



# ENDURE

European Network for Durable Exploitation of crop protection strategies

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## ***Deliverable DS3.7***

### **General public actions report and first assessment**

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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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## Summary (or conclusion)

The first year of ENDURE (2007) was devoted to building and developing ENDURE's strategy and activities; internal communication was then a priority. The first priority for external communication was focused on the identity and objectives of the network (logo, graphic identity, brochure, first version of the public website). Once results and activities became more visible it became possible to assemble a Communication Team (Com Team) composed of communication leaders of the main organisations involved in the network. The first Com Team meeting was held in November 2007. At that meeting, two important decisions were taken: 1) to hire an English-writing web editor to speed up the production of the public website contents aimed towards the different target publics; 2) to better use the communication networks and tools of member organisations to support communication about ENDURE, and to share and disseminate information. The web editor arrived at CIRAD in April 2008. During that year, much content has been created and many communication actions have been instigated. The impact of these actions is reflected by the success of the website with regard to the number of hits, time spent looking at the website, etc. According to an analysis of permanent links to ENDURE's public website, the groups interested in ENDURE are primarily scientists, but also represented are extension services and specialised journals, policy makers, as well as universities, businesses, the press and consumer information organisations. This reflects the fact that all target groups are quite well-balanced. But ENDURE is only two years old, and we have not covered all potential publics.

## **1. External communication and target publics (see communication plan – DS3.4)**

ENDURE's dissemination actions are not targeted specifically at the general public. With regard to the title of this report, 'General Public Actions Report', we have sought to assess 'General actions with regard to specific target publics', as the Communication Plan and the new public website are organised to meet these aims.

### **1.1. The communication plan**

Our objectives toward each public are written in the ENDURE communication plan. These publics are: policy makers; scientists; advisers and extension services; students; partners outside Europe; journalists; general public.

### **1.2. How to reach national publics**

It is necessary to bear end-users in mind and these may well not read English (ie farmers, advisers and national media organizations). ENDURE member organisations and their own contacts play a major role in focusing communication in their own national idiom towards these targets.

### **1.3. Links with other ENDURE activities**

The different actions provided by the 'Plan for Using and Disseminating the Knowledge' produced by ENDURE in the 12M and 24M general reports have been used for this report. The list of scientific articles has been provided by the IPUDC. We have also used information from the platform and from ENDURE's public website.

### **1.4. The Communication Team**

The Communication Team is in charge of the communication plan. Its members play an active role in coordination between the different organisations and provide communication tools to ENDURE members. But not all the member organisations are represented. The different activity reports of SA3 (including 30M interim report) and the minutes of Com Team meetings provide information for assessment and future actions.

### **1.5. The web editor**

The web editor has been in charge of the public website since the 1st April 2008. He supports ENDURE members in the production of communication tools and coordinates the Communication Team.

### **1.6. Assessment methodology**

Statistics about the public website (Google Analytics, Yahoo tools) provide a good external view of how ENDURE is perceived from outside the network.

## 2. Actions toward target publics

### 2.1. Policy makers

Some ENDURE members are strongly involved, as advisers, in national and European policies about crop protection.

- 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).
- A room for policy makers is open on the website with targeted information selected by SA4.5 (Scientific support to policies).
- **Social science leaflets.** The web editor is supporting SA4.5 in editing results from ENDURE research activities pertinent to the needs of policy makers.

### 2.2. Scientists

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. According to this agenda, ENDURE scientists attended 14 of these events in 2007, 17 in 2008. A broader calendar of events is available on the public website.
- ENDURE's work is presented at external events (ongoing process). 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.
- An international conference was organised, ENDURE 2008: Diversifying Crop Protection, 12-15 October 2008 (250 participants) at La Grande Motte (France). ENDURE scientists contributed to 24 of the oral presentations and to 11 posters of this event (see ENDURE publications, 5.4). See also Deliverable DS3.6 "Publication of Conference Proceedings"

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.
- The proceedings of the international conference are presently published online.
- ENDURE research is being published in scientific journals. ENDURE members activities produced 5 publications in 2007, 16 in 2008 and 8 in 2009 (total: 29 at July 28 2009, see ENDURE publications, 5.5).

Mobility, job opportunities:

- A specific programme is devoted to mobility (IA3) and job opportunities. Until 2009 the mobility programme was internal and aimed at benefiting member organisations and ICPC partners (International Cooperation Partner Countries)
- Until now, four new jobs have been advertised online for ENDURE.

#### Supporting activities

- Every 2 months, an electronic newsletter is sent to almost 1000 subscribers interested in crop protection issues, with a particular focus on ENDURE research activities.
- Since May 2009, the possibility has been created for external scientists to access other ENDURE tools through the public website when these become available (such as the Virtual Lab, Two track System etc.).

