both raise awareness (communication) and share knowledge (dissemination). The key dissemination tools are categorized per target group:

Agri-food companies, foresters & farmers, organisations, advisors

- organise **webinars** & produce **podcasts** to share nudges application success stories

Policy makers

- disseminate **policy briefs**
- organise **policy workshops** and **high-level event**
- liaise** with regional, national and EU-level **policy makers**

Sustainable agriculture and forestry researchers

- publish **scientific papers**
- organise **workshops** at scientific conferences
- organise **capacity building seminars** to enlarge knowledge and upscale innovative nudging solutions

Figure 3: Summary of dissemination activities per target group

Dissemination activity	Target groups	Objective	Output	KPIs
Scientific publications	Farmers, foresters, advisors, research & academia, government & policy makers	Democratize knowledge by making PRUDENT results publicly available for the research community	1. Conferences 2. Peer-review journals 3. Technical articles 4. Reports in industry magazines 5. Discussion papers	1. >8 publications in peer-review journals 2. >8 publications in scientific conferences 3. >16 publications / reports / discussion papers 4. >30 practice abstracts
Capacity building	Farmers, foresters, advisors, government and policy makers, research & academia, industry, society	Build the capacity of interested stakeholders in nudging solutions	1. Co-creation workshops 2. Webinars	1. 16 co-creation workshops (4 per UC) 2. >6 online webinars
Participation in events	Research & academia, industry, farmers,	Showcase the PRUDENT results, to ensure full participation of key	1. Participation in regional and national events and fairs	1. Participation in >20 events and fairs

	foresters and advisors	partners and other interested stakeholders		
Joint Activities	Research & academia, government and policy makers, industry, society, farmers, foresters, advisors	Build synergies with related projects, networks and EC initiatives towards the exchange of knowledge for higher and broader impact occurred by the joint engagement	1. Joint dissemination activities 2. Partnerships with broader networks and initiatives	1. >3 joint events with relevant EU projects and initiatives 2. >15 synergies with other projects and initiatives
Policy Contribution	Government and policy makers	Identify new growth opportunities and foster interactions with and between EC services and other related national/international initiatives	1. White papers and policy briefs to deliver guidelines for policy makers 2. Pan-European workshops	1. >5 white papers 2. 1 policy guide 3. >3 Pan-European workshops

Table 4: Table of dissemination activities with respective target groups and KPIs

4.2. Practice Abstracts

End-user material emerging from the project will be produced in the form of several summaries for practitioners in the proposed common format ("practice abstracts"). A total target number of more than 30 practice abstracts is foreseen for the project.

Practice abstracts will be fed into the [EU CAP Network](#) website for broad dissemination.

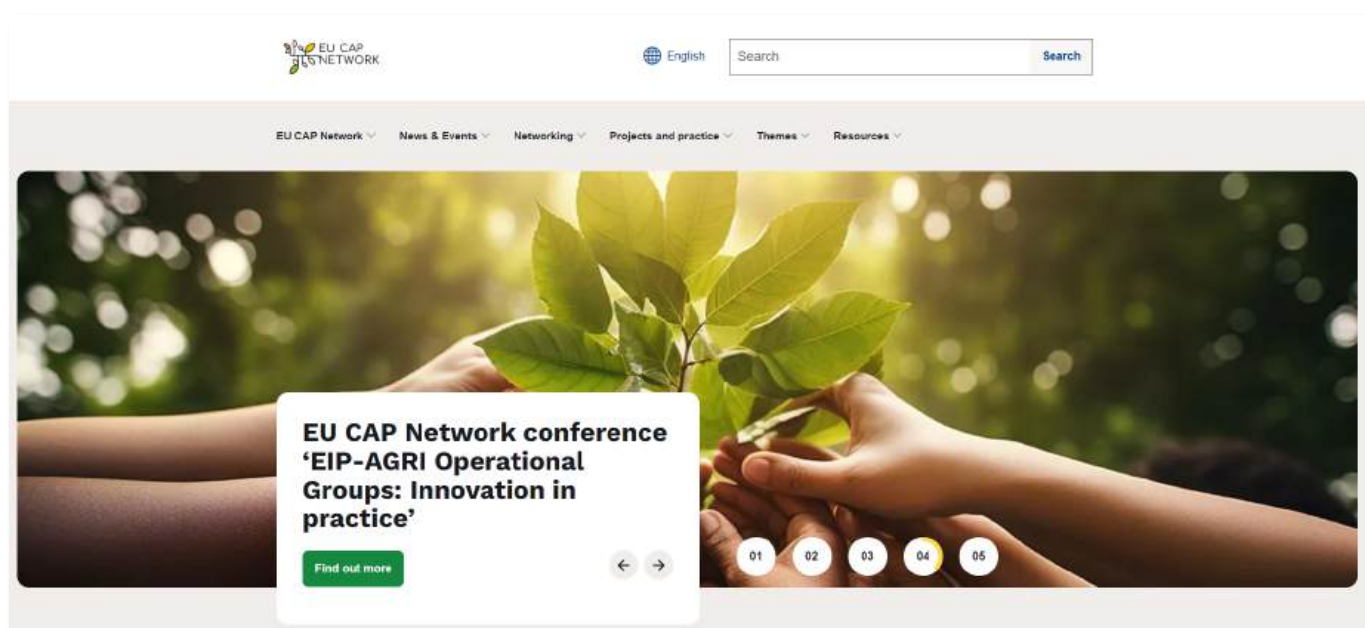


Figure 4: EU CAP Network website homepage

5. Communication strategy

Communication is tasked with raising awareness of and stimulating interest in the project and its activities, involving specific measures for promoting the project itself and the results attained. As such, communication is highly complementary to dissemination and exploitation efforts. Communication will provide cross-project support for textual and graphic promotion, development, and maintenance of promotional, etc.

