



D6.2 Second Dissemination, Exploitation & Communication Plan

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D6.2 Second Dissemination, Exploitation & Communication Plan

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Abstract:	The Dissemination, Exploitation and Communication (DEC) plan outlines how the consortium will share information effectively and provides a comprehensive strategy for transferring project knowledge and results to target audiences. This is the second version of the plan, detailing current progress and future monitor (M30).

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4	NEUROPUBLIC AE PLIROFORIKIS & EPIKOINONION	NP	GR
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6	CONFEDERAZIONE GENERALE DELL AGRICOLTURA ITALIANA	CONFAGRICOLTURA	IT
7	FOODSCALE HUB GREECE ASSOCIATION FOR ENTREPREUNERSHIP AND INNOVATION ASTIKI MI KERDOSKOPIKI ETAIREIA	FSH	GR
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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
26	AGROMAIS PLUS COMERCIO E SERVICOSAGRICOLAS S.A.	AGROMAIS	PT
27	KMETIJSKO GOZDARSKA ZBORNICA SLOVENIJE KMETIJSKO GOZDARSKI ZAVOD MURSKA SOBOT	KGZS	SI
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List of Abbreviations and Acronyms	
AKIS	Agricultural Knowledge and Innovation Systems
CAP	Common Agriculture Policy
CMYK	Cyan, Magenta, Yellow, Key
DATs	Digital Agriculture Technology Solutions
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
MAA	Multi-Actor Approach
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 Technology Solutions (DATSs) 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;
- behavioural 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 DATSs 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 DATSs;
- **Assessment framework**: to evaluate the value of DATSs;
- **Toolkit for farmers, advisors, policymakers**: decision support tool;
- **QuantiFarm Digital Innovation Academy (DIA)**: to train DATSs 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 second version of the plan, detailing current progress on the relevant activities that took place and future monitoring. The DEC plan will receive updates to track progress by 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, DATSs 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. Coordinated by GAIA EPICHEIREIN, which is representing both Greek farmers and advisors at an EU level, the consortium includes 12 partners representing farmers and advisors, including both Copa Cogeca and EUFRAS, the umbrella organisations of all farmers, agri-cooperatives and advisors in the EU. QuantiFarm partners have extensive knowledge in the CAP and are involved in designing both the new CAP and the new IACS in the context of agricultural monitoring. They bring onboard significant expertise on the use of digital technologies in agriculture as means for independent monitoring. We include countries which currently have a low level of adoption of digital agricultural technologies, including Serbia, Croatia, Romania, and Greece, ensuring a wide coverage and assessment of the uptake of digital technologies.

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. Subsequent editions shall ensure its ongoing relevance, navigating the ebbs and flows of project execution with strategic updates at critical junctures (M18, M30) to oversee its meticulous realization. It is imperative to note that this represents the second, refined iteration of the deliverable.

1.3. Document Structure

This document is comprised of the following chapters:

Chapter 1 provides a 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.



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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.

Chapter 6 Conclusions

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 provides image background for use in online meetings.

Annex E provides the roll-up banner that partners utilise when they are representing the project.

Annex F provides the 3 posters developed for use at the Synergy Days event stand.

Annex G provides the brochures that have been created to promote QuantiFarm project during partners' participation in events.

Annex H provides the press release template.

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

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

Annex L: Featured articles in (industry) magazines and newspapers



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 technology solutions (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 behavioural 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).

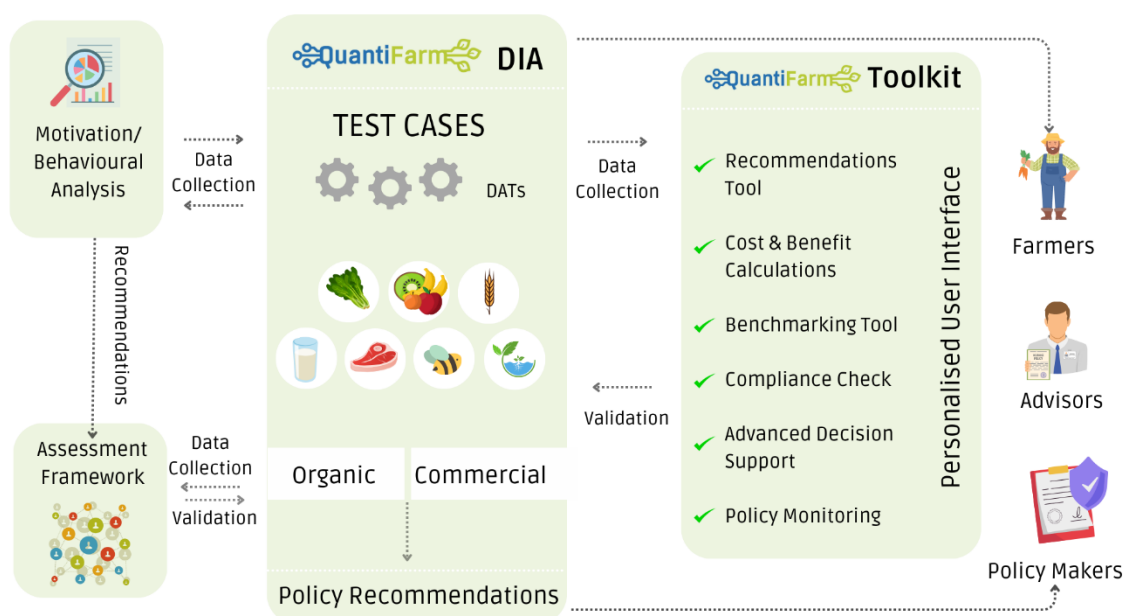


Figure 1: Overview of QuantiFarm concept and methodology

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 DATSs.
- **Assessment framework:** to evaluate the value of DATSs 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 DATSs of interest, geophysical region etc. which can be used to influence the rankings of the advisory services.



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- **QuantiFarm Digital Innovation Academy (DIA):** to train DATSs advisors of the various types of DATSs 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 (DATSs rules, regulations, subsidies, grants) and competitiveness (including a list of “not to do” policy measures that will be ineffective or damaging the farmers DATS’ adoption behaviors).

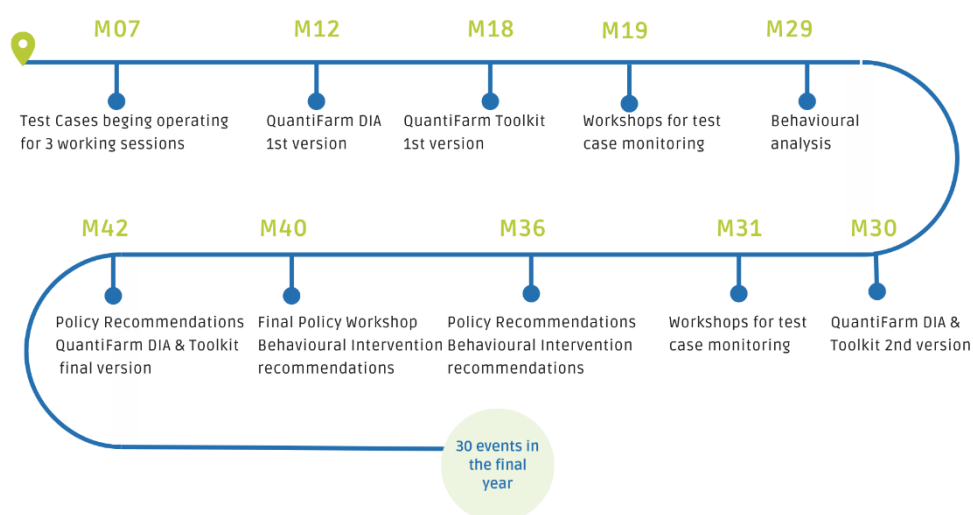


Figure 2:: *QuantiFarm Timeline*

2.2. Methodology

A strong DEC plan is fundamental for creating lasting impact and will provide a concrete roadmap for partners 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.

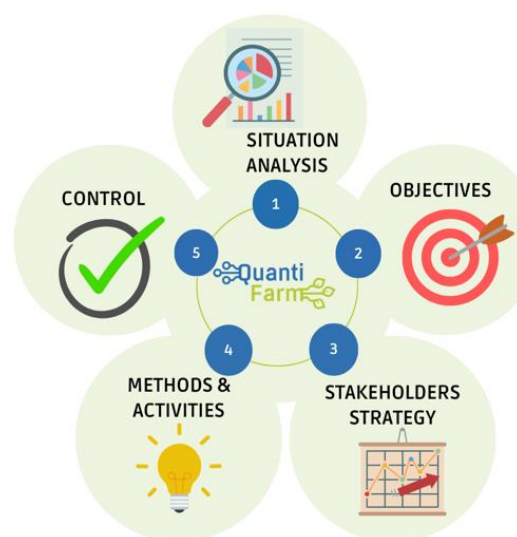


Figure 3:: *QuantiFarm key elements*

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



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3. clear and measurable objectives that will be achieved through the implementation of communication, dissemination and exploitation measures.
4. **Stakeholders & Strategy:** Identification of target groups and key messages for effective communication strategy.
5. **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 catalogue of planned events will also be included, and preliminary exploitation pathways will be addressed. Open Science practices will be factored into all aspects of DEC implementation.
6. **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, considering 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.



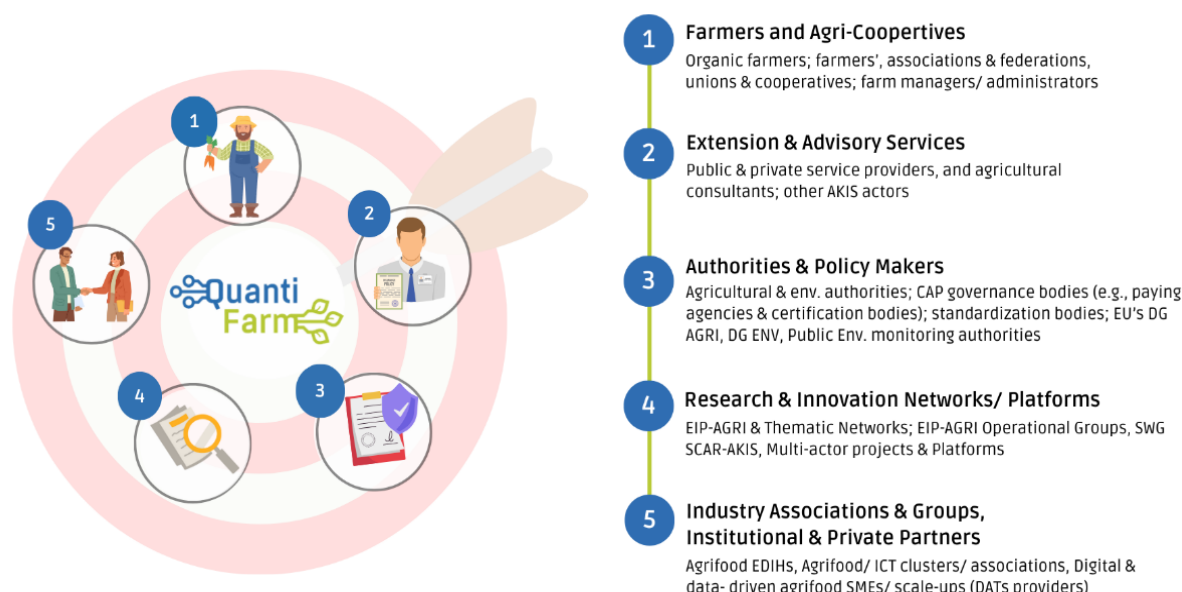


Figure 4: QuantiFarm multi-actor approach

QuantiFarm Multi-Actor Approach (MAA) is characterized by several defining principles:

1. **Inclusivity and Collaboration:** The project is a stage where all stakeholders have a role to play. By inviting diverse actors into the fold, QuantiFarm catalyzes meaningful interactions that transcend traditional boundaries. This inclusive environment ensures that all voices are heard, fostering a sense of ownership and commitment to the project's success.
2. **Customization for Impact:** The approach is rooted in recognizing the varied needs and aspirations of different stakeholders. By tailoring solutions to specific contexts and challenges, QuantiFarm ensures that its innovations are not one-size-fits-all but rather attuned to the complexities of the real world.
3. **Demonstration and Application:** QuantiFarm doesn't just stop at theoretical discussions. The project thrives on "proof of concept" demonstration cases that serve as living laboratories for innovation. By collaborating with local actors, new solutions are crafted and tested, igniting a cycle of continuous improvement.
4. **Geographical Diversity:** The project's reach extends across multiple countries, each offering a unique backdrop for stakeholder engagement. This geographical diversity enriches the approach by bringing together stakeholders from diverse cultural, economic, and environmental backgrounds.
5. **Capacity Building and Learning:** Beyond the immediate project outcomes, QuantiFarm nurtures a culture of learning and empowerment. Capacity-building activities ensure that stakeholders are not just beneficiaries of innovations but active contributors to the evolving agricultural landscape.
6. **Real-world Impact:** The MAA underscores the project's commitment to generating real-world impact. By involving stakeholders across the value chain, from research to policy, QuantiFarm ensures that its innovations resonate with the industry's needs and broader societal objectives.

This dynamic approach echoes throughout every aspect of QuantiFarm. Stakeholders are invited to shape the project's course, engage in collaborative decision-making, and contribute their unique expertise. This active participation ensures that the innovations are grounded, practical, and aligned with the aspirations of those who stand to benefit most.



Furthermore, the project's multi-actor approach extends to communication and dissemination strategies. By sharing knowledge through diverse platforms, QuantiFarm fosters a community of practice that thrives on the exchange of insights and experiences.

In sum, the QuantiFarm MAA embodies the essence of interactive innovation, where the convergence of diverse perspectives fuels a collective journey toward transformative change. By working collaboratively, creating bespoke solutions, and prioritising the impact of their work, the project sets a precedent for a more comprehensive and successful approach to shaping the future of DATSs in agriculture.

2.2.2. Key Scenarios

The process of interactive innovation followed by QuantiFarm, will involve a series of specific scenarios and tools (based upon the LIAISON project Practitioner Handbook²) which have been identified to ensure interactive innovation and the multi-actor approach are utilized during the project implementation, shown in the figure below. These methods encompass engaging and incentivising actors/stakeholders to participate, co-creation, and practical application of new knowledge.

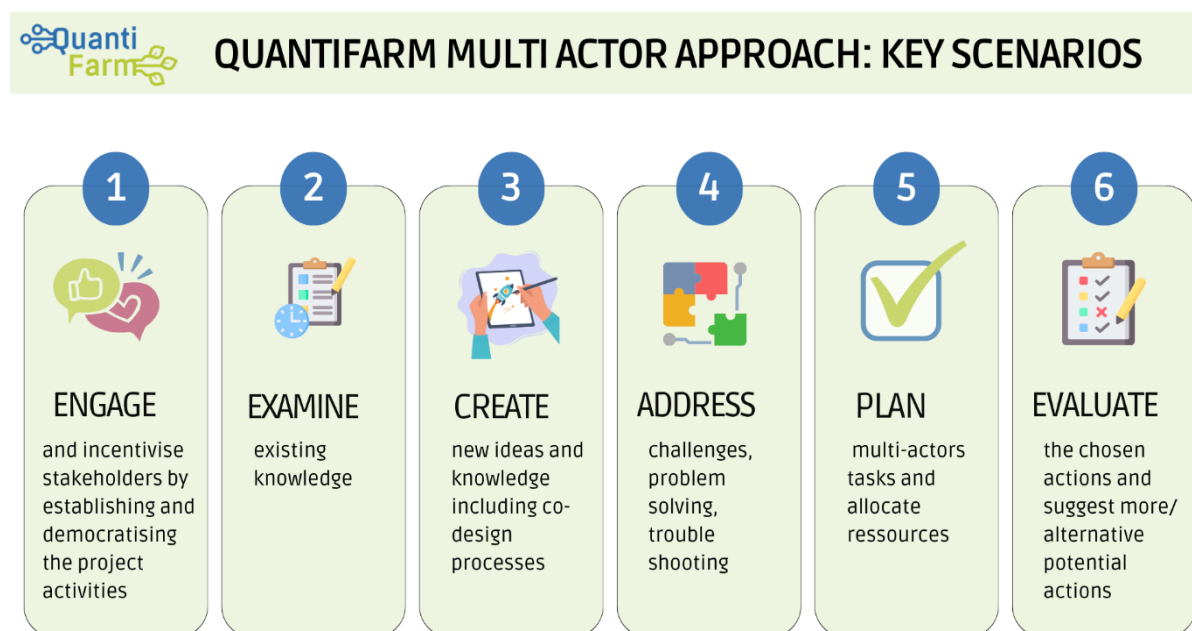


Figure 5: Key scenarios in multi-actor approach

For each of the above mentioned 6 key scenarios, relevant tools have been identified.

Scenario 1: ENGAGING

Tool: STAKEHOLDERS PRIORITISATION

The tool is used for the prioritisation of the identified stakeholders' groups assessing the types of actors involved in the multi-actor approach. The prioritisation has already been made by the project partners during the proposal and team-building phase and it was based on the specific needs that QuantiFarm aims to address. An assessment of the strengths and weaknesses of each of the stakeholders' groups was also made.

Scenario 2: EXAMINING

Tool: JOURNEY MAPPING



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The tool is used for understanding the experiences and knowledge of the stakeholders within the project, identifying impacts of the project and their subjective evaluations of the project. The tool aims to evaluate the degree to which stakeholders' experiences align with the project's envisioned and intended outcomes, identifying specific events and experiences. Journey mapping tool can be used throughout the project implementation.

Scenario 3: CREATING

Tool: GROUND RULES: IDENTIFICATION OF OPPORTUNITIES AND CHALLENGES OF AGREEMENT-BASED COOPERATION

The tool assesses cultural norms held by actors in multi-actor work to enhance the potential of diverse groups in the interactive innovation process. It should be respected. The tool has been used during the project development stage but can be used iteratively throughout the interactive innovation process.

Scenario 4: ADDRESSING

Tool: TRIZ (Theory of Inventive Problem-Solving)

The tool is used for assessing how actors are examining challenges and opportunities in the interactive innovation process, facilitating them to look at challenges and opportunities from new perspectives as well as engage in new forms of external knowledge to fuel interactive innovation. TRIZ tool can be used throughout the project implementation.

Scenario 5: APPLYING

Tool: WHAT, WHO, WHY, WHERE, WHEN & HOW

The tool is used for planning multi-actor tasks in advance, identifying:

- Which actors & stakeholders will be involved – Who?
- The tasks they will be involved in – What?
- Why would they want to be involved in such tasks – Why?
- The logistics and approach of the tasks – Where? When? and
- How? The tool has been used during project development stage allowing partners to avoid fatigue,
- duplication and to maximise opportunities for synergies between tasks.

Scenario 6: EVALUATING

Tool: 'CAUSES AND EFFECTS': BUILDING HYPOTHESES: LINKING ACTIONS TO RESULTS

The tool enables partners to develop hypotheses regarding the causal links between actions, results and objectives, whilst fact-checking and proving their theories. Participants may continuously reflect and evaluate the decision-making processes regarding project actions, in order to revise and adapt their plans accordingly. The tool will be in use throughout the project implementation period.

2.3. Specific Objectives and Time Plan

The DEC plan objectives are **S.M.A.R.T** (Specific, Measurable, Achievable, Relevant, and Time-Bound) to provide a verifiable trajectory towards clear milestones and an estimated timeline to attain the goals.



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Dissemination refers to the transfer of results in order to promote their use from a practical point of view. In this case, the target audience is the specialised public in a given sector, such as the scientific community or legislators. More specifically, the 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 includes information and promotion activities to increase the visibility of the project and therefore is aimed at a more generic target (public opinion, the media). The **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.

Exploitation Objectives

The term "exploitation" encompasses using and gaining benefits from the outcomes of the project. Consequently, the QuantiFarm project recognizes its exploitation activities as the crucial factor for achieving success. The consortium partners are dedicated to exploiting the project's outcomes. Their various and complementary research and business contexts create diverse routes and modalities for bringing QuantiFarm outcomes to all intended stakeholders, such as farmers and agri-cooperatives, public & private service providers, consultants and other AKIS actors, authorities & policy makers, research, and innovation networks, Agrifood EDIHS, ICT clusters, digital & data food driven agrifood SMEs, DATS providers. Throughout the project's duration, a series of activities will occur, varying in intensity, contingent on the information availability and results achieved. Thus, the primary objective of QuantiFarm's exploitation actions is to fashion an effective approach towards leveraging both commercial and non-commercial project outcomes during and after the project's life. To achieve this, the QuantiFarm exploitation strategy concentrates on the following objectives:

- Set the ground for the planning of exploitation related WP6 deliverables. This will require to first investigate links and dependencies between other project's WPs and tasks, as well as to capture exploitation related KPIs that should be achieved by the end of the project.



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- Identify and systematically validate Key Exploitable Results (KERs) that are foreseen in the project (commercial and non-commercial) through iterative sprints - with timelines adjusted to follow the timelines of piloting activities.
- Perform a thorough market analysis to understand the market contexts, challenges, competitive landscapes, target markets and the market positioning of the commercial key exploitable results.
- Explore various funding sources from both public and private sources in order to help QuantiFarm beneficiaries to secure follow-up investment and funding that can ensure financial sustainability of their business solutions.
- Develop joint and individual exploitation plans for project partners who are foreseen to have market exploitable assets during the project's timeframe (with the focus on both organizational and financial aspects)
- Plan the main actions to be undertaken by the project's consortium to ensure the sustainability of the project and its findings after the end of the project (Sustainability Plan)
- Outline IPR management strategies guiding the joint and individual exploitation capabilities of the project partners.
- Guide the exploration of the policy and regulatory landscape in the context of the project, as well as to encourage active participation in standardization processes for relevant topics and items developed by QuantiFarm.

Phases

A division of the DEC plan into four phases (Figure 6) 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.

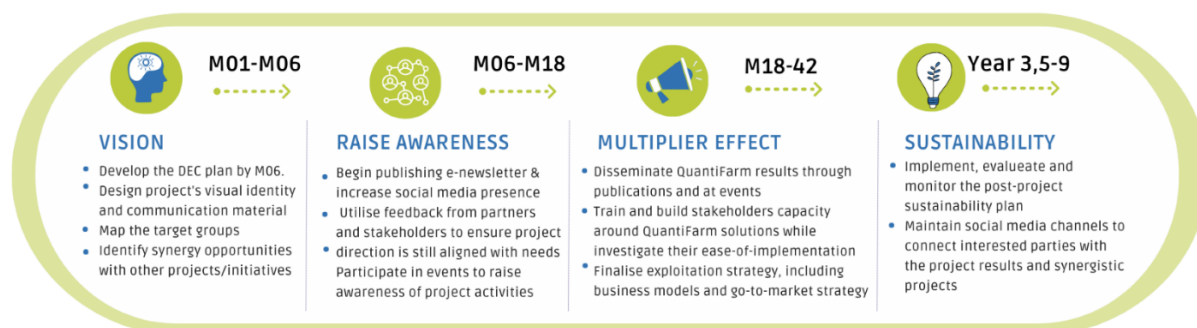


Figure 6: *QuantiFarm DEC phases*

Phase 1: Mission, Strategy, Vision (M01-M06)

During the first 6 months of the project, we established the foundation for all subsequent communication, dissemination, and exploitation of results. A recognisable project identity has been designed through a strong visual identity and digital presence (website, social media). This phase also included the creation of the the first promotional materials (brochure, banner, press release), the event participation planning, compiling, and evaluation of potential synergies. Specific activities have been distributed among partners and a preliminary time- schedule has been issued. All partners have been informed about the specific guidelines that they need to follow for D&C outreach and reporting.

Phase 2: Raise Awareness, (M06-M18)

During the second phase and as the project results unfold, the focus was to:



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- Generate and retain leads by providing up-to-date valuable content.
- Diffuse scientific and technological information by participating in events.
- Diffuse information in scientific community and public by increase social media presence.
- Establish ties with other related projects through participatory workshops/events, e-Newsletters, panel discussions, MOUs / LOIs and key umbrella initiatives.
- Utilize feedback from partners and stakeholders to ensure project direction is still aligned with needs.

Additional and updated promotional materials such as brochures, videos, rollups, etc. developed to disseminate the findings and engage farmers and other relevant stakeholders.

Phase 3: Synergies & Network multipliers (M18-42)

During the third phase, the focus will be on the exploitation of the project's results, specifically the QuantiFarm toolkit, and the development of a go-to-market strategy. Additionally, new initiatives will be encouraged, and support will be provided for those already carried out.

