



AGROFOSSILFREE

Del 5.1 Communication and Dissemination Strategy



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement ID 101000496

DOCUMENT SUMMARY

Deliverable Title: **D5.1. Communication and Dissemination Strategy** (Leader: INI, M3). AgroFossilFree Communication and Dissemination Strategy will outline the project assets, the target groups, the communication tools to use for different audiences and the planning of foreseen actions.

Version: **V1**

Deliverable Lead: **Iniciativas Innovadoras**

Related Work package: **WP5**

Author(s): **Maite Zarranz**

Contributor(s):

Communication level: **PU Public**

Project Number: **101000496**

Grant Agreement Number: **101000496**

Programme: **H2020**

Start date of Project: **Oct, 2020**

Duration: **36 months**

Project coordinator: **Ethniko Kentro Erevnas Kai Technologikis Anaptyxis (CERTH)**

ABSTRACT

This deliverable defines and describes the Communication and Dissemination Strategy so as to guarantee broad and effective visibility, promotion and up-take of the project's outcomes. The Communication and Dissemination Strategy describes the communication & dissemination objectives of the project, target groups (who will be informed and engaged), key messages and outputs (what to disseminate), tools and materials for different audiences (how to disseminate results), and the strategy mix of dissemination tools and activities proposed in order to achieve the expected dissemination goals. The role of partners in the dissemination activities, an indicative working plan and monitoring system of all dissemination activities (with a set of key performance indicators) is also proposed.



TABLE OF CONTENTS

1. INTRODUCTION	4
1.1. Project Overview	4
1.2. Compliance with EU rules.....	5
1.3. Deliverable Structure.....	6
2. CHAPTER I. COMMUNICATION & DISSEMINATION STRATEGY.....	7
2.1. Strategy Design and Scope	7
2.2. Communication & Dissemination Objectives.....	10
2.3. Target Groups Mapping and Assessment	14
2.4. Key Messages	22
2.5. Outputs Assessment.....	25
2.6. Dissemination Strategy Mix and Timing.....	27
3. CHAPTER II. COMMUNICATION & DISSEMINATION MATERIALS.....	28
3.1. Logo & Visual identity.....	28
3.2. Webportal.....	30
3.3. Social media.....	33
3.4. e-Newsletters	38
3.5. Promotional material	39
3.6. Press releases.	40
3.7. AgEnergy Platform.....	41
3.8. Scientific and Technical publications.....	41
4. CHAPTER III. COMMUNICATION & DISSEMINATION ACTIVITIES	43
4.1. Project Events.....	43
4.2. Non-Project conferences, events and fairs	44
4.3. Networking and informal person-to-person meetings	46
5. CHAPTER IV. IMPLEMENTATION	51
5.1. Communication and Dissemination Governance	51
5.2. Dissemination Working Plan	53
5.3. Dissemination Monitoring and Reporting	56
5.4. Roadmap/Summary for promoting AgroFossilFree	59
6. ANNEXES	60
6.1. Annex 1. AgroFossilFree Logo.	60
6.2. Annex 2. Webportal content & architecture.....	60
6.3. Annex 3. Dissemination Balanced Scorecard.	60

1. INTRODUCTION

1.1. Project Overview

The **AgroFossilFree project (AFF)** is a 3-year collaborative **Coordination and Support Action (CSA)** funded by the EU in the frame of the **Horizon 2020 programme**. The main goal of the project is to create a framework under which critical stakeholders will cooperate to evaluate and promote the currently available **Fossil-Energy-Free Technologies and Strategies (FEFTS)** in order to **decrease the use of fossil energy** in the EU-agriculture, while maintaining yield and quality of end-products. **AgroFossilFree** will also contribute in closing the gap between the available FEFTS with the everyday EU agricultural practices by promoting **effective exchange** of novel ideas and information between research, industry, extension and the farming community. The specific objectives of **AgroFossilFree** are:

- i) **Assess and evaluate the current energy use status** in EU agriculture and **assess existing needs** and interests for the future farm energy profile
- ii) **Identify and register available fossil-energy-free strategies and technologies (FEFTS)** and explore existing financing tools for de-fossilising activities.
- iii) **Collaborate with all relevant stakeholders** to produce community-based ideas for fossil-energy-free strategies and technologies integration in agricultural systems in a regional and EU-basis
- iv) **Create an AgEnergy online platform** with all available fossil-energy-free strategies and technologies (FEFTS) and provide a **Decision Support Toolkit** to propose interventions and financing tools
- v) **Create policy guidelines** on EU, regional and national basis and communicate them to increase visibility and promote the proposed strategies and technologies in real agricultural activity in the near future

AgroFossilFree is based on a “**Multi Actor Approach**”, including in the consortium not only scientists and researchers but also extension service providers, farmers’ organizations and industrial partners (16) from 9 EU countries which ensures that the end-users of FEFTS innovations are well represented (Table 1). The **diversity of cropping systems and agro-climatic zones** covered by the **innovation “hubs”** will allow exploring the adoption and applicability of a **wide range of FEFTS solutions**, while capturing a wealth of needs and innovations from end-users across Europe.

Table 1. List of countries and partners involved in AFF

	Countries in AFF	Partners involved
1	Spain	<u>TTA, INI</u>
2	Denmark	<u>AU, L&F</u>
3	Germany	<u>WIP</u>
4	Greece	<u>CERTH, AUA, AGENSO</u>
5	The Netherlands	<u>DELPHY</u>
6	Ireland	<u>TEAGASC</u>
7	Poland	<u>IUNG, LODR</u>
8	Italy	<u>Confagricoltura</u>
9	Belgium	<u>CEMA, ECAE, RESCOOP</u>

1.2. Compliance with EU rules

The Communication and Dissemination Strategy has thoroughly been designed following **recommendations made by the European Commission (EC)** for the appropriate Communication, Dissemination and Exploitation of H2020 projects. According to EC definitions (*i.e. Horizon 2020 Participant Portal Online Manual, Communicating EU Research & Innovation Guide*), communication, dissemination and exploitation all aim to help maximise the impact of R&I actions. However, what differentiate them from one another are the objectives, focus and target groups they address (see Table 2).

Table 2. Differences among Communication, Dissemination and Exploitation according to the EC.

	COMMUNICATION <i>"Promote your action and results"</i>	DISSEMINATION <i>"Make your results public"</i>	EXPLOITATION <i>"Make concrete use of results"</i>
Focus	About project activities and results	About results only	About results
Objective	Inform and reach out to society , show the benefits of research	Transfer knowledge & results. Enable use and uptake of results (Open Science)	Best efforts to exploit the owned results, or to have them exploited by another legal entity
Target Audience	Multiple audiences (Citizens, the media, stakeholders..)	Audiences that may use results (Scientist, industry, professional organizations, policymakers...)	Entities that are making concrete use of results (Researchers, industry, authorities, policymakers...)
Obligations	Grant Agreement Art 38.1	Grant Agreement Art. 29	Grant Agreement Art. 28
Timeline	From the start of the action until the end	When results are available	When results are available and up to 4 years after project ended

It is worth noting that the partners assume a series of obligations related to communication, dissemination and exploitation when signing the EC Grant Agreement, which are:

- **Communicate and Promote the action and its results (Art 38.1 of the GA)**
- **Disseminate results (Art 29.1 of the GA)**
- **Ensure open access** (free of charge, online access for any user) (**Art 29.2 of the GA**)
- **Take measures aiming to ensure 'exploitation' of the results** — up to four years after the end of the project – by using them in further research activities; developing, creating or marketing a product, process or service (**Art 28 of the GA**)
- **Acknowledge EU funding** in all communication, dissemination and exploitation activities as well as on all equipment, infrastructure and major results financed by the action by using the wording and criteria specified in the Grant Agreement (Articles 27, 28, 29, 38).

AgroFossilFree being a **Coordination and Support Action**, greater efforts should be done for dissemination, awareness-raising and communication, networking and coordination between programmes in different countries. Therefore, a thorough Communication and Dissemination Strategy has been designed by Iniciativas Innovadoras (INI), WP5 leader, in close interaction among all project partners and coordinator (CERTH).

1.3. Deliverable Structure

The Communication and Dissemination Strategy is divided into 4 main sections/chapters and 3 Annexes. It includes, along with the communication objectives, detailed information on Target Groups, Results and Outputs, Activities and Tools, an Action Plan and a Monitoring and Reporting procedure including key performance indicators.

1. **Chapter I** describes the overall Strategy: objectives, target groups, main messages, products and deliverables that will be the subject of the communication and dissemination activities, and the strategy mix of dissemination tools and activities.
2. **Chapter II** describes the communication and dissemination tools put in place for different audiences (one-way communication): visual identity, publicity materials, webportal, social media accounts, and the delivery of press releases, publications and digital newsletters.
3. **Chapter III** presents the dissemination and communication activities planned (two-way communication), including project workshops and external events, cluster activities with other relevant project and EU initiatives, and the outreach of key target groups through networking activities and person to person meetings.
4. **Chapter IV** describes the governance system to ensure an effective coordination of all communication and dissemination efforts. It also addresses the implementation of the strategy through a detailed Working plan and describes the monitoring and reporting systems in order to achieve the widest possible dissemination of results.

The Communication and Dissemination Strategy also includes three Annexes that function as supporting documents to the information provided in the different Chapters:

- Annex 1: AFF Logo
- Annex 2: AFF Webportal content & architecture
- Annex 3: AFF Dissemination Balanced Scorecard.

The Dissemination and Communication Strategy will be treated as a dynamic document, being updated on annual basis plus ad-hoc when necessary. The Strategy will be closely monitored and evaluated on a 6-month basis by WP5 leader (INI) taking into account the information provided by partners and with the use of a Balanced Scorecard (BSC) with a set of indicators and target figures (Chapter IV). This will allow for steering and adjusting the dissemination activities and materials in order to achieve the expected dissemination objectives. During the project lifetime, Iniciativas Innovadoras will also act as a coordinator and facilitator of the dissemination activities, materials and events planned. At the same time, all partners will take active involvement in the dissemination activities and promotion of the projects and its results later on, providing information to the targeted audiences to ensure the visibility of the project and EU funding.

The **AgroFossilFree Communication and Dissemination Strategy** will play a key role not only on the achievement of the objectives related with communication and dissemination, but also in the achievement of AFF main goal and specific objectives.

2. CHAPTER I. COMMUNICATION & DISSEMINATION STRATEGY

The Communication and Dissemination Strategy has been design as a practical tool for efficiently developing and implementing dissemination and communication activities with the overall objective of contributing to achieve the project expected technical impacts. Relevant regional and national specificities as well as partners' own communication resources have been taken into account in the design of the Strategy so as to ensure sufficient visibility of the project activities and outputs EU-wide, thus maximizing the overall impact of the project. In this way, the Strategy will guide and help individual partners in maximizing the impact of their dissemination and communication actions while ensuring the sustainability of project results in the long term by ensuring the continuation of the collaboration among project partners and between partners and stakeholders.

The Communication and Dissemination Strategy seeks to create a multiplier effect by identifying and engaging relevant stakeholders, therefore, AgroFossilFree will take special care in designing suitable dissemination and communication tools and activities for involving and engaging the target groups in the project since the very beginning.

2.1. Strategy Design and Scope

A multi-step and multi-channel dissemination and communication strategy is proposed in order to maximize the impact of the dissemination and communication activities and achieve widest stakeholder involvement, carefully adjusting the activities, the materials and tools to the specific needs, interests and degree of involvement of the target audience. The following strategy will be followed by AgroFossilFree partners in the national/regional hubs:

- **Localisation of dissemination and communication actions and tools:** Dissemination tools and materials will be translated into the local languages of the national "hubs" in order to overcome language barriers. AFF will also ensure that communications can be easily understood by all stakeholders by not using complex or technical language and to provide feedback to the stakeholders about the progress of the project in a consistent manner that will allow keeping touch with them. En-users materials will be customised to better target the regional AKIS actors' needs, values and profiles. Project partners will have a direct say in defining the most effective national dissemination strategies and materials for local stakeholders engagement.
- **Representativeness:** The entire value chain of crop and livestock production in the regional AKIS will be mobilized and engaged in order to achieve representativeness of the results, i.e. farmers, extension services, agricultural consultants, industry (SMEs, multinationals and national associations), government and the general public. In the frame of a preliminary stakeholder analysis, partners have identified the key stakeholders to target in terms of the dissemination activities, in order to maximize the impact of the project activities in the regions and countries of the project.
- **Identification and leverage of networks** (associations, unions, clusters, technology platforms, etc.) that will be addressed as "meta-targets" for achieving a multiplier effect of the dissemination and communication in the regional "hubs" as well as at the EU level. The broad contact base and network of project partners will ensure that relevant EU structures, networks and interest groups will be reached.
- **Identification and active engagement of innovators and local champions:** a pro-active approach towards innovators and local champions will be taken, by pinpointing and involving them early in the project in order to act as AgroFossilFree ambassadors for the

promotion of the project among their neighbours and colleagues, thus multiplying the impact of the dissemination activities in the national/regional “hubs”

In order to make a better use of resources while increasing the impact of the Dissemination and Communication Strategy, the dissemination activities will be carried out in **three subsequent phases**:

- **The first phase (M1-M06)** involves the design and production of the AFF tools and instruments for a general communication of project goals, activities and expected results, including the website, social media, publicity materials and first press release. The objective here is to provide a general overview of the project goal and raise awareness about the critical situation regarding the use of fossil energies in the EU-agriculture. Additionally, a Fossil-Energy-Free Cluster with related projects will be created to jointly develop communication activities and increase the impact of the project.
- **The second phase (M06-M18)** involves the implementation of the AgEnergy Platform that will contain all available fossil-energy-free strategies and technologies (FEFTS) and will provide a space for the exchange and interaction with relevant stakeholders. Other result-oriented tools such as the first newsletters, publication in farmers’ magazines as well as first online innovation workshops for stakeholders’ consultations will be carried out, as well as general presentation of the project results at external events.
- **The third phase (M18-M36)** involves increase visibility of AFF at project workshops and events in order to enable stakeholders to participate and exchange experiences with their counterparts from other organisations and the wider community involved in the domain. The purpose of this phase is to allow AFF and stakeholders to develop tight, complimentary and mutually supportive collaboration channels throughout the project duration and beyond. Special emphasis will be done by partners to disseminate project results through publications in specialised magazines and participation at international conferences/meetings outside the project. Tailored end-users material such as Policy briefs and practice abstracts will be developed and disseminate accordingly.

Table 3: Phases of Dissemination and Communication Strategy with main target groups and key dissemination/communication tools

Phase	Project months	Results and outputs	Main target groups	Key dissemination activities and tools
Phase I	M01-M06	Approach-oriented content: project general presentation. Raise awareness on fossil energy use.	“Ambassador”, farmers, extension services, researchers, general public.	Printed & digital material (brochure, roll up), web, 1 st press release, social media. Cluster creation.
Phase II	M06-M18	Result-oriented content: project intermediate results.	“Ambassador”, farmers, extension services, researchers, public authorities.	AgEnergy Platform, 1 st newsletter, farmers’ magazines, online workshops, web, social media, personal interaction.
Phase III	M18-M36	Result-oriented content: project final results. Dissemination at Project workshops.	Farmers, extension services, industry, researchers, authorities, policy makers, VC and BA investors, NGOs, networks	Publications, AFF workshops & brokerage event, AgEnergy Platform, 2 nd and 3 rd newsletter, press releases, videos, social media, Policy briefs & practice abstracts

In order to enhance and multiply the impact of the project activities, the dissemination and communication strategy will take place at 2 levels, on both of which all partners will get involved:

Regional/national level

The AFF partners from 8 EU countries or “hubs” (Italy, Poland, The Netherlands, Greece, Germany, Denmark, Ireland and Spain) will carry out 3 Interactive innovation multi-actor workshops in each hub, with the aim of presenting activities and results and better engage target groups (farmers, research community, advisory services, Operational Groups) (Fig.1). All partners will cooperate by inviting relevant contacts in their regional and national AKIS. The workshops will be the forum for AgroFossilFree partners to get direct feedback from the AKIS actors to align the work in the remaining part of the project to better match stakeholders’ interests, also in regions outside the project. Whenever possible, project partners will organize dissemination workshops in connection to their “Open field days” to attract the broadest possible audience.

EU level

Outreaching the whole EU target groups and stakeholders (farmers, research, advisory and industrial communities, as well as policy makers and potential end-users and beneficiaries of the project’s results) will mainly take place through: **i) 3 Transnational Workshops**, **ii) 1 Brokerage Event in Brussels**, and **iii) 1 Consultation Workshop** with EC actors that will allow for multiplying the impact of the project at a European level. Regional partners in each hub will also broaden the dissemination level by inviting organisations in neighbouring regions and countries to their regional/national interactive innovation multi-actor workshops. INI will play a coordinator role on this level, contacting with projects, programmes, networks and EU initiatives (i.e. EIP-AGRI, SET-Plan) which might act as multipliers in order to engage the EU wide target communities. Three project partners will also act as EU “multipliers”: CEMA, who will directly involve the machinery manufacturing industry, REScoop, who will directly embrace the RES technology producing companies and ECAF that will contact directly the conservation agriculture community. AgroFossilFree partners will also take part in international conferences/meetings outside the project in order to disseminate and promote project results at EU level.

