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IPM Decisions

D6.15 List with communication materials

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Classification: Public

Version History

Version number	Implemented by	Reason
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	Author(s)	Contribution
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List of Reviewers

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 International[2]. 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:

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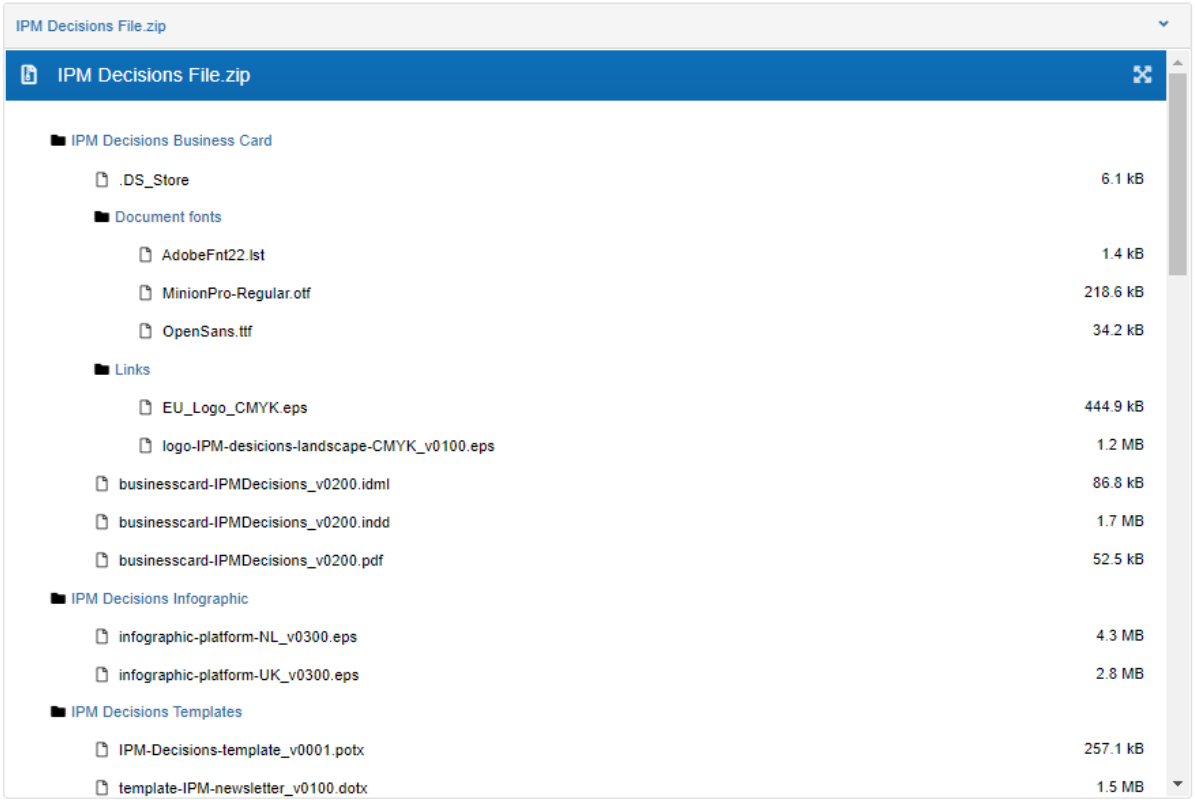
- No additional restrictions — Users may not apply legal terms or technological measures that legally restrict others from doing anything the license permits.

[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 Internation: Deed https://creativecommons.org/licenses/by-sa/4.0/

