



cousin

Crop Cousins, promise for the future

D6.1

PEDR Plan for the Exploitation, Dissemination and Communication of Results

Acronym:	COUSIN - Crop Wild Relatives utilisation and conservation for sustainable agriculture
Project Number:	101135314
Call Topic:	HORIZON-CL6-2023-BIODIV-01-13 (RIA)
Start date:	1 st January 2024
Duration:	60 months

Date of release	05/07/2024
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Dissemination level (Sen/Public)	Public
Type (Report/Data/Dec/etc)	Report
Status (Version number)	1



Co-funded by
the European Union

Funded by the European Union, the Swiss State Secretariat for Education, Research and Innovation (SERI) and UK Research and Innovation (UKRI).



UK Research
and Innovation



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Plan for the Exploitation, Dissemination and Communication of Results

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History of the work done and contributions by partners

Date	Author	Activity
6 March 2024	Chiara Degl'Innocenti and Riccardo Bocci (RSR), Christian Schöb (URJC), Ritchie Head and Christina Olsen (CERAT), Lisa Lazzarato and Francesca Conti (FB), Elisa Pizarro Carbonell (APRI)	First WP6 meeting: planning of activities and sharing the draft website
12 March 2024	Louisa Dever (CERAT), Richie Head (CERAT), Riccardo Bocci and Chiara Degl'Innocenti (RSR)	Discussion on pre- and post-event forms
17 April 2024	Riccardo Bocci (RSR), Christian Schöb (URJC), Louisa Dever (CERAT), Lisa Lazzarato (FB), Jhon Fitzgibbon (EPSO)	Second Wp6 meeting: activity planning and review of the website
8 May 2024	Arianna Izzi (FB), Lisa Lazzarato (FB), Riccardo Bocci and Chiara Degl'Innocenti (RSR)	Discussion on mode and timing of podcasts, video scribes, and photo contest
28 May 2024	Riccardo Bocci and Chiara Degl'Innocenti (RSR), Jhon Fitzgibbon (EPSO)	Discussion about the issues and timing
14 June 2024	Elisa Pizarro Carbonell (APRI), Riccardo Bocci (RSR), Chiara Degl'Innocenti (RSR)	Comparison on modalities and timing of activities with schools and photo contest
17 June 2024	Riccardo Bocci and Chiara Degl'Innocenti (RSR), Christian Schöb and Felipe Ortega (URJC), Elisa Pizarro Carbonell (APRI), Lisa Lazzarato (FB), Jhon Fitzgibbon (EPSO)	Third Wp6 meeting: activity planning, review of the brochure and the PEDR
24 June 2024	Arianna Izzi (FB), Lisa Lazzarato (FB), Riccardo Bocci (RSR), Chiara Degl'Innocenti (RSR),	Discussion on mode and timing of photo contest
1 July 2024	Christian Schöb (<i>URJC</i>), Riccardo Bocci and Chiara Degl'Innocenti (RSR)	Review of the PEDR
3 July 2024	Elisa Pizarro Carbonell (APRI), Riccardo Bocci (RSR), Chiara Degl'Innocenti (RSR)	Review of the PEDR

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Summary

This deliverable presents the project’s dissemination, communication, and exploitation plan as well as the channels, tools, and methods that will be used to maximize the impact of COUSIN's results on all types of audiences, from the civil society to the scientific community, via stakeholders and policymakers. It also tells the partners how to share concrete results of the project, both externally and within the consortium.

The main objective of the Plan for the Use, Dissemination, and Reporting of Results (PEDR) is to indicate how the project will raise awareness, engage participants, and with what methodologies and tools it will increase the dissemination and impact of the results to make the most of them.

Given the heterogeneity of participants and audience types, choosing the right dissemination and communication (D&C) tools and channels, as well as the right language, will in fact be a key strategy for the project's communication plan, which in this way can make objectives and results more usable by each type of actor involved.

Focus points of PEDR are as follows:

- Description of the main communication and dissemination tools and
- Channels.
- Key performance indicators of communication and dissemination activities.
- Guidelines for implementation of communication and dissemination activities.
- Roles and engagement of project partners in the implementation of communication and dissemination activities.

1. Introduction to PEDR

This document is the 1st version of the Plan for the Exploitation, Dissemination and Communication of Results (PEDR) of the COUSIN project and defines the framework for partner's communication, dissemination, and exploitation activities.

The main aim of PEDR is to manage various communication and dissemination activities using different channels in relation to specific target groups to maximise awareness about the project work and exploitation of project results beyond the project partners.

Communication activities will inform COUSIN stakeholders on various project findings and the PEDR will depict specific activities (tools, methods) that will be used for that purpose to deliver customized messages.

Dissemination activities will support the consortium in making results public while maximising results impact. This section will contribute to the advancement of the state of the art and will allow other researchers to go a step forward in analysing the research topic.

More specifically, exploitation of project results focuses on making concrete use of research results for commercial purposes to tackle societal problems or in public policymaking. Exploitation tackles a concrete problem and responds to an existing demand.

The PEDR is a living document and therefore, during the project's lifetime, it will be subject to adaptations in relation to the interest of the potential stakeholders, and the procedures and objectives below will be continuously evaluated to achieve the maximum impact. As planned in the Grant Agreement, the PEDR will be revised and updated yearly during the Annual Meetings and submitted as final consolidated version in M60 of the project (D6.8).

The document makes a clear distinction between the communication, dissemination and exploitation activities considering the different target groups and stakeholders that will be addressed, differentiated key messages and channels that will be used.

1.1 Role of Communication, dissemination and exploitation in a project

Project communication starts from the very beginning of the project and continues throughout its duration with the aim of promoting project activities and informing the target audience about the progress of the project and its activities. It requires planning targeted strategies to communicate the action and its results to a multitude of audiences, including the media and the public.

There are three levels of action:

- 1 **Communication** aims to reach society at all levels, to explain the research in a way that is understandable to the general public, through language that can reach the entire population.
- 2 **Dissemination** means circulating the results a targeted audience (Sharing research results with the scientific community, commercial players, civil society and policymakers and so on) to further develop the project results and maximize their impact. Through this activity, the value of the results can also be expanded from the initial target and thus strengthening the value and reach of the project itself.

3 **Exploitation** of project results focuses on the practical use of research findings for commercial, social, and political purposes. For this reason, it usually begins later in the project when the results are available.

Those three levels of action will allow maximization of communication of project activities and results, engaging audiences of all types and backgrounds and enabling achievement of the goals set at the beginning of the project.

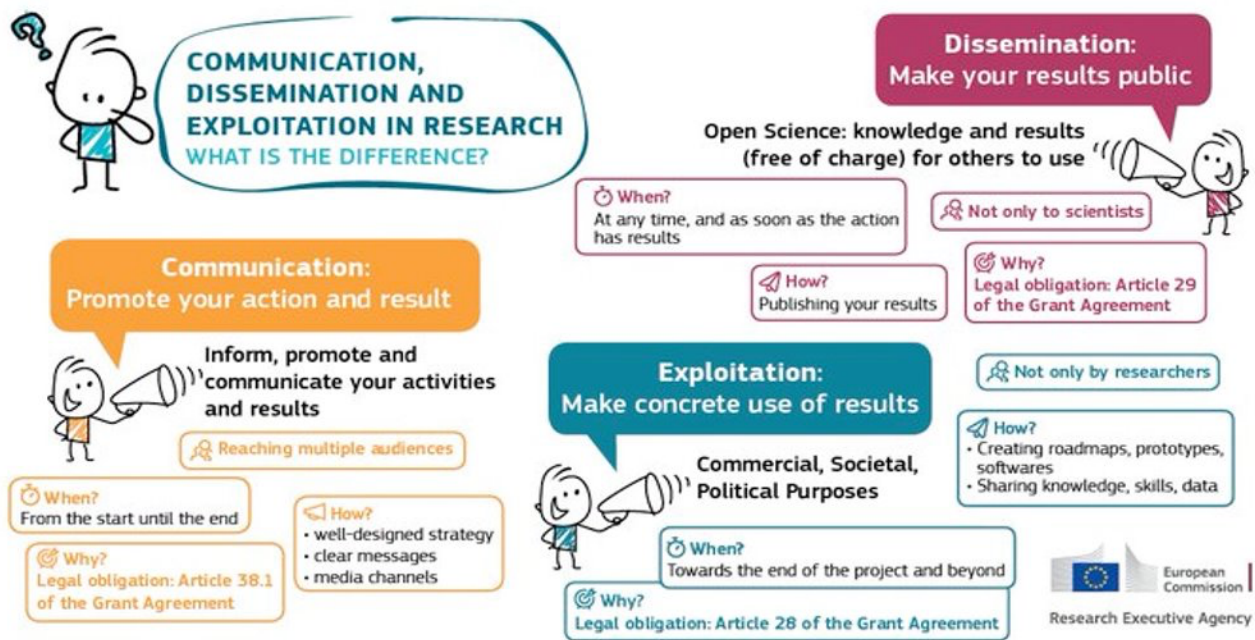


Figure 1: Communication, dissemination and exploitation differences, according to the EC