PRUDENT's communication plan is a crucial component in:

- a) raising awareness regarding the potential contribution of nudging solutions to farmer/forester transition to sustainable agriculture and forestry,
- b) democratising knowledge and
- c) attracting target groups and the general audience to solutions addressing urgent social and environmental challenges.

The communication plan has the mission to reach out to a broader audience, beyond the PRUDENT core community, and this will be achieved by communicating well-tailored messages through effective channels to reach targeted audiences and to stimulate interaction between key external audiences and the project.

The objectives of the communication plan are as follows:

- Set up internal communication mechanisms among the partners of the consortium
- Support the external promotion of PRUDENT and its outcomes, managing the branding
- Deliver top level messages about the project to all identified and relevant stakeholders
- Raise awareness of non-specialized audiences of the added value of the PRUDENT project
- Increase overall awareness and interest about PRUDENT

5.1. Communication activities

Communication activities and tools will be implemented, throughout the life of the project and beyond, making results accessible to internal and external stakeholders, as well as to the media and general public. Communication activities will be customized for different countries, regions and subgroups of the population, making use of the skills and resources of partner organizations. All partners, including regional organisations for farmers and foresters, will be involved in the communication of project findings.

Activity	Develop PRUDENT Visual Identity	Develop PRUDENT website	Create PRUDENT social media	Create newsletter & e-mail campaigns	Produce multimedia content
	➤ Logo ➤ Colour scheme ➤ PPT / Word templates ➤ Leaflets, posters ➤ Social media banners	➤ Landing page ➤ About the project ➤ Use Cases ➤ Partners ➤ Results	➤ Establish and curate social media accounts: LinkedIn, Facebook, X, YouTube	➤ Distribute project activities and achievements through newsletter campaigns	➤ Produce video materials & interviews about the project

KPIs	• 1 logo and visual identity • 2 digital leaflets • 4 banners in English • (+ translation to 6 EU languages) • 1200 printed/digital promotional material distributed <i>Source: Partners' regular reporting</i>	• 30 blog posts • 10000 unique visitors <i>Source: Google Analytics</i>	• 4 social media channels • 1000 audience • 90 posts • 8000 interactions • 3-5 hashtags <i>Source: Social media insights</i>	• 8 e-newsletters • 300 subscriptions • 2000 interactions <i>Source: Mailing service insights</i>	• 5 published videos with updates & interviews <i>Source: Digital distribution channel insights</i>
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Table 5: Overview of communication activities with relevant KPIs

5.2. Communication kit

This communication kit has been specifically designed to visually represent the project as well as enhance the impact of project's communication and dissemination activities by ensuring coherent, extensive, and timely transmission of its concepts, objectives, and solutions.

The communication kit of the PRUDENT project is composed of its:

- Brand Identity
 - Logo
 - Colour scheme
 - Typography
 - Official Project Templates
- Promotional materials
- Website
- Social Media
- Email Account

These communication tools are not intended to remain static. Upon request and as need, they will be updated and improved throughout the project, thus multiplying its impact and better adaption to both target and general audiences.

Communication kit has been submitted as a separate handbook document for further reference (document "PRUDENT - Communication_Kit_1.0".)

5.2.1. Responsibilities of the Consortium

The communication kit will be used throughout the whole life cycle of the PRUDENT. Project partners are expected to contribute and take advantage of the communication kit as a support in promoting the project, with a focus on Use Case regions and the European level.

Association of Balkan Eco-Innovation (ABE) is the leader of Work Package 5: Dissemination, Communication and Exploitation and it is responsible for the delivery of the project communication

tools. ABE will take the lead on the development of the communication tools that are described in this deliverable – from content drafting to graphic development. The following sections describe responsibility procedures per each of previously mentioned tools.

5.3. Brand Identity

The PRUDENT's brand identity is devised to promote the consistent visual style of the project among its audiences. All brand identity elements are designed having the overall brand in mind, focusing on transferring the message of PRUDENT objectives. All brand identity elements are unified in design, offering a comprehensive visual presentation of PRUDENT.

5.3.1. Logo

The logo of PRUDENT project is intended to be an eye-catching and modern design that reflects the core purpose of the project – green nudging in agriculture and forestry sectors. It helps to differentiate PRUDENT from other projects in those sectors – helping the project to stand out and attract attention.

To achieve maximum visibility, a logo's structure is the basis of the rest of the project's visual identity, which is used to establish PRUDENT's visual identity on and offline and be unified across different communication channels.

The PRUDENT logo is made up of two main elements – the symbol and the logotype. The symbol and logotype should always be used in the proportions shown below:



Figure 5: PRUDENT logo

Polychromatic mutation represents the basic and most important manifestation of the project PRUDENT. It is used as the main character on all graphics and other applications. It consists of two elements: the first is the abstract element-butterfly made of leaves in a row, symbolizing ripple effect, changing and nature in general. Second element are letters PRUDENT in gradient variation of green and blue colours. Also, with its simplicity and firmness of form it is associated with the characteristics of the project and business: improvement, efficiency, success, security, prosperity.

5.3.1.1. Logo usage

It is an imperative to consistently use the original copy of the logo to uphold the design and quality of electronic and printed materials. For electronic materials, the .png version is recommended, while for printed materials, the .jpg or .eps CMYK version are the most suitable.

5.3.2. Colour palette

From the logo, a colour palette has been extracted, serving as the guiding principle for the design of various project materials. These colours have been carefully selected to maintain consistency and coherence across all communication channels, ensuring a unified brand identity for PRUDENT. Furthermore, considering the agricultural/forestry focus of the project, the selected colours are not only aligned with that theme, but also there was a fresh and modern twist to the traditional agricultural colour palette, with an aim of emphasising the innovative approach of the project.

