

GLAMUR



Grant Agreement no: 311778

Project acronym: GLAMUR

Project title: Global and Local food chain Assessment: a Multidimensional performance-based approach

Call identifier: FP7-KBBE-2012-6-singlestage

Activity code: KBBE.2012.2.5-03: A comparative analysis of global versus local food supply chains

D 7.2 Initial Dissemination Plan

Glamur project _ WP7

Due date of deliverable: March 2013

Actual submission date: March 2013

Start date of project: 1 February 2013

Duration: 36 months

Authors: FIRAB
Italy

Project co-funded by the European Commission within the Seventh Framework Programme

Dissemination Level

PU	Public
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1. Introduction : general principles

Nowadays, there is a growing number of consumers aware that what they choose to buy, and where from can have different types of impact in relation to different dimensions and scales, and in particular when it comes to food; the demand for sustainable consumption principles happens to be increasing. The performance of food production and distribution has multiple dimensions. The complexity of food chains requires a plurality of methods and transdisciplinarity to properly embody it in a holistic perspective – the economic, social, environmental, health and ethical dimensions are key fields.

The Initial Dissemination Plan (IDP), and the following dissemination plan, is intended to bringing Glamur cross-discipline research foreground to the attention of as many relevant people as possible. The IDP will eventually contribute to the project final objective and so present the needed and improved knowledge of performance of the different food chain configuration to improve decision making with sustainability criteria at any level, from daily consumption to regulation; it will thus show how the outcomes are relevant to our everyday lives, and how European collaboration has achieved more than would have otherwise been possible.

The IDP structure is built on a two-track communication, in the same way as the project, addressing both the scientific community and a broader audience to ensure a prompt translation of the outcomes into consumers' awareness, producers' strategies and policy measures. The IDP will try to represent with simple but scientifically based messages the impact that choice at any level can result in. The IDP also proposes an internal communication structure, a reserved online area of exchange and consultation for the project consortium members.

Following the development of the project, different messages will be disseminated at the different phases of the project: it will first disseminate the issues at stake, the objective of the project, the assumption underlying the research, and the approach chosen. On a second moment, it will disseminate the initial evidence coming from the case studies, and eventually it will share the results of quantitative data, its main conclusions and recommendations, and further theoretical and methodological reflection.

The IDP is essentially an external tool to share the research foreground to an outside audience, yet it is also communication as a way to keep all partners involved actively in the project. The IDP is a general overview of the project dissemination, listing communication tools to be used. An Interim Dissemination Plan will evaluate the IDP and present a plan for the second dissemination phase. The final plan will be a Dissemination Report and Sustainability Plan.

An editorial guideline (Annex 1) released on the occasion of the project kick-off meeting provides a short summary of the IDP rationale and orients partners on internal and external communication.

The dissemination language is English, local languages will be used on local dissemination initiatives.

2. Objectives

1. *To disseminate the scientific results of the project within the scientific community*

The project is a strongly interdisciplinary one. The challenge for the dissemination plan is to create a common discursive field between disciplines able to integrate different perspectives and to generate new research avenues.

2. *To engage in a dialogue with society about scientific results and questions emerging from society about project issues*

As the theme of the project is strongly relevant to practices and policies, the purpose of the dissemination plan is to encourage people, and in particular civil society groups, to contribute to the project with

questions and debate. On this regard, the developments of the projects will be made available to a broader public as soon as they emerge.

3. *To disseminate the scientific results of the project to a non-specialist public*

Given the relevance of the project to policies and practices, the dissemination activity will constantly encourages researchers to communicate their findings in a intelligible language, and will set a specific strategy to transmit main scientific messages to non specialist media.

3. Dissemination Targets

As mentioned in the above introduction, the outcomes of the project are aimed at improving decision making at any level, from daily consumption to policy making. Most of the efforts of direct dissemination will be concentrated to intermediated organisations and consumers/citizens with a high level of interest in food production, as they are understood to be, in turn, amplifiers, brokers and the medium of the message to the majority of the consumers and citizens. The targets are as follows:

- *Civil society organisations.* A large number of civil society organisations work in the food field, and they are actively present at different levels of the food chain. Their involvement varies from providing technical advice to producers, acting as knowledge brokers, liaising consumers with producers, or still developing advocacy campaigns. Lately, they happen to be more focus on defining sustainability criteria together with food corporations.
- *Food industry operators.* More often, the sustainability criteria happen to be a must for the food industry business. The involvement of small and medium-large food companies in the project aims at developing a consensus frame that, while not obscuring difference of interests and judgement, will allow defining a set of basic principles.
- *Policy makers (including the EC).* The project has recognised a large set of policy areas on which it may have an impact, and for so one of its WP is especially dedicated to policy analysis and recommendations, where a network of key policy official and food chain stakeholders will be asked to feedback on the project draft policy recommendation report.
- *Farmers' organisations and associations.* The project can point out to farmers' organisations and associations good practices that can foster their work with farmers in the promotion of sustainable agriculture.
- *Academics.* Given the interdisciplinary scope of the project, and in particular its focus on economic, social, environmental, health and ethical fields, and the characteristics of the members of its consortium, mainly universities and research centres, it aims to target a large range of scholars of several disciplines.
- *Students.* It is widely agreed that students are quick and active learners often on the front line. In the field of food, their engagement can turn them into effective knowledge brokers spreading new insight to a broader audience.
- *Consumers and citizens with food interest.* A growing number of consumers happen to be always more interested about the origins the food they buy; they have gained a high level of awareness about the food they eat, and follow with interest and are directly involved in food movements. The project outcomes will give them an additional angle to their involvement.

4. Dissemination Tools

Evolving technologies and new communication channels offers greater accessibility to contents in terms of mobility, formats and platforms. Thus, the IDP will work with a diversity of communication tools to ensure the project with a high quality dissemination. The tools foreseen ara as follows:

- *Online platform.* The project online site is thought on a two-level communication. The first level is a reserved area for internal communication (<http://glamur.ning.com>). The consortium reserved working area, based on *ning*, encourages partners to share information and updates about the

project activities they each are following and building up, facilitates communication among them, and foster participation. It keeps the whole consortium up-to-date. The last public glamur.eu updates are also uploaded in the ning area. The second level of communication, the www.glamur.eu website is public, where a wide range of knowledge over the project research progress will be published. It is built as a web 2.0 tool, where users are not taken as passive readers but invited to interact with the website in a social media dialogue via a blog. The online website is the key dissemination tool of the project.

- *Newsletter*. An English biannual newsletter will be sent to the identified stakeholder mailing list and free online subscribers to spread the project research. The newsletter will come out alongside the project reports. The newsletter will essentially synthesise the research foreground and redirect the readers to the specific Glamur web link.
- *Cartoon*. A 10-minute cartoon summarising key figures of food production and consumption, and the food system configuration will be designed. The cartoon is mainly thought to address the broader audience and, with a simplified message have them discern the multiple interactions of food consumption. The cartoon will be uploaded on the project website, and also on YouTube. It will also be proposed to cartoon and thematic festival.
- *Webinar*. A webinar will be broadcasted to present the project results. A professional journalist will chair it and it will host the project scientific coordinator and WP4 and WP6 leaders to debate on the project findings and policy considerations. The webinar will be uploaded on the project website.
- *National workshops*. The national workshops will collect local empirical evidence; main outcomes and contributions arising will feed the project elaboration as a complementary country-led perspective. National workshops will be set according to partners' local agenda.
- *Final Conference*. A final conference will be organised at the end of research activities to present the project outcomes and encourage dialogue between the invited stakeholders; journalists and policy makers will also be invited.
- *Thematic conferences*: Thematic conferences are a key dissemination tool for targeting the scientific community in particular. The IDP foresees to convene specific thematic sessions in scientific and high level thematic conferences to present intermediate findings and to collect third party scientific inputs. IFOAM congress in Turkey on 2014, ESRS conference 2013 and European Society of Ecological Economics 2015 have already been identified as suitable contexts.
- *Publications*. The Consortium will actively engage, at international and national level, with the print and broadcast media through press releases, popular articles and scientific papers, to be published in thematic magazines and peer reviewed scientific journals. The articles will be realised as much as possible through collaborative writing among the Consortium partners.
- *EC online networks*. The project outcomes and events will be submitted to the EC online network, such as Headlines (http://ec.europa.eu/research/infocentre/all_headlines_en.cfm), and Cordis News (<http://cordis.europa.eu/news/>)
- *Project reports*: A final report will gather the project scientific outcomes and analysis and will serve as a lasting record of the research backing further research and policy development. Moreover, Expert Meeting and Final Conference proceedings will be published right after their happening.

