QuantiFarm

D6.1 First Dissemination, Exploitation & Communication Plan

quantifarm.eu

Acronym	QuantiFarm
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Abstract:	The Dissemination, Exploitation and Communication (DEC) plan provides the guidelines for effectively sharing information within the consortium and an extensive strategy for transferring project knowledge and results to the targeted stakeholders. This document is the first iteration of the DEC plan which will be updated to monitor the plan's implementation (M18, M30).

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2	NEDERLANDSE ORGANISATIE VOOR TOEGEPAST NATUURWETENSCHAPPELIJK ONDERZOEK TNO	TNO	NL
3	POLITECNICO DI MILANO	POLIMI	IT
4	NEUROPUBLIC AE PLIROFORIKIS & EPIKOINONION	NP	GR
5	CONSULAI, CONSULTORIA AGROINDUSTRIAL LDA	CONSULAI	PT
6	CONFEDERAZIONE GENERALE DELL AGRICOLTURA ITALIANA	CONFAGRICOLTURA	IT
7	FOODSCALE HUB GREECE ASSOCIATION FOR ENTREPREUNERSHIP AND INNOVATION ASTIKI MI KERDOSKOPIKI ETAIREIA	FSH	GR
8	PETERSON PROJECTS BV	PETERSON	NL
9	LUONNONVARAKESKUS	LUKE	FI
10	GEOPONIKO PANEPISTIMION ATHINON	AUA	GR
11	OKYS LTD	OKYS	BG
12	COMITE DES ORGANISATIONS PROFESSIONNELLES AGRICOLE DE L UNION EUROPEENNE COPA ASSOCIATION DE FAIT	COPACOGECA	BE
13	COMITE EUROPEEN DES GROUPEMENTS DE CONSTRUCTEURS DU MACHINISME AGRICOLE	CEMA	BE
14	. TEAGASC - AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY	TEAGASC	IE
15	INSTITUTO TECNOLOGICO AGRARIO DE CASTILLA Y LEON	ITACyL	ES
16	HORTA SRL	HORTA	IT
17	KATHOLIEKE UNIVERSITEIT LEUVEN	KUL	BE
18	DELPHY BV	DELPHY	NL
19	INSTITUT DE L'ELEVAGE	IDELE	FR
20	AUGMENTA AGRICULTURE TECHNOLOGIES MONOPROSOPI IDIOTIKI KEFALAIOUCHIKI ETAIREIA	AUGMENTA	GR
21	ASOCIATIA NATIONALA A INDUSTRIILORDE MORARIT SI PANIFICATIE DIN ROMANIA	ANAMOB	RO
22	UAB ART21	ART21	LT
23	AGROSMART SIA	AgroSmart	LV
24	BENCO BALTIC DOO ZA SAVJETOVANJE IUSLUGE	BENCO	HR
25	FARM FRITES POLAND DWA SPOLKA Z OGRANICZONA ODPOWIEDZIALNOSCIA	FFP2	PL
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AKIS	Agricultural Knowledge and Innovation Systems
CAP	Common Agriculture Policy
CMYK	Cyan, Magenta, Yellow, Key
DATs	Digital Agriculture Technologies
DEC	Dissemination, Exploitation and Communication
DIA	Digital Innovation Academy
DG AGRI	Directorate General for Agriculture
DG EN	Directorate General for the Environment
DIH	Digital Innovation Hub
EDIH	European Digital Innovation Hubs
EIP-AGRI	European Innovation Partnership for Agricultural productivity and Sustainability
EC	European Commission
EU	European Union
FMIS	Farm Management Information System
IPR	Intellectual Property Rights
KEA	Key Exploitable Asset
KPI	Key Performance Indicator
RGB	Red, Green, Blue
SCAR-AKIS	The Standing Committee on Agricultural Research's Strategic Working Group on Agriculture Knowledge and Innovation Systems
SMART	Specific, Measurable, Achievable, Relevant, Time-bound
SME	Small-Medium Enterprise
SOSTAC	Situation, Objectives, Strategy, Tactics, Action, Control
SWG	Regional Rural Development Standing Working Group
TC	Test Case

Executive Summary

Digital Agriculture Technologies (DATs) have seen growing interest and investment over the past decade, as concerns over the sustainability of current agricultural practices have gained more attention. Despite the diversity of technologies and their potential benefit, widespread uptake by farmers and EU authorities have been slow due to:

- knowledge gap;
- lack of financial data;
- missing quantification of impact on farmers;
- behavioral and cultural factors.

QuantiFarm aims to address all of these challenges to establish independent quantitative and qualitative assessment of the costs, benefits and sustainability gains of DATs for **5** identified target groups:

- Farmers & Agri-cooperatives;
- Extension & Advisory Services;
- Industry Associations & Groups, Institutional & Private Partners;
- Research & Innovation Networks/Platforms;
- Authorities & Policy Makers.

To achieve these goals QuantiFarm will utilize a multi-actor approach and engage **30** Test Cases (TCs) across **20** countries spanning **10** biogeography and **7** sectors to support the project's **5** major results:

- **Behavioral analysis** of factors influences the implementation of DATs;
- **Assessment framework**: to evaluate the value of DATs;
- **Toolkit for farmers, advisors, policymakers**: decision support tool;
- **QuantiFarm Digital Innovation Academy (DIA)**: to train DATs advisors;
- **Policy recommendations**: consolidate from Test Case evidence.

The Dissemination, Exploitation and Communication (DEC) plan provides the guidelines for effectively sharing information within the consortium and an extensive strategy for transferring project knowledge and results to the targeted stakeholders. This document is the first iteration of the DEC plan which will be updated to monitor the plan's implementation (M18, M30).

1. Introduction

1.1. Project Summary

The QuantiFarm project focuses on supporting the further development of Digital Agriculture Technologies as a key factor for improving the sustainability performance (economic, environmental and social) and competitiveness of the agricultural sector. To this end, QuantiFarm introduces a comprehensive Assessment Framework for independent qualitative and quantitative assessments of the multiple costs and benefits of digital agriculture technologies. Ensuring replicability and uptake of digital technologies by deploying innovative tools, services, recommendations and making them relevant and of practical use to farmers, advisors, and policy makers across Europe. QuantiFarm is building the project activities around 30 Test Cases (TCs) which span over 20 countries in 10 Biogeographical regions across Europe, capturing multiple geo-political and financial settings. More than 100 farms of different types, sizes, ownership and operating conditions, committed to participate in the project, both directly but also through cooperatives and large umbrella organizations. The TCs actively engage farmers, advisors, DIHs, researchers/scientists, DATs providers, certification experts and policy makers. Moreover, QuantiFarm Digital Innovation Academy will be established as the main capacity building mechanism for advisors and other AKIS actors on the various types of digital technologies available, their costs, benefits and impact on sustainability and will offer training sessions for advisors. QuantiFarm comprises 32 partners, representing all relevant stakeholders, including 8 scientific organizations and 12 farmer representatives and consultants.

1.2. Document Scope

The Dissemination, Exploitation and Communication (DEC) plan provides the guidelines for effectively sharing information within the consortium and an extensive strategy for transferring project knowledge and results to the targeted stakeholders. This document is the first iteration of the DEC plan which will be updated to monitor the plan's implementation (M18, M30).

1.3. Document Structure

This document is comprised of the following chapters:

Chapter 1 provides summary of the project, the document scope and its overall structure.

Chapter 2 provides an overview of the project key outcomes, as well as the dissemination and communication strategy including timeliness and target groups.

Chapter 3 delves into the specific dissemination and communication activities, tools and channels including and the visual identity, communication material and channel mix.

Chapter 4 specifies reporting and monitoring procedures and tools, focusing on KPIs and the specific activities that will be carried out in the first year of the project.

Chapter 5 is a preliminary assessment of the project's exploitable assets which will be expanded upon in a dedicated deliverable (D6.5 Exploitation and IPR management) in M6.

Chapter 6 presents the conclusions of the deliverable.

Annex A provides the logo variations that will be used for different media.

Annex B presents QuantiFarm's covers that will be used on the website and social media.

Annex C provides images of the dissemination and communication material that has already be designed including shirts, hats, mugs, stationary, masks, a banner and the press release template.

Annex D is the event planning template to be used for gathering information from partners regarding the events they are already planning on attending.

Annex E is the synergy mapping template that partners will complete with information on existing projects, networks, alliances etc., that they are currently part of and could be relevant to QuantiFarm.

Annex F is the document created to keep track of each partner's social media pages.

2. Overview

2.1. Project aims and outcomes

To address sustainability in agriculture, the past decade has seen an increase in investment and interest in digital agriculture and the integration of technology and data across the food system. Despite the potential benefits of these **digital agriculture technologies (DATs)** the widespread uptake by farmers and the European Union (EU) has been slow due to a lack of knowledge, financial data and the quantified impact on farmers, together with behavioral and cultural factors.

QuantiFarm aims to address the need for independent quantitative and qualitative assessment of the costs, benefits and sustainability gains of DATs and will establish an assessment framework and develop innovative tools, services and recommendations for farmers, advisors and policy makers.

The QuantiFarm consortium consists of **32** partners bringing together experts in **DATs** (e.g., weather stations, FMIS, data analytics, sensors), in **agricultural issues** (e.g., CAP, a variety of farming paradigms, agricultural value chains, farm certification) and **social sciences** (e.g., behavioral analysis, business performance metrics, social studies, marketing).
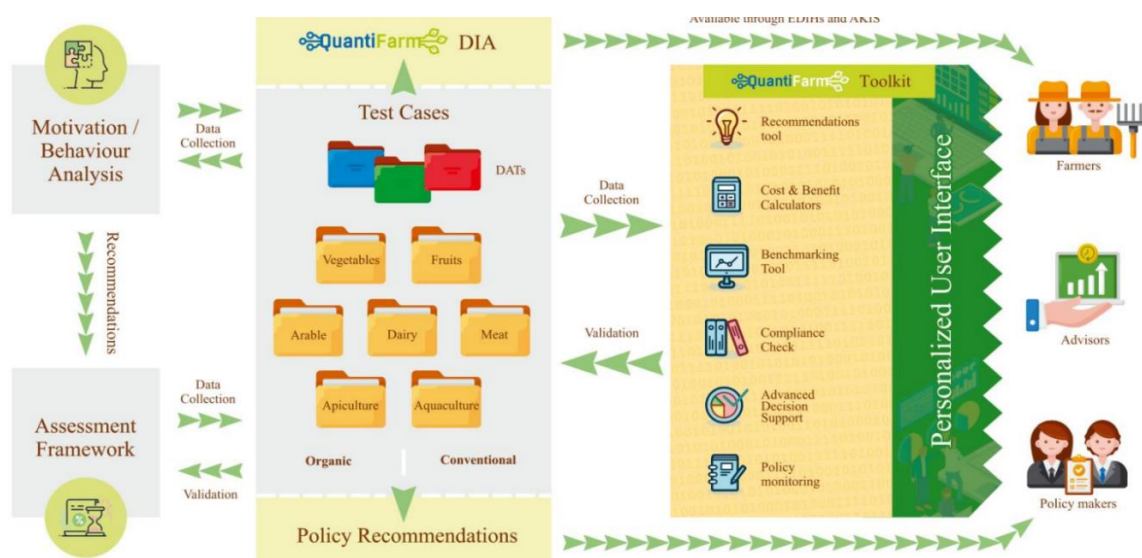
Figure 1: Overview of QuantiFarm concept and methodology

QuantiFarm will engage a multi-actor approach utilizing the **30** commercial farm test cases to contribute to the project's key **5** major outcomes:

- **Behavioral analysis:** to better understand all of the factors that affect farmers' choices when exploring, selecting and implementing DATs.

- **Assessment framework:** to evaluate the value of DATs along the three pillars of sustainability, taking into account both a farmer and a society-wide perspective.

- **Toolkit for farmers, advisors, policymakers:** to support decision making, with an adaptable dashboard where users can create a unique profile based on DATS of interest, geophysical region ect. which can be used to influence the rankings of the advisory services.

- **QuantiFarm Digital Innovation Academy (DIA):** to train DATs advisors of the various types of DATs and their potential impacts and how to integrate the QuantiFarm results for the benefit of farmers.