### 2.3. Focus on Scientists from non-European countries

- Meetings to foster the participation of non-European countries (ICPC) have been organised: one took place during the international conference, and the last one in Argentina, with Mercosur countries. ENDURE was also presented at the Chinese Weed Science conference.
- Mobility and job opportunities: in 2009, grants were open for two scientists from International Cooperation Partner Countries (ICPC) to spend a period of up to three months working at one of the ENDURE research or university participant institutions.
- A summer school was organised in September 2007 with some students from non European countries (Africa, China, Middle East). The 2009 summer school hosted 6 participants (out of a total of 17) from non-European countries.
- 78 authors (among 385) at ENDURE's international conference were non-European: 22 were from Africa, 56 from Asia and the Middle-East. The Conference welcomed 12 ICPC participants.
- 25 subscribers to the electronic newsletter are non-European contacts from ENDURE members.
- Representatives of major international agencies and networks (FAO, CGIAR, CABI, EPPO, IOBC, Agrifeeds, IPMnet -international, 7000 subscribers-, etc.) are in contact with the network (and the web editor).
- Since May 2009, through the public website, ICPC scientists can gain access to other ENDURE tools as these become available (such as Virtual Lab etc.) and are also provided with targeted information.
- Some specific programmes, such as the banana and grapevine case studies, associate ICPC partners in their research activities.
- A leaflet is currently being published by IA1.3 in collaboration with the web editor (see Deliverable D1.12).

### 2.4. Higher education

- PhD programmes focussed on crop protection and additional sources serve as baseline information to build up a European network of PhD students. A list of PhD IPM programmes in Europe is available.
- A website for the first summer school ('Biodiversity supporting crop protection') was created by the group concerned. Information was disseminated to a list of universities and contacts.
- A PhD-Network was implemented and a dedicated forum was created on the ENDURE workspace.

- The second summer school ('Modelling approaches to support integrated pest management') was held in June 2009; the summer school website is a part of the public website.
- A website for modelling has been created for students.

## 2.5. Farmers' advisory services and specialised media

Several approaches apply to this target public. The year 2007 was an exploratory period, with the conception of tools and activities really beginning in 2008. These activities are rapidly growing.

Training:

- Training sessions have been organised in 2008, using and testing ENDURE tools: Hungary (participatory training for advisers, farmers and teachers in secondary agricultural school on ENDURE Information Centre; participatory training for students and farmers in field where ENDURE aims and activities were also presented); Germany (advisers); UK (farmers and agronomists); Spain (advisers); France (5th Intl Potato Day) and Denmark (testing of IPM participatory learning tools).

Case study leaflets:

- Nine case study leaflets have been already produced (potato, tomato, weed management wheat); 14 more are scheduled for 2009. The production process for the case study leaflets was a training exercise for the researchers too, with the prototype being tested by advisers, leading to recommendations back to the researchers.

ENDURE Information Centre (ENDURE IC):

- The ENDURE Information Centre will be a source for much of the information important to extension services (and also of interest to policy makers). In 2008, the network begun to populate ENDURE IC with data validated by the network and organised testing sessions with users in order to adapt the architecture of the tool. Currently there are 100 reports, mainly on potato, and 158 items of information about projects. In the coming months, documents will be made available about crop protection in wheat, pomefruit and potato. Later in 2009, maize, tomato, field vegetables and grapes will be added. ENDURE IC will not offer a complete database of all integrated measures, but offers a European quality selection (European Best Practices) with information validated by experts.

Events:

- The identification of the needs of advisers and their suggestions are very important for the development of ENDURE IC. Therefore a first prototype has been tested by advisers during national and international tests and feedback sessions. This feedback has helped to make choices about the performance of ENDURE IC. In addition to the workshop dedicated to advisers, the ENDURE IC has been presented to the wider public on the Rothamsted stand at Cereals 2009.

Networking:

- As a result, ENDURE partners are stimulating the establishment of the ENDURE Network of Advisers. On June 11 2009, a workshop was organised with advisers during Cereals 2009 in the UK. During this workshop, advisers from different countries discussed what they want to learn from each other and how ENDURE IC

can support these needs. A call has now gone out (through the website and national contacts) for interested parties to join this network.

## 2.6. General media and the wider public

- Several press releases and media briefings have been disseminated in some countries: France, Italy, Netherlands in 2007 (kick-off meeting, What is ENDURE), European Parliament, France (foresight study), France, Switzerland, Germany, UK, Italy, Spain (International Conference, 2008), Denmark, France, Netherlands (scientific results and stories, 2008), public website (PhD and mobility programmes, position statement on pesticide use, training, scientific results and stories). Since January 2009 more in-depth monitoring of references to ENDURE in the media has been conducted in an attempt to better track the dissemination of its activities (see External Publications about ENDURE, 6)\*.

\* It is worth noting that users of the Agrifeeds summary of worldwide agricultural news can now access **18 pages** of links to ENDURE news.

- Since April 2008, the public website has been the medium with which communication with these groups is conducted.
- Since May 2009, through the public website, journalists and the general public can access specific pages such as a glossary, ENDURE position statement on pesticide use, and a simplified navigation.

