

DIVERSIFOOD

*Embedding crop diversity and networking for local
high quality food systems*

Grant agreement n°: 636571

H2020 - Research and Innovation Action

D6.2

“Project leaflet”

Due date: M6 (August 2015)

Actual submission date: M8 (October 2015)

Project start date: March 1st, 2015 **Duration:** 48 months

Workpackage concerned: WP6

Concerned workpackage leader: Frédéric REY, ITAB

Lead Beneficiary: 20 - Formicablu

Dissemination level:

- ☒ **PU:** Public (must be available on the website)
- ☐ **CO:** Confidential, only for members of the consortium (including the Commission Services)
- ☐ **CI:** Classified, as referred to in Commission Decision 2001/844/EC

Abstract

The objective of this deliverable is to describe the communication strategy adopted to realize one of the DIVERSIFOOD dissemination products: the Project Leaflet.

The leaflet was produced following the guidelines of the project **dissemination plan** (cfr. D6.1), a tool for designing the actions to be implemented, monitoring their progress, applying corrective actions on potential deviations and recording newly identified, emerging opportunities for communication.

The information included in the present deliverable are public and the document will be uploaded on the project website.

Beneficiaries involved: Formicablu is responsible of this deliverable with the support of ITAB as WP6 leader and inputs from all other partners.

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Annex 1 – DIVERSIFOOD leaflet

Leaflet

The DIVERSIFOOD leaflet was developed collecting the inputs from all the partners, during the kick-off meeting and the following email exchanges.

For what concerns the leaflet contents, they were drafted starting from a proposal of Frédéric Rey (ITAB), leader of WP6. Formicablu team worked on the text following partners' comments and inputs, and the definitive version was realized.

Three main sessions were identified:

1. The project: an overview about DIVERSIFOOD concept and mission
2. Objectives: the main goals of DIVERSIFOOD during the project lifetime
3. Partners' voices: 5 sentences selected from the DIVERSIFOOD kick-off meeting outputs

The complete text of the leaflet is reported below.

THE PROJECT

Enriching the diversity of cultivated plants through a multi-actor approach. This is DIVERSIFOOD, an international project which will evaluate different agro-ecosystems so to increase their performance, resilience and quality.

By integrating existing networks across Europe, the project will strengthen the "food culture" to achieve local high quality food systems. Thanks to the composition of its consortium, DIVERSIFOOD will cover the whole food chain: from genetic resources to marketing.

With specific concepts and methodologies, DIVERSIFOOD will evaluate the genetic resources of underutilized and forgotten plant species for organic and low-input agriculture or marginal conditions. A new diversity will also be generated by innovative breeding methods designed for more intra-crop variation.

DIVERSIFOOD will demonstrate the socio-economic value of on-farm seed systems, increase food and environmental awareness, and improve multi-actor approaches to embed healthy and tasty local products in regional food systems.

Results and key-lessons based on the diverse experiences in the project will be shared both with various stakeholders through modern IT solutions, social events and training sessions, and with the scientific community.

THE OBJECTIVES

Through multi-actors, trans-disciplinary approaches and relevant cases, DIVERSIFOOD aims to develop:

- *Relevant innovations locally developed*
- *New biodiversity management models*
- *New approaches to plant breeding and management*
- *New crops, varieties or populations*
- *Diverse healthy and tasty food products and market valorisation*
- *Original experimental and communication tools to connect activities and people*

PARTNERS' VOICES

“DIVERSIFOOD develops concepts and practices to support the spreading of a new culture of food based on biodiversity and sustainable methods.”

“DIVERSIFOOD promotes participatory processes involving in a common effort all the actors from plant to food.”

“Increased diversity means more possibilities to respond and adapt food productions to local conditions and to global change.”

“Networking local communities means and knowledge exchanges and farmers empowerment.”

“Network of farmers, researchers, consumers, working together for diverse and healthy food.”

The other elements of the brochure were also defined. They included:

- Pictures of crops, food varieties, stakeholders, etc.
- A tag cloud with the main keywords of DIVERSIFOOD project (Fig. 1)
- The list of DIVERSIFOOD partners, divided per country (Fig. 2)
- A map of Europe, with the different crop varieties experimented in the project. This map was settled as the key element of the leaflet; it was realized starting from a scheme provided by WP2 (Fig. 3), which was graphically improved.



