



# “Management of soil water resources in the EU and China and its impact on agro-ecosystem functions”

*SHui*

Project number: 773903

## Deliverable 6.5

### Final Dissemination & Communication Plan

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PP	Restricted to the other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	



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## Glossary of terms

Consortium Agreement	CA
Coordination Team	CT
General Assembly	GA
Ministry of Science & Technology	MOST
Project Board	PB
Permanent Secretariat	PS
European Commission	EC
European Union	EU



## Purpose. How to use this document

This manual describes the dissemination and communications plan of the project SHui, with Grant Agreement 773903. They are meant to ensure that the project results reach the intended beneficiaries and is in line with the Open Research Data Pilot in which the project participates. **This document has the purpose of providing a set of practical guidelines to SHui consortium.**

This document sets up working procedures for dissemination and communication. It will act as a guide for SHui consortium members, and it may, therefore, be considered crucial for the overall success of the SHui project. Also, these rules will ensure comply with the obligations detailed in the Grant Agreement 773903 signed with European Commission.

This document is made by the project's Coordination Team to provide instructions and guidelines for the communication and dissemination activities of our project.

The first part of the guide outlines the reasons why communication is important as well as more detailed requirements set out in the Consortium Agreement (CA) for each project results and project partner to follow.

The second part offers food for thought about communication and dissemination tasks. It provides examples and advice on how to best communicate your project both internally and externally to achieve positive and sustainable outcomes.

If you are looking for a specific topic the best way to use this manual is to go to the index, from there you and go to the corresponding page, clicking on the hyperlink if it happens that you are using the electronic version.

This document is a complement to all other key documents that the Coordination Team should have read and have access while the project is running; the EC Grant Agreement (GA) and its annexes, along with the Annotated Model Grant Agreement ([AGA version 5.0, July 2018](#)).

Please do not hesitate to contact the Coordination Team or WorkPackage 6 Leaders (details below) if you need any assistance or have further questions about communication activities.

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## 1. Introduction – Dissemination & Communication Plan of SHui

The information and dissemination measures in the SHui project (hereafter referred to as the Consortium) will be conducted in accordance with the Consortium Agreement (CA). This is to provide:

- transparent, effective and attractive operation of the Consortium towards the scientific community, its potential beneficiaries, as well as its partners
- information on the potential and impact of SHui to the broader community of citizens residing in the European Union and in China

The Consortium aims to use the EU and MOST funds as efficiently as possible to let European and Chinese citizens know about the related benefits of SHui research and project activities.

This Plan will guide the project partner organisations cooperating within the SHui project to develop and organize communication and dissemination activities and measures.

The main aim of communication activities within the Consortium is to engage with the key target groups, inform them about the project's results and to create win-win situations for all parties involved by bringing the beneficiaries together in a participatory process.

Since the Consortium period spans from September 2018 until August 2022, there will be changing needs for the communication measures and their expected results. However, certain guiding principles that outline the overall communication of the Consortium apply to both internal and external communication.

The main goal of the Consortium communication is to deliver and disseminate the results of the SHui project in the Consortium area of agricultural economics, soil science, remote sensing, hydrology and plant biology. Communication in and from the Consortium is to be precise, but flexible to the changing needs of different informative activities, transparent, attractive, innovative and united within the large number of actors within the framework of the Consortium. Sustainable ways of conducting the informative activities are of high importance. In short, the leading principles of communication in the Consortium are:

- *Attractive, flexible and united communication*
- *Precise and scientific*
- *Research aligned to the needs of stakeholders*

