



# **D 4.3.**

## **General programme and recommendations for Active Networking**

**Final Version**

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## **AIM**

This guide's aim is to get some general ideas, recommendations about how to recruit Associated Members in the EFFICIENT20 Network.

This document includes following:

- A reminder of the rules to become an associated member
- Advice to evaluate and advertise Associated members information
- A template for Associated Membership agreement or form

We assume that this document can evolve during the project, because the Networking activities have just begun. It is possible that we review our strategy when the first members will participate in the Network.

For any change or comment, please send an e-mail to:

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## **Who can become an Associated Member ?**

The membership is widely open : farmers, farming organizations, universities, schools, tractor and implement manufacturers.

The duties of Associated members are :

- a. To share relevant information that can be used by the Project, by sending information to the project's partners
- b. To disseminate tools and reports generated within the project to their staff and different contacts which could be interested on the project.
- c. To use the project documents and tools in the events they takes part as long as these events are related with the project topic.
- d. To do the best in the implementation of some fuel saving measure (training sessions, advertisement campaigns...) within their organization, as long as it is possible.

## **What are the benefits to become an Associated Member?**

All of them will have access to detailed information on the project's website and fuel monitoring database. This detailed information will be available at the end of 2011.

For the Associated partners who are leading fuel saving activities, a special partnership can be signed with EFFICIENT20. This special partnership is conditioned to an evaluation of the efficiency of the action by EFFICIENT20 partners.

Once the evaluation is successful, the Associated partner can :

- a. Use EFFICIENT20's logo during its fuel saving activities
- b. Benefit from regular posts on the European and national websites
- c. If relevant, they can deliver their own material to EFFICIENT20 partners who will present it during fairs, events or training sessions he is attending

A written agreement will be signed for each special partnership

## **Who is the main target of Networking campaign ?**

One of the project's objectives is to make tractor manufacturers take part in the project. Tractor manufacturers and their sales network have a two fold role in the project:

- as designers of new tractors they are directly concerned by fuel saving conception.
- they are the most numerous and thus the closest counselors of farmers and foresters.

That is why they will be the first target of the Networking campaign, together with implement and equipment manufacturers. Dealers can also be associated at local level. Tyre manufacturers can also be interested in participating to the project.

## How to assess a fuel saving activity?

Manufacturers are leading three categories of action related to fuel savings:

1. Engine and gear improvement
2. Driving facilitating devices and fuel measurements improvement (through on board computers)
3. Training sessions, tips and advice to farmers. This last point is really important, because the tractors are more and more complicated. Providing a training session for each new tractor sold is interesting if the fuel saving options and monitoring are included.

It is important to assess the reliability of these actions: for the first category, we have to check if the technical improvement has a significant impact on fuel consumption. For the second one, we have to check if the devices are relevant and easy to use. For the third one, we have to check if the content of training and advice is relevant and objective.

If you have any doubt, please do not hesitate to contact another partner. ENTAM partners are particularly used to evaluate machinery actions :

Participant Short name	Family name, first name	Telephone N°	E-mail
ENAMA	Giulio Fancello	00 39 347 156 60 41	<a href="mailto:giulio.fancello@enama.it">giulio.fancello@enama.it</a>
KWF	Weise Günther	00 49 607 878 520	<a href="mailto:guenther.weise@kwf-online.de">guenther.weise@kwf-online.de</a>
PIMR	Jan Radniecki	00 48 618 712 246	<a href="mailto:radian@pimr.poznan.pl">radian@pimr.poznan.pl</a>
FJ-BLT	Handler Franz	00 43 741 652 175 15	<a href="mailto:Franz.Handler@fjblt.bmlfuw.gv.at">Franz.Handler@fjblt.bmlfuw.gv.at</a>
CEMAGREF	Stéphanie Lacour	00 33 1 40 96 61 54	<a href="mailto:stephanie.lacour@cemagref.fr">stephanie.lacour@cemagref.fr</a>

What should be an indication that the action is NOT relevant :

- purely commercial action : no explanation is given, except that the product or the tractor is very good.
- magic effect of the product : it happens often with lubricants or additives supposed to have a wonderful effect on fuel consumption. Please check the efficiency with your own tools before advertising for such products.

## How to make Associated Members sign in ?

An agreement template is annexed to this document. It can be used as it is, translated in the languages of the project, or adapted to a simple form if it is more relevant in your country.

It can be adapted to an online form to allow an online subscription.

# Efficient 20



Join us to the EFFICIENT20 Network! This European project (9 countries represented), deals with fuel savings in agriculture and aims at reducing tractor fuel consumption thanks to eco-driving, better use of tractor's gear, improved maintenance...

By becoming an active Associated Member, you will have access to detailed information on our website and fuel monitoring database on [efficient20.eu](http://efficient20.eu)

If you are currently leading actions about fuel savings, EFFICIENT20 project will be glad to advertise your actions or help you implementing them.

Tractor manufacturers, dealers, farming schools, universities and institutes are welcomed in the Network.

Sign in on our website or return the completed form (see at the back of this page)

..... (organisation), *partner of EFFICIENT20 project*

# Efficient 20



D. \_\_\_\_\_ (name and surname), acting as \_\_\_\_\_ (post) of the Association/Company/ \_\_\_\_\_, hereunder the external participant. and

D. \_\_\_\_\_ (name and surname), acting as \_\_\_\_\_ (post) of the \_\_\_\_\_, hereunder the partner.

They appear to confirm they have been informed about what being an Associated Member of the European project Efficient 20, which is recorded hereunder:

2. The **External Participant** has being given all the information regarding Efficient 20 project by the **partner** and he agrees with the Efficient20 project goals.
3. The **External Participant** wishes to be an Efficient20 Associated Member, and this is why they acquire the following commitments:
  - a. To provide relevant information that can be used to achieve the project goals, through the **partner**.
  - b. To disseminate tools and reports generated within the project to their staff and different contacts which could be interested on the project.
  - c. To use the project documents and tools in the events they takes part as long as these events are related with the project topic.
  - d. To do the best in the implementation of some fuel saving measure (training sessions, advertisement campaigns...) within their organization, as long as it is possible.
4. The **External Participant**, just for being Associated Member, will enjoy the following advantages:
  - a. All the Efficient20 partners will assess the measures developed by the **External Participant** related to saving fuel, and if it's positive, it will be published through the Efficient20 contact net.
  - b. They will be able to deliver their own material, as long as it is related to saving fuel issues, and the **partner** will present it in different fairs and events where he will take part on, if this material is accepted by a Work Group formed for this commitment among the project partners.
  - c. They will have access to a private area in the project web page where uploaded information will appear, including a list of the rest of associated members.
  - d. They will be informed before the general public about tools and reports generated within the project (training material, results...).

And for the record, the document is signed by both parts in \_\_\_\_\_ in date \_\_\_\_\_.

**The External Participant**

**The partner**

Signed. \_\_\_\_\_

Signed. \_\_\_\_\_