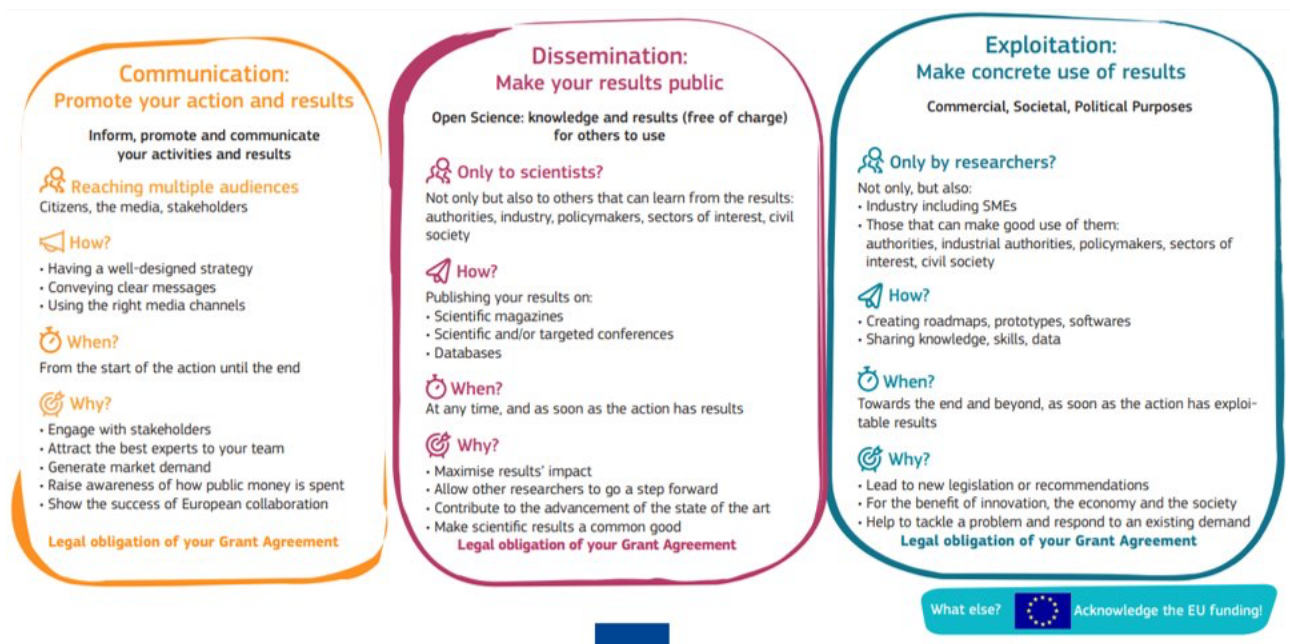


Figure 2: Communication, dissemination and exploitation differences, according to the EC

2. Communication Coordination

2.1. Communication Coordination Team

RSR as the Leader of WP6 is the Communication Coordinator responsible for coordination of all D&C related tasks and activities. APRI is co-leader of WP6 and will support RSR in all the activities. Since the project consortium consists of 26 project partners, it is crucial to establish a good communication among Communication Coordinator and project partners to ensure that all project outputs and results are communicated and disseminated outside the consortium in the proper and efficient way.

RSR and APRI will manage centralised D&C activities and will guide/support project partners in carrying out other D&C activities that require partner input by preparing and providing templates, guidelines and protocols, and by regularly engaging with project partners by e-mails and online meetings. Their main roles will include:

- Coordinate and monitor consortium D&C activities, including achievement of key performance indicators
- Develop the project visual identity and ensure its consistent use throughout the project and among all partners (including C&D templates)
- Manage project website and social media accounts
- Produce project general dissemination material (leaflet, poster, roll-up, presentation)
- Manage/coordinate relations with media to ensure media coverage (including media contact database development)
- Provide support to project partners in delivering and distributing D&C materials (e.g. media release drafting and dissemination, coordination of newsletters production based on inputs from partners)
- Report to and be accountable to ExCm on D&C and Exploitation work

During the first 6 months of the project, the Coordination Team was set up composed of the following partners: RSR, APRI, FB, UCP, CERATIUM and URJC.

2.2. Guidelines for partners to communicate the project

This section is presenting the guidelines on the tools to be used by partners in their communication activities.

A well-defined project brand was already defined during the project proposal submission. All the elements of brand (logo, symbol, colours and typography) can be found on the project SharePoint (link) and they are presented below.



COLORES



R: 21
G: 155
B: 129

159B81



R: 0
G: 208
B: 86

00D056



R: 155
G: 105
B: 118

9B6976



R: 244
G: 154
B: 142

F49A8E

TIPOGRAFÍAS

Crop wild relatives Utilization and conservation for Sustainable agriculture

COUSIN develops and implements a roadmap for the use of crop wild relatives to select new cultivars supporting the agroecological transition. Based on four flagship crop species (pea, barley, lettuce, cabbage), serving as prime examples of the important crop groups legumes, grain cereals, leafy greens and vegetables for the implementation of more sustainable management practices and healthy diets in Europe, we will show how current challenges of stakeholders from farm to fork can be overcome using crop wild relatives in formal and on-farm breeding programs. For each flagship crop species, we will design and implement a breeding toolbox and identify traits of its wild relatives required to resolve the current and emerging challenges of stakeholders. Effective characterisation protocols and conservation measures will also maintain the naturally-occurring functional and genetic diversity of the target traits across Europe and beyond. The characterisation protocols will cover in-situ and ex-situ phenotyping and chemotyping of target traits linked with genetic analyses (host and associated microbiomes) to identify the genetic basis of these traits. The conservation measures will cover in-situ reserves that account for the actual threats to the functional and genetic diversity of target traits in crop wild relatives, and ex-situ collections covering the widest possible diversity of target traits in gene banks.

ISIDORA para títulos y subtítulos

SOFÍA PRO para textos y párrafos

Figure 3: COUSIN visual identity

Donors' acknowledgement and disclaimer

COUSIN partners must acknowledge in all communication and dissemination activities the donors' financial contributions (co-funded by EU, SERI and UKRI), according to the next figure. This template is stored on the project SharePoint.



Funded by the European Union, the Swiss State Secretariat for Education, Research and Innovation (SERI) and UK Research and Innovation (UKRI).



Figure 4: COUSIN's donors' acknowledgement template

2.3 How to communicate COUSIN

Guidelines for partners – participation to conferences and events

If a COUSIN project partner attends a conference or events, that is the to-do list to be remembered:

- 1) Fill the form (Annex 2) to send the information for the website/social media about the event.
- 2) Bring along and distribute project communication and dissemination materials such as leaflets, posters, and roll-ups.
- 3) Use the official project basic PowerPoint presentation, called “COUSIN in a nutshell”.
- 4) Use project templates if you need to develop materials for your participation to the event (e.g. PPT or the Press Release template).
- 5) Communicate about your participation on the website and social media channels of both COUSIN (via RSR) and your organization.
- 6) Take photos of the conference/event to be used for preparing other D&C materials. Upload the photographs on SharePoint as for in the tip box further below.
- 7) Report back your activities using the dedicated form for reporting (Annex 3).

The project brochure has been prepared under WP6 and is available on the SharePoint. Partners can print it in their own national language(s).

When developing their own materials (e.g. their own organization’s brochure or annual activity report or a comprehensive brochure for participation to a national conference or fair), partners are required to mention the COUSIN project, by using the project pitch and follow both the project visual identity guidelines and the EC visibility Guidelines.

Partners are required to take photos of the conference/event to be used for preparing other D&C materials such as media releases or social media posts. Photographs should be stored on SharePoint as for in the tip box below:

We need to create a **database of generic photos** to be used when needed (field photos, crop wild relatives, etc etc). So we are asking each of you to help us create it by uploading your photos in the folder Picture that you can find on the Sharepoint under WP6 folder, following this criterion of naming them YY.namesurnameauthor.partneracronym (.cropwildrelatives if necessary).

Social media

The project is active on various social media platforms – see paragraph 4.2– that are regularly updated. To increase project’s visibility, engage more stakeholders, reach a wider audience and raise awareness on the project, project partners are required to contribute to communication effort in two broad ways:

- 1) Provide content for the Project website and social media channels, using the dedicated form.
- 2) Repost and/or retweet COUSIN’s social media posts, and tag #COUSINproject project in posts.

Partners will report on this in the monitoring tool for D&C activities that has been prepared for technical reporting purposes. This monitoring tool contains a detailed overview of

dissemination and communication activities carried out by partners in a certain period (see Annex 3).

3. Dissemination and communication strategy

The communication and dissemination strategy of the project will follow a multi-step and multi-channel approach to maximize the impact of the dissemination activities to the specific needs, interests, and degree of involvement of target groups. Key performance indicators with target audience will determine the degree of achievement of the dissemination objectives. KPIs updates will be carried out as a part of the PEDR updates throughout the project.

The communication and dissemination strategy is being developed and will be finalized during the online Annual Meeting in October. The strategy will answer to the questions in the following box and will define best channels and key messages for each of the stakeholder groups.