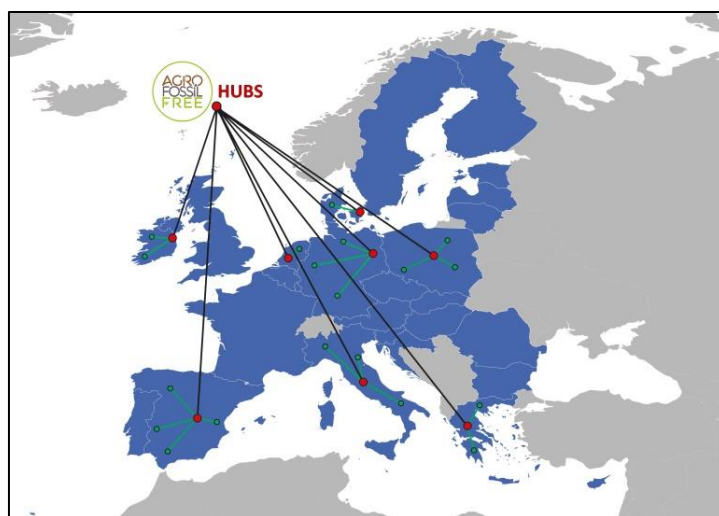


Fig.1. Regional/national hubs where AFF Innovation workshops will take place

2.2. Communication & Dissemination Objectives

In order to demonstrate how AgroFossilFree contributes to a European “Innovation Union”, the project will achieve high visibility amongst public and private actors of the whole agriculture value chain across Europe as well as the general public. To that end, the consortium proposes a dissemination and communication approach that will leverage on activities and resources from all WPs for maximum stakeholder engagement, thus facilitating end-users’ take up of the project results. The dissemination and communication activities will take into account the heterogeneity and multi-sector interests of the different stakeholders in the agricultural value chain as well as the general public, while integrating gender and ethical issues.

One of the main objectives of AgroFossilFree is to widely disseminate and communicate FEFTS solutions, innovations, best practices and success stories to the broadest possible audience across Europe.

The **specific objectives** of the Dissemination and Communication Strategy are:

1. To widely communicate and disseminate the project results at regional, national and European level, ensuring sustainability of the project outcomes after its end.

Communication: AFF partners will actively communicate project goals and results by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner, increasing the impact for a more efficient and well trained farmers’ workforce. AFF project will also promote other EU and national projects and initiatives related to AFF goals, and will set up close communication channels with such projects and initiatives. For instance, a cluster has already been created between five H2020 projects funded under FNR-06 A and B and LC-SC3-ES-3-2018/2020 (i.e. TheGreefa, AgroFossilFree, HyperFarm, RES4LIVE and RENAISSANCE) to establish collaboration and promote the developed technology solutions to potential stakeholder/end-users in a unified way. The backing of the EU (Horizon 2020) on AFF project through funding and support will also be highlighted, as well as other horizontal issues of relevance for the European Commission, such as the role of Women in Science and Agriculture through the use of non-stereotyped images and the promotion of testimonials and images featuring women farmers, researchers, FEFTS providers, etc.

Dissemination: Disseminate among the target groups and end-users (farming community, industry, research and academia, and extension and advisory services) the progress of the project and final results, through popular articles as well as open-access scientific papers in targeted media and events, for the introduction of new best-practises regarding energy use in the target groups and end-users, and build networks of early adopters in order to start generating market demand for FEFTS in the EU agriculture. Dissemination of AFF progress, deliverables, events, factsheets, policy brief and practice abstracts regarding FEFTS will take place all along the project implementation through a variety of dissemination activities and tools (webportal, AgEnergy Platform, social media profiles, newsletter, AFF regional/national workshops, brokerage event.. etc) and reinforced by the role played by multipliers, specifically the EIP-AGRI Service Point, and specialised mass media.

Raise awareness: The Dissemination and Communication in AgroFossilFree will be targeted at raising awareness on the economic and environmental benefits of adopting Novel Fossil-Energy-Free Technologies and Strategies (FEFTS) related to more sustainable energy production and use and a more productive and sustainable agricultural production. This

messages will be extensively communicated and disseminated through the AFF communication channels and through the AgEnergy platform itself, targeting both the end-users of such technologies (i.e the agricultural community, farmers and advisors), as well as society at large, which increasingly demands more information on food production and is becoming more aware about the impact of agriculture in the environment. To that end, testimonials of end-users on the benefits of adopting FEFTS will be disseminated through AFF communication channels and main results of the project will be available through the AgEnergy platform for helping on FEFTS adoption by end users (i.e farmers and agronomists). The importance of FEFTS adoption for a more productive and environmentally friendly EU agriculture will also be highlighted among the FEFTS industry and policy makers through the AFF communication channels and national/regional workshops.

2. To engage with stakeholders at regional, national and EU level through a number of targeted events.

Participation: The active involvement of Target Groups is one of the key success factors for the AFF project, as they will play a key role in providing inputs in the initial phases of the project as well as throughout the assessment process. AFF target groups will effectively be engaged through two-ways exchange communication activities that will ensure that the project results are users-need oriented thus maximizing their exploitation, transferability and uptake.

- Questionnaires and surveys. Potential end-users (farmers, advisors and agricultural consultants) will fulfil specific questionnaires in order to gather information about their specific needs and interests regarding FEFTS and their wiliness to adopt such technologies. End-users' questionnaires will also serve to evaluate the energy status in the EU agriculture and to make an inventory of commercial available FEFTS.
- Multi-actor innovation workshops. Similarly, end-users (farmers, industry, advisors, technicians, innovation brokers and policy makers) will participate in the multi-actor innovation workshops that will be conducted throughout the project at regional/national and EU level (regional/transnational workshops, brokerage event and consultation workshop). These workshops will facilitate the two ways communication process between stakeholders and end-users, allowing including useful feedback for FEFTS technologies assessments and final adoption by end-users.
- The AgEnergy Platform will work as an innovative tool for approaching stakeholders at the EU level, facilitating not only the dissemination of results but also the interaction and feedback from the involved stakeholders. The AgEnergy Platform will contain all available fossil-energy-free strategies and technologies (FEFTS) in the form of easily accessible and comprehensive end-user material following the EIP-Service Point format. It will allow the interaction with relevant stakeholders and to express end-users' ideas and needs.
- Tailored end-users material. AgroFossilFree will identify and promote examples of FEFTS successful innovation processes and best practices through end-users participatory methodologies, and will develop written and video-based material for tailored dissemination. The AgEnergy Platform will include the training/advising material separated according to (i) Openfield agriculture; (ii) Greenhouses; and (iii) Livestock with information presented either in books, brochures, leaflets, audio/visual and software tools that users can use for optimum energy management according to their needs. End-users and other potentially interested stakeholders across the EU will also be reached through the practice abstracts developed.

3. To ensure the sustainability of project results through its link with EU wide initiatives especially the EIP.

Exploitation: The AgroFossilFree Dissemination and Communication Strategy will support the exploitation and sustainability of project results through the dissemination of the generated scientific results, the promotion of FEFTS for a more productive and sustainable agricultural production, and the attraction of potential end-users for the long-term FEFTS adoption. Specific targeted activities, such as participation in events and trade fairs related to SFT and FEFTS, a broad social media marketing strategy and presence in the local/regional press will be conducted during the project in order to engage and attract potential customers and identify organizations interested in FEFTS. In order to ensure results transfer, the deliverables, practice abstracts and factsheets developed in the project will be designed taking into consideration the EIP-AGRI common formats and requirements. After the project's end, all of the practice abstracts and project results will be transferred to EIP-AGRI databases.

Networking: AFF will foster synergies with other relevant national and EU initiatives and stakeholders, capitalising on existing dissemination channels and networks in order to ensure efficient communication and understanding of FEFTS and project results. AFF will map relevant existing national and European FEFTS networks and initiatives dealing with FEFTS across Europe. The identified networks and initiatives will be invited to AgroFossilFree networking and dissemination events (regional/national and transnational workshops and brokerage events) in order to engage them as multipliers for EU wide dissemination of the project activities and results. Regional partners will also involve identified regional stakeholders in such events.

- Links with the EIP-AGRI: AgroFossilFree will establish direct link with DG-AGRI and EIP-Unit through bi-annual meetings. These meetings will allow monitoring the implementation of AgroFossilFree and the alignment of its activities and results to the EIP-AGRI strategy. AgroFossilFree results and the AgEnergy Platform will be made available through the EIP-SP Platform to ensure their use beyond the project.
- Links with the SET-Plan: The European Strategic Energy Technology Plan (SET Plan) is a key stepping-stone to boost the transition towards a climate neutral energy system through the development of low-carbon technologies in a fast and cost competitive way. The SET Plan consists of the SET Plan Steering Group, the European Technology and Innovation Platforms (ETIPs), the European Energy Research Alliance (EERA), and the SET Plan Information System (SETIS). Close coordination and collaboration with the actors of the SET Plan will be sought throughout the implementation of the project. The coordinator CERTH is a member of the EERA. Other members of the consortium are members of the ETIPs (e.g. RESCOOP is involved in the ETIP Smart Networks for Energy Transition SNET, WIP is involved in the ETIP on Renewable Heating and Cooling and ETIP on Bioenergy and ETIP on PV).
- Links with DG ENER, DG CLIMA, DG GROW, DG DEVCO and DG JRC in order to optimize AFF activities and maximize their impact. This will allow building upon what has already been accomplished in the Energy and Climate Action sectors and apply these achievements in the Agricultural sector.
- Links with other EU-related projects. A Cluster about Fossil-Energy-Free has already been created with other related projects (i.e. TheGreefa, AgroFossilFree, HyperFarm, RES4LIVE and RENAISSANCE), that will allow joining efforts and coordinating the dissemination and communication of projects results, enhancing the overall impact of the individual dissemination and communication strategies.

4. To maximize the impact of the developed policy guidelines

AFF will make a special effort in maximising the impact of the developed policy guidelines. To do so, AFF will coordinate and liaise with relevant EC actors (i.e. DG AGRI, DG ENER, DG CLIMA, DG GROW, DG RTD, DG ENV, DG JRC) in order to develop Policy Guidelines on the de-fossilisation of EU agriculture and also to maximize their impact. EC actors will be firstly consulted online and then through consultation workshop in Brussels. For each policy brief, a specific audience will be defined first (e.g. EU, national, or sub-national policy makers) and the dissemination will be tailored in each case to this selected target group. Pro-active dissemination will be made by project partners by referring to policy briefs in presentations at conferences, panel discussions, interviews, etc. At least 50 policy makers (EU, national, regional) and other actors (research institutes, industrial associations, etc), will be reached through policy briefs and recommendation regarding de-fossilisation of the EU agriculture and legal instruments.

Following these communication and dissemination objectives, the following targets are agreed, although some of them will be revue in following versions of the Strategy.

Table 4. Dissemination and Communication Results Indicators

Objective	Result Indicators
Project communication and dissemination at regional, national and European level	<ul style="list-style-type: none"> • 1500 people outreached by promotional materials. • 3 Newsletters • 500 people outreached by digital newsletters • 6 press releases • 20 popular articles published. • 2 Open Access papers • 800-1000 end-user material available on the AgEnergy Platform • 2.000 visitors at website • 500 Twitter followers • 500 LinkedIn contacts • 200 Facebook Likes to page • 50 Practice abstracts (20 open-field, 10 greenhouses, 20 livestock)
Stakeholders and end-users engagement through targeted events	<ul style="list-style-type: none"> • 3 Regional Workshops per “hub”. • 3 Transnational Workshops • 1 Brokerage Event in Brussels • 800 participants at AFF workshops (regional, transnational and BE) • 25-40 stakeholders involved in regional workshops (per REGION) • 30 non-project events where AFF is actively disseminated • 1500 participants in events where AFF is actively disseminated • 1000 stakeholders registered on the Platform • 400 (50 /region) farmers interviewed in each region • 30 experts interviewed to asses factors influencing adoption • 80% FEFTS assessment by end-users on AgEnergy Platform • 800 FEFTS deployed on the AgEnergy Platform

Ensure the sustainability of project results through its link with EU wide initiatives, especially the EIP	<ul style="list-style-type: none"> • 40 Links with EIP-Agri, Operational Groups and FEFTS clusters. • 20 EIP-Agri Thematic Networks coordinated with. • 5 EIP-Agri Focus Groups coordinated with. • 15 EU-related projects coordinated with. • 40 multi-actor innovation collaborations (5 per region) • 10 multi-actor cross-border innovation collaborations
Maximize the impact of the developed policy guidelines	<ul style="list-style-type: none"> • 1 Policy guidelines on the de-fossilisation of EU agriculture • 1 Consultation Workshop of the policy guidelines with EU bodies. • 50 policy makers reached with recommendations and policy briefs

2.3. Target Groups Mapping and Assessment

The AgroFossilFree Dissemination and Communication Plan will take advantage of the project's "**Multi Actor Approach**" and the strong presence of the project partners in their respective regional AKIS, which will facilitate an **interactive and targeted** dissemination and communication of project results across the value chain as well as the general public. In order to maximise the impact of AgroFossilFree dissemination activities, a preliminary stakeholder analysis has been conducted by partners to identify and prioritise organisations across the EU potentially interested in AgroFossilFree. This mapping exercise has allowed identifying the groups directly impacted by the project but also secondary groups, who might not directly be involved but could be influenced/have an influence on the project, as well as those that can act as "multipliers" for reaching a broader audience. This database of key Target Groups will be used for communication and dissemination purposes, in order to better targeting the dissemination efforts while respecting at all times the personal data protection regulations. Additionally, this list will be enriched with the Stakeholder Mapping exercise in Task 3.3 lead by REScoop.eu that will be finalised by the end of 2021. The following Target Groups have been identified as relevant for AgroFossilFree:

- **FARMERS:** including individual farmers, farmers' associations and federations, farmers' unions, farmers' cooperatives at regional, national and EU level, agricultural chambers, etc; This is the first and foremost target group of AgroFossilFree, as the final aim of the project is to increase the adoption level of FEFTs by this group. Farmers will be categorized according to their main farming operations/farm types in which they are involved: *i) Open-field crop production ii) Greenhouse and nursery, iii) Livestock production*. Key messages and activities/events developed in the project will be tailored accordingly to their specific needs.
- **AGRICULTURE ADVISORY AND EXTENSION SERVICES:** governmental/public advisory services, private advisory services and individual agricultural consultants. This target group has an important role in bridging the gap between research, innovation and practitioners (farmers), allowing for the adoption and transfer of agricultural innovations and FEFTS. They are therefore, a key Target Group in AgroFossilFree. Following the EIP-AGRI definition, advisors can be considered "Innovation Brokers".
- **RESEARCH AND INNOVATION NETWORKS:** All kind of Research & Innovation networks, especially the EIP-AGRI, and other research networks, projects and initiatives in relation to FEFTS application in sustainable agriculture, machinery development, information technology in agriculture, IoT initiatives; Relevant European Technology Platforms (those in the areas of Bio-Economy Energy, Environment and ICT), the Agriculture Food Security and Climate Change and Water JPIs and other networks and initiatives at EU

level will be contacted for promotion, dissemination and endorsement of AgroFossilFree results, as well as for obtaining their insights and knowledge on the project's activities.

- **FEFTS INDUSTRY:** Large enterprises, SMEs and start-ups in different fields: companies manufacturing and producing RES and Energy Efficiency Technologies, Agricultural Constructions Management Systems, Biofuels from agricultural residues and/or waste, Agricultural Machinery using biofuels, electrified implements, Smart Farming Technologies and Techniques and Conservation Agriculture technologies. Interaction and collaboration among industry, research and end-users is necessary to produce marketable solutions allowing for reduced and renewable energy consumption in the agricultural sector. On the other side, FEFTS industry will benefit from the expansion and adoption of these technologies by the agricultural community. On top of a key Target Group, the industry is therefore also a key stakeholder for AgroFossilFree and shall, as such, be approached accordingly.
- **AUTHORITIES AND POLICY MAKERS:** National, regional and local representatives of agricultural authorities (ministries, departments) related to Common Agricultural Policy (CAP), EARDF Regional Development Programmes; experts on regulatory issues related to the use of energy in agriculture, FEFTS use; standardization and certification bodies; policy makers at European and national level, EU's DG RESEARCH, DG AGRI, DG ENER, DG INDUSTRY, DG SANTE, DG ENV, DG GROW, SCAR, Public Environmental Monitoring Authorities, National and International Organizations in sustainable agriculture. There is a bested interest on the further regulation, promotion and endorsement of FEFTS as a solution for the competitiveness, resource efficiency and environmental challenges of future farming where such authorities can play a key role, both as recipients of learning, best cases and recommendations drawn from AgroFossilFree project as well as multiplier agents of dissemination efforts.
- **CONSUMERS/EU CITIZENS:** Finally, general public can also be considered as a target group, as people are increasingly aware of the impact of agriculture on the environment and demands more information on food production. This target group will be outreached by promotional publication and social media campaigns.

On top of the primary Target Groups AgroFossilFree also addresses **two secondary groups** that are also project stakeholders:

- **HIGHER EDUCATION & RESEARCH:** Public and private Universities and other education and training institutions across the EU: faculties of agronomy, engineering and environmental sciences, vocational and technical schools in agronomy in the area of FEFTS, agricultural production, operations management, agroecology, renewable energies, among others.
- **AGRICULTURAL STUDENTS,** as the new professionals in the SFT value chain, need to be educated in the applicability and potential for utilisation of FEFTS from a systemic approach, in order to acquire knowledge and skills on the collection, integration and interpretation of information in complex and interconnected agricultural systems.

