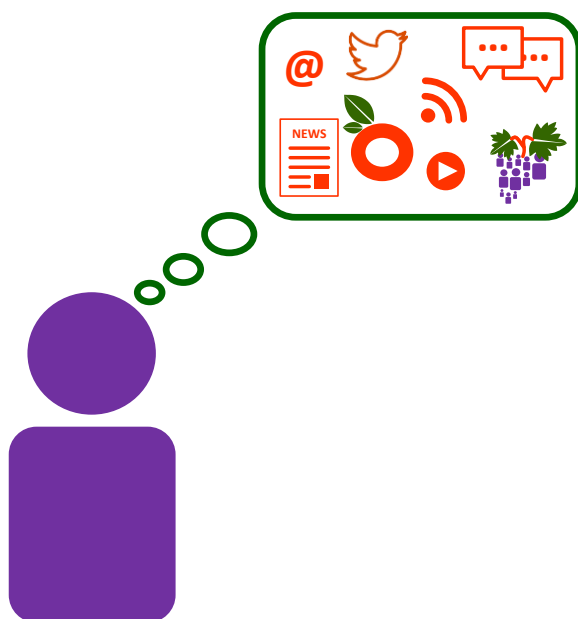




Pesticide Reduction using Friendly and Environmentally Controlled Technologies
LIFE/17/ENV/ES/000205



DELIVERABLE D1.1

DISSEMINATION AND COMMUNICATION PLAN





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EXECUTIVE SUMMARY

Deliverable D1.1: Dissemination and Communication Plan concerns the production of a detailed and comprehensive diffusion and communication strategy. Elements like media to be used for dissemination, identification of relevant events, communication channels and tools, and target audience for dissemination purposes has been defined and included in this plan. The current deliverable outlines the target groups and identifies opportunities for the successful dissemination of the project both at a national (partner) as well as international level. It also offers information on the tools and methods used, as well as materials produced specifically within the framework of the PERFECT LIFE project.

Apart from the theoretical information, the Dissemination and Communication Plan also provides specific dissemination activities planned by each partner specifically. In this way, a variety of objectives are achieved such as exchange of information among the consortium members and the avoidance of overlapping dissemination activities through the project's duration.

The current Dissemination Plan safeguards the highest quality of the PERFECT LIFE project as a whole, by ensuring uniform and detailed information to all partners while at the same time it becomes a practical reference point for all foreseen dissemination actions within the scope of PERFECT LIFE.

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1 INTRODUCTION

Communication is a key element of any project implementation, but especially for LIFE projects due is one of the aims of the LIFE programme. Prepare a plan at the beginning of the project will help us to archive the objectives of the project, encourage behavioural change in the target groups, showcase the results and successes of the project, encourages transfer and replications, and helps to inform policymakers at local and EU level of best practices, linking the project to EU and/or national initiatives.

The dissemination of the project results is critical. The project, as well as its results, will be made public on a European level. The necessary information will be provided for the other institutions and bodies to be encouraged to transfer the project to their respective European regions. We'll give much importance to the dissemination in Europe to facilitate understanding of results and extrapolation to all European regions. The dissemination will be carried out among CEAM focused on air pollution, and atmospheric chemistry, IVIA, UPC, IFV, CACV and DiSAFA focused on agricultural and academic sector, FISABIO focused on Air Pollution, Health Sector and general public, and SEADM focused on SME industrial sector. CEAM, IVIA, UPC, DiSAFA, IFV and FISABIO will disseminate also the project results among public authorities. Although the eight entities are located in Spain, France and Italy, nevertheless, targeted dissemination activities will allow promoting and raising interest in the project results among the European audience and through their contacts with European bodies and networks. This will be achieved by presenting the project in fairs, seminars and conferences related to the project and to the sectors involved, e.g.: air pollution, pesticide occurrence and fate, agrochemical, health sector and international fairs and congresses.

The target groups (mentioned below) which will be the core of our dissemination will be invited by all partners to some meetings and in particular to the project final event, as for example: agricultural cooperatives, regional sprayer manufacturers' shops, or shops of dealers of plant protection products and/or agricultural elements. Municipalities and Governments at Regional Level (Conselleria de Sanidad), National Level (Ministerio de Sanidad), and European Level (DG Environment, DG Res, EP), Chamber of commerce, Eurochambers, Agriculture Associations, Agriculture and Chemistry Universities. Among the Direct Communication activities, there are also those related to the periodical dissemination to relevant organizations, associations and networks: Assembly of European Regions, Conference of Peripheral and European Regions Knowledge Based Innovation Network, European Regions Research and Innovation Network, European association of regional development agencies, Lisbon Regions Network, etc.

2 DISSEMINATION STRATEGY

To achieve a good communication strategy, we focus our resources on accomplish three main goals such as: Plan to achieve desired outcomes; Identify the targets, audience and define a proper message; and to have clear and defined objectives.



Throughout the present document the first two goals will be described and presented as the dissemination strategy and the dissemination plans. Nevertheless, the objectives of the PERFECT project are well defined during the Grand Agreement.

2.1 IDENTIFICATION OF OPPORTUNITIES AND TARGET GROUPS

Agricultural cooperatives, regional sprayer manufacturers' shops, or shops of dealers of Plant Protection Products (PPP) and/or agricultural elements, research centers focused on pesticides production and PPP sector, environmental research and phytopathology researchers, environmental organizations focused to air contamination, pollution, air quality treatments, European Platforms, Municipalities and Governments at Regional, National and European Level, Chamber of commerce, Eurochambers, etc.