Communication and dissemination activities will address some of the following questions:

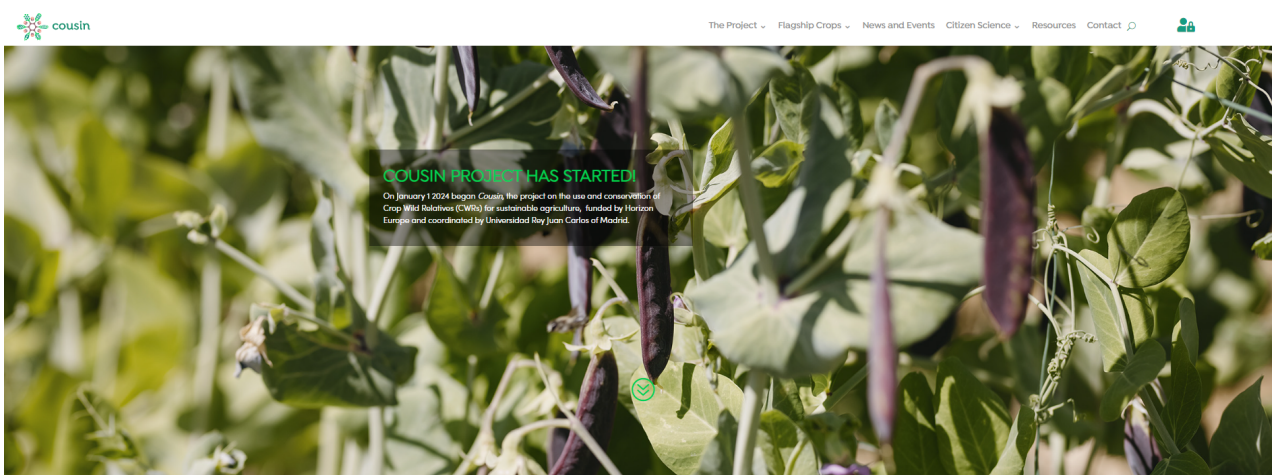
1. What are the main objectives of COUSIN project?
2. What are the main opportunities that COUSIN offers?
3. How can stakeholders get involved in the L COUSIN project and exploit its results?
4. What is the importance of COUSIN for the farming and breeding sector?
5. What are COUSIN's expected impacts?
6. What will be COUSIN's outputs?
7. How can stakeholders stay updated about the project?

All partners will report their activities to the WP6 leader, who will facilitate an accurate monitoring and evaluation.

4. Communication tools of COUSIN

4.1 Project website

The COUSIN website is designed in a simple and user-friendly manner and is a key repository for the public (non-confidential) results of the project. The language used on the site is English.



CWRs, a promise for the future
 Crop Wild Relatives (CWRs) are often seen as the COUSINS of domesticated crops given their close kinship and their role as important sources of natural genetic variation. In this sense they represent a valuable resource for the urgently required agroecological transition. Such a transition results in more diverse, sustainable and nutritious food, in line with the EU Green Deal policy and the UN Sustainable Development Goals. CWRs can be important allies. In fact, currently 75% of

The COUSIN website is designed to give users access to the main information and results of the project. In fact, the four buttons at the top enclose information organized as follows:

The project reports the characteristics of COUSIN through the subpages (figure 4):

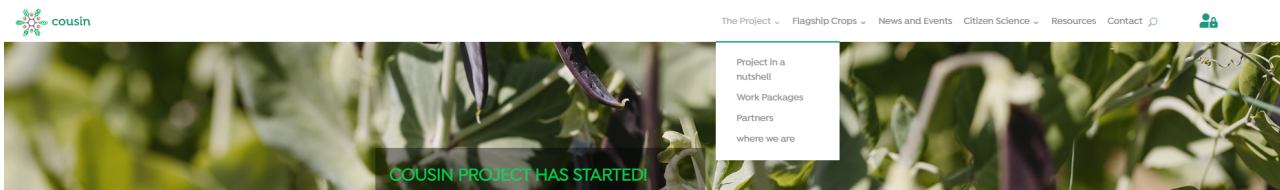


Figure 6: COUSIN website with menu

1.1 **Project in a nutshell** (figure 7), summarizes and identifies the main information of the entire project.

PROJECT IN A NUTSHELL

Cousin

Crop wild relatives utilisation and conservation for sustainable agriculture

Crop Wild Relatives (CWRs) are often seen as the COUSINS of domesticated crops, given their close kinship and their role as important sources of natural genetic variation. Crop diversification and breeding are important tools for achieving the necessary agroecological transition of European food systems, and in this regard CWRs can play a key role as diversity custodians.

Against this background, 25 partners from 12 European countries joined their effort to set up the European Union-funded project COUSIN – Crop Wild Relatives Utilization and Conservation for Sustainable Agriculture

The COUSIN main objectives are to:

- IDENTIFY pathways to use CWRs to strengthen sustainable agriculture;
- RECOGNIZE preferred *in situ* genetic reserves;
- DETERMINE stakeholder-demanded characteristics of CWRs;
- IMPLEMENT CWRs into breeding and farming activities, **ensure** information about CWRs is accessible for all.

Figure 7: Webpage Project in a nutshell

1.2 **Work Packages** (figure 8), Outlines the structure organized into 7 work packages, each of which is in turn described through the partners involved, objectives and tasks (for example, Figure 7 shows the WP2).

WORK PACKAGES

WP1 – Participation & Co-Design

WP2 – Conservation

WP3 – Characterisation

WP4 – Breeding & Farming

WP5 – Data Provisioning

WP6 – Communication, Dissemination, Exploitation & Training

WP7 – Project Management

Figure 8: Work packages webpage

Monitoring and conservation of Crop Wild Relatives

Leader FOAG, co-leader UNIL. Other partners involved: URJC, IPK, APRI, AUTH, UNICT, RSR, ITAB, ESSRG.

We identify CWR species and sites of particular value for stakeholders and implement coordinated *in* and *ex situ* conservation measures.

Main objectives of WP2:

- Evaluating the extent of the diversity of species, traits and phylogeny for relevant CWR taxa with a particular focus on agricultural land, protected areas, and habitat types hosting particularly valuable CWRs.
- Establish five genetic reserves in underrepresented areas of the European network for in situ conservation of CWRs and facilitate the set-up of additional genetic reserves for in situ conservation via model-driven identification of priority areas ("hotspots").
- Promote the ex situ conservation of CWRs through identifying relevant priority CWR taxa and populations to be conserved in ex situ collections, and organizing 30 seed collecting missions in priority areas to feed valuable CWR germplasm into gene banks.
- Improve coordination between in situ and ex situ conservation (trans situ) to maximise efficiency of the conservation and sustainable use of the CWR gene pools.

Tasks:

Task 2.1 – Increasing the knowledge of the diversity, the threats and the conservation status of CWRs.

Task 2.2 – Efficient and targeted in situ conservation of priority CWRs.

Task 2.3 – Participatory call to strengthen (distribution-driven) ex situ conservation of priority CWRs.

Task 2.4 – Coordination of in situ and ex situ approaches in a trans situ conservation strategy.

Contacts:

Sylvain Aubry (FOAG) – sylvain.aubry@blw.admin.ch

Blaise Petitpierre (UNIL) – blaise.petitpierre@infoflora.ch

Figure 9: WP2 webpage

1.3 **Partners** (figure 10), the list of COUSIN's 26 partners is collected here. Each partner then has a dedicated page that contains, in addition to the logo, a description, social media contacts and address (for example, Figure 11 shows the Rete Semi Rurali's page).

PARTNERS

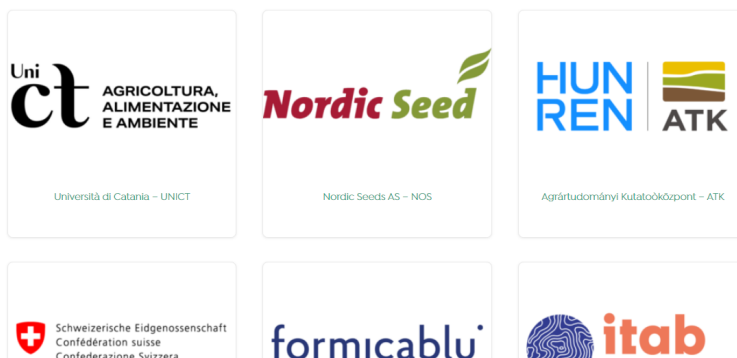


Figure 10: Partners webpage

PARTNER PROJECT

Rete Semi Rurali ETS – RSR

Association of 36 members from all over Italy promoting dynamic and collective management of agricultural diversity, for an agroecological transition of our agriculture.

<https://rsr.bio/>



Address

Piazza Brunelleschi 8 50018

Scandicci, Firenze
Italy

Figure 11: RSR's webpage as example

1.4 **Where we are**, this page will accommodate a pedoclimatic map in which we can view where the 26 European partners are coming from and, consequently, which areas will be involved in the research and development of Cousin's work.

2) **Flagship Crops** (Figure 12), welcomes the list of COUSIN's 5 flagship crops:

- 2.1 Wheat
- 2.2 Barley
- 2.3 Pea
- 2.4 Lettuce

2.5 Brassicas

Each of these opens into a dedicated subpage that will contain specially created logos, description, partner leaders, photos, and updates (for example, Figure 13 shows the Barley page).

