D6.3 Third Dissemination, Exploitation & Communication Plan

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Acronym	QuantiFarm
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G.A. No.	101059700
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Contributor(s)	All partners
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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 third version of the plan, detailing current progress and future monitor (M33).

Document Revision History			
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QuantiFarm Consortium			
Partner Number	**Participant organisation name**	**Short name**	**Country**
1	GAIA EPICHEIREIN ANONYMI ETAIREIA PSIFIAKON YPIRESION (GAIA)	GAIA	GR
2	NEDERLANDSE ORGANISATIE VOOR TOEGEPAST NATUURWETENSCHAPPELIJK ONDERZOEK TNO	TNO	NL
3	POLITECNICO DI MILANO	POLIMI	IT
4	NEUROPUBLIC AE PLIROFORIKIS & EPIKOINONION	NP	GR
5	CONSULAI, CONSULTORIA AGROINDUSTRIAL LDA	CONSULAI	PT
6	CONFEDERAZIONE GENERALE DELL AGRICOLTURA ITALIANA	CONFAGRICOLTURA	IT
7	REFRAME.FOOD GREECE ASSOCIATION FOR ENTREPREUNERSHIP AND INNOVATION ASTIKI MI KERDOSKOPIKI ETAIREIA	RFF	GR
8	PETERSON PROJECTS BV	PETERSON	NL
9	LUONNONVARAKESKUS	LUKE	FI
10	GEOPONIKO PANEPISTIMION ATHINON	AUA	GR
11	OKYS LTD	OKYS	BG
12	COMITE DES ORGANISATIONS PROFESSIONNELLES AGRICOLE DE L UNION EUROPEENNE COPA ASSOCIATION DE FAIT	COPACOGECA	BE
13	COMITE EUROPEEN DES GROUPEMENTS DE CONSTRUCTEURS DU MACHINISME AGRICOLE	CEMA	BE
14	TEAGASC - AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY	TEAGASC	IE
15	INSTITUTO TECNOLOGICO AGRARIO DE CASTILLA Y LEON	ITACyL	ES
16	HORTA SRL	HORTA	IT
17	KATHOLIEKE UNIVERSITEIT LEUVEN	KUL	BE
18	DELPHY BV	DELPHY	NL
19	INSTITUT DE L'ELEVAGE	IDELE	FR
20	AUGMENTA AGRICULTURE TECHNOLOGIES MONOPROSOPI IDIOTIKI KEFALAIOUCHIKI ETAIREIA	AUGMENTA	GR
21	ASOCIATIA NATIONALA A INDUSTRIILORDE MORARIT SI PANIFICATIE DIN ROMANIA	ANAMOB	RO
22	UAB ART21	ART21	LT
23	AGROSMART SIA	AgroSmart	LV
24	BENCO BALTIC DOO ZA SAVJETOVANJE IUSLUGE	BENCO	HR
25	FARM FRITES POLAND DWA SPOLKA Z OGRANICZONA ODPOWIEDZIALNOSCIA	FFP2	PL
26	AGROMAIS PLUS COMERCIO E SERVICOSAGRICOLAS S.A.	AGROMAIS	PT
27	KMETIJSKO GOZDARSKA ZBORNICA SLOVENIJE KMETIJSKO GOZDARSKI ZAVOD MURSKA SOBOT	KGZS	SI
28	TERRA LITTERA DO0	Terra	RS
29	ANYSOLUTION SL	AnySol	ES
30	A.M. FILAGROTIKI SYMVOULEFTIKI LTD	Filagro	CY
31	AGRIDEA SCHWEIZERISCHE VEREINIGUNG	AGRIDEA	CH
32	FLOX limited	FLOX	UK

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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:

- **Behavioural 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. The second iteration evaluated the initial plan, identifying both strengths and weaknesses of the activities and tools applied. It also established objectives and concrete actions to be undertaken until the third iteration (M33).

The third version of the QuantiFarm DEC Plan includes key progress evaluations, strategic adjustments, and new initiatives to enhance communication, dissemination, and exploitation efforts.

Key Updates:

- Progress Evaluation & Monitoring:
  - Tracks Key Performance Indicators (KPIs) from M19 to M33.
  - Identifies strengths and areas for improvement.
- Strategic Adjustments:
  - Follows a phased approach, ensuring continuous updates until the final version (D6.4 at M45).
- New Activities & Achievements:
  - Launched the QuantiFarm Toolkit
  - Organized major events like the 1st EU-wide Train The Trainers (TTT) Workshop.
  - Formed new collaborations with key projects (e.g., CODECS, FARMTOPIA, FUTURAL, BEATLES).
  - Expanded industry presence in events such as Synergy Days 2024.

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    - Introduced the QuantiFarm Podcast Series featuring expert discussions.
- Improved Communication & Dissemination:
    - Increased social media engagement and exceeded planned KPIs.
    - Developed new materials (posters, brochures, newsletters).
    - Strengthened open-access dissemination of research findings.

The final DEC plan (D6.4), to be completed in M45, will consolidate insights from test cases and stakeholder feedback. It will focus on policy recommendations, training materials, and long-term stakeholder engagement.

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List of Abbreviations and Acronyms	
AKIS	Agricultural Knowledge and Innovation Systems
CAP	Common Agriculture Policy
CMYK	Cyan, Magenta, Yellow, Key
DATSs	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

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1. Introduction

1.1. Project Summary

The QuantiFarm project focuses on supporting the further development of Digital Agriculture Technology Solutions 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 has been 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.

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 (DATSs)** 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 addresses the need for independent quantitative and qualitative assessment of the costs, benefits and sustainability gains of DATs and established an assessment framework and developed innovative tools, services and recommendations for farmers, advisors, and policy makers.

1.2. Project aims and outcomes

The QuantiFarm bringing together experts in **DATSs** (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., behavioural analysis, business performance metrics, social studies, marketing).

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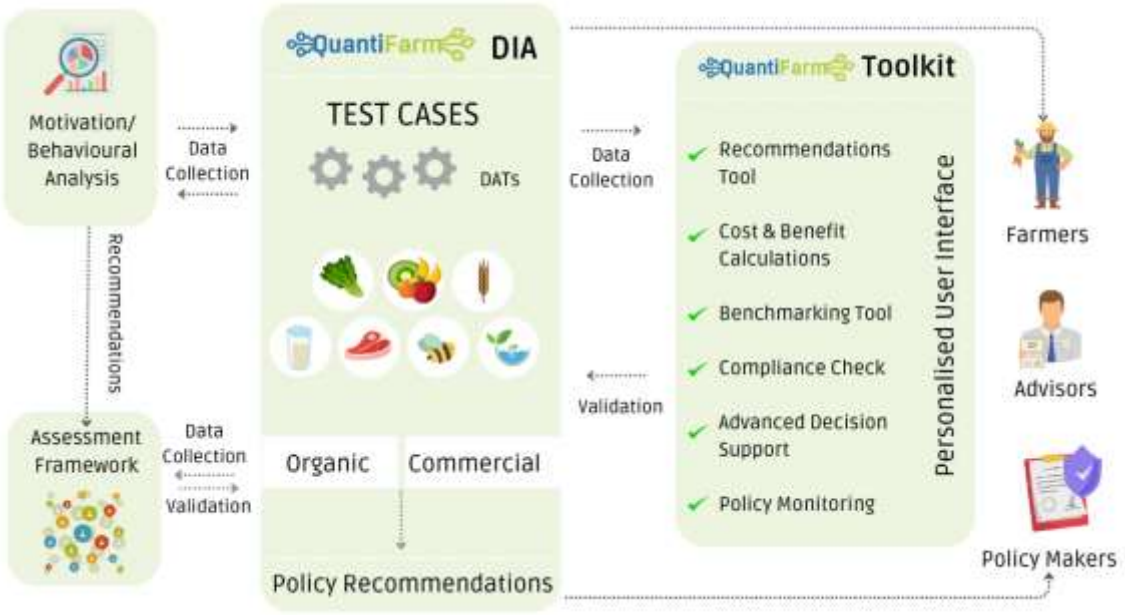

Figure 1: Overview of QuantiFarm concept and methodology

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

- **Behavioural 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.
- **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 behaviours).

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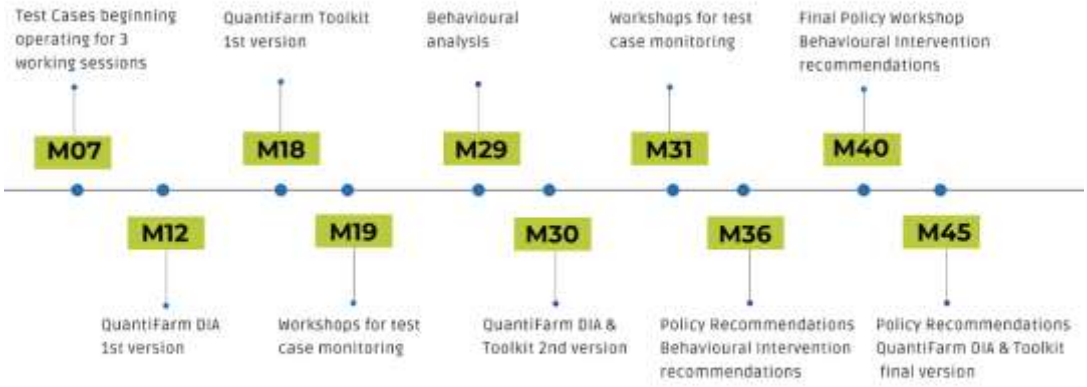

Figure 2: QuantiFarm Timeline

1.3. QuantiFarm Consortium

The QuantiFarm consortium incorporates all relevant actors in the agri-food value chain that are necessary to reach the project objectives and is well balanced in terms of consortium partners' expertise, type of entity, and geographical distribution. It consists of 32 partners, representing universities, research institutes, agri-cooperatives and farmers, farmers' advisors, DIHs, DATs providers, software developers, certifications bodies and policy makers. This multiactor approach is essential in order to bring together all the related stakeholders and engage them in co-designing and validating a) an assessment framework for assessing the impacts of DATs in agriculture and b) a set of innovative tools, services and recommendations for farmers, advisors and policy makers, aiming to enable the further deployment of digital and data technologies in agriculture as key enablers for enhancing the sustainability (economic, environmental and social) performance and competitiveness of the sector.

To materialise its objectives, QuantiFarm will bring together (some partners belong to more than one category):

- **8 European research institutes and universities** (TNO, POLIMI, LUKE, AUA, TEAGASC, ITACyL, KUL, IDELE) with significant research capacity in economics, motivations and behaviour analysis, assessment of digital technologies, advisors' training, policy design and sustainable innovation and DATSs.
- **6 farmers associations and organisations representing farmers** (GAIA, Confagricoltura, CopaCogeca, ANAMOB, AGROMAIS, FFP2), engaging farmers in working in the TCs, co-designing and testing the key project outcomes and participating in the Demo events.
- **10 advisory organizations and DIHs** (GAIA, CONSULAI, RFF, AUA/TITANIUS, AGRIDEA/ EUFRAS, Teagasc, Delphy, KGZS, Terra, Filagro) with vast experience in agrifood related sectors providing services, consulting, transfer of knowledge, technologies and innovation.
- **8 technology/AgriTech SMEs** (NP, OKYS, HORTA, FLOX, Art21, AgroSmart, BENCO, AnySol), highly experienced in developing DATs and platforms.
- **1 Policy Maker** (ITACyL) and **3 "Policy Influencers"** (CopaCogeca, CEMA, AGRIDEA/EUFRAS) which represent European farmers, advisors and machinery manufacturers in all public consultations regarding policy making in agrifood sector, in order

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to validate the policy recommendations and tools and achieve an increase in awareness among a great number of policy makers.

- **1 Certification Body** (Peterson) with more than 140 years of experience in testing, inspection and certification in the agriculture sector globally.

1.4. Deliverable Overview and Report Structure

1.4.1. Document Overview

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, M33) to oversee its meticulous realization. It is imperative to note that this represents the third, refined iteration of the deliverable.

1.4.2. Report Structure

The present Deliverable D6.3 Third Dissemination, Exploitation & Communication Plan is developed within the framework of T6.1: Dissemination, Exploitation & Communication Plan of WP6: – Communication, Community Building & Exploitation. The aim of the deliverable is to integrate the overall strategy of QuantiFarm, from day one, to define the goals of DEC activities, to identify the most efficient means to achieve them, and decompose them into a detailed implementation plan.

To this end, the DEC plan sets out the objectives, tools, materials, and channels to be exploited to effectively spread QuantiFarm activities, achievements and tangible results to targeted audiences.

Additionally, the QuantiFarm DEC Plan also aims to set the pace and a number of foreseen activities in order to place the cornerstone for the successful targeting all relevant actors with tailored messages and means leading to maximum actors' involvement and alignment, as well as to link QuantiFarm with other projects and initiatives.

For the QuantiFarm purposes, it is needed to build a vibrant ecosystem around the project. To do this, identified stakeholders have been approached to create links among them and at the same time facilitating synergies with relevant EU R&D projects, organisations and initiatives in order to complete the W6 aim of Liaisons with other Projects, Networks & Platforms.

This document (D6.3) continues to act as a reference point to all QuantiFarm's partners when carrying out DEC activities related to the project. The first version, D6.1, was delivered in M03 and D6.2 in M18. This deliverable, D6.3, is the reporting period update in M33 (version 3) and will be followed by and the final version of the DEC plan (D6.4) in M45 presenting the project's dissemination, exploitation and communication plan, including the results of their deployment.

The DEC PLAN D6.3 is outlined in 5 chapters, structured to appropriately present the overall QuantiFarm DEC objectives, strategy, target audiences, tools and means, channels and material for an efficient and effective implementation of dissemination, communication, and exploitation activities within and after the project lifespan.

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Table 1: Adherence to QuantiFarm GA Deliverable & Tasks Descriptions

QuantiFarm Component Title	QuantiFarm Component Outline	Respective Document Chapter(s)	Description
DELIVERABLE			
Deliverable D6.3 Third Dissemination, Exploitation & Communication Plan presenting the project's dissemination, exploitation, and communication plan, including the results of their deployment.			
D6.3 Third Dissemination, Exploitation & Communication Plan	QuantiFarm Introduction	Chapter 1	Describes the QuantiFarm project, consortium
	DEC Methodology and Approach	Chapter 2	Describes DEC Methodology and Approach & DEC Time plan, target groups and key messages
	QuantiFarm Dissemination Activities	Chapter 3	Describes QuantiFarm's Dissemination Measures & activities & Partners' Dissemination KPIs
	QuantiFarm Communication Activities	Chapter 4	Describes QuantiFarm's Communication Measures & Tools and Partners' Communication KPIs
	QuantiFarm Exploitation Activities	Chapter 5	Describes QuantiFarm L's exploitation strategy and project KERs, IP strategy, and sustainability

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2. DEC Methodology and Approach

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

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.

1. **Objectives:** The DEC plan will elaborate upon clear and measurable objectives that will be achieved through the implementation of communication, dissemination and exploitation measures.
2. **Stakeholders & Strategy:** Identification of target groups and key messages for effective communication strategy.

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3. **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.

4. **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 paragraph 2.5.

2.1. QuantiFarm DEC Time Plan

A division of the DEC plan into four phases (Figure 4) 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 4: 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 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:

- Generate and retain leads by providing up-to-date valuable content.
- Diffuse scientific and technological information by participating in events.

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- 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-M45)

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.

Phase 4: Post-project dissemination and communication (5.5 years after the project completion)

RFF 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, updated in M18 and will be further updated and finalized in M45. The strategy will provide various tools to achieve the aforementioned goals.

2.2. QuantiFarm DEC Target Groups and messages

2.2.1. 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 (Figure 5) and the general breakdown of activities and channels meant to engage each group have been defined (Figure 6).

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

Figure 5: Target groups and their key messages

QuantiFarm

D&C Activities & Channels	TARGET GROUPS: Framers & Agri-Cooperatives	Extension & Advirsory 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				✓	✓

Figure 6: 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.

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- 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.

2.3. QuantiFarm DEC Objectives & KPIs

2.3.1. Dissemination Objectives

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.

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.

2.3.2. Communication Objectives

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.

2.3.3. 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,

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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.
- 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.

2.3.4. EC Tools Exploitation Objectives

QuantiFarm takes advantage of several tools offered by the European Commission to support dissemination (D), exploitation (E) and communication (C) of the project's results.

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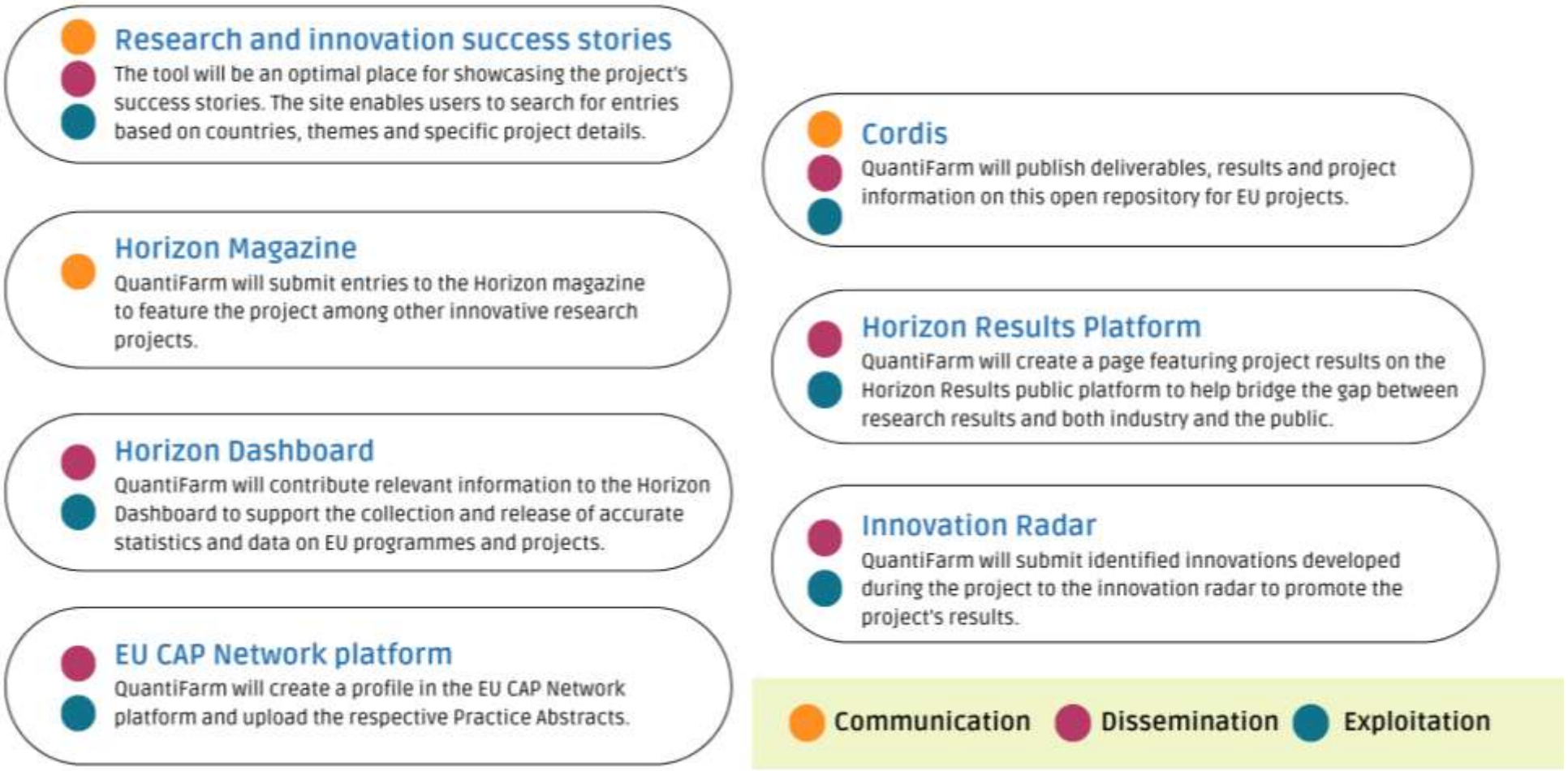

Figure 7: EC Tools

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2.4. Multi Actor Approach

2.4.1. Multi-actor approach methodology

QuantiFarm uses 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 also extends 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.

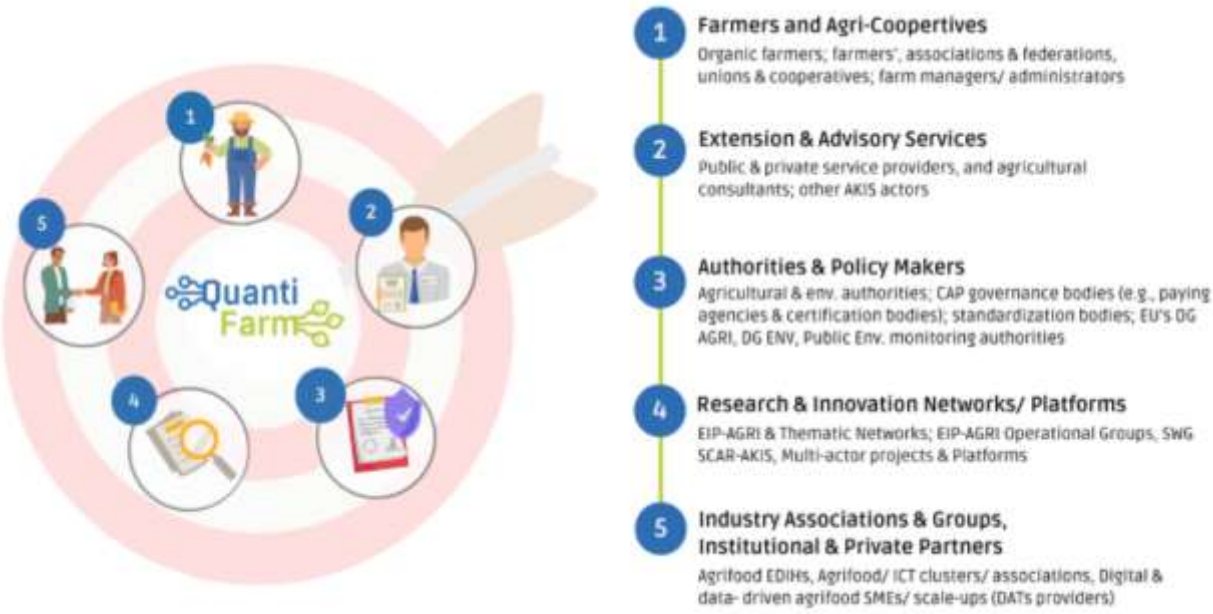

Figure 8: QuantiFarm multi-actor approach

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 catalyses 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,

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QuantiFarm ensures that its innovations are not one-size-fits-all but rather attuned to the complexities of the real world.

3. Gender Equity Approach: A key pillar of QuantiFarm's inclusivity is its commitment to gender equity. By actively integrating gender perspectives into its framework, the project ensures balanced participation and representation across all activities. This approach is particularly evident in its communication and dissemination efforts, where targeted outreach strategies are employed to engage and empower underrepresented groups. By addressing gender disparities, QuantiFarm not only strengthens the impact of its initiatives but also contributes to a more equitable and sustainable agricultural innovation ecosystem.
4. 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.
5. 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.
6. 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.
7. 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.

2.4.2. Multi-actor approach implementation

At the heart of the MAA this reporting period in QuantiFarm was continuous engagement through participatory workshops, field demonstrations, and co-creation sessions. These activities facilitated knowledge exchange and enabled stakeholders to provide direct feedback on digital agriculture technology solutions designed to improve agricultural productivity and sustainability. By leveraging real-world experiences from farmers and agronomists, the project ensured that digital solutions were not only technically robust but also practical and user-friendly.

Policymakers and agricultural advisors played a crucial role in aligning the project's outputs with broader agricultural policies and regulations. Their involvement helped in shaping recommendations that support the adoption of digital technologies at both national and European levels. Additionally, technology providers and developers benefited from direct interactions with end-users, allowing them to tailor their solutions to better meet farmers' needs.

A key component of the MAA in QuantiFarm was the establishment of test cases across different biogeographical regions. These pilots served as real-life testing grounds where stakeholders could collaboratively assess the effectiveness of digital tools in varying agricultural settings. The iterative feedback loop established through these pilot cases allowed for the refinement of technologies, ensuring their scalability and adaptability to different farming conditions.

Moreover, the project placed a strong emphasis on communication and dissemination. Through stakeholder meetings, webinars, and digital platforms, QuantiFarm ensured that insights gained from the MAA were widely shared, promoting a broader understanding of digital transformation in agriculture.

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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.

2.4.3. Key Scenarios

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

Figure 9: 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

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

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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.

2.5. Planning and Reporting procedures

2.5.1. Planning and Reporting procedures

The first reporting period, from month 1 (July 2022) to month 18 (December 2023), of the project was fundamental for establishing connections and building interest around the project and used to:

- Map stakeholders and their needs that must be addressed;
- Develop the project's website, visual identity, communication materials and social media channels;
- Establish and implement the protocol for deciding events, publications and identifying synergies;

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- Begin outreach to other projects, initiatives;
- Participate in events and publish press-releases and newsletters;
- Familiarize partners with all communications channels, templates, and protocols.

Event and communication reporting

During the first months of the project, the seamless execution of timely reporting and effective monitoring for all dissemination and communication activities was of paramount importance. To facilitate this process, RFF devised an online form, exemplified below, to systematically gather input

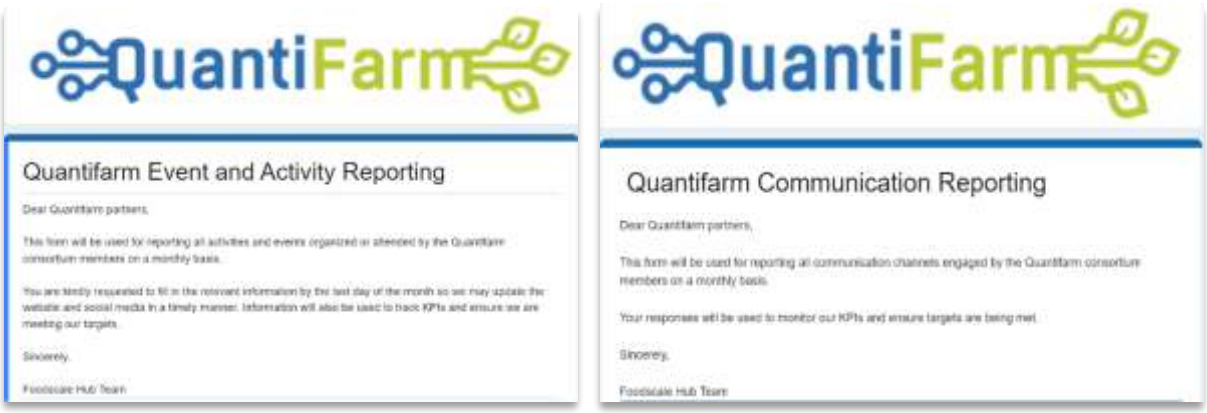

Figure 10: Old Google forms for collecting partner information regarding events and communication

from our consortium partners. This form was designed to capture the intricacies of their undertaken measures while ensuring a streamlined reporting structure. Within this framework, partners were entrusted with the responsibility of furnishing comprehensive feedback on their dissemination and communication endeavours monthly. This practice allowed for a meticulous tracking of project progress and a real-time assessment of the alignment between planned activities and actual implementation.

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

Figure 11: Old form for consolidating partner input regarding events participation.

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

Figure 12: Old Form used for tracking partner's communication activities.

