



D7.6

Communication and Dissemination Plan & Materials (rev. 2)

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Executive Summary

The present deliverable Communication and Dissemination Plan & Materials (rev. 2) is an update to the previous deliverable 7.5, thus assesses the strategy, aims, and activities defined in the scope of task 7.5, as well as the actions established to build and sustain audiences' engagement with the AgriBIT values, objectives, activities and results.

[Chapter 1](#) is an introduction to this deliverable.

[Chapter 2](#) redefines the communication and dissemination strategic axes that will sustain WP7 activities through the project lifetime, ensuring the achievement of the main objectives set in this document. The project's target groups and the main messages to be delivered are described here. Chapter 2 includes a gender dimension approach that will integrate all the communication and dissemination activities. WP7 contribution to the overall project objectives and the KPIs is addressed in this chapter.

[Chapter 3](#) lists the actions proposed for M15 – M36, which range from participation at scientific conferences, businesses sector fairs and events to the organisation of AgriBIT workshops, trainings and demonstrations. Previous communication and dissemination activities developed previous the submission of this deliverable is described in this chapter.

[Chapter 4](#) sets the instruments that support the communication and dissemination activities, ranging from the AgriBIT official website, social media channels, and identity brand to a set of promotional tools, such as videos, newsletters and project leaflets, considering the project's environmental responsibility to reduce waste and partners carbon footprint.

[Chapter 5](#) provides a set of measures for ensuring the monitorisation of activities, which is closely related to the project's communication efforts evaluation, allowing for timely adjustments whenever needed. It also provides a model for the plan evaluation.

[Chapter 6](#) presents the summary and conclusion of this deliverable.

Table of Contents

Executive Summary	4
Table of Contents.....	5
List of Figures	6
List of Tables	6
1. Introduction	7
2. Communication and Dissemination Strategy Plan	8
2.1. Strategic Axes	8
2.2. Main Communication Goals	8
2.3. Gender dimension	10
2.4. Key Audiences and Messages.....	10
2.4.1. Farmers, Farmer’s Associations and Agriculture Cooperatives	10
2.4.2. Agricultural Consultants.....	10
2.4.3. Agrochemical Companies	10
2.4.4. Solution Providers	11
2.4.5. NGOs	11
2.4.6. Developers and researchers involved in GNSS applications.....	11
2.4.7. Social Communication	11
2.4.8. Other EU-funded projects or similar initiatives	11
2.4.9. Dissemination and communication activities.....	11
2.5. Contribution to the overall project objectives and to the KPIs	15
3. Communication and Dissemination Actions.....	15
3.1. Conferences, workshops, talks and other events	15
3.1.1. Conferences, seminars and workshops	15
3.1.2. Business sector fairs and user events	17
3.1.3. AgriBIT Workshops, training and demonstrations.....	18
3.2. Scientific Publications.....	18
4. Instruments.....	19
4.1. Website	19
4.1. Identity brand	19
4.2. Official social media	20
4.3. Media Relations.....	26
4.3.1. Communication partnerships	26
4.4. Stakeholders and Business client’s database	27
4.5. Internal Communication	27
4.6. Promotional Tools	27
4.6.1. Project leaflet.....	27

4.6.2.	Templates for documents	28
4.6.3.	Videos.....	29
4.6.4.	Tutorials and Technical Presentations	29
4.6.5.	Newsletters	29
5.	Monitorisation and evaluation	32
6.	Conclusion.....	33
	List of Abbreviations	34
	Bibliography	34

List of Figures

Figure 1 - Strategic Axis and phased approach relation	8
Figure 2 - Partners at the SmartAgriHubs event Communication.....	16
Figure 3 - Piero Scrima at the SmartAgriHubs event Communication	17
Figure 4 - AgriBIT website homepage.....	19
Figure 5 - AgriBIT Presentation Template.....	20
Figure 6 - AgriBIT logo.....	20
Figure 7 - AgriBIT Leaflet.....	28
Figure 8 - 1st Newsletter Edition	30
Figure 9 - 2nd Newsletter Edition	31
Figure 9 - Measuring Metrics That Matter: The 30's	32

List of Tables

Table 1 - Project's Communication KPIs per phase	9
Table 2 - Number of Dissemination and Communication activities	13
Table 3 Estimated numbers of person reached per categories	13
Table 4 - Project's objectives to be communicated per target group	14
Table 5 - WP7 Contribution to the overall project objectives and to the KPIs	15
Table 6 - List of potential conferences for AgriBIT participation.....	16
Table 7 - List of potential business sector fairs for AgriBIT participation.....	17
Table 8 - List of magazines and journals for potential publishing of AgriBIT results	18
Table 9 - Social Media Strategy	21
Table 10 - AgriBIT Editorial Calendar v2.	22
Table 11 - List of AgriBIT and related publications on social media, official website and others	26
Table 12 - Communication Outputs, Outtakes, and Outcomes	33

1. Introduction

Evolving within the scope of WP7 *Exploitation and Dissemination towards Market Impact Generation* the present deliverable - Communication and Dissemination Plan & Materials (rev. 2) – is an update of the previous deliverable 7.5, and aims at supporting the achievement of WP7 main objectives, which are:

- 1) Promote Community Building,
- 2) Inform the market regarding the scope and the objectives of AgriBIT, and
- 3) build both on crop production improvements and related economic returns on investments using AgriBIT services.

This deliverable aims at updating the previous deliverable, taking into account the monitorisation and evaluation of the communication and dissemination activities developed during the period comprehended between M6 – M15. Novelties on this deliverable lean on the description of past activities and events, such as the list of *posts* published on social media, the communication campaigns, a summary of AgriBIT participation to public events and upcoming ones, and the release of the first AgriBIT Newsletter edition.

Also, in this deliverable is highlighted the KPIs status and the commitment to reduce the carbon footprint associated to communication and dissemination activities. The gender dimension is, once more, considered and reviewed as to properly address the current issue.

It provides a complete set of actions – ranging from participating at conferences, organizing workshops, posting on social media – framed in a phased calendar, also updated, to ensure the continuity and consistency of communication and dissemination activities throughout the project's lifetime.

2. Communication and Dissemination Strategy Plan

AgriBIT aims to increase the precision, accuracy and continuity of services to empower farmers to benefit from improved Precision Agriculture (PA) services, leading to a reduction in costs through decreased use of inputs (water, energy, fertilisers, pesticides etc), a lower environmental impact and increased production yields. It positions its innovations both at the level of intervention on the field and the capturing of the effects of the PA over time, by intelligently exploiting the information acquired both before, during and after direct intervention on the field. Communication and dissemination of project's values, aims, pilots' activities and results are key for engaging target groups and ensure AgriBIT visibility. To this end, this chapter provides a strategy to conduct all the communication and dissemination activities of the project.

2.1. Strategic Axes

AgriBIT ambition is to ensure that the innovative services delivered, and their supporting cloud platform led to market uptake. The communication and dissemination strategy functions as a key pillar to sustain such ambition, and relays on three interdependent axes that will guide the activities planning and execution:

1. **Awareness:** making AgriBIT and its aims known.
2. **Engagement:** engaging target groups and enable them to understand AgriBIT concepts and results achieved.
3. **Participation:** promoting the participation of end-users in the project and community building

As represented in Figure 1, AgriBIT will follow a phased approach aligned with these axes to define, plan, organize and exploit communication channels and dissemination events, as follows:

Phase A – Users and relevant stakeholders outreach plan (M1-M6) – involves the creation of the deliverable 7.5, by developing a comprehensive dissemination plan that enables to inform the market regarding the scope and the objectives of AgriBIT, engage projects' audiences, and allow for community-building. In parallel, and to this end, WP7 created the project's official website, leaflet and identity brand. These and other actions are detailed and updated below.

