



Report on AgroFossilFree Events and Dissemination activities

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Summary

Report summarising the dissemination activities carried out by the project. It is an updated version of D5.3 (M1-M20) including the activities conducted from M21 to M36, with indication of the tools delivered, activities undertaken, and project events held, as well as other non-project events attended by partners. Implementation of activities and events follow the guidelines of the AgroFossilFree Communication and Dissemination Strategy (D.5.1).

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1. SUMMARY OF DISSEMINATION ACTIVITIES & TOOLS

1	Communication & Dissemination Plan (D.5.1)
1	Communication & Dissemination Materials (D.5.2)
4	Nº of publicity materials (Brochure, leaflet, and roll up)
4	Nº of social media accounts (Twitter, Facebook, LinkedIn and YouTube)
1	Nº of website
30.480	Total number of visits to AFF website
70	News posted on AFF website
45	Events posted on AFF website
1.107	Followers in Twitter*
35.580	People outreached on Facebook**
675	Number of LinkedIn connections
84	Non project events where AFF has been disseminated
17	Nº of articles post on specialised mass media

***Twitter:** This social media has changed its legal name to X in April 2023. As it is still in the process of change and the URL is still twitter.com, throughout the deliverable it will continue to be called Twitter.

****Facebook Page Reach:** The number of people who have seen content on or about your page.

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.

Now we are performing and finishing the third phase (M18-M36) that involves increase visibility of AFF at project workshops and events 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, complementary, and mutually supportive collaboration channels throughout the project duration and beyond. Special emphasis is placed by partners to disseminate project results through participation at international conferences/meetings outside of the project. Tailored end-users' material such as policy briefs have been developed in the last months of the project, together with the last batch of practice abstracts that will be disseminated accordingly.

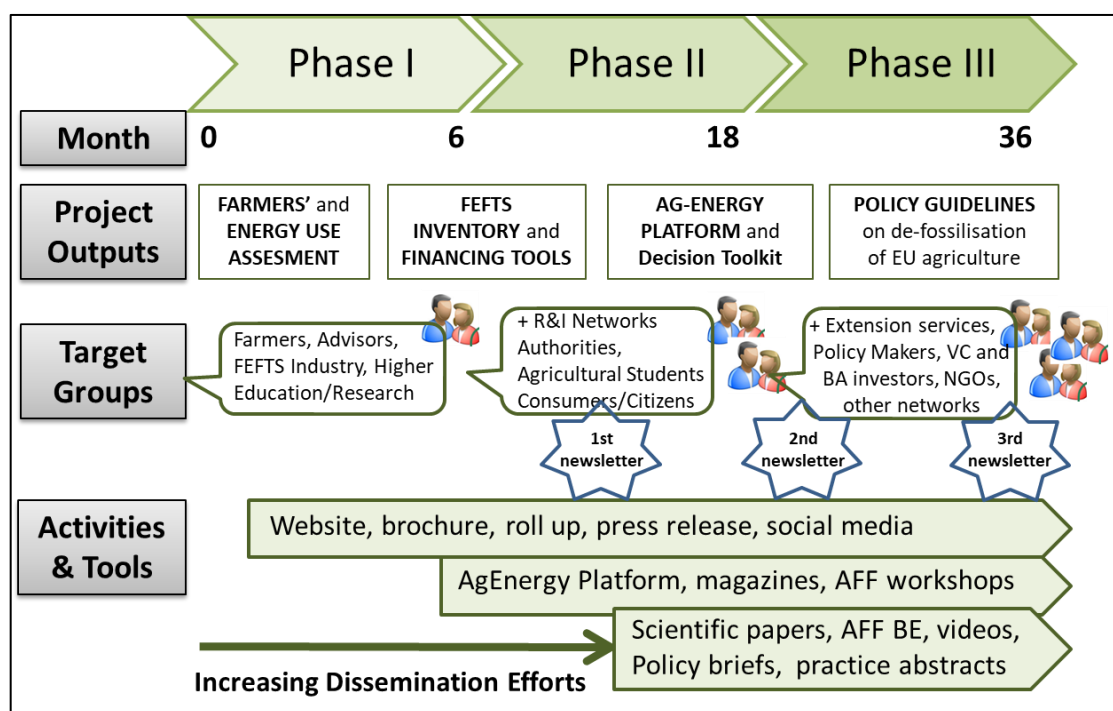


Fig.1. Timing of the Dissemination and Communication Strategy mix in AgroFossilFree, with detailed project outputs, main target groups and key dissemination/communication tools.

