



**CoB meeting, 12 13 November 2023**

## **REPORT - SG 2 – DISSEMINATION**

Prof. Danilo Monarca

### **ACTIVITIES of SG2 – 2022-2023**

#### **1. CoB FM Card – data update**

The entry of the cards into the database has been completed, also thanks to the work of Prof. Fiala. The "Members Card", which aims to increase the visibility of the specific skills of the "Club of Bologna" through the scientific and professional experience of its members, can be considered finished and must now only be fed with the information requested and coming to the new CoB Members.

Currently, for 86 Members (on the 100 in total) the information set was completed.

The following elements can still be entered or updated to complete the Card: some keywords representative of your search fields, your own CV, a photograph and the title of 10 publications, with the possible insertion of a link to a personal website.

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. The "Member Card" is an important tool to increase the CoB visibility and to spread the specific scientific and professional knowledge of each Member. Thanks to the CoB "Member Card" every visitor of our website ([www.clubofbologna.org](http://www.clubofbologna.org)) as well as the ag-machinery manufacturers will have the opportunity to obtain useful information about your specific knowledge on agricultural machines and mechanization.

## How to do it

- connect to this link: <https://www.clubofbologna.org/en/members-form.php>;
- carefully fill-in the online "Input Form" and check all the information you put in;
- consent the dissemination of the personal data by publication on the CoB website;
- submit the "Input Form", to record the information in the new CoB members' database.

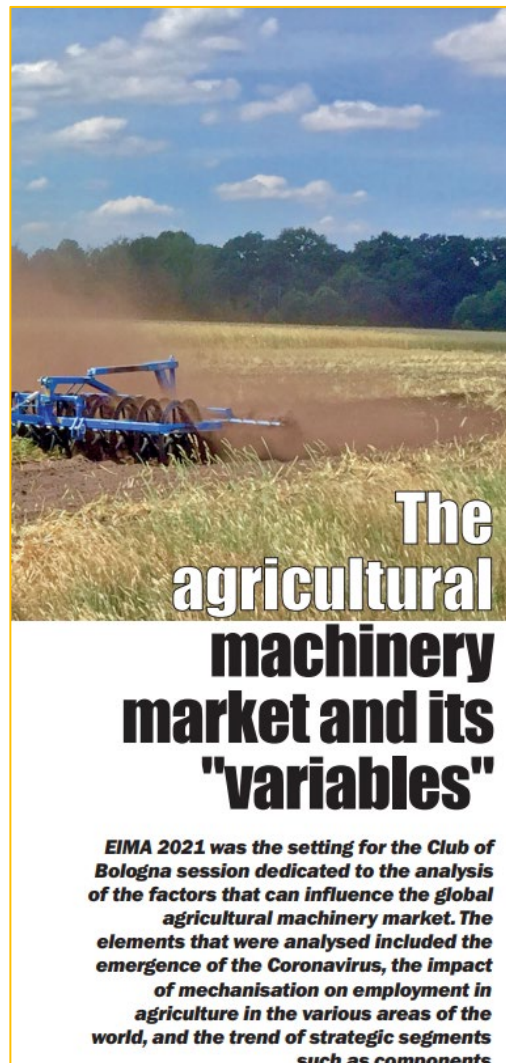
Club of Bologna <a href="http://www.clubofbologna.org">www.clubofbologna.org</a>	MEMBERS' CARD "How to fill your Club of Bologna "Member Card" Marco Fiala	Guideline Milano (Italy) Dec 2020 Page 1	
<b>How to fill your Club of Bologna "Member Card Input Form". Guidelines</b>			
By clicking on the link <a href="https://www.clubofbologna.org/en/members-form.php">https://www.clubofbologna.org/en/members-form.php</a> the input form will open.			
<b>Input Form: 1<sup>st</sup> Part</b>			
There are sixteen fields, 14 of which (marked with "**") are <u>compulsory</u> . If these compulsory fields are not filled in, the form cannot be sent. The user can fill in those fields or change those already filled in.			
Below, is briefly explained the meaning of the fields and how to fill out them correctly and it is reported a filling example related to CoB Secretary General.			
FIELD NAME	MEANING	HOW TO FILL	EXAMPLE FOR SECRETARY GENERAL
<b>Name (*)</b>	First name of the Member	Type your name	Marco
<b>Family Name (*)</b>	Last/family name of the Member	Type your surname (Attention: CAPITAL LETTERS)	FIALA
<b>Date of Birth (*)</b>	Birth date of the Member	Select the <u>date</u> by clicking on "▼" on the left side of the bar. (Attention: first select the year, then the month, finally the day)	08/06/1957
<b>Membership start year (*)</b>	Start in CoB membership	Possible choices: From 1989 to 2020 Select the <u>date</u> by clicking on "▼" on the left side of the bar	2008
<b>Type (*)</b>	Type of membership	Possible choices: MC: Management Committee FM: Full Member PP: Past President PW: Pallazzi Prize Winner Select the <u>type</u> by clicking on "▼" on the left side of the bar	MC: Management Committee
<b>Role (*)</b>	Role of the Member within the CoB	Possible choices: President Secretary General Fedeunacoma Delegate Member Select the <u>role</u> by clicking on "▼" on the left side of the bar	Secretary General
<b>Institution/Organization/ Company (*)</b>	Institution/Organization/Company of the Member	Type the full name of Institution (Attention: in the case of university: University name first, Department/Institute second, with acronym if exists. For Organizations, Companies and Associations, please use CAPITAL LETTERS)	University of Milan, Dept. of Agricultural and Environmental Sciences, Production, Landscape, Agroenergy (DISAA)
<b>Still in charge</b>	Current position within Institution/Organization/Company of the Member	Possible choices: Yes No Select the <u>choice</u> by clicking on "▼" on the left side of the bar	Yes