Figure 13: New Form for tracking partner's event planning

However, as the project evolved, the need for an even more refined and collaborative approach to KPI reporting was recognized. As a result, a transition was made from the initial online form to a more interactive and adaptable tool, constructed using Google Spreadsheets. This solution fostered enhanced communication and collaboration between partners, facilitating a more robust data exchange process for the measured outcomes. This strategic shift empowered partners to provide granular insights into their progress. This iterative process ensures that KPIs remain aligned with project objectives, ultimately contributing to more effective impact measurement and strategic decision-making. Still, each month, all partners are requested to update this online inventory of any communication or dissemination activities and deposit corresponding promoting material such as photos, reports, etc. in a designated folder. This procedure has proven that it reinforces accountability and engagement with the dissemination and communication process. RFF is responsible for monitoring the KPIs on a monthly basis and give updates to the rest of the partners at relevant meetings. In case, significant, or repeated deviations are recorded from certain partners, the coordinator will be officially informed. Deviations will have to be justified, discussed among partners, and changes on the DEC strategy will be reported on the updated versions of the DEC plan. In total, this online google spreadsheet has been developed and uploaded on the project's shared Drive and is available to all partners. The spreadsheet includes the following:

- Sheet 1: Instructions - The workbook provides instructions, a description of the KPIs, the breakdown per reporting period and a sheet dedicated to each partner. In each spreadsheet, the respective participating organisation can see the KPIs assigned to them, and the dissemination and communication activities that need to be reported, accordingly, per month of action.

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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 activty (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 14: Instruction for the new reporting form

Sheet3: KPIs clarification provides detailed description of the KPIs and clarifications about them together with instructions for the proper implementation

#	Dissemination KPIs	Target	Explanation
D1	High-level events and campaigns		
D1.1	Live, digital and industry events	25	Participation in live, digital and industry events where partners present the results of QuantiFarm activities. For live events, this could be a stand or booth where the project banner should be visible to visitors and where project material (brochures, factsheets, etc.) could be distributed and project videos shown or a speech about QuantiFarm activities, panel discussion etc. Any participation in events should be accompanied by supporting material. The links of the events alone are not proof of your participation. In specific: For participation in live events etc. ⇨ If you participate actively in an event such as presenting the project or taking part in a panel discussion, please provide photos (of you), an agenda or any other material that confirms your participation. ⇨ If you participate in an event without any active involvement, please provide photos (of you) and/or any other material supporting the organization of the event.
D1.2	Demo events with cross visits	30	Organising demonstration events across 10 test cases with reciprocal visits. The project outputs will be showcased by each test case through a Demo Event scheduled for the last two reporting periods of the project. These events will involve the participation of farmers from the surrounding regions.
D1.3	Annual workshops (2 per year)	6	Organisation of annual workshops
D1.4	EU-wide training workshops for advisors	2	DIA will organize two (2) EU-wide training workshops for advisors, gathering participants from all relevant TCs at the European level.
D1.5	Policy focused events	3	The organization of policy-focused events will bring together all interested parties from targeted policy areas (agriculture, environment, and climate) with the aim of engaging them in dialogue. A final event for policymakers and key stakeholders will be held at CopaCogeca facilities in Brussels on M40
D1.6	Webinars with a national focus on DIA	10	Organisation of webinars with a national focus on the Digital Innovation Academy in countries where the Test Cases (TCs) are led by advisors or DIHs, offering training in the local language
D2	Scientific and policy briefs		
D2.1	Peer-reviewed papers	8	Publication of peer-reviewed papers by TNO, POLIMI, LUKE, AUA, Teagasc, and KUL. These papers should be published in peer-reviewed scientific journals. Publications in peer-reviewed journals are scholarly articles or papers that have undergone a rigorous evaluation process by experts in the relevant field before being accepted for publication
D2.2	Policy recommendations	5	Preparation of sets of policy recommendations by TNO, Confagricoltura, LUKE, CopaCogeca, and CEMA. Building on the results of the behavior analysis, QuantiFarm will compile a set of recommendations on policy interventions aimed at enhancing stakeholder engagement in decision-making and the utilization of DATSs. The focus will be on non-financial barriers and enablers, as well as the broader context within which farmers operate and make decisions regarding the adoption and utilization of DATSs
D2.3	Conference contributions	10	Conference contributions featuring presentations of QuantiFarm project results

Figure 15: KPIs clarification

Sheets 4 through 34: 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

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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.

Figure 16: 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. RFF 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.

2.6. 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 Tables 2 and 3. 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.

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Table 2: Completed, Ongoing and Uncompleted Dissemination KPIs

#	Dissemination KPIs	Target	Target for M1 - M33	Achieved	Completed
D.1	High-level events and campaigns				
D.1.1	Live, digital and industry events	25	15	51	☑
D.1.2	Demo events with cross visits	30	0	0	☑
D.1.3	Annual workshops	6	4	7	☑
D.1.4	EU-wide training workshops for advisors	2	2	2	☑
D.1.5	Policy focused events	3	2	4	☑
D.1.6	Webinars with a national focus on DIA	10	0	2	☑
D.2	Scientific and policy briefs				
D.2.1	Peer-reviewed papers	8	3	3	☑
D.2.2	Sets of Policy recommendations	5	0	0	☑
D.2.3	Conference contributions	10	5	15	☑
D.3	Community and ecosystem building				
D.3.2	Digital Ag 360deg podcasts (2 series, 7 episodes/series	15	7	8	☑
D.4	Networking and synergies and liasion activities				
D.4.1	Joint press releases and statements	2	2	13	☑
D.4.2	EIP-AGRI Practice Abstracts	30	15	22	☑
D.4.3	MoUs/LoIs with R&I Networks/platforms, industry assoications and groups	20	15	18	☑
D.5	Sustainability and internal communication				
D.5.1	Catalogue of TCs study portraits (30TCs)	1	1	1	☑
D.5.2	QuantiFarm booklet	1	0	0	☑
D.5.3	Exploitation and IP strategy workshops	3	2	1	☑

Table 3: Completed, Ongoing and Uncompleted Communication KPIs

#	Communication KPIs	Target	Target M1 - M33	Achieved	Completed
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	234	704	☑
C.2.2	QuantiFarm videos	10	6	18	☑
C.2.3	Editorial backlink in top-tier online magazine outlets	32	20	38	☑
C.3	Press Outreach and Event Planning				
C.3.1	Press releases	1	2	2	☑
C.3.2	Spotlight on... (fireside chats with experts and policy offi	10	0	1	☑
C.3.3	Media speeches and interviews (tv/radio)	4	3	3	☑
C.3.4	Featured articles in (industry) magazines and newspape	10	6	29	☑

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3. Dissemination Activities

The main objective of the QuantiFarm dissemination strategy is to ensure the project's outcomes, knowledge, and opportunities are effectively diffused to the appropriate target communities, making research results widely accessible. More specifically, the dissemination strategy's objectives are to:

- Introduce the QuantiFarm toolkit to facilitate dissemination, communicate project results and increase visibility among key stakeholders.
- Promote synergies with other research, policy, and communication initiatives, taking advantage of existing dissemination networks and channels.
- Engage targeted audiences to get feedback, validate and ensure broad applicability, replication and scalability of the project's results.
- Align and integrate dissemination, communication, ecosystem building activities with exploitation and business modelling processes to allow scale up of outputs.
- Support continual exploitation of project results in research, public policy, and other relevant driven initiatives.

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3.1. Dissemination KPIs

Table 4: Dissemination KPIs per partner

	Dissemination KPIs	Target	GAIA	TNO	POLIMI	NP	Consulai	Confagricoltura	FSH	Peterson	LUKE	AUA	Okys	CopaCogeca	CEMA	Teagasc	ITACyL	HORTA	KUL	Delphy	IDELE	Augmenta	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**	**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
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, POLIMNI, 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 liasion activities**																																	
D.4.1	Joint press releases and statements	**8**							8																									
D.4.2	EIP-AGRI Practice Abstracts	**20**	10						20																									
D.4.3	MoUs/LoIs with R&I Networks/platforms, industry assoications 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																									

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The expected Dissemination KPIs that will be achieved in the second reporting period are presented in the following table, and KPIs that are achieved so far (M33) are also reported.

Table 5: QuantiFarm Dissemination KPIs - Target RP2 and achieved

#	Dissemination KPIs	Target M1-M45	Target M19 - M33	Achieved M19-M33	Achieved M1- M33
D.1	**High-level events and campaigns**				
D.1.1	Live, digital and industry events	**25**	9	**34**	**51**
D.1.2	Demo events with cross visits	**30**	0	0	0
D.1.3	Annual workshops	**6**	2	**3**	**8**
D.1.4	EU-wide training workshops for advisors	**2**	1	**2**	**2**
D.1.5	Policy focused events	**3**	0	**2**	**4**
D.1.6	Webinars with a national focus on DIA	**10**	0	2	2
D.2	**Scientific and policy briefs**				
D.2.1	Peer-reviewed papers	**8**	3	**3**	**3**
D.2.2	Sets of Policy recommendations	**5**	1	0	0
D.2.3	Conference contributions	**10**	5	**15**	**15**
D.3	**Community and ecosystem building**				
D.3.1	Digital Ag 360deg podcasts (2 series; 7 episodes/series)	**15**	7	**7**	**8**
D.4	**Networking and synergies and liasion activities**				
D.4.1	Joint press releases and statements	**2**	3	**11**	**13**
D.4.2	EIP-AGRI Practice Abstracts	**30**	15	**22**	**22**
D.4.3	MoUs/LoIs with R&I Networks/platforms, industry associations and groups	**20**	10	**13**	**18**
D.5	**Sustainability and internal communication**				
D.5.1	Catalogue of TCs study portraits (30TCs)	**1**	1	**1**	**1**
D.5.2	QuantiFarm booklet	**1**	0	0	0
D.5.3	Exploitation and IP strategy workshops	**3**	1	**1**	**1**

3.2. Dissemination Measures and Tools

The Dissemination measures of QuantiFarm refers to target groups such scientists, authorities, policy makers, industry, sectors of interest and is based on customised measures that includes publications, capacity building & Policy contribution.

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3.2.1. High-level events and campaigns

The high-level events and campaigns encompass a diverse range of activities aimed at fostering engagement, knowledge sharing, and policy dialogue. These include live, digital, and industry events designed to connect stakeholders and stimulate meaningful interactions. Demo events with cross visits offer hands-on experiences and opportunities for participants to learn from real-world applications. Annual workshops, held twice a year, provide in-depth discussions on emerging trends and best practices. Additionally, EU-wide training workshops for advisors are organized to enhance capacity building and professional development. Policy-focused events aim to bridge the gap between research and policymaking, fostering informed decision-making. Complementing these initiatives are webinars with a national focus on Digital Innovation Academy (DIA), tailored to address country-specific challenges and opportunities. Collectively, these events and campaigns drive impactful dissemination and knowledge exchange across QuantiFarm target groups.

Table 6: D1 High – level events and campaigns per reporting period

#	Dissemination KPIs	Target M1-M18	Target M19-M33	Target M33-M45	Target M1-M45
D1	**High-level events and campaigns**				
D1.1	Live, digital and industry events	6	9	10	25
D1.2	Demo events with cross visits			30	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

3.2.1.1. D.1.1 Live, digital and industry events

Participation in live, digital, and industry events played a crucial role in fostering collaboration, knowledge exchange, and visibility within the agricultural and agri-food sectors. Seventeen (17) members of the QuantiFarm consortium participated in fifty (50) high-level events, **exceeding the initial target** for the entire duration of the project. This achievement was driven by the impactful results of QuantiFarm and the strong interest in its target groups and ecosystem.

Achievements so far

GAIA demonstrated consistent involvement by participating in major exhibitions, including the Agrotica Exhibition (October 2022 **and January 2024**), Agrothessaly Expo (March 2023), and the 9th

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Panhellenic Congress on Greek Agriculture (July 2023), effectively presenting QuantiFarm's results to the Greek agricultural community.

Figure 17: GAIA Epicheirein at Agrotica Exhibition 2024

POLIMI leveraged its role to disseminate QuantiFarm's findings by organizing or participating in pivotal conferences, such as the Annual Conference on Smart Agrifood Observatory (March 2023 and **March 2024**), as well as workshops focused on food sustainability and digital maturity in agriculture.

Figure 18: POLIMI at Smart Agrifood Observatory Annual Conference 2025

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NP actively participated in various national and international exhibitions, including Zootechnia (February 2023 and **January 2025**) and the International Agricultural Fair in Novi Sad (**May 2024**).

Figure 19: Neuropublic at Zootechnia 2025

RFF contributed to cross-border knowledge sharing by attending the AgriFood Forum in Lithuania (November 2022) and actively participating in Synergy Days events (October 2023 and **October 2024**), fostering international collaboration and networking

Figure 20: RFF and GAIA members at Synergy Days 2024

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The Synergy Days 2023 event held in Thessaloniki on October 4th and 5th, 2023. By participating in this event, QuantiFarm demonstrated its dedication to constant collaboration and innovation. This occasion provided an excellent opportunity to cultivate new relationships and form meaningful connections. The conference drew over three hundred participants from Europe, providing an occasion to discuss the future of agriculture's digital technologies. The event offered opportunities for face-to-face meetings with partners and exchanging constructive ideas for our project and future collaboration. QuantiFarm showcased their contribution, 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 21: QuantiFarm at Synergy Days 2023

QuantiFarm actively participated in the Synergy Days Conference held on **October 14–15, 2024**, at the World Trade Centre in Barcelona. This annual event, organized by SmartAgriHubs, brought together over 400 participants from the agri-food sector, including 40 European research projects and European Digital Innovation Hubs, to discuss and showcase advancements in digital agriculture.

A highlight of QuantiFarm's involvement was the workshop titled "An All-in-One Service for Digital Agriculture Technology Solutions," presented by NEUROPUBLIC. This session attracted over 50

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stakeholders who explored the toolkit's features, learning how its digital solutions empower farmers and agronomists by simplifying data collection, enhancing decision-making, and optimizing farm management practices. QuantiFarm's influence extended to the Smart Farming panel, moderated by Vanja Bišević (CEMA), where Filippo Renga from Politecnico di Milano, one of our esteemed partners, contributed to a discussion alongside experts from the European Commission's DG AGRI and ANSEMAT. This session explored how cutting-edge technologies are shaping the future of sustainable agriculture, emphasizing the importance of collaboration among technology providers, farmers, and policymakers.

Figure 22: Workshop "An All-in-One Service for Digital Agriculture Technology Solution

Figure 23: Coordinator Dionysios Solomos (GAIA EPICHEIREIN) delivering a pitch on QuantiFarm

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HORTA engaged with industry stakeholders through specialized events such as Agrilevante (October 2023) and Il filo rosso del pomodoro (November 2023), emphasizing advancements in crop-specific technologies.

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.

Figure 24: ANAMOB at InnopRo 2024

Other organizations, **including Confagricoltura, KGZS, AGRIDEA, and TERRA**, played pivotal roles by participating in high-profile events such as Vinitaly, the G7 Agriculture Summit, and various international conferences. **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.

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Figure 25: Confagricoltura at Vinitaly in 2024

Collectively, these participations reflect a dynamic engagement strategy, effectively promoting QuantiFarm's results and fostering cross-sectoral collaboration.

3.2.1.2. D.1.2 Demo events with cross visits

The organization of demo events is related to the Task T4.3 Demonstration Events Implementation and Evaluation led by Confagricoltura. This task from WP 4 - Testing and Assessment of Digital Technologies in Real Conditions, led by CONSULAI, focuses on the organization of Demo Events to showcase the implementation of DATs in real-world conditions. The goal is to provide farmers, advisors, and stakeholders with first–hand experience of DATs' benefits, costs, and sustainability impacts. These events will take place across 30 TCs in different European regions between January 2025 and January 2026, allowing for broad knowledge exchange and adoption stimulation.

During the Demo Events, the QuantiFarm Toolkit will be presented, offering training sessions for participating farmers. Additionally, at least one farmer or advisor from each TC will attend a Demo Event in another country to observe different DATs applications and farming practices, enhancing cross–border knowledge transfer.

Achievements so far

Significant progress was made in implementing the Demo Events during the second reporting period. Confagricoltura played a key role in this process by preparing comprehensive instructions and a detailed manual to guide the organization of these events, ensuring a standardized and effective approach across different locations. Additionally, RFF contributed by developing a robust communication strategy tailored to maximize outreach and engagement for the Demo Events, enhancing their visibility and impact.

To facilitate farmer participation, an innovative online tool was developed, allowing them to easily browse and select test cases of interest while indicating their preferred time slots for attendance. This

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tool not only streamlines the registration process but also improves event planning by aligning demonstrations with farmers' availability.

Furthermore, two dedicated workshops were conducted to provide Test Case Leaders with in-depth guidance on organizing the Demo Events. These workshops served as a platform for knowledge exchange, best practice sharing, and addressing potential challenges in event execution.

The targeted KPI is scheduled for implementation in the second semester of 2025 and is expected to be achieved in the following reporting period, marking a significant milestone in the project's progress.

3.2.1.3. D.1.3 Annual workshops

A total of eight (8) workshops have taken place since the start of the project, with three (3) of them occurring in the second reporting period, thereby **exceeding the initial target**.

Achievements so far

At the Synergy Days Event 2023, the POLIMI team presented the QuantiFarm evaluation framework, designed to quantify the impact and effectiveness of digital solutions in agriculture. AGRIDEA conducted a successful workshop titled "Digitalisation Today" at the IALB conference 2023 in Dresden. In December 2023, our partners GAIA EPICHEIREIN and NEUROPUBLIC SA jointly organized a workshop called "Digital Agriculture Solutions and Training Needs of Agricultural Advisors." ANAMOB held a two-day workshop with young farmers on digital agriculture. The main topics covered during the workshop included an overview of the QuantiFarm project and an on-farm demonstration with DATSs on board. On September 13, 2023, CONSULAI participated in the Ciosta XL conference, which focused on the sustainable socio-technical transition of farming systems. Earlier in the year, on January 6, 2023, ITACyL organized a workshop in Villoria (Salamanca), engaging 32 farmers in the use of the Sativum tool. Additionally, on October 14, 2024, NP contributed to Synergy

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Days 2024 by showcasing the "Toolkit," further promoting QuantiFarm's innovative practices within the agricultural sector.

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

Comprehensive EU-wide training workshops are planned to be organized specifically for advisors, bringing together participants from all relevant test cases from QuantiFarm. These workshops will serve

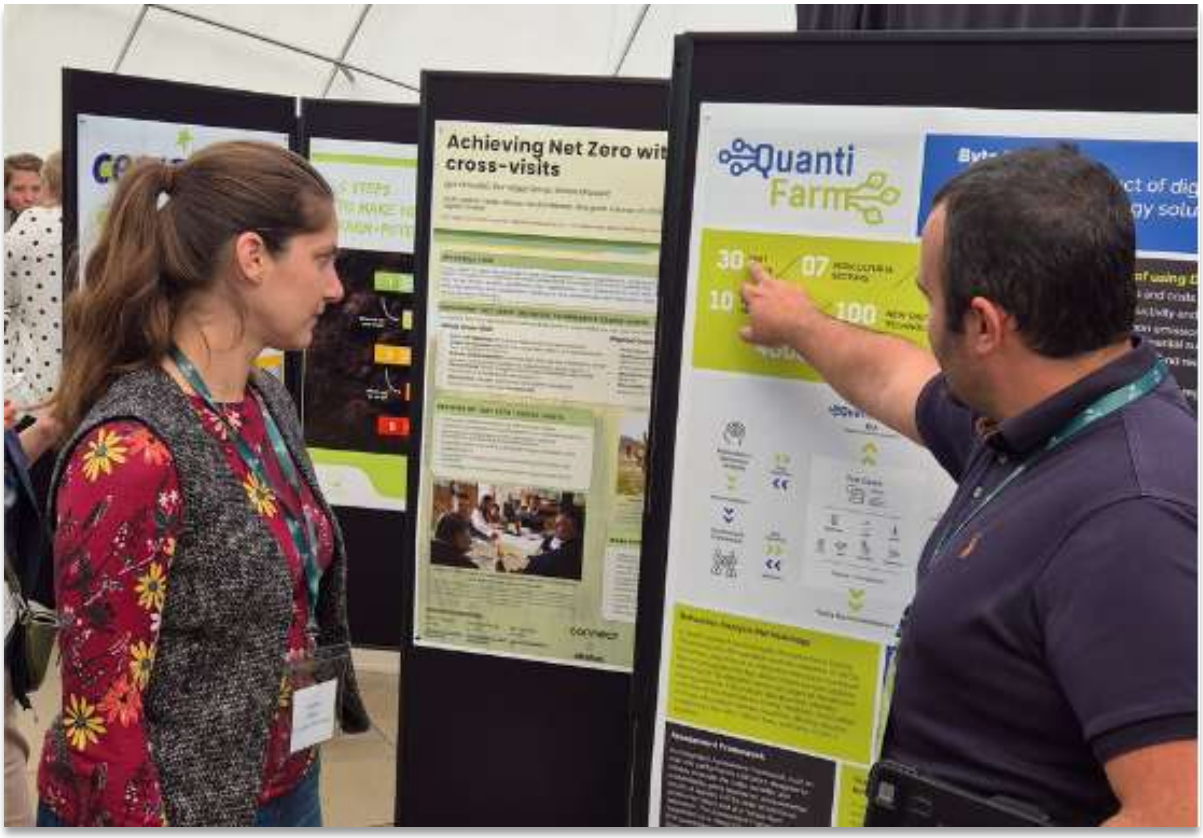

Figure 26: AGRIDEA at the IALB conference 2023

as a platform for knowledge exchange, capacity building, and best practice sharing among participants. The training sessions will cover key aspects related to the test cases and DATSs, ensuring that participants gain valuable insights, practical skills, and a deeper understanding of the methodologies and frameworks applied at the European level.

Achievements so far

On June 28, 2024, GAIA successfully hosted the 1st EU-wide Train the Trainers (TtT) Workshop, bringing together trainers and experts from across Europe. This event aimed to equip participants with essential skills and methodologies to enhance digital education and promote innovation.

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Figure 27: 1st EU-wide Train the Trainers (TtT) Workshop in 2024

On November 2024, in collaboration with EUFRAS, GAIA organized an EU-wide online training workshop on Digital Advanced Training Systems (DATSs), providing valuable insights into the latest digital agriculture technology solutions. Participants explored:

- Factors influencing the adoption of DATSs by farmers
- Various categories of DATSs and their potential benefits
- The QuantiFarm toolkit and its personalized advisory services
- Strategies to support farmers in utilizing DATSs in real-life conditions

3.2.1.5. D.1.5 Policy focused events

The organization of policy-focused events will serve as a platform for bringing together all relevant stakeholders from key policy areas, including agriculture, environment, and climate. These events will facilitate meaningful discussions, knowledge exchange, and collaboration among policymakers, industry representatives, researchers, and other interested parties. The objective is to foster dialogue on critical policy issues, share best practices, and explore innovative solutions to current challenges.

As part of this activity, a final high-level event will be convened specifically for policymakers and key stakeholders. This culminating gathering will take place at the Copa-Cogeca facilities in Brussels during Month 42 (M42) of the project timeline. It will provide an opportunity to present key findings, discuss policy recommendations, and strengthen partnerships to support effective policymaking in the targeted sectors.

Achievements so far

QuantiFarm has actively contributed to key policy discussions through a series of dedicated events aimed at assessing the impact of digital technologies in agriculture and fostering dialogue between policymakers, industry stakeholders, and researchers. These events have provided valuable insights into the challenges and opportunities of digitalization in farming, helping shape future policies and initiatives.

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The engagement began with **Confagricoltura's** event on **December 6, 2022**, titled **"QuantiFarm Policy Event and EU Projects."** This gathering brought together experts from the agricultural sector, EU policymakers, and digital technology providers to discuss how ongoing EU projects, including QuantiFarm, can support sustainable farming. Participants exchanged views on policy needs and digital adoption strategies, highlighting best practices and key challenges. *(More details: Invitation Workshop)*

On **November 21, 2023**, **CEMA** hosted a session at the **AgriFood Innovation Event** titled **"Assessing the Impact of Agricultural Digital Technology Solutions: EU Project QuantiFarm."** This event focused on evaluating the real-world impact of digital solutions in agriculture, showcasing insights from QuantiFarm's case studies. Participants examined how digital tools influence farm productivity, sustainability, and economic viability, contributing to ongoing discussions about policy frameworks that support their adoption. *(More details: AgriFood Innovation Event)*

As part of its continued policy engagement, **TNO** took part in the **EU Agri-Food Days** on **December 12, 2024**, serving as a panel speaker in the session **"Overcoming Hurdles: Unlocking the Potential of Digitalisation in Agriculture."** This session addressed key obstacles to digital adoption in farming, including regulatory barriers, financial constraints, and the need for farmer-centered solutions. The discussions contributed to shaping recommendations on how EU policies can better support the digital transformation of agriculture. *(More details: EU Agri-Food Days)*

GAIA participated in the **Policy Cluster event** on **November 5, 2024,** organized by **DG Agri and REA.** During this session, QuantiFarm provided feedback on **"Digitalisation for Farmers and Rural Communities,"** reflecting on lessons learned from previous engagements and proposing actionable policy recommendations.

3.2.1.6. D.1.6 Webinars with a national focus on DIA

The organization of webinars with a national focus on the Digital Innovation Academy, in countries where the Test Cases (TCs) are led by advisors or DIHs, and offering training in the local language, is planned for the last reporting period.

Table 7: D1 High – level events and campaigns KPIs achieved so far per reporting period

#	Dissemination KPIs	Target M1-M45	Target M19 - M33	Achieved M19-M33	Achieved M1- M33
D.1	**High-level events and campaigns**				
D.1.1	Live, digital and industry events	**25**	9	**33**	**50**
D.1.2	Demo events with cross visits	**30**	15	0	0
D.1.3	Annual workshops	**6**	2	**3**	**8**
D.1.4	EU-wide training workshops for advisors	**2**	1	**2**	**2**
D.1.5	Policy focused events	**3**	0	**2**	**4**
D.1.6	Webinars with a national focus on DIA	**10**	0	2	2

Achievements so far

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The webinars with a national focus on DIA are planned to be implemented during the second half of 2025, in the next reporting period. So far 2 of them organised successfully exceeding the target for this reporting period.

The first one organised by Agromais and CONSULAI, leaders of Test Case 1 on 24 February 2024 and the participation of more than 30 stakeholders and interest participants.

Figure 28: seminar with a national focus on DIA in Portugal

The second event took place on Tuesday, March 11, 2025, organized online by GAIA and NP, featuring a series of presentations on key topics related to agricultural innovation and sustainability. During the session, which was attended by more than 50 stakeholders, the following topics were covered:

- Overview of the "QuantiFarm" Project and the Digital Innovation Academy – An introduction to the project's objectives, activities, and the role of the Digital Innovation Academy in supporting agricultural advancements.
- Prospects, Challenges, and Sustainability in Potato Cultivation – A discussion on the current landscape, opportunities, and challenges in potato farming, with a focus on sustainable practices.
- Digital Farming Solutions and Benefits – An exploration of available digital agricultural technologies and their advantages for farmers, agronomists, and stakeholders.
- QuantiFarm Toolkit – A presentation of the QuantiFarm toolkit, showcasing its functionalities and how it can support decision-making and farm management.

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Figure 29: 2nd webinar with a national focus on DIA in Greece

3.2.2. Scientific and policy briefs

The KPI group named 'Scientific and Policy Briefs' encompasses a range of impactful indicators that aim to bridge research findings with policy implications. This group includes Peer-reviewed papers (D2.1), which ensure the dissemination of high-quality, validated scientific knowledge within academic and professional communities. Additionally, Policy recommendations (D2.2) are crafted to translate complex research insights into actionable guidelines, influencing decision-making processes at various governance levels. Furthermore, Conference contributions (D2.3) provide platforms for researchers to share their findings, engage with stakeholders, and foster collaborative dialogues.

Table 8: D2 High – level events and campaigns per reporting period

#	Dissemination KPIs	Target M1-M18	Target M19-M33	Target M34-M45	Target M1-M45
D2	**Scientific and policy briefs**				
D2.1	Peer-reviewed papers		3	5	8
D2.2	Policy recommendations		0	5	5
D2.3	Conference contributions		5	5	10

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.

Peer-reviewed papers were planned to be published by TNO, POLIMI, LUKE, AUA, Teagasc, and KUL. These papers appeared in peer-reviewed scientific journals, which require a rigorous evaluation process by experts in the relevant field before acceptance for publication.

