DISSEMINATION, EXPLOITATION AND COMMUNICATION PLAN

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Acronyms and Abbreviations

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AGINS	AgroInsurance International
AKIS	Agricultural Knowledge and Innovation System
ATB	Institut für angewandte Systemtechnik Bremen GmbH
AUTh	Aristotle University of Thessaloniki
CA	Consortium Agreement
CAP	European Union's Common Agricultural Policy
CORDIS	Community Research and Development Information Service
DES	Deimos Spain
DL	Deep Learning
DME	DEIMOS ENGENHARIA SA
DMK	DMK Deutsches Milchkontor GmbH
EC	European Commission
EEA	European Environment Agency
EEAB	External Expert Advisory Board
EGM	Easy Global Market SAS
EO	Earth Observation
EOSC	European Open Science Cloud
EU	European Union
EURAC	Accademia Europea di Bolzano (Eurac Research)
EV ILVO	Eigen Vermogen van het Instituut voor Landbouw en Visserij Onderzoek
ExBo	Executive Board
F2F	Farm to Fork
FE	Farm Europe
GEOGLAM	Group on Earth Observations Global Agricultural Monitoring Initiative
ICCS	Institute of Communication and Computer Systems
GA	Grant Agreement
IFAPA	Instituto Andaluz de Investigación y Formación Agraria, Pesquera y Alimentaria
IGAD	Improving Global Agricultural Data
IPR	Intellectual Property Rights
JRC	Joint Research Centre
JRC-MARS	JRC Monitoring Agricultural ResourceS
KPI	Key Performance Indicator
KUVA	Kuva Space Oy

Deliverable 6.1. Dissemination, exploitation and communication plan

LUKE	Natural Resources Institute Finland
MIGAL	MIGAL Galilee Research Institute
NP	Neuropublic SA
OHB DS	OHB Digital Services GmbH, Bremen, Germany
PSNC	Instytut Chemii Bioorganicznej Polskiej Akademii Nauk
R&D	Research and Development
RDA	Research Data Alliance
RIL	Research and Innovation Lab
RSE	Remote Sensing of Environmnent
SDG	Sustainable Development Goal
SF	Smart Farming
SoM	Social Media
SWIR	Short Wave Infra Red
UGent	Universiteit Gent
UN	United Nations
VITO	Vlaamse Instelling voor Technologische Onderzoek
VNIR	Visible and Near Infra Red
VRI IES	Foundation "Institute for Environmental Solutions"
VTT	Technical Research Centre of Finland Ltd.
WODR	Wielkopolski Osrodek Doradztwa Rolniczego w Poznaniu
WP	Work Package

Table of Contents

List of figures

_____
Deliverable 6.1. Dissemination, exploitation and communication plan

6

List of tables

_____
Deliverable 6.1. Dissemination, exploitation and communication plan

7

1. Introduction

1.1. Project overview

ScaleAgData is a response to the call HORIZON-CL6-2022-GOVERNANCE-01-11 Upscaling (real-time) sensor data for EU-wide monitoring of production and agri-environmental conditions. The ScaleAgData project will run from January 2023 till December 2026 and consists of a consortium of twenty-six partners from fourteen countries. The vision of ScaleAgData is two-fold. On one hand, it wants to obtain insights in how the complex data streams should be governed and organized (governance call). On the other hand, it aims to develop the data technology needed to scale data collected at the farm level to regional datasets and demonstrate the benefit of these datasets for agri-environmental monitoring, and the management of agricultural production.

To do so, ScaleAgData has five objectives:
- Developing innovative approaches for collecting in-situ data and applying data technologies.
- Enabling and promoting data sharing along the entire data value chain.
- Demonstrating how the sensor data can be scaled to agri-environmental data products at the national, regional, or European level.
- Demonstrating the benefit of the improved monitoring capacities in a precision farming context.
- Demonstrating the benefit of upscaled regional datasets for the agricultural sector in general.

During its lifecycle, the project will explore seven innovation areas: innovative sensor technology, edge processing, data sharing architecture and data governance, satellite data augmentation, from data assimilation to service development, privacy-preserving technology, and data integration methodologies.

Six Research and Innovation Labs (RIL) have been identified within the project, across various bio-geographical regions of Europe, where different data upscaling and integration models or approaches will be evaluated and demonstrated. The six RILs are: water productivity, crop management, yield monitoring, soil health, grasslands, and sustain dairy.
Recommendations will be formulated on how such integrated datasets can be capitalized to help national and regional policy making to strengthen both the competitiveness and sustainability of European agriculture.

1.2. Scope of the document

This document presents the Dissemination, Exploitation and Communication plan of ScaleAgData project.

Its strategy is to ensure efficient communication, dissemination, and exploitation of project results, to support the timely and successful completion of the project objectives, and to maximize impact during and after the project's lifetime. The impact can be maximized through the delivery of quality communication and dissemination throughout the project's lifetime, the engagement of all relevant key institutions and initiatives, as well as through capacity building on the usage of the developed services and products amongst the main user communities.

In addition to supporting the overall objectives and work of the ScaleAgData project, the Communication, Dissemination and Exploitation plan will also assist the different project teams (product/service development or demonstrator related teams) in the elaboration of their own strategy for communications and dissemination.

Exploitation of results will be tackled through a stakeholder engagement strategy that targets a wide variety of stakeholders (eg. policymakers, researchers, agriculture and stakeholders, citizen organizations) as well as similar projects. The engagement strategy will be stakeholder-specific, meaning that outputs and activities will be tailored to a target audience. The overall aim of this strategy is to encourage cross-learning and the replicability of results, as well as facilitate political and stakeholder acceptance of the tools, products and services developed in ScaleAgData.

Additionally, the experience of partners such as DME in service commercialization will help define a medium to long-term strategy to ensure the development of sustainable business models to exploit the different components of the sensor data-based value chain. Different options will be explored, keeping to the consortium's commitment to have all tools available open source.

It is understood that during the project lifecycle, this document will be subject to multiple revisions. A first revision is expected to take place in year two after task 6.3 "Exploitation and Capacity Building of Products and Services (starting in month 12)" has kicked off, to allow updates on exploitation and capacity building activities to be reflected in this document.

1.3. Document structure

This document is structured as follows:
- Overview dissemination, exploitation, and communication plan.
- ScaleAgData dissemination plan (objectives, stakeholder mapping, stakeholder engagement, dissemination events, open access, publications, and repositories).
- ScaleAgData exploitation plan (objectives, results, user engagement activities).
- ScaleAgData communication plan (objectives, branding, communication channels and material, website, social media, and promotional material).

2. Dissemination, exploitation and communication plan

There is a dedicated work package (WP), namely WP 6, that focuses on impact maximization and outreach. This work package is led by Deimos and divided into 4 main tasks.

