



D7.2 D&C plan I

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List of Acronyms

D&C plan	Dissemination and Communication Plan
ROI	Return on Investment
GDPR	General Data Protection Regulation
EOSC	European Open Science Cloud
TWPs	Technical White Papers
JRC	Joint Research Centre
CEJA	Young Farmers Association
CAPO	Cyprus Agricultural Payments Organisation
EIA	European Irrigation Association
MAPA	Ministry of Agriculture, Fisheries and Food
VMM	Flemish Environment Agency
CUT	Cyprus University of Technology
EEB	European Environmental Bureau
FAIR data	FAIR principles of findability, accessibility, interoperability, and reusability
SAV	Sociedad Anonima Agricultores de Lavega de Valencia
WE	Water Europe
UPM	Universidad Politecnica de Madrid
ARCHA	ARCHA SRL
CWP	Asociacion Catalana para l innovacion y la internacionalizacion del sector del agua, also known as Catalan Water Partnership
EEA	European Environment Agency
AIMPLAS	Asociacion de Invetigacion de Materiales Plasticos y Conexas

ELGO	Ellinikos Georgikos Organismos- DIMITRA
UMH	Universidad Miguel Hernandez de Elche
AGUA	Juzgado privativo de aguas de Guardamar del Segura
ACP	Agrotikos Synetairismos Petras

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Keywords list

Agronomy, irrigation management, water management, water resources, water re-use, water scarcity, management, drought, water abundance, floods, irrigation, water management, biowaste, agriculture, farming, systems, water technologies, digitalization, solid water, reclaimed wastewater

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1. Executive summary

This document presents the Dissemination and Communication Plan (D&C plan) of the RAINS project.

The RAINS Dissemination and Communication Plan (D&C plan I) is the foundation on which the dissemination and exploitation of the project work, impacts and results are based on. It defines the overarching communication and dissemination strategy and the Key Performance Indicators (KPIs) to ensure that key RAINS stakeholders are engaged and activated in an appropriate and timely manner, and the project creates synergies with other initiatives for a greater impact.

The introduction describes the main aim of the document and its pursuit. The initial D&C plan is submitted in M7 and will be reviewed periodically with the active participation of all partners. This document is part of the activities carried out in WP7 “D&C, synergies and knowledge sharing I”, but it will actively follow the results and outputs from the other work packages.

Section 3 introduces a preliminary identification of key stakeholders supporting dissemination and communication activities, including end users, research and academia, agrifood residues providers, public administration, regulatory entities, civil society, general public and tailored messages in order to put into place effective communication and dissemination campaigns to target all relevant and interested stakeholders.

Section 4, dissemination and communication activities and tools, presents the visual identity of the RAINS project, dissemination and communication materials and the communication and dissemination strategy for the project, explaining how partners will contribute to the dissemination process, ensuring that communication efforts are aligned and impactful.

Section 5 introduces key performance indicators for monitoring dissemination and communication activities and Section 6 procedures for communication, dissemination and privacy policy.

Section **Error! Reference source not found.** summarizes how the D&C plan will address challenges and effectively communicate project outcomes based on the project's objectives.

2. Introduction

The RAINS project is tackling water scarcity and extreme weather conditions in EU agriculture by testing practical solutions like biofertilisers, improved soil water retention, and smart tools such as Optifangs-IA and WaterIQ. Working across demo farms in Greece and Spain, it aims to improve water efficiency by 50% on 12,700 hectares, support over 500 farmers, and save €6.1 billion, 244 million liters of water, and 35 tons of CO2 emissions by 2050.

Coordinated by SAV and comprising 17 partners from 6 countries, this 4-year (2024-2028) €4.8 million Horizon project contributes to an improved water efficiency and support farmers in transitioning to more sustainable irrigation systems.

The D&C plan provides a clear overview on how all communication channels, activities, and tools work together to address and engage the relevant stakeholder groups (see **Error! Reference source not found.**) to achieve the dissemination objectives within WP7 to facilitate dialogue between farmers, scientists, policymakers, consumers, citizens and society while promoting the flow of knowledge on potential developments in agricultural biotechnology.

As outlined in the Grant Agreement, specific WP7 objectives are:

1. To develop an ambitious D&C plan for the project.
2. To map related EU initiatives to explore synergies.
3. To amplify the impact of the project via communication, dissemination and knowledge sharing activities to facilitate the entry of efficient and sustainable irrigation practices into the agricultural market.

Encompassing all other work packages aside from Project Management (WP10-12), the successful deployment of the D&C plan involves the active contribution of all RAINS partners.

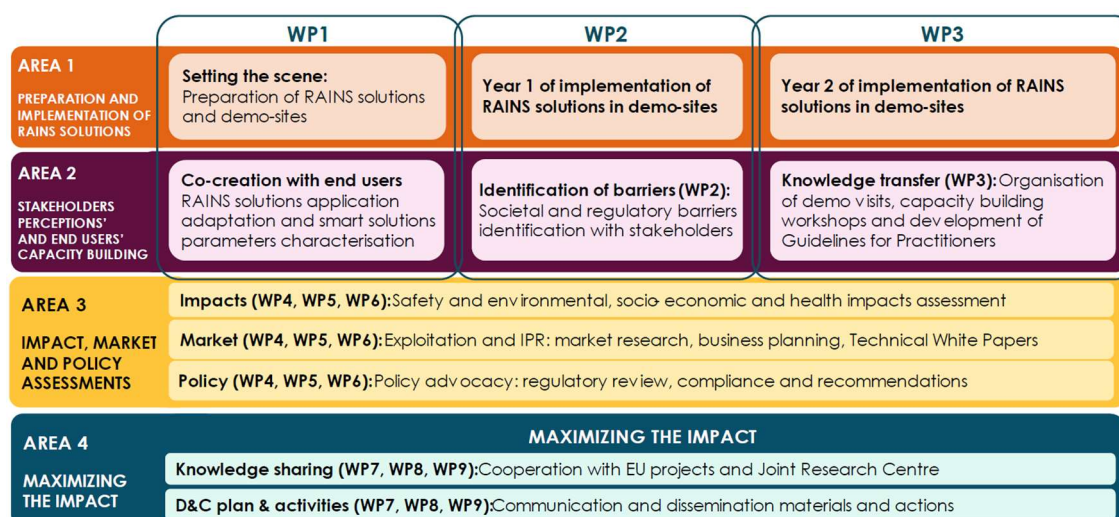


Figure 1 RAINS overall methodology overview (excluding project management WPs) - as outlined in the DoA

The initial D&C plan is submitted in M7 and will be reviewed at intervals with the active participation of all partners. Revisions will accompany the report on dissemination and communication activities at D8.1 (M24) and D9.1(M42). Additionally, a close collaboration will be formed between the horizontal work packages (4,5,6) to ensure effective communication and dissemination of the project results.