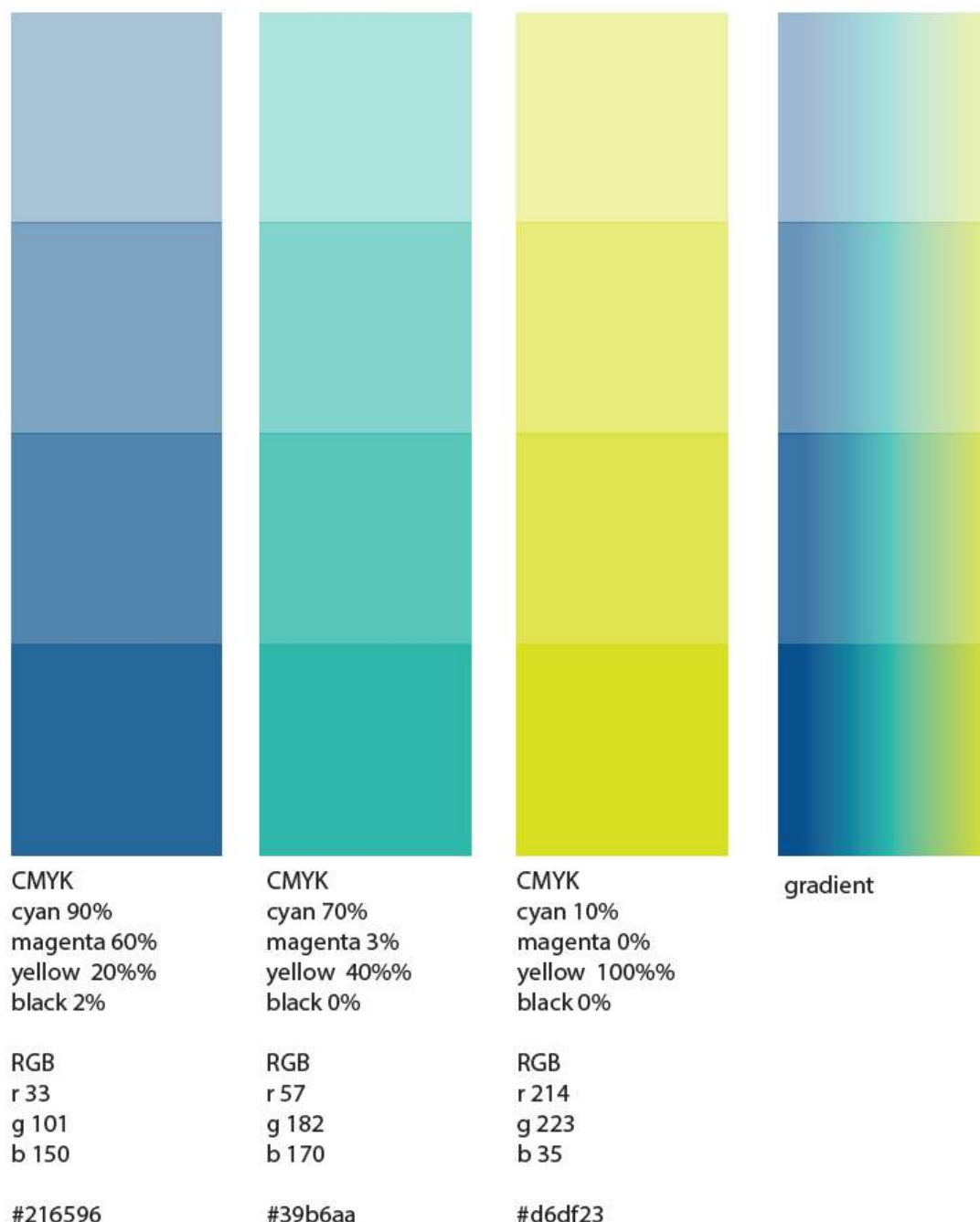


Figure 6: PRUDENT colour palette

5.3.3. Typography

Typography is the art that involves arranging a typeface in various combinations of font, size, and spacing. In this way, a wide range of designs including website design, brochure designs, print

design, books, and computer graphics, etc. depends on the skilful use of typography for making an impact.

The basic Font of the PRUDENT project, which was also used for the logo, is the HELVETICA NEUA font in a combination of bold and regular, but also if needed in all other font variations. Elegant and sans-serif block letters, according to the standard book protocol, on all business documents up to A4 format, should be typed in 12pt font size. Titles, subtitles, footnotes, etc. they can be typed in a range of 2-3 times larger, and for the main text, letters 1-2 times smaller than the basic text are used.

HELVETICA NEU Regular

!"#\$%&'()*=?*123456789/+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HELVETICA NEU Bold

!"#\$%&'()*=?*123456789/+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Figure 7: PRUDENT typography

5.3.4. Official project templates

Official project templates ensure consistency and efficiency in transmitting project-related information, maintaining the coherence of the project's brand identity and presenting a professional image across different channels. Prepared by the project communication team, these templates serve as standardized formats for various communication materials, providing a uniform structure and design elements. In line with that, the following templates have been developed:

- PowerPoint Template
- Deliverable Template

5.3.4.1. PowerPoint Template

PRUDENT PowerPoint template plays a crucial role in project's dissemination strategy, serving as a cornerstone in displaying the consortium's achievements. This PowerPoint template represents a visual representation of PRUDENT project, and it is extensively used during internal

and external events. Its widespread use underscores importance in effectively communicating project's activities and results to diverse audiences.



