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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Leaflet

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](image-url)
<table>
<thead>
<tr>
<th>Country</th>
<th>Institutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>INRA - Institut National de la Recherche Agronomique</td>
</tr>
<tr>
<td></td>
<td>ITAB - Institut Technique de l’Agriculture Biologique</td>
</tr>
<tr>
<td></td>
<td>RSP - Réseau Semences Paysannes – Association pour la Biodiversité des</td>
</tr>
<tr>
<td></td>
<td>Semences et Plants dans les Fermes</td>
</tr>
<tr>
<td></td>
<td>IT - INRA Transfert - Management</td>
</tr>
<tr>
<td>UK</td>
<td>ORC - Organic Research Centre</td>
</tr>
<tr>
<td>Switzerland</td>
<td>FIBL - Forschungsinstitut fur Biologischenlandbau Stiftung</td>
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<tr>
<td></td>
<td>PSR - ProSpecieRara</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>LBI - Louis Bolk Instituut</td>
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<tr>
<td>Portugal</td>
<td>IPC - Instituto Politecnico de Coimbra</td>
</tr>
<tr>
<td></td>
<td>ITQB - Instituti de Tecnologia Quimica e Biologica - Universidade Nova de</td>
</tr>
<tr>
<td></td>
<td>Lisboa</td>
</tr>
<tr>
<td>Italy</td>
<td>UNIBO - Alma Mater Studiorum Università di Bologna</td>
</tr>
<tr>
<td></td>
<td>UNIPI - Università di Pisa</td>
</tr>
<tr>
<td></td>
<td>RSR - Rete Semi Rurali</td>
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<tr>
<td></td>
<td>FORMICABLU - Science communication agency</td>
</tr>
<tr>
<td>Cyprus</td>
<td>ARI - Agricultural Research Institute</td>
</tr>
<tr>
<td>Finland</td>
<td>LUKE - Luonnonvarakeskus</td>
</tr>
<tr>
<td>Spain</td>
<td>CSIC - Agencia Estatal Consejo Superior de Investigaciones Cientificas</td>
</tr>
<tr>
<td></td>
<td>RAS - Asociacion Red Andaluza de Semillas Cultivando Biodiversidad</td>
</tr>
<tr>
<td>Hungary</td>
<td>OMKI - Okologiai Mezogazdasagi Kutatoineezez Kozhasznu</td>
</tr>
<tr>
<td>Austria</td>
<td>ARCHE NOAH - Arche Noah Schaugarten GMBH</td>
</tr>
<tr>
<td>Norway</td>
<td>OIKOS - OKOLOGISK NORGE OIKOS</td>
</tr>
</tbody>
</table>

Fig. 2 – DIVERSIFOOD consortium
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).
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.
Fig. 7 – DIVERSIFOOD leaflet - third version

Fig. 8 – DIVERSIFOOD leaflet – fourth and definitive version

DIVERSIFOOD – GA n° 636571
Deliverable D6.2 – Project leaflet