



## D7.4

### Visual identity, promotional pack & Website

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## Executive Summary

The present deliverable describes the main features of the website that has been developed and the visual identity created for the AgriBIT project. AgriBIT's website will be an important dissemination tool for AgriBIT, as it will contain all the necessary information on the project and will be constantly updated with the latest information. It will be the project's main channel to the outside world, providing information on AgriBIT objectives, partners, publications and news.

The website will be updated on a regular basis and may also be revised as the project progresses. This deliverable is the full project website, logo and initial public image assets. It includes a short report with description of the main features and guidelines for management and update throughout the project.

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## 1. Introduction

The deliverable D7.4 aims in presenting the website that has been developed and the visual identity created for the web presence of the AgriBIT project. In more detail, the main features of the AgriBIT website are presented along with the design goals and important upgrades and adjustments needed to ensure easy navigation for different users.

The document's structure is given below:

- Chapter 1, this chapter, introduces to the reader the AgriBIT website and images.
- Chapter 2, describes the logo concept.
- Chapter 3, presents the design goals and the main features of the project website, including a presentation of the main tabs, the key messages and the content.
- Chapter 4, shows the initial images assets of the project.
- Chapter 5, defines the guidelines for the continuous updates of the website.
- Chapter 6, reports the future improvements.
- Conclusions are provided in Chapter 7.

## 2. Logo

At the beginning of the project, the consortium immediately developed a graphical identity for the AgriBIT project, by designing its logo. The project logo (Figure 1) consists of two banners that represents the wi-fi interconnection (Figure 2) and the leaves (Figure 3) that recall the application domain.

The colour's selection aims at referring the greener agricultural landscape. The colour green is associated with meanings of growth, safety, fertility, and environment. A clear compact and highly legible character has been adopted.



Figure 1 AgriBIT logo



Figure 2 AgriBIT logo - Banner A



Figure 3 AgriBIT logo - Banner B

## 3. The AgriBIT website

### 3.1. Concept and Approach

The AgriBIT website (<https://h2020-agribit.eu/>) has been developed at the beginning of the project and was made accessible to public in September 2021 (M3). This initial version of the website includes a short description of the project and its objectives, the consortium partners, the emblem of the funding authority and the acknowledgement text. It has been designed to represent the project in a complete, transparent and user-friendly manner. The website's design has been carefully selected to follow AgriBIT's brand identity to create a well recognisable visual pattern while browsing among the project's information. The website includes several dedicated sections in order to be as complete as possible.

### 3.2. Site Map

AgriBIT website's high-level structure has been created to display information about the project in a transparent and accessible manner. For reader's ease a depiction of the site map is provided in Figure 1. The comprised elements are presented in detail at the sections that follow and will be updated and enriched during all the project duration.

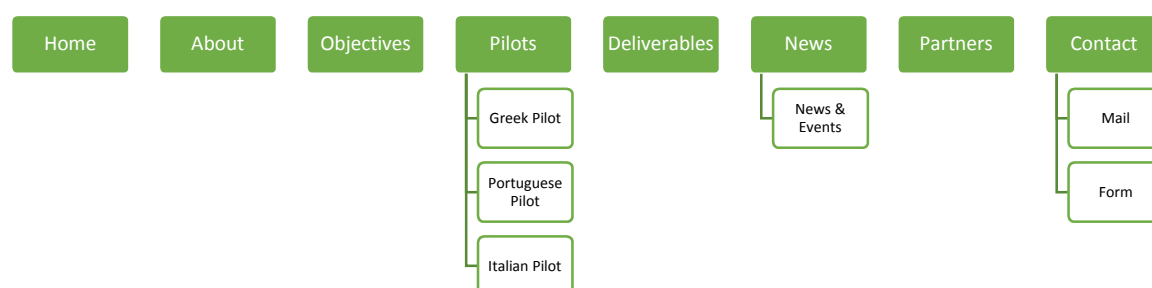


Figure 4 AgriBIT site map

#### 3.2.1. Homepage

The homepage, being the point of entry for site visitors, uses a simple layout to place focus on the essential information and branding and also to facilitate navigation. The header area contains the



project's logo on the left and the menu banner just right after this. The menu banner has been divided into Home, About, Objectives, Pilots, Deliverables, News, Partners, and Contact.