## 3. ENDURE public website

### 3.1. Brief history

The ENDURE public website was launched in April 2007 and is the 'shop window' for the network. The URL of the website is [www.endure-network.eu](http://www.endure-network.eu). (and can be easily reached through Google since it appears on first citation)

The goal of this website was to offer different users the information they need and to be completed with the network production as soon as this became available. The web site language is English.

The first version was launched with the information available at the time, mainly about the network, its members and their activities. However, the first priority was given to communication between members and building of the different activities.

Specifications for the second version, organised by target publics, were given in the deliverable DS3.2 (Public website and electronic letters and forum on specific topics, December 2007). The main work was editorial: sourcing among the documents shared by the network's members those of interest for the different publics, writing specific pages and flyers for them, helping activity leaders to write specific dissemination sheets etc. In order to achieve this purpose, it became clear that a full-time native English-speaking editor was necessary.

The Com Team set up during the first year defined the profile of the future web editor. CIRAD should produce the website and host the web editor. A call was launched and a specific jury interviewed the 5 best candidates. The selected web editor (Andrew Lewer) began work on 1st April 2008.



The first step was to enhance the contents and to write web stories about ENDURE's activities and results. The launching of a newsletter was also scheduled.

The second step consisted in re-organising the website structure and navigation to answer the following needs:

- access by targeted public;
- a proactive role of the communication team toward publishing, writing, asking and rewriting, with the web editor.

From this work, the navigation and entry points for the various target publics have been reconsidered.

### 3.2. Evolution of contents

Improvement of the public website (Task TS3a of the JPA and see DS3.2, MS3.10, MS3.11): following a period for the design of a mock-up, consultation with all activity leaders and final improvements, the new version of the public website (more clearly aimed at target publics) was launched on schedule at M29. Some of the new pages for the website include ENDURE contacts for key target publics (policy makers, advisers and extension services, partners outside Europe).

### 3.3. Evolution of number of pages

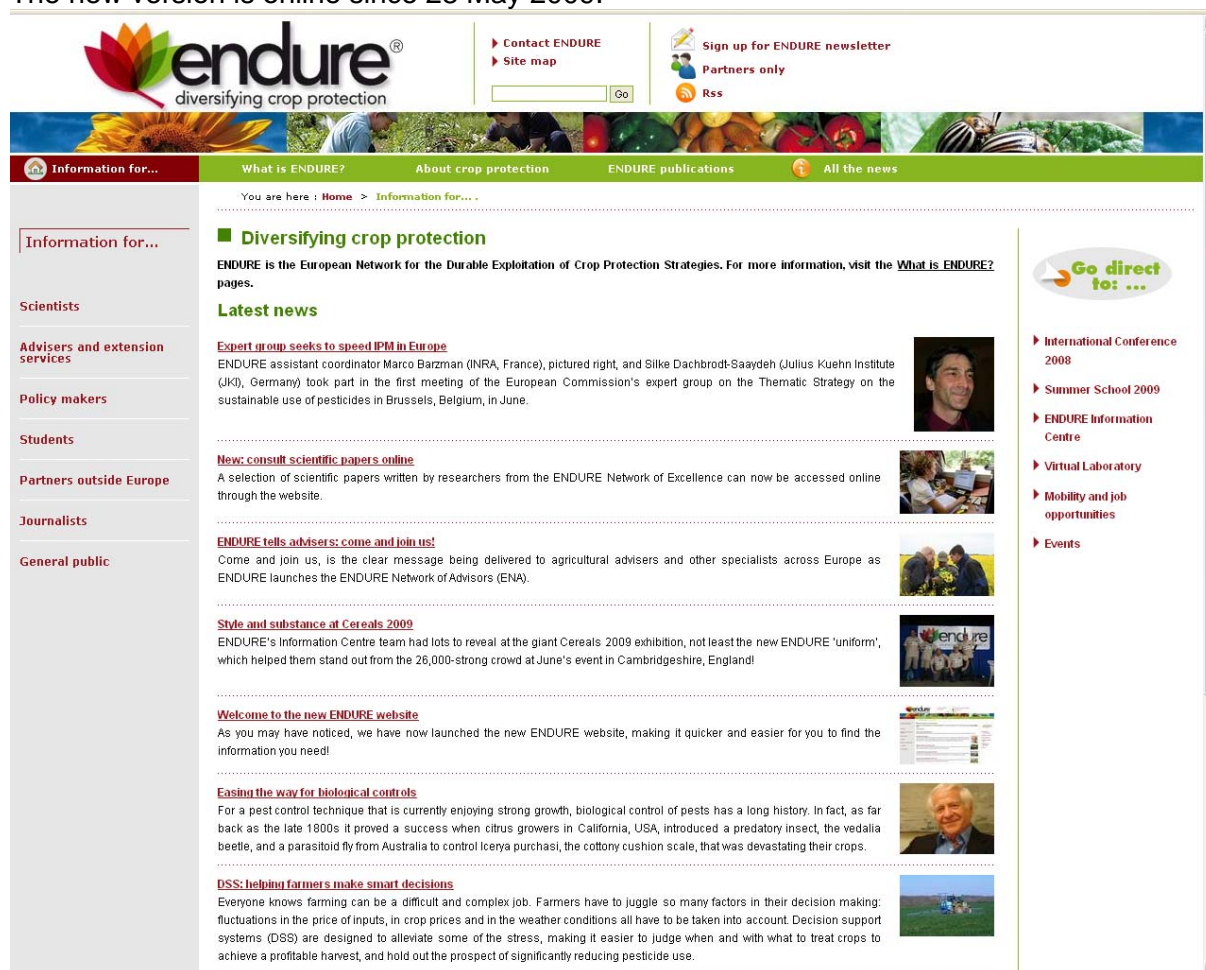
	April-Dec 2007 :	Jan-Dec 2008	Jan-June 2009
pages (html)	60 pages (general information + 5 news + 10 events)	122 pages (+ International Conference 2008, + 27 news + 15 events)	255 pages (new website) (pages/public, summer school, events + 39 news + 20 events)
Documents (files)	Brochure 2007 in English and in French, endure presentation in ppt)	Brochure ENDURE 2008, 8 leaflets (case studies, communication)	International Conference: 127 summaries, 43 full-text presentations online. 2 ccs leaflets(case study, social sciences)
Newsletters		4 daily newsletters (international conference, European Union policy seminar)	3 bi-monthly electronic newsletters
Images	12 images	-	236 images

