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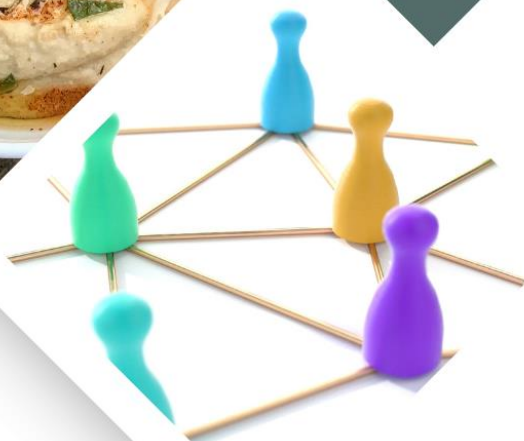
2024

DIVERSICROP



DIVERSICROP  
GROWING DIVERSITY

# SCIENCE COMMUNICATION PLAN



Prepared By:  
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## Science Communication Plan of the COST Action: DIVERSICROP – “Harnessing the potential of underutilised crops to promote sustainable food production” (CA22146)

Version 1.0 (December 2024)

Date of Adoption by the MC: Approved

Lead Author: Aldona Mueller-Bieniek (Science Communication Coordinator)



Funded by  
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### VERSIONS AND HISTORY OF CHANGES

Version	Date of adoption by MC	Notes (e.g. changes from previous versions)	Lead author(s)*
1.0	24 <sup>th</sup> January 2025		Aldona Mueller-Bieniek

\* The Science Communication plan is developed, updated, and its implementation monitored under the overall supervision of the Science Communication Coordinator, and in close collaboration with other relevant contributors.

**This document is based upon work from COST Action DIVERSICROP – Harnessing the potential of underutilised crops to promote sustainable food production (CA22146), supported by COST (European Cooperation in Science and Technology).**

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*“You do not understand something unless you can explain it to your grandmother”*

*Albert Einstein*



## 1 SUMMARY

Underutilised stress-resilient crops such as rye and legumes, have the potential to supply key nutrients and improve diets and risk of diet-related diseases. Such crops have a long history of cultivation across the continent and are part of the national historic food identity of different European countries yet are underutilised due to several complex reasons. The aim of DIVERSICROP is to harmonise fragmented data and develop strategies for the sustainable cultivation of target crops, striking a balance between agricultural sustainability and human nutritional value. To achieve this aim, DIVERSICROP uses an innovative, cross-sectoral and multidisciplinary approach that analyses the deep history of underutilised crops in Europe; understands the genetic diversity and adaptation to climate change of crop germplasm; analyses current regional trends in the consumption of food products and involves national and EU policymakers and key stakeholders to revive diverse crop production and maximise the impact of Europe's agricultural sustainability. To bridge such multidisciplinary approaches, DIVERSICROP focuses on specific objectives, which must be further communicated to relevant stakeholders, but also to the general public through media outlets. The present communication plan is implemented continuously and horizontally, taking into account all stakeholders' needs and expectations, ranging from farmers to policy actors and the general public. The media will act as a communication channel to the general public. Therefore, the media plays an important role in communicating the actions of the DIVERSICROP project throughout its duration.

Smooth project implementation is ensured by the following management structures:

- Management Committee (MC), responsible for decision-making
- Core Group (CG), responsible for the coordination and management:
  - Action Chair
  - Vice-Chair
  - Grant Holder Manager
  - WG Leaders and WG Vice-Leaders
  - Grant Award Coordinator

Underpinned by the work of the five Action Working Groups, namely i) Ancient History; ii) Crop Science; iii) Nutrition; iv) Policy and v) Dissemination, training and events.

### 1.1 Communicating DIVERSICROP: introduction

The main goal of the COST Action "Harnessing the Potential of Underutilized Crops to Promote Sustainable Food Production" (CA22146) is to harmonise fragmented data and develop strategies for the sustainable cultivation of target crops —namely pea, chickpea and rye— while striking a balance between agricultural sustainability and human nutritional value. This initiative is directed at a wide range of stakeholders, including academics from diverse disciplines, like archaeologists, botanists, farmers, breeders, nutritionists, economists and policy actors who build the evidence base by mapping existing data from archaeology/history, plant science, nutrition and policy across Europe and agroclimatic regions.

By fostering collaboration and dialogue among DIVERSICROP action members, this project aims to bridge the gap between these disparate fields of research. This collaboration will enhance our understanding of the place of underutilised crops in cultural heritage and local narratives, their role in sustainable and resilient food production across diverse climates and environments, and finally, how to improve the current uptake of underutilised crops.

This effort includes creating a specialised package of resources and facilitating the widespread sharing and utilisation of consolidated information tailored for key stakeholders, including the general public, farmers and policymakers. Ultimately, this will advocate for rethinking food systems and promoting greater diversification of local food resources.

The communication strategy for the initiative has two primary objectives: 1) foster collaboration and dialogue among action members; 2) extend the network to meet with key stakeholders, practitioners and consumers, incorporating their experiences and perspectives.