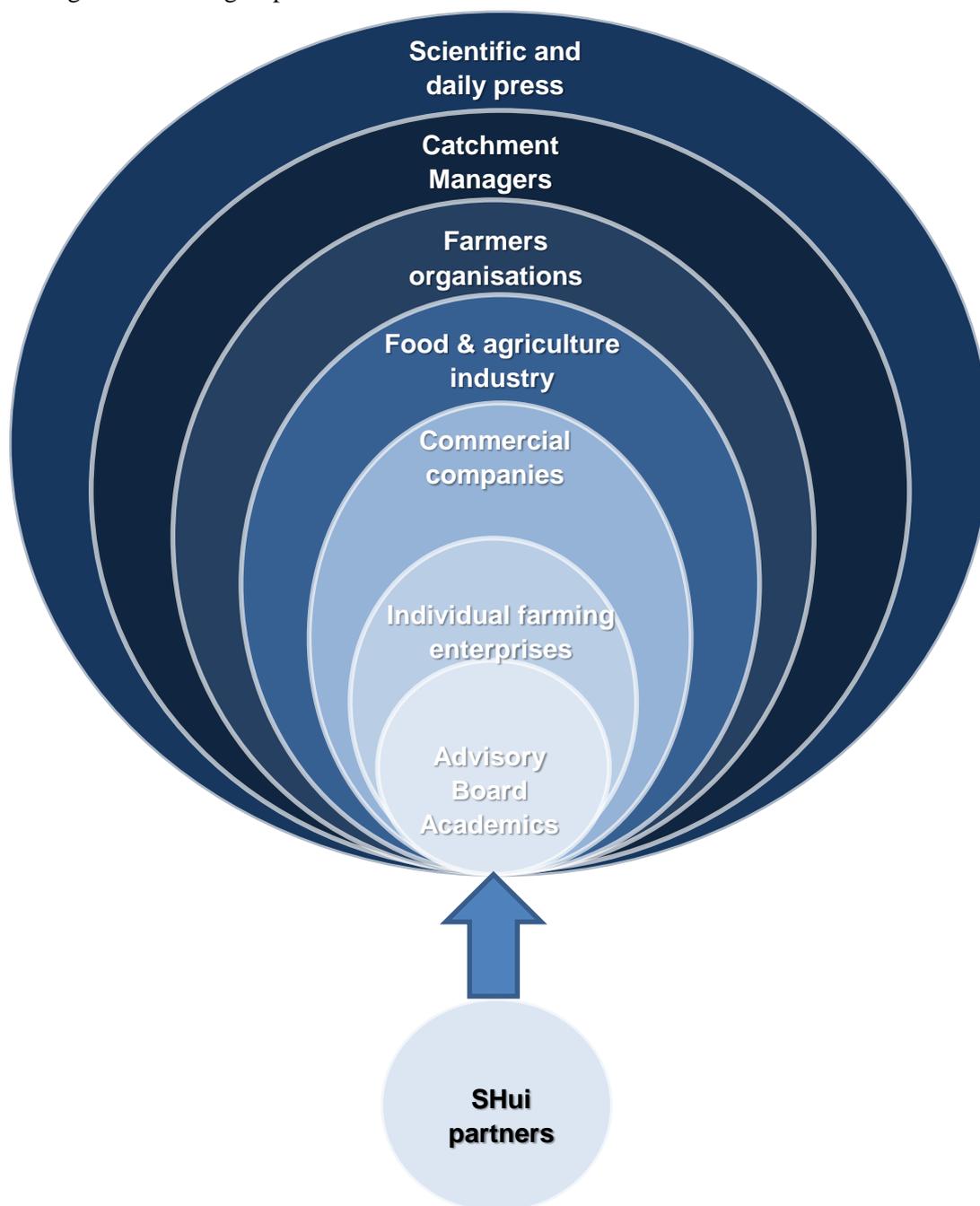
This Plan will be lead by the WP6 Leaders (ULANC and BJFU), overseen by the Permanent Secretariat (PS), implemented by all partners and monitored by the Project Board (PB). The content of the dissemination plan may be adjusted during the Consortium period. Any major amendment shall be approved by the Project Board (PB) and the General Assembly (GA), while adjustments of a more technical nature can be directly approved by the PS Chair.



## 2. Internal and External Communication: Target Groups of Shui

The target groups to be addressed with the communication measures vary in several ways. The level of desired action differs between the partners, the European Commission (EC), various enterprises, potential beneficiaries and the general public.

Attention needs to be paid to defining external target groups. Identifying and addressing marginal or less obvious target groups may also awaken interest in the adjacent, more “traditional” target groups and vice versa. Potential target groups are outlined below (Figure 1), shedding light on the relations among the different groups.



