D6.1 Initial DEMETER Communication and Dissemination Plan

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1   Executive Summary

This deliverable presents the communication and dissemination strategy of the DEMETER project. The main objective of the project is to facilitate and speed up the deployment of interoperable, data-driven, smart farming solutions which provide decision support and control systems for the entire agricultural sector. This will empower farmers to make better decisions, allowing them to harness the full value of their own data and knowledge, as well as those shared with others. DEMETER uses a multi-actor approach (MAA) which aims to make innovation fully demand-driven involving various actors such as farmers/farmer groups, foresters/foresters' groups, fishers/fisher's groups, advisors, businesses, etc. 20 supporting pilot projects, grouped into five pilot clusters, will be deployed by farmers across Europe. These pilots will validate the means to achieve high levels of interoperability of different systems.

In order for the project to have its desired success, a strong communication and dissemination strategy is vital throughout the entire lifetime of the project. The potential reach of the plan is strong including a consortium of 60 partners, >150 farms, unions and associations, large public and private organisations, academic institutions and the wider public. Therefore, the main objective of this plan is to maximize the impact of the project, ensuring that the ecosystem is actively engaged and adopts the results produced by this action. This work will be carried out in close cooperation with the relevant Work Packages (WP) of the project and notably ecosystem building/multi-actor approach activities. As such, the plan is reliant on the efforts of each individual partner within the DEMETER consortium.

The strategy is comprised of four components:

- A brief introduction to the DEMETER project, the deliverables and the key target audiences.

- A strategic approach which includes an understanding of the target audience, and clear goals/objectives.

- Dissemination and communication activities implemented to achieve the deliverables across the lifetime of the project.

- Clear targets and specific measurements.

This dissemination plan is not fixed and will be updated periodically to reflect relevant developments and changes.

2   Acronyms

AIOTI	Alliance for Internet of Things Innovation
CIGR	International Commission of Agricultural Engineering (Commission Internationale du Génie Rural)
EC	European Commission
EU	European Union
ICT	Information and Communication Technologies
IEEE	Institute of Electrical and Electronics Engineers
IERC	IoT European Research Cluster
IoT	Internet of Things
KPI	Key Performance Indicator
MMA	Multi-Actor Approach

MNCs	Multinational Companies
Mx	M1-M42. Month of the project schedule (from Sept 2019 to Mar 2023)
SEO	Search Engine Optimisation
SM	Social Media
SME	Small and Medium Enterprises
TSSG	Telecommunications Software & Systems Group
UC	Use Case
WFO	World Farmers Organisation
WIT	Waterford Institute of Technology
WP	Work Package

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4   Introduction

The DEMETER project is a large-scale deployment of farmer centric, interoperable, smart farming-IoT (Internet of Things) based platforms delivered through a series of 20 pilots across 18 countries (15 States in the EU). Involving 60 partners, DEMETER adopts a MAA across the value chain (demand and supply), with 25 deployment sites, 6,000 farmers and over 38,000 devices and sensors being deployed. Participants involved come from different production sectors (dairy, meat, vegetables, fruit and arable crops), production systems (conventional and organic) and different farm sizes and types, optimising the data analysis obtained across multiple farms as outlined in Figure 1.

DEMETER will demonstrate the real-life potential of advanced, standards-based, interoperability between IoT technologies by adapting and extending existing standards into an over-arching Agricultural Information Model, concurrently ensuring security, privacy and business confidentiality across the full value chain in multiple agri-food operational environments.

Figure 1: DEMETER overview

DEMETER displays how an integrated approach to business modelling and user acceptance can support sustainable farming and food production systems, provide safe food and support farmers in their decision-making in 'doing more with less'. DEMETER will bring new business opportunities on the farm and in the wider agri-food economy, while concurrently contributing to the safeguarding of Europe's precious natural resources. DEMETER's goal is the creation of a secure and sustainable European IoT technology and business ecosystem whose impact could be transformative in the EC food and agriculture sector, and potentially across the world.

4.1   Scope and Objectives of this Deliverable

The purpose of this 'Communication and Dissemination Strategy' is to outline an effective approach to dissemination plans for the DEMETER project and to communicate the project's respective activities.

As the DEMETER project adopts a MAA and is focused on close collaboration between all partners, consistent communication and dissemination at all stages is essential. As such, an integrated approach is required with all partners actively engaged throughout the project processes.

All project partners have an obligation to promote the project and its subsequent outputs. As outlined in the Grant Agreement, all partners must provide relevant information to the target audiences, in a strategic and effective manner, which ensures the visibility of the project and EU funding. The industrial partners will approach their relevant industry sectors, as well as their distributors and client networks, while the academic and research partners will focus on disseminating the project results towards research institutes and universities across Europe in order to complete this goal.

This document constitutes Deliverable 6.1 (Initial DEMETER communication & dissemination plan) in the framework of WP6 (Business Modelling, Innovation Management, Exploitation and Standardisation) regarding Task 6.3 (Branding, dissemination, communication strategy & planning).