- Task 6.1 "Communication and Dissemination" - running from month 1-44 – led by VITO and supported by all WP participants. This task will develop and maintain the Dissemination, Exploitation and Communication Plan, together with tasks 6.2 and 6.3.
- Task 6.2 "Fostering Network of Relevant Projects, Initiatives and Institutions" – running from month 1-44 – led by EV ILVO and supported by DES, ATB, NP, VITO and FarmEurope. This task will set up an interactive stakeholder network to disseminate project results and to discuss challenges and opportunities arising across the different thematic areas addressed by the project. The network will disseminate project findings to stakeholders through scientific/best practice papers, webinars and other networking activities and will collect information about the recent developments and innovations in the field of sensor data to drive the definition of additional project activities. The network will act as a scientific advisory board from an early stage of design and engage European and international actors
- Task 6.3 "Exploitation and Capacity Building of Products and Services- running from month 12-44 – led by DES and supported by all WP participants. This task will focus on identifying the needs and existing capacity gaps in applying the products and services by stakeholders. This will be done through webinars, training sessions (at least one per year) and workshops in key user communities' events (at least 2 during the project), providing the stakeholders with a better understanding of products and services applicability for their specific needs.
- Task 6.4 "IPR Management, Definition of Business Models and Policy brief" – running from month 12-44 – led by DME and supported by all WP participants. This task will define and implement an IPR management process where all partners from the Consortium will state their corresponding Background knowledge/IP and Foreground knowledge/IP. This task will also define business models with clear roles and responsibilities of each partner in the different ScaleAgData services, based on the outputs from WP3 and WP4 on the definition of governance model structures serving as a baseline for a future commercial agreement between the different partners. Finally, the project's results and recommendations will also be communicated to policy makers through a policy brief.

Although work package 6 is led by Deimos, as well as tasks 6.3 and 6.4, other partners such as VITO and EV ILVO are also taking the lead, respectively in tasks 6.1 and 6.2. Farm Europe's contributions will also be key especially with regards to networking and stakeholder engagement with a focus on policy makers, and by ATB who play a leading role regarding the knowledge sharing and replication guidelines.

This dissemination, exploitation and communication will only be successful if all consortium members buy into it and support its efforts. To this end, it will be presented during the General Assembly meeting at the end of the first milestone of the project. To make sure that all parties continue to be involved in its implementation, the monthly WP6 communication meetings are open to all consortium members.

Finally, it is important to mention that VITO, being the lead of task 6.1 on communication and dissemination, has a dedicated communication officer who will take the lead in terms of the ScaleAgData website, social media (SoM) and news items. She can be reached at Liesbeth.poorters@vito.be.

3. ScaleAgData dissemination plan

This section focuses on identifying areas and stakeholders that can use the results, as well as the means to measure the dissemination of key results throughout the project lifetime and after the project.

3.1. Objectives guiding dissemination of results

The objectives guiding dissemination of results are the following:

- Establishing synergies and fostering active participation of local, European, and global stakeholders during the development of reliable and accessible tools for sustainable European agricultural sensor data sharing.
- Empowering stakeholders and raising awareness on the environmental, economic, and societal importance of sensor data sharing to the sustainability of European agriculture.
- Engaging with and influencing key stakeholders, particularly policymakers, researchers, and stakeholders from the agricultural sector. Special attention will be given to policy and research bodies working at different scales, from National policy bodies working in Common Agricultural Policy (CAP) to European institutions such as European Environment Agency (EEA) and Joint Research Centre (JRC).
- Engaging with and supporting stakeholders in understanding the benefits of the project's outputs for decision/policymaking, smart farming (SF) and agri-environmental monitoring at different scales.
- Actively connecting with existing monitoring activities (e.g., Copernicus Land Monitoring Service - Global and Pan-European, JRC-MARS, GEOGLAM) to ensure a maximal uptake of the outcomes by these initiatives.

3.2. Stakeholder mapping

3.2.1 Stakeholder overview

It is important to underline that engagement with stakeholders, knowledge transfer and capacity building are key components of ScaleAgData project with dedicated tasks, from the co-design to the outreach and impact maximization. ScaleAgData aims to engage with a wide variety of stakeholders, including the local, European, and international multi-actor community of government officials, scientists, researchers, professionals in agriculture, forestry, information technology, and representatives of community interests such as civil society organizations. An overview can be found in Table 1 .

Having a clear overview of those stakeholders forms the basis for the successful engagement with their networks and promotion of project results through various dedicated channels, such as the project website, social media, newsletter, videos, promotional and marketing material, academic publications, press releases, policy briefs, and other publications, reports, guidelines and capacity building material.

Table 1: Stakeholder overview and dissemination strategy for ScaleAgData

Target audience	Dissemination activities	Objective and description
Policy Makers	Networking & interventions at conferences or meetings, stakeholder workshops, policy briefs	Development of knowledge, tools, and methods for better decision-making. Contribution to current work on sustainable European agriculture. Fostering a trans-disciplinary approach incorporating science & policy.
Copernicus and other EU monitoring programmes	Stakeholder workshop in ScaleAgData, networking events	Demonstrate ScaleAgData results for the ongoing Copernicus and other EU monitoring programmes, showcasing how the current portfolio can be improved or expanded, through the integration of sensor data.
Researchers Academia, research organisations	Scientific networking & collaborations, open education initiatives (open access papers & tools, trainings)	Panel discussions & active involvement in relevant networks to promote results, raise awareness about the outputs & encourage the use of tools.
Industry & business Agriculture stakeholders	Attendance of industrial exhibitions and business conferences, contributions in sector-specific press & journals	Written contributions or panel interventions to disseminate the results of RI labs and promote ScaleAgData techniques and tools. Specific attention will be given to demonstrating what the main benefit is of sharing data and why they should invest in more data-driven agriculture that relies on sensor data
Civil society/citizens	Citizen science, awareness material & activities (eg., collaboration with local schools/universities)	Engaging with and educating citizens of pilots about sustainable European agriculture to ensure support and awareness.

To this end, starting at project kick-off, initiatives have taken place to start mapping out ScaleAgData stakeholders that are interested in its outcomes. An extensive stakeholder mapping exercise has been carried out, led by EV ILVO, within the first half year of the project (see task 6.2) to precisely identify all relevant stakeholders, synergies, challenges and opportunities for dissemination and exploitation of results.

The stakeholder mapping exercise serves as a foundational step in building an effective stakeholder network for the project. With a stakeholder mapping, the aim was to get a comprehensive overview of the stakeholders' interests, relationships, and potential influence on the project to better understand the stakeholders and their roles. This information helps in developing strategies to engage with stakeholders and build a network that fosters collaboration and support.

For this, an online tool was developed to segment and prioritize ScaleAgData stakeholders (see tables 2 and 3). This tool was created at the initial stage of the project for the consortium as a mapping process to identify, monitor and evaluate the significance of potential key stakeholders. Each consortium partner was assigned to prepare a list of proposed stakeholders and provide information about the stakeholders by filling in the designated fields.

The developed tool contains some instructions and notes that provide information and explain how to efficiently use it, gives examples, and provides a list of relevant options to simplify the process and propose a way to better evaluate the potential Stakeholders.

