

WP6 Dissemination Plan

Project Number	7749433	Acronym	NEPETOME
Full project title	Omics-guided disentangling of the iridoid diversity in the genus <i>Nepeta</i> L. for <i>in planta</i> metabolic engineering towards sustainable exploitation		
Start date	24 th January 2022	Duration	3 years
Project URL	https://www.nepetome.rs/		
Deliverable	D1 Dissemination Plan		
Work Package	WP6		
Date of Delivery	19 th April 2022	Actual Date	27 th April 2022
Nature	Report	Dissemination Level	Public
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1. Introduction

1.1. Overview

The main goal of the project dissemination plan is to raise awareness and spread news about the project potential, as well as to identify parties interested in NEPETOME results. Project-related news will be disseminated to both the scientific community and the general public.

1.2. Objectives

Dissemination activities will be performed at multiple levels and will be coordinated by the WP6 leader. The following main objectives are identified:

- to raise awareness about the project progress within the scientific community.
- to inform relevant potential partners about the concept of NEPETOME and any new knowledge that will be generated within the project that would be of their interest.
- to create an effective project communication pipeline targeting both general public and potential partners using a wide spectrum of credible tools and actions.
- to enhance the management, reusability, and extensibility of the knowledge and outputs extracted from the project.



Figure 1. Dissemination activities plan during the lifetime of NEPETOME

1.3. Expected results

The expected results of the NEPETOME dissemination strategy are:

- Raising awareness about the project activities, informing the target audiences and the general public about NEPETOME. This will be done mainly during the initial stage of the project and actively supported by dissemination tools. However, during the whole NEPETOME lifetime, the project participants will generate publicity to attract potential future stakeholders and ensure maximum impact of the project.
- Communication to the target groups of potential beneficiaries of the ways to exploit the project results.
- Promotion of the active participation in the project, e.g., via the attendance in project workshops. This will be done to promote adopting the NEPETOME platform by increasing the number of local authorities and young people.

2. Dissemination plan from January 24th 2022 to January 24th 2025

2.1. Dissemination tools and activities

An indicative list of the dissemination tools and channels that will be used to disseminate and communicate the results of NEPETOME during its lifecycle and beyond (Figure 1.) includes:

- Regular updates of the project's website to inform the general public and the stakeholders about the project evolution
- Social media channels (Twitter, Instagram, Facebook page)
- Scientific publications
- Active participation in both national and international conferences and events relevant to the project, as unique opportunities to present NEPETOME, to disseminate key results and to enlarge the network, reaching and engaging targeted stakeholders.
- Direct personal contacts

All dissemination and communication material will bear the logos of NEPETOME, IBISS, and Science Fund of the Republic of Serbia. Channels that will be used include both traditional communication measures and novel strategies aimed at raising the maximum awareness of the project as an example of investment in plant science research by the Republic of Serbia. Quantified data about the impact of our dissemination actions will be included in both Periodic and Final reports and will be discussed in all project meetings.

NEPETOME website - Social Media

A user-friendly, well-designed and easily accessible website has been established in April 2022 and is functioning in its full capacity. The NEPETOME website can be visited at <https://www.nepetome.rs/>. Within the duration of the project, the website will be constantly updated and its content will be subject to modification based on the project evolving needs. All supporting material (brochures, executive summaries, abstracts, posters, publications, etc.) will be downloadable from the site under the "NEWS" tab, which is going to be updated regularly. The site will remain active after the end of the project. Dedicated social media accounts, Twitter (<https://twitter.com/nepetome>), Instagram (<https://www.instagram.com/nepetome/>) and Facebook page (<https://www.facebook.com/Nepetome-101793545754884/>) (Figure 2) have been created shortly after the project commencement and will be maintained in order to keep the social media users and followers regularly informed on NEPETOME events and achievements. These accounts will be sustained and continuously fed with new elements as they represent an important way for the project team members to be in touch with the NEPETOME target groups, especially young developing scientists. Participants are encouraged to promote our social media profiles within their networks and beyond. Scientists and stakeholders will be invited systematically to join our social media profiles.

