



Deliverable 4.1: Advertising the TA in community specific journals and international conferences

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Executive Summary

Objectives

EPPN²⁰²⁰ will provide European public and private sectors Transnational Access (TA) to a wide range of state-of-the-art plant phenotyping installations, techniques and methods. The aim is to establish intensive cooperation and increase integration between EPPN²⁰²⁰ and user groups and technology innovation communities. The opportunity for access to the EPPN²⁰²⁰ installations, scientific benefits, and procedures for access will be advertised widely and discussed with the diverse user community using a range of potential means of communications.

Rationale

Users of plant phenotyping infrastructure may have very diverse requirements with respect to plants or crops of interest, traits, treatments etc. To specifically inform about the opportunities of plant phenotyping and to stimulate a discussion between the users and access providers we will initiate a number of events to discuss and advertise about the opportunities of plant phenotyping. We will implement i) a series of workshops, ii) organize sessions at conferences of diverse communities interested in plant phenotyping and, iii) organise conferences open to the phenotyping community, including industrial partners. Those events aim specifically at advertising the Transnational Access and will be mostly held in countries that do not participate in EPPN²⁰²⁰. The goal is to engage with new users without neglecting the already existing collaborator base.

Main Results

We published the first call for applications for the Transnational Access on the EPPN²⁰²⁰ website, the call is being advertised as an article in CORDIS (Community Research and Development Information Service), it was also circulated within different mailing lists and newsletters of networks such as EPSO, EUCARPIA, IPPN, EMPHASIS. Furthermore, we asked the EPPN²⁰²⁰ access provider to circulate the call for access within their countries and networks.

For 2017, two EPPN²⁰²⁰ events have been organized in cooperation with other European plant phenotyping networks and initiatives to efficiently use the available synergies. The first EPPN²⁰²⁰ event will be held in Novi Sad, Serbia (29th-30th of September 2017) as a co-organized EPPN²⁰²⁰ and Cost Action (FA FA1306) Workshop: “Current and future applications of phenotyping for plant breeding”. The second plant phenotyping event will be held in Tartu, Estonia (22nd – 24th of November 2017) in cooperation with the ESFRI listed project EMPHASIS: “Plant Phenotyping Forum: integrating European plant phenotyping community”. The aim of these events is to inform potential users about the Transnational Access opportunities within the framework of EPPN²⁰²⁰.

Additionally, EPPN²⁰²⁰ is in the process of organizing a number of plant phenotyping sessions and workshops in cooperation with the EMPHASIS project and the national plant phenotyping networks at the:

- EGU Conference, April 2018, Vienna, Austria
- International Horticultural Conference, August 2018, in Istanbul
- EPSO/FESPB Conference, June 2018, Copenhagen, Denmark
- ICAR, June 2018, Turku Finland

Authors/Teams involved:

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Table of contents

Document information	2
Executive Summary	3
Table of contents.....	4
1. ADVERTISING THE TA	5
1.1. Advertising the TA using a range of communication tools	5
1.2. Advertising the TA at national and international events	7
Glossary.....	11
Annex 1: Check list	12

1. ADVERTISING THE TA

EPPN²⁰²⁰ will provide European public and private scientific sectors Transnational Access to plant phenotyping installations, techniques and methods. An essential step is to discuss and advertise the opportunities and procedures for Transnational Access available to a wide range of different user groups and technology innovation communities. This discussion is designed to attract users from different discipline related to plant sciences that are less familiar with the use of phenotyping techniques. We specifically will engage a wider research community and industry in close cooperation with other projects such as the COST Action (FA COST Action FA1306), the ESFRI listed project EMPHASIS, the International Plant Phenotyping Network (IPPN) and the national plant phenotyping networks (DPPN, FPPN, APPN, Phen-Italy, UK-PPN and others) to efficiently use the synergies between these projects and initiatives. Specifically, we will: i) organize events such as international (European) meetings, sessions at conferences and workshops ii) use diverse communication tools such as EPPN²⁰²⁰ webpage or mailing list and newsletters of other initiatives and projects.