**Figure 1.** The target groups of the SHui communication and dissemination plan



## 2.1 Project Partners

This group consists of all Consortium partners. The Consortium will supply guiding and supportive information (i.e. the Consortium Agreement (CA) and other guiding documents, such as the Management Manual, DL7.1) to project partners on a regular basis throughout the project lifetime.

These measures aim to efficiently implement the project and provide a supportive atmosphere for the project partners. The Consortium will guide project partners through challenges (i.e. networking, scientific dissemination, workshops and training). The Consortium jointly helps to promote the publication of project results according to these manuals.

Notice of any dissemination activity (oral, digital or written publication) should be given to the Coordination Team (CT) 14 days prior to the event with the purpose of giving prior notice to target groups through the communications channels articulated through the web site. You must login (using your SHui project username and/or email address) and then click on the online proforma “Submit your Dissemination Activity” (<https://www.shui-eu.org/activity-submission/>) to provide the following information:

- |                          |   |
|--------------------------|---|
| • Authors                | Who ?   |
| • Affiliations           | Which SHui partners ?   |
| • Dissemination Vehicle: | Which journal ? Which conference ? Conference dates ?                   |
| • Abstract               | To be submitted to conference / journal website                         |
| • Activity Type          | Dissemination, Training, Open Access Data or News                       |
| • Link to digital site   | To include in case the activity has a website with further information. |

Following acceptance of a journal article, the authors will need to update their proforma to provide the DOI of the published paper and also, if not an open access paper, the link to an institutional repository where a preprint is freely available.

The purpose of completing this form is to ensure that all outputs from the SHui project are recorded with minimum administrative burden for the partners, and to easily demonstrate how to access an open version of these materials, since as dissemination and communication is an important part of our project goals.

Please note that publishing in open access journals is a condition of H2020 funding. [http://ec.europa.eu/research/participants/docs/h2020-funding-guide/cross-cutting-issues/open-access-dissemination\\_en.htm](http://ec.europa.eu/research/participants/docs/h2020-funding-guide/cross-cutting-issues/open-access-dissemination_en.htm)

## 2.2 Potential Beneficiaries

SHui aims at tackling **fundamental scientific issues** and addressing important **social and environmental expectations**.

The project will pay special attention to establishing *fruitful exchanges with other scientists*, not only to communicate fundamental results to the scientific community, but also to benefit from the progress made by other initiatives, notably, but not exclusively, in the framework of other H2020 EU projects.

The project will also pay *attention to how technologies arising from this project can be* commercially developed as products (under licence). To make this possible, a collaboration agreement will be



established among the partners to manage any resulting intellectual property (IP) on behalf of the project Consortium, and the costs of IP protection or any commercial revenue to be shared.

One of the challenges of the Consortium is to map all possible actors (from scientific to general and public) that could potentially benefit from the SHui project. Targeted measures for different types of beneficiaries will be used. The Consortium will combine events, publications, and internet tools to disseminate project results specifically oriented to the *potential beneficiaries* classified into these categories:

- 1) A broad academic public (including the Advisory Board)*
- 2) Individual farming enterprises*
- 3) Commercial companies*
- 4) Food and agriculture industry*
- 5) Farmers' organisations*
- 6) Catchment managers*
- 7) Scientific and daily press*

Therefore, they can be local and regional associations, state organisations, organisations established for general interest needs, NGO's and private enterprises. A list of potential beneficiaries, and their geographical relationship to project partners, is provided as Table 4. These potential beneficiaries will be contacted personally, via the mailing list and website, as well as with social media. Participation at different scientific events, workshops and presentations are important measures to provide up-to-date information on the results delivered by the Consortium.

## 2.3 Other interest groups and projects

Different interest groups and projects may also potentially benefit from the Consortium or offer synergies to it. Co-operation with a large number of possible actors from the Consortium area of research promotes the Consortium's visibility, the exchange of information and benefits from joint efforts within these projects and initiatives.

The interest groups/projects can be at international, European, national, regional and local levels. These interest groups will be provided with information about the Consortium objectives, results and progress. This offers publicity to the Consortium and better possibilities for the projects in finding cooperation partners. Networking with many different actors helps the Consortium to gain knowledge from "the field" and share ideas and experiences.