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Table 3: Stakeholder identification - Part A

Organization		Contact Person Details		Identified Targeted Group	Application		Innovation areas						RI Labs results					
Please write below the name of the suggested stakeholder		Please provide below the name and email address of the point of contact for the suggested stakeholder.		Please select from the drop-down menu the Target Group in which the suggested stakeholder might better fit.	Please indicate the application Area(s) (Smart Farming and/or Agricultural Monitoring)		Please indicate the project innovative area(s) relevant to the suggested stakeholder.						Please indicate the RI lab(s) relevant to the suggested stakeholder.					
Name	Url:	Name:	email:		SF	AM	1	2	3	4	5	6	Water	Crop	Yield	Soil	Grassland	Dairy

Table 2: Stakeholder identification - Part B

Activities						Type of Involvement	Prioritization	About What	Why	Filled by (insert your organisation name)	Comments
Please select in which activity you believe the suggested stakeholder can contribute						Please indicate the Type of Involment (Optional)					
Communication	Dissemination	Exploitation	Co-design	Rolling Plan	Demonstrations						

3.2.2. Stakeholder identification

ScaleAgData aims to develop innovative approaches using sensors, data sharing, edge computing, satellite imagery, privacy-preserving and data integration technologies for smart farming and agro-environmental monitoring in various thematic areas (e.g., soil health, grassland) through several well-chosen research and innovation labs (RIL), that cover different biogeographical zones of Europe. Therefore, it is important to ensure a broad and inclusive network of stakeholders so that a wider range of expertise, resources and support can be tapped to increase the overall success of the project.

In this regard the developed online tool consists of a matrix which uses the below mentioned areas, to understand the relevance, importance and influence of each suggested stakeholder and identify gaps in stakeholder representation and participation (see tables 2 and 3).

- The stakeholder mapping online tool incorporates essential information, including the company/organization name, their country, contact names, and communication details for effective engagement.

- Additionally, it categorizes all identified stakeholders into respective target groups, offering a comprehensive overview of the stakeholders involved.

- **Relevance to project application area(s):**
  - Smart Farming and/or

- o   Agricultural Monitoring

- **Relevance to project innovative area(s):**
  - o   Innovative sensor technology
  - o   Edge processing
  - o   Data sharing architecture and data governance
  - o   Satellite data augmentation
  - o   From data assimilation to service development
  - o   Privacy-Preserving Technology (PPT)

- **Relevance to the project RIL thematic areas:**
  - o   Water productivity
  - o   Crop management
  - o   Yield monitoring
  - o   Soil health
  - o   Grasslands
  - o   Sustain Dairy

- **Contribution area:**
  We identified below project activities where feedback and knowledge sharing are important for the success of the project and linked the proposed stakeholder to the project activity to which they can contribute.
  - o   Communication, Dissemination& Exploitation
  - o   Co-design
  - o   Rolling Plan
  - o   Demonstrations

- **Type of involvement:**
  - o   inform = website, newsletter
  - o   consult = inform + listen to views + feedback = website, newsletter, survey
  - o   involve = concerns, views + influence on decisions + feedback = (the above) + workshops

By mapping the type of involvement of each stakeholder, we seek to understand their potential contributions, interests and level of engagement. This information helps tailor appropriate strategies to effectively engage stakeholders based on their capabilities. Moreover, by including the type of involvement in stakeholder mapping, potential conflicts of interest or overlapping roles can be identified so that any issues can be addressed proactively.

- **Level of stakeholder significance:**
  We requested an assessment of stakeholder significance by utilizing a rating system that considers the following criteria: high influence/low interest, high influence/high interest, low influence/low interest, and low influence/high interest.
  Influence/Power: Refers to stakeholders who possess the potential to impact the success of the project;
  Interest: Refers to stakeholders who have a vested interest in the project's outcome due to the significant effect it will have on them

The rating of the stakeholder's significance is determined based on several attributes, including their access to media and data, access to decision makers, influence over other stakeholders, level of motivation to actively participate in the project, access to key information, and professional

knowledge related to the project's specifics. When a stakeholder possesses multiple attributes, their significance and importance increase, thus facilitating the process of assigning priority for further analysis.

3.2.3. Stakeholder prioritization

After identifying the stakeholders, we implemented a scoring system that grouped the suggested stakeholders into three priority levels based on their respective scores: 1- low (total point of 0-4), 2 – mid (total point of 5-9), 3- high (total point of ≥ 10), see table 4.

During the process, we went beyond assessing stakeholders' influence/power, importance, and potential impact on the project. We also considered factors such as the distribution and coverage of stakeholders within the identified target groups and specific areas of expertise, and their representation in different biogeographic zones.

This approach allowed us to prioritize their involvement and allocate resources, accordingly, ensuring efficient and targeted engagement throughout the project.

Table 4: Stakeholder prioritization

Name	Target Groups	Total of Contribution Area	Prioritization
	Farmers, advisors & their association	0-4	1 (low)
	SME/Agribusiness/AgriTech companies	5-9	2 (mid)
	Policy makers/Public authorities and governmental bodies	≥ 10	3 (high)
	Scientific community &Academia		
	Other Technology providers (sensors, cloud, AI, Service)		
	Insurance sector		
	General public/consumer		
	European institutions/National/ international Organization		

Review and update:
With the developed online tool, the stakeholders' map can be reviewed and updated regularly over the life of the project. New stakeholders may emerge, and the influence or interests of existing stakeholders may change over time. This allows us to adjust strategies accordingly.

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Deliverable 6.1. Dissemination, exploitation and communication plan

3.3. Stakeholder engagement

Task 6.2 foresees the set-up of an interactive stakeholder network during the first half year of the project, to trigger discussions regarding challenges and opportunities arising across the different thematic areas addressed by the project, but also to support the dissemination of project results.

In accordance with the stakeholder mapping process, customized strategies were formulated to facilitate meaningful engagement with each stakeholder, considering their specific project contribution areas or activities and selected type of involvement. This includes various communication channels, such as regular meetings, workshops and targeted demonstrations, to ensure transparent exchange of information. (There is further information on communication channels and objectives in chapter 5.3 – Communication channels and material).

The first external stakeholder event will take place in June 2023 to introduce the ScaleAgData project, explain essential elements of the stakeholder network group, and provide an opportunity for discussion on the possible collaboration opportunities.

Apart from disseminating project results, ScaleAgData foresees additional events that will promote cooperation and knowledge sharing with the identified stakeholders. These events are intended to support the following co-design activities (WP2 Co-design the building blocks for innovative approaches) within the project.
- Generating additional requirements (if any) for the development of different data technologies.
- Enrichment of comment on existing defined requirements.
- Rolling plan: Collect information on recent developments and innovations in sensor data to define additional project activities.
- Definition of the new governance models: Identify, analyse, and map the status and level of governance models in the data ecosystem of the RI Labs' vertical domains.

This will happen through RIL workshops, surveys, questionnaires, and interviews. To this end, six co-design workshops will be organized within the second iteration of the project.