In parallel to the Target Groups mapping, partners have conducted an **Assessment of Target Groups**, in order to identify: **i)** Expectation and Benefits from AFF project; **ii)** Potential problems to be addressed for their engagement; **iii)** Project results of their interest, and **iv)** Dissemination strategies to engage them. This assessment has allowed understanding the different Target Groups needs and expectations, leading to the definition of specific messages to their needs, the characterisation of AFF outputs tailored to their expectations,

as well as the design of the dissemination strategy of these groups in terms of tools and activities to address. As a result of the assessment, the following findings can be highlighted:

Table 5. Target Groups Analysis

FARMERS	
Expectations and benefits from AFF project	<ul style="list-style-type: none"> • Increase general knowledge on available FEFTS. • Increase FEFTS adoption according to their specific needs. • Improve productivity and efficiency in their farms. • Reduce fossil fuel use and GHG emissions. • Compliance with EU strategies (Green Deal and Farm to fork) and fossil energy use reduction policies. • Optimize agricultural production, maintaining yield and quality of the end product offered to consumers in a cost efficient manner. • Closer links to researchers, FEFTS industry and commercial solutions • Bring up front their needs for FEFTS adoption and energy use. • Acquire the skills and knowledge needed for adopting an informed decision on the most suitable FEFTS for their needs • Becoming familiar with FEFTS and services available on the market by learning their usage, configuration, set-up and benefits. • Increase knowledge on good agricultural practices and efficient farm management.
Problems & barriers	<ul style="list-style-type: none"> • Language barriers. • Limited internet access in certain areas. • Low background and expertise in the use of online Platforms. • Limited access to information on new FEFTS developments, including cost-benefits. • High cost for installation of FEFTS, especially for small/medium farmers due to their low income and high prices of such innovative systems. • The fast pace of FEFTS development, their complexity, diversity in farm sizes in Europe, cultural, perception, lack of expertise and economic constraints are drawbacks that have hindered adoption by farmers.
Results of interest	<ul style="list-style-type: none"> • Access to FEFTS inventory adapted to each particular crop/animal holding types and regional conditions. • Access to a list of best practices and success stories in the use of FEFTS. • Access to training material for fostering the adoption of FEFTS. • Collaboration and exchange with FEFT Industries and Scientist at innovation workshops. • Engagement and participation at new innovation-based projects responding to practical needs of farmers and grassroots-level ideas. • Access to AgEnergy platform where to get a better overview on available FEFTS to increase efficiency and productivity in their own farm.
Engagement strategies	<ul style="list-style-type: none"> • Invitation to fulfil questionnaires and surveys about their specific needs and interests regarding FEFTS. • Invitation to participate at AFF workshops where to interact with relevant actors and get knowledge regarding FEFTS and best practices. • Invitation to participate and interact through The AgEnergy Platform where information and knowledge on FEFTS will be available in the form

	<p>of easily accessible and comprehensive end-user material. Materials will be translated to local language to increase end-users engagement.</p> <ul style="list-style-type: none"> • Invitation to make use of the Decision Support Tool in The AgEnergy Platform to successfully choose the most effective FEFTS according to their farm's specific needs. • Invitation to subscribe to e-newsletter and follow up AFF social media. • Networking & personal meetings by partners with farmer community • Dissemination of AFF in the framework of partner's events and other agriculture and energy use related events, conferences and fairs. • Information about AFF end-users materials and results through partners' and multipliers' channels and specialized farmers' mass media.
AGRICULTURE ADVISORY AND EXTENSION SERVICES	
Expectations and benefits from AFF project	<ul style="list-style-type: none"> • Update information on commercial available FEFTS. • Get better knowledge on the economic and environmental benefits following the adoption of FEFTS in order to better advise farmers. • Improve access to farmers, researchers, FEFTS industry and available commercial solutions. • Provision of a better agronomic support and consultancy service, by acquiring knowledge on market FEFTS solutions and their benefits. • Updated information on new EU policies (Green Deal and Farm to fork).
Problems & barriers	<ul style="list-style-type: none"> • Language barrier. • Time and economic resources availability. • Insufficient positioning on FEFTS strategies within organisations.
Results of interest	<ul style="list-style-type: none"> • Access to FEFTS inventory with technical and economic assessment. • Access to a list of best practices and success stories in the use of FEFTS. • Access to training material for fostering the adoption of FEFTS. • Collaboration and exchange with farmers, FEFT Industries and Scientist at AFF workshops. • Engagement and participation at new innovation-based projects. • Access to AgEnergy platform where to get a better overview on available FEFTS. • Access to farmers' needs assessments and interests regarding FEFTS and energy use.
Engagement strategies	<ul style="list-style-type: none"> • Invitation to fulfil questionnaires and surveys about users' needs and interests regarding FEFTS. • Invitation to participate at AFF workshops where to interact and exchange with relevant actors and get knowledge regarding available FEFTS and best practices. • Invitation to participate and interact through The AgEnergy Platform where information and knowledge on FEFTS will be available in the form of easily accessible and comprehensive end-user material. • Invitation to subscribe to e-newsletter and follow up AFF social media. • Networking & personal meetings with project partners. • Dissemination of AFF in the framework of partner's events and other agriculture and energy use related events, conferences and fairs. • Information about AFF end-users materials and results through partners' and multipliers' channels and specialized farmers' mass media.

FEFTS INDUSTRY	
Expectations and benefits from AFF project	<ul style="list-style-type: none"> • Increase knowledge on farmers' needs, technology acceptance and use in order to offer them suitable and adapted FEFTS solutions and eventually increase FEFTS adoption. • Possibilities for absorbing innovation-driven research coming up from academia. • Direct verification of FEFTS developments by end-users during the assessment phase. • Inspiration for development of new FEFTS solutions based on cooperation and feedback from end-users. • Increase general knowledge on different FEFTS and services available on the market by learning its usage, configuration, set-up and benefits. • Acquire knowledge on how FEFTS promotes efficient farm management and good agricultural practices. • Increase knowledge on FEFTS market potential. • Increase visibility on developed FEFTS solutions and made them reachable by end-users. • Closer links to researchers, farmers and policy makers. • Increase knowledge on FEFTS compliance with EU strategies (Green Deal and Farm to fork) and fossil energy use reduction policies.
Problems & barriers	<ul style="list-style-type: none"> • Higher prices and costs inherent to FEFTS and novel industrial processes. • Confidentiality issues due to operating on a competitive market.
AFF results of interest	<ul style="list-style-type: none"> • Access to FEFTS inventory with technical and economic assessment. • Access to a list of best practices and success stories in the use of FEFTS • Access to training material for fostering the adoption of FEFTS. • Collaboration and exchange with farmers, policy makers, scientist and relevant national and EU players at AFF workshops. • Engagement and participation at new innovation-based projects responding to practical needs of farmers and grassroots-level ideas. • Access to AgEnergy platform where to get a better overview on available FEFTS, as well as to increase visibility and promote commercial FEFTS developed by their companies. • Access to farmers' needs assessments and interests regarding FEFTS and energy use.
Engagement strategies	<ul style="list-style-type: none"> • Invitation to fulfil questionnaires and surveys about their specific needs and interests regarding FEFTS adoption. • Invitation to participate at AFF innovation workshops where to interact and exchange with relevant actors and get knowledge regarding end-users' needs, available FEFTS and best practices. • Invitation to participate and interact through the AgEnergy Platform where to promote their FEFTS and increase visibility. • Invitation to subscribe to e-newsletter and follow up AFF social media. • Networking & personal meetings with project partners. • Dissemination of AFF in the framework of partner's events and other agriculture and energy use related events, conferences and fairs. • Information about AFF end-users materials and results through partners' and multipliers' channels and specialized farmers' mass media.

AUTHORITIES AND POLICY MAKERS	
Expectations and benefits from AFF project	<ul style="list-style-type: none"> • Increase knowledge on farmers' needs and expectations regarding FEFTS solutions and energy use. • Exchange of information and views with key players at EU level (farmers, advisors and FEFTS industries). • Adopt policy recommendations and guidance for new policy, programmes, regulations and measures supporting FEFTS adoption, integrated with national and EU Strategies. • Increase information about the policies and programmes existing on other Member States regarding energy uses and FEFTS. • Acquire knowledge on how FEFTS promotes efficient farm management and good agricultural practices. • Increase knowledge on FEFTS compliance with EU strategies (Green Deal and Farm to fork) and fossil energy use reduction policies. • Increase knowledge for the adoption of new policies and/ or regulations at local and regional level.
Problems & barriers	<ul style="list-style-type: none"> • Time and economic resources availability. • Insufficient positioning of FEFTS strategies within regional policy agendas.
AFF results of interest	<ul style="list-style-type: none"> • Access to policy guidelines and recommendation on the de-fossilisation of EU agriculture. • Access to FEFTS inventory with technical and economic assessment. • Access to a list of best practices and success stories in the use of FEFTS • Access to training material for fostering the adoption of FEFTS. • Access to farmers' needs assessments and interests regarding FEFTS and energy use. • Access to AgEnergy platform where to get a better overview on available FEFTS. • Collaboration and exchange with farmers, FEFTS industry, scientist and relevant national and EU players at innovation workshops.
Engagement strategies	<ul style="list-style-type: none"> • Invitation to participate at AFF multi-actor innovation workshops, brokerage events and consultancy workshops where to interact and exchange with relevant actors and get knowledge regarding end-users' needs, available FEFTS and best practices. • Invitation to participate and interact through The AgEnergy Platform where information and knowledge on FEFTS will be available in the form of easily accessible and comprehensive end-user material. • Invitation to subscribe to e-newsletter and follow up AFF social media. • Networking & personal meetings with project partners. • Dissemination of AFF in the framework of partner's events and other agriculture and energy use related events, conferences and fairs. • Information about AFF end-users materials and results through partners' and multipliers' channels and specialized farmers' mass media.

RESEARCH AND INNOVATION NETWORKS

Expectations and benefits from AFF project	<ul style="list-style-type: none"> • Integration in wider networks, researching and exchanging information about available FEFTS solutions and energy use in the agricultural sector. • Access to grass roots innovation driven ideas coming up from farmer community and access to a forum where to promote multi-actor innovation initiatives. • Links between Thematic Networks for the delivery of common policy recommendations aimed at current and new Focus Groups and national policy makers. • Increase knowledge on farmers' needs and expectations regarding FEFTS solutions and energy use. • Acquire knowledge on how FEFTS promotes efficient farm management and good agricultural practices. • Closer links to researchers, farmers, FEFTS industry and policy makers. • Increase knowledge on FEFTS compliance with EU strategies (Green Deal and Farm to fork) and fossil energy use reduction policies. • Exchange of information and views with key players at EU level (farmers, advisors and FEFTS industries).
Problems & barriers	<ul style="list-style-type: none"> • Time and economic resources availability.
AFF Results of interest	<ul style="list-style-type: none"> • Access to practice abstracts and new research ideas regarding FEFTS in the agricultural sector. • Access to FEFTS inventory with technical and economic assessment. • Access to a list of best practices and success stories in the use of FEFTS. • Access to training material for fostering the adoption of FEFTS. • Access to farmers' needs assessments and interests regarding FEFTS and energy use. • Collaboration and exchange with farmers, FEFTS industry, policy makers, scientist and relevant national and EU players at innovation workshops. • Engagement and participation at new innovation-based projects responding to practical needs of farmers and grassroots-level ideas. • Access to AgEnergy platform where to get a better overview on available FEFTS. • Access to policy guidelines and recommendation on the de-fossilisation of EU agriculture.
Engagement strategies	<ul style="list-style-type: none"> • Invitation to participate at AFF workshops and brokerage events where to interact and exchange with relevant actors and get knowledge regarding end-users' needs, available FEFTS and best practices. • Invitation to participate and interact through The AgEnergy Platform where information and knowledge on FEFTS will be available in the form of easily accessible and comprehensive end-user material. • Invitation to subscribe to e-newsletter and follow up AFF social media. • Networking & personal meetings with project partners. • Dissemination of AFF in the framework of partner's events and other agriculture and energy use related events, conferences and fairs. • Information about AFF end-users materials and results through partners' and multipliers' channels and specialized farmers' mass media.

HIGHER EDUCATION & RESEARCH

Expectations and benefits from AFF project	<ul style="list-style-type: none"> • Information on research calls and funding sources. • Exploitation and valorisation of research results and data into new research initiatives, commercial solutions and scientific papers. • Adapt basic and applied research agenda fitting farmer's and FEFTS Industries' needs. • Access to farming community and FEFTS industries to get engaged into relevant based new R&I projects. • Increase FEFTS scientific knowledge. Understand the environmental and economic benefits for utilization of FEFTS under different scenarios and with different approaches. • Closer links to farmer community, advisors, FEFTS industry and research networks to better understand different realities through the FEFTS value chain. • Increase general knowledge on good agricultural practices and efficient farm management. • Understand the applicability and the potential of FEFTS in complex and interconnected agricultural systems and through a multidisciplinary approach.
Problems & barriers	<ul style="list-style-type: none"> • Competition between researchers. • Different perspectives within Universities on regards to valorisation of research results. • Time and economic resources availability.
AFF Results of interest	<ul style="list-style-type: none"> • Access to FEFTS inventory with technical and economic assessment. • Access to a list of best practices and success stories in the use of FEFTS • Access to training material for fostering the adoption of FEFTS. • Collaboration and exchange with farmers, policy makers, scientist and relevant national and EU players at innovation workshops. • Engagement and participation at new innovation-based projects responding to practical needs of farmers and grassroots-level ideas. • Access to AgEnergy platform where to get a better overview on available FEFTS. • Access to farmers' needs assessments and interests regarding FEFTS and energy use.
Engagement strategies	<ul style="list-style-type: none"> • Invitation to participate at AFF multi-actor innovation workshops where to interact and exchange with relevant actors and get knowledge regarding end-users' needs, available FEFTS and best practices • Invitation to participate and interact through The AgEnergy Platform where information and knowledge on FEFTS will be available in the form of easily accessible and comprehensive end-user material. • Invitation to subscribe to e-newsletter and follow up AFF social media. • Networking & personal meetings with project partners. • Dissemination of AFF in the framework of partner's events and other agriculture and energy use related events, conferences and fairs. • Information about AFF end-users materials and results through partners' and multipliers' channels and specialized farmers' mass media.

2.4. Key Messages

The AgroFossilFree Dissemination and Communication Plan, as an integral part of WP5, will interact with other project WPs, the latter feeding the most relevant outcomes for their efficient dissemination. In this framework, fluent communication among partners (especially WP leaders) will be crucial in order to identify and prioritise the relevant information to disseminate, as well as the most suitable tools for its efficient communication to the target groups. According to the Target Groups identified in the analysis, the key messages already proposed in the project's DoA have been revised and tailored, taking into account the preliminary knowledge of target groups and what type of information they might need (technical, economical, etc) in relation to the project outputs. Communication and dissemination of the key messages will be made following “storytelling” principles and “narrative scenarios”, avoiding a mere listing of facts in order to achieve greater public engagement. Taking into account the specificities of AgroFossilFree target audiences, and in order to better explain the relevance of the project and attract their interest and engage them in project activities, a range of **key messages** will be tailored and conveyed:

Table 6. AgroFossilFree key messages

Target Group	Key messages: <i>Through participating in AgroFossilFree ...</i>
Farmers	<ul style="list-style-type: none"> • Novel FEFTS solutions can increase the profitability and sustainability of your farm while they help you be in line with EU legislation and targets. • Get involved and provide feedback, so that research and industry will produce solutions tailored to your needs and interests regarding FEFTS and energy use. Stay at the latest step on farm energy use. • Get involved and participate in your regional AFF Multi-Actor Innovation Workshops and meet relevant actor in the FEFTS value chain. Have your say and express your ideas and needs regarding FEFTS. • You will get to know real cases and success stories on how FETS can increase profitability and sustainability and help you comply with the demanding European environmental legislation. • Participate and interact through the AgEnergy Platform and get to know the most suitable FEFTS adapted to your specific needs whether you work at: i) Open-field crops ii) Greenhouses/nurseries or iii) Livestocks. • Have your say on the delivery of recommendations on how your region can further promote the adoption of FEFTS.
Agriculture Advisory and Extension Services	<ul style="list-style-type: none"> • You are the local innovation brokers that will bring novel FEFTS solutions into practice. Get involved and learn how you can provide better services to your customers by bridging the gap in the use of novel FEFTS. • Get involved and participate in your regional Multi-Actor Innovation Workshops. Meet farmers, agricultural advisors, research, industry and other relevant actor in the FEFTS value chain, so that you will increase knowledge and exchange on potential adoption of FEFTS in your region. • Participate and interact through the AgEnergy Platform in order to get updated information on commercial available FEFTS, best practices and success stories so you will be able to support your client farmers in introducing them successfully in their agricultural systems. • You will get to know best practices of other agricultural advisors across the EU that has succeeded at overcoming the barriers for the introduction