Phase B – Targeted approach (M3-M24) – foresees the identification of key players in the market and the target users' ecosystem and expanding community building based on existing networks. At the communication level, AgriBIT has been and will continue promoting its innovations and achievements through selected communication instruments tailored to each defined audience.

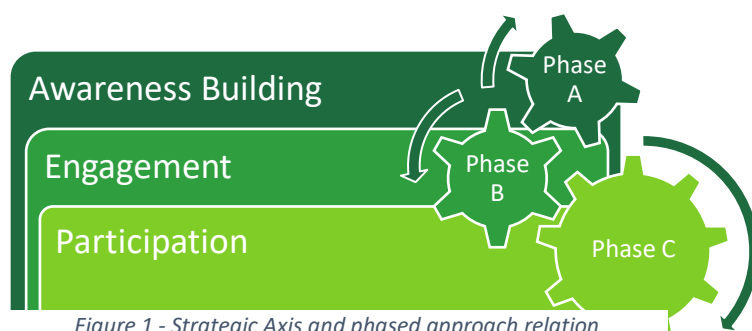


Figure 1 - Strategic Axis and phased approach relation

Phase C – Public outreach and support to uptake (M24-M36) – consolidates AgriBIT community building and support through the organization of and attendance to events targeting end-users, field operators, general public and other key stakeholders in industry and research (e.g., policymakers).

2.2. Main Communication Goals

Associated to each phase are six main goals and related KPIs identified in Table 1 that the designed activities in this deliverable seek to help achieve:

Goals	A M6	B M24	C M36	Status M15
1. AgriBIT active community members on the AgriBIT community section of the Website - community members include farmers, agricultural consultants, agricultural cooperatives, solution providers, food producers etc.	50	150	500	NA
2. Number of unique visitors to the Website (based on Google Analytics)	200	4000	7000	1264
3. Number of references of AgriBIT in other websites / socials	6	18	36	10 on websites >20 on socials
4. Number of user downloads on the website	0	50	500	NA
5. Number of subscribers to the AgriBIT newsletter	50	300	2750	10
6. GNSS community (GSA, ESA) to develop receivers specific for farming	10	30	60	*

Table 1 - Project's Communication KPIs per phase

* This KPI is strictly dependent on the Exploitation and the linkage with ESA and EUSPA (GSA). As such, will be monitored after the project.

For what concerns KPI 1, the community platform released its first set of services in December 2022 (M18, after the submission of this deliverable), and only now is strategic to start involving external users. It will be on the scope of task 7.3 that the activities for user engagement will be organised.

For what concerns the KPI 2 in the table above, there are currently no downloads because they depend directly on the approval of the public deliverables to be published on the CORDIS website, and they are currently under revision. As soon as the public deliverables are approved, they will be published on the website and downloads will start.

For what concerns the KPI 5 the number of subscribers is expected to rise significantly during the following months, through the deployment of the C&D measures described further in this document.

The references of AgriBIT in other websites are listed below:

1. INOV website - <https://www.inov.pt/project/agribit/index.html>
2. RFSAT website - <http://www.rfsat.com/index.php/en/research/projects/project-h2020-agribit.html>
3. AGENSO website – <https://www.agenso.gr/category/projects/agribit/>
4. ENG website - <https://www.eng.it/case-studies/agribit-intelligenza-artificiale-applicata-all-agricoltura-di-precisione>
5. EUSPA - <https://www.euspa.europa.eu/artificial-intelligence-applied-precision-farming-use-gnss-and-integrated-technologies>
6. OpenAir - https://explore.openaire.eu/search/project?projectId=corda_h2020::d265c0d4d69bee10cbbb0d0349abd742
7. Cordis - <https://cordis.europa.eu/project/id/101004259>
8. Zenodo - <https://zenodo.cern.ch/communities/h2020-space-egnss-3-agribit/>

9. Grande Plano | Hortas Industriais Magazine - https://www.flfrevista.pt/wp-content/uploads/2022/06/pg-94-e-95_grande-plano_horto-industriais_projectos.pdf
10. Wikifarmer Website - <https://wikifarmer.com/vi/partners/>
11. Smart Agri Hubs website - https://smartagrihubs.h5mag.com/final_event_2022/home

2.3. Gender dimension

All the communication and dissemination contents will consider the gender dimensions and avoid any unconscious bias related to gender in the agriculture domain. It will also try to de-construct related stereotypes and gender bias by using inclusive images and videos. Equally important is to address and/or engage with the gender dimension issues and opportunities during events. During the Smart Agri Hubs¹ final event, held in Lisbon, INOV was representing AgriBIT at the workshop *SmartAgriHubs - Gender Taskforce presentation*. WP7 promoted the Smart Agri Hubs Newsletter [Investing in Gender Equality](#) on social media and within the consortium.

2.4. Key Audiences and Messages

Knowing the project's target audiences is key to tailoring the messages and correctly choosing the channels to communicate them. AgriBIT targets the agri-food sector including, farmers, farmers' Associations, service advisors, agrochemical companies, and agricultural consultants as direct potential users (clients) and, more broadly, the SME's food industry, processing, retailers and final consumers. WP7 will also direct effort to promote synergies with other projects and similar initiatives to upscale results, share/exchange knowledge and build community. In the context of market uptake of European EGNSS based services and data, AgriBIT also targets developers and researchers involved in GNSS applications - to increase the awareness of how these services can be taken up in practice and allow a fast adoption in newly agriculture applications. Targeted audiences and messages are described below. Table 4 provides an overview of the main objectives to be communicated to the targeted audiences:

2.4.1. Farmers, Farmer's Associations and Agriculture Cooperatives

Farmers (e.g., vineyard involved as a pilot) are important end-users to ensure the evaluation of integration of the AgriBIT solutions, going in line with project activities, achievements and results. Specific messages are related to the new technologies to be tested, their implementation ways, and on-site results.

2.4.2. Agricultural Consultants

Agricultural consultants provide either business or technical guidance on the use and management of the agricultural land and profitability. They often seek to deliver options where sustainability and commercial viability of agricultural land are possible. AgriBIT aims at engaging this target group to better understand the business needs, the project technical requirements and build the exploitation strategy. They will benefit from the project's integrated and intelligent approach for services uptake by service advisors and farmers, as well as the integration of intelligent agricultural analytics and services provided by third parties / other providers.

2.4.3. Agrochemical Companies

Since 2014 the agrochemical industry encountered downturns affected by low crop prices and poor farm profitability (Phillips, 2020). Growing regulation has made the introduction of new chemistry progressively challenging and agrochemical companies seek for alternative technologies for crop protection, including precision agriculture services. Agrochemical companies are a target group as they can benefit from AgriBIT activities and results.

¹ <https://www.smartagrihubs.eu/>

2.4.4. Solution Providers

Agricultural solution providers seek to understand the customer needs, societal expectations and regulatory requirements to provide innovative and valuable products and services to farmers, where sustainability and profitability meet. They may be interested in AgriBIT results as the intelligent high precision location farm information management services for efficient PA applications and the bundle of improved PA services for farmers and farm advisors. They are important for supporting AgriBIT integration of intelligent agricultural analytics and services provided by third parties.

2.4.5. NGOs

Non-governmental organisations in the agricultural sector often work together with farmers, governments and corporations to facilitate sustainable objectives in agriculture. NGO's advocate the concerns of farmers and citizens to the government regulators and guide corporations towards sustainability. NGOs are a medium between AgriBIT, farmers, farmer's associations, governments and corporations. As such, they should be aware of the aims and results of the project, the project's user/market requirements analysis and the state-of-the-art analysis on the existing technologies, to better understand the business needs. NGOs should equally be informed of and engaged with AgriBIT integrated and intelligent approach for services uptake by service advisors and farmers.