At least 2 stakeholder engagement webinars/workshops will be organized to further strengthen and promote collaboration within the network.
The network will support, together with the Advisory Board, the engagement with European and international actors, e.g., JRC, the common European agriculture data space, the common European data space for research and innovation, Agricultural Knowledge and Innovation System (AKIS) and European Open Science Cloud (EOSC) as well as projects selected under the same call.

3.4. Dissemination events

Dissemination of key results will happen through presentations in conferences, publications in scientific and public policy journals, creation of GitHub repositories, as well as press releases through a dedicated ScaleAgData website and social media channels. (There is further information on communication channels and objectives in chapter 5.3 – Communication channels and material).

In terms of conferences, those will focus on industry & business, researchers, and policymakers. To keep track of upcoming conferences, the project has set up an event template (see figure 1), resulting in an event matrix (see table 5) that will be tracking upcoming conferences/workshops/forums, its

associated innovation field and research lab, its target audience, which consortium member is attending and what promotional material is needed.

Figure 1: ScaleAgData Event template

The event matrix (see table 5) is currently accessible by all consortium members on the project's Teams channel and will be built into the ScaleAgData website in 2024. It will be kept up to date by Deimos during WP6 and ExBo monthly meetings. It will continuously be updated.

Table 5: Event matrix

Name	Type (Conference / Workshop / Seminar)	Location	Date(s)
EU knowledge valorization week	Webinar	Virtual	25-28/04/2023
Krajowe Dni Pola 2023	National fair	Sielinko (near Opalenica), Poland	3-5/05/2023
The Future of European Agriculture: Sustainability, Sufficiency, Security	Conference	Florence/ Online	4-6/05/2023
Digital Farming	Conference	Berlin	23/5/2023
The 2023 EU AgriResearch Conference	Conference	Brussels	31/5-1/6 2023
AgriTechDay	Workshop/ Demonstration	Merelbeke	6/7/2023
EU Green Week 2023 (europa.eu)	Conference	Brussels	6-7/06/2023
AgriVenture	Workshop/ Demonstration	Finland	7-8/06/2023

FIWARE Global Summit	Conference	Vienna, Austria	12-13/06/2023
GEO open data and open knowledge workshop	Workshop	Geneva	15-16/06/2023
Research Data Alliance (RDA) - Improving Global Agricultural Data (IGAD) Community of Practice - Third IGAD Annual Virtual Meeting 2023	Conference	Online	21-30/06/2023
Tools4CAP info session	Info session	Online	26/06/2023
EURO GEO workshop	Workshop	Bolzano	2-4/10/2023
SynergyDays conference	Conference	Tessaloniki, Greece	4-5/10/2023
International Electronic Conference on Applied Sciences	Series of forums	Online	27/10/2023 - 10/11/2023
Agritechnica	International fair	Hannover	12-18/11/2023

3.5. Open access

In terms of publications, it is important to note that open access clauses are included in both the Consortium Agreement (CA) and the Grant Agreement (GA). ScaleAgData aims to use the Open Research Europe scholarly fully open access publishing service for Horizon Europe to enable rapid publication times and publication outputs that support research integrity, reproducibility, transparency and enable open science actions.

Open access to every ScaleAgData publication (towards sustaining also either self-archiving / 'Green' open access or open access publishing / 'gold' open access.) will be ensured for all interested persons, mainly through the project's website and through the use of the EU open access publishing services (e.g., EOSC, OpenAIRE), but also via services for research communities like ResearchGate or Academia. It is important to note that within six months after the publication is released, a machine-readable copy of the manuscript will be available on the ScaleAgData website. On the ScaleAgData website there is also a direct link to CORDIS, the Community Research and Development Information Service of the European Commission.

3.6. Publications

ScaleAgData will disseminate key results through 17 publications covering a variety of topics, including pesticide detection, generation of synthetic data for Deep Learning (DL) model training, smart farming (SF), agri-environmental monitoring, business models, common data sharing and methodologies. An overview, including Key Performance Indicators (KPIs), is given in Table 6:

Table 6: Publication KPIs

Publication topic	Target
New pesticide detection sensor	2
Generation of synthetic data for DL model training	7

Smart Farming and agri-environmental monitoring applications development	6 (one per RIL: water productivity, crop management, yield monitoring, soil health, grasslands and dairy.)
Business model maximizing societal, environmental and economic benefit for elements in the value chain	2
Common data sharing framework and its ability to deal with heterogeneity of agricultural sensor datasets/new data access standards to allow interoperability between sensor networks	1
Methodologies, techniques and corresponding software libraries to support agri-data product developers to better incorporate and upscale shared sensor data in their algorithms and models	1

Scientific and public policy journals have also been identified and might be further updated during the project's life cycle and integrated in future updates on the dissemination, exploitation and communication plan. A list of those journals can be found below:

- "Remote Sensing of Environment (RSE)." This journal serves the Earth observation community with the publication of results on the theory, science, applications, and technology of studies contributing to advance the science of remote sensing. Thoroughly interdisciplinary, RSE publishes on terrestrial, oceanic, and atmospheric sensing. The emphasis of the journal is on biophysical and quantitative approaches to remote sensing at local to global scales and covers a wide range of applications and techniques, such as landcover mapping, disturbances (insect, harvest), agriculture, soil, etc.
- "Agricultural Systems." This journal deals with interactions - among the components of agricultural systems, among hierarchical levels of agricultural systems, between agricultural and other land use systems, and between agricultural systems and their natural, social, and economic environments. The scope includes the development and application of systems analysis methodologies in the fields of big data and the digitalization of agriculture and their effects on agriculture; decision-making and resource allocation in agricultural systems; adaptation and transformation of agricultural systems in the era of global change; etc.
- "International Journal of Information Management." This journal aims to bring its readers the best analysis and discussion in the developing field of information management. Topics include information design and delivery; content and knowledge management.

3.7. Repositories

GitHub will be used to make scripts available to the wider community. These public software repositories will allow all tools developed by the project to be publicly available. It is envisioned that the project will create six public GitHub repositories for different software libraries in relation to sensor data architecture and the integration of sensor parameters in common data sharing architecture.

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Deliverable 6.1. Dissemination, exploitation and communication plan

19

4. ScaleAgData exploitation plan

Exploitation of results will be tackled through a stakeholder engagement strategy that targets a wide variety of stakeholders (e.g. policymakers, researchers, agriculture and stakeholders, citizen organizations) as well as similar projects.

4.1. Objectives guiding exploitation of results

The objectives guiding the exploitation of results are the following:
- Empowering stakeholders and raising awareness on the environmental, economic, and societal importance of sensor data sharing to the sustainability of European agriculture.
- Developing cross-learning activities such as webinars and workshops communities' events in order to build capacities and provide needs-based content.
- To facilitate stakeholder and political acceptance of the tools and project's outputs in order to ease the implementation and replication process.