Post-project dissemination and communication (5.5 years after the project completion)

FSH will maintain key dissemination and communication tools after the completion of the project by:

- Maintaining the project's website and social media accounts, this will include reposting relevant research or work done by project partners and posting links to events, and open access publications.
- Updating partner contact details on the website each semester to facilitate engagement with key internal and external stakeholders and potential collaborators, incl. the co-programmed partnership on Toolkit, DIA and funded actions related to this partnership.
- Responding to enquiries from the website.
- Continuing to pursue synergies and cooperation with new projects and initiatives.
- Providing links to these projects and initiatives on the website to direct interested parties to the most relevant and up to date entities continue the work begun by QuantiFarm.

These measures aim to enhance the ongoing use and reuse of the project's results, whilst ensuring sustained interest and engagement with the project's wider objectives. They will be further elaborated and developed in the final iteration of the DEC plan. Furthermore, a comprehensive sustainability plan will be developed to maintain and enhance the ecosystem, enable continuous collaborations, and support the future growth of QuantiFarm solutions. This plan will be included in the Exploitation & IPR Management Strategy, which was first developed in M06 and will be updated in M18 and M42. The strategy will provide various tools to achieve the aforementioned goals.

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).



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Target Groups	Actors	Key message
 Farmers and Agri-Cooperatives	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

D&C Activities & Channels	TARGET GROUPS				
	Framers & Agri-Cooperatives	Extension & Advisory Services	Authorities & Policy Makers	Research & Innovation Networks/Platforms	Industry Associations & Groups, Institutional & Private Partners
High Level Events & Campaigns	✓	✓			
Community & Ecosystem Building	✓	✓	✓	✓	
Sustainability & Internal Comms	✓	✓	✓	✓	
Full Branding & Web design	✓	✓	✓	✓	✓
Digital & Social Media	✓	✓		✓	
Press Outreach & Event Planning	✓	✓		✓	✓
Scientific & Policy Briefs		✓	✓	✓	
Networking, Synergies & Liaison Activities				✓	✓

Table 2: QuantiFarm Target Groups

Additionally, to approach furthermore the above-mentioned target groups, the project's multi-actor approach will extend to the creation and implementation of the DEC plan, which means:

- Translating materials into partner's languages when applicable and favourable.
- Focusing on communicating information that matters to the information recipient.
- 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 and government.
- Capitalizing on partners existing connections, networks and programs.
- Fostering knowledge exchange activities and discussion.



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 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 7: QuantiFarm Logo

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



Color palette

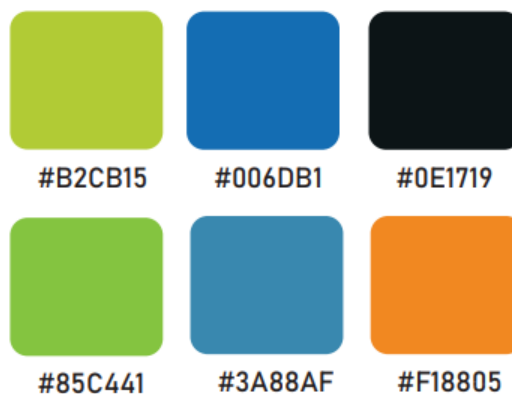


Figure 8: Quantifarm Palette

To increase project's recognition, extra graphics (covers), that will accompany the Quantifarm 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 9: 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.



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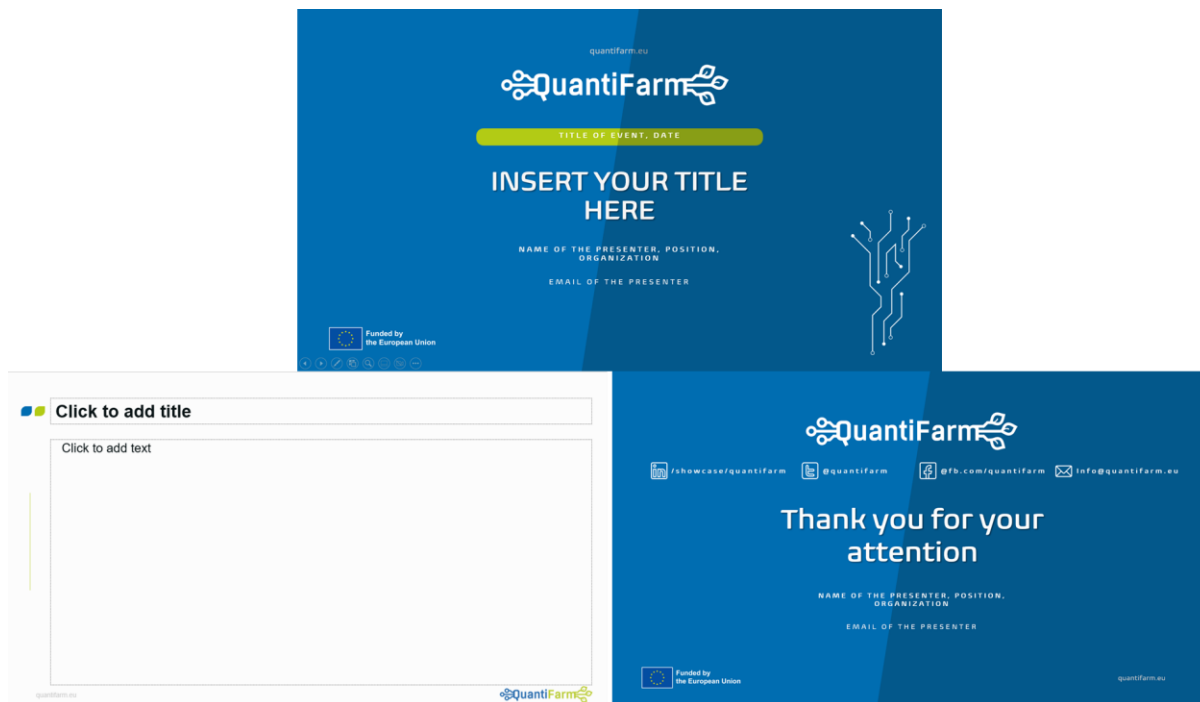


Figure 10: QuantiFarm presentations template

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 11: QuantiFarm deliverable template



3.1.5. Brochure

Brochures will be distributed at the project's events (regional and national workshops) to provide concise project information relevant to the target groups. Three 3-fold brochures have been created in total for this purpose, and each of these are available for distribution during the three different phases of the project. All the brochures have been uploaded to the common drive of the project, so that all the partners can find them and translate them in their languages in case they organise or participate in national events. Brochures can be found in Annex G

3.1.6. Posters

For the QuantiFarm project, three informative posters have been designed, each of which provides a concise overview of the project, including the scope of the project, the range of digital agricultural technologies involved, the main objectives of using these technologies, the key results, and the beneficiaries of the project. In addition, the posters outline the project's objectives, challenges, and the geographical coverage of the consortium. The posters were printed and used during the Synergy Days event in Thessaloniki. The posters can be found in Annex F.

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. Posters, brochures, and fact sheets are additional communication materials created to enhance idea sharing and project promotion for both online and offline scenarios. The aforementioned materials have been designed to suit all QuantiFarm audiences, while effectively communicating our objectives and mission in a lively, understandable and engaging way. These materials focus on creating a preliminary awareness of the project, its objectives, and the results of its activities. It is advisable to adhere to specific guidelines while employing printed communications to ensure the intended audience is captivated by the content. Such guidelines could include eye-catching headlines, vivid colours, and an emphasis on the overall advantages. Maintaining a suitable tone and steering the message towards the target audience is also essential. The project's visual identity is upheld through the application of a brand book to oversee the production of all printed materials.

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 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.



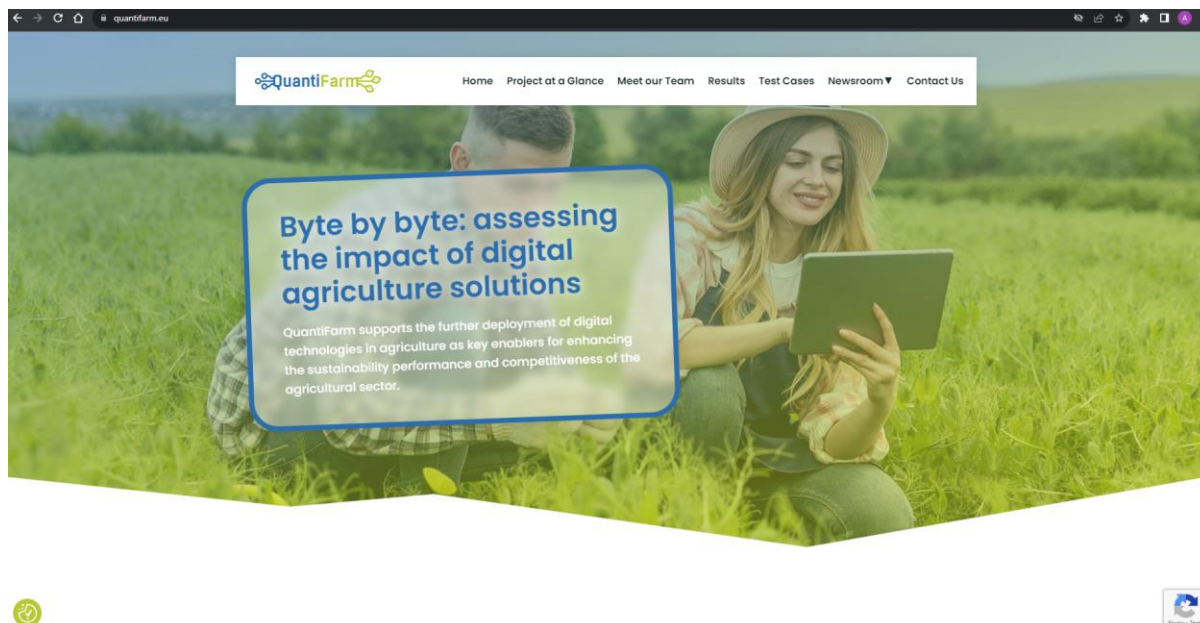


Figure 12: Quantifarm website

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 newsletter and navigation menu providing easy access to information on the project.

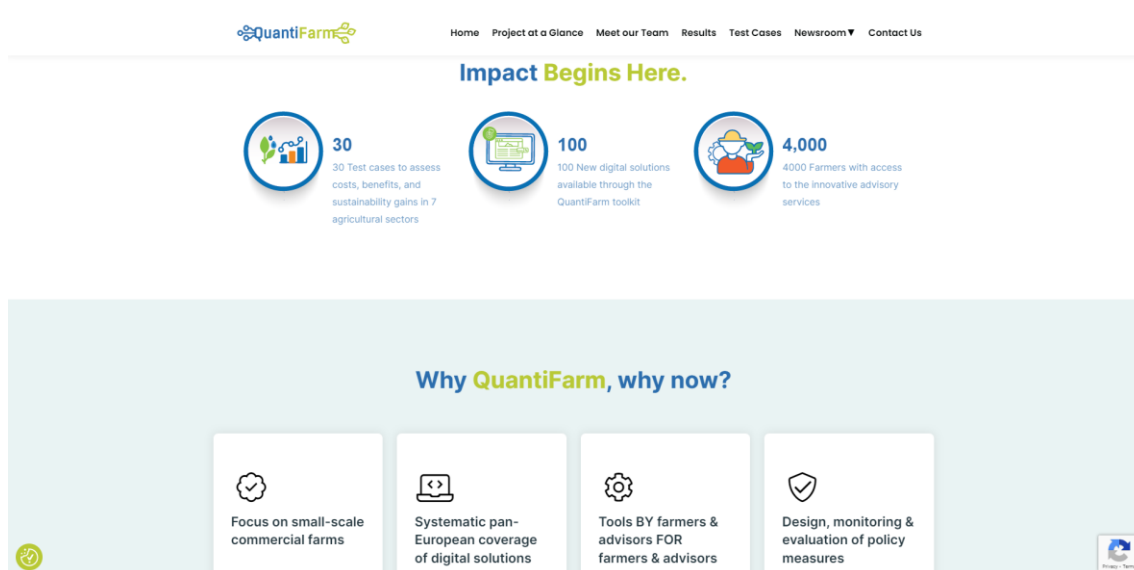


Figure 13: Quantifarm website / “Home” tab



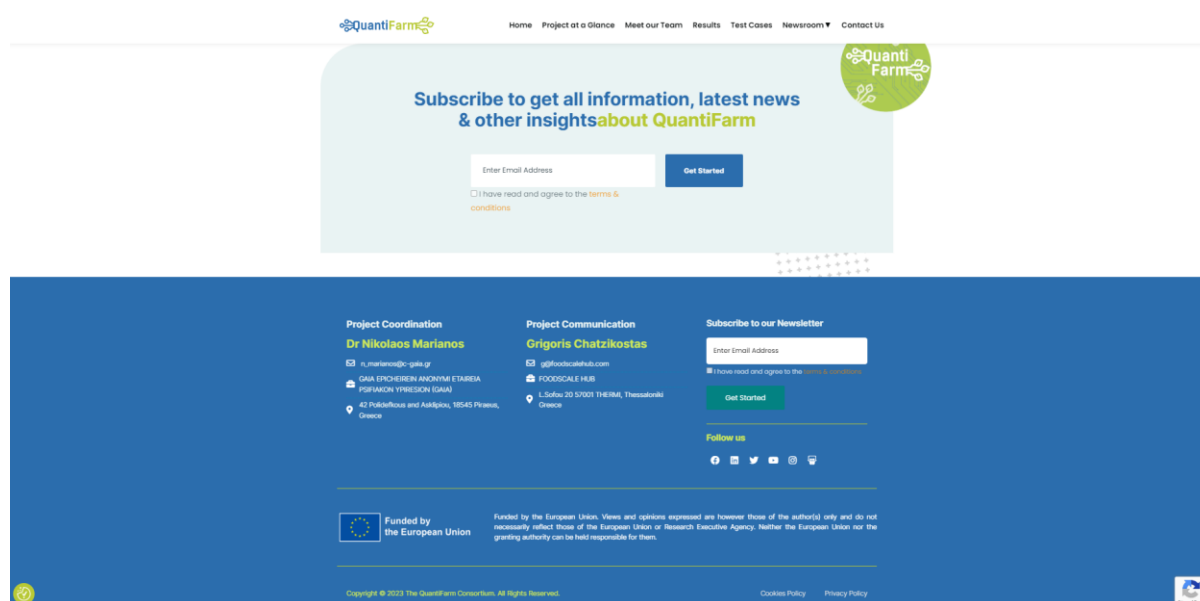


Figure 14: QuantiFarm website / “Home” tab

- **Project at a glance**
 - Identifying the roadblocks
 - Bridging the gap between farmers and DATSs
 - Our Objectives

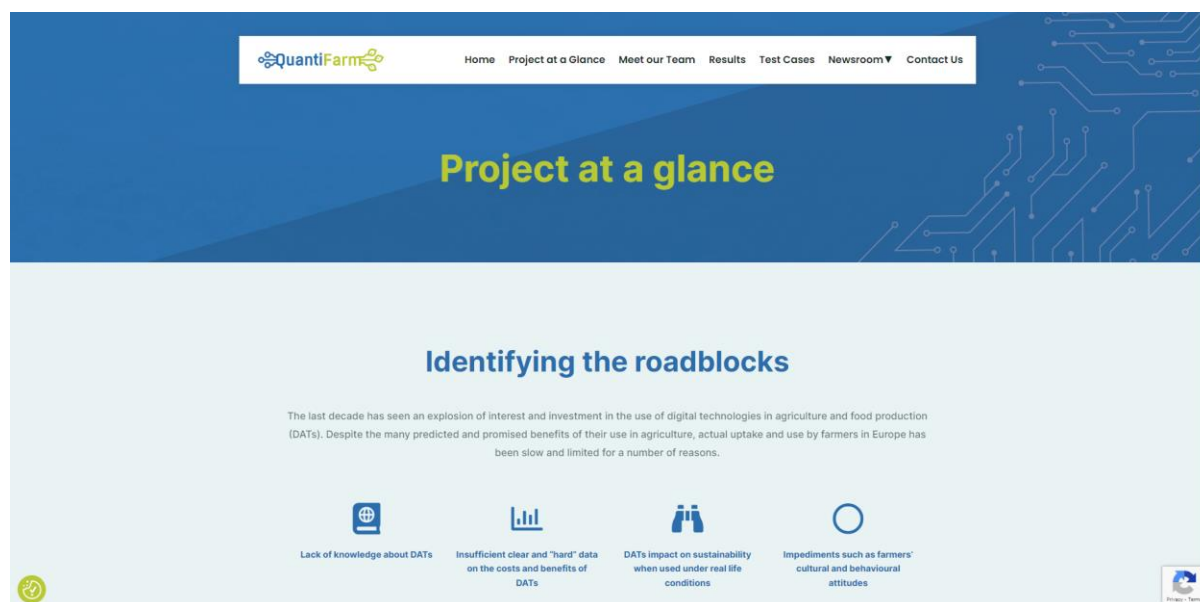


Figure 15: QuantiFarm website / “Project description” tab



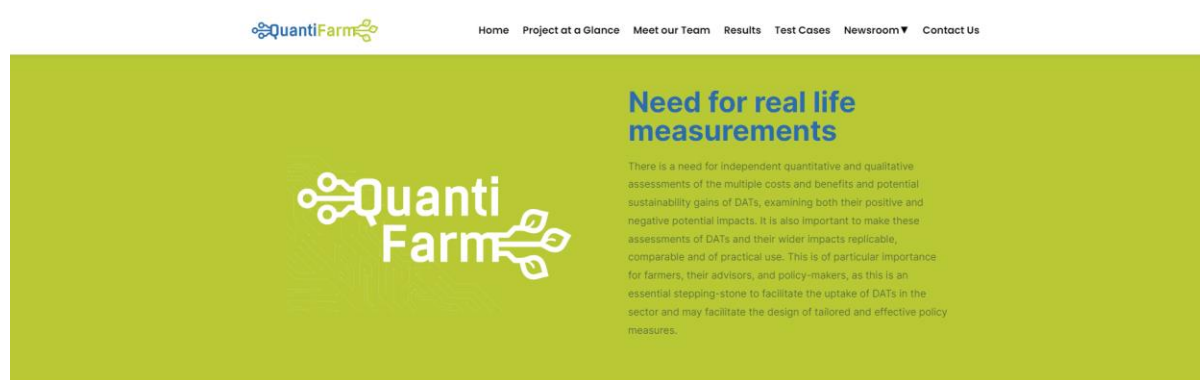


Figure 16: Quantifarm website / “Project objectives” tab

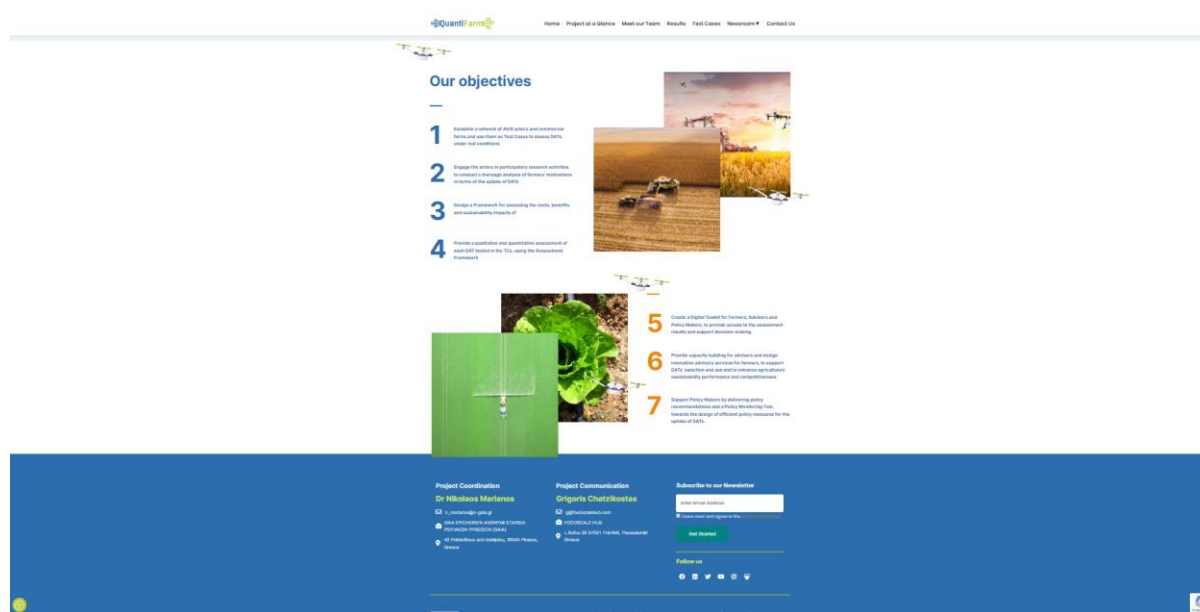


Figure 17: Quantifarm website / “Project objectives” tab

- **Meet our team**
 - 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.