## 1.2 Visual identity

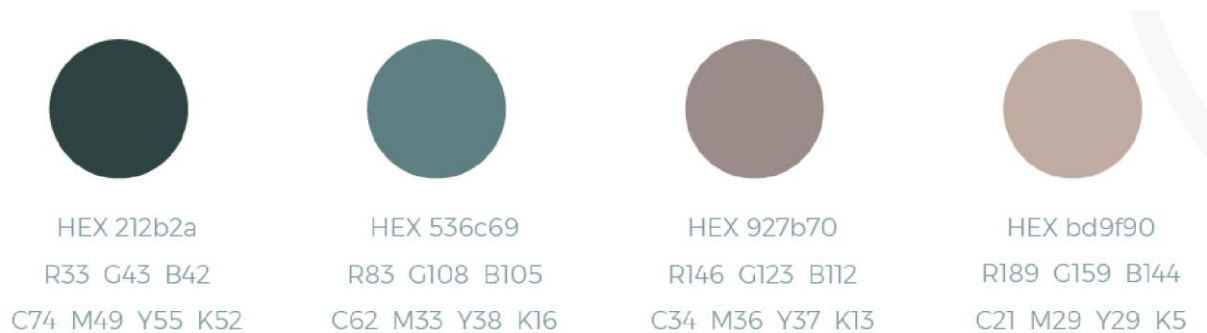
Another key priority for Action’s communication and team-building efforts from the outset has been to establish an effective visual identity. This visual identity is intended to clearly and consistently represent DIVERSICROP across various contexts and platforms, ensuring it is easily recognisable. In order to develop this visual identity, it was fundamental to adopt a logotype which could act as its cornerstone.

Several proposals were presented by a Serbian Company. One of the logos, including diverse format versions, was selected by the Action CG (Fig. 1).



**Figure 1.** DIVERSICROP logotype

The Action's visual identity was developed around this logotype and specified colour palette (Fig.2).



**Figure 2.** The colour scheme used in the DIVERSICROP website and other communication tools.

Both the logotype and colour scheme have been adopted to prepare a tool kit for the use of the Action's members, including PowerPoint slides, document and poster templates, etc. PowerPoint and Word document templates were prepared by Aldona Mueller-Bieniek and Sónia Negrão with the input of Donal Muphy-Bokern. A Consent Form for GDPR purposes was also created and circulated among the DIVERSICROP Members participating in the Action events.

### 1.3 General summary of communication strategies during the early stages of the Action

For the reasons outlined above (Section 1.1.), the development of digital channels was considered a priority for the Action's communication strategy. First an e-mail account was created ([diversicrop@gmail.com](mailto:diversicrop@gmail.com)) by Meline Beglaryan. DIVERSICROP presence has been established in LinkedIn (account managed by Meline Beglaryan and Amil Orahovac). The most important communication, however, is the Action webpage – [www.diversicrop.eu](http://www.diversicrop.eu), which is managed by the BOUTIK company with inputs from the CG. Every 4 months, a newsletter is circulated via e-mail, webpage and social media (Aldona Mueller-Bieniek and Sónia Negrão).

**DIVERSICROP NEWSLETTER**  
-CA22146- JUNE 2024

Diversity is good for nature and for our well-being. Agriculture is dominated by few crop species, and local specialization further depletes diversity at national and local levels. DIVERSICROP addresses this, enabling future engagement with crops such as rye, chickpeas and peas by understanding their ancient history, existing germplasm and limitations, nutrition importance and policy aspects.

**1. FIRST TRAINING SCHOOL IN BELGRADE UNIVERSITY**

"Data mapping and visualisation: from scattered datasets to a StoryMap"

Our Action's first Training School took place on May 14-16 in Belgrade (Serbia), and was hosted by Dr. Milos Milosevic and Assoc. Prof. Vojislav Simonovic at the University of Belgrade. The Training team was led by Prof. David Gil (Univ. of Alicante-Spain) and Assoc. Prof. Muriel McClatchie (Univ. College Dublin-Ireland) and assisted by two YRI- David Ferrer and Carmen Garcia (Univ. Alicante- Spain). A total of 19 trainees (12M/7F) from 14 different countries, representing a total of ~80% of YRI attended the event and thoroughly enjoyed the data training, networking and social activities.

