



IPM Decisions

D6.15 List with communication materials

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1.0	M. van Werven	Submission of deliverable
2.0	M. van Werven	Final version for submission
3.0	Mark Ramsden	Revised version
3.1	Jan Kiers	Reviewed version

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Company	Reviewer	Contribution
ADAS	Mark Ramsden	Content review and formatting

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1 Public Summary

All the IPM Decisions communication resources are stored in ZENODO and available for re-use by third parties exploiting the IPM Decisions platform

<https://zenodo.org/records/11473304>.

2 Executive Summary

IPM Decisions developed materials to support project communication and dissemination activities, e.g. logo's, factsheets, flyers, posters, roll-up banners. This material has been translated by the partners and used in local language in all kinds of promotion and demonstration work. The resources used for this material is in English and available in a file in the EU Open Research Repository <https://zenodo.org/records/11473304>.

3 Introduction

From the start of the project a series of communication materials & templates have been developed and shared with the project partners for use in their communication activities. All materials are developed in English. For relevant materials a translation template was made that partners could use for translation into their own languages. After sending back the translations, Delphy took care for the production of the translated materials in the correct IPM Decisions formats. The complete list with communication materials & templates is mentioned in paragraph 3. Paragraph 4 contains examples of the communication materials. Technical details about the various IPM Decisions branded resources, files, and templates for use in exploiting and promoting the IPM Decisions platform are available in a file in the EU Open Research Repository <https://zenodo.org/records/11473304>¹. Figure 1 gives the overview of the files included in ZENODO.

3.1 Content rights

All resources are licensed under Creative Commons Attribution Share Alike 4.0 International². Third parties are free to:

- Share — copy and redistribute the material in any medium or format for any purpose, even commercially.
- Adapt — remix, transform, and build upon the material for any purpose, even commercially.

Under the following terms:

- Attribution — users must give appropriate credit, provide a link to the license, and indicate if changes were made. Users may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.
- ShareAlike — If users remix, transform, or build upon the material, they must distribute your contributions under the same license as the original.
- No additional restrictions — Users may not apply legal terms or technological measures that legally restrict others from doing anything the license permits.

¹ Ramsden, M. (2024). IPM Decisions branding and templates (1.01.01). Zenodo. <https://doi.org/10.5281/zenodo.11473304>

² Attribution-sharealike 4.0 International: Deed <https://creativecommons.org/licenses/by-sa/4.0/>



IPM Decisions File.zip

IPM Decisions File.zip

■ IPM Decisions Business Card		
.DS_Store		6.1 kB
■ Document fonts		
AdobeFnt22.lst		1.4 kB
MinionPro-Regular.otf		218.6 kB
OpenSans.ttf		34.2 kB
■ Links		
EU_Logo_CMYK.eps		444.9 kB
logo-IPM-desicions-landscape-CMYK_v0100.eps		1.2 MB
businesscard-IPMDecisions_v0200.idml		86.8 kB
businesscard-IPMDecisions_v0200.indd		1.7 MB
businesscard-IPMDecisions_v0200.pdf		52.5 kB
■ IPM Decisions Infographic		
infographic-platform-NL_v0300.eps		4.3 MB
infographic-platform-UK_v0300.eps		2.8 MB
■ IPM Decisions Templates		
IPM-Decisions-template_v0001.potx		257.1 kB
template-IPM-newsletter_v0100.dotx		1.5 MB

IPM Decisions File.zip

IPM Decisions File.zip

■ IPM Decisions Video cuts		
IPM Decisions demo.mp4		13.2 MB
IPM Decisions outro.mp4		8.1 MB
Intro Final.mp4		5.6 MB
Intro recording.mp4		2.2 MB
Outro Final.mp4		8.3 MB
Outro recording.mp4		1.3 MB
■ banner IPM Decisions		
.DS_Store		6.1 kB
■ gif		
.DS_Store		6.1 kB
Thumbs.db		10.2 kB
banner-IPM-Decisions_v0200.gif		171.3 kB
■ psd		
.DS_Store		6.1 kB
banner-IPM-Decisions_v0200.psd		724.5 kB



IPM Decisions File.zip	
■ IPM Decisions images	
📄 Flag_of_Europe.svg	1.1 kB
📄 Thumbs.db	4.1 kB
■ _notes	
📄 dwsync.xml	979 Bytes
📄 bg-header.jpg	218.3 kB
📄 bg-leaf.svg	7.5 kB
📄 boeren-en-adviseurs.png	5.7 kB
📄 dss-informations.png	3.5 kB
📄 logo-white.svg	20.6 kB
📄 logo.svg	24.1 kB
📄 onderzoeker.png	5.9 kB
📄 ontwikkelaar.png	4.8 kB
■ IPM Decisions promotion	
📄 Poster-IPM-login-actuele-info-UK_v0001.idml	123.6 kB
📄 Poster-IPM-login-actuele-info-UK_v0001.indd	2.0 MB
📄 Poster-IPM-login-actuele-info-UK_v0001.pdf	366.8 kB
📄 Poster-IPM_v0500.idml	21.8 MB
📄 Poster-IPM_v0500.indd	26.3 MB
📄 Poster-IPM_v0500.pdf	1.2 MB
📄 Powerpoint-IPM_v0001.idml	21.8 MB
📄 Powerpoint-IPM_v0001.indd	26.3 MB
📄 Powerpoint-IPM_v0001.pdf	649.5 kB
📄 roll-up-banner-IPMDecisions-info_v0100.idml	124.7 kB
📄 roll-up-banner-IPMDecisions-info_v0100.indd	2.8 MB
📄 roll-up-banner-IPMDecisions-info_v0100.pdf	248.9 kB
📄 roll-up-banner-IPMDecisions_v0400.idml	151.6 kB
📄 roll-up-banner-IPMDecisions_v0400.indd	1.9 MB
📄 roll-up-banner-IPMDecisions_v0400.pdf	186.1 kB
📄 index.html	10.1 kB

Figure 1: List with IPM Decision communication resources in ZENODO

4 Annex 1. Examples of communication materials

Examples of communication materials & templates are provided as follows:

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4.1 Factsheets

IPM Decisions produced factsheets for all fully integrated DSS. Below is an example of a factsheet for the DSS for the Barley Yellow Dwarf Virus model. By the end of the project 42 factsheets had been produced following this format. Factsheets were translated into all project languages.