This plan summarises the strategy of the consortium and the subsequent actions required to disseminate the project deliverables. All actions that contribute to the diffusion of the project's results beyond the consortium and the direct stakeholders are considered as communication activities. In essence, the main objective of the communication activities is to maximise the project's innovation

potential and to attract a wide range of stakeholders who are invited to embrace the project's results and benefit from the project's advancements. Also outlined are the visual identity and communication materials to be used by all participants. The type of messages, key communication channels and key audiences to target are also specified.

4.2 Key Target Audiences

The key target audiences to reach and engage throughout the DEMETER project are: farmers, farmer actor groups (farmers/farmers' groups, foresters/foresters' groups, fishers/fishers' groups, advisors, businesses), agricultural consultants, technology providers, research communities, IT and/or Service Providers for the Agri-food Sector, as well as relevant local public and EU authorities/policy makers and the wider public. More detail is available in Section 5.2.

5 Project Communication and Dissemination Plan

All H2020 Programme projects must create Communication and Dissemination Plans that:

- reflect project progress and outputs,

- report dissemination activities and outputs,

- reflect the key exploitable results,

- report exploitation and intellectual property rights (IPR) management activities.

5.1 Objectives

In more detail, the specific objectives of this Communication and Dissemination plan are:

- to raise public awareness about the DEMETER project, its expected results and progress within defined target groups using effective communication means and tools.

- to recognise the consortium's total reach through pre-existing communication outlets and channels and establish new channels through which to advocate the project progress and results.

- to disseminate the fundamental knowledge, methodologies and technologies developed during the project.

- to pave the way for a successful commercial and non-commercial exploitation of the project outcomes.

- to make results of the project available publicly from the project website and usable for all who may benefit from them.

The goal of this strategy is to establish a foundational plan of dissemination for the project, facilitating all partners to view the document, and gain an understanding of the consortium-wide plan as well as for each partner individually. This will allow the project to approach as large a market as possible and make a lasting impression to attract interested parties to the project's channels of distribution.

5.2 Stakeholders and Target Audience

The stakeholders and target audience groups should be firstly identified, as outlined below. Next, it is necessary to design and plan the diffusion of information tailored to each stakeholder category based

on the information needs of each, and the aspired level of involvement.

The DEMETER target audiences are:

- **Agri-food Industry Stakeholders**: Farmers, farmers' organisations and co-operatives acting as data providers and data consumers, agri-food service processors, distributors and consumers. Agri-food industry stakeholders are interested in utilising the project's results in everyday operations, in order to improve their processes, their production, and thus gain competitive advantage in the market.

- **Technical Groups**: IT companies, web entrepreneurs, software and hardware developers. This target audience is interested in the open calls which aim to attract and fund single tech SMEs in the development, integration and interoperability of technological products and services. They are also interested in the project results.

- **Public Authorities and policy makers**: National and European governmental organisations that carry out tasks in the public interest. This also includes EU Dictorates and Units, Ministries and Governments and Regulatory Agencies.

- **EU initiatives and associations**: These include European initiatives and clusters such as ISDA, BDVA, AIOTI, FIWARE, AEF, Agricultural Industry Electronics Foundation etc and also other EU-funded projects such as SAH (Smart Agri Hubs), NIVA, IACS, ATLAS, OPEN DEI etc.

- **Research and Academia**: Individuals engaged in research initiatives and/or working in research/academic institutes conducting core research in agri-tech. DEMETER will be used as a channel for high impact research and scientific innovations.

- **Industry Associations & Technology Clusters**: These include SMEs, start-ups and MNCs. These stakeholders are mostly interested in including the project's results for collaborative research activities (roadmap, white papers, position papers), disseminating the project's results to their members and participating in project events for knowledge exchange.

- **General Public**: These are individuals who benefit from the project outcomes in general.

In addition, the communication strategy will take into account socio-demographic targeting by gender, age and country. The DEMETER project aims, in particular, to include an equal number of female and male researchers and to ensure women participate in the project exploitation and in open calls.

5.3   Strategic Approach

- The Communication and Dissemination Strategy has been developed with a few core considerations in mind: The consortium consists of over 60 partners each with unique missions, vision and goals, but each partner has a role to play in ensuring that the knowledge and results are transferred to those who can make the best use of them. D6.1 Task Leader (WIT/TSSG) must enable this transfer through supporting activities such as the development of project identity with strong brand visuals and messaging, the creation of appropriate dissemination tools (website, social media profiles, press releases, etc.) and monitoring the success of these initiatives.

- There are well-established dissemination and exploitation phases which are appropriate at each project stage. As such, the dissemination plan will be phased, with changing emphasis

throughout the project's lifetime.

The three key phases which the project addresses are outlined in Figure 2 below:

Phase 1:
Market
Awareness

M1-15

Phase 2:
Market
Positioning

M16-24

Phase 3:
Market
Outreach

M25-42

Figure 2: DEMETER project phases

a) **The Market Awareness Phase (M1-15)**: As research results take time to develop, the early stage of this project aims to create visibility and awareness among all stakeholders. The primary efforts will be concentrated mainly on communications activities such as identifying events to organise or participate in, website creation and developing a presence on social media, as outlined in Figure 3.

