



AGROFOSSILFREE

D5.3 Report on AgroFossilFree Events and Dissemination activities



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1. SUMMARY OF DISSEMINATION ACTIVITIES & TOOLS

1	Communication & Dissemination Plan (D.5.1)
1	Communication & Dissemination Materials (D.5.2)
3	Nº of publicity materials (Brochure, leaflet, and roll up)
4	Nº of social media accounts (Twitter, Facebook, LinkedIn and YouTube)
1	Nº of website
5.033	Total number of visitors to AFF website
39	News and Events posted at AFF website
729	Followers in Twitter
21.475	People outreached in Facebook
633	Number of LinkedIn connections
23	Non project events where AFF has been disseminated
16	Nº of articles post on specialised mass media

2. COMMUNICATION AND DISSEMINATION STRATEGY

The Communication and Dissemination Strategy (D.5.1) has been delivered in M3 by INI and it's available on [Teams](#) for consultation by partners. The deliverable 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. 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.**
2. **To engage with stakeholders at regional, national and EU level through a number of targeted events.**
3. **To ensure the sustainability of project results through its link with EU wide initiatives especially the EIP.**
4. **To maximize the impact of the developed policy guidelines**

The **AgroFossilFree Communication and Dissemination Strategy** (D.5.1) plays 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. A **Dissemination and Communication Strategy Mix** (Fig.1) has been designed through the combined assessment of Stakeholders, Key Messages and main outputs to be disseminated, including a combination of Communication and Dissemination Tools and Activities that allow a successful engagement of the target groups and achieve planned results Indicators. According to this Strategy, the dissemination activities are being carried out in three subsequent phases (Fig.1). So far, **AFF project has accomplished the implementation of the**

first phase (M1-M06) and **second phase (M06-M18)** which 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, and the communication of the AgEnergy Platform. The objectives in these two phases are 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 and the promotion of the AgEnergy Platform, in order to increase the registration of FEFTS and stakeholders registered. Additionally, a **Fossil-Energy-Free Cluster** called **AREA ZERO** has been created between six H2020 projects: The Greefa, HyperFarm, RES4LIVE, RENAISSANCE, AgroBioHeat and AgroFossilFree.

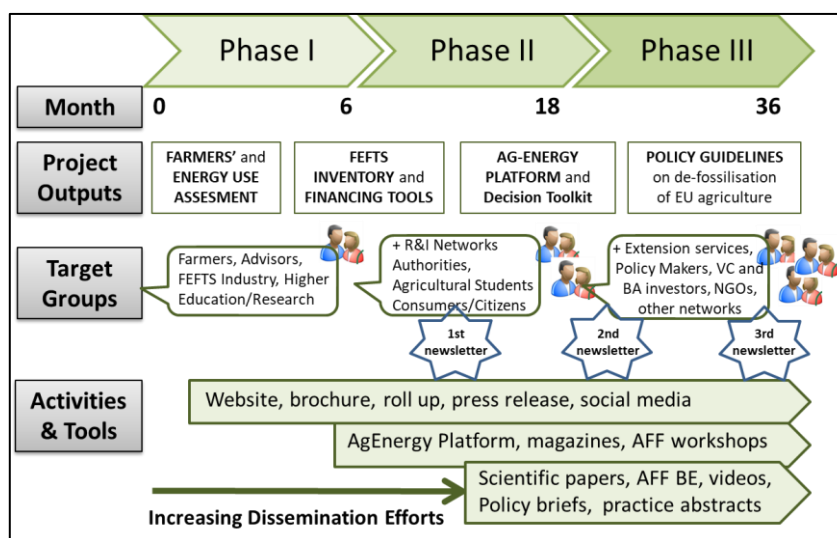


Fig.1. Timing of the Dissemination and Communication Strategy mix in AgroFossilFree, with detailed project outputs, main target groups and key dissemination/communication tools.

The Communication and Dissemination Strategy (D.5.1.) guides and helps 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.

INI ensures that the Communication and Dissemination Plan is collectively implemented by all partners following a governance system (Fig.2) composed by the **Communication Manager (INI)**, the **Communication Officers** (appointed by each partner) and the **Dissemination Working Group** (integrated by the communication manager, officers, and the project coordinator).

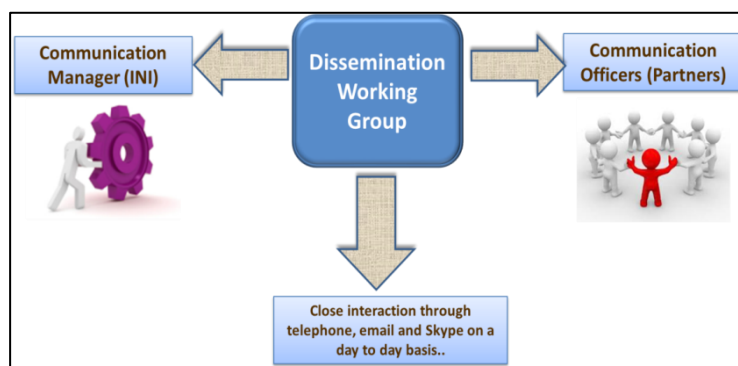


Fig. 2. Communication & Dissemination Governance in AFF

In order to facilitate an accurate **monitoring and evaluation** of the dissemination activities and to understand the impact of the actions carried out, all partners report their activities on a month basis. Dissemination Officers send to the Dissemination Manager a compilation of the dissemination activities carried out, providing evidence and support materials (press clippings, programmes, pictures, etc). Dissemination Manager compiles the information and produce annually a Dissemination Report.

3. COMMUNICATION & DISSEMINATION MATERIALS & TOOLS

The deliverable **Communication & Dissemination Materials (D.5.2)** has been delivered by INI and is available on TEAMS to be consulted by partners. The deliverable includes the description of the dissemination Materials & Tools put in place by AgroFossilFree project during the first six months of the project: Logo & visual identity, website, social media (Facebook, Twitter, LinkedIn, YouTube), newsletters, promotional materials (brochure, leaflet, poster, roll-up), press releases and media appearance, AgEnergy Platform, and scientific and technical publications. The Communication & Dissemination Materials have been designed to support the efficient implementation of the project's Dissemination and Communication activities, allowing for an effective communication of project's activities and results to different end-users and stakeholders (farmers, agricultural consultants, students, policy makers, European organisations, associations and federations, etc...).

The following section includes a summary description of the main tools developed, as well as their performance indicators: **website, social media (Facebook, Twitter and LinkedIn), promotional materials (logo, brochure, leaflet, poster, roll-up and video), press releases, and scientific and technical publications.**

3.1 Website

AgroFossilFree website (www.agrofossilfree.com) has been developed by AGENSO following the architecture and contents provided by INI and the AgroFossilFree logo and image handbook. **The AgroFossilFree website was launched in M4** (January 2021) in English. Partners have contributed by translating static information and contents to their own languages (EN/ES/FR/GR/IT/PL/GE/DU/DA). **The translated website were available from M6** (March 2021). The website is managed by Iniciativas Innovadoras, who feeds regularly the News & Events section with the collaboration of partners' Communication Officers. Since operational, **AFF website has been updated with 39 news and 8 events** informing about project activities and external events (Tables 1 and 2).