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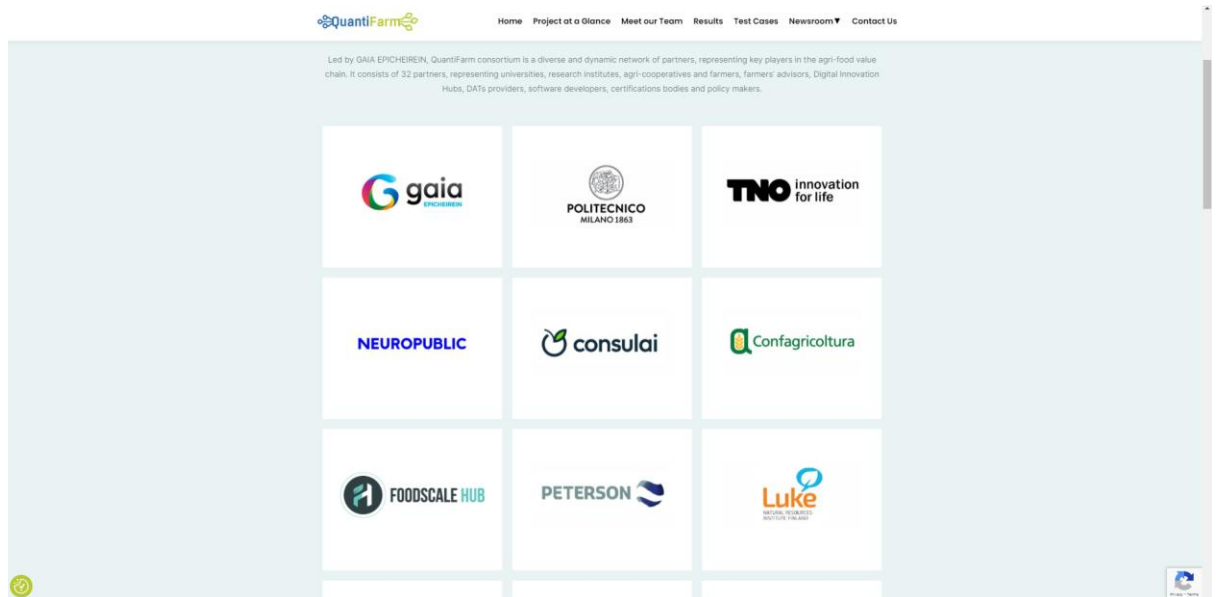


Figure 18: QuantiFarm website / "Meet our team" tab

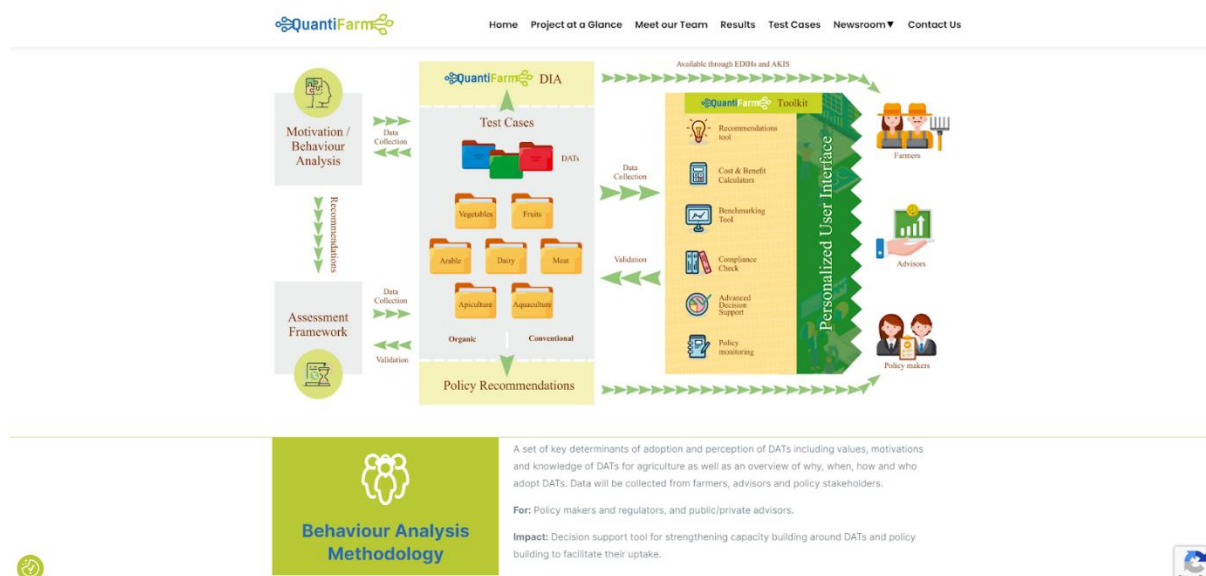


Figure 19: QuantiFarm website / "Results" tab



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- **Test Cases**

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

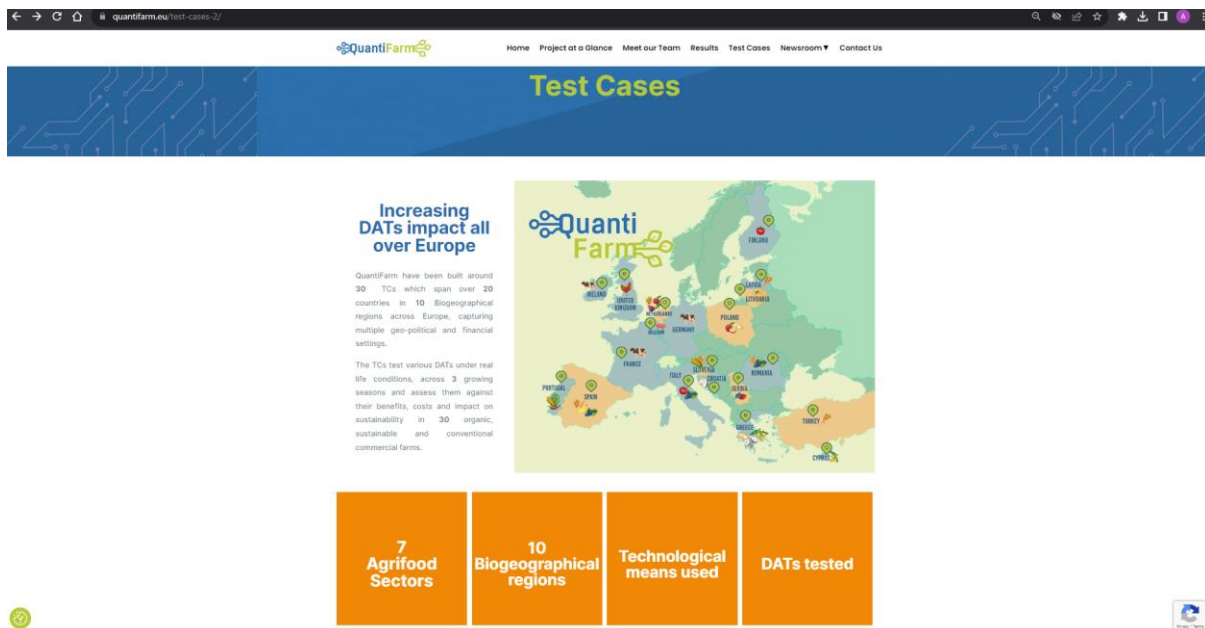


Figure 20: QuantiFarm website / “Test cases” tab

- **Media Kit**

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

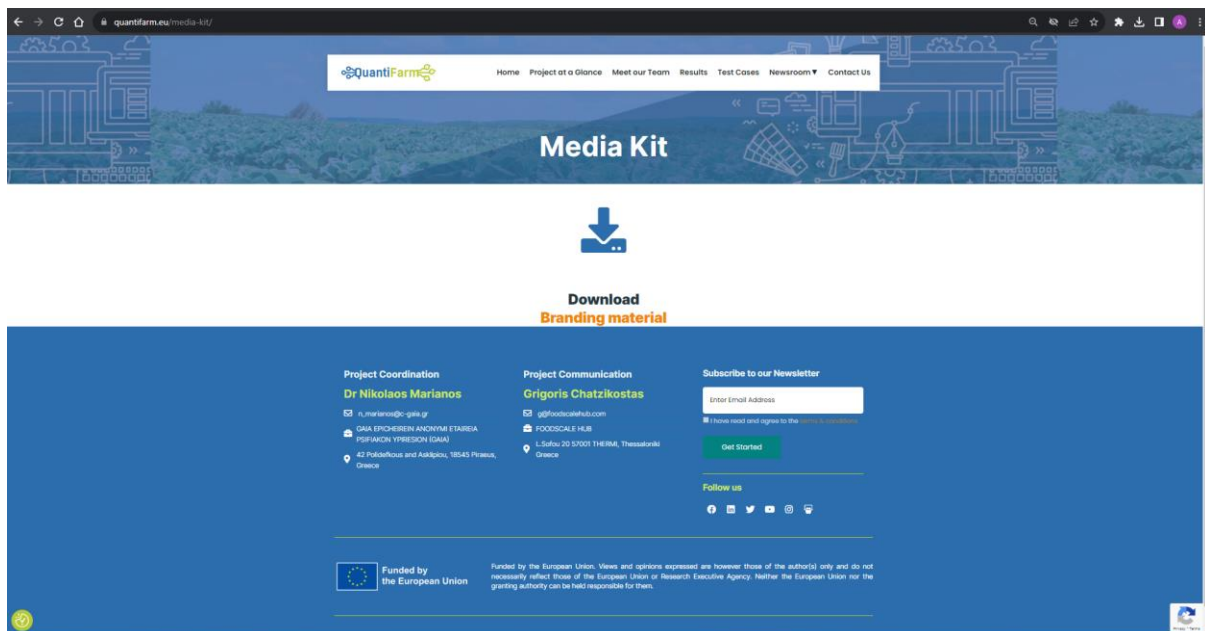


Figure 21: QuantiFarm website / “Media Kit” tab



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- **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.

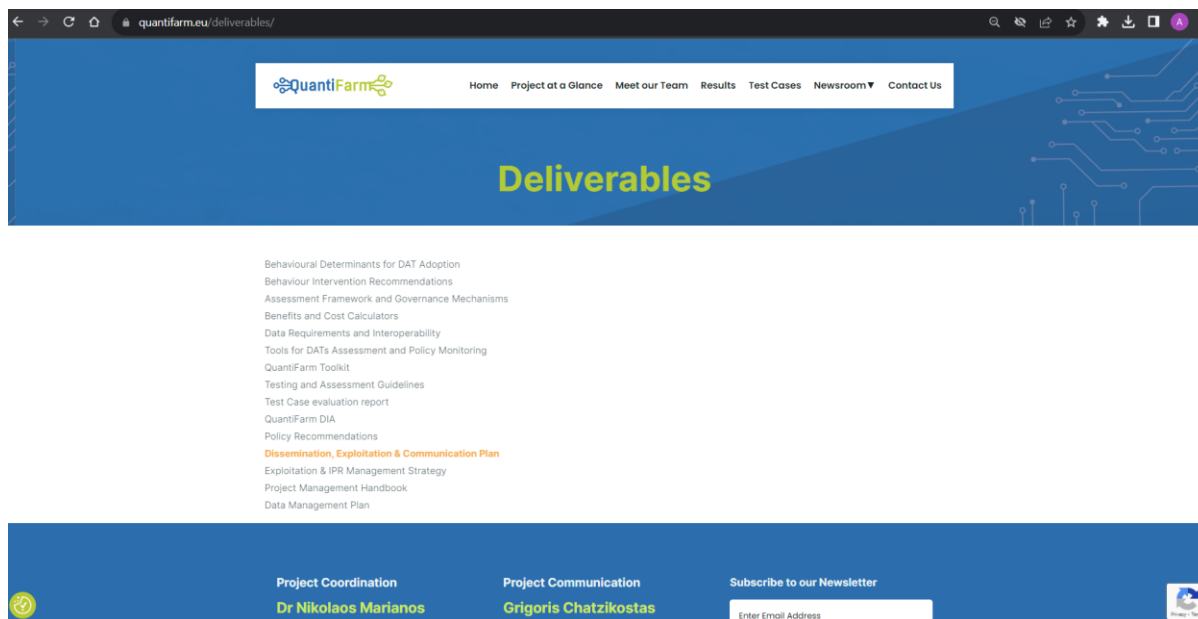


Figure 22: QuantiFarm website / “Deliverables” tab

- **Newsroom**

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



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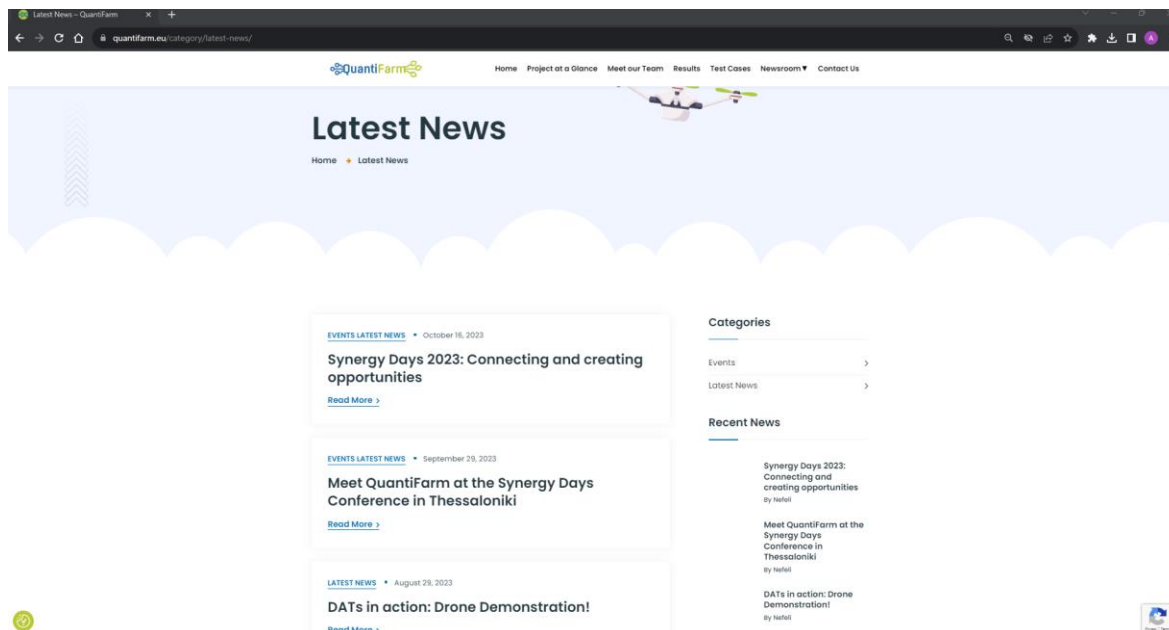


Figure 23: Quantifarm website / “Meet our team” tab

- **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 DATSs 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).

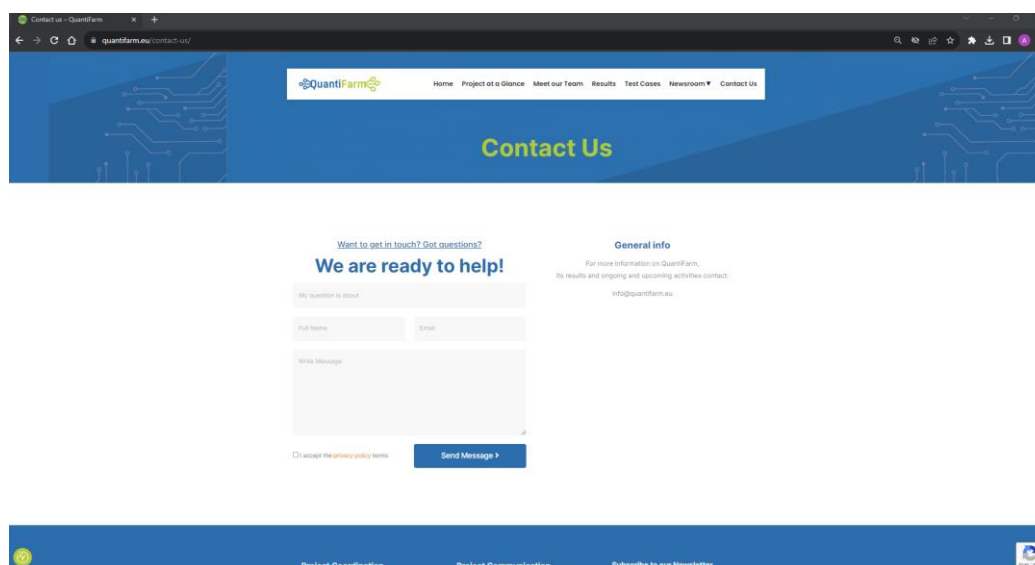


Figure 24: Quantifarm website / “Get in touch” tab



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- 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.

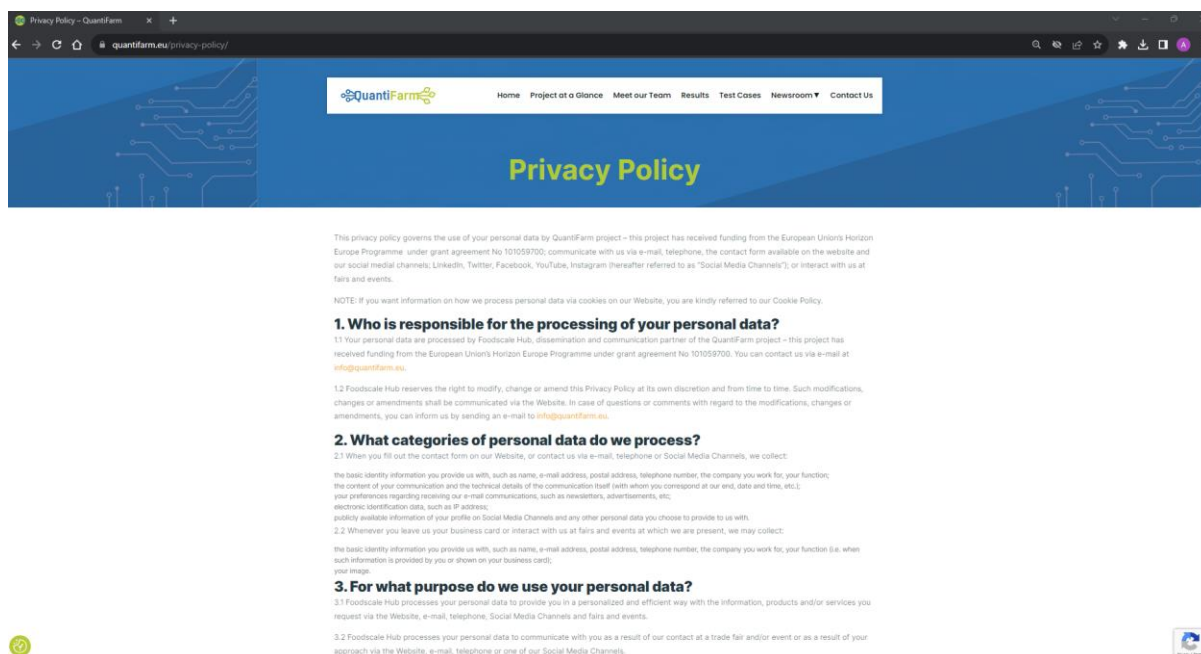


Figure 25: QuantiFarm website / "Privacy Policy" tab

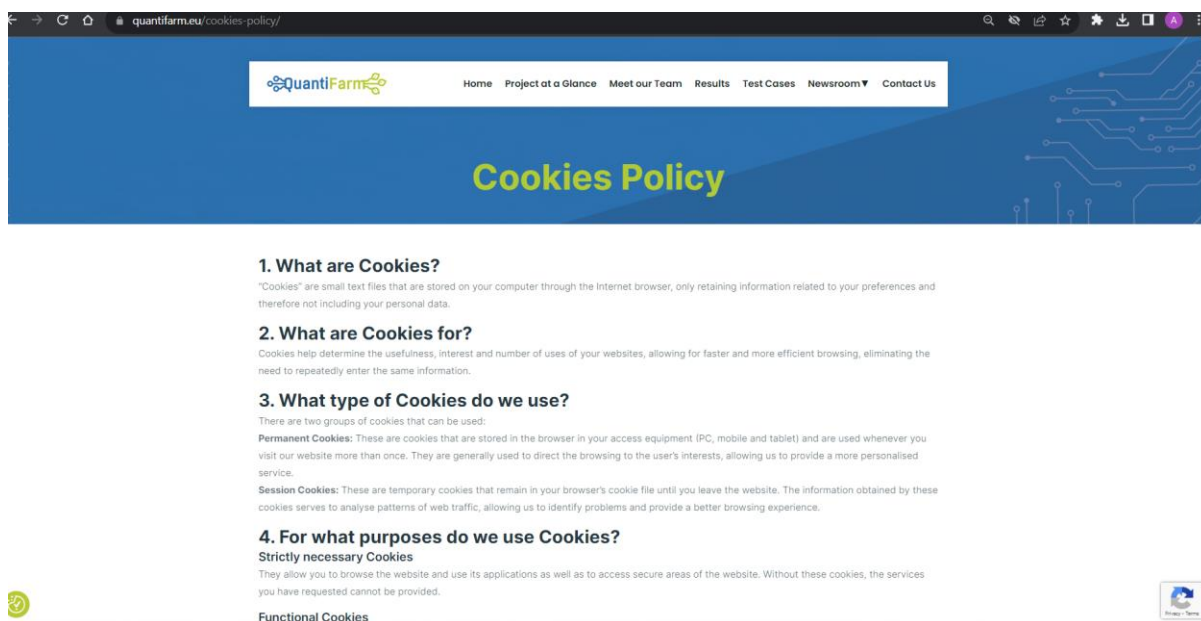


Figure 26: QuantiFarm website / "Cookies Policy" tab

During the first reporting period, the QuantiFarm project's website demonstrated remarkable performance and engagement. The captivating and insightful content drew substantial interest, as evidenced by the significant number of clicks and visits. Visitors displayed genuine curiosity in exploring the project's innovative approaches and solutions, underscoring the effectiveness of the presented information. This highlights the relevance of the content and signifies the growing recognition of QuantiFarm, a leading initiative in the field of DATSs adoption. Based on the analytics below, 2,684



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unique users visited our website and explored its content with average engagement time almost 1.25 minutes.

	Page title and screen class ▾ +	↓ Views ----- -----	Users ----- -----	Views per user ----- -----
		11,813 100% of total	2,684 100% of total	4.40 Avg 0%
1	QuantiFarm – Assessing the impact of digital technology solutions in agriculture in real-life conditions	4,476	2,200	2.03
2	Meet our team – QuantiFarm	1,046	622	1.68
3	Test Cases – QuantiFarm	938	358	2.62
4	About – QuantiFarm	912	503	1.81
5	QuantiFarm Results – QuantiFarm	653	329	1.98
6	Latest News – QuantiFarm	374	133	2.81
7	Contact us – QuantiFarm	215	128	1.68
8	GAIA EPICHEIREIN ANONYMI ETAIREIA PSIFIAKON YPIRESION – QuantiFarm	199	74	2.69

Figure 27: QuantiFarm website analytics

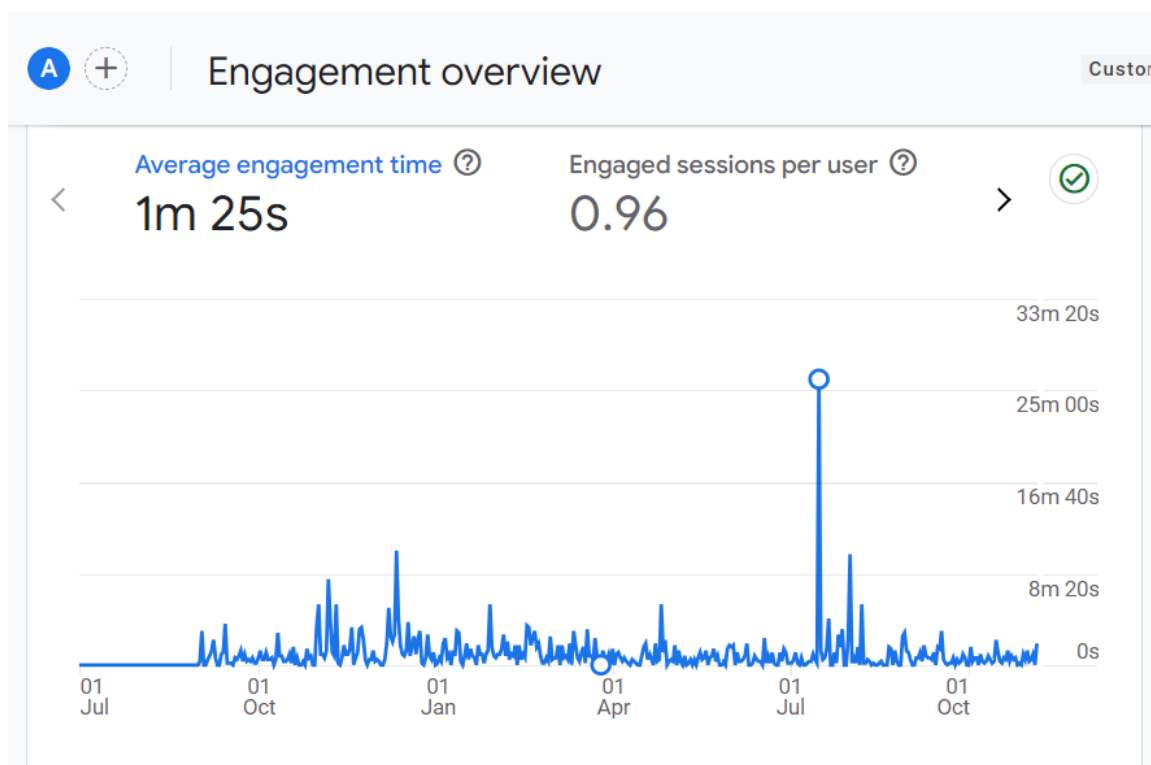


Figure 28: QuantiFarm website engagement analytics



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 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.

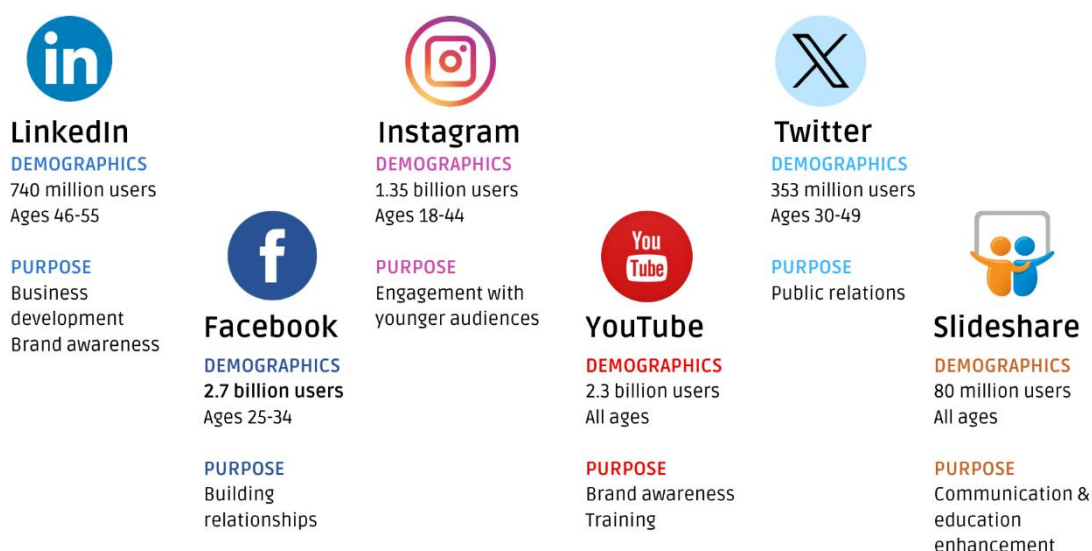


Figure 29: QuantiFarm social media channels

To maximize visibility and impact of the project's events and outcomes, QuantiFarm has already exploited and will continue to exploit the consortium 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.



