



ENDURE

European Network for Durable Exploitation of crop protection strategies

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PU Public	x
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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Glossary

Conference News	Printed newsletters produced for ENDURE's first International Conference in October 2008. Handed to delegates in printed format and available online as pdfs.
ENDURE	European Network for Durable Exploitation of crop protection strategies
ENDURE News	Bi-monthly electronic newsletter produced and distributed by CIRAD's web editor to subscribers worldwide. All copies are available in pdf format online.
Leaflets	These comprise three different series: From Science to Field, produced in collaboration with ENDURE's case studies; Social Science Insights, produced in collaboration with RA3.5; and Training in Integrated Pest Management, produced in collaboration with SA1. All are available in .pdf format online and can be printed by the research groups in question in higher resolution formats.

Summary

Two of the key aims of ENDURE and in particular SA3.1 (Communication Team) are to ensure the Network of Excellence achieves widespread international recognition not just for its existence but for the relevance of its research, and to ensure the fruits of this research reach their target audiences.

To achieve these aims, ENDURE has developed a Communication Plan (DS3.4) which outlines ENDURE's target audiences and how these can be reached through both electronic and print media.

This deliverable concentrates on the products of this pro-active stance to communication, detailing newsletters (both print and electronic) and the series of leaflets SA3 (and in particular CIRAD) has produced by working in conjunction with ENDURE's research teams.

Thus this deliverable will list the newsletters produced, briefly analyse the subscribers to ENDURE News, the electronic newsletter produced bi-monthly by SA3, and detail the leaflets produced in conjunction with ENDURE research teams. All the publications listed in this deliverable can be downloaded from ENDURE's public website (www.endure-network.eu).

SA3.1, ENDURE's Communication Team, played a key role in developing the 'look' and 'content' of both newsletters and leaflets, with the editing and layout accomplished by CIRAD and ENDURE's web editor. This team includes members from Aarhus University (AU), CNR, INRA, INRA Transfert (IT), Julius Kuehn Institute (JKI), Rothamsted Research (RRES), Szent Istvan University (SZIE) and Wageningen University (WUR).

For the production of leaflets, CIRAD has worked closely with the relevant activity leaders, which encompasses all ENDURE partners.

In this deliverable we will define who reads ENDURE News, the bi-monthly newsletter, and where they are based, thus giving an indication of ENDURE's recognition in Europe and beyond.

1. ENDURE News

1.1. Conception and launch

The concept of launching an electronic newsletter from the ENDURE Network of Excellence was a central part of the Network's Communication Plan and the first issue of ENDURE News was distributed in January 2009, with the design and outline contents of the newsletter agreed by SA3.1. The initial electronic mailing was to ENDURE researchers and delegates who attended the first ENDURE International Conference plus the personal contacts of ENDURE members (approximate circulation 650).

Since the launch issue, ENDURE News has been produced and distributed every second month, with each edition providing news of the ENDURE Network of Excellence, and with features focusing on crops, ENDURE tools, crop protection events etc. All issues are available on the ENDURE website at: http://www.endure-network.eu/endure_publications/endure_publications2/endure_news_back_issues.

Much effort has been put into establishing contacts with other news sources within the crop protection world (such as IPMnet, SeedQuest, BCPC News, etc) to raise the profile and increase the circulation of ENDURE News. This effort has been rewarded with a circulation at 01/03/2010 of 1,090 subscribers. Details of this subscription list are given below in 1.2.

Latest issue (Issue 7, January 2010):



endure®
diversifying crop protection
ENDURE News, Issue 7, January 2010

Welcome to the seventh edition of ENDURE News, the electronic newsletter from the ENDURE Network of Excellence. Please feel free to share this newsletter with colleagues and encourage them to subscribe for the next edition, which will be published in March 2010.

- LEAD STORY: ENDURE to stage conference in November**

ENDURE will this year host its second major international conference when it stages 'Integrated Pest Management in Europe - The ENDURE Network of Excellence shares the fruits of four years' research with the crop protection community' at the Borosites George V centre in Paris, France.


