

**iPLANTA WG5 Meeting on “Building iPLANTAs communication plan to reach Scientist, Industry, Public and other Stakeholders” at Milan University, Milan (Italy), October 19-20, 2017**

**Call for Abstracts**

WG4 and WG5 of the COST action iPLANTA organizes a workshop on “Benefits and Costs associated with using RNAi technologies & Building our communication plan to reach all stakeholders”. The joint meeting will last two and a half days. The goal of the workshop associated with building the communication plan is to have a few selected presentations on communication strategies and thorough discussions to decide on types of communication, define stakeholders, responsibilities, and deadlines to set the plan to guarantee maximum output of our action.

**The workshop will have the following themes:**

- 1) INTRODUCTION – Short **presentations from each WG** with emphasis on what to be communicated from each WG and a **list of their main stakeholders** to be reached.
- 2) **PESTEL** (Political, Economic, Social, Technological, Environmental, Legal) analyses to use when building the SWOT matrix, and **SWOT** (Strengths, Weaknesses, Opportunities, Threats) input from each WG to construct a matrix to direct our communication strategies.
- 3) Deciding on **types of communication** to be used, who should be responsible to carry them out, and which time frames and deadlines they should have.
  - Scientific – joint publications, Elsevier book
  - Technical – how to approach, involve stakeholders (ex FB page open to all possible stakeholders with an active editor making sure good practice is followed)
  - Public – how to promote public dissemination in Europe and in each country if volunteers

**The workshop contributes to the following research objectives of the iPlanta Action:**

- Disseminate available information on plant RNAi and on RNAi systems in pests and pathogens of crop plants;
- Organize a network of scientists to achieve scientific understanding of RNAi mechanisms and bringing the other WGs closer together to the joint effort of communicating all the results from the action efficiently.

**The workshop contributes to the following capacity building objectives of the iPlanta Action:**

- Promote collaboration among European interested parties and stakeholders, and with interested parties outside Europe.
- Encourage the development of new relevant research consortia and programmes within the EU.
- The workshop in particular will contribute to achieving the deliverables and milestones of WG5 as outlined in the proposal, in particular to build the actions communication strategy and start carrying it out.

**The meeting contributes to the following capacity building objectives of the Action:**

- Establish a communications platform for stakeholders and the public.

**Please submit abstracts including title, authors with presenter highlighted by August 25, 2017.**