Figure 8: PRUDENT PPT template

5.3.4.2. Deliverable template

The deliverable template has been created to ensure a consistent and recognisable format. Within the PRUDENT project, the deliverable template features a cover page with eye-catching visuals that prominently display the project logo, the title of the deliverable, and the relevant work package. At the bottom of the page, there is a clear statement indicating that the project has received funding from the EU, accompanied by its emblem. The first page of this template includes a table with the document's information and a table with the document history and disclaimer.

The next pages of the deliverable template are reserved for the table of contents and figures, list of abbreviations and executive summary. These pages of the template remain static, they do not change and contain only the information referred above.



WP#: ####

D#.#: XXXXXXXX




Document Information

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Full Title	Promoting Green Nudging for Sustainable Agriculture and Forestry		
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Work Package	####		
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Lead Beneficiary	####		
Responsible Author	####		
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Figure 9: PRUEDNT deliverable template

5.3.5. Additional visual elements

5.3.5.1. EU emblem

All public project materials must include the EU emblem, as per the provisions established in the project's Grant Agreement, which contains the acknowledgment text for EU funding.



Funded by the European Union

Figure 10: EU emblem and funding acknowledgement

5.3.5.2. Partners logos

Partner's logos will be incorporated into project communication materials and may also be included in additional project-related content and presentations. Partners' logos will be used solely for project-related activities. Furthermore, partners' logos must be used in accordance with the order specified in the Grant Agreement.



Figure 11: Partners' logos

5.4. Promotional materials

Promotional materials are digital and printed materials designed and distributed to promote the project in events, fairs, webinars, conferences, and such. Promotional materials include leaflets, brochures, posters, roll ups and similar.

5.4.1. Roll up

The Roll up aims to establish the visibility of PRUDENT project conveying project's message and creating the awareness of its brand during the events. In the PRUDENT project roll up the focus is on the visual aspect, trying to make a strong impression on attendees during the events, recognizing that they often lack time, or they are not concentrated to read detailed information. Therefore, only key project details have been included in a concise format and nice visual presentation.



Figure 12: PRUDENT roll up poster

Additionally, the graphic design has been maintained to visually reflect essential PRUDENT project characteristics. This includes not only the project's logo and slogan but also creative illustrations, such as the map outlining the regions of the use cases. These visuals serve as integral components in conveying the project's message and purpose, complementing the carefully chosen written content.

5.5. PRUDENT website

The structure and content of the PRUDENT website were designed to be aligned with the project's concept and brand identity. The website contains relevant information about the project and its real-time progress, thus keeping the audience constantly updated. Besides, the portal encompasses all publishable project's outcomes, such as reports, publications, deliverables, and further resources of interest (including links to websites of third parties). In addition, the website reflects the work happening in the Use Case. In that respect, all partners contribute to the content development process with news and updates.

Finally, the portal presents in detail the use case regions of the project, in which the activities are operationalized. Additionally, the website is the most significant digital component of the communication kit.

Project website is comprehensively described in deliverable D5.11 Project website (document "D5.11 - PRUDENT website_1.0").

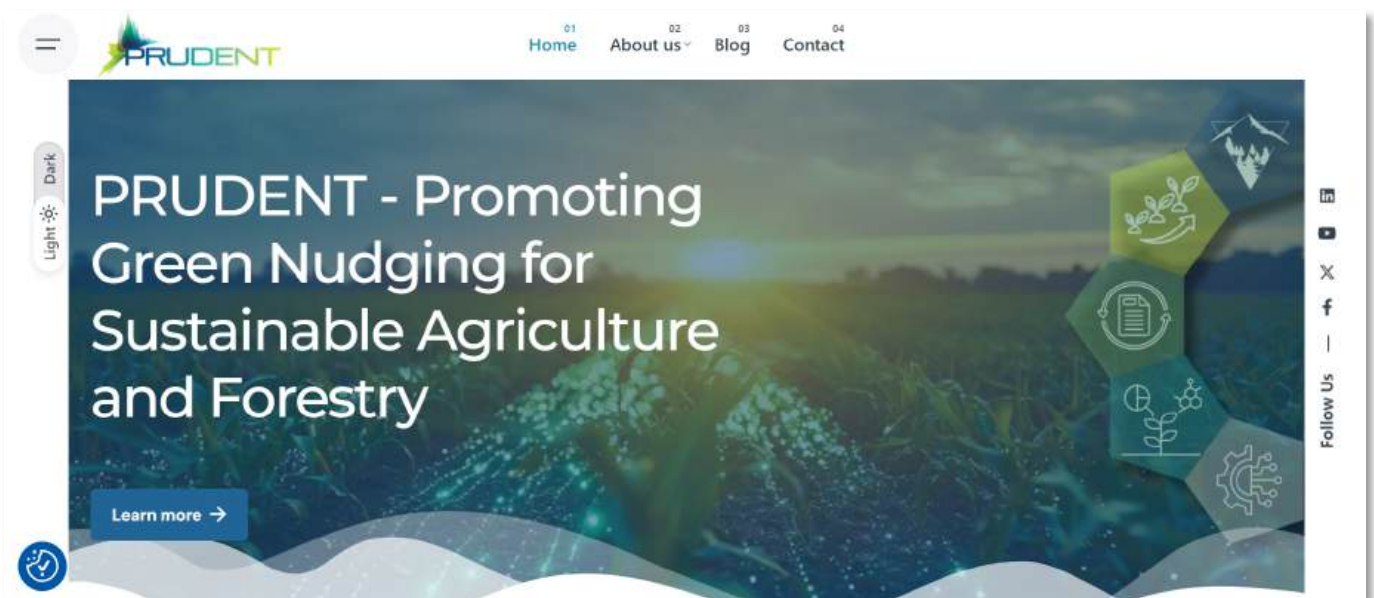


Figure 13: PRUDENT website homepage

5.6. Social media

A valuable aspect of the communication kit is the presence on social media platforms because they serve as a bridge between project's audiences and the activities in a visually appealing and interactive manner. The goal is to cultivate an online community of followers who will actively support the project and continue to exist beyond its conclusion. Through regular posting and meaningful interaction with targeted and general audiences, it is expected that PRUDENT's social media accounts will maximize the awareness, relevance, and impact of PRUDENT, thereby expanding the stakeholder base. In its communication and dissemination activities, PRUDENT will be supported by three social media platforms (LinkedIn, Facebook, and X), with plans to launch a dedicated channel on a video platform (YouTube) in the near future.

