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BREEDTECH DISSEMINATION PLAN

**Building Capacity in Plant Breeding and Biotechnology
Education and Research through partnership program in
Africa, Middle East and Europe for Agricultural
transformation
(BREEDTECH)**

Project Number: 101128862

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1. Project Information

Building Capacity in Plant Breeding and Biotechnology Education and Research through partnership program in Africa, Middle East and Europe for Agricultural transformation (BREEDTECH) is a three year cross regional project which has brought together a consortium of HEIs and a firm from Kenya, Ethiopia, Palestine, Italy, Sweden, and Serbia.

BREEDTECH aims at building the capacity in plant breeding and biotechnology education and research in Africa, the Middle East, and Europe and to involve African and Palestinian higher education institutions in the research movement related to plant breeding and biotechnology in Europe and to encourage researchers and academics to take an interest in the concept, domains, tools, and digital technology of plant breeding and biotechnology.

The project is designed to implement four main work packages aiming to improve the skills and competence levels of 12 students in plant breeding and biotechnology and strengthening the capacity of 24 academic staff in teaching and research activities from African and Palestinian universities. Additionally, to improving agricultural technologies for better productivity, sustainability, environmental safety by developing and upgrading 6 research centre and laboratories in the HEIs.

By end of the project, around 20 curriculum will be developed and upgraded with new information and techniques related to plant breeding and biotechnology insuring that the next generation of plant breeders and biotechnology professionals are equipped with the necessary knowledge and skills to succeed in their careers.

To ensure that our project has a broad impact across the target regions, three incubators will be established in Palestine and Africa to support startups and entrepreneurs in the plant breeding and biotechnology sector, providing them with the resources and support they need to turn their ideas into successful businesses.

2. Introduction

The dissemination process is an essential and critical project activity not only for sharing information among target groups but also for motivating external actors to become involved in the different project activities and adding their contribution to the project.

This dissemination plan outlines the activities that will be carried out by the BRED Tech project partnership over the project's lifetime. It is designed to align with the project's target groups, objectives, and overall proposal, ensuring that the outcomes and innovations reach the widest possible audience and have a lasting impact.

The objectives of this document are to:

Reinforce the importance and need for advanced plant breeding and biotechnology in agricultural transformation across consortium countries.

- ✚ Foster existing networks and create new linkages among consortium countries, educational and research institutions, public authorities, agricultural sectors, and private industries at local, regional, and international levels.



- ✚ Share the outcomes and innovations developed through the BREEDTECH project with the widest possible audience to maximize impact and adoption.
- ✚ Provide ongoing support and information to specific target groups, ensuring the sustainability of project outcomes beyond its duration. This includes training and mentoring programs for institutions and individuals in plant breeding and biotechnology.

3. Overview of Dissemination Package:

The aim of WP4 is to ensure the highest visibility and communication of the project and its activities. It is important to disseminate the consortium partners as well as the funding program Erasmus+ under which this project is sponsored. It is also important to disseminate the project outcomes, products as well as the experience gained during the implementation of the project. Thus, AL Quds Open University, the leader of this WP should first form a dissemination team and assign tasks to them in order to design and follow-up a dissemination plan, which should include detailed actions including establishing and managing the needed dissemination infrastructure such as the website, printings, and social media. Each partner in this project must send the information concerning its dissemination activities.

The various channels and media uses in the project for dissemination and exploitation purposes will select and adapted according to the intended audience or target groups. Additionally, the consortium will disseminate the results, documents, joint research papers, media work and training materials of the project through the project website, consortium partners' websites, brochures, papers and through participating in relevant events at the national and regional levels.

4. Dissemination and Communication

4.1. Dissemination Plan:

The purpose of the Dissemination, communication plan of the BREEDTECH project is to outline the strategy, activities, and tools with which the BREEDTECH project will communicate with a range of external stakeholders, as well as the timing of the various actions throughout the lifetime of the project. This document will updated throughout the life of the project.

Five groups of activities underpin the approach to communication and dissemination activities, which linked to basic questions, which must answer in the course of the project. The questions are:

- Who are we trying to reach, and why? (Identification).
- What are the main messages to deliver? (Content).
- How will we get our messages across? Which tools should use for which audiences? (Methods)
- When should communication actions take place? (Timing)
- What was the impact of the communication activities? (Evaluation)



The methodological approach to the communication activities considers three cumulative levels of activity, which incrementally increase both the proximity to the audience and the depth of information:

Table 1 Levels of communication activity

Category	Purpose
INFORM	Raise a basic level of awareness of the project’s goals, team and activities, and convey a general understanding of the purpose and benefits of the action.
ENLIGHTEN	Answer in detail key questions about the project’s activities, its methodologies, the timing of its milestone and its results.
ENGAGE	Involve the audience in the project’s activities, and maintain awareness over the course of the project (and beyond). This could take the form of a simple subscription to the project’s newsletter, interactive but asynchronous means such as questionnaires, or fully-fledged person-to-person interaction such as inviting participation in workshops, focus groups or other project events. From a commercial perspective, engagement entails the development of a customer-supplier relationship, and is usually termed customer retention.