	<p>of FEFTS in agricultural systems.</p> <ul style="list-style-type: none"> • As an advisory service you can play a key role advising farmers about compiling with EU policies and strategies (Green Deal and Farm to fork). • AFF will provide you with training and materials allowing having an informed opinion about different FEFTS, and will allow you to assess their suitability for your farmers' interests. • You will also be able to play an intermediary between farmers and FEFTS industries for the development of new value chains, thanks to your close contact and knowledge of farmers' interests.
FEFTS Industry	<ul style="list-style-type: none"> • Now is the time to unlock the potential of novel FEFTS in EU agriculture by addressing real needs of real farmers. There is a huge market to conquer by engaging in the new farmer-centred model FEFTS innovations. • There are big profits for those investing in FEFTS for agriculture before they become mainstream. • You will be able to grasp new business opportunities for the delivery of new products by being aware of farmers' needs and the most promising research-based results. • You will increase your sales by showcasing and advertising your commercial offer outreaching a wide number of potential end-users among the EU farmer community. • There are many research-based results with promising results for your industrial processes that could help you improve your economic turnaround. AFF will help you get to know them and will showcase and demonstrate how they work. • We will help you to increase visibility on developed FEFTS solutions and made them reachable by end-users. We will help farmers to identify you as potential allies and suppliers. • Bring up in the EU agenda the needs for the further support of measures, tools and policies facilitating the adoption of FEFTS by EU farmers. • Get involved and participate in your regional Multi-Actor Innovation Workshops and meet farmers, advisors, research and other relevant actor in the FEFTS value chain, so that you will increase knowledge on farmers' needs, technology acceptance and use in order to offer them suitable and adapted FEFTS solutions and eventually increase FEFTS adoption. • Participate and interact through the AgEnergy Platform where you can showcase and promote your commercial FEFTS. • Get updated information on available FEFTS, technical and economic assessment and training material for fostering the adoption of FEFTS.
Research and Innovation Networks	<ul style="list-style-type: none"> • AFF will provide your network the opportunity to integrate in wider networks, research and exchange information with key players about available FEFTS solutions and energy use in the agricultural sector. • Participate and interact through the AgEnergy Platform where to get access to FEFTS inventory, best practices, success stories and training material for fostering the adoption of FEFTS. • Get access to practice abstracts and new research ideas regarding FEFTS in the agricultural sector. • Get involved and participate in AFF Multi-Actor Innovation Workshops and Brokerage Event where to interact with relevant actors, so that you

	<p>will increase knowledge on farmers' needs and FEFTS availability.</p> <ul style="list-style-type: none"> AFF will help you to increase links with other Networks for the delivery of common policy recommendations on the de-fossilisation of EU agriculture adapted to farmers' needs and aimed at national policy makers.
Higher education & research	<ul style="list-style-type: none"> Co-creation is the name of the game. If you want to have a positive and high impact on productivity and environmental sustainability of agriculture by results-oriented research you need to cooperate with industry and end-users. AFF offers you the possibility of getting involved with industry and end-users in results-oriented research initiatives so your research will have a positive impact on productivity and environmental sustainability at EU agriculture. You will get to know other scientists across the EU with similar and complementary expertise so you can establish scientific fruitful collaborations. You can get updated FEFTS scientific knowledge. Understand the environmental and economic benefits of FEFTS under different scenarios and with different approaches. Participate and interact through the AgEnergy Platform where you can have access to FEFTS inventory, best practices and success stories in the use of FEFTS and training material for fostering the adoption of FEFTS. Get involved and participate in your regional Multi-Actor Innovation Workshops. Meet farmers, advisors, researchers, industry and other relevant actor in the FEFTS value chain, so that you will increase knowledge on farmers' needs and get feedback for your results-oriented research and grassroots-level ideas.
Authorities and Policy Makers	<ul style="list-style-type: none"> AgroFossilFree will produce policy guidelines as well as a roadmap on how to apply the equipment, technologies and best practice examples of FEFTS in European agriculture. Get involved and participate in AFF Multi-Actor Innovation Workshops, brokerage events and consultancy workshops where to interact and exchange with relevant actors in order to adapt policy guidelines to farmers' needs and expectations. Participate and interact through the AgEnergy Platform where to acquire update information on available FEFTS, FEFTS compliance with EU strategies, and FEFTS allowing efficient farm management and good agricultural practices.
Consumers/EU Citizens	<ul style="list-style-type: none"> EU-funded research in novel FEFTS is providing solutions for safe food production while protecting our environment from the impacts of high direct and indirect energy consumption. Global agriculture mainly relies on fossil resources that have been related with the anthropogenic impact causing climate change. AgroFossilFree will enhance the use of FEFTS by farmers to address cleaner and more efficient energy production and use in EU agriculture and reduced GHG emissions while optimising agricultural production. Get to know more about FEFTS and efficient energy use in agriculture by following up AgroFossilFree social media, subscribing to digital newsletter and interacting through the AgEnergy Platform.

2.5. Outputs Assessment

AgroFossilFree will produce a large number of results and deliverables that will be of the interest of target groups, and which will be the subject of specific strategies for their communication and dissemination during and after the project. As explained before, stakeholders' engagement is of great importance for the success of AFF project, as they will play a key role in providing inputs throughout the assessment process. AFF target groups will effectively be engaged through two-ways exchange communication activities that will ensure that the project results are users-need oriented thus maximizing their exploitation, transferability and uptake. The following table summarises main outputs of AgroFossilFree, the target group they are aimed at and the dissemination strategies (activities and tools) to be followed for the successful engagement of Target groups and the achievement of the project's objectives in terms of FEFTS adoption by end-users.

Table 7. Project's outcomes, target groups and dissemination tools and activities.

Result	Target Group/s	Dissemination Strategy (Tools & Activities)
Current energy use status in EU agriculture (WP1)	Farmers Advisor/Extension Services R&I Networks FEFTS Industry Authorities/Policy Makers Consumers/Eu Citizens Higher Education/Research Agricultural Students	AgEnergy Platform, Web, newsletter & social media End-users material (practice abstracts, policy briefs) AFF workshops & Brokerage event Non-project events (congress, fairs, etc) Scientific papers (open-access) Technical and popular publications Public deliverables in webportal and OpenAire Partners' and multipliers' channels
Farmers' needs assessment and interests (WP1)	Farmers Advisor/Extension Services R&I Networks FEFTS Industry Authorities/Policy Makers Higher Education/Research	AgEnergy Platform, Web, newsletter & social media End-users material (practice abstracts, policy briefs) AFF workshops & Brokerage event Non-project events (congress, fairs, etc) Scientific papers (open-access) Technical and popular publications Public deliverables in webportal and OpenAire Partners' and multipliers' channels
Successful innovation processes and best practices around FEFTS (WP1)	Farmers Advisor/Extension Services R&I Networks FEFTS Industry Authorities/Policy Makers Higher Education/Research Agricultural Students	AgEnergy Platform, Web, newsletter & social media End-users material (practice abstracts, policy briefs) AFF workshops & Brokerage event Non-project events (congress, fairs, etc) Technical and popular publications Public deliverables in webportal and OpenAire Partners' and multipliers' channels
List of available FEFTS solutions (WP2)	Farmers Advisor/Extension Services R&I Networks FEFTS Industry Authorities/Policy Makers Consumers/Eu Citizens Higher Education/Research Agricultural Students	AgEnergy Platform, Web, newsletter & social media End-users material (practice abstracts, policy briefs) AFF workshops & Brokerage event Non-project events (congress, fairs, etc) Scientific papers (open-access) Technical and popular publications Public deliverables in webportal and OpenAire Partners' and multipliers' channels

List of available financing tools in EU agriculture (WP2)	Farmers Advisor/Extension Services R&I Networks FEFTS Industry Higher Education/Research	AgEnergy Platform, Web, newsletter & social media End-users material (practice abstracts, policy briefs) AFF workshops & Brokerage event Non-project events (congress, fairs, etc) Technical and popular publications Public deliverables in webportal and OpenAire Partners' and multipliers' channels
Mapping of the clusters, networks and OGs in FEFTS (WP3)	Farmers Advisor/Extension Services R&I Networks FEFTS Industry Authorities/Policy Makers Higher Education/Research	AgEnergy Platform, Web, newsletter & social media End-users material (practice abstracts, policy briefs) AFF workshops & Brokerage event Non-project events (congress, fairs, etc) Technical and popular publications Public deliverables in webportal and OpenAire Partners' and multipliers' channels
Recommendations on FEFTS future research in EU Agriculture (WP3)	R&I Networks FEFTS Industry Higher Education/Research Agricultural Students	AgEnergy Platform, Web, newsletter & social media End-users material (practice abstracts, policy briefs) AFF workshops & Brokerage event Non-project events (congress, fairs, etc) Technical and popular publications Public deliverables in webportal and OpenAire Partners' and multipliers' channels
Policy guidelines on FEFTS adoption in EU agriculture (WP3)	Farmers Advisor/Extension Services R&I Networks FEFTS Industry Authorities/Policy Makers Higher Education/Research Agricultural Students	AgEnergy Platform, Web, newsletter & social media End-users material (practice abstracts, policy briefs) AFF workshops & Brokerage event Non-project events (congress, fairs, etc) Technical and popular publications Public deliverables in webportal and OpenAire Partners' and multipliers' channels
AgEnergy Online Platform (WP4)	Farmers Advisor/Extension Services R&I Networks FEFTS Industry Authorities/Policy Makers Consumers/Eu Citizens Higher Education/Research Agricultural Students	AgEnergy Platform, Web, newsletter & social media End-users material (practice abstracts, policy briefs) AFF workshops & Brokerage event Non-project events (congress, fairs, etc) Technical and popular publications Public deliverables in webportal and OpenAire Partners' and multipliers' channels
Decision Support Toolkit (WP4)	Farmers Advisor/Extension Services R&I Networks FEFTS Industry	AgEnergy Platform, Web, newsletter & social media AFF workshops & Brokerage event Non-project events (congress, fairs, etc) Partners' and multipliers' channels
Practice Abstracts (WP5)	Farmers Advisor/Extension Services R&I Networks FEFTS Industry Authorities/Policy Makers Consumers/Eu Citizens Higher Education/Research Agricultural Students	AgEnergy Platform, Web, newsletter & social media AFF workshops & Brokerage event Non-project events (congress, fairs, etc) Technical and popular publications Public deliverables in webportal and OpenAire Partners' and multipliers' channels

2.6. Dissemination Strategy Mix and Timing

The combined assessment of Stakeholders, Key Messages and main outputs to be disseminated, has allowed defining a dissemination strategy mix, composed of a combination of Communication and Dissemination Tools and Activities (described in next chapters) that will allow successfully engaging the target groups and achieve planned results Indicators:

Table 8. AFF Dissemination strategy mix

Target Groups	Communication and Dissemination tools (one-way communication)	Communication and Dissemination activities (two-way communication)
<ul style="list-style-type: none"> Farmers Advisor/Extension Services R&I Networks FEFTS Industry Authorities/Policy Makers Consumers/Eu Citizens Higher Education/Research Agricultural Students 	<ul style="list-style-type: none"> Logo and visual identity Webportal Social media Digital newsletter Promotional material Press releases AgEnergy Platform Scientific and Technical publications 	<ul style="list-style-type: none"> Project events or workshops Non-project events Networking & personal meetings

In order to maximize the impact of the dissemination tools and activities on the target groups, the AgroFossilFree Dissemination and Communication strategy mix will be adjusted to the timing and availability of the production of the project's outputs (Fig.2). For further details on the planning of the activities, see section 5.2 Dissemination Working Plan.

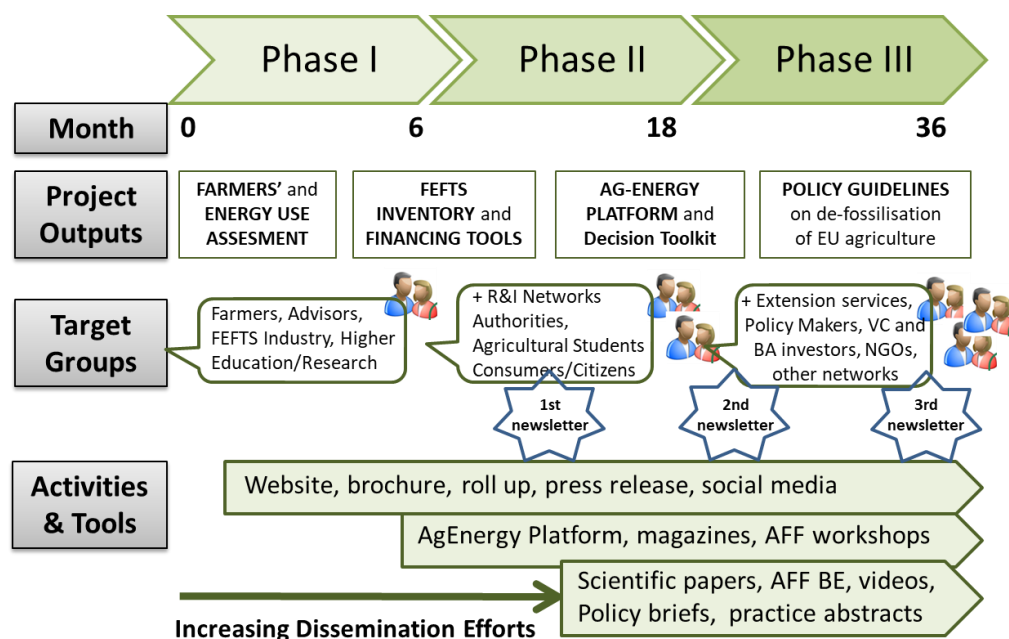


Fig.2. Timing of the Dissemination and Communication Strategy mix in AgroFossilFree

3. CHAPTER II. COMMUNICATION & DISSEMINATION MATERIALS

The AgroFossilFree Communication & Dissemination Plan will outline a number of communication materials & tools for **one-way communication** with large audiences. The materials developed will be selected and adapted to the specific needs, interests and involvement of the target groups in the regional AKIS “hubs”. Already established dissemination channels of AgroFossilFree partners, such as partners’ newsletters, websites, Social Media and events will be also used to further multiply the impact of the project’s own dissemination activities. In this respect, the CEMA, REScoop and ECAF websites, social media profiles and newsletters will be used as multipliers given their broad outreach.

3.1. Logo & Visual identity

An Image Handbook has been produced early in the project with the support of a professional graphic designer, in order to create the house-style graphical image of AgroFossilFree project (logo, templates for different types of documents and e-newsletters). The logo of AgroFossilFree has been designed in order to ensure that the target groups easily recall the project objectives and its orientation. The chosen logo, font and colours description is included in Fig. 3.



Fig.3. AgroFossilFree logo. Logo font and colours’ description.

The logo has been chosen by all AgroFossilFree participants as it seems to be self-explanatory on its nature. The logo is clear, captures the attention of the target groups and communicates the main concepts of AgroFossilFree that is “A Fossil Energy Free Agriculture”. Green and brownish colours link the logo to earth and nature, scene of the agricultural activities, while the greyish colour is a reference to fossil fuels and pollution.

All partners are expected to apply the logo in the communication and dissemination activities and respective publications to facilitate recognition of AgroFossilFree project and thus increase its impact. In particular, all dissemination material will showcase the AFF logo, the EU emblem, and a clear statement that the project has received funding from the Horizon 2020 research and innovation programme, through the following text: **THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION’S HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT N°101000496**



Fig.4. AgroFossilFree EU banner.

The Visual identity Handbook also includes the following templates to be consistently used by all partners:

Word template for Deliverables

A deliverable template has been produced in an MS Word format following the project's visual identity in order to have a consistent and recognisable layout for the project's deliverables.



Fig.5. AFF deliverable template.

Power Point template

The Power Point template will be used in the project meetings and all events where AFF results and activities are presented. It has been designed following the project's visual identity to facilitate the recognition of the project.



Fig.6. AFF Power Point template.

Digital signature/project banner



Fig.7. Digital signature/project banner

Letter template



Fig.8. Letter template.

3.2. Webportal

AgroFossilFree webportal (www.agrofossilfree.com) will be the main communication and dissemination channel of the project. The website will be the main entry point for the general public and will give access to general information on the project's activities and public results. The webportal will be developed by AGENSO following the architecture and contents provided by INI and the AgroFossilFree logo and image handbook. AgroFossilFree webpage main language will be English, but static information and some generated documents will be also available in partners' languages (EN/ES/FR/GR/IT/PL/GE/DU/DA). Web portal content will be periodically updated by Iniciativas Innovadoras and partners following agreed standard operating procedures. The architecture of the designed webportal, fully described in Annex 2, is the following:

HOME: Homepage with access to full navigation bar, different language version, as well as to the AgEnergy Platform, newsletter subscription and social media (Twitter, Facebook and LinkedIn). It will also showcase Partners' logos, EU logo, and GDPR disclaimer (see Fig. 9).

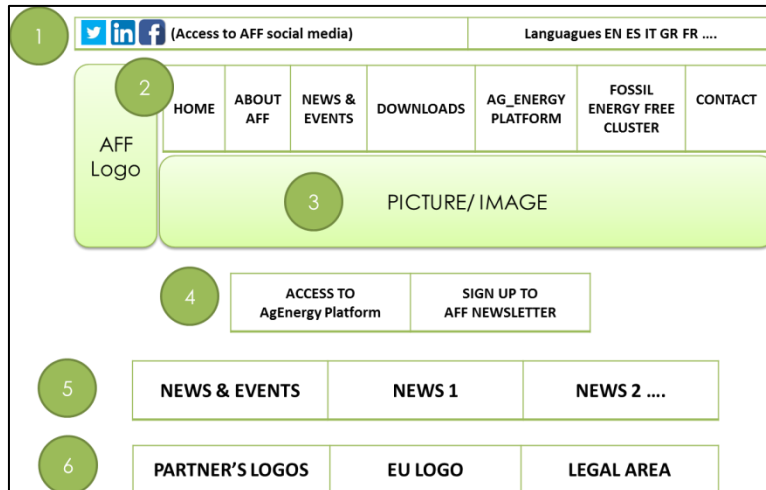


Fig.9. AFF webportal homepage initial design.