Table 1. Webportal update with news

Nº	Title News in AFF Website	Date	Link to AFF Website
1	Agrofossilfree kick-off meeting	10/20	https://bit.ly/3l2m77Y
2	Agrofossilfree at Panteion University (Greece)	02/21	https://bit.ly/30w0B24
3	The Greek magazine "Ypaithros" interviews Agrofossilfree's coordinator	02/21	https://bit.ly/3bzfoj6

4	Employment opportunities in the agri-food sector and the energy sector	03/21	https://bit.ly/3qSYmke
5	Agrofossilfree at 29th European Biomass Conference & Exhibition	03/21	https://bit.ly/3rzcxkB
6	Agrofossilfree at the 38th European Photovoltaic Solar Energy Conference (EU PVSEC 2021)	03/21	https://bit.ly/2O9D7NT
7	Surveys to EU Farmers	04/21	https://bit.ly/3s2iTn5
8	AGROFOSSILFREE Promotional Video	04/21	https://bit.ly/3taPPv3
9	AgroFossilfree at #CEMASummit 2021	04/21	https://bit.ly/2Qtiv3W
10	Agrofossilfree oral session at #EUBCE 2021	04/21	https://bit.ly/3eH37cs
11	Agrofossilfree poster awarded	05/21	https://bit.ly/3o5hfAH
12	Agrofossilfree 2 nd Plenary Meeting	05/21	https://bit.ly/3c0rzoL
13	DiBiCoo B2B Matchmaking Event	05/21	https://bit.ly/2QYb05u
14	Agrofossilfree presented in AGENG 2021 conference	07/21	https://bit.ly/3IK0tGO
15	Agenergy platform is getting real!	07/21	https://bit.ly/3yWhm96
16	Interview for AGREENDA	09/21	https://bit.ly/3MTGTeg
17	Presentation at a study visit of the environment you project	10/21	https://bit.ly/3yWhzJq
18	Agrovoltaic energy community Picassent solar	11/21	https://bit.ly/3LQ38cG
19	The capture of grassroots-level innovations and needs in regional level	01/22	https://bit.ly/3wQoX6q
20	Can we move towards fossil free agriculture?	01/22	https://bit.ly/3yWsqmy
21	Future of agriculture: field robots, electric tractors and other alternatives to diesel	01/22	https://bit.ly/3GhBSCI
22	Renewable energies and energy efficiency in greenhouses	02/22	https://bit.ly/3wLcu5f
23	Renewable energies and energy efficiency in open field	02/22	https://bit.ly/3NykVWZ
24	Heat pump technologies in agriculture	02/22	https://bit.ly/3NzrtVn
25	Efficient nutrient management in field crops	02/22	https://bit.ly/3ML3KBC
26	First agrofossilfree online workshop!	02/22	https://bit.ly/38g94Om
27	How “green” you produce?	02/22	https://bit.ly/3NBmWSw
28	Energy saving, renewable energies and intelligent systems in livestock farming	03/22	https://bit.ly/3wMpEiy
29	Energy use in the EU livestock sector – review	03/22	https://bit.ly/3wUwwJA
30	Energy use in open-field agriculture in the EU – review	03/22	https://bit.ly/3GfWStu

31	Innovative solutions for dairy farming	03/22	https://bit.ly/3wPCR8N
32	Energy efficiency and solar PV technology in agriculture	03/22	https://bit.ly/3NBWAjm
33	Presentation webinar of AREA ZERO CLUSTER	03/22	https://bit.ly/3NwtlOI
34	Technologies and strategies for sustainable greenhouses	04/22	https://bit.ly/3yTLnGF
35	Spanish regional workshop about fefts in livestock buildings	05/22	https://bit.ly/3sW1aB7
36	Soil carbon sequestration and soil organic matter	05/22	https://bit.ly/3MGvKX7
37	Technologies and strategies for sustainable livestock farming in Greece	05/22	https://bit.ly/3sTb8Di
38	Workshop about electric and hydrogen-powered tractors	05/22	https://bit.ly/3wKvAbL
39	Energy use in greenhouses in the EU: scientific publication	05/22	https://bit.ly/3Nq21RU

Table 2. Webportal update with events

Nº	Title Event in AFF Website	Date of event	Link to AFF Website
1	Employment opportunities in the agri-food sector and the energy sector	18 March 2021	https://bit.ly/2QcejW4
2	Forum For The Future of Agriculture	22-23 March 2021	https://bit.ly/30uw9W7
3	Clean Energy Summit 2021	23 March 2021	https://bit.ly/3qYLQOm
4	Cema Summit 2021	14 April 2021	https://bit.ly/2OmEkkK
5	RESCOOP.EU'S Annual General Meeting	22-24 April 2021	https://bit.ly/38MppYd
6	Energy Transition Conference 2021	26 April 2021	https://bit.ly/38wxxfr
7	29th European Biomass Conference & Exhibition (EUBCE 2021)	26-29 April 2021	https://bit.ly/3l3Hy8S
8	38th European Photovoltaic Solar Energy Conference (EU PVSEC 2021)	06-10 Sept 2021	https://bit.ly/3l0ohVV
9	DiBiCoo B2B Matchmaking Event	8 June 2021	https://bit.ly/3wJMrsr
10	EurAgEng 2021	04-08 July 2021	https://bit.ly/3zZrFao
11	38th European photovoltaic solar energy conference and exhibition (EU PVSEC 2021)	06-10 Sept 2021	https://bit.ly/3LLcPsQ
12	Spanish regional workshop – The agrovoltaic energy community Picassent solar	24 Nov 2021	https://bit.ly/3aaaHxF
13	Polish regional workshop	20 Jan 2022	https://bit.ly/3lN1VrS
14	Dutch online workshop – Can we move towards fossil-free agriculture?	26 Jan 2022	https://bit.ly/38MACeB
15	Future of agriculture: field robots, electric tractors and other alternatives to diesel	04 Feb 2022	https://bit.ly/3lG1Fej
16	German regional workshop – The future of covered horticulture: renewable energies	18 Feb 2022	https://bit.ly/3NAXXi5

	and energy efficiency in greenhouses		
17	Italian regional workshop renewable energies and energy efficiency in open field	21 Feb 2022	https://bit.ly/3GjcRav
18	Irish regional workshop – heat pumps in agriculture	22 Feb 2022	https://bit.ly/3wJrctj
19	Polish regional workshop efficient nutrient management in field crops	24 Feb 2022	https://bit.ly/38klm7q
20	First agrofossilfree online workshop	25 Feb 2022	https://bit.ly/3MN8p6a
21	How “green” you produce? Your opinion matters!	01 March 2022	https://bit.ly/3NwvzO4
22	Energy saving, renewable energies and intelligent systems in livestock farming	11 March 2022	https://bit.ly/3lKZoPb
23	Energy efficiency and solar pv technology in agriculture	23 March 2022	https://bit.ly/3PEYdOR
24	Innovative solutions for dairy farming	24 March 2022	https://bit.ly/3LGlaOp
25	Presentation webinar of AREA ZERO CLUSTER	24 March 2022	https://bit.ly/3yZ6R54
26	Technologies and strategies for sustainable greenhouses	8 April 2022	https://bit.ly/3z03H0Y
27	Burning carbon neutral biomass to reduce farm fuel costs	29 April 2022	https://bit.ly/3z3FUgF
28	Spanish regional workshop about FEFTS in livestock buildings	9 May 2022	https://bit.ly/3PEZfKJ
29	Soil carbon sequestration and soil organic matter	11 May 2022	https://bit.ly/3lNOqrX
30	Technologies and strategies for livestock facilities	12 May 2022	https://bit.ly/3LZlclL
31	Workshop about electric and hydrogen-powered tractors	18 May 2022	https://bit.ly/3lG6DYv
32	Solar panels, wind turbines and battery storage systems	24 May 2022	https://bit.ly/3LLKMJK
33	1st Transnational Workshops	13 June 2022	https://bit.ly/3yArrYZ
34	4th Consortium Meeting in Athens	14-15 June 2022	https://bit.ly/3nlPpAr



Fig.3. AFF webportal news and events.

Google Analytics allows the ongoing monitoring of the number of visitors and the traffic on the website sections, and such intelligent information are used for improving the impact of the website. So far, the **total number of visitors is 5.033** and their origin is indicated in Fig. 4.

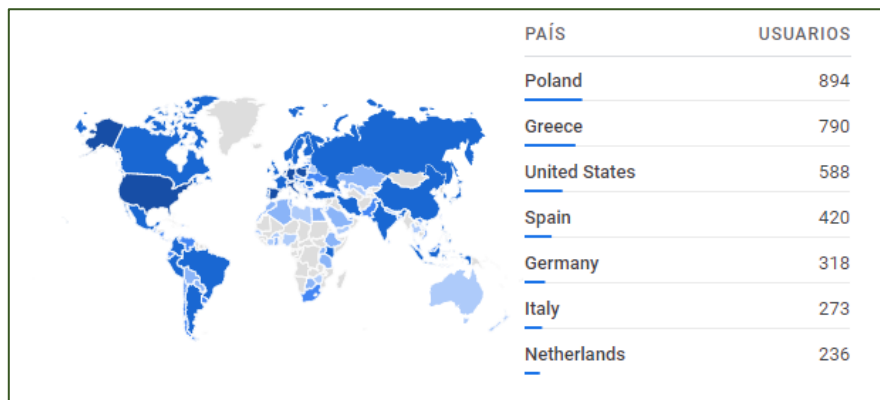


Fig. 4. Origin of webportal users

Website Key Performance Indicators are indicated in Table 3 and are updated during project execution.