2.2 DEFINITION OF INSTRUMENTS AND MEDIA

Dissemination activities will be performed through various instruments, tools and media. Those tools will be carefully selected for facilitating collaboration among involved parties, i.e. bidirectional flow of knowledge and technology, promoting the project and its results in a unidirectional informative manner, providing targeted or generic information and allowing the

provision of feedback and suggestions / requirements raised by scientific and user communities. The main instruments and media which will be used fall within the following areas:

- Although the eight entities are located in Spain, France and Italy, targeted dissemination activities will allow promoting and raising interest in the project results among the European audience and through their contacts with European bodies and networks. This will be achieved by presenting the project in fairs, seminars and conferences related to the project and to the sectors involved, e.g.: air pollution, pesticide occurrence and fate, agrochemical, health sector and international fairs and congresses.
- The project will have its own full website structured so that the users can obtain access to all relevant information (objectives, actions, advances, press releases, etc.). The website will be in English, Spanish, French and Italian. Website design and maintenance will be done by CEAM, and the LIFE logo will be visible on the web as in all other promotional material produced for the project.
- Every partner will include information about the project including the project and LIFE logos in their websites maintaining a link with the project web in order to permit more audience to share the results of the project.
- A mailing list will be included so that interested parties may receive updates and news related to the project through a newsletter.
- Social networks will be used to advertise the project further and the profile will be posted to the most popular ones (Facebook, Twitter, Instagram, etc.). A specific Facebook, Instagram and Twitter profile of the PERFECT LIFE project will be opened. In addition, the respective official websites and social media profiles of the partners will be used to disseminate news and topics related to the project. These networks are used as platforms for publishing information, receiving regular updates with all the news and information related to the project and its stated objectives.
- At least, 12 Notice boards, including project and LIFE logos describing the project will be displayed at strategic places accessible to the public:
 - 8 in beneficiaries headquarters
 - 3-6 in agricultural cooperatives
 - 1-6 in regional sprayer manufacturers' shops or shops of dealers of plant protection products and/or agricultural elements at the end of the project a Layman's report will be produced, including: the problem, the methods used to tackle the problem, the results, the long-term environmental benefits and/ or socioeconomic impacts. It will be produced on paper and electronically. The report, bearing the LIFE logo, will contain 5-10 pages and will be published during the final year in English, Spanish, French and Italian. 1,000 copies will be produced, which will be sent to the partners, agricultural cooperatives, stakeholders, public administration, city councils, etc.

- Pen drives, leaflets or other similar divulgation material, with the main information of the project, will be also prepared at the beginning of the project. They will be distributed in all the events.
- At the end of the project we intend to prepare some divulgation material with the main conclusions. A pen drive or Agenda (Spanish/English/Italian/French) will be used. We will use the Layman Report for producing all this dissemination material.
- A video will be produced during the last year of the project, with the main results and conclusions.
- Several publications in daily press, informative journals, agricultural specialized magazines, scientific journals, etc., will be produced.

2.3 DISSEMINATION MATERIAL

Important stage in the context of the PERFECT LIFE Dissemination Plan is the production of material. Examples of dissemination material, already produced, include:

- The project logo was prepared during the first months of the project and was approved by vote during the 1st Kick of Meeting of the project partners in the CEAM headquarters in Valencia:



But we worked also in the following ones:



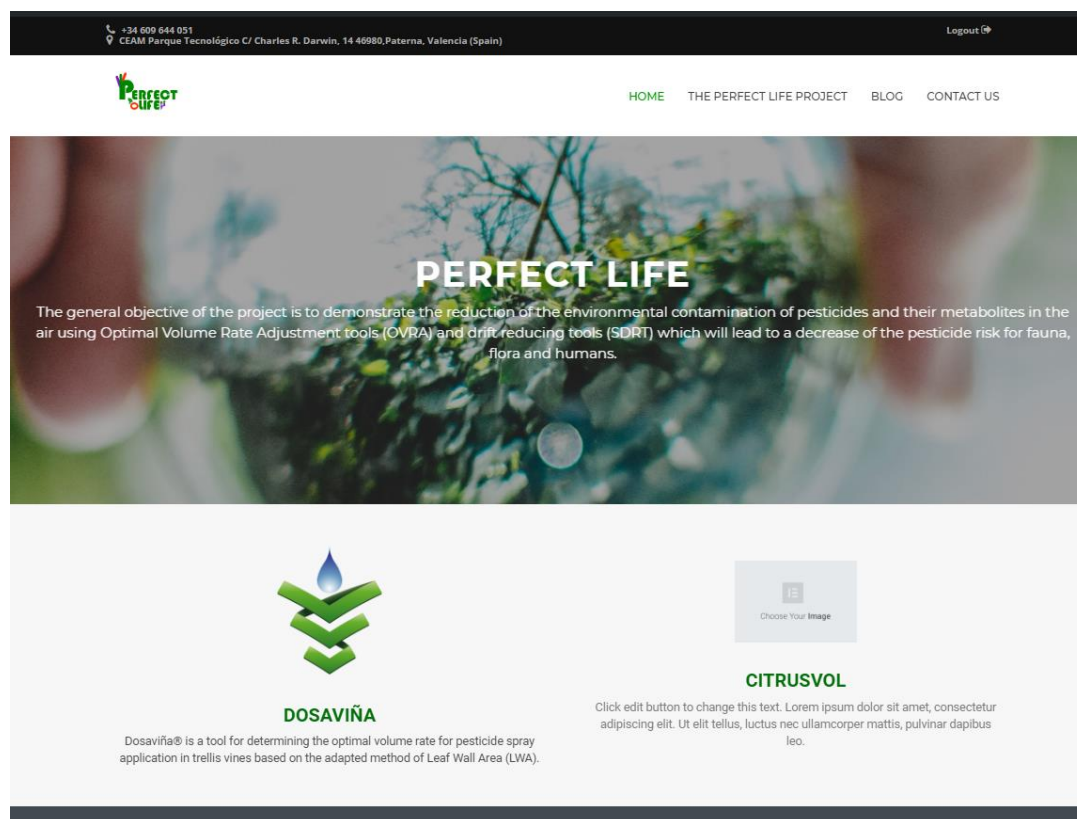
- Project website

A fully functional and user-friendly web site (<https://perfectlife.prj.me/>) will be designed and used as a major dissemination tool (Deliverable D1.3). It provides the opportunity to offer information for a worldwide audience and also a comprehensive provision of information as well as a platform for the project team. The website will ensure the successful use of project results and non-confidential information to the widest possible audience (including the industrial and academic community). The website will include general information about the project and its objectives, actions, advances, press releases, dissemination actions, news, events, as well as a brief description of the partners involved.