Decision Support System for Barley Yellow Dwarf Virus FACTSHEET

BYDV is a virus that can cause damage to wheat and barley.

Aphids can transmit barley/cereal yellow dwarf virus (BYDV). Initially, aphids colonise relatively few crop plants. However, the second generation tends to move away from the originally colonised plants, and spread the virus over the field. Virus infections can lead to relative dwarfism of the cereal plants and significantly lower yields. Emergence of the second aphid generation can be predicted based on accumulated daily air temperatures above 3°C, using the T-sum calculation. At T-sum 170 DD, the dangerous second generation is likely to be present.

Control with help of DSS on platform.ipmdecisions.net

On platform.ipmdecisions.net you find a DSS for the BYDV. This DSS assumes that the user will update the date of emergence and last insecticide application, if any. When no aphids are found in the field at T-Sum 170 DD, or after insecticide application, a new calculation starts.

DSS parameters

It is important to set the parameters correctly, as the model uses the parameter settings for the calculation of the risk status:

- Start day or crop emergence date. The T-sum calculation starts from this date. Inaccurate start dates will affect risk status. Risk will be underestimated if the input start date is too late. Risk will be overestimated if the input start date is too early. Too early gives an over estimation of the risk, too late starting date an under estimation of the risk.
- DSS End Date/Growth stage 31. The model provides risk information up to growth stage 31.

DSS output

The DSS gives information about the risk of winged aphids being present in the field and spreading the virus. The DSS displays: the T-Sum of the current day, the prediction for the development of the T-Sum over the coming days, and the expected date of reaching the threshold of 170 DD, which is associated with the emergence of winged aphids. The example shows risk information for a winter wheat crop that has emerged.

Where can DSS be used

The DSS was adapted from work carried out in the UK, and is considered applicable, but not yet validated, in Belgium, Luxembourg, Netherlands, France, Germany, Republic Ireland and Denmark. The DSS adaptation dashboard can help to validate the DSS in other countries.

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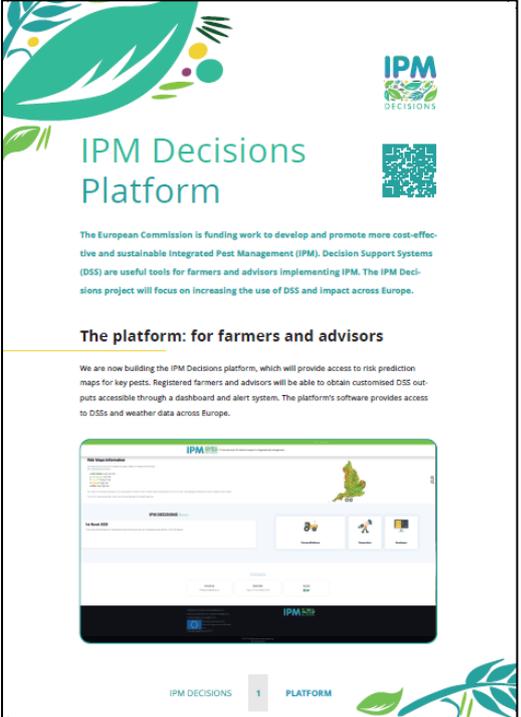
Horizon 2020 No. 817617

www.ipmdecisions.nl

Figure 2: Example IPM Decisions factsheet on the decision support system for barley yellow dwarf virus. First version: September 2022

4.2 Project flyer

IPM Decisions flyers were designed to describe the overall concept and benefit of the platform and translated into all project languages for dissemination in partner networks. Below is an example of the flyer used in the UK.



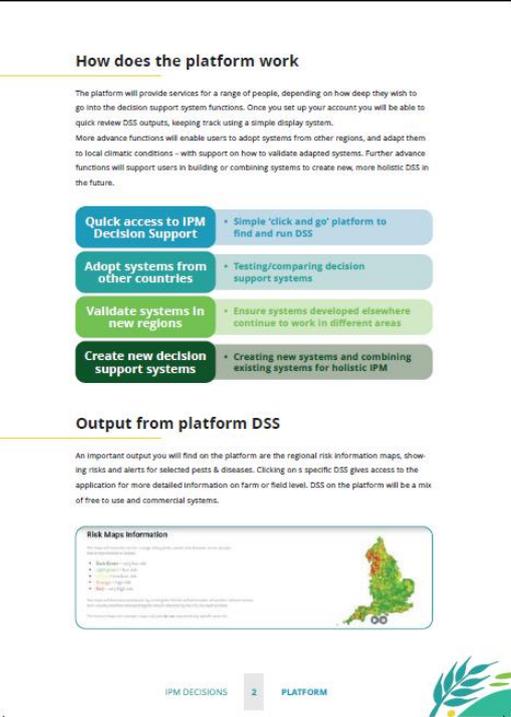
IPM Decisions Platform

The European Commission is funding work to develop and promote more cost-effective and sustainable Integrated Pest Management (IPM). Decision Support Systems (DSS) are useful tools for farmers and advisors implementing IPM. The IPM Decisions project will focus on increasing the use of DSS and impact across Europe.

The platform: for farmers and advisors

We are now building the IPM Decisions platform, which will provide access to risk prediction maps for key pests. Registered farmers and advisors will be able to obtain customised DSS outputs accessible through a dashboard and alert system. The platform's software provides access to DSSs and weather data across Europe.