## 2. Publication in the MW journal

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

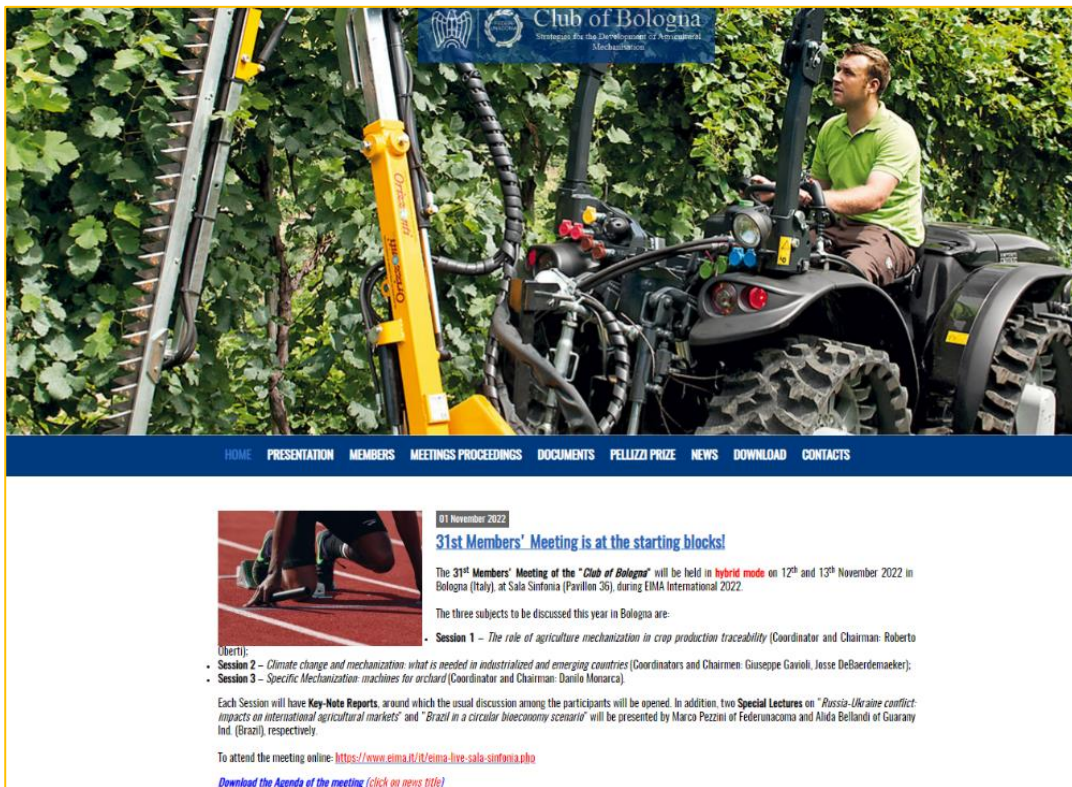
The review, established in 1992, began publication of editions in two languages, Italian and English, to become the only - and still today the only one - specialized magazine in the sector open to international communications to accompany the presence of Italian manufacturers on markets abroad.