● **Policy recommendations:** consolidate evidence from Test Cases into policy recommendations concerning financial, social and environmental sustainability (DATs rules, regulations, subsidies, grants) and competitiveness (including a list of "not to do" policy measures that will be ineffective or damaging the farmers DAT's adoption behaviors).
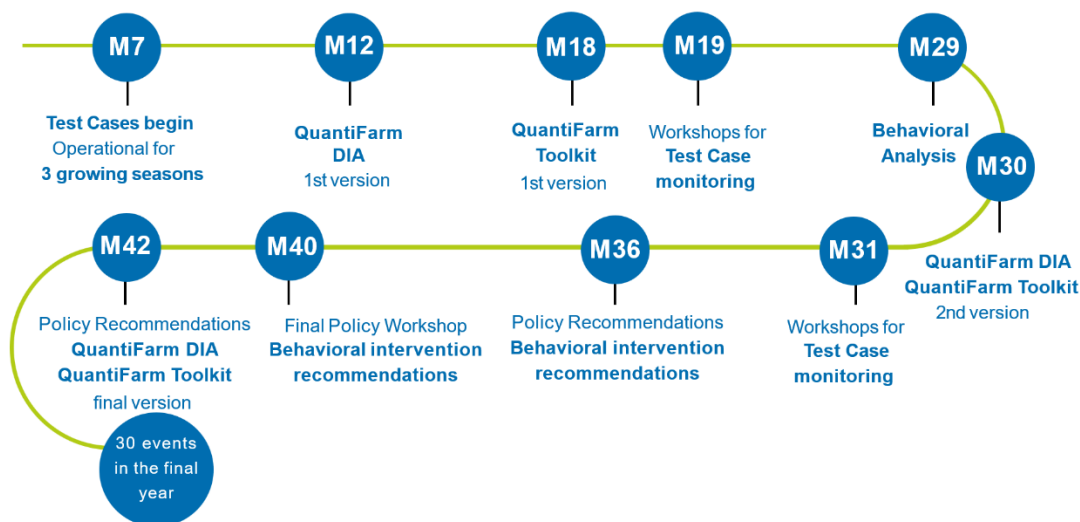
Figure 2: QuantiFarm Timeline

2.2. Methodology

A strong DEC plan is fundamental for creating lasting impact and will provide a concrete roadmap for partners in order to boost the growth of the QuantiFarm ecosystem, raise awareness of project activities and maximize impact among key stakeholders and target groups at the broader social, policy, and industry level.

The QuantiFarm DEC plan is inspired by the SOSTAC model which includes the following key elements: Situation analysis, Objectives, Stakeholders & Strategy, Methods & activities, Control through concrete KPIs.

1. **Situation analysis**: A state-of-play analysis in which the current challenges to be addressed by the project, the consortium's expertise, the scientific, societal and economic impacts during and after the project and the potential IPR of the results are identified and explained.

2. **Objectives:** The DEC plan will elaborate upon clear and measurable objectives that will be achieved through the implementation of communication, dissemination and exploitation measures.

3. **Stakeholders & Strategy:** Identification of target groups and key messages for effective communication strategy.

Figure 3: QuantiFarm's DEC Methodology

4. **Methods & activities:** The DEC plan will build upon the activities, tools and channels defined in the proposal and include the contributions expected from partners, and their distribution over the duration of the project. A living catalog of planned events will also be included and

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preliminary exploitation pathways will be addressed. Open Science practices will be factored into all aspects of DEC implementation.

5. **Control:** Key Performance Indicators (KPIs) with specific targets determined during the proposal will be used to monitor the progress of the DEC implementation. Templates for partner reporting will also be used together with digital tools for record keeping, all of which will be presented in chapter 4.

2.2.1. Multi-actor approach

QuantiFarm will use a multi-actor approach, taking into account all relevant forms of experience and knowledge from a diverse set of partners and stakeholders to achieve the project aims and ensure broad communication from the start. It will also extend to the creation and implementation of the DEC plan, which means:

- Translating materials into partner's languages;

- Focusing on communicating information that matters to the end user;

- Using language, vocabulary and communication channels that are appealing and audience appropriate;

- Seeking synergies and collaboration opportunities with other projects, initiatives, networks, with and between academia, industry, society and government;

- Capitalizing on partners existing connections, networks and events program;

- Including knowledge exchange activities and discussion in event programs.

1 Farmers & Agri-cooperatives
Organic farmers; farmers', associations & federations, unions & cooperatives; farm managers/ administrators

2 Extension & Advisory Services
Public & private service providers, and agricultural consultants; other AKIS actors

3 Authorities & Policy Makers
Agricultural & env. authorities; CAP governance bodies (e.g., paying agencies & certification bodies); standardisation bodies; EU's DG AGRI, DG ENV, Public Env. monitoring authorities

4 Research & Innovation Networks/ Platforms
EIP-AGRI & Thematic Networks; EIP-AGRI Operational Groups, SWG SCAR-AKIS, Multi-actor projects & Platforms

5 Industry Associations & Groups, Institutional & Private Partners
Agrifood EDIHs, Agrifood/ ICT clusters/ associations, Digital & data- driven agrifood SMEs/ scale-ups (DATs providers)

Figure 4: QuantiFarm's multi-actor approach

2.3. Specific Objectives and Time Plan

The DEC plan objectives are **S.M.A.R.T** to provide a verifiable trajectory towards clear milestones and an estimated timeline to attain the goals.

Dissemination Objectives

- Bring together a critical mass of stakeholders and maximize outreach opportunities for QuantiFarm with targeted messaging and customized content;

- Diffuse scientific and technological knowledge generated in the project and put it to productive use via capacity building under QuantiFarm DIA;

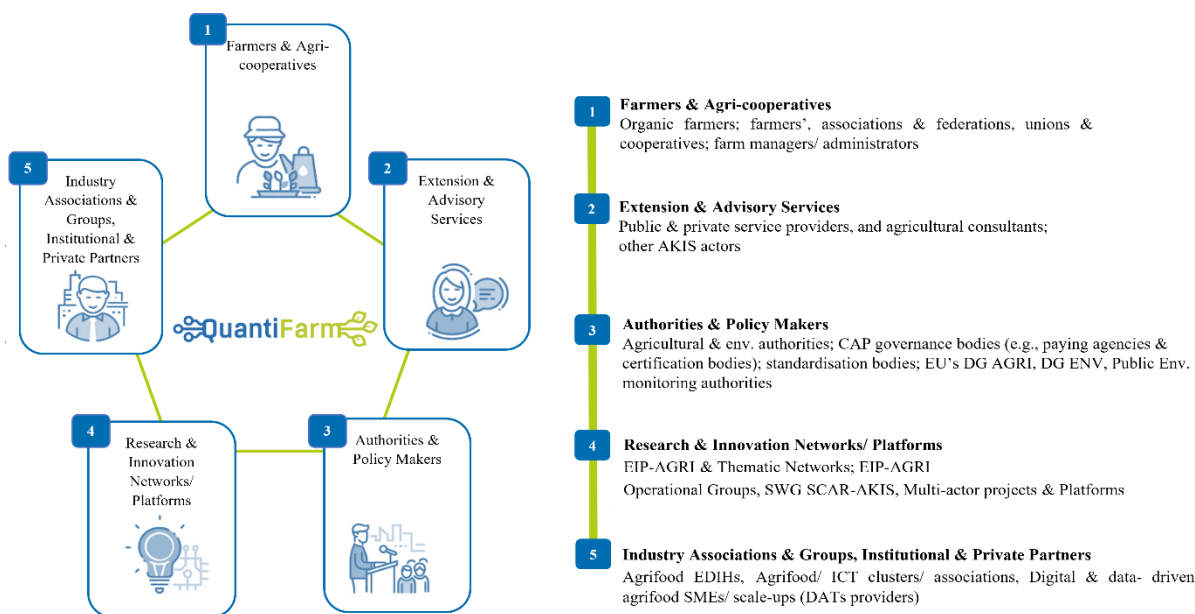- Nurture collaborative relationships with projects, initiatives, pan-European networks of Digital Innovation Hubs (DIHs) and AKIS actors to avoid duplication of efforts, and capitalize on the results;

- Receive and utilize feedback from key stakeholder segments and potential users to make sure project developments are going in the right direction;

- Align and integrate dissemination, communication, community building activities with exploitation efforts to ensure sustainability of our reusable assets;

- Encourage new initiatives and support those already being carried out.

Communication Objectives

- Pair focused content marketing and community building strategies;

- Raise awareness, facilitate information exchange and capacity building on data-driven sustainability-oriented technology innovations;

- Encourage their acceptability by farmers, their advisors, policy makers;

- Reflect gender equality and inclusivity in the approach, tools and channels.

Phases

A division of the DEC plan into four phases (Figure 5) was crucial, ensuring both its successful implementation and the completion of the aforementioned objectives. The four phases of the DEC plan (Phase 1: Mission, Strategy, Vision, Phase 2: Raise awareness, Phase 3: Synergies and network multipliers, Phase 4: Post-project sustainability) last from the beginning of the project until after its end, enhancing post-project sustainability.

1 Mission, Strategy, Vision M01-M06	**2** Raise awareness M06-M18	**3** Synergies and network multipliers M18-M42	**3** Post project sustainability Year 3.5-9
◆ design visual identity, brand and communication strategy ◆ establish protocols for partner feedback and reporting ◆ begin identifying events and synergies ◆ identity and map stakeholder needs to bring together a community and plan targeted events	◆ diffuse scientific and technological information by participating in events ◆ begin publishing the e-newsletter and increase social media presence ◆ utilize feedback from partners and stakeholder to ensure project direction is still aligned with needs	◆ promote collaborative relationships with projects, initiatives, networks ◆ encourage new initiatives and support those already being carried out ◆ align DC activities with exploitation goals	◆ implement, evaluate and monitor the post-project sustainability plan ◆ continue feeding the website and social media platforms ◆ continue collaborations and work within the ecosystem

Figure 5: QuantiFarm's DEC phases

2.4. Target Groups

Target groups have been identified to categorically define all parties that could have an interest in the project and its results. To summarize the benefit to each group, key messages have been created (Table

1) and the general breakdown of activities and channels meant to engage each group have been defined (Table 2).

Target Groups	Members	Key Messages
Farmers and Agri-Coopertives	Organic farmers; farmers', associations & federations, unions & cooperatives; farm managers/ administrators	Unlock the potential of DATs and understand what is truly efficient, sustainable & economical at individual production steps and at the whole-farm level.
Extension & Advisory Services	Public & private service providers, and agricultural consultants; other AKIS actors	Offer clients the most up to date knowledge and tools for selecting, using and monitoring environmental and economic performance using DATs.
Authorities & Policy Makers	Agricultural & env. authorities; CAP governance bodies (e.g., paying agencies & certification bodies); standardization bodies; EU's DG AGRI, DG ENV, Public Env. monitoring authorities	Implement DATs centered policies based on evidence and farm data and monitor/evaluate the sustainability and impact of those policy measures at the farm, regional, national level.
Research & Innovation Networks/ Platforms	EIP-AGRI & Thematic Networks; EIP-AGRI Operational Groups, SWG SCAR-AKIS, Multi-actor projects & Platforms	Contribute to cutting edge research in digital agriculture and take advantage of interdisciplinary opportunities and collaborations between similar goal-oriented projects.
Industry Associations & Groups, Institutional & Private Partners	Agrifood EDIHs, Agrifood/ ICT clusters/ associations, Digital & data- driven agrifood SMEs/ scale-ups (DATs providers)	Be at the forefront of digital agriculture, enter new markets, expand portfolios and network with end users, researchers and policy makers.

Table 1: Target groups and their key messages

DC Activities / channels	Target Groups				
	Farmers and Agri-Cooperatives	Extension & Advisory Services	Authorities & Policy Makers	Research & Innovation Networks/ Platforms	Industry Associations & Groups, Institutional & Private Partners
High-level events and campaigns	✔	✔			
Community & ecosystem building	✔	✔	✔	✔	
Sustainability & Internal Comms	✔	✔	✔	✔	
Full Branding & Web Design	✔	✔	✔	✔	✔
Digital & Social Media	✔	✔		✔	

Press Outreach & Event Planning	✓	✓		✓	✓
Scientific and policy briefs		✓	✓	✓	
Networking, synergies & liaison activities				✓	✓

Table 2: QuantiFarm's Target Groups

3. Dissemination and Communication channels, tools and activities

3.1. Visual Identity

The project's identity is not merely the development of a logo but also the coherence between all of the project's multimedia. To make the QuantiFarm project stand out and to build a solid and long-lasting, easily recognized visual identity, a project brand identity has been developed. QuantiFarm's visual identity has been designed to shape the project's brand, reflecting its core values and to visually assist targeting of key messages to ensure that throughout the 4 years of operation of the project the members of the project consortium can prepare their communication materials in a coherent way.

The visual identity includes a logo as well as templates and guidelines for the partners on the rules of using the communication elements aimed at promoting the QuantiFarm project and properly acknowledging EU funding.

The digital products that are foreseen to be derived, online media presence and offline materials will be made coherent in order to create brand awareness among the targeted audience. The visual identity guidelines are in line with the obligations of beneficiaries regarding information and communication and dissemination measures included in Article 17.2 — Visibility — European flag and funding statement and 17.3 Quality of information — Disclaimer of the Grant Agreement Nr. 101059700.