1.1. Advertising the TA using a range of communication tools

We have launched the first call for Transnational Access and made this publically accessible on the EPPN²⁰²⁰ webpage (https://eppn2020.plant-phenotyping.eu/Access_Call, see Fig. 1 and Deliverable 5.1).

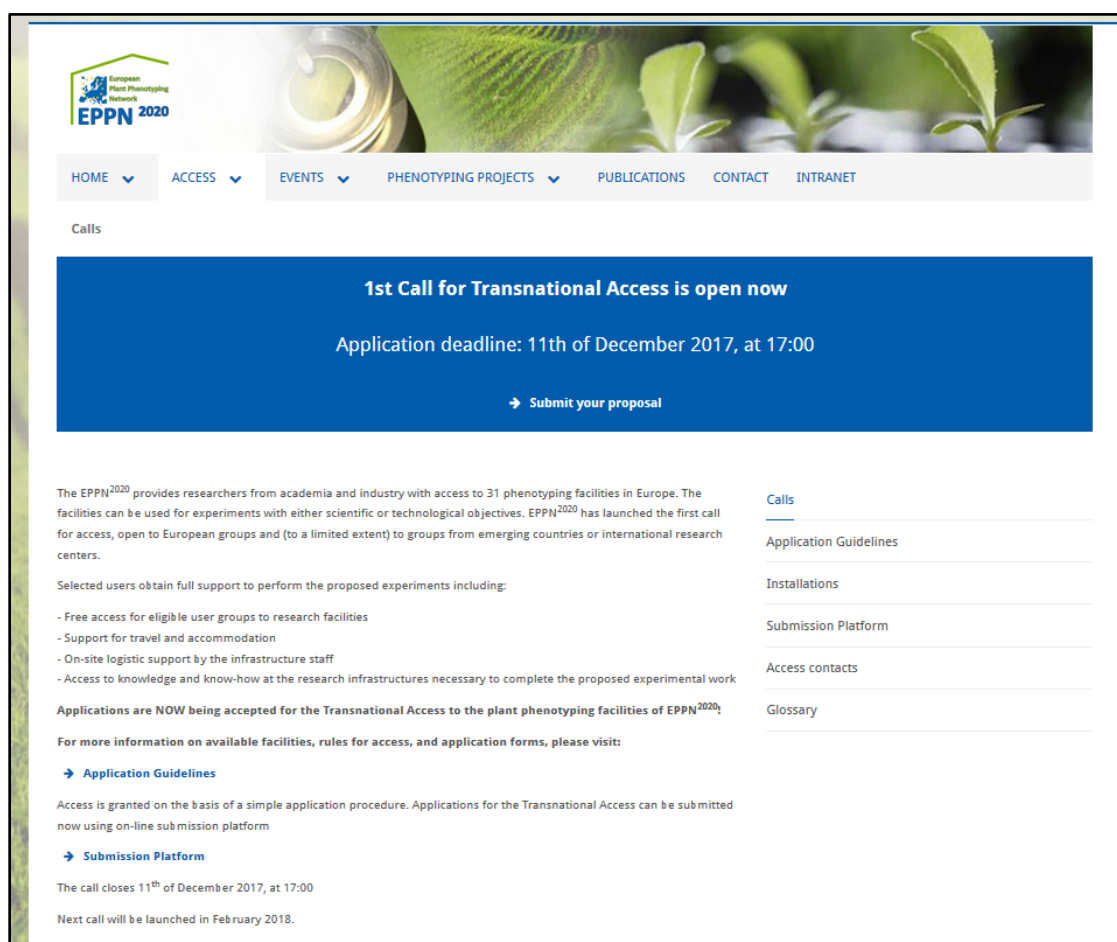


Fig. 1: First call for Transnational Access https://eppn2020.plant-phenotyping.eu/Access_Call

The call for access is presented in a text box below. It was circulated widely as: publication in CORDIS (http://cordis.europa.eu/news/rcn/141642_en.html), within different networks via mailing list and newsletters of projects and organisations such as EPSO, EUCARPIA, Emphasis, IPPN and the emailing list from the previous EPPN project. Furthermore, we specifically asked the EPPN²⁰²⁰ access providers to distribute the call within their national communities and networks. Similar communication tools will be used for future calls as well.