Horizon 2020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IPM Decisions File.zip
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MinionPro-Regular.otf 218.6 kB
OpenSans.ttf 34.2 kB
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infographic-platform-UK_v0300.eps 2.8 MB
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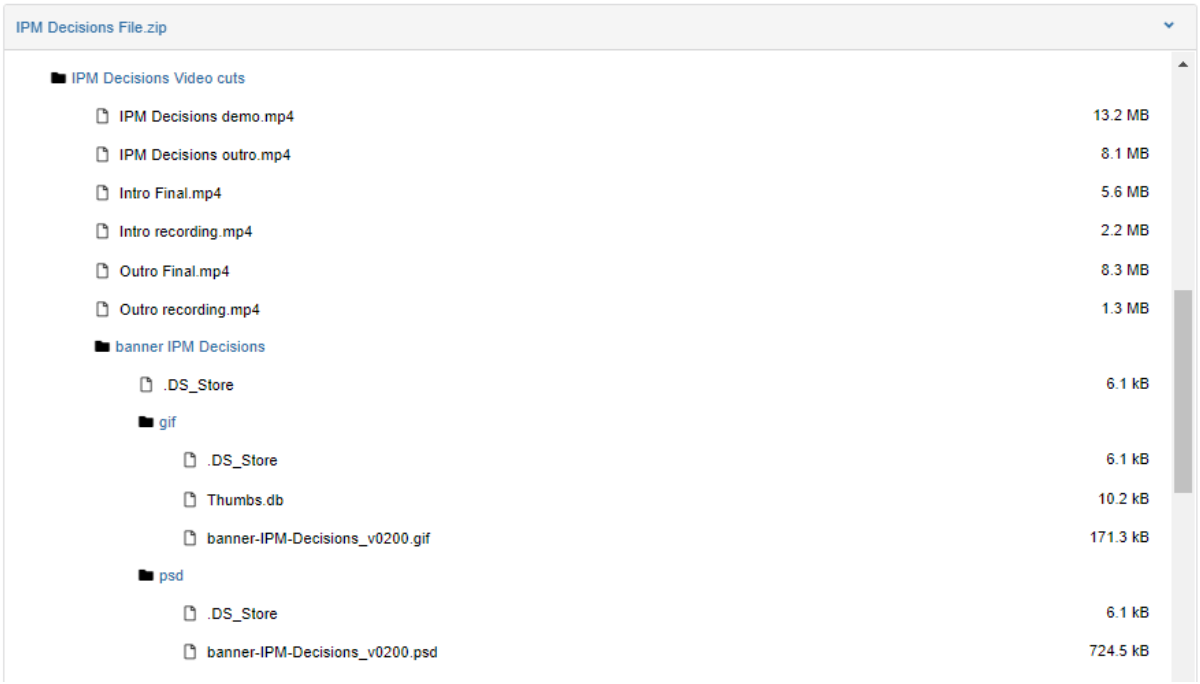
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IPM Decisions Video cuts
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IPM Decisions outro.mp4 8.1 MB
Intro Final.mp4 5.6 MB
Intro recording.mp4 2.2 MB
Outro Final.mp4 8.3 MB
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banner IPM Decisions
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Thumbs.db 10.2 kB
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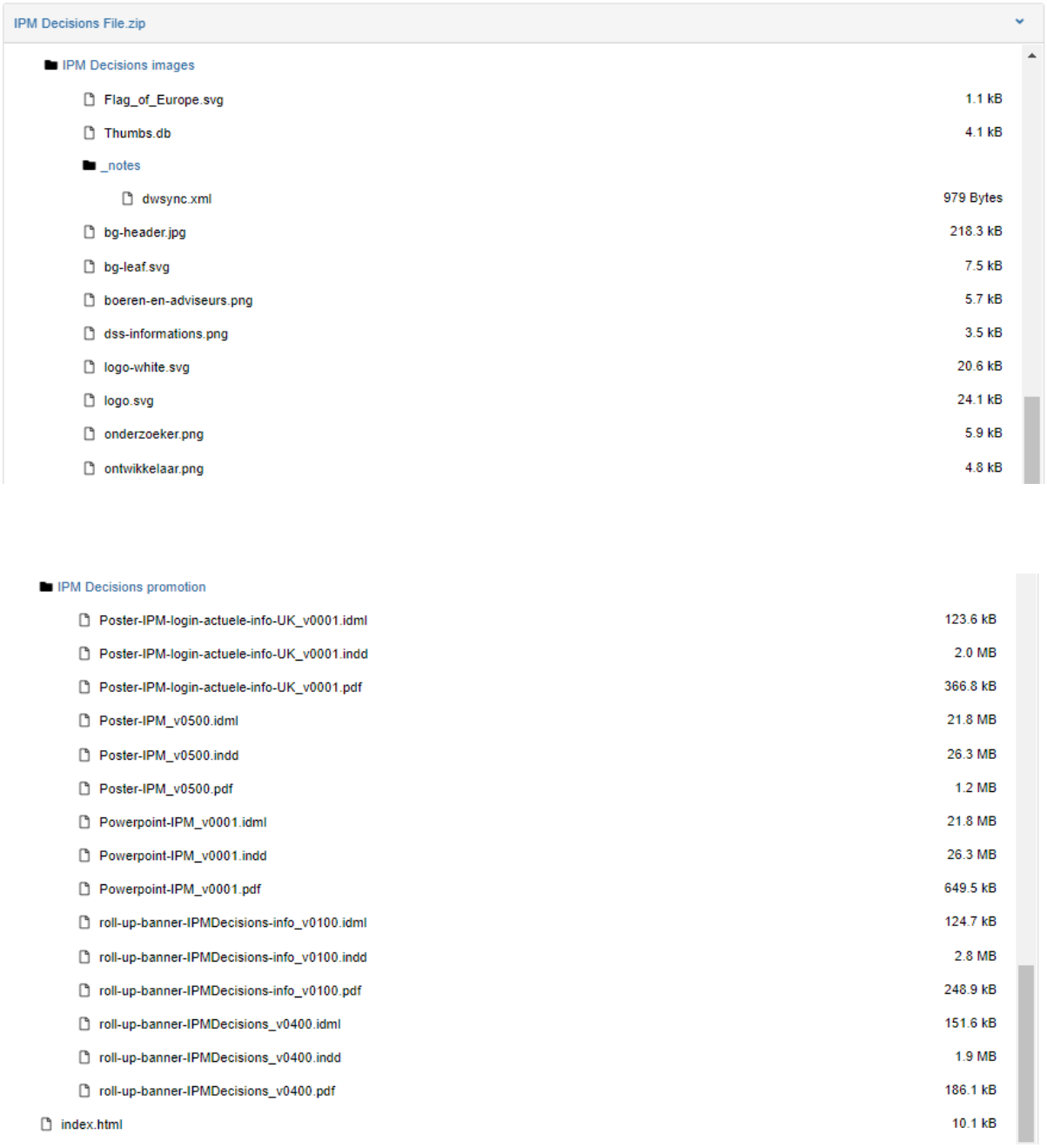