Objective	Activity	Audience
Generate interest in DEMETER project and approach by creating an initial awareness in the target markets. Specific objectives include: • To build integrated marketing communications collateral. • To establish awareness of DEMETER • To encourage participation and promote buy-in and support • To encourage collaboration and transparency • To keep the consortium well-informed • To communicate results of the project to target audience • To monitor and evaluate activities	• Establish visual identity: logo, brand, website, social media channels, marketing collateral. • Promote brand, core value proposition; tailored messages for target audiences. • Leverage affiliate marketing of consortium to push key messages & brand diffusion. • Target key market & knowledge influences within industries • Target press release to relevant industry reporters • Articles by key influencers. • Project events and presentations will be delivered. • Link news feed to EU EIP Agri website & EU sites. • Our standardisation and certification bodies partners • Google Analytics will be used to track and monitor	DEMETER Community of 60 partners, our advisory board, supporting organisations and global agricultural community (via WFO). External IoT and Agricultural communities with strategic interest in Smart Farming. Wider consumer and public authorities to raise awareness of potential of IoT Smart Farming for their future decision

Figure 3: Market Awareness Objectives & Activities

b) **The Market Positioning Phase (M16-24)**: The efforts during the market positioning phase, as outlined in Figure 4, focus on promoting the project outcomes, and the engagement of specific target groups. Activities include the publication of papers in scientific journals and conferences, and participation at project related events and workshops.

Figure 4: Market Positioning Objectives & Activities

c) **The Market Outreach Phase (M25-42)**: During the market outreach phase, the primary objective is to ensure that the project's impact comes to fruition. This focus here, as outlined in Figure 5, is to identify and communicate the research applications beyond the project life cycle. Once the consortium has a clearer view of the outputs of DEMETER, this phase will intensify, and communication material will be renewed focusing on the commercial possibilities of DEMETER rather than the research.

Figure 5: Market Outreach Objectives & Activities

5.4 Consortium Effect

While it is acknowledged that dissemination requirements and objectives will differ across the consortium, the group recognises that the dissemination effort is a collective obligation, and that a higher rate of success will be achieved if each and every partner takes advantage of their own existing networks to expand reach and outcomes of the effort. A dissemination plan has been developed which

seeks to augment the network and the capabilities of each partner by making use of existing networks and channels where possible.

5.5 Dissemination Methodology

As the task leader of the Communication and Dissemination Plan, WIT/TSSG will ensure consistency with the creation of the project material including logo, fact sheets, brochure, website, social media platforms and project posters. It is also essential that there is a high level of accountability, consistency and flexibility to the dissemination efforts. DEMETER's objectives, pilot projects and deliverables need to be communicated in a consistent manner. However, it is noted that there will be a degree of variance across communication channels as the messages are altered to suit the relevant context.

Regular analysis of the activities in action and those completed is necessary to ensure the project progress is on target. This will also enable the group to revise efforts if needed. Reports will be generated by the Task Leader and shared with the relevant members of the WP and the wider consortium. There will be a primary set of dissemination material available, however each of the partners may participate in other activities best suited to them, ensuring they use the relevant and agreed communication materials.

6 Communication Tools and Channels

This section describes the main tools and channels that will be used and implemented by the DEMETER partners to communicate the project and its results. Communication is defined as promoting the action of the project by providing targeted information to multiple audiences in a strategic and effective manner. Some of the tools outlined are intended for general purpose use while others are for specific target audiences. The Communication Strategy will also use partner communication channels such as internal messaging, management teams, open days etc. and leverage these to maximise the reach of key messages.

6.1 Internal Communication

DEMETER has an online sharing and collaboration cloud platform which is used for sharing and storing documentation. All partners in the consortium have access to this platform and should use the information provided when presenting or discussing DEMETER.

Cooperation among partners is necessary when collaborating with other WPs. WP6 will work closely with all WP as their results will feed the communication activities.

6.2 Visual identity

6.2.1 DEMETER logo

The DEMETER logo, as outlined in Figure 6, is the symbol of the project. It should be used in all project materials such as presentations, project website, document templates, social media accounts, newsletters, posters and other distributed materials to ensure consistency. The logo is available in .JPG, .EPS, .PNG and .SVG format and saved in the shared platform. When not using the logo, DEMETER should be referred to in capital letters.

Figure 6: DEMETER logo

6.2.2 DEMETER colours

The DEMETER primary colours are outlined in Figure 7 below:

Figure 7: DEMETER primary colours

The secondary colours are as per Figure 8 below:

Figure 8: DEMETER secondary colours

6.2.3 Templates

Templates for PowerPoint presentations, deliverables, quality assurance templates, minutes and reports will be designed and shared on the internal cloud collaborative platform to which all partners have access. The templates ensure a consistent and uniform way of reporting and presenting the DEMETER project both internally and externally. The PowerPoint template is outlined in Figure 9.