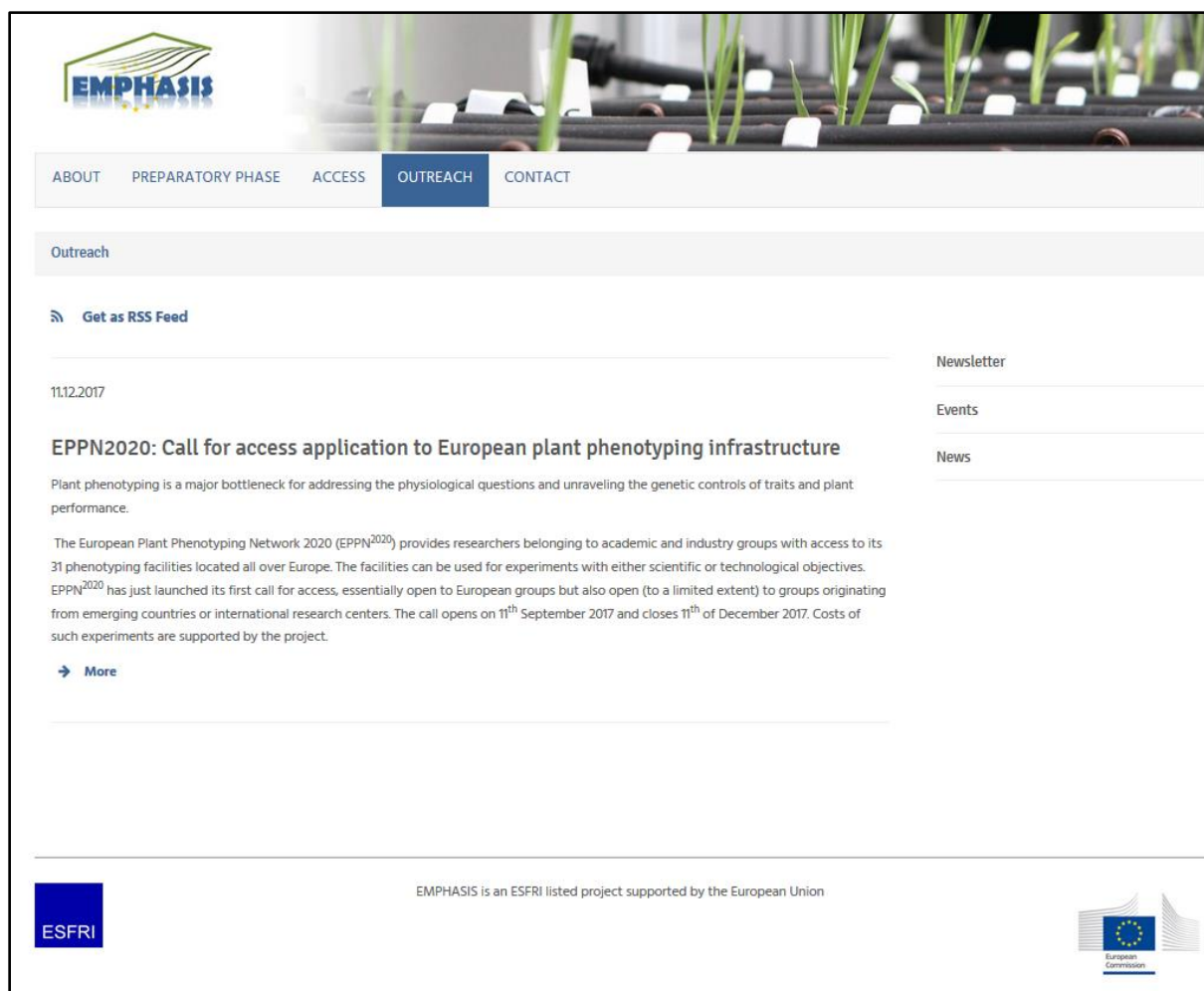
“EPPN²⁰²⁰: Call for access application to European plant phenotyping infrastructure