- Advisers invited to explore ENDURE IT**

The ENDURE Information Centre, the central point of reference for extending expert knowledge, recommendations and advice for extension services, advisers and researchers concerning all aspects of Integrated Pest Management, is now accessible to all those in the crop protection community.


- New studies for better banana production**

ENDURE's Banana Case Study has been a truly international effort, bringing together researchers from as far afield as the French West Indies, the Canary Islands and Cameroon, in addition to the expertise based here in mainland Europe. The results of this international effort are now being made available in a series of publications in ENDURE's 'From Science to Field' series.


- DCXIPM: Assessing cropping system sustainability**

When it comes to designing cropping systems less reliant on pesticide use, researchers have a large array of potentially interesting options available. These can include relatively simple measures such as changing sowing dates through to the use of the latest technology for detecting pests.


- Wheat sustainability under the spotlight**

With more than 1.3 million hectares of farmland devoted to maize in Europe, the crop clearly merited the attention of one of ENDURE's case study research teams. And you can now read the results of their research in a paper recently published in the Journal of Applied Entomology.


- Key training to test the participatory approach**

When it comes to learning about Integrated Pest Management (IPM), participatory training has been a proven success in



Table 1: List of ENDURE News issues available online

Publication	Publication date	Contents (non-exhaustive)
ENDURE News, Issue 1	January 2009	Integrated weed management for maize, potato late blight, pesticide regulations
ENDURE News, Issue 2	March 2009	Foresight study, Fusarium in wheat, IPM for vegetables, innovative technologies
ENDURE News, Issue 3	May 2009	New website online, weed modeling, bananas, interview with coordinator
ENDURE News, Issue 4	July 2009	EC expert group meeting, IPM for WCR in Hungary, pesticide use in grapes, biological controls
ENDURE News, Issue 5	September 2009	EuroWheat, social science study on apple IPM, IPM training leaflet, landscape ecology
ENDURE News, Issue 6	November 2009	ENDURE to become ERG, non-chemical means to control corn borers, Italian stakeholders conference, late blight DSS
ENDURE News, Issue 7	January 2010	ENDURE's second conference, ENDURE Information Centre, banana leaflets, DEXiPM

1.2 Subscribers by target audience/country/region

Analysis of the subscription list at 01/03/2010 shows that ENDURE News has 1,090 subscribers from 60 different countries. (For reference, the website www.endure-network.eu has received visitors from 160 countries).

Table 2: Subscriptions by target audience

Type of subscriber	Total number	Number of different countries
ENDURE partner	499	10
Research	255	58
Advisers	73	14
Industry	59	16

Policy	51	15
Press	12	7
Others (NGOs, farmers, retail)	27	11
Unknown*	115	-

* Subscribers are not asked for personal details when subscribing.

Table 3: Subscribers by region (EXCLUDING ENDURE members)

Region	Number of subscribers
EU 27	319
Europe (others)	10
Africa	27
Asia/Middle East	23
North America	28
South America	17
Australasia	10
International	20
Unknown (hotmail, gmail etc)	137

2. ENDURE leaflets

2.1 From Science to Field

The first leaflets produced by SA3.1 were in the From Science to Field series which were produced by CIRAD after consultation on content and style with SA3.1 and the case study activity leaders. These leaflets are designed to present useful information to advisers, extension services and end-users. Given their aim, it was obvious some language difficulties could hinder their use, thus translations are being made available into local languages. German versions have the complete text in German while Dutch and French versions have the summaries in the local language. All these leaflets can be downloaded from the ENDURE website at: http://www.endure-network.eu/endure_publications/endure_publications2.

On the following pages you can find details of all the From Science to Field leaflets available at 01/03/2010.