The C&D 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).

In order to facilitate an accurate **monitoring and evaluation** of the dissemination activities and to understand the impact of the actions carried out, at the beginning of the project all partners reported their activities on a month basis. This procedure has been updated as it was deemed much more efficient to take advantage of online tools in order to facilitate the reporting of the communication officers. This is the reason why the Communication Manager conducts the whole work based on an online spreadsheet.

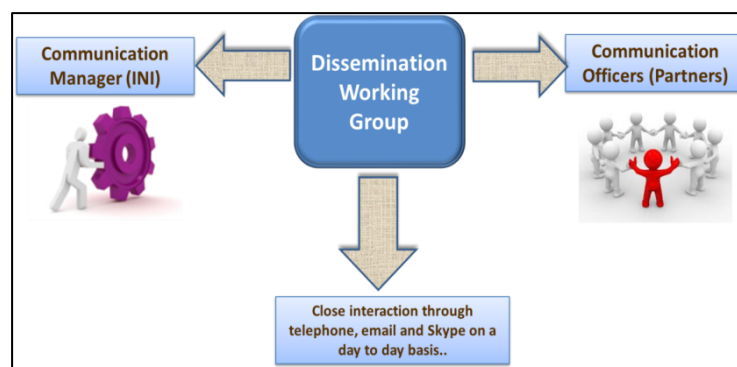


Fig. 2. Communication & Dissemination Governance in AFF

3. COMMUNICATION & DISSEMINATION MATERIALS & TOOLS

The deliverable **Communication & Dissemination Materials (D.5.2)** has been delivered by INI and is available on Microsoft 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, bookmark and video), press releases, articles in partners' media, 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/EL/IT/PL/DE/NL/DK). **The translated website was 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 70 news and 45 events** informing about project activities and external events (Tables 1 and 2).

Table 1. Website 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/3NwtIOI
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/3sW1aBZ
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
40	14th Youth Forum “Green Innovation in Border Regions”	08/22	https://bit.ly/3YoXXrO
41	European Sustainable Energy Week 2022	09/22	https://bit.ly/3UVC7t2
42	2nd Transnational Innovation Workshop in Warsaw, Poland	09/22	https://bit.ly/3Bz3QZD
43	AFF at the International Agricultural Exhibition Agro Show	10/22	https://bit.ly/3FP2xbo
44	Is EU Agriculture ready for Fossil-Free Transition? Invitation to the second Online Workshop	10/22	https://bit.ly/3FIDPOM
45	Presenting the project at AGROTICA Exhibition in Greece	10/22	https://bit.ly/3Wcaeh6
46	3rd Transnational Innovation Workshop in Herning, Denmark	12/22	https://bit.ly/3FrDyHW
47	Digitalization for farmers and rural communities	12/22	https://bit.ly/3RtEqFI
48	Smart circular farming to address high energy and fertilizer prices	12/22	https://bit.ly/3LSlzzp
49	Preparing a video to show best practices in Greece	12/22	https://bit.ly/48A3Es7
50	New Year, New FEFTS!	01/23	https://bit.ly/48kiouR
51	5 th Consortium meeting in Barcelona, Spain	02/23	https://bit.ly/48evV78
52	Video shooting to present a 100% methane tractor!	02/23	https://bit.ly/46dgCtA
53	Let’s find some case studies in Poland!	03/23	https://bit.ly/3PLPCw4
54	Innovation case studies in Denmark	03/23	https://bit.ly/3PI7yHI
55	Green protein extracted from clover grass	03/23	https://bit.ly/3PKqmpR
56	New case study! Discover the New Holland T6 methane tractor	03/23	https://bit.ly/46hEITZ
57	Find the best solution for a de-fossilised agriculture	03/23	https://bit.ly/3ru00Ps
58	A Dutch sustainable storage barn with solar panels	03/23	https://bit.ly/3Zml8Ut
59	Case studies of conservation agriculture in Spain	04/23	https://bit.ly/3EJdzV
60	Study case in Greece: Brite Solar, semi-transparent photovoltaic for agricultural applications	05/23	https://bit.ly/45YblXe
61	Invitation to the 3 rd online workshop	05/23	https://bit.ly/3sYytGy
62	Conservation agriculture in Spain	05/23	https://bit.ly/48mbVj2
63	Consultation workshop with EU Policy Officers	05/23	https://bit.ly/3ERNegJ
64	Invitation to the Brokerage Event!	06/23	https://bit.ly/3RnQQyI