3.1.1. Logo

The logo is the main tool to create direct visual recognition of the QuantiFarm project, therefore, it must be simple, give a hint of a story but above all it should be easy to recognise. The QuantiFarm logo includes the name of the project as its main concept using a clear and modern font and an icon representing digital technologies in the agricultural sector and is optimised for both web and print. The logo will also be used in all internal and external communication and dissemination activities (project website, presentations, flyers, press releases etc.) to help enhance brand continuity and raise awareness. Several logo variations have been selected for different uses (Annex A). The most frequently use logo for most of the communication and dissemination material is shown in the figure below:
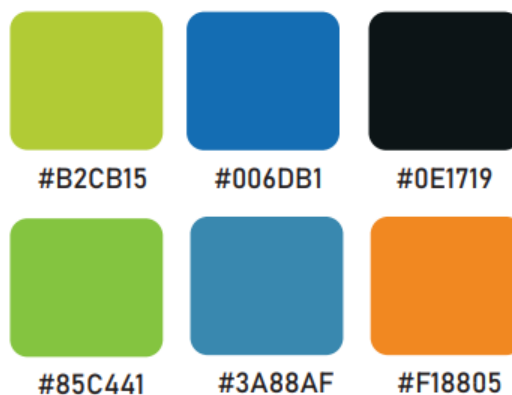

Figure 6: QuantiFarm's Logo

The color palleted was selected to represent the project's values: social, open communication, technology and agriculture. The colors are optimized for use on both screen (RGB) and print (CMYK) and the contrast is high enough for black and white printing.

Color palette

#B2CB15   #006DB1   #0E1719

#85C441   #3A88AF   #F18805

Figure 7: QuantiFarm's Palette

To increase project's recognition, extra graphics (covers), that will accompany the QuantiFarm's logo on the website and the social media accounts of the project, have been designed (Annex B) to create a maximum recognition value for our target audiences.

3.1.2. EU Emblem

All QuantiFarm dissemination and communication material will acknowledge the requirements set out by the European Union's and include the EU flag, the source of funding at the Grant agreement number (Figure 8).

Figure 8: EU Emblem

3.1.3. Disclaimer for publications

In addition to the EU Emblem, all dissemination and communication material must include the following disclaimer (translated into local languages where appropriate):

"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 Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them."

3.1.4. Templates

QuantiFarm will be presented in numerous events, conferences, meetings as well as other occasions to disseminate project developments and results. A presentation template (ppt) has been designed in line with the QuantiFarm graphic identity in order to maintain consistency, professionalism and promote its recognition.
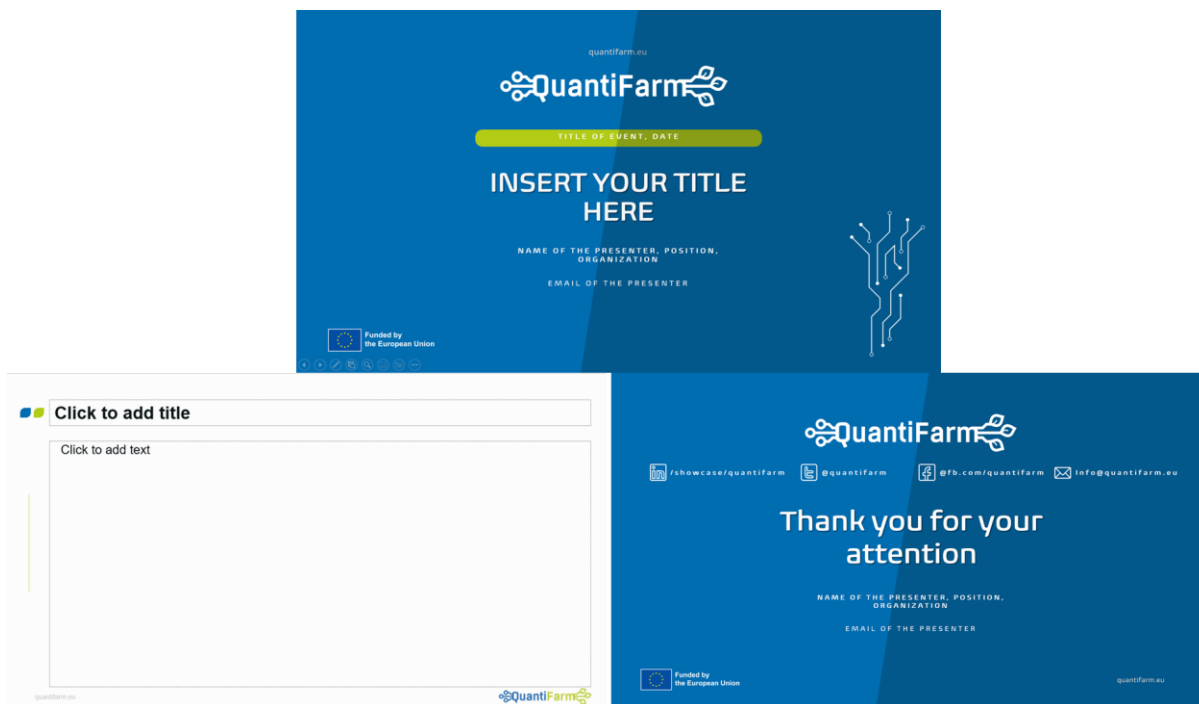
Figure 9: QuantiFarm's presentations template

The QuantiFarm deliverable template is also consistent with communication and dissemination material graphic identity and will be used by the consortium partners for the development of all project deliverables. The deliverable template has a cover page that displays the project's logo in a prominent position, its acronym, deliverable information (number, full title, the work package number and title) as well as the writer's information.

Figure 10: QuantiFarm's deliverable template

3.2. Communication Material

QuantiFarm communication materials have been designed and prepared to promote and increase public awareness of the project and include both digital and physical forms to increase the sphere of influence. Offline communication has the added advantage of being physical, tangible and will occupy space to captivate audiences during the project's participation in events and conferences. The project's roll-up banner will be used to promote and present the results arising from the project and a promotional kit has been created including badges, beret caps, cups, face masks, folders, notebooks, pens and stickers that will be distributed to attract a larger audience. These materials focus on a more visually engaging way of raising awareness about the project, its aims, activities and results. It is advantageous to follow certain rules when utilizing offline material – regardless of what strategies that are to be implemented; well prepared headlines, use colors wisely, focus on the benefits – and keep the tone and the message aligned to the intended target audience. To achieve this goal, a brand book has been also developed, to make sure that the produced communication material is in line with the project's visual identity.

3.3. QuantiFarm Channel Mix

3.3.1. Website

The QuantiFarm website (https://quantifarm.eu/) has already been developed and the landing page of the website was released on (M2). The project's website is the primary communication and dissemination platform to enable target groups and QuantiFarm's stakeholders' access to the project development and results, and to see and assess the added-value and the impact of digital solutions in agriculture. The site will be regularly updated with contributions from all partners. It will host all the public dissemination deliverables, promote relevant content (news, editorials, videos, events, etc.) for key stakeholder groups, thus engaging them in the content and objectives of the project. The website will also host digital visualizations of project processes and results, to make them accessible to a wider audience. Finally, the website will also be mobile friendly, increasing accessibility and maximizing the impact of the project.

Figure 11: QuantiFarm's website

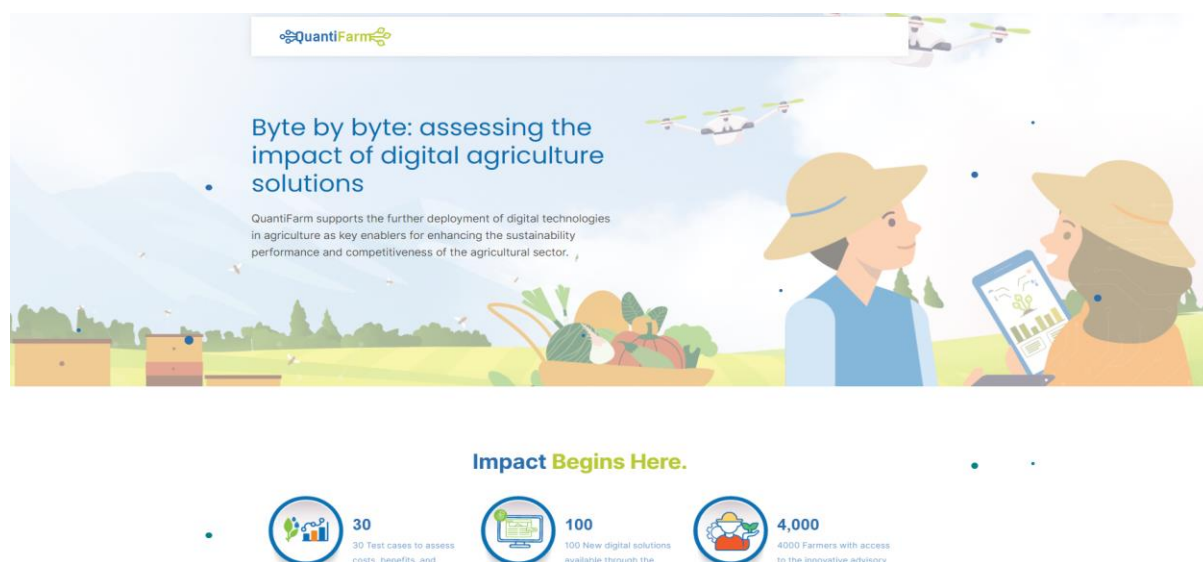The project's website has a twofold role as it will serve as the principal reference point for QuantiFarm project, explaining the project's aims, providing new updates, documents for download and enabling access social media accounts of the project and it will act as a resource centre for research on topics related to digital agricultural technologies, providing important updates that have an impact.

Delivered in M3, the QuantiFarm website is hosted at www.quantifarm.eu and contains the following sections and features.

- *Home/Landing page*
  - Includes the project logo, image, project graphics, social media icons (LinkedIn, Facebook, Twitter, SlideShare, YouTube, Instagram), a button for sign-up in the QuantiFarm's newsletter and navigation menu providing easy access to information on the project.

- *The Project*
  - Project description
  - Objectives

- *Meet our partners*
  - A list of consortium partners, accompanied by a short description of their role in the project, their expertise and several more validated by the partners information.

- *Test Cases*
  - A short description of all the 30 Test Cases that will assess DATs under real conditions.

- *Resources*
  - Posters, brochures, project factsheets, notebook, folder, roll-ups, banners, stickers, video covers and a printable brand book and guideline.

- *Deliverables*
  - Containing information and links to public project deliverables deposited on Zenodo
  - The Open Access publications that will be created during project's lifespan, will be available, ensuring far higher citation counts for academic publication and reports, greater impact due to increased visibility with practitioners and the wider stakeholder community and improve the likelihood that future research and analysis will be able to build on and reuse project's results rather than start ab initio, thereby helping in terms of reproductivity and continuity of research results.

- *Newsroom*
  - Press releases and posts will be the main content and will inform stakeholders of all project's activities and upcoming events.

- *Digital Innovation Academy (DIA)*
  - A section of the website will be dedicated to the DIA, as it is a focal point for the project. All of the content and results generated from the workshops and the webinars will be available to fill an important gap in capacity building for farmers' advisors wishing to engage with new DATs in agriculture and properly support the customers in this area.

- *Get in Touch*

○ All the contact information of the QuantiFarm project will be available under this section enabling the easiest communication with our stakeholders through email (info@quantifarm.eu).

● The **Privacy Policy,** together with the **Terms and Conditions** have also been included in the QuantiFarm website, set for the general rules and policies governing the visitors' use of the website.

3.3.2. Social Media

The project aims to have a strong social media presence and establish two-way communication channels, to better reach-out and interact with target audiences and the broader public. To enhance interactive communication, six (6) media channels were selected based on the following three factors:

1. The most cost-effective set of channels for sharing immediate updates from the project to all stakeholders' groups;

2. The most adequate, valid and powerful media channels for spreading and influencing with novel practices, a wide spectrum and number of key-stakeholders; and

3. The most popular social media platforms used by QuantiFarm's partners, to communicate and interact with their customers and other stakeholders.

QuantiFarm is registered and active (M3) on LinkedIn, Facebook, Twitter, SlideShare, YouTube and Instagram, and has established metrics for each channel to monitor its effectiveness and implement mitigation measures when necessary.

Number of Followers: Number of gained followers.
Followers' Demographics: Area that project's followers come from.
Impressions & Reach: People that have seen project's page.

Reach: Number of unique views QuantiFarm post receives.
Audience Growth: Audience that follow QuantiFarm page on a regular basis
Engagement Rate: Total number of likes, reactions, comments and shares on QuantiFarm Facebook post.

Hashtag Performance: Hashtags that work best for the project.
Number of Followers: Number of followers the project has gained.
Average Amount of Link Clicks: Number of users that have clicked on the links posted.

Download: Number of presentations that have been downloaded by the audience.
Viewers: Number of presentations views.
Likes: Number of interactions with project's audience.