3.3.2.1. Social Media DOs & DON'Ts

A set of recommendations for effective social media engagement has been created to support QuantiFarm partners. This will facilitate the processes followed by partners regarding social media communication and will boost the project's performance in its social media channels. Figure 30 provides a concise list of DOs and DON'Ts.

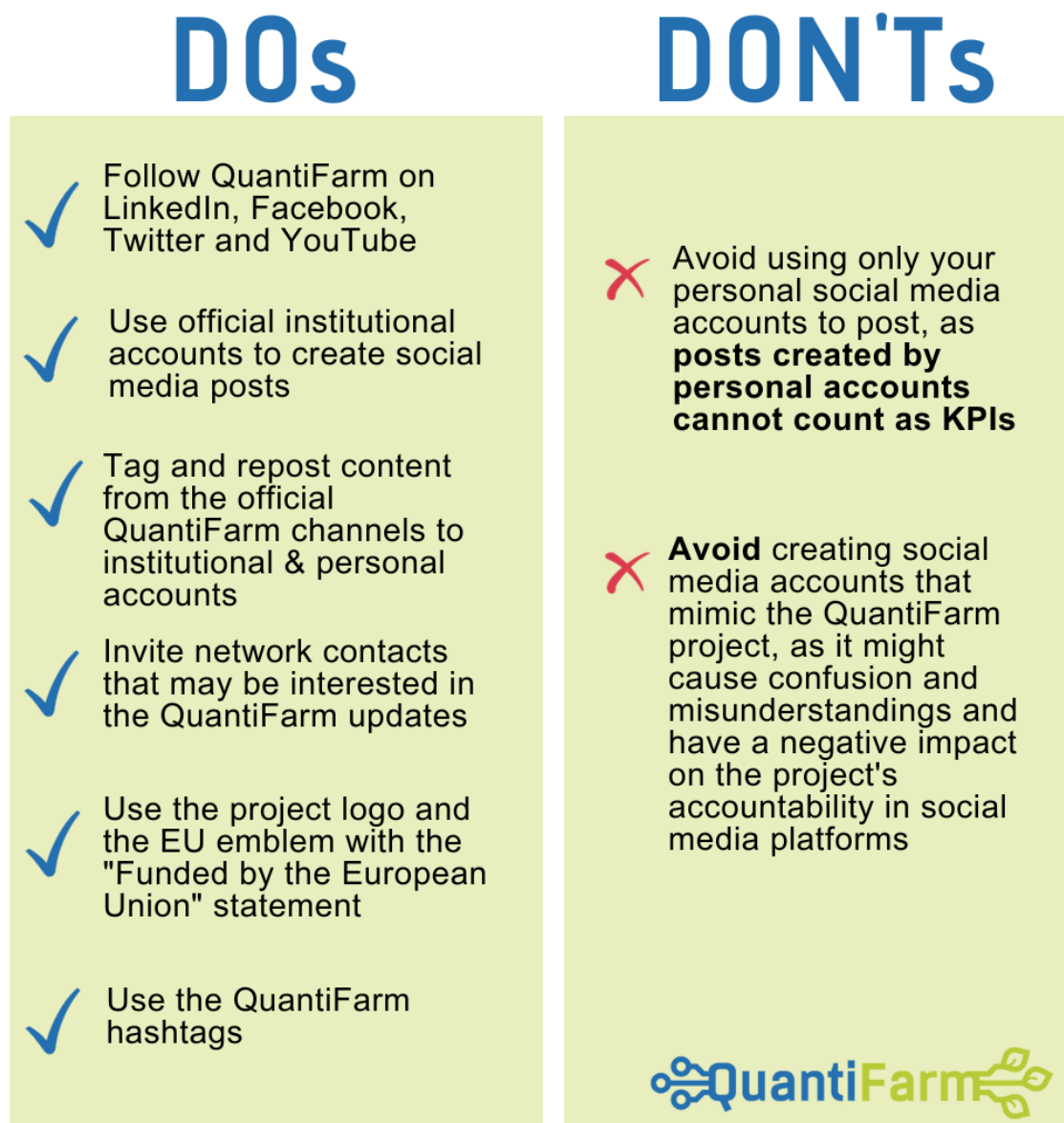


Figure 32: Social Media recommended actions.

3.3.2.2. LinkedIn

QuantiFarm has created a [LinkedIn profile](#) to network with targeted audiences and promote project activities. The LinkedIn profile is used to communicate with all identified target groups by sharing project updates.

The QuantiFarm LinkedIn profile also offers partners the opportunity to engage in conversations on particular themes to attract a wider audience. Figure 15 provides an overview of the QuantiFarm LinkedIn profile.



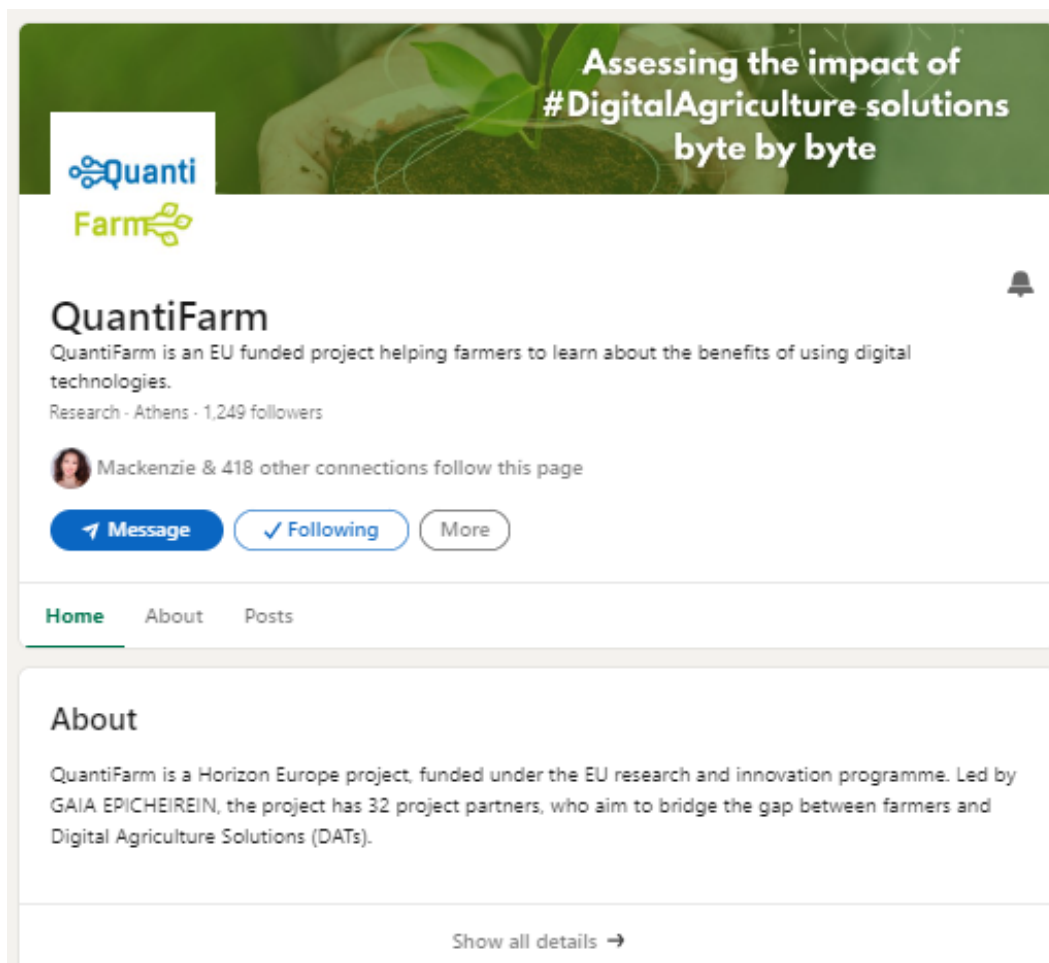


Figure 33: Quantifarm LinkedIn page overview

A brief overview of the project's LinkedIn page main statistics is presented below in charts.



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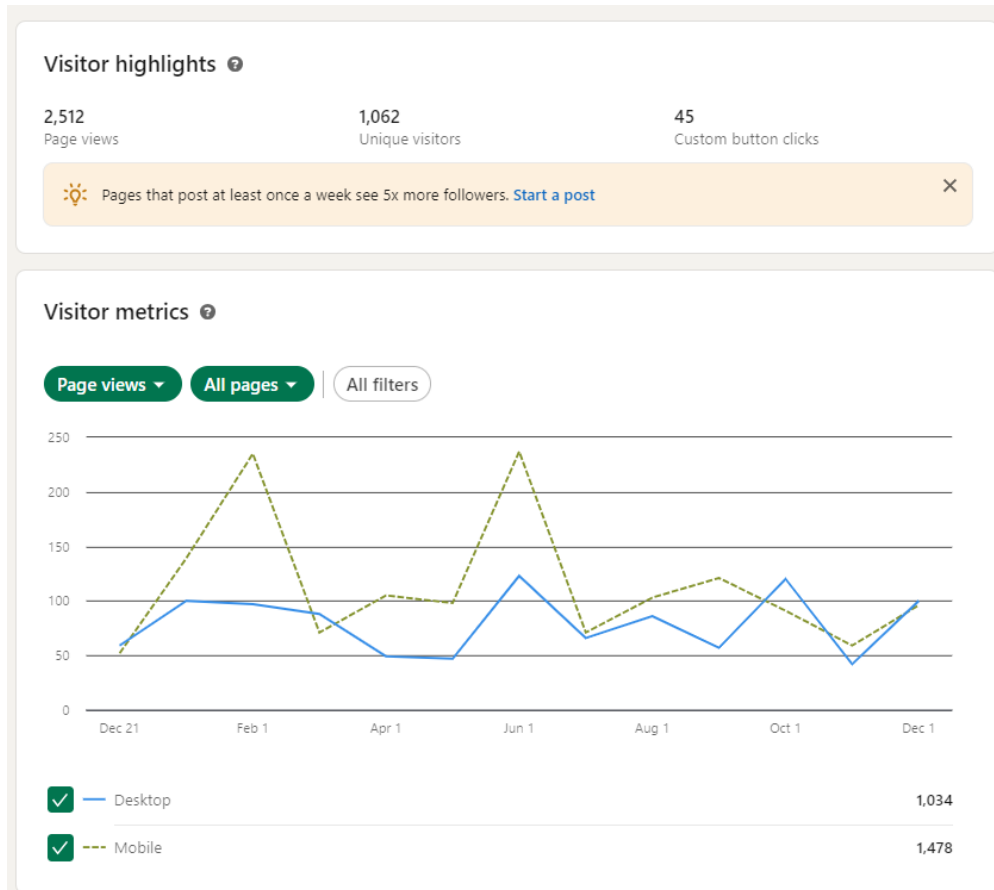


Figure 34: QuantiFarm LinkedIn page visitor highlights (21/12/2022 -20/12/2023)

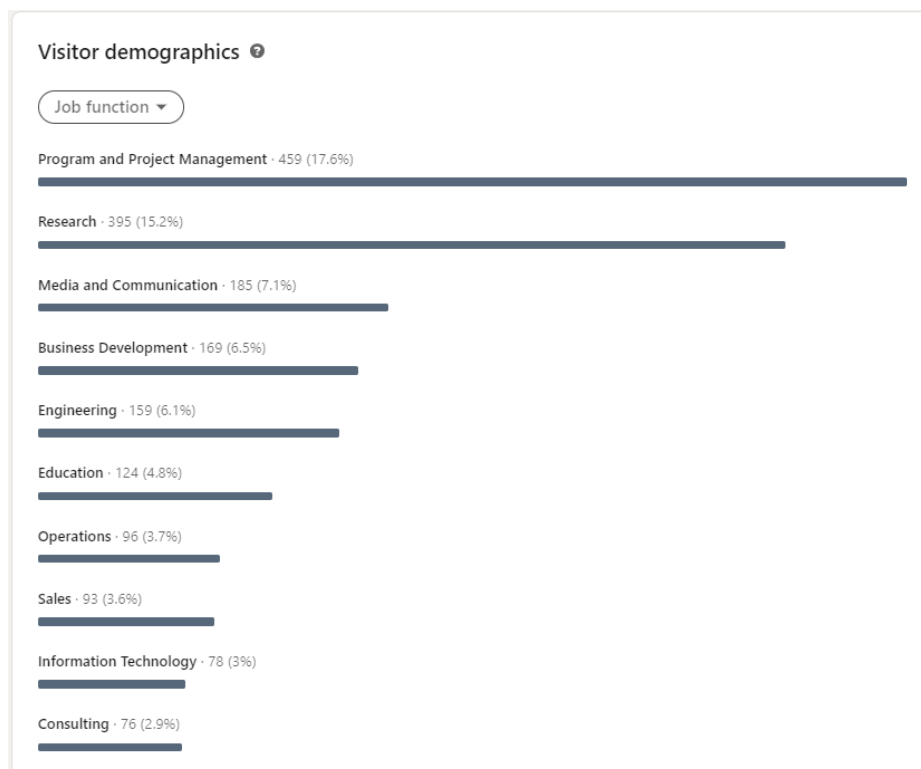


Figure 35: QuantiFarm LinkedIn page visitor demographics filtered on job function (21/12/2022 -20/12/2023)



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Metrics

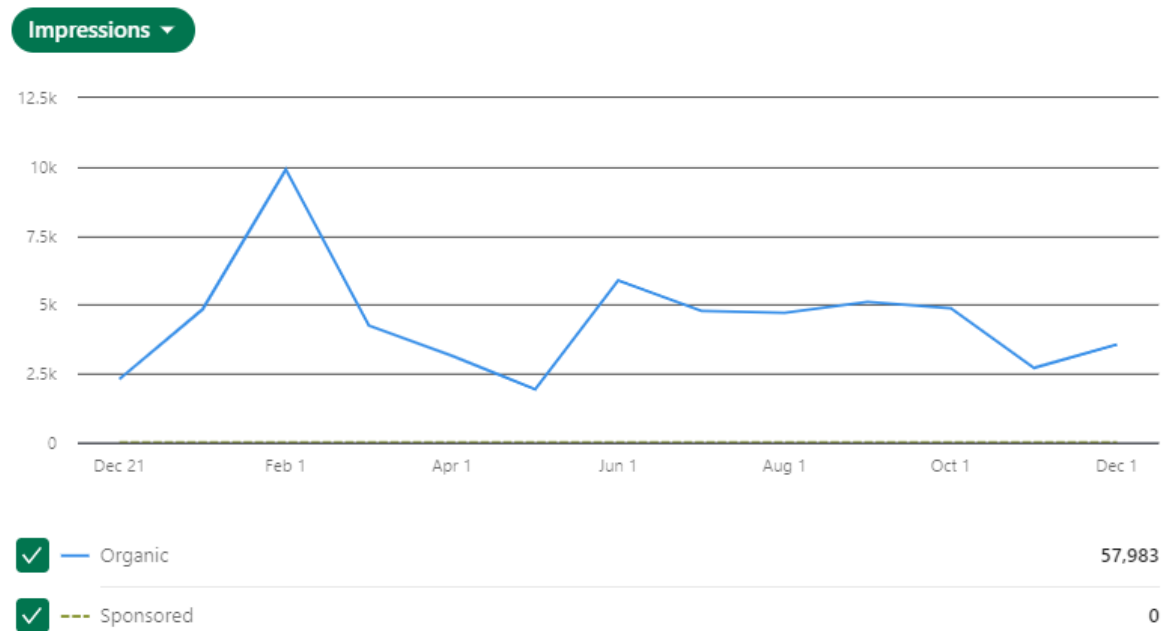


Figure 36: *QuantiFarm LinkedIn page impressions (21/12/2022 -20/12/2023)*

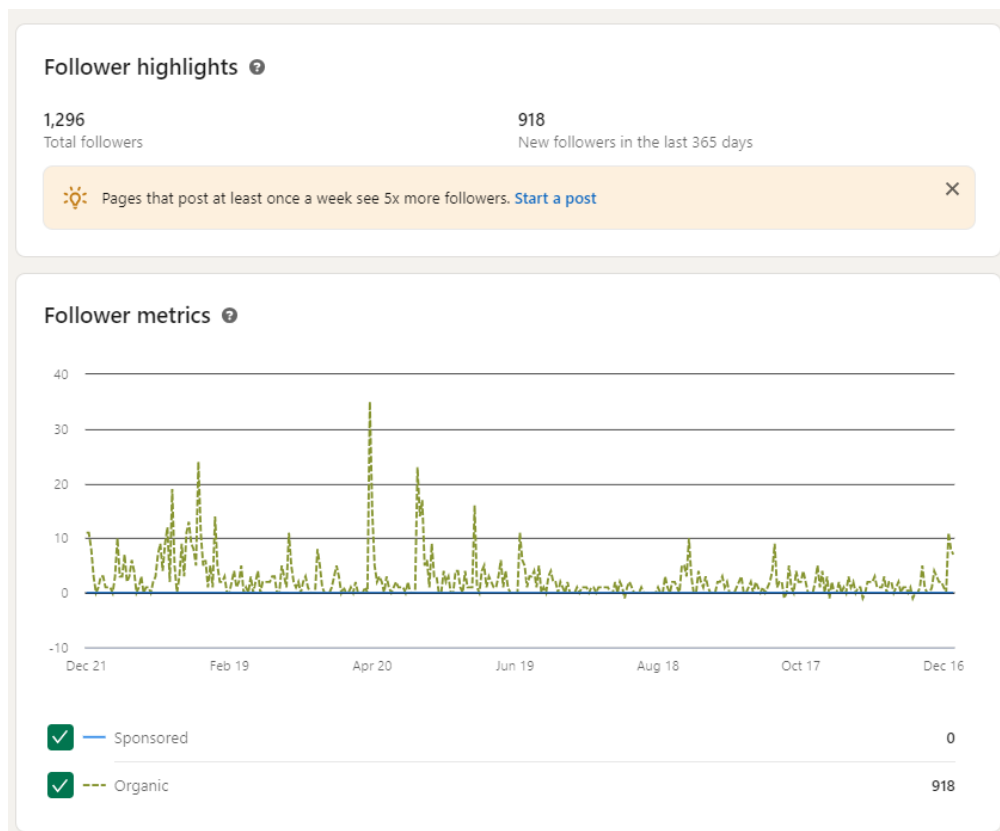


Figure 37: *QuantiFarm LinkedIn page followers (20/12/2022 -20/12/2023)*



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3.3.2.3. Facebook

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



Figure 38: QuantiFarm Facebook page overview

Reviewing Facebook analytics provides essential insights into the reach and effectiveness of our project. These metrics show how our posts are interacting with the public and stakeholders, demonstrating the level of awareness we've created. Below is an overview of the page's metrics from the project start until December 2023.

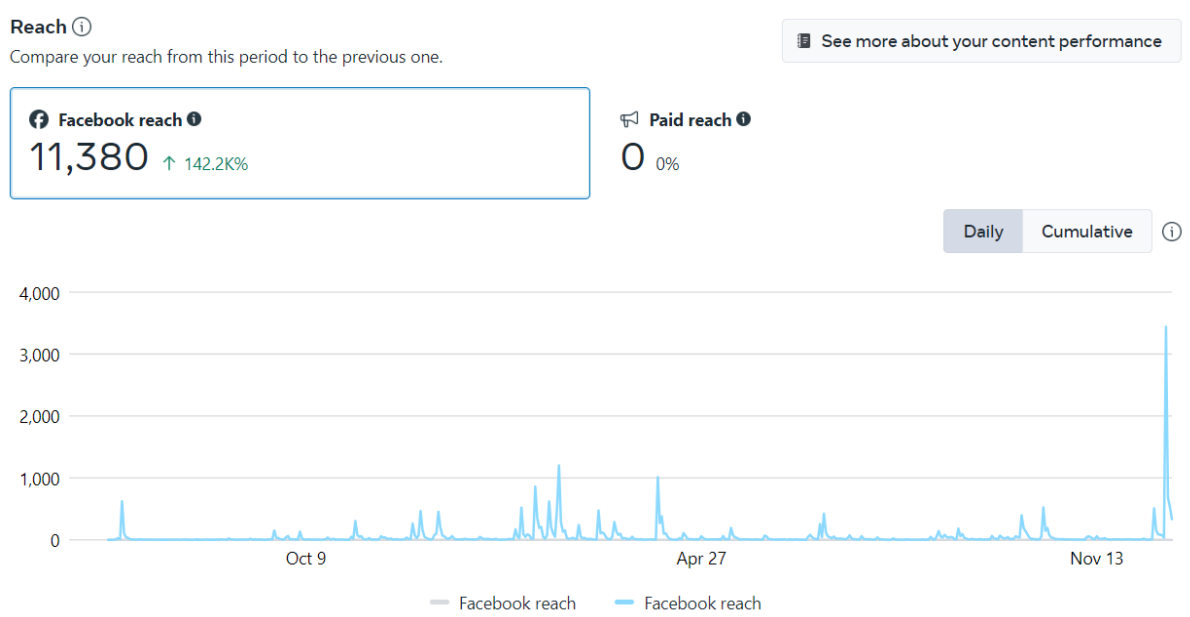


Figure 39: QuantiFarm Facebook page reach (01/07/2022-22/12/2023)



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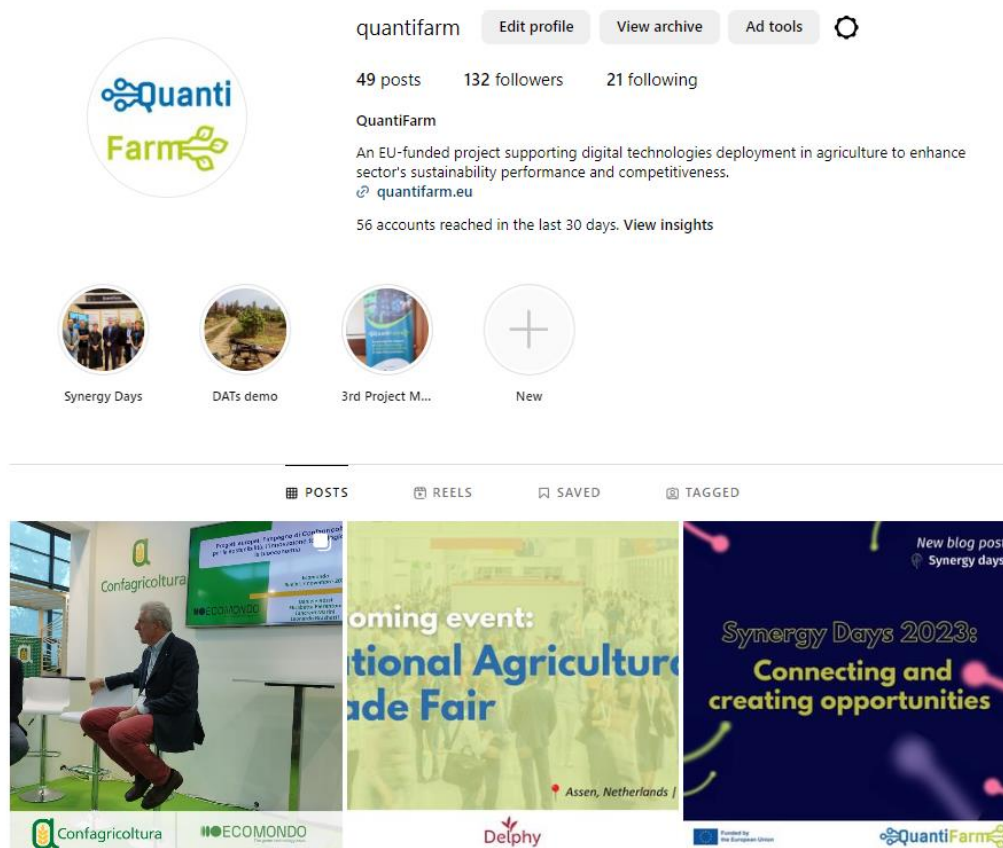


Figure 42 Quantifarm Instagram profile overview

3.3.2.5. 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 43: QuantiFarm Twitter profile overview

Analysing Twitter metrics provides a summary of our real-time engagement and reach. These figures show how well information was disseminated and how engaging our content was. Boasting an engagement rate of 6% on the QuantiFarm Twitter page signifies a significant level of active involvement and interest from our audience, well above industry averages. This figure demonstrates the effectiveness of our content strategy in fostering dialogue and attracting attention DATSs initiatives, underlining the resonance of our project within the twitter community.



