



ENDURE

European Network for Durable Exploitation of crop protection strategies

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PP Restricted to other programme participants (including the Commission Services)	
RE Restricted to a group specified by the consortium (including the Commission Services)	
CO Confidential, only for members of the consortium (including the Commission Services)	

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1. Background: ENDURE's goals and identity

Food safety, health and environmental issues concerning pesticide use are of increasing importance to the public. Consumers' awareness of sustainable agriculture is oriented toward organic agriculture, which covers about 5% of cultivated areas in Europe, while most growers use pesticides. Thus, **informing the public about diversified strategies** in crop protection is a goal for ENDURE communication.

The overall objective of ENDURE is to establish a new entity as a world leader in crop protection, with the development and implementation of sustainable pest control strategies. **This domain and these objectives need to be explained, and we need to define the terms that we use (IPM, precision agriculture etc).**

ENDURE is a **transnational network**. The European network of expertise and knowledge will be developed, and progressively enhanced by teams from other Member States and countries outside Europe whose products are exported to Europe. **This means that we need to communicate in English and to use international channels, such as the internet.**

ENDURE will explore innovative strategies: thus, ENDURE communication **must be involved in the national agricultural networks where innovations are exchanged and spread.**

The knowledge generated will be transferred to all stakeholders. The crop protection stakeholders include farmers, public services, NGOs, consumers associations, policy makers and industry. The network will establish itself as an independent scientific adviser. **In order to play that role, the dialogue with all these stakeholders needs to be organised.**

Some ENDURE activities of ENDURE are devoted to specific publics: Higher Education programmes (universities and higher schools), training (farmers and their advisers), advice to decision makers (legal issues, regulations, national policies). They are taken into account in this plan.

2. Role of the Communication Team

The role of the Communication Team is to implement the communication strategy, by:

- Elaborating the communication plan (proactive role)
- Monitoring/identifying 'publishable' information and events (reactive role)
- Acting as the 'link' with related activities (SA1, SA4, IA4 etc) and partners (reciprocal information)
- 'Marketing': it is important to make sure that the target publics are reached in each country (with the partners concerned).

The major part of these dissemination activities is based on specific tools such as the **public website** and its newsletters, the two-track information system of the **Crop Protection Network**, the **ENDURE Information Centre (ENDURE IC)**, **special events with policy makers**, and the **international scientific conference (ENDURE 2008)**.

Dissemination can also be based on publications and contacts with the different media (professional and general).

This communication plan defines the organisation of all the communication activities towards ENDURE's target publics and the links between the teams in charge of them.

In the annexes, the tools already available are listed.

3. Target publics, their needs, what we can offer

The Communication Plan is written by target public.

For each public, we need to define more precisely with whom we are communicating, which ENDURE activity (or activities) is involved, and how communication should be improved with this public. We have addressed the following questions:

With whom are we communicating?

What needs have they expressed, and what do we offer them?

What actions and tools have been created to meet these needs?

How can we assess the impact of these actions?

Is there any contact data created by this activity that could be used for targeted dissemination?

How could the Com Team help to improve communication toward this public?

What is (or could be) scheduled for 2009 and 2010?

The main target publics of ENDURE and the activities working with them are:

- **Policy makers (SA4.5)**
- **Scientific community: research, universities and applied science (including industry) (all ENDURE research and integration activities)**
 - This community also includes **Higher Education** students and **non-European partners**, who may have specific needs (this particularly involves **SA1.2 and SA3.2**).
- **Extension services, farmers' advisers (i.e. technical centres and schools, growers and rural associations etc.)** The national **specialised media** are also part of this target group. (Particularly implicated in this sphere are **RA1, SA1 and SA4**).
- **Non-specialist media and the wider public** (encompassing the general media and public, for example, primary schools, consumer groups etc). All ENDURE members should have a commitment to wider dissemination of the network's activities.

4. Policy makers

With whom are we communicating?

For disseminating the results of ENDURE, key policy makers are members of the European Parliament and their scientific assistants, the European Commission and the relevant European Council working groups on pesticides. National policy makers are a target audience too; especially concerning the development of national action plans and the mandatory implementation of IPM with the upcoming Directive of the European Parliament and of the Council establishing a framework for Community action to achieve a sustainable use of pesticides.