Gained Subscribers: Number of subscribers on QuantiFarm's channel.
Watch Time: Time spent on watching the uploaded videos.
Average Percentage Viewed: Check the audiences attention on the videos.

Reach: Number of people that view QuantiFarm's content.
Follower growth: Number of followers gained.
Total engagements: Number of likes, comments, story replies, profile clicks.

Figure 12: QuantiFarm's social media metrics

To maximize visibility and impact of the project's events and outcomes, QuantiFarm will exploit the consortium's already developed social media networks. This means partners are expected to share, publish and retweet content from the QuantiFarm social media accounts and QuantiFarm website, which will increase traction for project-related work and increase traffic on partner's websites and social media. Partners are also encouraged to create relevant content to the project's actions and share it through their channels. A template was created (Annex F) to gather all the needed information from each partner such as the links to their official social media accounts.

After selecting the most appropriate channels there are several parameters to consider when the consortium will create social media content:

- **Interactivity** is the main pillar of the generated content and is the best way to reach and engage an audience. Posts will be easily understood by non-specialists to facilitate interaction.

- **Eye-catching posts** will lead to higher conversions with prioritization into visuals and graphics will make the piece unique.

- **Adaptability** of the social media assets to the format and functionality of the several devices. The asset will be used in such a frame to maximize their placement, especially taking into consideration the placement on mobile devices.

Creating hashtags that are relevant to the project and its outcomes will help reach target audiences and make it easy to find QuantiFarm generated knowledge. Hashtags divide the project main topics into easily digestible and engaging keyword phrases and will help increase visibility in the social media environment, while they will make our messages stand out and influence the relevant communities. Further tracking of the hashtags is going to help the consortium to analyze quantitative and qualitative data. The project has set official distinctive hashtags such as #QuantiFarm, #DigitalTechnologies, #DigitalFarming which are used to monitor the posts related to the project. The agreed to be used by the consortium hashtags in QuantiFarm communication are as follows:
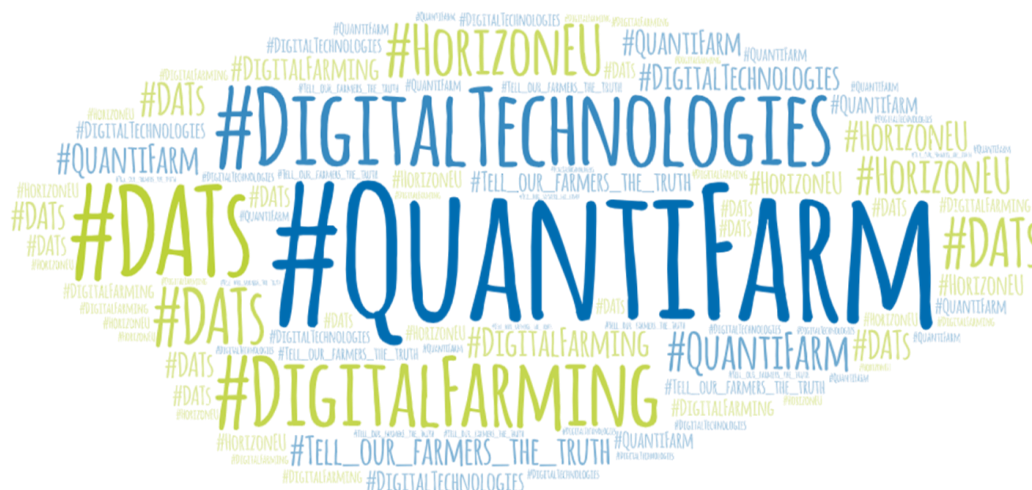
Figure 13: QuantiFarm's hashtags

Additionally, to effectively share information on social media our consortium will need to design posts based on how the audience consumes the message. The following figure explains the steps that a visually appropriate social media post shall contain and based on these high efficiency posts will be created during project's lifespan:

Capture

Capture the audience's attention and deliver the message in 5 seconds.

Design

Design for sound off but attract with sound on.

Focus

Pay attention to the message and highlight key elements

Link

Associate with the brand identity.

Generate

Produce visual content to create a message that resonates.
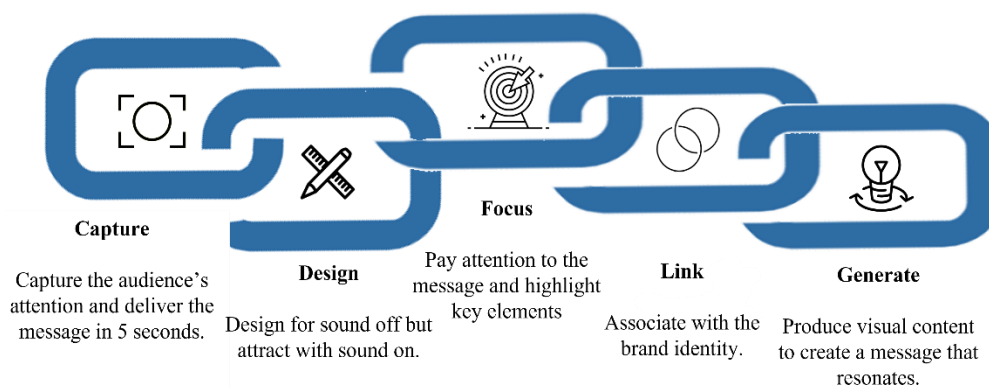
Figure 14: Content of the QuantiFarm's social media posts

3.3.2.1. LinkedIn

A LinkedIn profile (https://www.linkedin.com/showcase/quantifarmeu/) was created to network with the QuantiFarm target audiences and promote the project's activities.

As such, all the project's news will be published on its LinedIn profile and partners will have the opportunity to start conversations on particular themes to attract a wider audience. Figure 15 provides an overview of QuantiFarm's Linkedin profile.
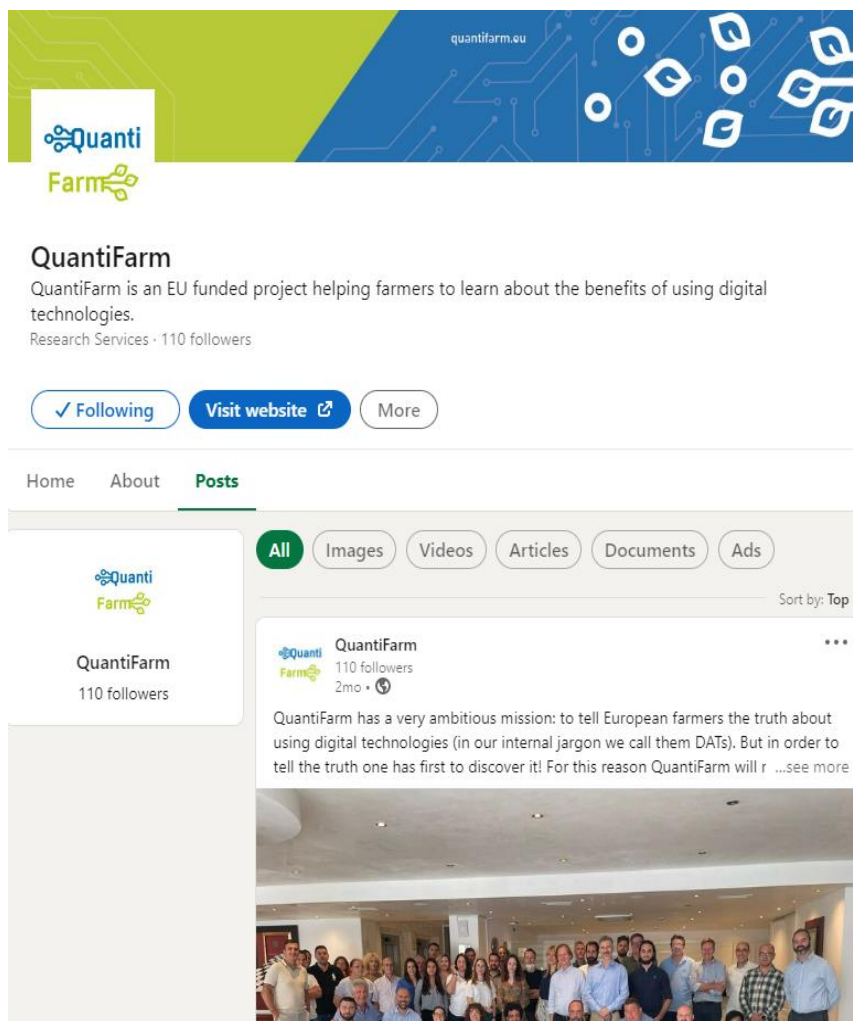
Figure 15: QuantiFarm's LinkedIn page

3.3.2.2. Facebook

QuantiFarm's Facebook page (https://facebook.com/quantifarm/) was developed to communicate directly with target audiences on an individual level.
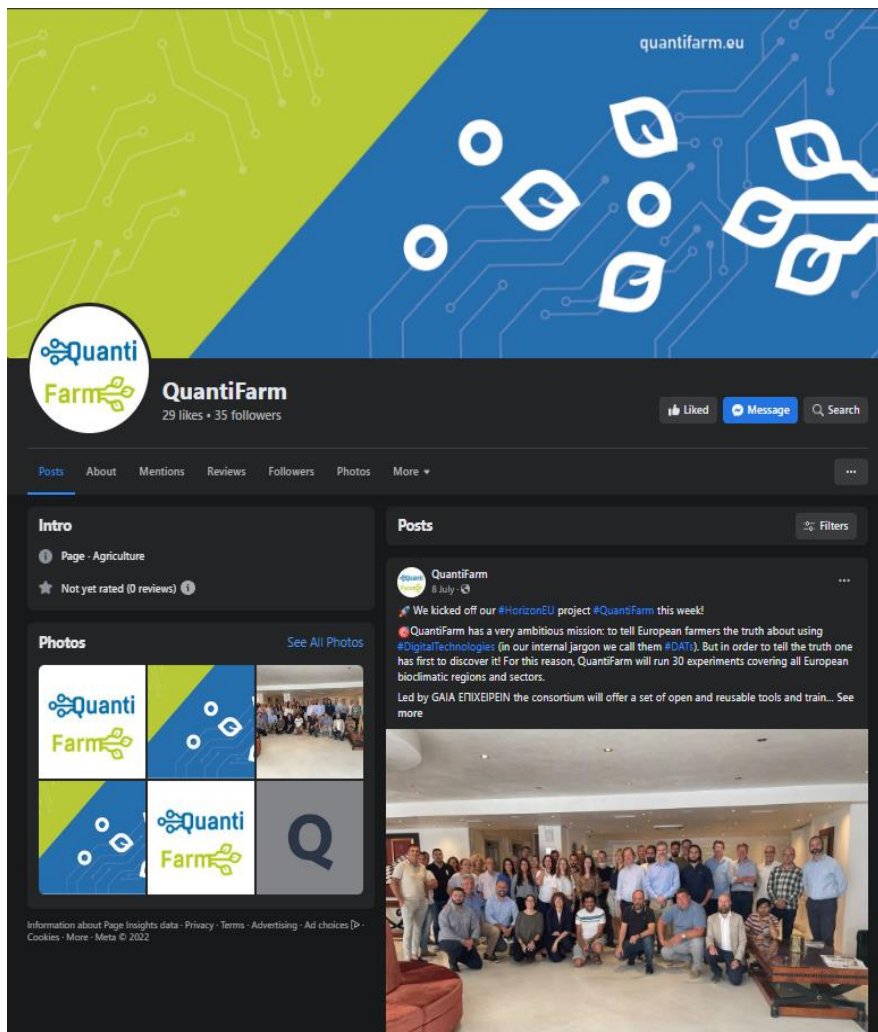
Figure 16: QuantiFarm's Facebook page

3.3.2.3. Instagram

QuantiFarm's Instagram account (https://www.instagram.com/quantifarm/?hl=en), will be used for communicating with members of the general public. To effectively utilize this social media platform for communicating the scope and objectives of the project, QuantiFarm will post pictures and videos from the test cases and the impact that will be generated through the deployment of DATs in the agricultural sector.

Figure 17: QuantiFarm's Instagram profile

3.3.2.4. Twitter

A Twitter account was created (https://twitter.com/quantifarm) to increase the visibility of the project and engage specific audiences such as policy makers and advisors. QuantiFarm will use short messages (less than 280 characters) to interact with them, and post news, events and updates on the project's status.

Twitter's popularity and concise, simple format makes it extremely important and useful for informing and engaging with our targeted audiences and their respective communities. Twitter will also be used to connect to 'high influencers" in the research and business topics of the QuantiFarm project to successfully build an active community.

