



## **Appendix to AgriLoop Communication, Dissemination and Exploitation Strategy: November 2023 Update (European and Chinese collaboration)**

### **Introduction**

This appendix to AgriLoop's C, D & E Strategy (DL 5.1) addresses how the project will work closely on C, D & E with the Chinese partners. With the start of the Chinese project in Q4 of 2023, more detail on this can now be provided. WP5 of AgriLoop will collaborate with Chinese colleagues to find opportunities for joint C, D & E activities, maximise accessibility of communication materials and widen reach through partner contacts and region-specific channels. Both Chinese and European partners have access to valuable contacts and networks and maximising use of these will help the project reach key audiences across many regions. AgriLoop communication, dissemination and training materials will be shared with Chinese partners for translation and distribution through Chinese channels and vice versa.

The appendix also considers AgriLoop's Responsible Research and Innovation (RRI) action plan (DL6.3) This collected RRI data from all (both EU and CN) partners of the project through a survey and some of the results of this survey are of relevance to the C, D E strategy.

### **C, D and E strategy for working with AgriLoop Chinese partners**

Dissemination Both European and Chinese projects have targets for publication in scientific and trade journals. As part of these targets, both projects aim for 8-10 of these publications to be co-authored by Chinese and European partners. To complement the best practice abstracts produced by the European partners, the



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Chinese partners will produce 16-20 technical notes that will disseminate best practice to Chinese audiences. The Chinese partners will also complement work by European partners to disseminate policy outputs to policy audiences: liaising with Chinese policy makers and providing them with at least three policy suggestions. Both European and Chinese partners will work together to influence policy makers working on the EU-China Food, Agriculture and Biotechnology (FAB) flagship initiative and the project will consider policy recommendations for a shared EU-CN vision on agri-residue management.

Communication AgriLoop communication materials (flyers, brochures, posters, diagrams, slide decks, multimedia materials) will be translated into Chinese. Chinese translation of key AgriLoop website pages will be provided, other pages will be provided with a Google Translate option. In addition, the Chinese partners will consider creating a mini-internet site featuring the Chinese project on the WeChat platform. Social media activity on LinkedIn and Twitter will be complemented by feeds on WeBo and WeChat, which will be run by the Chinese partners. Press releases will be available in both English and Chinese and disseminated to Chinese media outlets and newsletters by the Chinese and Europe leaders. A joint press release in Q4 2023 will mark the kick-off of the Chinese project.

Training The project aims to organise at least two joint technical progress and academic exchange training events that are carefully selected to cover crops and technologies that are relevant across both European and Chinese audiences. In addition, other training events and materials will be made inclusive for all audiences with the use of captions and translations. The existing AgriLoop training and webinar plan will be amended to include the Chinese partners and will circulate to this group for input.

Exploitation As stated in the DoA, Inrae Transfert is leading T5.4 “Innovation Management”. An Innovation Management Group (IMG), will be organised with representatives of all partners. Participation to this group is nonetheless conditioned to the signature of the Consortium Agreement (CA). This IMG, will meet regularly starting at M30 to discuss the opportunities of exploitation, provide best practices and ensure privileged access to results for exploitation to



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the members of the consortium. As a reminder, exploitation of results is governed by article 16 of the GA and by the CA. Exploitation, against fair and reasonable compensation, will inevitably require a separate contract between the owner(s) of the results and another party.

Events. The Chinese partners will communicate the project at relevant scientific, trade, and policy events in China. Chinese and European partners will look for opportunities to co-organise at least two joint communication events.

Possibilities include:

- A project-organised event, taking inspiration from the NOAW/Agrocycle joint stakeholders' event in China in 2018 <https://noaw2020.eu/noaw-stakeholder-event-2018/>
- An event hosted by a regional body that works with both Europe/China ; for example, the European Chamber of Commerce in China host regular webinars in English/Chinese <https://www.eurochamber.com.cn/en/chamber-supported-events>
- A joint stand/presentation at a conference, trade fair or expo. Possible events include EFIB, Ecomondo, Renewable Resources and Bio-refineries Conference in Europe and Chinese Biomaterials Conference, Beijing Science & Technology Week in China

Coordination of activities. AgriLoop's tools for co-ordination will be amended to include the Chinese partners, as agreed by the Chinese partners and funder. The clearance procedure will be amended to include clearance by the Chinese project leader and their funder. The communication, dissemination and branding guidelines will be amended to acknowledge the Chinese project funders. Existing communication materials will then be amended to comply with the new guidelines. The Chinese partners will be invited to record their C, D & E activities using the project communication and dissemination log. They will also be included in internal communication updates, shared with the partners every four months.

### **C, D and E implications of Deliverable 6.3: Responsible Research and Innovation Survey**



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Public engagement The RRI survey found that public engagement was considered particularly relevant for both Chinese and European partners. This correlates with the result of questionnaires circulated to the partners to develop the C,D and E strategy where this theme were also identified by them as important. The C, D and E strategy concluded that the project needs to reach out to public audiences to: raise awareness of the benefits of the circular bio based economy and the valorisation of agricultural waste and residues; increase citizen interest in the transition to bio based products; and help inform debates on issues of societal interest. The partners identified the following as possible public engagement activities and outlets for the project: science outreach initiatives, EU science communication initiatives, science/environmental news outlets and television programmes, science/environment sections of mainstream outlets, science and environmental blogs and podcasts, eco-awareness initiatives and campaigns and special days. The RRI data underlines that special effort and priority needs to be made to deliver on these suggestions. In response to the RRI survey less than half of partners respondents reported that their organisation had dedicated resources for public engagement. This indicates that some partners will need support from WP5 to enable them to contribute to public engagement.