The website also will offer three sections with the calendar of the project, deliverables, and one section with a blog where the partners may include any information related to the project. The aim of the website is on one hand to inform general public about the PERFECT LIFE project and on the other hand to constitute a tool to communicate and to exchange information on the project between partners.

More information will be added in the deliverable D.1.3 Website of the project.

The webpage is still on preparation and waiting for approval and vote of the project partners, anyway there is a screenshot of the preliminary version of the homepage:



- Project leaflet:

As a general overview about the project and its objectives, a leaflet will be produced. This will describe environmental problems that the PERFECT LIFE project faces. The general and specific objectives of the project, the expected results and the participating organizations, and gives an outlook on the intended functionality of the system. This leaflet can be used by all partners as starting point and it can be enriched based on the needs of the partners and the dissemination event through the lifetime of the project.

More information will be added in the deliverable D.1.2 Initial dissemination material.

The leaflet is still on preparation, only in Spanish (translation in progress) and waiting for the approval and vote of the project partners, anyway there is a screenshot of the preliminary version of the brochure:

CONSORCIO

COORDINACIÓN
Fundación CEAM
Fundación Centro de Estudios Ambientales del Mediterráneo
www.ceam.es

SOCIOS
Fundación FISABIO
Fundación para el Fomento de la Investigación Sanitaria y Biomédica de la C. Valenciana
www.fisabio.san.gva.es

Cooperativas agro-alimentarias
Fundación de Cooperativas Agro-alimentarias de la C. Valenciana
www.cooperativasagroalimentarias.com

IVIA
Instituto Valenciano de Investigaciones Agrarias
www.ivia.es

SEADM
Sociedad Europea de Análisis Diferencial de Movilidad S.L.
www.seadm.com

UPC
Universidad Politécnica de Cataluña
www.upc.es

DISAFA
Università di Torino - Dipartimento di Scienze Agrarie, Forestali e Alimentari
www.disafo.unito.it

IFV
Institut français de la vigne et du vin
www.vignevin.com

PROGRAMA LIFE

LIFE es el instrumento de financiación de la UE para el medio ambiente y la acción por el clima. El objetivo general de LIFE es contribuir a la implementación, actualización y desarrollo de la legislación y la política medioambiental y climática de la UE, mediante la cofinanciación de proyectos con valor añadido europeo.

PROYECTO PERFECT LIFE

El proyecto PERFECTLIFE comenzó el día 1 de Septiembre de 2018, se espera que culmine el 31 de Agosto de 2022 y consta de un presupuesto total de más de 2 millones de €.



Proyecto financiado por el Programa LIFE de la UE

LIFE 17 ENV/ES/000205—PERFECT LIFE

Pesticide Reduction using Friendly and Environmentally Controlled Technologies

“Reducción del uso y emisión de pesticidas al medio ambiente mediante herramientas y tecnologías de fácil uso”






LIFE17/ENV/ES/000205
With the contribution of LIFE financial instrument of the European Union

FOR FURTHER INFORMATION:
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PROBLEMA AMBIENTAL

Durante la aplicación de fitosanitarios para la protección de cultivos a plagas y enfermedades, una parte importante se pierde a la atmósfera. Una vez allí, ya sea en fase gas o particulada, pueden ser transportados fuera del área de aplicación alcanzando áreas agrícolas o urbanas a cientos de kilómetros. Además, pueden transformarse en metabolitos que pueden a veces ser más peligrosos que los pesticidas en sí.

Los pesticidas pueden afectar a la biodiversidad, a la salud pública tanto de operadores como de transeúntes, y pueden ser fuente de contaminación de aguas superficiales y subterráneas. El impacto de los pesticidas en la salud y el medio ambiente varía considerablemente de un pesticida a otro, dependiendo de las características intrínsecas de la sustancia activa (toxicidad, persistencia, etc.) y del uso que se le da (volumen aplicado, periodo de aplicación, método de aplicación, tipo de suelo, etc.)

OBJETIVO

Demostrar que es posible reducir la contaminación ambiental de pesticidas y sus metabolitos asociados en el aire, mediante herramientas de ajuste del volumen de caldo óptimo (OVRA) y tecnologías para la reducción de la deriva (SDRT), disminuyendo el riesgo por pesticidas para la fauna, la flora y los seres humanos. Además, durante el desarrollo del proyecto se desarrollará una nueva tecnología ultrarrápida, sensible y de alta resolución temporal para el análisis de pesticidas, evaluando su aplicación desde un punto de vista de salud humana y en condiciones agrícolas reales.

RESULTADOS ESPERADOS

Obtención de un protocolo general para aplicación de pesticidas, en cítricos y viña, con bajas emisiones a atmósfera y bajo impacto sobre personas y medio ambiente, mediante el uso de herramientas OVRA y SDRT.

Gracias a la selección adecuada del volumen de caldo óptimo con OVRA, se espera una reducción de los pesticidas liberados al medio ambiente de 8-20% (93-321 t/año) en las 4 zonas de estudio (Valencia, Cataluña, Piamonte y Languedoc).