IPM DECISIONS 1 PLATFORM



How does the platform work

The platform will provide services for a range of people, depending on how deep they wish to go into the decision support system functions. Once you set up your account you will be able to quickly review DSS outputs, keeping track using a simple display system. More advanced functions will enable users to adopt systems from other regions, and adapt them to local climatic conditions - with support on how to validate adapted systems. Further advanced functions will support users in building or combining systems to create new, more holistic DSS in the future.

- Quick access to IPM Decision Support**
 - Simple 'click and go' platform to find and run DSS
- Adopt systems from other countries**
 - Testing/comparing decision support systems
- Validate systems in new regions**
 - Ensure systems developed elsewhere continue to work in different areas
- Create new decision support systems**
 - Creating new systems and combining existing systems for holistic IPM

Output from platform DSS

An important output you will find on the platform are the regional risk information maps, showing risks and alerts for selected pests & diseases. Clicking on a specific DSS gives access to the application for more detailed information on farm or field level. DSS on the platform will be a mix of free to use and commercial systems.

Risk Maps Information

The platform will provide regional risk information maps, showing risks and alerts for selected pests & diseases. Clicking on a specific DSS gives access to the application for more detailed information on farm or field level. DSS on the platform will be a mix of free to use and commercial systems.

IPM DECISIONS 2 PLATFORM



DSS Use Dashboard

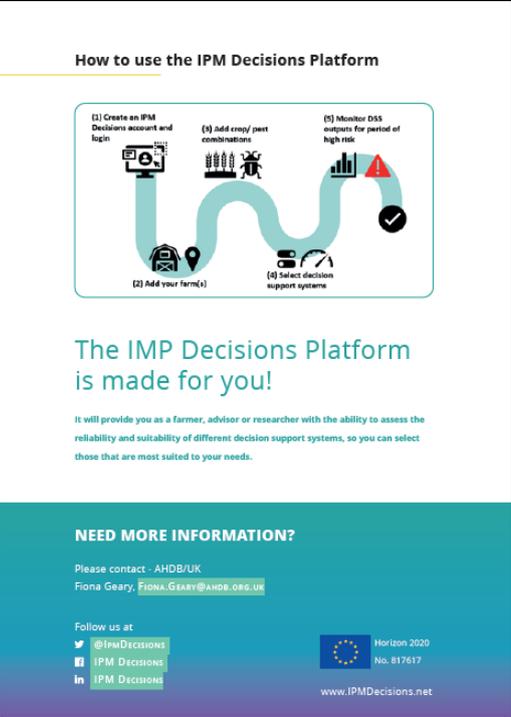
Test

System: CEREAL CRUST FLIES
 Region: CEREAL CRUST FLIES
 Risk: Field level
 Status: CEREAL CRUST FLIES

An example of a detailed output on the dashboard

Garden carrot
 Carrot root fly
 Risk score: Day degrees
 Recommended actions

IPM DECISIONS 3 PLATFORM



How to use the IPM Decisions Platform

- Create an IPM Decisions account and login
- Add your farm(s)
- Add crop/pest combinations
- Select decision support systems
- Monitor DSS outputs for period of high risk

The IPM Decisions Platform is made for you!

It will provide you as a farmer, advisor or researcher with the ability to assess the reliability and suitability of different decision support systems, so you can select those that are most suited to your needs.

NEED MORE INFORMATION?

Please contact - AHDB/UK
 Fiona Geary, FIONA.GEARY@AHDB.ORG.UK

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Figure 3 Example of an IPM Decisions 4 page project flyer. First version: September 2022, Number of variants: 29

4.3 Design homepage Platform

The platform homepage was redesigned in 2023 and relaunched in early 2024.