Figure 9: DEMETER PowerPoint template

6.2.4   Brand Book

A visual style guide or brand book has been created which contains specifications regarding the visual identity of the DEMETER project such as colours, logo, imagery, typography, the use of icons etc. The aim of this brand book is to ensure all partners present the DEMETER project in a uniform manner. The brand book, as illustrated in Figure 10, is available on the internal cloud platform.
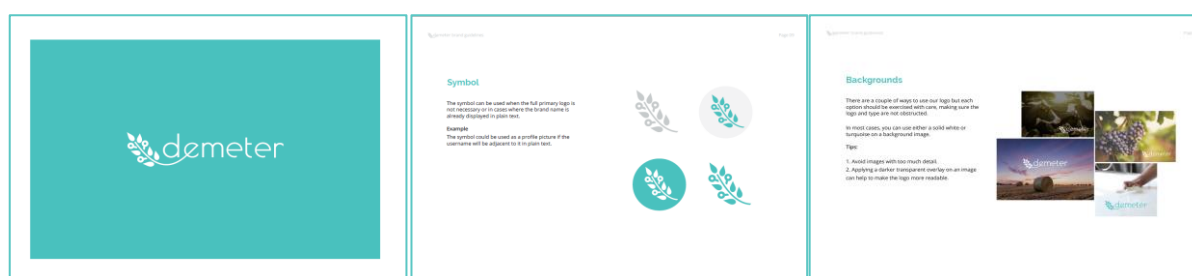
Figure 10: DEMETER Brand book

6.2.5   Infographics & Icons

The use of icons and infographics can be an effective way of visually presenting the pilot projects and sectors involved in the DEMETER project. Icons are shared on the internal cloud platform and can be used in presentations, documents, event branding and other forms of written communication.

6.3   Dissemination Materials

All dissemination materials are designed in support of the MAA and will use tailored messages to reach the various target audiences. Table 1 outlines the various target audiences and how the content should be positioned.

Areas	Target Audience	Positioning of Content
Social	Public in general	Understandable by a large public of non-specialists - facilitated by advisory services.
Agri-food	Farmers, cooperatives, agri service advisors, food processors, distributors, consumers	Understandable by farmers globally, facilitated by World Farmers' Organisation (WFO) and stakeholders along the complete supply chain in the agri and food domains, in multiple countries globally.
Technical	Software and hardware developers	Understandable by ICT systems developers and system managers.

Scientific	Research community and international focus	Promotion of DEMETER as a creator of and a channel for high impact researchers and scientific investigations.
Business	Industry, SMEs, investors and solutions providers	Business opportunities and potential of technology ad societal benefits.

Table 1: Target audiences and content positioning

6.3.1 Brochure

The use of brochures will be important at events, workshops and presentations to provide information on the DEMETER project to those attending across agri-food, technical, scientific and business sectors, in a visually appealing manner. The first brochure will be created when the open calls are launched. Brochure layouts and templates will be added to the shared platform after final design confirmation.

KPI: 1 in Market Positioning and 1 in Market Outreach stage.

6.3.2 Flyers

Flyers or leaflets act as an important dissemination tool for the DEMETER project for those attending events, presentations and workshops. These will be similar to the brochure but condense the project's objectives and actions into a smaller output. As the space is limited, the flyers will be visually appealing, using infographics and limited text. The first flyer will be produced and shared with the project partners after the open calls are launched.

KPI: 1 in Market Positioning and 1 in Market Outreach stage.

6.3.3 Roll Up Banners and Posters

Roll-up banners are an effective branding tool for use at seminars, conferences, workshops etc. A generic design will be created showcasing visual information relating to the digital transformation of the agri-food sector, the project logo and the website address. The design will reflect the style of the existing website.

Posters can be an excellent visual tool to explain the overall DEMETER project and the pilot clusters. Specific posters will be created for project events and shared in the online platform.

6.3.4 Videos

A series of short marketing videos presenting the project and its objectives, the project partners and the outcomes will be created and used during events such as conferences and exhibitions. The videos will also be shared on the DEMETER YouTube channel. During M1-15 (Market Awareness phase), the content will focus on explaining the DEMETER project and introducing the partners.

6.3.5 Newsletter/e-zine

A repository of content will be set up in the shared platform which should be updated by WP Leaders and Task Leaders periodically. This content will then be used to create focused newsletters and communication materials which can be adapted to specific channels.

A DEMETER project newsletter will be published every six months in year one (M1-M12) and quarterly from M12-42, to highlight the key project activities and deliverables. The aim of the newsletter is to

inform the various target audiences particularly agri-food stakeholders, technical groups, public authorities, other EU initiatives and researchers of the progress and achievements of the project. The newsletter will contain focused content such as insights, interviews, progress reports, updates on deliverables, event summaries etc. It will be an essential instrument for effectively communicating and disseminating the project work during the three project phases.

The newsletter will be created through Mailchimp, a web-based email marketing service. It will be distributed to a mailing list containing subscriber information gathered through a sign-up form on the website. Partners may also promote the newsletter through their channels. An unsubscribe/opt-out link will be available as per EU directive 2002/58/EC. Contributions will be sought from all partners and particularly WP leaders. The first edition will be published in March 2020.

KPI: 11 newsletters in total across the project duration to >5,000 subscribers.

6.4   Press Releases

Periodic press releases (which coincide with major project meetings and events) will be released to local, national and international media (online, newspapers, trade press and publications). Major activities will be disseminated, when possible, through press releases and direct contacts with the media. Online press is prioritised for outreach reasons, but TV, radio and newspapers are also encouraged. Online press activity through recognised news websites as well as websites relevant to the agri-tech sector such as associations, cooperatives and companies is recommended.