Esto a su vez conducirá a los siguientes resultados específicos en las zonas de estudio:

- Reducción de emisiones de GEI: 10-15% (93-1650 t/año)
- Reducción de costes aplicación: 8-26% (46-382 €/ha-año)
- Reducción de huella hídrica: 8-13% (8692-352770 m³/año)
- 10-19% de disminución de la huella de carbono
- Reducción de la deriva de pesticidas en aire y del consiguiente riesgo para operarios y viandantes del 25-50%
- Reducción de deriva sedimentada en suelo del 10-20%
- Identificación de compuestos inertes de pesticidas y de principales productos secundarios de degradación de estos compuestos
- Desarrollo y validación de instrumento de alta resolución de medida de la deriva directa de pesticidas: Reducción del 80-90% en tiempo de muestreo y análisis, en comparación con las metodologías clásicas
- Creación de base de datos de valores de deriva en aire (métodos indirectos (marcadores) y directos (medición de pesticidas y compuestos relacionados))
- Estudios de biomonitorización: obtención de cocientes de riesgo para salud por inhalación y vía dérmica <1 (sin efectos adversos) para todos los compuestos en la población estudiada (agricultores, operarios, viandantes)



Venta de pesticidas (2016) millones de kg



Fuente: eurostat 15/10/2018

Venta de pesticidas por categorías (2016) % volumen total en kg



- Notice Board:

The first Notice Board of the project will be developed. It will contain general information about the project its objectives and the project partners.

This Notice Board will be widespread among the partners that display in their headquarters. Also, this plan to show the notice board at events with topics related to the project such as:

- The most important events of the PPP sector.
- The international congress and/or workshops in Europe related to atmospheric pollution or atmospheric chemistry.
- Others: Seminars, meetings, congress, in the exhibition's halls of the partners...

- Social Network:

As it mentioned above a specific Facebook and Twitter profile of the PERFECT LIFE project will be opened. Nevertheless, all partners use several social networks (Facebook, twitter, LinkedIn, etc.) as tools to publicize the project and its results.

It is important to say that we are going to insert all the significant information in all these pages to disseminate the project and its results to the contacts partners and we hope to increase the number of contacts.

The different meetings presenting the project such as fairs, seminars and conferences related to the project and to the sectors involved will be on the social media such as the presentation event with the local administration in Valencia that we attend on October 29th, 2018 (see the next screenshot as example):



2.4 ORGANIZATION OF SPECIFIC EVENTS AND NETWORKING WITH OTHER PROJECTS

Technical dissemination will be achieved by the organization of events specifically addressed to the different stakeholders, such as:

- Presentation events addressed to meet the project partners, different authorities, farmers, agricultural associations, and other stakeholder's representatives. The first of this kind of event already have been done (as it is mention before) with the local partners (CEAM, IVIA, FISABIO, CACV and UPC) and the administration in Valencia on October 29th, 2018. The consortium presented the scientific-technical point of view of the project and the regional government, which was actively involved in the event with representatives of the regional administration, presented the implications of the project from the environmental and agro-food point of view (Regional Ministry of Agriculture , Natural Environment, Climate Change and Rural Development) and sanitary (Regional Ministry of Health); see the next photos of the local PERFECT Partners and Proxies of the Regional Government.



- Infodays with farmers, agricultural technicians, Health Department and Public Health Centers and other stakeholder's representatives will be carried out during the first months of the project, one in Italy, one in France and one in Spain.
- Organization of two workshops, one in Italy (DiSAFA) and one in Spain (IVIA), during the second and third year of the project respectively. One of them will be specifically addressed to different authorities, farmers, agricultural associations, EFSA, ECPA and other stakeholder's representatives. The other workshop will be focused on the scientific-technical community including other projects related to PERFECT LIFE.
- Final Event addressed to the general population, public health centers, authorities from regional/national levels, will be carried out at FISABIO.
- We plan to cover some expenses of travelling and accommodation of some of the invited speakers to the workshop or final event.
- It will be created a database to collect all the projects whose partners could be interested in the participation of this network exchange keeping in mind the LIFE projects related to chemicals reductions, sustainable chemistry, pesticides sector, environment and health, air emissions and air quality, etc.
- In addition, specifically network events will be carried out in order to exchange experiences and results with other LIFE projects, especially LIFE+ with the same thematic that the present project. These network events will be held together with the infodays, workshops and the final Dissemination Event with the presentation of the results of the project.

A list of projects related or/and interesting for networking with the present project. For detailed information about a specific project visit its website:

- LIFE SMART IN'AIR (LIFE17 ENV/FR/000330) Applying new technology to improve indoor air quality: Hundreds of thousands of people die prematurely every year in the EU because of poor air quality. Air pollution inside buildings contributes significantly to this but improving indoor air quality is a major challenge. LIFE SMART IN'AIR aims to help by means of a technological innovation –miniaturising technology that is used to monitor levels of two of the most harmful indoor pollutants, BTEX (benzenes etc.) and formaldehyde. The project team will define best practices for reducing levels of these substances based on its analysis. It will also work towards the commercialisation of its new technology and draft a White Paper to enhance EU legislation and standardisation on indoor air quality.
- LIFE NanoEXPLORE (LIFE17 ENV/GR/000285) Engineered nanomaterials are becoming widely used in a variety of applications. However, little is known about potential impacts of sustained exposure to them in the workplace and indoors. LIFE NanoEXPLORE has set out to develop technology and outlines tools to monitor exposure to engineered nanomaterials in indoor workspaces and urban areas. The technology will be used to bio-monitor people

to identify possible health impacts, including from inhalation. This new approach to nanomaterials risk assessment will be validated through a pilot study in Greece, Italy, Spain and the UK. The long-term goal is a harmonised health surveillance system and new EU policies on the safer engineered nanomaterials.