The RAINS D&C plan includes the following elements:

- *Key stakeholders and targets of dissemination*
- *Dissemination and communication activities and tools:*
 - *Visual identity and communication templates*
 - *Communication actions*
 - *Dissemination actions*
- *KPIs /Monitoring of dissemination and communication activities*
- *Procedures and privacy policy*

3. Key stakeholders and targets of dissemination

The RAINS stakeholders are at the heart of the D&C plan – those supporting the co-development of transition pathways and ensuring their realisation in policy, research and business areas. In the Grant Agreement, the consortium identified the following primary stakeholder groups:

Table 1 Target audience of the RAINS project

No.	Target Audience	Focus	Objective to Reach	Message	Examples (EU-wide, Spain, Greece, Netherlands, Italy, Belgium, Cyprus)
1	End-users (farmers, primary producers, watering communities)	C/D/E	1) Raise awareness on the availability and benefits of different and effective water management practices and tools; 2) Spread best practices in fertigation and irrigation.	RAINS tools provide efficient and beneficial water management practices that minimise effects of water scarcity and runoff episodes.	EU: Copa-Cogeca, CEJA (Young Farmers Association) Spain: ASAJA, COAG Greece: PASEGES, GAIASENSE farmers' platform Netherlands: LTO Nederland, Water Boards Italy: Coldiretti, Confagricoltura Belgium: Boerenbond Cyprus: Cyprus Agricultural Payments Organisation (CAPO)
2	Agricultural and water management industries (agricultural irrigation)	D/E	1) Increase knowledge of recovered nutrients from biowaste streams; 2) New circular value	RAINS tools provide efficient and beneficial water management practices that can open	EU: European Irrigation Association (EIA) Spain: Regaber, AZUD Greece: Netafim Hellas Netherlands: Dacom Farm Intelligence

	tech producers - SMEs / startups)		chains developed; 3) Spread best practices in irrigation and fertigation.	new business lines and imply benefits and savings.	Italy: Irritec, Rivulis Belgium: Pipelife Belgium Cyprus: Medisys Irrigation Ltd
3	Regional and EU policy makers and authorities	C/D/E	Increased support to the development of policies and regulatory instruments and to the implementation of improved and targeted incentives.	Incentives and recommendations are more effective to tackle risks related to water scarcity. RAINS contribute to EU goals.	EU: DG AGRI, DG ENV, JRC Spain: Ministry of Agriculture, Fisheries and Food (MAPA) Greece: Ministry of Rural Development and Food Netherlands: Ministry of Infrastructure and Water Management Italy: Ministry of Agriculture, Food Sovereignty and Forests Belgium: Flemish Environment Agency (VMM) Cyprus: Department of Water Development
4	Academia and scientific community	D	1) Higher promotion of research in related areas; 2) Increased share of reliable methodologies and innovations for efficient water and fertilizer management.	RAINS uses innovative and available technologies / methodologies to monitor, limit and recirculate water.	EU: EIP-AGRI, EGU (European Geosciences Union) Spain: CSIC Greece: Hellenic Agricultural Organization – Demeter Netherlands: Wageningen University & Research (WUR) Italy: CREA Belgium: KU Leuven Cyprus: Cyprus University of Technology (CUT)
5	Consortia of other relevant EU projects	D/C	Create synergies and communicate methodologies, activities and results.	How to contribute to a holistic approach for climate.	EU: Water Europe, H2020 Water2Return, Fertinnov Spain: LIFE ALGAECAN, LIFE REWATER Greece: HYDROUSA Netherlands: NextGen (H2020 Project) Italy: LIFE AGRISED Belgium: SMART-Plant project Cyprus: LIFE IP CYzero WASTE

6	General public, citizen science and media outlets	C	1) Promote citizen engagement and citizen science; 2) Amplify the impact within non-expert public.	Efficient water irrigation systems fight against scarcity and promote circular economy.	EU: Euractiv Agriculture, EU Observer Spain: RTVE Environmental sections, EFEverde Greece: Kathimerini (environmental section) Netherlands: NOS (environment and science) Italy: Il Sole 24 Ore (Green Economy) Belgium: De Standaard (climate section) Cyprus: Cyprus Mail
7	NGOs, and environmental organisations	C	Contribution to raise awareness on efficient water management systems and share the positive environmental benefits.	RAINS contribute to the EU goals on water management and the transition towards more sustainable farming systems.	EU: WWF Europe, European Environmental Bureau (EEB) Spain: Fundación Global Nature, SEO/BirdLife Greece: Hellenic Society for the Protection of Nature Netherlands: Wetlands International, Natuurmonumenten Italy: Legambiente, WWF Italy Belgium: Bond Beter Leefmilieu Cyprus: Terra Cypria

Additionally, clustering activities play an important role in amplifying the impact and visibility of the RAINS project across Europe. By engaging with strategic EU-wide networks such as [Water Europe](#), [EIT Climate-KIC](#), and [Greenovate Europe](#), RAINS can better position its innovations in the policy scene, research, and market developments related to sustainable water management and circular agriculture. Specific working groups like [Water Smart Territories](#) and the [Resource Recovery from Water Cluster](#) offer targeted platforms where RAINS can showcase its methodologies, pilot results, and technological solutions to a community already actively seeking advancements in water efficiency, fertigation practices, and nutrient recovery. Participation in these clusters not only facilitates knowledge exchange but can also build credibility and promote replication across multiple regions, especially in key Mediterranean countries like Spain, Greece, Italy, and Cyprus. Through proactive participation in these clusters, RAINS will not only amplify its communication and dissemination efforts but also anchor itself as a key contributor to Europe's transition toward more climate-resilient, resource-efficient, and sustainable farming systems.

4. Dissemination and communication activities and tools

4.1. Visual identity and communication templates

4.1.1. Logo and visual identity

The visual identity of the project will differentiate RAINS from other projects working on irrigation systems that aim to tackle water scarcity in Europe. It comprises the logo, icon, and slogan. The logo will be the visual messenger of the project and will be reflected in all the communication materials:



Figure 2 RAINS logo

The icon of the RAINS brings focus to elements evoking soil structure bringing attention to the power of harnessing nutrients, irrigation and efficient water management in order to reduce the impact of droughts as well as unpredictable weather patterns.

The slogan (also known as the tagline) is an actionable statement representing the goal of the project:

- *Resilient Irrigation Solutions*

An icon was created which can be used when there is a lack of space, or it is more optimal to represent the project:



Figure 3 RAINS icon

The icon is utilised on social media platforms as account profile photos and other communication materials as needed. A comprehensive guide on the correct usage of the logo, tagline, and the project colour scheme can be found in the Visual Guidelines (see Annex A Visual Identity Guidelines).

4.1.2. D&C materials

The RAINS project will create a selection of communication materials, such as the leaflets/infographics, templates for deliverables, presentations and press releases, as well as roll-ups for in- person events and online banners and shareables for websites and social media. These materials are to be updated based on the project's needs as well as in M28 and can be translated at partners' will into the other languages, as seemed necessary.

To harmonise the communications of the project and align efforts of all partners, REVOLVE will supply partners with a communication kit. The communication kit will include:

- Visual Identity Guidelines & Logo Pack - see Annex A Visual Identity Guidelines
- Templates (Word, Excel, PowerPoint, Press Release, roll-ups, poster) – see page 44,
- Project Flyer/leaflet,
- 1 roll-up,
- 2 posters,
- 1 press release,
- 1 bookmark,

- Other graphics/visuals as needed/requested by partners.

Based on the visual identity, templates for Microsoft Word and Microsoft PowerPoint have been developed. All partners have access to these assets for all communication and presentations about RAINS throughout the lifetime of the project.