Through carefully prepared content on social media platforms, aiming to guide PRUDENT's audiences towards project's website, thereby increasing both website traffic and audience engagement, lead to a deeper understanding of the project.

5.6.1. LinkedIn

ABE has created a dedicated LinkedIn account for PRUDENT project: <https://www.linkedin.com/company/prudentproject>. LinkedIn is a dynamic space for engaging with a broader network of professionals interested in project's goals, objectives, and progress. It also strives for a more institutional approach to initiate discussions on issues of common interest and involve different actors within value chains. Additionally, it aims to facilitate knowledge exchange among experts both within and outside the PRUDENT community.

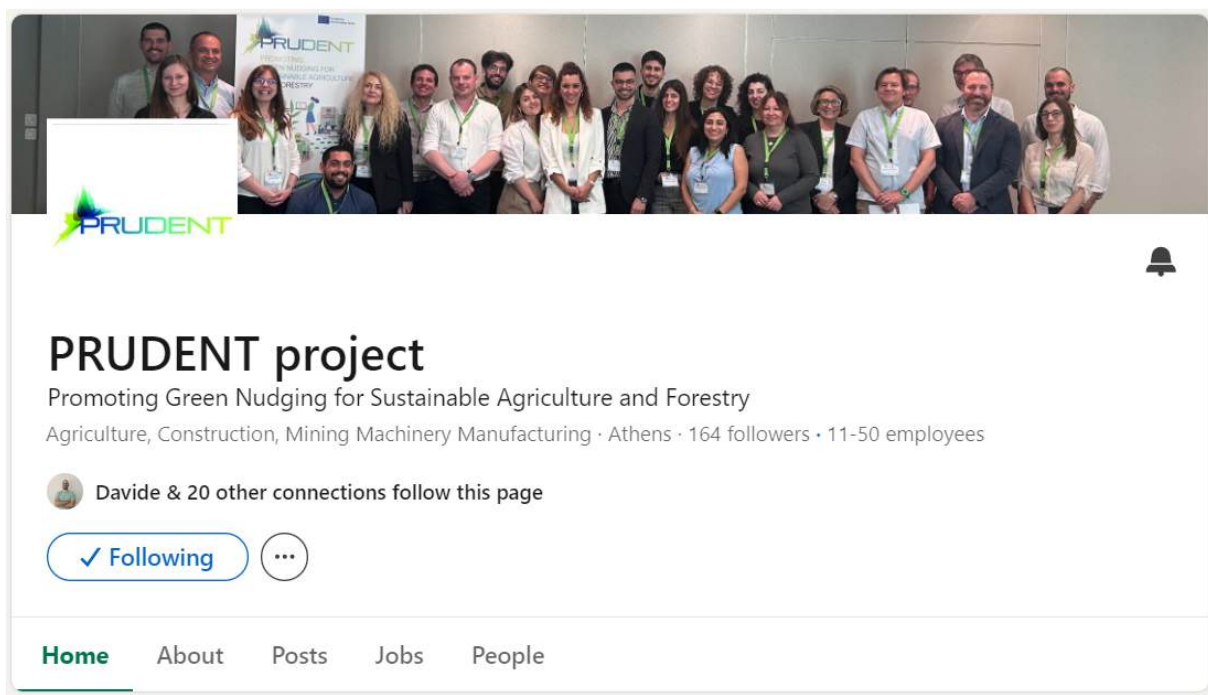


Figure 14: PRUDENT LinkedIn account

5.6.2. Facebook

ABE has created a dedicated Facebook account for PRUDENT project: <https://www.facebook.com/people/Prudent-project/61557886776298>. Facebook is great source of connections with general audience and showcasing PRUDENT news and activities to different media sources. It is complementary to PRUDENT's LinkedIn page and serves as a repository of news and other projects communications.