What needs have they expressed, and what do we offer them?

National policy makers need comprehensive and objective scientific information from ENDURE activities, adjusted to their role in governance as defined by the Directive, to take middle and longer term decisions, protecting citizens and involving economic stakeholders.

ENDURE's SA4.5 activity is in charge of communicating with this public, analysing drivers and barriers for the implementation of IPM, disseminating practical examples from case studies and risk indicators for both health and the environment.

The best methods of communication are personal contacts and expert advice, mainly through the provision of information and discussion meetings.

What actions and tools have been created to meet these needs?

The ENDURE Information Centre will be a source for much of the information important to this target public.

ENDURE members attended the inaugural European Expert meeting on *National plans and programmes for the reduction of risks associated with the use of plant protection products* (Berlin, 2007).

ENDURE co-organised the November 2008 conference in Paris under the French Presidency *Sustainable agriculture and pesticides: What is at stake? What are the options?* ENDURE also organised one of the four specific workshops at this meeting and used the event to disseminate information about the network and its results so far (case studies, for example).

How can we assess the impact of these actions?

The impact of these actions can be assessed through the outcomes of the various workshops and, crucially, the direction taken by policy makers; going forwards, through the success or failure of national policy makers in implementing IPM into national actions plans.

Is there any contact data created by this activity that could be used for targeted dissemination?

A list of contacts with the above is being managed through ENDURE IC.

How could the Com Team help improve communication toward this public?

After consultation between the Com Team and SA4.5, it is proposed that we create a 'room' on the public website, accessible through the home page, containing information particularly applicable to this target group. This should contain:

- A library for policy makers with documents of interest (SA4.5 is engaged in identifying suitable material).
- A searchable database of information (through ENDURE IC)
- Information from elsewhere on the website and from the newsletters that is relevant to policy makers. For example, the web editor produced a newsletter for the Paris event mentioned above; illustrating how material produced for other target groups can also have particular relevance for policy makers.

What is (or could be) scheduled for 2009?

SA4.5 will continue to stage other workshops/seminars and the web editor will support this with the supply of relevant material (newsletters, web coverage). Web editor and CIRAD will open a room for policy makers on the website with targeted information selected by SA4.5 and rewritten by the web editor where necessary, along with other material being produced by the Com Team that SA4.5 and the web editor deems relevant for this target group. Web editor will support SA4.5 in editing research results from ENDURE activities pertinent to the needs of policy makers.

Roles and responsibilities

Web editor and CIRAD will create discrete web space for policy makers, web editor and SA4.5 will fill this space with material outlined above. Web editor will produce extra supporting material for workshops/seminars.

5. Scientists

The scientific community at large covers research, universities and applied science (including industry).

With whom are we communicating?

Both an inner circle (ENDURE members) and a much broader outer circle can be identified, the latter encompassing not only those with links to ENDURE (such as the Crop Protection Network, personal contacts, members' external partners) but the scientific world at large, which can be reached through international conferences, publications and the ENDURE web site.

What needs have they expressed, and what do we offer them?

All scientific publics need **up-to-date information** about ENDURE progress and activities - projects, partners, expertises. Our objective here is to help share ENDURE knowledge, research, strategies and methods with a large, multidisciplinary scientific community.

What actions and tools have been created to meet these needs?

All the usual scientific communication channels are being used:

Scientific events:

- An agenda of relevant scientific events is updated by all the members on the collaborative platform. A broader calendar of events is available on the public website.
- An ENDURE 'event pack' with poster templates, PowerPoint presentation template, ENDURE brochure and posters is available for ENDURE scientists participating in events to promote the network.
- The contributions of ENDURE scientists to external events are advertised on the public website.
- SA3.1 organised an international conference, ENDURE 2008: Diversifying Crop Protection, 12-15 October 2008.

Scientific publications:

- A 'Guide to multidisciplinary scientific journals for ENDURE publications (according to ISI impact factors)', a guide to some 74 journals, is now available on the platform, helping researchers select the right journals for their publications.

