



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

## **SHui**

Project number: 773903

# Deliverable 6.6

# **Dissemination & Communication Report** (including networking activities)

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	Dissemination Level		
PU	Public	X	
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





## **Executive Summary**

Notwithstanding recent challenges associated with the covid-19 pandemic, WorkPackage (WP) 6 has made considerable progress in spreading news of our project via traditional academic fora, open days with targeted groups of farmers / stakeholders and virtual media (including our website and social media). This activity has been documented via the project website (<a href="https://www.shui-eu.org">https://www.shui-eu.org</a>) and highlights are distilled below for convenience.

- Extensive activity on our project website (> 2500 unique visitors), with new content posted approximately fortnightly
- More than 20 distinct oral / poster presentations at academic conferences and public meetings, with a combined audience exceeding 1000
- Produced a mid-term slide deck of key project results / approaches that SHui researchers can utilize when speaking at national / international fora, to raise awareness of the project
- Produced attractive project brochures, available for download from the project website, for distribution at events where SHui researchers are engaging with the public
- Farmer focus groups delivered by WP5, public meetings and press releases to raise the project's profile in the rural community
- 9 peer-reviewed academic publications, including several examples of multi-partner work across China and the EU
- Distinctive early career researcher training events (comprising face-to-face learning, *in silico* computer modelling analyses and virtual conferences), attracting participants both within and beyond the SHui consortium

Appointment of a part-time Communications Manager is imminent, to coincide with the mid-point of the project, as it has now amassed a considerable volume of new data and tools, and it is critical that recommendations for better soil and water management reach their target audience within the 8 countries comprising the SHui project network.

Dissemination activities are expected to accelerate to achieve our key performance indicators (articulated in Deliverable 6.5) as individual research teams build substantial data sets, in many cases comprising multi-year field trials that are the basis for farmer recommendations.

Please contact the WP6 Leaders (details below) if you have further questions about communication activities.

#### The Coordination Team of SHui

Jose Gomez Weifeng Xu Ana Sanchez Miao Rui

#### WorkPackage 6 Leaders of SHui

Ian Dodd (Lancaster University – I.Dodd@lancaster.ac.uk) Zhiqiang Zhang (Beijing Forestry University – zhqzhang@bjfu.edu.cn)





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## **Introduction – Dissemination & Communication Report**

In recognizing that the Consortium aims to engage with key target groups (potential beneficiaries), inform them about the project's results and to create win-win situations for all parties involved by bringing them together in a participatory process, a range of communication activities have been undertaken. These have been prioritized according to preferred ways of working by the different groups (Table 1). Further details of these beneficiaries can be found in Deliverable 6.5 (Dissemination & Communication Plan).

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

Potential beneficiaries	General <u>Net</u>	working	Printed (& virtual) materials		Workshops		
	Social Media	Internet	Mailing List	Brochures	Press Release	Webinars	Events
			List	Diochules	i iess Reiease		
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

To ensure phased engagement with these groups, the SHui team developed 3 Task Forces\_to drive the key communications ambitions (activities) of the project:

- Activate and maintain the SHui network, by facilitating network communication and mining the dissemination potential of existing networks (All partners)
- Broadcasting the project's deliverables, by launching the website, distributing press releases, and disseminating project results at workshops and conferences (<u>Initially WP6 Leaders & their teams and especially the Community Manager from mid-term</u>)
- Advancing Knowledge, by training early career scientists and facilitating peer-to-peer learning within the consortium (<u>driven by WP 6 Leaders</u>, with contributions from all WPs).

Activities undertaken within these areas are documented overleaf, along with progress towards the set key performance indicators.