### 3.4. Launching of the newsletter

Electronic newsletters (MS3.8, part of DS3.10): email newsletters are being published every two months (newsletters published at M25, M27 and M29). Each contains features on a crop, a technology or tactic and updates on research. Mailing list, now 1004, is still increasing and is highly international. Feedback has been positive and boosted website traffic.

### 3.5. New website

The new version is online since 28 May 2009.



## 4. Assessment

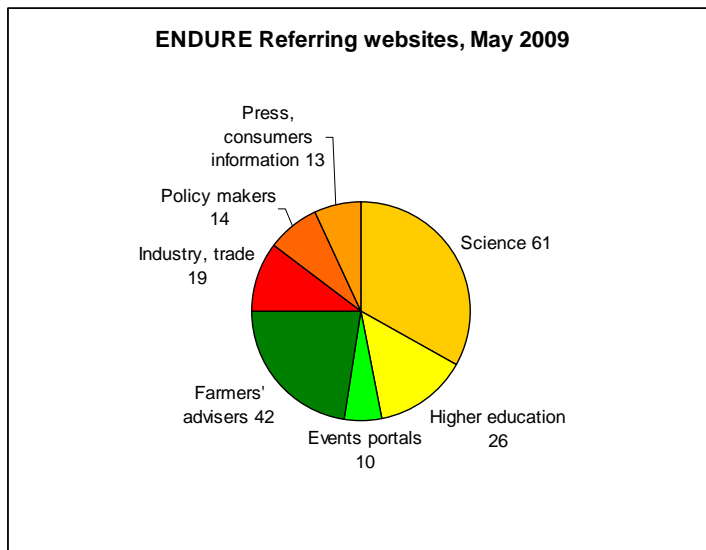
### 4.1. How is www.endure-network.eu performing?

A survey using Google Analytics enables us to track website performance, in terms of:

Indicators (number of: documents, records, database, visitors, tools, publications, etc.)	Evaluation at M18 (01/01/08-01/07/08)	Evaluation at M30 (01/01/09-01/07/09)
Number of visits to public website	9,239	11,350
Number of pages viewed	37,894	42,409
Number of publications in online library	2	23
Number of subscribers to electronic newsletter	0	853
Number of referring (identified) websites	-	185

For comparison: EDEN project (FP6, similar funding, no web editor) 3,308 visits to website and 11,099 page views (01/01/09-09/06/09).

## 4.2. Who is interested in ENDURE?



Among 524 URLs having permanent links to the website in May 2009, (Google and Yahoo! Tools), 185 referring websites were identified. These permanent links can be Rss links, or links from articles about ENDURE's activities area. Some of the websites have several pages linked to the website. The URLs we excluded are Google, Yahoo, other browsers, mail boxes and (very few) non identified IPs.

From Google Analytics data, these links contribute 20-25 % of the visitors.

We can identify, from the number

of visitors/website, a "first circle" of linked members or partners (from 30 to 750 visits), a second circle of organisations related to crop protection or environmental issues (from 10 to 29 visits), and a circle of potential partners (from 1 to 9 visits).

A survey has been made by target public, by country, by topic. The main features of these sources are given below.

**Scientific websites:** 61 different websites identified; among them, ENDURE members account for 41 different links (several pages or subsites, mainly from INRA-CIRAD, AU, WUR, JKI/BBA). No link is available from the Agroscope website. Research organisations, scientific societies, scientific information centres account for 61 links.