Mobility, job opportunities:

- A specific programme is devoted to mobility (IA3) and job opportunities.

How can we assess the impact of these actions?

The impact is quantifiable through the number of communications given by ENDURE members to external events, number of ENDURE scientific articles and number of citations of ENDURE in publications, and also:

- number of participants to the international conference,
- outcomes of mobility programmes.

Is there any contact data created by this activity that could be used for targeted dissemination?

List of authors from the international conference and list of participants.

A list of relevant websites (scientific associations, newsletters, journals and conference websites) used to advertise the international conference).

Contacts of partners and existing networks (ENDURE will have to encourage partners and existing networks to use these contacts for dissemination as the sharing of contact lists without prior consent is illegal in some European countries).

How could the Com Team help improve communication toward this public?

Following the actions used to advertise the international conference, communication through the same channels can be used to ensure relevant international scientific associations receive short summaries of ENDURE's progress at least once every two months through ENDURE's electronic newsletters.

Conference participants and authors will also receive ENDURE newsletters. Existing networks are being made aware of the ENDURE communications and will help spread the dissemination (**see section 6**).

What is (or could be) scheduled for 2009?

Are scheduled:

- presentation of ENDURE work at external events (ongoing process).
- publication of the proceedings of the international conference.
- electronic newsletters with a particular focus on ENDURE research activities.
- highlighting the publication of ENDURE research published in scientific journals.
- access through the public website to other ENDURE tools (such as Virtual Lab etc, see section 6).

The Com Team role can play a more prominent role in the Plan for Using and Disseminating the Knowledge produced by ENDURE. Each partner's Com Team member can monitor the communications planned by researchers from that institution, ensure researchers have the relevant ENDURE tools to hand and remind researchers of the need to submit scientific articles to the IPUDC before publication. IPUDC can also feed this information through to web editor.

Roles and responsibilities

All ENDURE researchers have a role to play in disseminating knowledge about the network and its activities (through conferences and publications). All Com Team members should support this, ensuring researchers in their organisation have access to the appropriate ENDURE tools and follow ENDURE procedures. Web editor, supported by CIRAD, and Com Team (in particular WUR, AU and IT), will produce electronic newsletters and web updates (**see section 11**). IT and CIRAD will be responsible for publication of conference proceedings.

6. Scientists (potential partners) from non-European countries

With whom are we communicating?

Many scientists from Non-European countries learn about international conferences and research projects through the internet (for example, the work of CIRAD, WUR and RRES are particularly well known in these countries). ENDURE receives a lot of email from these countries, but ENDURE partners are used to working with specific scientific networks (both national and regional). To create concrete collaborations with these partners, ENDURE needs new sources of funding.

What needs have they expressed, and what do we offer them?

These publics of course need scientific information, but also information about:

- Funding possibilities and collaboration mechanisms.
- The areas of expertise covered by ENDURE (with names of contacts).
- Tools to exchange information (a web-based forum, contact lists, newsletters).
- Mobility programmes and higher education possibilities in collaboration with the regional networks.

Access to a simplified ENDURE website (concerns raised on access to high-speed web connections).

What actions and tools have been created to meet these needs?

Meetings to foster the participation of non-European (INCO) countries have been organised: the last one took place during the international conference.

Mobility and job opportunities: specific programmes are devoted to external mobility.

Higher Education: a summer school was organised in September 2007 with some participants from non-European countries.

How can we assess the impact of these actions?

We can assess the impact of these actions by the number of participants to ENDURE activities (mobility, summer schools and research) from non-European countries.

Is there any contact data created by this activity that could be used for targeted dissemination?

A list of authors and a list of participants are available from the international conference.

SA3.2 has created a list of contacts partners from countries outside Europe (participants to SA3.2 workshops), which is being updated.

The goal is merging in one single list all the contacts gathered.

How could the Com Team help improve communication toward this public?