Plant phenotyping is a major bottleneck for addressing the physiological questions and unraveling the genetic controls of traits and plant performance.

The European Plant Phenotyping Network 2020 (EPPN²⁰²⁰) provides researchers belonging to academic and industry groups with access to its 31 phenotyping facilities located all over Europe. The facilities can be used for experiments with either scientific or technological objectives. EPPN²⁰²⁰ has just launched its first call for access, essentially open to European groups but also open (to a limited extent) to groups originating from emerging countries or international research centers. The call opens on 11th September 2017 and closes 11th of December 2017. Costs of such experiments are supported by the project.

EPPN²⁰²⁰ is funded by the Horizon 2020 Program of the EU with €10 million and has the goal of opening European facilities and developing methods and standards in imaging, information systems, and data analysis. EPPN²⁰²⁰ coordinates its activities with the ESFRI infrastructure project EMPHASIS, developing a long-term strategy for operation of phenotyping infrastructure in Europe.

For more information on available facilities, rules for access, and application forms, please visit: <https://eppn2020.plant-phenotyping.eu>“



Example of the advertisement of the first call for Transnational Access on the EMPHASIS webpage (<https://emphasis.plant-phenotyping.eu/index.php?index=147>).

1.2. Advertising the TA at national and international events

EPPN²⁰²⁰ will advertise Transnational Access by implementing a series of sessions at specific conferences, workshops and conferences. The events will be specifically held in countries that have no participants in EPPN²⁰²⁰ to engage with new users without neglecting the already existing collaborator base. The aim is to inform potential users about the facilities and the Transnational Access opportunities of EPPN²⁰²⁰ platforms. We will engage other plant phenotyping projects and initiatives in Europe and beyond to use the existing synergies and reach a wider user community. EPPN²⁰²⁰ is closely linked to the ESFRI listed project EMPHASIS, the COST Action on plant phenotyping (FA COST Action FA1306), the International Plant Phenotyping Network (IPPN) as well as the national phenotyping platforms (DPPN, FPPN, UK-PPN, APPN, Phen-Italy, etc.).

Two dedicated two-day workshops will be held in 2017, in which access providers will illustrate case studies from their installations in presentations and with dedicated poster sessions. Thus, these events will provide many opportunities for different users to learn about the installations available for access and to directly discuss with different access providers about the access opportunities.

The first event, co-organized with the COST Action, will be in Novi Sad, Serbia (29th-30th of September 2017) as a workshop: “Current and future applications of phenotyping for plant breeding”. The aim of this workshop is to provide: i) close interaction between breeders and phenotyping experts to discuss the needs and requirements for crop improvement, ii) demonstrations of case studies that illustrate different aspects of plant phenotyping and its applications for breeding, iii) opportunities to enable access to key plant phenotyping infrastructure within the EPPN²⁰²⁰ project. About 140 people from Europe will participate at this meeting. The programme of this workshop is published on the EPPN²⁰²⁰ webpage (see Fig. 2, https://eppn2020.plant-phenotyping.eu/Workshop_Novi_Sad_).