Figure 18: QuantiFarm's Twitter profile

3.3.2.5. SlideShare

A SlideShare account (https://www.slideshare.net/QuantiFarm) has been created and the material that is projected to be uploaded are visual formats that will help to resonate more with our readers, reach an audience that is interested in our content and cultivate more opportunities for future collaborations.
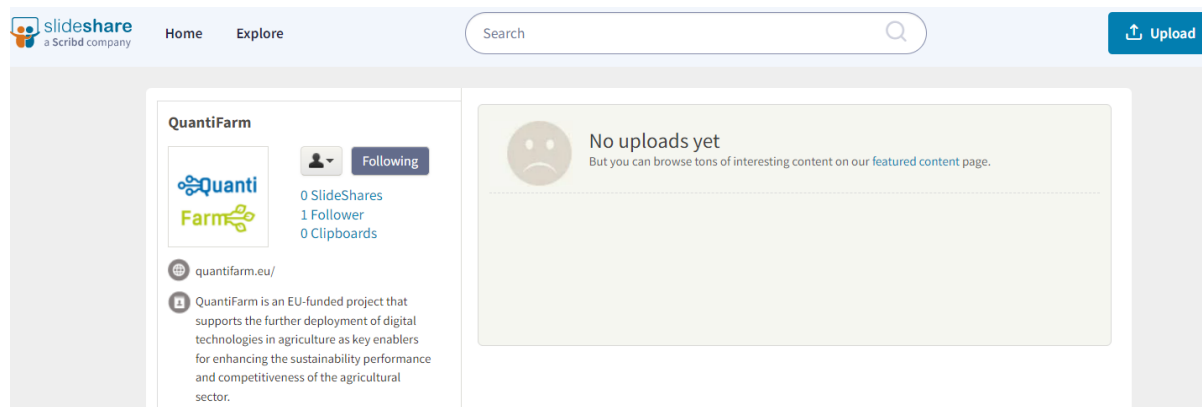
Figure 19: QuantiFarm's SlideShare profile

3.3.2.6. YouTube

YouTube (https://www.youtube.com/channel/UCiVU-jLG9HkA7vi3y4O8dtA) will be used in order to host and promote the QuantiFarm videos, which will be of wide variety, such as interviews, promotional videos, insights from the real-life demonstrations.
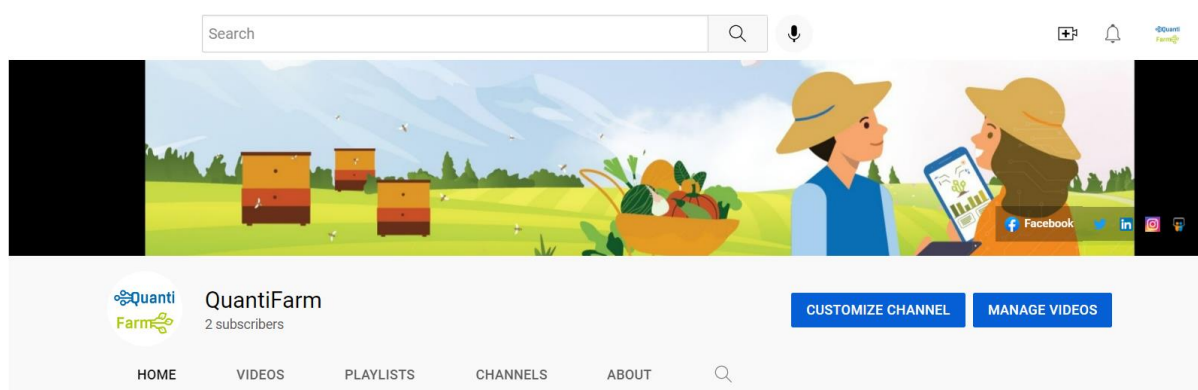

Figure 20: QuantiFarm's YouTube channel

3.3.3. Newsletter

An electronic newsletter will be published every six months to provide updates and relevant information to subscribers and consortium members. This will include the latest developments, test case results and activities as well as upcoming events, workshops, demonstrations and where to find recent reports and publications.

Subscription can take place at events and there is a link on the website.QuantiFarm, will pay special attention to security and respect of the privacy and confidentiality of the users' personal data and newsletter recipients will be asked to provide their consent prior to sending any information related to the project. All relevant activities and aspects related to personal data will be fully compliant with the applicable national, European and international legal framework, and the European Union's General Data Protection Regulation 2016/6798. Interested parties will be able to subscribe and unsubscribe at any given point from the QuantiFarm Newsletters and all the collected data will be stored and saved in the responsible partner's servers. These data will not be accessible from other third parties. More detailed description of how these data will be collected, stored and handled will be presented in the respective deliverables (T7.4 Data Management Plan and Open Science). To achieve a broader distribution and facilitate the engagement of as many stakeholders as possible, the QuantiFarm partners will be encouraged to promote the newsletters to their contacts who may be interested in the project.
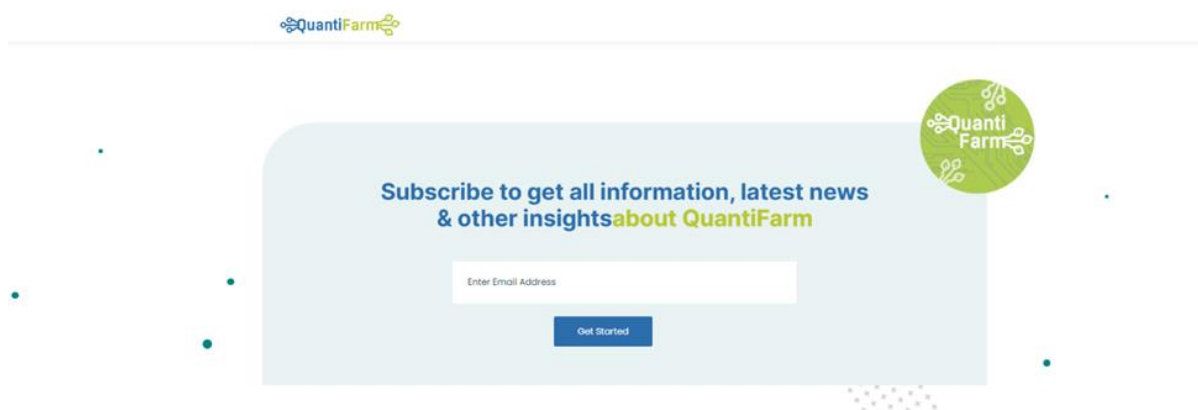

Figure 21: QuantiFarm's Newsletter button

The first draft of the newsletter will be produced by FSH, with content provided by partners will be sent to all consortium partners for review after its completion. The partners will provide their feedback and then FSH will publish the newsletter on the site and promote it to all social media accounts of the project. All newsletters will also be uploaded and remain available on the project´s website. Newsletters will be published every six months (2 per year) and anticipate 1.500 newsletter subscribers over the course of the project.

The planning for the newsletter is as follows:

- 2022 – December
- 2023 – July
- 2023 – December
- 2024 – July
- 2024 – December
- 2025 – July
- 2025 – December

The proposed structure of each newsletter is:

- Introduction
- Project Update / Key news, deliverables and project events
- News & Events
- Resources for further reading (suggested by all partners)

3.3.4. Press Outreach

Press releases will be produced and distributed for publication among national/regional/EU press to further promote the project, its latest activities and developments to a broader audience as well as addressing more specific stakeholders. Thus, a press release template has been developed (Annex C) during M3. To maximize our influence on local stakeholders, the consortium will translate all press releases into all **16** of the consortium partners' languages. More specifically:

#	Languages	#	Languages
1	Greek	9	French
2	Dutch	10	Romanian
3	Italian	11	Lithuanian
4	Portuguese	12	Latvian
5	Finnish	13	Croatian

6	Bulgarian	14	Polish
7	Flemish	15	Slovenian
8	Spanish	16	Serbian

Table 3: Translation of Press Releases

3.3.5. Publications

QuantiFarm foresees developing several scientific, industry and policy publications as well as practice abstracts to influence a wide range of targeted stakeholders and to promote the project and its findings. All publications will implement Open Access and open peer-review, in accordance with current EU regulations on Open Access and Open Science. Thus all publications will be published in Open Research Europe and/or open access journals (green or gold). A key aspect for Open Science is to make collected data available for future research and analysis, while avoiding the exposure of any personal data without consent. The availability of project outputs as Open Access will ensure:

   a. far higher citation counts for academic publications and reports;

   b. greater impact due to increased visibility with practitioners and the wider stakeholder community (in this project above all farmers and advisors);

   c. improve the likelihood that future research and analysis will be able to build on and reuse our results rather than start ab initio, thereby helping in terms of the reproducibility and continuity of research results.

3.3.5.1. Scientific publications

QuantiFarm will strive to publish at least **8** peer reviewed scientific papers in respected and highly rated journals and scientific magazines. Scientific publications are one of the key means of disseminating the project's results to the research community and providing scientific credibility for the project's work. This task will be undertaken mostly by the university and research partners (TNO, POLIMI, LUKE, AUA, Teagasc, KUL) and publications will cover several fields of the work performed within the QuantiFarm project.

3.3.5.2. Industry publications

Besides the creation of Press Releases and scientific publications, QuantiFarm aims to publish **35** featured articles in high-quality industry magazines, to make the project and its results known to the industrial stakeholders. To maximize impact, guidelines and timing for identifying, selecting and producing publications using have been defined:
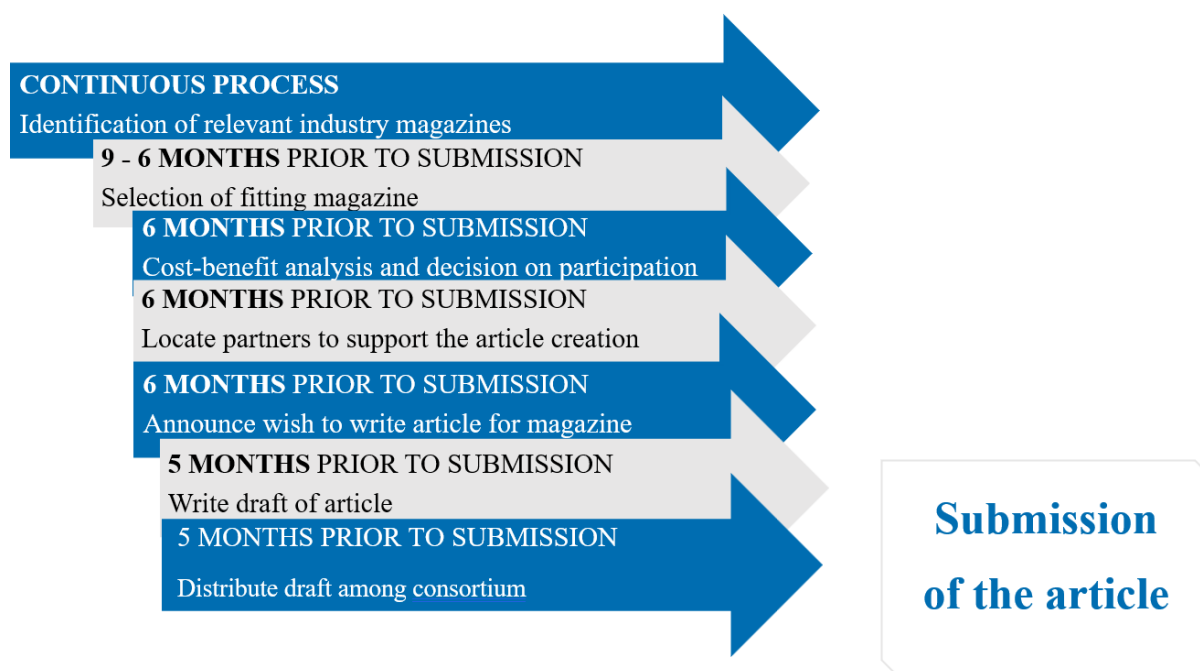
CONTINUOUS PROCESS
Identification of relevant industry magazines

9 - 6 MONTHS PRIOR TO SUBMISSION
Selection of fitting magazine

6 MONTHS PRIOR TO SUBMISSION
Cost-benefit analysis and decision on participation

6 MONTHS PRIOR TO SUBMISSION
Locate partners to support the article creation

6 MONTHS PRIOR TO SUBMISSION
Announce wish to write article for magazine

5 MONTHS PRIOR TO SUBMISSION
Write draft of article

5 MONTHS PRIOR TO SUBMISSION
Distribute draft among consortium

Submission of the article

Figure 22: QuantiFarm's guideline for article submission

3.3.5.3. Policy publications

Increasing the uptake of DATs requires a comprehensive set of policy measures. The **30** TCs will test DATs under different conditions, farm types and business models, aiming to formulate recommendations on what is the best solution for each case and under which conditions DATs deliver best results for a farmer. Findings will be translated into a set of **5** policy recommendations (by TNO, Confagricultura, LUKE, CopaCogeca, CEMA), enabling the uptake and positive impact of DATs in agriculture, while engaging policy makers from the targeted policy areas.