65	Networking activities with MainstreamBIO project	06/23	https://bit.ly/464nuKo
66	Italian case study: agrivoltaics, photovoltaics and biogas plant	06/23	https://bit.ly/3EMHHlm
67	Biomass heating solution for poultry	06/23	https://bit.ly/3t2y6Lb
68	Polish case study: GB hybrid – strip-till and subsoiler	07/23	https://bit.ly/45VSV9n
69	The Green Deal: paving the way to defossilise agriculture	07/23	https://bit.ly/3t1b3A9
70	AgroFossilFree Policy Briefs	09/23	https://bit.ly/3ZqVkB

Table 2. Website 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/3qYLQQm
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 agrovoltic 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 and energy efficiency in greenhouses	18 Feb 2022	https://bit.ly/3NAXXi5
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/3IKZoPb
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/3INOqrX
30	Technologies and strategies for livestock facilities	12 May 2022	https://bit.ly/3LZlcjL
31	Workshop about electric and hydrogen-powered tractors	18 May 2022	https://bit.ly/3IG6DYv
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/3nIPpAr
35	AgroFossilFree at the EUSEW 2022	22nd Sep 2022	https://bit.ly/3VVRyZH
36	2nd Transnational Innovation Workshop (TIW) in Warsaw, Poland	23 Sep 2022	https://bit.ly/3PpMBzA
37	European Sustainable Energy Week 2022	26-30th Sep 2022	https://bit.ly/3Fptp0p
38	29th AGROTICA Exhibition	20-23 Oct 2022	https://bit.ly/3UYP2KK
39	Is EU Agriculture ready for Fossil-Free Transition? Invitation to the second Online Workshop	25th Oct 2022	https://bit.ly/3BzUi0e
40	3rd Transnational Innovation Workshop in Herning, Denmark	1st Dec 2022	https://bit.ly/3Yqm1KI
41	5th Consortium Meeting	1 Feb 2023	https://bit.ly/3rl2hfX
42	Consultation workshop	25 May 2023	https://bit.ly/3LtIQfU
43	3rd Online Workshop : Innovative European case studies	26 May 2023	https://bit.ly/3ZqSNw7
44	Brokerage Event	22 June 2023	https://bit.ly/3PnFtnH
45	6th Consortium Meeting	23 June 2023	https://bit.ly/3PsULYw

