



## Deliverable summary D7.3

### Communication Strategy and updated Plan for the Dissemination and Exploitation of Results (PEDR)

Project acronym: **HOMED**  
 Project full title: **Holistic Management of Emerging forest pests and Diseases**  
 GA n°: **771271**  
 Start date of the project: **October 1<sup>st</sup> 2018**  
 Duration: **48 months**  
 Project coordinator: **Herve Jactel (INRA)**  
 Planned delivery date: **M12**  
 Actual submission date: **M12**  
 Work package: **WP7**  
 WP leader: **PENSOFT**  
 Lead beneficiary: **PENSOFT**  
 Partners involved: **PENSOFT, INRA**  
 Version: **01**

Dissemination Level	
<b>PU</b> Public	<b>PU</b>
<b>CI</b> Classified, as referred to Commission Decision 2001/844/EC	
<b>CO</b> Confidential, only for members of the consortium (including the Commission Services)	

## 1. Summary

Being a key element of the HOMED project, special attention will be given to the communication, dissemination and exploitation of the research results. A Plan for the Dissemination and Exploitation of Results (PEDR) of the project is developed by WP7 “Communication, dissemination and knowledge exchange” to outline communication messages, main dissemination tools, target groups and implementation of the foreseen activities. HOMED has developed a detailed strategy of the communication and dissemination efforts to target various audiences and convey clear, understandable, coordinated and effective messages, thus, raising awareness and maximising the benefits resulting from the HOMED project.

At the initial stage of the project (M6), an outline of the HOMED communication strategy was developed. As communication and dissemination activities are overarching, all partners were involved and encouraged to contribute to the proposed communication activities. In month 12 of the project, the full communication strategy and elaborated PEDR is complemented based on the close examination of the effectiveness of communication methods applied in HOMED until this point. This document encompasses concrete measures, timeframe and responsibilities of WP7 and all project partners. This three-stage approach of the development of the PEDR guarantees that expert opinions of all partners are taken into account.

In order to keep track of ongoing communication and dissemination measures, the HOMED PEDR has been updated in D7.10. reports on all activities that were performed and sets out a plan for one year ahead. In addition, an exploitation plan is presented, based on partner feedback on the key exploitable results of every WP, along with their practical application.