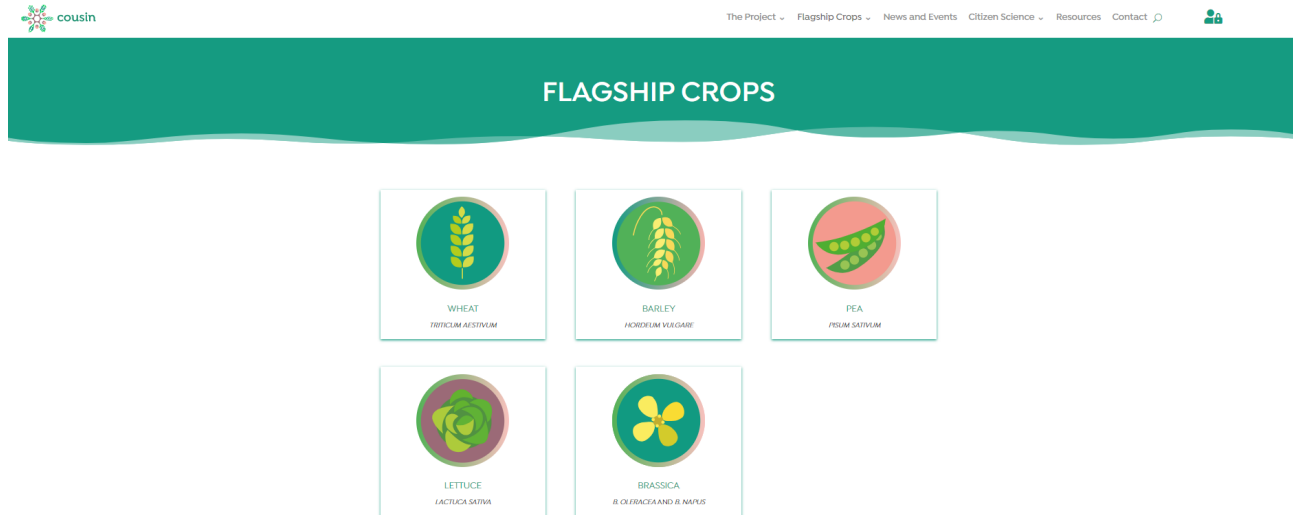


Figure 12: Flagship crops webpage

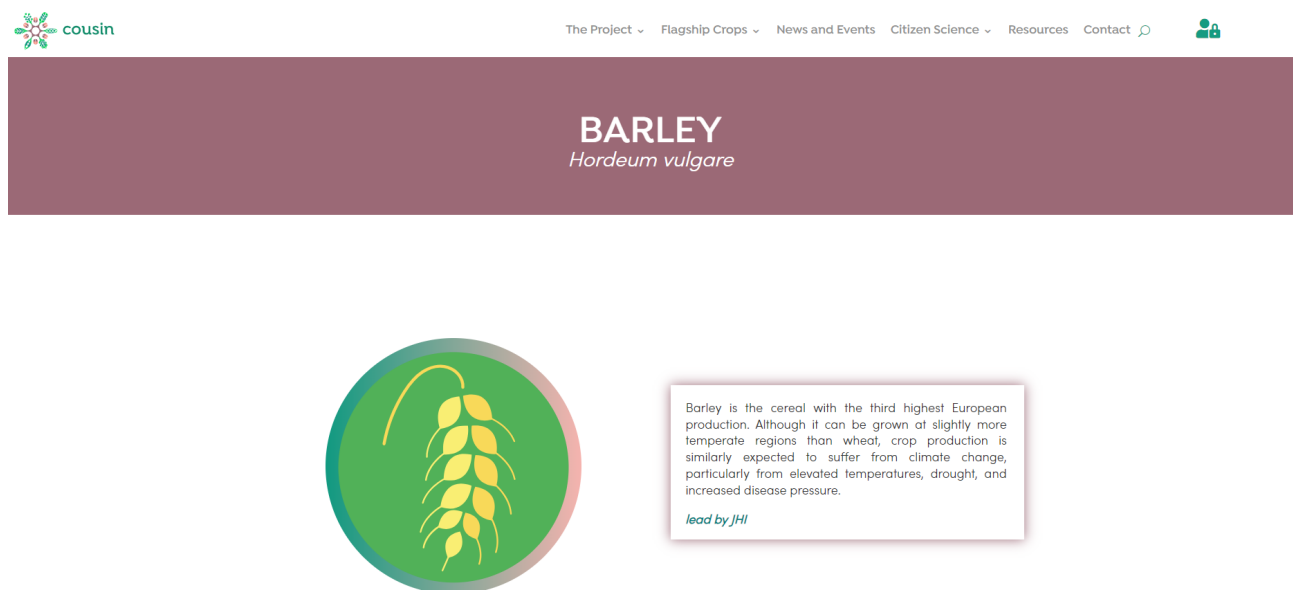


Figure 13: Barley webpage

- 3) **News and events** (figure 14), it'll receive all project-related news from the individual partners or the consortium, from dedicated events to article publications, through communication of scientific publications, video product releases, field visits, conferences, and so on. A dedicated form has been produced for facilitating the flow of information from partners to the Communication TEAM.

News

COUSIN KICK-OFF MEETING

By Chiara Degl'Innocenti | Jun 18, 2024

From 20th to 28th of February in Alcala de Sancha at the Universidad Rey Juan Carlos, 26 universities, civil society organisations and companies are meeting for launching COUSIN, the new Horizon Europe dedicated to Crop Wild Relatives (CWR) utilization and...

[Read More](#)



Figure 14: Example of the page News and Events

- 4) **Citizen Science**, the page aims to explain what Citizen Science is. Specifically, the operation and use for COUSIN of the iNaturalist app will be explained through the dedicated subpage. It will be implemented in the coming months.
- 5) **Resources**, all the resources produced by the COUSIN Project will be collected here: scientific publications, articles, videos, video scribes, booklets, eBooks, press releases, posters, brochures, and so on. This will allow archiving and consultation of all project materials.
- 6) **Contacts**, the page shows the main contacts of the project: the coordinator's email and the general project email.

The home page will progressively receive the latest news uploaded to the site, both for images and text. Finally, the footer accommodates project information, contacts, and references to social media channels (figure 15).



Figure 15: Footer of the website

The website will be an important channel to:

- a. Keep all the relevant stakeholder groups up to date and about the project developments.
- b. enable the schools and citizens involved to understand the project actions and their importance in a clear and simple way.
- c. Make project materials such as press releases, posters, videos, booklets, public deliverables and Practice abstracts available for download.
- d. Advertise and communicate and organise trainings and other events.

The website will be timely updated and maintained by the WP6 Communication leader.

Key Performance Indicator for the COUSIN's website: it is estimated that the project

website will receive 5,000 visits by the end of the project. It is expected to have around 1,250 visits to the COUSIN website yearly.

4.2 Social media channels

The different social media channels described below will be used to bring awareness about the project progress to different audiences. All social media channels are managed and maintained by the WP6 leader in English language. To post on COUSIN Facebook, Twitter or LinkedIn accounts, project partners can contact them.

X - @COUSIN_project - https://x.com/COUSIN_project

X provides the opportunity to communicate in a quick fashion to a group of stakeholders with diverse backgrounds and high interest in scientific novelties. There is a high number of institutes, researchers, policy-makers, governmental bodies and NGOs following actively X. Cousin X followers are mainly:

- Organic producers/agricultural producers.
- Plant breeders.
- Researchers and Academics interested in the topic.
- Research and innovation projects.

We will use X posts to reach out primarily to this type of identified followers and adjust language of tweets accordingly. Following hashtags will be used in X posts:

Table 1: Hashtags to be used in X

Hashtags used in X	
#COUSINproject	#Pea
#HorizonEurope	#Lettuce
#Flagshipcrops	#Wheat
#Cropwildrelatives	#Barley
#CWR	#Brassicas
#OrganicAgriculture	#climatechange
#OrganicSeed	#landraces
#on-farm	#insitu
#agrobiodiversity	#Organicsystems
#foodsecurity	#organic
#sustainability	#OrganicFarming
#foodsystem	#OrganicPlantBreeding
#agroecology	

At the time of writing, Cousin X account (figure 16) had 891 followers and was following 745 profiles.



Figure 16: COUSIN X home

X will be used at least 1-2 times a week to disseminate project news and results in formats of short posts, images, videos, links and documents. This will result in more than 300 tweets/retweets within the project lifetime.

Key Performance Indicator for Cousin X: 2600 followers by the end of the project. It is expected to increase number of new followers by 200 on a yearly basis.

Instructions for partners when retweeting

Retweets create an excellent opportunity to increase the visibility of the original post, which translates into more opportunities for external users to see (and follow) COUSIN profile. If you see COUSIN making a tweet, please retweet it using these steps:

Steps for retweeting
Go into your X account, search for the COUSIN profile and select the tweet that you want to share
Click the “Quote Tweet” button below the tweet and write a comment in your retweet
When twitting or re-twitting always add @COUSINprojet and a relevant hashtag (#) and tags (@) as indicated above under
“Hashtags used in X”

Facebook - @COUSIN project <https://www.facebook.com/CousinProject/>

The COUSIN Facebook page has a diverse profile of followers, mostly general public and, to less degree farmers, breeders and policymakers. COUSIN Facebook followers are mainly:

- Physical persons (“eco-consumers/citizens”).
- Research and innovation projects.
- Research centres, organic producers.



Figure 17: COUSIN FB home

At the time of writing, the COUSIN Facebook account (figure 17) had 17 followers. It is planned to increase the number of followers by 100 on a yearly basis resulting in 600 followers by the end of the project lifetime.

Key Performance Indicator for Cousin Facebook page: **600 followers** by the end of the project.