The templates were developed accounting for any applicable rules and regulations from the European Commission. As with the other dimensions of this communication strategy, this Kit will be updated and revised more regularly with user-input from partners and in accordance with the deliverables that may emerge during the project. As WP7-9 lead, REVOLVE is there to provide in-house support to all partners upon request for adapting the templates to their needs, for example or with the formatting of reports and other knowledge products for RAINS. Additionally, 32 videos will be published, presenting the work done by the partners and emphasising key elements of the project.

4.2. Communication actions

This chapter outlines the comprehensive digital communication and dissemination strategy for the RAINS project. It focuses on the establishment of a central, user-friendly project website that will serve as the primary hub for stakeholders and the public, providing easy access to key project developments, results, and public deliverables. In addition, the chapter highlights the project's efforts to build a strategic social media presence to engage with key stakeholders, including environmental NGOs, rural development networks, journalists, and policymakers across the EU. Through platforms like LinkedIn, RAINS aims to foster dialogue, share updates, and expand its visibility. The chapter also details how partners will contribute to the dissemination process, ensuring that communication efforts are aligned and impactful. Targeted D&C materials such as leaflets, videos, and infographics will enhance engagement and promote the project's objectives.

4.2.1. Project website

The project website will function as the primary resource hub, and an interactive platform for all stakeholders and the public to access project developments and results including all public deliverables and D&C outputs including leaflets, posters, presentations, latest news, videos, newsletters and will serve as a platform for advertising events such as workshops and seminars. It will also serve as an online repository for all results and documents produced in the project, including deliverables planned for public dissemination and be a platform where research data will be simplified and visualised to facilitate the uptake of the project results. Traffic to and on the website will be monitored via Google Analytics digital dashboard. The [landing page](#) was launched in January 2025 and the [full website](#)- the wireframe of which can be seen in the figure below- is scheduled to be published by M10 (August 2025).

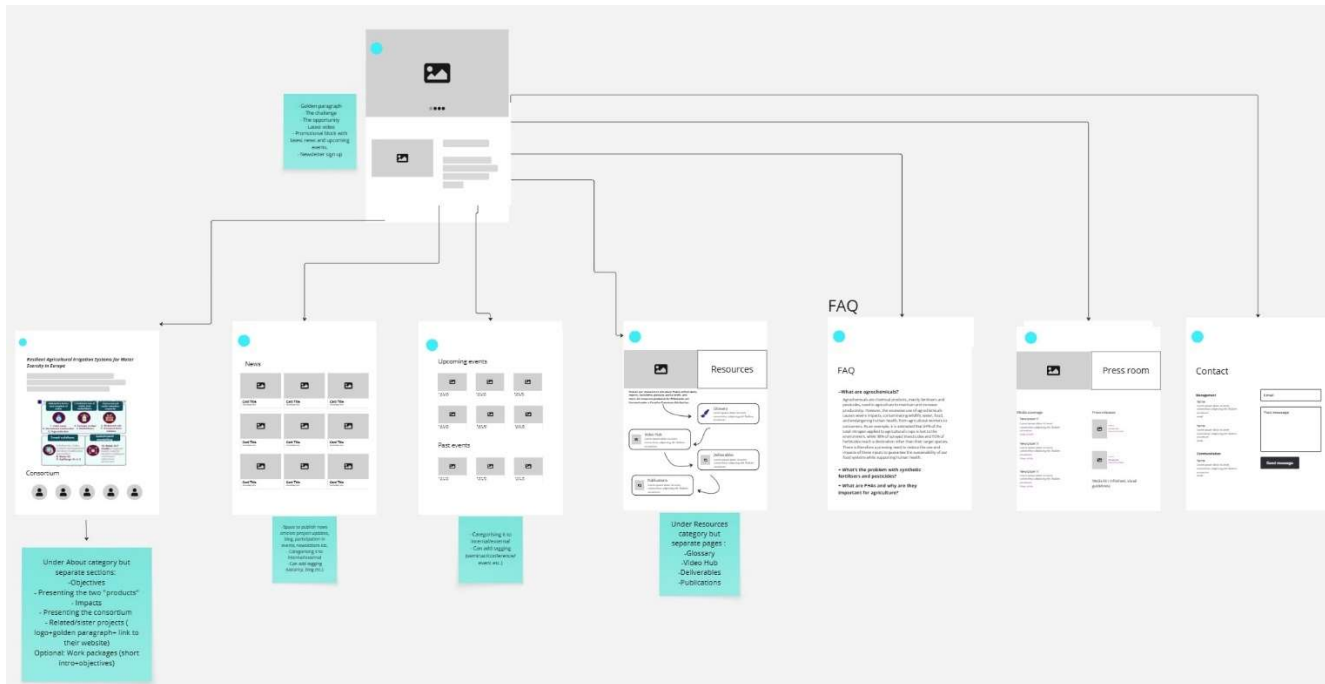


Figure 4 Wireframe of the RAINS website

4.2.2. Social media

RAINS will establish a diverse and strategic social media presence to effectively engage with key stakeholders across the EU and beyond. This includes the YouTube and LinkedIn, a list of target audiences including the key messages are displayed in the Key stakeholders and targets of dissemination section. Our digital communication efforts will enable the project to connect with environmental NGOs, rural development networks, journalists, and EU/national-funded research initiatives, ensuring high visibility and impact.

To facilitate engagement, a dedicated [LinkedIn profile](#) has been created to interact with stakeholders, share updates, and foster dialogue. Additionally, we are exploring the establishment of a BlueSky account in collaboration with appointed technical partners to enable meaningful exchanges with the scientific community.

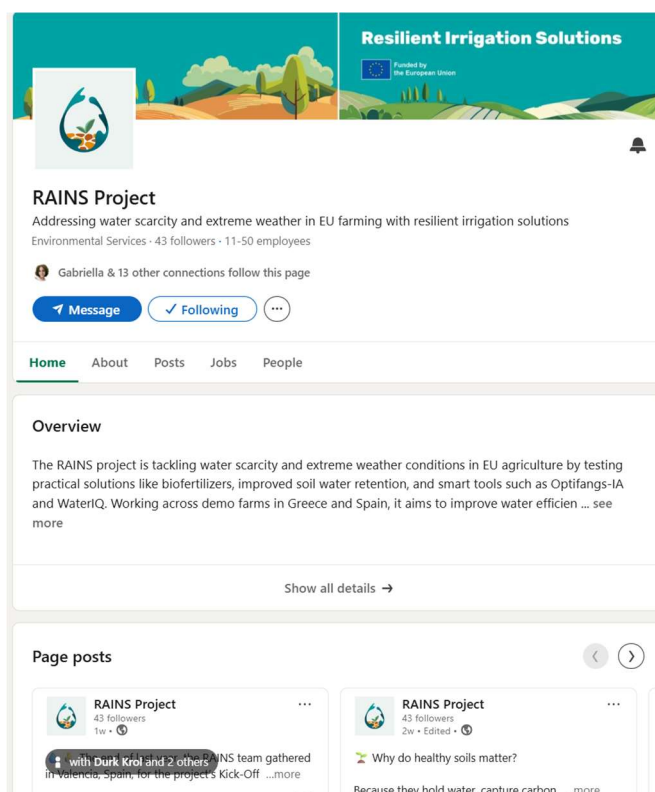


Figure 5 Screenshot of the RAINS project's LinkedIn home page

REVOLVE (WP7-9 leader) has decided to prioritize alternative social media platforms over Twitter (now X) due to multiple challenges that make it less suitable for professional and research-driven engagement. The platform has faced growing concerns over content moderation, with increasing instances of cyberbullying, misinformation, and unregulated hate speech driving many stakeholders away. Additionally, algorithm changes now favour sensational and polarizing content over informative, research-based discussions, reducing the quality of engagement for projects like RAINS.