**2. WG UPDATES- ONGOING WORK**

<b>WG1 ANCIENT HISTORY</b>	<ul style="list-style-type: none"> <li>LAST WG MEETING TOOK PLACE IN LATE JUNE</li> <li>COLLECTION OF ARCHAEOBOTANICAL DATA OF TARGET CROPS</li> <li>CREATION OF NEW DATABASE AND DECISIONS ON LEVEL OF ACCURACY FOR DATASETS (NAMELY COUNTS, CROP BACKGROUNDS)</li> </ul>
<b>WG2 CROP SCIENCE</b>	<ul style="list-style-type: none"> <li>ASSEMBLY OF GENEBANK AND OTHER GERMPASM COLLECTIONS DATA ON TARGET CROPS</li> <li>COLLECTION OF INFORMATION ON LEGAL REGULATIONS OF EXCHANGE AND STORAGE OF PLANT MATERIALS.</li> <li>SURVEY: <a href="https://www.surveymonkey.com/survey/724815680f2d2f964v">https://www.surveymonkey.com/survey/724815680f2d2f964v</a></li> <li>COLLECTION OF INFORMATION ON THE PRACTICES UNDERLYING THE CULTIVATION TARGET CROPS - PREPARATION OF A STAKEHOLDER QUESTIONNAIRE</li> <li>NEXT WG MEETING: SEPTEMBER 16TH, 2024</li> </ul>
<b>WG3 NUTRITION</b>	<ul style="list-style-type: none"> <li>SELECTION OF PARTICIPANTS TO CONDUCT DATABASE SEARCHES, PERFORM INITIAL SCREENING AND IDENTIFY RELEVANT PUBLICATIONS FOR THE LITERATURE REVIEW ON THE NUTRITIONAL PROPERTIES OF TARGET CROPS</li> <li>PRESENTATION OF DIVERSICROP ACTION AT UNESCO300334 CONFERENCE: <a href="https://www.unesco.org/en/300334">https://www.unesco.org/en/300334</a></li> </ul>
<b>WG4 POLICY</b>	<ul style="list-style-type: none"> <li>PAOLO PROSPERI HANDS OVER THE LEADERSHIP BATON TO DR APARANTIA BANERJEE, AND A NEW WGA VICE-LEADER (VWL) IS BEING VOTED BY WG</li> <li>REVIEW OF EXISTING POLICIES TACKLING UNDERUTILIZED CROPS WITH THE OBJECTIVE OF CREATING A QUESTIONNAIRE TO IDENTIFY POSSIBLE CASE-STUDIES</li> <li>UNDER THE SCOPE OF THE EU PROJECT RADJANT, DR BALINT BALAZS (OUR ACTION VICE-CHAIR) AND HIS TEAM ARE CONDUCTING A POLICY DIALOGUE THAT WILL HELP TO INFLUENCE WGA DECISIONS: <a href="https://www.radjant.eu/">https://www.radjant.eu/</a></li> </ul>
<b>WGS COMMUNICATION</b>	<ul style="list-style-type: none"> <li>REWORKING OF SCIENCE COMMUNICATION PLAN AND RESPECTIVE ACTIVITIES BY CORE-GROUP TO FURTHER DISCUSS IN NEXT WG MEETING.</li> </ul>

**3. SHORT-TERM SCIENTIFIC MISSIONS**

So far, DIVERSICROP has granted five STSM covering a broad range of topics, including:

1. Scan Electron Microscopy and X-ray of ancient grains (WG1);
2. Evaluation of archaeobotanical material (WG1);
3. Evaluation of health benefits in pea (WG3);
4. Protein extraction in chickpeas (WG3) and
5. Exploration of social media landscape in food science and nature conservation (WG5).

**4. NEXT EVENT- ONLINE MC MEETING**

- on-line
- 2 SEPTEMBER, 2024
- 11:00 CET

Our next MC meeting will cover: i) year 1 Action activities and budget spent, ii) update on WGs progress, iii) discuss Science Communication plan and iv) exchange views on activities/events to take place in year 2 (and putative hosts)

**5. ENJOY YOUR SUMMER HOLIDAYS**

WE WISH EVERYONE A GREAT SUMMER BREAK, AND HOPE YOU HAVE A WELL-DESERVED REST.

Let's ENJOY the SUMMER

MORE TO FOLLOW...

<https://www.cost.eu/actions/CA22146/>  
<https://diversicrop.eu>

**Figure 2.** Example of the Action's newsletter- DIVERSICROP's 3<sup>rd</sup> newsletter (June 2024)

## 1.4 Long term responsibilities and roles

### 1.4.1 The main activities

#### Science communication:

- Webpage coordination – Sónia Negrão, Aldona Mueller-Bieniek and Donal Muphy-Bokern
- Social media management- Meline Beglaryan and Amil Orahovac
- Press release – national level, MC
- Cooking book –CG and MC
- Open Days- CG and WG2

#### Science dissemination (publications and conferences):

- coordination by Core Group (CG) and active participation by Action Members;

- conferences will be aligned with the scope of the Action with the submission of abstracts for oral presentations or posters;
- Publications- (CG decision), including Scientific journals and Publication in EU-related platforms such as Open Research Europe- <https://open-research-europe.ec.europa.eu/>, and Horizon Results Platform-<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform>

#### Science **valorisation**:

Data harmonisation and mapping – Meriel McClatchie and David Gil

Policy – Bálint Balázs, Aparajita Banerjee, Ivana Radic

#### 1.4.2 *The main topics*

- Responding to the increased interest in cultural and food heritage on local and international levels - **WG1, WG3**
- Improving agricultural resilience in the face of climate change – **WG1, WG2**
- Improving biodiversity – **WG2**
- Improving the health of citizens – **WG3**
- Improving sustainable food production – **WG2, WG4**
- Responding to the increased consumer interest in plant-based food – **Whole Action**

## 2 GENERAL AIM AND TARGET AUDIENCES

In light of the challenges and objectives, as well as deliverables, outlined in the Action’s Memorandum of Understanding (MoU), the general aims of DIVERSICROP’s communication plan are as follows and summarised in annex 1:

- 1) To establish a multidisciplinary network of experts and stakeholders from Europe’s four climatic zones, creating a platform for lateral knowledge exchange;
- 2) To foster international, multidisciplinary and cross-sector dialogue among researchers, farming organisations, food businesses and policymakers;
- 3) To promote inclusive research and knowledge exchange between participants at different career stages within an open and inclusive environment with respect to age, gender and nationality;
- 4) To support early-career participants in developing skills in interdisciplinary research by placing them in leadership roles, organising short-term scientific missions;
- 5) To enable future research and knowledge exchange by identifying further opportunities for collaboration within the network and developing funding proposals;
- 6) To raise the role of crop diversity, agricultural heritage, and food tradition in current discourse about the sustainability, resilience and diversification of food resources in European long-term existence;

To achieve these goals, the Action's communication activities must be tailored to address different audiences, each targeted with specific key messages with the six overarching goals listed above.

**Key stakeholders are:**

- Researchers (both advanced and YRI);
- Farmers and agricultural advisers;
- Breeders and breeding companies;
- Policy actors (including policymakers, think tanks, activists) and other multipliers counselling politicians and promoting best practices.

**Secondary stakeholders are:**

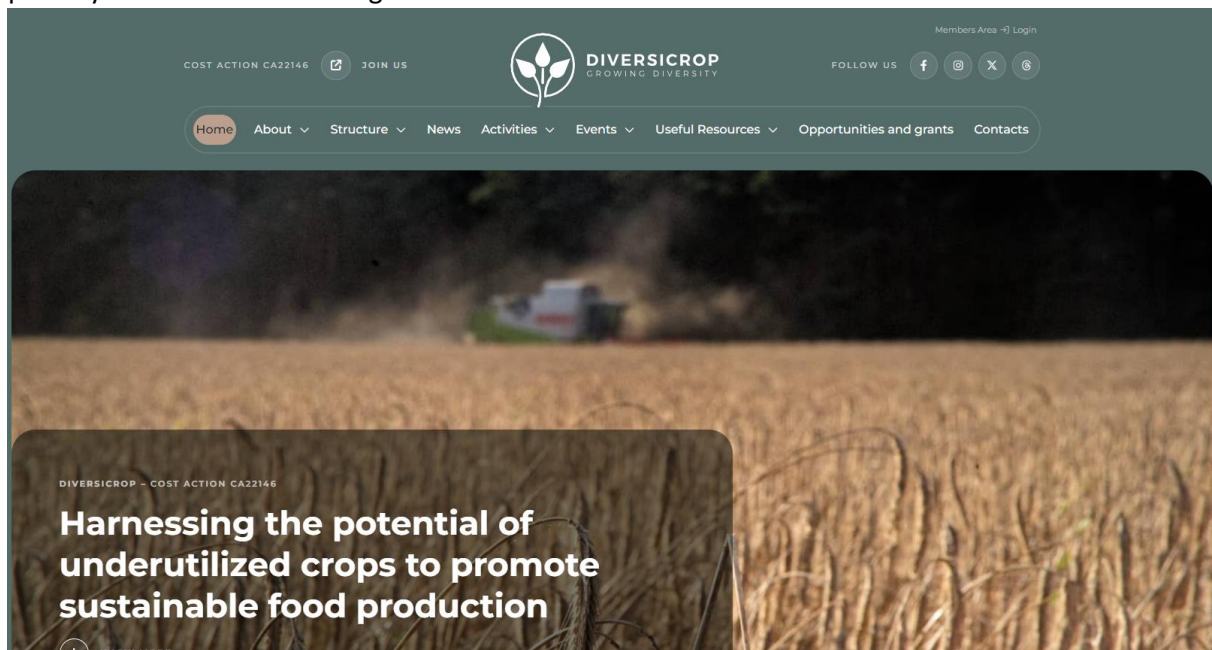
- Organisations – civil society organisations e.g., Slow-food movement; international organisations e.g., International Centre for Agricultural Research in the Dry Areas- ICARDA;
- graduate students – in the fields related to the topic of the Actions, namely Archaeobotany, Plant Sciences, Agriculture etc...;
- media – key in the dissemination to the general public;
- Wider society (including consumers and the general public).