2.4.6. Developers and researchers involved in GNSS applications

Developers and researchers involved in GNSS applications will benefit from and support the development of intelligent high precision location farm information management services for efficient PA applications, as GNSS enabling services. They are interested in the use and improvement of a high-precision GNSS receiver compliant with Galileo and EGNOS in a diverse set of products and services, as well as in the AgriBIT bundle of improved PA services for farmers and farm advisors.

2.4.7. Social Communication

The social communication channels (e.g., magazines, radios, channels, etc.) are the mediums that can help ensure a strong communication of AgriBIT aims, activities, achievements, and results - Chapter 4. Specific messages are related to project events, conferences, publications and results.

2.4.8. Other EU-funded projects or similar initiatives

Cooperation and communication between EU-funded projects in the sector and /or similar initiatives is of utmost importance to ensure community building, ideas sharing and upscale of results. This will be done mainly through presence at events and networking as well as engaging with emerging projects through AgriBIT social media official accounts.

2.4.9. Dissemination and communication activities

For each proposed categories on the SYGMA portal, the consortium indicated the number of Dissemination and Communication activities linked to the project as showed in the table below. In support of the numbers reported on the portal, the table also shows the detail and description of each activity carried out by category.

Type of Dissemination/Communication activities	Number	Description	Partners involved
Organisation of a Conference	0		

Type of Dissemination/Communication activities	Number	Description	Partners involved
Press release	1	Tomato News Article about the AgriBIT Portuguese Pilot in for the Tomato Industry	CCTI
Non-scientific and non-peer-reviewed publication (popularised publication)	87	1. Several Publications on social media (80) 2. Prototype (1) 3. Website articles (4) 4. Organised Events website references (2)	ALL
Exhibition	1	28th AGROTICA Expo	AGENSO
Flyer	2	1. One flyer 2. One Roll-up	INOV
Training	1	Alessandro Armando presented AgriBIT goals in a training format at SMART AGRI HUBS	INOV
Social Media	4	LinkedIn: 160 followers Facebook: 33 followers Twitter: 69 followers Youtube: 11 subscribers	ALL
Website	1	49 users, 68 new users	ENG
Communication Campaign (e.g. Radio, TV)	3	1. Project Introduction (Teaser) 2. Meet the AgriBIT Consortium (set of videos presenting each partner) 3. AgriBIT goals (Set of animated publications presenting AgriBIT goals)	INOV
Participation to a Conference	3	2022 Ka and ICSSC Joint Conference and Colloquium Agroatica APRECON event	ENG, RFSAT, INOV, AGENSO
Participation to a Workshop	2	SmartAgriHubs ecosystem final event BDVA workshop	ENG, INOV
Participation to an Event other than a Conference or a Workshop	5	1. Industry Space days 28/9/22 2. AIOTI 23/6/22 3. IoT Week 21/6/22 4. Presentation in a Technological Open-Day to farmers 5. Smart Agri Hubs	RFSAT, CCTI, ENG, INOV
Video/Film	7	1. Teaser - https://www.youtube.com/watch?v=bNnEzW6glFE 2. INOV presentation - https://youtu.be/8zuyVjejKo4 3. AGENSO presentation - https://youtu.be/OYH3bJ83Dyc 4. ENG presentation - https://youtu.be/NjpHBzTkzWQ 5. CCTI presentation - https://youtu.be/-ThGMpLF__8 6. ACpella Presentation - https://youtu.be/-sc2W58to7g	INOV, AGENSO, ENG, CCTI, ACP, AGRICOLUS

Type of Dissemination/Communication activities	Number	Description	Partners involved
		7. Agriculus Presentation: https://youtu.be/JHme-2H4404 7. Agriculus Presentation: https://youtu.be/-sc2W58to7g	
Brokerage Event	3	1. Digital & Industry 3/12/21 2. AI-Data-Robotics 17/6/22 3. Broad GNSS 5/7/22	RFSAT
Pitch Event	1	SmartAgriHubs ecosystem final event	ENG
Trade Fair	0		
Participation in activities organised jointly with other EU project(s)	1	SmartAgriHubs Final Event 26/9/22	INOV, RFSAT
Other	1	Collaboration with WikiFarmer	ENG, INOV
Total	123		

Table 2 - Number of Dissemination and Communication activities

For what concerns the estimated number of persons reached, in the context of all dissemination and communication activities, in each category requested on the EC portal the specifications are in the following table:

Categories	Description of the event	Number
Scientific Community (Higher Education, Research)	KA attendees on Whova	289
Industry	Agrotica HelExpo 2022 https://agrotica.helexpo.gr (2077 attendees) Industry Space Days 2022 https://www.esa.int/About_Us/Business_with_ESA/Small_and_Medium_Sized_Enterprises/Europe_s_space_industry_gatherers_at_ESA (1700 attendees)	3777
General Public	WEB hits on AgriBIT pages on RFSAT.com Visitors on AgriBIT website	1364
Media, investors, customers,	Agrotica HelExpo 2022 https://agrotica.helexpo.gr	79 companies
Policy Makers, Other	SmartAgriHubs https://www.smartagrihubs.eu (3000) Agrotica HelExpo 2022 https://agrotica.helexpo.gr (150.000) Farmers Open-Day (December 2022) Dissemination of project results to the TEF Farmers' Organisation https://www.tefprodutores.pt/pt/horticultura-sustentavel--11/os-nossos-produtores-78/os-nossos-produtores-33 (32)	153032

Table 3 Estimated numbers of person reached per categories

Objectives to be communicated	Target Groups						
	Farmers, Farmer's Ass., Agriculture Cooperatives	Agricultural Consultants	Agrochemical Companies	Solution Providers	NGO's	Developers and researchers	Social Communication
Objective 1: Conduct an extensive user/market requirements analysis, along with a state-of-the-art analysis on the existing technologies, in order to better understand the business needs and translated to project technical requirements and to exploitation strategy	X	X			X		X
Objective 2: Develop intelligent high precision location farm information management services for efficient PA applications, as GNSS enabling services				X		X	
Objective 3: Use and improve a high-precision GNSS receiver compliant with Galileo and EGNOS in a very diverse set of products and services to deliver an affordable solution						X	
Objective 4: Developing and providing a bundle of improved PA services for farmers and farm advisors			X	X		X	
Objective 5: deliver an integrated and intelligent approach for services uptake by service advisors and farmers	X	X			X		
Objective 6: Support integration of intelligent agricultural analytics and services provided by third parties / other providers		X	X	X			X

Table 4 - Project's objectives to be communicated per target group

2.5. Contribution to the overall project objectives and to the KPIs

WP7 holistic approach to communication and market uptake will bring benefits to the project as a whole, and this plan is specifically designed to ensure that all the activities have a positive indirect impact on the overall objectives and KPI's of AgriBIT, through the decision of the best messages and channels to reach and engage the project targeted audiences, as well as a direct impact on the objectives and KPI's achievement described in Table 5:

Objectives	KPI's description	Target	Implementation
1. Market and needs analysis	Number of Countries analysed	>15	WP2 WP7
	Number of users engaged	>100	
5. Strategy for services uptake from farm advisors and farmers	Number of users informed	3000	Concept: WP4 Development: WP5 Operational Validation: WP6 Uptake support through exploitation: WP7
	Number of users involved in field tests	50	
6. Open service-oriented platform architecture to enable the integration of intelligent agricultural analytics and services provided by third parties / other providers	Number of 3rd parties aware	100	Developed in Tasks 5.2 & 5.4 Technical testing in Task 5.5 Operational testing in WP6 / Tasks 6.2, 6.3 & 6.4 Awareness in WP7
	Number of 3rd parties 1st level training	20	

Table 5 - WP7 Contribution to the overall project objectives and to the KPIs

3. Communication and Dissemination Actions

This chapter describes the proposed actions for the time period between M15 and M36 and evaluates the ones proposed in the previous deliverable, for M06-M15. In this way, is given space to update and make the necessary changes to the plan in the next D7.6., taking into account the results from the monitoring process.