**Higher education:** 26 websites covering 17 countries, including non Endure European countries and non EC.

**Conferences, events portals** (after the Conference): 10 links (from 25 contacted to announce the Conference).

**Extension services and specialised journals:** 42 different websites; among them, national services or journals cover 11 countries; the two ENDURE members from this activity and some of their partners are among them; some are sectorial (potato, banana, horticulture, cereals...); 8 are international organisations; 11 are major organisations working for non-European countries (South): FAO, CGIAR, etc. One is very active: Agrifeeds (agriculture and development, international) (see previous table).

**Industry and traders:** 19 different websites; 9 of them are international companies.

**Policy makers:** 14 different websites; 6 European specialised groups refer to ENDURE. The topics covered concern policies in: plant protection, organic agriculture, environment, sustainable development and chemicals. The national policy makers from ENDURE's partner countries are not specifically represented.

**Press offices, press agencies, consumers information services:** different websites. News pages from ENDURE organisations (WUR, AU, JKI) towards the general public, major

press agencies such as IDW (Germany) and Reuters (international), information portals such as Médiaterre (France) are good media aimed at the general public.

**As a conclusion**, we can say that all the identified websites with a permanent link to [www.endure-network.eu](http://www.endure-network.eu) belong to ENDURE target publics. The list is highly diversified but far from being exhaustive. This gives us further avenues worth exploring.

Another conclusion is that even if dissemination actions must be adapted to each target group, the website analyses give a good assessment of ENDURE's notoriety. The review from the EC reviewers stated that more needs to be done with regard to reaching certain target groups. This may be true in number and should be improved by country, but the balance between all our targets seems to be good. A comparison using the same survey methods in 2010 should be very useful.

### 4.3. ENDURE in the media

Since January 2009 more in-depth monitoring of references to ENDURE in the wider media has been conducted in an attempt to better track the dissemination of its activities. A list of External Publications about ENDURE is given in 6.

## 5. ENDURE publications

### 5.1. Brand creation and registration



Brand registration in the European Community (MS3.9) and brand registration in China and the USA (MS3.13) have been completed.

### 5.2. Brochures, posters about ENDURE

5 posters about ENDURE have been produced for the International Conference (ENDURE, ENDURE IC, Virtual laboratory, ENDURE-Asps, "Making the news")

General publications about ENDURE online:

- ENDURE 2007 brochure
- ENDURE 2007 brochure (French)
- ENDURE 2008 brochure
- ENDURE poster
- ENDURE PPT presentation

### 5.3. ENDURE2008 Conference proceedings (see also DS3.6)

Conference proceedings online (DS3.6): at 01/07/09, the 3 introductions to the conference plus 65 abstracts and 54 full texts of the 65 oral presentations, and all the abstracts of 61 posters can be consulted online.

### 5.4. Contributions of ENDURE scientists to ENDURE2008 - International Conference, La grande Motte, 13-15 October 2008

#### *Oral presentations*

- O.09 - Policy planning and implementation in crop protection; lessons learned in Denmark and The Netherlands, Buurma, J.S., Lamine, C.
- O.12 - Intensification of winter wheat production: a path-dependency analysis , Lamine, C., Ricci, P., Meynard, J.M., Barzman, M., Bui, S., Méssean, A.
- O.16 - An agroecological approach to alleviate the impact of nematodes in banana cropping systems, Risède, J.M., Bouamer, S., Dorel, M., Chabrier, Ch., Razes, M., Lakhia, K., Cote, F.X.
- O.17 - Potato case study, Schepers, H.
- O.18 - Control of wheat diseases – optimizing control strategies, Jørgensen LN, Jahn, M. Clark B. Antichi, D. Góral, T. Schepers, H, Lucas, P. Rolland, B. Gouache, D. Hornok, L.
- O.24 - Decision support systems for weed control in Europe, Rydahl, P., Berti, A., Munier-Jolain, N.
- O.25 - Identification of 'best parts' of existing decision support systems for unification: late blight in potato, Kapsa, J.
- O.28 - Integrated weed management – strategies developed for silage maize, Melander, B., Munier-Jolain, N., Barberi, P., van der Weide, R., Verschwele, A., Sattin, M.
- O.30 - Consequences of integrated weed management on labour organisation at the farm level , Munier-Jolain, N.M., Faloya, V., Pardo, G., Riravololona, M.
- O.33 - Insights of INRA's integrated pest management/integrated crop management network, Deytieux, V., Cellier, V., Faloya, V., Aubertot, J.N.
- O.35 - State of the art of control strategies for codling moth, apple scab and brown spot in Europe, Casado, D., Avilla, J., Patocchi, A., Samietz, J., Paaske, K., Lavigne, C., Sauphanor, B., Heijne, & B.
- O.37 - Physical control of weeds, pests and diseases, van der Weide, R.
- O.38 - Evaluation of tools to manage whiteflies in European tomato crops, Arnó, J., Gabarra, R., Estopà, M., Gorman, K., Peterschmitt, M., Bonato, O., Vosman, B., Hommes, M., Albajes, R.
- O.40 - Use reduction of agrochemicals by canopy density spraying of fungicides, van de Zande, J.C., Achten, V.T.J.M., Schepers, H.T.A.M., van der Lans, A., Michielsen, J.M.G.P.
- O.49 - WHEATPEST, a simulation model of yield losses caused by multiple injuries for wheat in Europe, Willocquet, L., Aubertot, J.N., Lebard, S., Robert, C., Lannou, C., Mille, B., Czembor, J., Savary, S.
- O.51 - Multicriteria comparison of risk assessment and life cycle assessment ecotoxicity methods, Kägi, T.
- O.52 - A multiple criteria tool for on farm ex ante evaluation of the sustainability of innovative cropping systems with low pesticide use in viticulture. Delmotte S., Ripoche A., Gary C., 2008.
- O.53 - Life cycle assessment of wheat and apple production systems within the ENDURE project, Hayer, F., Kägi, T., Casado, D., Czembor, E., Delval, P., Gaillard, G., Jensen, J.E., Otto, S., Strassemeyer, J.
- O.54 - The GIS-based tool SYNOPSIS is used to analyse regional environmental risk in fruit growing regions, Strassemeyer, J., Gutsche, V., Golla, B.
- O.55 - Crop protection in changing agro-food systems – a sociological approach. Lamine, C., Paratte, R., Buurma, J., Burnett, M.L.
- O.56 - Rising concerns over the impact of pesticides: an analysis of the public controversies about pesticides, Haynes, I., Buurma, J., Paratte, J., Lamine, C.
- O.58 - A categorization of the social sciences approaches on crop protection issues, Lamine, C., Mack, G., Noe, E.