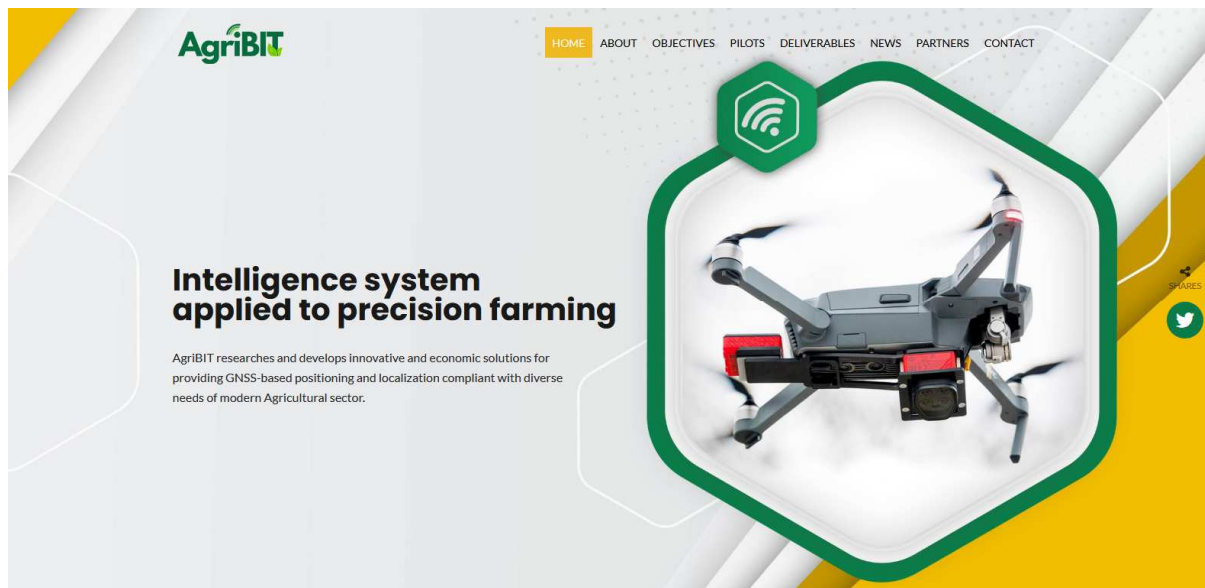


Figure 5 AgriBIT home

The homepage features a drone image with the phrase “Intelligence system applied to precision farming” that helps the visitor to understand where the word “AgriBIT” comes from. The subtitle explains briefly the main challenge of the project, along with “AGRIBIT researches and develops innovative and economic solutions for providing GNSS-based positioning and localization compliant with diverse needs of modern Agricultural sector”. There is also the Twitter button to socialize the project. All other social accounts will be added to such social bar in order to disseminate information on the different channels. In the bottom banner with the EU emblem and EUSPA logos, there is the reference to the EU funding with the following text: “This project has received funding from the European Union Agency for the Space Programme under the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101004259.”



This project has received funding from the European Union Agency for the Space Programme under the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101004259

Figure 6 AgriBIT footer

### 3.2.2. About

This section outlines AgriBIT’s identity through the following sentence: “AgriBIT delivers collaboration services supporting farmers and service advisors, but also 3rd party developers for whom open interfaces are provided both at service level and as channels for advanced Big Data Analytics innovations.”

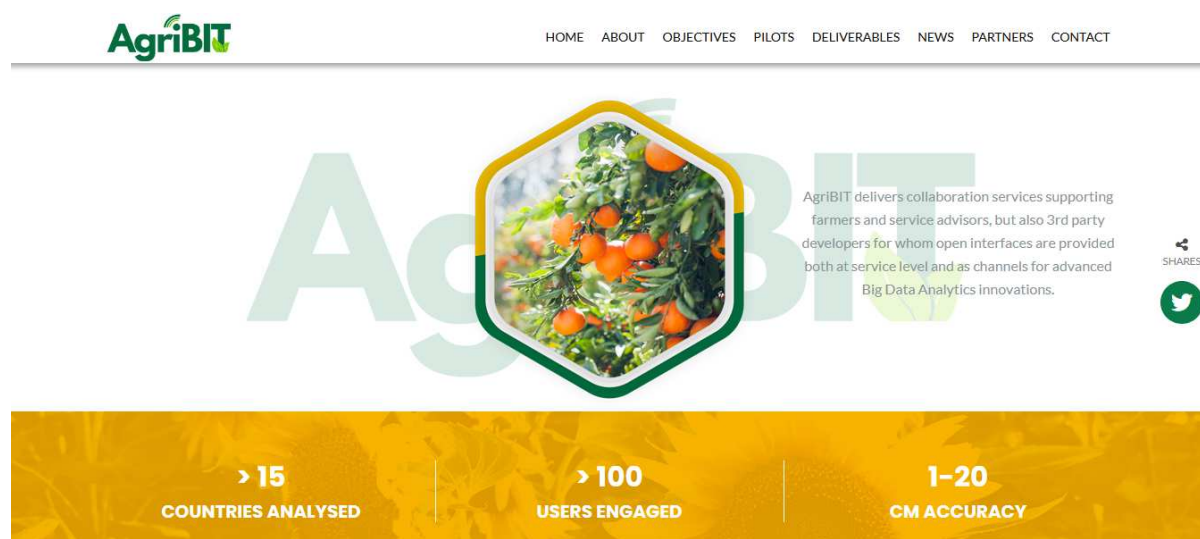


Figure 7 AgriBIT About section

The consortium wanted to give also measurable references through three elements as showed in Figure 7:

- Number of countries analysed;
- Number of users engaged;
- Accuracy of the system in centimetres.