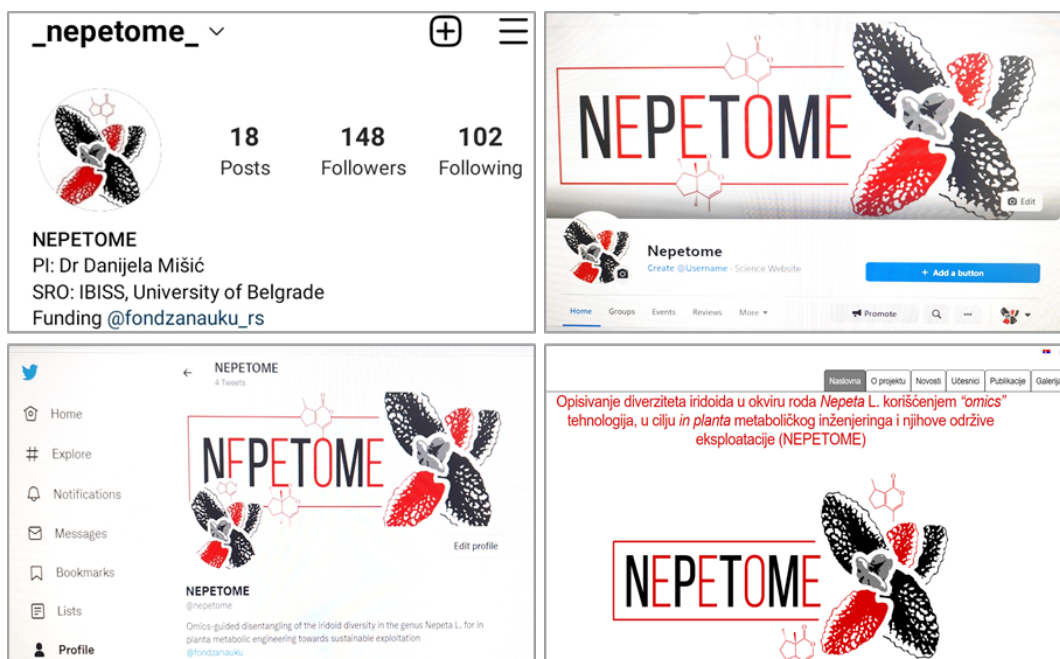


Figure 2. The NEPETOME Twitter, Instagram, Facebook page and the website mainpage

NEPETOME promotional material (flyers, brochures, posters, and banners)

NEPETOME flyers and brochures will be created early in the project lifetime (April-May 2022). Printed material will be prepared in both Serbian and English languages with the agreement of all project participants about its content. Flyers and brochures will be of a smaller format, printed on double-sided A5 paper. They will also be printed on recycled paper to emphasize the environmental protection aspect of the project. They will be distributed by any relevant dissemination channel until the end of the project and even after its completion. The flyers and brochures will be distributed during events, conferences, and meetings. NEPETOME posters and banners will be prepared in English only and will be exhibited during project meeting, workshops, conferences, and other events in which the NEPETOME team members will be participating. According to the needs and expectations from each dissemination event, the content of the poster will be updated throughout the project duration and will be uploaded on the website.

Other types of targeted promotional material will be prepared to ensure the maximum dissemination of the project, especially to young people. Indicative material that is proposed is: USB sticks, notebooks, ball pens, recyclable pencils, roll ups, etc. All types of the printed dissemination material will agree with the graphical identity of the project. This material will be distributed throughout the duration of the project on workshops, conferences, and other appropriate events.

Other promotional material

NEPETOME branded tent (dimensions 3x3 m), will be purchased and used for dissemination within The Fascination of Plants Day (2022-2024), the European Researchers' Night (2022-2024), the Agricultural Fair in Novi Sad, Serbia (2024), and other appropriate events. In

addition, NEPETOME-branded and quality certified soaps, containing essential oils of *Nepeta* species, will be prepared within NEPETOME craft workshops and distributed within the conferences, workshops, and other dissemination events.

Mass media communication

The scope of the mass media communication activities will be to inform the general public about the NEPETOME project through media with either general or specialized interests. These media include national TV and radio channels, podcasts specialized for science, newspapers and magazines with a wide audience such as RTS1 (Obrazovno-naučni program), Radio Beograd 1 (“Talasanje”), Radio Beograd 2 (“Solaris”, “Hoću da znam”), Radio Galaksija, Brainz TV, magazines “Elementi”, “Lekovito bilje”, etc. Mass media communication will be initiated starting from the second quarter of 2022, so that tangible results are presented to the general public. The official contact with the media will be made by the WP6 leader through the official email account of the NEPETOME project (nepetome@gmail.com).

Publications

It is expected that the NEPETOME project will result in at least 5 scientific papers published in high-impact peer-reviewed SCI journals until the end of the project. Targeted journals are listed in Table 1.

Table 1. Identified journals that are monitored for potential dissemination activities

JOURNALS	Target audience
Open access fee for scientific publication in <i>Frontiers in Plant Science</i> (M21a)	Academic community
Open access fee for scientific publication in <i>Phytochemistry</i> (M21)	Academic community
Open access fee for scientific publication in <i>Scientific Reports</i> (M21)	Academic community
Scientific publication in <i>Industrial Crops and Products</i> (M21a)	Academic community
Open access for scientific publication in <i>Plant Biotechnology Journal</i> (M21a)	Academic community

Participation in targeted events and direct personal contacts

Networking is a crucial way to share and exchange professional experiences and disseminate the project results. Personal contacts and presentations through attendance at relevant workshops, trade shows, and other events are ranking top of the list of the most popular dissemination channels. After participation in any event, the participants should send a full report to the WP6 leader, describing the scope of the event, the means of the project dissemination, and the volume of audience reached. These reports should be prepared in the template provided by the WP6 leader at the beginning of the project. Some of the relevant forthcoming events in which the NEPETOME project will be presented are summarized in Table 2 and Table 3.