O.60 - A mathematical approach towards durable deployment of host resistance, Sapoukhina, N., Kessel, G., Pinnschmidt, H.O., Durel, Ch.-E.

O.66 - Cladosporium cladosporioides H39: a new antagonist for biological control of apple scab, Köhl, J., Molhoek, W.M.L., Groenenboom-de Haas, B.H., Goossen-van de Geijn, H.M., Eiben, U.

### • **Posters**

P.06 - Effect of resistance sources on the infection process and epidemics of Puccinia striiformis on wheat, Paillard, S., Leconte, M., Enjalbert, J., Dedryver, F., Rolland, B., Frederiksen, E., Nielsen, M., Czembor, P.C., Hovmøller, M.S., de

P.18 - Evaluation of the selection pressures exerted by resistant Solanaceous crops on root-knot nematodes, Castagnone-Sereno, P., Djian-Caporalino, C., Palloix, A., Molinari, S.

P.20 - Selection pressures exerted by different combinations of grapevine resistance QTLs on P. viticola, Wiedemann-Merdinoglu, S., Merdinoglu, D., Delmotte, F., Calonnec, A., Kiss, E.

P.21 - Durable management of plant genetic resistance, ENDURE consortium

P.23 - Searching for wide spectrum resistance to begomovirus disease in tomato in Réunion Island, Dintinger, J.

P.47 - Implementation of integrated weed control in maize in the Netherlands: research and policies  
van der Weide, R.Y.

P.50 - Future crop protection systems using innovative diagnostic tools and precision spraying technologies, Zijlstra, C.

P.51 - Creating interaction between research and policy making, Dachbrodt-Saaydeh, S.

P.52 - Results of a survey on decision support systems for pest control in EU-countries, S., Kapsa, J.

P.55 - Simulation model for yield losses wheatpest tested in Poland, Czembor, J.H., Czembor, E., Domeradzka, O., Aubertot, J.N.

P.59 - Classification of crop protection strategies based on pesticide use intensity and innovation Hernández-Rivera, J., Mack, G., Mann, S.

## 5.5. List of ENDURE scientists' External Publications

### 2007

Durel C.-E., Laurens F., Caffier V., Le Cam B., Sapoukhina N., 2007. Researches to improve pomefruit resistance to apple scab. Carrefours des Innovations Agronomiques (1), 47-61.

Gardarin A., Dürr C., Colbach N., June 2007. Analysis of the relationships between emergence processes and life history traits of weed species of North-Western Europe, 14th EWRS Symposium, Hammar, Norway.

Heijne B., 2007. Endure: Best Practices in Europa. Fruitteelt 97(48),12-13.

Jørgensen, L.N., Noe, E., Nielsen, G.C., Jensen, J.E., Ørum, J.E., Pinnschmidt, H. 2008, Problems with disseminating information on disease control in cereals to farmers. European Journal of Plant Pathology. 121: 303-312.

Willocquet, L., Aubertot, J.N., Lebard, S., Robert, C., Lannou, C., Mille B., Czembor, J., Savary, S., June 2007. WHEATPEST, a production situation – based simulation model of yield losses caused by multiple injuries for wheat in Europe, Field Crops Research.