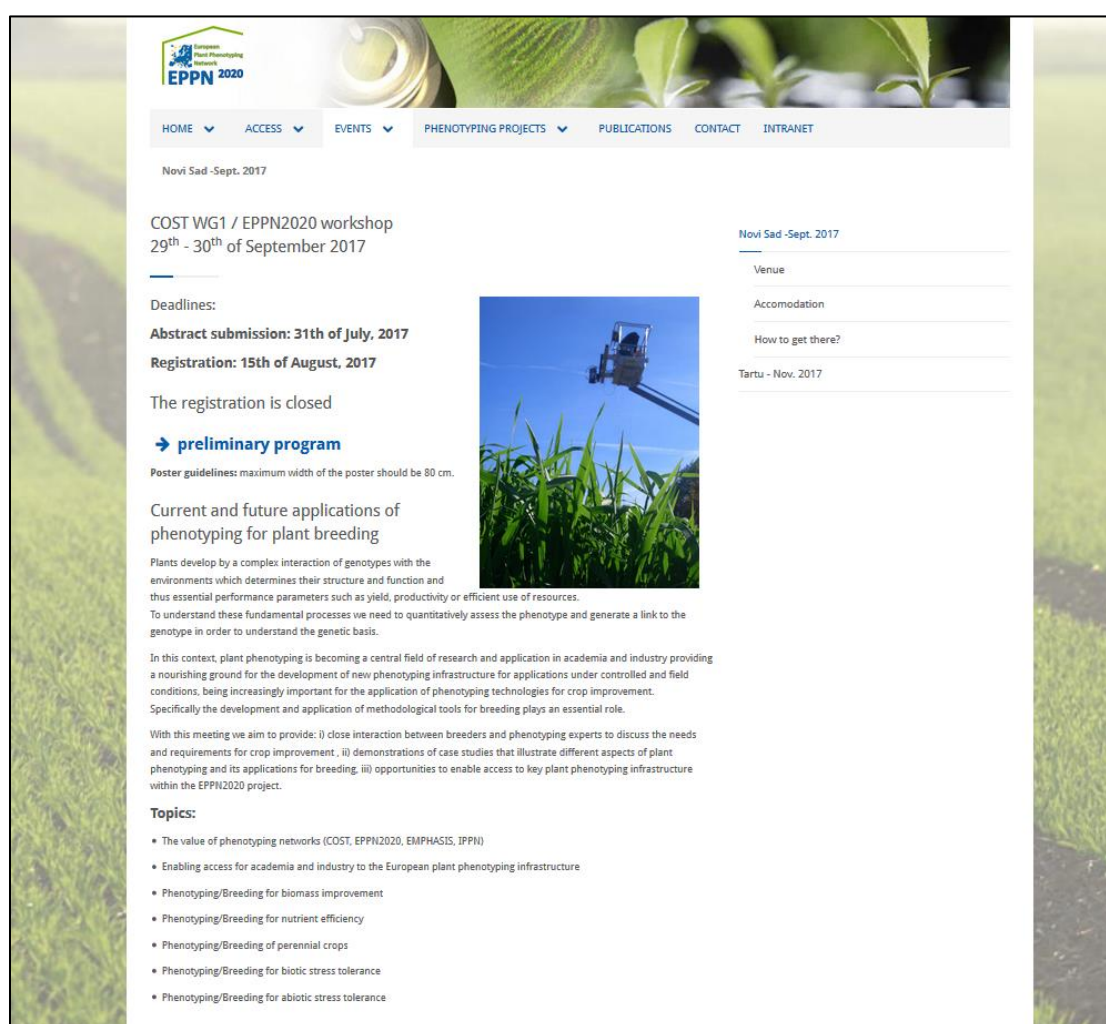


Fig 2: EPPN²⁰²⁰ and COST Action co-organised workshop in Novi Sad on the EPPN²⁰²⁰ webpage (https://eppn2020.plant-phenotyping.eu/Workshop_Novi_Sad_)