Further compounding these issues is X's declining credibility as a reliable source for scientific and policy-related discourse, exacerbated by the spread of misinformation. The platform's overall effectiveness has also diminished, with decreasing user engagement, lower referral traffic, and reduced return on investment (ROI) for professional content. Moreover, paid analytics requirements add unnecessary costs to performance tracking, making it less efficient for targeted communication and outreach.

In contrast, LinkedIn presents a more suitable and strategic platform for RAINS's communication goals. It offers direct access to key stakeholders, including researchers, policymakers, industry experts, and media professionals, ensuring that project content reaches the right audience. Higher engagement rates on LinkedIn demonstrate that professional and research-based content performs better in an environment designed for knowledge sharing and networking. The platform's diverse communication tools, such as articles, videos, and discussion features, facilitate deeper engagement and long-term relationship-building.

To further amplify the project's reach, RAINS partners will actively mobilize their own communication channels, including websites and social media, to reinforce project messaging. Partners will align with the master messaging outlined in the Dissemination & Communication (D&C) plan, leveraging pre-approved online shareables and consulting with their organizational press offices to ensure content is impactful, audience-specific, and aligned with the project's strategic objectives.

4.2.3. Press releases and newsletter

All press releases and newsletters under WP7-9 will be strategically managed to keep partners and key stakeholders well-informed. Updates will be shared exclusively with those who have provided consent through voluntary sign-ups, ensuring full compliance with EU GDPR regulations via a dedicated HubSpot account.

The RAINS biannual newsletter will serve as a communication tool, offering insights into project progress, preliminary findings, and upcoming internal and external events. Frequent *News Flash* updates, webinar invitations, event announcements, and publication highlights will be distributed in a LinkedIn's newsletter, ensuring timely and relevant communication to showcase the latest blog posts and resources, providing valuable insights to both new and existing followers while strengthening engagement on the platform.

4.2.4. Videos

As part of the dissemination strategy, an animated introductory video will be created by REVOLVE and it will be published in M12. Additionally, a total of 30 promotional short videos will be produced, with each project partner contributing two videos of approximately two minutes in length between M17-48. These videos will be designed to communicate key project outcomes, highlight new technologies, and enhance exploitation potential. One technical video will also be developed (M40) to present in-depth results and innovations, targeting a more specialized audience. All videos will be published on a dedicated YouTube playlist hosted on the [REVOLVE account](#) and they will be advertised across the project's social media channels and official website.

Having the RAINS project playlist under REVOLVE's account will increase its visibility and potential reach by tapping into a shared audience base. Viewers who come for one project can easily discover others through playlists, boosting cross-exposure and engagement. It also lends credibility, as being part of a larger, active channel reflects professionalism and trust. Additionally, the project will benefit from stronger algorithmic promotion due to higher cumulative activity, helping it gain more traction than it would on isolated, inactive accounts. The views will be tracked using YouTube and LinkedIn analytics.

4.3. Dissemination actions

All RAINS partners will actively contribute to dissemination efforts, ensuring that project findings and innovations reach relevant stakeholders effectively. REVOLVE will lead and coordinate these activities, working closely with partners responsible for specific tasks to maximize outreach and impact. Dissemination efforts will include targeted communication strategies, stakeholder engagement initiatives (events participation, workshops), and

communication tools (recommendations, publications in scientific and non-scientific journals) to promote resilient irrigation techniques in the agricultural sector. Each partner will leverage their networks and expertise to amplify the project's visibility and ensure long-term knowledge transfer.

4.3.1. Trade fairs and scientific events

Consortium partners are expected to participate in a minimum of 4 offline scientific and/or trade fairs to boost the outreach and increase the visibility of the results. Relevant stakeholder groups will be exposed to key messages of the project through in-person and online events. Partners will continue to refer to the outcomes of RAINS beyond the lifetime of the project, whenever they are invited as speakers at a relevant conference. An initial list of conferences and relevant national and international events includes [SMAGUA](#), [EIA Irrigation Forums](#), [Paysalia](#), events organised by the [IWA network](#). In Year 1, a preliminary list of events to attend will be collected from all partners to identify potential collaboration and opportunities to hold common events with relevant initiatives, such as sister projects, clusters etc.

4.3.2. Open Access publications in scientific journals (following FAIR data and taking advantage of EOSC)

RAINS will submit at least 10 scientific articles in the disciplines of reliable methodologies and innovations for efficient water and fertilizer management. Journals will be targeted in the D&C excel planning given scientific relevance and excellence (judged by impact factor) and open access. A list of journals frequently targeted by the consortium partners with high impact factors (this varies by discipline, with a range of c. 2.5-10.5) and open-access options will be gathered from the partners during the early phase of the project. The initial list includes journals such as the [Water, Sustainable Water Resources Management](#), [Science of the Total Environment](#) and the [Journal of Waer Research](#). Five publications are planned for release between M17 and M32, followed by another five between M33 and M48. All publications will comply with FAIR data principles, be openly accessible via the RAINS website's repository and the [Open Research Europe](#) platform, and align with European Open Science Cloud (EOSC) objectives. Additionally, SAV will oversee adherence to the "Do No Significant Harm" principle, as well as monitor innovation and open science practices throughout the publication process.

4.3.3. Publications in sectorial magazines

As part of the communication strategy for this project, REVOLVE will engage journalists and ensure media coverage of the project throughout its course via social media content, news and at least one press release. REVOLVE is planning to develop at least 2 press releases- one about the start of the demo implementation (M17) and another on the finalisation of the demo implementation. These materials will be disseminated via HubSpot where a database of media outlets and journalists will be gathered that is relevant to the topic of the project. Interactions with these outlets when project results will address both the professionals within the agricultural sector, but also the broader public, business and entrepreneurs, including the Brussels-based as well as international news outlets. A media corner will be available on RAINS website providing media-friendly resources including press releases and photos for external publications. We expect at least 10 publications in sectorial magazines,

such as in [The Water Channel](#), [Smart Water Magazine](#), [Iagua](#), [Residuos](#), [Aquarama](#), [Hydroplus](#) to be published in throughout the project. This includes four non-academic articles expected between M17 and M32, with at least four more scheduled between M33 and M48.

4.3.4. Online promotional campaigns

RAINS will launch a series of three targeted communication and advocacy campaigns to raise awareness about the benefits and potential of innovative irrigation technologies, including the reuse of reclaimed water, particularly in the context of increasing water scarcity, sudden rainfalls, and floods. These campaigns, designed and coordinated as part of WP7 to WP9, will aim to engage distinct audiences and support market and regulatory uptake of RAINS solutions.

To ensure maximum impact, each campaign will undergo a 1–3-month preparation phase. This will include the definition of expected outcomes, identification of campaign-specific objectives, and the development of strong, tailored messages. Campaign materials will draw on the evidence and insights generated through demonstration activities, technical outputs, and stakeholder engagement across the project. REVOLVE will coordinate this process, ensuring alignment with RAINS key messages and EU communication guidelines.