Table 3. Website Key Performance Indicators: Target value and % of Achievement at M21.

BSC Indicator	Target Value	Period Value	% Achievement at M21
Nº of visits to AFF website	2.000	5.033	251%

It is important that all the partners contribute to achieve website key performance indicators. Therefore, partners are invited to regularly send information of interest to dissemination manager (INI) who is responsible for the website content feeding. **Partners ensure good cross-linking between AFF web and their own sites.** To that end, partners' webs also echo AFF news and events, positively impacting on the traffic of AFF web.

3.2 Social media

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.



Fig.5. AgroFossilFree Twitter profile.

A monthly monitoring on the number of followers and likes of the Twitter profile was also conducted using the account statistics provided by Twitter Analytics. By the end of March 2021 there were 412 Twitter Followers, AFF profile has received 7.942 visits, and AFF tweets have received 51.332 interactions.

Table 4. Twitter account statistics by Twitter Analytics.

	2020			2021							
TWITTER	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
N° of followers	54	52	53	40	62	62	34	39	16	19	14
N° of visits to profile	241	245	420	364	750	1787	2040	2095	656	957	387
N° of impressions	2401	1091	1504	2844	7619	8873	11900	15100	3741	3319	1527
N° of mentions	4	4	4	8	8	11	32	27	5	1	5
N° of tweets	2	3	2	6	13	15	17	22	2	6	1

	2021				2022					
TWITTER	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
N° of followers	13	12	22	16	15	23	20	59	61	43
N° of visits to profile	601	1334	2442	871	944	3438	2506	1705	3376	2093
N° of impressions	961	2731	8355	1923	2410	5280	3483	2343	3008	2030
N° of mentions	5	4	26	7	12	19	17	6	12	10
N° of tweets	3	7	17	4	4	11	10	9	10	12

The following figure represents the new followers on Twitter per month since the beginning of the project.

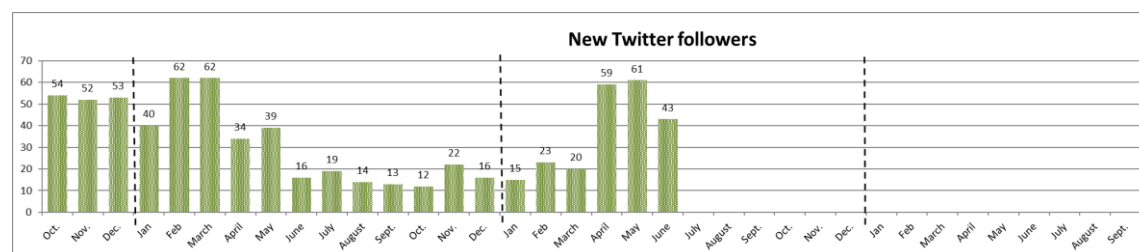


Fig. 6. N° of AFF new Twitter followers between M1-M21.

The number of impressions (Figure 7), meaning the number of times users saw the tweets on Twitter, has also increased during the first half of the project.

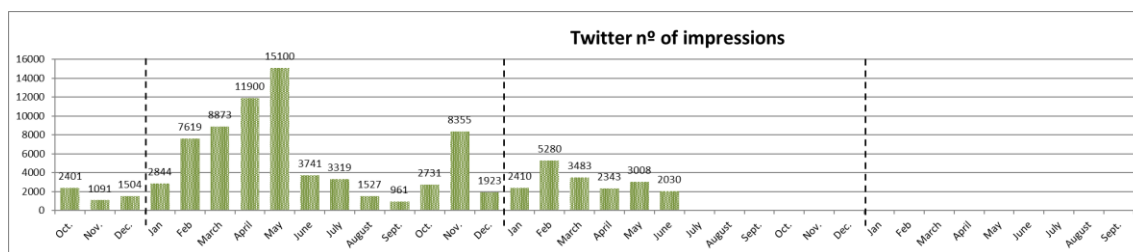


Fig. 7. Nº of impressions on Twitter profile during the first the first six month of the project.

LinkedIn

Iniciativas Innovadoras has created a **LinkedIn profile for AFF project**. This provides partners a place to disseminate the project outputs, raise awareness on the use of FEFTS, and engage end user/target groups. So far, 633 connections have been added to AFF profile.

Table 5. LinkedIn account statistics.

LinkedIn Performance	TOTAL
Total nº of Followers	633

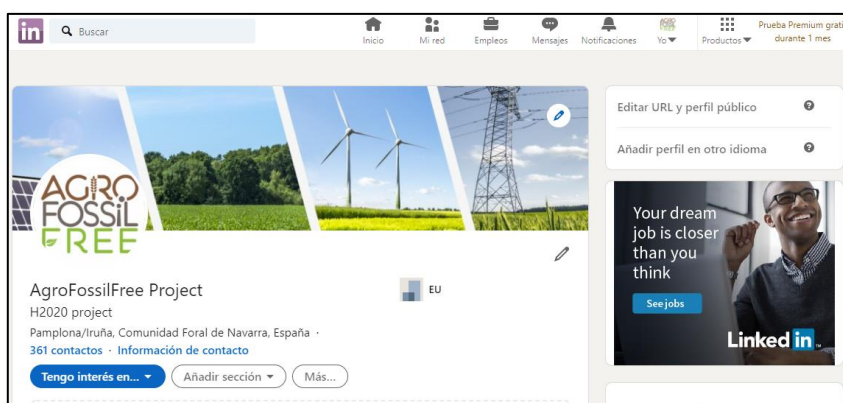


Fig.8. AFF LinkedIn profile

Facebook

The **AFF Facebook fan page** has been created in a public mode with the name of "Agrofossilfree H2020 project". 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 website was also displayed in the Facebook page.

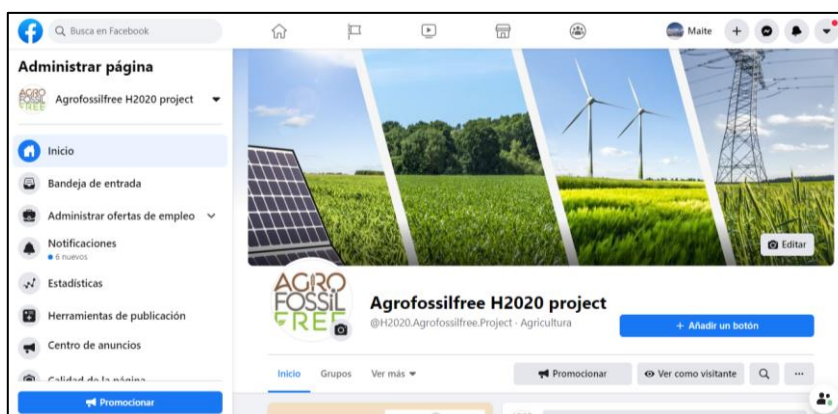


Fig.9. AFF Facebook page

A monthly monitoring on the number of followers and likes of the profile was also conducted using the account statistics provided by Facebook. Performance of the Facebook page during the first six month of the project is also assessed as positive. By the end of June 2022, there are 729 followers and a total of 21.475 people were reached.

Table 6. Facebook fan account statistics by Insights.

	2020			2021							
FACEBOOK	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Nº of people reached	21	42	107	655	861	1122	3525	6375	1680	451	43
Nº of Likes	12	8	114	153	18	12	23	20	5	4	4
Page visits	42	42	98	148	53	56	76	90	32	45	16

	2021				2022					
FACEBOOK	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Nº of people reached	200	314	456	460	886	1653	962	546	360	936
Nº of Likes	9	13	16	9	13	6	6	9	5	5
Page visits	28	44	81	28	52	97	57	52	27	51

Social Media Key Performance Indicators are indicated in Table 7 and are updated during project execution.

Table 7. Social Media Key Performance Indicators: Target value and % of Achievement at M21.

BSC Indicator	Target Value	Period Value	% Achievement at M21
Nº of social media accounts	3	4	133%
Nº of Twitter followers	500	729	145%
Nº of Facebook followers	400	464	116%
Nº of LinkedIn followers	500	633	126%

It is important that all partners contribute to achieve AFF SOCIAL MEDIA KEY PERFORMANCE INDICATORS. Therefore, partners are invited to regularly send information of interest to dissemination manager (INI) who is responsible for the social media content feeding. Furthermore, **AFF profiles are already linked with partners' social media profiles, who also echo the publications of AFF and the other way round**, further increasing the combined impact and outreach of the project.