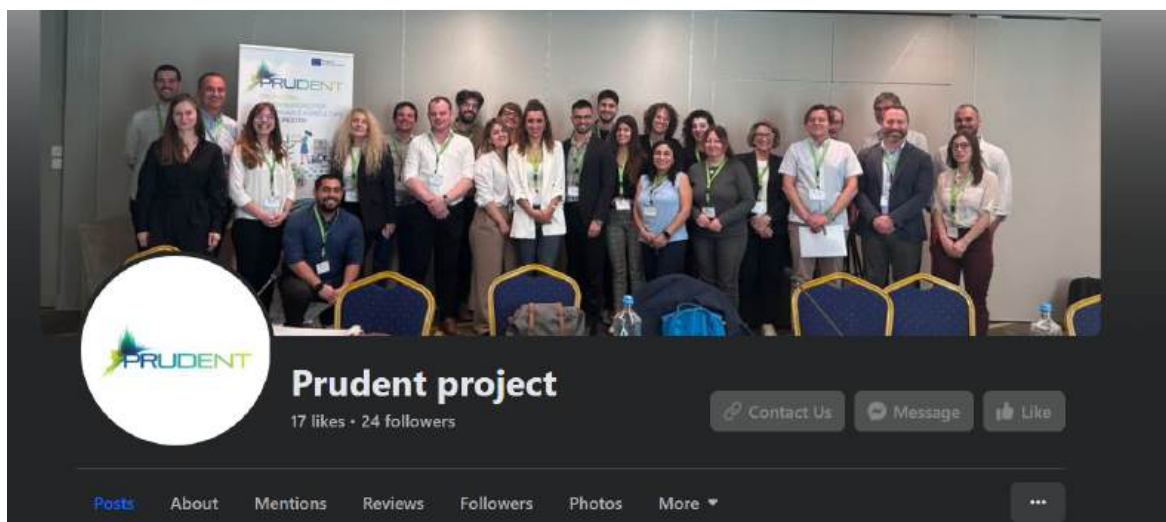


Figure 15: PRUDENT Facebook account

5.6.3. X (Twitter)

ABE has created a dedicated X account for PRUDENT project: <https://twitter.com/PRUDENTproject>. It will be used as the main news service of the project, by posting updates about PRUDENT activities and linking them to the wider ongoing conversation about the project-related topics. X also identifies opportunities for building synergies with similar projects and initiatives. It is an extremely useful dissemination and audience engagement tool, especially during events in which information needs to be publicised instantly or when targeted audiences want to express their opinions and needs spontaneously.



Figure 16: PRUDENT X account

5.6.4. YouTube

PRUDENT YouTube account will be created to aggregate all video materials produced in the frame of the project in one easily accessible location. However, the goal is not only to have an archive of video materials, but also to create a strong online community by connecting with other channels and leveraging the video materials to effectively promote the project in an appealing way.

Overall, PRUDENT YouTube account will focus on presenting the project's actions and the results achieved in the 4 Use Case regions. Project partners are expected to contribute to the production and promotion of relevant video materials with the aim of sharing them within the network of interest to maximise outreach and facilitate the future commercialization of the PRUDENT project.

5.6.5. Hashtags

Hashtags are metadata tags that are prefaced by the hash symbol (#) and they will be used consistently throughout the overall PRUDENT implementation. They are used to reach specific target groups and identify key concepts. Two to five hashtags per post is recommended. The project communication team has researched relevant hashtags and already started using some on PRUDENT social media channels, including:



Figure 17: PRUDENT hashtags

5.6.6. Modus operandi for social media posting

5.6.6.1. Social media posts plan

Social media posts will be planned according to the project partners' activities, and to the overall timeline of the project. The posts timeline will be updated accordingly throughout the project course, and the posts will be presented to Consortium in an Excel sheet uploaded to PRUDENT's WP5 Teams folder.

PRUDENT Social media posts plan									
Month	NO.	Date	Title for the post	Description of the post	Accompanying visual (link to file/directory)	Channels	Tags	Hashtags	Notes
April	1	04/04/2024	PRUDENT project is kicked off!	1st SoMe post announcing the kick off of the project		LinkedIn, Facebook, Twitter	PRUDENT partners organizations	#prudent #euproject #greennudges #smartfarming #agriculture #forestry	To be posted at the KoM
	2	08/04/2024	KoM event recap	Kick off meeting event post with photos from the meeting		LinkedIn, Facebook, Twitter	PRUDENT partners organizations	#prudent #euproject #greennudges #smartfarming #agriculture #forestry	
	3	15/04/2024	Meet PRUDENT - Ambition & objectives	Showcase ambition & objectives in a short post		LinkedIn, Facebook, Twitter, YouTube	PRUDENT partners organizations	#prudent #euproject #greennudges #smartfarming #agriculture #forestry	
	4	22/04/2024	Meet PRUDENT - Work packages video	A video of WP leaders explaining their WPs objectives & impact		LinkedIn, Facebook, Twitter, YouTube	PRUDENT partners organizations	#prudent #euproject #greennudges #smartfarming #agriculture #forestry	Partners to provide videos by 16/04
	4	25/04/2024	BEATLES webinar participation	Images & short text about PRUDENT participation in BEATLES webinar		LinkedIn, Facebook, Twitter	PRUDENT partners organizations, ENFASYS, BEATLES, VISIONARY	#beattles #behaviouralresearch #sustainablefoodsystems	Marielena to send images from webinar
	5	30/04/2024	PRUDENT challenge -> opportunity	Showcase PRUDENT challenge and how it will be addressed		LinkedIn, Facebook, Twitter	PRUDENT partners organizations	#prudent #euproject #greennudges #smartfarming #ithuania	
May	1	07/05/2024	Meet PRUDENT - Use cases - Lithuania	Showcase Lithuanian Use Case with infographic	In progress	LinkedIn, Facebook, Twitter	PRUDENT partners organizations	#prudent #euproject #greennudges #smartfarming #usecase #lithuania	
	2	15/05/2024	Meet PRUDENT - Use cases - Italy	Showcase Italian Use Case with infographic	In progress	LinkedIn, Facebook, Twitter	PRUDENT partners organizations	#prudent #euproject #greennudges #smartfarming #usecase #italy	
	3	23/05/2024	Meet PRUDENT - Use cases - Belgium	Showcase Belgian Use Case with infographic	In progress	LinkedIn, Facebook, Twitter	PRUDENT partners organizations	#prudent #euproject #greennudges #smartfarming #usecase #belgium	
	4	31/05/2024	Meet PRUDENT - Use cases - Finland	Showcase Finnish Use Case with infographic	In progress	LinkedIn, Facebook, Twitter	PRUDENT partners organizations	#prudent #euproject #greennudges #smartfarming #usecase #finland	
June	1	04/06/2024	Meet PRUDENT - KPIs	Showcase project KPIs to complete the Meet PRUDENT campaign	TBD	LinkedIn, Facebook, Twitter	PRUDENT partners organizations	#prudent #euproject #greennudges #smartfarming #kpis	
	2								
	3								
July	1								

Figure 18: PRUDENT social media posts plan

PRUDENT Communication team will be responsible to posting on PRUDENT's social media channels. All social media posts will be reviewed for quality assurance by the Communication team leader.