## 2.4 General public

The general public is the widest and most diverse group in itself, offering challenges from heterogeneity at different levels to geographical distances between people, as well as diverse attitudes towards SHui's project objectives. Thus dissemination activities addressed towards the general public should not treat it as one mass of people, but rather differentiate groups according to their expected level of knowledge in scientific and technical approaches.

Messages must be tailored to suit the chosen target group's interests addressing issues, such as sustainable development, environment, and agricultural techniques instead of scientific jargon. Thus



the SHui Consortium intends to translate the EU priorities and objectives to a more general language shared by the citizens and the stakeholders.

For the Consortium a positive public appearance is very important and a well-conducted public information flow creates a positive image of the Consortium and the research behind it. Different media channels will be used to gain visibility among the general public.

## **3.0 Ways of Working**

### **3.1 General setting**

While the (default) consortium language is English to enable communication between all project partners, at a local level the operational language can vary depending on the situation and the partner. The Consortium explicitly recognizes that to maximize dissemination opportunities and to adhere to the ethos of SHui in integrating expertise across both the EU and China, a significant amount of dissemination material must also be in Chinese and (if possible) other local languages where necessary. This is especially important with public-facing dissemination material, such as the project website (for which a single mouse-click allows translation between Chinese and English) and project brochures.

To facilitate (beneficiary / public) access in different languages to first-hand information of the Project, and avoid any kind of misunderstanding resulting from project material being in English, partners are expected to provide help in translating material into a local language. The media will also be approached in the local language to ensure key messages are easily transmitted. The language to be used in a particular activity targeted at the general public will be considered on a case-by-case basis.

The Consortium has developed a corporate identity to ensure a united and coherent image is delivered to the target groups during the project. This includes the Consortium logo, other templates (for instance poster templates for scientific communication) and prescribed sentences describing the Consortium and the European and Chinese funding entities.

### **3.2 Internal Communication**

Internal communication refers to the process of information exchange done by SHui consortium members between themselves and with the subcontractors in the framework of the project. Although the main decisions should be taken within project meetings, much project business is achieved through daily internal communication. Therefore, procedures for the “registration” of the communications are defined. Communication must be traceable.

All the details are defined at DL7.1 SHui Management Manual which explains who to contact and how, for each procedure.



### 3.3 External Communication

The Consortium’s lifetime consists of the start-up, implementation and final phases. Necessary communication actions will vary between these periods.

In the start-up phase, external communication focuses on making the Consortium visible for the different actors and stakeholders outside the Consortium.

In the implementation phase as results are obtained, greater information flow is needed. Consolidated results will need to be delivered to the broader academic public and other groups (Figure 1), stressing the importance of EU & MOST funding in obtaining these results.

In the final phase, it is necessary to raise public awareness of the overall results, benefits and accomplishments of the Consortium. Specific events will be organized in 2022 to disseminate project results to the scientific, industrial and farmer communities within the EU and China.

### 3.4 Communication Measures

The following measures (Table 1) will be used for external communication, and a short description is provided showing which groups are targeted with each measure.

**Table 1.** Measures used to reach each target group

	Internet	Social media	Mailing List	Brochures	Press Release	Webinars	Events
Advisory Board / Academics	x	x				x	x
Farming enterprises	x			x			x
Commercial companies	x			x		x	x
Food & Agriculture Industry	x	x	x	x	x		x
Farmers organisations	x	x	x	x	x	x	x
Catchment managers	x	x	x	x			x
Scientific / Daily press	x	x			x		x

#### 3.4.1 Internet

The Consortium website at <https://www.shui-eu.org/> provides both permanent and relevant updated information about the Consortium and the SHui research project.

*Material provided in the public website (available from pull-down menus) include:*

- Project [Overview](#) and [Work Plan](#) including short descriptions of the project and WPs
- List of Project [Partners](#)
- Calendar of Consortium [Dissemination](#) and [Training](#) events, meetings, workshops, scientific meetings and conferences (updated through an online proforma on the website)
- Publicity material including downloadable brochures (in Chinese and English and as many local languages as possible)
- Consortium documents and deliverables that are to be made public
- [News](#) of project activities
- Publications resulting from SHui ([Open Access](#))



*Material provided in the private website also include:*

- Templates for data collection and management (i.e. reports and deliverables)
- Documentary repository: eg. Minutes of the meetings
- Access to results, WP data, private reports and deliverables
- Hyperlinks (both sites need previous registration and permission for access) for accessing the private cloud for SHui project and the platform of agrosystem observatories.