The engagement strategy will be stakeholder-specific, meaning that outputs and activities will be tailored to a target audience. The overall aim is to encourage cross-learning and the replicability of results, as well as facilitate political and stakeholder acceptance of the tools, products and services developed in ScaleAgData. ScaleAgData aims to contribute to the European Green Deal, CAP, Farm to Fork (F2F) strategy, Cluster 6 on Food, Bioeconomy, Natural Resources, Agriculture and Environment, as well as the United Nations (UN) Sustainable Development Goals (SDGs).

ScaleAgData's smart farming (SF) outcomes directly contribute to 3 of the EU agriculture Green Deal goals, namely:
- ensuring food security in the face of climate change and biodiversity loss;
- strengthening the EU food system's resilience;
- leading a global transition towards competitive sustainability from farm to fork.

Furthermore, agri-environmental monitoring outcomes aim at monitoring the environmental and climate footprint of the EU food system and enabling informed actions to reduce it.

CAP policies related with the Green Deal that aim at the implementation of, for instance, new eco-schemes to reward farmers that have sustainable agricultural practices, all depend on an effective monitoring of those practices based on accurate, widespread and comparable agri-environmental data products like the ones being developed by ScaleAgData.

The F2F Strategy also depends on these data streams and the outputs of the project could directly benefit initiatives like the Farm Sustainability Data Network. This network is aimed at collecting farm accountancy data on the F2F targets as well as other sustainability indicators to help drive feedback and guidance to both small and big farmers on best practices to improve their economic, environmental and climate performance.

Through the development of different data technologies, ScaleAgData aims to contribute to several of the intervention and policy information areas identified in "Cluster 6 - Food, Bioeconomy, Natural Resources, Agriculture and Environment", namely:
- environmental observation - Topic Outcomes 2 and 3;
- agriculture, forestry, and rural areas - Topic outcomes 1 and 2;

- food systems - Topic Outcome 2;
- soil health and food - Topic Outcome 3
- candidates for European partnerships - Topic Outcome 3.

Furthermore, the project aims to actively contribute to different European policies and strategies namely:
- European Green Deal - Wider Impact 2;
- Farm to Fork strategy - Topic Outcomes 1 and 2
- European Climate Pact - Topic Outcome 2.

During the external stakeholder engagement activities, new links with these key Cluster 6 domains might be added according to the "rolling plan" priorities.

One of the goals of the project is to develop data technologies that will allow a more effective use of sensor data at higher spatial scales to monitor agricultural production and its associated agri-environmental impacts. This is associated to three SDGs, and five SDG indicators the project aims to directly contribute to:
- SDG 2 - End Hunger - the data products described are contributing to indicators:
  - 2.3.1: Volume of production per labour unit by classes of farming/pastoral/forestry enterprise size;
  - 2.4.1 Proportion of agricultural area under productive and sustainable agriculture
- SDG 6 - Clean Water and Sanitation indicators:
  - 6.4.1 Change in water-use efficiency over time
- SDG 12 - Responsible Consumption and Production indicators:
  - 12.1.1 Number of countries developing, adopting, or implementing policy instruments aimed at supporting the shift to sustainable consumption and production
  - 12.2.1 Material footprint, material footprint per capita, and material footprint per GDP

Additionally, there are two other SDGs the project aims to indirectly contribute to:
- SGD 1 - No Hunger - the increase in agricultural productivity would lead to a decrease in poverty within farming communities;
- SDG 3 - Good health and Well-being - more effective monitoring of environmental impacts could lead to a decrease in the presence of hazardous chemicals and air, water and soil pollution and contamination.

The experience of partners such as DME in service commercialization will help define a medium to long term strategy to ensure the development of sustainable business models to exploit the different components of the sensor data-based value chain. Different options will be explored, keeping to the consortium's commitment to have all tools available open source. For instance, in this framework, the maintenance of all the different outcomes of the project can be achieved either by seeking additional funding to further develop it or defining a set of consultancy services for a stakeholder wanting to use the developed tools. Business models for data sharing and the exploitation of the developed value-added products will also be explored having as reference the marketplace business model currently being developed in the H2020 project Nextland (https://ec-nextland.eu/). In the scope of this activity, we will also discuss the possibility to maximize economic benefit across the value chain with, for instance, revenue share schemes between the different actors across the value chain, from the farmers to the technology and the product providers.

4.2.   Exploitation of ScaleAgData results

4.2.1. Types of exploitable results and foreseen dissemination, exploitation and communication measures

Table 8 shows the possible exploitable results that the ScaleAgData consortium identified, at proposal stage, and the foreseen associated dissemination, exploitation and communication measures during the project timeline.

Table 7: Exploitation results

Type of Exploitable Results	Description	Dissemination, Exploitation & Communication
Novel sensors for agricultural production and environmental impact monitoring	New hyperspectral sensor with VNIR/SWIR scanning capabilities	2 scientific publications 2 conference presentations Technology demonstration campaigns in the RI Labs IPR management Definition of business models
	New pesticide detection sensor	
Sensor based smart farming and agri-environmental monitoring data	34 sensor parameter collections	IPR management Definition of business models
Sensor data sharing infrastructure	Development & implementation of a sensor data sharing architecture; integration of 34 sensor parameter collections in common data sharing infrastructure	6 user manuals Technology demonstration campaigns in the scope of the RI labs
Sensor data upscaling software libraries	Development of 6 sensor data upscaling software libraries: a) sensor data edge processing; b) image preprocessing & fusion; c) application of privacy preserving methods to sensor data sharing; d) data assimilation of sensor data into models/algorithms; e) generation of synthetic data for DL model training; f) incorporation of sensor data in transfer & few shot learning and deep data assimilation approaches	6 Public GitHub repositories for the different software libraries At least 4 webinars and 2 workshops capacity building events At least 7 scientific publications At least 7 conference presentations IPR management Definition of business models

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Deliverable 6.1. Dissemination, exploitation and communication plan

22

EO based products at different spatial scales	Successful development and large-scale demonstration of the developed software libraries in the scope of the RILs leading to the development of 8 Smart Farming applications and 5 agri-environmental monitoring applications producing 14 different new or improved data products at different spatial scales	Product demonstration campaigns in the scope of the RI labs At least 6 scientific publications (one per lab) At least 6 conference presentations (one per lab) At least 4 webinars and 2 workshops capacity building events Replication guidelines report to support knowledge transfer across Europe 6 policy briefs outlining impact of different data products in National and European policies (one per lab) IPR management Definition of business models
Governance and business models for sensor data sharing	Development of a data sharing governance model to develop trusted & interoperable data space; a business model maximizing societal, environmental & economic benefit for elements in value chain	2 White papers on proposed governance and business models 2 publications 2 conference publications IPR management

As can be seen from the analysis of the table above, all the exploitable results will follow the same baseline of dissemination, exploitation and communications measures with specific KPIs defined for each one of those measures:

- Dissemination of results via scientific publications, conference presentations
- Organization of capacity building webinars and workshops
- Consolidation of results and main recommendations and guidelines in white papers or policy briefs
- IPR management process to define if how the intellectual property of the different exploitable results can be defined/protected
- Business model definition for each of the exploitable results and also, when it applies. for their joint exploitation

The only measures that currently don't have a concrete KPI are the IPR management and business model related ones since at this stage is still not clear how many of the different subgroups of exploitable results should be considered for these processes. These KPIs will be defined after the first year of the project. Additionally, all defined KPIs will be revised annually.