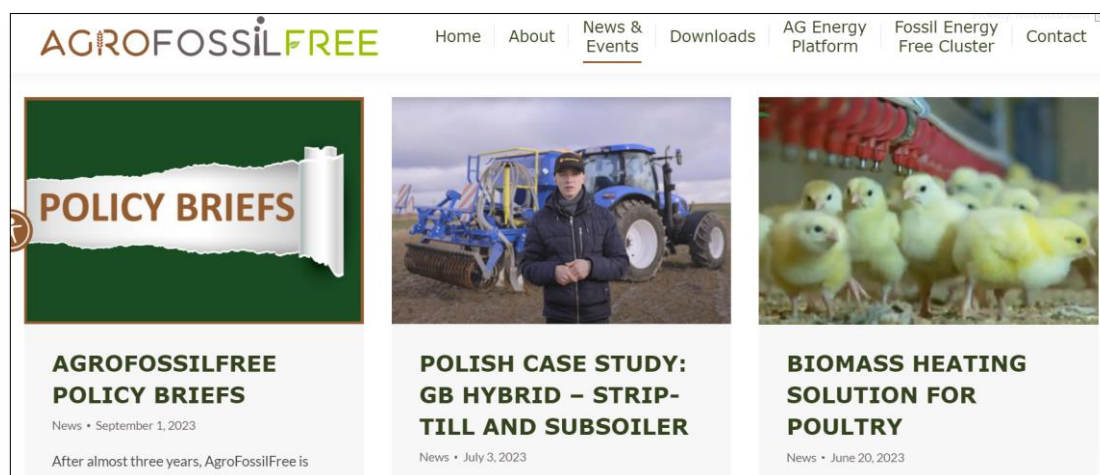


Fig.3. AFF Website news and events.

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 11.077** and the **total number of visits is 30.480**. Their origin and the total of users per country is indicated in Fig. 4. We can see that Poland is the country with the most users, with a total of 1.852 visitors to the AFF website.

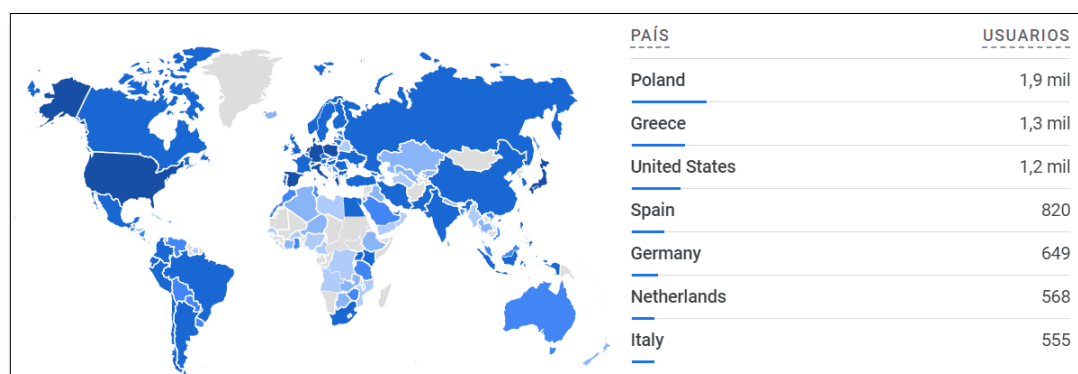


Fig. 4. Origin of website users

*PAÍS = Country, USUARIOS = Users, Mil = Thousands

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

Table 3. Website Key Performance Indicators: Target value in a monthly average

BSC Indicator	Target Value	Period Value	% Achievement at M36
Nº of visits to AFF website (monthly)	2.000*	961	48%

*This target value was intended at the beginning of the project for the AgEnergy platform to be incorporated into the website. As it was finally in a different hosting, the number of the platform and the website are separate.

Throughout AFF, it was important that all the partners contributed to achieve website key performance indicators. Therefore, partners regularly send information of interest to dissemination manager (INI) who is responsible for the website content feeding. Partners have ensured 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

This social media has changed its legal name to X in April 2023. As it is still in the process of change and the URL is still www.twitter.com, throughout the deliverable it will continue to be called Twitter.

A Twitter account @agrofossilfree was created by Iniciativas Innovadoras as one of the main 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 December 2022, there were **1.107 Twitter Followers**, AFF profile has received **37.311 visits**, and AFF twits have received **104.124 interactions**.

Table 4. Twitter account statistics by Twitter Analytics.

