



**CoB meeting, 22-23 october 2021**

## **REPORT - WG 2 – DISSEMINATION**

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### **1. INTRODUCTION**

Dissemination means a complex activity based on a set of actions to "disseminate" and "communicate" to the various target audiences the information on the purposes, results, benefits and potential deriving from the activities that the CoB carries out and has carried out in these years, in order to maximize the impact on individuals, organizations and communities. This is an essential process as it facilitates the transfer of results and their use by a wider audience.

It is also a duty and an act of transparency towards our supporter, FederUnacoma, but also towards the scientific community, stakeholders, businesses, citizens and the Club members themselves.

"Dissemination" and "communication" are two concepts that are often used indistinctly.

When we talk about **dissemination** we refer to the transfer of results to favor their exploitation (also of an economic type), in a perspective of practical use. In this case, the reference target will be composed of subjects specialized in a specific sector, for

example the scientific community, or stakeholders and manufacturing companies, or students.

**Communication**, on the other hand, includes information and promotion activities to increase the visibility of the activities carried out and therefore is aimed at a more generic target (public opinion, the media). It may therefore be more effective to plan an overall strategic framework that covers both activities to make the most of available resources.

The **dissemination strategy** must aim to define the structure and content of the messages to be transmitted, to which segments of the population it is most useful to send them and which are the most suitable channels to convey them. There are five key elements of a communication/ dissemination plan:

1. WHAT: define what to communicate, messages and products
2. TO WHOM: identify the target group for dissemination
3. WHY: define the aims of dissemination
4. HOW: plan the dissemination method
5. WHEN: to establish the most opportune moments for the achievement of the dissemination objectives.

A good dissemination plan must include measurable and realistic goals, meet a schedule and provide resource planning for the activities to be carried out.

**What** to disseminate?

The results of the activities can generally include concrete (tangible) results, or knowledge, skills and experience (abstract results). Applying this concept to the activities of the CoB, for example, we can distinguish between:

- Products (the results of the Meetings)
- Experience and knowledge (the database of the CoB components)
- but also documents, conference proceedings, projects, guidelines....

**Who** are the **recipients of the dissemination**?

- Lenders of the activities: it is advisable to periodically update the activities carried out, with communications that are able to account for the positive investment made.

- Stakeholders: they are qualified and able to evaluate the effects in technical terms and acquired knowledge.
- Citizens: while not having a direct interest in the results, they can still benefit from it in terms of acquired knowledge, opportunities to be seized, technology transfer.
- Media: they are strategically important as they are able to amplify the communications addressed to them, giving resonance to the activities.

### **Why disseminate?**

- To disseminate information on both the CoB and on specific activities and products, highlighting their added value and innovation;
- To raise awareness of the importance of the activities that the CoB is carrying out;
- To strengthen and broaden the involvement and participation of target groups;
- To facilitate and strengthen the relationships between the members of the CoB in order to achieve the expected results;
- To influence decision-makers and facilitate their decisions thanks to the formulation of recommendations.

### **How to disseminate the results?**

There are several methods of dissemination. To maximize its impact and reach new audiences, it is advisable to make the most of social channels and adopt a balanced mix of online and offline communication tools: website, workshops, seminars, conferences, press releases, audiovisual and multimedia products, public events, contacts and existing networks.

### **MAIN TOOLS FOR DATA DISSEMINATION**

They consist in the development of contents and editorial plans to be disseminated with:

- video productions (documentaries, tutorials, editorial video journalism, storytelling)
- websites and portals on the web - mobile development and optimization
- social media platforms - social media management

- activation and management of YouTube and / or web TV channels
- construction, management and control of the reputation and opinion of the CoB
- "lead generation" activities, user profiling, engagement strategies and creation of the related databases
- newsletters and other online dissemination activities



## ACTIVITIES OFFLINE

- organization of public events with respect to the target audience (presentations, conferences, workshops, meetings, conferences)
- training aimed at involving other entities interested in various capacities
- dissemination activities on other media (radio / TV / press)
- publication of printed offline information material and other media
- management of aspects related to intellectual property

## When to disseminate the results?

The dissemination activity is an integral part of the project for its entire duration. The CoB's activities are concentrated during the Bologna and/or Hanover Meetings. It is in this period that the communication activities are concentrated, but it is equally important that the results of the CoB's activities are available and communicated also during the rest of the year.