Key messages to be communicated through the press are:

- DEMETER is an EU-funded project to facilitate the deployment of interoperable, data-driven, smart farming solutions.

- DEMETER aims to put digital means at the service of farmers.

- The DEMETER project involves 20 pilot projects that will be deployed across Europe.

- The project will provide results and achievements to revolutionise the agricultural sector.

An official press release will be created in M6 by the communication team to ensure that the key messages to be communicated are well defined and consistent across markets. This will be distributed among the consortium partners to enable them to adapt it and distribute it accordingly.

Press Releases can come from any partner involved in DEMETER. A folder called Press Releases is available on the shared platform. Partners should add any draft releases into this folder. The partner responsible for creating the draft release should email anyone mentioned in the release with a specific subject line 'Draft Press Release' requesting approval of content. The project coordinator and 6.1 Task Leader should also be included in this email. If all partners are happy with the content, the release can be published by the drafting partner. Documents will be released as major deliverables are achieved. Coverage of press releases will be shared across the social media platforms. Partners are asked to fill in the 'Publicity and Publications' spreadsheet in the shared platform to keep track of the deliverable.

KPI: >50 targeted releases across the project duration.

6.5   Website

The DEMETER website (http://h2020-demeter.eu/), illustrated in Figure 11, will be the main interface

for communication with the public and will be updated regularly. It contains information relating to the objectives and goals of DEMETER, the project partners, pilot projects, proposed activities, demo videos, news and events, organised workshops and achieved results. It will include a "links and download" section where project information and reports/deliverables can be easily downloaded by relevant parties. The website also links to the DEMETER social media pages and contains a contact form and a sign-up form for the project newsletter. The website will be updated regularly by the webmaster with input from partners. Website traffic will be monitored using Google Analytics which provides data on users and their interactions with the site.

Search Engine Optimisation (SEO) is an effective way of attracting more traffic to the website from search engine results page. Keywords and key phrases such as agriculture, agri-tech, sustainability, farmer, interoperable, smart farming etc. will be used throughout the website to target people using these search terms.
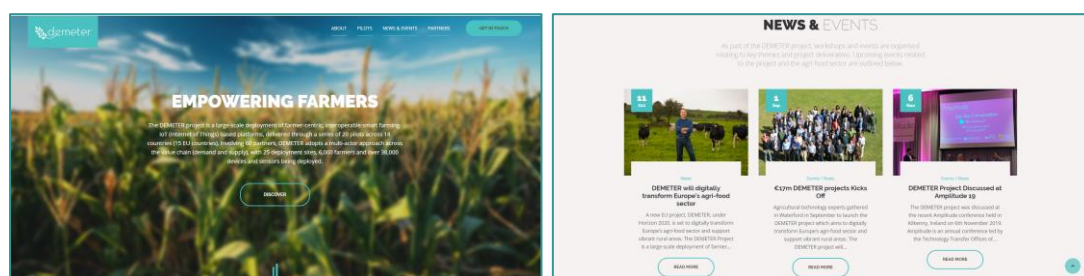
Figure 11: DEMETER website

A web-based portal will be developed and will be the focal point for supporting impact and dissemination activities across the project timeframe. It will be the primary port of call for external communications. The website will also be connected to the Open Innovation Space and will also include a dedicated space to manage the Open Calls.

KPI: Number of visitors >300,000 across Phase 1,2,3 with a bounce rate of 30%. Average visit duration: 2 min, 45 seconds.

6.6   Social Media (SM)

To reach a broad target audience, the use of social media is essential. Social networks will be employed to interact with the public and the professional community (researchers, SMEs, large industry). Table 2 outlines the social media channels and their direct links, which will be used during the communication and dissemination effort. The goal of the social media activity is similar to that of the communication strategy in terms of attracting, influencing and engaging with the identified target audiences. The platforms offer an opportunity to raise awareness of the project and the overall digitisation of the agri-food sector. Taking into account the DEMETER project goals and target audiences, Twitter and LinkedIn are the most active channels and have been established since the project outset. The social media accounts are managed by the D6.1 leader and project coordinator. All project partners can contribute content via these contacts.

Social Media Channel	Direct Link
Twitter	https://twitter.com/H2020DEMETER
LinkedIn	https://www.linkedin.com/company/h2020-demeter/

Facebook		www.facebook.com/H2020DEMETER
YouTube*		https://www.youtube.com/channel/UC4yCHnnD1hJcQAF4yQXdiag *Custom URL for YouTube can only be established once channel has reached >100 subscribers.
SlideShare		https://www.slideshare.net/H2020DEMETER

Table 2: DEMETER Social Media Channels

Table 3 summarises the target audiences per SM channel.

	Twitter	LinkedIn	Facebook	YouTube	SlideShare
Partners of the consortium	X	X	X	X	X
Agri-food Stakeholders	X	X	X	X	
Technical Groups	X	X		X	X
Public Authorities	X	X			
EU initiatives	X	X	X	X	X
Researchers	X	X	X	X	X
Industry Associations and Technology Clusters	X	X		X	X
Press	X	X			
General Public	X		X		

Table 3: Target audiences per SM channel

The KPI for all social media platforms will be measured in terms of audience size and engagement rates.

