

# AgrEcoMed

FOSTERING AGROECOLOGICAL TRANSITION

*“New AGRoecological approach for soil fertility and biodiversity restoration to improve ECONomic and social resilience of MEDiterranean farming systems”*

## Deliverable 6.3

AgrEcoMed TWITTER account for alerts on new findings

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	DEM → Demonstrator, pilot, prototype, plan designs;	<input type="checkbox"/>
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	CO: Confidential, restricted under conditions set out in Model Grant Agreement;	<input type="checkbox"/>
	CL: Classified, information as referred to in Commission Decision 2001/844/EC	<input type="checkbox"/>

## Revision history and quality check

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0.1	01/09/2022	Maria Assunta D'Oronzio	Structure of the document and first contents
1.0	21/11/2022	Maria Assunta D'Oronzio, Mario Cariello	The final structure, general edits

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## Acronym and abbreviations

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## Table of Contents

<b>Document information</b> .....	i
<b>Revision history and quality check</b> .....	ii
<b>Disclaimer</b> .....	iii
<b>Statement for open documents &amp; Copyrights</b> .....	iii
<b>Acronym and abbreviations</b> .....	iv
<b>Acknowledgments</b> .....	v
<b>List of Tables</b> .....	vi
<b>List of Figures</b> .....	vii
<b>Executive summary</b> .....	8
<b>1. Introduction</b> .....	9
<b>2. The project Twitter account</b> .....	10
<b>3. Communication and networking</b> .....	11
<b>4. Conclusions</b> .....	11

## List of Tables

<b>Table 1. Partners of the AgrEcoMed project and representatives.</b> .....	9
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## List of Figures

<b>Figure 1. AgrEcoMed Twitter account.</b> .....	10
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## **Executive summary**

This document is a description of the project Twitter account creation deliverable which is part of work package 6 (WP6) “Dissemination of results” within the AgrEcoMed project. The Twitter account will be one of the most important dissemination channels throughout the project duration. The website presented in this deliverable is the first version as of November 2022. The Twitter account is accessed at <https://twitter.com/agrecomed>. The document has been prepared by CREA and reviewed by UNIBAS.

**Keywords: PRIMA, AgrEcoMed, Twitter account, dissemination, new findings**

## 1. Introduction

AgrEcoMed is a 36-month Research and Innovation Action (RIA) project under Grant Agreement No PRIMA21\_00018 aiming to fill the research gaps for implementing a biodiversity-based strategy for primary crops as cereal farming systems through an Agroecological approach adapted to environments in Mediterranean countries, efficient use of natural resources, reduction of pollution, circular economy. The effective start of the project is 23/05/2022 and the project ends 36 months later, on 31/05/2025. The AgrEcoMed consortium consists of 8 partners from 4 countries (including two EU and non-EU countries). The project is coordinated by the University of Basilicata (UNIBAS, Italy). The list of Project Participants is included in the Grant Agreement, in the Consortium Agreement, and presented in Table 1. The project has an overall budget of 1,308,051.15 €. The budget detailed per beneficiary and the corresponding EU contribution of each beneficiary is detailed in Annex 2 to the Grant Agreement – Estimated budget of the action.