Fig. 1 –DIVERSIFOOD tag cloud

France	INRA - Institut National de la Recherche Agronomique ITAB - Institut Technique de l'Agriculture Biologique RSP - Réseau Semences Paysannes – Association pour la Biodiversité des Semences et Plants dans les Fermes IT - INRA Transfert - Management
UK	ORC - Organic Research Centre
Switzerland	FIBL - Forschungsinstitut für Biologischen Landbau Stiftung PSR - ProSpecieRara
The Netherlands	LBI - Louis Bolk Instituut
Portugal	IPC - Instituto Politecnico de Coimbra ITQB - Instituto de Tecnologia Química e Biológica - Universidade Nova de Lisboa
Italy	UNIBO - Alma Mater Studiorum Università di Bologna UNIFI - Università di Pisa RSR - Rete Semi Rurali FORMICABLU - Science communication agency
Cyprus	ARI - Agricultural Research Institute
Finland	LUKE - Luonnonvarakeskus
Spain	CSIC - Agencia Estatal Consejo Superior de Investigaciones Científicas RAS - Asociación Red Andaluza de Semillas Cultivando Biodiversidad
Hungary	OMKI - Okologiai Mezőgazdasági Kutatóintézet Kozhasznú
Austria	ARCHE NOAH - Arche Noah Schaugarten GMBH
Norway	OIKOS - ØKOLOGISK NORGE OIKOS

Fig. 2 –DIVERSIFOOD consortium

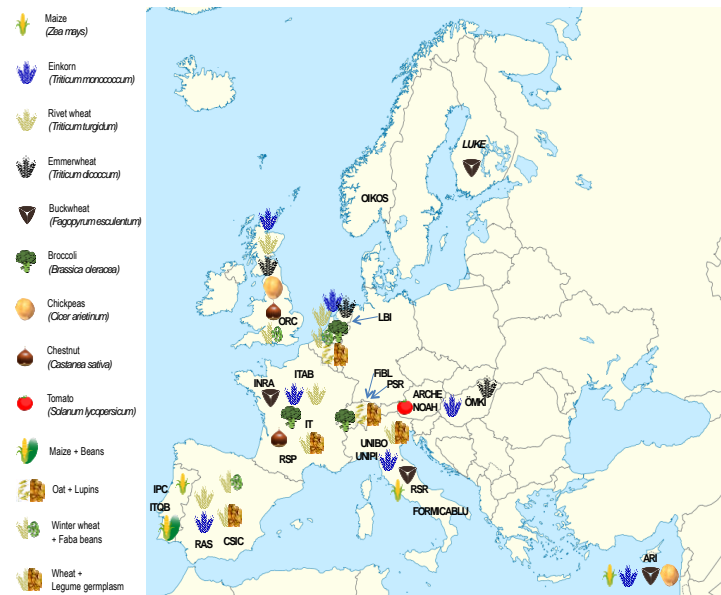


Fig. 1 –DIVERSIFOOD crop species and trials

ITAB then proposed a first graphic idea, based on the elements of the DIVERSIFOOD logo to be transformed in graphic elements recalling seeds (Fig. 4).

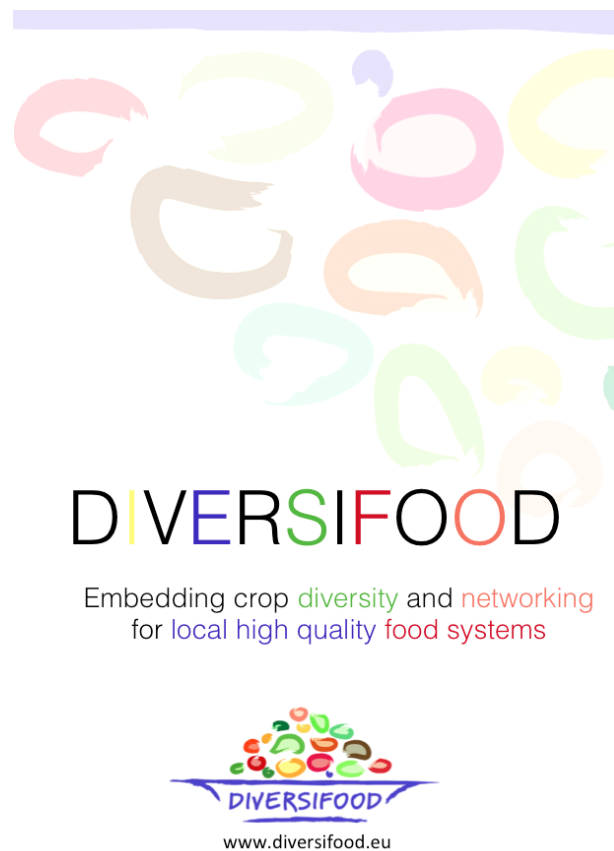


Fig. 4 –DIVERSIFOOD leaflet first graphic idea

Starting from this concept, Formicablu developed the graphic layout. A 6-pages structure was chosen. Four different versions were realized (Fig. 5-8), all submitted to the project coordinator and the WP6 leader. Improvements for what concerns the leaflet colour, the structure and the pictures were suggested; the final version was approved by all the WP leaders. It can be found as “Annex 1” of the present deliverable.