Social Media KPIs: As outlined in Table 4 below:

Platform	During Project			After Project	
	Year 1	Year 2	Year 3	Year 4	Year 5
	300+ followers Tweets: 100	1,000+ followers Tweets: 100	2,000+ followers Tweets: 100	3000+ followers Tweets: 250	5000+ followers Tweets: 250
	100+ members	300+ members	450+ members	600+ members	1000+ members
	300+ likes	1000+ likes	2500+ likes	4000+ likes	5220+ likes
	1 video 500+ views	2 video 1000+ views	3 video 2500+ views	3 video 4000+ views	3 video 5500+ views
	100 views	900 views	3000 views	7000 views	9500 views

Table 4: Social Media KPIs

6.6.1 Twitter

Twitter offers an ideal platform to connect with all target audiences - wider public and the professional community. The main objective is to build a range of followers that are interested in the agri-tech space as well as the DEMETER project. This will enable communication and dissemination of the project activities and final use cases (UC). Posts should be concise due the nature of the Twitter platform. An image should be used where possible to support the content. Similarly, hashtags # should

be included to help categorise the Tweet e.g. #smartfarming #digitalagriculture. Relevant posts mentioning DEMETER or work in the agri-tech space will also be retweeted.

6.6.2   LinkedIn

LinkedIn offers an opportunity to connect with a very specific and growing user base. Therefore, the target audience will be sector-specific such as technical groups, researchers and academia, and professional associations. As LinkedIn is more formal in nature, posts can be longer and use language more relevant to the DEMETER project. Relevant hashtags again should be used were possible. The content should reflect the work being done by DEMETER to build an interoperable, data-driven, innovative and sustainable European agri-food sector. DEMETER should also be an active participant to the conversation around agri-tech by sharing and commenting on stories in this area.

6.6.3   Facebook

Facebook targets both professional and individual users and is effective for building relationships and showing the human side of the DEMETER project i.e. the partners, the events and presentations being attended, the marketing materials produced. The content should be more relaxed than Twitter and LinkedIn and overly scientific language should be avoided. Posts should be accompanied by an image where possible as this delivers stronger engagement levels.

6.6.4   YouTube

YouTube is a video sharing services where users can watch, like, share, comment and upload their own videos. Content uploaded will give technical groups, professional associations and bodies, and academia the opportunity to learn more about the DEMETER project and the pilot clusters.

6.6.5   SlideShare

SlideShare is a hosting service, owned by LinkedIn, which enables sharing of professional content including presentations, infographics, documents and videos. Therefore, the target audience is the same as per LinkedIn posts i.e. technical groups, researchers and academia, and professional associations. Presentations delivered at events, workshops and meetings will be shared on a regular basis.

6.6.6   F6S

F6S is the world's largest platform for founders with over 1.3 million start-ups/SMEs and 1.7 million entrepreneurs. F6S enables founders to interact with investors, accelerators/incubators, products/tools and talent on the platform to grow together. A DEMETER F6S page is available at https://www.f6s.com/demeterh2020 and   provides information about the project, including the project website and the team. The page will be used for channelling and managing DEMETER's Open Call applications. Likewise, visitors to the project website will be redirected to the F6S platform and have access to the DEMETER application form at https://www.f6s.com/demeterh2020/apply

7   Communication Tools and Channels

The dissemination activities will be carried out in close cooperation with the relevant WPs of the project and notably ecosystem building/multi-actor approach activities. Dissemination is described as sharing research results with potential users such as industry, research fields, commercial players and

policymakers. These results feed into the exploitation phase.

7.1 Dissemination responsibilities

WIT/TSSG will act as Communication and Dissemination Manager of the project, co-ordinating and overseeing the dissemination activities. However, all partners within the consortium will contribute to the dissemination tasks using the available tools and channels as outlined.

7.2 Publications in Targeted Journals and Conferences

Scientific publications and trade journals offer an effective way to disseminate high-level project information as well as attracting the interest of various target groups. Articles and white papers will be created and also made available via the website. Sample journals to target are outlined in Table 5.

Journal / Conference	Publisher	Focus of Journal
Animal Feed Science and Technology	Elsevier	Animal feeds and their feeding.
Information Processing in Agriculture	Elsevier	Information processing in agriculture.
Journal of Agricultural Economics	Wiley	Agricultural economics & the application to agricultural, food, rural communities, and the environment.
Precision Agriculture	Springer	Advances in Precision Agriculture.
Journal of Dairy Science	American Dairy Science Association	General dairy science.
Sensors (Open Access Journal)	MDPI	Science and technology of sensors and biosensors.
Agriculture (Open Access Journal)	MDPI	Agriculture.
Agronomy (Oopen Access Journal)	MDPI	Agronomy.
Journal of Hydroinformatics	IWA Publishing	Information technology in the aquatic environment.
Water (Open Access Journal)	MDPI	Water science and technology.
Journal of Water Resources Planning and Management International	ASCE Library	Planning and management of water resources.
IEEE Security and Privacy	IEEE	Security, privacy, and dependability.
ACM Transactions on Sensor Networks	Association for Computing Machinery	Wireless or wireline sensor and actuator networks.
IEEE Transactions on Systems, Man and Cybernetics	IEEE	Systems science and engineering, human-machine systems, and cybernetics.
IEEE Transactions on Knowledge and Data Engineering (TKDE);	IEEE	Knowledge and data engineering in computer science, artificial intelligence, electrical engineering, computer engineering etc
IEEE IoT Journal (IoT-J)	IEEE	Various aspects of IoT.
Computer Networks	Elsevier	Computer communications networking.
Ad-Hoc Networks	Elsevier	Ad hoc and sensor networking areas.
IEEE Pervasive Computing	IEEE	Role of computing in the physical world - Internet of Things and Ubiquitous Computing.
IEEE Sensors Journal	IEEE	Sensor technologies.
ACM Transactions on Internet Technology (TOIT)	Association for Computing Machinery	Computer software engineering, computer programming languages, middleware, database management, security, etc.