The first campaign (launched between M8-M16) will target the general public, aiming to increase visibility and build broad awareness of the urgency and relevance of sustainable irrigation and water reuse. The second campaign (launched between M17-32) will focus specifically on the agricultural sector, highlighting how reclaimed water and smart irrigation technologies can directly benefit farmers in the face of climate variability. The third campaign (launched between M33-48), again addressing all publics, will emphasise the economic and regulatory aspects, promoting innovative solutions as both viable and necessary within current and emerging policy frameworks.

Dissemination will take place through the RAINS website, social media channels, and dedicated promotional materials. Each campaign will also be strategically timed to coincide with key European events or environmental observances, maximising visibility and momentum. Supporting capacity-building activities and workshops will be implemented alongside campaigns to ensure the message reaches not only wide audiences but also translates into practical understanding and action.

4.3.5. Policy recommendations

Two sets of targeted policy recommendations will be developed to promote the widespread adoption of innovative irrigation solutions demonstrated during the project. These recommendations will be tailored to the needs of policymakers and regulatory authorities, aiming to simplify the regulatory uptake of RAINS technologies. The recommendations will be grounded in insights gathered from two stakeholder consultations, real-world testing, and a comprehensive regulatory review. Stakeholder engagement will ensure that each group—whether public, private, or institutional—receives clear, actionable guidance aligned with their roles in supporting the market transition. The recommendations will synthesize evidence from real-life applications, policy analysis, and technological advancements, supporting their credibility and utility across sectors.

Supporting these efforts, Task 5.3 (M19–M30), led by WE in collaboration with UPM, ARCHA, and CWP, will deliver a detailed review of the regulatory framework relevant to the RAINS solutions, including both EU-level and regional (EL, ES) legislation. This review will assess regulations such as the EU Water Framework Directive, the Regulation on minimum requirements for water reuse in agriculture, the Drinking Water Directive, EU climate law, and other applicable policies. The review will also incorporate data from the EEA, the JRC, and key EU communications on sustainable carbon cycles and land use. The outcome of this task will be the Policy Impact Strategy (Deliverable D5.3, due in M30), which will directly inform the development of the policy recommendations under Task 7.2. These recommendations will be further supported by technical white papers (10), practitioner guidelines (2), and practice abstracts (40), drawing from best practices identified in RAINS and related EU projects. To enhance implementation and long-term impact, the project will also organize 23 workshops and engage directly with key industry stakeholders.

4.3.6. Clustering and Knowledge Sharing through Practice Abstracts

RAINS will implement a structured, multi-phase strategy to foster synergies with other EU-funded initiatives in sustainable irrigation, coordinated by Water Europe and involving contributions from all partners. The process begins with Task 7.3 (M8–M16), led by Water Europe, which focuses on mapping and initiating cooperation with over 20 relevant EU initiatives. These include Horizon 2020, Horizon Europe, and PRIMA projects, as well as strategic efforts such as the Water Scarcity Programme of EIT Food South and Living Labs under the EU Soils Mission, identified in the WOLLs Atlas. An initial coordination meeting—featuring RAINS’ sister project FARMWISE and another projects—will launch a calendar of joint activities, including planned Water Projects Europe events. The resulting cooperation framework will be delivered in Deliverable D7.3 (M16).

Building on this foundation, Task 8.3 (M17–M32) will identify and compile best practices in irrigation and fertigation across the EU, based on both RAINS demonstrations and input from clustered projects. These insights will inform the development of two sets of Practice Abstracts in the EIP-AGRI format.

Based on this groundwork, Task 8.3 will support the development of:

- The first set of 20 Practice Abstracts, submitted as Deliverable D8.2 in M30, together with a summary report capturing key lessons learned, outstanding examples, and policy recommendations.
- The second set of 20 Practice Abstracts, submitted as Deliverable D9.2 (part of Task 9.3) in M46, reflecting the latest insights and outcomes from RAINS and its extended network.

The clustering and knowledge-sharing process will continue under Task 9.3 (M33–M48), with additional joint activities and a final round of webinars and Water Projects Europe events. Both deliverables (D8.2 and D9.2) will be publicly available via the RAINS website repository and shared with the EU CAP Network to maximise visibility and encourage uptake. These materials will significantly strengthen RAINS’ legacy by turning complex findings into practical, actionable guidance for agricultural practitioners and stakeholders.

4.3.7. Guidelines for practitioners

As part of its commitment to supporting the practical uptake of innovative irrigation and fertilisation practices, RAINS will develop two comprehensive sets of practitioner guidelines—one focused on water-based solutions and the other on smart technologies. These guidelines will be produced in English and translated into Spanish and Greek to ensure accessibility for local stakeholders. Drawing from two years of data, observations, and measurements gathered during the demonstration activities, a detailed report on the progress and outcomes of the implemented solutions will be compiled and delivered as Deliverable D3.6 in M40. Building on this, the final **Guideline for Practitioners** (Deliverable D3.7, due in M46) will provide clear instructions on how to effectively apply both individual and combined RAINS solutions. It will also include additional recommendations on sustainable irrigation and fertiliser practices, along with practical advice to help users avoid common implementation errors.

4.3.8. Technical White Papers (TWPs)

Carried out between M24 and M30, AIMPLAS will lead the development of ten Technical White Papers (TWPs), each dedicated to one of the project's innovative solutions. Each document, approximately 6–10 pages in length, will describe the specific problem addressed, the RAINS solution and its technical characteristics, and the supporting scientific evidence. AIMPLAS will provide a standardized template to ensure consistency across all papers, which will be authored by the respective solution providers. The completed TWPs will be submitted as Deliverable D5.4 in M30 and made publicly available through the RAINS web repository. These documents will also serve as key tools in knowledge transfer activities under Work Package 5.

Later in the project (M37–M46), AIMPLAS will focus on updating the TWPs to reflect new insights gained from the final year of solution implementation. This update will include refined recommendations, real-world examples, and practical use cases, expanding the documents to 10–12 pages. The revised white papers will be submitted as Deliverable D6.5 in M46 and will be re-uploaded to the RAINS repository to ensure continued relevance and utility for stakeholders across the sector.

4.3.9. Workshops

As part of its user-centred approach, the RAINS project will organise a comprehensive series of workshops aimed at engaging stakeholders—particularly end-users of the tested irrigation and fertigation solutions—across different phases of the project. In Task 1.1 (M1–M18), led by ELGO, the consortium will identify and compile a stakeholder database including over 100 relevant actors, with at least 50% being irrigation system end users such as farmers. This database will serve as the basis for co-creation workshops, with two regional workshops per country (Spain and Greece) to be organised in M8 and M11, and an additional EU-level online session in M15. These sessions will aim to gather inputs on the willingness to adopt RAINS water-based solutions and requirements for smart solutions, including preferences for data integration, irrigation strategies, and user interface design. The initial findings will be submitted as Deliverable D1.1 in M10, and the complete results as D1.2 in M18.