- LIFE Air & Agriculture (LIFE17 GIE/DE/000610) Reducing harmful emissions from agriculture. The industrialised production of meat and dairy emits ammonia (NH₃) and methane (CH₄), which cause severe damage to vegetation, ecosystems and health. Although the negative impacts of these emissions are widely known, there is a lack of implementation and knowledge in the legislative process and in practice. The project will focus on reducing ammonia and methane emissions from agriculture by better implementing legislation, building capacity and encouraging a change of consumption patterns. To do this it will involve NGOs in legislative processes, train relevant actors in the food sector, and improve the curriculum of agricultural vocational training.
- TOPPS (LIFE05ENV/B/0005107) (www.topps-life.org) DISAFA and UPC were partners in this project. One of the main conclusions obtained was that training, extension and dissemination activities related to the use of PPP become the best tool to improve effectiveness of the process. For that reason, in order to put in practice all the developed materials and tools for training activities, PERFECT LIFE could be considered as one step forward in the training process for EU farmers, especially for those involved in the production of what is considered “special crops” as fruit, vineyard and citrus, three key products in the Mediterranean agriculture.
- BTSFF (<https://uma.deab.upc.edu/en/training-and-extension/btsf>) The Better Training courses for Safer Food (BTSF) is a training initiative of the European Commission on food and feed legislation, animal welfare and plant health. This is the largest training program in Europe for all Member States, for staff from candidate countries and third countries involved in official controls in these areas.
- LIFE DIOXDETECTOR (LIFE12ENV/ES/000729) (www.dioxdetector.eu) SEADM has participated in the project for the sake of the development and application of a fast, highly automated method for the determination of dioxins at ultra-trace levels. The APPI-DMA-MS technology developed was employed for the first time, for the analysis of hazardous organic compounds in a real environment. After this first ‘proof of concept’ PERFECT LIFE is regarded as a highly strategic project for the company, since it will allow leveraging the knowledge basis of DIOXDETECTOR in an analogous application, also with great relevance from a toxicological standpoint. In PERFECT LIFE, we will focus in the validation of analytical methods specifically adapted for the analysis of pesticides and related compounds.
- ECOPEST (LIFE07ENV/GR/000266) (<http://www.ecopest.gr>) One of the main objectives was the reduction of pollution by pesticides in water and soil. Among the approaches, one was the use of spray drift nozzles or prototype devices for a safe residues management, as Heliosec system. This technology was tested for crops such as cotton, and plum tomato

and the experiences will be used in PERFECT LIFE for crops such as big fruit trees and vineyard.

- PURE: Innovative Crop Protection for Sustainable Agriculture (FP7 2011-2015) (<http://www.pure-ipm.eu/>), Coordinated by INRA. The overall objective of PURE was to provide practical IPM solutions to reduce dependence on pesticides in selected major farming systems in Europe, thereby contributing to a reduction of the risks to human health and the environment and facilitating the implementation of the pesticides package legislation while ensuring continued food production of sufficient quality. PURE provided integrated pest management (IPM) solutions and a practical toolbox for their implementation in key European farming systems (annual arable and vegetable, perennial, and protected crops) in which reduction of pesticide use and better control of pests will have major effects.
- IRRILIFE (LIFE14ENV/ES/000119) (www.irrillife.eu) FISABIO is actually partner of this project. The main objective of the project is focused on water and on irrigation systems by developing a more environmentally-friendly system for the distribution and dispensing of plant protection substances. Experiences in sampling and analysis of air and biomonitoring will be used in PERFECT LIFE.
- EU H2020, SME Instrument Phase 2. (<http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/sfs-08-2015-1.html>) 'Resource-efficient eco-innovative food production and processing' SFS-08-2014 – H3O 672231. Healthy Crop, Healthy Environment, Healthy Finances – H3O: Highly Efficient Airblast Sprayer for 3D crops is designed within the Project. IVIA and UPC participate as subcontracted. As external experts they evaluate the sprayer and field and laboratory trials for the evaluation of the prototype respectively.
- Project Eurostars with reference E! 11884 FieldCompanion whose objectives are: (1) The automatic and precise adaptation of intelligent sprayers to the conditions of the field and of the plantations, which reduces the contamination of phytosanitary products in the environment while increasing the profitability of the farmers. (2) The proactive prevention of errors during the application (which require the repetition of the treatment and / or result in damage to the crop and / or crop losses), as well as the possibility of correction of the treatment error, through corrective measures of selective application. (3) The overcoming of barriers when it comes to sprayers assisted by high technology vision for special crops. This will allow FEDE to defend its technological position and differentiate it from its competitors in the key area of intelligent agricultural machinery with services.
- FITOVID (LIFE13ENV/ES/000710) (www.fitovid.eu) UPC is currently participating in this project - Implementation of Demonstrative and Innovative Strategies to reduce the use of phytosanitary products in viticulture. The main objective of this project is to develop alternative methods and promote best management practices to reduce the use of pesticides in vineyard. Most of the obtained results and conclusions of this project will be implemented in the current proposal.

