



Midas

MARGINAL LANDS, INDUSTRIAL CROPS
AND INNOVATIVE BIO-BASED VALUE CHAINS

Dissemination and Communication Toolkit D7.5

Document summary

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Partners



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Statement of Originality

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1. Introduction

MIDAS is a 4-years Horizon Europe Innovation Action launched in November 2022 to develop and demonstrate innovative solutions to grow industrial crops on marginal agricultural land, and to build sustainable value chains for a wide range of bio-based products.

The approach of MIDAS builds on two pillars:

1. To optimize selected industrial crops and cropping systems, both through breeding and agronomic practices, to be able to tolerate water scarcity and to mitigate desertification, while improving biodiversity conservation, in Mediterranean and central European marginal.
2. To improve the functional performance and the resource efficiency of specific bio-based value chains, in order to promote the sustainable use of non-edible industrial biomass in a biorefinery concept.

To achieve this, MIDAS carries out a wide range of activities across the entire value chain.

MIDAS is coordinated by Centre for Renewable Energy Sources (CRES) Greece and brings together 24 partners from 13 countries including research organizations, industries and SMEs.

The Dissemination and Communication Plan (D7.1) defines an effective long-term strategy to pursue the following objectives:

- **Raise awareness** about MIDAS and increase knowledge and understanding about the opportunities of deploying bio-based value chains from non-food industrial crops grown in marginal land;
- **Transfer the knowledge** generated by the project, disseminate its results and outcomes to key stakeholders;
- **Communicate** the role and the contribution of MIDAS to unlocking the full potential of the European bioeconomy, to the achievement of the EU Green Deal and of the UN Sustainable Development Goals.
- **Liaise and network** with other on-going projects on similar topics, as well as actively taking part to European and global organizations' initiatives, for maximizing the expected impacts.
- **Build a legacy** after the end of the project, by promoting the exploitation of the project results at scientific, commercial and policy level, both by the project partners and by third parties.

In order to fulfil these objectives, the strategy for dissemination and communication that is described in D7.1 is complemented by a series of tools available to all partners, that are described in the following chapters of this document.

In the context of this document and the related activities, the following definitions for dissemination, communication, and exploitation apply:¹

¹ Sources: http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html; http://ec.europa.eu/research/participants/data/ref/h2020/other/events/2017-03-01/8_result-dissemination-exploitation.pdf

Dissemination is the public disclosure and the transfer of knowledge about the project results to key stakeholders, enabling them to make the best use of the results in their own work, in order to maximize the impact of research and prepare the ground for the further uptake of those results.

Communication means taking strategic and targeted measures to promote the project itself and its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange. The aim is to reach out to society as a whole and in particular to some specific audiences to demonstrate how EU funded actions contributes to tackling societal challenges. In the case of MIDAS the main challenge of the project is to develop a competitive, resource-independent bio-based economy, and recovering marginal land with climate-resilient crops while protecting the biodiversity of agro-ecosystems.

Exploitation is the use of the results during and after the project end, either by partners or by third parties, for scientific, commercial or policy purposes tackling economic and societal challenges.

Results are any tangible or intangible outputs of the action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected.

The Dissemination and Communication Plan represents an essential tool to guide the activities of the Consortium throughout the lifetime of the project and beyond. It is a living document and it will be updated periodically with the contribution of all the partners.

The strategy for dissemination and communication in this plan is structured following these principles:

- Identifying the relevant target audience: whom does the project want to speak to, including key stakeholders and wider interest groups.
- Defining clear communication messages that the project wants to convey to its audience.
- Identifying means and tools to convey those messages to their relevant audience, as well as to disseminate the project outputs to the key stakeholders.
- Setting measurable objectives and control points to ensure the effective implementation of dissemination and communication activities.

2. Tools for Dissemination and Communication

2.1. Visual Identity

The visual identity of MIDAS includes a logo composed by a pictogram and lettering, fonts, a color palette, and additional graphic elements.



Fig. 1 - Logo composed by a pictogram (circle, left), lettering (MIDAS, up right) and a payoff (bottom right).

The pictogram is a circle symbolizing the concept of circularity, and it is designed with three brushstrokes, representing both the three aspects of sustainability (environmental, economic and

social) and the three pillars of MIDAS (marginal lands, industrial crops and bio-based value chains). The orange yellow color of the lettering reminds the colors of soil and the green-orange shades in the pictogram symbolize vegetation. The logo set with a detailed user guide is available for all partners in the project's cloud share area.