Table 2. Targeted forthcoming events

Activity	Description	Target audience
Organization of Workshops within The Fascination of Plants Day, Serbia (2022-2024)	The Fascination of Plants Day is celebrated around the world every year and is consisted of a series of events usually during May. The main goal of the program is to point out the importance of plants and the preservation of the diversity of the living world.	General and interest-group community
Participation in the European Researchers' Night, Serbia (2022-2024)	The European Researchers' Night is devoted to popularization of science and fun learning. This event is organized every year all over Europe and is visited by a large number of citizens. Bringing research in plant biology and biotechnology closer to the common people is the main goal of NEPETOME attendance in this manifestation.	General and interest-group community
Organization of a workshop within the 5 th International Conference on Plant Biology (24 th SPPS Meeting), Serbia (2022)	To recruit participants, workshop will be advertised through NEPETOME website as well as through the websites of Universities, IBISS (SRO), and Serbian Plant Physiology Society (SPPS). The main objective is to share novel knowledge and state-of-the-art plant biotechnology techniques adopted within NEPETOME, with the special focus on metabolomics and transcriptomics.	Students mainly from the fields of biology, ecology, biochemistry, and agriculture
Organization of a workshop within the IX Congress on Plant Protection, Serbia (2023)	This workshop will be organized in collaboration with the Plant Protection Society of Serbia within the IX Congress on Plant Protection, which is organized with the aim to actively promote research and international cooperation as well as to enable the exchange of current scientific and technological knowledge. Workshop for stakeholders will be organized with the intention of promoting NEPETOME results and <i>Nepeta</i> sp. iridoids as biopesticides (BPs) and finding potential partners for commercialization.	Academic community and industry sector
Participating in the International AGRICULTURAL FAIR in Novi Sad, Serbia (2024)	The International Agricultural Fair in Novi Sad is one of the most important agricultural fairs in Europe. We will take the opportunity to present up-to-date results of the NEPETOME project as well as to offer adequate <i>Nepeta</i> seedlings for growing in suitable areas with the possibility of making contact with potential farmers. Also, we would like to survey the interest of farmers and local distributors for future cooperation.	Academic community and industry sector

Table 3. Identified conferences that are monitored for potential dissemination activities

CONFERENCES		
Description	Participants	Target audience
Plants in Changing Environment (Slovenia, 2022)	dr Uroš Gašić and dr Jasmina Nestorović Živković	Academic community
6 th International Conference on Plant Metabolism (ICPM) (2023)	dr Jelena Božunović and dr Neda Aničić	Academic community
TERPNET (2024)	dr Dragana Matekalo and dr Danijela Mišić	Academic community
FESPB congress - Plant Biology Europe (2023)	dr Tijana Banjanac and dr Branislav Šiler	Academic community
Green4Good (Czech Republic, 2024)	dr Marijana Skorić and dr Milica Milutinović	Academic community
5 th International Conference on Plant Biology (24 th SPPS Meeting) (Serbia, 2022)	dr Biljana Filipović, dr Slavica Dmitrović, dr Dragana Matekalo, and dr Tijana Banjanac	Academic community
IX Congress on Plant Protection (Serbia, 2023)	dr Milica Milutinović and dr Danijela Mišić	Academic community
6 th International Conference on Plant Biology (25 th SPPS Meeting) (Serbia, 2024)	dr Biljana Filipović and dr Slavica Dmitrović	Academic community

2.2. Key Performance Indicators

Measuring the effectiveness of communication is necessary to ensure that objectives are reached. Key Performance Indicators (KPIs) have been defined (Table 4) and will be constantly monitored to track the activities performed and make sure the communication goals are accomplished. The KPIs will be outlined in the reporting documents.

Table 4. Key Performance Indicators

Dissemination Tool	KPIs
	Method of measurement
Website	Yearly visits
Press coverage	Number of publications (articles, abstracts, posters)
Social media (Twitter, Instagram, and Facebook)	Number of followers / engagement rate
TV and radio shows	Number of shows that were visited as well as the number of minutes used.
Conferences	Number of events/number of NEPETOME participants
Workshop	Number of attendees
Internal meetings	Number of meetings / number of participants

3. Reporting and Evaluation

To ensure accurate monitoring and reporting of dissemination activities, NEPETOME deliverables include a number of reports linked to dissemination activities. The reporting schedule for the formal NEPETOME dissemination deliverables is as follows:

Deliverables of the WP6	Month of delivery
D6.1. Project website	3
D6.2. Reports on attended scientific conferences	12, 24, 36
D6.3. Reports on organized workshops	12, 24, 36
D6.4. Scientific publications	12, 23, 24, 35, 36