Dissemination and Communication activities are aimed mainly at Informing and Enlightening the target audiences, whilst Marketing has the end goal of Engaging audiences.

Table 2 Dissemination plan

ID	Name	Estimated Implementation Period	Progress
WP4.1	Dissemination plan (draft)	30 th , June 2024 (Draft)	DONE
WP4.1	Dissemination plan (final Approved copy)	10 th , July 2024 (Final)	

4.2. BREEDTECH Visual Identity

According to EU regulations, the project must have a visual identity, incorporating the visual identity of the EU, which is highly important. Therefore, a strong and unique identity has been created.

This includes the project logo, and templates for presentations and other documents.



4.2.1. Project Logo

The key visual identity item of the project is the project logo. The logo is part of the project communication and branding. The logo is depicted in Figure 1

4.2.2. Project Templates

Header templates were created for all project correspondences, including presentations, deliverables, plan, and meeting minutes as shown in shown in Figure2

4.2.3 Leaflets and Brochure

Two High-quality project flyers will be created at key stages of the project. The first flyer will be produced by the second half of 2024, summarizing the BREEDTECH objectives, activities, and partners. QOU will take the lead in preparing this material, which will then be shared with the dissemination committee for feedback.

The second flyer will be designed and produced in the second half of the second project year 2025. This flyer will highlight the project's activities, achievements, and results.

Additionally, a brochure will be created at the end of the project to provide a comprehensive overview of the main goals of BENEFIT, its pilots, and the final results. This brochure, along with the flyers, will be developed in English and uploaded to the project website for partners and the public to download.

Once prepared, they will be included in this plan in figure 3 and 4

4.2.4 Roll- up and Posters

Displaying eye-catching posters in prominent public positions is a useful technique to get interest of many people. Several poster and banners and Roll-up's will produced, online when it is possible to accompany sessions or other occasions with the BFEEDTECH project and its progress and results.

Once prepared, they will be included in this plan in figure 5

4.3. Publications and researches

To increase the publicity of the project it is necessary to present its results in the form of publications with international impact, in professional and scientific journals. Publications in professional journals will attract the attention of researchers, as well as companies that are interested in innovation and increasing their competitiveness.

Open access publications will write to attract researchers and scientists. Peer-reviewed papers will published in conference proceedings, journals, impacted journals or in a particular community well accepted magazines.



4.4. Press Releases

To reach the wider society through magazines and newspapers, press releases will be issued by all partners at important milestones and events of the project. The press releases will be published on the project website and will be distributed to other communication channels including social network sites. Press releases will be sent electronically directly to magazines, newspapers and news agencies.

4.5. Social Media Channels

BREEDTECH will communicate the project results through the following social network sites:

- **Facebook:** <https://www.facebook.com/profile.php?id=61559964657683>

Creating a Facebook page for the project, which may contain photos of the workshops, short descriptions, related to the activities, short videos about the project (testimonies, interviews, etc.).

- **Instagram:** [under development](#)

Creating an Instagram account, which may contain photos and video along with a short descriptive text illustrating the purpose of the post.

4.6. BREEDTECH Website:

BREEDTECH website is the central point for all advertisements, dissemination and online communication. The website will become operational in the second half of 2024 .

4.7. BREEDTECH MOOC :

The MOOC will provide students, researchers, and professionals in the field with an opportunity to gain in-depth knowledge and skills in plant breeding will be developed by experts in the field, and will cover the latest research, trends and best practices in the area. It will be accessible to everyone, regardless of their location or background, and will provide a platform for learners to connect with each other, share their knowledge, and engage in discussions and debates. By providing high-quality, accessible and engaging learning opportunities, this MOOC will play a crucial role in advancing the field of plant breeding and fostering a new generation of experts in the field.

4.8. knowledge Transfer Workshop

Each African and Palestinian partner will organize three-days knowledge transfer workshop, in each partner university. During this workshop, representatives from each university as well as stakeholders from the private sector and community who are indirect beneficiaries of the project, will attend and participate in the transfer of knowledge and information related to the project outcomes and results.

These workshops will be conducted by the staff who participate in the capacity building workshop, aiming to ensure that the knowledge and skills acquired through the project are

widely disseminated and can be applied by all stakeholders to achieve the long-term sustainability and growth of the fields of plant breeding and biotechnology in Palestine and Africa.

4.9. A final conference

A final closing ceremony will be organized by Al Quds Open University in Palestine for two days to disseminate the project outcomes and results and present research papers. Academic and admin staff involved in the project as well as well-known researchers and young researchers, decision makers and representatives from Palestinian universities management, ministries, academies, research institutes are invited to increase the project's visibility, emphasize the importance of developing digital transformation process and the best practices, present and promote the aims and scope of the project outputs.