The following Table summarise partners' contributions to accomplish **SOCIAL MEDIA KEY PERFORMANCE INDICATORS** by spreading and re-posting AFF news on their own social media channels:

Table 8. AFF-related post on partners' social media channels.

Partner	Media	Date	Estimated audience	Link
CERTH	Twitter	03/2021		https://bit.ly/3rG5VMt
	Facebook	03/2021		https://bit.ly/3qGXqzo
	Twitter	04/2021		https://bit.ly/3x5PFqV
	Facebook	05/2021		https://bit.ly/3vWTFJ2
	Facebook	02/2022		https://bit.ly/3QYDS7K
	Facebook	02/2022		https://bit.ly/3xZEyKtN
	Facebook	03/2022		https://bit.ly/3nqqoEq
	Facebook	04/2022		https://bit.ly/3R8JCw7
	Facebook	05/2022		https://bit.ly/3a2ibDo
AUA	Facebook	01/2021	5.228	https://bit.ly/3cpcJHJ
	LinkedIn	03/2021	9.652	https://bit.ly/3ewqzut
	LinkedIn	03/2021	9.652	https://bit.ly/3llw2pH
	LinkedIn	03/2021	57 likes	https://bit.ly/2RB556r
	LinkedIn	05/2021	22 likes	https://bit.ly/3tR6ItX
	LinkedIn	02/2022	13 likes	https://bit.ly/3nnZPQ7
IUNG-PIB	Facebook	01/2021	33	https://bit.ly/3yCFVrj
	Facebook	03/2021	56	https://bit.ly/2Osqfm3
	Facebook	04/2021	51	https://bit.ly/3A8vxZn
	Facebook	05/2021	59	https://bit.ly/3OOptsZ
	Facebook	05/2021	51	https://bit.ly/3yrDw2d
	Facebook	01/2022	44	https://bit.ly/3npBiKB
	Facebook	02/2022	44	https://bit.ly/3NsL9d1
	Facebook	02/2022	18	https://bit.ly/3OtB7ty
	Facebook	03/2022	54	https://bit.ly/39WQxl0
	Facebook	03/2022	30	https://bit.ly/3nnkx2P
CEMA	Twitter	10/2020	1262	https://bit.ly/3l821JE
	Twitter	03/2021	382	https://bit.ly/3cveFyG
	LinkedIn	01/2021	265	https://bit.ly/3Nvv1l3
	Twitter	01/2021	666	https://bit.ly/3ua0jNQ
	Twitter	04/2021	815	https://bit.ly/3a4g027
	YouTube	04/2021	424	https://bit.ly/3OOqUYp
	YouTube	04/2021	104	https://bit.ly/3nop8S7
	Twitter	05/2021	651	https://bit.ly/3ub2S1Y
	Twitter	10/2021	289	https://bit.ly/3Nwm2Gp
	Twitter	11/2021	477	https://bit.ly/3AczVGB
	LinkedIn	11/2021	262	https://bit.ly/3uajCGD
	Twitter	11/2021	184	https://bit.ly/3ysoDNa
	LinkedIn	11/2021	324	https://bit.ly/3a3YafB
	Twitter	01/2022	272	https://bit.ly/3l0Zsoe
	Twitter	01/2022	235	https://bit.ly/3NvwfD9
	Twitter	01/2022	446	https://bit.ly/3y3qg2v
	Twitter	01/2022	227	https://bit.ly/3l4hVjU
	Twitter	02/2022	235	https://bit.ly/3A9p6oL

	LinkedIn	02/2022	332	https://bit.ly/3bBznQx
	Twitter	02/2022	344	https://bit.ly/3xXyEAC
	Twitter	02/2022	571	https://bit.ly/3yuulhu
	Twitter	02/2022	255	https://bit.ly/3bC98t2
	Twitter	02/2022	776	https://bit.ly/3OLPpWj
	LinkedIn	02/2022	258	https://bit.ly/3ypNO35
RESCOOP	LinkedIn	05/2022	293	https://bit.ly/3NupRfj
	Twitter	05/2022	322	https://bit.ly/3l0yD3q
	Twitter	02/2021		https://bit.ly/2OKf2Np
	LinkedIn	02/2021		https://bit.ly/3vkXZCe
	Facebook	02/2021		https://bit.ly/3tbKfYP
	LinkedIn	04/2021	460	https://bit.ly/2QbxVKq
	Twitter	04/2021	1.213	https://bit.ly/3sBS4Gx
	Facebook	04/2021	233	https://bit.ly/3elrjkm
	Facebook	05/2021	406	https://bit.ly/3fJfB5i
	Twitter	05/2021	2.033	https://bit.ly/3fcnqyL
	LinkedIn	05/2021	682	https://bit.ly/3bnuS9k
	Facebook	05/2021	131	https://bit.ly/34EGO2v
	Twitter	05/2021	1.877	https://bit.ly/2RfXFpv
	LinkedIn	05/2021	337	https://bit.ly/3fINp2j
LODR	Facebook	01/2021	300	https://bit.ly/3eutFz9
AGENSO	LinkedIn	10/2020		https://bit.ly/3bDoDhV
	Twitter	11/2020		https://bit.ly/3ysriq6
	Twitter	11/2020		https://bit.ly/3ysriq6
DELPHY	LinkedIn	11/2020	500	https://bit.ly/3bDhfDq
	Twitter	11/2020	500	https://bit.ly/3bDhj68
	Facebook	12/2020	500	https://bit.ly/30CDblE
	Twitter	12/2020	500	https://bit.ly/2OK90ML
	LinkedIn	01/2021	1.025	https://bit.ly/3qK2yCK
	Facebook	01/2021	100	https://bit.ly/3etM18E
	Twitter	01/2021	500	https://bit.ly/2OQhnpZ
	Facebook	02/2021	325	https://bit.ly/3ewpWkJ
	Facebook	03/2021		https://bit.ly/3lCXMWI
	LinkedIn	03/2021		https://bit.ly/2PBzG2K
	Facebook	03/2021		https://bit.ly/2PKOHRs
	Twitter	03/2021		https://bit.ly/3mCEZv6
	Twitter	03/2021		https://bit.ly/3dVvAr5
	Twitter	04/2021	900	https://bit.ly/324x9kL
	Twitter	04/2021	500	https://bit.ly/3uJKmvy
	Twitter	04/2021	500	https://bit.ly/3tnFEU5
	Twitter	04/2021	500	https://bit.ly/3d9JVof
	Twitter	04/2021	500	https://bit.ly/3fZDsOF
	Twitter	04/2021	500	https://bit.ly/3daUgk0
	Twitter	04/2021	500	https://bit.ly/3taX59X
	Twitter	04/2021	500	https://bit.ly/3sbBKvO
	Twitter	04/2021	500	https://bit.ly/2Q252jF
	Twitter	04/2021	500	https://bit.ly/3uUNx3H
	Twitter	04/2021	1.000	https://bit.ly/3xhoObM
	Twitter	04/2021	500	https://bit.ly/3tvfe2t
	Facebook	04/2021	250	https://bit.ly/3ap8U53

	LinkedIn	04/2021	600	https://bit.ly/3n5E9Y9
	Twitter	04/2021		https://bit.ly/2RaOzKk
	Facebook	05/2021		shorturl.at/yNSX8
	Twitter	05/2021		https://bit.ly/2TqhOtF
	Twitter	06/2021		shorturl.at/yCMN2
	Twitter	06/2021		shorturl.at/qBNSY
Teagasc	Twitter	12/2020		https://bit.ly/3cjPaA8
	Twitter	04/2021		https://bit.ly/3dVrvXz
WIP	LinkedIn	10/2020	800	https://bit.ly/3bHFAIl
	LinkedIn	01/2021	800	https://bit.ly/3ewlcvn
	LinkedIn	02/2021	800	https://bit.ly/3cmVXsV
	LinkedIn	02/2021	800	https://bit.ly/3lhWZKQ
	LinkedIn	02/2021	800	https://bit.ly/3vikjww
	LinkedIn	03/2021	800	https://bit.ly/3txNn1n
	LinkedIn	04/2021	800	https://bit.ly/2Q7yPYg
TTA	LinkedIn	10/2020		https://bit.ly/3qH2OT8
	LinkedIn	02/2021		https://bit.ly/2PRWFXj
INI	Twitter	03/2021		https://bit.ly/31aBv9k
	Twitter	05/2021		https://bit.ly/3oY0hoc

3.3 e-Newsletters

The distribution of 3 digital newsletters is planned all along the project execution on an annual basis. Mailchimp software is 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 is voluntary via the website or through direct contact with potentially interested organisations. Newsletters are a key dissemination tool to inform relevant target audiences about the progress of the AFF project. The e-newsletters 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 provide information and contents to INI for the e-newsletters, and they are encouraged to translate it and forward them through their own communication channels.