Particular enthusiasm for access to the Virtual Laboratory (VL, the internal platform with details of scientific activities and equipment available inside ENDURE), has been expressed and a portal to this can be opened from the public website. Other tools designed for the research community (such as ENDURE-ALPS, two-track system etc could also be made available).

The mobility programme and second summer school (June 2009) are open to non-European countries though better coverage and advertising is needed.

Conference participants and authors will be sent electronic newsletters.

Following consultation between the web editor and SA3.2, a dedicated area of the website for external partners has been proposed. Relevant information will be supplied by SA3.2, including the results of a mapping exercise identifying relevant areas of ENDURE expertise and contacts and sources of funding. Web editor and CIRAD will ensure this goes online, together with other material relevant to this target group.

What is (or could be) scheduled for 2009?

Are scheduled:

- distribution of electronic newsletters,
- dedicated area of web containing targeted information (see above),
- leaflet (currently being drafted by SA3.2 in collaboration with web editor),
- portal to VL and other ENDURE tools.

CABI (Centre for Agricultural Bioscience International) will be receiving first electronic newsletter and recommending it to its appropriate members worldwide (it is represented in more than 40 countries). IPMnet will be making its 6,400 users in 150 countries aware of the newsletters and details on how to receive them, as will the European Weed Research Society. Web editor is liaising with these networks.

Roles and responsibilities

The web editor and CIRAD will work closely with SA3.2 to create a specific 'room' for this target group and provide relevant information, links and access to other tools. Web editor will liaise with IA3 and SA1 to ensure developments in these activities are included. As before, web editor and Com Team will produce electronic newsletters and web updates – web editor coordinating dissemination of information through other networks.

7. Higher Education

With whom are we communicating?

Currently, the SA3.2 sub-activity leader's personal list of contacts has been used.

What needs have they expressed, and what do we offer them?

Access to information on mobility, job opportunities and summer schools, exchanges after summer schools (to maintain contacts).

What actions and tools have been created to meet these needs?

A website for the first summer school was created by the group concerned.

A PhD-Network was implemented by SA1.2 and a dedicated forum was created on the workspace.

How can we assess the impact of these actions?

We can assess the impact of these actions by following their career: students are future researchers.

Is there any contact data created by this activity that could be used for targeted dissemination?

A list of participants to the summer school is given.

How could the Com Team help improve communication toward this public?

There has been no activity by SA3.1 targeted at universities offering IPM programmes; this is being addressed through establishing links with, for example, IPMNet, the web editor working in collaboration with SA1.2.

Publishing online the posters of teachers and students from the summer school would be interesting. To protect the authors' rights a DOAE (an ISBN for electronic documents) will have to be established for all ENDURE electronic publications and authors' permissions sought.

What is (or could be) scheduled for 2009?

The next summer school is scheduled for June 2009 and better advertising will be needed. This process has already started with SA1.2 planning a dissemination strategy in collaboration with the web editor.

Previous summer school (2007) created its own website. For 2009 this website should be part of the ENDURE public website (as for mobility, for example).

Roles and responsibilities

Web editor and CIRAD will create dedicated space for higher education. SA1.2 and the web editor will collaborate on how best to maximise this space.

It will include a list of MSc and PhD courses on crop protection-related subjects compiled by SA1.2.

8. Farmers' advisory services

With whom are we communicating?

The first experience with farmers' advisory services has focused on the services in Denmark, France and Hungary (the 'farm advisory network').

There is no single answer to the question of who the advisers actually are, with the situation varying greatly from one country to another. Even when communicating in English, it is necessary to create networks with national and regional services (a task for SA1.1 and SA4.1).

What needs have they expressed, and what do we offer them?

In Europe, they need information applicable to their eco-region in addition to ENDURE IC (ENDURE Information Centre) information.

While the regional level is of great importance, there is clear interest in information about crop protection outside their own countries.

What actions and tools have been created to meet these needs?

Two approaches apply to this target public:

Training: facilitating the transfer of applicable results from research to the farm.

Tools: ENDURE Information Centre (ENDURE IC) and case study guides (leaflets).

The production process for the leaflets was a training exercise for the researchers too, with the prototype being tested by advisers, leading to recommendations back to the researchers.