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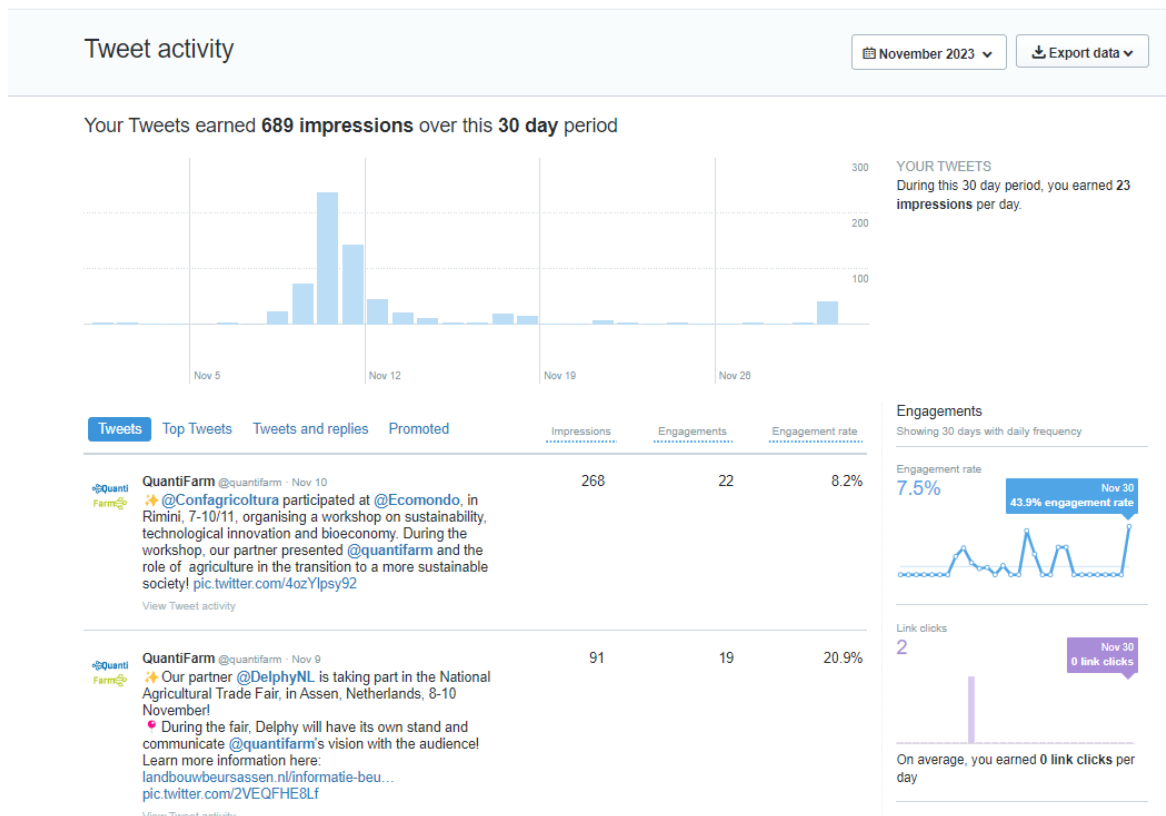


Figure 44: Quantifarm Twitter Metrics Overview (November 2023)

3.3.2.6. SlideShare

A [SlideShare account](#) 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.

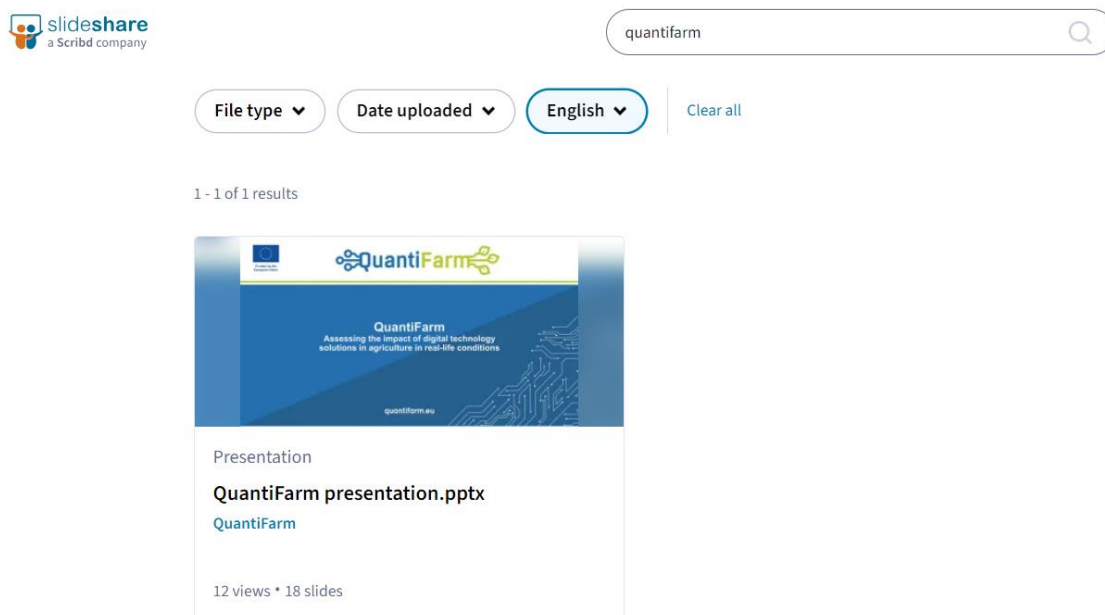


Figure 45: Quantifarm SlideShare profile



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3.3.2.7. 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.

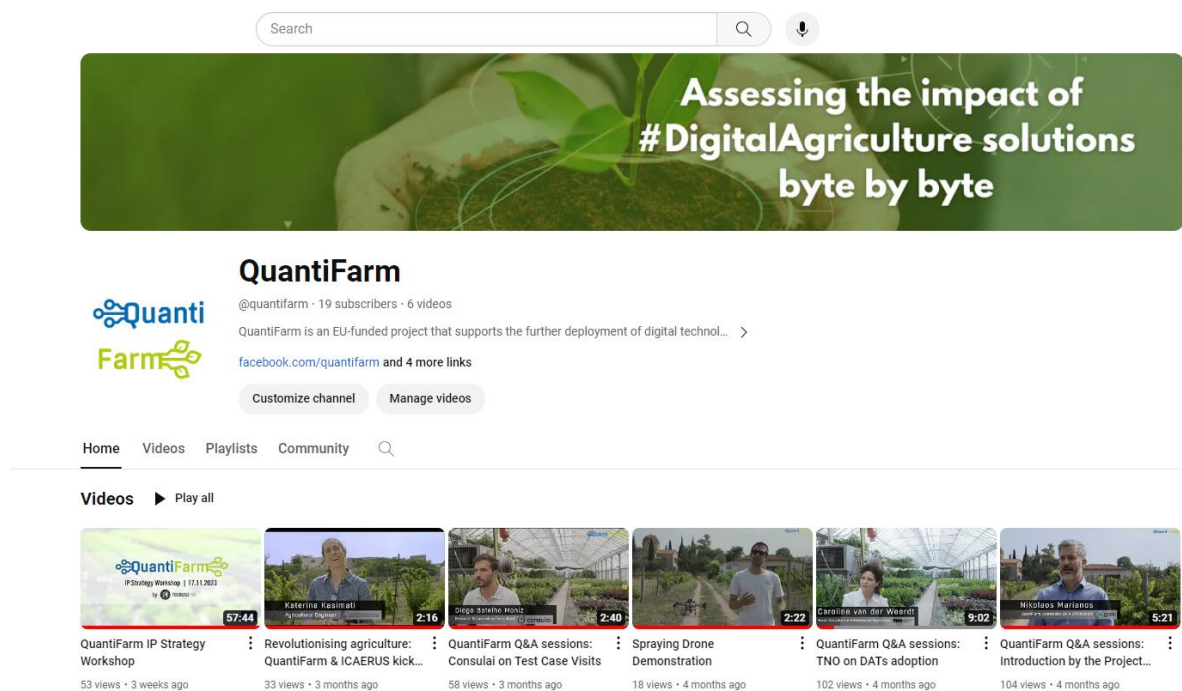


Figure 46: QuantiFarm YouTube channel overview

Six videos have been produced to date. Five of these provide information for stakeholders and the general public and are presented by members of the consortium in a question-and-answer format and focus on the project's main concepts and themes. The final video, produced by the FSH team, features the 1st IP workshop held in November 2023. The abovementioned content's analytics can be found below, presenting an important growth in views, subscribers and watch time in the past months, reaching 368 views by December 11th.

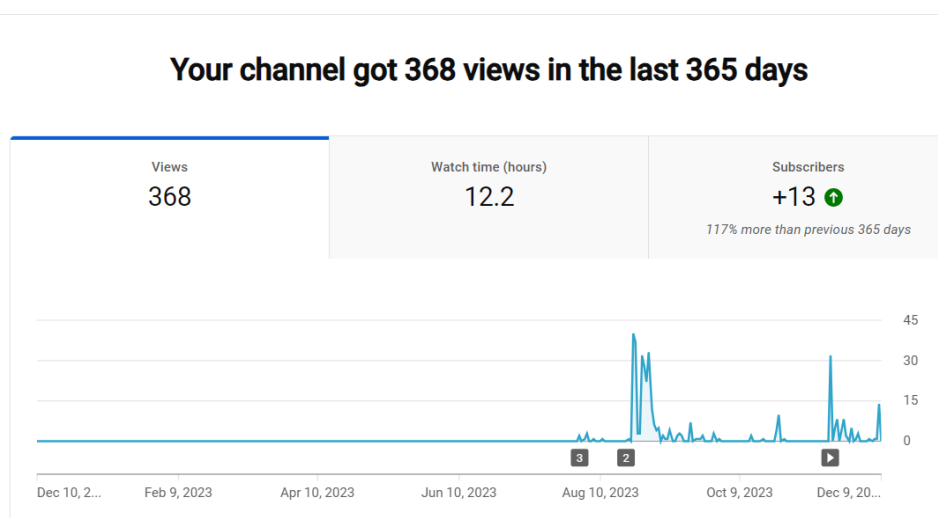


Figure 47: QuantiFarm YouTube channel's analytics



3.3.3. Newsletter

A biannual electronic newsletter is circulated to distribute current events and pertinent information to consortium members and subscribers. This will incorporate recent advancements, trials outcomes and undertakings, in addition to forthcoming workshops, events, exhibits and details on how to access up-to-date 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 (D7.2 Data Management Plan). 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.

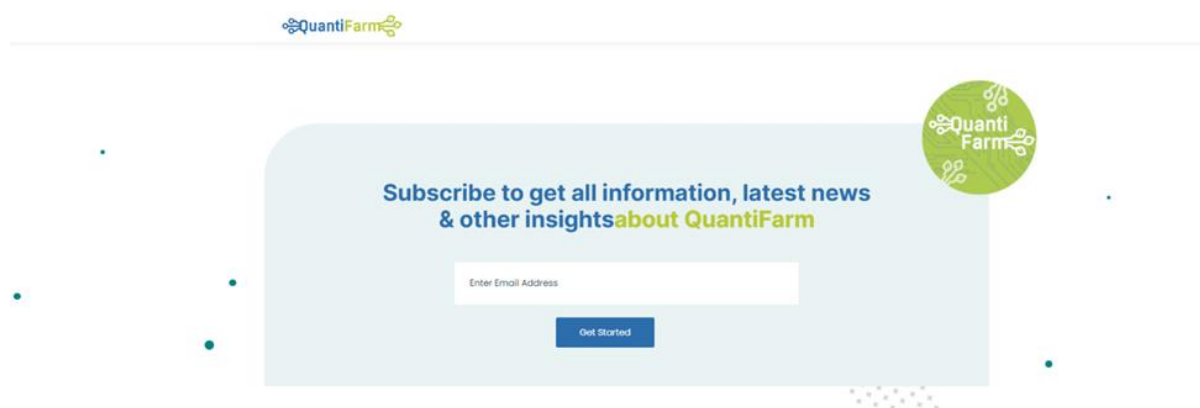


Figure 48: QuantiFarm Newsletter Call-to-action button

The first draft of the newsletters, produced by FSH with content provided by partners, is sent to all consortium partners for review. Partners provide feedback and FSH then releases the newsletter to the subscribers and promotes it on all the project's social media accounts. All newsletters will also be uploaded and remain available on the project website. The newsletters will be published every six months (2 per year) and are expected to reach 1,500 newsletter subscribers over the course of the project. In total, 2 newsletters have been published during the life of the project, with the third ready to be published in the coming days, successfully meeting the target of 3 newsletters for the first reporting period.

The planning for the following newsletter is as follows:

- 2024 – July
- 2024 – December
- 2025 – July
- 2025 – December

The proposed structure of each newsletter is:



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

Newsletter Issue 01



Figure 49: *Quantifarm 1st Newsletter*

Issue 01 of the newsletter was released in December 2022 and was focused on introducing the project and presenting the main actions taken by the project partners in the first months since its kick off meeting. The topics it included were:




- Quantifarm Kick-off Meeting in Greece, where project partners came together for the first time and kicked-off their joint efforts, towards assessing the impact of digital agriculture solutions.
- Introduction of Consortium Partners, discussing each of the 32 partners' expertise and contribution to the project.
- Discover Quantifarm Test Case Visits: A section focusing on the project's test case visits up to the point the newsletter was released.
- Quantifarm 2nd Project Meeting, exploring the updates of the project.
- Quantifarm 1st press release, which explored the project's main concepts and goals.



1st Issue Newsletter Analytics

Successful deliveries	42	97.7%	Successful deliveries	42	97.7%
Total opens	62		Total opens	62	
Last opened	10/26/23 12:28PM		Last opened	10/26/23 12:28PM	
Forwarded	0		Forwarded	0	

Top locations by opens

 USA	43	71.7%
 Romania	5	8.3%
 Italy	4	6.7%
 Germany	2	3.3%
 Spain	2	3.3%

Geographical distribution



Figure 50: *QuantiFarm 1st Newsletter Analytics*

Newsletter Issue 02

The 2nd issue, released in June 2023 was focused on informing the public, including non-specialists, regarding the project’s main concept.

More specifically, the topics included:

- **Q&A Sessions:** this section focused on interviews with the Project Coordinator, Nikolaos Marianos from Gaia Epicheirein, who discussed the project’s main objectives and the collaboration among project partners, Caroline van der Weerd from TNO who explored issues related to behavioural analysis and DATSs adoption from the farmers’ perspective and Diogo Moniz from Consulai who focused on the project’s test case visits.
- **QuantiFarm 3rd Project Meeting in Athens,** held in AUA premises, on 20-21/06/2023.
- **QuantiFarm synergy with Icaerus project,** where Katerina Kasimati explores the topics that the two projects

could collaborate on and exchange valuable insights.







Figure 51: *QuantiFarm 2nd Newsletter*



2nd Issue Newsletter Analytics

Successful deliveries	80	93.0%	Clicks per unique opens	13.2%
Total opens	110		Total clicks	16
Last opened	11/29/23	9:11AM	Last clicked	9/4/23 5:02AM
Forwarded	0		Abuse reports	1

Top locations by opens

 USA	52	53.6%
 Belgium	17	17.5%
 Greece	15	15.5%
 Italy	6	6.2%
 France	3	3.1%

Geographical distribution

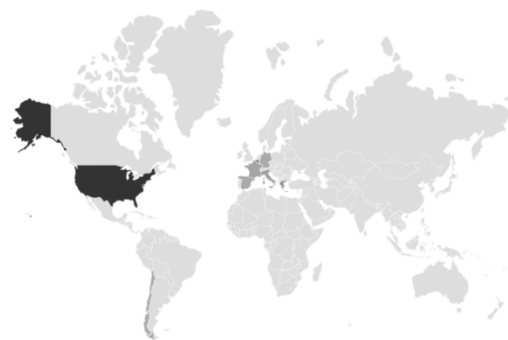


Figure 52: *QuantiFarm 2nd Newsletter Analytics*

Newsletter Issue 03

The 3d issue, released on December 22nd, was focused on presenting the project’s updates and drawing attention to the highlights of the past period.

More specifically, the topics included:

- Storyboards by TNO: a series of farmers’s stories, narrating the reasons behind adoption and non-adoption of DATSs in a visually appealing and understandable way
- Project partners recent activities
- Our presence in the Synergy Days Conference 2023, held on 04-05 October 2023 in Thessaloniki, Greece
- QuantiFarm 4thd Project Meeting, held online, on 12&13/12/2023.
- QuantiFarm synergies with the Rise Laboratory and the projects ICAERUS, Carbonica, XGain, Kuka, VattRe IFDEA
- Announcement of KGZS’ series of educational sessions for agricultural advisors with a focus on the Farm Manager tool



Figure 53: *QuantiFarm 3rd Newsletter*



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' official 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

To date, a press release has been circulated throughout the consortium for translation and promotion to all interested parties through consortium communications channels. The press release has been published on the project website and shared on the project's social media platforms, attracting a noteworthy level of interest.

3.3.5. Publications

QuantiFarm plans to produce various scientific, industry, and policy publications, as well as practice abstracts aimed at a diverse range of stakeholders to promote the project and its findings during the second half of the project life. 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);



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- 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 **10** featured articles in quality industry magazines and newspapers, 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:

GUIDELINES FOR ARTICLE SUBMISSION



Figure 54: QuantiFarm guideline for article submission

During the reporting period, two (2) articles were published in online industry magazines. In November 2022, our partner POLIMI published an article titled "QuantiFarm: The Benefits of Smart Farming with Evidence" on agricolturaoggi.com (www.agricolturaoggi.com/sito/3702). The same topic was covered by GAIA in December 2022 on ypaithros.gr (www.ypaithros.gr/quantifarm-ofeli-eyfyous-georgias-me-apodeikseis/).



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Figure 55: *QuantiFarm industry publications*

3.3.5.3. Policy publications

Increasing the uptake of DATSs requires a comprehensive set of policy measures. The 30 TCs will test DATSs 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 DATSs deliver best results for a farmer. Findings will be translated into a set of 5 policy recommendations (by TNO,



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101059700

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.

GUIDELINES FOR EVENT SELECTION



Figure 57: QuantiFarm 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.

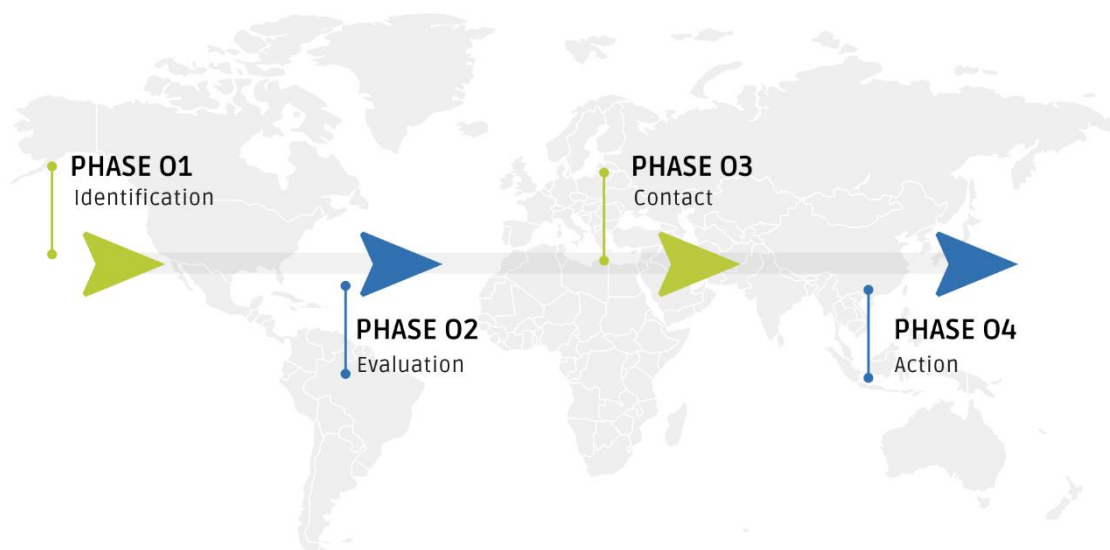


Figure 58: Networking and Synergies Phases

Phase 1: Identification



Potentially mutually beneficial partnerships and synergies will first be identified, building off of the list provided in Figure 51. A template for partners to complete has also been sent (Annex J) 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 Table 4. 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



SmartAgriHubs

www.smartagrihubs.eu

SmartAgriHubs is a €20 M EU project under the Horizon 2020 instrument and brings together a consortium of well over 164 partners in the European agri-food sector. The project aims to realise the digitisation of European agriculture by fostering an agricultural innovation ecosystem dedicated to excellence, sustainability and success.

To this end, SmartAgriHubs employs a multi-stakeholder approach and covers a broad value-chain network across all EU member states. The consortium includes a diverse network of start-ups, SMEs, business and service providers, technology experts and end-users. The end-users form the core of the project and are the driving force behind digital transformation. The development and adoption of digital solutions is achieved by a tight ecosystem of 140 Digital Innovation Hubs embedded within 9 Regional Clusters, which are led by organisations that are closely involved in regional digitisation initiatives and funds.

Moreover, this network of Digital Innovation Hubs consists of 2000 Competence Centers and 28 Flagship Innovation Experiments where ideas and prototypes are developed and introduced into the market. The key to the interconnectivity and knowledge-sharing of this network of European innovation in agri-food is SmartAgriHubs, which leverages, strengthens and connects all the different dots.

The SmartAgriHubs project serves as a catalyst for game-changing innovations in smart farming techniques. It aims to deliver 80 new digital solutions to the market, raise €30M additional funding from public, regional, national and private sources, and plans to help digitise over 2 million farms spread across Europe. End-users will be trained and informed throughout the lifespan of SmartAgriHubs (2018-2022), through for instance an innovation portal where information will be easily accessible to farmers and their businesses, thereby creating an efficient and satisfactory user-experience. Similarly, a catalogue for farmers and agribusinesses will map the existing digital technology field and facilitates the exchange of best practices among the network.





NIVA
www.niva4cap.eu

NIVA implements an iterative learning approach where applications of Use Cases and the enabling environment are gradually built up, benefiting from “cross-fertilisation” and mutual improvements:

Development and testing of digital innovations through Open-Source Software Components and Large Scale Pilots;

Enabling environment through Harmonization, Knowledge Information System and Innovation Ecosystem.

This process aims for full deployment of the Use Cases as Large Scale Pilots in months from 2021-06 to 2022-06 with each digital innovation been deployed in multiple IACS systems of PAs as the ultimate validation of the project, and thereby providing the insights required for further use. Alongside the deployment of the pilots, also the enabling environment will be established demonstrating the longer term added value in terms of knowledge production and ecosystem dissemination.

NIVA delivers a suite of digital solutions, e-tools and good practices for e-governance and initiates an innovation ecosystem to support further development of IACS that will facilitate data and information flows. The project’s results promote a transparent, simpler administrative process that contributes to a future CAP that increases environmental performance. The project will increase the speed of innovation, reduce administrative burden, sustain broader and deeper collaboration in an innovation ecosystem and provide accepted methods to establish information flows to improve environmental performance. The project is built on three cycles, ensures fast results, built-in flexibility and greater involvement of stakeholders. NIVA strives for maximum impact by involving all other European Paying Agencies in a Reference Group that will be actively involved. Those and other relevant actors will join our stakeholder board. Also, the project includes an open call for flexibility in development. The project creates and boosts an innovation ecosystem to continue the collaboration after the project. The cross cutting digital innovations are managed in a dedicated work package. Also, interoperability issues are managed in a dedicated work package: Defining, accepting and defending common standards is exemplifying the desire for collaboration. The nine prime use cases are demonstrated in three cycles (national, multi-national, pan-European), hence underlining our ambition to make a significant contribution to improved digital competences, awareness and innovation on CAP at the European scale.

Other initiatives



European Landowners'
Organization
<https://europeanlandowners.org>

The European Landowners' Organization (ELO) is a unique federation of national associations from EU Member States and beyond, dedicated to representing the interests of landowners, land managers, and rural entrepreneurs both in Europe and beyond.