LinkedIn - @COUSIN project <https://www.linkedin.com/in/cousin-project-67676a2b2/>

LinkedIn, as the most popular business and employment-focused social media platform, will be used to network with professionals interested in organic farming and all related topics, including agroecology, environmental and climate issues such as biodiversity, nature conservation, local farmers, permaculture, seeds sector, but also on related socio-economic issues, such as value chains analysis, business modelling, procurement policies, local economic development, rural development. LinkedIn could be the adequate network to support the exploitation of the commercial results since it is a tool that companies and people mostly use to build business connections.

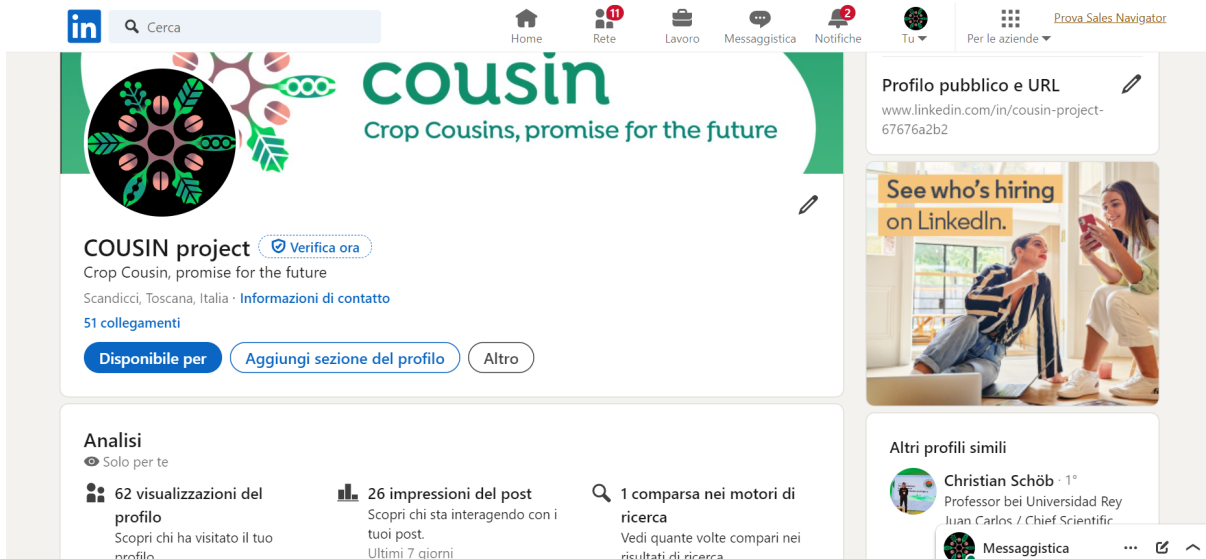


Figure 18: COUSIN LinkedIn home

At the time of writing, the COUSIN LinkedIn account (Figure 18) had 51 followers. It is planned to increase the number of followers by 40 on a yearly basis resulting in 240 followers by the end of the project lifetime.

Key Performance Indicator for Cousin LinkedIn: 240 followers by the end of the project.

YouTube - @Cousinproject2024

<https://www.youtube.com/channel/UCuCriRRIFKdmjeWQ6QfNraQ>

YouTube as an incredibly popular platform for sharing videos, will also have a role in the COUSIN n communication activities since it will showcase different videos about the project.

All generated videos will be published on Communication Coordinator and Project Coordinator’s YouTube channels at least to ensure sufficient visibility and trackability of video materials.



Figure 19: COUSIN YT home

At the time of writing, the COUSIN Youtube account (figure 19) had 3 followers. It is planned to increase the number of followers in 150 followers by the end of the project

lifetime. While partners' YouTube channels already have a subscribers' base and audience, this remains limited. Therefore, we will try and engage with "influencers" focusing on biodiversity, agroecology, as well as broader science divulgation channels to feed them content and to leverage on their broad subscriber's base. Below is a list of potential agro-influencers and general scientific knowledge influencers and/or channels that could be contacted by the project:

Table 2: List of potential influencers in Italy and Europe

Name	Channel	followers
Gioele Pofferi	https://youtube.com/@gioelepofferi?si=mualzmC2_TwkuQQ	45.500
Ortoforesta	https://youtube.com/@ortoforesta?si=7XxblGpiSU8hrQzU	8.060
Lorenzo Costa	https://youtube.com/@lorenzocosta3951?si=-pG8SufiSvKRdiwO	768
Cristian Benaglio	https://www.youtube.com/@CristianBenaglio	4.190
DEAFAL	https://www.youtube.com/@deafal-agricolturaorganica	1.110
TerraNuova	https://www.youtube.com/@terranuovaedizioni	7.150
Collettivo rizadosfera	https://youtube.com/@rizosfera?si=dAfm4yXgNFKOLT2E	7.300
Bosco di Ogigia	https://youtube.com/@boscodiogigia?si=ud2O4rvBB7pVnfb	196.000
Richard Perkins	https://www.youtube.com/@regenerativeagriculture	179.000
EIT Food	https://www.youtube.com/@EITFood	4.450
STORYTRAVELERS	https://www.youtube.com/@STORYTRAVELERS	22.900
Regenerative Films	https://www.youtube.com/@RegenerativeFilms	48.700
Ecosia	https://www.youtube.com/@Ecosia	188.000
Growing Small	https://www.youtube.com/@GrowingSmall	117.000

Key Performance Indicator for Cousin LinkedIn: 150 followers by the end of the project.

4.3 Media releases

Media or press releases will be prepared and distributed via two channels:

- Media contacts by partners
- COUSIN and partners social media accounts.

They will be produced in English and translated to partner languages if needed by dedicated partners. Press releases will typically include two quotes from key project partners/people related to the topic of the press release and will act as spokespersons for the event in case of media interviews or other coverage, unless agreed otherwise.

RSR oversees coordinating this process, developing draft press releases, coordinating the sign off, circulating to the two channels above and populating the database with media contacts (including collaboration with project partners for national contacts where appropriate).

A template for media releases is available on the SharePoint.

Key Performance Indicator for Cousin Press releases: at least 7 by the end of the project.

4.4 Videos

Four videos will be made during the project (2-3- min each), 2 from the start of the project (expectations, potential of project partners and SAG members) and 2 towards the end of the project (achievements, next steps again from project partners and SAG members). The first video will be finalised by the summer of 2025 and the material will be customized in February 2025 during the annual meeting in Catania by interviewing WP leaders on their plans for and progress in the project. The second one will be about project progress in quarters 2/3 of 2026. Video 3 would be produced in Autumn 2027 and video 4 on the outcomes of the project by the end of 2028.

4.5 Newsletter

A project e-newsletter listing relevant news from the partners as well as outlining project results will be released annually, a total of over 750 e-newsletter recipients is anticipated.

Key Performance Indicator for Cousin Newsletter: 1750 recipients by the end of the project.

4.6 Articles for general media

Fifteen articles in generalist journals/magazines will be produced to increase the awareness of CWR research and conservation to citizens. The preliminary list of articles will be discussed during the next online Annual meeting in October.

4.7 Partners' engagement

The Management Team (MT) support the continuous reporting required by the EC and provide templates for the main elements to collect the required information. **It is your responsibility** to provide the information in a timely manner to the MT so it can be reported.

Researchers in the project:

<https://forms.office.com/e/GePJe3GdDV>

For each of the researchers involved in the project (from proposal) the EC require additional information

- Contract duration (mandatory)
- Information on
 - Latest degree before entering project.
 - Last professional position (if any) before entering project and
 - Professional position for staff member leaving the project.

Scientific publications:

<https://forms.office.com/e/ZK2m3uSw5L>

Specific information is needed to report your scientific publications.

Dissemination activities (excluding publications)

<https://forms.office.com/e/2JCXPYyPjh>

For reporting dissemination activities carried out in the context of the project including from the proposal and new ones. What? Who? Why? Status?

Type of activities to report: *Clustering activities, Collaboration with EU Funded Projects, Education and Training Events, Meetings, Other Sci. Collaborations.*

Communication activities:

<https://forms.office.com/e/kBKDJSreMp>

What? Who? Why? Status? Type of activities to report: *Conferences, meetings, workshops, round tables, exhibitions, interviews, media articles, newsletters, press releases, printed materials (brochures, leaflet, posters, banners etc), social media, TV/Radio campaign, video, website.*

5. Dissemination tools of COUSIN

5.1 Stakeholder groups

COUSIN is characterised by a multi-stakeholder approach and stakeholder involvement throughout the project. Stakeholder involvement in the COUSIN project takes place at two levels: on the one hand, members of the Stakeholder Advisory Group (SAG) provide strategic support to the project (Table 3), and on the other hand, the Regional Stakeholder Group (RSHG) helps to address local challenges.