In the next phase, Task 2.3 (M21–M30), led by CWP, will involve a new round of stakeholder engagement focused on identifying societal and regulatory barriers. Two regional workshops will be held per country in M23 and M26, and an EU-level online session in M29. These events will target a broad range of stakeholders including businesses, public authorities, and civil society representatives. The insights gathered will be submitted in M30 as Deliverable D2.3 and will inform the development of policy recommendations in Task 6.2.

From M33 to M42, Task 3.3, led by UMH, will focus on demonstration visits and capacity-building workshops. Two regional workshops per country will be held in M35 and M38 to showcase demo-site results and train end-users—at least 20 per session—on the application and benefits of the RAINS solutions. Additional stakeholders, including members of AGUA and ACP, and participants from other drought-affected regions, will be invited to ensure broader knowledge transfer. Leveraging the WOLLs Atlas from the Water4All Partnership, two extra replication workshops will be held by WE between M35 and M41 in one currently water-scarce country and one expected to face scarcity in the medium term (e.g., France, Italy, or Cyprus). The results will be captured in Deliverable D3.3 in M42.

Finally, under Task 6.3 (M31–M46), WE will coordinate the delivery of policy workshops based on outputs from Tasks 2.3 and 6.2. Two regional policy workshops will be organised in M41 by CWP and ELGO to present key project results and the developed EU policy recommendations (Deliverable D6.4, M36) to relevant policymakers and authorities. These sessions will be supported by mainstream media outreach and will ensure the project's policy outputs are tailored to real-world implementation needs.

4.3.10. JRC synergies and approach integration

The RAINS project will establish a structured cooperation with the Joint Research Centre (JRC), particularly its Knowledge Hub for Water and the Sustainable Resources department. Under Task 7.4 (M1–M16), led by SAV with support from ELGO, direct contact will be initiated in M1 to present the methodologies and formats intended for implementation and impact assessment tasks. A meeting will be organised to explore how these can be harmonised with the JRC's existing frameworks, ensuring that RAINS outputs can be integrated into tools related to water use and availability developed by the JRC. A cooperation strategy and timeline will be developed, establishing at least one coordination meeting per year, and summarised in Deliverable D7.4 (M6).

This cooperation will be actively continued through Task 8.4 (M17–M32), during which periodic meetings—outlined in the previously agreed timeline—will be held to share project results and datasets relevant for the JRC's water-related tools. Where appropriate, other projects identified in Task 7.3 will also be invited to participate in these meetings to foster broader collaboration and data exchange.

Finally, Task 9.4 (M33–M48) will extend this collaboration into the final project phase. Regular meetings will continue to facilitate information sharing, and representatives from the JRC will be invited to contribute to knowledge-sharing workshops organised under Task 10.3, with a focus on EU-wide water resource monitoring. A final report detailing all cooperation activities and their outcomes will be submitted as Deliverable D9.4 in M48.

4.3.11. Final event (Valencia)

The final event of the RAINS project, organised by SAV, will be held in Valencia in a hybrid format with 100 expected participants.

5. KPIs/Monitoring of dissemination and communication activities

Table 2 Communication actions that RAINS will implement. KPI Table

KPI	Target	Measurement tool
Project visual identity	Visual identity shared with project partners M2.	Visual shared with all partners
Project website and social media profiles	Publication of the website M3. 500 monthly visits.	Google Analytics & Matomo
D&C materials – explaining the problem and the solution in an attractive and understandable manner, translated as necessary by partners for local use.	5 infographics, 1 promotional video, 1 concept video	Materials shared with all partners
Social media – a dedicated LinkedIn page will be created for interactions with stakeholders and sharing content. Partners will be encouraged to use their own social media profiles to reinforce RAINS communication.	1000 total followers	LinkedIn analytics
Promotional short videos	N° of short videos = 30; 2 per partner, 2-minutes each	
Technical video- aiming to disseminate results and new technologies to boost exploitation. Uploaded on the project's social media profiles and website	1,500 views (considering all profiles)	YouTube analytics
Media – curating key messages to build credibility and visibility for the project and its	40 media mentions	Meltwater (open and click rates)

results among the public to engage the interest of relevant media in the project.	1 press release about the start of the demo implementation (M17) 1 press release about the finalisation of the demo implementation	
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Table 3 Dissemination actions that RAINS will implement. KPI table

KPI	Description	Target
Trade fairs and scientific events	Attendance to conferences or trade fairs	Nº events attended = 4
Open Access publications in scientific journals (following FAIR data and taking advantage of EOSC)	Open Access in peer-reviewed journals or articles, press or sectoral magazines	Nº of min. scientific publications = 10
Publications in sectorial magazines	Articles in EU and national media	Nº of publications = 10
Online repository	Repository included in website to compile all results and documents produced in the project for knowledge sharing and transfer.	Nº of visits to the repository = +1,000 (EOP)
Data Visualization	Simplify and visualize the research data for decision-makers to aid the uptake of the project results. Visualized data integrated on the website.	Nº of visits to the website = 3,000.
Online promotional campaigns	Nº of campaigns = 3, audience: 1º all publics, 2º agricultural public, 3º all, focus on market and regulatory	
Policy recommendations	Recommendations for policy makers and authorities to simplify the regulatory uptake, based on	Nº of sets of recommend. = 2 Shared in 2 events

	barriers identified by stakeholders and a regulatory review.	
Practice Abstracts	Collection of best irrigation and fertigation practices identified in related EU projects, developed following the EIP-AGRI format	N° Practice Abstracts = 40; 100 downloads.
Guidelines for practitioners	A set of guidelines (one for water-based and one for smart solutions) in English and translated to local languages (ES, EL).	N° Guidelines = 2. 100 downloads.
Technical White Papers (TWPs)	Documents describing RAINS solutions in detail (problem, solutions' features and technical details, scientific evidence, practical cases).	N° of TWPs = 10. 100 downloads.
Workshops	Co-creation, knowledge transfer, knowledge sharing (synergies with EU projects) and policy workshops for recommendations delivery.	N° organised workshops = 23 (at least 5 co-organised with HE actions) N° of attendees: +500 attendants
JRC synergies and approach integration		N° of meetings = 8
Final event (Valencia)	Organised in M48	N° of attendees: 100 attendants

6. Procedures and privacy policy

6.1. Procedures for communication

Article 17 of the Grant Agreement outlines the obligations on communications. Any promotion or communication material of RAINS is to include the following emblem and disclaimer:



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EREA. Neither the European Union nor EREA can be held responsible for them.

Figure 6 EU Funding acknowledgement

RAINS communications are structured by each partner identifying a core communication contact for all queries pertaining to communications. This will ensure that REVOLVE is effective in addressing questions related to specific work within the consortium or identifying problems in terms of communication.

Each contact person is responsible for answering questions on communication issues, and for reviewing, commenting on, validating, and approving the communication material produced within the framework of the project. In addition, the contact person is also responsible for ensuring the internal validation of the content/material by its respective organisation and contacting the relevant internal technical/scientific team if need be.

The activities of WP7-9 will be discussed with partners on an on-going basis, to provide up-to-date information and ensure the access for all partners to project materials, and that messaging is coherent and consistent.

To achieve this, a regular communication call will be deployed with a designated communication ambassador to represent each project partner. These regular update calls will allow an opportunity to align efforts of communication, resolve questions or uncertainties regarding the communication of specific project work or results, and will improve the overall lines of communication and project management and create trust and transparency amongst all partners while identifying where additional communication support will be needed - i.e. for developing graphics, visuals, or additional communication materials that could support partners in their work.

