

D4.10 REPORT OF PUBLISHED LEAFLETS ON SCAR ACTIVITIES

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Written by: Jean-Marc CHOUROT - MAA

The overall objective of CASA, a Coordination and Support Action (CSA), is a **consolidated common agricultural and wider bioeconomy research agenda** within the European Research Area.

CASA will achieve this by bringing the Standing Committee on Agricultural Research (SCAR), which has already contributed significantly to this objective in the past, to the next level of performance as a research policy think tank. CASA will efficiently strengthen the strengths and compensate for the insufficiencies of SCAR and thus help it evolve further into “SCAR plus”.

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Abbreviations

CWG: Collaborative Working Group

H2020: Horizon 2020

SCAR: Standing Committee on Agricultural Research

SC2: Societal Challenge 2

SG: Steering Group

SWG: Strategic Working Group

WG: Working Group-generic term including strategic and collaborative working groups

Terms of reference

This report addresses the following activities of the CASA CSA and corresponds to the D 4.10.

Task 4.2: Communication with all dissemination products

[...] • In collaboration with WP2, the project will elaborate leaflets on specific themes

Introduction

In order to better disseminate the activities of the SCAR groups, it was decided to draft a flyer for each of the SWG and CWG.

Work carried out

Following the communication guidelines elaborated for the SCAR by the CASA CSA, each of the flyer benefited of a professional layout based on a common template.

The graphics and illustrations were selected to highlight the topics and the aims of each CWG and SWG. As a consequence, each flyer was highly individualised whilst clearly belonging to SCAR family of communication items. The CASA designer also kept a colour scheme for each group, both increasing the visual identity of its groups and, thanks to the geometry of the layout reminding the belonging of each group to SCAR.

The flyers were also conceived in a way that they could be updated on a regular basis: the contents include both generic information concerning the group as long as the group exists, and information related to the current activities and ToR.

Every flyer was drafted following the table of content thereafter:

A short description of the terms of reference of the group (CWG or SWG) highlighting the main items as follows:

- The objectives of the group based on its ToR,
- a description of the current activities and the main expected outcomes of the group for the time being
- a set of useful information showing the involvement of the MS and AS, the details of the co-chairs and the dates of the mandate.

The first version of the flyers has been drafted in 2017 at the start of CASA.

Based on the life cycle of the SWG and CWG, they all have been update in 2019 to include new ToR and changes among the co-chairs. The latest work on the flyers was an update on the SCAR Forest SWG as well as a making a SCAR Foresight flyer during the summer 2019.

In addition to the publication of the SCAR website, 500 hard copies of each flyer were issued and delivered to the co-chairs. All the co-chairs were informed that they could request more hard copies whenever necessary.

In addition to the update initiated by the CASA CSA team, the SCAR co-chairs were also informed that the flyer of their group could be update as often as necessary during the life-time of the CSA.

The second action to promote the activities of the SCAR SWG and CWG outside SCAR itself was to conceive roll-up banners.

The rationale for this was that SCAR SWG and CWG often hold meetings in MS institutions (mainly public institutions like ministries or research institutes). Also the co-chairs are invited to speak in the name of their SWG / CWG in many type of events (workshop, congress, etc...) . During these events, the SCAR representatives face questions from local persons about the ins and outs of the meeting or, in the other cases, the SCAR meeting is held almost quite anonymously in these institutions.

It was felt that a banner, which could be transported from one place to another, could be a simple support to provide incentive for a discussion at a glance as well as to advertise the fact that a meeting of a SCAR group was going on.

The banners have been prepared for the 2019 SCAR conference and each co-chair could travel back home with it.

Also, as communication channel, several events or uncategorised news were published on the website. These are archived on the website and can be consulted on the main page of the SCAR website at the following address <https://scar-europe.org/index.php>, under both the agenda /calendar and the featured items.

Material produced

Thereafter the thumbnails of the flyers and of the banners are presented.

SCAR flyers



AKIS



ARCH



Bioeconomy



FISH



FOOD Systems



FOREST



Animal Health and Welfare
Research



Sustainable Animal
Production

SCAR roll-up banners