## 2. ACTIVITIES of SG2 - 2019-2021

### 2.1. 30th Meeting Club of Bologna - Realization of a celebratory video

*In November 1987, 34 academics-researchers, agricultural machinery manufacturers and representatives of agricultural organizations from 16 countries gathered for two days in Italy, in Bologna, to discuss the state of the art and the prospects of agricultural mechanization in the world, in a symposium entitled: "Research and Information-Spreading on Innovations for Agriculture and Industry in the Year 2000".*

*The context was that of the 18th edition of the EIMA agricultural machinery exhibition - organized by UNACOMA (the National Union of Agricultural Machinery Manufacturers, today FederUnacoma) - and the aim was to create an opportunity for reflection and in-depth analysis to outline and broaden the horizons of the mechanical-agricultural sector and strengthen the collaboration between research, industry and agriculture.*

*The success of the initiative and the interesting comparison prompted the coordinator of the event, Giuseppe Pellizzi, director of the Institute of Agricultural Engineering of the University of Milan (I), to propose to the Unacoma association the permanent establishment of an organism that allowed a periodic exchange of information between countries on the sector, analyzed from the point of view of researchers, builders and farmers.*

*Thus was born in 1989 the Club of Bologna - Strategies for agricultural mechanization - which held its first meeting in November of that year as part of the XX EIMA with the participation of 51 members from 31 countries. The first topics dealt with were: agriculture and mechanization after the 2000s and process and product innovation in the sector.*

On the occasion of the 30th Meeting, a video will be made that recalls the activities of the CoB, from its conception and birth to the editions of the Meetings, to the Presidents who have followed one another, but also to the friends who unfortunately have left us. The video (the initial part of the text is shown in italics above) will retrace the path and evolution of the agricultural mechanization sector in recent decades, to outline the great challenges and major projects that await the future of the Club and will be presented in one **Special Event during EIMA 2021**.

## 2.2. Creation of the CoB FM Card

The preparation and implementation phase of the CoB FM Card project ended with the creation of the platform by the SMART company, which manages it on behalf of FederUnacoma.

Creating the card is very simple: you just need to option some keywords representative of your search fields, insert your own CV, a photograph and the title of 10 publications, with the possible insertion of a link to a personal website.

**Example of CoB FM card to be insert in the CoB Website**

	<b>Marco FIALA</b> - June 8, 1957 Membership: 2008 Full Member Secretary General
Agency/Organization Address – Mail code & City COUNTRY Web site	University of Milan Department Agricultural and Environmental Sciences Via G. Celoria, 2 - 23881 Milano ITALY <a href="http://www.disaa.unimi.it/ecm/home">http://www.disaa.unimi.it/ecm/home</a>
E-mail Phone (international call) Skype	<a href="mailto:marco.fiala@unimi.it">marco.fiala@unimi.it</a> +39 02 503 16868 marco.fiala
Research fields (max n.3)	1) Application of LCA to agro-food processes and mechanization 2) Use of biomass-to-energy processes in agriculture 3) Agricultural machines and mechanization
Research activities key-words (max n.3)	1) Life Cycle Assessment (LCA) 2) Biomass-to-energy 3) Machinery and mechanization

27<sup>th</sup> Members' Meeting of the Club of Bologna  
Hannover, November 12-13, 2017

The goal of this project is to create a database available to stakeholders (agricultural machinery manufacturers in the first place) to contact the FM experts according to the research fields of common interest.

To date, CoB Full Members' adherence to the initiative is not completed.

## 2.3. Publication in the MW journal of special issues on "New Frontiers of Mechanization"

Mondo Macchine/ Machinery World is a periodical dedicated to the sector of agricultural, gardening and earthmoving mechanization.

The review, established in 1992, began publication of editions in two languages, Italian and English, to become the only - and still today the only one - specialized magazine in the sector open to international communications to accompany the presence of Italian manufacturers on markets abroad.

Mondo Macchine / Machinery World has been available on the Internet since 1995 with the publication of full editions with page flip effect on the FederUnacoma institutional website (<https://www.mondomacchina.it/en/magazine-machinery-world.php>).

**Special issues** dedicated to a geographical area will be published in the Federunacoma Magazine, describing territories, needs, responses in terms of mechanization, future prospects: all with a view to sustainability.