Achievements so far

AUA submitted two papers titled 'Economic and environmental benefits of digital agricultural technologies in crop production: A review' and 'Economic and environmental benefits of digital agricultural technological solutions in livestock farming: A review.' Both were accepted and published. Additionally, GAIA, in collaboration with NP, submitted a paper titled 'An Integrated Approach of Carbon Footprint Calculation for the Agricultural Sector through Smart-Farming,' which is expected to be published within the reporting period.

With this publication, the initial target of three peer-reviewed papers for the second reporting period is achieved.

In January 2025, POLIMI submitted a paper to the Journal of Environmental Management (JEM) featuring the presentation of the Assessment Framework. The publication aims to provide a comprehensive understanding of the framework's structure, methodology, and applications, showcasing how it can be implemented to enhance environmental assessment processes.

Figure 30: QuantiFarm peer-reviewed papers

3.2.2.1. D.2.2 - Policy recommendations

Preparation of sets of policy recommendations by TNO, Confagricoltura, LUKE, CopaCogeca, and CEMA. Building on the results of the behaviour analysis, QuantiFarm will compile a set of recommendations on policy interventions aimed at enhancing stakeholder engagement in decision-making and the utilization of DATSs. The focus will be on non-financial barriers and enablers, as well as the broader context within which farmers operate and make decisions regarding the adoption and utilization of DATSs. This KPI will be implemented during the last reporting period.

3.2.2.2. D2.3 - Conference contributions

Conference contributions featuring presentations of QuantiFarm project results provide valuable opportunities to disseminate research findings to a broad audience, including academics, industry experts, policymakers, and stakeholders. These presentations facilitate knowledge exchange, foster

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collaborative discussions, and enhance the visibility of the project's outcomes within the scientific community. Conference engagements help build strategic partnerships and gather valuable feedback, which can further refine and strengthen the project's impact and implementation.

Achievements so far

Throughout the QuantiFarm project, partners actively disseminated research findings and engaged with stakeholders by participating in various high-profile conferences and events:

- **TNO** contributed to the Ciosta XL Sustainable Socio-Technical Transition of Farming Systems on September 13, 2023, and showcased innovations at the AGRIFOOD INNOVATION EVENT on November 21, 2023.
- **BENCO** participated in the 14th International Aquaculture Conference on March 30, 2022, presenting the project through a dedicated roll-up.
- **POLIMI** contributed to several events, including the 11th EurOMA Sustainable Operations and Supply Chains Forum on March 4-5, 2024, the 13th AIEAA Conference on June 20-21, 2024, and EurOMA 2024: Transforming People and Processes for a Better World from July 1-4, 2024.
- **Confragricoltura** contributed to the ECPA - Bologna on July 9, 2023, and is set to participate in the IUFoST 2024 Congress in December 2024.
- **HORTA** will showcase findings at Fieragricola on January 31, 2024, while **Augmenta** will contribute to the AgEng2024 International Conference of EurAgEng from July 1-3, 2024.

Furthering their impact:

- **TNO** was present at the SEMANTICS 2024 conference September 17-19, 2024.
- **CEMA** and **POLIMI** both participated and contributed at the Forefront of SynergyDays2024 on October 15, 2024, and **CEMA** also participated in the European Congress of Farmers on October 23-24, 2024.
- **ANAMOB** engaged in InnopRo – Innovation Pathways Romania 2024 on October 31, 2024, while **CONSULAI** was invited to contribute at the AURORAL Summit on November 20, 2024.

These strategic conference contributions have significantly enhanced the visibility of the QuantiFarm project, fostering knowledge exchange, collaborative discussions, and strategic partnerships across the agricultural and scientific communities. A **total of fifteen (15) conference** contributions reported since the start of the project, thereby **exceeding the initial target**.

Table 9: D2 Scientific and policy briefs KPIs achieved so far per reporting period

#	Dissemination KPIs	Target M1-M45	Target M19 - M33	Achieved M19-M33	Achieved M1- M33
D.2	**Scientific and policy briefs**				
D.2.1	Peer-reviewed papers	**8**	3	**3**	**3**
D.2.2	Sets of Policy recommendations	**5**	0	0	0
D.2.3	Conference contributions	**10**	5	**15**	**15**

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3.2.3. Community and ecosystem building

3.2.3.1. Digital Ag 360deg podcast series

RFF will produce a series of podcast and videocast episodes that feature contributions from project partners, with a specific focus on the target groups of the project. These episodes will be tailored to address the diverse needs and interests of various stakeholders, including farmers and agri-cooperatives, extension services, authorities, policymakers, research and innovation networks or platforms, industry associations and groups, as well as institutional and private partners. The content will be designed to provide valuable insights, share best practices, and foster discussions on key issues relevant to these groups, ultimately promoting engagement, knowledge exchange, and collaboration within the agricultural sector. The podcasts and videocasts will serve as a dynamic and accessible medium to communicate essential information, updates, and findings from the project, helping to bridge gaps between research, policy, and practical implementation.

General Guidelines

To facilitate the process, RFF team members provided the Communication Manager (who facilitated the questions and conversation), the necessary technological equipment, and a specialized videographer to record the assigned videos. The selection of partners and team members was made to reflect key project concepts that could generate fruitful discussions and serve as engaging material for the project's target audience. To ensure a smooth and effective process, the selected interviewees confirmed their availability and willingness to participate in the video interviews in advance.

The Process: Details, Time & Place

The selected interviewees received an email from the RFF team requesting confirmation of their availability so that adjustments could be made if necessary. Upon confirming their availability, they were informed of their designated time slots, during which they needed to leave the plenary meeting.

To ensure participants were present during their Work Package (WP) presentations and relevant discussions, RFF allocated time slots based on the provided agenda. The video interviews were conducted at pre-arranged times to minimize disruption and ensure convenience for participants.

The Interview: Key Considerations

Before their scheduled time slot, each participant had the opportunity to meet with RFF team members for approximately 5–10 minutes to discuss and clarify key points, such as tone of voice and the final list of questions. The entire process, including the preliminary discussion and the interview itself, took approximately 30–40 minutes to allow for optimal technical setup (equipment, sound, facilities) and achieve the best possible results.

Additionally, a brief online meeting was organized before the event to provide clarifications and conduct a rehearsal. The discussion was customized for each participant based on their expertise and role within the project, ensuring a natural flow of conversation in a Q&A format.

Achievements so far

During the second reporting period, a total of eight podcast and vidcast episodes were produced, **exceeding the initial target of seven**. The production of seven of them took place during the 5th Physical Project Meeting in Lisbon in June 2025. A detailed methodology for implementation was developed and delivered to partners, as described below. In detail, the seven episodes were recorded

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with guests from the consortium, while the production, questions list creation and editing were provided by the partner reframe.food. A brief overview of the podcasts, guests and topics follow below:

Episode 1: QuantiFarm Insights: Key Concepts with Coordinator Dionysios Solomos | GAIA Epicheirein

In the first episode of the QuantiFarm podcast, Project Coordinator Dionysios Solomos from GAIA Epicheirein guides us through the main concepts, ambitions and goals of the project.

Find it here: YouTube | Spotify

Episode 2: Exploring QuantiFarm's Test Cases | Beatriz Almeida | CONSULAI

In the second episode, Beatriz Almeida, Research and Innovation Consultant from our partner organization CONSULAI, offers valuable insights into the project's approach to testing and evaluating digital technologies in real-life conditions. She explains the concept of test cases, reflecting on the progress achieved so far, the challenges faced along the way, and the lessons learned. Beatriz also shares an outlook on the upcoming steps, providing a clear picture of how the project's test cases will continue to advance.

Find it here: YouTube | Spotify

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Episode 3: The All-in-One QuantiFarm Toolkit | Nikos Kalatzis | Neuropublic

In this episode, Nikos Kalatzis, Technical Project Manager from our partner organisation Neuropublic, discusses the inclusive toolkit developed by QuantiFarm. He explains its data collection process, functionalities, and the benefits it offers to end users, as well as outlining the next steps in its development.

Find it here: YouTube | Spotify

Episode 4: Are farmers eager to adopt digital technologies? | Caroline van der Weerdt | TNO

In this episode, Caroline van der Weerdt, Senior Researcher on Consumer Behaviour from TNO, shares insights into farmers' motivations for adopting DATSs and outlines the steps TNO uses to study these motivations in-depth at a European scale. Caroline also discusses the innovative and easy-to-understand storyboard method used to visualize raw data.

Find it here: YouTube | Spotify

Episode 5: How Research Drives Innovation in QuantiFarm | George Papadopoulos | AUA

In this episode, George Papadopoulos from Agricultural University of Athens, shares valuable insights into the research conducted within the QuantiFarm project. His focus centers on the design of Cost and Benefit Calculators for the QuantiFarm toolkit. George highlights the benefits that Digital Agriculture Technology Solutions offer to end-users, outlines their main categories, and discusses the key findings of the research. He concludes by outlining AUA's next steps in advancing QuantiFarm's development and implementation.

Find it here: YouTube | Spotify

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Episode 6: Understanding the farmer's perspective | Chiara Corbo | Politecnico di Milano

In this episode, Chiara Corbo, from our partner Politecnico di Milano, discusses the development of the project's Assessment Framework and its close connection to the QuantiFarm Toolkit. She also shares initial insights into the sustainability of DATSs based on the conducted assessments. Finally, Chiara outlines the next steps for POLIMI's research on the framework, including data collection, analysis, data presentation, and a focus on the society-wide perspective.

Find it here: YouTube | Spotify

Episode 7: Communicating with QuantiFarm's audience | Dimitris Fotakidis | reframe.food

In this episode, Dimitris Fotakidis, partner at reframe.food, shares valuable insights into how the QuantiFarm project strategically utilises all available channels to effectively disseminate its message to the right audience—always placing farmers at the heart of its efforts.

Find it here: YouTube | Spotify

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The total number of the 1st QuantiFarm podcast series can be found in a unified playlist on YouTube, to facilitate fast and easy diffusion of the materials. The playlist can be found **here.**

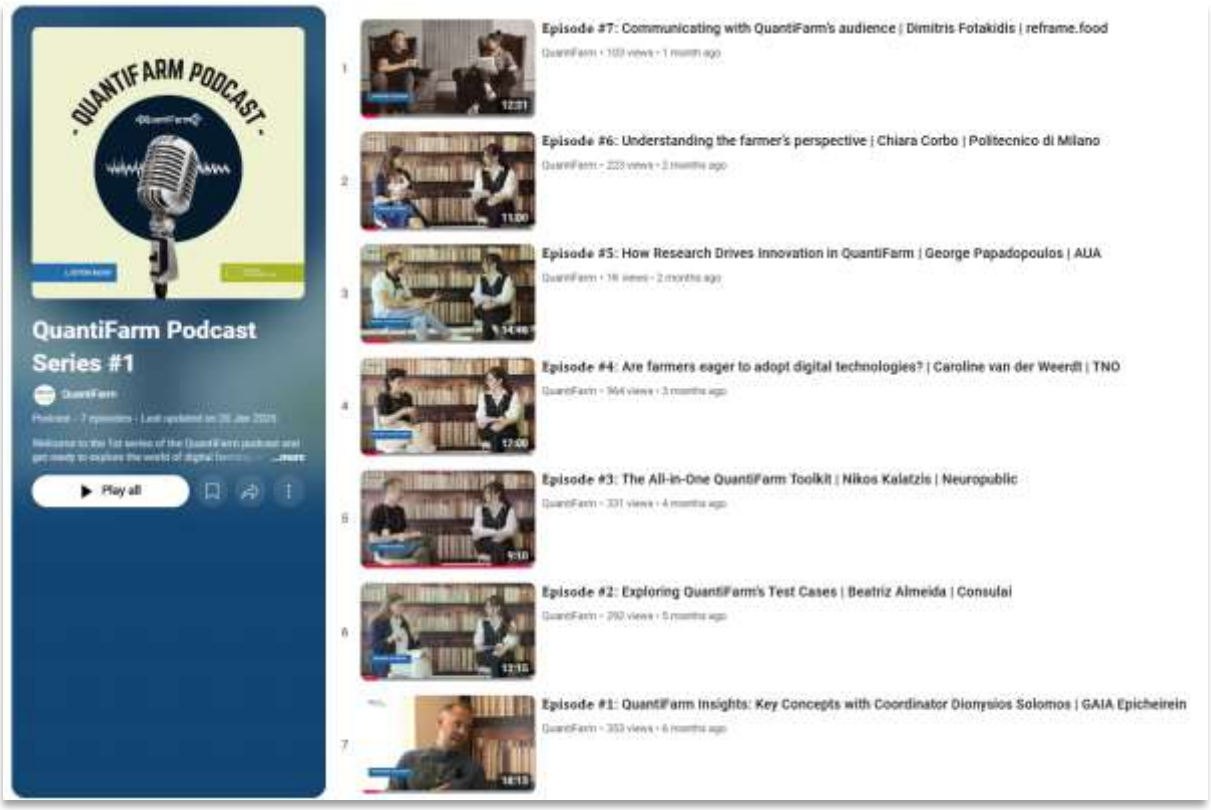

Figure 31: QuantiFarm podcast / YouTube playlist

Likewise, the seven podcasts have also been uploaded to Spotify, the platform dedicated to audio materials and are available in a playlist **here.**

Figure 32: QuantiFarm podcast / Spotify Playlist

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The second series of podcasts is scheduled for the June 2025, during the 7th plenary session in Thessaloniki, Greece and will follow the same procedure.

Table 10: D3 Community and ecosystem building KPIs achieved so far per reporting period

#	Dissemination KPIs	Target M1-M45	Target M19 - M33	Achieved M19-M33	Achieved M1- M33
D.3	**Community and ecosystem building**				
D.3.1	Digital Ag 360deg podcasts (2 series; 7 episodes/series)	**15**	7	**7**	**8**

3.2.4. Networking and synergies and liaison activities

Effective collaboration and knowledge exchange are essential for driving innovation in agriculture. Within the framework of QuantiFarm, Tasks focuses on networking, synergies, and liaison activities to foster strong connections between stakeholders, maximize impact, and ensure the efficient dissemination of project results.

Table 11: D4 Networking and synergies and liaison activities per reporting period

#	Dissemination KPIs	Target M1-M18	Target M19-M33	Target M34-M45	Target M1-M45
D4	**Networking and synergies and liasion 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 associations and groups	5	10	5	20

3.2.4.1. Joint press releases and statements

As part of its commitment to fostering collaboration and knowledge exchange, QuantiFarm actively engages in the preparation and dissemination of joint press releases and statements with other EU-funded projects, research initiatives, industry associations, and policy bodies. These joint communications serve as a strategic tool for raising awareness, advocating for policy changes, and promoting the latest developments in Digital Agriculture Technology Solutions (DATs).

Achievements so far

The joint statements were issued following the establishment of synergies during the second reporting period. A total of 11 joint statements were published during this period, successfully achieving the target set for the entire project duration. Additional joint press releases and statements are planned for the final phase of the project, further expanding its outreach and impact.

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3.2.4.2. EIP-AGRI Practice Abstracts

EIP-AGRI Practice Abstracts" are concise summaries or descriptions that highlight successful project results, demonstrating positive impacts on agricultural productivity, sustainability, or resilience. The purpose of these abstracts is to showcase innovative practices focused on QuantiFarm's Toolkit and Test Cases, making them accessible to a wider audience of farmers, advisors, policymakers, and researchers. They will include information on the context in which the toolkit was developed, its implementation process, the challenges encountered, and the outcomes achieved.

Achievements so far

QuantiFarm is committed to delivering a minimum of 30 Practice Abstracts. Recently, the process for publishing these abstracts has been updated to enhance efficiency and accessibility. An online tool, developed by the RFF team, facilitates this process by gathering relevant information from Test Case leaders and Work Package leaders. This tool streamlines the collection and organization of project-related data.

The Practice Abstracts, along with other project information, are uploaded to the EU CAP Network platform**.** The methodology ensures a continuous update of these abstracts, incorporating new insights and developments as they emerge. This iterative process will continue until the project's completion, ensuring that the information remains current and valuable.

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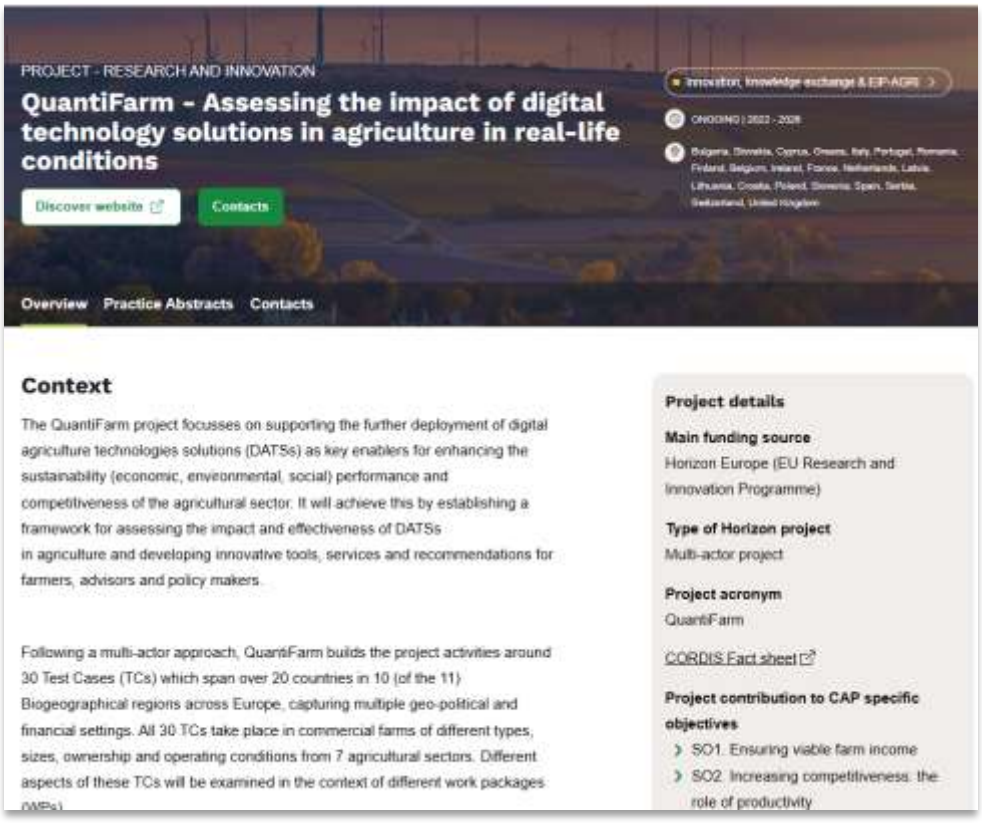

Figure 33: EU CAP platform QuantiFarm's overview

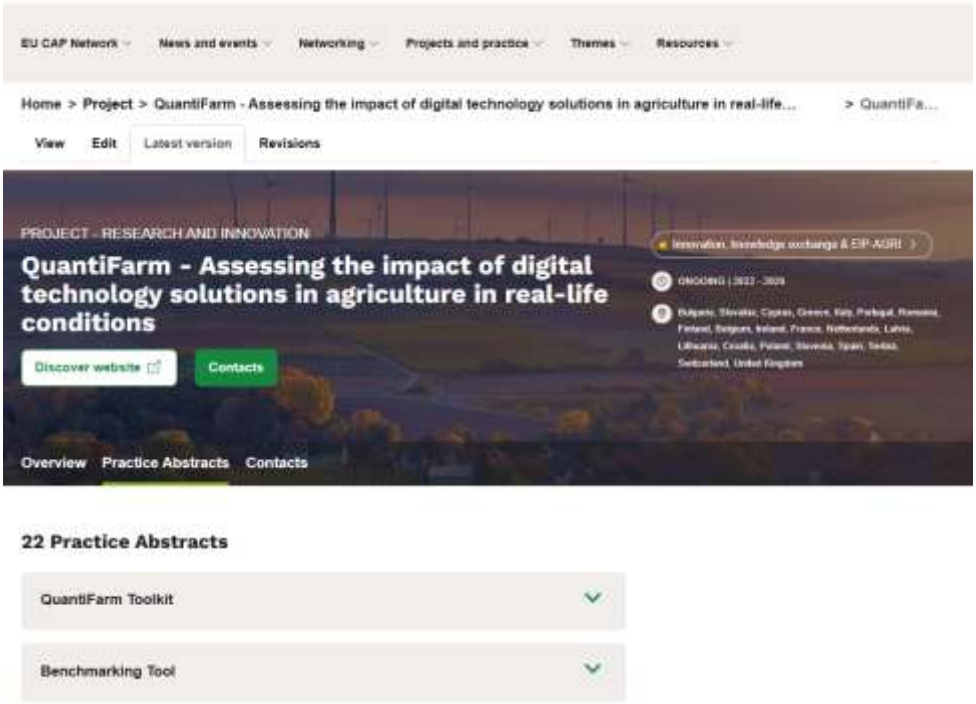

Figure 34: EU CAP platform QuantiFarm's Practice Abstracts

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3.2.4.3. MoUs/LoIs with R&I Networks/platforms, industry associations and groups

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.

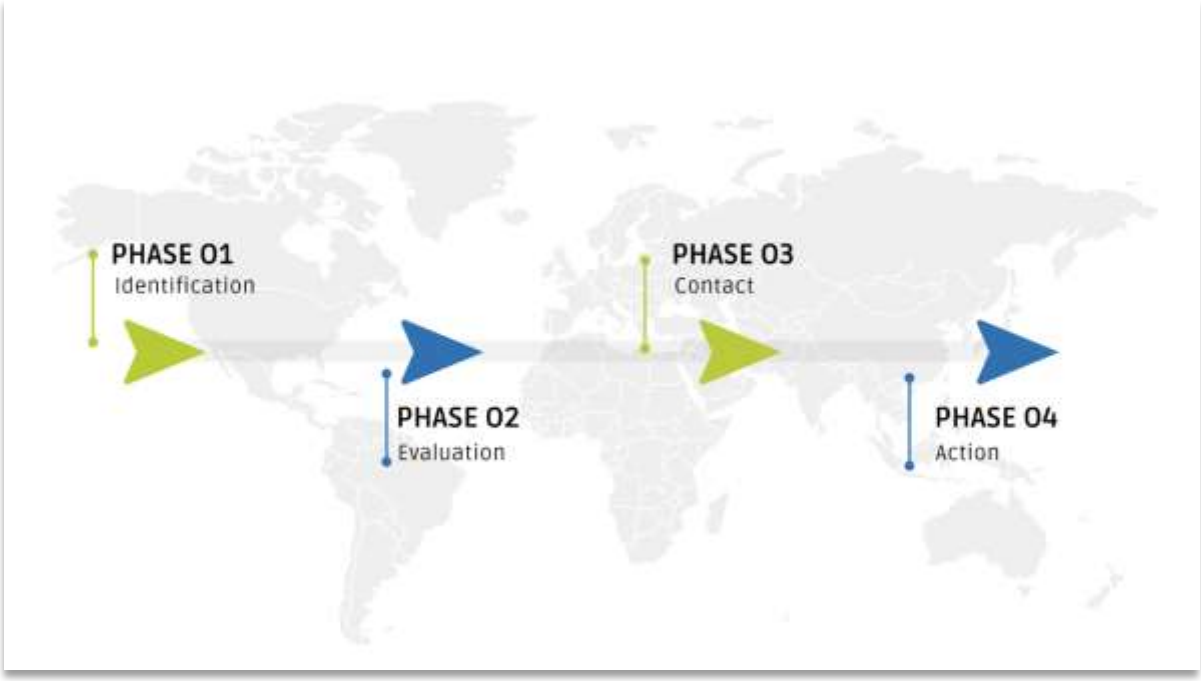

Figure 35: Networking and Synergies Phases

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 10. 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

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	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 Canters 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,

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	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	
ELO 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.
ISPA 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).
EU CAP NETWORK 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).

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	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	
ATLAS 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 https://h2020-demeter.eu/about-demeter/	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. 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

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	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,

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	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 inter-disciplinary 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

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	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 https://www.horizoneurope-commect.eu/	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 (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.
Smart Droplets https://smartdroplets.eu/	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. 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 analysing field data to recommend spraying strategies. 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. 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

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through data-driven decisions, will demonstrate its ability to attain its goals. 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.

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Table 12: QuantiFarm Synergy & Liaison mapping

QuantiFarm Synergy & Liaison mapping										
#	Type of Initiative	Full name	Website	Initiative Leader	Focus area	Potential joint activities	Assigned first contact to	Status	Potential synergy due	Date MoU / LoI signed
1	HE project	CODECS	https://www.horizoncodecs.eu/	Gianluca Brunori	Digitalization in agriculture	Common events / workshops / Others under proposal/ Joint Seminars	GAIA	MoU/LoI sent	**31/3/2025**	22/11/2024
2	HE project	BEATLES	Beatles (beatles-project.eu)	Dr. Marilena Gemtou, Project Manager	climate-smart agriculture and smart farming technologies	Common events / workshops / Others under proposal	RFF	MoU/LoI signed	**1/1/2025**	1/11/2024
3	HE project	ICAERUS	https://icaerus.eu/	AUA / Aikaterini Kasimati / Project Manager	Innovation and Capacity building in Agricultural Environmental and Rural UAV Services	Common workshops	RFF	MoU/LoI signed	**31/12/2023**	17/12/2023
4	HE project	XGAIN	xgain-project.eu	Ioannis Psarras / Director of ICCS	XGain fosters a sustainable, balanced, and inclusive development of rural, coastal and urban areas by facilitating access to relevant stakeholders to a comprehensive inventory of smart XG, last-mile connectivity and edge computing solutions, and of related assessment methods.	Common events / workshops / Others under proposal	RFF	MoU/LoI signed	**31/12/2023**	1/3/2024
5	Initiative	RISE	https://www.rise.it/en/	Marco Perona / Scientific Director	Starting from the production of new ideas, strict and concrete knowledge through university research	Common events / workshops / Others under proposal	POLIMI	MoU/LoI signed	**31/12/2023**	31/5/2023
6	Initiative	KUKA		Titta Kotilainen / project manager	KuKa project focuses on enhancing greenhouse profitability by optimizing energy use and productivity through advanced lighting techniques.	Others under proposal	LUKE	MoU/LoI signed	**31/12/2023**	1/5/2023
7	Initiative	IFDEA	https://www.tuni.fi/en/research/ifdea		The Implementing a Fair Data Economy in Agriculture (IFDEA) project aims to advance digital transformation in agriculture by developing tools for effective data utilization and accessibility.	Others under proposal	LUKE	MoU/LoI signed	**31/12/2023**	1/4/2023
8	HE project	Vattre	www.vakra.fi/vattre	Heidi Smart / project manager,	The Circular Greenhouse Economy (VattRe) project is exploring effective methods to recycle and treat irrigation water in greenhouses to reduce nutrient discharge into the environment.	Others under proposal	LUKE	MoU/LoI signed	**31/12/2023**	1/4/2023
9	HE project	SMART DRO	https://smartdroplets.eu/	AUA / Dr. Spyros Fountas	Accelerating the achievement of EU Green Deal Goals for pesticide and fertilizer reduction through AI, data and robotic technologies	Common events / workshops / Others under proposal	RFF	MoU/LoI signed	**31/3/2025**	15/7/2024
10	HE project	Carbonica	carbonica-hub.eu	Grigoris Chatzikostas / Coordiantor	Carbonica aims to introduce Carbon Farming techniques in the widening countries of Greece, North Macedonia and Cyprus	Others under proposal	RFF	MoU/LoI signed	**31/12/2023**	18/12/2023
11	HE project	FARMTOPIA	https://farmtopia.eu/	Dionysios Solomos / Coordinator	interest in Agricultural Digital Solutions (	Common events / Others under proposal	GIAA	MoU/LoI signed	**31/3/2025**	2/4/2023
12	HE project	4Growth	4growth-project.eu	Daire Boyle, Technical Coordinator	4Growth aims to contribute to the uptake of digital and data-driven solutions in agriculture and forestry	Others under proposal	RFF	MoU/LoI signed	**31/3/2025**	25/10/2024
13	HE project	PRUDENT	https://prudent-project.eu/	Dr. Marilena Gemtou, Project Manager	Transition to sustainable agriculture and forestry practices and smart farming technologies.	Others under proposal	RFF	MoU/LoI signed	**31/3/2025**	5/11/2024
14	HE project	FUTURAL	futural-project.eu	Ari Lomis / Project Manager	FUTURAL aims to deliver a set of digital Smart Solutions (SS) under 5 Smart Solution domains to address pressing social and environmental challenges.	Others under proposal	RFF	MoU/LoI signed	**31/3/2025**	15/11/2024
15	HE project	STELLA	stella-pss.eu	Dimitrios Tsitsigiannis / Coordinator	STELLA aims to develop a digital system to aid in the early detection and warning of regulated pests using modern sensing technology and Artificial Intelligence.	Others under proposal	RFF	MoU/LoI signed	**31/3/2025**	18/11/2024
16	HE project	FS4Africa	https://foodsafety4africa.eu/	Dr. Titilayo Falade / Coordinator	Transforming the Informal Sector with technology and innovation FS4Africa aims to improve African food safety systems – with particular attention to the informal sector – through local market transformation enhancing food security and regional trade while reducing negative impacts on the environment, biodiversity, health, and society.	Others under proposal	RFF	In progress	**30/6/2025**	
17	HE project	OpenAgri	horizon-openagri.eu	Prof. Christopher Brewster / Coordinator	The OpenAgri project aims to revolutionise digital farming by providing farmers with access to open-source, innovative, cost-effective, and energy-efficient Agricultural Digital Solutions (ADSs) that operate seamlessly even in remote areas with limited connectivity.	Common events / workshops / Others under proposal	GAIA	MoU/LoI signed	**30/6/2025**	**10/1/2025**
18	HE project	Digi4Live	horizon-digi4live.eu	Dr Jarkko Niemi / Coordinator	Digi4Live aims to enhance the abilities of livestock industry participants in Europe to leverage data and digital technologies.	Others under proposal	RFF	Not yet started	**30/6/2025**	
19	HE project	FrontAg Nexu	frontagnexus.eu	Prof. Gertrud Buchenrieder / Coordinator	THE FRONTAG NEXUS KNOWLEDGE HUB A gateway to sustainable agriculture innovation in the Mediterranean region which bring together cutting-edge research, inspiring demonstration cases, and valuable resources to empower the future of farming.	Others under proposal	RFF	Not yet started	**30/6/2025**	
20	HE project	PATH2DEA	https://www.path2dea.eu/index.	Francesca Bellino / Coordiantor	Paving the Way towards Digitalisation Enabling Agroecology for European Farming Systems	Others under proposal	GAIA	Not yet started	**30/6/2025**	
21	HE project	TRUSTyFOOI	https://www.trustyfood.eu/	TECNOALIMENTI S.	TRUSTyFOOD aims to provide support to the Strategic Research Agenda of the future joint research program about Blockchain	Others under proposal	Confragricoltura	Not yet started	**30/6/2025**	
22	IPA ADRION	ADRURAL	https://adrural.interreg-ipa-adric	Thanos Petousis / Coordiantor	The ADRURAL project focuses on empowering rural communities by leveraging tested and innovative Smart Solutions and other innovative scenarios and models.	Others under proposal	RFF	Not yet started	**30/6/2025**	

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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.