Training and the production of information or leaflets is a continuous activity, case by case.

How can we assess the impact of these actions?

We can assess the impact of these actions by the creation of European IPM networks (??), but with a focus on multiple cropping systems.

The leaflets have been very well received.

Is there any contact data created by this activity that could be used for targeted dissemination?

SA1.1 has identified about 20 people who are directly concerned with their activity and SA4.1 will be constructing a contacts list for use by SA3.1. The Com Team will add contacts to this list (the professional media can play an important role here, see section 9 over page).

How could the Com team help to improve communication toward this public?

The heart of communicating with this target public is ENDURE IC. After ENDURE's four-year funding is finished, the question remains as to how the information flow between ENDURE IC and regional networks will be sustained as without an advisory activity ENDURE cannot claim to be a leader in its field. If regional networks become a reality, space will be needed on the public website (SA1.1 is discussing this).

ENDURE IC officially opened on December 1, 2008.

What is (or could be) scheduled for 2009?

Denmark is preparing a review article identifying subjects of interest to advisers. Other countries should be encouraged to do the same.

Roles and responsibilities

The Com Team will encourage partner press offices to keep supplying their domestic professional media (see section 9 below) with information about ENDURE through the provision of photographs and examples of the work of other press offices (for example, the work of Aarhus University).

Contacts will receive electronic newsletters.

Case study leaflets will continue to be produced and partners encouraged to translate summaries into local languages.

Training material for IPM courses produced by SA1.1 will be included on the website.

9. The specialist media

With whom are we communicating?

The specialist (agricultural) media in each country and, as a consequence, advisory, extension services and end users, are the main target.

What needs have they expressed, and what do we offer them?

As demonstrated by the examples of the ENDURE international conference and the work of Aarhus University, the specialist press are interested in ENDURE. Their needs are clear, up-to-date information.

What actions and tools have been created to meet these needs?

ENDURE's public website is a point of contact for the press (though navigation needs improvement). Partners' websites play the same role in local languages (and some in English too).

How can we assess the impact of these actions?

Citations of ENDURE in press and other media articles.

Is there any contact data created by this activity that could be used for targeted dissemination?

Each partner press office has its own list of contacts.

How could the Com Team help to improve communication toward this public?

Clearer navigation on the public website will provide media contacts with information they need. In addition, electronic newsletters will be sent to each partner press office and they will be encouraged to forward the newsletter to all relevant contacts.

Press releases will be produced for specific events and sent to all partner press contacts.

What is (or could be) scheduled for 2009?

Improved public website (easier navigation and more regularly updated information) and dissemination of electronic newsletters are scheduled. **See section 11, Implications for the public website, for more details.**

Roles and responsibilities

Web editor and CIRAD will be responsible for improved website, working in collaboration with the Com Team. Dissemination will be the responsibility of the web editor, Com Team and partner press offices.

10. General media and the wider public

With whom are we communicating?

The general media and public are the main target.

What needs have they expressed, and what do we offer them?

All media require timely, interesting information. The wider public is likely to be seeking further information on IPM and pesticides as European policy develops.

What actions and tools have been created to answer these needs?

The public website is the medium with which communication with these groups is conducted.

How can we assess the impact of these actions?

Number of hits on website and reports by Google provide information.

Is there any contact data created by this activity that could be used for targeted dissemination?

Website users may sign up for electronic newsletter (new form for joining this circulation list needs to be created in order to have more information about subscribers). ENDURE partners will be encouraged to disseminate newsletters to their own general public and media contacts.

How could the Com Team help to improve communication toward this public?

A clear, balanced statement on the benefits and risks involved in pesticide use (this should come from ExCom and Coordinator). Explanation of the vocabulary used (glossary) (this is already underway). More effort on ensuring good referencing of the website and establishing links with sources of information used by the general public. Press releases will be produced for specific events and sent to all partner press contacts. In addition, electronic newsletters will be sent to each partner press office and they will be encouraged to forward the newsletter to all relevant contacts.

What is (or could be) scheduled for 2009?