### 3.2.3. Objectives

This page provides a more detailed description of the project's main objectives. Starting from the general goal described on the left, on the right side each one of the six defined objectives are reported, as indicated in Figure 8.

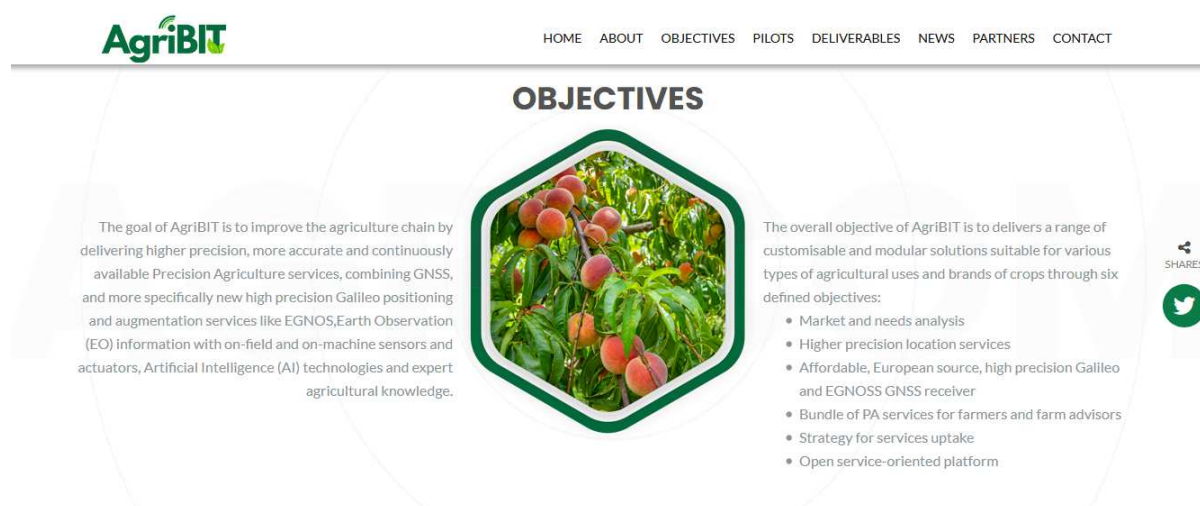


Figure 8 AgriBIT Objectives section

### 3.2.4. Pilots

AgriBIT includes an "20"-month piloting phase in peach production (Greece), tomato fields (Portugal) and vineyards (Italy), whose goal is not only to evaluate the adaptation of its services to user needs, but also create impact in key agricultural sectors.

The Pilots section give the access to dedicated pages to know and deepen the three pilots foreseen by the project.

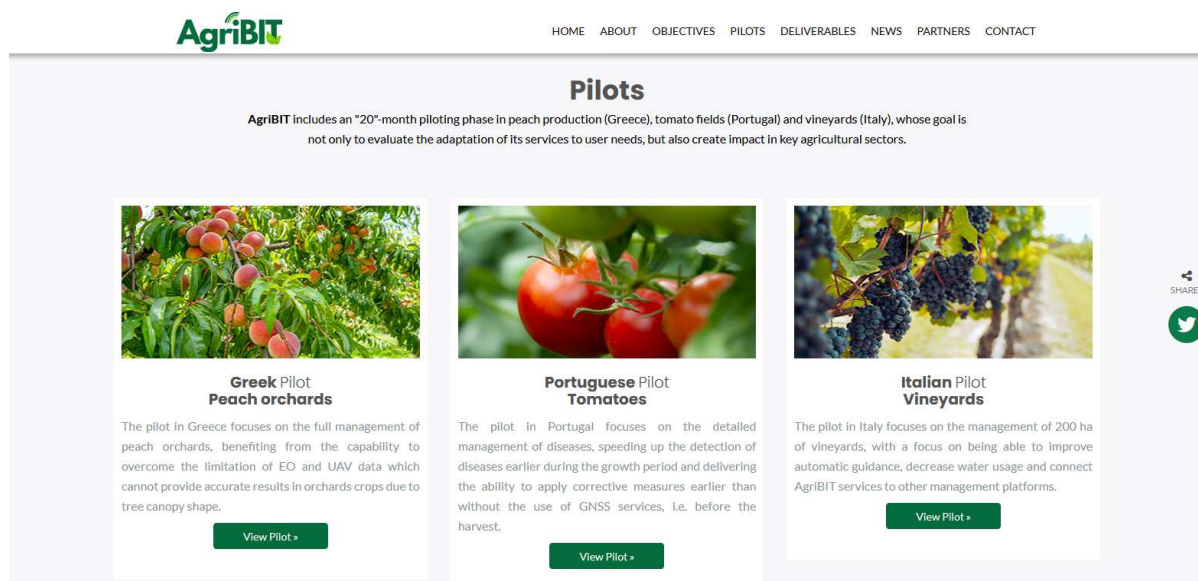


Figure 9 AgriBIT Pilots section

These three separated pages for Greece, Portugal, and Italy are presented respectively in Figure 10, Figure 11, and Figure 12. For each one of the pilot, the context, the challenge value, and the piloting focus are introduced.