ABOUT AFF:

- ABOUT AFF/OVERVIEW. Static text describing project summary. Which are the main challenges faced by the project? Main project goals. What FEFTS are? Contribution to High Level EU Strategies.
- ABOUT AFF/OBJECTIVES. Detail of main project objectives in all languages.
- ABOUT AFF/PARTNERS. Information on AFF consortium partners.
- ABOUT AFF/PROJECT STRUCTURE. Static text describing work packages activities in all languages.
- ABOUT AFF/FIGURES. An overview of project description and results.
- ABOUT AFF/AFF WORKSHOPS. General description of the Workshops and Events to be organised in each region/country by AFF partners.

NEWS

- NEWS & EVENTS/NEWS. Project latest news will be displayed following tiles / blocks. Registration to the newsletter will be also displayed.
- NEWS & EVENTS/EVENTS. Three categories of events will be advertised: AFF events, PARTNERS related events and EIP-AGRI and other related events.

DOWNLOADS

- DOWNLOADS/COMMUNICATION MATERIALS. A page with downloadable communication materials once available (in English and other languages if needed).
- DOWNLOADS/DELIVERABLES. Downloadable versions of project reports and deliverables once available.
- DOWNLOADS/PRACTICE ABSTRACTS. A page with a listing of the Practice Abstracts produced. Once available they will be downloadable through a link.
- DOWNLOADS/RESEARCH PAPERS & ARTICLES. A page with a listing of the Scientific Papers and Articles produced with a link to the original source and according to the agreed rules in the Consortium Agreement.

AG_ENERGY PLATFORM

- AG_ENERGY PLATFORM. A page with a static text describing the main goal of the platform (in all languages) and a link to directly access the platform. What is the AgEnergy Platform? What will the AgEnergy Platform do for you as stakeholder?

FOSSIL ENERGY FREE CLUSTER

- FOSSIL ENERGY FREE CLUSTER/GOALS. Detail of main cluster's goals.
- FOSSIL ENERGY FREE CLUSTER/MEMBERS. It will include logos, names and main description of cluster's members (AFF, HyperFarm, TheGreefa, RES4LIVE and RENAISSANCE projects).
- FOSSIL ENERGY FREE CLUSTER/ACTIVITIES. A summary of main activities to be developed by the cluster.

CONTACT

- CONTACT/CONTACT. Includes a webform redirected to agrofossilfree@gmail.com, and contact details of the coordinator and the communication manager.
- CONTACT/LINKS to other EU initiatives and projects.

The webportal will be managed by Iniciativas Innovadoras with a Content Management System, who will feed regularly the News & Events section with the collaboration of appointed Communication Officers from partners. INI/AGENSO will manage the SEO following its expertise on this field, use frequently used keyword search phrases both in the metadata and in the contents pages. Google Analytics will allow the ongoing monitoring of the number of visitors and the traffic on the webportal sections, and such intelligent information will be used for improving the impact of the webportal. The project web portal will be kept alive for 2 years after the project's end and links to it will be made from the partners' own websites. Once the project web portal will be closed, a static page with info on the project and links to the AgEnergy Platform will be created in partners' own websites.

Partners will ensure good cross-linking between the webpage and their own sites. To that end, partners' webportals will also echo AFF news and events, positively impacting on the traffic of the webportal. Partners' webportals showcase a relevant outreach on their areas of influence:

Table 9.AFF partners websites

Partner	Webportal	Monthly visits
CERTH	https://ibo.certh.gr/	-
AU	https://eng.au.dk/en/	-
AUA	https://www2.aua.gr/en	-
IUNG-PIB	http://www.iung.pulawy.pl/eng/	500
CEMA AISBL	https://cema-agri.org/	5.500
ECAF	http://www.ecaf.org/	50
RESCOOP.EU ASBL	www.rescoop.eu	1.500
L&F	https://www.landbrugsinfo.dk/ https://agricultureandfood.dk/	20.000
CONFAGRICOLTURA	https://www.confagricoltura.it/ita/	-
LODR	http://www.lodr.konskowola.pl/www_m/	7.000
AGENSO	www.agenso.gr	1.000
DELPHY	https://www.delphy.nl	-
TEAGASC	www.teagasc.ie	-
WIP	https://www.wip-munich.de/	1.000
TTA	http://www.tta.com.es/	-
INI	www.iniciativas-innovadoras.es	630

3.3. Social media

Social media profiles for AFF have been created in three social networks such as Facebook, Twitter and LinkedIn. Strong social media presence will support the AFF Communication and Dissemination Plan, by outreaching a broadest audience, allowing project partners to get feedback from a large number of stakeholders and promoting the adoption of FEFTS by end-users and target groups. During the first steps of the project the activity on social networks is expected to be relatively low, gradually increasing as the project progresses in order to build a growing community around the project.

AgroFossilFree project will use social media with the following goals:

- Disseminate the project outputs, webportal services, materials and events, as well as those from project partners related to FEFTS and energy use.
- Engage stakeholders in the regional/national Workshops and brokerage event to establish the innovation multi-actor network.
- Obtain feedback from stakeholders to gather farmers' needs and energy use assessment.
- Attract targets groups and end-users to the AgEnergy Platform and FEFTS adoption.
- Provide information for raising awareness on the economic and environmental benefits of adopting FEFTS, providing latest news, trends and related events.

The different social media will be used in a complementary way, according to their features and in order to target different groups with relevant tailored messages.

Twitter

A Twitter account “@agrofossilfree” has been created by Iniciativas Innovadoras as one of the primary tools to immediately disseminate project activities and news to a wider audience, as well as to raise awareness about the latest news and trends regarding FEFTS and energy transition in the agricultural field. This will allow positioning AFF among the projects of reference dealing with de-fossilisation in the EU agriculture. In the Twitter account, tweets will be uploaded in a regular basis, referring to results and news on the project, and any important information institutional or scientific that is relevant to the field.



Fig.9. AgroFossilFree Twitter profile.

The official language of the tweets will be English, even though re-tweets might be made from original tweets in other languages. The Twitter account will be managed by INI and it will follow both main corporate and institutional players from academia, industry and national and EC agricultural and energy transition field, but also individual accounts of influencers in the agricultural field and FEFTS at worldwide level. In order to achieve a relevant positioning and number of followers, we will seek to link with partners' social media profiles, as well as those from EIP-AGRI, relevant projects and also Thematic Networks. The following hash tags will be consistently used to spread the Project news and announcements: #de-fossilisation, #EUagriculture, #H2020, #energytransition, #fossilfree, #smartfarming, #digitalfarming, #smartagriculture, #agtech, and mentions will be made to different key players such as @EU_H2020, @EIPAgri and the related projects @H2020Hyperfarm, @TheGreefa, @RES4LIVE and @H2020_Ren. A monthly monitoring on the number of followers and likes of the profile will be conducted by INI.

LinkedIn

Iniciativas Innovadoras has created a LinkedIn Profile for AFF project (<https://www.linkedin.com/in/agrofossilfree-project-1b117b1b8/>). This profile will provide partners a place to disseminate the project outputs, raise awareness on the use of FEFTS, and engage end user/target groups. INI will manage LinkedIn Profile and will participate in some interesting groups to help in the dissemination of project activities and results including: *HorizonH2020, AgTech and FoodTech, SMART FARMER, European Technology and Innovation Platform Smart Networks for Energy Transition, Knowledge for the energy transition, The Energy Transition Hub, EAGE - Decarbonization and Energy Transition, Energy Independence from Fossil Fuels Global Research and Consulting Network (SM), Renewable Energy is Cheaper than Fossil Fuel, and H2020 ENERGY Research.*



Fig.10. AFF LinkedIn profile

The official language of the posts will be in English. A monthly monitoring on the number of followers and likes of the page will be conducted thanks to LinkedIn analytical tools, measuring the number of followers, visitors, recommendations and shares. LinkedIn is a business-oriented social networking service and differs from other social media since it is mostly used for professional reasons. The LinkedIn profile will be used for building up a professional network with experts and groups of experts. It will look for professionals from the research, FEFTS and Smart Farming Technologies industries, and agricultural advisory services willing to get informed with more depth about the findings of the project.

Facebook

The AFF Facebook fan page will be created in a public mode with the name of “Agrofossilfree H2020 project” and the short name @H2020.Agrofossilfree.Project. The official language of the posts uploaded to this page will be English, even though posts in other languages, mainly those of partners will also be shared. INI will be the administrator of the Facebook page. It will manage all aspects of the page including messages dispatch and publication of posts, the confirmation of posts and comments, and the posting and sharing of events, including those of the Project, partners and other events of interest. A brief description of the project has been added to the Facebook page in order to inform the general public about the objectives of the project. The link to the webportal will also be displayed in the Facebook page. All partners’ Facebook pages and the pages from related initiatives and projects will be followed by AFF Facebook page. INI will carry out a monthly monitoring on the traffic of the Facebook page, thanks to Insights from Facebook, considering the number of Likes, Follows, Impressions, Interaction and People reached.

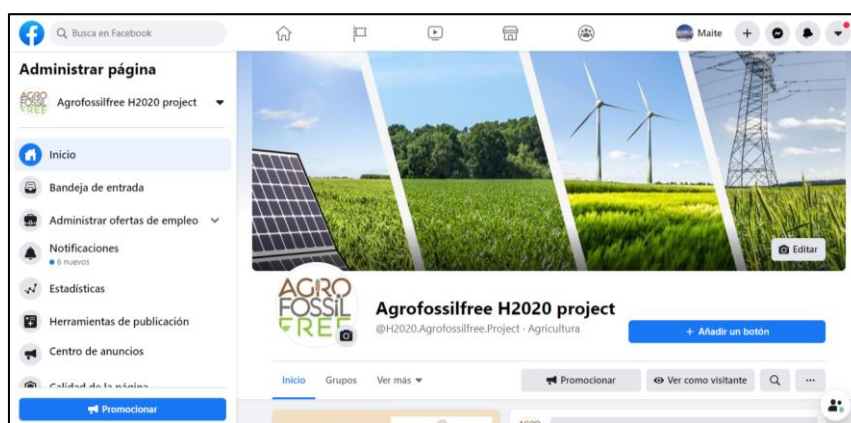


Fig.11. AFF Facebook page

In order to achieve a relevant positioning and number of followers, the AFF profiles will be linked with partners’ social media profiles, who will also echo the publications of AFF and the other way round, further increasing the combined impact and outreach of the project. AFF and partners’ social media accounts are already following each other in order to multiply the impact the dissemination (Table 10). Partners will be encouraged to take advantage of the Social Media profiles in AFF project in order to raise awareness at local/ regional level for increasing target groups engagement.

Table 10. AFF partners social media

Partner	Social media	Profile	Followers/ Likes
CERTH	LinkedIn	https://www.linkedin.com/company/institute-for-bio-economy-and-agri-technology/	84
	Facebook	https://www.facebook.com/iBO-CERTH-172857023329988	518
	Twitter	https://twitter.com/ibocerth	47
AU	LinkedIn	https://www.linkedin.com/company/au-engineering-aarhus-university/	3.377

	Facebook	https://www.facebook.com/EngineeringAU	7.436
AUA	LinkedIn	https://www.linkedin.com/in/agricultural-university-of-athens-aua-ofc-3814321aa/	464
	Facebook	https://www.facebook.com/AgriculturalUniversityofAthens/	5163
IUNG-PIB	LinkedIn	https://www.linkedin.com/company/iung	149
	Facebook	https://www.facebook.com/iungpib	1.175
	Twitter	https://twitter.com/iung_pib	176
	YouTube	https://www.youtube.com/channel/UC-iR_jhpJP6XFJJUuXk5UFg	160
CEMA AISBL	LinkedIn	https://www.linkedin.com/company/cema/	1.768
	Facebook	https://www.facebook.com/pages/CEMA-European-Agricultural-Machinery/123695791137485	1.238
	Twitter	https://twitter.com/cemaagri	3.026
	YouTube	https://www.youtube.com/user/cemaagri	84
ECAF	Twitter	twitter.com/ecaf_ca	771
	YouTube	https://www.youtube.com/channel/UCTL9WM5HOW5qKMIRdYJU1CA	36
RESCOOP. EU ASBL	LinkedIn	https://www.linkedin.com/company/rescoop.eu-vsw	830
	Facebook	https://www.facebook.com/rescoop.eu	2.778
	Twitter	https://twitter.com/REScoopEU	5.871
	YouTube	https://twitter.com/REScoopEU	207
	Instagram	https://www.instagram.com/rescoop.eu/	119
L&F	Facebook	https://www.facebook.com/segesokologi	4.000
CONFAGR ICOLTURA	LinkedIn	https://www.linkedin.com/company/confagricoltura	14.225
	Facebook	https://www.facebook.com/Confagricoltura	21.865
	Twitter	https://twitter.com/confagricoltura	20.122
	YouTube	https://www.youtube.com/channel/UC7FTIRIffxxziqOfEkJwq6A?view_as=subscriber	82
	Instagram	https://www.instagram.com/confagricoltura/	4318
LODR	Facebook	https://pl-pl.facebook.com/LODRwKonskowoli/	1.800
	YouTube	https://www.youtube.com/channel/UCz9fzIKAQEfXriPEBRCHTGg	50
AGENSO	LinkedIn	https://www.linkedin.com/company/agenso/	535
	Facebook	https://www.facebook.com/agenso/	526
	Twitter	https://twitter.com/AgensoGR	312
DELPHY	LinkedIn	https://www.linkedin.com/company/delphy	7.562
	Facebook	https://facebook.com/delphy	1.264
		https://facebook.com/delphyENG	764
	Twitter	https://twitter.com/DelphyNL	2.512
		https://twitter.com/DelphyEN	751
	YouTube	https://www.youtube.com/channel/UCFaG7qx3FiEg-	262

		ZBlcvYXKIQ	
TEAGASC	LinkedIn	www.linkedin.com/company/teagasc	24.658
	Facebook	www.facebook.com/Teagasc	42.089
	Twitter	www.twitter.com/teagasc	29.437
	YouTube	www.youtube.com/teagascmedia	7.71K
WIP	LinkedIn	https://www.linkedin.com/company/10877899/admin/	769
	Facebook	https://www.facebook.com/WIPRenewableEnergy	26
	Twitter	https://twitter.com/wiprenewables	754
	YouTube	https://www.youtube.com/channel/UCAh-SfI9nXJmU8fhMYUGIbA	232
TTA	LinkedIn	https://www.linkedin.com/company/trama-tecnoambiental/	1.799
	Twitter	https://twitter.com/tta_trama	211
	YouTube	https://www.youtube.com/channel/UCXIU-OAhk9b5Ua8poUM26MA	26
INI	LinkedIn	https://es.linkedin.com/company/iniciativas-innovadoras	2.000
	Twitter	https://twitter.com/iniciativas_in	335

Specific measures and techniques to increase follower engagement and acquiring new followers both in Facebook, LinkedIn and Twitter are shown below. Messages in AFF social media should inform, teach, entertain and/or inspire the audience in order to boost engagement.

Table 11. Measures for boosting audience engagement through AFF social media channels

Length & Quality of the posts	Posts will be kept short to capture attention quickly and entice users to stop scrolling and engage. Quality will be kept high.
Images, videos and live broadcasting	Images and videos of AFF activities as well as live broadcasting of specific activities and workshops will be promoted, as Images and video posts see higher engagement than text posts
Standalone Graphics and Pins	Graphics will be used as much as possible, to give quick information to AFF followers. Specific posts will be pin in Twitter, especially with main events or outputs dissemination.
Interaction with the audience; use of polls, questions and replies to followers	<p>Social media polls will be used to engage AFF followers and promote participation. This will show concern about stakeholders opinion, which in turn helps to strength AFF brand identity and reputation</p> <p>Information about the kind of content the audience is interested on will be asked; comments or questions from AFF followers will always be answered.</p>
Social media insights	Insight and statistics will be used to find out evolution on AFF audience preferences as well as best times to post and interact.

Traffic from other sources	The connection between all project channels will be ensured in order to engage with people that are already interacting with some AFF social media. A link to AFF website and other social networks will be shown whenever possible.
Chats and hashtags	Clear and brief hashtags will represent AFF. These can be change upon the project life, according to topic trends and circumstances. Hashtags are proven to double engagement rate and help target audience to easily search for main topics or trends within AFF activity.
Content sharing	Sharing the content of others is one of the best ways to show that you're not all about you, and that you value the work of others enough to share it on your own walls. Information will be shared, with special emphasis on related H2020 projects.
Timing	In order to maximize engagement, best times will be chosen to post upon possible ones. Some options: Wednesdays at 12 p.m. and 5-6 p.m. Mondays-Fridays at 12-3 p.m. and 5 p.m.
Emoticons	AFF related emoticons (farm, field, nature, clean energy) will be used, as they show certain element of playfulness that will support activity raise related to the project social media

3.4. e-Newsletters

The distribution of 3 digital newsletters is planned all along the project. Mailchimp software will be used for the management and distribution of the digital newsletters, ensuring the accurate monitoring of the impact of the newsletters. Subscription to the e-newsletter will be voluntary via the website or through direct contact with potentially interested organisations. Newsletters will be a key dissemination tool to inform relevant target audiences about the progress of the AFF project. The e-newsletters will compile news, events and relevant information related to the project, such as key updates on the project's activities, presentations, workshops, available reports and publications, etc. Partners' communication officers will provide information and contents to INI for the e-newsletters and they will be encouraged to translate it and forward the e-newsletter through their own communication channels. An offline version of the newsletters will also be available in English on the project's website. The planned timetable for the distribution of the e-newsletters and the preliminary contents are the following:

Newsletter N° 1. October 2021.