### 3 PLAN FOR THE COMMUNICATION OF ACTION RESULTS

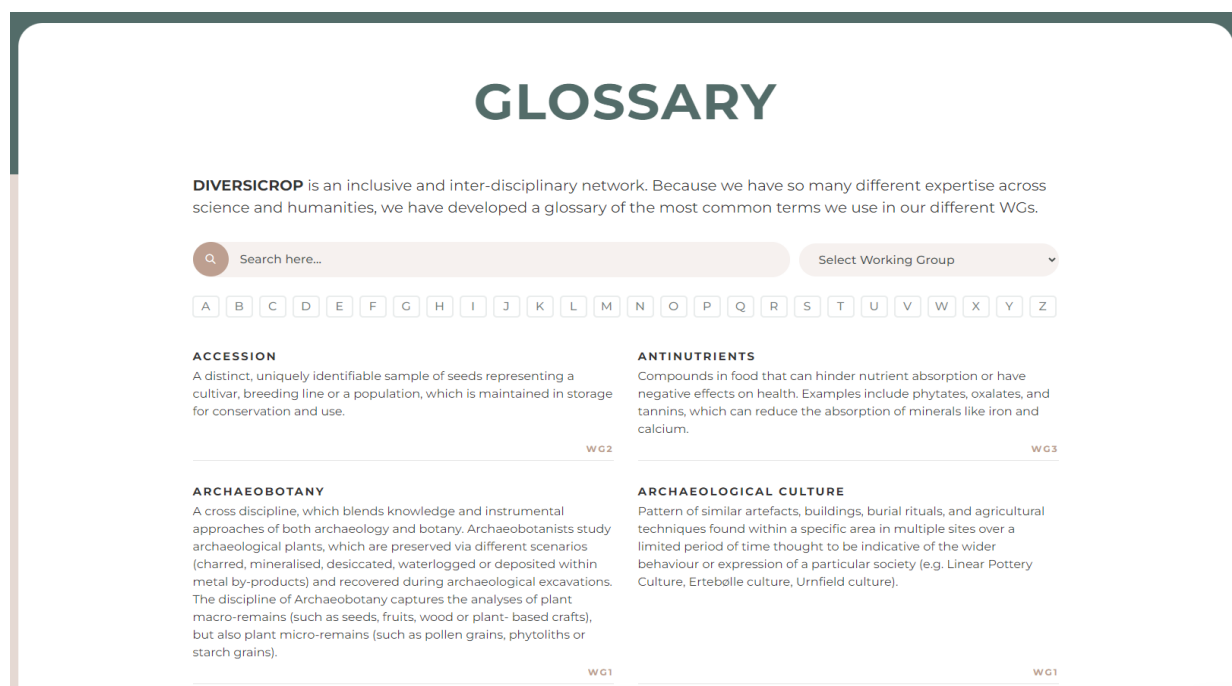
#### 3.1 Digital communication channels

##### 3.1.1 *Web-page and newsletter*

From the early months of the Action, the website and quarterly newsletter have served as the primary tools for disseminating information about Action activities.



Within the webpage, a **glossary** was developed to explain the key terminology used across the Action various disciplines



**Figure 3.** DIVERSICROP Glossary (as present in webpage)

### 3.1.2 Social Media

Due to the overload of project information and their low uptake on social media channels such as Facebook or X (formerly known as Twitter), DIVERSICROP decided to focus its energy and cement its presence on LinkedIn - <https://www.linkedin.com/company/diversicrop-cost-action/>. A potential calendar for the implementation of these posts (in a theoretical four-week month) is presented in annex 2.

DIVERSICROP social media is used for:

- networking
- presenting Action members and research
- communicating about Action News and Events
- sharing educative content about targeted underutilised crops

A set of regular features is proposed to be posted on our LinkedIn page:

**#StoryMonday** – Posts featuring the history of the target crops, their place in culinary tradition, etc...

**#DishDay** (or **#NutritionFriday**) – Posts featuring nutritional values of target crops by presenting recipes from European regions and the world. The promotion of the diversity of current consumption, dietary choices, ethnographic and traditional practices across ITC and non-ITC countries will foster a roundtable kind of dialogue between multi-stakeholders about the importance of crop diversification and food security.

**Other posts will feature #PollDay; #MemoDay; #STSMDay**– Polls to gather different opinions on different DIVERSICROP topics, Posts featuring past DIVERSICROP events, communicating STSMs reports, Activities of Young Researchers will be prioritised here to increase their promotion and visibility via the Action channels.

### 3.1.3 Videos (embedded in the webpage)

Planned animation videos (2 minutes max):

- 1) Stakeholder series- key stakeholders offer their points of view on the importance of crop diversification (e.g., professional chef on the importance of diet diversification) (Year 2)
- 2) Knowledge Series- key disciplines and concepts presented (e.g., Archaeobotany as a source of information about the ancient history of target crops, including basic methods and interpretation tools) (Year 3)
- 3) Results Series- Action results dissemination (e.g., a brief history of the crop in Europe and how it is used today based on StoryMap) (Year 4)
- 4) Cooking workshops- Most popular recipes will be video recorded (Year 4)

### 3.2 In-person events

- Field Open Days- e.g., Uni Hohenheim – A field day for chickpea and grass-pea (June 2024); Open day at IPK - Field and Genebank tours with special focus on targeted crops (June 2024 and planned for June 2025)
- European Researcher's Nights (usually in mid-September)
- Fascination of Plants Day (usually in May, organised by the European Plant Science Organisation)
- Conference presentations by CG, MC or WG members

### 3.3 Surveys

- 1) Farmers, breeders, and advisors on the practices underlying the cultivation and constraints related to the target crops. A questionnaire prepared by WG2 to be circulated across WG members and the website.
- 2) Policy Delphi- offering researchers a means to explore levels of consensus on policy issues that have major effects on crop diversification. Organisation led by WG4, input from WG members

### 3.4 Cookbook and cooking workshops

In year 3, a cookbook collating selected recipes from the Action Four European agroclimatic zones, namely the Mediterranean basin, maritime west, northern Europe, and central-east Europe. This cookbook will reflect the diversity of culinary practices and food choices across the countries and agroclimatic regions. The cookbook will be divided into the three target crops, presenting their general and nutritional info, as well as both ancient and current recipes in English. After dissemination through both COST and DIVERSICROP channels, the cookbook will be translated into different languages by MC representatives.