Located in Brussels, the heart of the European Union, ELO stands as an independent non-governmental organization providing support to its members on a range of countryside-related matters. These encompass land management, agriculture, forestry, hunting, land access, and property rights.





International Society of
Precision Agriculture
<https://ispag.org/>

The purpose of ISPA is to

- Organize and conduct international conferences related to precision agriculture, such as International Conference on Precision Agriculture, European Conference on Precision Agriculture, and other related conferences.
- Develop and maintain a web-portal to communicate the latest developments in Precision Agriculture.
- Maintain a member listserv to communicate among society members.
- Publish a regular ISPA e-newsletter for members and other subscribers.
- Provide members an opportunity for publication of original scientific research in the society sponsored, peer-reviewed journal (International Journal of Precision Agriculture).



European CAP Network
<https://eu-cap-network.ec.europa.eu>

The Network is a forum through which National CAP Networks, organisations, administrations, researchers, entrepreneurs and practitioners can share knowledge and information (e.g. via peer-to-peer learning and good practices) about agriculture and rural policy.

The European Commission set up the EU CAP Network in line with the Regulation of the European Parliament and of the Council to support CAP strategic plans (CSPs).

The Network supports the design and implementation of CAP strategic plans, innovation and knowledge exchange, including EIP-AGRI, and evaluation and monitoring of the CAP.

Ongoing projects



<https://www.atlas-h2020.eu/>

ATLAS will build an open, distributed and extensible data Interoperability Network, based on a service-oriented architecture which will offer a high level of scalability from a single farm to a global community.

The technology developed in ATLAS will be tested and evaluated within pilot studies on a multitude of real agricultural operations across Europe along several use cases, e.g:

- precision agriculture tasks
- sensor-driven irrigation management
- data-based soil management and
- behavioural analysis of livestock

ATLAS will involve all actors along the food chain, simplifying and improving the processes from farm to fork. Through the support of innovative start-ups, SMEs and farmers, ATLAS will enable new business models for and with the farmers and establish sustainable business ecosystems based on innovative data-driven services.



DEMETER aims to put digital means at the service of farmers:

1. Using a human-in-the-loop model that constantly focuses on mixing human knowledge and expertise with digital information.



<https://h2020-demeter.eu/about-demeter/>

2. Focusing on interoperability as the main digital enabler, extending the coverage of interoperability across data, services, platforms, M2M (machine to machine) communication, and online intelligence but also human knowledge, and the implementation of interoperability by connecting farmers, advisors and providers of ICT solutions and machinery.

3. Transforming the sector by building the solution on an array of digital technologies: Internet of Things, Earth Observation, Big Data, Artificial Intelligence, and of digital practices: cooperation, mobility and open innovation.

These choices have been made working with DEMETER's large user base (approximately 6,000 farmers) and extensive piloting coverage (20 pilots across 18 countries – Belgium, Czech Republic, Finland, Georgia, Germany, Greece, Ireland, Italy, Latvia, Montenegro, Norway, Poland, Portugal, Romania, Serbia, Slovenia, Spain, Turkey).



SMART PROTECT
<https://www.smartprotect-h2020.eu/>

SmartProtect project intends to develop a thematic network offering advanced farming technology and data analysis, by identifying the needs of farmers and purpose methodologies for daily practices based on smart IPM. Through its e-platform, knowledge for vegetable crops related to IPM is gathered, shared, managed, and distributed. It benchmarks the highest innovation model for SMART IPM, providing farmers with easily accessible and understandable material, guidelines, and support systems for vegetable cropping.



ICAERUS
<https://icaerus.eu>

ICAERUS is an EU-funded project that aspires to become a game-changer for the use of drones in agricultural production, forestry and rural communities.

Key results and activities of ICAERUS are:

- The ICAERUS platform
- Drone market landscape
- Drone Data Analytics Library
- Socio-economic and environmental impact assessment
- Inclusive business and governance models
- ICAERUS Academy



PLOUTOS
<https://ploutos-h2020.eu/>

Ploutos aims to create opportunities for changes that can rebalance the value chain in the agri-food system towards a more environmentally, socially and economically sustainable system. Until recently approaches to the agri-food system focused on narrow segments of the overall value chain. Ploutos will take a systems-based approach looking at the overall impact of changes at any point in the value chain, thereby enabling a more comprehensive and in depth understanding. To achieve that Ploutos will use the Sustainable Innovative Framework!



FAIRshare
www.h2020fairshare.eu

FAIRshare aims to support farm advisors to use Digital Advisory Tools and Services to support a more productive and sustainable agriculture.

There is a major focus on digitisation by EU and national/regional policy-makers to ensure that digital innovation in agriculture keeps pace with other sectors and that the benefits of digitisation are



available to and impact the wider farming community. However, there is a danger that digitisation and future innovations in digitisation will be hampered unless the rural advisory community is mobilised to take ownership of digital tools, advocate for their use and help farmers to participate in the digital age. Therefore, this CSA will engage, enable and empower the independent farm advisor community, creating a vibrant movement for farm advisory digital tools through sharing of tools, expertise and motivations.



MEF4CAP
<https://mef4cap.eu/>

MEF4CAP is short for 'Monitoring and Evaluation Frameworks for the Common Agricultural Policy (CAP)', which in turn is a precise description of the project.

Developments in the political landscape (Paris Agreement, European Green Deal etc.) inevitably broaden the scope of indicators for monitoring and evaluating (M&E) the CAP. Data are increasingly generated by farmers and current information and communications technologies (ICT) development in the agribusiness create new opportunities to integrate them. Data integration is needed and so are new ways of making sense of them to monitor and evaluate the impact of the CAP.

M&E have so far been based on agricultural statistics and administrative data but with the new needs and possibilities, the use of satellite and sensory data will be increasingly important. MEF4CAP will make an inventory of future data needs for M&E, describe the current developments in ICT and data capturing techniques and assess the technological readiness of these solutions.

The MEF4CAP project is designed to draw on the insights and perspectives of all relevant stakeholders to identify best practices, ensure the inclusion of all relevant developments and to discuss the potential of widening their application.

The project will deliver a roadmap for future monitoring, where the needs of different stakeholders are met, and the potential of different approaches is fully and optimally exploited.



DESIRA
<https://desira2020.agr.unipi.it>

DESIRA (Digitisation: Economic and Social Impacts in Rural Areas) is a Horizon 2020 project (2019-2023) coordinated by the University of Pisa which involves 25 partner organisations (research institutes, NGOs and SMEs) in a multi-actor and interdisciplinary Consortium.

The project aims to improve the capacity of society and political bodies to respond to the challenges that digitalisation generates in agriculture, forestry and rural areas.

The project approaches all activities considering digitalisation as a process of social transformation driven by digital technologies. It acknowledges the transformative nature of digitalisation and the impacts it can have in shaping the way rural communities and actors learn, work, travel, interact, etc., acting as a 'game changer' for rural territories and sectors.





XGAIN

<https://xgain-project.eu/>

New trends, such as teleworking and e-commerce, as well as the need for a further increase of digital tools in all sectors (i.e. health, education, transportation, farming, etc.) demanded by the Covid-19 pandemic, are once again pointing out digital territorial inequalities, supply-chain disruptions and deficiencies in economic opportunities, that hamper resilience and prosperity of rural communities. Yet, the urban–rural digital gap, and the lack of highspeed connectivity remain strong. Rural communities that, with the suitable means, could have been the major guides for managing, protecting, and using natural resources, are lagging not only in technological infrastructure but also in equal opportunities and socio-environmental sustainability. Accessibility and connectivity are key issues to mitigate this erosion of socio-territorial cohesion. As the rural and coastal citizens are among the most vulnerable populations, every community’s resilience, competitiveness, and capacity need to be enhanced, to contribute to and benefit from the upcoming transitions in a fair manner. However, identifying a common solution for equipping rural communities with increased access to services, opportunities and adequate innovation ecosystems, and ensuring that no one left behind, is a challenging task, mainly due to the diversity of challenges and needs of different locations.

In this respect, XGain fosters a sustainable, balanced, and inclusive development of rural, coastal and urban areas, by facilitating access of relevant stakeholders (such as municipalities, policymakers, farmers, foresters and their associations) to a comprehensive inventory of smart XG, last-mile connectivity and edge computing solutions, and of related assessment methods. The XGain overall project objective is, to deliver a Knowledge Facilitation Tool, facilitating business model development, supporting decision-making in the selection of an ecosystem of technologies, consisting of connectivity options and edge processing solutions. This is done by following a multi-actor and practitioner-oriented approach, and by coherently assessing their socio-economic and techno environmental effects, aiming at: increasing systemic resilience and energy efficiency; contributing to climate mitigation; and reducing the digital divides between different types of citizens, farms, sectors and regions.

The core ambition of XGain is to develop a cost-effective and environmentally friendly ecosystem of technologies, to assess the socio economic and environmental effects related to them and develop innovative business models in accordance with the performed assessments, integrated in a Knowledge Facilitation Tool indented for non-scientists.



COMMECT

COMMECT is a project funded under the Horizon Europe programme, which supports the specific needs and opportunities of rural areas, helping them overcome current challenges. To bridge the digital divide, COMMECT provides quality, reliable and secure access for all in rural and remote areas. The goal of extending broadband connectivity in rural and remote areas will be achieved by integrating Non-Terrestrial Networks (NTNs) with terrestrial cellular XG networks, and low-cost Internet of Things



<p>https://www.horizoneurope-connect.eu/</p>	<p>(IoT). Artificial Intelligence, Edge and Network Automation will be adopted to reduce energy consumption, both at connectivity and computing level, with the final objective of designing energy-efficient, and environmental-friendly connectivity solutions.</p>
<div style="text-align: center;">  <p>Smart Droplets https://smartdroplets.eu/</p> </div>	<p>Smart Droplets' main objective is to advance both hardware and software capabilities during chemical applications for resource optimisation and minimisation of chemical waste. It will use existing technologies (>TRL 7) developed within but not limited to the agricultural industry to accomplish this vision to deliver a complete system capable of translating large amounts of data from the field into meaningful information and impactful spraying commands to achieve the Green Deal goals. The road towards achieving the main objective consists of four key objectives.</p> <p>1) Innovate using intelligent Data infrastructure and Digital Twins. Data interoperability, storage and exploitation of AI models are crucial to support, monitoring and refining of big amounts of field data. While Digital Twins and AI models play an instrumental role in analyzing field data to recommend spraying strategies.</p> <p>2) Introduce a robotic solution for autonomous spraying. A retrofit (robotic) tractor and an advanced sprayer will be deployed in real farms to address the challenge of resource optimization and waste minimization, targeting chemical and nutrient over-application and natural resource exploitation during crop care tasks.</p> <p>3) Optimize technologies and demonstrate the Green Deal goals in real life environments. Robotic and non- components will be tested and validated, and then progressively deployed in real farms where through data-driven decisions, will demonstrate its ability to attain its goals.</p> <p>4) Community building, synergies, and results exploitation. Building a community around Smart Droplets is an integral part of the project as it ensures proper information exchange with relevant stakeholders, outreach to similar communities, and training programs for members while exposing technological and domain-specific constraints. While, result exploitation facilitates productization, adoption, and sustainability.</p>

Table 4: 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.



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alongside 28 other food and agriculture-related projects, with a separate stand poster, project banner, leaflets and brochures. Throughout the workshop, subtitled project videos were played continuously on a screen. On the first day of the two-day Synergy Days conference, the coordinator of the QuantiFarm project presented the aims and mission of the project in a plenary session to a diverse group of stakeholders from across Europe. On the second day, a workshop organised by POLIMI presented the QuantiFarm evaluation framework designed to measure the impact and effectiveness of digital agricultural solutions.



Figure 60: EU-funded projects at the Synergy Days Event



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Figure 61: Quantifarm at the Synergy Days Event

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.



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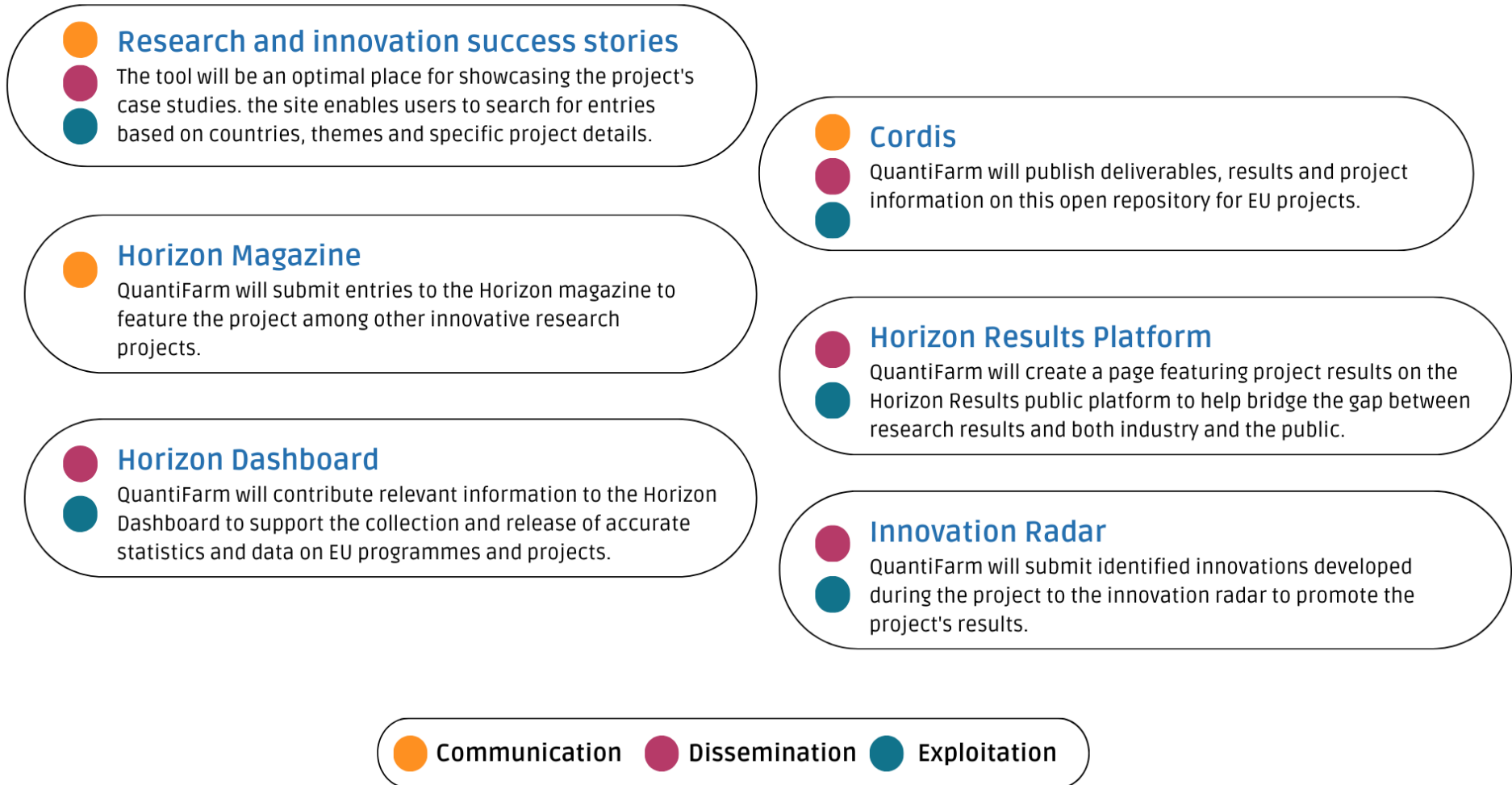


Figure 62: EC Tools



4. Monitoring and Evaluation

To guarantee an exact assessment of the evolution and accomplishments of the QuantiFarm project, a defined set of Key Performance Indicators (KPIs) is our guiding principle. These KPIs are not just abstract benchmarks. They provide measurable targets that support continuous monitoring and evaluation. This section details our method for monitoring progress in dissemination and communication and presents a straightforward framework through tables summarising specific KPIs and the corresponding targets. A thorough analysis of the Key Performance Indicators (KPIs) highlights their important role as measurable markers that guide our assessment of the project's direction. In the context of our dissemination and communication efforts, we have meticulously identified KPIs that align with the multifaceted aspects of our involvement.

A robust methodology underscores the significance of scrutinizing the execution of our D&C activities to ensure the realization of our project's objectives. This methodology covers not only the identified KPIs but also extends its reach to encompass potential barriers that might transcend our direct influence. Additionally, it incorporates reporting and monitoring KPIs, mitigates potential risks, and acknowledges the importance of accounting for gender-related variations.

A visual depiction, as illustrated in [Figures 61 and 62](#) outlines our comprehensive approach to monitoring and evaluation. Our KPIs were meticulously crafted during the project's proposal phase and were subsequently solidified in the Grant Agreement (GA). To further cement our collective commitment, a comprehensive event planning, synergy identification and publications planning document was collaboratively developed, and then disseminated among all partners. The feedback from this concerted engagement, coupled with the distinct competencies each partner brings to the table, forms the basis for assigning specific KPIs to respective entities. This allocation process has been endorsed by our project coordinator and extensively shared with all stakeholders for validation.

A consistent assessment schedule guarantees that we stay on track. This routine involves monthly reporting, thorough analysis of social media analytics, and long-term involvement in events that cultivate collaboration. These continuous contributions, along with the knowledge we acquire from identifying synergies, culminate in a semi-annual evaluation. This assessment will determine if we are progressing as planned and prepared to match our objectives, or if we require modifications to navigate our direction towards a favourable result.

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.

In the QuantiFarm framework, a clear differentiation is established between dissemination KPIs and communication KPIs. Dissemination KPIs are mainly concerned with the smooth transmission of knowledge and the depiction of outcomes, guaranteeing their immediate availability for practical applications or future consultations. Conversely, communication KPIs assume a prominent role in our endeavours to educate, publicize, and communicate the revolutionary influence and advantages of the project to the wider community. By categorising and monitoring these distinct factors, our key performance indicators (KPIs) facilitate the precise adjustment of our methodologies, guaranteeing that QuantiFarm's communication and distribution facets are aligned to achieve maximum efficiency.

A set of dissemination and communication KPIs and targets have been identified and presented in the following tables:



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#	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	10
D.3	Community and ecosystem building	
D.3.2	Digital Ag 360deg podcast series (7 episodes/season)	15
D.4	Networking and synergies and liaison 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	20
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 5: 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)	16
C.1.5	Notebook, folder, roll-ups, banners and stickers	1



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C.1.6	Social media kit (feed and story templates, video covers)	1
C.2	Digital and Social Media	
C.2.1	Blog posts	350
C.2.2	QuantiFarm videos	10
C.2.3	Editorial backlink in top-tier online magazine outlets	32
C.3	Press Outreach and Event Planning	
C.3.1	Spotlight on (fireside chats with experts and policy officials)	15
C.3.2	Media speeches and interviews (tv/radio)	4
C.3.3	Featured articles in industry magazines	10

Table 6: Communications KPIs

4.1.1. KPIs per reporting period

Furthermore, the KPIs distributed between the three reporting periods (M1-M18, M19-M30, M31-M42) in which the DEC plan will be also updated. Tables 7 and 8 includes a breakdown of the expected KPIs and their targets to be achieved during each reporting period. This will be a preliminary plan that is foreseen and is subject to change and updated by each deliverable based on projections of the project activities and the scope of each partner. Furthermore, the reporting mechanism will help maintain accountability and achieve these targets.

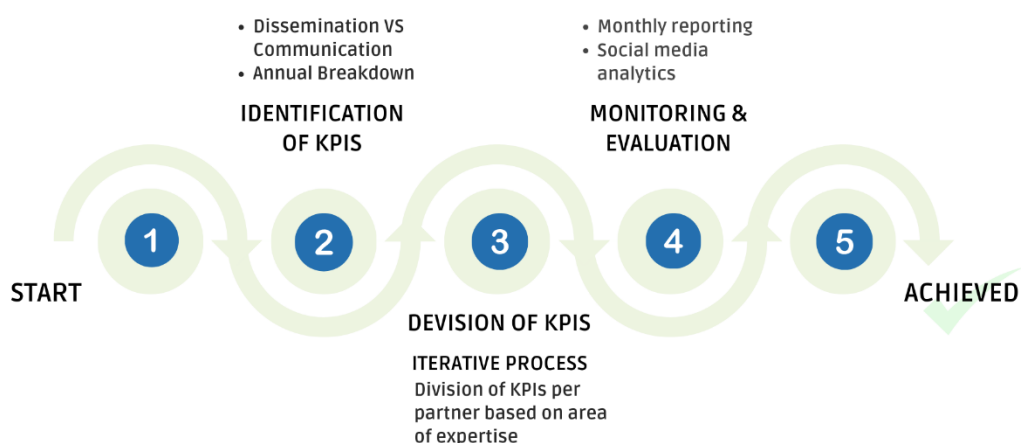


Figure 63 : Methodology of the division the KPIs



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#	Dissemination KPIs	M1-M18	M19-M30	M31-M42	Target
D1	High-level events and campaigns				
D1.1	Live, digital and industry events	6	9	10	25
D1.2	Demo events with cross visits		15	15	30
D1.3	Annual workshops (2 per year)	2	2	2	6
D1.4	EU-wide training workshops for advisors		1	1	2
D1.5	Policy focused events	2		1	3
D1.6	Webinars with a national focus on DIA			10	10
D2	Scientific and policy briefs				
D2.1	Peer-reviewed papers		3	5	8
D2.2	Policy recommendations		1	4	5
D2.3	Conference contributions		5	5	10
D3	Community and ecosystem building				
D3.1	Digital Ag 360deg podcast series (7 episodes/season)		7	8	15
D4	Networking and synergies and liaison activities				
D4.1	Joint press releases and statements	2	3	3	8
D4.2	EIP-AGRI Practice Abstracts		15	15	30
D4.3	MoUs/LoIs with R&I Networks/platforms, industry	5	10	5	20
D5	Sustainability and internal communication				
D5.1	Catalogue of TCs study portraits		1		1
D5.2	QuantiFarm booklet	1			1
D5.3	Exploitation and IP strategy workshops	1	1	1	3

Table 7: Dissemination KPIs per reporting period

#	Communication KPIs				
C1	Full branding and web design				
C1.1	Printable brand book and guideline	1			1
C1.2	Website	1			1
C1.3	Social media accounts	6			6
C1.4	Coordinated materials (poster, brochures, fact sheet)	2	1	13	16
C1.5	Notebook, folder, roll-ups, banners and stickers	1			1
C1.6	Social media kit (feed and story templates, video cover)	1			1
C2	Digital and Social Media				
C2.1	Blog / Social Media posts	117	117	116	350
C2.2	QuantiFarm videos	2	4	4	10
C2.3	Editorial backlink in top-tier online magazine outlets	10	10	12	32
C3	Press Outreach and Event Planning				
C3.1	Spotlight on (fireside chats with experts and policy of)	5	5	5	15
C3.2	Media speeches and interviews (tv/radio)	1	2	1	4
C3.3	Featured articles in (industry) magazines and newspa	2	4	4	10

Table 8: Communications KPIs per reporting period

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

- Stakeholder Mapping: Identifying and comprehending stakeholders and their needs that demand our attention.
- Strategic Branding: Crafting the project's website, visual identity, communication materials, and dynamic social media platforms.
- Collaborative Decision-Making Protocol: Laying the groundwork for transparent event selection, publication decisions, and the identification of fruitful synergies.
- Engagement: Initiating collaborations with parallel projects and initiatives for a wider sphere of influence.
- Visible Presence: Active participation in events and dissemination via press releases and informative newsletters.
- Unified Communication: Ensuring all partners are well-versed in communication channels, templates, and protocols.



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- Scientific Outreach Enhancement: Elevating our commitment to augment the project's influence and impact within scientific communities.

As we stride into the next reporting period, our efforts will intensify, embarking on:

- Enhanced Event Landscape: Orchestrating a series of compelling events and demonstrations to attract a growing community of followers and showcase QuantiFarm results.
- Synergy Formation: Forge strategic ties with related projects and associations, amplifying our impact and reach.
- Democratizing Knowledge: Disseminating the wealth of knowledge generated within the project through the creation of comprehensive training content.
- Press Outreach Advancement: Bolstering our proactive engagement in press outreach, we're set to further amplify our impact. This entails skillfully crafted press releases, captivating interviews, and insightful articles featured in pertinent magazines. Through these channels, we aim not only to disseminate project achievements to a wider audience but also to stimulate a deeper understanding and appreciation of QuantiFarm transformative potential.