### 2008

Casado, D.; Avilla, J.; Patocchi, A.; Samietz, J.; Paaske, K.; Lavigne, C.; Sauphanor, B.; Parisi, L.; Heijne, B. 2008. State of the art of control strategies of codling moth, apple scab and brown spot in Europe. Poster. IOBC Conference on Integrated Fruit Growing, 28-30 October 2008, Avignon, France.

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## 5.6. Leaflets

### **ENDURE Case Study Guides (From Science to Field)**

- Integrated Weed Management Case Study Guide  
Integrated Weed Management Case Study Guide 1  
Integrated Weed Management Case Study Guide 1 (French)
- Potato Case Study Guides (in English)  
Potato Case Study Guide Number 1  
Potato Case Study Guide Number 2  
Potato Case Study Guide Number 3  
Potato Case Study Guide Number 4
- Tomato Case Study Guide (in English)  
Tomato Case Study Guide Number 1
- Wheat Case Study Guide (in English)  
Wheat Case Study Guide Number 1  
Wheat Case Study Guide Number 2

### **Social Science Insights on Crop Protection**

Social Science Insights Number 1 - Transition

### **Successful communication for agricultural scientists**

Making The News [pdf - 754.30 kB]

## 5.7. Newsletters

All published newsletters are online:

ENDURE News, Issue 1, January 2009

ENDURE News, Issue 2, March 2009

ENDURE News, Issue 3, May 2009

Conference News, Monday October 13

Conference News, Tuesday October 14

Conference News, Wednesday October 15

European Union policy seminar newsletter (Paris, November 2008).



## 6. List of external publications about ENDURE

Date	Type of publication	Type of audience	Title	Localization (countries addressed)	Size of audience	Partner responsible / involved
20/01/09	Web story	Wine industry	Vineyard view: Why does IPM lag... ( <a href="http://www.winesandvines.com/template.cfm?section=columns_article&amp;content=61270&amp;columns_id=41&amp;ctitle=Why%20Does%20IPM%20Lag%20In%20Europe%20and%20the%20U.S.%3F">http://www.winesandvines.com/template.cfm?section=columns_article&amp;content=61270&amp;columns_id=41&amp;ctitle=Why%20Does%20IPM%20Lag%20In%20Europe%20and%20the%20U.S.%3F</a> ); report by guest speaker Cliff Ohmart from the ENDURE International Conference	USA		CIRAD/INRA
25/01/01	Web story	Scientific	2 <sup>nd</sup> ENDURE Summer School, on the International Society for Pest Information website	USA/Worldwide		CIRAD/SSS UP
31/01/09	Web story	General public/Media	Agrifeeds summary of ENDURE news ( <a href="http://www.agrifeeds.org/en/leech/feed/11822">http://www.agrifeeds.org/en/leech/feed/11822</a> )	Worldwide		CIRAD
01/02/09	Web story	General public/research/industry/policy makers	COLEACP news on newsletter launch ( <a href="http://www.coleacp.org/en/news/12723-newsletter-pip-n%C2%B052-february-2009">http://www.coleacp.org/en/news/12723-newsletter-pip-n%C2%B052-february-2009</a> )	Worldwide		CIRAD
20/03/09	Newspaper story	Agricultural sector	Effektivt Landbrug: Svamp I korn kan reducers uden kemi (Fungus in cereal crops can be reduced without using chemicals)	Denmark		AU
30/03/09	Web story	General public	Agrifeeds link: IPM for vegetables ( <a href="http://www.agrifeeds.org/en/node/22561">http://www.agrifeeds.org/en/node/22561</a> )	Worldwide		CIRAD
01/04/09	Web story	General public	Web story: From DNA to spray ( <a href="http://www.pri.wur.nl/UK/research/research+themes/cropprotection/endure/">http://www.pri.wur.nl/UK/research/research+themes/cropprotection/endure/</a> )	Netherlands/ Worldwide	33 page views	WUR/CIRAD
03/04/09	Web story	General public	Agrifeeds link: Action needed to speed IPM development ( <a href="http://www.agrifeeds.org/en/node/20052">http://www.agrifeeds.org/en/node/20052</a> )	Worldwide		CIRAD
08/04/09	Web story	General public	Task: Find the best IT-systems for plant protection ( <a href="http://www.agrsci.org/ny_navigation/nyheder/task_find_the_best_it_systems_for_plant_prot">http://www.agrsci.org/ny_navigation/nyheder/task_find_the_best_it_systems_for_plant_prot</a> )	Denmark/Worldwide	2,475 (Newsletter) and average of 2,000 per	AU