### Context

The pilot test case in Greece, will take place in Pella Municipality, Central Macedonia Prefecture and with Agricultural Cooperative of Pella (ACP) as piloting user. ACP is the 3rd largest cooperative in Greece and has over 10.000 active members growing different type of crops including orchards, cotton and cereals in a total area of 60.000 ha, with the most important being peaches. ACP owns an 8,193m2 Modern Canning Industry and its peach production is exported all over the world.

Figure 10 AgriBIT Greek Pilot





### Context

CCTI operates a tomato field plantation located in the Lezíria do Ribatejo, Portugal. Tomato production covers 1300 ha and is organized in lines of plants separated every 1,5 m apart and with 35 cm distance between plants in the same line. Tomato monocultures are attacked by diseases and pests; in 2018, the main diseases included mildew, bacterial spots (diseases), mites and tuta absoluta (pests). The actual list of diseases changes every year and spread very fast during the crop growth period.

Figure 11 AgriBIT Portuguese Pilot



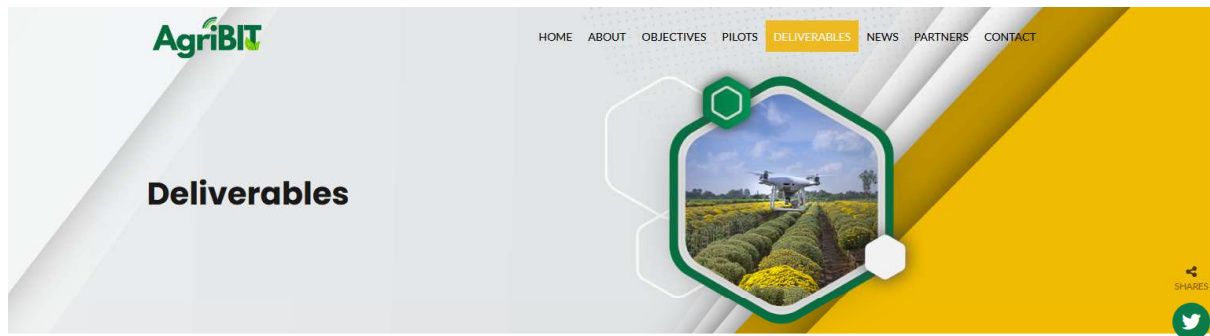
### Context

Pilot on grapevine (*Vitis vinifera* L.) will be conducted in high-plant-density vineyards, located in Umbria (Central Italy), for the production of high quality red and white wine. The vineyards area involved extends over 200 ha with plants warping of 0.9 m x 2 m (5550 plants / ha). The area is managed by a group of farms that are involved through partner Agricolus.

Figure 12 AgriBIT Italian Pilot

### 3.2.5. Deliverables

This section displays all public deliverables of the project (when available). The public deliverables will be uploaded on the website when approved.



AGRIBIT has a number of deliverables that must be achieved during the lifetime of the project. A deliverable is described as an element of output that is provided or achieved within the scope of the project. The following deliverables have been identified for AGRIBIT.

WP	WP NAME	DELIVERABLE	DELIVERABLE NAME	Downloads
WP2	AgriBIT Requirements And Design	D2.4	AgriBIT Open APIs And Interfaces (Rev. 1)	

Figure 13 AgriBIT Deliverables section

### 3.2.6. News

This page is comprised of one sub-pages. In the homepage, the latest three items are published (Figure 14), where a preview of the latest news published on the website are showed.

From each news, it is possible read the complete text by clicking on the “Read more” button.

