



# Best practices on communication/dissemination

*examples from Spain*

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(**non-profit** and private law, specializing in the **transfer** of knowledge, **innovation** and **technology** from the University System of Galicia to the business world and society in general)



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# Project 2

## VITICAST Operational Group: Innovative solutions for the prediction of fungal diseases in grapevine

- Type of project (Instrument) : (H2020 Multi-actor, EIP Operational Group, other project,...)
  - EIP Operational Group (interregional call by funded under EAFRD M16-NRDP managed by the Ministry of Agriculture).
- Typology of partners /lead partner :
  - **Lead partner: MONET Tecnología e Innovación – SME**
  - Other partners:
    - Fundación Empresa Universidad Gallega (FEUGA)/Enterprise and Galician University Foundation – Private non-profit Foundation
    - Winery Viña Costeira – SME
    - Winery Hacienda Monasterio – SME
    - University of Vigo – Public University
    - Collaborators:
      - Plataforma Tecnológica de Vino/Wine Technology Platform – Platform
      - Asociación de Colleiteiros Embotelladores do Ribeiro – Association
- **The objectives/concerns/topics of the project:**

It pursues the **optimization of the production** and **sustainability** of vine growing through the development of a **predictive tool for potential infections**, combining the climate parameters monitored in the vineyard, the prediction of the vine phenological stages and the concentration of spores and inoculum necessary for the infection to occur.

## VITICAST Operational Group: Innovative solutions for the prediction of fungal diseases in grapevine

- Main objectives:

- Objective 1.- To **establish predictive models for the concentration of spores** of the main phytopathogenic fungi in the atmosphere of vineyards under study: *Plasmopara viticola*, *Uncinula necator* and *Botrytis cinerea*.
- Objective 2.- To develop a **predictive tool for possible fungal infections**, combining the **climatic parameters** monitored at the vineyard and the prediction of the start of the **phenological phases** of agronomic importance, the prediction of the amount of inoculum necessary for the infection to occur and the prediction of weather conditions.
- Objective 3.- To **reduce chemical phytosanitary treatments** in wine-growing, by setting up the predictive model and designing the warning tool.

- What type of innovation (i.e. process innovation, technical innovation, social, organisationnal....)

The group is focused on the development of a **technical innovation** aiming the optimization of the production and sustainability of vine growing **through the development of a predictive tool** for potential infections. This tool will enable the forecasting of harvest production as well as reducing the antifungal treatments on the vineyard. It will make the work of the cooperatives and wineries easier and it will contribute to the elaboration of wine of a greater quality and to a more sustainable production, by reducing the application of phytosanitary treatments.

# Project 2

## VITICAST Operational Group: Innovative solutions for the prediction of fungal diseases in grapevine

- Target group for the communication/who will be the end-users of the project results:
  - VITICAST project focuses on **all the agents of the wine sector**: Wineries and cooperatives, Regulating Councils of Appellation of Origin, Manufacturers of machinery and technologies related to the sector, Private winegrowers, Public Administrations related to agriculture, environment and rural development.
- Communication instruments / (path) ways:

The VITICAST Operational Group has been financed in the first stage: creation of operational groups; therefore, the communication instruments were designed to communicate and disseminate the **objectives** of the group, its **motivation** and **composition**.

The actions designed for that purpose are the following:

- Design of a **logo** to be use as “brand” of the Operational Group in the dissemination activities and events.
- Design and elaboration of a **brochure**, both in Spanish and English, to be delivered in meetings, events, etc., and through email.
- **Tailor-made information** related to the project to be included in the **websites** of the partners and collaborators.
- **Banner** to be incorporated in the emails of the operational Group members.
- **Poster** to be exhibited in the main locations of the group members.
- Elaboration of a **presentation** with information and objectives of the group to be used in meetings, events, etc. by the members.
- **Press releases**.
- **Social networks**.
- **Assistance at events**, conferences, fairs, etc. related with the project, such as Enoforum 2018.

# Project 2

## VITICAST Operational Group: Innovative solutions for the prediction of fungal diseases in grapevine

- When? At which milestones in the project (i.e communication at the beginning, during project life, communication/dissemination at the end on the outcomes) :

The Operational Group has been funded at a first stage for the creation of group: definition of the members and the innovation project. Therefore, the activities were designed for the communication of the motivation, composition and objectives of the group, and were carried out **during the whole duration of that stage (11 months)**.

- Communication within the consortium : Methodology/ Methods (democratic/top-down/ using data management tools ...?)

Communication during the lifetime of the operation group creation was maintained through **conventional ways (email, phone)**, and various **meetings** were maintained in order to properly revise the objectives and activities progress during the 11-months duration.

# Project 2

## VITICAST Operational Group: Innovative solutions for the prediction of fungal diseases in grapevine

- Why do you consider that the project is successful in terms of communication ?  
(Not all answers are applicable to the case)
- From your point of view as a member of the project?

The results conveniently reach the main stakeholders of the sector through the communication activities indicated above; **various entities (SMEs of the sector, research groups, etc.) contacted the Operational Group being interested in the innovation project** and expressing the interest of joining the initiative.