This upcoming phase promises a heightened level of activity and engagement as we drive forward, capitalizing on our initial momentum, and advancing our pursuit of even greater DATSs impact in the agricultural sector.

4.1.2. KPIs per partner

The QuantiFarm project operates under a collaborative framework where the dissemination and communication efforts outlined in the DEC plan are collectively undertaken by each consortium partner. Acknowledging the diversity of expertise within our consortium, we have strategically assigned KPIs to individual partners, (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) delineated in Table 9. A balanced distribution has been achieved by aligning planned events and identified synergies.

The list of allocated KPIs has been rigorously validated by the project coordinator and subsequently shared with all partners. Should any partner encounter challenges in fulfilling their assigned KPIs, a collaborative discussion will be initiated to explore alternative solutions. Changes, if deemed necessary, will be duly documented in subsequent iterations of the DEC plan.

Collectively, all partners play a pivotal role in project communication and result dissemination. Tailored to the unique strengths, experiences, and resource allocations of each partner, the KPIs and targets have been meticulously outlined. These individualized tables are integrated within each partner's reporting sheet for ready reference. In our relentless pursuit to share project outcomes and amplify impact through diverse expertise and networks, this concerted effort ensures that our goals are effectively communicated and realized. The detailed breakdown of KPIs per partner is presented in the ensuing tables.

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



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#	Dissemination KPIs	Target	GAIA	TNO	POLIMI	NP	Consul	agricol	FSH	Peters	LUKE	AUA	Okys	CopaC	CEMA	Teaga	ITACyL	HORT	KUL	Delphy	IDELE	Augme	ANAM	Art21	AgroS	BENC	FFP2	Agrom	KGZS	Terra	AnySol	Filagro	AGRID	EA	FLOX
#	PMs	112	6	1	2	6	5	4	58	2	1	2	1	2	3	2	2	0,5	0,5	0,5	2	1,5	0,5	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	2		1	1	1	1	3	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	3	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, POLIMI, Confagricultura, LUKE, AUA, Teagasc, IDELE	10		2	2			1			1	2				1					1														
D.3	Community and ecosystem building																																		
D.3.1	Spotlight on web cafe	0																																	
D.3.2	Digital Ag 360deg podcast series (7 episodes / season)	15							15																										
D.4	Networking and synergies and liaison																																		
D.4.1	Joint press releases and statements	8							8																										
D.4.2	EIP-AGRI Practice Abstracts	20	10						20																										
D.4.3	MoUs/Lols with R&I Networks/platforms, industry associations and groups	20	2	2	2	2	2	2	2	2	2	2																							
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 9: Dissemination KPIs per partner

#	Communication KPIs	Target	GAIA	TNO	POLIMI	NP	Consul	a	FSH	Peterson	LUKE	AUA	Okys	CopaCogeca	CEMA	Teagasc	ITACyL	HORTA	KUL	Delphy	IDELE	a	ANAMOB	Art21	AgroSmart	BENCO	FFP2	Agromais	KGZS	Terra	AnySol	Filagro	AGRIDEA	FLOX		
#	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	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)	16							16																											
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 / Social Media posts	350							350																											
C.2.2	Quantifarm videos	10																																		
C.2.3	Editorial backlink in top-tier online magazine outlets	32		3			3	1	1	3		1		1			1	1	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	0																																		
C.3.2	Spotlight on (fireside chats with experts and policy officials)	15		5			5			5																										
C.3.2	Media speeches and interviews (tv/radio)	4		2			1			1																										
C.3.2	Featured articles in (industry) magazines and newspapers	10		2			2	1		1	3					1																				

Table 10: Communication KPIs per partner



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101059700

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Instructions
1. This file has been designed to track the KPIs and the targets agreed upon by partners.
2. Each partner has a dedicated sheet with two tables: a. KPIs distribution - The overall target for each KPI per partner b. Dissemination & Communication actions including: - Please use the drop down menu to select the category of dissemination & communication activity that your organisation organised, participated and/or executed and provide the date, name and link of the activity. - Please indicate if the dissemination activity should be considered a joint activity (external to the consortium). If yes, please indicate with whom.
3. In case the dissemination/communication activity does not fall under the already existing KPI categories, do not fill in the drop-down menu and leave it empty, while filling-in all the other columns.
4. Click on links for each month to upload pictures or relevant materials (e.g., agenda, presentations) from events that may be used for dissemination and communication purposes.
Please note: * we suggest posts come from your organization's social media account, rather than a personal account and that you tag

Figure 67: Instruction for the new reporting form

Sheets 3 through 33: Individual Partner Reporting Sheets – A set of distinct reporting sheets has been crafted for each consortium partner. These tailored sheets serve as a user-friendly and efficient platform for documenting their executed dissemination and communication activities. The process has been streamlined for ease of use and accuracy. Within these sheets, a user-friendly drop-down menu is integrated under the KPI category tab. This intuitive feature empowers partners to conveniently select the relevant category for their executed dissemination or communication action. Subsequent fields facilitate the input of essential information, encompassing data specifics, activity names, associated links, and other pertinent details. To facilitate differentiation between no reporting and nonparticipation in relevant activities, partners can indicate "Nothing to report" if they have no dissemination or communication activities to report. Additionally, to support visual documentation, each month features clickable links to designated folders for partners to upload photos and other pertinent materials such as agendas, presentations, and minutes. These resources may be leveraged for reporting, dissemination, or communication purposes. This comprehensive framework ensures a holistic approach to tracking, documenting, and sharing project activities. This structured format enhances the clarity and consistency of reporting, ensuring that all vital information is accurately captured. The user-friendly design encourages partners to comprehensively document their activities, fostering an environment of collaboration and data accuracy.



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A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	KPI	Target											
2	Dissemination KPIs												
3	D1 High-level events and campaigns			Dissemination KPI	Date	Name of Activity	Link	Joint Action (YES)	If yes, with whom?	Communication KPI	Date	Name of Activity	Link
4	D1.1 Live, digital and industry events	3						<input type="checkbox"/>		C2-1-Blog / ...	08/07/2022	LinkedIn post	https://www.linkedin.com/posts/quantfarm
5	D1.3 Annual workshops (2 per year)	2						<input type="checkbox"/>		C2-1-Blog / ...	08/07/2022	Facebook post	https://m.facebook.com/stora.aha?story
6	D1.4 EU-wide training workshops for advisors	1						<input type="checkbox"/>		C2-1-Blog / ...	08/07/2022	Twitter post	https://twitter.com/quantfarm/status/15
7	D3 Community and ecosystem building							<input type="checkbox"/>					
8	D3.1 Digital Ag 360deg podcast series (7 episodes / season)	15						<input type="checkbox"/>					
9	D4 Networking and synergies and liaison activities							<input type="checkbox"/>					
10	D4.1 Joint press releases and statements	8						<input type="checkbox"/>					
11	D4.2 EIP-AGRI Practice Abstracts	20						<input type="checkbox"/>					
12	D4.3 MoUs/Lois with R&I Networks/platforms, industry associations and groups	20						<input type="checkbox"/>					
13	D5 Sustainability and Internal communication							<input type="checkbox"/>					
14	D5.1 Catalogue of TICs study portraits	1						<input type="checkbox"/>					
15	D5.2 Quantfarm booklet	1						<input type="checkbox"/>					
16	D5.3 Exploitation and IP strategy workshops	3						<input type="checkbox"/>					
17	Communication KPIs												
18	C1 Full branding and web design							<input type="checkbox"/>					
19	C1.1 Printable brand book and guideline	1						<input type="checkbox"/>					
20	C1.2 Website	1						<input type="checkbox"/>					
21	C1.3 Social media accounts	6						<input type="checkbox"/>					
22	C1.4 Coordinated materials (poster, brochures, fact sheet)	16						<input type="checkbox"/>					
23	C1.5 Notebook, folder, roll-ups, banners and stickers	1						<input type="checkbox"/>					
24	C1.6 Social media kit (feed and story templates, video covers)	1						<input type="checkbox"/>					
25	C2 Digital and Social Media							<input type="checkbox"/>					
26	C2.1 Blog / Social Media posts	350						<input type="checkbox"/>					
27	C2.3 Editorial backlink in top-tier online magazine outlets	3						<input type="checkbox"/>					
28	September 2022												
29	C3 Press Outreach and Event Planning							<input type="checkbox"/>					
30	C3.1 Spotlight on (fireside chats with experts and policy officials)	5						<input type="checkbox"/>					
31	C3.2 Media speeches and interviews (tv/radio)	1						<input type="checkbox"/>					
32	C3.3 Featured articles in (industry) magazines and newspapers	3						<input type="checkbox"/>					
33	October 2022												
34								<input type="checkbox"/>					
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100								<input type="checkbox"/>					

Figure 68: Individual Partner Reporting Sheets

Finally, a reminder is sent to each partner at the end of the month reminding them to complete the reporting form by the second week of the following month. The form is also available on project's google drive, enabling partners to go back and review or add missing activities and it also allows for different members from the same organisation to provide input without redundancy. FSH monitors the reporting form monthly to keep track of engagement, and on a six-month basis consolidates the results of the reporting forms and evaluates them next to the KPIs. The findings of these reports will serve to monitor targets and inform DEC strategies, enabling pivoting when necessary or to inform partners when additional effort is required.

4.3. KPI Tracking

The current progress of the Dissemination and Communication KPIs in relation to the targets set for the initial reporting period is outlined in Figures 61 and 62. It's important to note that the current status is based on the input provided by partners through the reporting form, which may not encompass the entirety of activity engagement. In the table, the status Completed indicates the respective KPIs have been successfully achieved, reflecting the notable progress made in meeting the targets during the first reporting period. Also, the Ongoing status signifies the KPIs that are well on track to being achieved by the conclusion of the reporting period. Conversely, the red boxes highlight KPIs that require heightened attention and effort to ensure successful attainment. This comprehensive overview aids in gauging the alignment of our current progress with the predetermined targets.

D6.2 Second Dissemination, Exploitation & Communication Plan

#	Dissemination KPIs	Target	Target for M1 - M18	Achieved	Status
D.1	High-level events and campaigns				
D.1.1	Live, digital and industry events	25	6	16	✓
D.1.2	Demo events with cross visits	30	0	2	✓
D.1.3	Annual workshops	6	2	4	✓
D.1.4	EU-wide training workshops for advisors	2	0	0	✓
D.1.5	Policy focused events	3	2	2	✓
D.1.6	Webinars with a national focus on DIA	10	0	0	✓
D.2	Scientific and policy briefs				
D.2.1	Peer-reviewed papers	8	0	0	✓
D.2.2	Sets of Policy recommendations	5	0	0	✓
D.2.3	Conference contributions	10	0		✓
D.3	Community and ecosystem building				
D.3.1	Spotlight on web cafe	0	0	0	✓
D.3.2	Digital Ag 360deg podcasts (2 series; 7 episodes/series)	15	0	0	✓
D.4	Networking and synergies and liaison activities				
D.4.1	Joint press releases and statements	2	2	2	✓
D.4.2	EIP-AGRI Practice Abstracts	30	0	0	
D.4.3	MoUs/Lols with R&I Networks/platforms, industry associations and groups	20	5	7	✓
D.5	Sustainability and internal communication				
D.5.1	Catalogue of TCs study portraits (30TCs)	1	0	0	✓
D.5.2	QuantiFarm booklet	1	0	0	✓
D.5.3	Exploitation and IP strategy workshops	3	1	1	✓

Figure 69: Completed, Ongoing and Uncompleted Dissemination KPIs

#	Communication KPIs	Target	Target M1 - M18	Achieved	Status
C.1	Full branding and web design				
C.1.1	Printable brand book and guidelines	1	1	1	✓
C.1.2	Website	1	1	1	✓
C.1.3	Social media accounts	6	6	6	✓
C.1.4	Posters	1	1	4	✓
C.1.5	Brochures	3	1	1	✓
C.1.6	Fact Sheets	12	0	0	✓
C.1.7	Notebook design; Folder design; stickers design	3	3	3	✓
C.1.8	Design of roll-ups & banners	1	1	1	✓
C.1.9	Social media kit (feed and story templates, video covers)	1	1	1	✓
C.2	Digital and Social Media				
C.2.1	Blog / Social Media posts	350	117	285	✓
C.2.2	QuantiFarm videos	10	2	6	✓
C.2.3	Editorial backlink in top-tier online magazine outlets	32	10	25	✓
C.3	Press Outreach and Event Planning				
C.3.1	Press releases	1	1	1	✓
C.3.2	Spotlight on... (fireside chats with experts and policy off)	10	0	1	✓
C.3.3	Media speeches and interviews (tv/radio)	4	1	1	✓
C.3.4	Featured articles in (industry) magazines and newspaper	10	2	2	✓

Figure 70: Completed, Ongoing and Uncompleted Communication KPIs

Action Points – KPIs that have been achieved and exceeded.

All of the KPI targets have been met already (e.g., brochures, posters) or exceeded (e.g., projects social media followers, Blog posts & social media posts). For KPI targets that have not been met specific action points have been identified. More specifically:

- D.1.1 Live, digital and industry events.
Nine (9) members of the QuantiFarm consortium participated in 16 high-level events. The other members of the consortium also attended various events throughout the year. GAIA took part in the Agrotica Exhibition and Agrothessaly Expo. In March 2023, POLIMI participated in the Annual Conference of the Smart Agrifood Observatory "Da Adozione A Valorizzazione: La



D6.2 Second Dissemination, Exploitation & Communication Plan

Sfida Dello Smart Agrifood" and the "Workshop di Kick-off della VII Edizione dell'Osservatorio Smart AgriFood". In April 2023, the POLIMI team members participated in the Smart Agrifood Observatory's Workshop Kick-off, "Workshop di Kick-off della VII Edizione dell'Osservatorio Smart AgriFood". NP attended the Agrotica Exhibition, Agrothessaly Expo, and Zootechnia Exhibition. FSH attended the AgriFood Forum event in Vilnius, Lithuania, which aims to address various challenges affecting the agri-food ecosystem. KU Leuven's team visited the Agriflanders exhibition at Flanders Expo in Ghent, Belgium. This exhibition is the most significant agricultural and horticultural fair in Flanders. ANAMOB participated in the Indagra 2022 Expo, the most important agricultural event in Romania. This expo presents the latest trends in agriculture, viticulture, horticulture and zootechnics, available both nationally and internationally. ART21 took part in the Agrifood and Startup Village forum, organized by Agrifood Lithuania DIH. TERRA attended the Winter Conference at Tara Mountain in 2023 and the International Agricultural Fair in Novi Sad. Meanwhile, ARGIDEA participated in the IALB Annual Meeting in September 2023.

- D.1.2 Demo events with cross visits.

The KPI updated by the consortium. They will be achieved according to plan by the next reporting period.

- D.1.3 Annual workshops.

Four (4) annual workshops took place during the reporting period. At the Synergy Days Event, the POLIMI team presented the QuantiFarm evaluation framework. This framework is designed to quantify the impact and effectiveness of digital solutions in agriculture. ARGIDEA conducted a successful workshop "Digitalisation Today", at the IALB conference 2023 in Dresden. Another workshop was organized by Confagricoltura at the ECOMONDO - ITALIAN EXHIBITION GROUP held in Rimini, Italy in November 2023. The workshop focused on sustainability, technological innovation, and bioeconomy. In December 2023 our partners GAIA EPICHEIREIN and NEUROPUBLIC SA organized together a workshop with them "Digital agriculture solutions and training needs of agricultural advisors"

- D.1.4 EU-wide training workshops for advisors.

The KPI will be achieved according to plan by the next reporting period.

- D.1.5 Policy Focused Event

Two (2) policy events implemented as original planned. Our partners GAIA EPICHEIREIN and CONFAGRICOLTURA organised an EU policy event on 6th December 2022, where they set the scene for assessing the impact of digital technology solutions in agriculture in real conditions and the first reflections on policy recommendations for competitiveness and sustainability. In November 2023, CEMA delivered a workshop at an EU policy event on how digital technologies in agriculture (DATSs) can grow the sector by improving sustainability, performance and competitiveness byte by byte.

- D.1.6 Webinars with a national focus on DIA

The KPI will be achieved according to plan by the next reporting period.

- D.4.1 Joint press releases and statements

Two joint statements published with EU projects ICAERUS and CARBONICA. These releases produced in partnership with projects or institutes that share an interest in improving the use of DATSs within the agricultural sector.



D6.2 Second Dissemination, Exploitation & Communication Plan

- D.4.3 MoUs/LoIs with R&I Networks/platforms, industry associations and groups.

A total of seven (7) MoUs/LoIs were signed during the reporting period. Institutes such as the RISE Laboratory of the Università degli Studi di Brescia, the Agricultural University of Athens (ICAERUS) and the Institute of Communication & Computer Systems (XGain) expressed their interest in collaborating with QuantiFarm by sending an official Letter of Interest. The KUKA, IFDEA, Vattre and CARBONICA projects signed a Memorandum of Understanding with QuantiFarm.

- D.5.3 Exploitation and IP strategy workshops

Foodscale Hub organised and delivered the 1st IP Strategy Workshop. FSH gave a detailed presentation on various aspects of Intellectual Property and Intellectual Property Rights, within and beyond our project. Representatives from all our 32 partners had the opportunity to attend the workshop, share their perspectives and participate in the Q&A session that took place after the presentation.

- C.1 Full branding and web design

FSH developed all the relevant material during and more specifically one (1) Printable brand book, one (1) Website, six (6) Social Media accounts (LinkedIn, Facebook, Instagram, X, Youtube, SlideShare), three (3) Posters, One (1) Brochure, one (1) Notebook, one (1) Roll-up, one (1) Banner, one (1) Virtual background, 1 social media template.

- C.2.1 Blog / Social Media posts

As stated earlier, the project's participation and continued activity produced high-quality content, with over twice the number of targeted social media posts, resulting in increased social media followers and successful dissemination of the project's results. LinkedIn was the major social media account with the most followers, followed by Facebook, Instagram, X, YouTube and SlideShare.

- C.2.2 QuantiFarm videos

The project's videos, comprised of interviews with QuantiFarm's team members, as well as of a video recording from the internal workshop on IP strategy, conducted in November 2023 by project partner Foodscale Hub, are six and are available in the official QuantiFarm [YouTube channel](#), where they can be accessed by all interested parties.

- C.2.3 Editorial backlink in top-tier online magazine outlets

This KPI refers to all links leading to QuantiFarm's website, coming from online magazine outlets. Currently, 25 out of 32, which is the target for the whole project's duration, have been achieved.

- C.3.1 Press releases

Press releases are a means of communicating the project's status with the public, and the ultimate target of the project is to publish two (2), throughout its duration. Currently, one (1) press release has been published and shared with the media, focusing on the main concepts and its mission.



D6.2 Second Dissemination, Exploitation & Communication Plan

- C.3.3 Media speeches and interviews (tv/radio)

Media or radio interviews is another way of spreading the word about the project. For the time being, one (1) media interview has been achieved by the project partner Foodscale Hub, who had the opportunity to communicate QuantiFarm in a Serbian TV channel.

- C.3.4 Featured articles in (industry) magazines and newspapers

As mentioned above, this KPI refers to articles related to QuantiFarm in magazines and newspapers. This goal has been reached, by our project partners GAIA EPICHEIREIN and Politecnico di Milano, who have shared articles related to the project with Greece's and Italy's local media (can be found in annex M).



5. Exploitation

QuantiFarm will produce several commercial and non-commercial Key Exploitable Assets (KEAs). This chapter provides an introduction to these results and potential pathways for their exploitation and KPIs for monitoring their impact. A dedicated **Exploitation & IPR Management strategy (D6.5)** developed 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.

BY WHOM	KEY EXPLOITABLE ASSETS	FOR WHOM
TNO, TEAGASC	<p>BEHAVIOUR ANALYSIS METHODOLOGY A set of values, motivations and knowledge of DATs for agriculture, collected from farmers, advisors and policy stakeholders</p>	Regulators, Policy Makers, Advisors (Public & Private)
POLIMI, PETERSON, AUA, LUKE, NP, HORTA	<p>ASSESSMENT FRAMEWORK Governance mechanisms for the comprehensive and independent assessment of costs, benefits and sustainability</p>	Farmers, Cooperatives, Farm Advisors & Extension Services, Innovation Broker, Private Advisors, CAP mgmt, Authorities
NP, AUA/TITANIUS EDIH, TNO, AGRIDEA/EUFRAS	<p>QUANTIFARM TOOLKIT A flexible, evidence-based decision support tool for adopting, benchmarking, compliance checking, monitoring DATs</p>	Farmers, Advisors, Cooperatives, Certification Bodies, DIHs, DATs Providers, Regulators, Policy Makers
AUA/TITANIUS EDIH, AGRIDEA/EUFRAS, TEAGASC, GAIA, KGZS, DELPHY, TERRA, FILAGRO	<p>QUANTIFARM DIA A comprehensive training program to broaden understanding of DATs, their potential benefits, costs, impacts and support the establishment of advisory services for farmers to properly select and use the DATs</p>	Advisors, Agricultural Training & Educational Systems, Researchers, Farmers Organisations, DIHs
NP, AUA/TITANIUS EDIH	<p>POLICY MONITORING TOOL A tool for assessing the impacts of DATs on sustainability, monitoring and evaluating policies and interventions at the farm, regional and national level</p>	Regulators, Policy Makers, CAP Governing Bodies, Accredited Paying Agencies & Certification Bodies

Figure 71: *QuantiFarm 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 Titanus EDIH (coordinated by AUA). As a member of a pan-European network of agrifood DIHs Titanus 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.



D6.2 Second Dissemination, Exploitation & Communication Plan

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

5.3. Exploitation Methodology

A specific procedure has been set for the definition of the project’s KERs, the identification of new KERs other than those already identified, their validation, characterisation, and development of the final exploitation plan of each KER from a specific partner, group of partners or external organisation.

The first step involves the development of the “KERs Inventory & IPRs” online tool, which validates the existing knowledge and information about the project’s Key Exploitable Results and possible IPRs that the partners have already identified.

In this tool, the list of identified KERs was provided, where partners asked and indicated the scope of exploitation, the target groups of the KERs, the means of exploitation and identified possible IPRs arising from the exploitation of the identified project results. For each partner, there is a separate sheet with the acronym of their organisation, giving them an individual space for information and updates.

The tool has been already shared with the partners and is available for further update at any time:

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
KERs (Key Exploitable Results)		Scope of exploitation			Target groups [to whom]		Means of exploitation				Linked IPRs to the KERs																				
Please validate the already identified KERs (1-5) and add any other exploitable results if relevant		Please validate (for further explanation of the scope, please see note)			Please validate (see note for the list of target groups)		Please indicate the means of exploitation, where relevant				Please indicate what might be the possible IPRs, where relevant																				
		If "other", please identify	Other								If "other", please identify	Other																			
5	1	Behaviour Analysis Methodology, incl. a set of behaviour innovation recommendations	Scientific	Training and education		Extension & Advisory Services Authorities & Policy Makers	If relevant, please indicate the means of exploitation																								
6	2	Assessment Framework incl. governance mechanisms for costs, benefits and sustainability gains assessment	Scientific	Policy-making		Farmers and AgriCooperatives Extension & Advisory Services Authorities & Policy Makers	If relevant, please indicate the means of exploitation																								
7	3	QuantiFarm Toolkit	Commercial	Policy-making		Farmers and AgriCooperatives Extension & Advisory Services Authorities & Policy Makers Industry Associations & Groups, Institutional & Private Partners	If relevant, please indicate the means of exploitation																								
8	4	QuantiFarm Digital Innovation Academy (DIA)	Commercial	Training and education		Extension & Advisory Services Research & Innovation Networks/ Platforms Industry Associations & Groups, Institutional & Private Partners	NP and GAA will work together to train agricultural advisors on the use of QuantiFarm DIA, making use of the group's partner.				Other	(Copyright)																			
9	5	Policy Monitoring Tool for Policy Makers	Policy-making			Authorities & Policy Makers	If relevant, please indicate the means of exploitation																								
10	6	Other individual or joint exploitable result (if any)																													
11	7	Other individual or joint exploitable result (if any)																													
Identified Background																															
Please validate the background described in the Consortium Agreement or revise accordingly																															
This is the description in the Consortium Agreement for your organisation. No data, know-how or information of the partner is needed by another Party for implementation of the Project or Exploitation of that other Party's Results																															

Figure 72: QuantiFarm “KERs Inventory & IPRs” online tool



D6.2 Second Dissemination, Exploitation & Communication Plan

The second step involves the identification of possible additional exploitable results that may be developed during the project. Towards this direction, constant communication with partners, updates for their progress on the 30 test cases either through the regular partners' meetings or through direct communication with the involved partners, help in identifying possible exploitable results, commercial or non-commercial.

