



Erasmus+ Programme (ERASMUS)

BOOST

“BOOSTing agribusiness acceleration and digital hub networking by an advanced training program on sustainable Precision Agriculture”

Deliverable: **D7.1 within Task T7.1**

Task title: **Dissemination and Exploitation Strategy and Plan**

Deliverable title: **Dissemination and Exploitation plan**

Type: **R – Document, report**

Dissemination level: **SEN**

Lead partner: **REZOS**

Author(s): **Giorgos Papathanasopoulos (REZOS)**

Reviewers: **Anastasios Michailidis (AUTH), Aikaterini Paltaki (AUTH), Deborah Bentivoglio (UNIVPM), Sara Hernández (BIOAZUL), Majda Černič Istenič (UL), Teodora Krasteva (BGGA), Valentina Secondini (I&S), Christina Stavropoulou (INASO-PASEGES), Georgios Kountios (External Evaluator), Fotios Chatzitheodoridis (External Evaluator), Thomas Alexandridis (External Evaluator), Christos Karelakis (External Evaluator)**

Due date of deliverable: **14/03/2023**

Actual submission date: **14/03/2023**

Executive Summary

In Erasmus + programme, dissemination means spreading the word about project successes and outcomes as far as possible. Dissemination is both a tool and an objective and plays an important role in this project's implementation.

The main goal of this Dissemination and Exploitation Strategy and Plan is to provide beneficiaries list of activities connected with dissemination and exploitation of the BOOST project results and definition of their responsibilities. Effective dissemination is one of the key elements enabling publication and popularization of the project results and their acceptance by professional public and significantly contributes to creating a good image of the project. Another significant contribution is the contribution to mutual awareness of partners.

The main purpose of the Dissemination and Exploitation Plan is to provide guidelines for the project's partners throughout WP7 in order to: 1) help partners to better understand WP7 goals and their individual responsibilities, 2) give consortium members a clear idea of how to communicate the project's goals, progress and results through the most appropriate tool to select audience targets, in a timely manner, 3) help partners better understand the importance of their coordination and timely dissemination and exploitation. This document clarifies in more detail the work division between BOOST Consortium partners according to dissemination and communication, shares the information about these activities and provides a clear structure of the means of communication to generate a clear BOOST message. Furthermore, the document will give an overall understanding of the key target groups of the BOOST project. The communication protocols and processes will work as guidance for the whole duration of the project's lifetime.

The deliverable is developed within the framework of WP7, "Dissemination, Communication and Exploitation", and more specifically, it is the output of Task 7.1 "Dissemination and Exploitation Strategy and Plan".