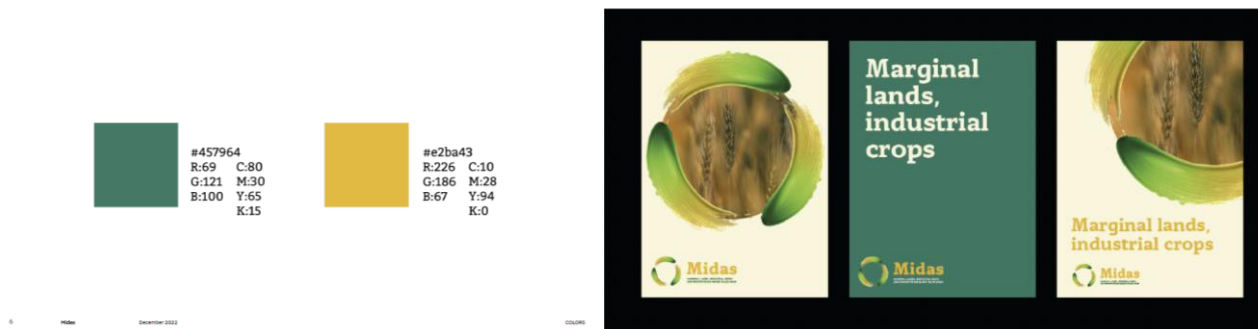


Fig. 2 – screenshots of the user style guide for the visual identity.

These elements are used in all the communication and dissemination tools: website, social media channels, cards for social media sharing, poster templates, rollup, flyer, report templates and slides template. Building on this visual identity, the following dissemination and communication tools were developed, as part of the initial tasks of work package 7.

2.2. Poster template in A0 PowerPoint format

This is available for all the project partners in PowerPoint format, for print poster presentations.:



Fig. 3 - Poster template in A0 ppt format.

2.3. General project flyer and poster

This is an introductory project description which contains the project scope, its main activities and its expected impacts. It is available on the project website and to all partners in printable A4 format, and can be extended to A0 format to become a printable poster.



Fig. 4 – General project flyer.

2.4. Template for slide presentations

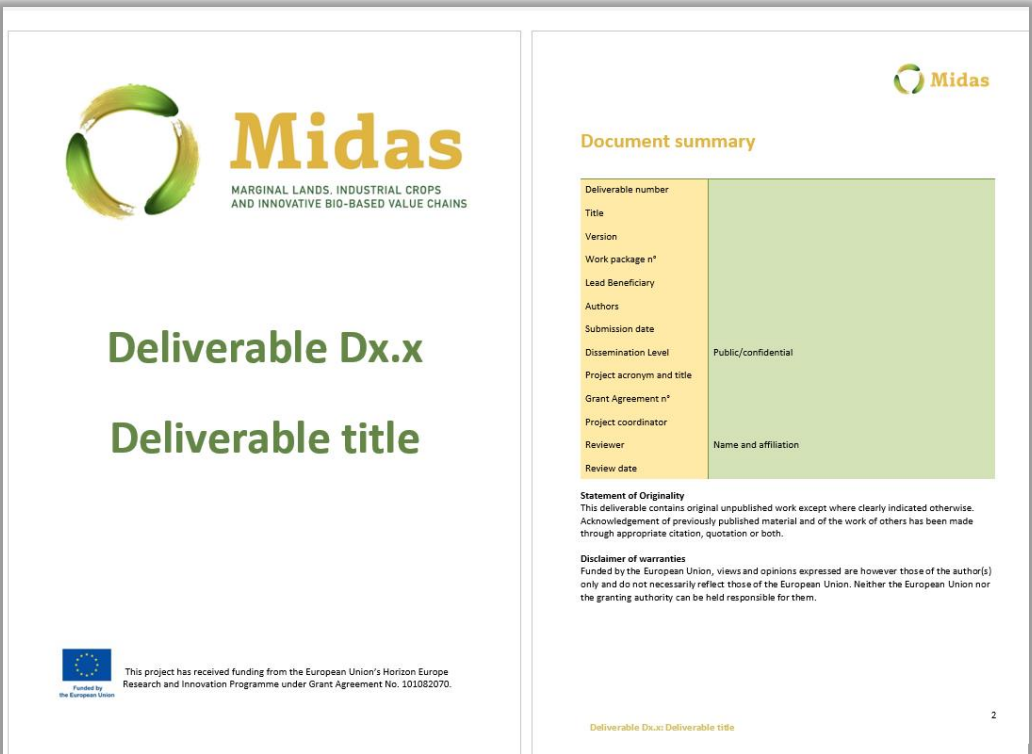
A slide deck in Powerpoint format for project presentations available for all the partners in the project's cloud area:



Fig. 5 – Screenshots of the slide deck template.