6.2. Procedures for dissemination

Article 17 of the Grant Agreement outlines the procedures for Dissemination.

According to Article 17 of the Grant Agreement, each beneficiary of the project is obliged to disseminate the results that it has ownership of, in a publicly available format. Dissemination activities will remain compatible with the protection of intellectual property rights, confidentiality obligations and the legitimate interests of the owners of the results.

RAINS will adhere to established Open Science principles to enhance the visibility and transparency of its results, creating an innovation ecosystem that avoid duplicities and maximize the EU effort. The project's Open Science responsible (SAV) will oversee compliance with these practices. In collaboration with the relevant Work Package leaders and the exploitation leader, ACC, the SAV will identify data and information that can be openly shared while safeguarding opportunities for commercial exploitation. Ensuring the secure management of valuable and sensitive research data will be a top priority throughout the project. Additionally, efforts will focus on addressing market entry and regulatory challenges essential for the project's successful commercialisation.

7. Conclusions

This document serves an important role in supporting the RAINS project by establishing a structured and strategic approach to communication, dissemination, and stakeholder engagement. By defining key objectives, target audiences, and performance indicators, the Dissemination and Communication Plan ensures that the project's findings, impacts, and innovations reach the relevant stakeholders effectively and in a timely manner.

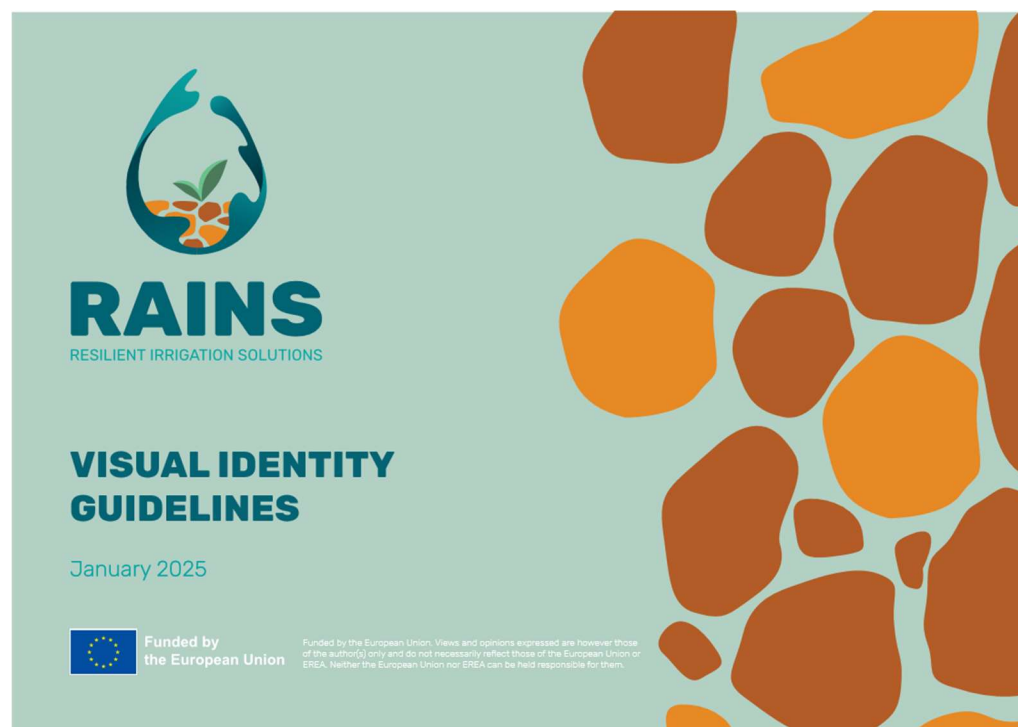
The outcomes of this document contribute directly to the project's objectives and milestones in the following ways:

1. **Enhancing Visibility and Awareness** – By identifying key stakeholders and tailoring communication strategies for different groups, the document enables meaningful interactions, fostering collaboration and knowledge exchange across the agrifood sector, academia, regulatory bodies, and civil society. This maximizes public awareness and visibility, aligning with WP7-9's objectives.
2. **Supporting Project Impact and Synergies** – The structured dissemination strategy aligns with the project's mission to improve irrigation and fertigation practices, reinforcing its contributions to relevant EU initiatives such as the EU Water Framework Directive, Regulation on minimum requirements for water reuse for agricultural irrigation, EU Drinking Water Directive, and the Mission 'A Soil Deal for Europe.' It also promotes synergies with other initiatives, amplifying the project's broader impact.
3. **Ensuring Effective Knowledge Transfer** – Through defined communication channels, materials, and strategies, the plan facilitates the flow of both internal and external communication.
4. **Monitoring and Continuous Improvement** – The inclusion of KPIs and monitoring mechanisms ensures that dissemination efforts are tracked and optimized over time, enabling iterative improvements to maximize outreach and effectiveness.

By actively involving all RAINS partners in dissemination efforts and integrating findings from various work packages, this document ensures that the project's innovations—innovative irrigation and fertigation systems—gain the recognition, adoption, and policy support necessary to during the project's duration.

8. Annex

Annex A Visual Identity Guidelines



INTRODUCTION

The RAINS visual identity plays an essential role in promoting the project; as such, it is imperative to respect these guidelines when using the logo, font and colours for any external or internal communication, such as presentation templates, posters, business cards, flyers, social media, and so on.

The following guidelines provide a framework for using the brand identity in a consistent manner. Consistency communicates reliability and provides the foundation for working together in an efficient way. While maintaining the highest quality standard, our choice of words and images are opportunities to show that we understand and engage with our audiences.

These visual identity guidelines are a living document and may be updated to accommodate changing requirements. If you require assistance, additional support materials, or adjustments for a specific situation, please contact the RAINS team. Likewise, if for any reason, you need to work outside the scope of these visual identity guidelines, please also contact a member of the RAINS team.

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THE LOGO

About the logo and its meaning

Rationale

The overall objective of RAINS is to contribute to making EU agriculture more resilient to water scarcity through the demonstration of innovative and optimised irrigation practices and technologies that will increase the efficiency of water and nutrient management and reduce the impact of extreme events (e.g., droughts and rapid showers or floods), such as those experienced in southern Europe and in Mediterranean countries.

The RAINS project aims to demonstrate innovative solutions for the urgent need for water-efficient and soil-friendly irrigation and fertilization systems.

By highlighting water scarcity, RAINS brings focus on soil health and how it improves land resistance to water scarcity and water abundance.

The logo brings focus to elements evoking soil structure bringing attention to the power of harnessing nutrients, irrigation and efficient water management in order to reduce the impact of extreme events today.



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THE LOGO

Logo colour variations



Fullcolour positive

This is the default version of the logo, **to be used on white or light backgrounds.**



Black

For use on black and white layouts or documents, **on dark backgrounds**, or when the colour versions of the logo do not sufficiently stand out against the background.



Fullcolour negative

For use on darker coloured backgrounds and photographs. Be careful that the logo needs to stand out against the background.



White

For use on monochrome layouts or documents, **on dark backgrounds**, or when the colour versions of the logo do not sufficiently stand out against the background.