5. Assessment/Monitoring Plan

Dissemination will be monitored and evaluated against the criteria in the below table

Objective of communication	Action	Evaluation indicators	Contingency measure
Scientific dissemination	Publication of scientific papers based on the project outcomes published on economic and scientific journals. Participation to national and international events (conferences, workshops...) to present project objectives, aims and outcomes.	Number of papers published. Editorial relevance of the journal. Scientific relevance of the scientific conference.	Recall partners to submit articles to journals. Early identification of key scientific conferences.
Wide ranging communication: website, webinar, newsletters, press releases, booklet, cartoon	Dissemination of the project outcomes and objectives through the use of different communication tools appropriate to different targets and contents.	Punctuality of release. Diffusion of the material. Number of accesses to the webinar and downloads of the cartoon. Number of posts and questions during and after the webinar. Number of individual comments in the web interactive area.	Recall partners on punctuality. Newsletter special issue. Upload webinar on YouTube. Project press releases following relevant events
Dissemination workshops and stakeholder involvement	Dissemination and discussion of the project findings and outcomes within scientific, media, civil society and economic communities. Evaluation and monitoring of the project's progress.	Number of participants to the congresses. Number of organisations and constituencies attending the events. Number of posters presented at each congress. Number of download of congress proceedings. Number of articles covering project events	Registration of workshop to the European Credit Transfer and Accumulation System. Press release special issue. Scientific coordinator poster presentation.

6. Planning months 1-18

Objectives

1. Establishing the GLAMUR communication infrastructure
2. Creating awareness of the GLAMUR project with a wider public
3. Creating awareness of the GLAMUR project within the scientific community
4. Disseminating the first project results

7. Establishing the GLAMUR communication infrastructure

The Glamur.eu website

The project website (www.glamur.eu) was launched at Month 1 prior to the project kick-off meeting in order to get feedbacks and suggestions from partners. An e-domain has been acquired and quality tests carried out. The website presents several sessions meant to highlight project contents and documents and serves as a scientific and grey literature showcase, too, inclusive of a multimedia area.

The project website also foresees a collaborative work area restricted to partners and a public blog for comments posted by the general public.

The GLAMUR.eu website is designed to be updated by all researchers of the consortium. Each of them will be encouraged to share relevant information. This will help a broader public to associate the GLAMUR brand with main themes and issues of the project.

The GLAMUR.EU website is also connected to some of the most popular social networks such as Twitter, Facebook, LinkedIn

The IDP team

To make the best of the project communication, a dissemination team has been set up. The IDP team is made of two entities, the *editorial committee* and the *expert forum*.

An *editorial committee* headed by the scientific coordinator, the dissemination WP7 leader and the other WP leaders will ensure the quality and effectiveness of the project foreground communication, and supervise the contents of the data gathered among all the consortium partners. The editorial committee will coordinate the IDP tools and in particular organise the delivery of reports and project documents for both internal and external communication. It will take care that the communication chosen language is appropriated for the specific target, and support WP leaders in also writing their foreground in an accessible language for a wide distribution.

In addition, the IDP editorial committee will oversee the national dissemination strategies, and in particular gather the national results of the consortium locally-based communication work. The editorial committee will also deal with possible media interest, redirecting questions and requests to the most suitable partner. WP7 leader will consequently keep record of topics and contacts for following mass communication initiatives.

Last but not the least, the editorial committee will encourage and support the consortium partners to use the communication (internal and external) tools fully and to the best they can.

The *expert forum* formed of European and international experts, observers and actors, with no direct responsibility over the project, will validate and enhance the quality of the research through a scientific scrutiny, likewise provide different, complementary and even critical positions on the project research. The expert forum will also offer an additional opportunity for the project dissemination foreground. The expert forum will meet three times throughout the project.

Editorial Partnership

The IDP has planned an editorial partnership with thematic journals and portals in a way to to guarantee the publication of some of the project key reports. This shared contribution between the project Consortium and the editorial house, as could for instance be The Barilla Center for Food and Nutrition (BCFN) website, would increase value-added dissemination of information about the outcomes to a wide readership.

Creating a network of stakeholders

In the project a large number of interviews and other types of contacts to relevant stakeholders at national and international level is planned (about 20-25 per country). The information about these contacts will be

shared within the project, and all correspondents will be regularly updated about project activities, as well as encouraged their participation.

Creating awareness of the GLAMUR project within the scientific community

The strategy to disseminate research results among the scientific community has a key point in the expert forum (EF). The first EF meeting is planned at month 13th.