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			action)		day (website)	
16/04/09	Presentation (pdf)	Scientists/policy makers	Durable pest control strategies (presentation by Paolo Barberi to Modena conference on Europa website ( <a href="http://ec.europa.eu/research/agriculture/pdf/conference_modena/endure_network_of_excellence.pdf">http://ec.europa.eu/research/agriculture/pdf/conference_modena/endure_network_of_excellence.pdf</a> )	Europe		SSSUP
20/04/09	Newspaper and web story	Agricultural sector	Landbrugsavisen: 'Denmark has a low level of pesticide use' ( <a href="http://www.landbrugsavisen.dk/Landbrugsavisen/2009/4/10/Danmark%20har%20et%20lavt%20pesticidforbrug.htm">http://www.landbrugsavisen.dk/Landbrugsavisen/2009/4/10/Danmark%20har%20et%20lavt%20pesticidforbrug.htm</a> )	Denmark		AU
04/05/09	Web story	Research	Natura Networking for Development story on ICPC grants ( <a href="http://www.natura-net.eu/news/?act=show&amp;novinka_id=143">http://www.natura-net.eu/news/?act=show&amp;novinka_id=143</a> )	Worldwide		AU
12/05/09	Web story	General public	Web story: Denmark has a low use of pesticides ( <a href="http://www.agrsci.org">www.agrsci.org</a> )	Denmark/Worldwide	2,475 (Newsletter) and average of 2,000 per day (website)	AU
15/05/09	Web story	Research	UK Collaborative on Development Sciences story on grants for ICPC scientists ( <a href="http://www.ukcds.org.uk/project_detail.php?project_id=42">http://www.ukcds.org.uk/project_detail.php?project_id=42</a> )	UK/Worldwide		CIRAD/SSSUP
20/05/09	Web story	Agricultural community	Web story: Denmark has a low use of pesticides on farming.co.uk ( <a href="http://www.farminguk.com/news/Denmark-has-a-low-usage-of-pesticides16304.asp">http://www.farminguk.com/news/Denmark-has-a-low-usage-of-pesticides16304.asp</a> 200509 AU)	UK/Worldwide		AU
29/05/09	Web story	General public	New ENDURE website ( <a href="http://www.cirad.fr/fr/actualite/communique.php?id=1133">http://www.cirad.fr/fr/actualite/communique.php?id=1133</a> )	France/Worldwide		CIRAD
29/05/09	Web story	Industry	Seedquest announcement of new ENDURE website ( <a href="http://www.seedquest.com/News/releases/2009/may/26322.htm">http://www.seedquest.com/News/releases/2009/may/26322.htm</a> )	Worldwide		CIRAD

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01/06/09	Web story	Research/higher education	Agrobiodiversity story on ENDURE summer school ( <a href="http://bioversitylibrary.wordpress.com/2009/01/06/endure-summer-school-announcement/">http://bioversitylibrary.wordpress.com/2009/01/06/endure-summer-school-announcement/</a> )	Worldwide		CIRAD/SSS UP
02/06/09	Web story	General public	Advisers to test ENDURE IC ( <a href="http://www.ppo.wur.nl/UK/newsagenda/news/endure020609.htm">http://www.ppo.wur.nl/UK/newsagenda/news/endure020609.htm</a> ) ( <a href="http://www.pri.wur.nl/UK/newsagenda/news/endure020609.htm">http://www.pri.wur.nl/UK/newsagenda/news/endure020609.htm</a> )	Netherlands/ Worldwide	51 page views	WUR/CIRAD
15/06/09	Web story	General public	Web story: ENDURE launches new website ( <a href="http://www.agrsci.org">www.agrsci.org</a> )	Denmark/Worldwide	2,000 per day (website)	AU/CIRAD
20/06/09	Newspaper story	Agricultural sector	New ENDURE website in Effektivt Landbrug (Denmark)	Denmark		CIRAD/AU
25/06/09	Web story	Agricultural sector	British Crop Production Council news: Easing the way for biological controls	UK/Worldwide		CIRAD/IBMA
28/06/09	Web story	Industry	Seedquest link to Easing the way to biological controls ( <a href="http://www.seedquest.com/News/releases/2009/june/26600.htm">http://www.seedquest.com/News/releases/2009/june/26600.htm</a> )	Worldwide		CIRAD/IBMA
05/07/09	Presentation (pdf)	Policy makers	ENDURE presentation at first EU expert meeting on Europa website ( <a href="http://ec.europa.eu/environment/ppps/pdf/endure.pdf">http://ec.europa.eu/environment/ppps/pdf/endure.pdf</a> )	Europe		INRA
07/07/09	Web story	Farmers	Report on Decision Support Systems on Farming UK website <a href="http://www.farminguk.com/news/Helping-farmers-make-smart-decisions16574.asp">http://www.farminguk.com/news/Helping-farmers-make-smart-decisions16574.asp</a>	UK		CIRAD/AU
13/07/09	Web story	General public	Agrifeeds link to AU story on Denmark's pesticide use ( <a href="http://lprapp14.fao.org/agrifeeds/en/leech/fee d/11822">http://lprapp14.fao.org/agrifeeds/en/leech/fee d/11822</a> )	Worldwide		AU
15/07/09	Web story	General public	Agrifeeds link to ENDURE expert group contribution ( <a href="http://www.agrifeeds.org/en/node/29171">http://www.agrifeeds.org/en/node/29171</a> )	Worldwide		CIRAD/JKI