Table 5: Sample List of Journals to target for DEMETER papers

Sample conferences include International Conference of Agriculture Engineering CIGR, International Conference on Internet of things (IEEE iThings), International Symposium on Algorithm for Sensor Systems, IEEE World Forum in Internet of Things, IEEE International Conference on Distributed Computing in Sensor Systems, ACM Senys and IEEE International Parallel & Distributed Processing Symposium. DEMETER will also contribute to IERC and Alliance for IoT Innovation (AIOTI). Lastly, the partners will contribute to the dissemination of research results with Master and PhD theses, both within the project duration and after the project end.

Information from the DEMETER project will also be distributed via F@rm Letter, the WFO magazine, which deals with current issues, events, trends and innovative ideas in the world of agriculture giving voice to the all relevant key actors of the agricultural sector, farmers first but also multilateral organizations, academia, civil society and private sector bodies.

In total, DEMETER will produce 300+ journal/magazines, book chapters, conferences and whitepaper publications across the agriculture and ICT disciplines. All partners have responsibility for publications. Partners are asked to fill in the 'Publicity and Publications' spreadsheet in the shared platform to keep track of the deliverable.

KPIs: Number of articles: 88 / Number of Conferences: 139 / Number of White Papers: 75.

7.3 Presentations at Events

Events attended or organised will be announced through all communication channels (website, Twitter, LinkedIn, internal platforms, e-zines etc.) to reach as wide an audience as possible.

7.3.1 External Events

The partners will attend workshops and events such as trade fairs and exhibitions to disseminate the objectives of the project and the achieved results. Examples of trade events and exhibitions include those organised by EIP-Agri European Internet of Things Cluster (IERC), IoT Forum, etc. These will be implemented by the different professional associations on board, as well as the WFO whose activities will include DEMETER promotion in its world-wide roadshow activity. Table 6 outlines a non-exhaustive list of events which should be attended by members of the DEMETER project. DEMETER participation in fairs will be supported by demonstrations of the UC and open APIs.

Event Name	Date	Location
Fruit Logistica	5-7 February 2020	Berlin, Germany
International Agriculture and Technology Summit & Exhibition	6-7 February, 2020	Utrecht, Netherlands
AGRA-ME	3-5 March 2020	Dubai, UAE
GFIA	9-10 March 2020	Abu Dhabi, UAE
World Agri-Tech Innovation Summit	17-18 March 2020	San Francisco, USA
Agricultural fair	16-22 May 2020	Novi Sad, Serbia
SGITIE 2020	May 2020 (either 18th or 25th)	Coimbra Portugal
Global IoT Summit Conference	3-5 June 2020	Dublin, Ireland
IoT Week	3-5 June 2020	Dublin, Ireland
IEEE International Conference on Communications	7-11 June 2020	Dublin, Ireland
World Agri-Tech Innovation Summit	20-21 October, 2020	London, UK
Agritechnica	14-20 November 2021	Hanover, Germany

Table 6: List of Potential Events to Attend

DEMETER also has access to the roadshow of events and workshops planned by WFO. The project and its results will be presented at a number of these events. Table 7 outlines a selection of WFO events in 2020.

WFO events participation 2020		
Date 2020	**Event**	**Location**
January 16 - 18	Global Forum For Food and Agriculture, GFFA	Berlin
January 21 - 24	World Economic Forum	Davos, Switzerland
February, TBD	Gymnasium session	Rome
February 9-10	Global Farmers' Forum IFAD	Rome
February 11-12	IFAD Governing Council	Rome
February, TBD	Board Meeting In Person	Rome
March 9-20	64th session of the Commission on the Status of Women	New York, USA
May TBC	Board Meeting In Person	Rome
May 24 - 29	OIE, 88th General Session	Paris, France
June 6 - 11	ISF, World Seed Congress	Cape Town, South Africa
June 26	Board Meeting In Person	Minnesota, US
June, 26-30	WFO GA	Minnesota, US
June, TBC	52th session of the Subsidiary Body for Scientific and Technological Advice	TBD
June 23-26	2020 Asia-Pacific Ministerial Conference on DRR	Brisbane, Australia
July 7 - 16 TBC	HLPF	New York, USA
July 8-10	VII Regional Platform for DRR in the Americas and the Caribbean	Montego Bay, Jamaica
September	UN General Assembly (Sept. 15 - 30, TBC) Champion 12,3 Annual Event TBC	New York, USA
Sept/October TBC	WTO Public Forum	Geneva, Switzerland
Sept 28, Oct 2	Pre-COP and COP of Youth	Milan, Italy
October, 5-10	COP 15 on Biodiversity	Kumming, China
October 12 - 16 TBC	CFS	Rome, Italy
November (During COP26)	Launch of the Global Framework on Women and Livestock	Glasgow, UK
November 9-19	COP26	Glasgow, UK
December 2-3	Agriculture Symposium WTO	Glasgow, UK
December 17-18	Nutrition for Growth Summit	Toyko, Japan
2021 anticipations		
September 2020, TBC	Sustainable Food Systems Summit	New York, USA