Moreover, during the first period, the project will engage in a dialogue with the broader scientific community through the website. The possibility to post bibliographies and reference will attract scholars of the field, and especially graduate and post-graduate students.

Disseminating the first project results

The newsletter will be published regularly every 6 months. The first newsletter will update with WP2 methodology and the first overview of the range of case studies that will be taken into consideration.

A first dissemination of the project in a scientific environment is planned in the ESRS (European Society for Rural Sociology) conference in Florence, 29 July 2013. Researchers of the consortium will present in that occasions objectives and main methodological issues of the project.

8. Initial Dissemination Plan timeline

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	
	IDP WS				NL ESC						NL	EF					NL	MO InDP		ESC	EF		NL						NL				EF WB CA	EFP		NL FC FCP DRS
W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W

Legenda:

CA: Cartoon delivery

DR: Dissemination Report and Sustainability Plan.

EF: Expert Forum meeting

EFP: Expert Forum Proceedings

ESC: External Scientific Conferences: ESRS conference, Florence

FC: Final Conference

FCP: Final Conference Proceedings

IDP: Initial Dissemination Plan delivery

InDP: Interim Dissemination Plan delivery

MO: Dissemination evaluation and monitoring

NL : Newsletter

WB: Webinar

WS: Website structure online

W: Web feeding

Annex 1

GLAMUR DISSEMINATION EDITORIAL GUIDELINES

Preamble

The Glamur.eu website presents two main areas for internal and external communication as interactivity is most wanted to facilitate the development of a community of people who engage in a process of collective learning in the food and agricultural domain.

The present guidelines are meant to instruct partners on Glamur internal and external communication strategy and tools.

INTERNAL COMMUNICATION

Reserved working area: <http://glamur.ning.com/>

The basic idea is to share internal communication via the Glamur portal. A Ning platform will offer the collaborative environment restricted area (<http://glamur.ning.com/>).

Ning description

Each partner will be able to access this reserved area with a password and a user name based on an email address.

The homepage footer redirects to the restricted area main page, articulated into general and WPs sections, where partners can:

- follow the activities of each WP group
- communicate among them
- share files (docs, images, videos, links, event announcements, ...)
- animate the project forum area
- access to other partners contact details
- consult the joint Ning calendar, update deadlines, add relevant events

Latest public glamur.eu updates are also uploaded in the Ning area.

Ning: FIRAB will

- Supply all partners a personal account (based on email addresses) to work in the Glamur Ning network
- Supervise all the activities and extract contents to make public on the official website
- Coordinate the WP7 group
- Encourage and support the partners to use the working network at its best
- Share files (like all partners do)

Ning: partners will

- Regularly access to and use glamur.ning.com to work in collaboration with partners
- Share resources, links, documents, multimedia, events, opinions, files

Dropbox description

A cloud data storage available for all partners. We aim at having one folder for each partner to store files related to research methodology, reports and deliverables.

Folders are marked with 2 labels according to their status: "Public" (files to make public) and (files for internal circulation only).

Dropbox: FIRAB will

Supply all partners the necessary access key (based on email addresses)

Check when a new file is uploaded by a partner

Edit (when necessary) and publish files

Dropbox: partners will

- Use dropbox to store multimedia files generated by the project
- Send an alert to the webmaster (glamurproject@gmail.com) with instructions about dates and formats for public contents

WEBSITE AND EXTERNAL COMMUNICATION

<http://www.glamur.eu/>

In order to fully inform the public on the Consortium partners are kindly requested to send:

- Brief description (max 5 lines)
- logo (optional)
- contact person(s)
- website link

Ref: partners page - <http://www.glamur.eu/partners>

The blog area includes potentially rich information that all partners are asked to supply. For every content please communicate:

- ✓ Title
- ✓ Category (please find below the complete list of categories and sub-categories, at present)
- ✓ No more than 5 keywords separated by commas

This area can be articulated as follows:

- *Internal resources* i.e. files generated by the project, such as papers, reports, deliverables:
 - File + summary (max 15 lines) + images (optional) + graphs (optional)
- *Other (external) resources* :
 - Web pages --> title + 2-3 line description + link
 - Multimedia files --> title + 2-3 line description + link/file (via dropbox)
 - Scientific articles --> title + 5-10 line description + file
 - Grey literature --> title + 5-10 line description + file
- *Events*:
 - before the event --> Press release + official invitation + images/flyer/brochure
 - in the course of the event --> Pictures + audio/video interviews and registrations + slides
 - after the event --> Press review + useful links + generic description