The first newsletter was sent in M14, on November 4th 2021 and it contained information about: Project presentation and launch, description of AFF project, goals, activities, results and figures, a brief description of available FEFTS and their use in agriculture, announce of the AgEnergy Platform, a summary of the public deliverables already submitted, and finally some dates of upcoming AFF events and workshops.

At first the Mailchimp account didn't have many subscribers and INI sent the newsletter to all partners, so that they would resend it to their contacts. Due to the events and regional workshops, this audience list has increased and by the end of M21, the audience raised up to 229 subscribers. Another newsletter has been sent to announce the 1st Online Workshop. The first one on February 17th and a second one as a reminder on February 23rd.

Table 9. Newsletter Key Performance Indicators: Target value and % of Achievement at M21.

BSC Indicator	Target Value	Period Value	% Achievement at M21
Nº of digital newsletters	3	1	33%

Nº of e-newsletter recipients	500	229	46%
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Partners' communication officers provide information and contents to INI for the newsletters and they are encouraged to translate it and forward the newsletter through their own communication channels.

3.4 Promotional materials

A number of communication materials have been elaborated by CERTH and INI (brochure, leaflets, posters, roll-up Bookmark and video) to disseminate AFF project at regional/national workshops organised by project's partners and events organised by other stakeholders. Promotional materials are distributed primarily in digital version, but also in printed version according to partners' needs. Partners are 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 are also "localized", prioritising messages and topics, and taking into account cultural differences between countries. English versions of AFF brochure, leaflet, poster and roll-up template are already available to be downloaded in [AFF website](#).

AFF leaflet

A **leaflets template** has been designed by CERTH at the beginning of the project (M1), open to be tailored to the partners' communication goals and workshops in local languages (Fig. 10). Leaflet template is tailored to the specificities of each "innovation workshop" in WP3 (stakeholders involved, timeframe of the activities, etc.) and the language of each hub, containing easy to understand and clear messages about the focus of the "innovation workshops" to better engage target end-users (agricultural students, farmers, consultants, policy makers, etc).



Fig.10. AFF leaflet template

A **specific leaflet of the project** has been designed by CERTH/INI at M5 (February 2021) to present general information of AFF in a very visual way. It supports the dissemination and promotion of activities linked to the AFF innovation workshops, but it also allows partners to publicize the project in events and workshops outside the project. The leaflet presents AgroFossilFree's main actions as well as the project's contact details and



Fig.11. AFF leaflet

social media pages. The leaflet has been designed in both A3 and A4 format, adding the option to be used as a file folder for A4 documents for AFF events. Both leaflet's versions are already available in the project website and is home printed and handed out by partners at different project and non-project events.

AFF brochure

The **project brochure** is one of the main promotional materials of the project to be delivered and sent to the various stakeholders (farmers, agricultural consultants and technicians). The **project brochure** has been designed by CERTH/INI and its English version is available since M5 (February 2021). The brochure presents general information of the project and allows for a fast understanding of the project's aims, activities, and expected results. A tri-fold layout was selected as the best option for its design as it could demonstrate the content in the best -practically and aesthetically-way. Thanks to this design, the brochure can be conveniently printed either in A3 or in A4 size, depending on the needs or the preference of our partners. The **project brochure** is used by partners at the innovation Workshops as well as on any kind of dissemination meeting and event.



Fig.12. AFF Brochure

AFF poster template

A poster template of AFF project has been designed by CERTH at the beginning of the project to be used by partners for their communication goals in local languages (Fig. 13). The poster template is tailored to the targeted groups and specific events and workshops by local partners and consistently used for partners' own events, including Innovation Workshops. The poster template allows partners to present results related to AFF at conferences and workshops, tailoring the content to the target audience.

AFF roll-up

A specific **roll-up of the project** has been produced by CERTH/INI 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.



Fig.13. AFF poster template and roll up

AFF bookmark

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



Fig.14. AFF Bookmark

AFF promotional video

A promotional video is being created by Iniciativas Innovadoras to be used for the general dissemination of the project at target events, workshops, webinars, and congress. It is also disseminated through the website and social media channels of the project. The video has been uploaded in a YouTube channel created specifically to host project's videos.

Table 10. Promotional Material Key Performance Indicators:
Target value & % of Achievement at M21

BSC Indicator	Target Value	Period Value	% Achievement at M21
Nº of publicity materials	3	3	100%
Nº of people outreached by promotional materials	1.500	1.076	71%

It is important that all partners contribute to achieve AFF PROMOTIONAL MATERIALS KEY PERFORMANCE INDICATORS. Therefore, publicity materials elaborated by INI/CERTH have to be used by AFF partners in the framework of regional/national Workshops, dissemination of AgroFossilFree at partners' events and at events organised by other stakeholders. AgroFossilFree partners are **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.

3.5 Press releases and media coverage

Press releases are being produced when relevant pieces of news are available in the project, especially targeting European electronic media (newspapers, magazines, etc.). Press releases are 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 are distributed through the project's website and social media, but also through 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 are being 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 is placed in the promotion of the workshops as the main venue for dissemination and engagement of end-users. **So far, a first press release has been produced with occasion of the project kick-off meeting and launching** (October 2020, Fig. 15). The press release was produced by INI and disseminated through project social media and website. Partners have contributed by translating the first press release to their own languages and disseminated it through their own media channels (Table 11). Partners are also committed to echo the upcoming news and press releases related to the project.



Fig.15. AFF 1st Press Release

Table 11. Summary of project related posts and news on partners' communication channels.

Nº	Partner	Category of post/news	Date	Media	Link
1	CERTH	AFF Presentation and brief summary	10/20	CERTH's website	https://bit.ly/3beoT78
2	AU	AFF Presentation and brief summary	11/20	AU's website	https://bit.ly/2NOYtjt
3	AUA	AFF Presentation. AUA's role in the project.	01/21	AUA's Fb post	https://bit.ly/3btHuMn
4	IUNG-PIB	AFF Presentation and launching in PL	10/20	IUNG's website	https://bit.ly/3rcDjKw
5	CEMA	AFF Presentation and summary. CEMA's role in the project.	10/20	CEMA's website	https://bit.ly/3kFs4Ym
		AFF Presentation along with AFF press release	10/20	CEMA's newsletter	https://bit.ly/3bdAfYS
6	ECAF	AFF Presentation and brief summary	01/21	ECAF's website	https://bit.ly/2MOucAM
7	RESCOOP	AFF brief presentation	10/20	RESCOOP's website	https://bit.ly/2MJ8kqr
		AFF brief presentation	10/20	RESCOOP's newsletter	https://bit.ly/3bW1kiy
		AFF launching and KoM	12/12	RESCOOP's newsletter	https://bit.ly/3ebvDEJ
		AFF summary along with KoM	12/12	RESCOOP's website	https://bit.ly/2OjVRdf

press release				
		FEFTS registration survey	05/21	RESCOOP's website https://bit.ly/33Ntb0L
		Learn more about Agro Fossil Free objectives	05/21	RESCOOP's website https://bit.ly/2Tw7AaZ
8	L&F	??		
9	Confagricoltura	AFF Presentation and brief summary in IT	01/21	Confagricoltura's Website https://bit.ly/3b8n7UW
		AFF survey to farmers	05/21	Confagricoltura's Website https://bit.ly/3vbQ3Cp
10	LODR	AFF Presentation and brief summary in PL	11/20	LODR's website https://bit.ly/3qac5Tj
		AFF KoM press release in PL	11/20	LODR's website https://bit.ly/20h3LE3
		AFF Presentation and brief summary in PL	02/21	LODR's website https://bit.ly/3bEsbAE
11	AGENSO	AFF Presentation along with AFF KoM press release	11/20	AGENSO's website https://bit.ly/3qf4R0p
12	DELPHY	AFF Presentation and brief summary in NL and EN	10/20	Delphy's Website https://bit.ly/386GwDG https://bit.ly/3bZBREK
		AFF launching in NL and EN along with AFF KoM press release	11/20	Delphy's Website https://bit.ly/383QOok https://bit.ly/3rdSUcl
13	Teagasc	Mailing with AFF press release	12/20	Mailing list -
14	WIP	AFF Presentation and brief summary	-	WIP's website https://bit.ly/388Mwf8
15	TTA	AFF Presentation along with AFF KoM press release	11/20	TTA's website https://bit.ly/2NO9L7z
16	INI	AFF Presentation in SP along with AFF KoM press release	10/20	INI's website https://bit.ly/3qanuCy
		AFF 2 nd plenary meeting	06/21	https://bit.ly/3uNbppa

AgroFossilFree partners are being 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 FEFTS.