Table 3: Members of the SAG

	Organisation (Country)	SAG member	Expertise and WP of interest
Industry /Regulation	Nunhems Vegetables (NL)	Frank Millenaar (M)	Vegetable (pre-) breeders, experienced SAG member. WPs 1,2,3,4,5,6
	Sativa Rheinau (CH)	Noémi Uehlinger (F) & Paul Gruner (M) (Broccoli Breeders)	Organic breeder and seed multiplier of horticulture crops, incl. lettuce. WPs 2,3,4
	AREI (LV)	Ilze Skrabule (F) (Plant Breeding and agroecology)	Breeding on legumes, cereals, grasses, clover and potato; key interests intercropping, integrated and organic farming. WPs 3,4,5
	PortugalFoods (PT)	Deolinda Silva (F) (Executive Director)	Non-profit organization representing the food industry, with an extensive network of partners in the agrifood sector. WP1, 6
	Food and Agriculture Organization of the United Nations (FAO) ITPGRFA (Global, IT)	Kent Nnadozie (M), Secretary ITPGRFA	International Treaty on Plant Genetic Resources for Food and Agriculture, conservation and characterisation WPs 2,5,6
Farming/ Conservation	PT Gene Bank (INIAV-BPGV) (PT)	Ana Barata (F) (Director, advisory board Svalbard Global Seed Vault)	National germplasm bank. WPs 1,2,3,4,5
	Global Crop Diversity Trust (Global, DE)	Sarada Krishnan (F) (Director of programs)	Conserve crop diversity for use globally, for the benefit of all. WPs 1,2,6
	Copa and Cogeca (EU)	Pekka Pesonen (M) (Secretary General)	Representing EU farmers and agricultural cooperatives. WPs 1,2,3,4,5,6
	Centre for Genetic Resources Netherlands (CGN) (NL)	Theo van Hintum (M) (Head CGN-Plant)	Conservation and sustainable use of vegetable crops. WPs 1,2,3,4
Academia	EPSO WG Plant Health & IPB and AUA (EU, DE, GR)	Tina Romeis (F) & Andreas Voloudakis (M)	Chair WG & expert plant health & biotic stress. WPs 1,2,3,4
	EPSO WG Future Proofed Crops & Uni Essex (EU, UK)	Christine Raines (F)	Chair WG & expert photosynthesis, yield, abiotic stress, nutrient use efficiency. WPs 1,2,3,5
	EPSO WG Nutritional Security & CNR (EU, IT)	Angelo Santino (M)	Chair WG & work on niche crops & nutritional quality. WPs 1,2,3,5,6
	EPSO WG Plants, microbiomes & AIT (EU, AT)	Angela Sessitsch (F)	Chair WG & expert microbiota, coordinator MicrobiomeSupport CSA. WPs 1,2,3,4,5
	TU GRAZ (AT)	Armin Spok (M)	Social sciences and humanities, RRI, stakeholder engagement. WPs 1,2,3,4,6

To meet the expectations of the project, RSHGs need to be established. Mapping is a tool for this, these maps show that the partners have thought through which stakeholders they plan to work with during the project. The stakeholder maps of the COUSIN project are living documents and will be updated throughout the project to reflect changes in the relevance of certain actors or the identification of new ones. Partners working in the same geographical or administrative area or in the same field may find it useful to develop stakeholder maps together or at least to harmonize their engagement strategies if their stakeholders overlap. The template for the stakeholder map is available on the SharePoint together with additional materials from WPI webinars that can help partners to create their own stakeholder map.

The role of Stakeholders in COUSIN will be the following:

- Stakeholders will support evidence-informed decision-making around the use and conservation of CWRs.
- Integration of different types of knowledge from science and practice; collaboration, learning and co-production of knowledge between scientific partners and collaborators in each project step, i.e., from proposal preparation until the final meeting.
- Joint problem framing, joint knowledge production, and joint assessment of results.
- RSHGs will be invited to relevant project meetings or demonstration activities in their country / region.

5.2 Brochure

A brochure has been produced for use at COUSIN's own events, joint events with other related projects and external workshops and conferences. The brochure will be translated in the 10 national languages of the project (EN, IT, ES, FR, PT, HU, DE, DK, NL, GR). About 5.000 copies of this will be printed and distributed by partners so that they can use and disseminate it during their own activities.

The brochure will contain the main project information on the outside (Figure 20): a front page with graphic identity of the project, a back page with contacts and two flaps dedicated to the project's objectives and flagship crops. On the other hand, the inner part will contain an explanatory figure of the COUSIN readiness levels that will allow for a better understanding of the overall work process.



Figure 20: COUSIN Brochure

Key Performance Indicator for brochure: ≥ 10.000 copies distributed (printed or digital).

5.3 Practice abstracts

The 40 Practice Abstracts (PA) will be produced and delivered continuously during the project with 3 dedicated deliverables D6.2 Practice abstract Batch 1 (M18), D6.3 Practice abstract batch 2 (M30), D6.9 Practice abstract Batch 3 (M60). For the first 9 months of the project a preliminary list agreed with partners has been produced and it is presented in the following table. The next round of Practice abstracts will be decided during the online Annual Meeting in October.

Table 4: First list of Practice Abstracts

N°	Title	Partner	Month
1	Introduction to CWRs Genetic Reserves	UJC	M9
2	CWRs Genetic reserves Where to conserve and who to involve	UJC	M9
3	CWRs Genetic reserves Which populations and how to conserve	UJC	M9

A template for Practice Abstracts has been produced by RSR and will be used by partners (Figure 21). All the content of the PAs will be validated by the Coordination Team and when needed by Work packages' leaders or Flagship Crops' leaders.

Practice abstract n. 1

Target audience: lorem ipsum dolor sit amet, consectetur



PRACTICE ABSTRACT TITLE

Practice abstract subtitle lorem ipsum dolor sit amet



Introduction text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

PARAGRAPH TITLE

Text Lorem ipsum dolor sit amet, consectetur adipiscing elit sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. **Ut enim ad minim veniam**, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Co-funded by the European Union

Funded by the European Union, the Swiss State Secretariat for Education, Research and Innovation (SERI contract number 22.0412) and UK Research and Innovation (UKRI). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or REA, nor SERI or UKRI.



UK Research and Innovation

Figure 21: COUSIN PA template

5.4 Podcasts

A podcast on the importance of CWR for sustainable agriculture will be produced. A podcast is an episodic series of digital audio files that can be subscribed to, downloaded or listened to, and its consumption has grown steadily in recent years, particularly among younger audiences. It has the potential to create a community of people interested in the topic and is a type of communication product that can continue to generate interest long after its release. The target audience is the general public.

The provisional title and description of the podcast is: **Green good relatives – A journey through the potential of crop cousins to benefit agriculture.**

A narrative thread will guide listeners through five episodes, and each episode will be dedicated to a flagship crop (wheat, barley, pea, lettuce, brassicas). The historical, environmental, scientific and socio-cultural relevance of CWR will be illustrated through the voices of consortium partners, experts or stakeholders, recorded at relevant events or through platforms that allow remote audio recording. Each episode, approximately 20 minutes in length, will consist of alternating voices and music to make the listening experience enjoyable and varied, and in addition to a self-contained narrative, will be part of a larger story to entice the listener to follow the entire podcast series. A short trailer will also be produced. The episodes will be produced in English, but to reach local audiences, one episode summarising the main themes and stories will also be produced

in Italian and one episode in Spanish. Transcriptions of all episodes will also be made available to partners for translations in their languages, if needed. The podcast will be produced in the last part of the COUSIN project to include more stories that might emerge from the project's research, activities and events. Flagship crop leads will be consulted and involved in the production.

The **production workflow** and time schedule, that could be adapted according to the needs that emerge, is listed below.

April 2026: Concept finalisation and plan for interviews

May–December 2026: Interviews and script writing

January–June 2027: Production phase of the trailer and the 5 English episodes

July–August 2027: Production phase of the 2 summary episodes, in Italian and Spanish

September–December 2027: Publication of the 5+2 episodes on a bimonthly basis

By December 2027: Deliverable 6.5 5-episodes podcast on the importance of CWRs for sustainable agriculture (M48).

The podcast will be available on the COUSIN website, and distributed on common international platforms such as Spotify and Apple podcast, etc. The podcast launch and publication will be accompanied by a communication campaign on COUSIN social media.

5.5 Videoscribes

Explainer videos are short videos that present concepts in a simple and engaging way, using **digital animation or video scribing** techniques. Within the COUSIN project, this video format is designed to introduce key aspects of CWR, to stimulate curiosity about them and to serve as introductory material in training workshops and events. The target audience is the general public.

The COUSIN project will produce **five explainer videos** focusing on the five **flagship crops**. The videos will be 2 minutes long and will present key concepts through graphics and voiceover, minimising the use of written text. They will be designed to facilitate the extraction of individual screenshots, to be used as a series of illustrations in other communication and dissemination materials. The language used for the text appearing in the animation and for the voiceover will be English, and subtitles and transcripts will be provided. Translated subtitles and transcripts will also be produced with the help of consortium partners in IT, ES, FR, PT, DE, DK, NL, HU and GR.

The **production workflow** could include the following steps and time schedule:

January 2025: Finalisation of the concept and episode schedule

1 February – 15 March 2025: Expert consultation and script writing

15–31 March 2025: Script validation by partners

April 2025: Audio recording of English voiceover

April – May 2025: Translation of transcripts by consortium partners

May – August 2025: Production of 5 video animations

September – November 2025: Publication of the 5 video animations on a bi-monthly basis.

The COUSIN animation series on flagship crops will be available on the project website and YouTube channel. The series will be launched through a communication campaign on COUSIN's social media channels. Short extracts from the video animations or illustrations extracted from them will also be prepared too for social media use.

5.6 iNaturalist project

COUSIN will support citizen involvement through the development of dedicated projects into the APP iNaturalist, where participants can upload pictures from their observations of CWRs and share within the project. iNaturalist (<https://www.inaturalist.org/>) is: “an online social network of people sharing biodiversity information to help each other learn about nature. It's also a crowdsourced species identification system and an organism occurrence recording tool.” It allows easy sharing observations, accompanied by pictures, geolocalization and other details. COUSIN will create a “umbrella” project page on iNaturalist, coordinated with its visual identity, which allows collating many “collection” projects.