Table 13: QuantiFarm Synergy & Liaison preliminary assessment

Potential Synergies	Relevance	Impact	Potential	Feasibility	Terms of cooperation	Geographical coverage	Total	Priority status
CODECS	5	5	5	5	5	5	30	**Strong**
BEATLES	5	5	4	4	5	5	28	High
ICAERUS	5	5	5	5	5	5	30	**Strong**
XGAIN	5	3	5	4	5	5	27	High
RISE	5	5	5	5	5	5	30	**Strong**
KUKA	5	4	4	4	5	4	26	High
IFDEA	4	5	4	4	5	5	27	High
Vattre	5	4	4	4	5	5	27	High
SMART DROPLETS	4	5	4	4	5	5	27	High
Carbonica	5	5	4	4	5	5	28	High
FARMTOPIA	5	5	5	5	5	5	30	**Strong**
4Growth	4	4	4	4	5	4	25	High
PRUDENT	4	4	4	4	5	4	25	High
FUTURAL	5	4	5	5	5	5	29	High
STELLA	5	4	4	3	5	5	26	High
FS4Africa	4	5	4	5	5	5	28	High
OpenAgri	5	5	5	4	4	4	27	High
Digi4Live	5	5	4	4	4	4	26	High
FrontAg Nexus	4	4	4	4	4	4	24	High
PATH2DEA	4	4	4	4	4	4	24	High
TRUSTyFOOD	4	4	4	4	4	4	24	High
ADRURAL	4	4	4	4	4	4	24	High

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Phase 3: Contact

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

Phase 4: Action

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

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

Achievements so far

A total of eighteen (18) 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), FrontAg Nexus project expressed their interest in collaborating with QuantiFarm by sending an official Letter of Interest. The KUKA, IFDEA, Vattre and CARBONICA, SMART DROPLETS, FARMTOPIA, 4Groth, PRUDENT, FUTURAL, STELLA, OpenAgri, CODECS, BEATLES projects signed a Memorandum of Understanding with QuantiFarm.

The above synergies were formalized through several key actions. The collaboration between QuantiFarm and CODECS served as a roadmap for other synergies, with the following actions summarized below:

- **Signing of a Memorandum of Understanding:** A formal agreement outlining the collaboration framework between the two projects was signed.
- **Social Media Promotion:** A joint statement was published to highlight the complementarity of QuantiFarm and CODECS, ensuring visibility across both projects' communication channels.
- **Dedicated meetings** with the participation of both project coordinators took place
- **Inclusion on the Website:** The partnership was featured in the "Synergies" section of the QuantiFarm website.
- **Cross-Promotion of Events:**
    - CODECS partners were invited to QuantiFarm's EU-wide Training Workshop on November 28th.
    - Representatives from CODECS presented during QuantiFarm's plenary meeting on December 5, 2024.
    - QuantiFarm delivered a presentation at the CODECS General Assembly in December.
- **Special Edition of the QuantiFarm Newsletter:** A dedicated issue highlighting the collaboration and mutual benefits of the projects is scheduled for the next reporting period.

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- **Joint Event/Workshop:** A collaborative event showcasing key concepts, shared objectives, and project results, with a special focus on the QuantiFarm Toolkit and the CODECS Knowledge Accelerator, is scheduled for the next reporting period.

This structured cooperation facilitated knowledge exchange, maximized outreach, and strengthened the impact of both projects within the agricultural innovation ecosystem.

Table 14: D4 Networking, synergies and liaison activities KPIs achieved

#	Dissemination KPIs	Target M1-M45	Target M19 - M33	Achieved M19-M33	Achieved M1- M33
D.4	**Networking and synergies and liasion activities**				
D.4.1	Joint press releases and statements	**2**	3	**11**	**13**
D.4.2	EIP-AGRI Practice Abstracts	**30**	15	**22**	**22**
D.4.3	MoUs/LoIs with R&I Networks/platforms, industry associations and groups	**20**	10	**13**	**18**

3.2.5. Sustainability and internal communication

3.2.5.1. Catalogue of TCs study portraits

The design of the catalogue for the 30 Test Cases (TCs) Study Portraits is a critical process in capturing and showcasing the diverse and impactful contributions of each test case in the project. This catalogue will serve as an essential resource, documenting the key features, outcomes, and individual stories of each test case, while maintaining a cohesive structure that allows for easy comparison and understanding. The design process is multifaceted, involving collaboration from TC leaders, as well as validation and oversight from the Work Package (WP) leaders to ensure accuracy, consistency, and alignment with the QuantiFarm's objectives.

Table 15: D5 Sustainability and internal communication KPIs per reporting period

#	Dissemination KPIs	Target M1-M18	Target M19-M33	Target M34-M45	Target M1-M45
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

3.2.5.2. QuantiFarm booklet

RFF will design QuantiFarm booklet ready to print to next reporting period as planned

3.2.5.3. Exploitation and IP strategy workshops

Reframe.food organised and delivered the 1st IP Strategy Workshop. RFF 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.

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The QuantiFarm 2nd IPR (Intellectual Property Rights) Strategy Workshop took place on 13 March 2025 and served as a key event in refining the project's approach to intellectual property management strategy. Bringing together project partners and experts, the workshop focused on developing effective strategies for protecting and utilizing the knowledge, tools, and innovations generated within QuantiFarm.

Key discussions included:

- Identifying and managing IPR within the project framework
- Best practices for data ownership, licensing, and commercialization
- Ensuring open access while safeguarding proprietary innovations
- Strengthening collaboration through clear IPR guidelines

Through the **interactive session** the workshop provided a platform for aligning IPR strategies with QuantiFarm's broader objectives, ensuring sustainable impact and knowledge transfer beyond the project's lifecycle.

Figure 36: 2nd IPR strategy workshop interactive session

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4. Communication Activities

QuantiFarm aims to raise public awareness of the project through a range of strategically planned actions that are accessible to internal and external stakeholders, the media and the general public and will:

- Communicate impacts and benefits of the project and its results for the duration of the project and after, by integrating various activities, tools, and channels.
- Customise communication activities for different countries, regions, and subgroups of the population.

QuantiFarm's communication plan is a crucial component for:

- raising awareness regarding the potential contribution of its smart solutions to the empowerment of rural areas,
- democratising knowledge, and
- attracting target groups and the general audience to solutions addressing urgent social and environmental challenges.

4.1. Communication KPIs

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: RFF, 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 2.5 will help maintain accountability and achieve these targets.

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Table 16: Communication KPIs per partner

Communication KPIs		Target	GAIA	TNO	POLIMI	NP	Consulai	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	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																				

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The expected Communication KPIs to be achieved in the second reporting period (M18 to M33) are presented in the following table, and KPIs that are achieved (M33) so far are also reported.

Table 17: Partners' Communication KPIs - Target RP2 and achieved

#	Communication KPIs	Target M1-M45	Target M19 - M33	Achieved M19-M33	Achieved M1-M33
C.1	**Full branding and web design**				
C.1.1	Printable brand book and guidelines	**1**	0	1	**1**
C.1.2	Website	**1**	0	1	**1**
C.1.3	Social media accounts	**6**	0	6	**6**
C.1.4	Posters	**1**	0	4	**4**
C.1.5	Brochures	**3**	1	1	**1**
C.1.6	Fact Sheets	**12**	0	0	**0**
C.1.7	Notebook design; Folder design; stickers design	**3**	0	3	**3**
C.1.8	Design of roll-ups & banners	**1**	0	1	**1**
C.1.9	Social media kit (feed and story templates, video covers)	**1**	0	1	**1**
C.2	**Digital and Social Media**				
C.2.1	Blog / Social Media posts	**350**	117	**394**	**704**
C.2.2	QuantiFarm videos	**10**	4	**12**	**18**
C.2.3	Editorial backlink in top-tier online magazine outlets	**32**	10	**13**	**39**
C.3	**Press Outreach and Event Planning**				
C.3.1	Press releases	**1**	1	2	3
C.3.2	Spotlight on... (fireside chats with experts and policy officials)	**10**	0	1	1
C.3.3	Media speeches and interviews (tv/radio)	**4**	2	2	3
C.3.4	Featured articles in (industry) magazines and newspapers	**10**	4	**27**	**29**

4.2. Communication Measures and Tools

QuantiFarm achieves communication with the project ecosystem by engaging specific tools and using different channels to communicate the project.

4.2.1. Full branding and web design

QuantiFarm's branding and material content has been developed according to RFF's initial planning. The branding and material development of the project's includes brand book, guidelines and communication material and reference promotional instruments when participating in offline or online events, including flyers and banners (used also in social media). All the material is available in e-documents and printed when required.

4.2.1.1. Printable brand book and guidelines

The project's identity goes beyond the creation of a logo; it ensures coherence across all multimedia elements. To make QuantiFarm stand out and build a strong, recognisable visual identity, a comprehensive brand identity has been developed. This visual identity reflects the project's core values and is designed to effectively communicate key messages. It ensures that, throughout the 45-month project duration, consortium members can prepare communication materials in a consistent manner.

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The visual identity includes the project logo, templates, and guidelines for partners on how to use communication elements to promote QuantiFarm and properly acknowledge EU funding.

The digital products generated so far, and those to be created until the project's conclusion, as well as the online and offline media materials, will remain consistent, fostering brand awareness among the target audience. These visual identity guidelines align with the beneficiaries' obligations under Article 17.2 — Visibility (European flag and funding statement) and 17.3 — Quality of information (Disclaimer) of the Grant Agreement No. 101059700.

Logo

The logo is the primary tool for establishing visual recognition of the QuantiFarm project. It must be simple, suggest a story, and, above all, be easy to recognise. The QuantiFarm logo incorporates the project's name in a clear, modern font, alongside an icon representing digital technologies in the agricultural sector. It is optimised for both web and print formats. The logo will be used in all internal and external communication and dissemination activities (such as the project website, presentations, flyers, press releases, etc.) to maintain brand continuity and increase awareness. Several variations of the logo have been developed for different uses (Annex A). The most frequently used logo for communication and dissemination materials is shown in the figure below.

Figure 37: QuantiFarm Logo

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

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Figure 38: 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.

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 39: EU Emblem

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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."

Templates

QuantiFarm is being showcased at various events, conferences, meetings, and other occasions to disseminate project developments and results. A presentation template (PPT) has been designed in accordance with the QuantiFarm visual identity to ensure consistency, professionalism, and enhance recognition.

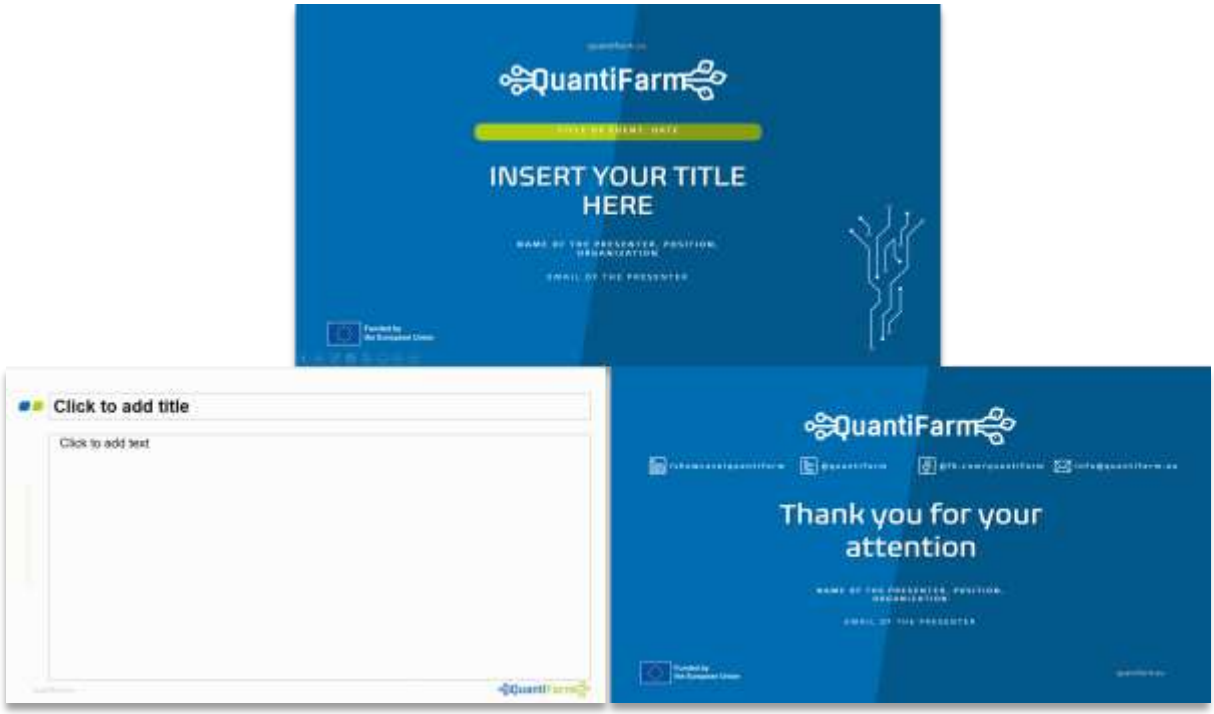

Figure 40: QuantiFarm presentations template

The QuantiFarm deliverable template is consistent with the visual identity of the communication and dissemination materials and will be used by consortium partners for all project deliverables. The template includes a cover page featuring the project's logo in a prominent position, its acronym,

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deliverable information (such as the number, full title, work package number and title), as well as the writer's details.

Figure 41:: QuantiFarm deliverable template

4.2.1.2. 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.

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Figure 42: QuantiFarm website

The project's website serves a twofold role: it is the principal reference point for QuantiFarm, explaining its aims, providing updates, offering downloadable documents, and enabling access to the project's social media accounts. Additionally, it acts as a resource centre for research on digital agricultural technologies, sharing important updates with potential impacts. Delivered in M3, the QuantiFarm website is hosted at https://quantifarm.eu/ and includes the following sections and features.

- **Home/Landing page**
  - Includes the project logo, images, visuals, and social media icons (LinkedIn, Facebook, X, SlideShare, YouTube, Instagram), as well as a button to sign up for the QuantiFarm newsletter. The navigation menu ensures easy access to project information.

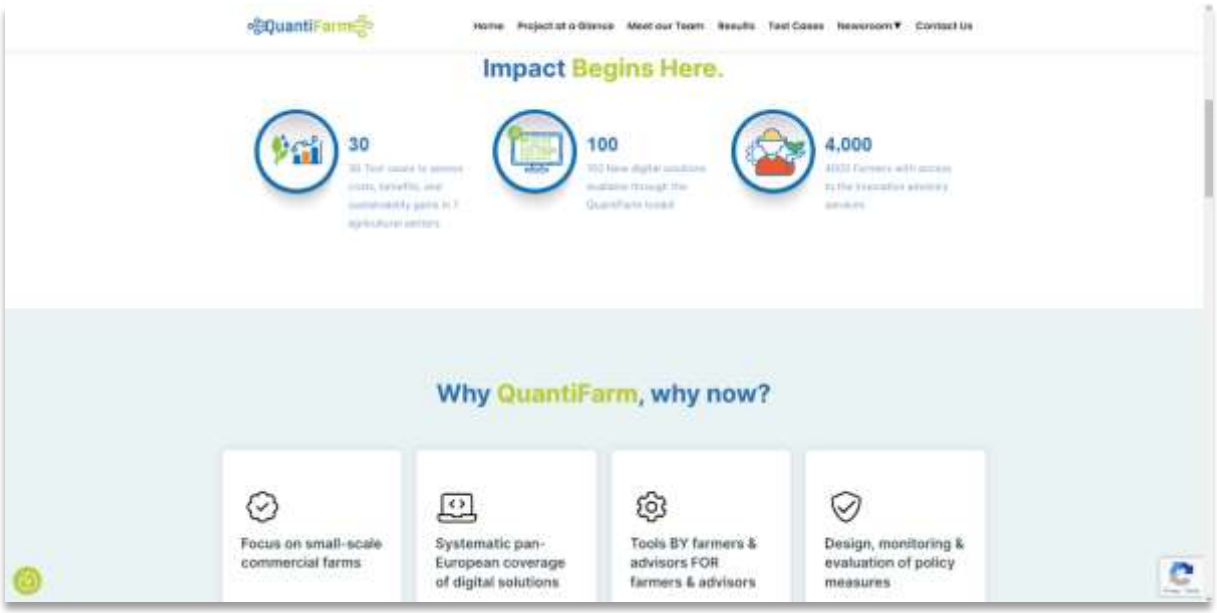

Figure 43: QuantiFarm website / "Home" tab

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Figure 44: QuantiFarm website / "Home" tab

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

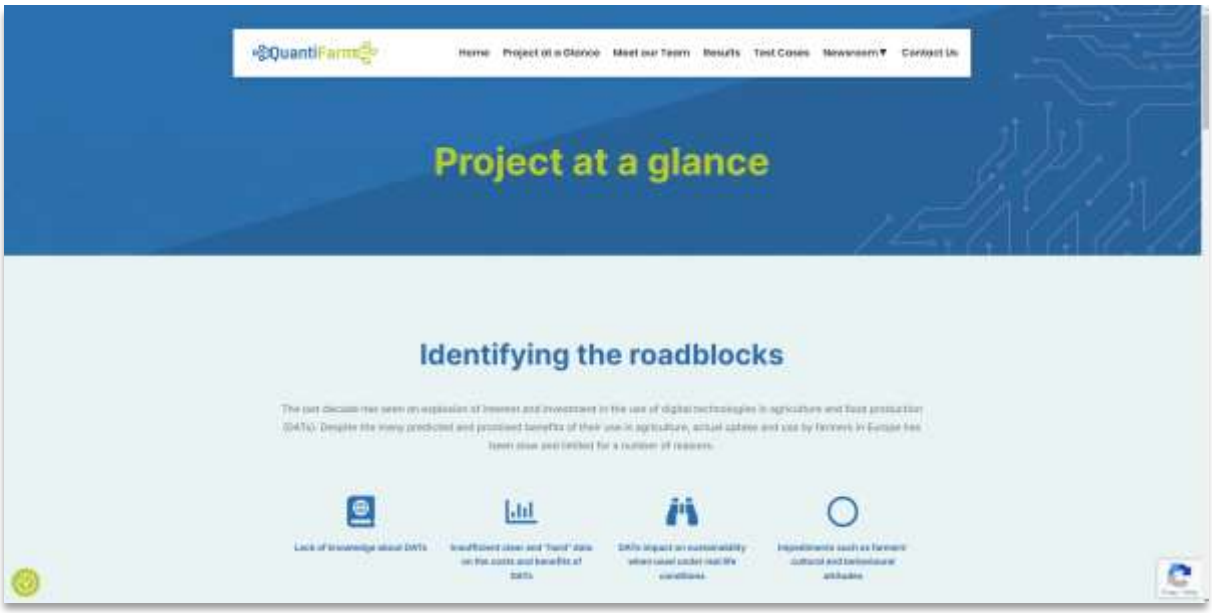

Figure 45: QuantiFarm website / "Project description" tab

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Figure 46: QuantiFarm website / "Project objectives" tab

Figure 47: 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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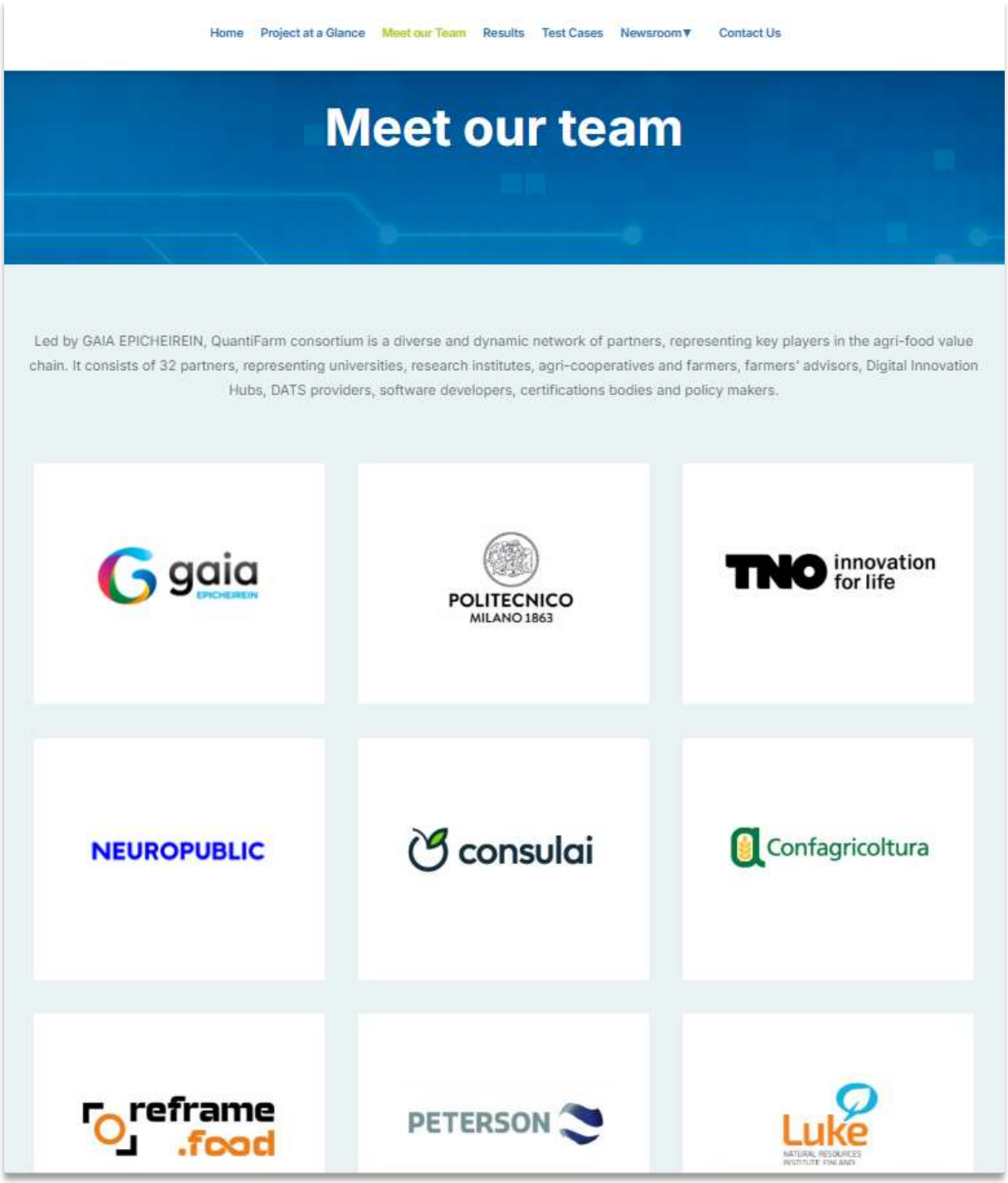

Figure 48: QuantiFarm website / "Meet our team" tab

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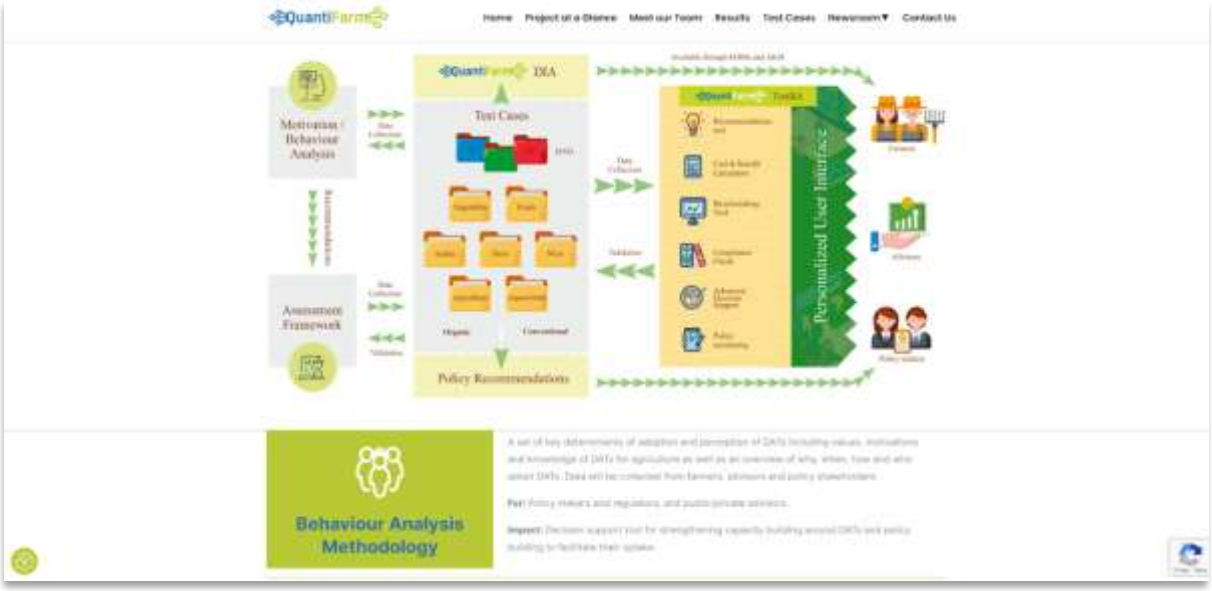

Figure 49: QuantiFarm website / "Results" tab

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

Figure 50: 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.