**Table 1. Partners of the AgrEcoMed project and representatives.**

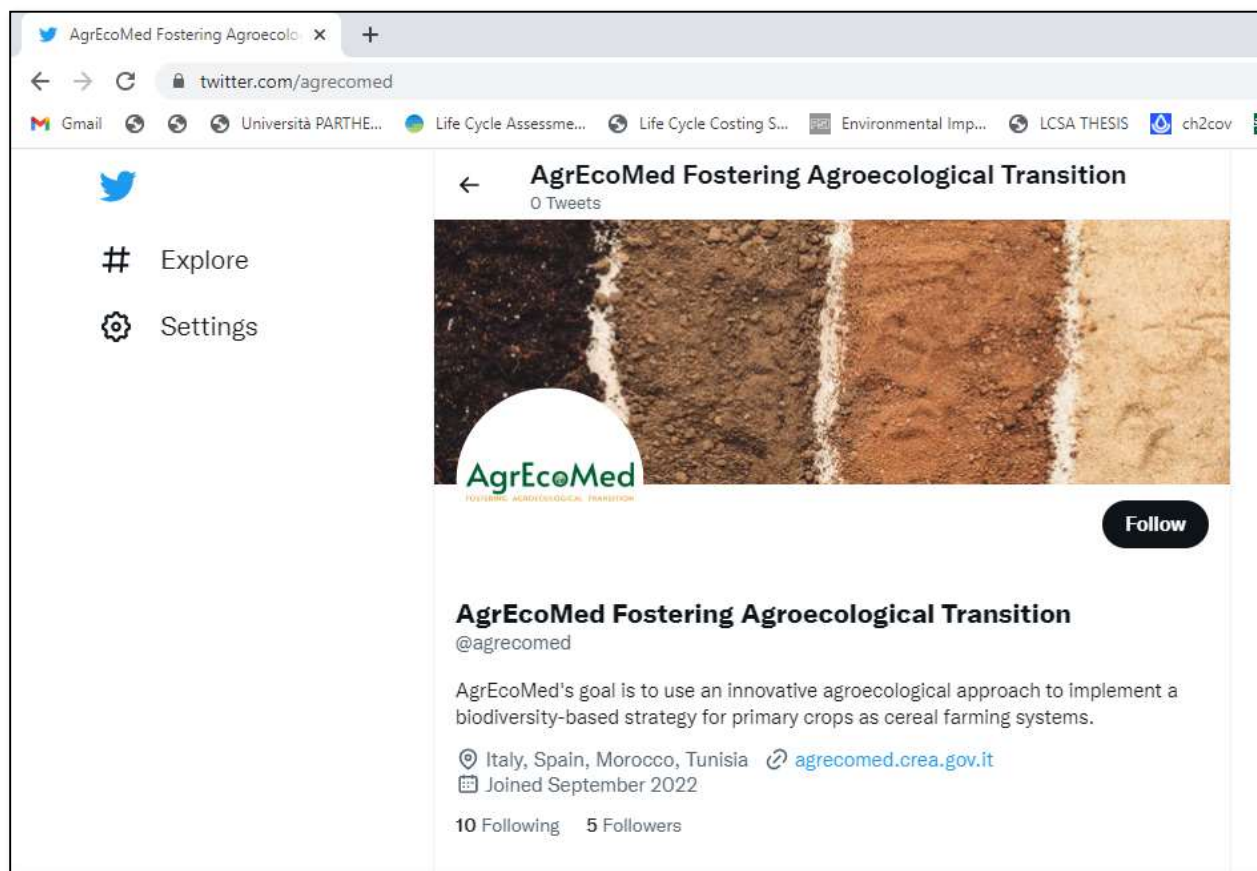
Participant No *	PI name	Organization	Short name	Country	Type
P1	Michele Perniola	University of Basilicata	UNIBAS	Italy	Higher Education Institution
P2	Luigi Roselli	University of Bari	UNIBA	Italy	Higher Education Institution
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P4	Ines Yacoubi	Centre of Biotechnology of Sfax	CBS	Tunisia	Public organization
P5	Hanine Hafida	University Sultan Moulay Slimane Beni Mellal	USMS	Morocco	Higher Education Institution
P6	Said Ennahli	National School of Agriculture	ENAM	Morocco	Public Research Organisation
P7	Julio Berbel	Universidad de Córdoba	UCO	Spain	Higher Education Institution
P8	Neus Sanjuan Pellicer	Universitat Politècnica de València	UPV	Spain	Higher Education Institution

One of the selected channels for the dissemination and communication of the performed work, results, and impact of the ongoing activities of the AgrEcoMed project is a project Twitter account. The AgrEcoMed Twitter account will be the public window of the project and the main tool for disseminating and communicating the project activities, results, partners, news, and events. The Twitter account is expected to attract individual visitors as well as stakeholders, and academic and technical audiences with an interest in agroecological-based agriculture.

In this deliverable, we present the first version of the project's Twitter account, which will be used throughout the project duration. The content updates will be produced mainly as part of WP6 – Dissemination of results.

## 2. The Project Twitter account

The AgrEcoMed Twitter account is online at <https://twitter.com/agrecomed>. A screenshot of the AgrEcoMed Twitter account is illustrated in Figure 1.



**Figure 1. AgrEcoMed Twitter account.**

The Agrecomed Twitter account is managed by the CREA webmaster team, who also publish the tweets. The tweets, on the other hand, are written by CREA technologists involved in the project. The tweets are closely related to the project activities and concern the following contents:

- Disseminate news related to the progress of the project for each partner involved;

- Promote presentations, conferences, seminars, and workshops;
- To favor the dissemination of the intermediate and final results of the project realized by the various partners;
- reporting of particularly important initiatives, activities, and projects;
- Promotion of local initiatives;
- Share project progress, calendar of events, and intermediate and final public documents/deliverables.

The CREA team constantly monitors and updates the Twitter account. The Twitter account is viewable by anyone with access to the Internet. The Twitter account was developed and made public in September 2022. The logo for the AgrEcoMed project has been chosen by the AgrEcoMed consortium.

### **3. Communication and networking**

The networking structure between the Agrecomed Project was consolidated with the communication platforms of CREA, MASAF (formerly MIPAAF) and the National Rural Network. A virtuous viral system has been created for the capillary diffusion of the news of the Agrecomed project in order to reach all the players and stakeholders of the Italian agricultural sector at 360 degrees.

### **4. Conclusions**

This document presents the design of the AgrEcoMed project Twitter account. The intended use is for both internal Consortium communication and public dissemination.