During the 2025 Annual meeting it will be defined how to manage iNaturalist within the project, for educational activities and involvement of stakeholders for creating new Genetic Reserves.

5.7 Photo contest for secondary school

COUSIN will organise a photographic contest among citizens (e.g. secondary schools ages 14-18, cultural associations, art schools), adopting iNaturalist to collect images among other sources. The photo contest will be nation based and coordinated by APRI and RSR. Its aim is to make CWR known among citizens and raise awareness of the importance of biodiversity also in agriculture. Each partner can join the context in its country following the guide that will be designed by APRI/RSR. All the materials produced by the different territories will be used by COUSIN in its communication activities.

COUSIN will create a dedicate page (“collection” project) on iNaturalist (figure 22). The contest rules will be presented on the COUSIN website and on the photo contest promotional material that will be produced and translated in different languages. The material will also include a guide for teachers and clear instructions for finding CWR.

The awarding categories will be defined during the Annual Meeting in October and will be based on these ideas:

- Biodiversity: the set of images with the biggest number of different CWR species.
- Photography of CWR: the best artistic quality of a CWR.
- Photography of CWR context: the best artistic quality of the ecosystem (rural or urban)
- Extreme: a special price for images that express an extreme quality, e.g. the rarest CWR, CWR dish, etc.

The jury will be composed of voluntary experts within the consortium. All the images will be used to produce a digital portfolio and shared on the project social media. The

portfolio will also be published on the project website, and to develop a digital installation to be used during physical meetings, conferences, and seminars. The provisional photo contest time schedule will be finalised by October 2024.



Figure 22: iNaturalist template page on the umbrella Project COUSIN

5.8 Booklets

Two booklets will be published by COUSIN, one based on the practitioners' handbooks, and one on the project recommendations developed in WPI. The timeline of the booklets will be discussed in Annual Meeting 3.

5.9 Scientific publications

The following table is presenting the preliminary list of scientific papers that will be developed by partners during the project. A more specific timeline with titles will be discussed during the online Annual Meeting in October 2024 and finalised at the Annual Meeting in 2025.

Table 5: Tentative list of scientific papers

Number	Title
PAPER 1	“Releasing the value of crop wild relatives: the strategy of COUSIN” (in New Phytologist, plus a talk at the annual meeting of the British Ecological Society 2025) - (Publications will also include a report on a stakeholder consultation on CWRs conservation techniques and that will target policy makers)
PAPER 2	“Genetic architecture in five Flagship CWRs” (in Nature Plants, plus talk at Society of Experimental Botany Meeting 2026) - (Publications will also include a report on a stakeholder consultation on CWRs conservation techniques and that will target policy makers)

PAPER 3	“Crop Wild Relatives – Nutritional uniqueness, food diversification and consumer preference” (in Trends in Food Science, plus a talk at the International Plant Nutrition Conference hosted by partner UCP in Porto, 2025) – (Publications will also include a report on a stakeholder consultation on CWRs conservation techniques and that will target policy makers)
PAPER 4	“Exploiting CWR-associated microbiomes to help develop new microbe-assisted selection tools” (in ISME, plus workshop at miCROPe Symposium organised by the EUCARPIA Working Group “Implementing Plant-Microbe Interactions in Plant Breeding in 2024, plus a round table at the joint Biostimulants World Conference+ Biocontrol and Biomes in 2027) – (Publications will also include a report on a stakeholder consultation on CWRs conservation techniques and that will target policy makers)
PAPER 5	5 “Genetic architecture in five Flagship CWRs” (in The Plant Cell, plus a talk at the Plant and Animal Genome Conference, San Diego, California, 2026) – (Publications will also include a report on a stakeholder consultation on CWRs conservation techniques and that will target policy makers)
PAPER 6	“Innovations for in situ and ex situ approaches in a trans situ conservation strategy for five flagship CWRs (in Conservation Biology, plus a talk at the International Conference for Conservation Biology, 2025) – (Publications will also include a report on a stakeholder consultation on CWRs conservation techniques and that will target policy makers)
PAPER 7	“A series on QTL analysis and gene identification targeting NUE and drought resilience traits in selected flagship crops” (in Euphytica) – (Publications will also include a report on a stakeholder consultation on CWRs conservation techniques and that will target policy makers)

5.10 Scientific conferences

A list of scientific conferences for 2025–2026 will be discussed during the online Annual Meeting in October. Each year during the Annual Meeting the list of planned attendances to conferences will be updated by all partners.

5.11 Trainings

A variety of training activities, both in-person and online, will be developed, including 5 webinars, 5 workshops and 8 meetings targeting a large range of stakeholders aligned to the project programme. The trainings will include: (i) the contexts for CWRs, (ii) monitoring and conservation of CWRs, (iii) characterization of CWRs and CWR related breeding populations, (iv) implementing CWRs in breeding and farming.

Depending on the preference of each territory participating in this task, initial meetings (online or in-person) will be organized following a multiactor approach (e.g. conservationists, producers, educators, land managers) in the first half of 2025. During a first part of these meetings, we will provide a general introduction to the concept of CWR, their conservation and monitoring and their importance in food security. In a second part of the event, the training needs and concerns of the participants will be collected for the subsequent design of the content of the educational material for each participant

territory. The details of this events will be discussed during the second in-person Annual Meeting in 2025 with the entities involved.

Training and capacity building activities will be designed (format and content) according to identified needs. They will mainly target farmers' schools, natural area managers, environmental educators, farm owners and farmers.

5.12 Summer school

The Summer School on integrated conservation strategies for CWRs and use in plant breeding will be organized in the last year of the project (MS13). It will be organized with the sister projects (FruitDiv & Pro-wild) to offer the greatest diversity of activities related to the largest number of CWR species, both annuals and perennials.

5.13 ECLL forum

RSR will organize in 2026 the EU Let's Liberate Diversity meeting where farmers, researchers, seed savers, citizens, small seed companies across Europe will come all together to share ideas, best practices, challenges and opportunities about conservation and sustainable use of agrobiodiversity from seed to plate (D6.2).

5.14 Educational activities

To achieve the greatest possible long-term impact in the territory where genetic reserves are established and/or where field work on the use of CWR is done through COUSIN, the project will involve the territorial education community to the full extent (e.g. formal and non-formal education, for different age groups). The methodology of content creation will be based on co-creation between the educational and knowledge transfer community and entities involved in the fieldwork. Intrinsic motivation will be sought for students to discover the value of the biodiversity of the territory they live in.

As a result of these activities COUSIN will publish:

- one e-book with activities aimed at children. During the 2024-2025 and 2025-2026 school years in Spain, learning activities will be designed together with educational actors (e.g. rural school, environmental education centre) physically close to a CWR genetic reserve of APRI, with CWR as a common thread. The idea is to cover part of the course syllabus of the educative entity through the new CWR-related activity for the long term. These will preferably be outdoor activities based on challenges, allowing students to participate in active learning linked to their own territory. Those that are of greatest value to the educational community will continue to be supported by APRI in the following courses. All of them will be compiled in an e-book with an implementation guide (SP) and translated (EN, IT, FR).
- one recipe e-book by UCP.

5.15 Policy briefs

COUSIN will deliver Policy briefs as basis of knowledge dissemination to authorities and policymakers in the form of presentations and bilateral exchanges. The goal is to enable strategies to promote conservation and use of CWRs in the breeding and farming communities. Main aim of the Policy briefs is to provide recommendations based on the outputs from various WPs and present them to authorities and policy makers. The Policy

briefs will be circulated to the SAG to get their inputs and feedbacks. A preliminary timeline of the delivery of Policy briefs will be done during the 2025 Annual Meeting.

5.15 Public events on farms or on experimental stations

Another important dissemination method that will be implemented during the project are on farms or on stations public events demonstrations. These events will involve all the actors of food chains, including the ones involved in Alternative Food Networks.

In these sites, according to the different farms involved, field trials, technical workshops, field visits, products tasting and workshops on dissemination and validation of the outcomes of the project will be organised. The aim of these on-farm demonstrations is to strengthen knowledge sharing and cooperation between the different actors, stakeholders, value chain partners and consumers. The on-field demonstration days will also be, in some cases, used as occasion to deploy some of the planned trainings modules. Partners in charge for coordination of on-farm demonstrations and knowledge sharing events are RSR, APRI and ITAB.

To provide information and description of on-field demo events, partners responsible for organization of these events will be provided with “On field demonstration reporting form” (template will be placed on SharePoint in the folder Templates). This Reporting form will include some general information on the event, as well as short description, objectives, main outcomes, positive and negative points, relevance to the project, multimedia, and tricks for other partners that are planning to organize on field demonstrations in the upcoming period. More than 20 on field demonstration days is planned to be carried out during the project lifetime, approximately 5 per year hosting at least 600 participants.

5.16 Tasting activities

COUSIN will organize during public events a series of tasting activities involving chefs. This activity will be done by UCP and will be defined in the 2025 Annual Meeting.