In Year 4, cooking workshops will be devoted to the most popular and also the most local or traditional dishes. The workshops will be recorded and shared via the webpage.

### 3.5 StoryMap

One of the Action Deliverable's are interactive StoryMap, i.e., a graphic organised map that provides a narrative to the audience. The StoryMaps will be designed to present the Action's results in Year 4 via video on the webpage and COST channels.

## 4 PLAN FOR THE DISSEMINATION OF ACTION RESULTS

### 4.1 Presentation of the Action and its Activities in Scientific Venues

#### 4.1.1 *Conferences*

To disseminate the aims and results of the DIVERSICROP, the Action Members undertake several activities. The first year of the Action was mostly devoted to the introduction of the Action and galvanising the interest of the scientific audience.

In year 1, the Action was presented at:

- 1) 43<sup>rd</sup> Conference of the Association for Environmental Archaeology, Tarragona- Spain, November 2023 (oral communication, Aldona Mueller-Bieniek)
- 2) UniFood Conference, Belgrade- Serbia, June 2024 (oral presentation, Marija Knez)
- 3) EUCARPIA, Leipzig- Germany, August 2024 (roll-up, Mortaza Khodaeiaminjan)
- 4) 30th EAA Annual Meeting "Persisting with Change" Rome- Italy, August 2024 (oral presentation and roll-up, Meriel McClatchie)
- 5) Leguminosen Kongress Leipzig- Germany, October 2024 (poster presentation, roll-up, Ulrike Lohwasser).
- 6) CONU2025- 15<sup>th</sup> Nutrition Conference, Belgrade- Serbia, November 2024 (oral presentation, Marija Knez)

Other conferences will be attended by CG, MC and WG members throughout the Action, submitting abstracts for either oral or poster presentations. These conferences will be identified and aligned with the scope of the Action.

In 2026, a DIVERSICROP conference will be held to disseminate Action results as a three-day conference with a final plenary session and roundtable with stakeholders.

#### 4.1.2 *Workshops and training schools*

Online Workshops and Training Schools are integral to DIVERSICROP Communication Plan. These activities are specially aimed at YRI and researchers from ITC.

In Year 1, DIVERSICROP first Training School, entitled: "Data mapping and visualisation: from scattered datasets to a StoryMap", took place on May 14-16 in Belgrade (Serbia) and was hosted by Dr Milos Milosevic and Assoc. Prof. Vojislav Simonovic at the University of Belgrade. The Training team was led by Prof. David Gil (Uni. of Alicante-Spain) and Assoc. Prof. Meriel McClatchie (Univ. College Dublin-Ireland) and assisted by two YRI- David Ferrer and Carmen Garcia (Uni. Alicante- Spain). A total of 19 trainees (12M/7F) from 14 different countries, representing a total of ~80% of YRI, attended the event and thoroughly enjoyed the data training, networking and social activities.

In Year 2, a Training School entitled: “Science & Policy Training School” will be held in Budapest (Hungary) on 4-5 June 2025, hosted and led by Dr. Bálint Balázs. This training School will be led by Dr Aparajita Banerjee and Dr Ivana Radic.

To train YRIs in soft skills, an annual online workshop (half-day), will be devoted to career development. The first workshop will be held in February 2025 and will focus on applying for STSM, writing CVs and STSMs reports.

#### 4.2 Publication of the Action results

DIVERSICROP results will be published via the Application of Open Science and Open Access principles, namely:

- Publishing research findings in open-access journals or repositories, if possible, to ensure wide accessibility, as well as publications in EU-related platforms
- Sharing data sets, methodologies, and protocols following FAIR (Findable, Accessible, Interoperable, and Reusable) principles.
- Ensuring compliance with intellectual property rights (IPR) and licensing agreements as detailed in Action MoU

#### 4.3 Target audience, key messages, and expected impact of the dissemination of the Action results

As the Action WG members represent many areas of expertise — ranging from Ancient History, Crop Sciences and Genetics to Nutrition and Diet, and Policy Analysis — clear communication both within and outside the Action is crucial for reaching the proposal aims. Internal collaboration among Action members facilitates the development of clear, non-specialist language, which enables effective engagement with a broad range of audiences, including the general public, civil society, and mass media.

The general target audiences and key messages are summarised in Tab. 1 above. The communication is addressed to all the listed audiences.

#### **Internal communication:**

- E-COST platform: E-cost is the formal platform of EU COST with official information such as MoU, members, project proposals, minutes of MC meetings, etc. By this application also costs are reclaimed, and invitations are sent. Each member should insert personal data into the platform
- Meetings of the Management Committee: Following COST rules, the Action’s MC shall convene at least once per year. The MC will be consulted for all necessary decisions regarding the functioning and implementation of the Action. Meetings will be documented and minutes made available on the Action’s website.
- Meetings of the Core Group: The Core Group of the COST Action also holds regular meetings online in which the plans of the Action are discussed.