5.6.6.2. Content suggesting

The following points described a step-by-step approach to provide suggestions for social media content:

1. If someone from the partners would like to suggest a post, following steps are recommended:
 - Access the Excel sheet (uploaded to the Teams platform, in the WP5 files folder)
 - Upload a photo / picture that is suggested for posting
 - Rename it and use the same photo description in the sheet
 - Fill in the cells in the sheet accordingly
 - Inform the Communication Team
2. Once the suggested photo/picture/video etc. is posted, the partners should do the following:
 - Like
 - Share
 - Comment

All partners should participate in contribution to making and choosing material for social networks.

Excel tables for pictures and videos will be prepared by the Communication Team and shared with all partners, to gather ideas and suggestions for posting. Partners will be reminded every month to fill in these tables with their ideas and suggestions.

WP5 Social media suggestion sheet										
No	Title of the post	Description of the post	Name of the photo/video	Name of the content file (.txt, .doc)	Who to tag	Location	If to be re-shared, please provide source	Date of submission	When to post	Comment
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										
11										
12										

Figure 19: PRUDENT social media posts suggestion Excel sheet

6. Monitoring and evaluation of dissemination and communication activities

6.1. Analytics & reporting

PRUDENT's dissemination and communication activities will be carried out according to the CDP presented here. In order to consistently monitor the success of carried out activities and adapt the Communication and Dissemination strategy accordingly, Key Performance Indicators (KPIs) have been established, and are presented in Chapter 3.2.1. Key Performance Indicators of this document.

Each Communication and Dissemination activity will be reported in the Excel sheet available in PRUDENT's Team WP5 folder, where each 6 months progress will be recorded and changes in the KPI completion rate updated accordingly.

Additionally, progress will be monitored and presented to PRUDENT Consortium at each Executive Board meeting, held once a month with Board representatives, with PRUDENT's Communication leader participation.

WP5 KPI Tracking sheet														
No	Activity	KPI (Target Outcome)	Target Value	Verification Means	Completion rate	Progress M6	Progress M12	Progress M18	Progress M24	Progress M30	Progress M36	Progress M42	Progress M48	Reference
1	Develop PRUDENT Visual Identity	Logo & color scheme developed	1	Regular reporting	100%	1	/	/	/	/	/	/	/	/
2	Develop PRUDENT Visual Identity	Banners in English produced	>4	Regular reporting	100%	4	/	/	/	/	/	/	/	/
3	Develop PRUDENT Visual Identity	Translation of banners in 6 European languages provided	>24	Regular reporting	0%	0								
4	Develop PRUDENT Visual Identity	Digital leaflet designed	>2	Regular reporting	25%	1								
5	Develop PRUDENT Visual Identity	Promotional material distributed (digital & print)	>1200	Regular reporting	0%									
6	Develop PRUDENT website	Landing pages developed and published	1	Google Analytics	100%	1	/	/	/	/	/	/	/	/
7	Develop PRUDENT website	Blog posts published on website	>30	Google Analytics	0%									
8	Develop PRUDENT website	Unique visitors reached	>10000	Google Analytics	25%									
9	Create & Curate PRUDENT Social media	Social media channels established	>4	Social media insights	75%	3								
10	Create & Curate PRUDENT Social media	Audience reached	>1000	Social media insights	100%	7500 unique visitors								
11	Create & Curate PRUDENT Social media	Posts published on social media channels	>90	Social media insights	25%	12								
12	Create & Curate PRUDENT Social media	Interactions reached	>8000	Social media insights	100%	12500 accounts reached								
13	Create & Curate PRUDENT Social media	Hashtags used	5	Social media insights	100%	5 hashtags								

Figure 20: PRUDENT KPI progress tracking sheet

In order to ensure proper monitoring & progress tracking of the KPIs, different analytics reports will be utilised. For all internal activities such as visual identity development and distribution of promotional material, PRUDENT's Communication team will use internal regular reporting process to track and mark the progress towards the KPI completion. For all online activities, online reporting analytics software will be utilised. For website Google Analytics is implemented on the website and will be used to track visits, engagement and bounce rate of the users, and for social media, internally built analytics reporting systems will be used.

6.2. Internal processes

6.2.1. Internal communication

Internal project communication is also very important aspect of a successful project. Facilitating timely, efficient and effective information sharing between partners is crucial, in order to ensure that all important inputs are disseminated to relevant partners. To that end, Communication team (along with the Coordination team from AUA) will utilise Microsoft Teams application to encourage short & quick message exchange between partners, structured by Work packages in order to keep the messaging streamlined. Additionally, all correspondence between project partners is facilitated through PRUDENT mailing list, available on Microsoft Teams.

6.2.2. Informing of project promotion & dissemination activities

All partners should participate actively in the promotion of PRUDENT project, and later on support the dissemination of project results. In order to make sure that all promotion/dissemination activities are recorded and reported on properly, all partners should inform the Communication team of the activity timely.

The process is as follows:

Before the activity

1. The participating partners informs Communication manager of the dissemination activity at least 15 – 30 days before the activity.
2. Decision if any dissemination materials are needed is made (roll up posters, brochure, etc.)
3. If dissemination material is needed, design is provided, and printing is coordinated with participating partner

At the activity

1. Partners are actively promoting the project
2. Partners are taking pictures of dissemination activity (with project's visibility included) for promotion & attendance proof
3. Partners are noting potential synergy possibilities and future collaborations

After the activity

1. Partners inform Communication manager of the attendance & anything notable from the event and provide information/pictures from the activity to be shared
2. Communication team comprises the news about the activity, confirms it with the participating partner and publishes it to PRUDENT's social media accounts & website

Communication team will keep track of all activities of promoting and disseminating about the project, for easier periodic reporting and KPI tracking.