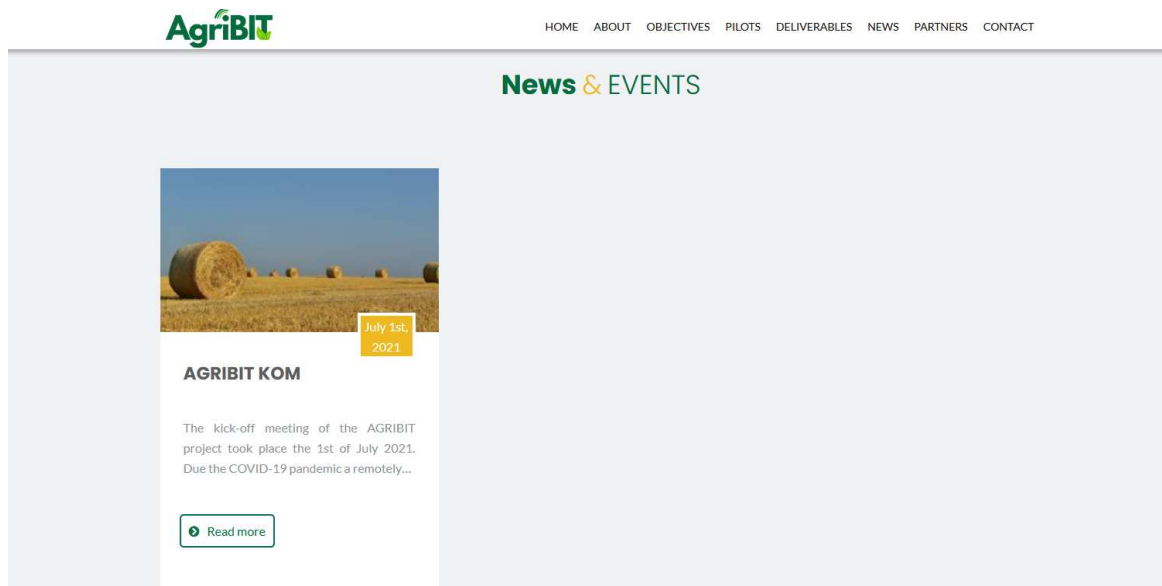


Figure 14 AgriBIT News section

An example of complete news is in Figure 15.

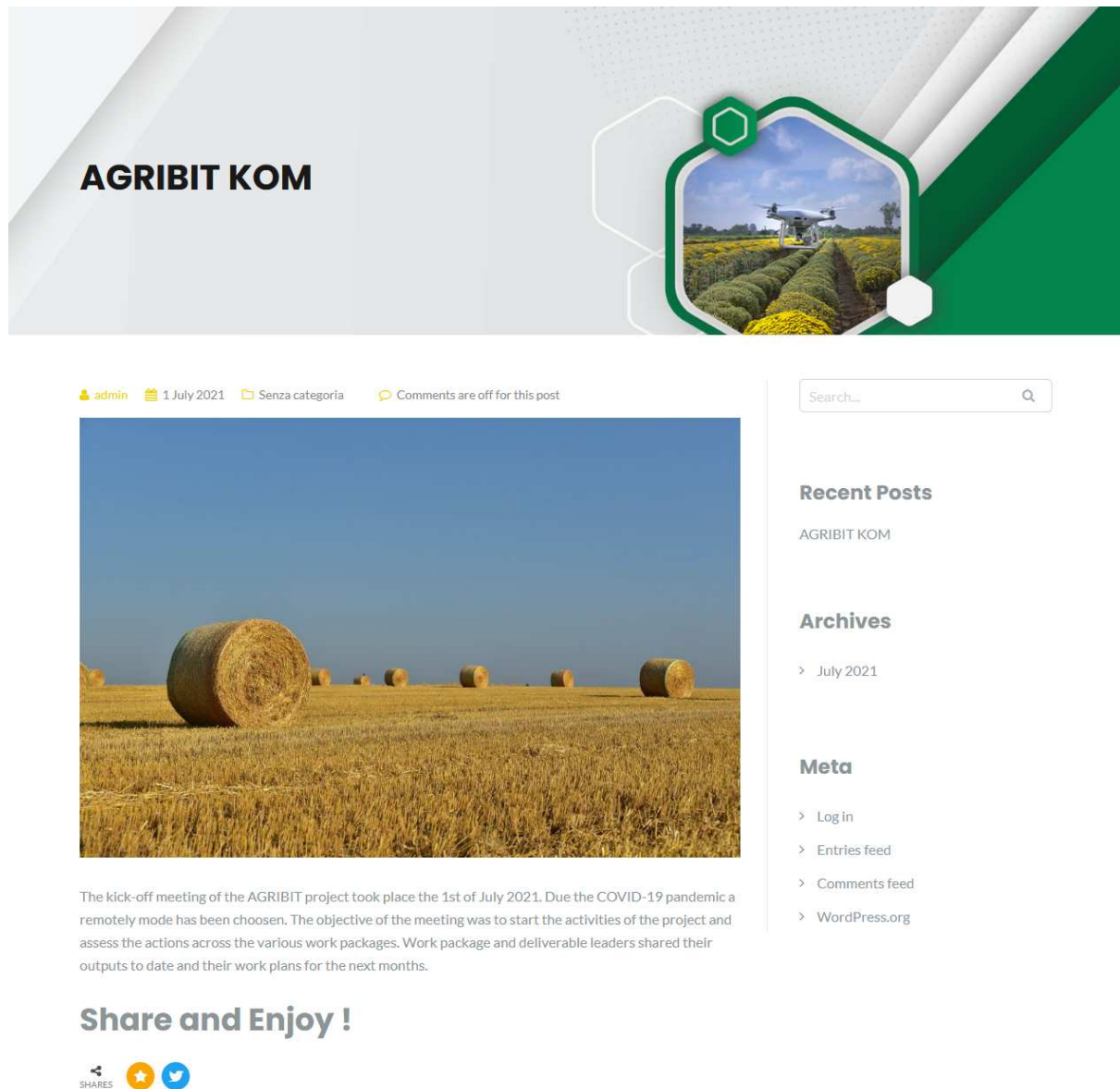


Figure 15 AgriBIT example of news

### 3.2.7. Partners

This section offers quick access to information about the project partners (Figure 16). By scrolling down the users can find the logo and link to the website of each project member.