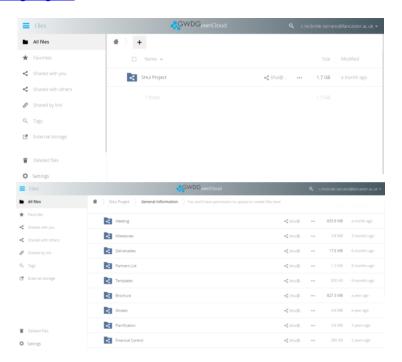




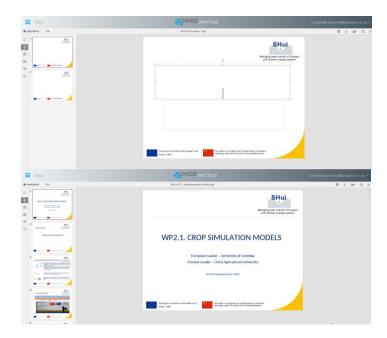
### Task Force 1: Activate and maintain the SHui network

Task Force 1 has implemented a range of measures to facilitate network communication both within and external to the consortium:

1. Developed a professional network which is maintained via a shared document repository (https://owncloud.gwdg.de/)



2. Created a coherent SHui brand with graphically consistent material for internal and external communication (available to consortium members via <a href="https://owncloud.gwdg.de/index.php/apps/files/?dir=/&fileid=374399989">https://owncloud.gwdg.de/index.php/apps/files/?dir=/&fileid=374399989</a>), including PowerPoint presentation templates containing the Consortium logo and funders

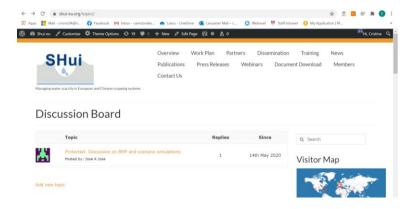








3. Developed a discussion board on the website with member-only access



4. Instituted a digital workplace for teams meetings within WorkPackages (via Zoom or equivalent conference calling platforms), e.g. WP2.2 (<a href="https://www.shui-eu.org/shui-adapting-to-covid-19/">https://www.shui-eu.org/shui-adapting-to-covid-19/</a>).



WP2.2 – Hydrological modelling virtual meeting

5. Developed an online proforma "Submit your Dissemination Activity" (<a href="https://www.shui-eu.org/activity-submission/">https://www.shui-eu.org/activity-submission/</a>) to provide the following information, to assist the project to collate relevant information:

• Authors Who?

Affiliations
 Which SHui partners ?

• Dissemination Vehicle: Which journal? Which conference? Conference dates?

Abstract To be submitted to conference / journal website

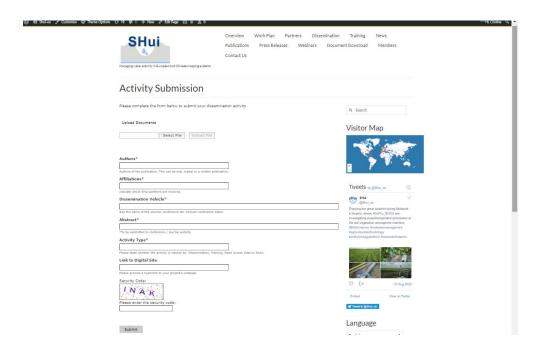
Activity Type Dissemination, Training, Open Access Data or News





• Link to digital site

To include in case the activity has a website with further information.



## Task Force 2: Broadcasting the project's deliverables

Task Force 2 has broadcast the project's deliverables by maintaining the project's website and social media, distributing press releases and brochures, and disseminating project results at workshops and conferences, specifically:

1. Given (oral or poster) presentations at 11 events (Appendix 1), to an estimated audience exceeding 1000



Prof John Quinton (ULANC) giving an invited talk on the impacts of tillage and soil erosion on crop yields at Lanzhou University to approx. 300 students and scientists.

2. Implemented the project website (<a href="https://www.shui-eu.org">https://www.shui-eu.org</a>) which attracted 250 unique visitors within Year 1, and at the time of writing has attracted 2584 visitors, with *circa* 25%, 50% and 25% from the European Union, China and the rest of the world respectively. Preliminary indications of Search Engine Optimisation analyses are that more strategic use of key words (eg. "soil hydrology platform") related to the project in our posts has enhanced our profile on some of the major search engines in use in China and the EU.