4.2.2. Measures to counter barriers and risks for exploitation

One of the main measures to counter barriers and risks for exploitation during ScaleAgData is the inclusion of three specific tasks in WP2, WP3 and WP6 that will work in tandem to very early in the project raise awareness, structure and define the governance models that will become the baseline of the business model(s):

- T2.4 "Governance models for the vertical domains of the RILs", starting at M3 and running until M36, led by EV ILVO
- T3.4 "Data Governance, Sharing Meta architecture and Integration", starting at M7 and running until M48, led by ICCS
- T6.4 "IPR Management and Definition of Business Models", starting at M12 and running until M44, led by Deimos

Additionally, the project will setup a continuous IPR management process that will work to identify background and foreground IPR and help each partner and define the most appropriate IPR protection strategy.

Whilst the ScaleAgData Consortium is working to principles of Open Government, Open Access and Open Innovation, choosing technical components that are Open Source to ensure project results are freely available to all, the consortium also recognizes that formal management of knowledge and intellectual property rights (IPR) is fundamental for the effective cooperation within the project lifetime and the successful exploitation of the different developed methods and tools within and after the end of the project. Through knowledge management and the protection of partners' individual interests, we will avoid information bottlenecks related to confidentiality or competitiveness among the Consortium members, thus the chances for the market visibility and the exploitation potential of project results are maximized. Management of knowledge and IPR issues will be carefully integrated within the framework of the Consortium Agreement (CA), drawn to be aligned with the policies and context for EC funded projects under the Horizon Europe framework. The Consortium agreement will specify how and under which terms and conditions partners access existing knowledge or knowledge generated by other parties. It will also elaborate on the terms and conditions of access to such Intellectual Property in the case of exploitation beyond the scope and duration of the project. The Consortium Agreement will carefully identify the Foreground and Background Knowledge and will address: confidentiality, i.e. issues related to the disclosure of confidential information in accordance to applicable laws and EU regulations; ownership of knowledge; legal protection of results; access rights to Foreground and Background; obligation for use specifying the responsibilities of the partners to meet the EC Model Contract; dissemination of knowledge according to regulations governing IPR and reflecting the EC Model Contract. The enforcement of the agreement is a task of the management structural organization. This is not obligated to start a legal process. This is in the responsibility of the involved partners.

An IPR manager will be appointed within the Consortium to coordinate all IPR issues, who will report to the Project Coordinator and to the Executive Board. Two reports will be prepared to document progress and an IPR register at M24 and M44.

4.2.3. Measures to ensure results meet real needs and are taken up by potential users

ScaleAgData has a strong commitment to the potential users of the products/services it will develop. Attesting to this commitment is the existence of a dedicated work package (WP2) for co-design with its users. WP2 will co-design, together with RI Labs. the building blocks of the ScaleAgData innovative approaches. This includes the Stakeholder mapping, and the understanding of the end-user needs. It will follow a dedicated co-creation approach that will bring together regional stakeholders, technology experts, policymakers and academics from different disciplines and innovative service providers to contribute jointly to the identification of specific innovation needs. Following the quadruple helix

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Deliverable 6.1. Dissemination, exploitation and communication plan

24

framework, ScaleAgData is driven by an evolutionary, agile, well delineated and lean approach, which incorporates an open innovation, co-creation, multi-stakeholder, and problem-solving approach. This methodology ensures interconnection between knowledge from science, technology, and society to be used and expanded to address real-life challenges through engagement with trial representatives, relevant stakeholders from academia, policy, and technology sectors as well as and customer associations. This is reflected by the project phases shown in the figure 2 below. The design phase is the first project stage and will have two iterations throughout the project (one starting at M1 and the other starting at M25), where the project hopes to engage up to 40 users in 12 co-design workshops. In between a "rolling plan" approach will be adopted to ensure a constant evaluation and refinement of the proposed innovation needed by the RI labs and other users, and the capacities of the technology providers.
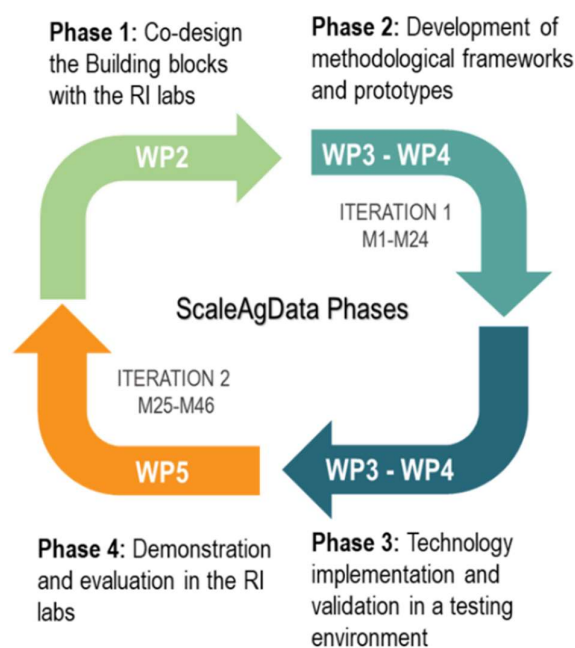

Figure 2: Project phases

Additionally, specific tasks were defined to engage with all stakeholders potentially interested in the ScaleAgData developed toolboxes and products (T6.2 Fostering Network of Relevant Projects, Initiatives and Institutions, led by EV ILVO and running from M1 until M44) and develop capacity building events so that those users and other external stakeholders can test the developed toolboxes/products and provide feedback, contributing to the definition of the "rolling plan" activities (T6.3 Exploitation and Capacity Building of Products and Services, led by DEIMOS and running from M12 to M44).

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4.2.4. Roles and responsibilities of partners

The roles and responsibilities of partners in the different exploitation activities of ScaleAgData are defined in the table below.

Table 8: Roles and responsibilities of each partner in all exploitation related activities

Role	Responsibility	Related Task – Partner - Person
Business Model and IPR Manager	To coordinate all IPR management and business model definition activities	T6.4 Coordinator- Deimos - David Perez
Data Sharing Governance model Coordinator	To coordinate all activities related to the definition of data sharing governance schemes	T3.4 Coordinator – ICCS - Marios Vlachos
Stakeholder Network Coordinator	To engage and establish a communication channel with all external stakeholders and organize external stakeholder engagement events	T6.2 Coordinator – EL ILVO – Tuna Coppens
Capacity Building Coordinator	To organize all capacity building events and collect feedback from those events for the co-design process	T6.4 Coordinator- Deimos - Nuno Grosso
RIL Leader	To support the Stakeholder Network Coordinator in engaging the different stakeholders in their network and prepare the presentation of the main outcomes of their labs	Water productivity – IES – Dainis Jakovels Crop management – NP - Anestis Trypitsidis Yield Monitoring – VITO – Isabelle Piccard Soil Health – EL ILVO - Nick Berkvens Grasslands – IFAPA – Maria González Dairy – ATB – Harald Sundmaeker
All remaining partners	To provide the necessary inputs requested by the actors previously identified in this table	All remaining partners

4.3. User engagement activities

During ScaleAgData the following user engagement activities are foreseen:

- At least 2 stakeholder engagement webinars/workshops will be organized to further strengthen and promote collaboration within the network.