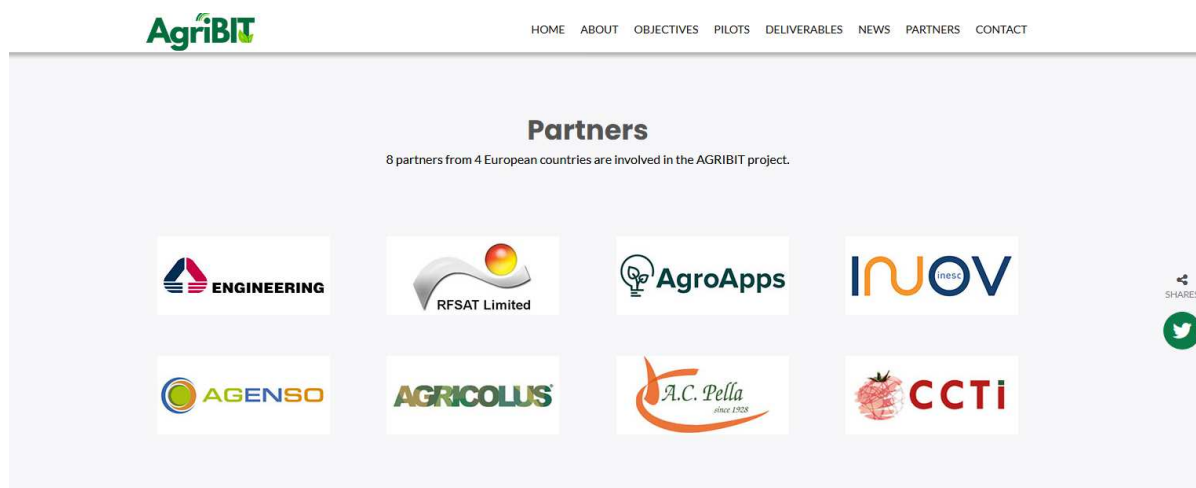


Figure 16 AgriBIT Partners section

### 3.2.8. Contact

The Contact section closes the site. It includes (Figure 17):

- The disclaimer;
- The contact of the Project Coordinator;
- The Newsletter subscription.

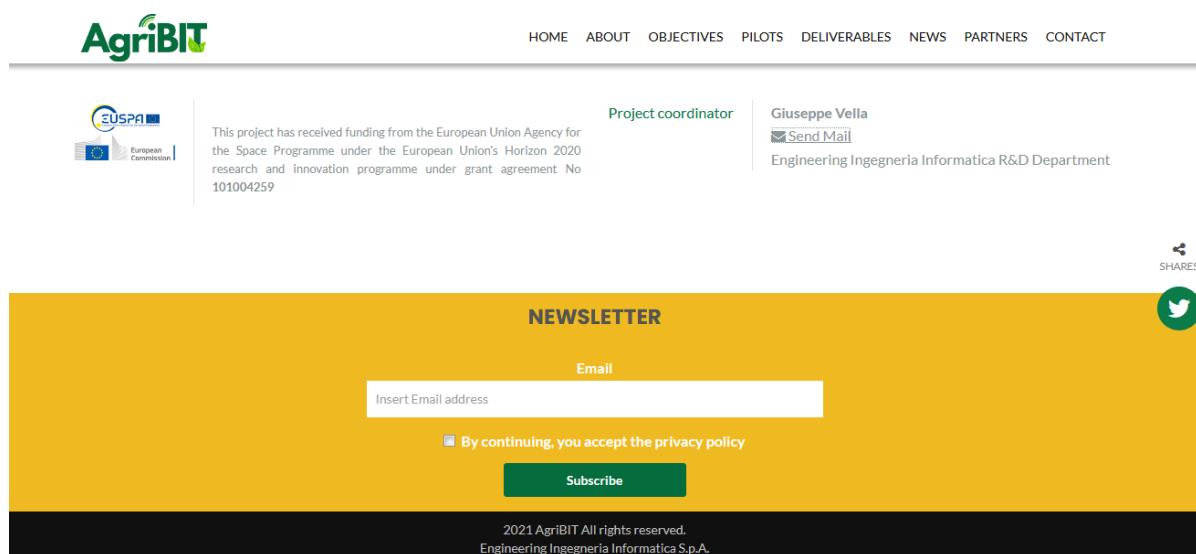


Figure 17 AgriBIT Contact section

As anticipated in section 3.2.1, the disclaimer with the EU emblem and EUSPA logos gives the reference to the EU funding with the following text: “This project has received funding from the European Union Agency for the Space Programme under the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101004259.”

Users can get in touch with AgriBIT Project Coordinator via e-mail by clicking on the “Send Mail” link.

It is also possible to subscribe to AgriBIT’s newsletter. Subscribers will have the option to also opt-out and stop receiving AgriBIT’s newsletters by sending e-mail to the Project Coordinator.