6. Action plan for dissemination and communication activities

Table 6: COUSIN D&C Action plan

D&C activity	Responsible Partner	Quantity	Deliverable (D)/Milestone (MS) and Due date (M-month)
PRACTICE ABSTRACT batch 1	RSR	10	D6.2 // M18
PRACTICE ABSTRACT batch 2	RSR	10	D6.3 // M30
PRACTICE ABSTRACT batch 3	RSR	20	D6.9 // M60
BOOKLETS on Recommendations	RSR	1	D6.7 // M60
HANDBOOKS	ESSRG	5	D1.4 // M.58

PRESS RELEASES AND GENERAL MEDIA	RSR, APRI, URJC	15	When needed
SOCIAL MEDIA AND WEB SITE	RSR		MS2 // M6
SCIENTIFIC PUBLICATION	ALL	7	
PODCAST	FB	5	D6.5 // M48
EDUCATIONAL OUTREACH ebook	APRI	1	D6.6 // M54
EVALUATION OF CWR FOOD PRODUCTS	UCP	1	MS11 // M 52
PHOTOCONTEST	RSR, FB, APRI	At least 2	See text
TRAINING activity	ALL	5webinars, 5 workshops 8 meetings	To be planned at the Second AM
TASTING ACTIVITIES	UCP	2	
SUMMERSCHOOL	UCP	1	MS13 // M60
FINAL CONGRESS	URJC	1	M60
BROCHURES	RSR	1	M6
NEWSLETTERS	RSR	6	Annually
PROJECT VIDEO/ANIMATIONS	EPSO	4	See text
PEDR	RSR	1	D6.1 // M6
PEDR FINAL VERSION	RSR	1	D6.8 // M60
INTERNATIONAL MEEETING	RSR	1	D6.4 // M36
MEETING WITH SISTER PROJECT	CERAT	6	Monthly

7. Key Performance Indicators (KPI) of communication and dissemination activities

Table 7: Key Performance Indicators annual and by the end of the project for communication and dissemination

TOOL	ANNUAL KPI	TOTAL KPI
WEBSITE	1000 visits	6000 visits
X	200 followers	2000 followers
FACEBOOK	60 followers	400 followers
LINKEDIN	50 followers	250 followers

YOUTUBE	25 followers	150 followers
PRESS RELEASES	-	7 PRs
NEWSLETTER	-	1750 recipients
BROCHURE	-	≥ 10.000 copies distributed

8. Project's Exploitation Strategy (PES)

8.1. Key Exploitable Results of COUSIN

The Key Exploitable Results of COUSIN will be presented in the PES, which will develop a coherent strategy to exploit project's results and tools with a dedicated path for each of them. The PES will have the ambitious objective of increasing the conservation and use of CWRs in breeding and farming in Europe. The PES will be regularly updated during Annual Meeting, but exploitation of the outcomes will likely happen in the last years of the project and continue after the end of the project.

The PES will be coordinated by the Exploitation Board (EB) under WP7, made up of WPLs and Flagship Crop leads. In cases of potential germplasm exploitation, the relevant germplasm managers will be included. The EB will review innovative results, potential value, market segmentation, cross licensing, and recommend protection routes or publication to the CB in accordance with Intellectual Property Management rules in B2.2.

The COUSIN results will be listed around the following categories (Table 8):

1. Breeding materials for flagship crops
2. Lines for registration/notification for flagship crops
3. Services (dataset, web portal)
4. Education tools

Table 8: COUSIN categories of exploitable results

TOOL	RESULTS
Breeding materials for flagship crops	A catalogue of in-depth characterized CWRs of five flagship crops, incl. ≥1450 CWR accessions, ≥50 agronomic traits, ≥10 high-throughput screening assays and 12 high-quality genome assemblies for CWR pangenomes to support crop breeding.
Lines for registration/notification for flagship crops	≥70 new crosses, ≥50 new populations, ≥55 new breeding lines and ≥14 new CWR-based near-market cultivars, achieved through improved selection schemes for conventional and participatory breeding with CWRs.
Services	High quality, curated dataset (WP5) including information on CWRs from multiple data domains will be made available through a web portal and integrated into public repositories. This will be publicly available by IPK through an open license.
Education tools	The COUSIN education activities will be compiled into an e-book, translated into 7 languages, available to the

	<p>general public in an open access format to be used by the educational community. The e-book will be sent to repositories of educational activities where teachers of different levels seek inspiration, such as that of the Spanish Association of Terrestrial Ecology.</p>
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ANNEX 1 COUSIN PPT TEMPLATE

In the SharePoint of the project there is a template presenting COUSIN and its objectives that can be used by partners to present the project during events or conferences.

The Management TEAM has also developed a COUSIN ppt template to be used by partners, available on the SharePoint (Figure 23).



Figure 23: COUSIN ppt template.

ANNEX 2 Template for news on the website

To facilitate the workflow of information from partners to the Communication team, it was decided to use a form that partners can fill before each event (figure 24). This information will be validated by RSR and will feed the website under the page News or the project's social media. <https://cousinproject.eu/submit-news/>

The screenshot shows the 'SUBMIT NEWS OR EVENTS' form on the Cousin website. The form is set against a green header with the text 'SUBMIT NEWS OR EVENTS' in white. Below the header, there is a navigation bar with the Cousin logo and menu items: 'The Project', 'Flagship Crops', 'News and Events', 'Citizen Science', 'Resources', and 'Contact'. A user profile icon is also visible in the top right.

The main content area contains a message: 'Dear partner, thank you for filling out the pre-event form that will allow us to upload your news to the Cousin website calendar.'

The form fields include:

- Name:** A text input field with the placeholder 'E.g. John Doe'.
- Select:** A dropdown menu with 'Partner' selected.
- Email Address:** A text input field with the placeholder 'E.g. john@doe.com'.
- Select Tags:** A series of checkboxes for various categories: 'Public event', 'Articles, articles', 'Scientific publications', '#pea', '#wheat', '#barley', '#lattice', '#brassicas', '#education', '#training', '#conference', and '#onfarmvisit'.
- Post Title *:** A text input field.
- Post Content *:** A rich text editor with a toolbar containing options for Paragraph, Bold, Italic, Bulleted list, Numbered list, Quote, Indent, Outdent, Link, Unlink, Table, and Table of contents. There are also 'Visual' and 'Text' tabs.
- Featured Image *:** A 'Choose File' button with the text 'No file chosen'.
- Other Files or photos:** Another 'Choose File' button with the text 'No file chosen'.
- Consent *:** A checkbox with the text 'Yes, I agree with the privacy policy and terms and conditions.'
- Create Post:** A blue button at the bottom of the form.

Below the Post Content field, there is a small note: '(Brief description, dates, location, any contacts etc etc)'.

Figure 24: Form to be used by partners to send information about news and events.

ANNEX 4 Partners' websites and social media channels

Partner	Website	X Profile	LinkedIn	Facebook
APRI	http://asociacionaprisco.org	@ApriscoC	-	-
ATK	https://atk.hun-ren.hu/en/	-	-	@HUN-REN Agrártudományi Kutatóközpont
AUTH	https://www.auth.gr/en/	-	@Aristotle University of Thessaloniki (AUTH)	-
BCROP	https://bonaplanta.eu/	-	@bona planta	-
BETA TC	https://betatechcenter.com/	-	-	-
CERATIUM	https://www.ceratium.eu	-	@Ceratium	-
CRAG	https://www.cragenomica.es/	@cragenomica	@Centre for Research in Agricultural Genomics - CRAG	
CSIC	https://www.ias.csic.es/		@Diego Rubiales	
CYBI	http://www.cybiome.com	-	-	-
EPSO	https://epsoweb.org/	@EPSOEurope	@EPSO European Plant Science Organisation	@Fascination of Plants Day
ESSRG	http://www.essrg.hu	@essrg	@ESSRG	-
FB	https://www.formicablu.it/en/home-en/	@formicablu	@formicablu	-
FIBL	http://fibl.org	@fiblorg	@Forschungsinstitut für biologischen Landbau FIBL	@Forschungsinstitut für biologischen Landbau
FOAG	https://www.blw.admin.ch/blw/de/home.html	@CHblw	@Ufficio federale dell'agricoltura UFAG	-

GZPK	http://gzpk.ch	-	-	@Getreidezüchtung Peter Kunz
IPK	https://www.ipk-gatersleben.de/	@LeibnizIPK	@IPK Leibniz-Institut	@IPK Gatersleben - Leibniz-Institut
ITAB	http://www.itab.asso.fr	@ITABinstitut	@ITAB - Institut Technique de l'Agriculture et de l'Alimentation Biologiques	@ITAB Institut
JHI	https://www.hutton.ac.uk/	@JamesHuttonInst	@The James Hutton Institute	@The James Hutton Institute
NOS	https://nordicseed.com/	-	@Nordic Seed A/S	-
RSR	https://rsr.bio/	@retesemi	@Rete Semi Rurali ETS	@rete semi rurali ETS
UCP	https://cbqf.esb.ucp.pt/en	@CBQF_Catolica	@Universidade Católica Portuguesa	@Escola Superior de Biotecnologia da Universidade Católica Portuguesa
UNICT	https://www.di3a.unict.it/en	-	-	@di3a-Unict
UNIL	https://www.unil.ch/ecospat/home.html	@ecospat_ch	-	-
URJC	https://www.urjc.es/	@urjc	@Universidad Rey Juan Carlos	@Universidad Rey Juan Carlos
WUR	http://www.wur.eu	@WURplant	@Wageningen Plant Research	@Wageningen University & Research