Figure 1: List with IPM Decision communication resources in ZENODO

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.

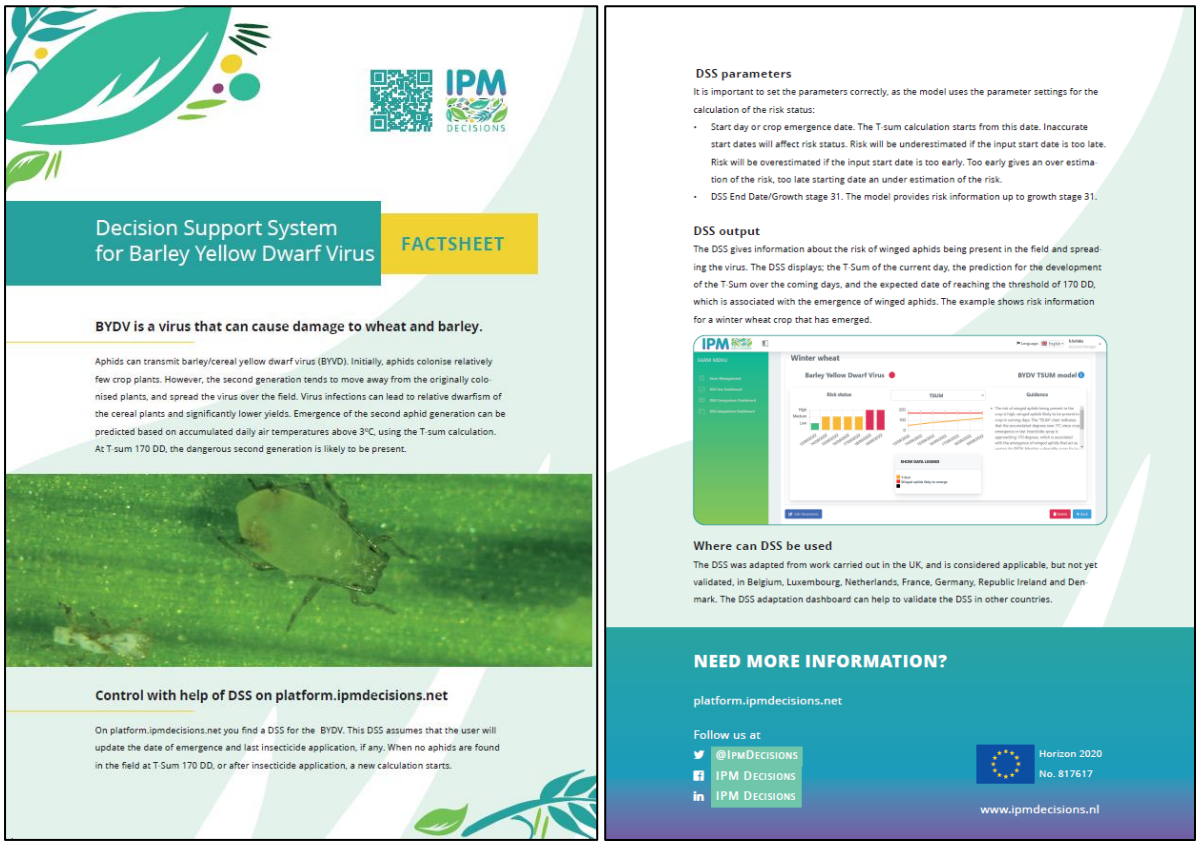


Figure 2: Example IPM Decisions factsheet on the decision support system for barley yellow dwarf virus. First version: September 2022

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.