GWDG Cloud: <https://owncloud.gwdg.de/index.php/apps/files/?dir=/&fileid=374399989>

BOKU Database: <https://shui.boku.ac.at/shui/public/>

### 3.4.2 Social media

A TWITTER @SHui account and a Wechat account have been created to publicise the latest developments, news, announcements and reminders of the project to the partners and the general public. WP6 leaders will encourage partners to provide posts to stimulate SHui communications, with each partner requested to provide at least one post every four months. Technical support will be maintained by Ana Sanchez (EU) and Lixing Chen (China) ensuring that posts can be visible in both accounts.

### 3.4.3 SHui Mailing List

When relevant, the Permanent Secretariat will publish events and the main project advances. This will be distributed via an electronic mailing list to inform partners, potential beneficiaries, different stakeholders and other interested parties about the Consortium, its results and current events. The WP6 leaders have elaborated a stakeholders list (Table 4) which will be regularly updated and expanded with help of the Permanent Secretariat. Interested parties can subscribe to the mailing list by sending an e-mail to the PS. No personal data will be held.

### 3.4.4 Brochures

General brochures (in both Chinese and English and in as many local languages as possible) will provide overall information about the Consortium. They have already been made available to the partners and handed out at events where the Consortium is represented. The brochure aims to attract parties potentially interested in the outcomes of the project: local, national and European policy-makers, industrial users, technology licensees, media and so on. It contains an overview of the Consortium, the background and rationale of the project, the scope and deliverables and is available both publically, and for project partners (once logged in) to download from the project website (<https://www.shui-eu.org/>).



### 3.4.5 Press releases

Press releases will be jointly published by the Consortium partners, such as media invitations to the most relevant events, and distributed using the media database. Winter and summer press releases aim to maintain interest in the project by disseminating the most important results to emerge from each field season. These are timed for release at “non-growing” and “growing” times of the year, when stakeholders / beneficiaries are likely to access information (whilst avoiding Christmas / Chinese New Year weekend releases). Press releases will always use the local language to make the Consortium more attractive to the local press and to gain wider media coverage.

Responsible Persons

WP6 Leaders

#### Timetable for Delivery:

Draft press release provided at the end of each field season by each partner

30 September 2019, 2020, 2021

Selection of specific press releases by Secretariat / WP6 Leaders for dissemination

30 October 2019, 2020, 2021

Winter press release (in both Chinese & English)

8 January 2020, 2021, 2022

Summer press release (in both Chinese & English)

1 July 2020, 2021, 2022

### 3.4.6 Webinars

To provide opportunities for interested parties to interact with SHui researchers irrespective of geographical boundaries, a series of Webinars on specific topics will occur throughout the project. Webinars not only provide opportunities for instantaneous web-based interactions, but a permanent record of the seminar, ensuring the project’s legacy. Each WorkPackage aims to provide a webinar, occurring at 6 monthly intervals throughout the project lifespan (first one scheduled for January 2020).

### 3.4.7 Presentation templates

Graphically consistent material is required for day-to-day working contacts, such as PowerPoint presentation templates containing the Consortium logo and contact information, to leave an attractive and coherent image of the Consortium.

Specific material used in seminars, conferences, trainings, workshops and other specific events will be published (e.g. presentation templates or poster templates). These will be in line with the corporate graphic design and the rest of the Consortium materials, and is available in the Cloud (<https://owncloud.gwdg.de/index.php/apps/files/?dir=/&fileid=374399989>).



## 3.4.8 Meetings

### 3.4.8.1 Events

In addition to the kick-off and its annual project meetings, the Consortium will participate in promotional and/or information events organised by other parties in the Consortium area, i.e. scientific conferences, seminars, and other events. Where participation is considered advantageous for the Consortium, the CT will actively solicit representation of at least one partner of the SHui project at such events. Moreover, the Consortium will organize events summarising its progress and results addressed to specific and targeted audiences.