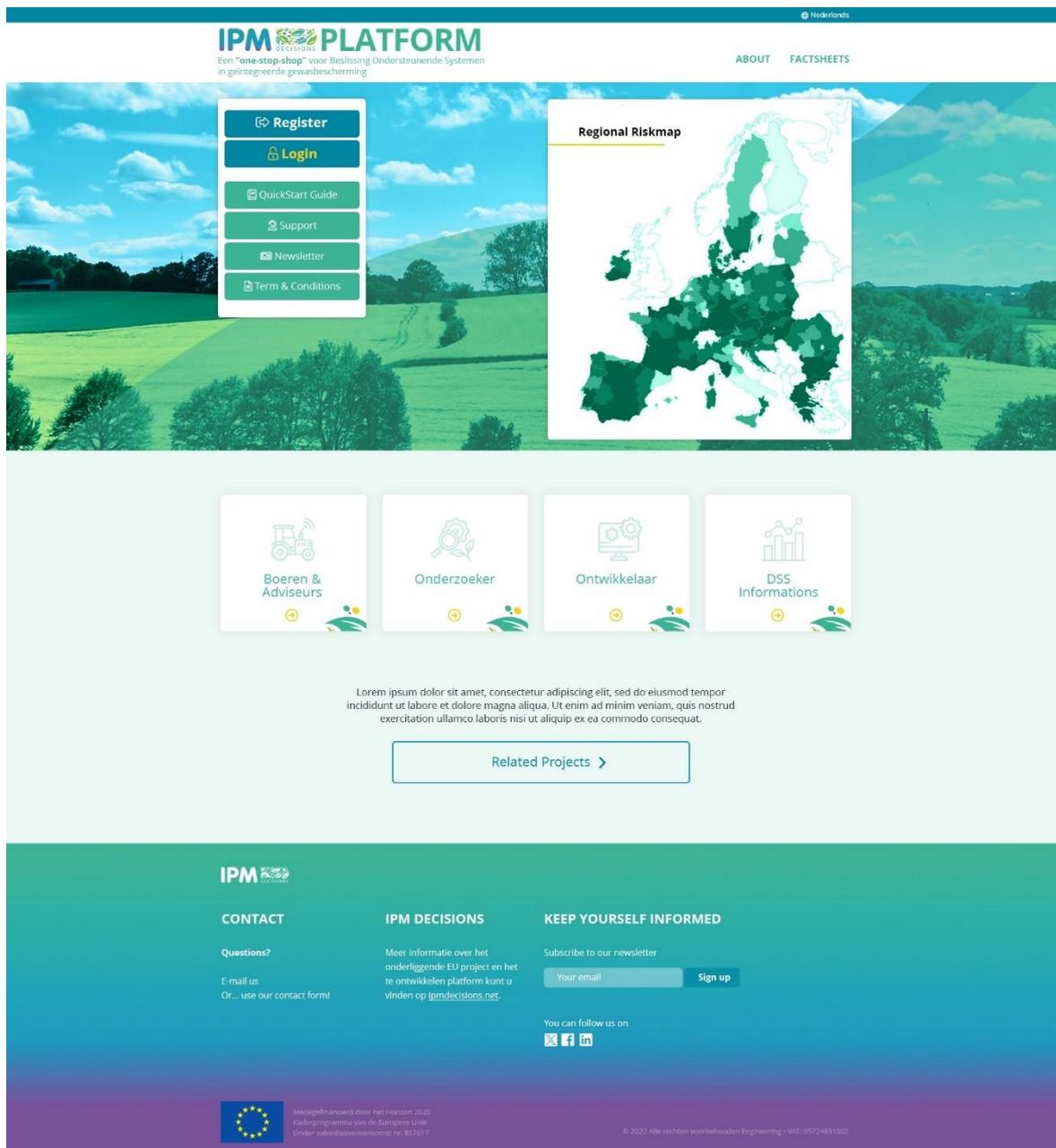


Figure 4 Screen shot of the IPM Decisions home page, captured May 25 2024. Design: September 2023



4.4 Infographic

The IPM Decisions infographic was used for dissemination during online events or printed off for use as a summary flyer.

The infographic illustrates the IPM Decisions Platform's functionality. It features a central computer monitor displaying the IPM interface with three steps: 1. Select Decision Support System relevant to you, 2. Add crop observations to link DSS to farm practice, and 3. The platform automatically chooses the best source for weather data for the DSS based on your location. To the left, there are icons for 'Register' and 'Farmers Add/select your farm'. To the right, a 'DASHBOARD' is shown with 'Risk Information (By crop and DSS)', a 'Risk status' bar chart, and 'Guidance' (No action needed). A legend indicates risk levels: low (green), medium (yellow), and high (red). A QR code is located in the bottom right corner.

IPM Decisions Platform functionality

The IPM Decisions Platform is an open access **“one-stop shop”** for decision support in integrated pest management, with a **quick and easy process** to set it up:

1. Select Decision Support System relevant to you
2. Add crop observations to link DSS to farm practice
3. The platform automatically chooses the best source for weather data for the DSS based on your location

Other Dashboards will enable researchers to:

- Develop new DSS
- Adopt and test DSS from other countries
- Adapt DSS to their own country

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Figure 5 Example of an IPM Decisions infographic. First version: March 2022, Number of variants: 3

4.5 Christmas Greeting

The IPM Decisions Christmas greeting was sent by email to members of the IPM Decisions Network, details of the project and funder were provided in text.