Table 7: Selection of WFO Events in 2020

European Union
European Regional
Development Fund

KPIs:
- EU Workshop/Speaker Events: Number of Engagements: 150 and Number of Contacts Generated >500.
- National Level Events: 144 and Number of articles in press and social media: 432.
- International Level Events: 48 and Number of articles in press and social media: 86.
- Prototype Demonstrations for Industry at Events: 54 and Number of articles in press and social media: >500.

7.3.2 DEMETER organised events

DEMETER involvement workshops will be organised to promote the pilots, and increase the visibility of *a*)the open calls as a possibility to be concretely involved in DEMETER and *b*)the co-creation mechanisms, as DEMETER will use the challenges to open some of these publicly and attract new technological providers, as well as agriculture communities. At least three workshops/events will be organised around specific themes of importance with respect to the project objectives. These events will be organised around the official project reviews in M18/19, M36 and M42. An additional workshop will be organised at M28. These events will target all agri-food stakeholders, technical groups, research and academia. Further information on the workshop topic and location will be shared closer to the time of the event.

KPIs: At least 3 workshops/events during the project.

7.4 Relationship with other Work Packages

Synergies will be established with each of the WP to ensure focused dissemination and communication detailing the project and its outcomes concentrating in particular on the pilot projects and their deliverables.

7.5 Communication and Dissemination Calendar

Table 8 outlines a draft calendar of Communication and Dissemination activities.

Action	Date
Design project logo and templates	M1
Launch project website	M4
Create and complete Social Media presence	M4
Create initial Communication and Dissemination Plan	M6
Finalise DEMETER Branding Guidelines	M6
Create initial project press release	M6
Create newsletter and distribute to relevant mailing list	M6, M12, M15, M18, M21, M24, M27, M30, M33, M36, M39, M42
Design project brochure and factsheets	M8-9
Publish in scientific journals etc	M4-M42
Participate in events	M4-M42
Organise DEMETER events	M18/19, M28, M36, M42
Create intermediate Communication and Dissemination Plan	M18
Create final Communication and Dissemination Plan	M42

Table 8: Draft Communication and Dissemination Calendar

7.6   KPI Summary

Table 9 outlines a summary of the WP6 KPIs.

Action	Deliverable
Brochure	1 in Market Positioning Phase and 1 in Market Outreach Phase
Factsheet	1 in Market Positioning Phase and 1 in Market Outreach Phase
Newsletters	11 in total across >5,000 subscribers
Press Releases	50 targeted releases
Website	>300,000 website visitors across project duration
	Bounce Rate of 30%, Average visit duration: 2 min 45 sec
Social Media	Year 1: Twitter: 300+followers, LinkedIn: 100+members, Facebook: 300+ likes, YouTube: 1 video: 500+videos, SlideShare: 100 views
Publications	Number of articles: 88
	Number of conferences: 139
	Number of white papers: 75
External Events	EU Workshop/Speaker Events: Number of Engagements: 150 and Number of Contacts Generated >500
	National Level Events: 144 and Number of articles in press and social media: 432
	International Level Events: 48 and Number of articles in press and social media: 86
	Prototype Demonstrations for Industry at Events: 54 and Number of articles in press and social media: >500
DEMETER Events	At least 3 involvement workshops

Table 9: Summary of DEMETER KPIs

8   Conclusions and Future Work

This document presents the DEMETER project plan regarding the communication and dissemination activities planned to ensure maximum visibility of the project and its outcomes. The document has been created with input from the partners of the DEMETER consortium. This plan includes the initiatives related to the project duration and is also to be considered as a guide to support the consortium to carry out the dissemination activities using the right material and channels.

DEMETER partners have adopted communication channels and tools to disseminate the DEMETER project objectives and future results as well as a dissemination strategy to reach the different stakeholders (farmers/farmers' groups, foresters/foresters' groups, fishers/fishers' groups, advisors, businesses, agricultural consultants, technology providers, research communities, IT and/or Service Providers for the Agri-food Sector, local public and EU authorities/policy makers).

Across the duration of the project, targets identified may change in line with the outcomes of the projects. Dissemination activities are expected to be more intense and frequent as the project delivers results. For this reason, this deliverable will be updated at M18 (D6.5 Intermediate communication, dissemination and standardisation activities report) and M42 (D6.9 DEMETER´s final communication, dissemination and standardisation report) on the basis of the project's evolution and of the acquired new knowledge that will allow adding new dissemination opportunities.