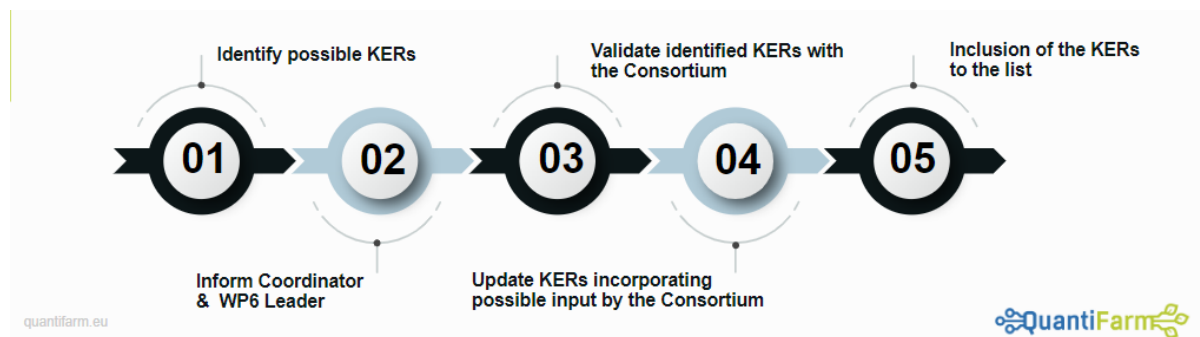


Figure 73: QuantiFarm Exploitation Methodology

When one or more partners identify a new KER, the partner must inform the Coordinator (GAIA) and WP6 leader (FSH) providing a detailed explanation of the exploitability potential of the identified result by making sure it aligns with the project exploitation plan. The partner must provide all relevant information about this KER in their individual sheet in the “KERs Inventory & IPRs” online tool, covering at least the following aspects:

- Scope of exploitation
- Target groups (to whom)
- Means of exploitation (how)
- Link to possible IPRs

The **third step** refers to the assessment of the exploitation strategy for each KER. To efficiently determine involvement of project partners in each of the KERs the BFMULO Matrix will be implemented, in which the partners will state their exploitable intentions using the following list:

B = IPR's on background information, information, excluding foreground information, brought to the project from existing knowledge, owned or controlled by project partners in the same or related fields of the work carried out in the research project.

F = IPR's on foreground information, Information including all kind of exploitable results generated by the project partners or 3rd parties working for them in the implementation of the research project. To have an F in an exploitable result it is necessary that a partner has a task(s) in the project related to that very result.

M = Making the products, manufacturing, and selling or directly implementing it through own facilities and skills.

U = Using the result, implemented with own knowledge to develop new ranges of products or newer processing. Furthermore, the direct or indirect utilization of foreground in further research activities other than those covered by the project, or for developing, creating, and marketing a product or process, or for creating and providing a service.



D6.2 Second Dissemination, Exploitation & Communication Plan

L = Licensing the result, therefore earning from a negotiation towards third parties outside the Consortium.

O = Other, any other exploitation means (e.g.: consultancy, provide services, etc).

The fourth step, which will be applied in later stages, when the project's results will be more concrete, a characterisation table will be provided to partners which will exploit the project's key results. Each result requires a unique exploitation approach based upon the type, whether it can be commercialised, and if Intellectual Property Rights (IPR) are required and who will exploit the result. The characterization table will be offered to partners to characterise exploitable results.

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 11: Characterization table for potential exploitable assets



5.4. 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 12: 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 13: Exploitation KPIs and target values 5+ years after the project



6. Intellectual Property Rights Management

This chapter, building on the dedicated D6.5 Exploitation & IPR Management Strategy (M6) developed in previous months, and extending the preliminary results presented in the Dissemination, Communication and Exploitation Plan, illustrates the IPR strategy as described in the above deliverables, as well as the IPR strategy actions implemented so far.

Intellectual property rights (IPR) are the ownership rights to creations of the mind, such as inventions, names, images, or designs, and can enable owners to benefit financially from their ideas. Striking the right balance between the interests of the creator and the public can encourage creativity and innovation. QuantiFarm examines the protection of all results that could potentially be commercially or industrially exploited and, where possible, reasonable, and justified, protects them.

The standard forms of IPR protection include:

- Patent: an exclusive right granted for an invention. It allows the owner to decide how and whether the invention can be used by others.
- Trademark: a sign that distinguishes goods and services of one enterprise from those of another.
- Industrial design: includes the aesthetic aspect of an object. 2D features can include patterns, lines, and colours, whereas 3D features extend to shape and surface.
- Copyright: is the legal term to describe the rights over literary and artistic work but can also extend to databases, advertisement, maps, and technical drawings.
- Trade-secret: commercially valuable confidential information which may be sold or licensed. This can include technical or nontechnical data, formulas, patterns, methods, lists of customers.
- Confidentiality: information that is not publicly known and warrants protection.
- Geographical indication: indicate the specific geographical location of origin or a product and its characteristics that are uniquely attributed to that area.

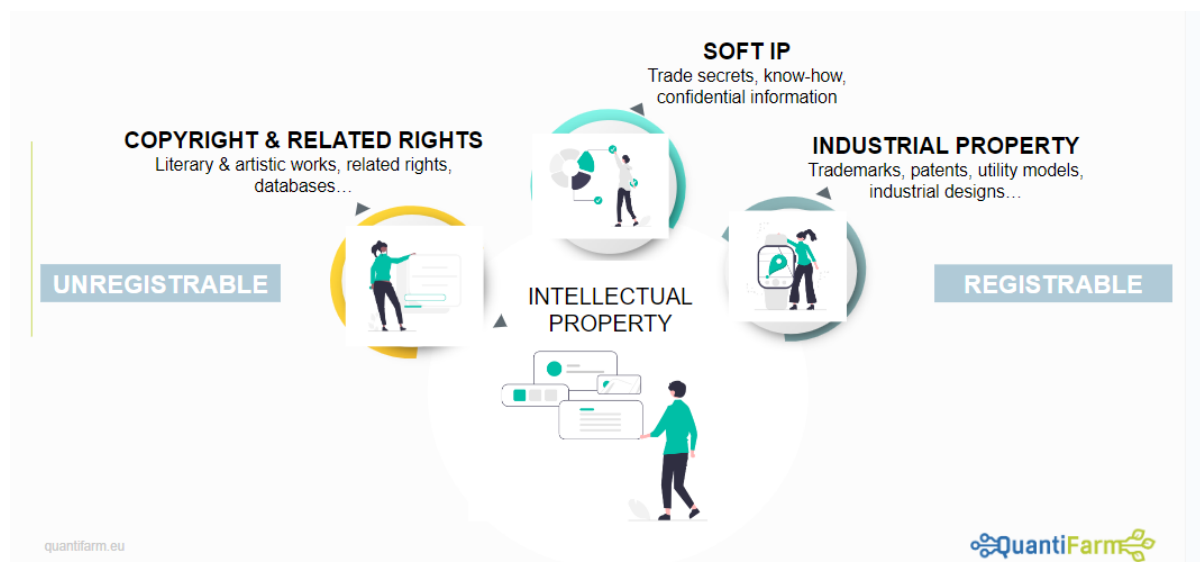


Figure 74 : Intellectual Property Rights (IPR)



6.1. Methodology of defining IPRs

After having identified and validated the project's exploitable results and the market which these results will be introduced, the commercial results linked to possible intellectual property rights to ensure their proper use and distribution to the market.

The methodology for defining these IPRs is aligned completely with this for defining the project's exploitable results. To this end, the procedure and steps were the following:

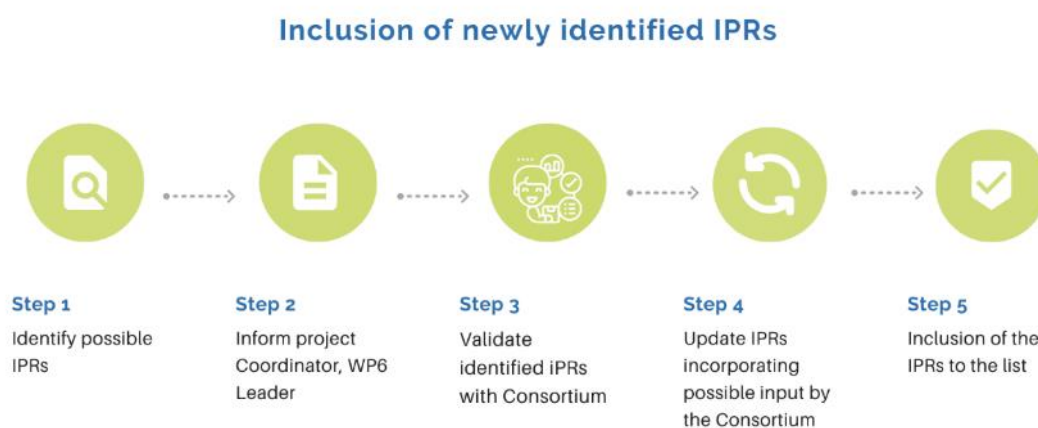


Figure 75: Methodology of defining IPR

Partners that have identified possible IPRs that derive from the exploitation of one or more commercial results, they need to inform the Coordinator and the WP6 leader (FSH) on the IPR(s) that is/are linked to the respective KER(s).

Following, the partners are asked to validate the new IPR(s). Comments and suggestions of the partners are recorded while possible objections are discussed and addressed. Finally, the IPRs are validated accompanying the respective KER(s).

In the first 18 months while the IPRs got clearer, a characterisation table provided to partners which will exploit the project's key results. For these KERs there was a section in the characterisation table asking partners to provide information on the way they intent to protect the identified results.

KER1: Behaviour Analysis Methodology

Partners who will exploit it: **TNO, LUKE, TEAGASC, FILAGRO**

KER1: BEHAVIOUR ANALYSIS METHODOLOGY	
SCOPE	<ol style="list-style-type: none"> 1. Scientific 2. Training and education
MEANS	<p>TNO: approach (human-centred, participatory observation) is rather unique to the domain at hand, it will exemplary for other (research) projects that, for instance, will focus on new DATs, or other parts of the value chain. TNO will ensure in deliverables that the methodology can be applied in these other settings, by others. Furthermore, the quantitative and qualitative data gathered on DAT adoption can be a basis for these other (research) projects.</p> <p>LUKE: Luke envisions to share the Behavioural Analysis Methodology and recommendations to advisors and policy makers, i.e. CAP planners and farmers union via webinars, and also to farmers and other stakeholders via AgriHubi network.</p> <p>TEAGASC: Behavioural innovation recommendations will inform the content of communication content (presentations/guides/examples) which will be communicated through professional networks of extension & advisory services and policy-makers in Ireland and channeled where possible internationally through organisations such as CECRA.</p> <p>FILAGRO: Submit in the form of a report for improving the AKIS competent authority in advisory services for precision agriculture</p>
LINKED IPRs	TEAGASC: Professional skills, capacities, 'know how', mostly soft skills in extension.

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Table 14: Partners input for KER1

KER2: Assessment Framework

Partners who will exploit it: **POLIMI, NP, LUKE, AUA, HORTA, FILAGRO**

KER2: ASSESSMENT FRAMEWORK	
SCOPE	<ol style="list-style-type: none"> 1. Scientific 2. Policy-making
MEANS	<p>POLIMI: Participation in scientific conferences Scientific publications Seminars and workshops through the SmartAgrifood Observatory and the Food Sustainability Observatory of Politecnico di Milano Lectures and workshops in BSC, MSC, post-graduate and executive masters on topics related to the agrifood domain</p> <p>NP: NP will exploit the technological solution it will develop for independent monitoring purposes. This tool will be extended to assist QuantiFarm's assessment framework for individual DATs, but also to become an independent tool to support monitoring of landscape sustainability assessment for policy makers, helping them to design, implement, monitor and evaluate policy measures. Details to be defined.</p> <p>LUKE: Luke envisions to exploit the Assessment Framework to educate agricultural stakeholders (farmers, advisors, education, researchers and government) through AgriHubi network, the Farmers' Competence network and Data Bank (https://maaseutuverkosto.fi/agrihubi). The AgriHubi network platform provides collaborative tools for creating common awareness.</p> <p>AUA: AUA will exploit this KER by assisting POLIMI in establishing clear guidelines and criteria for evaluating governance mechanisms for assessing the costs, benefits and sustainability gains of QuantiFarm. The Assessment Framework will outline the specific metrics used to assess DAT's costs, benefits and sustainability gains, as well as the processes for collecting and analysing this data. It will also define the roles and responsibilities of different stakeholders, such as farmers and agri-cooperatives, extension and advisory services, authorities and policy makers in conducting the assessment and making decisions based on the results. In addition, the framework should provide mechanisms for ongoing monitoring and evaluation to ensure that the evaluation remains relevant and effective over time.</p> <p>HORTA: Horta will exploit the result to build up further scientific research</p> <p>FILAGRO: Submit in the form of a report for improving the AKIS competent authority in advisory services for precision agriculture</p>
LINKED IPRs	<p>NP: Copyright</p> <p>AUA: Copyright</p>



Table 15: Partners input for KER2



KER3: QuantiFarm Toolkit

Partners who will exploit it: **TNO, NP, LUKE, AUA, OKYS, TEAGASC, AGRIDEA**


KER1: QUANTIFARM TOOLKIT	
SCOPE	<ol style="list-style-type: none"> 1. Scientific 2. Commercial 3. Policy-making
MEANS	<p>TNO: There are different internal components of the overall system which will be exploited. The data model (ontology) will be reused by third parties. The data integration components will be used in related research projects. The recommender functionality and end-user components will have considerable use both in other B2B projects and in research activities.</p> <p>NP: This is connected with the Policy Monitoring Tool for Policy Makers (KER5) and the independent monitoring mechanisms that are part of the assessment framework (KER2).</p> <p>LUKE: Luke seeks potential IT partners (companies) who could make the QuantiFarm Toolkit available as a service for farmers and other stakeholders, i.e. through data space infrastructure.</p> <p>AUA: AUA will support NP in the development of the QuantiFarm toolkit. For its exploitation it is important to carefully design the toolkit and its calculations to be as accurate and unbiased as possible, and to thoroughly test and validate the toolkit before it is used in practice. At the heart of the toolkit is the Cost-Benefit Analysis and Sustainability Assessment component, which will be developed based on the guidelines and algorithms produced by WP2 (AUA). This component will use the data collected to calculate a series of scores for each DAT reflecting the costs and benefits of using the technology.</p> <p>OKYS: There are different tools within the overall platform that will be exploited like Cost and benefit calculator, Benchmarking tool, Compliance check tool and can be reused by third parties.</p> <p>TEAGASC: Teagasc, as a central institution in the Irish AKIS, will contribute to the communication of the QuantiFarm toolkit to the following target groups in particular: farmers and agri-cooperatives; extension and advisory services; industry associations and groups.</p> <p>AGRIDEA: Present and use the QuantiFarm Toolkit to train advisors</p>
LINKED IPRs	<p>NP: Copyright AUA: Copyright OKYS: Copyright TEAGASC: Professional skills, capacities, 'know how', mostly soft skills in extension</p> <p>tm.eu </p>

Table 16: Partners input for KER3

KER4: QuantiFarm Digital Innovation Academy (DIA)

Partners who will exploit it: **GAIA, NP, LUKE, AUA, TEAGASC, DELPHY, KGZS, TERRA, FILAGRO, AGRIDEA**


KER4: QUANTIFARM DIGITAL INNOVATION ACADEMY (DIA)	
SCOPE	<ol style="list-style-type: none"> 1. Commercial 2. Training and education
MEANS	<p>GAIA & NP: Will work together to train agricultural advisors on the use of QuantiFarm DIA, making use of the group's partner.</p> <p>LUKE: Luke mediates QuantiFarm DIA events and materials to interested advisors and their organizations through AgriHubi network.</p> <p>AUA: It is important to ensure that the Digital Innovation Academy on digital agricultural technologies is accessible and inclusive to a wide range of participants and that it takes into account the needs and perspectives of all digital agriculture stakeholders. The AUA will ensure that the training and resources on digital agricultural technologies offered by the Digital Innovation Academy are accessible to all, including in particular farmers and agricultural cooperatives, extension and advisory services, public authorities and policy makers This could lead to diversity and inclusion of participants, which in turn could increase the usefulness of the Academy for more than just a select group of people or organisations. This could also lead to different perspectives and needs being represented within the digital agriculture sector, which could lead to solutions that are not well suited for the different stakeholders involved.</p> <p>TEAGASC: Teagasc will facilitate content of the QuantiFarm Digital Innovation Academy to be included in the CECRA programme where possible and will endeavor to ensure that the content is suitable for inclusion in CECRA (which focuses moreover on soft skills).</p> <p>DELPHY: Delphy will organize trainings, demonstrations and workshops for growers, advisors and other stakeholders to better understand DATs—and their potential benefits, costs, sustainability impacts. Advisors will be helped to set up innovative advisory services for farmers to support the selection and proper use of DATs.</p> <p>KGZS: KGZS will use the knowledge from DIA and QuantiFarm to develop advisory services, and education/training workshops for farmers (and other advisors) regarding the use, cost/benefit and adoption of digital technologies on farms.</p> <p>TERRA: We will participate in setting up an innovative advisory services in our country following the provided guidelines. Terra will organize presentations and demonstrations for growers, and other stakeholders to better understand DATs—and their potential benefits, costs, sustainability impacts. We will engage farmers and support them in selecting DATs and applying them in their farms.</p> <p>FILAGRO: Submit in the form of a report for improving the AKIS competent authority in advisory services for precision agriculture</p> <p>AGRIDEA: AGRIDEA will use the knowledge to support advisory services in using DATs.</p>
LINKED IPRs	<p>GAIA: Copyright TEAGASC: Professional skills, capacities, 'know how', mostly soft skills in extension</p> <p>tm.eu </p>

Table 17: Partners input for KER4



KER5: Policy Monitoring Tool for Policy Makers

Partners who will exploit it: NP, LUKE, AUA, FILAGRO

KER5: POLICY MONITORING TOOL	
SCOPE	Policy-making
MEANS	<p>NP: We will take advantage of GAIA's European-wide network of partners to promote the Policy Monitoring Tool. Details to be defined.</p> <p>LUKE: Luke mediates Policy Monitoring Tool to interested policy makers, and advocacy groups, i.e. Ministry of Agriculture and Forestry and Ministry of Education, farmers' union.</p> <p>AUA: The AUA will support NP in the development of the Policy Monitoring Tool for policy makers. It is important to design the QuantiFarm Policy Monitoring Tool in such a way that it is transparent and unbiased in its data collection and analysis and can be used by policy makers in a fair and balanced way. The QuantiFarm Policy Monitoring Tool will enable policy makers to assess the impact of DATs and gain valuable insights (at farm, regional and national levels). Consequently, they will be able to assess the intended policy outcome or enablers that can ultimately improve policy effectiveness.</p> <p>FILAGRO: Report designed for submission to the Managing Authority of the CAP in measures for supporting IT solutions in agriculture</p>
LINKED IPRs	NP: Copyright AUA: Copyright



Table 18: Partners input for KER 5

As presented in the exploitation strategy, QuantiFarm has also set a specific KPI for ensuring the identification and implementation of possible IPRs of the KERs launching in the market.

The KPI concerns the organisation of three (3) IP Strategy workshops (by FSH). The 1st IP Strategy Workshop took place last November. The remaining two workshops scheduled for M30 and M42 respectively:

#	Dissemination KPIs	Target	M1 - M18	M19 - M30	M31 - M42
D.5	Sustainability and internal communication				
D.5.3	Exploitation and IP strategy workshops	3	1	1	1

Table 19: IPRs relevant KPI



7. Conclusion

D6.1 "First Dissemination, Exploitation & Communication Plan" offered an overview of the communication, dissemination, and exploitation phases throughout the project's lifecycle. The purpose of this document was to present the initial DEC plan to be executed during the QuantiFarm project's first period, along with the tools employed to achieve DEC's KPIs and the project's audience.

The Second Dissemination, Exploitation & Communication Plan (D6.2) represents an updated version of the DEC plan, due by M18. Its purpose is to evaluate the current plan, identifying both the weaknesses as well as the strengths of the applied activities and tools. In conclusion, the plan establishes objectives and concrete actions to be taken beyond M18 until the third iteration (M36). The upcoming version will primarily aim to disseminate the scientific and technological findings generated through the 30 Test Cases, with a focus on stimulating interest in the TCs and widening participation of stakeholders in the project's undertakings and outcomes.



Annex A: Logo Variations



Annex B: QuantiFarm's covers



Annex C: Dissemination and Communication Material



Annex D: Meeting background



Annex E: Roll up Banner



Annex F: Posters



QuantiFarm

Assessing the impact of digital technology solutions in agriculture in **real-life** conditions

Digital Agriculture Technologies (DATs)

Range of DATs include:

- Farm management information systems
- Controlled traffic farming technologies
- Reacting and variable rate technologies
- Recording and mapping technologies
- Robotic systems and smart machines

DATs will be assessed and demonstrated via 30 Test Cases under real life conditions.

Main goals of using DATs

- Reduce inputs and costs
- Increase yields
- Increase environmental sustainability
- Reduce risks

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QuantiFarm

30 Test Cases

20 Countries

10 Biogeographical Regions

7 AgriFood Sectors

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QuantiFarm

Key Results

- Assessment Framework
- QuantiFarm Toolkit
- Behavioural Analysis
- QuantiFarm Digital Innovations Academy
- Policy Recommendations

Who will benefit?

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

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Annex G: Brochure



Annex H: Press Release Template



The image shows a press release template for QuantiFarm. It features a green header with the QuantiFarm logo and a footer with the website address. The main content area is white and contains a placeholder for the title and a large, faint watermark of the QuantiFarm logo. A disclaimer and the European Union funding logo are also present.

QuantiFarm

Place | Date

Title of the Press Release

QuantiFarm

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.

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Annex I: 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 J: 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 activities	joint



Annex K: 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_Epexeirein	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/UC7FTIRIffxxziqOfEkJwq6A?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



D6.2 Second Dissemination, Exploitation & Communication Plan

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-fNQiIA	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/



D6.2 Second Dissemination, Exploitation & Communication Plan

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.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/augmentaagr?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/AnamobClusterDevare	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



D6.2 Second Dissemination, Exploitation & Communication Plan

27 - KGZS	https://www.linkedin.com/company/kgzmb/	https://www.facebook.com/KGZMS/	https://twitter.com/kgzms?lang=en	N/A	https://www.youtube.com/channel/UCcfc1OeX3Iw4fxNSbKEpKQ	
28 - Terra	N/A	https://nep.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



Annex L: Featured articles in (industry) magazines and newspapers

The screenshot shows the website ypaithros.gr with a navigation bar in Greek and English. The main article is titled "QuantiFarm: Τα οφέλη της ευφυούς γεωργίας με... αποδείξεις" (QuantiFarm: The benefits of smart farming with... evidence). It is dated 9.12.2022, 9:08. Below the title is a photograph of a red tractor in a field with a drone flying above it. A small text block below the image reads: "Ενα ιδιαίτερα φιλόδοξο και με σημαντικές προοπτικές έργο για τον πρωτογενή τομέα της Ευρωπαϊκής Ένωσης ξεκίνησε από μια κοινοπραξία 32 εταιριών από 20 χώρες και συντονίστρια τη GAIA ΕΠΙΧΕΙΡΕΙΝ."

The screenshot shows the website agriculturaoggi.com with a navigation bar in Italian. The main article is titled "Progetto Quantifarm: apportare benefici con il digitale a servizio degli agricoltori!" (Project Quantifarm: bringing benefits with digital technology in service of farmers!). It is dated 28 Novembre 2022 and written by REDAZIONE ONLINE. Below the title is a photograph of a green field. A small text block below the image reads: "Si lavora per poter disporre di uno strumento, per valutare l'efficacia e le prestazioni degli strumenti digitali che si ripromettono di modernizzare l'agricoltura, rendendola più sostenibile. Il progetto Quantifarm vede all'opera 32 partner in 20 Paesi, da luglio 2022, e per un periodo di tre anni e mezzo. Tra i Partner del progetto figurano gli osservatori, Smart AgriFood e Food Sustainability, della School of Management del"

