



CASA

Common Agricultural
and wider bioeconomy
reSearch Agenda

TASK 4.2: COMMUNICATION

WITH ALL DISSEMINATION PRODUCTS



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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:

CASA = Common Agricultural and wider Bioeconomy reSearch Agenda

CWG = Collaborative Working Group

SCAR = Standing Committee on Agricultural Research

SWG = Strategic Working Group

Introduction:

This report corresponds to the deliverable D 4.14: Report of template and common format for common SCAR meetings in the Member States and flyer.

In order to increase SCAR visibility and to harmonise the presentation of all documents related to SCAR and to the SCAR groups, a style guide was developed (See Report D 4.5 on style guide).

Communication tools are available on the new SCAR website and each SCAR member can use them for reporting or presenting:

- A common format for the PowerPoint presentations
- A common format for writing the different reports
- A common format for presenting the meeting minutes

All communication tools present similar characteristics which can be easily identified and recognised by each stakeholder so that SCAR now appears as a brand.

Terms of Reference (ToRs):

Task 4.2: Communication with all dissemination products

This task includes the following items:

- CASA will use the template to make the half yearly reports of SCAR more attractive so that they can be the basis for discussion in the plenary sessions
- According to the communication strategy resulting from Task 4.1.1, it might take the shape of a newsletter.

I The common format for PowerPoint Presentations:

All CASA members use this format for presenting activities related to SCAR or to the CASA project.

During the SCAR national meetings organised by the Work Package 1 of CASA, this format was also used (See area on the new SCAR website: <https://www.scar-europe.org> / National events).

Some SCAR SWGs or CWGs sometimes use this format for giving presentations while adding their own logo.

CASA should invite all SCAR bodies to use this format in order to harmonise and to create a kind of SCAR community.

II The common format for reports and meeting minutes:

Every CASA member uses this format to write the reports and to prepare the deliverables.

CASA meeting minutes are written in a way that makes it easy to identify the link with SCAR.

Nevertheless only a few SCAR groups use this format for presenting their reports.

The CASA team should invite them one more time to use these templates for creating more visibility.

III The flyers:

1) A flyer presenting the CASA project was edited. This flyer resumes all characteristics of the common format (See Report D 4.55 on Style Guide):

- The circles which represent globalisation
- The agricultural resources (leaf)
- The marine resources, water use and sustainability (drop of water)
- Research (test tube)

Those visual elements now identify the CASA project.

2) A flyer was elaborated for each SCAR group (See Report D 4.13). The same structure was adopted for each flyer in order to unify and harmonise the activities of all groups:

- Names of the chair and co-chair
- Mandate
- Terms of reference
- Objectives
- Core activities
- Contacts

On the first page of the flyer the reader can recognise the circles which identify CASA. The content of the circles has been adapted and corresponds to the globalisation of the area the SCAR group is working on.

In each flyer some pictures illustrate the activities of the area the SCAR group is involved in. When it was possible, some photos from the SCAR groups were added. All contacts are available.

All flyers will be distributed for the first time during the SCAR conference in December 2017 in Tallinn.

Afterwards they will be available on the new SCAR website for other events organised by CASA.

Conclusion:

If there is a need, other flyers could be elaborated: for example a new one for presenting the SCAR group on Foresight.

The CASA team will make some recommendations to all SCAR members in order to use the common format for all documents related to SCAR activities.