3.3.5.4. Practice Abstracts

QuantiFarm will produce **30** practice abstracts in the EIP Agri format dedicated to the activities and outcomes of the **30** TCs that take place in **20** countries over **10** biogeographical regions. The goal is to develop short summaries that describe the main information/recommendation/practice regarding the deployment of DATs that can be used by the end-users in order to enhance the sustainability performance and competitiveness of the agricultural sector.

3.3.6. Event Planning

Event planning will take part in two phases. On a 6-month basis an event planning form will be sent to the partners to describe the events that are already in their calendars (Annex D). A brief description including the date, location, target groups and a preliminary suggestion as to the role/implication for QuantiFarm (i.e workshop, booth) will support the decisions making process. This form has been sent to partners, and the responses will be compiled using an online reporting tool (Figure 23) for easy reference and record keeping. Several potential events have already been identified.

Event	Date	Location	Target groups	Potential QuantiFarm involvement
ECPA Conference on Precision Agriculture	02-03/07/2023	Bologna, Italy	Researchers, Advisors	Paper or poster presenter Attendee

International VDI Conference - Smart Farming	24-25/04/2023	Dusseldorf Germany	Industry Farmers/advisors Policy Researchers	Speaker Paper or poster presenter Attendee
Panhellenic Congress on the development of Greek Agriculture	Summer 2023	TBD	Industry Advisors Policy	Speaker Attendee
5G Expo Europe	Fall 2023	TBD	Industry Policy	Demo/booth
Congress of EU farmers	Fall 2023	TBD	Farmers Advisors	Speaker

Table 4: Potential events for participation

Figure 23: QuantiFarm's event participation template

The second phase involves the selection of events. This will be done based upon the guidelines below. These necessary actions and when they should occur will ensure event participation aligns with the project's objectives and budget. These will need to be adapted to individual activities, since numerous factors can result in varying steps and deadlines.

Figure 24: QuantiFarm's guideline for event selection and planning

3.3.7. Networking ad Synergies

Building synergies and expanding the QuantiFarm ecosystem is a significant priority of the DEC plan. Much of the project's work will build upon the experience, knowledge and/or data developed by partners during other projects. This collaborative approach will be extended to the DEC and will involve a three-step process.

Phase 1: Identification

Potentially mutually beneficial partnerships and synergies will first be identified, building off of the list provided in Figure 25. A template for partners to complete has also been sent (Annex E) requesting information on any other project's/networks or initiatives they are currently participating in that could be relevant to QuantiFarm. This template will be distributed every 6 months to account for new projects that are beginning. A preliminary list is included in Figure 25. QuantiFarm will consider both projects that are near completion and those that will run in parallel. Connecting with projects that will be ending, will provide network expansion opportunities for QuantiFarm while enabling the other project to meet sustainable goals and keep the momentum of their project going. Projects, networks and initiatives running in parallel will provide several opportunities to strengthen communication pathways and conduct joint activities.

Projects nearing completion		
	LifeGAIASense	https://lifegaiasense.eu/
	SmartAgriHubs	https://www.smartagrihubs.eu/
	NIVA	https://www.niva4cap.eu/
	HIBA	http://hubiberiaagrotech.eu/
Other initiatives		
	ELO: European Landowners Association	https://www.europeanlandowners.org/
	ISPA: International Society for Precision Agriculture	https://www.ispag.org/
	EIP-AGRI:Agricultural European Innovation Partnership	https://ec.europa.eu/eip/agriculture/en
Ongoing projects		
	ATLAS	https://www.europeanlandowners.org/
	DEMETER	https://www.ispag.org/
	SMART PROTECT	https://ec.europa.eu/eip/agriculture/en
	ICAERUS	https://icaerus.eu/
	PLOUTOS	https://ploutos-h2020.eu/
	FAIRSHARE	https://www.h2020fairshare.eu/
	MEF4CAP	https://www.mef4cap.eu/
	DESIRA	https://desira2020.eu/
	XGAIN	https://xgain-project.eu/

Table 5: Preliminary list of potential project and initiative synergies

Phase 2: Evaluation

To ensure synergies will benefit the project and align with QuantiFarm objectives, each potential project, initiatives and network will be assessed against qualitative/quantitative indicators such as:

- Relevance;
- Estimated impact (e.g., visibility, added value);
- Feasibility (e.g., timeline and resources);
- Terms for collaboration, etc.

The results of the evaluation will be consolidated together with the information provided by partners and a final decision will be made by the consortium.

Quantifarm Potential Synergies							Evaluation						
Project (abbr.)	Full name	Website	Duration	Consortium Leader	Focus/Scope	Potential joint activities	Relevance (Low/Med/High)	Visibility (Low/Med/High)	Added Value	Timeline	Ressources	Terms of collaboration	Main contact

Figure 25: QuantiFarm's template for synergies

Phase 3: Contact

Once it has been agreed upon that a synergy should be established, the most appropriate approach for making contact will be decided on a case-by-case basis.

Phase 4: Action

Communication pathways and joint activities will be decided after discussions with their representatives and the QuantiFarm consortium and will include (but are not limited to):

- Joint communication, dissemination and exploitation activities;
- Joint policy events;
- Coordinating research and/or joint publications;
- Sharing data, inputs and/or outputs;
- Participation in the other's events;
- Links to project and project events on website, social media.

3.3.8. EC Tools

QuantiFarm will take advantage of several of the tools offered by the European Commission to support dissemination (D), exploitation (E) and communication (C) of the project's results.
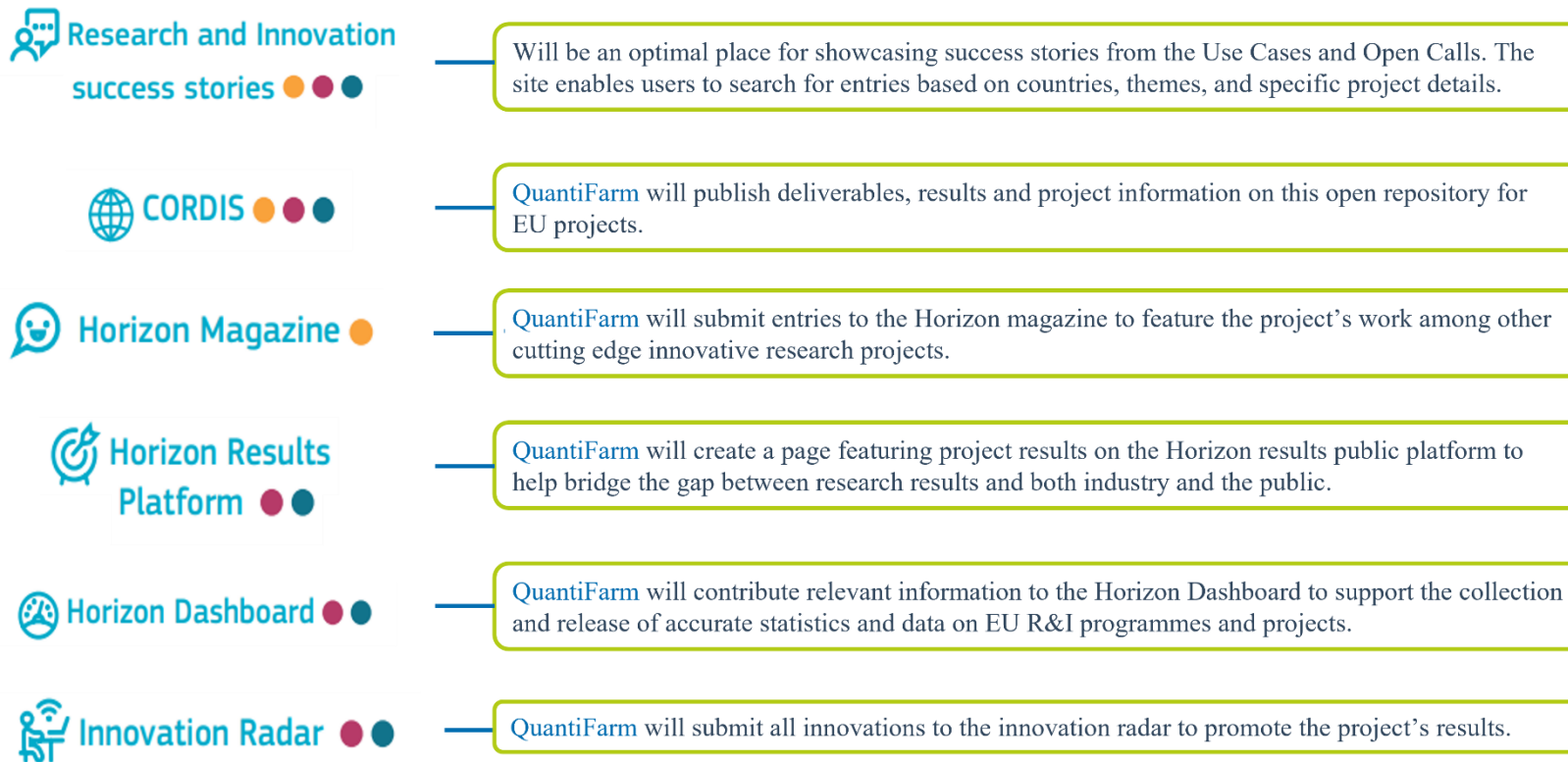
Research and Innovation success stories

Will be an optimal place for showcasing success stories from the Use Cases and Open Calls. The site enables users to search for entries based on countries, themes, and specific project details.

CORDIS

QuantiFarm will publish deliverables, results and project information on this open repository for EU projects.

Horizon Magazine

QuantiFarm will submit entries to the Horizon magazine to feature the project's work among other cutting edge innovative research projects.

Horizon Results Platform

QuantiFarm will create a page featuring project results on the Horizon results public platform to help bridge the gap between research results and both industry and the public.

Horizon Dashboard

QuantiFarm will contribute relevant information to the Horizon Dashboard to support the collection and release of accurate statistics and data on EU R&I programmes and projects.

Innovation Radar

QuantiFarm will submit all innovations to the innovation radar to promote the project's results.

Figure 26: EC Tools

4. Monitoring and Evaluation

4.1. KPIs

Key Performance Indicators (KPIs) are concrete, measurable targets used for monitoring and evaluating the project's progress and enabling adaptation when necessary. A set of dissemination and communication KPIs and targets have been identified and presented in the following tables:

#	Dissemination KPIs	Target
D.1	**High-level events and campaigns**	
D.1.1	Live, digital and industry events	**25**
D.1.2	Demo events with cross visits	**30**
D.1.3	Annual workshops (2 per year)	**6**
D.1.4	EU-wide training workshops for advisors	**2**
D.1.5	Policy focused events	**6**
D.1.6	Webinars with a national focus on DIA	**10**
D.2	**Scientific and policy briefs**	
D.2.1	Peer-reviewed papers	**8**
D.2.2	Policy recommendations	**5**
D.2.3	Conference contributions	**16**
D.3	**Community and ecosystem building**	
D.3.1	Spotlight on web cafe	**15**
D.3.2	Digital Ag 360deg podcast series (7 episodes/season)	**14**
D.4	**Networking and synergies and liasion activities**	
D.4.1	Joint press releases and statements	**8**
D.4.2	EIP-AGRI Practice Abstracts	**30**
D.4.3	MoUs/LoIs with R&I Networks/platforms, associations, groups	**40**
D.5	**Sustainability and internal communication**	
D.5.1	Catalogue of TCs study portraits	**1**
D.5.2	QuantiFarm booklet	**1**
D.5.3	Exploitation and IP strategy workshops	**3**

Table 6: Dissemination KPIs

#	Communication KPIs	Target
C.1	**Full branding and web design**	
C.1.1	Printable brand book and guideline	**1**

C.1.2	Website	1
C.1.3	Social media accounts	6
C.1.4	Coordinated materials (poster, brochures, fact sheet)	3
C.1.5	Notebook, folder, roll-ups, banners and stickers	1
C.1.6	Social media kit (feed and story templates, video covers)	1
C.2	**Digital and Social Media**	
C.2.1	Blog posts	125
C.2.2	QuantiFarm videos	4
C.2.3	Editorial backlink in top-tier online magazine outlets	75
C.3	**Press Outreach and Event Planning**	
C.3.1	Press releases	1
C.3.2	Spotlight on (fireside chats with experts and policy officials)	15
C.3.2	Media speeches and interviews (tv/radio)	25
C.3.2	Featured articles in industry magazines	15

Table 7: Communications KPIs

Furthermore, the KPIs have been distributed between the three reporting periods (M1-M18, M19-M30, M31-M42) in which the DEC plan will be also updated.