Table 12. Press release Key Performance Indicators: Target value & % of Achievement at M21

BSC Indicator	Target Value	Period Value	% Achievement at M21
Nº of press releases	6	1	17%

3.6 AgEnergy Platform

The AgEnergy Platform is 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 works 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 contains 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 allows the interaction with relevant stakeholders and to express end-users' ideas and needs. Stakeholder are 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 has been developed by AGENSO and was available at M15. The AgEnergy Platform will be maintained for at least for 5 years after the end of the project.

Table 13. AgEnergy Platform Key Performance Indicators: Target value & % of Achievement at M21

BSC Indicator	Target Value	Period Value	% Achievement at M21
Nº of AgEnergy Platform developed	1	1	100%
Nº of stakeholders registered on the Platform	1.000	242	24%
Nº of FEFTS deployed on the AgEnergy Platform	800	838	104%

3.7 Scientific and Technical publications

Whenever relevant, scientific publications are being produced (WP1 and WP2); however, the main publications issued from the project are **popular articles** in farmers, extension services and industry magazines. National/Local extension magazines play a key role in disseminating FEFTS information tailored to the specific regions. Journalists from these magazines have been invited to the regional workshops for reporting on the events. Partners 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** have been published in **farmers', professional and advisors magazines**. So far, partners have disseminated and presented the project on several agricultural media, positively disseminating the AFF project to an extensive audience (Table 15). Additionally, two scientific abstracts presenting AFF project have been published at the 38th European Photovoltaic Solar Energy Conference and Exhibition (EU PVSEC 2021) and at the 29th EU Biomass Conference by WIP-Renewables Energies and CErTH respectively, with the collaboration of all partners.

Table 14. Summary of scientific publications.

Nº	Title	Authors	Link
1	Energy Use in Greenhouses in the EU: A Review Recommending Energy Efficiency and Renewable Energy Sources Adoption	Bas Paris; Foteini Vadorou; Athanasios T. Balafoutis; Konstantinos Vaiopoulos; George Kyriakarakos; Dimitris Manolakos; George Papadakis	https://bit.ly/39TgfwD
2	Energy Use in the EU Livestock Sector: A Review Recommending Energy Efficiency Measures and Renewable Energy Sources Adoption	Bas Paris; Foteini Vadorou; Dimitrios Tyris; Athanasios T. Balafoutis; Konstantinos Vaiopoulos; George Kyriakarakos; Dimitris Manolakos; George Papadakis	https://bit.ly/3GIlAI1
3	Energy use in open-field agriculture in the EU: A critical review recommending energy efficiency measures and renewable energy sources adoption	Bas Paris; Foteini Vadorou; Athanasios T. Balafoutis; Konstantinos Vaiopoulos; George Kyriakarakos; Dimitris Manolakos; George Papadakis	https://bit.ly/3lGbl8z

4	Proceedings of the EUPVSEC 2021	D. Rutz, V. Hofmeier, C. Ma, R. Janssen, A. Balafoutis, K. Vaiopoulos, C.A. Grøn Sørensen, D. Manolakos, A. Koutsouris, G. Papadakis, M. Borzecka, V. Bisevac, D. Creupelandt, J. Román, F. Oudshoorn, D. Rossi, M. Próchniak, Z. Tsiropoulos, H. Brinks, B. Caslin, J. Sneij, M. Asin, M. Zarranz	https://bit.ly/3bzql15
5	Proceedings of the EUBCE 2021	Balafoutis, A., Vaiopoulos, K., Sørensen, C., Manolakos, D., Koutsouris, A., Papadakis, G., Borzecka, M., Bisevac, V., Creupelandt, D., Roman, J., Oudshoorn, F., Rossi, D., Próchniak, M., Tsiropoulos, Z., Brinks, H., Caslin, B., Colmorgen, F., Rutz, D., Sneij, J., Zarranz, M.	https://bit.ly/3QWUpck

Table 15. Summary of articles posted in specialized media.

Nº	Title	Category news	Date	Media	Est. Audience	Link
1	AU	Article: AFF presentation	11/20	Agriwatch Danish media	-	https://bit.ly/3l1B8H8
2	AU	Article: AFF presentation	11/20	Videnskab Danish media	-	https://bit.ly/30tFjLL
3	AU	Article: AFF presentation	11/20	Biopress Danish media	-	https://bit.ly/3rziN6W
4	AU	Article: AFF presentation	11/20	Maskinbladet Danish media	-	https://bit.ly/3eqo1Os
5	AU	Article: AFF presentation	11/20	Nyheder Danish media	-	https://bit.ly/3qz0nle
6	AU	Article: AFF presentation	11/20	Automatik Danish media	-	https://bit.ly/2OIUQ4u
7	AU	Article: AFF presentation	11/20	CleanTeachWatch Danish media	-	https://bit.ly/2Oh36Tv
8	AU	Article: AFF presentation	11/20	PolicyWatch Danish media	-	https://bit.ly/3l0lyLW
9	AU	Article: AFF presentation	11/20	Localeyes Danish media	-	https://bit.ly/30tGeCJ
10	AU	Article: AFF presentation	11/20	Newsbreak Danish media	-	https://bit.ly/3l3WqE1
11	AUA	Article: AFF presentation and Interaction with forum stakeholders	11/20	Neohome Stakeholders' agricultural forum	730	https://neohome.io/
12	Teagasc	Article: AFF presentation	12/20	Council Journal Irish media		https://bit.ly/3cmjJPq
13	CERTH	Article: AFF presentation	02/21	Υπαιθρος Χώρα Greek newspaper	>10.000	https://bit.ly/2OIVZsO
14	WIP	Scientific abstract: AFF presentation	02/21	EU PVSEC 2021 Congress	-	https://bit.ly/3t0UpLS
15	CERTH	Scientific abstract: AFF presentation	03/21	29th EU Biomass Conference	-	https://bit.ly/31xYpI4
16	Confagri cultura	Article: AFF presentation	04/21	Mondo Agricolo Italian Magazine	35.000	https://bit.ly/33rBK10

17	CERTH	Article: AFF presentation	04/21	Alexander Innovation Zone Greek Company website	https://bit.ly/3bm5CQT
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Partners are 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 are coordinated between the AgroFossilFree Dissemination Manager and Dissemination Officers, who report in turn all the pieces of news published in specialised magazines.

Table 16. Scientific and Technical publications. Key Performance Indicators:
Target value & % of Achievement at M21

BSC Indicator	Target Value	Period Value	% Achievement at M21
Nº of scientific papers published	2	5	250%
Nº of articles in general and specialised media	20	17	85%



Fig.16. AFF News & Articles in specialised media



Fig.17. Scientific Abstract presenting AFF at EU PVSEC 2021 Congress

4. COMMUNICATION & DISSEMINATION ACTIVITIES

This section summarise the main communication and dissemination activities carried out by AFF partners (workshop development, participation at external events....etc) and their performance indicators.

4.1. Project Events

All along the project, several workshops and events are being organised 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. Project's events are:

- ONLINE WORKSHOPS
- INTERACTIVE INNOVATION MULTI-ACTOR WORKSHOPS
- TRANSNATIONAL WORKSHOPS
- BROKERAGE EVENT
- CONSULTATION WORKSHOP

INI supports the dissemination efforts during those events and communicates their results, taking into consideration the reporting of the findings of the events made by partners.