- At least 6 capacity building webinars and 2 workshops in key user community events, to present to users the current status of the different project toolboxes/products, train them in their use and collect their feedback

This user engagement activities will be revised periodically in the scope of WP6, taking into account evolving project needs.

5. ScaleAgData communication plan

In this chapter, ScaleAgData proposes a general strategy and a series of activities and content targeting various stakeholders. In doing so, ScaleAgData aims to promote the project's results to the largest audience possible to create awareness and engagement around the project. It wants to demonstrate in a transparent manner the project's beneficial outcomes and its contribution to societal, economic, and environmental challenges using EU funding.

5.1. Objectives guiding communication

- Establish effective communication channels between project partners and stakeholders and ensure the project results are widely disseminated and knowledge is exchanged.
- Promote innovative governance models,
- Promote Earth Observation (EO) data and products towards policy makers (Green Deal, SDGs).
- Promote digital and data technologies in the context of Food, Bioeconomy, Natural resources, Agriculture and Environment (Cluster 6).
- Engage with and support stakeholders in understanding the benefits of the project's outputs for decision/policymaking, SF and agri-environmental monitoring at different scales.
- Raise awareness on the environmental, economic, and societal importance of sensor data sharing to the sustainability of European agriculture.
- Gather feedback on project outputs.

5.2. Branding

We started the communication trajectory by taking a closer look at the previously designed logo and refining and professionalizing it for future communication & dissemination.

Given the focus on R&D, it became a small (visual) branding exercise with which we developed/defined a logo, colors, key visuals/infographics, icons and a power point /word template.
Since a clear and uniform identity towards stakeholders is important, consortium partners are asked to use the supplied branding elements & materials.

During the course of the project, these elements will be further integrated into more elaborate promotional material.
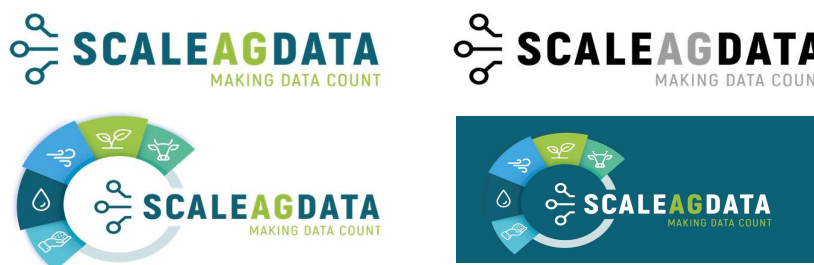

Figure 3: Logo ScaleAgData
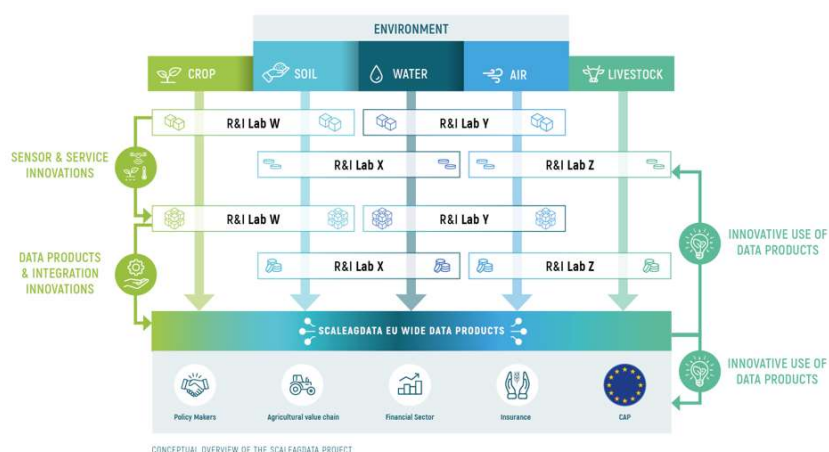

Figure 4: Icons RILs ScaleAgData

Figure 5: Infographic ScaleAgData conceptual overview

5.3. Communication channels and material

While the target audience for communication is similar to the target audience for dissemination (see table 1), some of the communication activities and material have the ambition to reach a wider audience (e.g. stakeholders, decision-makers, and citizens across and outside Europe who do not take part in physical or digital events). The communication strategy's outputs will be tailored and adapted to the target group.

An overview of the communication channels and their objectives as well as the target numbers is presented below:

Table 9: Overview of communication channels and objectives

Communication channel	Objective and description	Target
ScaleAgData Website	The *https://scaleagdata.eu/en* site is the primary communication and research dissemination platform for external stakeholders and partners. It targets the public and offers more technical information for relevant stakeholders.	1 (ScaleAgData.eu)
Social Media (SoM)	Social media with content specifically designed for these platforms. Most efficient way to follow project progress and updates.	2 (Twitter: @scale_ag_data) + (LinkedIn: ScaleAgData)
News & Newsletter	On the ScaleAgData website there is space provided for news items (milestones, results workshops, webinars, …) on both the home page (+filter) and the individual RIL pages. By creating news items, we feed our SoM and create the link between SoM and website (visitors). Starting from 2024 and repeated every quarter afterwards until the end of the project, an electronic newsletter will be sent out by e-mail to the consortium members, the external stakeholders' network and interested relevant parties who registered (via https://scaleagdata.eu/en/news). This electronic newsletter will be a combination of previously published news items as well as recent news items, use cases, … Here, too, the link between newsletter and website will be established.	12
Video	The video will be produced in English and published on YouTube to raise awareness about sustainable European agriculture data sharing. It aims to create engagement and promote uptake after the end of the project.	1
Promotional and marketing material	It will include brochures, leaflets, roll-up banner, … We will check the needs of the consortium partners	
Academic publications	These publications will target experts in academia and research and will be openly accessible online.	17 publications
Press releases, policy briefs, and conference presentations	Press releases following the progress & activities of pilot projects will be regularly published. Policy briefs and conference presentations targeting (local) policymakers will complement academic publications and contribute to the dissemination of results alongside other publications.	6 policy briefs (one for each RIL); 17 conference presentations
White papers	White papers to increase technological awareness of policy makers and regulatory bodies. These white papers will focus on data sharing governance model to develop trusted & interoperable data space, as well as on business model	2 (governance model + business model)
Reports, guidelines, capacity building material	Compilation of guidance and instruction to support policymakers, researchers, and agriculture and forestry stakeholders when using the toolboxes developed by the project. To ensure consistency, legacy, and supervise the stakeholder's involvement.	6 user manuals; 1 replication guidelines report

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Deliverable 6.1. Dissemination, exploitation and communication plan

Public Github repositories	Public software repositories where all tools developed by the project will be publicly available	6 (one for each RIL)
Key user communities events	Organization of parallel sessions in key user communities' events to foster stakeholder engagement using techniques and approaches from the realm of science communication, such as storytelling. The aim of these workshops is to help understand and secure citizen and political acceptance of the ScaleAgData outputs and solutions.	2
RI Labs workshops	Workshops designed to support the development and implementation of pilot projects. The sessions create opportunities to engage with local stakeholders and foster collaboration and co-creation.	12
Capacity Building Webinars	These activities are meant to engage different communities in the project activities with the aim of creating interest and providing educational content. These activities will contribute to the capacity building on the usage of the developed.	4
Project conferences	A final project conference presenting the project's results and intervention/participation in other external conferences.	1

5.4. Communications via the ScaleAgData website

The ScaleAgData website "https://scaleagdata.eu" was developed by VITO under task 6.1 as part of the establishment of the project identity, channels of communication and creation of promotional material as well as raising awareness on the project.