#	Dissemination KPIs	Target	M1 - M18	M19 - M30	M31 - M42
D.1	**High-level events and campaigns**				
D.1.1	Live, digital and industry events	25	6	9	10
D.1.2	Demo events with cross visits	30	0	15	15
D.1.3	Annual workshops (2 per year)	6	2	2	2
D.1.4	EU-wide training workshops for advisors	2		1	1
D.1.5	Policy focused events	6	1	2	3
D.1.6	Webinars with a national focus on DIA	10	2	4	4
D.2	**Scientific and policy briefs**				
D.2.1	Peer-reviewed papers	8	2	3	3
D.2.2	Policy recommendations	5		2	3
D.2.3	Conference contributions	16	4	6	6
D.3	**Community and ecosystem building**				
D.3.1	Spotlight on web cafe	15	3	6	6
D.3.2	Digital Ag 360deg podcast series (7 episodes/season)	14		7	7
D.4	**Networking and synergies and liasion activities**				
D.4.1	Joint press releases and statements	8	2	4	4
D.4.2	EIP-AGRI Practice Abstracts	30		15	15
D.4.3	MoUs/LoIs with R&I Networks/platforms, industry assoiacions and group	40	10	15	15
D.5	**Sustainability and internal communication**				
D.5.1	Catalogue of TCs study portraits	1		1	
D.5.2	Quantifarm booklet	1	1		
D.5.3	Exploitation and IP strategy workshops	3	1	1	1

Table 8: Dissemination KPIs per reporting period

#	Communication KPIs	Target	M1 - M18	M19 - M30	M31 - M42
C.1	**Full branding and web design**				
C.1.1	Printable brand book and guideline	**1**	1		
C.1.2	Website	**1**	1		
C.1.3	Social media accounts	**6**	6		
C.1.4	Coordinated materials (poster, brochures, fact sheet)	**3**	3		
C.1.5	Notebook, folder, roll-ups, banners and stickers	**1**	1		
C.1.6	Social media kit (feed and story templates, video covers)	**1**	1		
C.2	**Digital and Social Media**				
C.2.1	Blog posts	**125**	41	42	42
C.2.2	Quantifarm videos	**4**	1	2	2
C.2.3	Editorial backlink in top-tier online magazine outlets	**75**	24	24	27
C.3	**Press Outreach and Event Planning**				
C.3.1	Press releases	**1**	1		
C.3.2	Spotlight on (fireside chats with experts and policy officials)	**15**	5	5	5
C.3.2	Media speeaches and interviews (tv/radio)	**25**	7	8	10
C.3.2	Featured articles in industry magazines	**15**	4	5	6

Table 9: Communications KPIs per reporting period

Moreover, to effectively share the responsibility for spreading project results and maximizing the impact derived from partners' expertise, experience and networks, KPIs and targets have been assigned to each partner (P1: GAIA, P2: TNO, P3: POLIMI, P4: NP, P5: Consulai, P6: Confagricoltura, P7: FSH, P8: Peterson, P9: LUKE, P10: AUA, P11: Okys, P12: CopaCogeca, P13: CEMA, P14: Teagasc, P15: ITACyL, P16: HORTA, P17: KUL, P18: Delphy, P19: IDELE, P20: Augmenta, P21: ANAMOB, P22: Art21, P23: AgroSmart, P24: BENCO, P25: FFP2, P26: Agromais, P27: KGZS, P28: Terra, P29: AnySol, P30: Filagro, P31: AGRIDEA, P32: FLOX).

The reporting mechanism already described in Section 3.3 will help maintain accountability and achieve these targets.

D6.1 First Dissemination, Exploitation & Communication Plan

#	Dissemination KPIs	Target	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24	P25	P26	P27	P28	P29	P30	P31	P32
PMs		112	6	1	2	6	5	4	58	2	1	2	1	2	3	2	2	2	0.5	0.5	0.5	2	1.5	0.5	0.5	0.5	0.5	0.5	1	1	0.5	0.5	2	0.5
D.1	**High-level events and campaigns**																																	
D.1.1	Live, digital and industry events	25	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
D.1.2	Demo events with cross visits	30			2						1					1	1	3	2	4	2	1	3	1	1	1	1	1	1	1	1	1		1
D.1.3	Annual workshops (2 per year)	6	1			1	1		2			1																						
D.1.4	EU-wide training workshops for advisors	2	1						1																									
D.1.5	Policy focused events	6				1	1	1			1				1	1																		
D.1.6	Webinars with a national focus on DIA	10	1			1				1		1				1			1											1	1		1	1
D.2	**Scientific and policy briefs**																																	
D.2.1	Peer-reviewed papers by TNO, POLIMI, LUKE, AUA, Teagasc, KUL	8		1	2						1	2				1			1															
D.2.2	Policy recommendations by TNO, Confagricultura, LUKE, CopaCogeca, CEMA	5		1				1			1			1	1																			
D.2.3	Conference contributions by TNO, POLIMNI, Confagricultura, LUKE, AUA, Teagasc, IDELE	16		2	3			2			2	3				2					2													
D.3	**Community and ecosystem building**																																	
D.3.1	Spotlight on web cafe	15	2			2	2	2	7																									
D.3.2	Digital Ag 360deg podcast series (7 episodes/season)	14							14																									
D.4	**Networking and synergies and liasion activities**																																	
D.4.1	Joint press releases and statements	8	1	1		1	1		1				1						1			1	1											
D.4.2	EIP-AGRI Practice Abstracts	30	10						20																									
D.4.3	MoUs/LoIs with R&I Networks/platforms, industry assoiacions and groups	40	4	4	4	4	4	4	4	4	4	4																						
D.5	**Sustainability and internal communication**																																	
D.5.1	Catalogue of TCs study portraits	1							1																									
D.5.2	Quantifarm booklet	1							1																									
D.5.3	Exploitation and IP strategy workshops	3							3																									

Table 10: Dissemination KPIs per partner

#	Communication KPIs	Target	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24	P25	P26	P27	P28	P29	P30	P31	P32
PMs		112	6	1	2	6	5	4	58	2	1	2	1	2	3	2	2	2	0.5	0.5	0.5	2	1.5	0.5	0.5	0.5	0.5	0.5	1	1	0.5	0.5	2	0.5
C.1	**Full branding and web design**																																	
C.1.1	Printable brand book and guideline	1							1																									
C.1.2	Website	1							1																									
C.1.3	Social media accounts	6							6																									
C.1.4	Coordinated materials (poster, brochures, fact sheet)	3							3																									
C.1.5	Notebook, folder, roll-ups, banners and stickers	1							1																									
C.1.6	Social media kit (feed and story templates, video covers)	1							1																									
C.2	**Digital and Social Media**																																	
C.2.1	Blog posts	125	9	2	3	9	9	6	36	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2
C.2.2	Quantifarm videos	4							4																									
C.2.3	Editorial backlink in top-tier online magazine outlets	75	6	2	2	4	4	4	17	3	2	2	2	2	3	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
C.3	**Press Outreach and Event Planning**																																	
C.3.1	Press releases	1							1																									
C.3.2	Spotlight on (fireside chats with experts and policy officials)	15							5																									
C.3.2	Media speeaches and interviews (tv/radio)	25	2		1	1	1	1	8	1	1		1	1	1	1	1					1	1										1	
C.3.2	Featured articles in industry magazines	15	2		1	2	2	1	4	1			1		1																			

Table 11: Communication KPIs per partner

The first reporting period of the project is fundamental for establishing connections and building interest around the project and will be used to:

- Map stakeholders and their needs that must be addressed;
- Develop the project's website, visual identity, communication materials and social media channels;
- Establish and implement the protocol for deciding events, publications and identifying synergies;
- Begin outreach to other projects, initiatives;
- Participate in events and publish press-releases and newsletters;
- Familiarize partners with all communications channels, templates, and protocols.

4.2. Reporting Tools

Event and communication reporting

Partners will be asked to report on their dissemination and communications activities on a monthly basis. Feedback will be collected from partners using an online form with two key categories: i) Events and ii) Digital Communication.
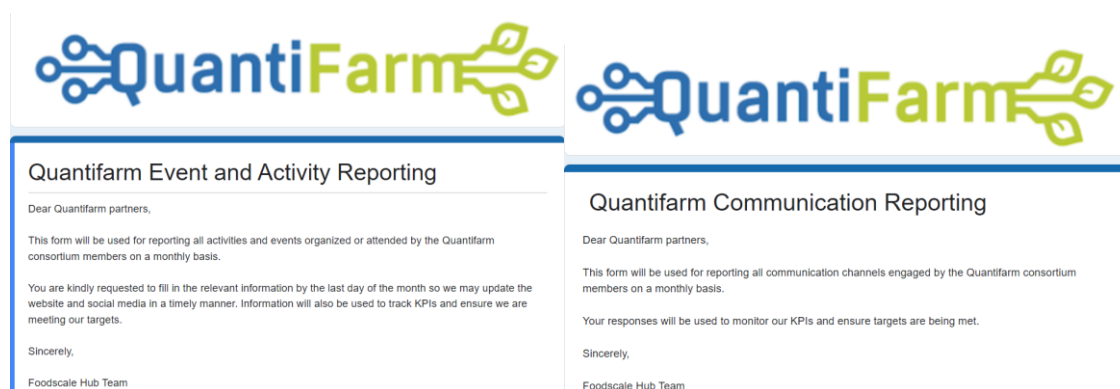
Figure 27: Google forms for collecting partner information regarding events and communication

Input from the partners will be consolidated and used to monitor DEC progress and make necessary adjustments to the plan, and to hold partners accountable.

Figure 28: Form for consolidating partner input regarding events participation

Quantifarm Communication Activities					
#	Communication channel	Date	Target groups	Links	Additional information

Figure 29: Form used for tracking partner's communication activities

5. Exploitation

QuantiFarm will produce several commercial and non-commercial Key Exploitable Assets (KEAs). This chapter will provide an introduction to these results, potential pathways for their exploitation and KPIs for monitoring their impact. A dedicated **Exploitation & IPR Management strategy (D6.5)** will be developed by M6 to expand upon this initial plan and provide a concrete roadmap for the duration of the project and beyond.

5.1. Key Exploitable Assets

QuantiFarm has identified five key exploitable assets that will be available for use/reuse by partners and target groups stakeholders. Figure 35 describes each asset, who is responsible for it and who it will benefit.
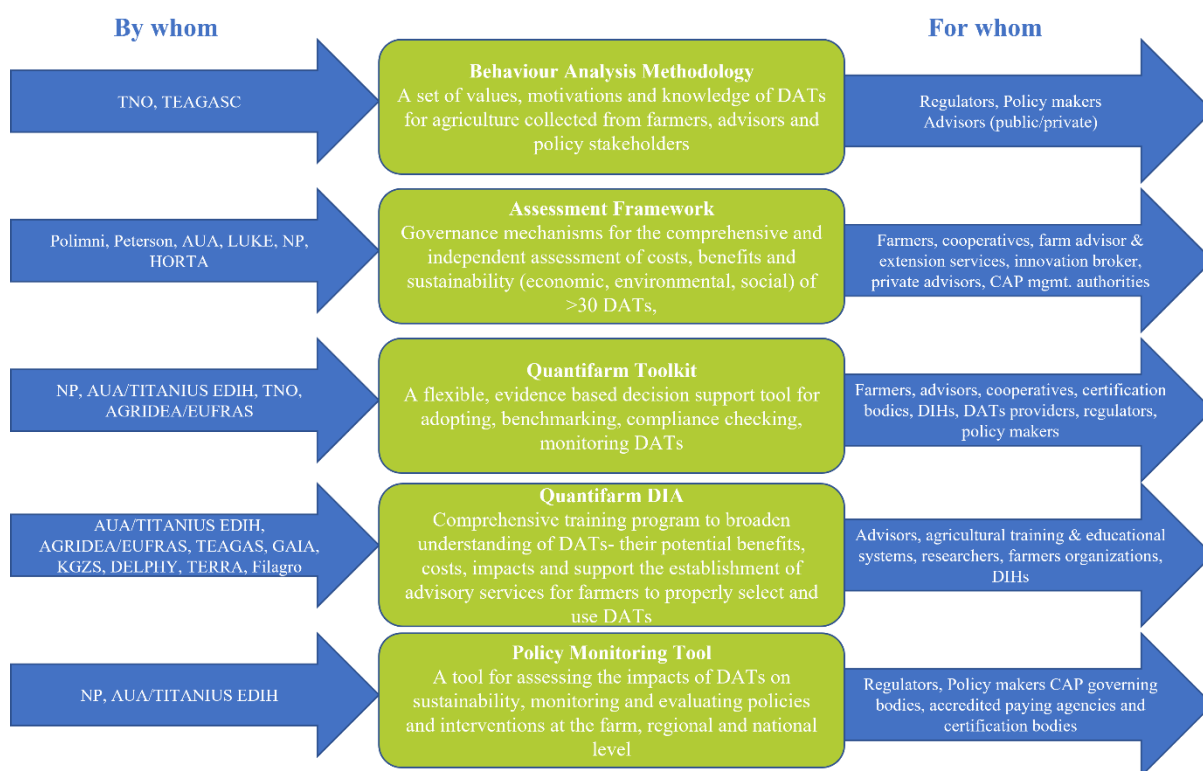
Figure 30: QuantiFarm's Key Exploitable Assets

5.2. Exploitation Pathways

All of QuantiFarm's currently identified KEAs will be openly accessible and available free of charge during the project's lifetime.