- Meetings of the WGs: Working Groups shall meet together, at least once per year in person, according to the Working Budget Plan. Each WG shall establish its own methods of working and periodicity of online meetings.

#### **External communication:**

- Website: The website of DIVERSICROP is accessed at: <http://www.diversicrop.eu>. The website is updated on a continuous basis and has distinct sections.
- Social media accounts: DIVERSICROP is present on LinkedIn <https://www.linkedin.com/company/diversicrop-cost-action/>.
- Other external communication tools – newsletters, videos, press releases: they will present the project, explaining what the COST Action DIVERSICROP aims for, as well as its potential societal impact. All digital content will be used to communicate the outcomes of our work and is set to be released either on social media or on the website.

## **5 PLAN FOR THE VALORISATION OF ACTION RESULTS**

DIVERSICROP will focus on its Deliverables (as detailed in MoU) and will disseminate its results through social media, website, mailing lists, networks, etc., in order to reach the maximum number of stakeholders. As previously mentioned, all scientific publications will follow an open-access policy.

### 5.1 Target audience, key messages, and expected impact of the valorisation of the Action results

The table below (**Tab. 1**) provides an overview of these audiences, the corresponding goal(s) to which they relate, key messages aimed at each group, and preliminary strategies for engagement. These strategies will be further elaborated in the following sections:

**Table 1.** DIVERSICROP general communication strategies, including key messages, Action aims and target audiences

Target Audience	Aim(s)	Key Message/s	General strategy/ies
Scientists / Researchers	1, 2, 3, 4, 5, 6	<ul style="list-style-type: none"> <li>✓ Understanding the historical, sociocultural, socioeconomic and socio-political factors underlying the underutilisation of certain crops is crucial for reaching the aims of the Action</li> <li>✓ Harmonising and making accessible, relevant data derived from several disciplines and dispersed across national and European institutions will enable rounded and comprehensive decision-making</li> <li>✓ Building interdisciplinary and multisectoral dialogue and networks will strengthen innovation partnership</li> </ul>	<ul style="list-style-type: none"> <li>✓ Communication through digital channels</li> <li>✓ Communication during outreach events (Open Days, Science Festivals)</li> <li>✓ Workshops and trainings</li> <li>✓ Dissemination in scientific conferences and webinars</li> <li>✓ Publication of results</li> </ul>
Farmers and Breeders	1, 2, 3, 6	<ul style="list-style-type: none"> <li>✓ Revealing the environmental, economic and sociocultural circumstances that led to the modern underutilisation of the three target crops will help to understand the process of their abandonment.</li> <li>✓ Determination of the traits and characteristics of these crops that make them viable for sustainable production in a modern context will allow to harness their potential in current agricultural systems</li> </ul>	<ul style="list-style-type: none"> <li>✓ Communication through digital channels</li> <li>✓ Communication during outreach events (Open Days, Science Festivals)</li> <li>✓ Questionnaires and surveys</li> <li>✓ Field days</li> </ul>
Food producers/food processors	1, 3, 6	<ul style="list-style-type: none"> <li>✓ Assessing of nutritional value of target crops, their potential use in food products and their overall market potential in the future</li> </ul>	<ul style="list-style-type: none"> <li>✓ Communication through digital channels</li> <li>✓ Communication during outreach events (Open Days, Science Festivals)</li> <li>✓ International cookbook</li> </ul>

<p>Polymakers/p olicy actors</p>	<p>2, 4, 6</p>	<ul style="list-style-type: none"> <li>✓ Providing a pathway for re-engagement with the target underutilised crops by facilitating interdisciplinary exchange</li> <li>✓ Evaluation of the role of crop diversity in the EU Farm-to-Fork and Biodiversity Strategies</li> <li>✓ Institutional support of the uptake of underutilised crops, as well as scientific and technological approaches to sustainable farming</li> </ul>	<ul style="list-style-type: none"> <li>✓ Communication through digital channels</li> <li>✓ Communication during outreach events (Open Days, Science Festivals)</li> <li>✓ Policy Delphi</li> <li>✓ Dissemination in scientific conferences and webinars</li> <li>✓ Dedicated events</li> </ul>
<p>General public, students, consumers</p>	<p>6</p>	<ul style="list-style-type: none"> <li>✓ Recognising the relationships between food, culture, intangible heritage, politics, agriculture and the environment will support the Slow Food movement.</li> <li>✓ It will improve agrobiodiversity, sustainable food production and healthy diet.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Communication through digital channels</li> <li>✓ Communication during outreach events (Open Days, Science Festivals)</li> <li>✓ StoryMap showing utilisation of the target crops in the past</li> <li>✓ International cookbook</li> <li>✓ Cooking workshops</li> <li>✓ Project info via animation</li> </ul>