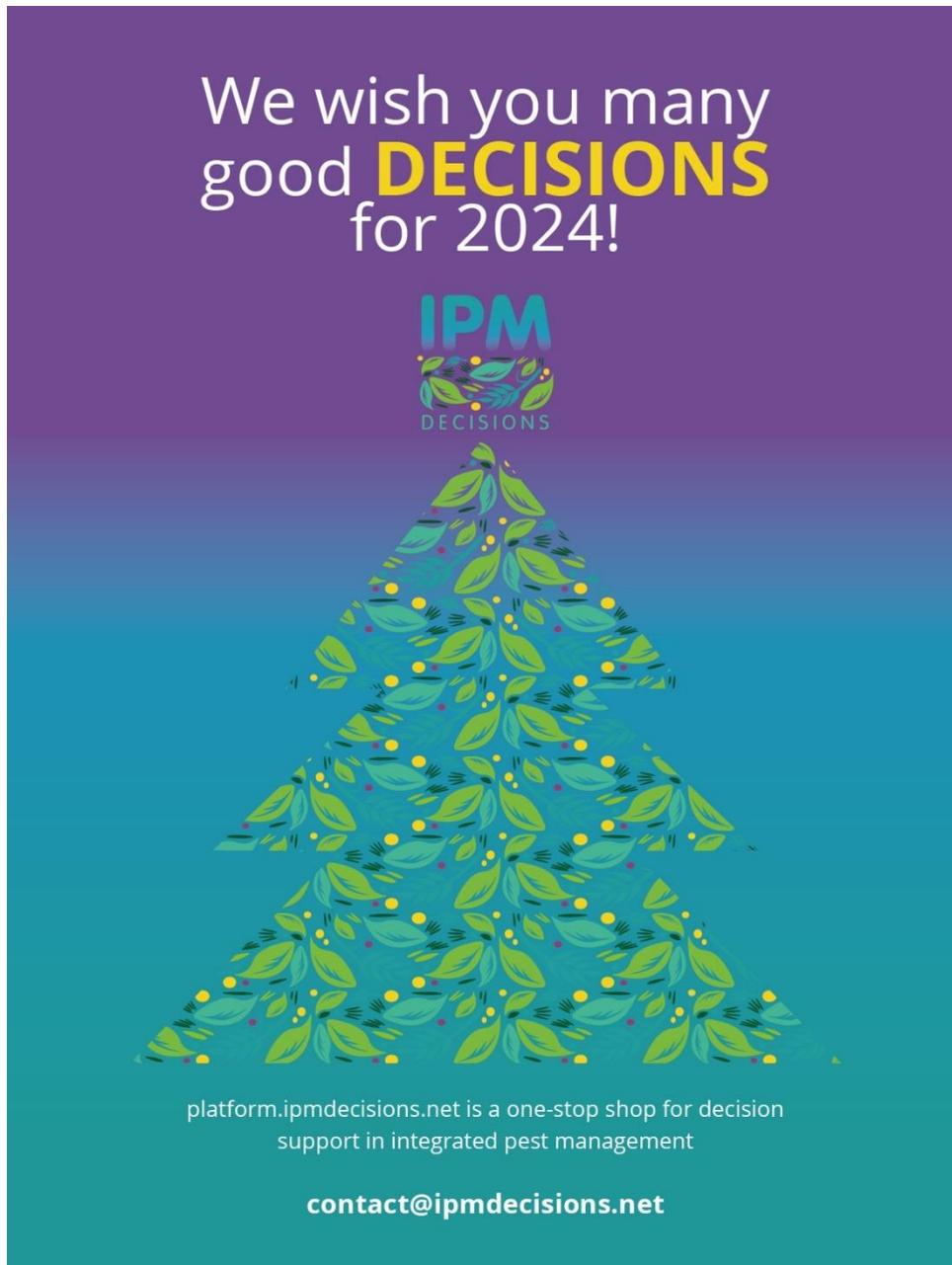


Figure 6 Image used as part of IPM Decisions communication activities in December 2023;
Design: December 2023

4.6 Newsletter

Members of the IPM Decisions network received external newsletters with messages and updates throughout the project. The first and last pages of Issue 5 is provided below, showing the standard template used.

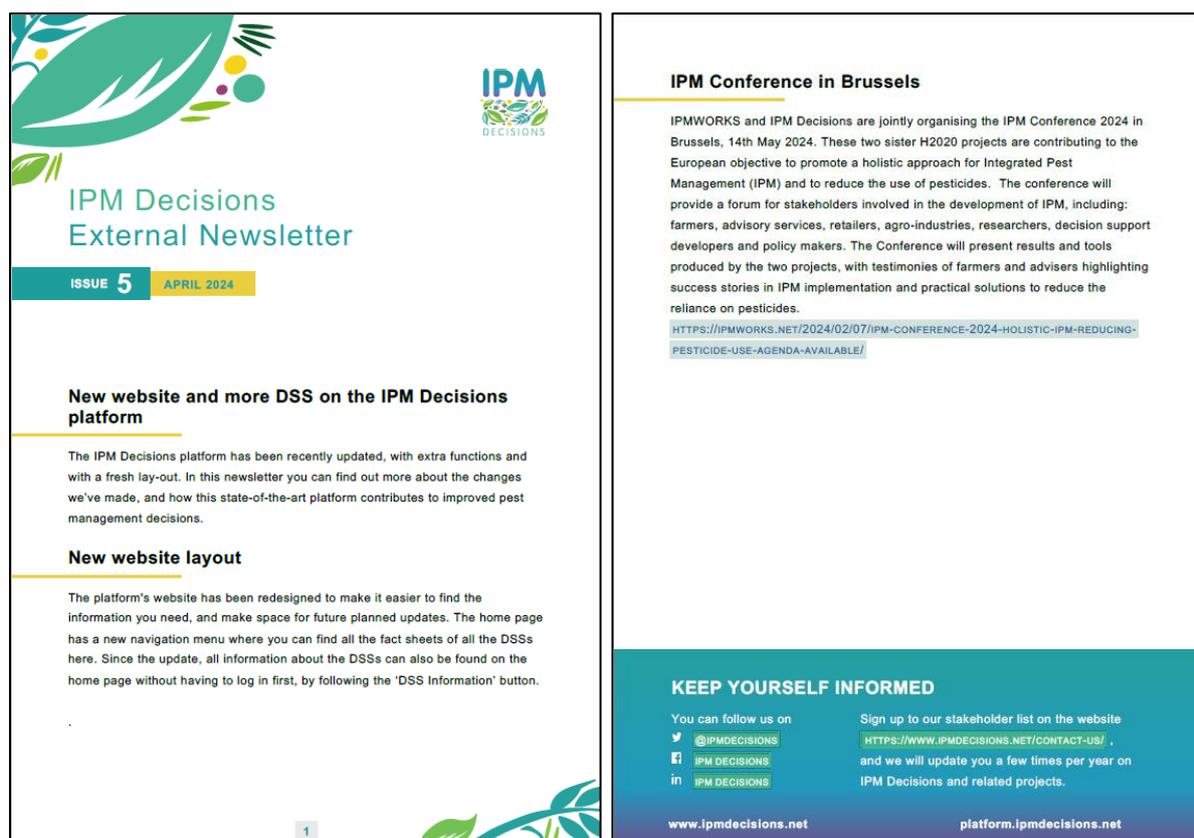


Figure 7 Example of an IPM Decisions newsletter, April 2024, Page 1 and Page 7. First version: March 2020

4.7 Posters

During the project several posters were developed for promotional activities.