	2020		
TWITTER	Oct	Nov	Dec
Nº of followers	54	52	53
Nº of visits to profile	241	245	420
Nº of impressions	2401	1091	1504
Nº of mentions	4	4	4
Nº of tweets	2	3	2

	2021											
TWITTER	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Nº of followers	40	62	62	34	39	16	19	14	13	12	22	16
Nº of visits to profile	364	750	1787	2040	2095	656	957	387	601	1334	2442	871
Nº of impressions	2844	7619	8873	11900	15100	3741	3319	1527	961	2731	8355	1923
Nº of mentions	8	8	11	32	27	5	1	5	5	4	26	7
Nº of tweets	6	13	15	17	22	2	6	1	3	7	17	4

	2022											
TWITTER	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Nº of followers	15	23	20	59	61	43	33	28	33	26	15	23
Nº of visits to profile	944	3438	2506	1705	3376	2768	2840	1415	531	787	944	3438
Nº of impressions	2410	5280	3483	2343	3008	2597	3853	1998	838	2126	2410	5280
Nº of mentions	12	19	17	6	12	13	14	8	3	8	12	19
Nº of tweets	4	11	10	9	10	12	33	9	1	11	4	11

	2023								
TWITTER	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Nº of followers	36	22	30	39	14	26	10	5	9
Nº of visits to profile	1382	2014	1953	1382	3401	3741	323	864	1496
Nº of impressions	349	612	1913	1366	2057	2113	380	80	3228
Nº of mentions	10	8	11	15	21	20	6	0	10
Nº of tweets	9	7	6	9	12	8	1	0	8

The following figure represents the new followers on Twitter per year since the beginning of the project. We see that over the years, the number has been growing. This year, taking into account that it has not finished yet, there is a slight decrease, but this is understandable as most of the physical activities of the project were concentrated in the previous years.

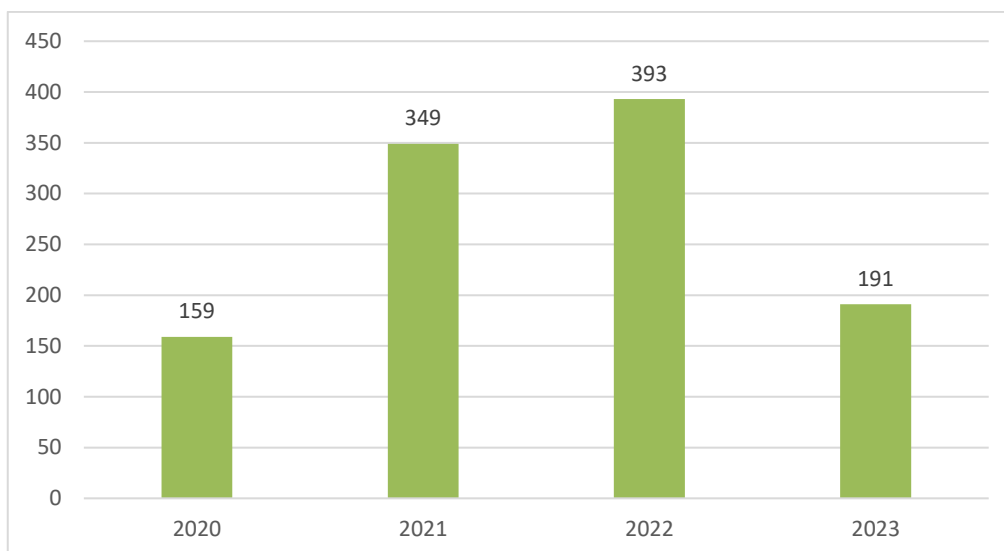


Fig. 6. Nº of AFF new Twitter followers per year

The number of impressions (Figure 7) means the number of times users saw the tweets on Twitter. Impressions have been higher in 2021 due to the creation of the website, as during April and May, when the website was launched, the posts were widely shared by partners.