- What would recommend for projects similar to this one?

It would be interesting to create initiatives/funding calls to promote the **co-relation and joint activities among Operational Groups** in similar fields in order to increase the impact of the results, create channels for knowledge transfer, share experiences, etc.

# Project 3

## WINETWORK: H2020 Thematic network

- Type of project (Instrument) : (H2020 Multi-actor, ~~EIP Operational Group, other project,...~~). — WINETWORK: **H2020 Thematic network** ([www.winetwork.eu](http://www.winetwork.eu))
- Typology of partners /lead partner :
  - Coordinator: Institut Français de la Vigne et du Vin (IFV), a French institute that conduct studies of general interest on vine and wine.
  - Partners: organisations specialized or with a relevant experience in the wine sector with a different profile, aimed to create a multi-actor approach within the consortium: Government (1); Technology institutes (2); Research centres and universities (3); Associations (2); Companies (2); Foundations (1)
  - Third party: Technological platform of the wine sector (1)
- The objectives/concerns/topics of the project :
  - General objective: to foster the **exchange of innovative knowledge between European wine-growing regions** to increase the productivity and sustainability of the wine sector. Specific topics: grapevine trunk diseases and Flavescence dorée, two important diseases in vineyard.
  - Specific objectives:
    - To develop an **ecosystem for the co-creation of knowledge** at European scale.
    - To **stimulate exchange of information** and to co-create a **knowledge reservoir** on grapevine trunk diseases and flavescence dorée.
    - To **improve skills** and education material of the **wine industry** stakeholders.
    - To **develop a research and innovation agenda** for increasing productivity and sustainability of the European wine industry.

# Project 3

## WINETWORK: H2020 Thematic network

- What type of innovation (i.e process innovation, technical innovation, social, organisational...)  
The whole project was created with the aim to build **an innovative methodology for innovation-driven research**, based on a developed activity tested by FEUGA in previous European projects (WINETECH and WINETECH PLUS)
- Target group for the communication/who will be the end-users of the project results:  
Two main typologies:
  - Winegrowers
  - Innovation Support Services (ISS)

# Project 3

## WINETWORK: H2020 Thematic network

- **Communication instruments / (path) ways:**

The participatory approach of WINETWORK is **allowing to transfer results from science and practical knowledge to materials** adapted to end-users by FAs.

Main materials are **Technical Data Sheets (TDS)** and **End-Users Flyers (EUF)**. Both describing either good or atypical practices identified after 219 interviews made to winegrowers, technicians, advisors and cooperatives from 10 European regions. Other items are Web seminars, Technical articles and Video clips.

#### Material for Innovation Support Services:

- Technical Data Sheets (TDS)
- Video-seminars
- Technical articles
- Slide shows
- Training material for winegrowers:
- End-user flyers (EUF).
- Video-clips
- Training modules

All those materials were uploaded in the **Knowledge Reservoir** ([www.winetwork-data.eu](http://www.winetwork-data.eu))

Any interested person can go over the sections, download documents and contribute to increase the information uploading their own content.

Besides, different **workshops and training sessions** for winegrowers and ISS were developed in the 10 regions involved.

# Project 3

## WINETWORK: H2020 Thematic network

- When? At which milestones in the project (i.e communication at the beginning, during project life, communication/dissemination at the end on the outcomes) :

**Communication** was carried out during the whole life of the project (**30 months**).

**Dissemination** was developed in the **last 12 months**, after the knowledge and information collection.

- Communication within the consortium : Methodology/ Methods (democratic/top-down/using data management tools ...?)

The coordinator created an **internal section at the website** that allowed to exchange documents and information in an easy way. However, the main communication method was **meetings** among the consortium and the different bodies of the structure (Scientific Working Groups, Technical Working Groups and Facilitator Agents Network); both face-to-face and virtual (Go to meeting).

# Project 3

## WINETWORK: H2020 Thematic network

- Why do you consider that the project is successful in terms of communication ?  
(Not all answers are applicable to the case)

- From your point of view as a member of the project?

Success of the projects came from the **communication activities addressed in collaboration with the sector**. From the beginning, **Facilitator Agents were very close to winegrowers** and their associations. This allowed them to be updated about the progress of the project and be interested about its results. Besides, **participation in external events (included the EIP-Agri events) had a relevant impact from the communication point of view**. One example of this success is the creation of operational groups based on the innovative practices identified in WINETWORK. For example, FEUGA is leading in Galicia the OG EVID created with the aim to develop a pilot of the trichoderma inoculated in wood dowels.

- What would recommend for projects similar to this one?

Thematic networks have to **work from the beginning** in the **creation of trusting relationships** within the network and with the sector which they are addressed. **Face-to-face** interviews and meetings are the most successful tool. An **ongoing contact** throughout the life of the project is also essential. For that, the first action of a thematic network must be the production of an **action plan (or road map) that defines how and when to keep in contact with the different members** of the network and agents of the sector for the whole duration of the project. This action plan would be an **internal** communication plan of the network that would **complement** its communication plan.