Figure 6: ScaleAgData website

The ScaleAgData website, which was launched on the 15th of June 2023, will be the key platform to publicly communicate about ScaleAgData. It is aligned with the ScaleAgData branding and consists of a landing (home) page showing the project description, objectives, an overview of the RILs, an overview of the innovation areas, information about the consortium and a call to action to register for our future newsletter (see figure 7). It also has tabs on news/events, documents/resources/publications, contact points and an overview of the partners. The innovation

areas are extensively discussed, and the RILs have a dedicated space to share their goals, results, news, call to actions...
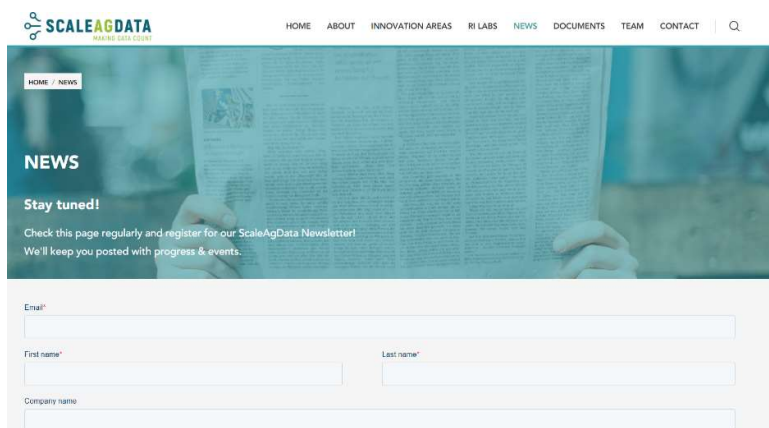

Figure 7: ScaleAgData website call for registration newsletter

Frequent updates and sharing of news will be key to keep the project/website alive, to keep interested parties engaged and to optimally feed and link SoM channels to this ScaleAgData website.

To realize targeted and target group-oriented updates (as well as press articles, documents, ...), we rely on the entire consortium, as well as on the following documents (available in the ScaleAgData Teams environment):
- *Stakeholder mapping*
- *Event matrix*
- *ScaleAgData_Communication_website-SoM-Newsletter.xlsx*

Where the stakeholder mapping contributes to insights into the target audience and therefore to whom we specifically address our communications, an actively updated (by all partners) event matrix and ScaleAgData Communication table will provide us with more information about the timing of the communications, the key message and the content responsibility.

A specific news and event template will give the initiator/writer, as well as the processor of all input, a foothold to achieve a good result as easily and quickly as possible.

Content of press releases and joint publications are the responsibility of the Executive Board members of ScaleAgData. As specified in the Consortium Agreement (through Annex 5 - Article 17) all beneficiaries commit to disseminate results as soon as possible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests.

Since press releases, joint publications and news items are often created through contributions and feedback from different partners, and since the Executive Board members must give approval, we provide a period of 15 days between the first input (actual content) and the publication.

Following steps are recommended:

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Deliverable 6.1. Dissemination, exploitation and communication plan

- The author(s) of a news item, publications, etc. will use the template for ScaleAgData communications (communication.xls) and fill it with text and images.
- The author(s) informs/tags communication officer Liesbeth Poorters by e-mail (Liesbeth.poorters@vito.be).
- The communication officer will do a first review / copywriting of the proposed communication and provides feedback to the author(s).
- When the draft version is approved by the author(s), the communication officer will initiate the approval process by the Executive Board (max. 15 days)
- After approval by the Executive Board, online formatting/layout will be done by the communication officer and the communication will be published.

Announcements of events can be faster (5 days) if the notification has passed with the lead of WP6 (event matrix) and the necessary data such as date, time, location, content, … have been made available to the communication officer using the Event template

Figure 8: ScaleAgData News item template

5.5. Communications via Social Media

Social Media constitutes a powerful means to inform stakeholders on project activities and progress, to announce events to a wider public, to gain interest in ScaleAgData, to engage the community and attract target groups. By sharing messages within the network of the consortium partners, the impact will be increased. Therefore, all partners are encouraged to share news, to retweet messages,... Twitter (@ScaleAgData) and LinkedIn (ScaleAgData) will be the primary social media, used for communication of the ScaleAgData project.
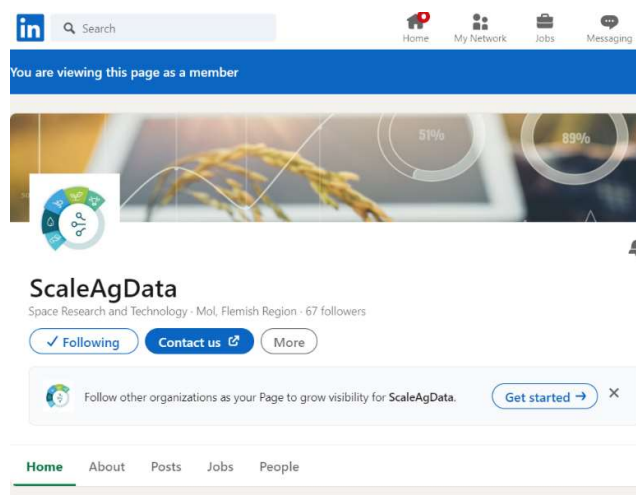

Figure 9: Twitter account ScaleAgData

Figure 10: LinkedIn account ScaleAgData

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Deliverable 6.1. Dissemination, exploitation and communication plan

5.6.   Promotional material

At the start of the project, ScaleAgData logo's, infographs as well as icons were created and presented during kick-off meeting and made available on the project's dedicated communications" Team channel. Additionally, a designed project powerpoint presentation was disseminated to all partners for use in conferences.

A short project description, as well as a general presentation (10 updated slides) will be made available in the first year of the project. As the project progresses and the needs/wishes of those involved become clearer, (centrally and in line with our branding) promotional material will be developed such as roll-up banners, downloadable documents and leaflets, workshop backgrounds, keeping in mind the EU emblem (flag) & funding statement (Funded by the EU).