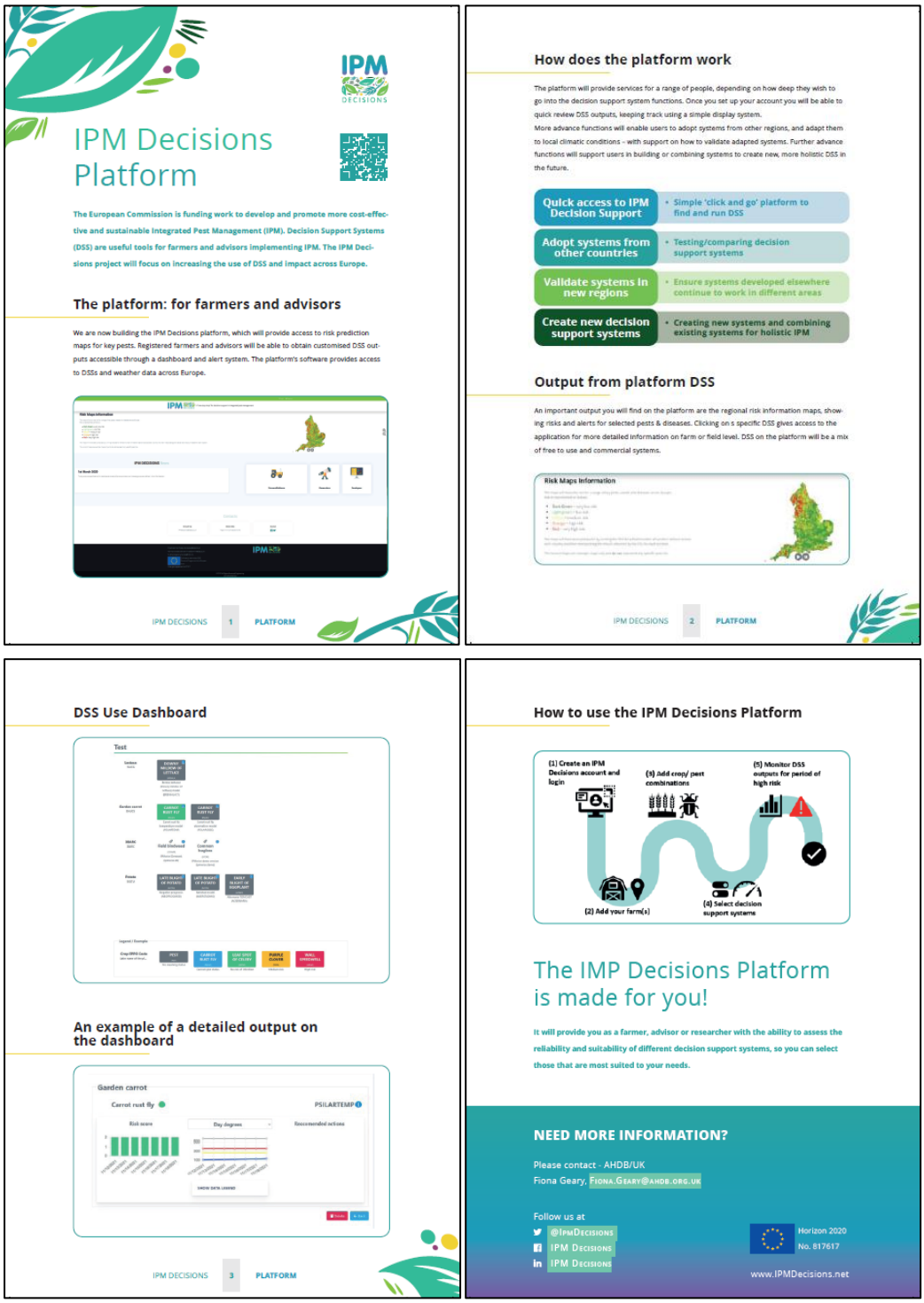


Figure 3 Example of an IPM Decisions 4 page project flyer. First version: September 2022, Number of variants: 29

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.

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.