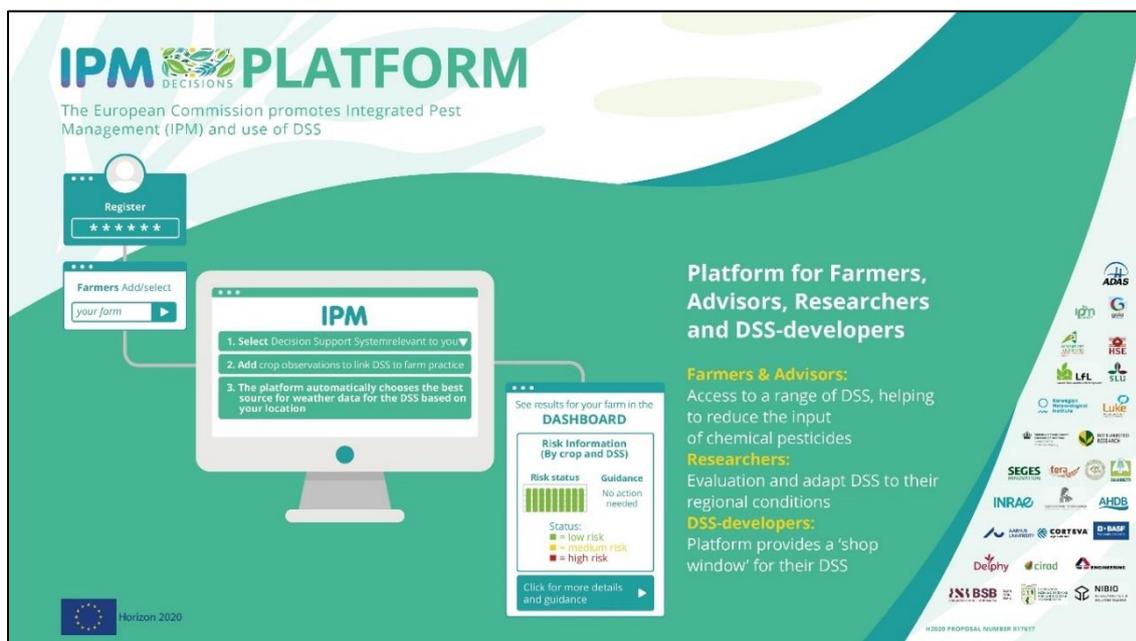
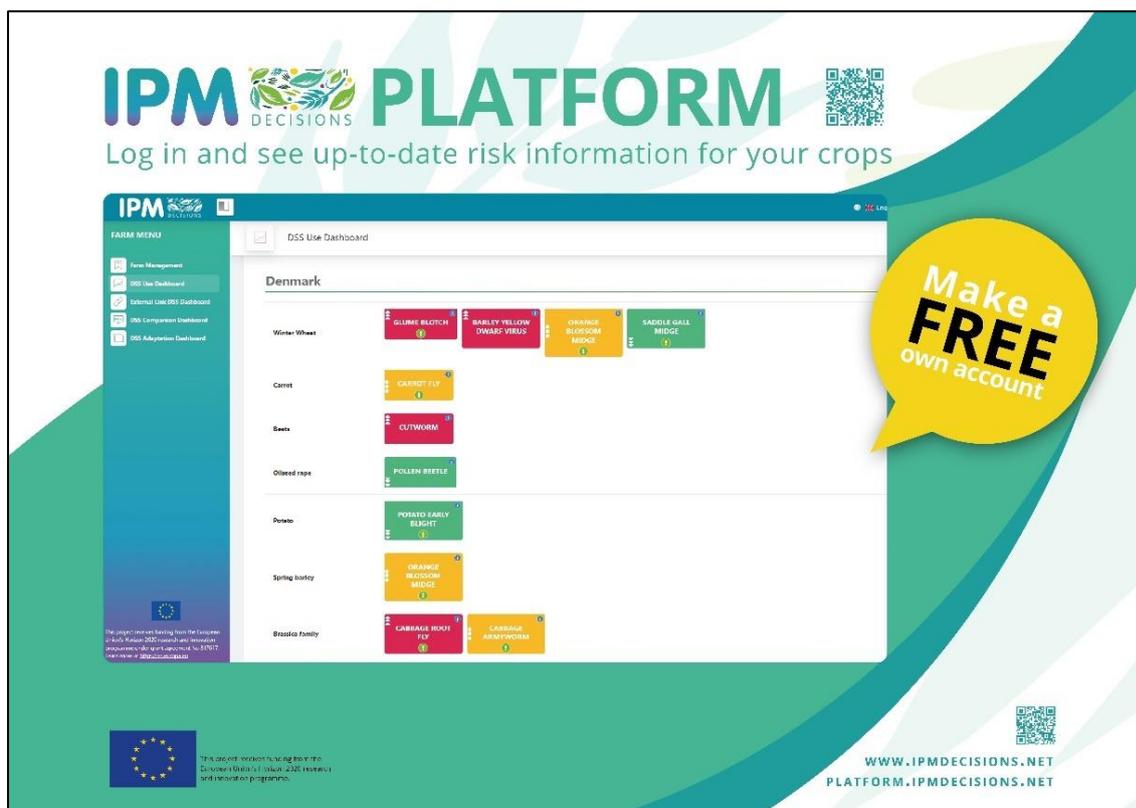


Figure 8 Two examples of IPM Decisions posters (landscape). Design May 2022



IPM DECISIONS PLATFORM

The European Commission promotes Integrated Pest Management (IPM) and use of DSS



Platform for Farmers, Advisors, Researchers and DSS-developers

- Farmers & Advisors:** Access to a range of DSS, helping to reduce the input of chemical pesticides
- Researchers:** Evaluation and adapt DSS to their regional conditions
- DSS-developers:** Platform provides a 'shop window' for their DSS



H2020 PROPOSAL NUMBER 817617



PLATFORM.IPMDECISIONS.NET • WWW.IPMDECISIONS.NET

Figure 9 A further example of a IPM Decisions posters (portrait). Design: May 2022



Horizon 2020



IPM Decisions

h.brinks@delphy.nl

The H2020 IPM Decisions project (2019-2024) will accelerate impact from Decision Support Systems (DSS) for Integrated Pest Management (IPM) of weeds, pests & diseases 27 European partners will create a European on-line platform to increase the use of DSS The platform will, for the first time, link existing DSS and input data across Europe



Figure 1: IPM Decisions network regional zones: North (dark blue), Centre (light blue), and South (yellow-green), and location of participants (orange dots)

Methodology

- Create a web-based 'one-stop shop' for IPM DSS
 - Establish a European IPM Decisions Network
 - DSS users – farmers and advisers
 - DSS developers – industry and researchers
 - 3 regional zones (Figure 1)
- Access the Platform via tailored dashboards (Figure 2)
- Multi actor approach
 - Workshops with DSS users and developers for users needs and ambition
 - Build multi actor IPM Decisions network
- Barriers to uptake of IPM will be identified and addressed
- The platform will support a wide range of DSS that are free to use or commercial pay to use (Figure 3).