- Project presentation and launch.
- Description of AFF project, goals, activities, results and figures.
- Brief description of available FEFTS and their use in agriculture.
- Launch of AgEnergy Platform.
- Summary on farmers' needs assessments regarding FEFTS and energy use.
- Results from first Inventory of available FEFTS.
- Dates and details of upcoming AFF events and workshops
- FEFTS related news and events in the agricultural field at EU and global level.

Newsletter Nº 2. October 2022.

- Results from second Inventory of available FEFTS
- Description of AgEnergy Platform services and utilities.
- Findings and results from AFF workshops and events.
- Summary of Best practices and successful cases.
- Summary of first batch of practice abstracts.
- Summary of recommendation and policy briefs.
- Dates and details of upcoming AFF events and workshops
- FEFTS related news and events in the agricultural field at EU and global level.

Newsletter Nº 3. October 2023.

- Results from final Inventory of available FEFTS
- Findings and results from AFF workshops and events.
- Summary of Best practices and successful cases
- Summary of final batch of practice abstracts.
- Summary of main recommendation and policy briefs regarding FEFTS adoption.
- Presentation of developed policy guidelines for de-fossilisation of the EU agriculture.
- FEFTS related news and events in the agricultural field at EU and global level.
- Legacy of AFF project through EIP-AGRI Service Point after project's end.

3.5. Promotional material

A number of communication materials will be elaborated and distributed primarily in digital version, but also in printed version according to partners' needs to disseminate the project at events and workshops. Partners will be in charge of translation and printing of documents according to their needs so as to ensure the maximum penetration amongst the target audiences. The translated versions will also be "localized", prioritising messages and topics, and taking into account cultural differences between countries.

AFF leaflet

A leaflets template will be available at the start of the project, open to be tailored to the partners' communication goals and workshops in local languages (Fig. 12). A specific leaflet of the project will be designed to present general information of AFF in a very visual way. It will support the dissemination and promotion of activities linked to the AFF innovation workshops, but it will also allow partners to publicize the project in events, workshops, etc. The flyer will be available in the project website in all languages from partners' countries.



Fig.12. AFF leaflet template

AFF roll-up and posters

A roll-up template of AFF project has been designed to be used by partners for their communication goals in local languages (Fig. 13). The roll-up template will be tailored to the targeted groups and specific events and workshops by local partners. The roll-up template will allow partners to present results related to AFF at conferences and workshops, tailoring the content to the target audience. A specific **roll-up of the project** will be produced with general information of the project to be consistently used by partners at project's own events as well as for external conferences and workshops.

AFF brochure

The **project brochure** will be one of the main promotional materials of the project to be delivered and sent to the various stakeholders. It will present general information of the project and will allow for a fast understanding of the project's aims, activities, and expected results. The brochure will be available in English and local languages, to be locally printed by partners. It will be used at the innovation Workshops as well as on any kind of dissemination meeting and event.



Fig.13. AFF roll-up template

AFF bookmark

A bookmark has also been designed to be used as a friendly reminder of the AFF image, webportal and social media, and will also be disseminated in the framework of workshop, events and personal meetings with key stakeholders.



Fig.14. AFF Bookmark

Other materials

Other materials will be produced on demand. We will seek at all times to minimize printing material and encourage partners to use digital means for dissemination of project information.

3.6. Press releases.

Press releases will be produced when relevant pieces of news will be available in the project, especially targeting European electronic media (newspapers, magazines, etc.). Press releases will be elaborated and delivered by INI when project milestones have been achieved throughout the project's lifetime (launching of the project, policy guideline development, Brokerage event...etc). Press releases will be distributed through the project's

website and social media, but also other EU and national wide electronic media related to agriculture, such as Farmers Guardian (<http://www.farmersguardian.com/>); Cordis Wire (<https://cordis.europa.eu/wire/>); European Union Information Website (EurActiv: www.euractiv.com), Horizon Magazine (<http://horizon-magazine.eu>), EFEAgro, etc. Partners will be asked to translated them to local languages and distribute press releases through partners websites, social media and to relevant media within their own regions/countries. Special focus will be placed in the promotion of the workshops as the main venue for dissemination and engagement of end-users.

3.7. AgEnergy Platform

The AgEnergy Platform will be the main media for dissemination of project results and activities, with all results from WP1, 2 and 3 feeding into it in the form of fact-sheets, recommendations, policy briefs, etc. The AgEnergy Platform will work as an innovative tool for approaching stakeholders at the EU level, facilitating not only the dissemination of results but also the interaction with the involved stakeholders. The AgEnergy Platform will contain all available fossil-energy-free strategies and technologies (FEFTS) in the form of easily accessible and comprehensive end-user material following the EIP-Service Point format. It will allow the interaction with relevant stakeholders and to express end-users' ideas and needs. Stakeholder will be able to assess inventoried FEFTS and to rank the technologies according to their needs, relevance, applicability and feasibility. The AgEnergy platform will include a Decision Support Tool which will help stakeholders to choose the most effective FEFTS according to their farm's specific needs providing the means to plan the needed investments effectively. The AgEnergy Platform will be developed by AGENSO and will be available at M12.

3.8. Scientific and Technical publications

Whenever relevant, scientific publications will be produced (WP1 and WP2); however, the main publications issued from the project will be **popular articles** in farmers, extension services and industry magazines. National/Local extension magazines will play a key role in disseminating FEFTS information tailored to the specific regions. Journalists from these magazines will be invited to the regional workshops for reporting on the events. Partners will seek to obtain a special issue on the magazines for presenting the project and inviting end-users to the workshops. At least 20 popular articles will published in the following **farmers', professional and advisors magazines**:

Table 12. Farmers', professional and advisors magazines

Country	Magazine	Country	Magazine
Greece	Ypaithros Agronews	Spain	Agricultura Agrotécnica
Germany	DLG Nachrichten DLG Mitteilungen Top Agrar Landtechnikmagazine	Netherlands	Boerderij Nieuw Oogst Ekoland Akker Magazine
Italy	Rivista di Agraria FederInacoma newsletters	Belgium	Management & Techniek Landbouwleven Proeftuinnieuws

Poland	TopAgrar Farmer.pl Lubelskie Aktualnosci Rolnicze	Denmark	Landbrugsinfo Landbrugsmedierne Danish Agriculture & Food Council
France	Perspectives Agricoles La France Agricole Entraid'	Ireland	Irish Farmers Monthly Irish Tractor & Agri Irish Farming Journal
Other EU magazines	Agrinnovation Profi EurAgEng Newsletter	Other partners' magazines	CEMA Newsletter REScoop newsletter ECAAF newsletter

Periodic news in relation to the project's progress on the partners own magazines and newsletters will also be published. Publication will be coordinated between the AFF Dissemination Officer and appointed partners' Dissemination Officers who will report in turn all the pieces of news published in specialised magazines. Partner's own magazines and newsletters are presented on Table 13.

Table 13. Partners' media

Partner	Media	Periodicity	Subscribers
AU	Website news	Weekly	-
AUA	Website news	Daily	5 k
	Magazine: "Triptolemos"	1-2 year	-
IUNG-PIB	Newsletter: BIOEASTsUP project	Bi-annually	-
	Newsletter: EJP SOIL project	Bi-annually	-
	Magazine: Polish Journal of Agronomy	Quarterly	-
	Magazine: Studia i raporty	Quarterly	-
CEMA AISBL	Newsletter	Monthly	1.350
ECAF	Newsletter	N/A	300
RESCOOP.EU ASBL	Newsletter	Monthly	3.805
L&F	Newsletter: Økologi Inspiration	10 a year	900
	Magazine: Landbrugsavisen	Weekly	30.000
LODR	Magazine: Lubelskie Aktualności Rolnicze (LAR)	Monthly	5.800
	TV/Radio programme: Agro Wieści, Panorama Lubelska- regional media	-	4.000
DELPHY	Newsletter: Aktua	Monthly	600
	Magazine: De Delphy	6-Monthly	11.000
WIP	Newsletter	2-4 year	150

4. CHAPTER III. COMMUNICATION & DISSEMINATION ACTIVITIES

4.1. Project Events

All along the project, the following Workshops and Events will be held by project partners for a **two-way and interpersonal communication**, acquire inputs in an interactive way, as well as for broad dissemination of project results. INI will support the dissemination efforts during those events and will communicate their results, taking into consideration the reporting of the findings of the events made by partners.

ONLINE WORKSHOPS

3 online workshops with stakeholders from all over Europe (farmers, industry, advisors, technicians, researchers, innovation brokers and policy makers) that will provide their insight on how FEFTS could be adopted in EU agriculture. Each workshop will be held annually after each batch of new FEFTS reach the platform with extra topics to be discussed among the community in order to evaluate the interest of the members in the content of the platform, their ideas on how to optimise it and their ability to assess the FEFTS available. They will be held through the forum section of the AgEnergy Platform in a webinar format.

INTERACTIVE INNOVATION MULTI-ACTOR WORKSHOPS

Multi-actor workshops will be organized by the AgroFossilFree regional partners (3 per hub between M13-M20), where the existing national networks (RES related clusters, EIP national clusters and existing Operational Groups) and farmers associations will be invited. Organisations in neighbouring regions and countries with the same language will also be invited (Germany will target Austria and Switzerland; Ireland will target the UK; Greece will target Cyprus; National associations under CEMA, REScoop and ECAF will attend). The workshops will be organized based on: i) Open-field agriculture; ii) Greenhouses; and iii) Livestock buildings. In close collaboration with the relevant stakeholders, AgroFossilFree partners will select the most relevant FEFTS solutions (50-70) according to the subject of each workshop and the geographical and thematic scope of the research/extension partners. The selected FEFTS solutions will be presented in the workshops, allowing for:

- (i) giving feedback to the FEFTS research results to reach the farming community,
- (ii) coming up with ideas for bringing the available FEFTS solutions into practice (adapted to specific regional conditions or different uses),
- (iii) generating innovative uses for the existing FEFTS solutions, etc.

Research partners in AFF will evaluate the ideas' scalability, commercial value, resource requirements, etc. and will identify the partner ecosystem and the funding needed for lean start-up of innovation-based collaborative projects. Creation of new OGs around FEFTS will be supported. Whenever possible, project partners will organize dissemination workshops in connection to their "Open field days" to attract the broadest possible audience.

TRANSNATIONAL WORKSHOPS

Three transnational workshops will be organized based on: **(i)** Open field agriculture (IUNG); **(ii)** greenhouses (AUA) and **(iii)** livestock (AU) (M20-M24), including all types of FEFTS. The workshops will allow generating exchanges between EU regions, disseminating results and practical solutions and creating cross-fertilisation and cross-border collaborations in specific FEFTS innovations. Relevant networks and groups will be invited to the transnational workshop.

BROKERAGE EVENT

One brokerage event will be organized in Brussels by the three EU-wide associations (CEMA, REScoop, ECAF) and the coordinator (CERTH) ideally as a satellite to a larger event. Selected stakeholders from the FEFTS community (farmers, energy systems producers, machinery manufacturers, advisors, innovation brokers, venture capitalists, etc.) of each of the eight “hubs” will be invited to interconnect and come up with certain collaborations in research project consortia, business projects for new FEFTS development and training or advising schemes in European level. This event will capitalize all the work done in regional and transnational level between the project partners and the actors of each “hub” and will raise awareness about the role of AgroFossilFree in contributing to a more sustainable and productive agriculture in Europe and will give space for cooperation of actors around Europe in FEFTS. Success stories related to the capturing of grassroots level innovations and innovation-driven research in FEFTS along with the link of the interregional network to the EIP and other EU initiatives in the field of AKIS will be presented. Main target of this event will be to present all the results of the project and assist stakeholders on the development of new research and business connections for the creation of new novel FEFTS solutions tailored for agricultural purposes.

CONSULTATION WORKSHOP

One consultation workshop with EC actors (i.e. DG AGRI, DG ENER, DG CLIMA, DG GROW, DG RTD, DG ENV, DG JRC) will be organized in Brussels for optimising the developed Policy Guidelines and maximizing their impact.

Other events will be organized as the AFF coordinator and the Dissemination Manager see fit, either as stand-alone initiatives, within the fossil free cluster activities, or integrated into the programme of already planned relevant initiatives.

4.2. Non-Project conferences, events and fairs

The activities and results of AgroFossilFree will also be presented in conferences, events and fairs in order to ensure timely and proper input and feedback from key stakeholders, while supporting the dissemination of the project results through the appropriate material. Iniciativas Innovadoras will encourage the participation of partners on such events and will coordinate the partner’s efforts on this regard, ensuring that a proper dissemination of the AFF project takes place and that a report on the attendance is made available in order to monitor the impact of the dissemination activities. The coordinator will also coordinate with the Project Officer in order to make use of the Commission’s own research and innovation events and conferences to disseminate project results and activities.

Partners are expected to participate in at least 30 non-project events. The dissemination through these events will target primarily FEFTS and agricultural scientific community, FEFTS industry, agricultural consultants and advisors, members of the public administration in the field of agriculture, as well as farmers/producers organisations. The table below provides a list of indicative relevant events already identified by partners. However, due to Covid situation, most of these events have been cancelled or postponed, so greater efforts will be done by partners once the pandemic situation is overcome.

Table 14. Relevant non-project events

Event	Place	Date	Periodicity
SCIENTIFIC CONFERENCES AND EVENTS			
<u>European Photovoltaic Solar Energy Conference</u>	Portugal	Sep 2021	Annual
<u>European Biomass Conference & Exhibition</u>	France	April 2021	Annual
<u>World Conference on Photovoltaic Energy Conversion</u>	Italy	2022	Every 4 years
<u>CIGR International-AgEng Conference</u>	Portugal	July 2021	Annual
<u>European Conference on Precision Agriculture</u>	Hungary	July 2021	Annual
<u>International Conference on Agriculture Food Science and Technology</u>	France	July 2021	Annual
<u>EnergyDecentral</u>	Online	Feb 2021	Annual
<u>CIGR International Conference</u>	Canada	May 2021	Annual
<u>CIGR World Congress</u>	Japan	Dec 2022	Every 4 years
AGRICULTURAL EVENTS, SHOWS AND FAIRS			
<u>Agritechnica</u>	Germany	Nov 2021	Annual
<u>Forum for the Future of Agriculture</u>	Online	Jan 2021	Annual
<u>Smart Agrifood Summit</u>	Spain	Oct 2021	Biennial
<u>DLG Field Day</u>	Germany	June 2021	Biennial
<u>FIMA</u>	Spain	Febr 2021	Biennial
<u>Agrotica Agricultural Fair</u>	Greece	Febr 2022	Biennial
<u>Agrarische Dagen</u>	Netherlands	Sept 2021	Biennial
<u>EIMA</u>	Italy	Oct 2021	Biennial
<u>CEMA Summit</u>	Belgium,	2021	Biennial
<u>CTR Central Agricultural Fair</u>	Poland	Jan 2021	Biennial
<u>FTMTA Farm Machinery Show</u>	Ireland	Febr 2021	Biennial
<u>Roskilde Agricultural and Country Fair</u>	Denmark	Jun 2021	Annual
<u>European Researcher's Night</u>	Greece	Sept 2021	Annual
<u>Zootechnia 2021</u>	Greece	Oct 2021	Biennial

Partners will also take the opportunity to present project results and activities at events held by partners on a regular basis (Table 15).

Table 15. Partners' events

Partner	Event	Place	Periodicity	Est. audience
ECAF	ECAF General Assembly	On-line	Annual	50
	8th World Congress on Conservation Agriculture	On-line	Every 4 years	600
RESCOOP.EU ASBL	REScoop annual gathering	TBC	Annual	-
	ECCO project events	TBC	Annual	-
DELPHY	Delphy field-days	Netherlands	Annual (June-Sept)	700

4.3. Networking and informal person-to-person meetings

In order to engage stakeholders more directly, personal interaction will also be a key means for dissemination, taking place at the multi-actor interactive innovation workshops (WP3), trade fairs, exhibitions, workshops and EU events. Whenever possible, official presentations will be made to showcase the project results and activities. All partners will be engaged in such ongoing networking and person-to-person meetings, duly reporting such progress to AFF Dissemination Officer through the delivery of Dissemination Activity Reports, in order to keep track on the number of target groups reached.

Interaction and networking with other EU projects related to Smart Farming and FEFTS will be held by the coordinator and the relevant WP leaders to identify commonalities and avoid repetition, as well as to identify collaboration areas and allow for cross-fertilization of ideas and concepts. AgroFossilFree will establish links and created synergies with all on-going and future EU projects (H2020, LIFE+, ERASMUS+, etc.) that are working on subjects related to FEFTS application in EU agriculture, but also other projects that are mainly about de-fossilisation systems in other sectors than agriculture and could be helpful on our project's goals achievement. This will be a continuous process with links between events of all these projects and interaction with their research team, in order to gain from the activities of each other. A number of these projects have already been identified and are presented in Table 16. AFF partners also take part on a number of these projects either as coordinators and/or partners, so the interaction with them will be straight forward, ensuring activities and outcomes are aligned.