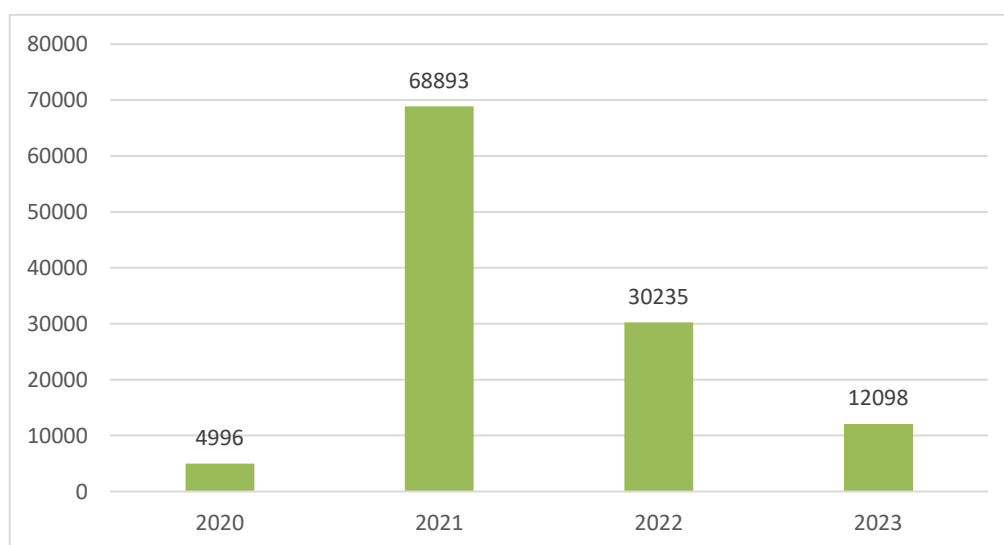


Fig. 7. Nº of impressions on Twitter profile per year.

LinkedIn

Iniciativas Innovadoras 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, **675 connections** have been added to AFF profile.

Table 5. LinkedIn account statistics.

LinkedIn Performance	TOTAL
Total nº of connections	675

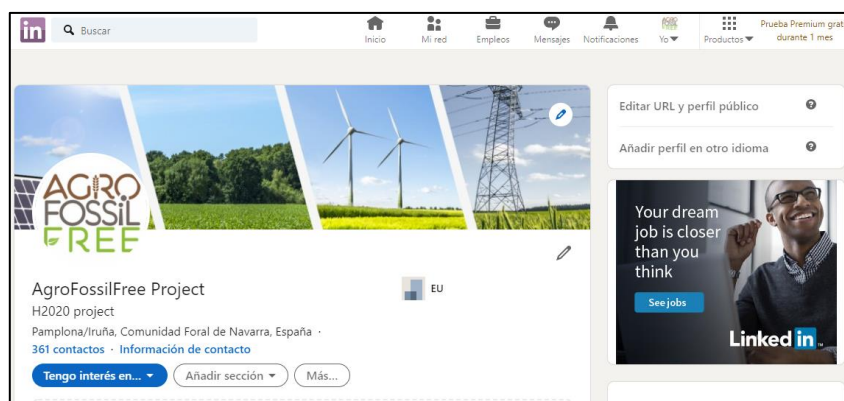


Fig.8. AFF LinkedIn profile

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.