- EUROCHAMP 2020 research infrastructure (H2020 GA730997), (www.eurochamp.org) EUPHORE infrastructure from CEAM, which gathers the most advanced atmospheric simulation chambers in Europe. Data sets from PPP degradation in the atmosphere will be incorporated into the EUROCHAMP 2020 database.
- NEFERTITI (H2020) (<https://nefertiti-h2020.eu>) Project Networking European Farms to Enhance Cross Fertilisation and Innovation Uptake Through demonstration (NEFERTITI) is a unique 7 M€ Network (selected under Horizon 2020, Societal Challenge 2, RUR 12-2017 call) comprising 32 partners and coordinated by ACTA, the head of Network of the French Agricultural Technical Institutes.
- OPTIMA (H2020) (https://cordis.europa.eu/project/rcn/214745_es.html) A European project Optimized Pest Integrated Management to precisely detect and control plant diseases in perennial crops and open-field vegetables (OPTIMA), whose objective is to develop intelligent equipment for the application of phytosanitary products to achieve the safe use of products. The new technology that results will contribute to make an adequate distribution of phytosanitary products in the needs of crops and reduce the quantities used, improving the quality of the food produced and reducing the risks of environmental contamination.
- EUCLID (H2020): EU-CHINA Lever for IPM Demonstration (2015-2019) (<http://www.euclidipm.org/>) ; Coordinated by INRA. The overall objective is to secure food production for the increasing worldwide population while developing sustainable production methodologies to fight pests with an Integrated Pest Management approach (IPM), to be used in European and Chinese agriculture. EUCLID research activity aims at developing more sustainable pest management methods in Europe and China in order to reduce the negative effects of pesticides on human health and the environment, to reduce economic losses in agriculture, and to provide scientific support to EU and China policies. Tomatoes, leaf vegetables and grapes are the main crops of research, due to their economic relevance in the targeted markets; however, research outcomes will also have an impact on other crops. In addition, the project will consider the entire food product chain from agriculture to the final consumers.
- INNOSETA (H2020) (<https://uma.deab.upc.edu/en/h2020/innoseta>) the main objective of the INNOSETA project is to establish a self-sustaining and innovative thematic network on crop protection and the sustainable use of plant protection products (spray equipment, training and advice) to help close the gap between the numerous European research projects and the use that farmers make of all this. The project promotes the exchange of new ideas and information between the industry, the university and the research centers and the agricultural community so that existing scientific and commercial solutions can be widely disseminated and applied, while identifying the needs of the sector. The aim is to eliminate the gap between the scientific world and the agricultural sector, in relation to the objectives set by the Commission of Agriculture of the European Commission.

- HBM4EU science and policy for a healthy future (H2020) The main aim of the initiative is to coordinate and advance human biomonitoring in Europe. HBM4EU will provide better evidence of the actual exposure of citizens to chemicals and the possible health effects to support policy making. The HBM4EU initiative represents a novel collaboration between scientists and chemical risk assessors and risk managers from 28 countries, including several Commission services, EU agencies and national representatives. The project will build bridges between the research and policy worlds and deliver benefits to society in terms of enhanced chemical safety.
- LowCarbonFeed (LIFE16/CCM/ES/000088) The LowCarbonFeed project contributes to a transition towards an economy which is efficient in terms of the use of resources, low carbon and climate resilience, as one of the climate objectives pursued by the LIFE programme. Life Low Carbon Feed employs new methods and innovative practices to achieve the effective recovery of agricultural, citrus and rice waste and turn it into new animal feed capable of reducing CH₄ emissions in ruminants, thus mitigating climate change related to agriculture and livestock breeding.

There are also several other projects from the FP7 and H2020 focused on the minimization of contaminants from agriculture, although in general terms they pay more attention to contamination in water and soil, but not in air. Techniques and experiences from the other environmental compartments will be checked in the present project.

3 DISSEMINATION PLANS

3.1 GENERIC GUIDELINES

The next information is a generic set of guidelines to follow by all the consortium for the dissemination events and material:

- Intentions to perform any primary dissemination activity are generally required to follow the approval procedure (described below); using the referenced tools (consult the coordinator, global mailing lists, etc.).
- Partners should not initiate PERFECT LIFE dissemination activities on topics that fall outside of their involvement in the project.
- All publicly held activities should present their material in electronic form to the rest of the consortium.

3.2 APPROVAL PROCEDURE

In order for a partner to complete a dissemination action, the partner must first announce the intention to the Project Coordinator and the Responsible of Action D who will then grant the partner the right to proceed. This should be done at least 2 weeks prior to the requested action to be taken. Unless an objection is raised, approval is obtained implicitly.

3.3 EVENTS PARTICIPATION

Once a partner receives information on an up-coming conference, workshop, etc., the concerned partner should inform the consortium of the upcoming event by sending an email to the mailing list. When presentations are made externally, the presentation should be sent to the consortium by email for comments and approval prior to the event.

3.4 PRESENTATIONS

Performing PERFECT LIFE related presentations in various events is a task that might be carried out by every partner, for own exploitation and publicity.

The partner must comply with the following:

- The presentation should indicate the PERFECT LIFE logo.
- The presentation should identify the funding instrument of the project LIFE+ and the LIFE+ logo.
- Presentations should conform to the EU rules for publications.
- Existing presentations can (and should) be reused, after publicly notifying their creators and obtaining approval for any modifications.
- Non-public material should by no means be included in the presentation.
- Presentations should be made internally available to PERFECT LIFE and uploaded in the website. If there is any sensitive information in the presentations, the partners must eliminate them before sending it to the coordinator or inform the coordinator that this information should not be shown.
- A leaflet has been produced in order to be used in the events.

3.5 PUBLICATIONS

The following guidelines apply to the project's publications:

- Publications must be announced to the consortium.
- All partners that are being involved in the actual work that a publication is based on should be consulted prior to its announcement.
- The rest of the partners that are involved in the work being presented should internally approve the published material.
- Publications should conform to the EU rules for publications.
- All publications should refer to PERFECT LIFE project as their primary supporting action.
- Partners should limit publications on work which is their main objective within PERFECT LIFE unless otherwise approved by the project members.
- Publications should explicitly respect the Common Provisions and the Consortium Agreement.

3.6 KEEPING THE WEBSITE UP-TO-DATE

Consortium members are the main source of information and the ones responsible for adding content. The structure and configuration of the website is modified upon recommendation by partners, or as needed by the Website Administrator (CEAM) for facilitating navigation and access to all the interesting information within the project.

3.7 CONFERENCES & WORKSHOPS

Conferences and workshops on thematic areas relevant to the projects are carefully tracked down and upon availability the consortium will generate papers and presentations to be sent to them.

4 DISSEMINATION EVENTS (BY PARTNER)

The PERFECT LIFE project just started 2 months before the deadline of the present document (beginning of the project September 1st and deliverable deadline October 31th). There has not been much time for this task yet. Nevertheless, some meetings and events have been done.