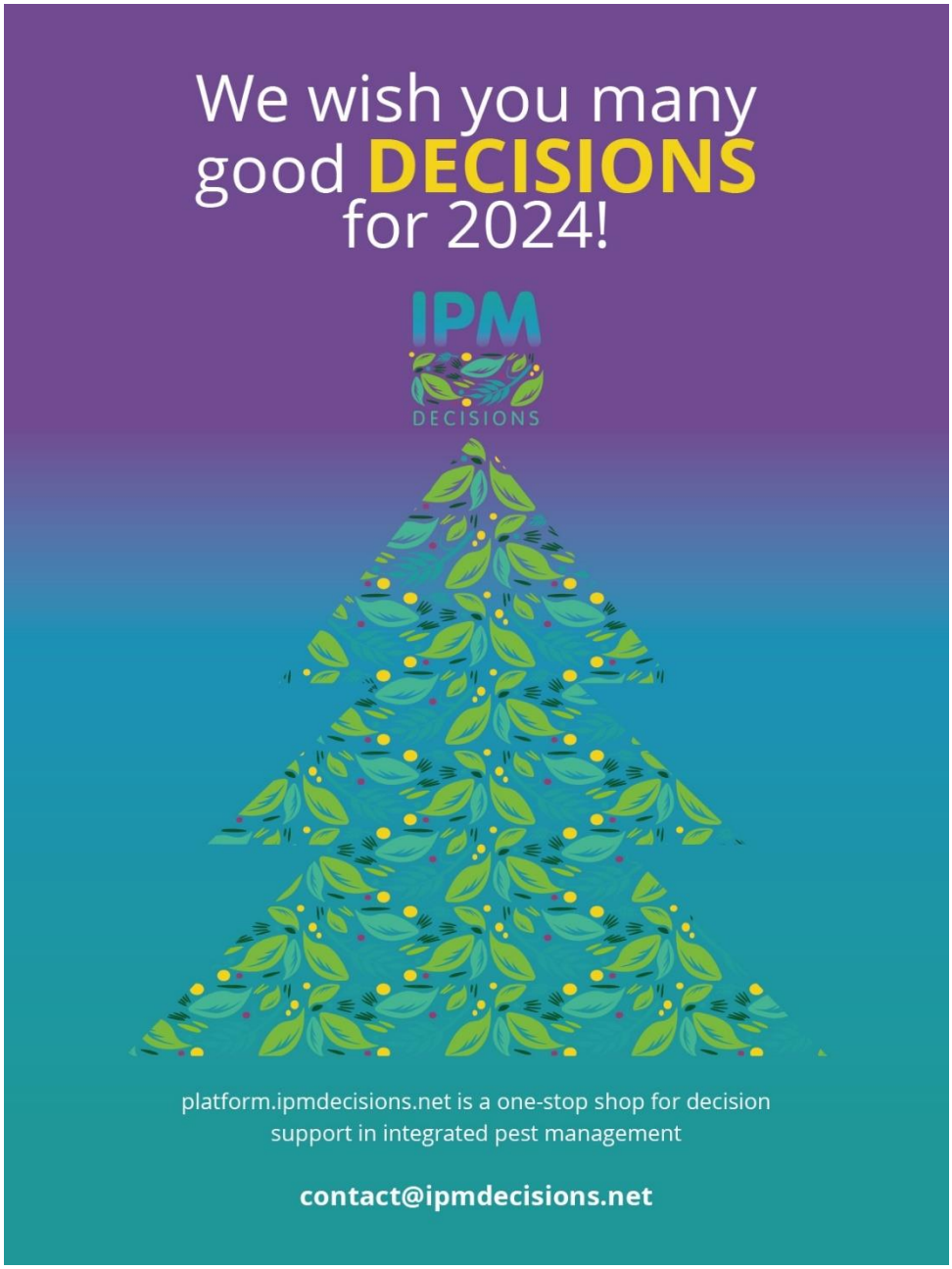
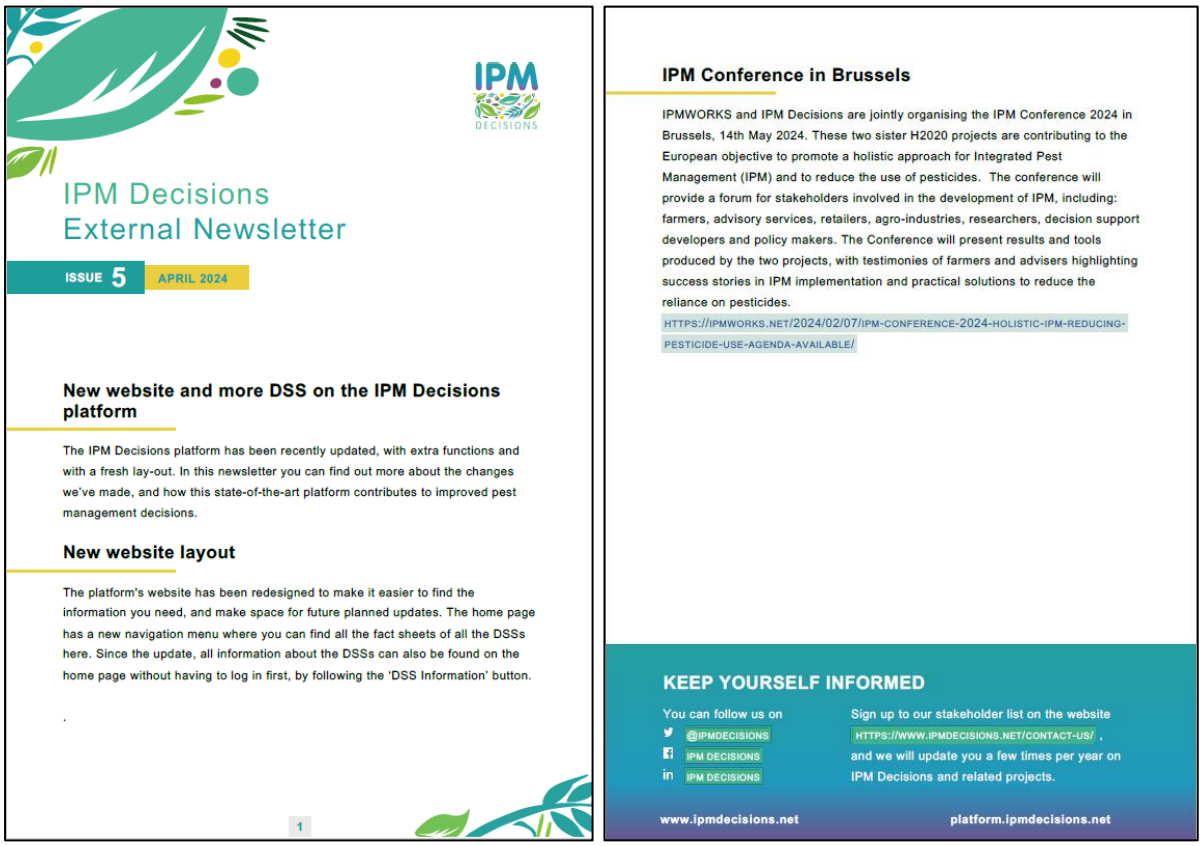