3.1. Conferences, workshops, talks and other events

Conferences, workshops, and other events are an efficient vehicle to communicate AgriBIT values, objectives, and results, as well as to build interest in the project. Furthermore, they allow for more intimate communication with the project's audiences, setting the opportunities for establishing the AgriBIT community. Project results must be presented at least at **8 conferences, seminars and workshops targeting the industry, users and academic communities**. Project results must also be presented to at least **6 business sector fairs and user events**.

3.1.1. Conferences, seminars and workshops

As to ensure the project's results dissemination, AgriBIT partners will participate in at least **8 European and or international conferences, seminars and workshops targeting the industry, users and academic communities**. Table 6 is an updated list of the most considerable Conferences on Precision Agriculture and GNSS, where AgriBIT aims at presenting its results.

2023	Name of the Conference/Event	Where
June 24, 25	3rd global Conference on Agriculture	Amsterdam, Netherlands
July 2 – 6	ECPA 2023: 14th European Conference on Precision Agriculture	Bologna,

		Italy
Apr 13,14	ICAIE 2023: 17th International Conference on Agricultural Engineering	Lisbon, Portugal
Apr 3,4	ICAS 2023: 17th International Conference on Agricultural Systems	Athens, Greece
Apr 24,25	ICPAAM 2023: 17th International Conference on Precision Agriculture and Agricultural Machinery	Istanbul, Turkey
May	Global Meet on Agricultural Science and Technology	Toronto, Canada
Jun 21	IoT Week	Berlin, Germany
Jun 25-27	International Conference on Localization and GNSS	Castellon, Spain

Table 6 - List of potential conferences for AgriBIT participation

Participation at past events:

AgriBIT consortium has been invited to participate at the **27th Ka and Broadband Communications Conference (Ka)**, held in Stresa, Italy, from the 18th to the 21st of October. Kaa is an influential technical conference on satellite systems. AgriBIT project's objectives and achievements will be presented during the conference, in a special session for EUSPA.

AgriBIT also participated at the **Industry Space Days**, an event held by ESA – European Space Agency – which welcomed a record 1700 visitors from 800 companies from the industry, on the 28th and on the 29th of September.

AgriBIT participated on the **SmartAgriHubs Final Event** in Lisbon, on the 27th and 28th of September. On the first day of the event, Piero Scrima (from ENG.) present the project values, objectives, activities and latter achievements. On the second day, AgriBIT promoted a workshop – “AgriBIT: Artificial Intelligence applied to precision farming by the use of GNSS and Integrated Technologies”. WP7 has been supporting the communication of this participation on social media and through the [communication partnerships](#) already in place, and was present at the event for coverage –Figure 2 and Figure 3.



Figure 2 - Partners at the SmartAgriHubs event Communication



AgriBIT @agriBIT_H2020 · Sep 27

Piero Scrima, from @EngineeringSpa, presenting @agriBIT_H2020 project at @SmartAgriHubs final event! 🇪🇺 🌱 ❤️ We hope to see you at our workshop tomorrow! #precisionagriculture #sustainable #agriculture



Figure 3 - Piero Scrima at the SmartAgriHubs event Communication

3.1.2. Business sector fairs and user events

AgriBIT partners are committed to present project results on at least 6 business led fairs and user events. Table 7 provides an updated list of possible events where AgriBIT could reach the business market.

2023	Name of the Conference/Event	Where
Jun 13 – 15	Greentech	Amsterdam, The Netherlands
Sep 5 – 7	AgroGlobal	Santarém, Portugal
Nov 12 - 18	Agritechnica	Hannover, Germany
2024	Name of the Conference/Event	Where
Jan 31- Feb 3	Fieragricola	Verona, Italy
Feb 13 – 16	BIOFACH	Nürnberg, Germany
Sep 18 – 19	Industry Space Days 2024	Noordwijk, The Netherlands
Nov 26 - 29	Agromek	Herning, Denmark

Table 7 - List of potential business sector fairs for AgriBIT participation

Participation at past events:

AgriBIT was presented by AGENSO during the 29th International Fair for Agricultural Machinery, Equipment and Supplies, "Agrotica". The event was in October 2022 at the International Exhibition & Congress Centre of Thessaloniki, Greece. There we had the opportunity to talk with the visitors and present them with the major ambitions of AgriBIT and our achievements so far.

3.1.3. AgriBIT Workshops, training and demonstrations

AgriBIT partners are committed to **organize two workshops**, expected for October 2023 and for March 2024, with end-users and main stakeholders allowing their full participation in the project, and the cohesion of the AgriBIT community. As to involve advisors, farmers and food producers in the project and engage them with its results, the AgriBIT partners are also committed to **deploy three training seminars**. The training seminars will take place every six months starting from July 2023, the second on December 2023, and the third on June 2024, approximately. Task 7.5. will support the communication and dissemination of these events, through the preparation of communication strategy for promoting the event, the publication of the event in several media channels, collaboration with other media and any other related activity.

3.2. Scientific Publications

As to attract further contributions to the innovation of precision agriculture and to inform project's scientific and business led community about its achievements and results, AgriBIT partners are committed to **publish at least 7 articles** at the end of the project, of **which at least 2 are scientific articles**. Table 8 provides a list of potential business-oriented magazines and scientific journals where AgriBIT partners can publish project's results.

Type of Journal	Name	Scope
Agriculture magazine	Informatore Agrario	National - Italy
Agriculture magazine	Terra è Vita	National - Italy
Agriculture magazine	AgriFuture	International
Agriculture magazine	Crop Production Magazine	International
Agriculture policy, innovation and research	Agrinnovation	International
Business Magazine on PA	Agronegocios	National - Portugal
Agriculture magazine	Ypaithros Chora	National - Greece
General journal	IEEE Access	International
Topical Journals	IEEE open Technology Research	International
Research Journal	Agriculture	International
Research Journal	Current Agriculture Research Journal	International
Research Journal	Ife Journal of Agriculture	International
Research Journal	Agriculture, Ecosystems & Environment	International
Research Journal	Computers and Electronics in Agriculture	International
Research Journal	Agricultural Systems	International
Research Journal	Journal of Agriculture and Food Research	International
Research Journal	Journal of Integrative Agriculture	International
Research Journal	GPS Solutions	International
Research Journal	Satellite Navigation	International

Table 8 - List of magazines and journals for potential publishing of AgriBIT results

4. Instruments

Selecting the appropriate instruments and channels has been essential to deliver AgriBIT main messages efficiently to the projects' audiences. This chapter presents the instruments chosen for communication and dissemination activities, along with their respective specificities.

4.1. Website

The AgriBIT official website is the projects' main communication and dissemination interface that allows informing the target audience groups about its objectives, consortium, activities, and results. The website provides the overall presentation of the project – complemented by a [teaser video](#) – features the pilots, the deliverables, news and the upcoming editions of the [AgriBIT Newsletter](#). The project website (Figure 4 - AgriBIT website homepage) is explained in more detail in the accompanying report of D7.4 – Project image and website – which includes the description of the main features and guidelines for management and update throughout the project.