2.5. Template for project deliverables

A template for project reports in Word format, available to all partners in the project's cloud area.



The template is a two-page document. The left page features the Midas logo at the top left, followed by the text 'MARGINAL LANDS. INDUSTRIAL CROPS AND INNOVATIVE BIO-BASED VALUE CHAINS'. Below this, the title 'Deliverable Dx.x' and 'Deliverable title' are prominently displayed. At the bottom left is the European Union flag and a note about funding from the Horizon Europe Research and Innovation Programme. The right page has the Midas logo at the top right. Below it is a 'Document summary' section with a table. The table has two columns: 'Deliverable number' and 'Title'. The rows include: Title, Version, Work package n°, Lead Beneficiary, Authors, Submission date, Dissemination Level (Public/confidential), Project acronym and title, Grant Agreement n°, Project coordinator, Reviewer (Name and affiliation), and Review date. Below the table are sections for 'Statement of Originality' and 'Disclaimer of warranties'. At the bottom right, the page number '2' is visible.

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Fig. 6 – Template for project deliverables.

2.6. Website

The project website is available at **midas-bioeconomy.eu** and is composed by the following pages: *home, about, activities, products, resources, updates* and *contacts*.

The *Home* page provides a quick introduction to the concept of MIDAS. The *About* page provides more detailed information about the project, its expected outcomes and impacts and the partners. The *Activities* page describes the activities carried out by the different work packages, while the *Products* page describes the bio-based products that are produced in the different value chains demonstrated by the project. The *Updates* page presents all the news items and newsletters. Finally, the resources page is a space where all the public outputs and deliverables of the project will be available, and the contact page provides the contact details and a form to sign up to the project newsletter.





Fig. 7 – screenshots from the website *midas-bioeconomy.eu*.

The website will be updated with the project outputs (deliverables, publications, articles) and news items related to the project activities (meetings, events, research activities etc).

2.7. Social media channels and social media cards

The project social media channels include a LinkedIn² page, a Facebook page³ and a Twitter account⁴.

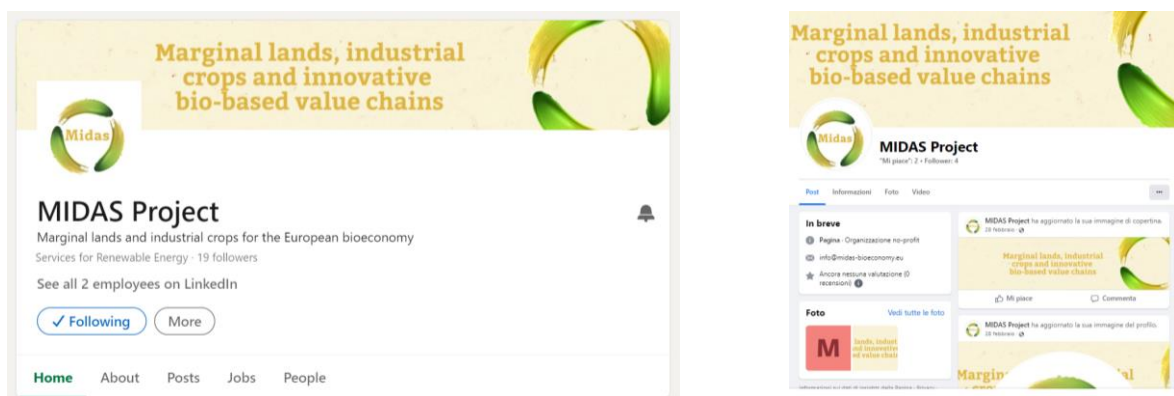


Fig. 8 – LinkedIn page (left), Facebook page (right).

² linkedin.com/company/midas-project

³ facebook.com/people/MIDAS-Project/100090610335311

⁴ @MIDAS_EUProject

A set of Canva cards was prepared in different sizes for infographics and posts in different sizes for the projects social media channels. These are used as templates, to produce visual content for the posts.



Fig. 9 – Screenshots from the Canva social media card templates.

A slideshow for a general project presentation was designed, with the use of the social media cards above, and shared on the project channels.



Fig. 10 – Slideshow general presentation of MIDAS for sharing on social media channels.