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Figure 51: QuantiFarm website / "Media Kit" tab

- **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.

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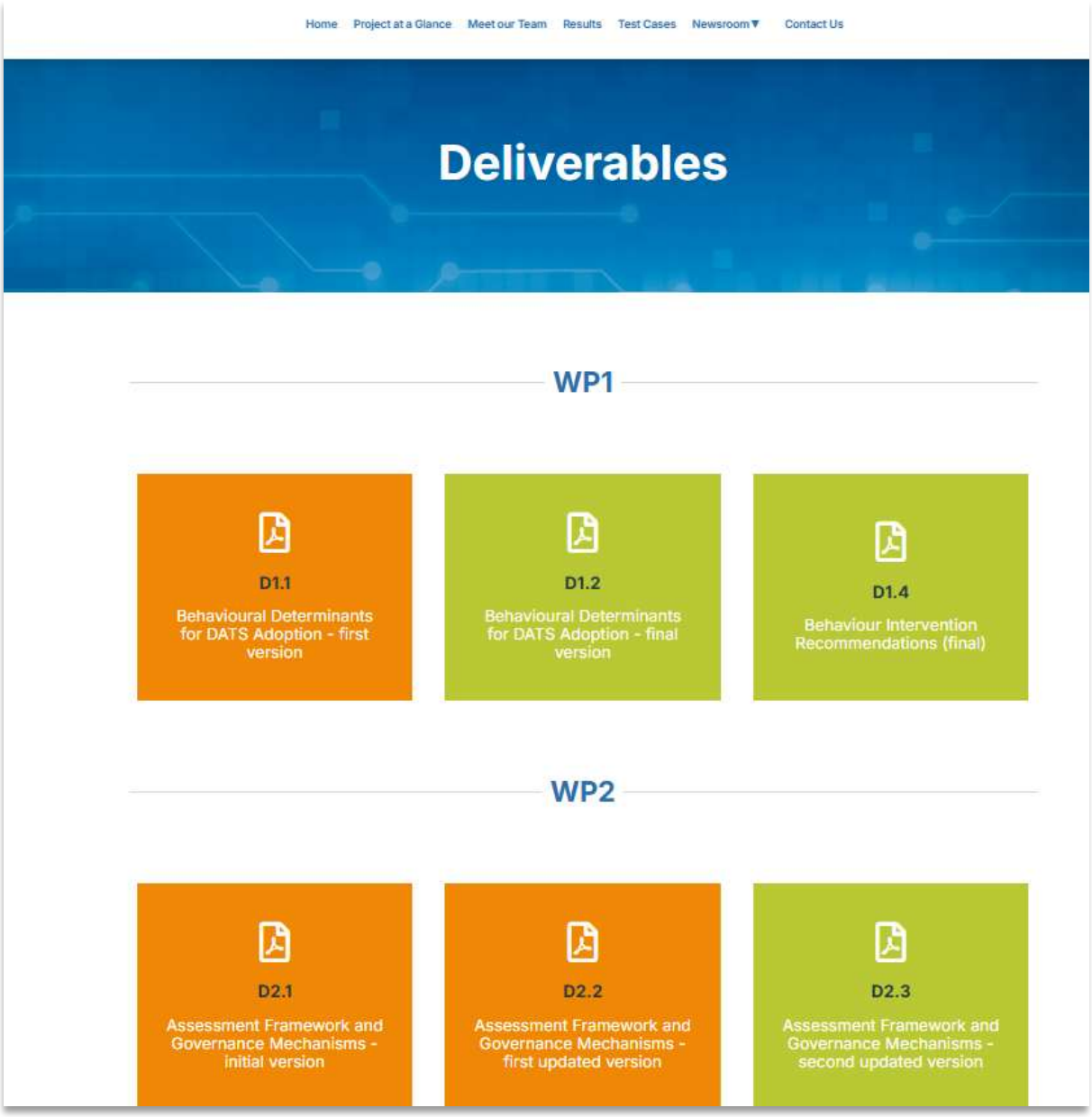

Figure 52: QuantiFarm website / "Deliverables" tab

- **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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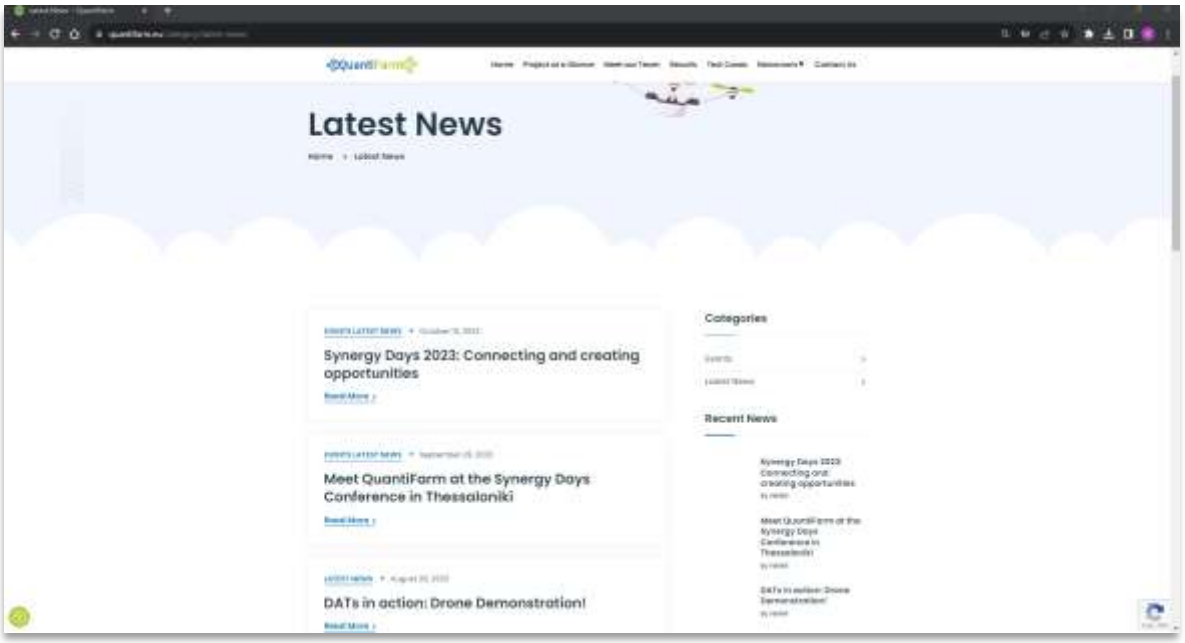

Figure 53: QuantiFarm website / "Meet our team" tab

- **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.

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Figure 54: QuantiFarm website / "Digital Innovation Academy" tab

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- **Get in Touch**
    - All the contact information of the QuantiFarm project is available under this section enabling the easiest communication with our stakeholders through email (info@quantifarm.eu).

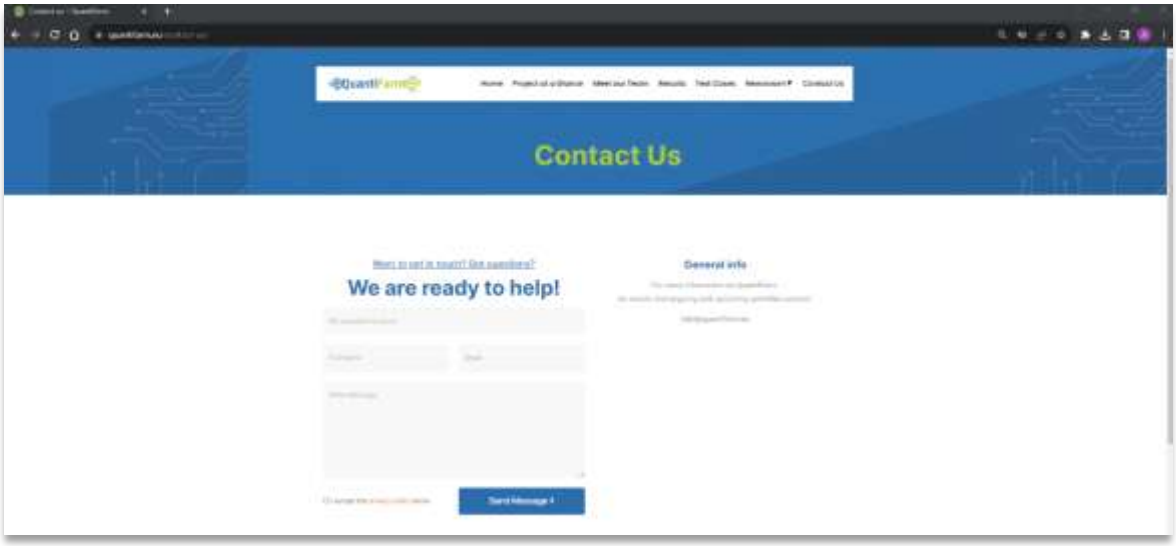

Figure 55: QuantiFarm website / "Get in touch" tab

- 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 56: : QuantiFarm website / "Privacy Policy" tab

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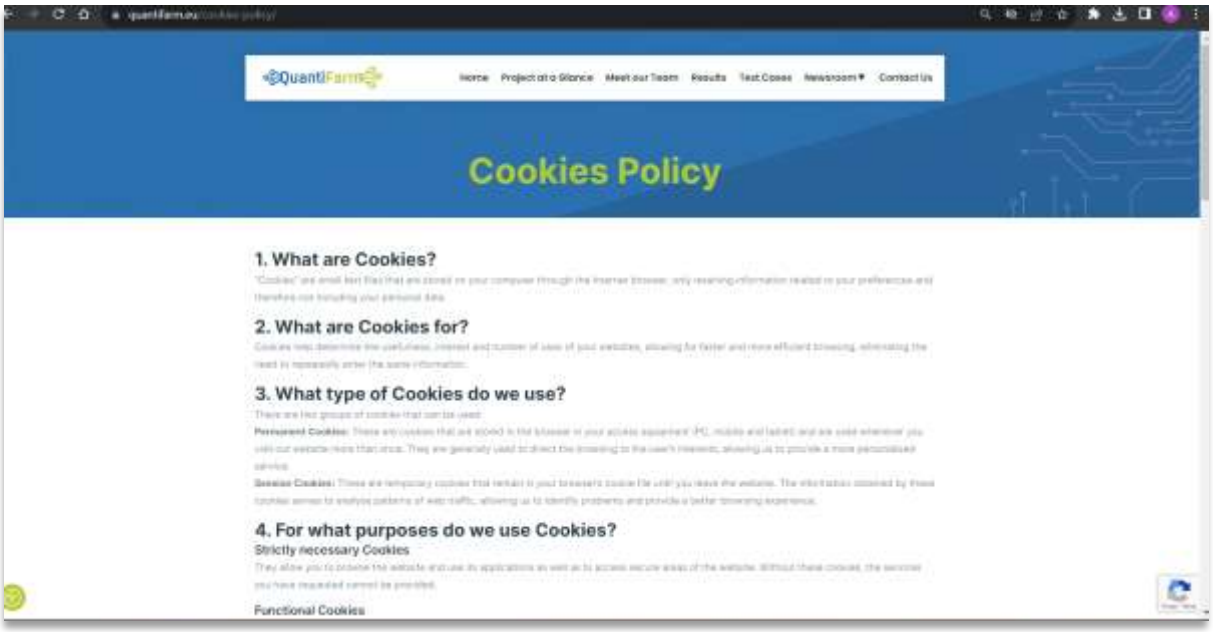

Figure 57: QuantiFarm website / "Cookies Policy" tab

Following the strong engagement of the QuantiFarm website in the first reporting period, this positive trend continued into the second. The compelling content attracted significant interest, as seen in the high number of clicks and visits. Visitors showed keen curiosity about the project's innovative solutions, reinforcing the effectiveness of the presented information and QuantiFarm's growing recognition in DATSs adoption. This surge in engagement coincided with the launch of the QuantiFarm Toolkit, a key online platform expected to attract stakeholders and further expand the website's reach. According to Google Analytics, **6,600 unique users** visited the site, generating **25,000 views** and **63,000 events,** meaning the total user interaction that does not necessarily involve loading a new page, such as clicking a button, watching a video, downloading a file, etc., (Source: Google Analytics).

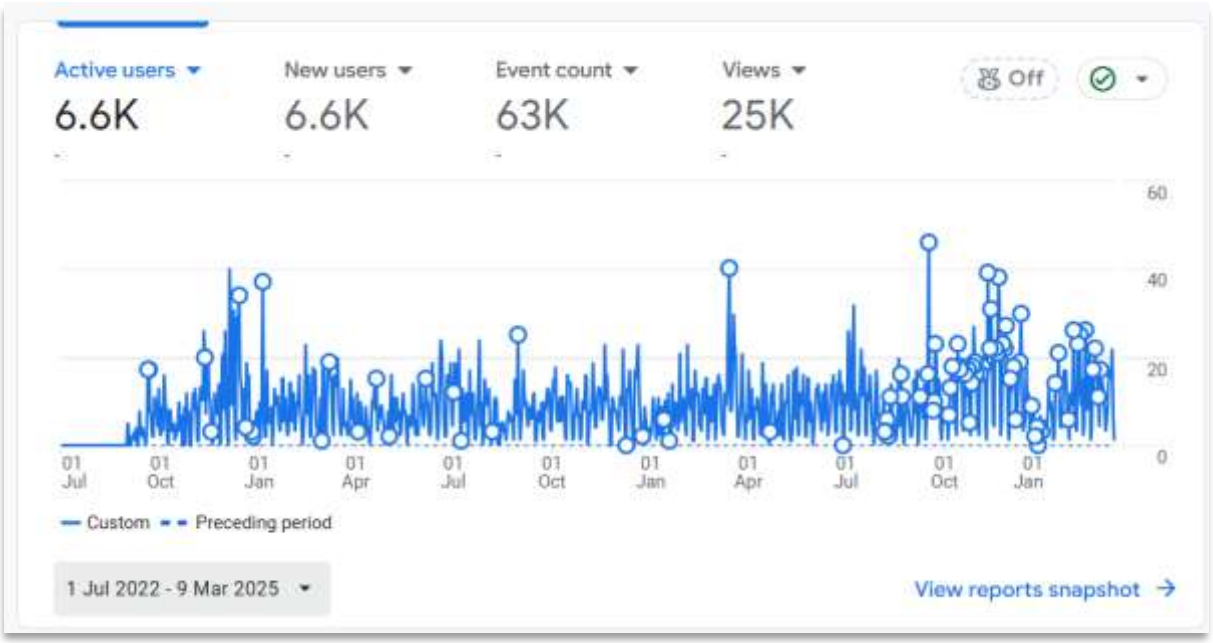

Figure 58: QuantiFarm website analytics

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4.2.1.3. Social media accounts

The project has set a strong social media presence and established 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, X (x-Twitter), SlideShare, YouTube and Instagram, and has established metrics for each channel to monitor its effectiveness and implement mitigation measures when necessary.

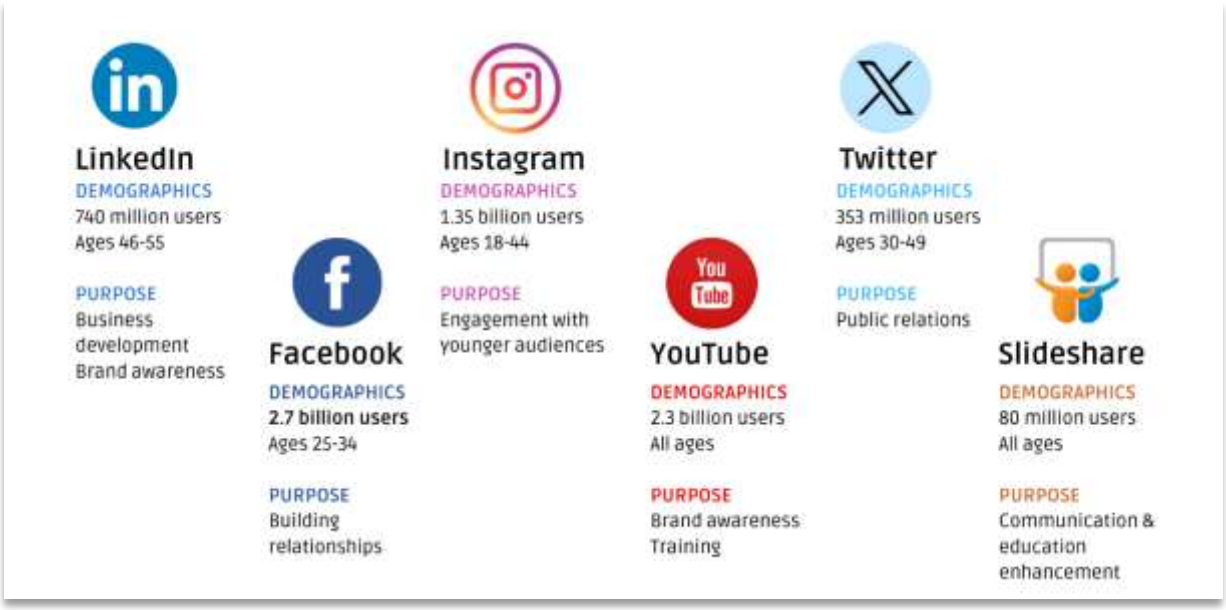

Figure 59: QuantiFarm social media channels

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 the consortium considers when creating 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.

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- **Eye-catching posts** lead to higher conversions with prioritization into visuals and graphics make the piece unique.
- **Adaptability** of the social media assets to the format and functionality of the several devices. The asset will be used in such a frame to maximize their placement, especially taking into consideration the placement on mobile devices.

Creating hashtags that are relevant to the project and its outcomes will help reach target audiences and make it easy to find QuantiFarm generated knowledge. Hashtags divide the project main topics into easily digestible and engaging keyword phrases, which help increase visibility in the social media environment, while making our messages stand out and influence the relevant communities. Further tracking of the hashtags helps the consortium analyse quantitative and qualitative data. The project has set official distinctive hashtags such as #DigitalAgriculture, #SmartFarming, #DigitalFarming which are used to monitor the posts related to the project. The consortium has agreed to use the following hashtags in QuantiFarm communication:

Figure 60: QuantiFarm hashtags

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

Figure 61: Content of the QuantiFarm social media posts

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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 62: Social media recommended actions

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4.2.1.4. Posters

For the QuantiFarm project, six (6) 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 2023 and Barcelona 2024. The posters can be found in Annex F.

4.2.1.5. Brochures

Brochures are distributed at the project's events (regional and national workshops) to provide concise information tailored to the target groups. A total of two brochures have been created for this purpose, both available for distribution. The first brochure is a 3-fold introduction to the project, highlighting its core concepts and objectives, while the second is a 2-fold brochure focused exclusively on the QuantiFarm Toolkit, aimed at raising awareness of the project's main result. Both brochures have been uploaded to the project's shared drive, allowing all partners to access them and translate them into their respective languages for use at national events. The brochures can be found in Annex G.

4.2.1.6. Fact Sheets

QuantiFarm's factsheets provide concise, structured, and easily accessible information about key aspects of the project. They summarize essential findings, methodologies, and outcomes related to QuantiFarm's initiatives, particularly in the field of digital agriculture technology solutions. Designed for stakeholders, policymakers, and researchers, these factsheets present data-driven insights, best practices, and key takeaways to support informed decision-making and foster the adoption of innovative DATSs. According to the initial DEC plan, the factsheets will be produced in the final phase of the project.Notebook design; Folder design; stickers design

4.2.1.7. Design of roll-ups & banners

The design of roll-up banners has played a crucial role in ensuring the project's distinct presence at various events, including exhibitions and conferences. A general roll-up banner has been developed, incorporating the project's visual identity to maintain a cohesive and professional appearance. This banner has been showcased at multiple events across Europe, effectively promoting the project's objectives, brand, and key messages. Its visually appealing design and strategic use have contributed to enhancing visibility, engagement, and recognition among stakeholders and event attendees. The roll-up banner can be found in the QuantiFarm website, and can be downloaded and printed when needed, with respect to the environment.

4.2.1.8. Social media kit (feed and story templates, video covers)

To ensure the visual cohesion of QuantiFarm's social media presence, dedicated templates have been consistently used across all platforms. These templates incorporate key elements of the project's visual identity, including the logo, brand colours, and the required funding statement. This approach has maintained a unified and professional appearance throughout the project's social media journey, from its inception to the present.

In addition to social media graphics, a consistent visual identity has also been applied to the project's video content, including vidcasts, the introductory project video, and other audiovisual materials. Specific design elements, such as branded introductions and outros, as well as the integration of the logo and funding statement, have been incorporated to create a cohesive and recognisable image. This strategic use of visual branding enhances QuantiFarm's visibility, strengthens its identity, and reinforces its credibility among stakeholders and the broader audience.

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Table 18: Full branding and web design KPIs achieved

#	Communication KPIs	Target M1-M45	Target M19 - M33	Achieved M19-M33	Achieved M1- M33
C.1	Full branding and web design				
C.1.1	Printable brand book and guidelines	**1**	0	1	**1**
C.1.2	Website	**1**	0	1	**1**
C.1.3	Social media accounts	**6**	0	6	**6**
C.1.4	Posters	**1**	0	4	**4**
C.1.5	Brochures	**3**	1	1	**1**
C.1.6	Fact Sheets	**12**	0	0	**0**
C.1.7	Notebook design; Folder design; stickers design	**3**	0	3	**3**
C.1.8	Design of roll-ups & banners	**1**	0	1	**1**
C.1.9	Social media kit (feed and story templates, video covers)	**1**	0	1	**1**

4.2.2. Digital and social media

4.2.2.1. Blog / Social Media posts

As previously mentioned, the project's active participation and consistent engagement across various platforms led to the creation of high-quality content, significantly surpassing the initial targets for social media outreach. The number of social media posts more than doubled the expected goal, contributing to a notable increase in followers and enhancing the overall visibility and dissemination of the project's outcomes.

Among the different social media channels utilized, LinkedIn emerged as the most influential platform, attracting the highest number of followers and fostering meaningful interactions with professionals, stakeholders, and researchers. Following LinkedIn, other key platforms such as Facebook, Instagram, X (formerly Twitter), YouTube, and SlideShare also played a crucial role in broadening the project's reach, engaging diverse audiences, and effectively communicating QuantiFarm's key messages, findings, and innovations.

4.2.2.2. 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.

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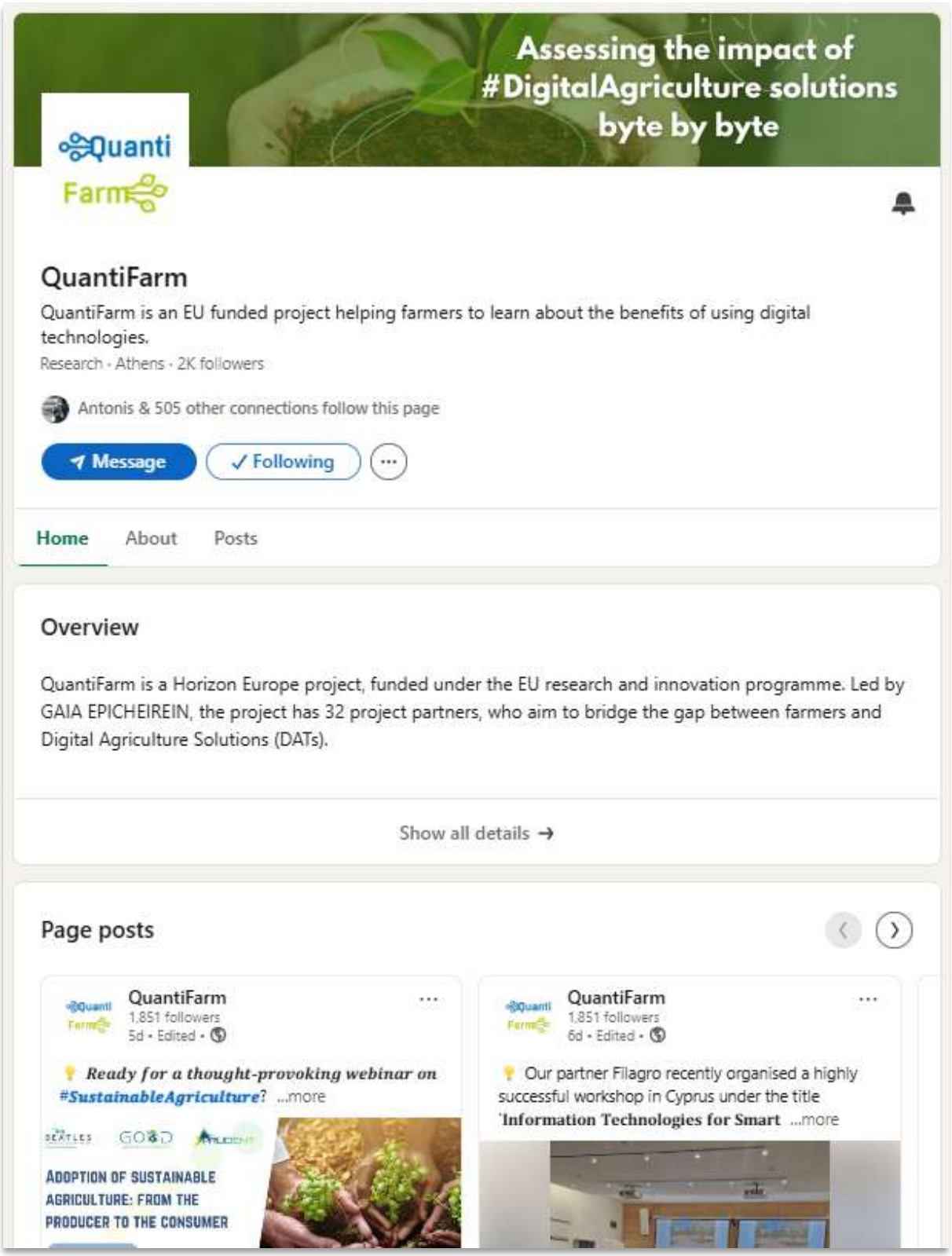