DSS	Crop	Pest	Action
AHDB BYDV	Wheat	BYDV	TSUM is over 170, check crop for aphids and take appropriate action
BlightCaster	Potato	Blight	Infection threshold exceeded – check crop and take appropriate action
SeptMan	Wheat	Septoria	Observation required to provide accurate prediction.

Figure 3: example of risk information on the Platform

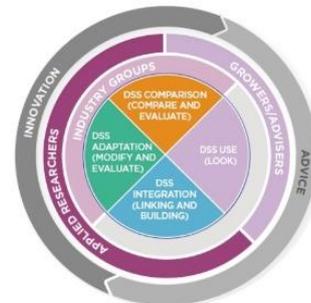


Figure 2: Users will engage with the Platform through dashboards; a user-friendly graphical interface will allow users and developers to select both the DSS, and the data to be used as input to the DSS

Outcomes and Impact

- Creation of a European web platform to use, share and develop IPM DSS
- Establish partnerships between IPM DSS developers and stakeholders
- Increase awareness of the IPM toolbox and on-farm IPM
- Support relevant plant health policies and implementation of the sustainable use directive



Figure 10 Targeted poster for the European Seminar on Extension and Education (ESEE) conference, June 2021



Horizon 2020



4.8 PowerPoint template

A PowerPoint template was created and translated for all partners to use during meetings, webinars, conferences and other presentations.

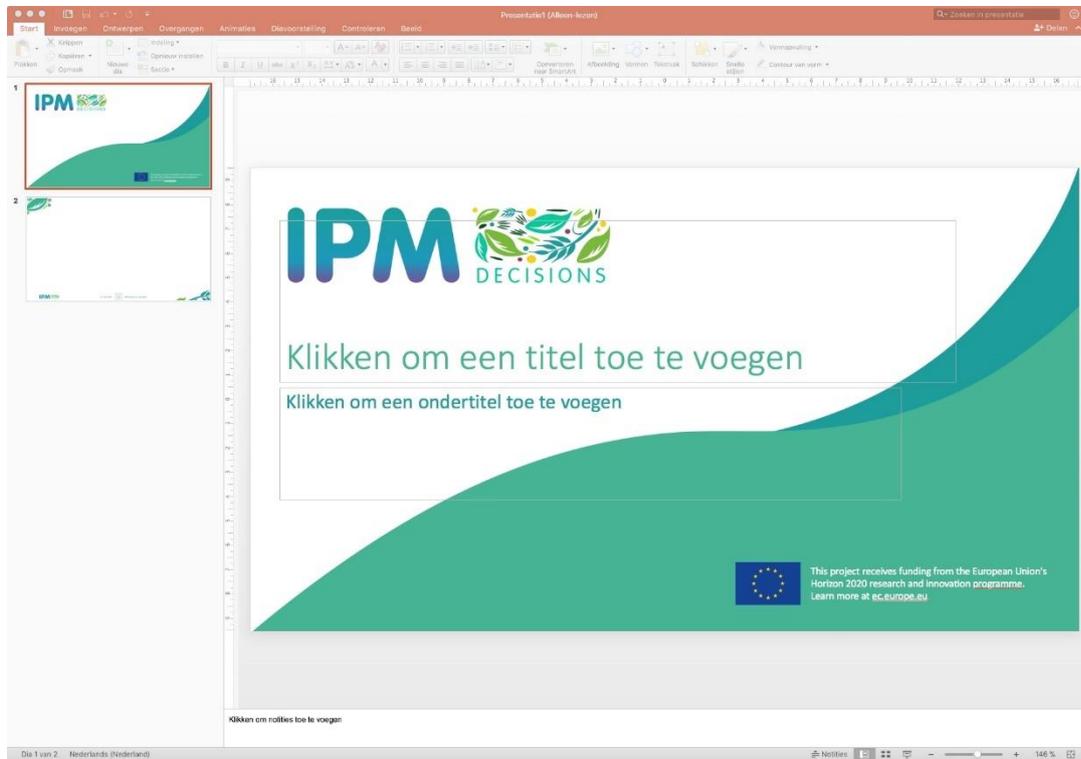


Figure 11 IPM Decisions PowerPoint Template November 2022

4.9 Quick Start Guide for platform use

The IPM Decisions Quick Start Guide is a comprehensive guide to registering and using an account on the platform. The full guide is available via a link on the platform homepage, the first and last pages are highlighted below.



Figure 12 IPM Decisions quick start guide for platform use, First version: March 2023, Number of variants: 3

4.10 Roll up banners

Roll up banners were designed and translated into partner languages, to be printed off in country and support promotion activities during networking events.