Dark aqua

For use on monochrome layouts or documents, or when the colour versions of the logo do not sufficiently stand out against the background.

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THE LOGO

Minimum size and safe area

Minimum sizes

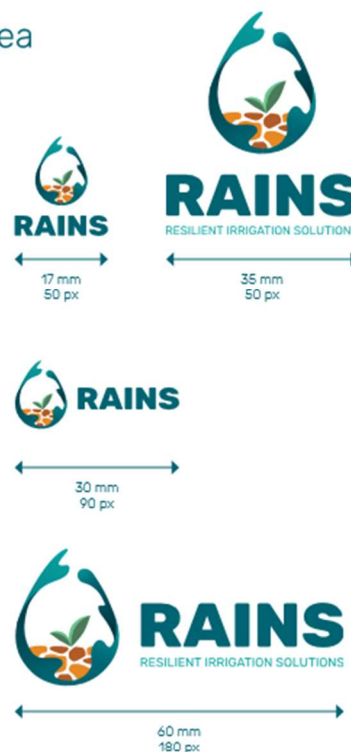
The minimum size is indicated by the width of the logo. The logo should never be smaller than the minimum indicated sizes to avoid compromising its visibility.

Stacked logo

- **Without tagline**, the width of the logo should never be smaller than 17 mm in print or 50 px in digital media.
- **With tagline**, the width of the logo should never be smaller than 35 mm in print or 100 px in digital media.

Inline logo

- **Without tagline**, the width of the logo should never be smaller than 30 mm in print or 90 px in digital media.
- **With tagline**, the width of the logo should never be smaller than 60 mm in print or 180 px in digital media.



Safe area

Keep all other graphic elements, logos or margins at a minimum distance as defined by the "Safe area" line. The minimum safe area is equal one and a half times the cap-height of the logo text.



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COLOURS

The project has an extended colour palette to meet all communication needs



Dark aqua
CMYK: 91 / 48 / 43 / 17
RGB: 3 / 100 / 116
HEX: #036474



Aqua
CMYK: 79 / 14 / 39 / 0
RGB: 0 / 163 / 164
HEX: #00A3A4



Mist
CMYK: 30 / 7 / 24 / 0
RGB: 179 / 208 / 196
HEX: #B3D0C4



Pine
CMYK: 83 / 42 / 82 / 39
RGB: 34 / 85 / 58
HEX: #22553A



Lime
CMYK: 33 / 12 / 99 / 0
RGB: 184 / 192 / 57
HEX: #B8C039



Burnt Pink
CMYK: 25 / 100 / 26 / 1
RGB: 189 / 13 / 112
HEX: #BD0D70



Sienna
CMYK: 23 / 69 / 94 / 14
RGB: 179 / 90 / 34
HEX: #B35A22



Orange
CMYK: 7 / 54 / 100 / 0
RGB: 232 / 137 / 28
HEX: #E8891C



Yellow
CMYK: 4 / 14 / 82 / 0
RGB: 245 / 211 / 77
HEX: #F5D34D



Light yellow
CMYK: 1 / 0 / 38 / 0
RGB: 255 / 247 / 176
HEX: #FFF7B0

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MESSAGES

Tagline and golden paragraph to describe the project

Tagline

Resilient Irrigation Solutions

Golden paragraph

The overall objective of RAINS is to contribute to making EU agriculture more resilient to water scarcity through the demonstration of innovative and optimised irrigation practices and technologies that will increase the efficiency of water and nutrient management and reduce the impact of extreme events (e.g., droughts and rapid showers or floods), such as those experienced in southern Europe and in Mediterranean countries.

The RAINS project aims to demonstrate innovative solutions for the urgent need for water-efficient and soil-friendly irrigation and fertilization systems.

By highlighting water scarcity, RAINS brings focus on soil health and how it improves land resistance to water scarcity and water abundance.

RAINS

Visual Identity Guidelines

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TYPOGRAPHY

The typeface used for RAINS communications is Rubik

RESILIENT IRRIGATION SOLUTIONS

The overall objective of RAINS is to contribute to making EU agriculture more resilient to water scarcity through the demonstration of innovative and optimised irrigation practices and technologies that will increase the efficiency of water and nutrient management and reduce the impact of extreme events (e.g., droughts and rapid showers or floods), such as those experienced in southern Europe and in Mediterranean countries.

The RAINS project aims to demonstrate innovative solutions for the urgent need for water-efficient and soil-friendly irrigation and fertilization systems.

By highlighting water scarcity, RAINS brings focus on soil health and how it improves land resistance to water scarcity and water abundance.

Rubik ExtraBold

Rubik Medium

Rubik Regular
Minimum font size for body text: 9pt

Rubik Light
Minimum font size for body text: 9pt

RAINS

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TYPOGRAPHY

When the recommended typeface is not available, RAINS communications are to use the system font Arial

RESILIENT IRRIGATION SOLUTIONS

The overall objective of RAINS is to contribute to making EU agriculture more resilient to water scarcity through the demonstration of innovative and optimised irrigation practices and technologies that will increase the efficiency of water and nutrient management and reduce the impact of extreme events (e.g., droughts and rapid showers or floods), such as those experienced in southern Europe and in Mediterranean countries.

The RAINS project aims to demonstrate innovative solutions for the urgent need for water-efficient and soil-friendly irrigation and fertilization systems.

By highlighting water scarcity, RAINS brings focus on soil health and how it improves land resistance to water scarcity and water abundance.

Arial Bold

Arial Regular
Minimum font size for body text: 9pt

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ADDITIONAL BRANDING

Other logos and mentions to include in RAINS communications

As a EU funded project, RAINS communication activities and products must also include the European Union logo and following disclaimer:



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the European Union**

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CONTACT

For any questions regarding these guidelines, please contact the communication partner:

Contact person

Dorottya Kalo
Communication Coordinator, REVOLVE
dorottya@revolve.media

THANK YOU



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the European Union**

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Annex B – Templates (cover pages)

CONTACT DETAILS
Dorothy Kato, Communication Coordinator
dkato@revolve-media

DATE
7 February 2025

PRESS RELEASE

Heading 1

Heading 2

Heading 3

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Maecenas sed diam eget risus varius blandit sit amet non magna. Donec sed odio dui.

"Quote: Maecenas sed diam eget risus varius blandit sit amet non magna. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

– Author

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Maecenas sed diam eget risus varius blandit sit amet non magna. Donec sed odio dui.

- Maecenas sed diam eget risus varius blandit sit amet non magna.
- Maecenas sed diam eget risus varius blandit sit amet non magna.
- Maecenas sed diam eget risus varius blandit sit amet non magna.
- Maecenas sed diam eget risus varius blandit sit amet non magna.

Cras justo odio, dapibus ac facilisis in, egestas eget quam. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Donec sed odio dui. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Donec id elit non mi porta gravida at eget metus. Donec id elit non mi porta gravida at eget metus. Morbi leo risus, porta ac consectetur ac, vestibulum at eros.

Cras justo odio, dapibus ac facilisis in, egestas eget quam. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Donec sed odio dui. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Donec id elit non mi porta gravida at eget metus. Donec id elit non mi porta gravida at eget metus. Morbi leo risus, porta ac consectetur ac, vestibulum at eros.



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Title

Subtitle

DX.X. Deliverable title

Subtitle