- 3. Provided 37 Dissemination Posts, 13 News Posts and 3 Training Posts via the website, reflecting the range of consortium activities
- 4. Set up a Twitter @SHui account, and WeChat and Weibo accounts to publicise project news, resulting in 47/43 Tweets/Followers, with 24/86 respectively for WeChat and 16/33 for Weibo



5. Provided press releases in both Spain (numbering 8) and Austria (1) to attract national / local interest in the project, aligned with key project trials







6. Provided printed brochures to all project partners (either in Chinese, English or Spanish) with additional copies available for download via the project website, for use in public dissemination events, with an updated version available from July 2020 describing project results



- 7. Compiled an electronic mailing list (Appendix 2) to update key stakeholder groups about project results every 4 months, starting from the project's midpoint
- 8. Published 9 open access articles (Appendix 3), with 3 of these comprising Chinese and European authors, in journals such as *Agricultural Water Management*, *Soil* and *Water*, including a summary of the entire project's ethos / ambition in *International Soil and Water Conservation Research*

Progress against key performance indicators over the entire project are provided in Table 2.

 Table 2. Progress against key performance indicators set out in Deliverable 6.5

Indicator	Sub-indicator	Objective	Progress
_			
Presentations	Entire Project	20	11
	In China	2	2
	All partners	19	8
Website Visitors			
-	Year 1	250	250
	Year 2	750	2584
	Year 3	2250	
	Year 4	6750	
Website Postings			
Website I osungs	Dissemination	100	37
	News	50	13
	Training	10	3
Social Media		Posts / followers	
	Twitter	100/200	47/39
	WeChat	150/250	24/86
	Weibo	150/250	16/33
Press releases		30	9
r ress releases		30	9





<b>Publications</b>			
	Total	30	9
	Joint China / EU	15	3
	Reads (Various)	1000	1021*
	Citations (WoS)	300	9

<sup>\*</sup> Using ResearchGate wherever statistics available (ScienceDirect for Ohana-Levi et al. 2019)

## Task Force 3: Advancing Knowledge

Task Force 3 aims to train early career scientists and facilitate peer-to-peer learning within and beyond the consortium, which has been actioned via:

- 1. Public delivery of two webinars:
- 15 June 2020 *How to be a qualified graduate or PhD student* advertised within Chinese student community capacity capped at 100 (achieved)
- 29 June 2020 *Partial rootzone drying: from laboratory to commercial practice* advertised via our professional networks > 50 attendees from 20 countries, with circa 60% from outside of the SHui consortium, over 10% from China and approximately 35% women



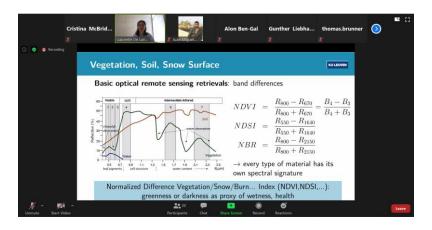
- 2. Several face-to-face (FF) and virtual (V) workshops as part of the Early Career Research Training Plan Deliverable 6.4):
  - (FF) China-Europe Modelling Seminar on Efficient Utilization of Water Resources (Fuzhou, April 4<sup>th</sup> 2019) *In silico* evaluation of AquaCrop, Hydrus and DSSAT with worked examples
     30 attendees within the SHui consortium including 12 Chinese graduate students
  - (FF) Micrometeorology Techniques Workshop (Petzenkirchen, 12 September 2019) Use of eddy covariance and scintillometer to determine landscape water fluxes 35 attendees within the SHui consortium including 5 graduate students
  - (FF) Catchment Hydrological Modelling Workshop (Beijing Normal University, BNU, 8th-11th Oct 2019) 19 attendees from the SHui consortium including 8 Chinese graduate students







- (V) How to calibrate and validate the AquaCrop model (Cordoba, 20-24 July 2020) 12 / 68 attendees within/external to the SHui consortium
- (V) Introduction to GIS and Remote Sensing (22 July 2020) 19 attendees within the SHui consortium, including 13 graduate students