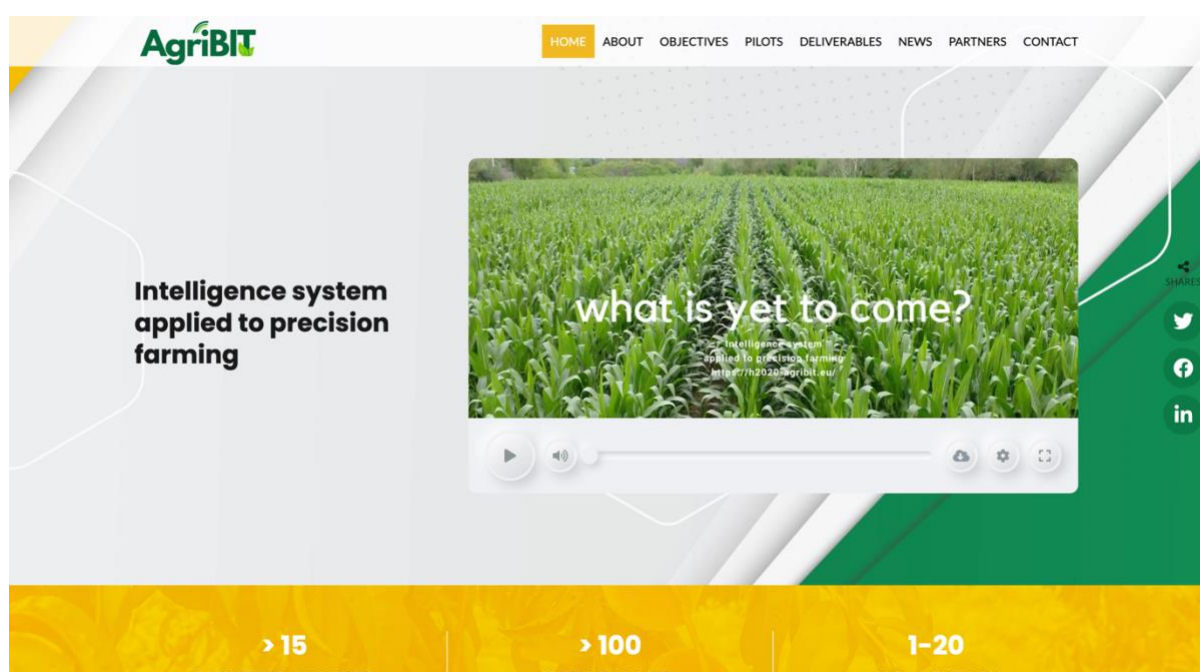


Figure 4 - AgriBIT website homepage

4.1. Identity brand

An AgriBIT identity brand has been created at the beginning of the project and is described in more detail in the D7.4 along with the information about the project's website. The identity brand – where the logo (Figure 6) and templates for presentations (Figure 5)– and documents are part – helps provide a strong communication consistency and supports all the communication activities, giving the AgriBIT project its unique identity.

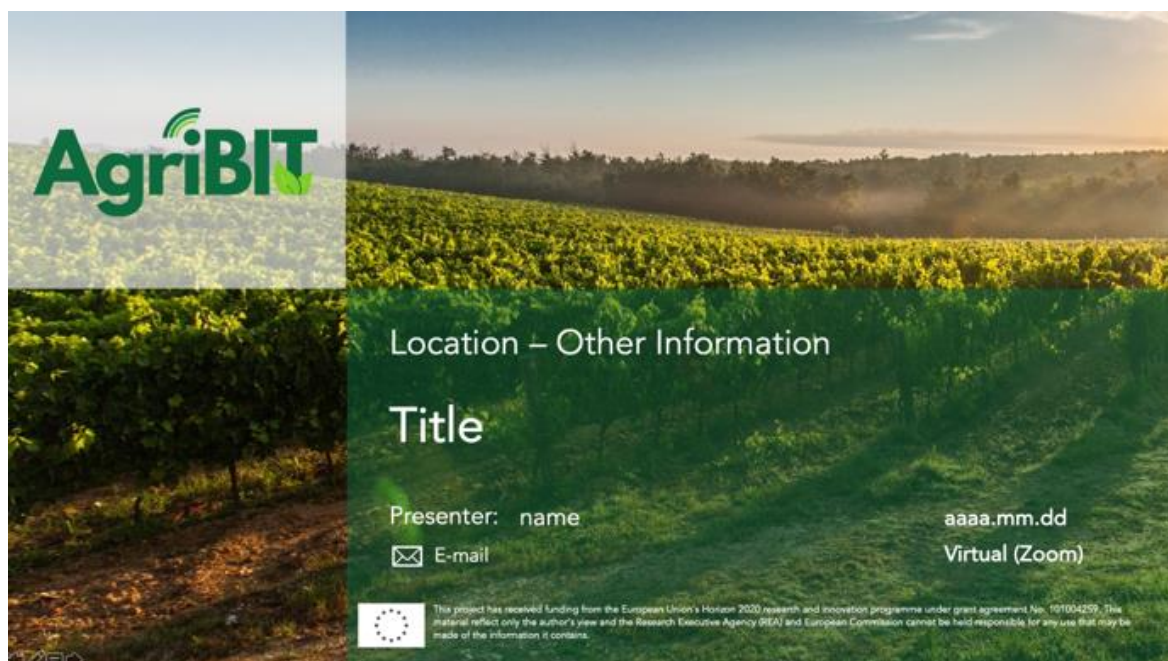


Figure 5 - AgriBIT Presentation Template



Figure 6 - AgriBIT logo

4.2. Official social media

Social media channels are effective instruments to communicate a projects' concept, objectives, results and events with its target audiences. Social media networks have been selected regarding their different specificities in reaching specific target groups and their ability to reach a bigger audience. AgriBIT matched the appropriate social media channel to the targeted audiences that each can reach, which are summarized in Table 9:

Social Media	KPI's	Status M15	Target audience	Type of Approach and Contents
--------------	-------	------------	-----------------	-------------------------------

LinkedIn @AgriBIT_H2020	500 followers	118 Followers	Partners and end-users	<ul style="list-style-type: none"> • Formal Approach • Scientific Publications • Project results • Information about the achievements of SPARTA
Facebook @AgriBIT.H2020	500 followers	29 followers	For the community and specific entities on Precision Agriculture and H2020 Projects	<ul style="list-style-type: none"> • Informal Approach • Simple Vocabulary • Video and quality images over long text. • AgriBIT events • Statistics and News, about Precision Agriculture
Twitter @agriBIT_H2020	500 followers	58 followers		
Youtube AgriBIT_H2020	100 Subscribers	8 Subscribers	For specific communities on Precision Agriculture and H2020 Projects	<ul style="list-style-type: none"> • Scientific Publications and demos • Videos • Project results • Information about the achievements of AgriBIT • News about Precision Agriculture and other related subjects
Blogs or similar	Active Participation in at least 2 Blogs or similar	Active participation at WikiFarmer platform and Tomato News		

Table 9 - Social Media Strategy

AgriBIT achievements and news published on social media will gain more visibility by the commitment of all partners to share and engage with such content through their own social media pages, to which some guidelines are defined to maximize reach:

- All partners to follow AgriBIT on social media
- All partners to engage with social media contents (like, share, comment)
- Always identify AgriBIT in publications to maximize impact and attract followers

During the period M06 – M15, WP7 established the necessity to use **advertisement tools** for specific publications to gain more visibility and presence in the social media networks. As such, for the rest of the project lifetime, the most important and relevant AgriBIT publications will be advertised on social media channels. To ensure publications' continuity and consistency over the time of the project, and to ensure the project KPIs related to communication and dissemination are met, a set of topics were described and scheduled in the previous deliverable 7.5 and are here updated - Table 10 -, taking into consideration the recommendations made during the first project review (M19). - Measures in place to reach the proposed KPIs are the following:

1. Create an editorial plan for the next publications until the end of the project, including:
 - 1.1. Communication campaign on the AgriBIT financial benefit for the farmers with advertisements on LinkedIn, Facebook, Twitter and YouTube
 - 1.2. A set of publications on the recent implementation of the sensors on each of pilot locations
 - 1.3. AgriBIT promotional videos during the workshops and training seminars
2. Reach more specified magazines to help promoting AgriBIT visibility
3. Establish the stakeholders and business Clients database and contact them to promote the project and its results
4. Promote the social media accounts on every business event and conference that AgriBIT attends

Apart from the main topics described below, which WP7 is responsible for and which are selected to be advertised, WP leaders will also be responsible for creating content related to their WP activities, results and events:

Topic	Publishing period	Responsible WP
AgriBIT Context and motivation with news and image graphics.	M15 – M17	WP7
Other Events/Conferences/Workshops	M18 – M19	WP1
Implementation of the sensors on each of pilot locations	M20 – M21	WP7
AgriBIT financial benefit for the farmers	M22 – M23	WP2
AgriBIT 1 st Training Seminar (promotion and after communication)	M24 – M25	WP3
Scientific publications and project deliverables	M26 – M27	WP4
AgriBIT 1 st Workshop (promotion and after communication)	M28 – M29	WP5
AgriBIT 2 nd Training Seminar (promotion and after communication)	M30 – M31	WP6
AgriBIT 2 nd Workshop(promotion and after communication)	M32 – M33	WP7
Scientific publications and project deliverables	M34 – M35	WP1
AgriBIT 3 rd Training Seminar (promotion and after communication)	M36	WP7

Table 10 - AgriBIT Editorial Calendar v2.

Past publications on AgriBIT social media accounts and website are listed in Table 11, as well as references from external actors of AgriBIT project.

Type	Short Description	Link
Social media	Tweet on the KOM	https://twitter.com/agriBIT_H2020/status/1417504927258185741
Prototype	Community platform	https://agribit-khub.eng.it/
Social media	Tweet for the APRECON2021	https://twitter.com/agriBIT_H2020/status/1458377262684950531
Social media	Linkedin for the APRECON2021	https://www.linkedin.com/feed/update/urn:li:activity:6864145112511918080
Social media	Facebook for the APRECON2021	https://www.facebook.com/111773677971818/posts/114817484334104/?d=n
Social media	Tweet for the Agribit Website	https://twitter.com/agriBIT_H2020/status/1458376057095135233
Social media	LinkedIn for the Agribit Website	https://www.linkedin.com/feed/update/urn:li:activity:6864144325534629888
Social media	Facebook for the Agribit Website	https://www.facebook.com/AgriBIT.H2020/photos/a.114816517667534/114815394334313
Social media	Tweet for the Agribit "Happy Holidays"	https://twitter.com/agriBIT_H2020/status/1473697236093657096
Social media	LinkedIn for the Agribit "Happy Holidays"	https://www.linkedin.com/feed/update/urn:li:activity:6887040340440686592
Social media	Facebook for the Agribit "Happy Holidays"	https://www.facebook.com/AgriBIT.H2020/videos/455948559223204

Social media	Tweet for the Agribit Teaser	https://twitter.com/agriBIT_H2020/status/1481269246483128323
Social media	LinkedIn for the AgribitTeaser	https://www.linkedin.com/posts/agribit-h2020_what-is-yet-to-come-in-precision-agriculture-activity-6887040340440686592-bUAm
Social media	Facebook for the Agribit Teaser	https://fb.watch/auEpOkaTjQ/
Social media	Linkedin for theAgriBIT teaser	https://www.linkedin.com/posts/engineering-ingegneria-informatica-spa_what-is-yet-to-come-in-precision-agriculture-activity-6887332427308507136-II0m/
Website article	Generic information on the project	https://www.eng.it/en/case-studies/agribit-intelligenza-artificiale-applicata-all-agricoltura-di-precisione
Social media	1st Communication Campaing	https://www.facebook.com/AgriBIT.H2020/videos/3016542608562895/
Social media	1st Communication Campaing	https://twitter.com/agriBIT_H2020/status/1496135794871914497/video/1
Social media	1st Communication Campaing	https://www.linkedin.com/feed/update/urn:li:activity:6901900648997343232
Social media	1st Communication Campaing	https://twitter.com/agriBIT_H2020/status/1501163826972090369/video/1
Social media	1st Communication Campaing	https://www.facebook.com/AgriBIT.H2020/videos/461297195781323/
Social media	1st Communication Campaing	https://www.linkedin.com/feed/update/urn:li:activity:6906930982029799424
Social media	1st Communication Campaing	https://www.facebook.com/AgriBIT.H2020/videos/270237378618933/
Social media	1st Communication Campaing	https://twitter.com/agriBIT_H2020/status/1504410905119019010/video/1
Social media	1st Communication Campaing	https://www.linkedin.com/feed/update/urn:li:activity:6910173010746298368
Social media	1st Communication Campaing	https://twitter.com/agriBIT_H2020/status/1505954137363472389/video/1
Social media	1st Communication Campaing	https://www.facebook.com/AgriBIT.H2020/videos/255760426764010/
Social media	2nd Communication Campaing	https://twitter.com/agriBIT_H2020/status/1528888513067945985

Social media	2nd Communication Campaigning	https://www.linkedin.com/feed/update/urn:li:activity:6934996308218851328
Social media	2nd Communication Campaigning	https://www.facebook.com/AgriBIT.H2020/videos/5121395834619029/
Social media	2nd Communication Campaigning	https://twitter.com/agriBIT_H2020/status/1529250643713613829
Social media	2nd Communication Campaigning	https://www.linkedin.com/feed/update/urn:li:activity:6935562382534479872
Social media	2nd Communication Campaigning	https://www.facebook.com/AgriBIT.H2020/videos/8138684542812096/
Social media	2nd Communication Campaigning	https://twitter.com/agriBIT_H2020/status/1530339568888651778
Social media	2nd Communication Campaigning	https://www.linkedin.com/feed/update/urn:li:activity:6937179522643480576
Social media	2nd Communication Campaigning	https://www.facebook.com/AgriBIT.H2020/videos/1956264971227215/
Social media	2nd Communication Campaigning	https://twitter.com/agriBIT_H2020/status/1531428242518749184/video/1
Social media	2nd Communication Campaigning	https://www.linkedin.com/feed/update/urn:li:activity:6942497393468731393
Social media	2nd Communication Campaigning	https://www.facebook.com/AgriBIT.H2020/videos/739230754059798/
Social media	2nd Communication Campaigning	https://twitter.com/agriBIT_H2020/status/1531776285826879489/video/1
Social media	2nd Communication Campaigning	https://www.linkedin.com/feed/update/urn:li:activity:6943310290813943809
Social media	2nd Communication Campaigning	https://www.facebook.com/AgriBIT.H2020/videos/1972798972920044/
Social media	2nd Communication Campaigning	https://twitter.com/agriBIT_H2020/status/1532872509565149185/video/1
Social media	2nd Communication Campaigning	https://www.linkedin.com/feed/update/urn:li:activity:6944722580842975233
Social media	2nd Communication Campaigning	https://www.facebook.com/AgriBIT.H2020/videos/1088088622062933/