After the project's completion the QuantiFarm Toolkit and DIA will be further developed by Titanius EDIH (coordinated by AUA). As a member of a pan-European network of agrifood DIHs Titanius will be able to ensure the reuse of assets by the EDIH community. This will benefit QuantiFarm by:

- Ensuring continued access for stakeholders;

- Activating the network effect of the toolkit by gaining access to new DATs providers through the DIHs;

- Financial viability because the toolkit will continue to offer free services but DIHs wishing to gain full access to the toolkit and suite of services will pay a nominal annual membership fee to cover maintenance costs.

All KEAs are potentially subject to IPR management. D6.5 Exploitation and IPR Management strategy will provide a detailed plan for each result and outline concrete measures to be taken by the partners.

Non-commercial Exploitation		Commercial Exploitation	
Behavioral Analysis Methodology	Open Access	**QuantiFarm Toolkit**	DIHs membership (access to the toolkit and services) for an annual fee.
Assessment Framework	Open Access		
QuantiFarm Toolkit	Open Access	**QuantiFarm DIA**	Fees will be the minimum cost necessary to cover the maintenance and to assure quality
QuantiFarm DIA	Open Access		
Policy Monitoring Tool	Open Access		

Table 12: Commercial and non-commercial assets

All KEAs are potentially subject to IPR management. D6.5 Exploitation and IPR Management strategy will provide a detailed plan for each result and outline concrete measures to be taken by the partners.

It is possible that additional results may be developed and subject to an IPR management. A characterization table will be offered in such cases to evaluate the result.

Characterization of Exploitable Results	
Market	Who will the customer be and what benefits will they receive?
	What is the anticipated time to market?
	What is the size of the market in M€ and relevant trends?
	What is the approximate price range of this result and price of licenses?
	Who are the competitors?
	How will this result rank against competing products/services in terms of price and/or performance?
Steps towards exploitation	When is the expected date of achievement?
	What are the foreseen barriers to successful implementation?
	What are the costs incurred after the project and before exploitation?
	Which partners will be involved in results development?
IPR status	Have you protected or will you protect this result? How? When?

Table 13: Characterization table for potential exploitable assets

5.3. Exploitation KPIs

The exploitation activities will be regularly evaluated and monitored also after the end of the project. A series of KPIs, related to the future exploitation of the project's results has been already defined by the QuantiFarm consortium, as it is described below:

Exploitation KPIs and target values (immediately after the project)	
Performance indicator	**Target value**
QuantiFarm Toolkit available to a total of	**450** farmers from **30** countries
QuantiFarm DIA available to a total of	**50** advisors
Policy Monitoring Tool available to a total of	**50** policy makers
QuantiFarm DIA and the Toolkit made available to a total of	**≥10** DIHs

Table 14: Exploitation KPIs and target values immediately after the project

Exploitation KPIs and target values (5+ years after the project)	
Performance indicator	**Target value**
QuantiFarm DIA and the Toolkit available to	**>50%** of European EDIHs and Extension & Advisory Services
The Toolkit and the Policy Monitoring tool made available to	**>50%** of AKIS and Policy actors
Primary producers supported by the DIA-powered advisory services and the Toolkit	**>50.000**

Table 15: Exploitation KPIs and target values 5+ years after the project

6. Conclusion

D6.1 "First Dissemination, Exploitation & Communication Plan", has provided an overview of the communication, dissemination and exploitation phases during the whole project lifetime. The intention of this document is to outline the initial DEC plan which will be implemented during the first period of the QuantiFarm project, as well as the tools that will be utilized in order to reach DEC's KPIs and project's audience.

More specifically, the document covers a wide range of key activities (as well as sets their timelines) to be conducted to meet the dissemination, communication and exploitation targets. All partners will be actively involved in the communication and dissemination of QuantiFarm aiming to assure the proper exploitation of the project's outcomes and maximize the impact.

The Second Dissemination, Exploitation & Communication Plan (D6.2), due M18, will be an updated version of the DEC plan. It will evaluate the current plan to identify weaknesses and strengths of the applied activities and tools and establish objectives and concrete actions beyond M18 until the third iteration (M36). The second version will focus on the diffusion of the scientific and technological information generated under the umbrella of the 30 Test Cases and emphasis will be placed on sparking interest in the TCs and broadening stakeholder engagement with the project activities and results.

Annex A: Logo Variations

Annex B: QuantiFarm's covers

Annex C: Dissemination and Communication Material

QuantiFarm

quantifarm.eu

Title of the Press Release

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Subtitle of the press release

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Funded by the European Union

1

Annex D: Event Planning Template

QUANTIFARM EVENT PLANNING

Please complete the following form with events that you are already planning on attending over the next 6 months, or any that you are aware of and feel would be well suited for QuantiFarm participation.

Event	Event link (if applicable)	Date	Location	Participating Partner(s)	Target groups	Potential QuantiFarm involvement

Annex E: Synergy Mapping Template

QUANTIFARM SYNERGY MAPPING

Please complete the following form with projects, initiatives and/or networks that you are involved with or are aware of and that could provide an opportunity for joint activities and collaboration.

Project (abbr.)	Full name	Website	Duration	Consortium Leader	Focus/Scope	Potential joint activities

Annex F: Partners' social media channels

Affiliation	Partners' social media pages					
	LinkedIn	Facebook	Twitter	SlideShare	YouTube	Instagram
1 - GAIA	https://www.linkedin.com/company/gaia-epicheirein/	https://www.facebook.com/gaia.epixeirein	https://twitter.com/Gaia_Epixeirein	N/A	https://www.youtube.com/user/cgaiagr	N/A
2 - TNO	https://www.linkedin.com/company/tno/	https://www.facebook.com/TNOresearch/	https://twitter.com/TNO_nieuws	N/A	https://www.youtube.com/TNOResearch	https://www.instagram.com/tno.innovation/
3 - POLIMI	https://www.linkedin.com/school/polimi/	https://www.facebook.com/polimi	https://twitter.com/polimi	N/A	https://www.youtube.com/polimi	https://www.instagram.com/polimi/
4 - NP	https://www.linkedin.com/company/neuropublic-s-a-/	https://www.facebook.com/neuropublic	https://twitter.com/neuropublic	N/A	N/A	N/A
5 - CONSULAI	https://www.linkedin.com/company/consulai	https://www.facebook.com/CONSULAI/	https://twitter.com/CONSULAI	N/A	https://www.youtube.com/consulai	https://www.instagram.com/CONSULAI_PT/
6 - CONSULAI	https://it.linkedin.com/company/confagricoltura	https://www.facebook.com/Confagricoltura	https://twitter.com/confagricoltura	N/A	https://www.youtube.com/channel/UC7FTlRIffxxziqOfEkJwq6A?view_as=subscriber	https://www.instagram.com/confagricoltura/
7 - FSH	https://www.linkedin.com/company/foodscale-hub/mycompany/	https://www.facebook.com/foodscalehub/	https://twitter.com/foodscalehub	N/A	N/A	https://www.instagram.com/foodscalehub/
8 - PETERSON	https://www.linkedin.com/company/petersonenergylogistics/	https://www.facebook.com/OnePeterson/	https://twitter.com/OnePeterson	N/A	N/A	N/A

54

9 - LUKE	https://www.linkedin.com/company/lukefinland	https://www.facebook.com/Luonnonvarakeskus	https://twitter.com/LukeFinland	N/A	https://www.youtube.com/channel/UC7xHn3uDhLTQc-RwLVqDPuA	https://www.instagram.com/luonnonvarakeskus/
10 - AUA	https://www.linkedin.com/in/agricultural-university-of-athens-aua-ofc-3814321aa/	https://www.facebook.com/AgriculturalUniversityofAthens/	N/A	N/A	https://www.youtube.com/channel/UCilRPTax6lrU8I5xY3Fie3g	https://www.instagram.com/agricultural_university_athens/
11 - OKYS	N/A	N/A	N/A	N/A	N/A	N/A
12 - CopaCogeca	https://www.linkedin.com/company/copa-cogeca	https://www.facebook.com/copacogecaEU/	https://twitter.com/COPACOGECA	N/A	https://www.youtube.com/channel/UCten_teYwM1SYHX7WgUL7qg	https://www.instagram.com/copacogeca/
13 - CEMA	https://www.linkedin.com/company/cema/	https://www.facebook.com/CEMA-European-Agricultural-Machinery-123695791137485/	https://twitter.com/CEMAagri	N/A	https://www.youtube.com/user/cemaagri	N/A
14 - TEAGASC	https://www.linkedin.com/company/teagasc/	https://www.facebook.com/Teagasc	https://twitter.com/teagasc	N/A	https://www.youtube.com/user/TeagascMedia	N/A
15 - ITACyL	https://es.linkedin.com/company/itacyl	https://www.facebook.com/itacastillayleon/	https://twitter.com/itacyl	N/A	https://www.youtube.com/channel/UCZnHqRH-NBEhN49aazLv0RQ/featured	N/A
16 - HORTA	https://www.linkedin.com/company/horta-s-r-l-/	https://www.facebook.com/Horta.srl?ref=hl	https://twitter.com/Horta_srl	N/A	https://www.youtube.com/channel/UC1O9gjm57qHAHVHd-fNQ1iA	https://www.instagram.com/hortasrl/
17 - KUL	https://www.linkedin.com/school/ku_leuven/	https://www.facebook.com/KULeuven/	https://twitter.com/KU_Leuven/	N/A	https://www.youtube.com/user/kuleuven	https://www.instagram.com/kuleuven/

18 - DELPHY	https://www.linkedin.com/company/delphy/?originalSubdomain=nl	https://www.facebook.com/people/Delphy/100057365653911/	https://twitter.com/DelphyNL	N/A	N/A	N/A
19 - IDELE	https://fr.linkedin.com/company/institut-de-lelevage-idele	https://fr-fr.facebook.com/idele.fr/	https://twitter.com/institutelevage	N/A	N/A	https://www.instagram.com/institutelevage/
20 - Augmenta	https://www.linkedin.com/company/augmentaagr/	https://www.facebook.com/augmentaagr	https://twitter.com/augmentaag?lang=en	N/A	https://www.youtube.com/c/AugmentaAgriculture	https://www.instagram.com/augmenta.agriculture/?hl=en
21 - ANAMOB	https://www.linkedin.com/company/anamob/about/	https://www.facebook.com/AnamobClusterDeInovare	N/A	N/A	N/A	N/A
22 - ART21	https://www.linkedin.com/company/art21	https://www.facebook.com/art21.lt	N/A	N/A	N/A	N/A
23 - AgroSmart	https://www.linkedin.com/company/silosagrosmart/	N/A	N/A	N/A	N/A	N/A
24 - BENCO	https://www.linkedin.com/company/benco/	N/A	N/A	N/A		N/A
25 - FFP2	https://www.linkedin.com/company/farm-frites-poland-sa/	https://www.facebook.com/FarmFritesPoland/	N/A	N/A	https://www.youtube.com/channel/UCHJTppKr0dzbs2yd0gbPeOw?app=desktop	N/A
26 - AGROMAIS	https://www.linkedin.com/company/agromais/	N/A	N/A	N/A	N/A	N/A
27 - KGZS	https://www.linkedin.com/company/kgzmb/	https://www.facebook.com/KGZMS/	https://twitter.com/kgzsms?lang=en	N/A	https://www.youtube.com/channel/UCcefc1OeX3Iw4fxNSbKEpKQ	

28 - Terra	N/A	https://ne-np.facebook.com/IPARDpodrska/	N/A	N/A	N/A	N/A
29 - AnySol	https://www.linkedin.com/company/anysolution/	https://www.facebook.com/AnySolutionSpain/	https://twitter.com/intent/follow?original_referer=https%3A%2F%2Fwww.anysolution.eu%2F&ref_src=twsrc%5Etfw%7Ctwcamp%5Ebuttonembed%7Ctwterm%5Efollow%7Ctwgr%5EAny_Solution&region=follow_link&screen_name=Any_Solution	N/A	N/A	N/A
30 - Filagro	N/A	N/A	N/A	N/A	N/A	N/A
31 - AGRIDEA	https://www.linkedin.com/company/agridea/about/	https://www.facebook.com/agrideach/	N/A	N/A	https://www.youtube.com/user/agrideaagridea	N/A
32 - FLOX	https://www.linkedin.com/company/floxai	N/A	N/A	N/A	N/A	N/A