Table 16. Projects related to AFF

Project	Scope
<u>AgroBioHeat</u> (H2020, 2019-2021)	AgroBioHeat aims to produce a mass deployment of improved and market ready agrobiomass heating solutions in Europe. Agrobiomass is a large, underexploited and indigenous resource, which can support the achievement of the European Energy and Climate targets, while promoting rural development and circular economy.
<u>BABET-REAL5</u> (H2020, 2016-2020).	The main aim of BABET-REAL5 is to develop an alternative solution for the production of second generation ethanol based on smaller industrial scale than the already realised plants of first generation ethanol. Such plants of small industrial scale shall be applicable to a large number of countries, rural areas and feedstock.
<u>BECOOP</u> (H2020, 2020-2023).	The ambition of BECoop project is to foster a broad deployment of bioenergy technologies across Europe, by providing the necessary conditions and support tools for unlocking the underlying market potential of community bioenergy. The project also hopes to create links with the international bioenergy community and foster new partnerships.
<u>BE-Rural</u> (H2020, 2019-2022).	BE-Rural supports the establishment of regional and local bio-based economies by involving relevant actors in the development of bioeconomy strategies and roadmaps. The analysis of the target regions will help to assess the 'bioeconomy potential' of each selected region and a series of regional Open Innovation Platforms will be implemented to kick-start the cocreation process, bringing together key stakeholders to develop ideas and capitalize on their

	bioeconomy potential.
<u>BIOPLAT-EU</u> (H2020, 2018-2021).	The objective of the project is to promote the market uptake of sustainable bioenergy in Europe using marginal, underutilized, and contaminated lands for non-food biomass production through the provision of a web-based platform that serves as decision support tool.
<u>Compile</u> (H2020, 2018-2022).	The main aim of COMPILE is to show the opportunities of energy islands for decarbonisation of energy supply, community building and creating environmental and socioeconomic benefits. COMPILE fosters the development of local energy systems and sources through innovative storage solutions supported by new organisational measures and business models, with the objective to support the transition from centralised system with passive users into a flexible network of active users forming energy communities in energy islands.
<u>ECCO</u> (Interreg North-West Europe, 2017-2021)	ECCO aims to accelerate the growth of local Energy Community Co-Operatives (ECCOs), both in effectiveness and in numbers. Especially rural areas and farmers offer the physical and social resources needed for a decentralised, community-based approach to providing RES. The project wants to achieve this by bringing ECCOs together and linking them up with relevant sources of knowledge from North West Europe to overcome the barriers they face.
<u>FLEXcoop</u> (H2020, 2017-2020).	FLEXCoop introduces an end-to-end automated demand response optimisation framework. It enables the raise of novel business models, allowing energy cooperatives to introduce themselves in energy markets under the role of an aggregator. It equips cooperatives with innovative and highly effective tools to establish robust business practices in order to exploit their microgrids and virtual power plants as balancing and ancillary assets for grid stability.
<u>HyperFarm</u> (H2020, 2020-2023).	The project aims to demonstrate combined agrovoltaic systems, with dual land use for crop production and simultaneous power production. HyperFarm joins multiple types of actors with the objective to optimize viable agrivoltaic business models as well as test the marketability of the products, via inclusion of new innovative photovoltaic technologies, radically new crop production systems, stakeholder innovation workshops, and citizen-consumer acceptance, public perception analysis and farmer adoption studies. HyPERFarm also develops and demonstrates new ways of utilizing and distributing the energy produced on-farm.
<u>IoF2020</u> (H2020 2017-2020).	Large Scale Pilots H2020 aims to deploy IoT solutions in European agriculture through integration of advanced IoT technologies across the value chain, demonstration of multiple IoT applications at scale and in a usage context, including value creation in terms of increased efficiency, energy reduction, etc.
<u>RENAISSANCE</u> (H2020, 2020-2023).	The project aim is to deliver a community-driven scalable and replicable approach, to implement new business models and technologies supporting clean production and shared distribution of energy in local communities.

RES4LIVE (H2020, 2020-2023).	The project will deal with the adaptation of RES technologies and machinery and their demonstration at a large-scale on farm level that require supporting measures with respect to spatial planning, infrastructure, different business models and market organisation, trends that are not all under control from a farmer's perspective.
TheGreefa (H2020, 2020-2023).	The project is aimed at a new technology for heating, cooling, air humidity control and water recovery in greenhouses as well as for drying of agricultural goods using thermo-chemical conversion principles based on the use of salt solutions (thermochemical fluids).
WiseGRID (H2020, 2016-2020).	The WiseGRID project provides a set of solutions, technologies and business models which increase the smartness, stability and security of an open, consumer-centric European energy grid and provide cleaner and more affordable energy for European citizens, through an enhanced use of storage technologies and electro-mobility and a highly increased share of Renewable Energy Resources. It aims to deliver the tools and business models that will facilitate the creation of an open market and enable all energy stakeholders to play an active role towards a democratic energy transition.

This category of dissemination also includes all the **clustering activities** with other European and funded projects related to FEETS and AKIS, which will be established timely to ensure useful exchange. A cluster on Fossil-Energy-Free has already been created with related H2020 projects funded under the same call (i.e. TheGreefa, AgroFossilFree, HyperFarm, RES4LIVE and RENAISSANCE, Table 17), and joint dissemination activities have been planned. This cluster will help to identify the lock-ins, barriers and path dependencies regarding the fossil-energy uses (including fiscal policies) in order to map out the transition pathways for a fossil-fuel-free agriculture. The joint effort and the created synergies between these H2020 projects will promote research in the de-fossilisation of EU agriculture. It should be noted that these synergies and the results obtained will be widely communicated in the events of AgroFossilFree (RIWs, TIWs and Brokerage event) as it is a CSA project and any proposed technology or technique from the rest of the projects will be added to the AgEnergy Platform.

Table 17. Participants at Fossil-Energy-Free cluster

	PROJECT	COORDINATOR	DISSEMINATION
Fossil-Energy-Free cluster	AgroFossilFree (FNR-06-2020;A)	Thanos Balafoutis	Camino Fabregas Maite Zarranz
	HyperFarm (FNR-06-2020;B)	Ilse Lenaerts Wouter Merckx	Marleen Gysen Nader Akil Ilse lenaerts
	TheGreefa (FNR-06-2020;B)	Serena Danesi	Emil Lezak
	RES4LIVE (FNR-06-2020;B)	Dimitris Manolakos	Thanos Karvounis Ioanna Barouni
	RENAISSANCE (LC-SC3-ES-3-2018/2020)	Styliani ARAPOGLOU	Rebecca Hueting

Furthermore, an active participation and dissemination of the project on events organised by EIP-AGRI, Standing Committee for Agricultural Research (SCAR), Working Group on Agricultural Knowledge and Innovation Systems (AKIS) and other Thematic Networks and initiatives will be arranged. AgroFossilFree will establish a direct link to the following EU organisms and initiatives in order to optimize its activities and maximize the impact of the project:

Table 18. Links to EU Organisms and Initiatives

EU Organisms/ Initiatives	Scope
<u>EIP-AGRI</u>	The agricultural European Innovation Partnership (EIP-AGRI) works to foster competitive and sustainable farming and forestry that 'achieves more and better from less'. It contributes to ensuring a steady supply of food, feed and biomaterials, developing its work in harmony with the essential natural resources on which farming depends.
<u>DG AGRI</u>	The Commission's Directorate-General for Agriculture and Rural Development (DG AGRI) is responsible for EU policy on agriculture and rural development and deals with all aspects of the common agricultural policy (CAP)
<u>DG CLIMA</u>	The Commission's Directorate-General for Climate Action (DG CLIMA) leads the European Commission's efforts to fight climate change at EU and international level
<u>DG GROW</u>	The Commission's Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs is responsible for EU policy on the single market, industry, entrepreneurship and small businesses.
<u>DG ENERGY</u>	This Commission department is responsible for the EU's energy policy: secure, sustainable, and competitively priced energy for Europe
<u>DG DEVCO</u>	The Commission's Directorate-General for International Cooperation and Development (DG DEVCO) is responsible for designing European international cooperation and development policy and delivering aid throughout the world.
<u>DG JRC</u>	The Joint Research Centre is the Commission's science and knowledge service. The JRC employs scientists to carry out research in order to provide independent scientific advice and support to EU policy.
<u>EERA AISBL</u>	The European Energy Research Alliance (EERA AISBL) is a non-profit Association that contributes to the coordination of a massive public research effort to develop more efficient and cheaper low carbon energy technologies. EERA is the public research pillar of the Strategic Energy Technology Plan (SET-Plan).
<u>SET Plan</u>	The European Strategic Energy Technology Plan (SET Plan) is a key stepping-stone to boost the transition towards a climate neutral energy system through the development of low-carbon technologies in a fast and cost-competitive way.

<u>SCAR</u>	The Standing Committee on Agricultural Research (SCAR) was established in 1974. Since it was re-launched in 2005, SCAR has grown to become a respected source of advice on European agricultural and wider bioeconomy research, along with being a major catalyst for the coordination of national research programmes, where it has helped shape the beginnings of an integrated European Research Area.
<u>ENRD</u>	The European Network for Rural Development (ENRD) serves as a hub for exchange of information on how Rural Development policy, programmes, projects and other initiatives are working in practice and how they can be improved to achieve more.
<u>S3P Agri-Food</u>	The Smart Specialisation Platform for Agri-Food (S3P Agri-Food) established at EU level aims to accelerate the development of joint investment projects in the EU by encouraging and supporting interregional cooperation in thematic areas based on smart specialisation priorities defined by regional and national government linked to agriculture and food. Through the S3P Agri-Food, EU regions and member states are able to implement more efficiently their smart specialisation strategies, and regional stakeholders benefit from the new cooperation opportunities with partners from other regions.
<u>COPA-COGECA</u>	European Farmers and Agri-cooperatives associations.
<u>ESA</u>	The European Society for Agronomy (ESA) is a scientific society created in 1990 with the aim of promoting the science of Agronomy and its use in agriculture and rural development across Europe.
<u>ETP</u>	European Technology Platforms (ETP) are industry-led stakeholder forums that develop short to long-term research and innovation agendas and roadmaps for action at EU and national level to be supported by both private and public funding.
<u>Agrievolution</u>	The Agrievolution Alliance is the global voice of agricultural equipment manufacturers that represents over 6000 companies around the world. Regular meetings with CEMA partner.
<u>AFCC (Agri-food chain coalition)</u>	The Agri-Food Chain Coalition (AFCC) is a joint initiative representing 12 leading industry associations across the agri-food chain, united in their call for sustainable, solution-orientated and innovative policies that benefit the EU and beyond. Regular meetings with CEMA partner.

Special efforts will be done to establish network and links with EIP-AGRI Focus Groups and structures. Networking of initiatives is a common shared goal with the EIP-SP that will be pro-active in that respect; so we will coordinate our activities with their OG projects database and their networking events. The objective is to utilize the knowledge produced by AgroFossilFree, in terms of OG creation and sustainability in order to create a spill-over effect on other regional AKIS and research themes across the EU.

5. CHAPTER IV. IMPLEMENTATION

5.1. Communication and Dissemination Governance

Iniciativas Innovadoras is the leader of the horizontal **Dissemination and Communication Work Packages (WP5)**, but all partners will be engaged on the on-going dissemination of the project activities and results. All AFF partners are experienced in the implementation of Research & Innovation projects at EU level, and are thus committed and aware of the importance of dissemination for the success of the AFF project. Furthermore, they have all made available for the project their own dissemination and communication tools (newsletters, magazines, Social Media accounts) for multiplying the scope and impact of project dissemination and communication activities.

Iniciativas Innovadoras will mainly play a **Coordinator/Facilitator role**, ensuring that the Communication and Dissemination Plan is collectively implemented by all partners following a governance system composed by the **Communication Manager** (Iniciativas Innovadoras), the **Communication Officers** (appointed by each partner) and the **Dissemination Working Group** (integrated by the communication manager and officers, and the project coordinator).

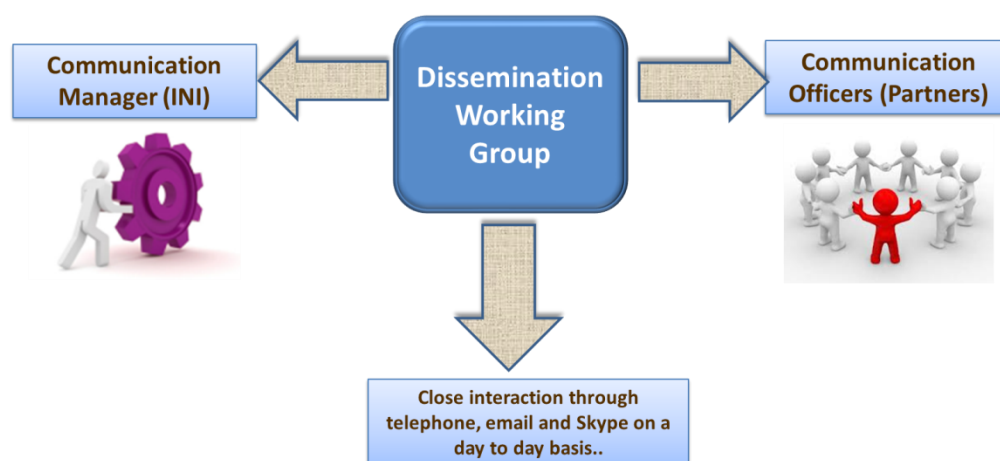


Fig. 15. Communication and Dissemination Governance in AFF project

Dissemination and Communication Manager

The Dissemination and Communication Manager will be Maite Zarranz from Iniciativas Innovadoras. She will be responsible for the coordination of the dissemination and communication activities of AFF. She will be in close communication with the Project Coordinator in order for both to be constantly updated on project developments. Her role will comprise the following activities:

- Planning and coordination of dissemination activities with appointed Dissemination Officers on a six month basis.
- Reporting on dissemination activities compiling the information received from Dissemination Officers on a six month basis.
- Webportal content management: news & events.

- Social media community manager: Facebook, Twitter and LinkedIn
- Edition of 3 digital newsletters with the contribution from Dissemination Officers
- Coordination of the publicity materials design and layout and printing (by partners).
- Coordination of the participation of AFF partners at non-project targeted events.
- Presentation of AFF project at non-project targeted events and to key stakeholders through personal meetings.
- Coordination of the publication of popular articles on partners' media and on specialised magazines with Dissemination Officers.
- Elaboration of AFF related press releases and coordination of local press releases by Dissemination Officers.

Dissemination and Communication Officers

All partners have appointed a Dissemination and Communication Officer to be part of the Dissemination Working Group that will be responsible for the overall communication and dissemination activities in the project (Table 19).

Tabla 19. Partners Dissemination Officers.

Organisation	Name	Last Name	Email
CERTH	Matina	Voulgaraki	stavou@aua.gr
AU	Erik Jesper	Fløjgaard Kristensen Brun	erikf.kristensen@eng.au.dk bruun@eng.au.dk
AUA	Bas	Paris	bparis@aua.gr
IUNG-PIB	Malgorzata Magdalena	Wydra Borzęcka	malgorzata.wydra@iung.pulawy.pl mborzecka@iung.pulawy.pl
CEMA AISBL	Enrica Vanja	Belfiori Bisevac	enrica.belfiori@cema-agri.org vanja.bisevac@cema-agri.org
ECAF	Julio	Román	jroman@ecaf.org
RESCOOP.EU ASBL	Vaiva Daan	Indilaité Creupelandt	vaiva.indilatie@rescoop.eu daan.creupelandt@rescoop.eu
L&F	Arne	Grønkjær Hansen	argh@seges.dk
CONFAGRICOLTURA	Paola	Castello	paola.castello@confagricoltura.it
LODR	Martyna	Próchniak	mprochniak@lodr.konskowola.pl
AGENSO	Zisis	Tsiropoulos	tsiropoulos@agenso.gr
DELPHY	Wendy	Schalke	w.schalke@delphy.nl
TEAGASC	Barry Tom	Caslin Houlihan	Barry.Caslin@teagasc.ie Tom.Houlihan@teagasc.ie
WIP	Felix	Colmorgen	felix.colmorgen@wip-munich.de
TTA	Jorge	Sneij	jorge.sneij@tta.com.es
INI	Maite	Zarranz	mzarranz@iniciativas-innovadoras.es

The specifically role of Dissemination Officers will be the following:

- Production of localised communication materials: translation, localisation and printing of leaflet, brochure and roll-up.
- Dissemination of AFF activities on partners' mass media (magazines, website, Social Media, newsletters) and on specialized magazines.

- Delivery of pieces of news and events of interest to AFF Dissemination Officer for feeding up the webportal, social media and digital newsletters.
- Identification of results and activities potentially subject to dissemination and preliminary identification of potential target groups.
- Presentation of AFF project at non-project targeted events and to key stakeholders through personal meetings.
- Proposal of dissemination activities to be conducted each semester.
- Reporting of dissemination activities implemented by the delivery of Dissemination Activity Reports to AFF Dissemination Officer.
- Elaboration and distribution of local press releases.

Dissemination Working Group

The Dissemination Working Group, integrated by the Communication Manager and Communication Officers, will have a closely interaction through telephone, email and Skype on a day to day basis. The Dissemination Working Group tasks will be the following:

- Review or update if necessary of the overall Communication and Dissemination Plan.
- Review and agreement on the Dissemination Work Plan elaborated by AFF Dissemination Manager.
- Review and agreement on the Dissemination Activity Report compiled with the whole of activities conducted in the previous semester by AFF Dissemination Officers.