6.2.2.1. Design/printing process

For some dissemination activities, promotional material will be needed to enhance the visibility of the PRUDENT at the event. In order to enable the partners to utilise the project's visibility to showcase the project, WP5 have prepared templates for roll up and posters that partners can use to print the materials.

Additionally, in case it is determined during the informing process that a new dissemination material is needed, Communication team provides the design for the material. Partner conducting the activity is in charge of printing the material and transporting it to the venue of the activity.

In order to facilitate the independence in promoting the project, Communication team encourages the partners to also provide their own designs for promotional materials (especially in localised events), as long as they're aligned with project's branding, EU visibility rules and confirmed with Communication team.

Communication team advocates for sustainability in printing and re-using the printed materials. Partners are encouraged to design and print the materials in such a way that they can easily be reused for future dissemination activities (i.e. using sturdier materials, designing posters without timestamps of events, etc.).

7. Synergies with other networks, initiatives and projects

Focusing at reaching a wider audience beyond the main targeted stakeholders of the project, the DCP will outline liaison and networking activities with other EC projects, initiatives and networks that will further enhance the dissemination range and impact.

PRUDENT's Communication team will seek collaborations and establish dialogue with different EU/International projects and initiatives, as well as relevant networks and organizations relating to PRUDENT's scope and activities. This will be an on-going activity that will enable exchange of views and potential development of synergies.

PRUDENT will systematically approach, engage, and involve an extensive number of regional and international networks and initiatives to share and discuss project results.

These synergies may result in the following activities:

- Cross promotion of activities and events,
- Participation in events and conferences,
- Knowledge sharing.

For the entire duration of the project, WP5 will collect and map the PRUDENT's stakeholder ecosystem, periodically updating it. At the current stage the project partners are already well connected to an extensive network of key stakeholders.

PRUDENT will leverage upon the many Pan-European organizations and EU funded projects' networks whose representatives are involved in the project or members of the project advisory board (AB). These networks will be key to:

- (i) reach and involve project target groups across all European regions,
- (ii) maximize co-creation processes enabling feedback loops where thousands of farmers, policy makers, food companies, consumer organizations, and researchers will have a voice,
- (iii) strengthen PRUDENT multi-actor approach.

These networks are summarized in the next table:

Target Group	Networks	Total reach
Farmers, Foresters & Advisors	COPA-COGECA, CEJA, IFOAM EU, FAO, EUFRAS, ESAD, EUCBV, EDF, FIL, national farmer organisations from partner countries, Local operational groups, EFI network, Bioregions, ERIAFF, Regional Agroforestry Innovation Networks	>100.000
Government & Policy Makers	OECD, FAO, SCAR groups, CAP Network, EIP-AGRI, DG AGRI, DG SANTE, DG ENVI, DG CLIMA, GAIN, GLAD Livestock, European Parliament, national ministries and regional authorities, Ministry of Foreign Affairs, Food Partnership.	>1000
Research & Academia	European Association of Agricultural Economists, Belgian Association of Agricultural Economists, Italian Association of Agricultural and Applied Economics, Agricultural Economic Society, Research network on Economic Experiments for the CAP (REECAP)	>10.000
Industry	European BioEconomy Network, European Business and Innovation Centre Network, Greek International Business Association	>2000
Society	EESC, CoR, WWF, Greenpeace, EEB, Farm Europe, EUFIC, BEUC, MIJARC, RYEurope, Friends of Europe, Client Earth, PAN Europe, European Food Forum, European Environment Bureau	>50.000

Table 6: Summary of PRUDENT relevant networks with expected reach

7.1. Sister projects and other relevant projects

In order to review existing evidence on green nudging interventions that have been used to promote more sustainable agriculture and forestry systems for deeper understanding of different stakeholders' perceptions of different green nudging solutions in different value chains and ensure maximum attractiveness and engagement of all target groups and relevant actors, a series of liaison and networking activities will be organized/attended within the project life span.

Collaborating with sister projects awarded under the same call will be the starting point for all collaborations. Particular focus will be paid to the three sister projects funded from the EU under the call HORIZON-CL6-2021-FARM2FORK-01: [BEATLES](#), [ENFASYS](#), and [VISIONARY](#).

PRUDENT's Communication team has established contact with the communications teams of all projects, and a common plan will be developed to maximize the impact of our efforts and shared activities that will be conducted.

Furthermore, during the initial phase of the project, PRUDENT's Communication team will aim to establish contact with other relevant projects, such as [ForestAgriGreenNudge](#) which are preparing for kick-off, where PRUDENT's representatives will also take the opportunity to present PRUDENT as a relevant sister project.

8. Conclusion

This document provides the framework and guidelines for the successful implementation of dissemination and communication activities throughout the lifespan of the PRUDENT project and beyond. As the project evolves, this document will be updated and refined in order to provide a more detailed analysis of the dissemination actions and plans.

This document also provides the monitoring mechanism of the dissemination activities, which is based on targeted KPIs. By communicating the project's tangible and intangible assets through the most effective channels and tools to timely reach the targeted groups, PRUDENT will lay the foundation for the successful uptake of its outcomes.

As the project evolves, the DCP will be updated, results will be presented and progress against targets will be measured in v2, v3 and v4 (M18, M36 and M48 respectively).

References

- GA, Project 101134051 — PRUDENT — HORIZON-CL6-2023-GOVERNANCE-01

End of Document