The second plant phenotyping event: “Plant Phenotyping Forum: Integrating European plant phenotyping community” will be held in Tartu, Estonia (22nd – 24th of November 2017) during the Estonian EU presidency and we will involve local and European decision makers in the discussion of the role of plant phenotyping in addressing global challenges. The event is co-organized with EMPHASIS. Furthermore, the event will provide an overview of recent development for a long-term operation of European plant phenotyping infrastructure, including information systems within the project EMPHASIS and opportunities to enable access to key plant phenotyping facilities within the EPPN²⁰²⁰. The registration is already open (Fig. 3, <https://eppn2020.plant-phenotyping.eu/index.php?index=49>).

Further workshops will be prepared within the Networking Work Package (NA2/WP5), the general outline of community engagement is also presented in the dissemination plan (Deliverable 5.2).



The screenshot shows the EPPN 2020 website with a navigation bar (HOME, ACCESS, EVENTS, PHENOTYPING PROJECTS, PUBLICATIONS, CONTACT, INTRANET) and a header image of a plant. The main content area features the workshop title "Plant Phenotyping Workshop: integrating European plant phenotyping community" and the dates "22th - 24th of November 2017 in Tartu, Estonia". Logos for EPPN 2020, ECOLCHANGE, and EMPHASIS are displayed. A "Registration" section lists deadlines: "Abstract submission: 30th of September, 2017" and "Registration: 15th of October, 2017". A text block explains the importance of plant phenotyping and the role of the workshop. A list of topics to be discussed includes the relevance of agriculture, infrastructure development, and crop improvement. A "Sessions" section lists topics like policy makers, infrastructure building, and novel technology. On the right, a sidebar lists dates for other events: "Novi Sad - Sept. 2017", "Tartu - Nov. 2017", "Venue & Accommodation", and "How to get there?". Three images are shown: a person using a robotic platform in a field, a tractor in a field, and a young plant in a field.

Plant Phenotyping Workshop:
integrating European plant phenotyping community

22th - 24th of November 2017 in Tartu, Estonia

Registration

Deadlines:
Abstract submission: 30th of September, 2017
Registration: 15th of October, 2017

Plants develop by a complex interaction of genotypes with the environments. The need to characterize the phenotype is essential to understand fundamental processes which determine the structure and function of plants in particular in times of climate change. While significant progress has been made in molecular methods in recent years and the genomes of several plants have been sequenced this knowledge is not sufficient to simulate the phenotype of a plant without knowing the history and the dynamic interaction of the plant with its environment. Thus, plant phenotyping - quantitative analysis of structure and function of plants - has become the major bottleneck and, quantitative information on genotype-environment relations is the key to address future challenges. Increasing the plant biomass production quantitatively and qualitatively can provide major contributions to grand challenges like food security on a global level, at the same time reducing a major driver for migration movements.

Beyond fostering scientific progress plant phenotyping requires a community effort. In this context EPPN2020, a EU funded project provides access to key plant phenotyping facilities in Europe while EMPHASIS, a ESFRI listed project aims at the development of a long term sustainable pan European plant phenotyping infrastructure that addresses the needs of the diverse users from academia and industry including the operation and development of a pan-European e-infrastructure to effectively collect, process and provide data for the community.

With this meeting we aim to provide:

- discussion about the relevance of agriculture for the perspective of politics, users, scientists
- overview of recent development for a long term operation of pan European plant phenotyping infrastructure, including information systems within the project EMPHASIS
- opportunities to enable access to key plant phenotyping facilities within the EPPN2020 project
- demonstrations of case studies that illustrate different aspects of plant phenotyping and its applications for breeding and basic plant science

opportunities for close interaction with phenotyping experts to discuss the needs and requirements for crop improvement.