AgroFossilFree partners 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 are included in the Partners' Dissemination Report when applicable.

Online Workshops: A total of three online workshops with stakeholders from all over Europe (farmers, industry, advisors, technicians, researchers, innovation brokers and policy makers) are planned to be done throughout the project's lifetime. These stakeholders provide their insight on how FEFTS could be adopted in EU agriculture. INI is the leader in this task and has already organized the first online workshop the 25th of February 2022. Dissemination materials, such as newsletter, posts on social media and emails, were prepared to create a network and obtain participants for this workshop. During this event, the project and its milestones were presented, as well as the launching of the AgEnergy Platform. There was also a short summary of the main research results from a study concerning farmers' needs, innovative ideas and interests regarding technologies and strategies for agriculture defossilisation. At the end, three representants of companies using

FEETS participated in the event, where a total of 70 persons were connected. The [webinar video](#) is available in the AFF YouTube channel.

Interactive innovation multi-actor workshops: Multi-actor regional workshops have been organized by the AgroFossilFree consortium (3 workshops per hub between M13-M20), based on open-field agriculture, greenhouses and livestock buildings. So far there have been 22 regional workshops celebrated, out of 24 workshops.

All the regional workshops have been published on the AFF website in the news and events section. They were also communicated through the AFF social media, using graphics for each of the event. Some partners have sent pictures of the workshop and videos were created as a summary of the event, to feed the AFF YouTube channel.

Nº	Hub	Sector	Date	Outreached people
1	German	Open-field	4/2/2022	85
2	Greek	Open-field	1/3/2022	42
3	Spanish	Greenhouses	24/11/2021	25
4	Polish	Open-field	20/1/2022	35
5	Dutch	Open-field	26/01/2022	155
6	Danish	Open-field	16/05/2022	-
7	Italian	Open-field	21/02/2022	52
8	Irish	Greenhouses	22/02/2022	51
9	German	Greenhouses	18/2/2022	100
10	Greek	Greenhouses	8/4/2022	39
11	Spanish	Livestock	09/05/2022	20
12	Polish	Open-field	24/02/2022	36
13	Dutch	Greenhouses	24/05/2022	-
14	Italian	Livestock	29/03/2022	40
15	Irish	Open-field	23/03/2022	58
16	German	Livestock	11/3/2022	38
17	Greek	Livestock	12/5/2022	79
18	Spanish	Open field	11/05/2022	14
19	Polish	Livestock	24/03/2022	23
20	Dutch	Livestock	18/5/2022	-
21	Italian	Greenhouses	25/05/2022	17
22	Irish	Livestock	29/04/2022	39

Cluster events: In the frame of the fossil free cluster activities, INI has helped with the communication of the Cluster presentation webinar.

Non-Project conferences, events and fairs: The activities and results of AgroFossilFree have been 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. Partners are expected to participate in at least 30 non-project events. The table below provides a list of the events where partners have presented the project.

Table 16. Project Events. Key Performance Indicators: Target value & % of Achievement at M21

BSC Indicator	Target Value	Period Value	% Achievement at M21
Regional Workshops	24	22	92%
Nº of Transnational Workshops	3	1	33%
Nº of Final Brokerage Event	1	0	0%
Nº of Consultation Workshop of the policy guidelines with EU bodies.	1	0	0%
Nº of participants at AFF workshops (regional, transnational and BE)	800	1.006	125%
Nº of stakeholders involved in regional workshops (per REGION)	25-40	25	100%

4.2. Non-Project conferences, events and fairs

The activities and results of AgroFossilFree are 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. Partners are expected to participate in at least 30 non-project events. During the first six months of the project, partners have participated in the following events:

Table 17. Non-Project events where AFF partners have presented the project at M21.

	Partner	Date	Event	People outreached	Link
1	CERTH	Jan 2021	MSc course at Panteion Univ. (Greece)	-	https://bit.ly/30w0B24
2	CERTH	March 2021	Annual Meeting of the EU Conservation Agric. Federation	-	https://bit.ly/3rYb16P
3	CERTH	March 2021	Employment opportunities in the agri-food & energy sector	100	https://bit.ly/3qSYmke
4	CERTH/ CEMA	Apr 2021	CEMA summit 2021	-	https://bit.ly/3bZxo6p
5	RESCOOP	Apr 2021	General Assembly of RESCOOP Annual Meeting	53	https://bit.ly/3uqTHYR
6	WIP	Apr 2021	29th EU Biomass Conference (EUBCE 2021)	-	https://bit.ly/3l3Hy8S
7	CERTH	Apr 2021	29th EU Biomass Conference (EUBCE 2021)	-	https://bit.ly/31xYpl4
8	WIP	Sep 2021	38th EU Photovoltaic Solar Energy Conference (EU PVSEC 2021)	-	https://bit.ly/2O9D7NT
9	CERTH	July 2021	EurAgEng 2021	-	https://bit.ly/3sv1BIH

			Conference Évora - PORTUGAL		
10	DELPHY	Aug 2021	Field demonstration day Onions. Being present with the banner, flyers and brochures to be taken when interested	1000	https://bit.ly/3l0g2EC
11	DELPHY	Sept 2021	Demonstration field day Peaonia	150	https://bit.ly/3nJwBM1
12	DELPHY	Sept 2021	Demonstration field day Arable Farming	100	https://bit.ly/3ucc3PK
13	DELPHY	Sept 2021	Demonstration field day Tree nurser	100	https://bit.ly/3yrrx4Y
14	CERTH	Sept 2021	85th Thessaloniki International Fair	-	https://bit.ly/3nxGETW
15	DELPHY	Oct 2021	Demonstration field day robotization	200	https://bit.ly/3y2p3sb
16	CERTH	Oct 2021	Study visit, Thessaloniki, GREECE	25	https://bit.ly/3w74prm
17	CERTH	Oct 2021	Study visit in Belgium with UGhent and ILVO	22	-
18	CERTH	Oct 2021	12th conference of HelAgEng (Hellenic Association of Agricultural Engineers)	-	https://bit.ly/3uaHhqC
19	CERTH	December 2021	Open days event of the Chambre d'Agriculture des Vosges	-	https://bit.ly/3AfCZlC
20	IUNG	March 2022	Targi Kielce - Agricultural Trade Fair	30	https://bit.ly/3OStgp4
21	IUNG	April 2022	Presentation of the AgEnergy Platform, Lubelskie Forum Innowacji w rolnictwie	50	https://bit.ly/3OymFkb
22	IUNG	May 2022	Study visit of students from the State Vocational University of Ignacy Mościcki in Ciechanów	25	-
23	CERTH	June 2022	Final event of the H2020 project OPTIMA	-	https://bit.ly/3nrbHko

Partners are 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 report on their progress to AgroFossilFree Dissemination Manager in order to keep track on the number of events and target groups reached.

Table 18. Non-Project events. Key Performance Indicators: Target value & % of Achievement at M21

BSC Indicator	Target Value	Period Value	% Achievement at M21
Nº of non-project events where AFF is actively disseminated	30	23	76%
Nº of people outreached at non-project events	1.500	1.855	123%

4.3. Networking and informal person-to-person meetings

In order to engage stakeholders more directly, personal interaction is also 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 are made to showcase the project results and activities. All partners are engaged in such ongoing networking and person-to-person meetings (Table 19), 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.

