



COMMUNICATION PROCEDURE

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Version 01-2021

Scope

This procedure is an integral part of the Communication and Dissemination Plan of the TRACE-RICE project and specifies how its communication should be managed effectively.

This procedure aims to ensure that, in the communication process, all stakeholders follow the same approach and ensure the uniform and coherent transmission of information about the TRACE-RICE project.

Objective

The aim of this Procedure is to ensure that the Communication and Dissemination Plan is properly implemented with regard to communication on digital platforms, promoting the coordination and effectiveness of content communication, in particular on the Project website (<http://trace-rice.eu/>), on the professional social network LinkedIn (<https://www.linkedin.com/company/trace-rice/>) and on other platforms that are considered relevant during the development of the Project.

The aim is to ensure that any information about the Project that is the subject of communication is first published on the platforms inherent to the Project and only subsequently disseminated through the remaining platforms that are the direct responsibility of the partners involved.

It is intended for

- Leaders of each WP (Working Package) of the Project;
- Entities directly involved in the TRACE-RICE project (e.g. INIAV, IBET, UNL – ITQB, Casa do Arroz, EM, Mater Dynamics, BGI, UA, CSIC-IATA, DPL, others);
- Other entities potentially interested in disclosing information related to the Project (e.g. entities associated with entities indirectly involved in the Project);

Who publishes the content

The communication of content on the TRACE-RICE website and on the professional social network LinkedIn will be ensured by Casa do Arroz, through the technician responsible for communication, Tiago Rogado (tiagorogado@gmail.com).

In the event of any specific impediment of the technician, duly justified (e.g. holiday period, deprivation for health reasons), to share the content associated with the Project, the task may be performed by the following stakeholders:

- INIAV Leader- Carla Moita Brites (carla.brites@iniav.pt)
- Casa do Arroz Leader – Pedro Monteiro (ania@ania.pt)

Prepared by	Reviewed by	Approved by	Approval date
Tiago Rogado	Tiago Rogado / Pedro Monteiro	Pedro Monteiro	Out 2021



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Communication procedure

All information that interested parties consider relevant for dissemination should be processed by the person responsible for communication of the TRACE-RICE project.

In order to clarify the communication process, the tasks to be performed are listed below:

1. Interested parties who wish to see any content associated with the TRACE-RICE project published should contact the person responsible for communication of the Project directly via the following email address: tiagorogado@gmail.com;
2. Attach the texts/articles in English, images, videos or associated links to the email, and briefly specify by email which information is considered most relevant and worthy of emphasis;
3. As a rule, after the content has been analysed by the person responsible for the communication, it is expected that the content will be published within 24 hours. However, if content needs to be edited, publication may take up to 48 hours after the request.
4. The content will first be published on the TRACE-RICE website and then replicated on the LinkedIn social network page. After publication has been successfully carried out on these platforms, the person responsible for the communication will inform the interested party(ies) that the content has been successfully published.
5. In order to ensure the standardization of content in the communication to be shared by all interested parties, it must come from the TRACE-RICE website and LinkedIn social network. Content sharing may be carried out later, freely and autonomously, by each partner from this source of information to other existing platforms.

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Attach the texts/articles in English, images, videos or associated links to the email, and briefly specify by email which information is considered most relevant and worthy of highlighting.

As a rule, after the content has been analyzed by the person responsible for communication, it is expected that the content will be published within 24 hours. However, if content needs to be edited, publication may take up to 48 hours after the request.

The content will be published first on the TRACE-RICE website and then replicated on the LinkedIn social media page. Once the content has been successfully published on these platforms, the person responsible for communication will inform the interested party(ies) that the content has been published successfully.

To ensure the standardisation of content in communication to be shared by all interested parties, it must come from the LinkedIn TRACE-RICE website and social network. Content may subsequently be shared freely and autonomously by each partner from this source of information to other existing platforms.

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Tiago Rogado	Tiago Rogado / Pedro Monteiro	Pedro Monteiro	Out 2021