Event organized	SmartAgriHubs Final Event	https://www.smartagrihubs.eu/final-event
Event organized	Ka Conference	https://www.kaconf.com
Social media	AgriBIT website is live	https://www.linkedin.com/feed/update/urn:li:activity:6848641443200815104
Social media	AgriBIT website is live	https://www.facebook.com/agenso/posts/pfbid02AYfxghrq9uksbyWpoaZ7argfyWGEUV6VeagPyR8KBp39PuzT1ugSTE9wd5enKx2l
Social media	AgriBIT website is live	https://twitter.com/AgensoGR/status/1442870591145406470
Social media	First AgriBIT teaser published	https://www.linkedin.com/feed/update/urn:li:activity:6887048691476172801
Social media	First AgriBIT teaser published	https://www.facebook.com/agenso/posts/pfbid0A3J8LQjdQtAAwPEz66Xtv2j2kr58GEJRLG5yCjUPgNcE8zgESJxbgvNpMe6m2Tosl
Social media	First AgriBIT teaser published	https://twitter.com/AgensoGR/status/1481284506418130955
Website article	Post about AgriBIT on RFSAT portal	http://www.rfsat.com/index.php/en/research/projects/project-h2020-agribit.html
Social media	Post about AgriBIT video	https://fb.watch/ec1vy_O7L3/
Social media	Twitter post about AgriBIT video	https://twitter.com/RFSAT_Limited/status/1546528730625069057
Social media	AgriBIT newsletter	https://twitter.com/agriBIT_H2020/status/1569887400049971200/photo/1
Social media	AgriBIT newsletter	https://www.linkedin.com/feed/update/urn:li:activity:6975653704448274432
Social media	AgriBIT newsletter	https://www.facebook.com/photo?fbid=173130301903363&set=a.169213102295083
Website article	AgriBIT newsletter	https://h2020-agribit.eu/?p=238
Social media	AgriBIT & WikiFarmer partnership	https://twitter.com/agriBIT_H2020/status/1570759527670349827/video/1
Social media	AgriBIT & WikiFarmer partnership	https://www.linkedin.com/feed/update/urn:li:activity:6976526772712448000
Social media	AgriBIT & WikiFarmer partnership	https://www.facebook.com/AgriBIT.H2020/videos/1528676334228360
Social media	SmartAgriHubs Final Event	https://www.facebook.com/SmartAgriHubs/photos/a.427081851396729/1286351848803054/
Social media	SmartAgriHubs Final Event	https://www.linkedin.com/feed/update/urn:li:activity:6973641322612015104
Social media	SmartAgriHubs Final Event	https://twitter.com/kokkete/status/1574693937851387904

Social media	SmartAgriHubs Final Event	https://twitter.com/agriBIT_H2020/status/1574699894887038977
Social media	SmartAgriHubs Final Event	https://www.facebook.com/AgriBIT.H2020/posts/pfbid028QKrDBKa8oP4H8pspLJWQTWgoMPAjkQ1KFjtVZUEGTT4sBpd8rCsTu7B3y8WZDKKI
Social media	SmartAgriHubs Final Event	https://www.linkedin.com/feed/update/urn:li:activity:6980466528324341760
Social media	SmartAgriHubs Final Event	https://www.linkedin.com/feed/update/urn:li:activity:6980878480359981056
Social media	SmartAgriHubs Final Event	https://twitter.com/agriBIT_H2020/status/1575113508827504648
Social media	SmartAgriHubs Final Event	https://www.facebook.com/photo/?fbid=176031998279860&set=a.169213102295083&notif_id=1664373938052188&notif_t=feedback_reaction_generic&ref=notif
Social media	SmartAgriHubs Final Event	https://www.linkedin.com/feed/update/urn:li:activity:6980891854120595456
Social media	SmartAgriHubs Final Event	https://twitter.com/agriBIT_H2020/status/1575125514418884612/photo/1
Social media	Newsletter on Gender Equality in the agritech sector	https://www.linkedin.com/feed/update/urn:li:activity:698055088566218752

Table 11 - List of AgriBIT and related publications on social media, official website and others

4.3. Media Relations

AgriBIT will engage with traditional mass media such as daily press, local/national TVs, and local radios as a mean to promote the project, its activities and outcomes to the EU's wider community. The communication to a wider and more specialized audiences, such as AgriBIT end-users is being settled through communication partnerships described below.

4.3.1. Communication partnerships

WP7 foresees the establishment of at least three communication partnerships to help up disseminate and communicate the project values, objectives and results. To that end, during the previous months, AgriBIT was able to partner up with Wikifarmer and Tomato News and will, in the following months, interact with blogs such as [EOS Blog](#), [AMITOM](#), [EUREKA](#), [EIP-AGRI](#), [COPA-COGECA](#), and the [International Society for Horticulture Science](#).

1. Wikifarmer

[Wikifarmer](#) is a worldwide collaboration with the mission of empowering and educating farmers across the world. In 2021 alone, Wikifarmer helped more than 4.000.000 users to be informed on agricultural topics. Now, their platform is available on 16 languages, thus this number is expected to multiply. The partnership agreement between Wikifarmer and AgriBIT is already in place and foresees the **exchange of content** for feeding both websites, discuss new ideas and concepts and **promote AgriBIT actions**, like webinars or events, through Wikifarmer platform.

2. Tomato News

[Tomato News](#) is a blog that gathers the information by, for and about the tomato processing industry globally. AgriBIT and Tomato News started a communication and dissemination partnership to exchange ideas and content for the farmers and agriculture community.

4.4. Stakeholders and Business client's database

In straight collaboration with AgriBIT partners, WP7 established (on M19) a *Stakeholders and Business Clients database* that will serve as an important support to reach AgriBIT audiences and end-users, allowing for introducing the project in a tailored manner and invite them to the workshops, training seminars and demo-days.

4.5. Internal Communication

As for internal communication, AgriBIT relies on the **project mailing list** to support direct communication between partners. During the period M06 – M15, the use of **Microsoft Teams** has been essential for conducting online meetings, share and store documents and images.

4.6. Promotional Tools

Selecting a mix of tools to communicate with audiences is important because individuals differ on how they process information. In general, a multi-channel approach is more effective because it gives the opportunity to send the same message through several means making sure it will be fully understood and perceived. Taking this into account, a wider range of materials has been selected to be employed throughout the project according to the needs arising as the project progresses. **Periodic revisions** (quarterly) of the material will be done to refine scientific, promotional and publicity targets. As to reduce consortium's carbon footprint, when in events, promotional tools will be either in a **digital format to reduce waste** or **eco-friendly**.

4.6.1. Project leaflet

A general project leaflet has been created to support the initial communication activities and present an overview of the project (Figure 7). Because WP7 and the AgriBIT consortium are committed to sustainability, and reducing the carbon footprint, other versions of this leaflet will only be produced in a digital format, according to the progress of the project and its results.



Figure 7 - AgriBIT Leaflet

4.6.2. Templates for documents

To maintain consistency and sustain AgriBIT visual identity a PowerPoint template for presentations and a template for deliverables and other documents have been developed to be used by partners when communicating the project.

4.6.3. Videos

Videos are a tool to communicate attractively about both simple and more complex issues. Video material with durations of up to 2 minutes and animated 2D/3D content will introduce audiences to the most recent achievements in the Precision Agriculture field, to AgriBIT goal, aims, activities, pilots, events and results. The first video is a teaser format that aims to draw attention to the AgriBIT project and increase the interest of its target audiences in the project's activities, available here and disseminated through social media.

During the M06 – M15 period, WP7 promoted the first communication campaign, aiming to present the consortium to project's audiences, through videos about each partner, now available on the [YouTube channel](#) and on AgriBIT social media accounts.

4.6.4. Tutorials and Technical Presentations

Demonstrations and technical presentations will be developed to showcase the project results and achievements, and will be made available at the AgriBIT official YouTube channel, official website, social media accounts, EUvation and other possible suitable channels.