Figure 63: QuantiFarm LinkedIn page overview

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

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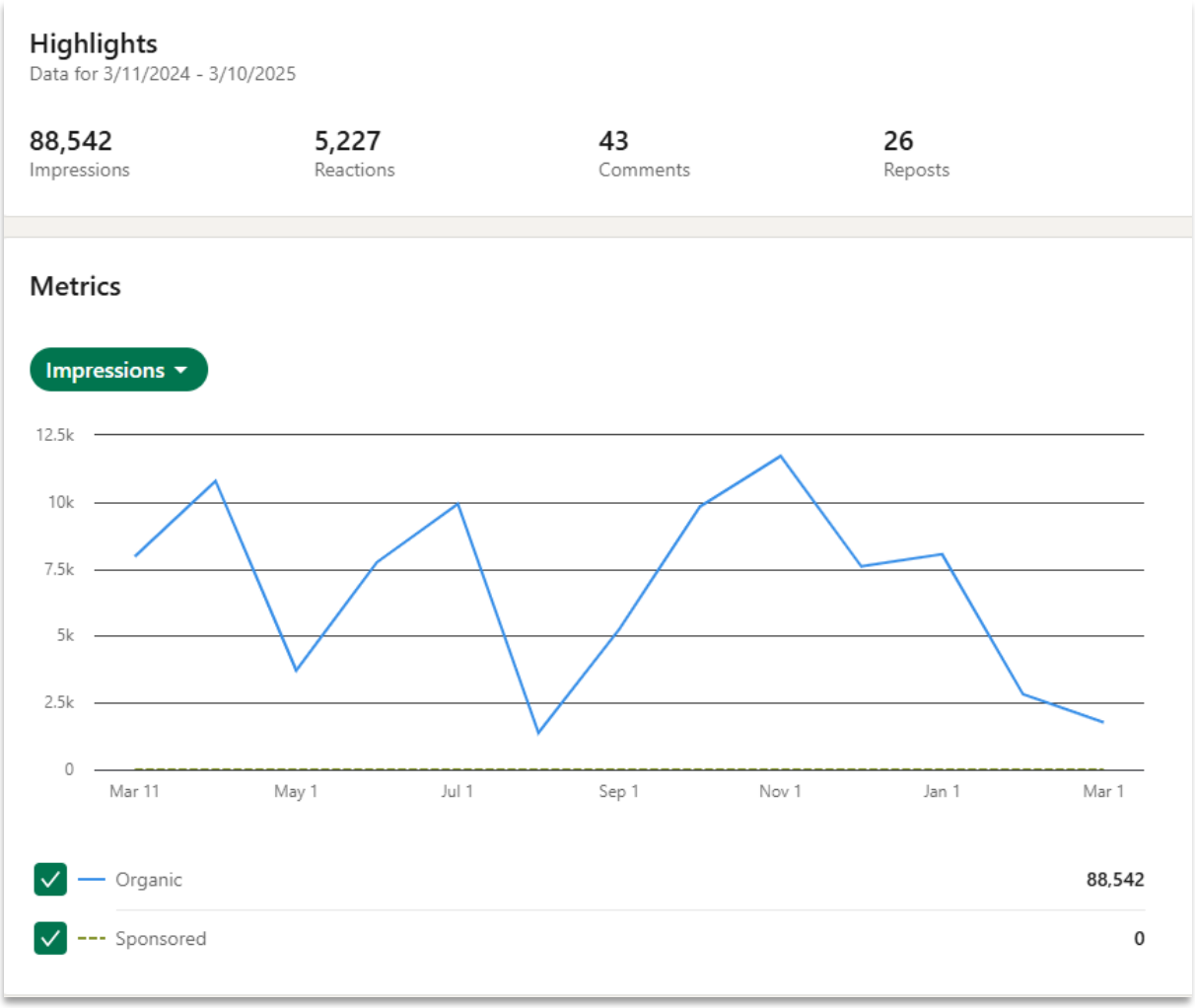

Figure 64: QuantiFarm LinkedIn page impressions (03/2024 – 03/2025)

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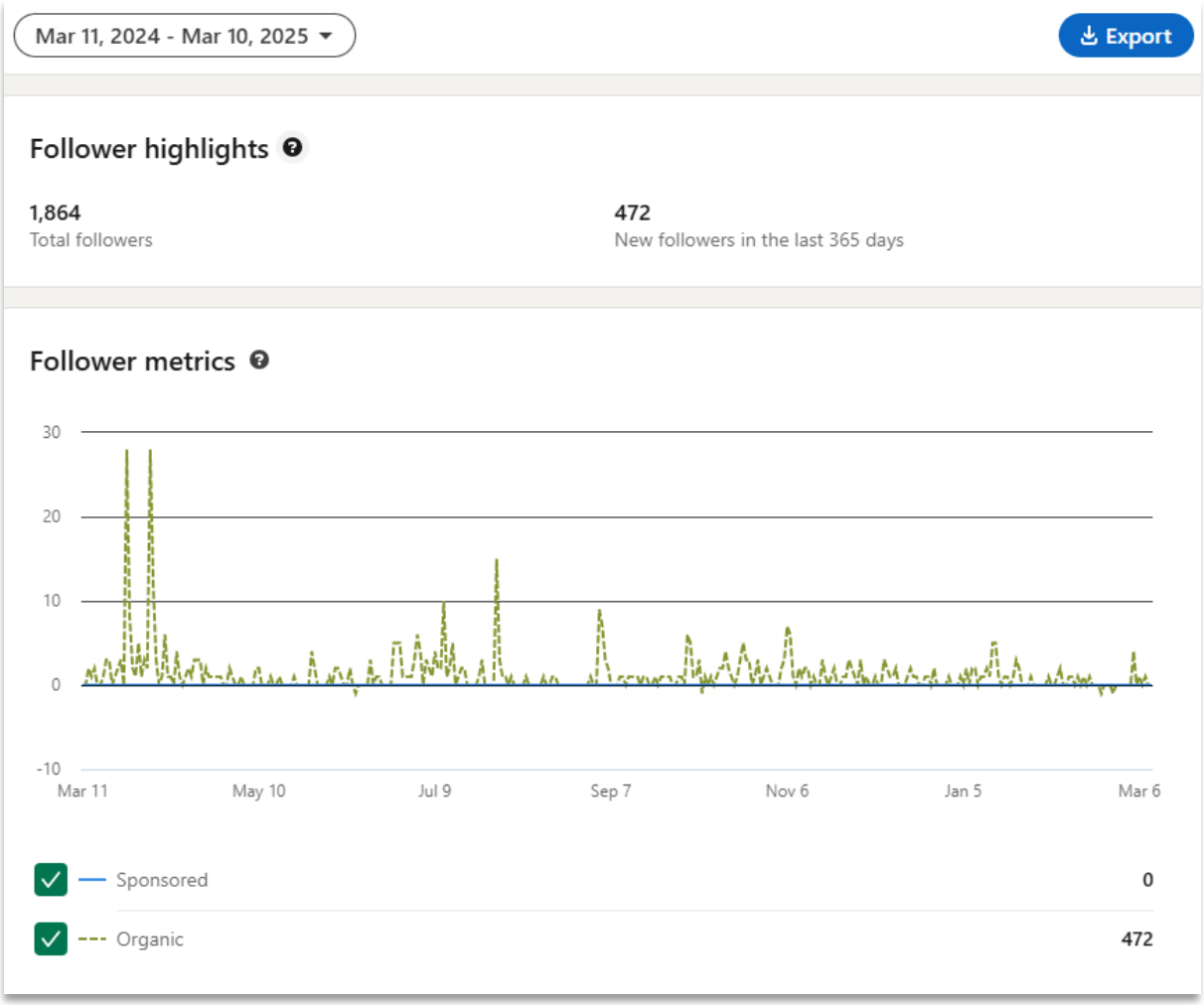

Figure 65: QuantiFarm LinkedIn page followers (03/2024 – 03/2025)

4.2.2.3. Facebook

QuantiFarm's Facebook page was developed to communicate directly with target audiences on an individual level.

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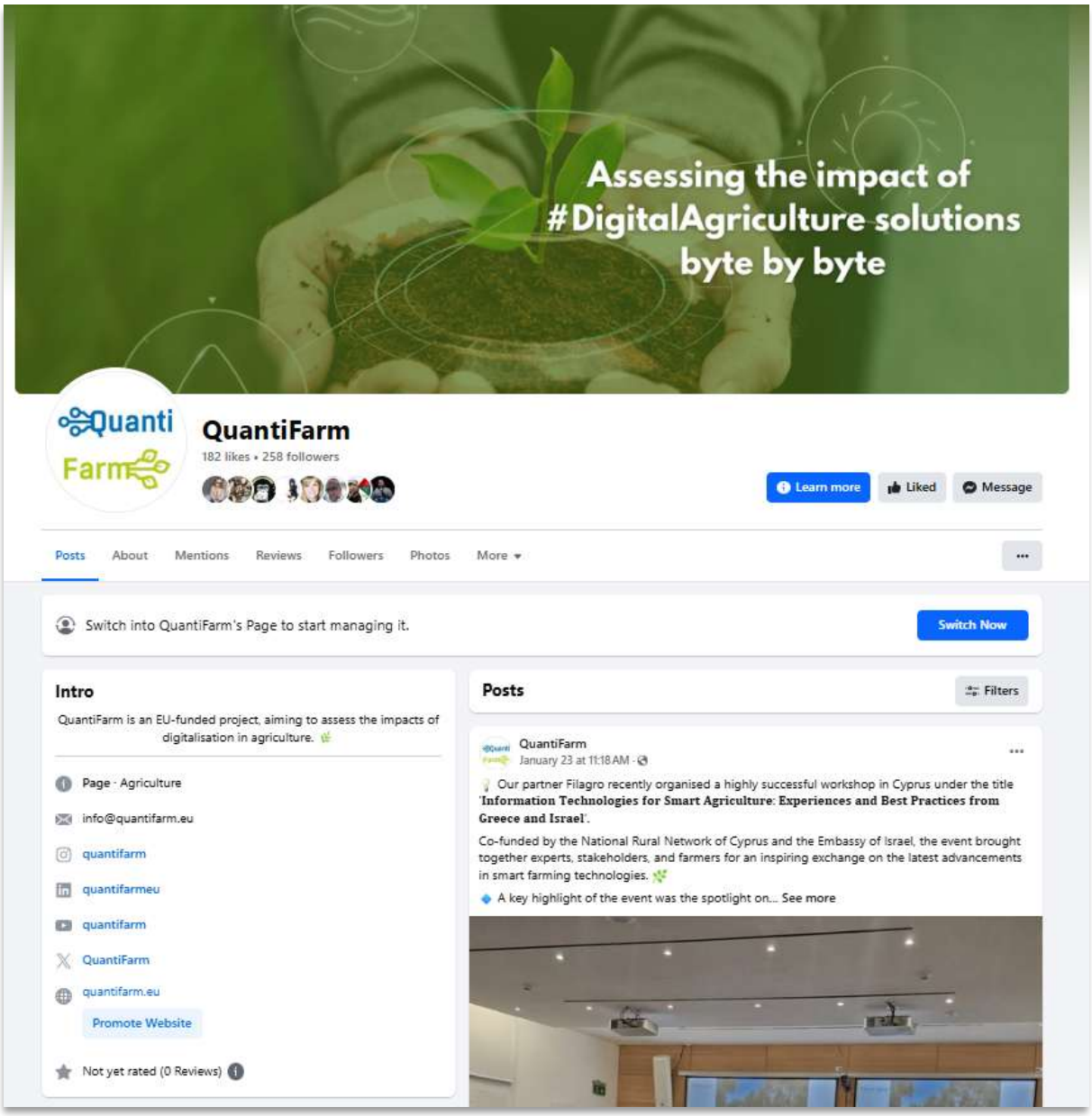

Figure 66: QuantiFarm Facebook page overview

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 March 2025.

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Figure 67: QuantiFarm Facebook page reach (07/2022-03/2025)

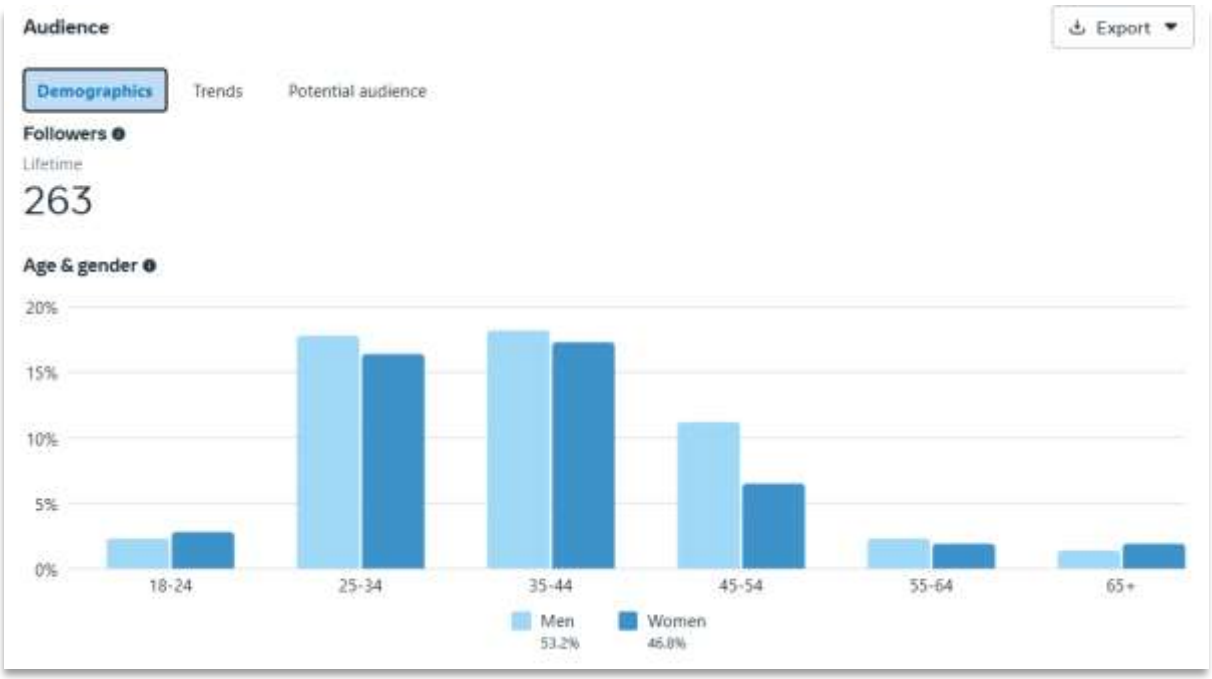

Figure 68: QuantiFarm Facebook audience's age and gender distribution (07/2022-03/2025)

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Figure 69: QuantiFarm Facebook audience's statistics (07/2022-03/2025)

4.2.2.4. Instagram

To engage with the public, QuantiFarm utilises its Instagram account. Through this social media platform, QuantiFarm shares images and videos that demonstrate the impact of digital farming technologies in the agricultural sector through various test cases to communicate the goals and scope of the project.

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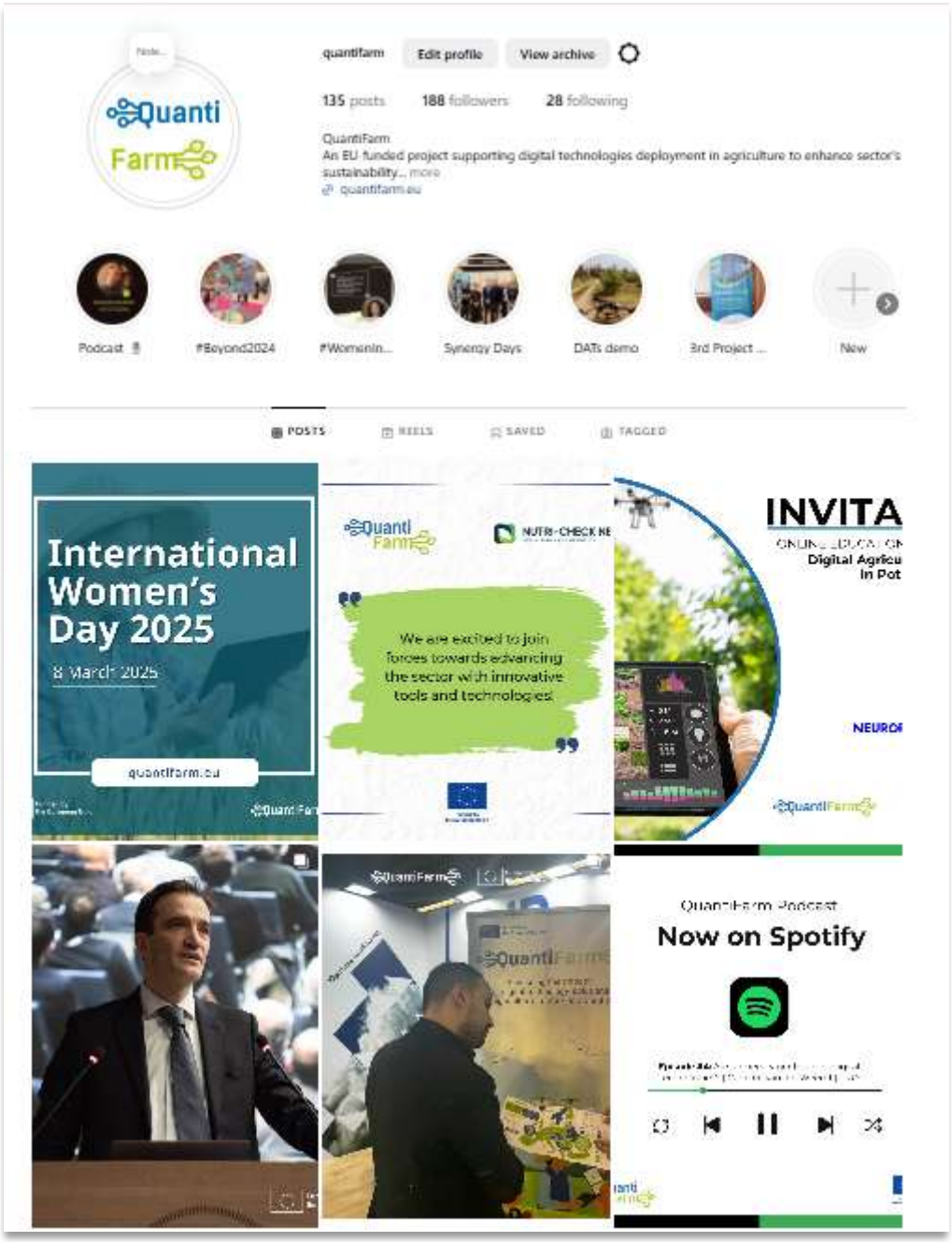

Figure 70: QuantiFarm Instagram profile overview

4.2.2.5. X (ex-Twitter)

An X (ex-Twitter) account was 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.

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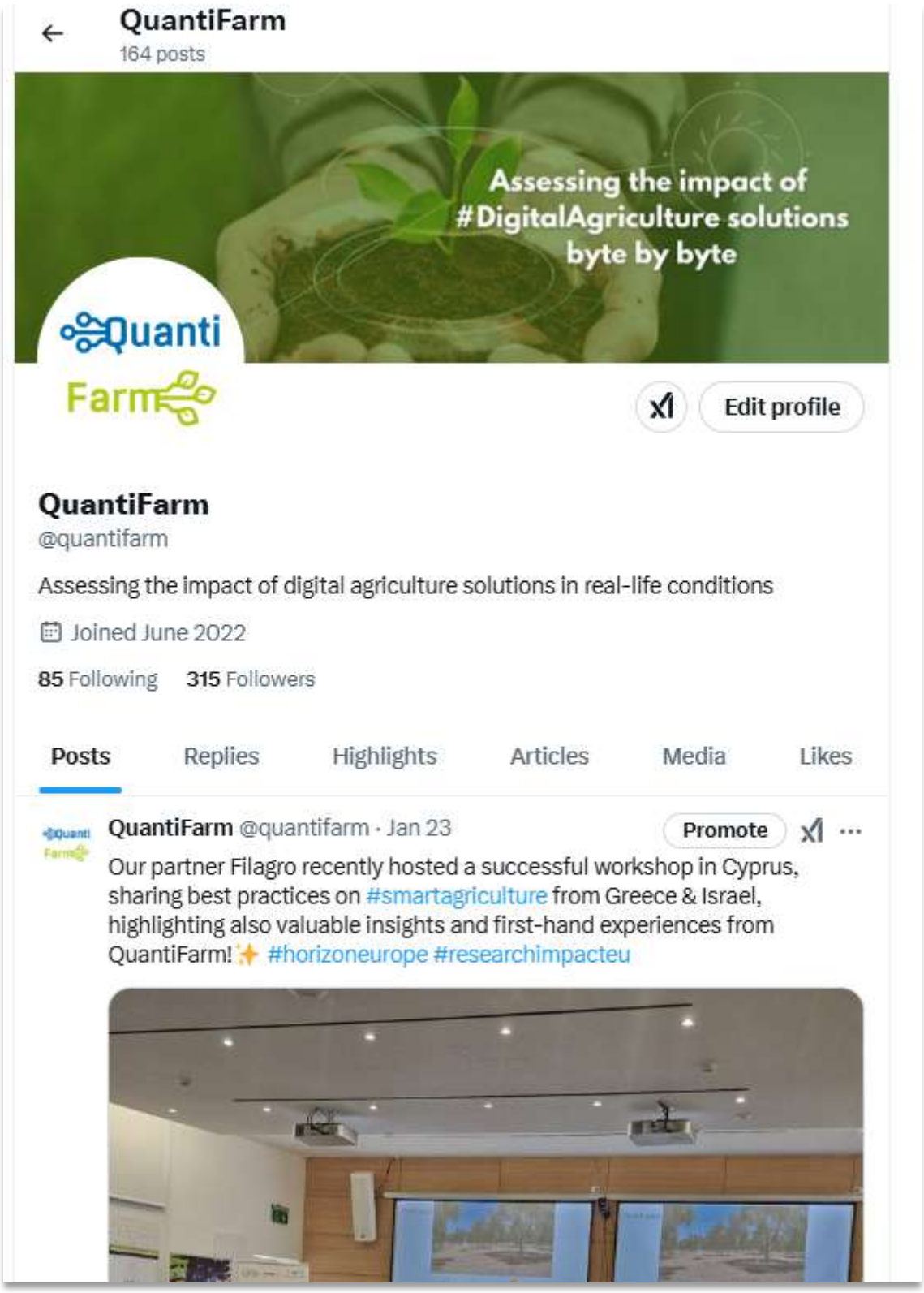

Figure 71: QuantiFarm X (ex- Twitter) profile overview

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

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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.

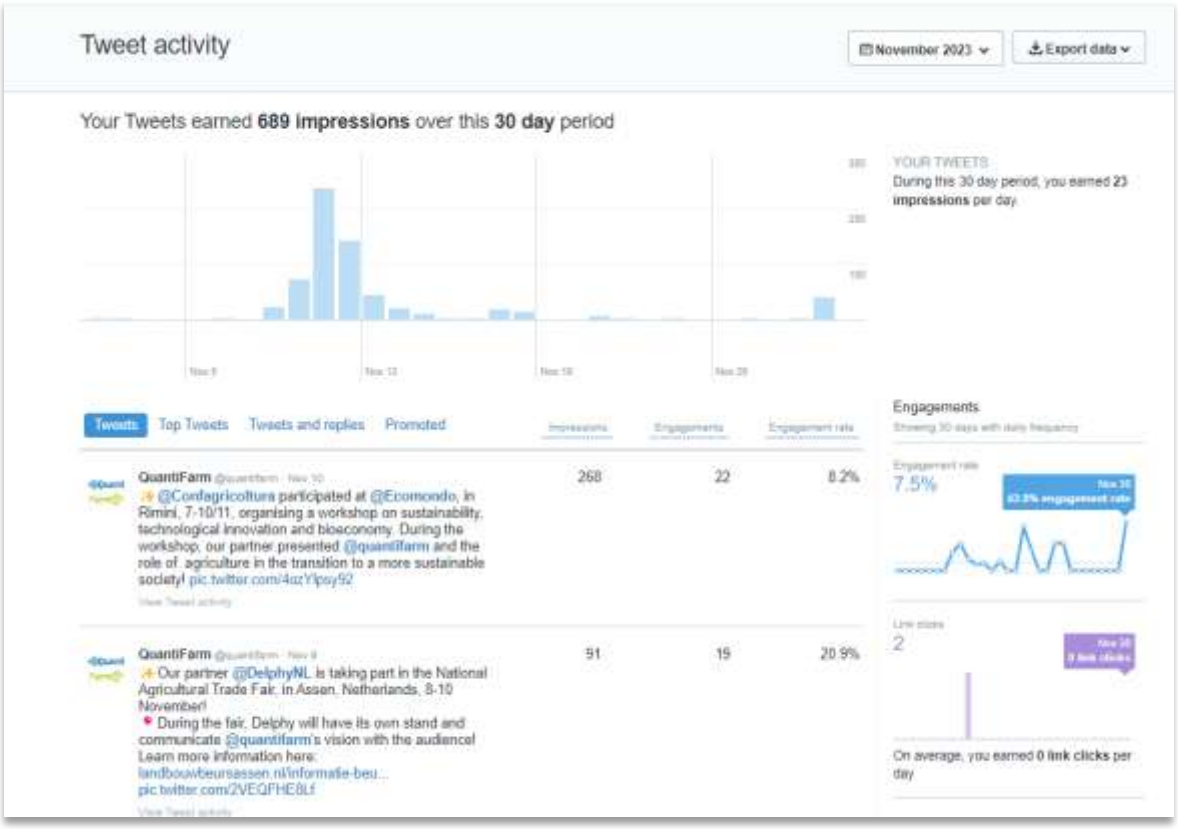

Figure 72: QuantiFarm Twitter Metrics Overview (November 2023)

4.2.2.6. 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.

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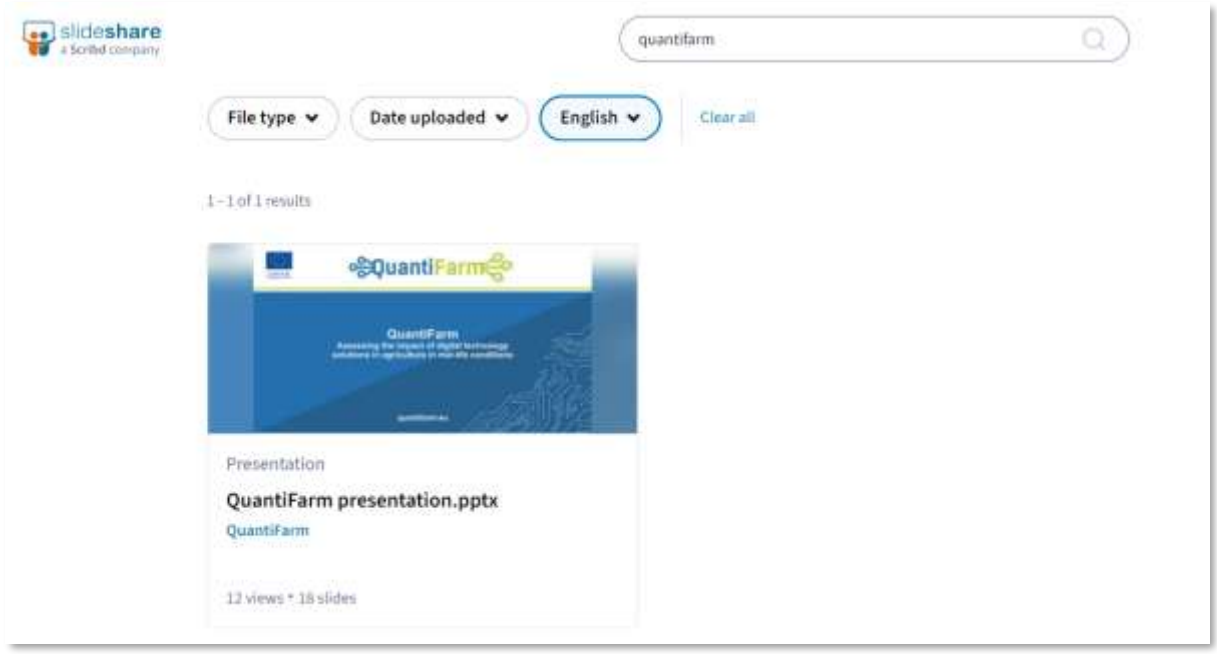

Figure 73: QuantiFarm SlideShare profile

4.2.2.7. QuantiFarm videos

QuantiFarm's YouTube channel serves as a central platform for hosting, showcasing, and promoting a diverse range of video content related to the project. The channel features a variety of engaging and informative videos, including expert interviews, videocasts, project promotional content, and in-depth insights from real-life demonstrations. Through these videos, QuantiFarm aims to share valuable knowledge, highlight project developments, and foster engagement with stakeholders, policymakers, researchers, and the wider agricultural community. By leveraging YouTube's broad reach and

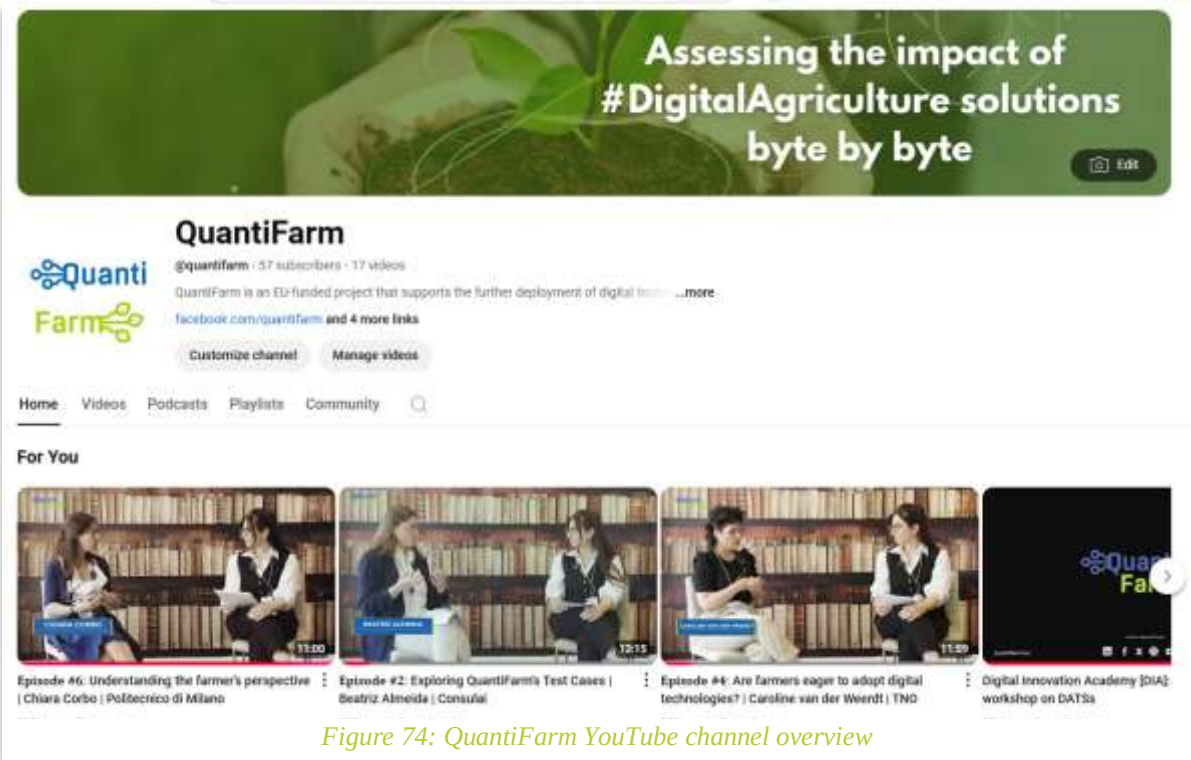

Figure 74: QuantiFarm YouTube channel overview

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accessibility, QuantiFarm ensures that its content is easily discoverable, encouraging the adoption of innovative digital agricultural technology solutions and promoting discussions on the future of smart farming technologies.