For now, the first article has been published, edited by colleagues Bodria and Fiala dedicated to the prospects of mechanization in Europe. Other specials on Africa, North America, South America, Asia, Australia and Oceania are scheduled, with the contribution of other Club experts.

## 2.4. The website and social communication

If we distinguish the communication areas according to recipients, objectives and contents, the institutional communication through the website:

- contains the guiding values, mission and Club's identity
- is aimed at the various audiences of the CoB (researchers, members, stakeholders, companies, social and political communities, public opinion, etc.)
- pursues the following objectives:
  - To make known the activities of the CoB
  - Outline, strengthen or modify positioning
  - Stimulate a favorable attitude (consensus)
  - Create a climate of legitimacy and trust
  - Enhance the reputation of assets (goodwill asset)

In recent years the site has been significantly improved, with an attractive image and accurate graphics.



05 June 2021

#### 2021 Massey-Ferguson Educational Gold Medal

**Alan Hansen** - Member of the Club of Bologna - has been awarded the "2021 Massey-Ferguson Educational Gold Medal". This is the top educational award given by American Society of Agricultural and Biological Engineers (ASABE) for all fields of agricultural and biological engineering.

All members of the Club are honored and proud of this remarkable recognition that stresses once more the importance of the mission of the "Club of Bologna" and express to Alan their heartfelt congratulations!

*Marco Fiala - Secretary General*

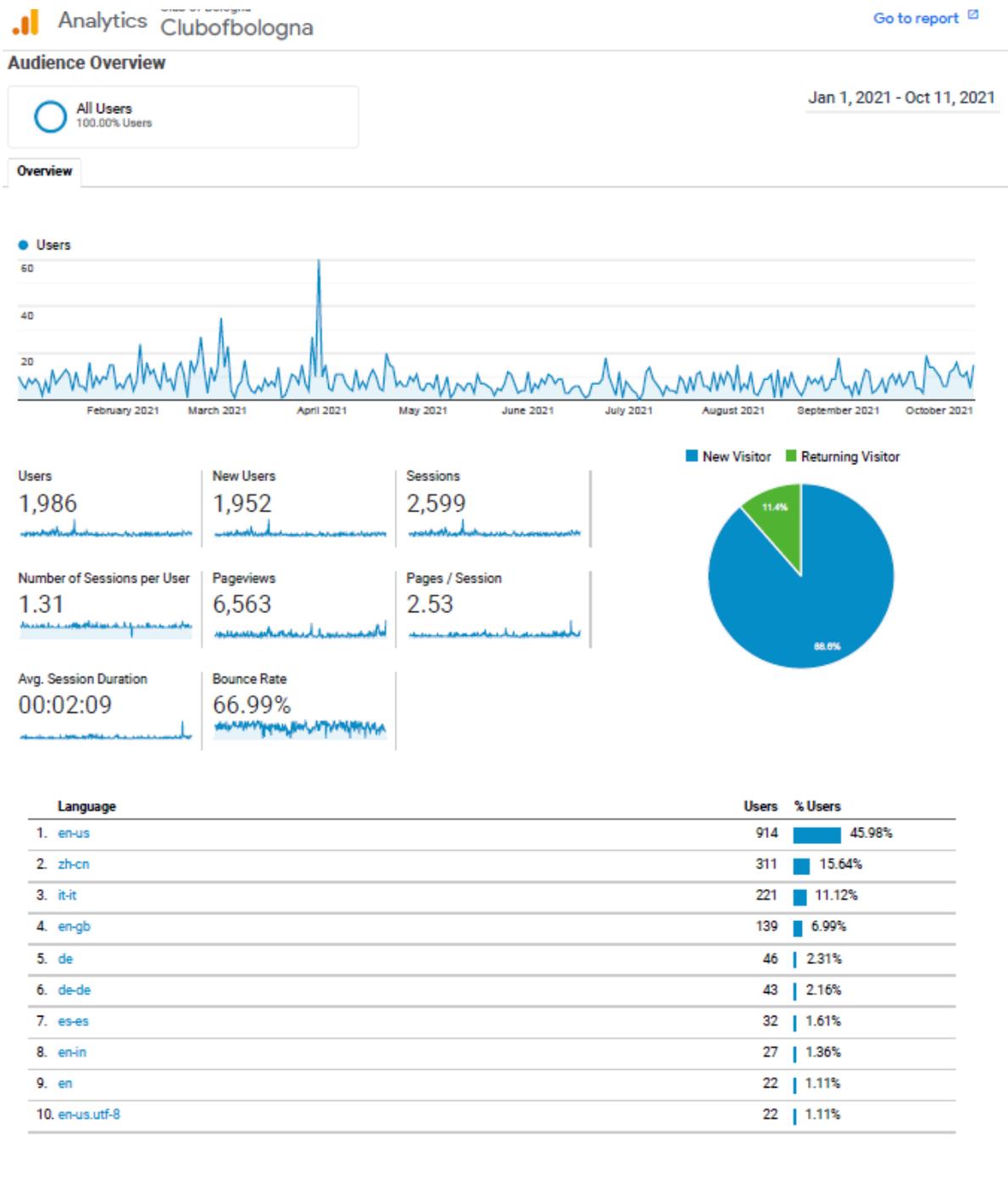
[Federunascema News](#)

