



SISTERS



How to make project results accessible to agricultural producers

SISTERS Project
Practice Abstracts

No. 02

Author:
Innovarum (D&C Coordinator)

Country/region:
Spain

Keywords:
#dissemination
#primaryproduction
#bioeconomy
#agrifood
#agriculturalproducers

Contact information:
AITIIP Centro Tecnológico
(Spain - Project coordinator)
carolina.penalva@aitiip.com

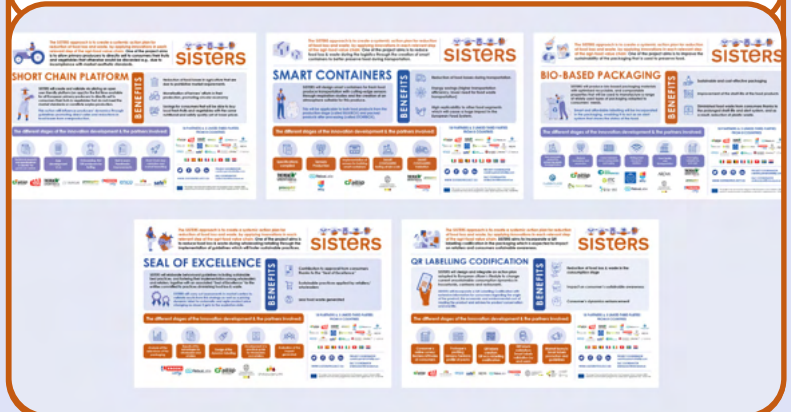
Innovarum
(Spain - D&C coordinator)
andrea.leon@innovarum.es

The problem

Research is needed if we want to advance towards a better future, but without a good dissemination and communication strategy is just pointless.

The solution

To develop a useful knowledge that will benefit the end user you must take into consideration the format, place, and codes you are using, and adapt your message to your target. Here are a few key elements you should take care of when you make available your project results.



How to make project results accessible to agricultural producers

PRACTICAL RECOMMENDATIONS



Client-oriented approach

The most important subject in every kind of communication is the receptor of the message: your target audience. First, know who these people are: Their gender, age, location, likes and dislikes... Then you'll be ready to start thinking about the message.

An effective message

The information you want to transmit is as important as the way you do it. Is your target a technical profile or not? Adapt the tone and technical terms so the message reaches clear. Even more important is your target's speaking language, make sure to translate your results into something understandable for them. Then, choose the most suitable format (video, writing, infographic...), according to the channel you are going to use.

Communication channels

Finally, you have created a great info material but how do you connect with the producers? Be aware of the communication channels they use. Send your results to agricultural and developmental networks, participate in forums, and make sure to post them online on social media! Depending on the age they'll use different platforms: TikTok (16-24 years), YouTube, X and Pinterest (25-44 years), Facebook and LinkedIn (45-64 years).



About SISTERS and this Practice Abstract

This practice abstract was elaborated in the framework of the SISTERS project, based on the EIP AGRI practice abstract format. © 2023

Project dates: from November 2021 to April 2026.

Goal: to systemically reduce food loss and waste in the main stages of the food value chain in Europe through innovations targeted to each stage of the chain.