WEBSITE CONTENT CATEGORIES

1. Resources

- links
- project documents

- * Reports

- * Deliverables

- external resources
- bibliography
- blogs
- scientific reviews
- grey literature
- periodicals (journals, newspapers, magazines)

2. Multimedia

- Pictures
- Videos
- Audios
- Graphs
- Slides

3. National events

- Invitation
- Promotion
- Press reviews

4. Work packages

- project management
- scoping/framing
- database development
- comparing food chains
- integrated assessment
- policy analysis and recommendation
- dissemination

5. Controversies

6. Editorial committee (official communications)

IN A NUTSHELL

Any material produced by the project should be shared among partners using internal communication, coordination and collaborative working tools.


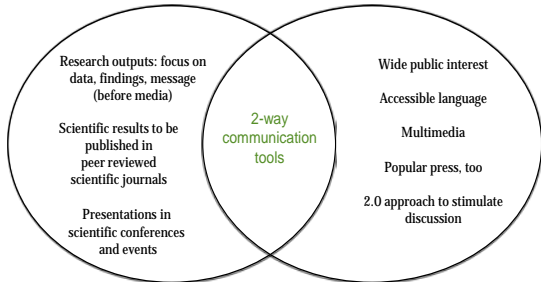
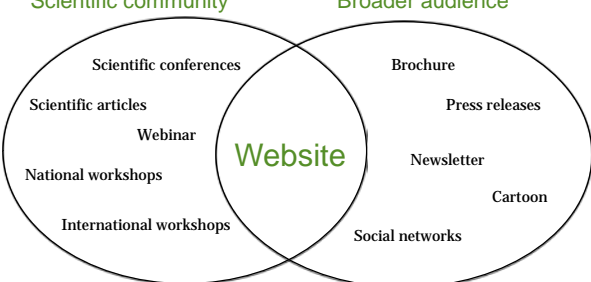
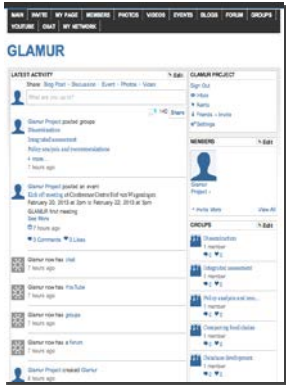

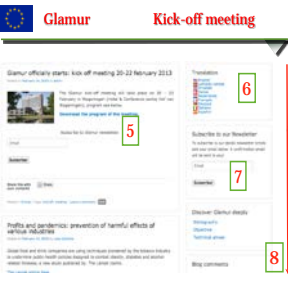
Heavy files must be shared on the project dropbox folder as explained in the internal communication tasks section.



















WP leaders are asked to nominate a person for the editorial committee (and possibly an alternate) and share contact details with the webmaster.

For any communication with the webmaster and the website editorial committee please write to: glamurproject@gmail.com

Annex 2

Power point presentation of the WP7 and Dissemination Plan illustrated at the project kick-off meeting