Table 4: From Science to Field leaflets available online at 01/03/2010

Title	Languages available
Banana Case Study Number 1: Challenging short and mid-term strategies to reduce pesticides in bananas	English
Banana Case Study Number 2: <i>Mycosphaerella</i> foliar diseases of bananas: towards an integrated protection	English

Title	Languages available
Banana Case Study Number 3: Integrated Pest Management of black weevil in banana cropping systems	English
Banana Case Study Number 4: Integrated management of banana nematodes: Lessons from a case study in the French West Indies	English
Banana Case Study Number 5: Banana production under Integrated Pest Management and organic production criteria: the Canary Islands case study	English
Integrated Weed Management Case Study Number 1: Maize cropping with Less Herbicide	English, Dutch, French, German
Maize Case Study Number 1: Non-chemical Control of Corn Borers Using <i>Trichogramma</i> or <i>Bt</i> maize	English
Maize Case Study Number 2: Western Corn Rootworm in Europe: Integrated Pest Management is the Only Sustainable Solution	English
Potato Case Study Number 1: Reducing Primary Inoculum Sources of Late Blight	English, Dutch, French, German
Potato Case Study Number 2: Using Decision Support Systems to Combat Late Blight	English, Dutch, French, German
Potato Case Study Number 3: Fungicides for Tackling Late Blight	English, Dutch, French, German
Potato Case Study Number 4: Using Cultivar Resistance to Reduce Inputs Against Late Blight	English, Dutch, French, German
Tomato Case Study Number 1: Evaluation of Tools to Manage Whiteflies in Europe	English, Dutch
Wheat Case Study Number 1: Using Cultivar Resistance to Reduce Fungicide Input in Wheat	English, Dutch
Wheat Case Study Number 2: Strategies to	English, Dutch

Control Fusarium Ear Blight and Mycotoxin Production in Wheat	
Wheat Case Study Number 3: EuroWheat.org: A New Research-Based Website Supporting Integrated Disease Management in Wheat	English

2.2 Training in Integrated Pest Management

Two leaflets have so far been produced in collaboration with SA1. They are detailed below.

Table 5: Training in Integrated Pest Management leaflets available at 01/03/2010

Title	Language
Training in Integrated Pest Management Number One: Using Experience Groups	English
Training in Integrated Pest Management Number Two: Participatory Training	English

2.3 Social Science Insights on Crop Protection

Two leaflets have so far been produced in collaboration with RA3.5. They are detailed below.

Table 6: Social Science Insights leaflets available at 01/03/2010

Title	Languages available
Social Science Insights on Crop Protection Number 1: The conditions of transition towards IPM practices	English, Dutch
Social Science Insights on Crop Protection Number 2: Are supermarket schemes a tool for implementing Integrated Pest Management?	English

3. Other publications available online

SA3.1 produced a double-sided A4 newsletter for each of the three days of ENDURE's International Conference in October 2008. These were handed to each delegate in person and are also available on line at the ENDURE website (http://www.endure-network.eu/endure_publications/endure_publications2/endure_news_back_issues).

For this conference, and for subsequent use, ENDURE web editor Andrew Lewer and Aarhus University SA3.1 member Janne Hansen wrote a leaflet on Successful Communication for Agricultural Scientists (Making The News), this too is available to download.

In addition a newsletter was published for the European Union policy seminar organized jointly by ENDURE and the French Ministry of Agriculture in November 2008 and this is also available online.

Table 7: Other publications available online at 01/03/2010

Title	Languages available
Conference News (October 2008): Monday October 13	English
Conference News (October 2008): Tuesday October 14	English
Conference News (October 2008): Wednesday October 15	English
European Union policy seminar (November 2008):	English
Successful Communication for Agricultural Scientists: Making The News	English

Conclusion

With 16 case study leaflets available online (34 if we include versions in local languages) in addition to leaflets on training and social science insights, plus a bi-monthly newsletter which reaches more than 1,000 subscribers internationally, ENDURE can be satisfied with its progress over the past three years.

Three major challenges remain:

- Translating more leaflets into more languages
- Ensuring those case studies still in operation produce raw material for leaflets before the end of the EC funding period
- Ensuring the communication efforts instigated by ENDURE are continued by the European Research Group.

These tasks will need to be addressed as no partner has committed to running external communication when the EC funding period ends.