Figure 6 Image used as part of IPM Decisions communication activities in December 2023; Design: December 2023

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.



IPM Decisions
External Newsletter

ISSUE 5 APRIL 2024

New website and more DSS on the IPM Decisions platform

The IPM Decisions platform has been recently updated, with extra functions and with a fresh lay-out. In this newsletter you can find out more about the changes we've made, and how this state-of-the-art platform contributes to improved pest management decisions.

New website layout

The platform's website has been redesigned to make it easier to find the information you need, and make space for future planned updates. The home page has a new navigation menu where you can find all the fact sheets of all the DSSs here. Since the update, all information about the DSSs can also be found on the home page without having to log in first, by following the 'DSS Information' button.

1

IPM Conference in Brussels

IPMWORKS and IPM Decisions are jointly organising the IPM Conference 2024 in Brussels, 14th May 2024. These two sister H2020 projects are contributing to the European objective to promote a holistic approach for Integrated Pest Management (IPM) and to reduce the use of pesticides. The conference will provide a forum for stakeholders involved in the development of IPM, including: farmers, advisory services, retailers, agro-industries, researchers, decision support developers and policy makers. The Conference will present results and tools produced by the two projects, with testimonies of farmers and advisers highlighting success stories in IPM implementation and practical solutions to reduce the reliance on pesticides.

HTTPS://IPMWORKS.NET/2024/02/07/IPM-CONFERENCE-2024-HOLISTIC-IPM-REDUCING-PESTICIDE-USE-AGENDA-AVAILABLE/

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@IPMDECISIONS
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Sign up to our stakeholder list on the website HTTPS://WWW.IPMDECISIONS.NET/CONTACT-US/ , and we will update you a few times per year on IPM Decisions and related projects.

www.ipmdecisions.net platform.ipmdecisions.net

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.