Introduction to GIS and Remote Sensing Workshop

#### 3. Stakeholder events with farmers:

- 20/21 November 2019 Focus group lead by UGOE researchers and hosted by ARO (Israel) comprising 12 farmers (including one woman)
- 4 December 2019 Meeting with farmers at Ministry of Agriculture and Water (hosted by CSIC in Murcia, Spain) with 125 attendees including 90 farmers, and approximately 25% of the audience comprising women
- 4 December 2019 Focus group lead by UGOE researchers and hosted by BOKU (Austria) comprising 31 farmers (unfortunately no women despite persistent attempts to ensure their participation







- 12 March 2020 Open Day hosted by Eden Rivers Trust and ULANC at Newton Rigg, UK attended by 8 farmers and 15 agriculture students



Progress against key performance indicators over the entire project are provided in Table 3.

**Table 3:** Progress against key performance indicators set out in Deliverable 6.5

Indicator	Sub-indicator	Objective	Progress
Webinars	Audience (on the day)	300	155
	Audience (after event)	600	68
Workshops	Audience	600	183
Stakeholder Events	Audience	600	190

## **Problems, Plans and Perspectives**

Co-ordinating communications across continents, amongst researches of different cultures / disciplines and with competing demands on their times according to stage of career development has presented some challenges, even in a pre covid-19 world. Critical amongst these has been temporary unavailability of the project website to Chinese visitors, resulting in its mirroring to ensure continued access. Social media usage varies widely across generations, and it has been necessary to institute a rota system to ensure engagement by all partners in this process. Different institutions have different histories of farmer engagement





(according to the longevity and depth of relationships with existing networks), so there have been substantial opportunities for peer-to-peer learning of approaches to generate measurable behavioural change in water and soil management.

The covid-19 pandemic has caused cancellation of several planned events, or their replacement by online versions. For example, many SHui researchers planned on attending the European Geophysical Union's 2020 conference, with a SHui-sponsored session: *Challenges for competitive and sustainable EU-China agricultural systems under increasing pressures on soil and water resources.* Ultimately, this was an online only event (<a href="https://www.shui-eu.org/shui-at-egu-2020/">https://www.shui-eu.org/shui-at-egu-2020/</a>), which may have inhibited audience participation as text-based communication may be less rewarding to participants. Furthermore, face-to-face farmer focus groups recently have had to rely on electronic / virtual media. While recognising that situations can rapidly change (eg. local regions moving in and out of lockdown according to number of cases), WP6 has collated information on how government-mandated covid-19 restrictions has affected our planned dissemination activities (particularly stakeholder events) during the remainder of 2020. A diminished, and socially distanced, programme of events is still anticipated.

Lastly, there are significant differences in lead-in times for dissemination events within the European Union and China. While many European researchers previously have had considerable freedom to attend annual events of specific (often nationally based) scientific societies (eg. Meetings of the Austrian Soil Science Society and the Spanish Society of Plant Physiology), Chinese researchers often have to apply for permission from their employer to attend international conferences. In some European countries, the covid-19 pandemic has resulted in centralised institutional decisions (e.g temporary travel bans, greater administrative procedures to demonstrate value of any proposed travel) which may restrict researchers' freedom-to-operate to deliver dissemination measures. Existing differences have resulted in our dissemination programme (Appendix 1) having a European bias, necessitating the importance of planned joint, SHui-sponsored events in the latter half of the project, to ensure (especially) Chinese Early Career Researchers get the opportunity to present the results of their SHui research at appropriate international fora.





**Appendix 1.** Oral / poster presentations at academic conferences and public meetings

Partner (s) Lead Author	Conference (Location & Dates)	Attendees Type
Туре	Title	Gender (M/F) Balance (if known)
CSIC	IX International Symposium on Irrigation of Horticultural Crops	120 (at specific talk)
Intrigliolo	(Matera, Italy: 17-20 June 2019)	Academia/Industry
Talk	Plant-based sensing for irrigation management in the field	
ULANC	IX International Symposium on Irrigation of Horticultural Crops	30 (at specific talk)
Puertolas	(Matera, Italy: 17-20 June 2019)	Academia/Industry
Talk	Assessing the optimal timing of partial root-zone drying alternation in tomato crops under furrow irrigation	(67/33)
MEDES (+4)	IX International Symposium on Irrigation of Horticultural Crops	200 (at entire event)
Quaranta	(Matera, Italy: 17-20 June 2019)	Academia/Industry
Poster	Soil Hydrology research platform underpinning innovation to manage water scarcity in European & Chinese cropping systems	
CSIC	XXIII Meeting of the Spanish Society of Plant Physiology	75
Buesa	(Pamplona, Spain: 28-30 June 2019)	Academia/Industry
Poster	Physiological responses of Tempranillo onto different rootstocks under salinity and water stress condition	
ULANC	Invited talk at Lanzhou University	300
Quinton	(Lanzhou, China: 21 June 2019)	Academia
Talk	Advances in soil and water conservation – the SHui project	(40/60)