DIVERSIFOOD consortium: 21 partners

France	INRA - Institut National de la Recherche Agronomique - Researchers ITAB - Institut technique de l'Agriculture Biologique - 70 organisations RSP - Réseau Semenciers Paysannes - 75 associations of farmers, stakeholders, farmers, scientists
UK	IT - INRA - Institut - Management
Switzerland	ORC - The Progressive Farming Trust Ltd / Organic Research Centre - 3 networks, > 300 organic farmers FIBL - The Research Institute of Organic Agriculture - Cooperation with 200 farmers PSR - ProSpecieRara - Network of 3500 volunteers with 120 orchards, 26 breeders, vineyards and show gardens
The Netherlands	LI - Louis Bolk Institute - 1/3 organic farmers
Portugal	IPC - Instituto Politécnico de Coimbra - 40 institutions (farmers associations, local government organisations, universities, extensions) ITGB - Instituto de Tecnologia Química e Biológica-Universidade Nova de Lisboa - Researchers
Italy	UNIBO - University of Bologna - Researchers UNIFI - University of Pisa - Researchers ESR - Rete Semi Rurali - 20 organisations FORMICABLU - Communication and dissemination
Cyprus	ARI - Agricultural Research Institute - Agricultural organisations (600 farmers)
Finland	LUXE - Luonnonvarakeskus - Cooperatives, farmers
Spain	CSIC - Agencia Estatal Consejo Superior de Investigaciones Científicas - Researchers RAS - Red Andaluza de Semillas - 180 members, collaboration with 30 organisations
Hungary	OMKI - Research Institute of Organic Agriculture - Cooperation with 100 organic farmers
Austria	ARCHE NOAH - 10000 consumers, 150 organic farmers and seed growers
Norway	OKOS - Organic Norway - 3000 members, of which 370 organic farmers

Partners' voices

"DIVERSIFOOD develops concepts and practices to support the spreading of a new culture of food based on biodiversity and sustainable methods."

"DIVERSIFOOD promotes participatory processes involving in a common effort all the actors from plant to food."

"Increased diversity means more possibilities to respond and adapt food productions to local conditions and to global change."

"Networking local communities means and knowledge exchanges and farmers empowerment."

"Network of farmers, researchers, consumers, working together for diverse and healthy food."

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 635571

DIVERSIFOOD

Embedding crop diversity and networking for local high quality food systems

Produce Seeds Participation Farmers

DIVERSIFOOD: the project

Enriching the diversity of cultivated plants through a multi-actor approach. This is DIVERSIFOOD, an international project which will evaluate different agro-ecosystems so to increase their performance, resilience and quality. By integrating existing networks across Europe, the project will strengthen the "food culture" to achieve local high quality food systems. Thanks to the composition of its consortium, DIVERSIFOOD will cover the whole food chain: from genetic resources to marketing, connecting all the different actors involved.

It will design specific concepts and methodologies for combining in situ experiments to ensure performance and quality. It will evaluate the genetic resources of underutilized and forgotten plant species for organic and lowinput agriculture or marginal conditions.

Various combinations of underutilized legumes associated with several cereals will be tested. A new diversity will be generated by innovative breeding methods designed for more intra-crop variation.

DIVERSIFOOD will help to facilitate the cooperation between participatory research networks, professional breeders, policy makers, in order to link formal and informal seed systems in Europe according to international negotiations on Farmers' rights with the International Treaty on Plant Genetic Resources for Food and Agriculture. Keylessons based on the diverse experiences in the project will be shared to support on-farm seed production networks and guarantee high quality seeds. DIVERSIFOOD will demonstrate the socio-economic value of on-farm seed systems, increase food and environmental awareness, and improve multi-actor approaches to embed healthy and tasty local products in regional food chains.

DIVERSIFOOD: the objectives

Through multi-actors, trans-disciplinary approaches and relevant cases, DIVERSIFOOD aims to develop:

- Relevant innovations locally developed
- New biodiversity management models
- New approaches to plant breeding and management
- New crops, varieties or populations
- Diverse healthy and tasty food products and market valorization
- Original experimental and communication tools to connect activities and people

Fig. 5 –DIVERSIFOOD leaflet - first version



THE PROJECT

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With specific concepts and methodologies, DIVERSIFOOD will evaluate the genetic resources of underutilized and forgotten plant species for organic and low-input agriculture or marginal conditions. A new diversity will also be generated by innovative breeding methods designed for more intra-crop variation.

DIVERSIFOOD will demonstrate the socio-economic value of on-farm seed systems, increase food and environmental awareness, and improve multi-actor approaches to embed healthy and tasty local products in regional food systems. Results and key-lessons based on the diverse experiences in the project will be shared both with various stakeholders through modern IT solutions, social events and training sessions, and with the scientific community.



PARTNERS' VOICES

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UK	ORC - Organic Research Centre
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Hungary	ÖMKI - Ökologiai Mezőgazdasági Kutatóintézet Keszthely
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Produce Seeds Participation Farmers

Fig. 6 –DIVERSIFOOD leaflet - second version

DIVERSIFOOD consortium: 21 partners

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Fig. 7 –DIVERSIFOOD leaflet - third version

21 partners
DIVERSIFOOD CONSORTIUM

France	NRA - Institut National de la Recherche Agronomique ITAB - Institut technique de l'Agriculture Biologique RSP - Réseau Semences Paysannes - Association pour la Biodiversité des Semences et Plants dans les Fermes IT - INRA Transfert - Management
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Fig. 8 –DIVERSIFOOD leaflet – fourth and definitive version