### 3.4.8.2 Kick-off meetings of the Consortium

Consortium events started with the kick-off meeting (Cordoba, Spain - September 24<sup>th</sup> to 26<sup>th</sup> 2018 - <https://www.shui-eu.org/shui-kick-off-meeting-september-2018/> ), which offered an overall presentation of the Consortium and its objectives together with an overview of the work packages. This event attracted all European (and some Chinese) partners, even though official notification of MOST funding for Chinese partners had not yet been confirmed.

Many partners also attended the 11<sup>th</sup> International Symposium and Agriculture & the Environment conference (Nanjing, China - October 14<sup>th</sup> to 18<sup>th</sup> 2018 - <https://www.shui-eu.org/nanjing-18-oct-2018/> ). Details of specific work packages were discussed at a private meeting of SHui partners.

**Twice-yearly Consortium meetings** (alternating between the EU and China) will occur, often aligned with larger events and scientific conferences to ensure economies of scale and provide best value for money. The first entire consortium meeting was held in China (Fuzhou, China - April 2<sup>nd</sup> to 4<sup>th</sup> 2019 - <https://www.shui-eu.org/fuzhou-meeting-report-april-1st-5th/> ) and similar events will occur annually (the next ones are scheduled for Vienna in September 2019 and Beijing in April 2020).

### 3.4.8.3 External events with SHui representation

SHui researchers will present the project and its results at relevant conferences, symposia or seminars (Table 2). Wherever possible, representatives of more than one SHui partner will attend events (Table 3), to maximize opportunities for collaborative work and networking possibilities.

At these external meetings, graphically consistent material (eg. PowerPoint presentation templates containing the Consortium logo and contact information) is required to leave an attractive and coherent image of the Consortium. Specific material used in at these events (and in internal seminars, conferences, trainings, workshops and other specific events) will be published (e.g. presentation templates or poster templates). These will be in line with the corporate graphic design and the rest of the Consortium materials, and is available in the Cloud (<https://owncloud.gwdg.de/index.php/apps/files/?dir=/&fileid=374399989>).



**Table 2.** Provisional agenda of listed events

	<b>Frequent Events</b>
1	European Geophysical Union (Vienna, Austria: every April / May)
2	Exploliva, International fair on olive cultivation (Jaen, Spain: every May)
3	Spanish National Irrigation and Drainage Symposium
4	AgroEnviron (Biennial conference)
5	Annual meetings, Israel Field and Vegetable Crop Society & Israel Soil Science Society
6	Annual meeting, Austrian Soil Science society
7	Global Land Project meeting (Biennial event)
8	Associazione Italiana di Economia Agro-alimentare (Italy)
9	GEWISOLA Jahrestagung (different places)
	<b>Exceptional Events</b>
10	ISHS Irrigation Symposium (Matera, Italy: 17-20 June 2019)
11	Spatial Statistics 2019: Towards Spatial Data Science (10-13 July 2019, Sitges, Spain)
12	International Soil Conservation Organisation (New Delhi, India: 5-9 November 2019)
13	Agricultural Economics Society Annual Conference (Leuven, Belgium: 15-17 April 2020)
14	Eurosoil 2020 (Geneva, Switzerland: 24-28 August 2020)
15	European Association of Agricultural Economists (Prague, Czech Rep: dates to be advised)
16	International Commission on Irrigation and Drainage (Sydney, Australia: 22-28 September 2020)
17	ASA /CSSA / SSSA (Phoenix, USA: 8-11 November 2020)
18	International Geoscience and Remote Sensing Symposium (Brussels, Belgium: 11-16 July 2021)
19	International Association of Agricultural Economists (New Delhi, India: 20-24 August 2021)
20	International Horticultural Congress (Angers, France: 14-20 August 2022)