BOKU Klik	SWAT Conference 2019 (Organised by BOKU) (Vienna, Austria: 15-19 July 2019)	180 (entire event) Academia
Talk	Evaluating the performance of the SWAT model in an agricultural catchment in Austria	(68/32)
CVUT	SWAT Conference 2019	50 (at specific talk)
Noerika	(Vienna, Austria: 15-19 July 2019)	Academia
Poster	Applying SWAT to assess hydrological balance & sediment transport in a medium-size agricultural catchment in Central Europe	
CSIC	International Mid-Term Conference 2019 Italian Association of Agricultural Engineering	67
Intrigliolo	(Matera, Italy: 12-13 September 2019)	Academia/Industry
Poster	Retrieving reference evapotranspiration for irrigation scheduling: forecast or past weather data?	
CSIC	ISHS International symposium on precision management of orchards and vineyards	85
Intrigliolo	(Palermo, Italy: 7-11 October 2019)	Academia
Talk	Evaluating the effects of different management practices on vineyard evapotranspiration using remote s	ensing
CSIC	2019 IEEE International workshop on Metrology for Agriculture and Forestry	59
Intrigliolo	(Naples, Italy: 24-26 October 2019)	Academia
Poster	Exploring the utility of seasonal time series parameters derived from corine land cover products for identifying land processes	
ULANC	International Conference on Integrative Plant Physiology 2019	100
Dodd	(Sitges, Spain: 27-29 October 2019)	Academia
Talk	The ups and downs of root-shoot communication	
CSIC	Talk at the Ministry of Agriculture and Water of Murcia, Spain	125
Intrigliolo	(Murcia, Spain: 3 December 2019)	Mostly Farmers
Talk	Mulching as a technique for weed control and water use efficiency improvement	(75/25)





UCO/CSIC Garcia-Vila	iCROPM2020 'Crop modelling for the future' (Montpellier, France: 3-5 February 2020)	40 Academia/Industry
Poster	Could crop irrigation requirements be reduced under future climate scenarios?	11000011110
6 SHui partners	European Geophysical Union: https://meetingorganizer.copernicus.org/EGU2020/session/35090	71
Many Authors	(Telematic: 4-8 May 2020)	Academia
m 11	Challenges for competitive & sustainable EU-China agricultural systems under increasing pressures on soil &	
Talks	water resources	
	Multiple talks under the above session heading - talk titles available at: https://www.shui-eu.org/shui-at-egu- 2020/	
CVUT	European Geophysical Union	25
Noreika and Li	(Telematic: 4-8 May 2020)	Academia
Talks	The influence of the spatial distribution of agricultural conservation practices on hydrologic balance variables in a small basin	
	Models and Data: Understanding and representing spatio-temporal dynamics of hydrological processes	
KU Leuven	European Geophysical Union	50
de Roos	(Telematic: 4-8 May 2020)	Academia
Talk	From the field-scale Aquacrop model to a regional gridded crop model: initial evaluation over Europe	





Appendix 2. Electronic mailing list of stakeholder group representatives (Contact person and email are confidential)