Science education The RRI survey also found that science education was an important RRI theme for the project partners. The C,D and E strategy identified younger audiences as of special importance for communications given their high interest in environmental issues and their potential to be inspired to follow relevant careers. This includes early career researchers and students (biosciences, agronomy, environment, biochemistry and industrial engineers). The following were identified in the C, D and E strategy as mechanisms to reach younger audiences: open days, summer schools, researcher nights, science festivals, school science initiatives, projects in bioeconomy education, the EU Bioeconomy Youth Ambassador scheme, and Symposia for Young Chemists. Academic and RTO partners will be encouraged to hold summer schools and open days targeted at younger audiences, for example, possibly as part of the ITQB NOVA Summer Science weeks, summer schools, researcher nights, science festivals and school science initiatives.



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Open access Open access is a an RRI pillar of relevance to the C, D and E strategy. In line with the project's commitment to Open Science, both the EU and CN partners will publish their findings in formal reports and scientific articles in green or gold open access, peer reviewed journals, scientific posters, conference proceedings and book chapters (this is a mandatory requirement of the EU). The RRI survey also reveals that over 60% of partner organisations have repositories for open access publications and/or research data and these should also be considered as a route to making project results available publicly.

Indicators of success The following RRI indicators were among those suggested in the survey:

- Number of visitors to public engagement events/initiatives.
- Number of educational resources produced and made available.
- Number of open access publications/open data sets produced.

These metrics align with those in the C, D and E strategy. All partners are recording their C, D & E activities, using the SharePoint communication and dissemination log. This will enable the project to keep a record of the communication and dissemination activities of all the partners and assess the audience numbers reached for each stakeholder group. In addition to this, the number of downloads of public access and education resources from the project website will also be measured.

#### **RRI Action points for WP5:**

- Encourage partner activity on public education and science education with regular emails to the partners flagging up forthcoming opportunities.
- WP5 partners to lead on some public engagement and science education activities that other partners can contribute to.
- WP5 to support partners with resources to support their activities (posters, sample collections, slide sets, activity suggestions).
- Ensure the Agriloop website will monitor downloads of resources.



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## Outline of Communication and Dissemination activities by Chinese and European partners

Outline of Communication and Dissemination activities by Chinese and European partners			
Activity	European partners	Chinese partners	Joint activities
Publications	Publications in European outlets	Publication in Chinese outlets	Joint authorship publications
Best practice	EIP-Agri practice abstracts	Technical notes	Translation of respective materials
Policy maker liaison	Liaison European policy makers	Liaison Chinese policy makers	Liaison policy makers working on EU/China cooperation
Press releases	Distribution European outlets	Distribution Chinese outlets	Joint agreement and clearance
Web presence	AgriLoop website	WeChat mini-site	Translated pages on AgriLoop website
Training	European training sessions	Chinese training sessions	Joint events, translation of training materials
Events	Events in Europe	Events in China	Joint events in both Europe and China

## Specific Communication, Dissemination and training activities by Chinese and European partners

C, D and E activity	Targets (EU in black and CN in red)
Events	presence at 2 events attended by policy makers 40 presentations or posters at scientific conferences presence at 4 trade shows



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	<p>presence at 4 agricultural shows  participation in at least 6 public engagement events  <i>presence at 1 events attended by policy makers</i>  <i>30 presentations or posters at scientific conferences (2 per task)</i>  <i>presence at 2 trade shows</i>  <i>presence at 2 agricultural shows</i>  <i>participation in at least 3 public engagement events</i></p>
Publications and press coverage	<p>articles in &gt; 4 EU outlets  30 articles in scientific journals  6 articles in trade press, journals or newsletters  &gt;20 articles in mainstream media / popular science  &gt;20 press releases  <i>20-25 articles in scientific journals, 8-10 papers with EU Partners</i>  <i>*3 articles in trade press, journals or newsletters</i>  <i>*&gt;5 articles in mainstream media / popular science</i>  <i>*&gt;5 press releases</i></p>
Knowledge transfer and training	<p>2 policy briefs  8 product data sheets  8 face to face training events  3 workshops  10 knowledge transfer webinars  40 EIP AGRI practice abstracts  4 training events during open days  <i>1-2 policy briefs</i>  <i>8-10 product data sheets</i>  <i>1-2 face to face training events</i>  <i>1-2 workshops with EU Partners</i>  <i>3 knowledge transfer webinars</i>  <i>*16-20 EIP AGRI practice abstracts (brief work reports)</i></p>
Other	<p>1,000 followers across dedicated project social media feeds.  8 short training videos and animations for distribution</p>



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2,000 visitors per year to the website

*Cooperate and negotiate with no less than 3 enterprises*

*Attended more than 2 meetings at home and abroad*

*\*1,000 followers across dedicated project social media feeds.*

*\*8 short training videos and animations for distribution*

*\*2,000 visitors per year to the website*



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