Achievements so far

To date, eighteen (18) videos have been produced on the QuantiFarm YouTube channel, offering an in-depth exploration of the project's efforts to assess and promote the adoption of Digital Agriculture Technology Solutions (DATSs). The channel features a diverse range of content, including expert interviews, vidcasts, video tutorials, workshops, and DATS demonstrations, covering key topics such as the impact of digital tools on farming, effective communication with agricultural stakeholders, and the development of inclusive data collection methods. So far, the channel has published seven (7) vidcasts, two (2) workshops, one (1) video tutorial, one (1) project overview video, one (1) DATS demonstration, five (5) expert interviews and one (1) recorded Radio interview, providing stakeholders with accessible insights into the project's key concepts and practical applications.

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Figure 76: QuantiFarm project video screenshot

By placing farmers at the core of digital innovation, QuantiFarm fosters knowledge exchange and informed decision-making, supporting a m By placing farmers at the core of digital innovation, QuantiFarm fosters knowledge exchange and informed decision-making, supporting a more sustainable and technology-driven agricultural future.

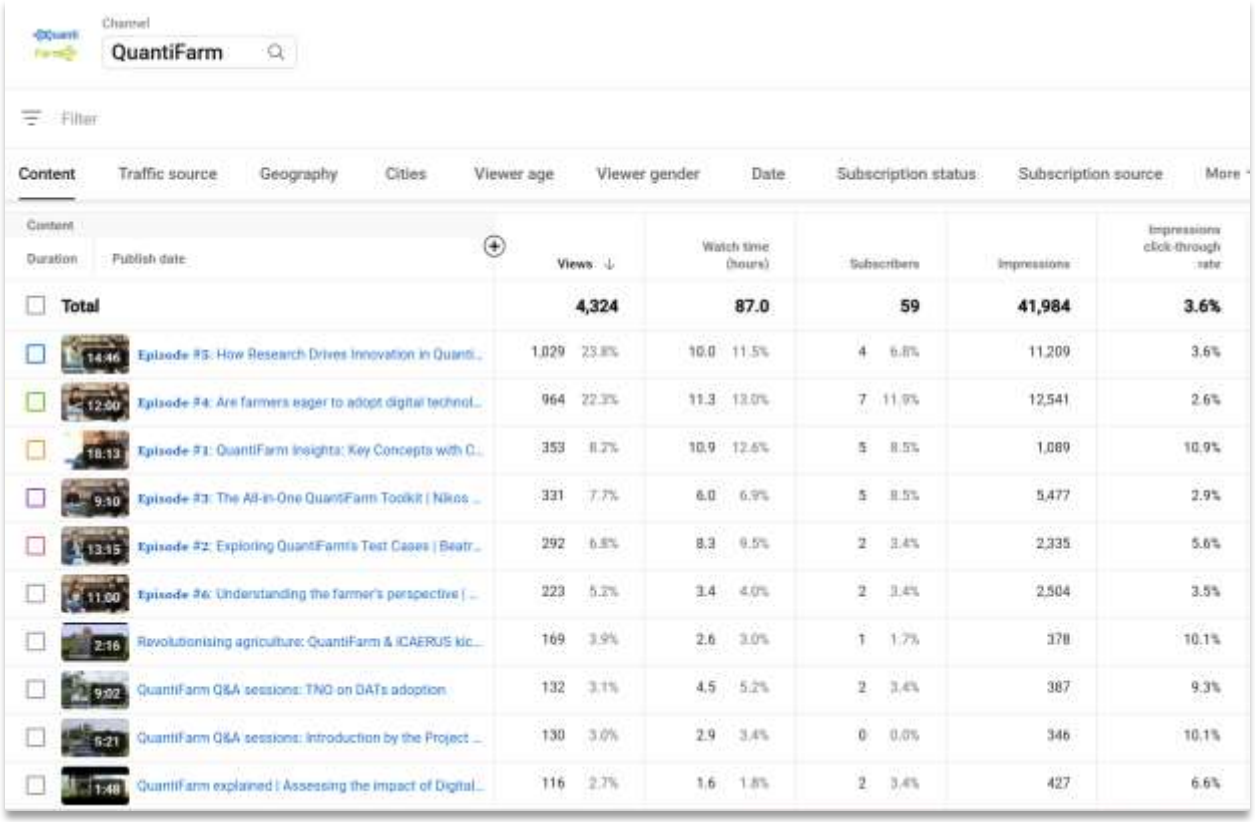

Figure 75: QuantiFarm YouTube channel's analytics

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4.2.2.8. Editorial backlink in top-tier online magazine outlets

This Key Performance Indicator (KPI) tracks the number of inbound links that drive traffic to QuantiFarm's official website from various external online sources. These sources may include digital magazine outlets, industry-related websites, research institutions, partner organizations, blogs, and other authoritative platforms that reference QuantiFarm's work.

Backlinks serve as a vital metric for measuring the project's online influence and reach. They contribute significantly to enhancing the website's visibility and credibility by signalling to search engines that QuantiFarm is a trusted and relevant source of information within the digital agriculture sector.

Achievements so far

Currently, 38 backlinks have been successfully acquired, surpassing the initial target of 32 set for the entire duration of the project. This achievement highlights the effectiveness of QuantiFarm's digital dissemination strategy and reflects the growing recognition of the project across various online platforms.

Exceeding the set goal ahead of schedule demonstrates strong engagement with external sources, including industry publications, research websites, partner organizations, and relevant digital media outlets. However, efforts to secure additional backlinks will continue, as each new link contributes to further strengthening QuantiFarm's online presence, improving search engine rankings (SEO), and expanding its reach to a broader audience.

Table 19: Digital and social media KPIs achieved

#	Communication KPIs	Target M1-M45	Target M19 - M33	Achieved M19-M33	Achieved M1- M33
C.2	Digital and Social Media				
C.2.1	Blog / Social Media posts	**350**	117	**394**	**704**
C.2.2	QuantiFarm videos	**10**	4	**11**	**18**
C.2.3	Editorial backlink in top-tier online magazine outlets	**32**	10	**13**	**39**

4.2.3. Press Outreach and Event Planning

4.2.3.1. Press releases

Press releases serve as an essential tool for public communication, allowing QuantiFarm to share important updates, milestones, and achievements with a wider audience. These official announcements help raise awareness about the project, ensuring that key stakeholders—including policymakers, researchers, industry professionals, and the general public—remain informed about its progress and impact. 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:

Table 20: Translation of Press Releases

#	Languages	#	Languages
1	Greek	9	French
2	Dutch	10	Romanian

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3	Italian	11	Lithuanian
4	Portuguese	12	Latvian
5	Finnish	13	Croatian
6	Bulgarian	14	Polish
7	Flemish	15	Slovenian
8	Spanish	16	Serbian

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

Achievements so far

The project's goal is to publish a total of eight (8) press releases over its entire duration. Currently, three (3) press releases have been successfully published and disseminated across media channels, highlighting QuantiFarm's core concepts, objectives, and overarching mission. These initial releases have played a crucial role in establishing the project's presence, engaging relevant audiences, and setting the stage for further outreach efforts.

Moving forward, five (5) additional press release will be issued till the end of the project, to communicate key project developments, results, or significant achievements, ensuring continued visibility and engagement within the digital agriculture community and beyond.

4.2.3.2. Spotlight on... (fireside chats with experts and policy officials)

The "Spotlight on" KPI measures the number and impact of fireside chats conducted with experts, policymakers, and industry leaders within the scope of the QuantiFarm project. These interactive discussions serve as a platform for knowledge exchange, policy insights, and expert perspectives on key topics related to digital agriculture, sustainable farming practices, and the adoption of Digital Agriculture Technologies (DATSs).

These sessions are planned to take place alongside the national webinars, with a focus on Decision Intelligence and Analytics (DIA), during the final phase of the project.

4.2.3.3. Media speeches and interviews (tv/radio)

The Media Speeches and Interviews KPI measures the number and impact of QuantiFarm's appearances on television, radio, and other broadcast media. These engagements serve as a powerful tool for increasing public awareness, disseminating key project findings, and promoting the adoption of Digital Agriculture Technologies (DATSs).

Purpose and Importance

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- Enhancing Public Engagement: TV and radio interviews provide an opportunity to communicate QuantiFarm's mission, objectives, and outcomes to a broad and diverse audience, including farmers, policymakers, and the general public.
- Showcasing Expertise: Featuring project representatives, researchers, and key stakeholders in media interviews establishes QuantiFarm as a trusted source of knowledge in digital agriculture and smart farming.
- Influencing Policy and Industry: By reaching decision-makers and industry leaders through mainstream media, QuantiFarm can contribute to shaping policy discussions and market adoption strategies for DATSs.

Achievements so far

For the time being, three (3) media interview has been achieved by the project partners Reframe.food and Terra Littera, who had the opportunity to communicate QuantiFarm in national TV and radio.

The first media interview occurred on **October 13, 2023**, when the project was presented on **Serbian TV**. This presentation helped raise awareness about the project's objectives, its impact on digital agriculture, and its contributions to the broader farming community. The segment can be viewed on YouTube here.

Figure 77: Terra Littera at Serbian TV

Following this, on **April 1, 2024**, QuantiFarm representatives participated in an **interview on TV100 channel**, further extending the project's reach and highlighting its importance in the agricultural sector. This interview allowed QuantiFarm to delve deeper into the significance of its work, the adoption of **Digital Agriculture Technology Solutions (DATSs), QuantiFarm Toolkit**, and its goals for the future.

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Figure 78: reframe.food at TV100 channel | Dimotis Online show

On **February 22, 2025**, another key interview was conducted on **SKAI radio 100.3**, a well-established Greek radio station. The interview provided a platform to discuss the latest developments within the project, including the QuantiFarm Toolkit, real-life demonstrations through demo events and key findings. It was featured on the program **"Epistrefontas"**, helping to further expand QuantiFarm's visibility and reinforce its position as a leader in digital agricultural innovation.

Figure 79: reframe.food at "Epistrefontas" radio show | SKAI radio 100.3

These media appearances are integral to QuantiFarm's outreach strategy, contributing to both its visibility and the successful dissemination of its results to a wider audience.

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4.2.3.4. Featured articles in (industry) magazines and newspapers

The **KPI for Featured Articles in Industry Magazines and Newspapers** tracks the visibility of QuantiFarm through articles, press releases, and reports published in well-regarded industry publications and media outlets. These features help raise awareness of the project's progress, innovations, and contributions to digital agriculture technologies, and are vital for engaging stakeholders, policymakers, and the broader public.

Achievements so far

Below are the key media engagements:

- On **December 2, 2022**, QuantiFarm was featured in **Ypaithros Chora** newspaper in Greece, which discussed the benefits of the project for farmers, showcasing real-world applications and results. The article can be accessed here.
- Throughout **November 2022**, several articles were published in **local Italian press**. These articles, covering different aspects of the project, were featured on platforms such as **Agricultura Oggi** here, **MyFruit.it** here, and **Foglie TV** here.
- **Portuguese press** also featured the project in multiple outlets, including **Agronegócios** here, **Agriterra** here, and **Agrotec** here, starting from **September 2022**.
- **Greek press** covered the project in **AgroKosmos Magazine** in an article titled *Assessing the Impact of Digital Agriculture Technology Solutions in Real-World Settings* on **January 28, 2024**. The article can be found on LinkedIn.
- **Belgian press** highlighted QuantiFarm's work in **Landbouwleven** here, **Vilt** here, and **Varkensbedrijf** here between **December 2022 and January 2023**.
- Articles from **French** media outlets such as **Idele's website** here were published in **November 2022**.
- Further engagement in **Lithuania** came in the form of multiple articles published in **Lrytas** here, **Delfi** here, and **Valstietis** here between **December 2022 and January 2023**.
- The project was also featured in **Serbia** on **AgroPlus Magazine** on **January 24, 2023** link to page 45.
- In **May 2024**, **CONSULAI** published a series of press releases regarding the launch of the **QuantiFarm Toolkit**, including features in **Electronics Industry Magazines** and **Agricultural Platforms** such as **Agriculturaemar** here, **Agronegócios** here, and **Vidarural** here.
- Finally, the **Synergy Days 2024** report was featured on **December 4, 2024**, summarizing the event and its relevance to the project's objectives, available at Synergy Days Report.

Table 21: Digital and social media KPIs achieved

#	Communication KPIs	Target M1-M45	Target M19 - M33	Achieved M19-M33	Achieved M1- M33
C.3	**Press Outreach and Event Planning**				
C.3.1	Press releases	**1**	1	2	3
C.3.2	Spotlight on... (fireside chats with experts and policy officials)	**10**	0	1	1
C.3.3	Media speeches and interviews (tv/radio)	**4**	2	2	3

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C.3.4	Featured articles in (industry) magazines and newspapers	**10**	4	27	29

4.2.4. 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.

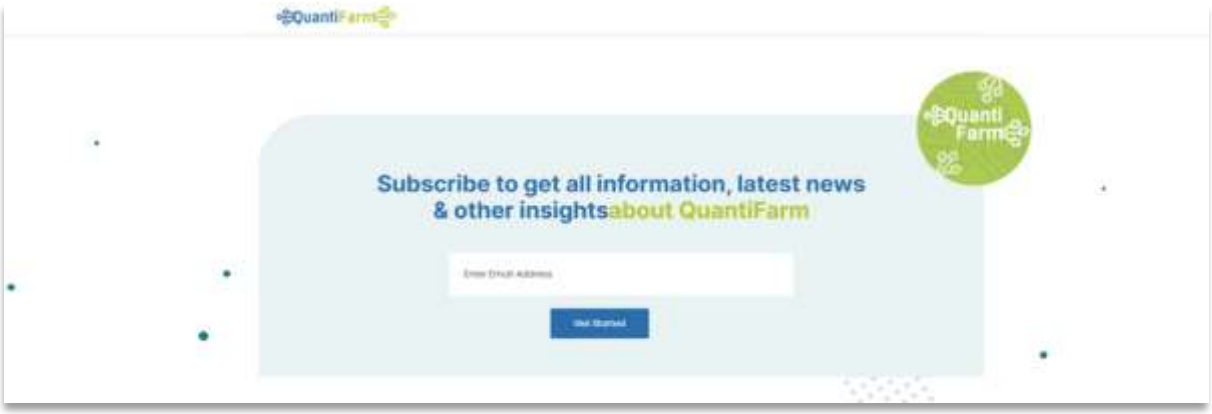

Figure 80: QuantiFarm Newsletter Call-to-action button

As a key communication tool, the QuantiFarm newsletter effectively delivers project updates and key highlights on a biannual basis. The first draft of each newsletter, produced by RFF with content contributed by project partners, is shared with all consortium members for review. Following feedback from partners, RFF finalises the newsletter and distributes it to subscribers while also promoting it across all project social media channels. Additionally, all newsletters are uploaded to the project website, ensuring long-term accessibility. Published every six (6) months, the newsletter is issued twice per year. To date, five (5) editions have been released, with the sixth scheduled for publication in July 2025. Beyond the regular biannual schedule, one (1) additional issue was published, dedicated to the launch and key features of the QuantiFarm toolkit. The proposed structure of each newsletter is:

- Introduction
- Project Update / Key news, deliverables, and project events
- News & Events

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- Resources for further reading (suggested by all partners)

The released issues and their respective topics are presented below.

Newsletter Issue 01

Issue 01 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. It included:

• 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.

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 Weerdt 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.

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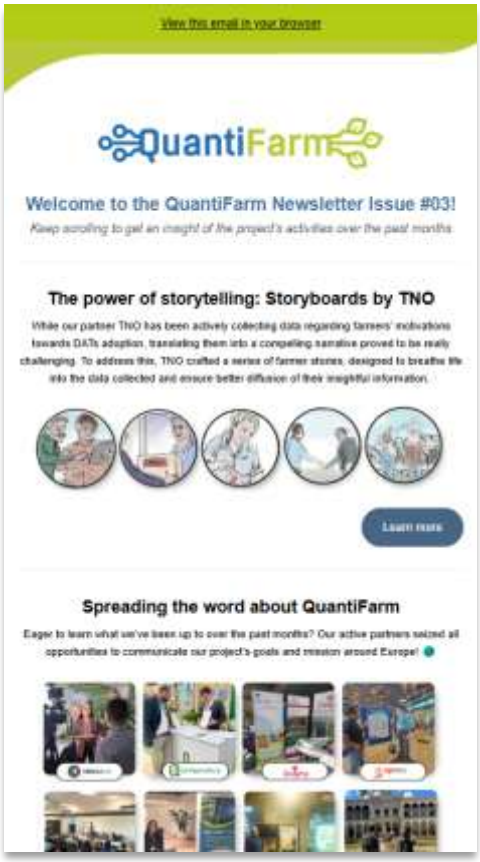
Newsletter Issue 03

The 3rd issue, released on December 22nd 2023,, 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 4th 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



Newsletter Issue 04

The 4th issue, released on July 8th, 2024, was focused on presenting the project's updates and drawing attention to the highlights of the past period.
More specifically, the topics included:
• The QuantiFarm Toolkit's launch
• Our activities and events around Europe
• The 1st QuantiFarm EU-wide Train The Trainers (TTT) Workshop
• Our 5th Project Meeting in Lisbon on 25 & 26 June 2024
• Our new collaboration with FARMTOPIA
• Our must-read Research Publications
• The QuantiFarm project video
• An announcement of the upcoming podcast series and our participation in the Synergy Days conference in Barcelona

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Newsletter Issue 05

The 5th issue, released on December 21st, 2024, was focused on presenting the project's updates and drawing attention to the highlights of the past period.

More specifically, the topics included:

• QuantiFarm at Synergy Days 2024
• Updates on QuantiFarm's test cases
• QuantiFarm 1st Podcast Series, featuring the first 4 episodes with special guests from the QuantiFarm consortium
• New Collaborations with FUTURAL, BEATLES, 4Growth and PRUDENT
• Our Latest Activities
• A tutoral on the QuantiFarm toolkit's Web-based Tool for Data Collection

An invitation to the DIA EU-wide training workshop, which took place on November 28th, 2024

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A final monitoring report until M33 of QuantiFarm third DEC Plan KPIs distributed for the second reporting period (M19-M33) is provided in the following table. It includes a breakdown of the expected KPIs and their targets, as well as those achieved during the examined period.

The estimated number of people reached through all dissemination and communication activities, categorized as follows, is summarized below: scientific community (higher education, research) – 1,500; industry – 300; farmers 10.000, general public – 150,000; policy makers – 20; media audience (TV & Radio) – 6,000; investors – 400.

Table 22: QuantiFarm KPIs achieved so far

#	Dissemination KPIs	Target M1-M45	Target M19 - M33	Achieved M19-M33	Achieved M1- M33
D.1	**High-level events and campaigns**				
D.1.1	Live, digital and industry events	**25**	9	**33**	**50**
D.1.2	Demo events with cross visits	**30**	0	0	0
D.1.3	Annual workshops	**6**	2	**3**	**7**
D.1.4	EU-wide training workshops for advisors	**2**	1	**2**	**2**
D.1.5	Policy focused events	**3**	0	**2**	**4**
D.1.6	Webinars with a national focus on DIA	**10**	0	2	2
D.2	**Scientific and policy briefs**				
D.2.1	Peer-reviewed papers	**8**	3	**3**	**3**
D.2.2	Sets of Policy recommendations	**5**	1	0	0
D.2.3	Conference contributions	**10**	5	**15**	**15**
D.3	**Community and ecosystem building**				
D.3.1	Digital Ag 360deg podcasts (2 series; 7 episodes/series)	**15**	7	**7**	**8**
D.4	**Networking and synergies and liasion activities**				
D.4.1	Joint press releases and statements	**2**	3	**11**	**13**
D.4.2	EIP-AGRI Practice Abstracts	**30**	15	**22**	**22**
D.4.3	MoUs/LoIs with R&I Networks/platforms, industry associations and groups	**20**	10	**13**	**18**
D.5	**Sustainability and internal communication**				
D.5.1	Catalogue of TCs study portraits (30TCs)	**1**	1	**1**	**1**
D.5.2	QuantiFarm booklet	**1**	0	0	0
D.5.3	Exploitation and IP strategy workshops	**3**	1	**1**	**1**
#	**Communication KPIs**	**Target M1-M45**	**Target M19 - M33**	**Achieved M19-M33**	**Achieved M1- M33**
C.1	**Full branding and web design**				
C.1.1	Printable brand book and guidelines	**1**	0	1	**1**
C.1.2	Website	**1**	0	1	**1**
C.1.3	Social media accounts	**6**	0	6	**6**
C.1.4	Posters	**1**	0	4	**4**

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C.1.5	Brochures	**3**	1	1	**1**
C.1.6	Fact Sheets	**12**	0	0	**0**
C.1.7	Notebook design; Folder design; stickers design	**3**	0	3	**3**
C.1.8	Design of roll-ups & banners	**1**	0	1	**1**
C.1.9	Social media kit (feed and story templates, video covers)	**1**	0	1	**1**
C.2	**Digital and Social Media**				
C.2.1	Blog / Social Media posts	**350**	117	**383**	**704**
C.2.2	QuantiFarm videos	**10**	4	**12**	**18**
C.2.3	Editorial backlink in top-tier online magazine outlets	**32**	10	**12**	**38**
C.3	**Press Outreach and Event Planning**				
C.3.1	Press releases	**1**	1	2	1
C.3.2	Spotlight on... (fireside chats with experts and policy officials)	**10**	0	1	1
C.3.3	Media speeches and interviews (tv/radio)	**4**	2	2	3
C.3.4	Featured articles in (industry) magazines and newspapers	**10**	4	**27**	**29**

4.3. Dissemination and Communication Objectives & Measures after QuantiFarm's completion

Key dissemination and communication tools utilised throughout QuantiFarm will be maintained by WP6 Leader, RFF, for at least 5 years beyond its duration, to ensure extended visibility of results. There will be regular posts and news feed updates in the project's website, including open access results, such as deliverables, posters, and scientific papers to view or download.

Partners' contact details will be updated per semester, developing, and facilitating engagement with existing and potential stakeholders, while other web-based communication channels (e.g., social media accounts) will feature project results such as BMs or SS. By co-sharing updates with relevant initiatives and projects, synergies will be developed and sustained beyond QuantiFarm's lifetime.

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5. Exploitation Activities

QuantiFarm will produce several commercial and non-commercial Key Exploitable Results (KERs). This chapter provides an introduction to these results and potential pathways for their exploitation and KPIs for monitoring their impact. A dedicated 3rd version of the Exploitation & IPR Management Strategy **(D6.7)** developed M33 to expand upon this initial plan and provide a concrete roadmap for the duration of the project and beyond.

5.1. Key Exploitable Results

QuantiFarm has identified five key exploitable results that will be available for use/reuse by partners and target groups stakeholders. Figure 79 describes each asset, who is responsible for it and who it will benefit.

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

Figure 81: QuantiFarm Key Exploitable Assets

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KER1: Behaviour Analysis Methodology

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

KER1: BEHAVIOUR ANALYSIS METHODOLOGY	
SCOPE	1. Scientific 2. Training and education
MEANS	**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. **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. **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. **FILAGRO:** Submit in the form of a report for improving the AKIS competent authority in advisory services for precision agriculture
LINKED IPRs	**TEAGASC:** Professional skills, capacities, 'know how', mostly soft skills in extension.