Are scheduled:

- Completion of the glossary,
- Position statement on pesticide use,
- Simplified navigation on public website.

Roles and responsibilities

Web editor and CIRAD will be responsible for referencing of the website and improving navigation. Web editor is working on glossary. ExCom and Coordinator to be produce a position statement on pesticide use. Web editor and Com Team will establish better links with general public sources of information. Com Team and partner press offices to take responsibility for dissemination of material to contacts held on their own databases.

11. Implications for the public website and production of electronic newsletters

From the above, it can be seen that two key planks of the Communication Plan are improvements to the website and the production of electronic newsletters.

Improvements to the website should consist of both improved navigation, providing easy access to relevant information for key target publics, and improved content, i.e. information that is updated and refreshed on a regular basis or has a particular relevance for a key target public.

Better navigation will be the responsibility of the CIRAD multimedia team working in conjunction with the web editor and Com Team. The aim is to provide a home page that changes regularly thanks to updated news and at the same time provides quick and obvious access to the information each target public needs. This will be addressed from January 2009.

In terms of new content, this too can be considered in two parts. First there is 'news', which for the purposes of ENDURE can be the deliverables produced, updates on a particular activity, events, interviews and features on a partner or country etc. These will appear on both the website and in the electronic newsletter, simplifying the procedure and making efficient use of resources.

ENDURE management is currently examining those deliverables already approved to examine what can be disseminated (confidentiality is an issue) and these will be incorporated into an editorial schedule for 2009 and 2010, alongside the other elements mentioned (events, features, interviews etc). The web editor will draw up an editorial schedule (which should always be a little flexible) in collaboration with the Com Team and take the lead role in producing this information.

All those present at the Com Team meeting in La Grande Motte expressed strong interest in being part of the editorial team for newsletters and it is hoped the workload may be shared accordingly.

The second strand of new content is that information considered particularly relevant to a specific target public (this may be produced by an ENDURE activity or by the Com Team, as described above, or be from an external source). Here the procedure is, sometimes, different. Those working with

advisers know what advisers need to know and those working with policy makers know what policy makers need to know, so it is a case of these activities identifying relevant material and the web editor ensuring it is presented in a suitable format (editing where necessary) and placing it in the right areas of the site, adding photographs and creating links etc.

12. Role of Communication Team members

Partner	Contribution and responsibilities
CIRAD	SA3 Leader. Writing, editing, reviewing, conceiving communication tools (web editor Andrew Lewer). Com Team coordination, communication drafts and validations. Realisation of the tools (website, layout, printing, etc). Dissemination to non-European partners. Production of newsletters. Links with CIRAD communication teams and tools (C. Nouaille). Press contacts network (Florence Vigier).
AGROS	Press contacts network (D. Tschamper)
AU	Com Team and press contacts network (J. Hansen). Niels Holst (electronic newsletter). News in English from the case studies and other activities involving AU, useful links from Denmark. Dissemination in Denmark and AU activities. Contribution to ENDURE Newsletter and Case Studies leaflets.
JKI	Com Team (Wohlert Wohlers). JKI Website correspondent, contribution to ENDURE newsletter, useful links from Germany. Dissemination in Germany. Press contacts network (G. Nachtigall and S. Hahn).
CNR	Com Team (Elisa Scanzi). News from mobility, job opportunities and other activities involving CNR, useful links from Italy. Dissemination in Italy and CNR activities. Press contacts network (A. Romagnoli).
INRA	Com Team (P. Ricci). Scientific coordinator, studies about stakeholders, news from the coordination, ExCom and other activities involving INRA. Dissemination in France and INRA activities. Press contacts network (Celine Goupil).
IT	Com Team (B. Bard, V. Troillard). Links between internal and external websites, and other activities involving IT (IPUDC). Dissemination to ENDURE members. Production of Conference proceedings.
RRES	Com Team (currently Colin Denholm). News from the virtual laboratory and from the other activities involving RRES, useful links from UK, technical links with the other databases. Dissemination in UK and RRES activities. Press contacts network (Susannah Bolton).
SSSUP	Contribution to summer schools area of website (Paolo Barberi and Gionata Bocci). Press contacts network (Francesco Ceccarelli and Barbara Torelli).
SZIE	Case study leaflet guidelines, useful materials from the training programmes, news from activities involving SZIE, useful links about and for extension services and from Hungary. Dissemination in Hungary. Press contacts network (Henrietta Nagy).
WUR	Com Team and press contacts network (N. de Rijk). News in English from the case studies and other activities involving WUR, useful links from the Netherlands. Dissemination in the Netherlands of WUR activities related to ENDURE (case studies, ENDURE IC). Contribution to ENDURE newsletter (articles, editorial communications.)
All other partners	Contacts in each country for forwarding information about ENDURE.