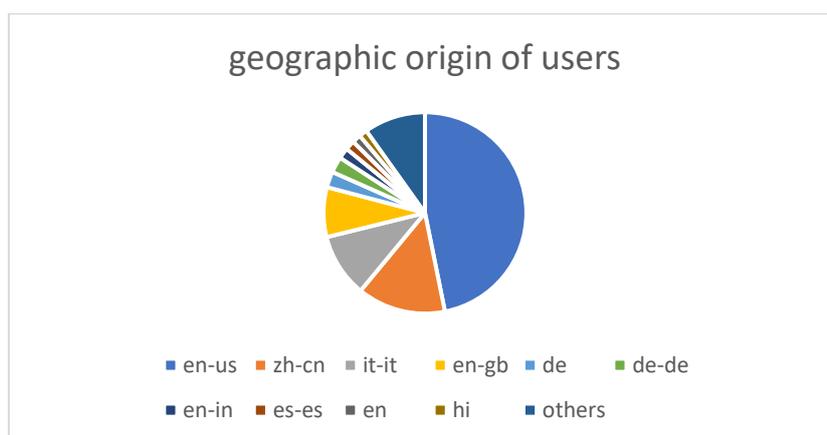
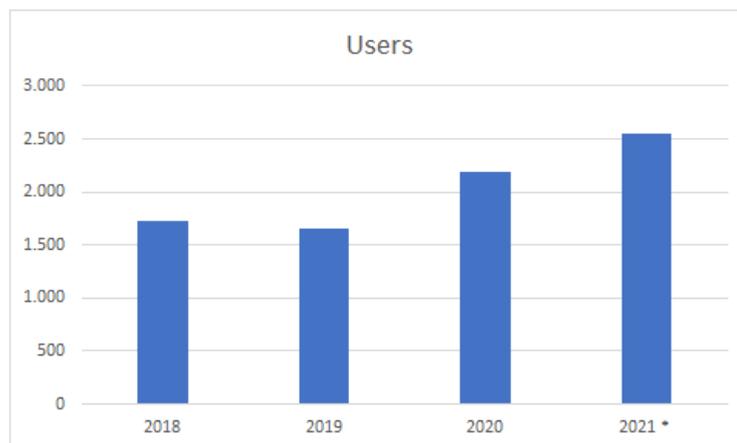
The site is organized with a menu in which the following items appear:

- HOME
- PRESENTATION
- MEMBERS
- MEETINGS PROCEEDINGS
- DOCUMENTS
- PELLIZZI PRIZE
- NEWS
- DOWNLOAD
- CONTACTS

	2018	2019	2020	2021 (october 1115)
Users	1.732	1.654	2.189	1.986
New users	1.714	1.627	2.161	1.952
Sessions	2.574	2.351	3.411	2.599
Number of sessions per user	1,49	1,42	1,56	1,31
Page views	7.938	7.112	9.924	6.563
Pages / session	3,08	3,03	2,91	2,53
Average session duration	00:02:46	00:02:10	00:02:52	00:02:09
Bounce rate	55,98%	60,40%	51,51%	66,99%

As shown by the Google Analytics data in the table and in the graph, the number of users in recent years is growing and is expected to reach 2500 by 2021. The geographical origin of the connected countries sees in the order USA, China, Italy , Great Britain and Germany.