QuantiFarm

Figure 82: Partners input for KER1

KER2: Assessment Framework

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

KER2: ASSESSMENT FRAMEWORK	
SCOPE	1. Scientific 2. Policy-making
MEANS	**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 **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. **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. **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. **HORTA:** Horta will exploit the result to build up further scientific research **FILAGRO:** Submit in the form of a report for improving the AKIS competent authority in advisory services for precision agriculture
LINKED IPRs	**NP:** Copyright **AUA:** Copyright

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Figure 83: Partners input for KER2

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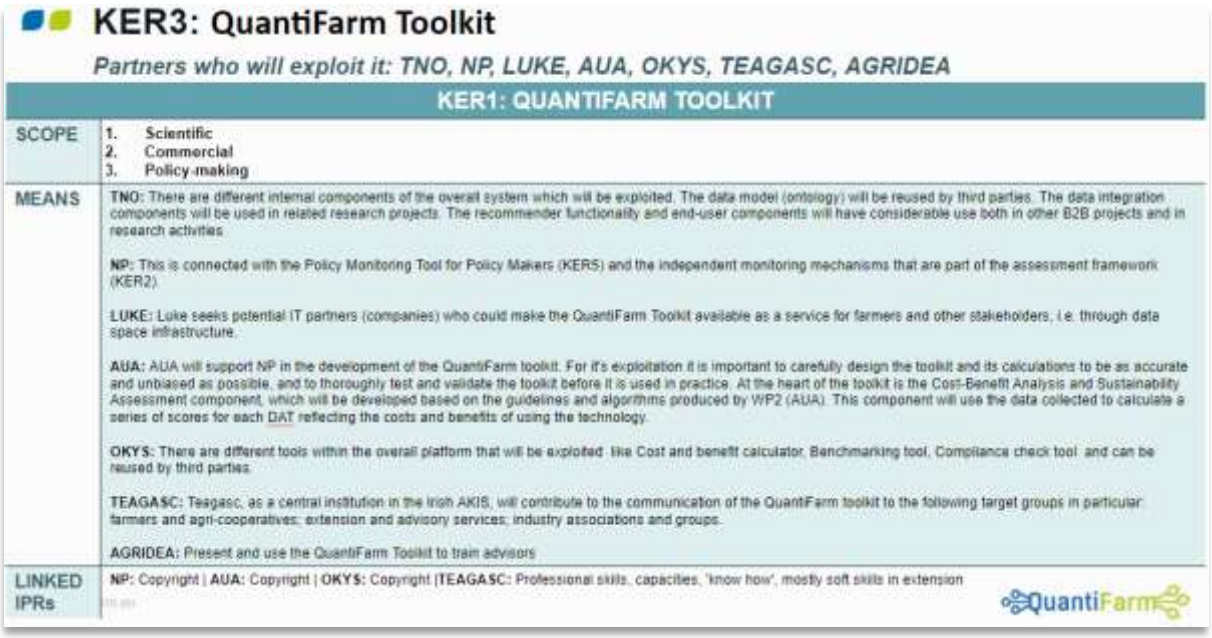

KER3: QuantiFarm Toolkit

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

KER1: QUANTIFARM TOOLKIT	
SCOPE	1. Scientific 2. Commercial 3. Policy-making
MEANS	**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. **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). **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. **AUA:** AUA will support NP in the development of the QuantiFarm toolkit. For it's 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. **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. **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. **AGRIDEA:** Present and use the QuantiFarm Toolkit to train advisors
LINKED IPRs	**NP:** Copyright | **AUA:** Copyright | **OKYS:** Copyright |**TEAGASC:** Professional skills, capacities, 'know how', mostly soft skills in extension

Figure 84: 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	1. Commercial 2. Training and education
MEANS	**GAIA & NP:** Will work together to train agricultural advisors on the use of QuantiFarm DIA, making use of the group's partner. **LUKE:** Luke mediates QuantiFarm DIA events and materials to interested advisors and their organizations through AgriHubi network. **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. **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). **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. **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. **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. **FILAGRO:** Submit in the form of a report for improving the AKIS competent authority in advisory services for precision agriculture **AGRIDEA:** AGRIDEA will use the knowledge to support advisory services in using DATs.
LINKED IPRs	**GAIA:** Copyright | **TEAGASC:** Professional skills, capacities, 'know how', mostly soft skills in extension

Figure 85: Partners input for KER4

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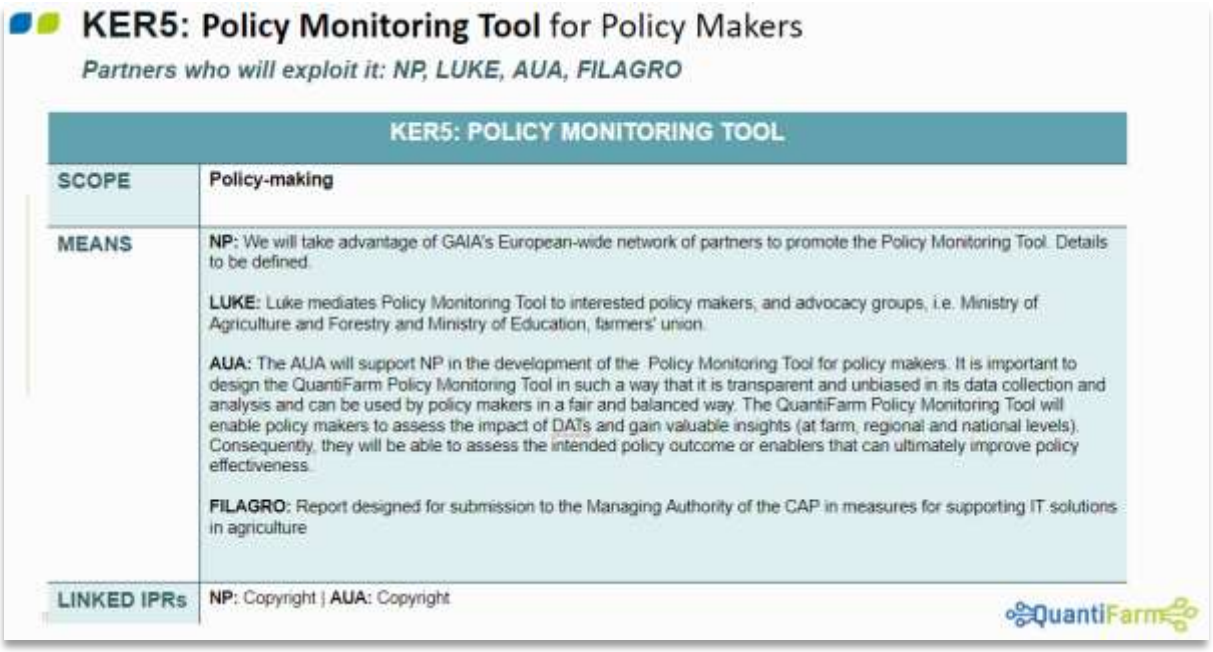

Figure 86: Partners input for KER 5

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 RFF). The 1st IP Strategy Workshop took place last November. The remaining two workshops scheduled for M30 and M42 respectively:

Table 23: IPRs relevant KPI

#	Dissemination KPIs	Target M1-M45	Target M1 - M18	Target M19 - M33	Target M34 - M45
D.5	**Sustainability and internal communication**				
D.5.3	Exploitation and IP strategy workshops	**3**	1	1	1

Reframe.food organized the first IP Strategy Workshop, where RFF presented on various aspects of Intellectual Property (IP) and Intellectual Property Rights (IPR). Representatives from all 32 partners attended, shared insights, and participated in a Q&A session.

The second QuantiFarm IPR Strategy Workshop on 13 March 2025 focused on refining IP management strategies. Discussions covered IPR identification, data ownership, licensing, commercialization, open access vs. proprietary protection, and collaboration through clear guidelines. The session helped align IPR strategies with QuantiFarm's goals, ensuring long-term impact and knowledge transfer.

5.2. IPR strategy

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.

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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:

Figure 87: : QuantiFarm "KERs Inventory & IPRs" online tool

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.

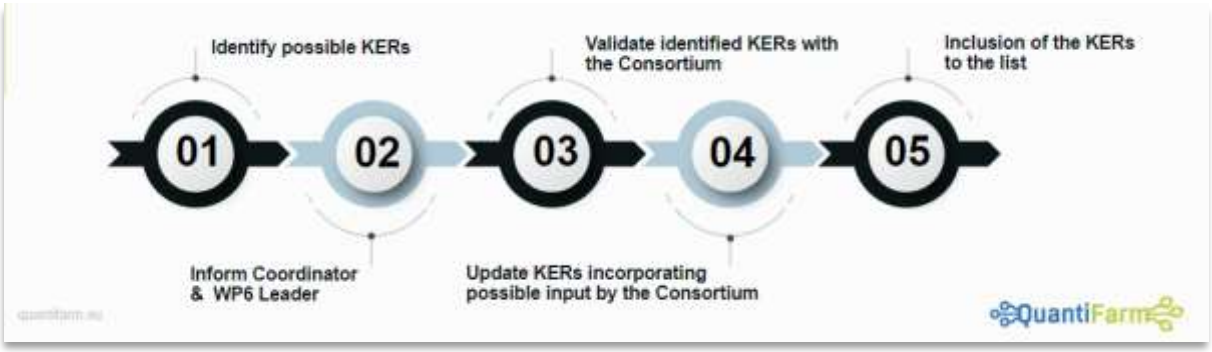

Figure 88: QuantiFarm Exploitation Methodology

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When one or more partners identify a new KER, the partner must inform the Coordinator (GAIA) and WP6 leader (RFF) 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.

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.

Table 24: :Characterization table for potential exploitable assets

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?

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	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?

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6. Conclusion

The **Third Dissemination, Exploitation & Communication Plan (D6.3)** is an updated version of the DEC plan, due in **M33**. Its purpose is to evaluate the current plan, identifying both the strengths and weaknesses of the applied activities and tools. In conclusion, the plan establishes objectives and concrete actions to be implemented beyond **M33**, leading up to the final iteration (**M45**).

The **final version of the QuantiFarm Dissemination, Exploitation, and Communication (DEC) Plan (D6.4)** will incorporate comprehensive insights gathered throughout the project's duration. It will serve as a conclusive document detailing the project's impact, outreach efforts, and sustainability strategies.

Key elements incorporated in **D6.4** include:

- **Final KPI Achievements**: A thorough assessment of the project's key performance indicators (KPIs), measuring the success and effectiveness of dissemination, exploitation, and communication activities.
- **Lessons Learned from Demo Events**: Insights and takeaways from the QuantiFarm Demo Events, including best practices, challenges encountered, and recommendations for future initiatives.
- **Synergy-Building Efforts**: A summary of collaborations with external stakeholders, related projects, and industry actors to maximize the project's long-term impact.
- **Sustainability and Future Outlook**: Strategies for maintaining and expanding QuantiFarm's influence beyond the project's completion, including knowledge transfer and stakeholder engagement.

By integrating these components, **D6.4** will provide a clear roadmap for leveraging QuantiFarm's outcomes, ensuring continued innovation and knowledge dissemination in the agricultural sector.

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Annex A: Logo Variations

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

Annex B: QuantiFarm's social media covers

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

Annex C: Dissemination and Communication Material

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

Annex D: Meeting background

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Annex E: Roll up Banner

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Annex F: Posters

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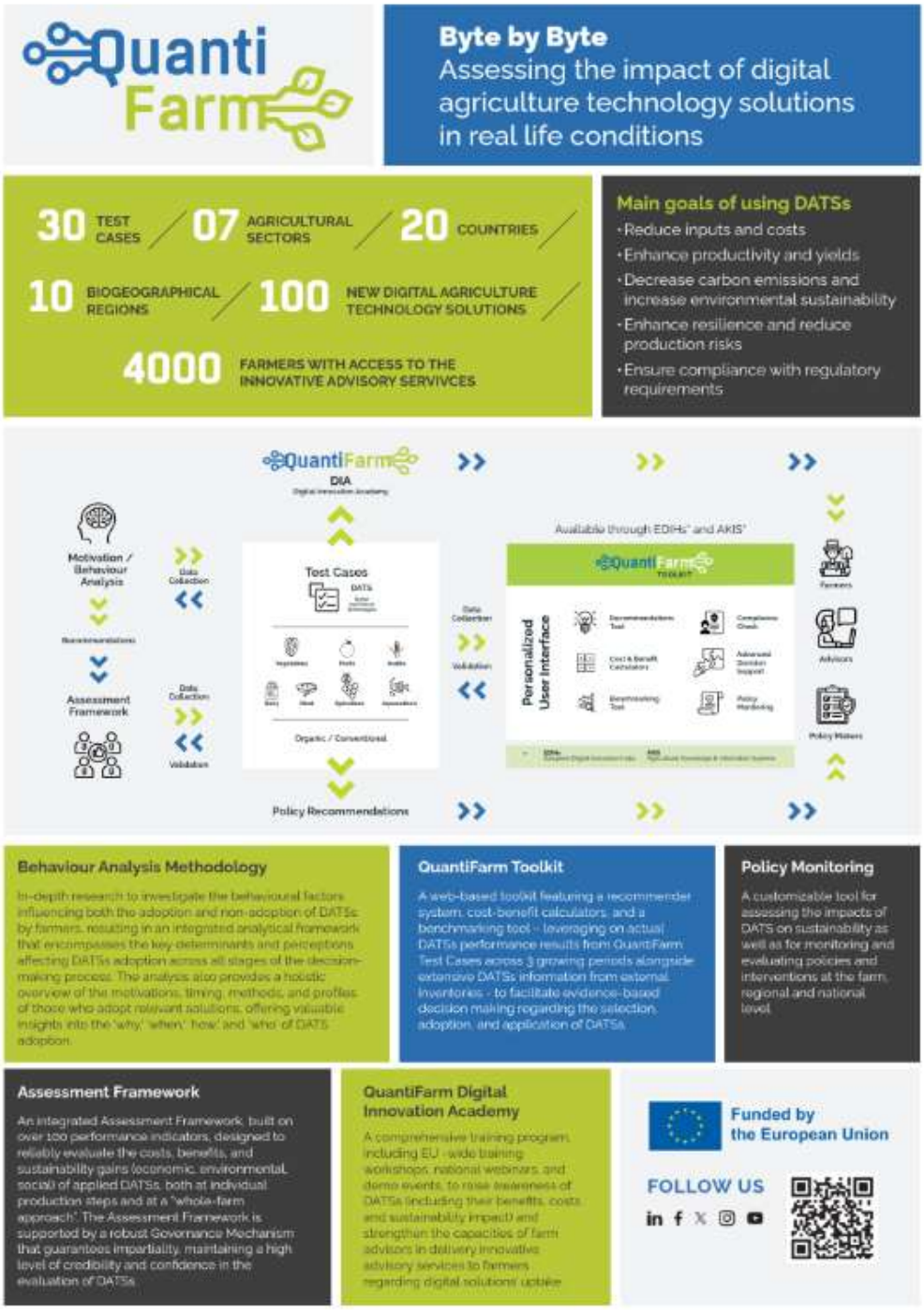

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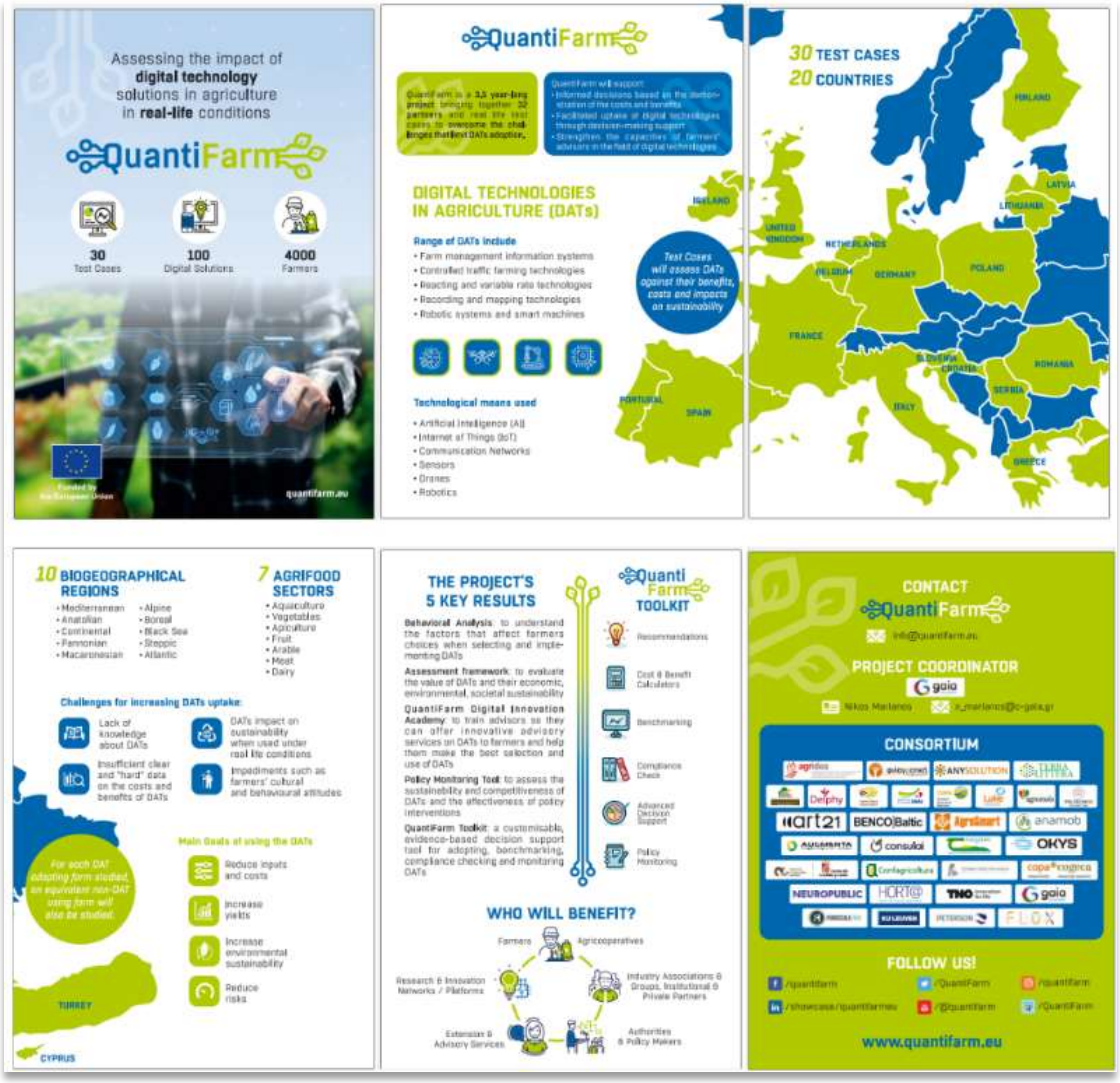
Annex G: Brochure



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

Annex H: Press Release Template

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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

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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.

QuantiFarm Synergy & Liaison mapping										
#	Type of Initiative	Full name	Website	Initiative Leader	Focus area	Potential joint activities	Assigned first contact to	Status		Date MoU / LoI signed
1	HE project	CODECS	https://www.horizoncodecs.eu/	Gianluca Brunori	Digitalization in agriculture	Common events / workshops / Others under proposal/ Joint Seminars	GAIA	MoU/LoI sent	**31/3/2025**	**22/11/2024**
2	HE project	BEATLES	Beatles (beatles-project.eu)	Dr. Marilena Gemtou, Project Manager	climate-smart agriculture and smart farming technologies	Common events / workshops / Others under proposal	RFF	MoU/LoI signed	**1/1/2025**	**1/11/2024**
3	HE project	ICAERUS	https://icaerus.eu/	AUA / Aikaterini Kasimati / Project Manager	Innovation and Capacity building in Agricultural Environmental and Rural UAV Services	Common workshops	RFF	MoU/LoI signed	**31/12/2023**	**17/12/2023**
4	HE project	XGAIN	xgain-project.eu	Ioannis Psarras / Director of ICCS	XGain fosters a sustainable, balanced, and inclusive development of rural, coastal and urban areas by facilitating access to relevant stakeholders to a comprehensive inventory of smart XG, last-mile connectivity and edge computing solutions, and of related assessment methods.	Common events / workshops / Others under proposal	RFF	MoU/LoI signed	**31/12/2023**	**1/3/2024**
5	Initiative	RISE	https://www.rise.it/en/	Marco Perona / Scientific Director	Starting from the production of new ideas, strict and concrete knowledge through university research	Common events / workshops / Others under proposal	POLIMI	MoU/LoI signed	**31/12/2023**	**31/5/2023**

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6	Initiative	KUKA		Titta Kotilainen / project manager	KuKa project focuses on enhancing greenhouse profitability by optimizing energy use and productivity through advanced lighting techniques.	Others under proposal	LUKE	MoU/LoI signed	**31/12/2023**	**1/5/2023**
7	Initiative	IFDEA	https://www.tuni.fi/en/research/ifdea		The Implementing a Fair Data Economy in Agriculture (IFDEA) project aims to advance digital transformation in agriculture by developing tools for effective data utilization and accessibility.	Others under proposal	LUKE	MoU/LoI signed	**31/12/2023**	**1/4/2023**
8	HE project	Vattre	www.vakra.fi/vattre	Heidi Smart / project manager,	The Circular Greenhouse Economy (VattRe) project is exploring effective methods to recycle and treat irrigation water in greenhouses to reduce nutrient discharge into the environment.	Others under proposal	LUKE	MoU/LoI signed	**31/12/2023**	**1/4/2023**
9	HE project	SMART DROPLETS	https://smartdroplets.eu/	AUA / Dr. Spyros Fountas	Accelerating the achievement of EU Green Deal Goals for pesticide and fertilizer reduction through AI, data and robotic technologies	Common events / workshops / Others under proposal	RFF	MoU/LoI signed	**31/3/2025**	**15/7/2024**
10	HE project	Carbonica	carbonica-hub.eu	Grigoris Chatzikostas / Coordiantor	Carbonica aims to introduce Carbon Farming techniques in the widening countries of Greece, North Macedonia and Cyprus	Others under proposal	RFF	MoU/LoI signed	**31/12/2023**	**18/12/2023**
11	HE project	FARMTOPIA	https://farmtopia.eu/	Dionysios Solomos / Coordinator	interest in Agricultural Digital Solutions (	Common events / Others under proposal	GIAA	MoU/LoI signed	**31/3/2025**	**2/4/2023**

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12	HE project	4Growth	4growth-project.eu	Daire Boyle, Technical Coordinator	4Growth aims to contribute to the uptake of digital and data-driven solutions in agriculture and forestry	Others under proposal	RFF	MoU/LoI signed	**31/3/2025**	**25/10/2024**
13	HE project	PRUDENT	https://prudent-project.eu/	Dr. Marilena Gemtou, Project Manager	Transition to sustainable agriculture and forestry practices and smart farming technologies.	Others under proposal	RFF	MoU/LoI signed	**31/3/2025**	**5/11/2024**
14	HE project	FUTURAL	futural-project.eu	Ari Lomis / Project Manager	FUTURAL aims to deliver a set of digital Smart Solutions (SS) under 5 Smart Solution domains to address pressing social and environmental challenges.	Others under proposal	RFF	MoU/LoI signed	**31/3/2025**	**15/11/2024**
15	HE project	STELLA	stella-pss.eu	Dimitrios Tsitsigiannis / Coordinator	STELLA aims to develop a digital system to aid in the early detection and warning of regulated pests using modern sensing technology and Artificial Intelligence.	Others under proposal	RFF	MoU/LoI signed	**31/3/2025**	**18/11/2024**
16	HE project	FS4Africa	https://foodsafety4africa.eu/	Dr. Titilayo Falade / Coordinator	Transforming the Informal Sector with technology and innovation FS4Africa aims to improve African food safety systems – with particular attention to the informal sector – through local market transformation enhancing food security and regional trade while reducing negative impacts on the environment, biodiversity, health, and society.	Others under proposal	RFF	In progress	**30/6/2025**	
17	HE project	OpenAgri	horizon-openagri.eu	Prof. Christopher Brewster / Coordinator	The OpenAgri project aims to revolutionise digital farming by providing	Common events / workshops / Others under proposal	GAIA	MoU/LoI signed	**30/6/2025**	**10/1/2025**

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					farmers with access to open-source, innovative, cost-effective, and energy-efficient Agricultural Digital Solutions (ADSs) that operate seamlessly even in remote areas with limited connectivity.					
18	HE project	Digi4Live	horizon-digi4live.eu	Dr Jarkko Niemi / Coordinator	Digi4Live aims to enhance the abilities of livestock industry participants in Europe to leverage data and digital technologies.	Others under proposal	RFF	Not yet started	**30/6/2025**	
19	HE project	FrontAg Nexus	frontagnexus.eu	Prof. Gertrud Buchenrieder / Coordinator	THE FRONTAG NEXUS KNOWLEDGE HUB A gateway to sustainable agriculture innovation in the Mediterranean region which bring together cutting-edge research, inspiring demonstration cases, and valuable resources to empower the future of farming.	Others under proposal	RFF	MoU/LoI signed	**30/6/2025**	**4/3/2025**
20	HE project	PATH2DEA	https://www.path2dea.eu/index.html	Francesca Bellino / Coordiantor	Paving the Way towards Digitalisation Enabling Agroecology for European Farming Systems	Others under proposal	GAIA	Not yet started	**30/6/2025**	
21	HE project	TRUSTyFOOD	https://www.trustyfood.eu/	TECNOALIMENTI S.C.p.A.	TRUSTyFOOD aims to provide support to the Strategic Research Agenda of the future joint research program about Blockchain	Others under proposal	Confragricoltura	Not yet started	**30/6/2025**	
22	IPA ADRION	ADRURAL	https://adrural.interreg-ipa-adrion.eu/	Thanos Petousis / Coordiantor	The ADRURAL project focuses on empowering rural communities by	Others under proposal	RFF	Not yet started	**30/6/2025**	

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					leveraging tested and innovative Smart Solutions and other innovative scenarios and models.					
23	HE project	NUTRI-CHECK NET	https://nutri-checknet.eu/	Sarah Kendall / Scientific Coordinator	To establish a self-sustaining, multi-actor, thematic network which will improve the precision of crop nutrition across Europe by compiling nutrition decision tools, promoting farm-by-farm nutrient checking, and facilitating knowledge exchange amongst all relevant stakeholders.	Others under proposal	CONSULAI	MoU/LoI signed	**4/3/2025**	

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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_Epixeirein	N/A	https://www.youtube.com/user/cgaiagr	N/A
2 - TNO	https://www.linkedin.com/company/tno/	https://www.facebook.com/TNOresearch/	https://twitter.com/TNO_nieuws	N/A	https://www.youtube.com/TNOResearch	https://www.instagram.com/tno.innovation/
3 - POLIMI	https://www.linkedin.com/school/polimi/	https://www.facebook.com/polimi	https://twitter.com/polimi	N/A	https://www.youtube.com/polimi	https://www.instagram.com/polimi/
4 - NP	https://www.linkedin.com/company/neuropublic-s-a-/	https://www.facebook.com/neuropublic	https://twitter.com/neuropublic	N/A	N/A	N/A
5 - CONSULAI	https://www.linkedin.com/company/consulai	https://www.facebook.com/CONSULAI/	https://twitter.com/CONSULAI	N/A	https://www.youtube.com/consulai	https://www.instagram.com/CONSULAI_PT/
6 - CONSULAI	https://it.linkedin.com/company/confagricoltura	https://www.facebook.com/Confagricoltura	https://twitter.com/confagricoltura	N/A	https://www.youtube.com/channel/UC7FTlRIffxxziqOfEkJwq6A?view_as=subscriber	https://www.instagram.com/confagricoltura/
7 - RFF	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/

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

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

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27 - KGZS	https://www.linkedin.com/company/kgzmb/	https://www.facebook.com/KGZMS/	https://twitter.com/kgzsms?lang=en	N/A	https://www.youtube.com/channel/UCcefc1OeX3Iw4fxNSbKEpKQ	
28 - Terra	N/A	https://ne-np.facebook.com/IPARDpodrska/	N/A	N/A	N/A	N/A
29 - AnySol	https://www.linkedin.com/company/anysolution/	https://www.facebook.com/AnySolutionSpain/	https://twitter.com/intent/follow?original_referer=https%3A%2F%2Fwww.anysolution.eu%2F&ref_src=twsrc%5Etfw%7Ctwcamp%5Ebuttonembed%7Ctwterm%5Efollow%7Ctwgr%5EAny_Solution&region=follow_link&screen_name=Any_Solution	N/A	N/A	N/A
30 - Filagro	N/A	N/A	N/A	N/A	N/A	N/A
31 - AGRIDEA	https://www.linkedin.com/company/agridea/about/	https://www.facebook.com/agrideach/	N/A	N/A	https://www.youtube.com/user/agrideaagridea	N/A
32 - FLOX	https://www.linkedin.com/company/floxai	N/A	N/A	N/A	N/A	N/A

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

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Δευτέρα, 27 Νοεμβρίου 2023, 12:26 Αγροτική εγκυκλοπαίδεια Αρχείο ΥΧ Αναζήτηση English epaper / Συνδρομή

ypaithros.gr

ΣΤΗΝ «ΥΧ» ΤΗΝ
ΑΦΙΕΡΩΜΑ: Εταιρι

Ευφυής Γεωργία Πληρωμές Περιβάλλον Σύγχρονος Αγρότης ypaithrosTV ≡

Αρχική › Παραγωγική αλυσίδα › Εισροές & Τεχνολογία

QuantiFarm: Τα οφέλη της ευφυούς γεωργίας με... αποδείξεις

Αντώνης Ανδρονικάκης - 9.12.2022, 9:08

Ενα ιδιαίτερα φιλόδοξο και με σημαντικές προοπτικές έργο για τον πρωτογενή τομέα της Ευρωπαϊκής Ένωσης ξεκίνησε από μια κοινοπραξία 32 εταίρων από 20 χώρες και συντονίστρια τη GAIA ΕΠΙΧΕΙΡΕΙΝ.

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agricolturaoggi.com/sito/3702

In Primo Piano News Sviluppo & Territorio Wine Glass Chi Siamo

Categoria In Primo Piano

Progetto Quantifarm: apportare benefici con il digitale a servizio degli agricoltori!

28 Novembre 2022 REDAZIONE ONLINE

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

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