4.1 CEAM

Dissemination activities developed: Besides the internal meetings with the rest of the project partners, the kick-off meeting in Brussels, CEAM has organized a presentation event with the local authorities (Valencia) on October 29th to meet all the involved stakeholders and interested generic public to show the fundamental aspects of the project. The amount of audience that attended the event was 50 people.

Future Activities: Besides the internal meeting with the rest of the project partners and the internal kick-off meeting with the project partners in Valencia (20-21 of November 2018), CEAM will participate at least in 3 international congress and/or workshops in Europe related to atmospheric pollution or atmospheric chemistry.

4.2 CACV

Dissemination activities developed: CACV has participated in the presentation event on 29th of October in Conselleria de Agricultura. Current CACV is dealing with some cooperatives in order to prepare the process to send, fill in and pick up the surveys and first data. Besides, CACV is actively working in the writing and design of the surveys and questionnaires (deliverable C.3) in order to know the behavioural change of farmers. Finally, CACV is learning more aspects of the tools Dosaviña and CitrusVol for preparing the preliminary actions (A.1).

Future Activities:

4.3 DiSAFA

Dissemination activities developed: DiSAFA-UNITO has communicated the start of PERFECT project in the ambit of EIMA fair (International Exhibition of Agricultural Machinery) held in Bologna from 7 to 11 November 2018, delivering to attendants and to some sprayers manufacturers copies of the first PERFECT brochure you realised in Spanish.

Professor Balsari (head of DiSAFA-UNITO) has took part in the AAB Workshop about PPP Dose Expression systems in arboreal crops that was held in Barcelona on 6-7 November 2018 and where PERFECT project was presented.

DiSAFA-UNITO is now taking contacts with farms that could host the experimental trials foreseen in the project to select which is the most adequate (preparatory action A1).

Future Activities:

4.4 FISABIO

Dissemination activities developed: FISABIO has attended to the presentation event with the local authorities in Valencia (October 29th). Moreover, next Monday (19th November) FISABIO is going to present PERFECT-LIFE project in the final presentation of LIFE-IRRILIFE project. In addition, FISABIO is also preparing their duties assigned according to the proposed activities (Activity A1.2).

Future Activities: FISABIO will attend to the internal kick-off in Valencia (20-21 of November 2018).

4.5 IFV

Dissemination activities developed:

Future Activities: IFV will attend all project meetings and will host the 4th coordination meeting.

Concerning dissemination activities, IFV will organize at least 3 training days in Montpellier (France) and present the project at an infoday (one is foreseen in Montpellier in June/July 2019). IFV will also create a specific web page about the project on its English website (<http://www.vignevin.com/en/>).

4.6 IVIA

Dissemination activities developed: IVIA has attended to the presentation event with the local authorities in Valencia (October 29th). IVIA also attended the Dose Expression Workshop held in Barcelona at 6-7th November and presented the CitrusVol tool and the PERFECT-LIFE project. IVIA is getting in contact with the collaborating farms to choose the most adequate for the project (Preparatory action A.1).

Future Activities: IVIA will attend to the internal kick-off in Valencia (20-21 of November 2018). Besides the internal meetings with the rest of the project partners, IVIA will participate at least in 8 national and international congresses and/or workshops related to spray application techniques, atmospheric pollution or atmospheric chemistry.

4.7 SEADM

Dissemination activities developed:

SEADM has participated in the KOM meeting in Valencia (20-21 November 2018) and SEADM will participate in some congress/workshop during the duration of the project, mainly in the last stage of the project where the solution developed in PERFECT will be completed and tested, besides

that SEADM will make a big effort in the dissemination of the new developed instrumentation (APPI-DMA-MS) through some web pages where the content of the project is displayed.

Future Activities: SEADM is focused on the installation of the APPI ionization source coupled to the API3200 mass spectrometer. This will be the detection system for the project.

4.8 UPC

Dissemination activities developed: UPC partner participated in the official presentation of LIFE PERFECT project in Valencia. UPC presented INNOSETA project, an H2020 thematic network coordinated by UPC, as a very linked project. UPC enlarged the networking among different EU projects on the same or similar topic. UPC also organized the Dose Expression Workshop in Barcelona (November 6 and 7th) where professionals from ECPA, EPPO and EFSA, together with the most representative universities and research centres among Europe, discussed about this important topic concerning the dose of pesticides and the best way to determine and express it. During the workshop, UPC presented the new improvements of DOSAVIÑA, a DSS which will be improved during LIFE PERFECT activities. LIFE PERFECT was also disseminated, together with other EU projects, in an official workshop organized by Generalitat de Catalunya in Espiells (Barcelona) with more than 70 stakeholders from the viticulture sector. UPC is also preparing their duties assigned according to the proposed activities.

Future Activities:

Partner	Expected Meetings	Type of Event	Partner Role	Approximate Date	Kind of audience	Number of attendees
ALL PARTNERS	Kick-off Meeting (Valencia (CEAM))	Project Workshop	Coordinator and partners	20 -21 Oct 2018	Project Partners, Academy, agricultural sector, public authorities	100 - 200
ALL PARTNERS	not specified yet	Air pollution congress and workshops (e.g. European Geoscience Union General Assembly-Viena; Urban Air Quality, etc.	Assistance / presentation of results	1 per year	Academy	50 - 200
ALL PARTNERS	not specified yet	Pesticides symposiums or conferences (e.g. Symposium on pesticides (York or Piacenza)	Assistance / presentation of results	1 per year	Academy and pesticide sector	100 - 150
ALL PARTNERS	not specified yet	Agricultural sector conference and workshop	Assistance / presentation of results	1 per year	Academy and/or agricultural sector	50 - 200
ALL PARTNERS	not specified yet	Fairs and Expositions (e.g.: FIMA - International fair or Agricultural machinery-, or EIMA - International Agricultural and Gardening Exposition.	Assistance / presentation of results	2	Agrochemical sector	5000
ALL PARTNERS	not specified yet	Project Info day (field project area)	Organization / project presentation / Field demonstration journey	2	General public, agricultural sector, farmers and farmers associations, public authorities, etc.	30 - 200
ALL PARTNERS	not specified yet	Project workshop DiSAFA headquarters	Organization / project presentation	2	Academy	50 - 100
ALL PARTNERS	not specified yet	Project workshop IVIA headquarters	Organization / project presentation	1	Agricultural sector, farmers and farmers associations, public authorities, etc.	100 - 200
ALL PARTNERS	Final Event	Project Meeting and Workshop	Organization / project presentation	oct-22	Project Partners, Academy, agricultural sector, public authorities	100 - 200