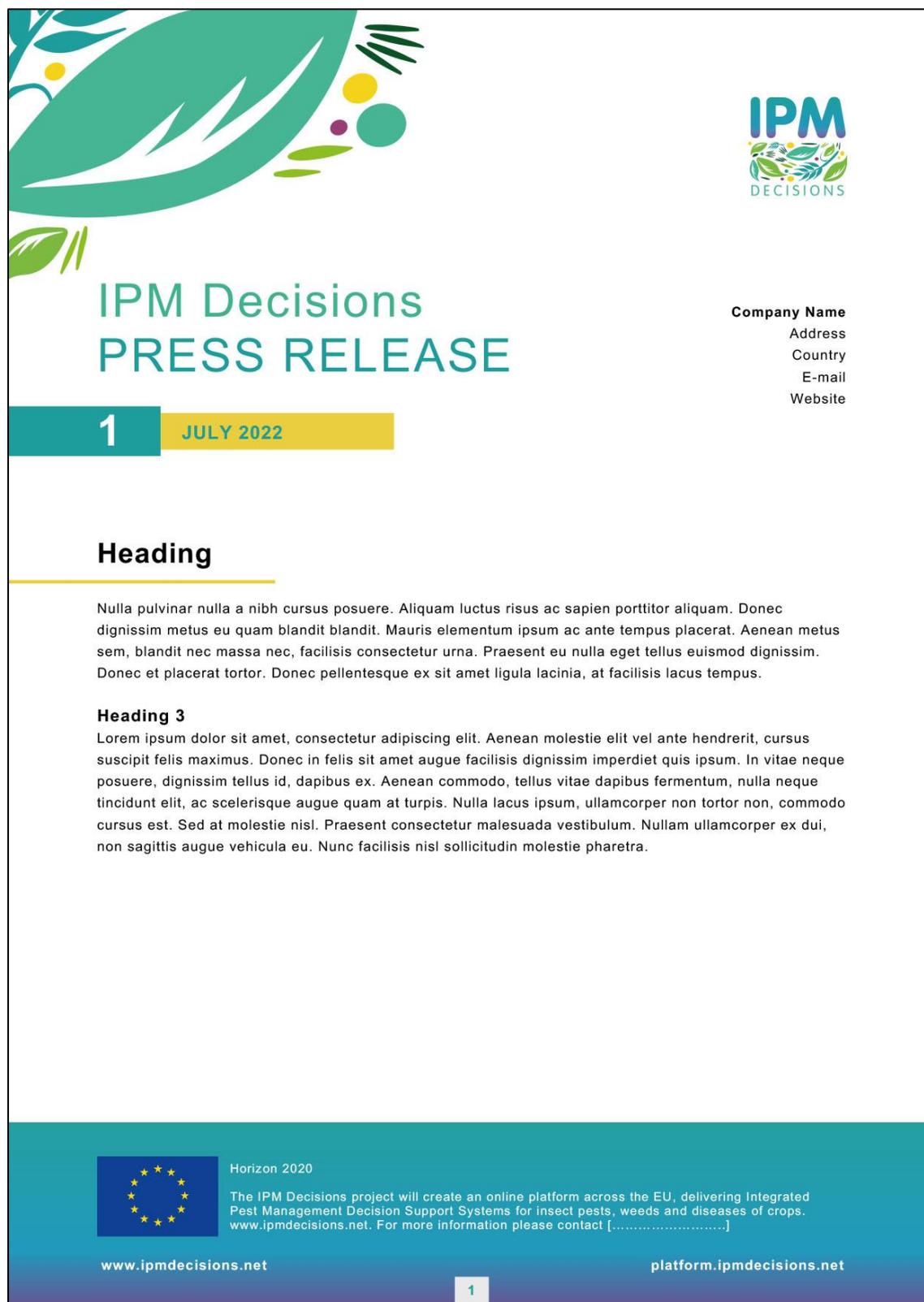


Figure 13 Examples of IPM Decisions Roll-up banner April 2022 (left) and June 2022 (right). Number of variants: 2



4.11 Press release template

During the project press releases were used to promote significant results, development and news. This template was used to promote press releases across the IPM Decisions network.



The image shows a press release template for IPM Decisions. It features a large green leaf graphic on the left side. The IPM Decisions logo is in the top right corner. The main title is "IPM Decisions PRESS RELEASE". Below the title, there is a yellow bar with the number "1" and the date "JULY 2022". To the right of the title, there is a list of fields to be filled: "Company Name", "Address", "Country", "E-mail", and "Website". The main body of the template contains a "Heading" section followed by a paragraph of placeholder text. Below that is a "Heading 3" section followed by another paragraph of placeholder text. At the bottom, there is a blue footer section containing the Horizon 2020 logo, a description of the IPM Decisions project, and the website addresses "www.ipmdecisions.net" and "platform.ipmdecisions.net". A small "1" is also present in a white box at the bottom center of the footer.

IPM
DECISIONS

IPM Decisions
PRESS RELEASE

1 JULY 2022

Company Name
Address
Country
E-mail
Website

Heading

Nulla pulvinar nulla a nibh cursus posuere. Aliquam luctus risus ac sapien porttitor aliquam. Donec dignissim metus eu quam blandit blandit. Mauris elementum ipsum ac ante tempus placerat. Aenean metus sem, blandit nec massa nec, facilisis consectetur urna. Praesent eu nulla eget tellus euismod dignissim. Donec et placerat tortor. Donec pellentesque ex sit amet ligula lacinia, at facilisis lacus tempus.

Heading 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean molestie elit vel ante hendrerit, cursus suscipit felis maximus. Donec in felis sit amet augue facilisis dignissim imperdiet quis ipsum. In vitae neque posuere, dignissim tellus id, dapibus ex. Aenean commodo, tellus vitae dapibus fermentum, nulla neque tincidunt elit, ac scelerisque augue quam at turpis. Nulla lacus ipsum, ullamcorper non tortor non, commodo cursus est. Sed at molestie nisl. Praesent consectetur malesuada vestibulum. Nullam ullamcorper ex dui, non sagittis augue vehicula eu. Nunc facilisis nisl sollicitudin molestie pharetra.

 Horizon 2020
The IPM Decisions project will create an online platform across the EU, delivering Integrated Pest Management Decision Support Systems for insect pests, weeds and diseases of crops.
www.ipmdecisions.net. For more information please contact [.....]

www.ipmdecisions.net platform.ipmdecisions.net

1

Figure 14 IPM Decisions press release template. Design: September 2022

4.12 Video and online graphics

A short series of videos were produced to promote the platform, which included development of additional animated introductions. Content for the videos used the PowerPoint template highlighted above (4.8). An example of these animations can be found here: [Introduction of the IPM Decisions Platform](#) and [IPM Decisions Demo June 2024](#), respectively.



Figure 15 Screenshot of IPM Decisions introduction clips for promotional videos, specific to IPM Decisions (top), and collaborative with IPMWORKS (bottom). Video May 2024