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>).



Works extracted from the Club's activities will also be included in the magazine next year.

### 3. The COB website and social communication



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.

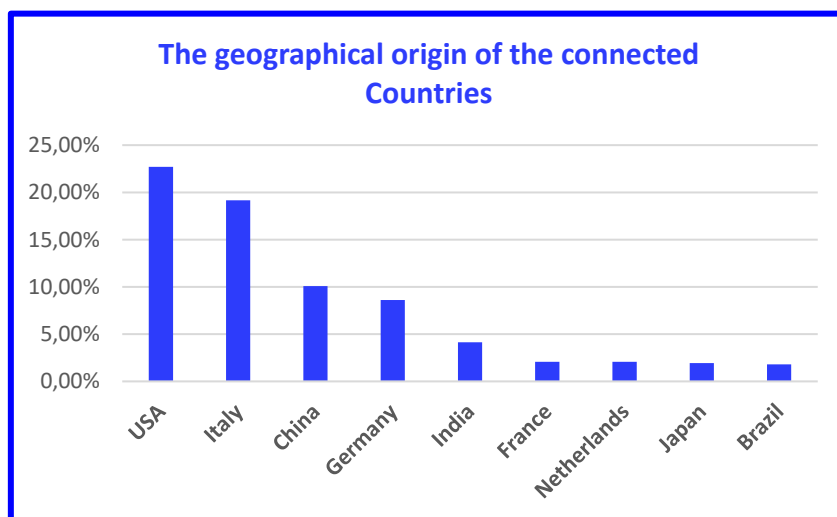
The site is organized with a menu in which the following items appear:

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

#### Connected users statistics

	2018	2019	2020	2021 (up to october)	2022 (up to october)	2023 (up to october)
Users	1.732	1.654	2.189	1.986	2.395	
New users	1.714	1.627	2.161	1.952	2.379	
Sessions	2.574	2.351	3.411	2.599	3.280	2.600
Number of sessions per user	1,49	1,42	1,56	1,31	1,37	
Page views	7.938	7.112	9.924	6.563	10.018	7500
Pages / session	3,08	3,03	2,91	2,53	3,05	2,89
Average session duration	00:02:46	00:02:10	00:02:52	00:02:09	00:02:00	
Bounce rate	55,98%	60,40%	51,51%	66,99%	63,32%	

*Note: Google Analytics has changed the evaluation parameters since July 2023 and it is therefore not possible to make comparisons with previous periods.*



The geographical origin of the connected countries sees in the order USA, Italy, China, Germany and India.