### 3.3. Privacy and Cookie Policy

AgriBIT's website will be compliant with the European General Data Protection Regulation (GDPR). To fulfil the requirements set by this Regulation, AgriBIT's website will implement a cookie policy and a privacy policy (see Annex). The correct use of the website visitors' personal data will also be ensured when using the service for the project's newsletter. Subscribers, in fact, will be able to actively subscribe and unsubscribe to the project's newsletter at any moment. The data collected will be stored throughout the project and subsequently deleted once the project ends.



**Policy Last Updated: 10<sup>th</sup> January 2021**

Figure 18 AgriBIT Privacy Policy

### 3.4. Technical aspects

AgriBIT's website has been built with WordPress. This theme allows the website manager to add, remove and change items directly from the front-end of the website. The performance of the website will be tracked using Google Analytics. The parameters chosen to track such performance are the number of visitors and the location from where they visit AgriBIT's website. Such parameters will provide a useful insight into the project's communication activities.

## 4. Initial public image assets

The first images related to the AgriBIT assets are linked from one side to the adopted technological systems (Figure 19) and from the other side to the pilots scenarios.





Figure 19 AgriBIT drone

As described in section 3.2.4, the three pilots will take place in Greece, Portugal and Italy. The chosen assets in these pilots are the peach orchards for the Greek, the tomatoes for the Portuguese, and the vineyards for the Italian pilot.



Figure 20 Greek Peach orchards



Figure 21 Portuguese Tomatoes



*Figure 22 Italian Vineyards*

## 5. Guidelines for management and update throughout the project

The site will be updated and maintained for the entire duration of the project. In particular the updates will cover the following sections:

- Pilots, with the information on the organization of the pilots and their results;
- Deliverables, where will be published the public deliverables once they were approved;
- News, that will be enriched when there is an event or project news.

## 6. Future updates

The future updates planned for the site only linked to:

- Press Kit: useful information and material about the project addressed to media, other interested stakeholders or general public is included. It contains “Promotional Materials” where flyers, brochures etc. will be included when available.
- Publications: to disseminate AgriBIT’s publications made by project partners (when available)

## 7. Conclusions

The present deliverable has presented in detail the tools have been developed to support the web presence of the AgriBIT project. AgriBIT’s website initial version was delivered in M3 of project’s lifespan. The website fully embeds the visual identity set at the beginning of the project and it is built following a structure that best contains and communicates the project’s resources and findings. Thanks to an easy-to-navigate website, the end user is once again at the centre of the project, in all of its aspects. The current website represents a good and efficient starting point on which the project can progress and build itself, and will be constantly updated as AgriBIT progresses. Finally, more activity in the social media is expected for the remaining period that will be reported in D7.5: Communication and Dissemination Plan & Package (rev. 1) and in D7.6 Communication and Dissemination Plan & Package (rev. 2).

## Annex – AgriBIT privacy policy

### Policy Last Updated: 10<sup>th</sup> January 2021

According to the rules of the GDPR, in particular to the Article 5, the treatment carried out by ENG will be based on the principles of lawfulness, correctness, transparency, purpose and storage limitation, minimization of data, accuracy, integrity and confidentiality.

Engineering Ingegneria Informatica S.p.A., with its registered office in Piazzale dell'Agricoltura, 24, 00144 Rome (hereinafter "ENG") is constantly committed to protect the online privacy of its users. This document was drafted pursuant to art. 13 of EU Regulation 2016/679 (hereafter: "GDPR") in order to let you know our privacy policy, to understand how your personal data is being handled when you use AgriBIT website (hereinafter collectively "App" or "Website").

#### 1. About the Data Controller

The organisation which is collecting and processing your personal data (hereinafter "data controller"), carried out through Website, is ENG. For any information concerning the processing of your personal data by ENG, you can write to the following address: dpo.privacy@eng.it

#### 2. About the information we collect

ENG is collecting the following kinds of information when you or other users access the Service:

- your contact information, such as full name, email address, username;
  - the organization you are working at;
  - the content, communications and other information you provide when you use the Service, including when you create or share content, and message or communicate with others, through Chat. This can include information in or about the content you provide (such as metadata), like the date a file was created;
  - content, communications and information that other people provide when they use the Service. This can include information about you, such as when they share or comment on a content provided by you.

#### 3. Purpose of the treatment

The treatment we carry out has the following purposes:

1. Enable you to access and use the Website,
2. Enable you to communicate with other users,

#### 4. Legal basis for the processing

We process the information detailed in Section 2 for the adequate performance of the contract with you, based on Art. 6.1(b) *"processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract"*.

#### 5. The recipients of the personal data

Your personal data will only be shared, for the purposes referred to in Section 3 above, with persons authorized by ENG to the processing of personal data necessary to carry out collaboration activities among the Consortium which are committed to or have an appropriate legal obligation of confidentiality (e.g. employees of ENG).

## 6. Transfer of personal data to a third country or international organisation

ENG confirms that it will not transfer your personal data to a third country or international organization.