Nevertheless, there is the awareness that all the wealth of knowledge and experience contained in the site, and in particular in the documents referring to the Meeting Proceedings, can and should be further enhanced.

For example, we could insert an **internal search engine** that allows to connect to the communications of the Meetings by topic. Currently, it is only possible to operate on the basis of the year of the Meetings.

Another proposal is to resume the tradition of drawing up a report at the end of each Meeting with the **Conclusions and Recommendations**.

## Meetings Proceedings

Select year: 1991

### Year 1991 - Bologna (Italy), XXIII EIMA, 6-7 November III Members' Meeting (Volume n. 3)

Conclusions and Recommendations Pellizzi G. (Italy - President), Flata M. (Italy - Technical Secretary)		
<b>OPENING SESSION Country Reports</b>	<b>PRESENTATION</b>	<b>REPORT</b>
Country Reports: a preliminary overview Pellizzi G. (Italy), Flata M. (Italy)		
Mechanization requirements in Eastern European Countries Lehoczy L. (Hungary)		
Mechanisation and allied facilities requirements in USSR Marchenko O. (Russia)		
<b>SESSION 1 Planning strategy formulation for mechanisation and allied facilities in industrializing countries</b>	<b>PRESENTATION</b>	<b>REPORT</b>
Mechanisation and allied facilities requirements in India Ojha T. (India)		
Mechanisation and allied facilities requirements in Korea Chung C. (Korea)		
Planning and strategy for farm mechanisation in Mexico Lara-Lopez A. (Mexico)		
<b>SESSION 2 Mechanisation requirements for Low Input Sustainable Agriculture (LISA)</b>	<b>PRESENTATION</b>	<b>REPORT</b>
Mechanisation requirements for LISA in developed countries: the case of USA Hegg R. (USA)		
Mechanisation requirements for LISA in developed countries: the case of Netherlands Jongebreur A. (The Netherlands)		
<b>SESSION 3 Principles of Total Quality applied to agricultural machinery (Round Table)</b>	<b>PRESENTATION</b>	<b>REPORT</b>
Principles of Total Quality applied to agricultural machinery: the case of Renault Santandrea J. (France)		
Principles of Total Quality applied to agricultural machinery: the case of John Deere Fisher L. (Germany)		
Principles of Total Quality applied to agricultural machinery: the case of FIAT Duosi G. (Italy)		
Principles of Total Quality applied to agricultural machinery: the case of Kubota Harada M. (Japan), Itatani H. (Japan)		
List of Participants		

In addition to the website, other more dynamic and participatory forms of social communication can be thought of thanks to the use of other social channels (such as **Facebook, Youtube**).

Each proposal involves organizational, logistical and investment aspects, in terms of human and financial resources, to be explored.

## 2.5. Visual identity

Visual identity is a basic element for every organization to achieve effective communication. By referring to a clearly defined image, the identification of the

organization by its members is encouraged and facilitates the recognition of the institution from the outside. It is therefore a form of non-verbal communication, which through images, colors and shapes, conveys its values and identity.

The correct application of a visual identity system constitutes a guarantee of unity in institutional communication, as well as a necessary condition for each initiative to be immediately recognizable as a direct emanation of the CoB.

This involves both offline communication (to create letterheads, business cards, packaging, covers, illustrative brochures and posters of the CoB's activities), and for online presence such as websites, newsletters, blogs and social channels.

The visual identity of our brand concerns the logo, the color system and the typefaces. Components that serve to create a clear and unique visual identity that must be consistently declined on all communication channels used by the CoB, also in the communications of its members (to create business cards, to be inserted at the bottom of their emails, to be used in conference presentations).

The FM card is an example of V.I., but there are other examples such as:

- Downloadable Forms Design, available to FMs for Letterhead, Mail, Envelope, Cards and Business Cards, Folders, Notepads, Badges
- Editable format for event posters
- Graphic formats for social networks, such as Instagram
- Graphic formats and templates for conference presentations
- Gadgets and objects

Through the dissemination and use of our "identity", the CoB will be able to consolidate its prestige and improve the recognition of the structures and members that compose it, international excellence that make our reality authoritative and prestigious.

### *Acknowledgments*

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