4.6.5. Newsletters

Starting at M12, every six months, a newsletter will be created and mailed to potential stakeholders and end-users, covering subjects that range from Precision Agriculture, related news to project's events, pilots and achievements. The newsletter will be disseminated to AgriBIT communication partners. The first newsletter – Figure 8 – was published at M12 and the second - Figure 9 – was published at M18. Both were shared on AgriBIT social media accounts, official website, Wikifarmer website and Tomato News, as well as through AgriBIT mailing list.

AgriBIT NEW SLETTER

So that you don't miss a single thing about AgriBIT



INTRODUCTIONS FIRST...

AgriBIT is about to improve the agriculture chain by delivering higher precision, more accurate and continuously available Precision Agriculture services, combining GNSS, and more specifically, new high precision Galileo positioning and augmentation services like EGNOS, Earth Observation (EO) information with on-field and on-machine sensors and actuators, Artificial Intelligence (AI) technologies and expert agricultural knowledge.

The overall objective of AgriBIT is to deliver a range of customisable and modular solutions suitable for various types of agricultural uses and brands of crops through six defined objectives:

- Market and needs analysis
- Higher precision location services
- Affordable, European source, high precision Galileo and EGNOS GNSS receiver
- Bundle of PA services for farmers and farm advisors
- Strategy for services uptake
- Open service-oriented platform

AgriBIT includes a twenty-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.

AgriBIT NEWSLETTER

So that you don't miss a single thing about AgriBIT



A GLIMPSE OF THE PAST 6 MONTHS

A lot of things have been happening in the past six months and the AgriBIT consortium is now happy to share with you our latest achievements! Overall, we've been working on the AgriBIT requirements and Design, we've released the first AgriBIT integrated Services and the on-site farming operations connectivity, and we have made the first integration of a GNSS receiver, with RTK GNSS module from u-Blox and custom PCB boards developed to test in different scenarios such as areas with Wi-Fi coverage, areas with cellular networks coverage and standalone function. We've also crafted an effective user-oriented evaluation framework for the project pilots, which additionally outlines the Pilot Plan and its schedule for each site! Excited to learn more? Here is the second edition of the AgriBIT Newsletter so that you don't miss a single thing!

5. Monitorisation and evaluation

Efficiently managing and monitoring all the C&D activities is utmost to keep track of all activities and maximize their impact. In order to streamline the flow of C&D information, the following guidelines are implemented in order to coordinate and manage C&D activities:

- WP7 coordinates with a single contact point per partner responsible for communication and dissemination activities. This contact point is responsible for gathering and reporting all the activities' information. This will be carried out within T5.7.
- Specific information according to the activities is required in order to support the development of communication contents, namely regarding participation at events, scientific publications and social media activities. Templates for this were developed within T7.5 and are to be reported to the WP7 leader.
- Periodic conference calls will occur throughout the project to monitor the status of the WP7 activities.

Monitoring of activities will be closely related to the evaluation of the project's communication efforts allowing for timely adjustments whenever needed. For communication and dissemination evaluation the model in Figure 10 will be considered. It allows for measuring the outputs, the outtakes and the outcomes of communication and dissemination activities. "Outputs" are the first step for measuring and include the assessment of the activities implementation, the "Outtakes" are a middle measurement that focus on who was reached vs. what was produced, and the "Outcomes" look at what behaviours changed as a result of AgriBIT efforts (Kucharski, et al., 2012).

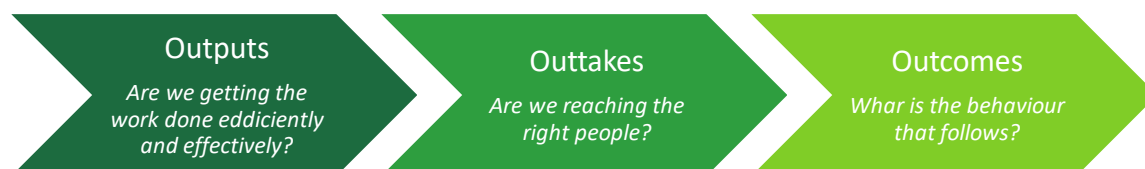


Figure 10 - Measuring Metrics That Matter: The 3O's

Table 12 - Communication Outputs, Outtakes, and Outcomes - provides examples of how actions will be measured during the project, following the above-mentioned model:

Instrument	Outputs	Outtakes	Outcomes
Website	Website creation and management. Content creation.	By M24 - 1300 unique visitors By M24 – 150 active members on the AgriBIT community website	How many people talk about our website? How many inlinks? Interactions?
Mailing List	Mailing lists creation and management	By M24 – 200 subscribers How many people subscribe to the mailing list? How many people open/read the emails?	How many people unsubscribe? How many new subscribers?

Social Media	Content creation and content management, planning.	500 followers by the end of the project. How many publications' likes and shares? What is the reach of publications?	How many comments on publications? Are the comments positive, negative or neutral?
Press Release	Identification of newsworthy achievements, events, and results. Production of press releases.	How many times was our press release mentioned? Which mass media outlets published about AgriBIT?	How many follow-up contacts for articles, interviews, extended news pieces?
Events	Event organization.	How many attendees?	How many follow-up contacts for more information? Are people talking about the event on social media?

Table 12 - Communication Outputs, Outtakes, and Outcomes

6. Conclusion

The present deliverable provided an update of deliverable *D7.5 – Communication and Dissemination Plan & Package V1* and will guide the WP7 activities.

The strategic approach was re-assured considering three main axes that will guide the whole process: Awareness, Participation and Action. These strategic axes are aligned with a three-phased approach to help achieve AgriBIT overall objectives.

The document provides guidance for integrating the gender dimension in communication and dissemination activities. AgriBIT target groups are described as well as key messages regarding the project's values and objectives.

It has updated the lists of potential events, either scientific or business-led, and potential scientific or specialized journals/magazines to disseminate AgriBIT activities and results.

The instruments selected to help in the communication and dissemination activities as the official website, social media channels, videos, leaflets and mailing list are as well described in this deliverable.

The social and environmental responsibility for reducing waste and AgriBIT carbon footprint was addressed in terms of ensuring that every communication material is either digital or eco-friendly.

An editorial calendar for the website and social media has been drafted for the correct and timely deployment of messages to selected target groups. Partners collaboration in all the communication and dissemination activities is essential, and their contributions are established in this deliverable. A model for monitoring and evaluating WP7 activities has been selected.

List of Abbreviations

Abbreviation	Explanation/Definition
EGNSS	European Global Navigation Satellite System
EUSPA	European Union Agency for the Space Programme
GNSS	Global Navigation Satellite System
NA	Non-Available
NGO	Non-Governmental Organisation
PA	Precision Agriculture
SME	Small and Medium Enterprises
WP	Work Package

Bibliography

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Internal Deliverable Review Form

Project Acronym	AgriBIT
Project Title	Artificial intelligence applied to pRecision farming By the use of GNSS and Integrated Technologies
Grant Agreement number	101004259
Call	SU-SPACE-EGNSS-3
Funding Scheme	Innovation Action (IA)
Project duration	36 Months

Document Information			
Deliverable:			
Work Package:	WP7	Task:	T7.5
Date of Review:	20/12/2021		
Internal Reviewer :	Giuseppe Vella (ENG)		
Classification:	Public		

Topic	Answer	IF "No", classify as "Major" or "Minor" issues	Comments
1. Is the content and structure of the deliverable in accordance with the DoA?	Yes		

2. Is the content of the deliverable scientifically relevant?	N/A		
3. Is the content of the deliverable useful for the subsequent work on the project?	Yes		
4. Is the deliverable suitable to be submitted to the EC?	Yes		
If not:			
4.1. Does it need formatting adjustments?	No		
4.2. Does it need content adjustments?	No		
4.3. Does it need to be significantly refined (e.g. content improvement, structure changes, etc.)?	No		
Additional comments			