<p>Glamur Kick-off meeting</p> <p>Wp7 and dissemination plan</p> <p>Luca Colombo and Alessio Neri Fondazione Italiana per la Ricerca in Agricoltura Biologica e Biodinamica Italian Foundation for Research in Organic and Biodynamic Agriculture</p>  <p>1</p>	<p>Glamur Kick-off meeting Dissemination Plan</p> <p>Communication rationale</p> <p>Scientific community Broader audience</p>  <p>Research outputs: focus on data, findings, message (before media) Scientific results to be published in peer reviewed scientific journals Presentations in scientific conferences and events</p> <p>Wide public interest Accessible language Multimedia Popular press, too 2.0 approach to stimulate discussion</p> <p>Establishment of an editorial committee to ensure quality and supervise contents Internal and external interactivity to facilitate the development of communities of practice.</p> <p>2</p>
<p>Glamur Kick-off meeting Dissemination Plan</p> <p>External communication tools</p> <p>Scientific community Broader audience</p>  <p>Scientific conferences Scientific articles Webinar National workshops International workshops</p> <p>Brochure Press releases Newsletter Cartoon Social networks</p> <p>3</p>	<p>Glamur Kick-off meeting Dissemination Plan</p> <p>Reserved area for collaborative work and internal communications</p> <p>glamur.ning.com NING</p> <p>Partners access to this reserved area with password and user name, based on email addresses For every WP members can share :</p> <ul style="list-style-type: none"> • different files (text, pics, videos etc) • opinions in a forum • comments to contents • a calendar (for deadlines, milestones, events, ...) • blog for resources such as links, documents, multimedia, ... <p>Glamur dropbox Dropbox</p> <p>A cloud data storage. It offers: One folder for each partner to store files Folders are marked with 2 labels depending on docs nature:</p> <ul style="list-style-type: none"> • Public (files to make public) • Restricted (files for internal circulation only)  <p>4</p>
<p>Glamur Kick-off meeting Dissemination Plan</p>  <p>1. Header -> Contains EU logos, project titles, social network icons/links 2. Main Menu -> permanent pages with main information 3. Slider -> Highlighted contents, constantly updated with key docs, announcements, pics 4. Boxes -> Customizable contents linking to internal pages and relevant posts</p> <p>Responsive design to adapt the website to pc, tablet and smart phone screens</p> <p>5</p>	<p>Glamur Kick-off meeting Dissemination Plan</p> <p>Web 2.0</p>  <p>5. Blog -> more than 30 'categories' (see guidelines) Contents can be categorized also by the free use of keywords. Posts are completely customizable with text, hyperlinks, pictures, video and audio files. 6. Translation -> Tool for an electronic translation in all partners' languages 7. Newsletter subscription -> to be informed in progress 8. Scrolling down -> the right column offers: Comments to latest posts; most viewed pages and posts; institutional links; tag cloud; social networks area</p> <p>Bottom: footer with links to archives organised into months and categories. Links to log in the administrative website area.</p> <p>6</p>

<p style="text-align: center;">  Glamur Kick-off meeting Dissemination Plan  </p> <p style="text-align: center;">Social and sharing tools to share outcomes of the project in a viral way to a widespread audience</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  Professional network </div> <div style="text-align: center;">  Creating a Glamur community </div> </div> <div style="text-align: center; margin: 10px 0;">  </div> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  Broadcast website contents </div> <div style="text-align: center;">  Sharing PDF and word documents </div> </div> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  Sharing research papers </div> <div style="text-align: center;">  Sharing slides </div> <div style="text-align: center;">  Sharing videos </div> </div> <p style="text-align: left; font-weight: bold; font-size: 24px;">7</p>	<p style="text-align: center;">  Glamur Kick-off meeting Dissemination Plan  </p> <h2 style="text-align: center;">Firab tasks</h2> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="border: 1px solid black; padding: 10px; border-radius: 15px; width: 30%;"> <p style="text-align: center; font-weight: bold;">Ensuring circulation and direction to project outcomes</p> </div> <div style="width: 65%;"> <ol style="list-style-type: none"> 1. Editorial committee coordination 2. Dissemination activities (slides 2-3) harmonisation 3. Website administration 4. www.glamur.eu promotion 5. Guidelines for dissemination predisposition 6. The webmaster supervises communications in the restricted area for collaborative work (Ning and Dropbox). </div> </div> <p style="text-align: left; font-weight: bold; font-size: 24px;">8</p>
<p style="text-align: center;">  Glamur Kick-off meeting Dissemination Plan  </p> <h2 style="text-align: center;">Partner tasks</h2> <p style="text-align: center;">See our internal guidelines.</p> <p style="text-align: center;">Examples:</p> <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="border: 1px solid black; padding: 10px; border-radius: 15px; width: 25%;"> <p style="font-size: 12px;">Please fulfill the guidelines and coordinate with either the editorial committee or the webmaster in order to maintain an efficient workflow</p> </div> <div style="width: 70%;"> <ol style="list-style-type: none"> 1. send partner: <ul style="list-style-type: none"> • brief description (max 5 lines) • logo (optional) • contact(s) person(s) • website url 2. share resources, links, documents, multimedia, events, opinions, files through glamur.ning.com  3. share multimedia and heavy files through  Dropbox 4. alert the webmaster prior posting key documents 5. we aim to publish edited materials: please send to the webmaster docs with <ul style="list-style-type: none"> - title - category - summary - max 5 keywords </div> </div> <p style="text-align: left; font-weight: bold; font-size: 24px;">9</p>	<p style="text-align: center;">  Glamur Kick-off meeting Dissemination Plan  </p> <h2 style="text-align: center;">Thanks ... and please profit from us!</h2> <p style="text-align: center; font-size: 12px;">For any communication re. communication please write to: glamurproject@gmail.com</p> <p style="text-align: left; font-weight: bold; font-size: 24px;">10</p>