5. Target Audiences and Objectives

The answers of the question “who are we trying to reach and why?”. The targets can be grouped into four categories (The primary target audiences for the BREEDTECH) services are farmers, farmer’s cooperatives, and agricultural consultants. In addition, research and academic communities, local and regional public authorities as well as the public and the media are relevant targets for the communication effort).

Each of these audiences is associated with specific communications, marketing or dissemination objectives, which are summarised in the table below.

Following the levels of activity described in the Section (4), table the right-most columns indicate whether the audience should be informed (INF), enlightened (ENL) or engaged (ENG).

Table 3 Audiences and primary objectives

Audience	Objectives	Activity
Farmers (primarily smallholders)	<ul style="list-style-type: none"> • Convince of the direct economic benefits of the service. • Generate direct customer leads. 	ENG
Agricultural Consultants	<ul style="list-style-type: none"> • Connect with the needs of users 	ENG
Policy-makers /National, Regional and Local Authorities	<ul style="list-style-type: none"> • Gain visibility at institutional level. • Convince of value for national extension services. • Obtain support for relevant policies and measures. 	ENL
Research and academia	<ul style="list-style-type: none"> • Inform of scientific progress and innovation developed during the project 	ENL
General Media	<ul style="list-style-type: none"> • Generate interest in communicating the socio-economic and environmental benefits of the project 	INF
Public	<ul style="list-style-type: none"> • Promote socio-economic and environmental benefits and more broadly the beneficial outputs of EU-funded initiatives. 	INF



6. Tools and Activities

Table 4 Communication tools and audiences

Communication Tool	Target						Purpose	Activity
	Farmers and Associations	HEIs staff	Policy/LRA	Research	Media	Public		
Website	x	x	x	x	x	x	Raising awareness of the project's goals, activities and results and promoting the BREEDTECH website to the main target audience: farmers, farmers' associations and agricultural consultants	ENG
Brochure	x	x	x	x		x	Providing a detailed overview of the benefits and advantages of the BREEDTECH service with a view to creating brand awareness and attracting new customers.	ENL
Leaflet	x	x	x	x		x	Attracting the attention of target audiences with a small number of key messages, triggering brand awareness and encouraging visitors to the website	INF
Social media	x	x	x	x	x	x	Creating dialogue with vocal target groups, establish a community of "followers", announce events, post news, and draw additional visitors to the website	ENG
					x	x	Facilitating the publication in the media of articles or stories about the BREEDTECH project	ENG

7. Calendar of Dissemination activities



Table 5 calendar of dissemination activities

What to do?	When?	Partner in charge
Dissemination Plan	July 2024	
BREEDTECH Visual Identity L	September August 2024	QOU
Launch Website (English version)	SECONF HALF OF 2024	(QOU)
Update social networks (each partner twice a month)	During the whole project lifetime	(QOU)
knowledge Transfer Workshop	(1st March 2026)	Palestinian and African Partners
BREEDTECH MOOC	(1st September 2026)	QOU with the contribution of all partners
A final conference will be conducted	1st December 2026	QOU
Scientific Papers	(1st September 2026)	ALL partners
Submission of the Reports on Dissemination based on the provided template to collect the activities	During the whole project lifetime	ALL PARTNERS



8. Template to collect the dissemination activities

A template for planned Dissemination Activities will be circulated and each partner will complete this and return to the Work Package leaders.

A Dissemination Template for recording all dissemination has been designed to help partners keep track of the dissemination activities and produce the dissemination report. It will be available on Microsoft Teams.

Each partner will complete relevant parts of the form below each time a dissemination activity is carried out.

Please ensure that you keep copies of presentations/articles/minutes/signature lists or list of participants as well as pictures if available.

Table 6 Collect Dissemination Activities Form

BREEDTECH	
Building Capacity in Plant Breeding and Biotechnology Education and Research through partnership program in Africa, Middle East and Europe for Agricultural transformation	
Number of Activity	
Date of the Activity	
Partner that implemented the Dissemination Activity	
Brief description of the Dissemination Activity	
City, Region, Country	
Target groups	
Number of People Reached	
Products/Results Disseminated	



9. Final notes to remember

- Keep proofs of all dissemination activities (attendance sheets, pictures, copies of articles, press releases, etc).
- Always refer to the project title, agreement number, when disseminating the project.
- Include information about the project in each partner website.
- Have all your public events communicated to Webmaster so that they are advertised on the BREEDTECH web-site
- The feedback collected from the dissemination activities will be included in the evaluation reports.
- All educational materials / products intellectual outputs will be available and free of charge under open licenses and will be uploaded on the European Commission dissemination platform: <http://ec.europa.eu/programmes/erasmus-plus/projects/-direct-link> until the date of submitting the final report.
- The Commission logo may appear on the publication's cover page as a "sign-off" with the words "With the support of the" or "Supported by the" + Commission logo.
- A disclaimer shall be added to the inner pages of the dissemination materials: "The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."