13. Human resources and budget

(Assessment of the budget needed for the next 18-month period, JPA3, January2009-June 2010)

Human resources (+overheads)		
Coordination	2 person-month (Cirad)	6 missions
Web editor	18 person-month full-time-basis (Cirad)	15 missions + fees (material, software...)

Graphic and technical support	1 person-month	
Com Team Cirad	2 person-month	3 missions
AU	1 person-month	3 missions
JKI	2 person-month	3 missions
WUR	2 person-month	3 missions
IT	3.6 person-month	3 missions
ENDURE coordinator	1 person-week	3 missions
RRES	1 person-week	3 missions
CNR	1 person-week	3 missions
SZIE	1 person-week	3 missions
Consumables		
Proceedings of the Conference	English reviewing (120 pr.) Published on the web	3 000 €
15 A5 leaflets (200 ex)	120 € x 15	1 800 €
9 Newsletters (200 ex.)	120 € x 9	1 080 €
Dissemination costs	(brochure to each partner)	1 000 €

14. Agenda/Timetable

Month	Task
M25 (January 2009)	Finalisation of editorial plan and mailing list for electronic newsletters.
M25 (January 2009)	Design new home page for website version II.
M27 (March 2007)	Launch of new-look website?
M29 (May 2009)	Meeting of Communication Team: Feedback on new web site, review ongoing progress as per Communication Plan and review of editorial plan for electronic newsletters.
M34 (October 2009)	Meeting of Communication Team: review progress and updating of Communication Plan and editorial schedule.
M35 (November 2009)	Brand registration.
M36 (December 2009)	Publication of Conference proceedings.
M36 (December 2009)	General public actions report and first assessment.
M36 (December 2009)	Annual catalogue of ENDURE leaflets and newsletters.
M40 (April 2010)	Meeting of Communication Team: review achieved tasks and ongoing progress and update the Communication Plan.

15. Annex: ENDURE publications

15.1. Logo and trademark registration

ENDURE trademark and logo®, Number 007215742(EU), class 41,42, 05 September 2008, Ref: F1367MA00001/UE

15.2. Public website: <http://www.endure-network.eu/>

What is ENDURE?
About crop protection
International Conference 2008
Summer School 2009
Human resources
Press room, Library

▶ Contact
 ▶ Newsletter
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■ Diversifying crop protection

ENDURE, the European Network for the Durable Exploitation of Crop Protection Strategies, is a network of excellence (NoE) funded by the European Union under the Framework 6 programme.

The purpose of ENDURE is to achieve a durable restructuring of European research and development in order to improve understanding of the biology of crop-pest interactions, combining analytical and system-based approaches, and to encourage collaboration between biologists, agronomists, economists and sociologists in designing innovative approaches to crop protection. The knowledge generated is being transferred to all stakeholders: industry, policy makers, extension services, farmers and the general public.

A European network of expertise and knowledge is being developed, and progressively enhanced by teams from other Member States and countries outside Europe whose products are exported to Europe.

The network will establish itself as a world leader for the development and implementation of sustainable crop protection strategies. The creation of a European pest control competence centre will help it to become a central point of reference.

The ENDURE network is not a decision-making body. However, given the societal and regulatory background of increasing restrictions on pesticide use, it is providing tools and knowledge to stakeholders who make decisions about the optimisation and reduction of pesticide use.