Partner	Expected Meetings	Type of Event	Partner Role	Approximate Date	Kind of audience	Number of attendees
CEAM	Skype Meeting (Valencia)	Project Internal Committee (Valencia Partners)	Coordinator	10/10/2018	Project Partners	10
CEAM	CONAMA	National Environment Congress	Assistance / Presentation of the LIFE Project	oct-19	Academy, agricultural sector, public authorities	7000-8000
CEAM	Kick-off Meeting (Brussels)	LIFE PROGRAMME Workshop	Assistance / Presentation of the LIFE Project	nov-18	Academy, public authorities	100 - 200
CEAM	Kick-off Meeting (Valencia (CEAM))	Project Workshop	Coordinator	20 -21 Oct 2018	Project Partners, Academy, agricultural sector, public authorities	100 - 200
CEAM	Conselleria Event	presentation event with the local administration in Valencia	Coordinator	29/10/2018	Academy, agricultural sector, public authorities	50-60

Partner	Expected Meetings	Type of Event	Partner Role	Approximate Date	Kind of audience	Number of attendees
FISABIO	Skype Meeting (Valencia)	Project Internal Committee (Valencia Partners)	Participant	10/10/2018	Project Partners	10
FISABIO	Presentation of the LIFE Project	Institutional Presentation	Attendance / Presentation of the LIFE Project	29-oct-18	Academy, agricultural sector, public authorities	500
FISABIO	Kick-off Meeting (Valencia (CEAM))	Project Workshop	Attendance / Presentation of the LIFE Project	20 -21 Nov 2018	Project Partners, Academy, agricultural sector, public authorities	100 - 200

Partner	Expected Meetings	Type of Event	Partner Role	Approximate Date	Kind of audience	Number of attendees
IVIA	Skype Meeting (Valencia, Spain)	Project Internal Committee (Valencia Partners)	Partner	10-oct-18	Project Partners	10
IVIA	LIFE PERFECT event (Valencia, Spain)	LIFE PERFECT presentation to Valencian authorities and agricultural sector	Assistance / Presentation of IVIA project tasks	29-oct-18	Project Partners, Academy, agricultural sector, public authorities	100 - 200
IVIA	Dose Expression Workshop (AAB) (Barcelona, Spain)	Association of Applied Biologists workshop	Assistance / Oral communication about OVRA tool CitrusVol	6-7 Nov 2018	Academy, public authorities (European and Spanish)	100-200
IVIA	Kick-off Meeting (Valencia (CEAM), Spain)	Project Workshop	Partner	20 -21 Nov 2018	Project Partners	100 - 200
IVIA	15th Workshop on Spray Application Techniques and Precision Technology in Fruit Growing (Suprofruit 2019) (East Malling, UK)	International workshop about spray application	Assistance / Oral communication about OVRA tool CitrusVol	16-18 Jul 2019	Academy	100-200
IVIA	X Congreso Ibérico de Agroingeniería (Huesca, Spain)	Spanish and Portuguese workshop about agricultural engineering	Assistance / Oral communication	3-6 Sept 2019	Academy	100-200
IVIA	International Advances in Pesticide Application Conference	Association of Applied Biologists conference	Assistance / Oral communication	January 2020	Academy	100-200
IVIA	AgEng2020 (Évora, Portugal)	European workshop about agricultural engineering	Assistance / Oral communication	5-7 Jul 2020	Academy	700-1000
IVIA	16th Workshop on Spray Application Techniques and Precision Technology in Fruit Growing (Suprofruit 2021)	International workshop about spray application	Assistance / Oral communication about OVRA tool CitrusVol	June-July 2021	Academy	100-200
IVIA	XI Congreso Ibérico de Agroingeniería	Spanish and Portuguese workshop about agricultural engineering	Assistance / Oral communication	September 2021	Academy	100-200

Partner	Expected Meetings	Type of Event	Partner Role	Approximate Date	Kind of audience	Number of attendees
IFV	Kick-off Meeting (Valencia (CEAM))	Project Workshop	Assistance / Presentation of IFV tasks in the LIFE Project	20 -21 Nov 2018	Project Partners, Academy, agricultural sector, public authorities	100 - 200
IFV	3 training day (Montpellier, France)	Training	Organization, presentation of the results of the project	8-10 March 2022	Technicians, farmers	oct-50
IFV	Infoday (Montpellier, France)	Infoday	Organization and presentation of the project	18,19 or 20 July 2019	General public, agricultural sector, farmers and farmers association, public authorities...	30-200
IFV	4th coordination meeting (Montpellier, France)	Project Internal Committee (all Partners)	Organization and assistance	19 October 2021	Project Partners	20

5 CONCLUSIONS

The dissemination plan aims at capturing and scheduling all dissemination relating activities of the project which will support the widening of the user base and will increase public awareness of the new possibilities that are arising from the PERFECT LIFE project.

Replicability and transferability are two very important points to achieve for the objectives of the PERFECT LIFE projects. To share all the knowledge and achievements gained during the project is essential for us and will showcase the uniqueness of PERFECT LIFE.

The dissemination plan assists PERFECT LIFE project partners by defining communication goals, objectives and strategies with specified dissemination events to participate and dissemination activities to perform. The overall aim is to obtain a replication consistent with the objectives of the PERFECT LIFE Project.