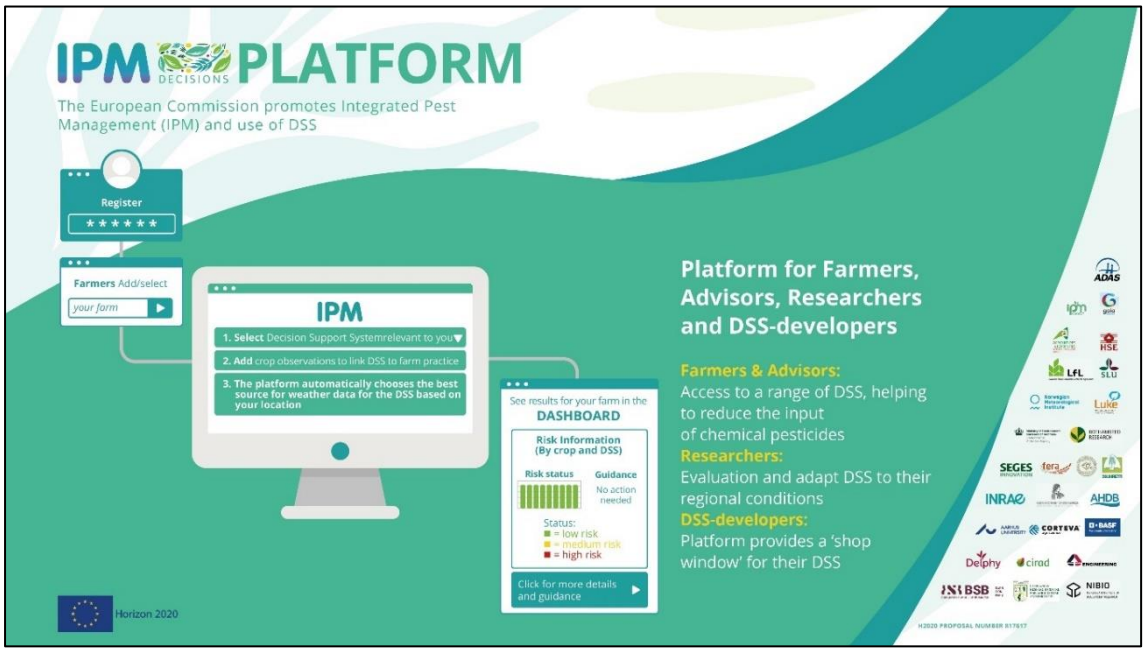

Figure 8 Two examples of IPM Decisions posters (landscape). Design May 2022

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

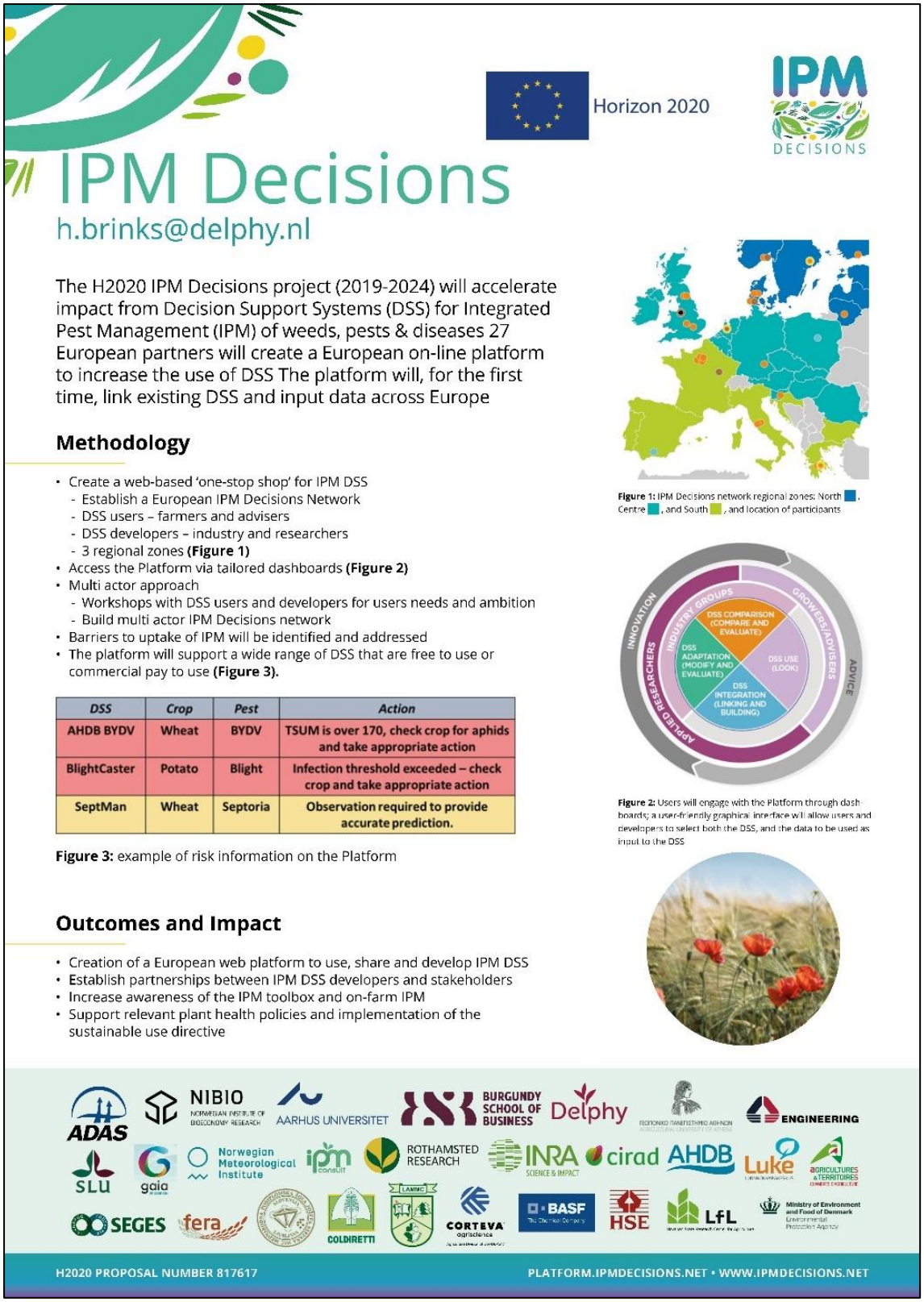

Figure 10 Targeted poster for the European Seminar on