5.2. Dissemination Working Plan

AFF Dissemination Officers will elaborate each six months a **Dissemination Working Plan** taking into consideration the overall time plan described in following pages, as well as Dissemination Officers contributions. Each semester, the Dissemination Working Plan will be reviewed and agreed by Dissemination Work Group. Contents of the Working Plan will be very simple, and will include:

- Description of the expected dissemination outputs for the semester.
- Description of the activities to be carried out following a set of categories, with indication of the expected time for their implementation and the partners responsible for carrying them out.
- A Gantt chart with indication of the timeline of the activities planned.

Indicative working plans for the Dissemination activities on a semester basis are described in the following tables. They include description of the planned activities, the expected time for their implementation and the partner/s in charge.

Table 20. Work Plan Semester 1. October 2020 –March 2021.

WORK PLAN SEMESTER 1	PARTNER	DATE
COMMUNICATION & DISSEMINATION PLAN		
Target Groups analysis and assessment of partners' dissemination tools	All & INI	December 2020
Communication and Dissemination Plan (D.5.1)	INI	December 2020
Definition of Dissemination Work Plan Semester 1	INI	December 2020
Definition of Dissemination Work Plan Semester 2	INI	March 2021
COMMUNICATION MATERIALS & TOOLS		
AFF Visual Identity	CERTH	October 2020

Press release: Kick-off meeting	INI	October 2020
Creation of Social media accounts	INI	October 2020
Graphic design of brochure, leaflet & roll-up	CERTH/INI	October 2020
Launch of AFF webportal	AGENSO/INI	December 2020
Elaboration of Dissemination Materials (D.5.2)	INI	March 2021
Publication of Scientific and Technical articles	All	Oct 20–March 21
DISSEMINATION ACTIVITIES		
Participation at non-project targeted events	All	Oct 20–March 21
Networking and person to person meetings	All	Oct 20–March 21

Table 21. Work Plan Semester 2. April 2021- September 2021

WORK PLAN SEMESTER 2	PARTNER	DATE
COMMUNICATION & DISSEMINATION PLAN		
Elaboration of Dissemination Report Semester 1	INI	April 2021
Definition of Dissemination Work Plan Semester 3	INI	April 2021
Update of Communication & Dissemination Plan (D.5.1)	INI	April 2021
Delivery of Dissemination Updates (email)	INI	Ongoing
COMMUNICATION MATERIALS & TOOLS		
Update of AFF webportal with news & events feeds	INI	Ongoing
Management of social media accounts	INI	Ongoing
Edition and distribution of digital newsletter N° 1	INI	Sept 2021
Press release: Holding of regional/national Workshop	INI	To be determined
Publication of Scientific and Technical articles	All	April- Sept 2021
DISSEMINATION ACTIVITIES		
Participation at non-project targeted events	All	April- Sept 2021
Networking and person to person meetings	All	April- Sept 2021
Holding of regional/national workshops	All & INI	To be determined

Table 22. Work Plan Semester 3. October 2021 –March 2022

WORK PLAN SEMESTER 3	PARTNER	DATE
DISSEMINATION STRATEGY & PLAN		
Elaboration of Dissemination Report Semester 2	INI	Oct 2021
Definition of Dissemination Work Plan Semester 4	INI	Oct 2021
Delivery of Dissemination Updates (email)	INI	Ongoing
DISSEMINATION MATERIALS & TOOLS		
Update of AFF webportal with news & events feeds	INI	Ongoing
Management of social media accounts	INI	Ongoing
Press releases: launching of the AgEnergy Platform	INI	Oct 2021
Publication of Scientific and Technical articles	All	Oct 21–March 22
DISSEMINATION ACTIVITIES		
Participation at non-project targeted events	All	Oct 21–March 22
Networking and person to person meetings	All	Oct 21–March 22
Holding of regional/national workshops	All & INI	To be determined

Table 23. Work Plan Semester 4. April 2022- September 2022

WORK PLAN SEMESTER 3	PARTNER	DATE
DISSEMINATION STRATEGY & PLAN		

Elaboration of Dissemination Report Semester 3	INI	April 2022
Definition of Dissemination Work Plan Semester 5	INI	April 2022
Delivery of Dissemination Updates (email)	INI	Ongoing
Update of Communication & Dissemination Plan (D.5.1)	INI	April 2022
DISSEMINATION MATERIALS & TOOLS		
Update of AFF webportal with news & events feeds	INI	Ongoing
Management of social media accounts	INI	Ongoing
Press release: Holding of transnational Workshops	INI	To be determined
Publication of Scientific and Technical articles	All	April- Sept 2022
Edition and distribution of digital newsletter Nº 2	INI	Sept 2022
Elaboration of First batch of Practice Abstracts (D.5.7)	INI	April 2022 (M18)
1 st Report on Events & Dissemination activities (D.5.3)	INI	Jul 2022 (M21)
DISSEMINATION ACTIVITIES		
Participation at non-project targeted events	All	April- Sept 2022
Networking and person to person meetings	All	April- Sept 2022
Holding of transnational workshops	All & INI	To be determined

Table 24. Work Plan Semester 5. October 2022 –March 2022

WORK PLAN SEMESTER 5	PARTNER	DATE
DISSEMINATION STRATEGY & PLAN		
Elaboration of Dissemination Report Semester 4	INI	Oct 2022
Definition of Dissemination Work Plan Semester 6	INI	Oct 2022
Delivery of Dissemination Updates (email)	INI	Ongoing
DISSEMINATION MATERIALS & TOOLS		
Update of AFF webportal with news & events feeds	INI	Ongoing
Management of social media accounts	INI	Ongoing
Press releases: Holding of Brokerage Event	INI	Oct 2022
Publication of Scientific and Technical articles	All	Oct 22–Mar 23
2 nd Report on Events & Dissemination activities (D.5.4)	INI	January 2023
DISSEMINATION ACTIVITIES		
Participation at non-project targeted events	All	Oct 22–Mar 23
Networking and person to person meetings	All	Oct 22–Mar 23
Holding of Brokerage Event	All & INI	To be determined

Table 25. Work Plan Semester 6. April 2023- September 2023

WORK PLAN SEMESTER 6	PARTNER	DATE
DISSEMINATION STRATEGY & PLAN		
Elaboration of Dissemination Report Semester 5	INI	April 2023
Elaboration of Dissemination Report Semester 6	INI	Septembre 2023
Delivery of Dissemination Updates (email)	INI	Ongoing
Update of Communication & Dissemination Plan (D.5.1)	INI	April 2023
DISSEMINATION MATERIALS & TOOLS		
Update of AFF webportal with news & events feeds	INI	Ongoing
Management of social media accounts	INI	Ongoing
Press release: AFF Final event	INI	To be determined
Publication of Scientific and Technical articles	All	April- Sept 2023
Edition and distribution of digital newsletter Nº 3	INI	Sept 2023

3 rd Report on Events & Dissemination activities (D.5.5)	INI	Oct 2023
Report on AFF links with EU-wide initiatives (D.5.6)	INI	Oct 2023
Second Batch of Practice Abstracts (D.5.8)	INI	Oct 2023
DISSEMINATION ACTIVITIES		
Holding of AFF Final event	All	To be determined
Participation at non-project targeted events	All	April- Sept 2023
Networking and person to person meetings	All	April- Sept 2023

5.3. Dissemination Monitoring and Reporting

Given the vital importance of the dissemination activities to the success of the project, the implementation of the Communication and Dissemination Plan will be closely monitored in order to ensure that the dissemination activities comply with the quality standards of the project, reach out to the relevant target audience and achieve the expected impacts. Therefore, a **dissemination monitoring and reporting** is proposed with the overall objective of verifying that the Dissemination Plan is being implemented as initially planned and that its objectives are being met.

Dissemination Monitoring

The Dissemination Manager (INI) will monitor the achievement of the Communication and Dissemination Plan's objectives through a set of Key Performance Indicators organized under a Dissemination Balanced Scorecard (BSC) (Table 26) with a description of the indicator, the method of measurement, the verification means, the owner of the indicator, the periodicity on which it will be monitored and the target value planned. Dissemination & Communication Deliverables under WP5 are also included as communication outputs in the BSC. The descriptive Balanced Scorecard is attached in Annex 3; the following table summarises the Key Performance Indicators and their target values.

Table 26. Dissemination Balances Scorecard summary table

INDICATOR	CATEGORY	TARGET VALUE
COMMUNICATION & DISSEMINATION PLAN		
Communication & Dissemination Plan (D.5.1)	Output	1
Nº of Dissemination Work Plans	Output	6
Nº of six-monthly Dissemination Reports	Output	5
Nº of Dissemination activities Reports (D.5.3; D.5.4; D.5.5)	Output	3
No. of mailings on status of dissemination activities	Output	6
COMMUNICATION MATERIALS & TOOLS		
Communication & Dissemination Materials (D.5.2)	Output	1
Nº of webportal	Output	1
Nº of visits to the project web portal	Result	2.000
Nº of publicity materials	Output	3
Nº of digital newsletters distributed	Output	3
Nº of e-newsletter recipients	Output	500
Nº of social media accounts	Output	3

Nº of Twitter followers	Result	500
Nº of Facebook followers	Result	400
Nº of LinkedIn followers	Result	500
Weekly number of Tweets/Posts	Output	3
Nº of scientific papers published	Output	2
Nº of articles in general and specialised media	Output	20
Nº of press releases issued	Output	6
Nº of people outreached by promotional materials.	Result	1.500
Nº of End-user material available on the AgEnergy Platform	Output	800-1.000
Nº of Practice abstracts (20 open-field, 10 greenhouses, 20 livestock)	Output	50
Nº of Policy guidelines on the de-fossilisation of EU agriculture	Output	1
Nº of AgEnergy Platform developed	Output	1
Nº of stakeholders registered on the Platform	Result	1.000
Nº of FEFTS deployed on the AgEnergy Platform	Output	800
Nº of Reports on Practice Abstracts (D.5.7; D.5.8)	Output	2
DISSEMINATION ACTIVITIES		
Nº of Regional Workshops per “hub”.	Output	3
Nº of Transnational Workshops	Output	3
Nº of Final Brokerage Event in Brussels	Output	1
Nº of Consultation Workshop of the policy guidelines with EU bodies.	Output	1
Nº of participants at AFF workshops (regional, transnational and BE)	Result	800
Nº of stakeholders involved in regional workshops (per REGION)	Result	25-40
Nº of non-project events where AFF is actively disseminated	Output	30
Nº of people outreached at non-project events	Result	1.500
Nº of Links with EIP-Agri, Operational Groups and FEFTS clusters.	Result	40
Nº of EIP-Agri Thematic Networks coordinated with.	Result	20
Nº of EIP-Agri Focus Groups coordinated with.	Result	5
Nº of EU-related projects coordinated with.	Result	15
Nº of multi-actor innovation collaborations (5 per region)	Result	40
Nº of multi-actor cross-border innovation collaborations	Result	10
Nº of policy makers reached with recommendations and policy briefs	Result	50
Nº of Reports on AFF links with EU-wide initiatives (D.5.6)	Output	1

The Dissemination monitoring system will allow correcting any deviation from the established objectives and will also allow improving the performance of the programmed activities. The Dissemination Manager will propose corrective actions and implement improvements by incorporating lessons learned and recommendations from the previous to the upcoming semester, so the quality and impact of the dissemination activities will increase throughout the project's life cycle. Partners will be updated on this process on a semester basis through informative mailings. The updated Dissemination Plan will be presented at the project's annual meeting. The BSC will be updated as part of the full Dissemination Plan during the course of the project.

Dissemination Reporting

In order to facilitate an accurate monitoring and evaluation of the dissemination activities and understand the impact of the actions carried out, all partners will report their activities to the WP5 leader. The reporting of dissemination activities will take place at three levels:

Table 27. Dissemination reporting

Nº	Report	Responsible	Periodicity
1	Partners' Contributions	All	Monthly
2	Brief reports/emails compiling partners' contributions	INI	Six-monthly
3	Deliverable Dissemination Report (D5.3; D5.4; D5.5)	INI	M21, M27, M36

Each month, Partners' Dissemination Officers will send the Dissemination Manager a compilation of the dissemination activities carried out, providing evidence and support materials (press clippings, programmes, pictures, etc). To that end a template has been prepared, allowing partners to provide information on the type and date of the activity, its coverage level, target audience, estimated reach and expected impact (Table 28).

Table 28. Partners' Dissemination template

PARTNERS' DISSEMINATION REPORTING
TYPE OF ACTIVITY <i>[e.g. press release / press article / press interview / tv-radio interview / event (pre)announcement / event organisation / conference / workshop / seminar / info-day / bilateral meeting / trade fair / direct mailing / scientific publication / internet posts / social media posts / newsletter / promotional material distribution / person-to-person communication]</i>
DATE/PERIOD OF ACTIVITY <i>[DD/MM/YY or DD/MM/YY- DD/MM/YY]</i>
DESCRIPTION <i>[e.g. published where/ title of article or event / place / date / recipients / organisers]</i>
COVERAGE LEVEL <i>[e.g. local / regional / national / European level]</i>
TARGET AUDIENCE <i>[Describe briefly the type of audience]</i>
ESTIMATED REACH <i>[e.g. nº of people the activity has reached / people that attended the event/ Nº of publicity materials distributed]</i>
IMPACT <i>[Did you receive any response? Was the story picked up somewhere else or by any other media?]</i>
SUPPORTING DOCUMENTS <i>[Internet link(s) to relevant documents]</i>

The Dissemination Manager will compile the information provided by partners and produce 3 Dissemination Reports during the course of the project (D5.3; D5.4; D5.5) at M21, M27, M36. Partners will also be informed on the overall progress and status of the dissemination

and knowledge transfer activities through a common mailing sent on a bi-annual basis as well as through the presentation of the WP activities at the annual project meetings. The contents of the Dissemination Report will be the following

- Listing of all the dissemination activities carried out by the partners, supported by the respective templates with detailed information.
- Update of the Balanced Scorecard with indication of the level of achievements of the target value of expected Output and Results Indicators.

5.4. Roadmap/Summary for promoting AgroFossilFree

The roadmap for promoting AgroFossilFree it's an easy-to-follow guideline for partners to know how to "behave" and report regarding dissemination activities. The following highlights are included:

AgroFossilFree Social Media posting and Website feeding

AgroFossilFree puts great emphasis on social media presence. Therefore, it is important that all the partners contribute in this respect and constantly feed the AgroFossilFree social media channels. It was agreed that dissemination manager holds the administration role of all the social media channels and collects information that are supposed to be shared and posted. Partners are invited to regularly send information of interest to dissemination manager who is responsible for the content feeding. The same level of importance and procedures goes for the AgroFossilFree website content management. Dissemination Manager will feed regularly the News & Events section of the AgroFossilFree website with information delivered by Communication Officers.

Partners' Social media posting and website feeding

Each Communication Officers will also be responsible for posting AgroFossilFree news and events on their own webportals and social media, after translate relevant information to their own language. Dissemination Manager will collect information coming from all partners and inform Communication Officers the need to publish it in their respective media.

Press Releases and Newsletter translation and dissemination

AgroFossilFree partners will be encouraged to translated press releases and newsletter to local languages and distribute them to relevant media within their own regions/countries and to target groups that might be interested on FEETS. Press releases and Newsletter will be elaborated and delivered by Iniciativas Innovadoras when project milestones have been achieved throughout the project's lifetime.

AgroFossilFree Promotional Material distribution

The following publicity materials will be elaborated and distributed by INI/CERTH to be consistently used in the framework of regional/national Workshops, dissemination of AgroFossilFree at partners' events and at events organised by other stakeholders: Leaflets, Roll-up, Poster, Brochure and Bookmark. AgroFossilFree partners will be encouraged to translated promotional material to their own languages in order to ensure the maximum penetration amongst the target audience and to distribute them both in paper and digital versions.

Scientific and Technical publications made by partners

Partners will be responsible for the publication of Scientific and Technical articles in relevant magazines, newsletters or publications in order to reach out to the target audiences. The publication of periodic news on relation to the project progress will be coordinated between the AgroFossilFree Dissemination Manager and Dissemination Officers, who will report in turn all the pieces of news published in specialised magazines.

AgroFossilFree events (co)organization

AgroFossilFree partners will inform Dissemination Manager about the organisation of workshops and events throughout the project lifetime. The description of target groups, number of participants, main goal and event objectives, and specific dissemination activities such as press release or promotional material distribution will be included in the Partners' Dissemination Report.

Non project-events participation and networking

Partners will be encouraged to participate and present AgroFossilFree project at relevant non project-events, primarily focus on Smart Farming Technologies and FEETS industry, and to engage key stakeholders through person to person meetings. Dissemination Officers will monthly report on their progress to AgroFossilFree Dissemination Manager in order to keep track on the number of events and target groups reached.

Communication & Dissemination Reporting

Communication Officers will compile dissemination activities carried out on a month basis and will report Dissemination Manager by the fulfilment of the **Partners' Dissemination Templates**, providing evidence and support materials of the activities carried out (press clippings, programmes, pictures, etc). Dissemination Manager will compile Partners Dissemination Reports and produce semestrially and annually a AgroFossilFree **Dissemination Report**.

6. ANNEXES

6.1. Annex 1. AgroFossilFree Logo.

6.2. Annex 2. Webportal content & architecture.

6.3. Annex 3. Dissemination Balanced Scorecard.