... Latest News

- ▶ MEPs and Council compromise on pesticides
- ▶ Report: Paris policy seminar
- ▶ Shedding light on pomefruit research
- ▶ A worldwide problem: whiteflies

▶ All the news

External events

- ▶ 9th CIMA Conference
- ▶ 1st International Congress on Biological Invasions

15.3. General publications about ENDURE

All the following publications can be accessed from the public website library: http://www.endure-network.eu/press_room_library/endure_s_publications:

- ENDURE 2007 brochure
- ENDURE 2007 brochure (French)
- ENDURE 2008 brochure
- ENDURE poster
- ENDURE PPT presentation
- ENDURE 2008 brochure [pdf - 1.60 MB]
- ENDURE 2007 brochure [pdf - 434.70 kB]
- ENDURE 2007 brochure (French) [pdf - 1.06 MB]
- ENDURE Posters: ENDURE in general, ENDURE IC, ENDURE Virtual Laboratory, ENDURE-ALPS,...
- ENDURE Presentation

Case study leaflets currently available:

Potato Case Study Guide Number 1
Potato Case Study Guide Number 1 (with French summary)
Potato Case Study Guide Number 2
Potato Case Study Guide Number 2 (with French summary)
Potato Case Study Guide Number 3
Potato Case Study Guide Number 3 (with French summary)
Potato Case Study Guide Number 4
Potato Case Study Guide Number 4 (with French summary)
Integrated Weed Management Case Study Guide 1
Wheat Case Study Guide Number 1

Currently in production:

Wheat Case Study Guide Number 2
Tomato Case Study Guide Number 1

Also in production:

Societal assessment of current and novel low input crop protection strategies

15.4. International Conference: ENDURE 2008

International Conference – “Diversifying crop Protection”. 12-15 October 2008, La Grande-Motte, France. Programme and abstracts (oral presentations and posters). 122 p. Web pages: http://www.endure-network.eu/international_conference_2008/abstracts_online

Conference Newsletter

To catch up with more news from the conference, ENDURE produced three daily newsletters, which are available online:

Monday October 13 [msword - 1.43 MB]
Tuesday October 14 [msword - 314.50 kB]
Wednesday October 15 [msword - 660.50 kB]

Also in production:

International Conference – “Diversifying crop Protection”. 12-15 October 2008, La Grande-Motte, France. Proceedings (oral presentations) and posters abstracts.

15.5. Publications of the Com team

These publications are reserved for ENDURE members.

Endure Deliverable DS3.2: Public web site and electronic letters and forums on specific topics (internal).

A. Boyer, A. Lewer, C. Nouaille (Cirad), 2008. Guide to multi-disciplinary scientific journals.

A. Lewer (Cirad), J. Hansen (Aarhus University), 2008. Making the News – Successful communication for agricultural scientists (leaflet, 4 p. and poster).

16. Annex: Communication tools

All communication tools are available on ENDURE internal platform

16.1. Logo and picto

Logo



The font used for the word endure is clear and the letters are close together to reflect the network concept.

The "flower" makes the logo more dynamic as it fans out, while the overlapping petals represent the synergies within the network.

Colours:

- red does mean danger, but also optimism;
- orange does not have any strong connotations, but it is stimulating, and the mix of red and yellow links it with the idea of exchanges;
- green, the colour for plants, also symbolizes hope and wellbeing.

Associated pictogrames:



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16.2. ENDURE Colors

Colors 



C0 - M100 - Y79 - B20
R192 - G2 - B43
Pantone 187 C
#C0022B



C0 - M59 - Y96 - B0
R238 - G130 - B15
Pantone 165 C
#EE820F



C57 - M0 - Y100 - B0
R131 - G184 - B25
Pantone 368 C
#83B817

Greys 



16.3. Publications fonts

Posters titles and text: Avenir

Brochures and leaflets:

Titles: Avenir, text: Garamond

Word and ppt documents: Arial

Conference document: Maiandra

Website: Arial, Verdana

Newsletter

Titles: Impact, text:Arial

16.4. Templates and guidelines

Case Studies leaflets template and Guidelines

Customisable poster

PowerPoint Mask for presentations

Business paper template

Report templates