Partner	Stakeholders	Stak. Mode
	ASAJA Córdoba	Practical actors
	Consejería de Ag. Junta de Andalucía	Policy makers
IAS CSIC	D.O Estepa	Practical actors
	Sygenta	Practical actors
	D.O.Montilla Moriles	Practical actors
	Confederación Hidrográfica del Guadalquivir	Policy makers
IAS CEBAS	Regional Administration of Agriculture (Murcia)	Policy makers
	Maon Growers	Practical actors
ARO/TERRAVISION	Ministry of Agric Extension Service	Policy makers
ARO/TERRAVISION	Regional Ag. R&D Centers	Practical actors
	Southern and Negev Highlands	Practical actors
BOKU	Amt der NÖ Landesregierung	Practical actors
	VRV	Practical actors
	SWECO	Practical actors
	DZS Struharov	Practical actors
CVUT	AGRA Risuty	Practical actors
	Ministry of Agriculture	Policy makers
	Ministry of Enviroment	Policy makers
	Povodi Vltavy, State Company	Practical actors





MEDES	National and irrigation authorities	Policy makers
	Advisory services	Practical actors
	Farmers Association (COLDIRETTI, Conf.Italiana Agricultori)	Policy makers
KULeuven	Ministery of Agriculture	Policy makers
	Vlaamse Milieumaatschappij	Policy makers
TERRANOVA	Greek Young Farmers Association  Hellenic Agricultural Organisation "Demeter"  Agricultural University of Athens	Practical actors  Policy makers  Practical actors
UCO	Comunidad de Regantes del Genil-Cabra	Practical actors
UGOE	Regional consultant for farmers: Landwirtschaftskammer Niedersachsen	Practical actors
ULANC	Eden Rivers Trust	Practical actors
	UK Irrigators Associations	Practical actors





#### **Appendix 3.** SHui publications

**Authors & Partners** 

**Title** 

**Journal** 

doi

Reads

Gomez et al 2020 (All Partners)

SHui, an EU-Chinese cooperative project to optimise soil and water management in agricultural areas in the XXI century *International Soil and Water Conservation Research* 8, 1-14.

https://doi.org/10.1016/j.iswcr.2020.01.001

185 reads (ResearchGate) 16 reads (ScienceDirect)

Ohana-Levi et al 2019 (ARO)

A weighted multivariate spatial clustering model to determine irrigation management zones.

Computers and Electronics in Agriculture 162, 719-731

https://doi.org/10.1016/j.compag.2019.05.012

80 reads (ScienceDirect)

Garcia-Vila et al 2019 (UCO)

Modeling Sugar Beet Responses to Irrigation with AquaCrop for Optimizing Water Allocation

Water 11, 1918

https://doi.org/10.3390/w11091918

858 reads (MDPI) 153 reads (ResearchGate)

Miras-Avalos et al 2019 (CSIC)

Irrigation-Advisor—A Decision Support System for Irrigation of Vegetable Crops





Water 11, 2415 https://doi.org/10.3390/w11112245 919 reads (MDPI) 165 (ResearchGate)

Gomez et al 2020 (CSIC)

Variation of soil organic carbon, stable isotopes and soil quality indicators across an eroding-deposition catena in an historical Spanish olive orchard *Soil* 6, 179-194

https://doi.org/10.5194/soil-2019-59 1,323 reads (SOIL) 149 reads (ResearchGate)

Tenreiro et al 2020 (CSIC/UCO)

Water modelling approaches and opportunities to simulate spatial water variations at crop field level Agricultural Water Management

https://doi.org/10.1016/j.agwat.2020.106254

111 reads (ResearchGate)

Reyna-Bowen et al 2020 (CSIC)

The influence of tree and soil management on soil organic carbon stock and pools in dehesa systems Catena 190, 104511

https://doi.org/10.1016/j.catena.2020.104511 104 reads (ResearchGate)

Wu et al 2020 (CAU/ARO)

Introducing water stress hysteresis to the Feddes empirical macroscopic root water uptake model

\*\*Agricultural Water Management\*\*

https://doi.org/10.1016/j.agwat.2020.106293

29 reads (ResearchGate)

Shi et al 2020 (CAU/ARO)

Determining threshold values for root-soil water weighted plant water deficit index based smart irrigation





Agricultural Water Management
https://doi.org/10.1016/j.agwat.2019.105979
45 reads (ResearchGate) 13 reads (ScienceDirect)