### 3.4.8.3 External events with SHui representation (continued)

**Table 3.** Planned Dissemination Events and SHui partner participation. Key to conferences in Table 2 above.

	Partner																			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	
Conference	CSIC	ARO	BJFU	BNU	BOKU	CAU	CRSI	HKBU	CVUT	FAFU	MEDES	KUL	NAU	NWAFU	TerN	TerV	UCO	UGOE	ULANC	
<b>Frequent</b>																				
1	x				x				x			x		x						x
2	x																			
3	x																			
4	x																			
5		x														x				
6					x															
7									x											
8											x									
9																			x	
<b>Exceptional</b>																				
10		x														x				x
11		x														x				
12					x															
13																			x	
14					x															
15											x								x	
16																	x			
17		x														x				
18												x								
19																			x	
20																				x



### 3.4.8.4 SHui stakeholder events

SHui researchers will regularly engage with local stakeholders each year (Table 4) such as:

**Table 4.** List of planned stakeholder engagement.

Target stakeholder/ audience	Main objective	SHui dissemination activity, event or material	Partner
Regional Administration of Agriculture (Andalucia. Murcia)	Protocols and tools for advanced efficiency in irrigation management in field, vegetable and tree crops	Networking, workshops, printed materials	CSIC
Professional associations and farms (ASAJA. FECOAM, Las Colleras)	Implementation of results and protocols optimization	Networking, workshops, printed materials	
VRV, SWECO, DZS Struharov, AGRA Risuty	Retention capacity of the landscape, irrigation effectiveness	Networking, printed materials	CVUT
Ministry of Agriculture, Ministry of Environment	Soil water holding capacity, retention of landscape, soil conservation, water crop footprint	Networking, meeting, workshops	
Povodi Vltavy, State company	Implementation of results into River Basin Management Plans (WFD), retention capacity of landscape	Networking, workshops, printed materials	
Regional Administration; Landwirtschaftskammer Niedersachsen	Soil water holding capacity, retention of landscape, soil conservation, water crop footprint	Networking, workshops, printed materials	UGOE
Regional Administration; Amt der NÖ Landesregierung,	Soil water holding capacity, retention of landscape, soil conservation, water crop footprint	Networking, workshops, printed materials	BOKU
Maon Growers, Ministry of Agric Extension Service, Regional Ag R&D Centers.Southern and Negev Highlands	Protocols and tools for advanced efficiency in irrigation management in field, vegetable and tree crops	Networking. Workshops, meeting, printed materials	ARO/TERRAVISION LAB



	DSS support tools for water management. A) use of sensors, B) precision maps	Applications	ARO, TERRAVISION
Ministry of Agriculture, Association of Greek Agricultural Cooperatives, Agricultural University of Athens	Environmental benefits of the alternative agricultural water management strategies that will be developed by the SHui project.	Networking, meetings/presentations	TERRA NOVA
Farmers associations (COLDIRETTI, Conf Italiana Agricoltori)	Soil water holding capacity, retention of landscape, soil conservation, water crop footprint	Networking, meeting, workshops	
Farmers and technicians of five different irrigated areas	Farmers' field days on Water Productivity improvements	Meetings, software	UCO
Scientific community; Government organizations: Beijing Agriculture University, Beijing Municipal Water and technology Institute, Xijiang University, Water Resources Bureau of JiuSang, Reclamation Boureau Heilongjiang, NorthEast Normal University, South University of Science and Technology, Agriculture Bureau in Yanan City, Zogui Bureau of Soil and Water conservation	Soil water holding capacity, retention of landscape, soil conservation, water crop footprint	Networking, workshops, meeting	FAFU, NAU, NWAUFU, CSRSI
	Recommendations to adopt the best approaches available based on cost/benefit analysis including social/economic values	Networking. Workshops, meeting, printed materials	
Local farmers, Ansai Eco-restoration Experimental Station.	Soil water conservations technologies	Printed materials	
	Effective orchards irrigation	workshops	
National and regional farmers associations; National and regional irrigation authorities	Tools aimed to improve the sustainability of agricultural technologies	Networking. Workshops, meeting, printed materials	MEDES
Advisory services			
UK Irrigators Association, Eden Rivers trust	Soil management impacts on crop water stress responses	Networking	ULANC



### **3.4.8.5 Closing meetings of the Consortium**

Final conferences will be organized in Brussels and Beijing towards the end of the project to disseminate project results, including policy recommendations to corresponding stakeholders to better achieve the dissemination and communication objectives.