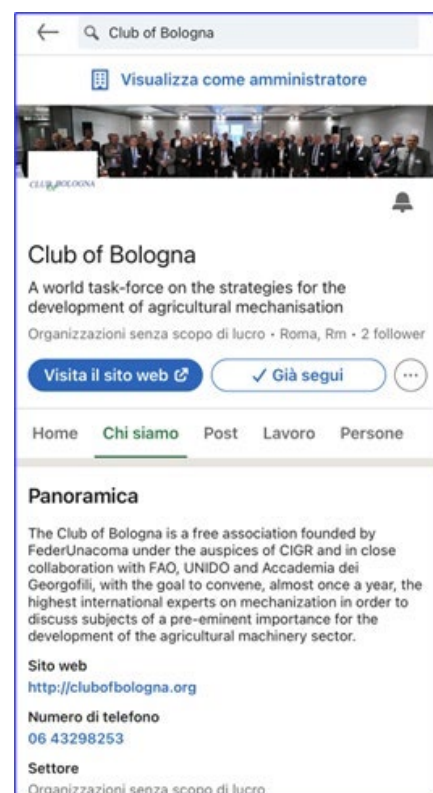
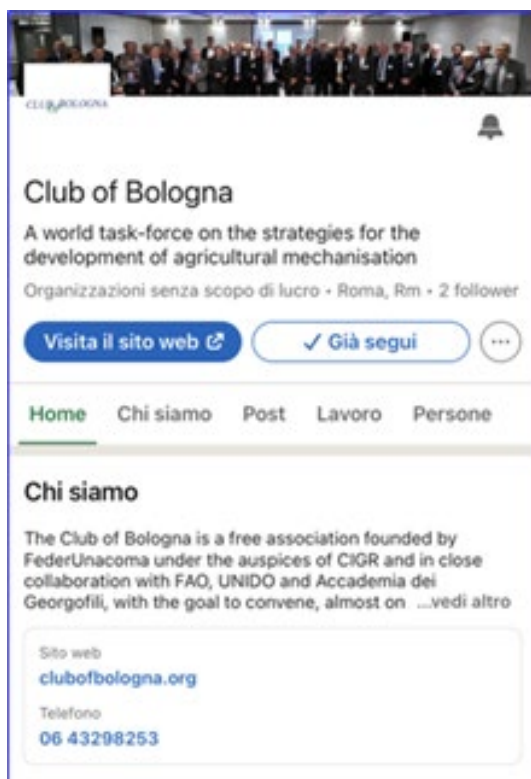
The wealth of knowledge and experience contained in the site, and in particular in the documents that refer to the Acts of Assemblies, can and must be further enhanced. To this end, the inclusion of an internal search engine to link to the communications of the Assemblies by subject is proposed once again. Currently, it is only possible to operate according to the year of the Meetings.

With the keynote extended abstract, from 2021 the tradition was resumed of making a report at the end of each meeting

#### 4. LinkedIn Group Project

During 2022, the proposal (by Marco Ramm) to create a CoB Social Group on social media "LinkedIn" was approved to improve the Club visibility, its members, proposals and documents.

The project "LinkedIn CoB Group" had a first development step. The CoB SG Marco Fiala organized – on May 15, 2023 - with the presence of the President Paolo Balsari, Patrizia Menicucci, Danilo Monarca and Marco Ramm, an online meeting to start the discussion about this project, and related rules and organization.



Following the results achieved during the meeting and from which a second Project step will start:

- the profile was created by Patrizia Menicucci (Administrative Secretary): <https://www.linkedin.com/company/club-of-bologna/>, and it is already running. Info pages, were created, as well
- administrators have been defined: P. Menicucci (Federunacoma); D. Monarca (SG Dissemination Coordinator); M. Ramm (Full Member) and M. Fiala (CoB SG)

A first approach for structure and organization was defined.

- ✓ **Everybody can follow the profile** (CoB FM or not). CoB FM can send information to Administrators, asking to be published and shared. A critical aspect could be that not all CoB Members have a LinkedIn profile, but in order to encourage them to run the app, a letter of information and 2 min. demo video (how to follow, advantages, opportunities, etc.) could be prepared;
- ✓ **only fresh&quick news must be uploaded** (i.e.: meetings, Pellizzi Prize Notice, Members info, new Members, everything concerning CoB activities, relevant agro-mechanical news, agro- mechanical international meetings, interesting papers/articles, relevant activities carried out by CoB member, like researches, incoming webinars and events, appointments etc., CoB history, previous meetings and Pellizzi Prize, links to 30-year videos);
- ✓ **a minimum editorial plan** requests to publish at least 2-3 posts per month.

Taking into account that not all CoB Members will have a LinkedIn profile, a specific communication – sign by SGR Dissemination Coordinator - will be sent to all the CoB Members, explaining them the meaning of the LinkedIn CoB Group and the related possibilities, as well as, inviting them: (i) to open a LinkedIn profile, (ii) follow the CoB page, (iii) collaborate in its life and circulation.

### *Acknowledgments*

*Thanks to Patrizia Menicucci and the Federunacoma Press Office for the precious and constant support.*