**Guidelines for CORE Organic Cofund project dissemination texts**

To be used as a basis for texts at the <http://projects.au.dk/coreorganiccofund/> project specific ***dissemination websites****:*

www.coreorganiccofund.org/YourProjectsShortName

***as well as in project leaflets.***

Please provide CORE Organic via e-mail to [karin.ullven@slu.se](mailto:Karin.ullven@slu.se) and cc to [helene.kristensen@icrofs.org](mailto:helene.kristensen@icrofs.org)

* **Filled-in template** (see next pages)
* **Pictures and illustrations**
  + Minimum 4 pictures in high image resolution (> 1 MB – for the printed leaflet)  
    Important: Not only pictures of scientific study objects, but preferably pictures showing the project *researchers at work* – and also illustrates the main features of the projects. Pictures should be in jpg format, have a legend and the name of the photographer
  + Possibly other illustrative figures/tables to facilitate the understanding by a non-specialist of project scope and aims

**Deadline: 31 May 2018Template for text for website and leaflets**

**Project acronym:**

| **Guidelines** | | **You fill in this column** |
| --- | --- | --- |
| **Headline**  **(< 10 words)** | Not the project title but a brief title in non-technical words  e.g. based on what the project wants to provide the stakeholder/sector with?  Test question to be answered in the headline: “What we want to tell you is that: “(the headline)” |  |
| **Introduction**  **(5 lines)**  +  **(5 lines)** | The main message/vision/expected outcome of the project. Use layman terms.  +  Answer the wh’s  *What*:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (project purpose in a few words)  *Why*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (motivation for this project – background description follows below)  *Where*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (main regions of the project investigations – not necessarily = project partner countries) |  |
| **Background**  **(10 lines)** | The problem behind the project motivation |  |
| **Main project activities**  **(5-8 bullet points)** | (Not a WP list) |  |
| **Expected societal and long term benefits of the project**  **(10-20 lines)** |  |  |
| **Expected results**  **(5-7 bullet points)** |  |  |
| **Plans to reach target groups for implementation of the results**  **(5 lines)** |  |  |
| **Coordinator** | Name, institution, country, e-mail address |  |
| **Partners** | Name, institution, country |  |

**Template for short workpackage descriptions - to be inserted as subpages on your project webpage**

|  |  |  |
| --- | --- | --- |
| **Subpage** | **Guideline** |  |
| WP1 | Short description of WP (max. 3000 characters with spaces) |  |
| WP2 | Short description of WP (max. 3000 characters with spaces) |  |
| WP 3 | Short description of WP (max. 3000 characters with spaces) |  |
| … | Short description of WP (max. 3000 characters with spaces) |  |