## 7. Data retention

The personal data processed for the purposes set out in Section 3 will be kept for the time strictly necessary to collaborate, write and submit the proposals, to wait for the outcome of the European Commission evaluation and, if successful, for the entire duration of the funded project. Also, your personal data will be kept as long as you are a user of the Website – you can require in any moment the cancellation of your account and all your personal data linked to it will be cancelled.

Further information about the data retention period and the criteria used to determine this period may be requested by writing to ENG at the following address: [dpo.privacy@eng.it](mailto:dpo.privacy@eng.it)

## 8. Data subject rights

You have the right to ask ENG at any time, in application of Articles 15-22 of GDPR, to access to your personal data, to rectify or cancel them, and to request the limitation of processing in the specific cases detailed under art. 18 of the GDPR. Also, you have the right to obtain, in a structured, commonly used and machine-readable format the personal data provided by you and have the right to have these data transmitted to another organization.

Requests must be sent in writing to ENG at the following address: [dpo.privacy@eng.it](mailto:dpo.privacy@eng.it).

Take into account that you can also access, cancel and modify your personal data by accessing “my account” application.

In any case, you are always entitled to lodge a complaint to the Supervisory Authority, pursuant to art. 77 of the Regulations, if you believe that the processing of your personal data is not compliant to the GDPR.

## 9. Changes to this Privacy Policy

This privacy policy is effective from **1<sup>st</sup> June 2021**

ENG reserves the right to modify this Privacy Policy at any time in accordance with this provision. If we make changes to this Privacy Policy, we will post the revised Privacy Policy on the Website dedicated page and update the “Last Updated” date at the top of this Privacy Policy. We will also provide you with notice of the modification by email before they become effective. If you disagree with the revised Privacy Policy, you may cancel your Account. If you do not cancel your Account before the date the revised Privacy Policy becomes effective, your continued access to or use of the Website will be subject to the revised Privacy Policy.

## Website – Cookie Policy

### AgriBIT – Cookie Policy

#### What is a cookie?

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies as soon as you visit our site.

#### Key concepts

First- and third-party cookies. Whether a cookie is first- or third-party refers to the domain placing the cookie. First-party cookies are those set by a website that is being visited by the user at the time. Third-party cookies: are cookies that are set by a domain other than that of the website being visited by the user. If a user visits a website and another entity sets a cookie through that website this would be a third-party cookie. AGRIBIT does not use third-party cookies

Persistent and session cookies. The persistent cookies remain on a user's device for the period of time specified in the cookie. They are activated each time the user visits the website that created that particular cookie. Session cookies: these cookies allow website operators to link the actions of a user during a browser session. A browser session starts when a user opens the browser window and finishes when they close the browser window. Session cookies are created temporarily. Once you close the browser, all session cookies are deleted.

### **How to delete and block our cookies**

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies as soon as you visit our site.

### **Changing your cookie settings**

Please note that Internet browsers allow you to change your cookie settings. These settings are usually found in the "options" or "preferences" menu of your Internet browser. In order to understand these settings, the following links may be helpful. Otherwise you should use the "Help" option in your Internet browser for more details.

You can stop accepting the use of cookies at any time by deleting your cookies using your Internet browser settings. For further information about deleting or blocking cookies, please visit: <http://www.aboutcookies.org>

### **What cookies do we use and why?**

To find out about specific cookies we use on this site, please see below for details.

The cookies used on our site are categorised as follows:

#### **Strictly necessary cookies**

Strictly necessary cookies let you move around the website and use essential features like maintaining your login to the website. Without these cookies, services you have asked for cannot be provided. Please note that these cookies do not gather any information about you that could be used for marketing or remembering where you have been on the Internet.

We use these strictly necessary cookies to enable you: a) to submit information via online forms such as registration forms, b) maintain your login to the website, c) enable you to filter content (eg, by country or by topic).

Accepting these cookies is a condition of using the website, so if you prevent these cookies we cannot guarantee your use of our website or how the security on our website will perform during your visit.

#### **Performance**

Performance cookies collect information about how you use our website, e.g. which pages you visit, and if you experience any errors. These cookies do not collect any information that could identify you and is only used to help us improve how our website works, understand what interests our members and measure how effective our content is. We use performance cookies to provide anonymous statistics on how our website is used.

By using our site, you accept the use of Performance cookies. Accepting these cookies is a condition of using the website, so if you prevent them we cannot guarantee how our site will perform for you.

### **Functionality**

Functionality cookies are used to provide services or to remember settings to improve your visit. These cookies are only placed on your hard drive if the related functionality is used.

We use functionality cookies to hide the cookie notice on subsequent visits.

**If you have questions or comments about this Privacy Statement or the use of “Cookies”, or you believe that your rights to the protection of privacy were violated please contact us by email: [dpo.privacy@eng.it](mailto:dpo.privacy@eng.it)**

## List of Abbreviations

Abbreviation	Explanation/Definition
CA	Consortium Agreement
DOA	Description of Action
GA	Grant Agreement
EC	European Commission
EUSPA	European Union Agency for the Space Programme

## Bibliography

[1] AgriBIT Grant Agreement 101004259