5.2 The 5 W

<p><b>WHY</b> it is relevant to communicate about the Action?</p>	<ul style="list-style-type: none"> <li>• Valuable datasets related to underutilised crops are available at both national and European levels, but are dispersed across different disciplines;</li> <li>• Increase awareness of crop diversification;</li> <li>• Bring the added value of belonging to a multidisciplinary network involving numerous countries;</li> <li>• To spark new collaborations.</li> </ul>
<p><b>WHAT</b> is the key message?</p>	<p>DIVERSICROP aims to build an interdisciplinary network that will develop a new pathway to promote underutilised crops by identifying and sharing a harmonised dataset. More specifically, it aims at:</p> <ul style="list-style-type: none"> <li>• engaging with archaeological and historical data to develop an understanding of the cultural and socio-political challenges and opportunities;</li> <li>• identifying and harmonising data on crop science, nutrition and policy to foster interdisciplinary knowledge exchange;</li> <li>• providing a model for organising interdisciplinary research, in this case, anchored around specific crops and climatic regions.</li> </ul>
<p><b>WHO</b> is the target audience?</p>	<ul style="list-style-type: none"> <li>• Research and plant breeding communities;</li> <li>• Farming community;</li> <li>• Consumer community;</li> <li>• Policymakers;</li> <li>• Public and society.</li> </ul>
<p><b>WHERE</b> and how to communicate &amp; disseminate?</p>	<p>Use the tools and channels to convey the key message of your network</p> <ul style="list-style-type: none"> <li>• Actions webpage;</li> <li>• Training schools, courses;</li> <li>• STSMs;</li> <li>• Conferences;</li> <li>• Other events (workshops, festivals and special events, videos, posters, field days etc...).</li> </ul>
<p><b>WHEN</b> it is appropriate to start communicating &amp; disseminating?</p>	<p>Communication will be continuous – from the start to the end of the Action.</p> <ul style="list-style-type: none"> <li>• The communication plan is implemented continuously and horizontally, taking into WG members' and stakeholders' needs and expectations via websites, newsletters, conferences, meetings, Training Schools, videos etc...</li> </ul>

	<p>The main communication tools are presented below:</p> <ul style="list-style-type: none"><li>• Activities include yearly in-person WG meetings and Training School as well as online WG meetings;</li><li>• In Year 3, a conference is set to take place, to promote Action results, strengthen stakeholders' engagement, and promote networking within the Action, presenters and stakeholders;</li><li>• The deadline M36 is set for the cookbook under WG3;</li><li>• In year 4, a Report on the debate between multi-stakeholders and policy actors under the scope of the Action Policy Delphi, leading to an understanding of how policy inhibits or enables agrobiodiversity integration into the value chain;</li><li>• The deadline M48 is set for the harmonisation of WGs datasets and StoryMaps;</li><li>• There will also be recurring activities under grants. Such activities include Cookbook and Cooking Workshops (STSM and VM Grants).</li></ul>
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**Annex 1.** Deliverables from MoU. The e-COST deliverables are editable with the agreement of COST and its respective Science Officer, Dr Federica Ortelli.

1	Genetic resources inventory list, including passport data (country of origin, biostatus) of available material in European, international gene banks and other relevant institutions	WG2	24
2	Survey report outlining key contents from questionnaires targeting agricultural advisers and farmers. Data will contain the use of the crops (e.g., varieties and end-uses) and agronomic practices	WG2	24
3	Presentation of policy case studies and summary of findings	WG4	24
4	Scoping review evaluating the nutritional value of rye, peas, chickpea, and foods of interest and potential health benefits	WG3	30
5	Geo-referenced map of the archaeobotanical data within a Geographic Information System (GIS)	WG1	36
6	Review of incentives from national and EU level policy and uptake of such incentives by farmers and relevant stakeholders	WG4	36
7	Map of the current consumption of the target foods of interest across Europe	WG3	42
8	Report on the social and agronomic context of target crops and their consumption, providing a base for discussion with other WGs, including dietary choices, environmental impacts, ethnographic and traditional practices, and resilience of agricultural strategies	WG1	48
9	Report on example agroclimatic constraints (e.g., environment and pathogens), agronomic and end-use marketing bottlenecks limiting the uptake of the three target crops by farmers	WG2	48
10	Data summary report containing identification of a selection of relevant germplasm lines that can overcome agronomic bottlenecks, and their potential suitability in terms of end-use and ecogeographic adaptation	WG2	48
11	Report on the general consumption of foods and healthy diets (where the target crops are major ingredients)	WG3	48
12	Report on the debate between multi-stakeholders and policy actors under the scope of the Action Policy Delphi, leading to an understanding of how policy inhibits or enables agrobiodiversity integration into the value chain	WG4	48
13	School resources to educate children on the importance of crop diversification and resilience of food systems using an animation translated into several European languages	WG5	48
14	Educational resources to promote the interest of the general public on the importance of crop diversification and resilience of food systems, namely an interactive StoryMap and possible cooking workshops	WG5	48

**Annex 2.** Proposed LinkedIn calendar for the implementation of social media features

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
StoryMonday					-	-
<b>M</b>	<b>Tu</b>	<b>W</b>	<b>Th</b>	<b>F</b>	<b>Sa</b>	<b>Su</b>
	RegularFeature				-	-
<b>M</b>	<b>Tu</b>	<b>W</b>	<b>Th</b>	<b>F</b>	<b>Sa</b>	<b>Su</b>
			Regular Feature		-	-
<b>M</b>	<b>Tu</b>	<b>W</b>	<b>Th</b>	<b>F</b>	<b>Sa</b>	<b>Su</b>
				DishDay	-	-