Extension and Education (ESEE) conference, June 2021

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.

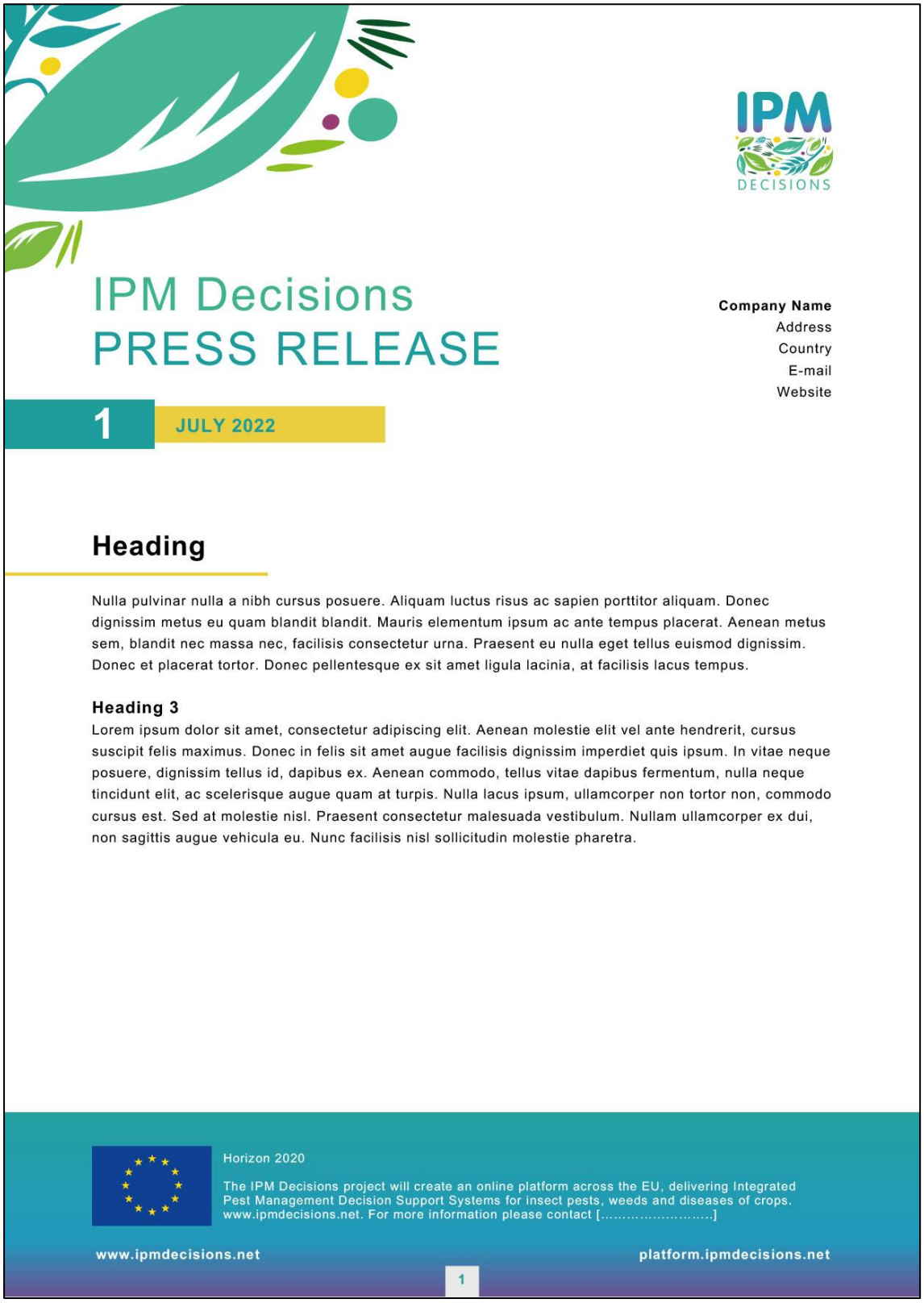

Figure 14 IPM Decisions press release template. Design: September 2022

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