Sessions

- Discussion with policy makers - the role agriculture in Europe
- EPPN2020/EMPHASIS - building European plant phenotyping community
- Plant performance in future climate
- Breeding for novel traits
- Abiotic stress tolerance
- Data management and integration
- Novel technology

Fig. 4 Advertisement of the EPPN²⁰²⁰ organised workshop in Tartu on the EPPN²⁰²⁰ webpage (<https://eppn2020.plant-phenotyping.eu/index.php?index=49>)

Furthermore, EPPN²⁰²⁰ will organize sessions at different conferences to specifically engage different communities and discuss about the requirements of plant phenotyping and the access opportunities to the phenotyping infrastructure within the framework of EPPN²⁰²⁰ such as:

- Ecologists, remote sensing experts
at the EGU Conference, April 2018, Vienna, Austria
- Horticultural scientists
at the International Horticultural Conference, August 2018, in Istanbul
- General plant scientists
at the EPSO/FESPB Conference, June 2018, Copenhagen, Denmark
- Model plant scientists
at the ICAR, June 2018, Turku Finland

Further opportunities to organize sessions at different scientific conferences are currently being explored.

Conclusion

The engagement of the community, specifically the discussion about the needs and requirements of plant phenotyping and the opportunity for Transnational Access has been started. Two events have been organized and the first call for Transnational Access has been published and widely circulated. The interaction with the plant phenotyping community uses different means of communication and synergies with related plant phenotyping projects in Europe and beyond (EMPHASIS, IPPN, COST Action, national networks etc.). It is an ongoing process that will be continued during the whole project lifetime.

Glossary

EPPN²⁰²⁰: European Plant Phenotyping Network - 2020

TA: Transnational Access

IPPN: International plant phenotyping Network (<https://www.plant-phenotyping.org/>)

EMPHASIS: ESFRI listed infrastructure project (<https://emphasis.plant-phenotyping.eu/>)

COST Action (FA FA1306): Plant phenotyping network within the framework of the COST initiative (https://www.plant-phenotyping.org/home_costfa1306)

FPPN: Phenome French Plant Phenotyping Network (https://www.phenome-fppn.fr/phenome_eng/)

DPPN: German Plant Phenotyping Network

(http://www.dppn.de/dppn/EN/Home/home_node.html)

UK-PPN: UK Plant Phenotyping Network (<http://www.ukppn.org.uk/>)

APPN: Austrian Plant Phenotyping Network (<http://www.appn.at/>)

Phen-Italy: Italian Plant Phenotyping Network (<http://www.phen-italy.it/>)

Annex 1: Check list

Deliverable Check list (to be checked by the “Deliverable leader”)

	Check list	Comments
BEFORE	I have checked the due date and have planned completion in due time	<i>Please inform Management Team of any foreseen delays</i>
	The title corresponds to the title in the DOW	<i>If not please inform the Management Team with justification</i>
	The dissemination level corresponds to that indicated in the DOW	
	The contributors (authors) correspond to those indicated in the DOW	
	The Table of Contents has been validated with the Activity Leader	<i>Please validate the Table of Content with your Activity Leader before drafting the deliverable</i>
	I am using the EPPN ²⁰²⁰ deliverable template (title page, styles etc)	<i>Available in “Useful Documents” on the collaborative workspace</i>
The draft is ready		
AFTER	I have written a good summary at the beginning of the Deliverable	<i>A 1-2 pages maximum summary is mandatory (not formal but really informative on the content of the Deliverable)</i>
	The deliverable has been reviewed by all contributors (authors)	<i>Make sure all contributors have reviewed and approved the final version of the deliverable. You should leave sufficient time for this validation.</i>
	I have done a spell check and had the English verified	
	I have sent the final version to the WP Leader and to the Project coordinator (cc to the project manager) for approval	<i>Send the final draft to your WPLLeader and the coordinator with cc to the project manager on the 1st day of the due month and leave 2 weeks for feedback. Inform the reviewer of the changes (if any) you have made to address their comments. Once validated by the 2 reviewers and the coordinator, send the final version to the Project Manager who will then submit it to the EC.</i>