Table 19. Networking activities where partners have presented the project at M21

	Partner	Presentation	Date	Outreached people	Target group
1	AUA	Discussing AFF project with colleagues	Oct 2020	15	Colleagues working on agriculture and renewables at the AUA
2	CEMA	AFF Internal communication	Oct 2020	6	Ag Machinery Industry (John Deere, CNH Industrial, AGCO Corporation, ARGO Tractors, CLAAS and FEDE Pulverizadores)
3	CEMA	External communication to establish cooperation with expert. Links to AFF social networks provided	Nov 2020	1	Research community
4	CEMA	AFF General presentation to CEMA Technical Board.	Oct 2020	20	Ag machinery industry experts - CEMA Technical Board.
5	IUNG	AFF General presentation to IUNG employees	March 2021	50	IUNG employees
6	CEMA	Internal consultation towards CEMA High Level Group Research	June 2021	6	Experts from John Deere, CNH Industrial, AGCO Corp, ARGO Tractors, CLAAS and FEDE
7	CEMA	Internal consultation towards CEMA HLG CO2 - FEFTS survey	June 2021	21	Industry specialized
8	CERTH	Interview for Agrenda – agricultural newspaper	Sept 2021	2500-3000 average sales for the printed	Variety of agricultural stakeholders (farmers, agronomists, consultants, contractors, extension

				version	services representatives, agricultural association members)
9	CERTH	Plenary meeting of RES4LIVE	Nov 2021	48	Scientific Community, multi- actor audience (industry representatives, tech- professionals, scientists, consultants, companies' representatives)
10	CEMA	Request for feedback on examples of fossil free	Nov 2021	21	Industry specialized
11	CEMA	Internal comm. towards CEMA High Level Group Research	Jan 2022	7	Experts from John Deere, CNH Industrial, AGCO Corporation, ARGO Tractors, CLAAS and FEDE Pulverizadores
12	CEMA	Internal communication towards CEMA High Level Group Research	Feb 2022	7	Experts from John Deere, CNH Industrial, AGCO Corporation, ARGO Tractors, CLAAS and FEDE Pulverizadores
13	CEMA	Internal communication towards VDMA - CEMA German member	Feb 2022	7	VDMA
12	CERTH	Direct personal contacts with stakeholders	March 2022	20	Scientific community, agronomists, greenhouse producer
14	TTA	Email sent to stakeholders about the RW	April 2022	100	Agracon, Cooperativas Alimentarias, Escuela Politécnica De Huesca, farmers, producers
15	TTA	Invitation to 2nd Regional Workshop through BETA Technological Centre (UVIC)	May 2022	25	Farmers, producers

AgroFossilFree is establishing links and creating 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 is 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 detailed in **deliverable 5.1 Communication and Dissemination Plan**.

This category of dissemination also includes all the **clustering activities** with other European and funded projects related to FEFTS and AKIS, which are established timely to ensure useful exchange. **A cluster on Fossil-Energy-Free called AREA ZERO has already been created with related H2020 projects funded under the same call** (i.e. TheGreefa, AgroFossilFree, HyperFarm, RES4LIVE and RENAISSANCE, Table 20), and joint dissemination

activities have been planned. The first online meeting for planning joint cluster activities was held the 29th April 2021. The main goal of this cluster is to establish collaboration and promote the developed technology solutions to potential stakeholder / end-users in a common way. So far, a webinar was organized in March 2022 with the aim of presenting the Cluster. Representatives of each project presented their main objectives and results. At the end of the webinar, there was time for questions and comments. The video of the cluster presentation webinar is available in the [AREA ZERO YouTube channel](#) and was shared in all projects' social media profiles. In addition, a logo for the cluster, a draft brochure and a draft poster were created with the collaboration of all partners. The cluster website is still under development.



Fig.20. AREA ZERO logo and projects and are part of the cluster.

Table 20. Participants at Fossil-Energy-Free cluster

	PROJECT	COORDINATOR	DISSEMINATION
AREA ZERO Fossil-Energy- Free CLUSTER	AgroFossilFree (FNR-06-2020;A)	Thanos Balafoutis Konstantinos Vaiopoulos	Mirentxu Asín Camino Fábregas
	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 Dimitris Tyrís	Matina Karakitsiou Thanos Karvounis Ioanna Barouni
	RENAISSANCE (LC-SC3-ES-3-2018/2020)	Styliani ARAPOGLOU	Rebecca Hueting
	AgroBioHeat	Manolis Karampinis	Pablo Rodero

A specific section of the Fossil-Energy-Free cluster has been established on AFF website ([Members – AgroFossilFree](#)):

- **FOSSIL ENERGY FREE CLUSTER/GOALS.** Static text describing main cluster's goals.
- **FOSSIL ENERGY FREE CLUSTER/MEMBERS.** It includes logos, names and main description of cluster's members (i.e. AFF, HyperFarm, TheGreefa, RES4LIVE, AgroBioHeat, and RENAISSANCE).
- **FOSSIL ENERGY FREE CLUSTER/ACTIVITIES.** A summary of main activities to be developed by the cluster.



Fig.21. AREA ZERO communication materials.

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 are being arranged. Special efforts will be done throughout the project to establish network and links with EIP-AGRI Focus Groups and structures. The following Key Performance Indicators are foreseen for networking activities:

Table 21. Networking. Key Performance Indicators: Target value & % of Achievement at M21

BSC Indicator	Target Value	Period Value	% Achievement at M21
Nº of Links with EIP-Agri, Operational Group & FEFTS clusters	40	17	43%
Nº of EIP-Agri Thematic Networks coordinated with.	20	5	25%
Nº of EIP-Agri Focus Groups coordinated with.	5	0	0%
Nº of EU-related projects coordinated with.	15	5	33%
Nº of multi-actor innovation collaborations (5 per region)	40	24	60%
Nº of multi-actor cross-border innovation collaborations	10	4	40%
Nº of policy makers reached with policy briefs	50	0	0%

Partners are encouraged to engage key stakeholders through networking and person to person meetings. Dissemination Officers are monthly report on their progress to AFF Dissemination Manager in order to keep track on the number of events and target groups reached.

5. DISSEMINATION BALANCED SCORECARD

A Dissemination Balanced Scorecard with a set of indicators and target figures was defined in the Dissemination and Communication Plan (Del.5.1) in order to facilitate an accurate monitoring and evaluation of the dissemination activities and understand the impact of the actions carried out. The Balanced Scorecard has been updated with the degree of achievement of the dissemination objectives during the reporting period (M21).

Table 22. Dissemination Balances Scorecard summary table

INDICATOR	Target Value	Value Achieved	% Achievement
COMMUNICATION & DISSEMINATION PLAN			
Communication & Dissemination Plan (D.5.1)	1	1	100
Nº of Dissemination Work Plans	6	4	66
Nº of Dissemination activities Reports (D.5.3; D.5.4; D.5.5)	3	1	33
COMMUNICATION MATERIALS & TOOLS			
Communication & Dissemination Materials (D.5.2)	1	1	100
Nº of webportal	1	1	100
Nº of visits to the project web portal	2.000	5.033	251
Nº of publicity materials	3	4	133
Nº of digital newsletters distributed	3	1	33
Nº of e-newsletter recipients	500	229	46
Nº of social media accounts	3	4	100
Nº of Twitter followers	500	729	145
Nº of Facebook followers	400	464	116
Nº of LinkedIn followers	500	633	126
Weekly number of Tweets/Posts	3	1	33
Nº of scientific papers published	2	5	250
Nº of articles in general and specialised media	20	15	75
Nº of press releases issued	6	1	17
Nº of people outreached by promotional materials.	1.500	1.076	71
Nº of Practice abstracts (20 open-field, 10 greenhouse, 20 livestock)	50	21	42
Nº of Policy guidelines on the de-fossilisation of EU agriculture	1	0	0
Nº of AgEnergy Platform developed	1	1	100
Nº of stakeholders registered on the Platform	1.000	242	24
Nº of FEFTS deployed on the AgEnergy Platform	800	838	104
Nº of Reports on Practice Abstracts (D.5.7; D.5.8)	2	1	50
DISSEMINATION ACTIVITIES			
Nº of Regional Workshops per “hub”.	3	3	100
Nº of Transnational Workshops	3	1	33
Nº of Final Brokerage Event in Brussels	1	0	0
Nº of Consultation Workshop of the policy guide with EU bodies	1	0	0
Nº of participants at AFF workshops (regional, transnational and BE)	800	1.006	125
Nº of stakeholders involved in regional workshops (per REGION)	25-40	25	100
Nº of non-project events where AFF is actively disseminated	30	23	76
Nº of people outreached at non-project events	1.500	1.855	123
Nº of Links with EIP-Agri, Operational Groups and FEFTS clusters.	40	17	43
Nº of EIP-Agri Thematic Networks coordinated with.	20	5	25
Nº of EIP-Agri Focus Groups coordinated with.	5	0	0
Nº of EU-related projects coordinated with.	15	5	33
Nº of multi-actor innovation collaborations (5 per region)	40	24	60
Nº of multi-actor cross-border innovation collaborations	10	4	40
Nº of policy makers reached with recommendations & policy briefs	50	0	0
Nº of reports on AFF links with EU-wide initiatives (D.5.6)	1	0	0