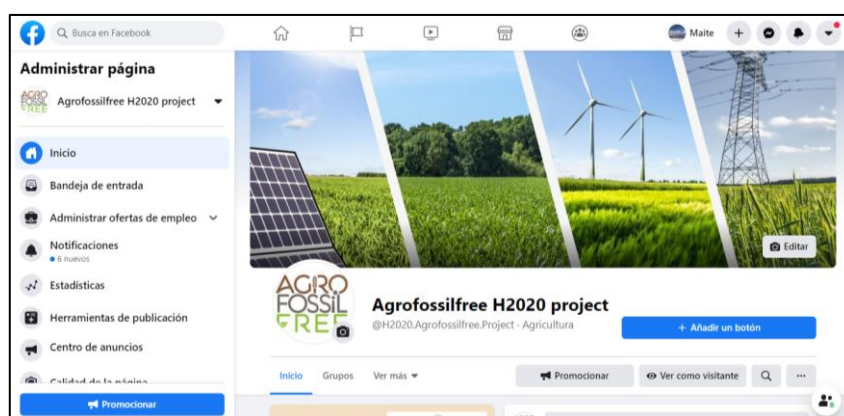


Fig.9. AFF Facebook page

A monthly monitoring of the AgroFossilFree profile was also conducted using the account statistics provided by Facebook. By the end of September 2023, there are **555 followers**, **505 likes** and a total of **35.580 people were reached**. Fans are all those who click "Like" because they were taken by the brand image, profile or post they viewed. In comparison to "followers" are those who decide to follow your publications and who appear on your homepage. Since 2021, the audience insight is no more available in Facebook Analytics (called now Meta Business Suite). There is only the possibility to see the total of audience that a page has. This is the reason why this number is not included in the following table.

Table 6. Facebook fan account statistics by Insights.

	2020		
FACEBOOK	Oct	Nov	Dec
Nº of people reached	21	42	107
Nº of Likes	12	8	114
Page visits	42	42	98

	2021											
FACEBOOK	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Nº of people reached	655	861	1122	3525	6375	1680	451	43	200	314	456	460
Nº of Likes	153	18	12	23	20	5	4	4	9	13	16	9
Page visits	148	53	56	76	90	32	45	16	28	44	81	28

	2022											
FACEBOOK	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Nº of people reached	886	1653	962	546	360	940	368	174	286	1059	233	791
Nº of Likes	13	6	6	9	5	5	2	0	2	4	4	2
Page visits	52	97	57	52	27	55	23	10	37	233	172	84

	2023								
FACEBOOK	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Nº of people reached	1016	621	3113	884	2385	977	1533	306	175
Nº of likes	0	5	6	0	2	3	1	1	1
Page visits	56	224	319	83	176	227	177	24	15

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 M36.

BSC Indicator	Target Value	Period Value	% Achievement at M36
Nº of social media accounts	3	4	>100%
Nº of Twitter followers	500	1.101	>100%
Nº of Facebook followers	400	555	>100%
Nº of LinkedIn followers	500	675	>100%

It is important to highlight that all partners have contributed to achieve AFF Social Media Key Performance Indicators. AFF profiles are 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. It has been decided not to include a table with all the content created on social media, but this information can be found in the online file that INI created for partners to report on all their activities.

3.3 e-Newsletters

The distribution of **3 digital official newsletters** was 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 like the 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, regional workshops, and transnational workshops, this audience list has increased and by the end of the project the audience raised up to **324 subscribers**.

Even if the total of the official newsletters was 3, AFF has been also using this tool **to announce the best results and inputs**, such as the launch of the platform or invitation to online workshops and other project events. Furthermore, every time there has been a newsletter campaign, there is an analyse of the results of this campaign. By the end of the project, a total of **22 newsletters** have been sent, with an **open rate average of 48%** and **only 5 persons unsubscribed**.

Table 8. Newsletter Key Performance Indicators: Target value and % of Achievement at M36.

BSC Indicator	Target Value	Period Value	% Achievement at M36
Nº of digital newsletters	3	22	>100%
Nº of e-newsletter recipients	500	324	64%

Partners' communication officers have provided information and contents to INI for the newsletters and they were 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 **leaflet 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 hubs’ language, containing easy to understand and clear messages about the focus of the “innovation workshops” to better engage target end-users (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 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 available in the project website and is home printed and handed out by partners at different project and non-project events.



Fig.11. AFF leaflet

Another **specific leaflet** for the launch announcement of the AgEnergy Platform and the DST has been created in M26, taking the opportunity the 3rd TIW celebrated in Herning, Denmark. During this event, the consortium visited the Agromek Fair, one of the most important agricultural fairs in Denmark, and the leaflet was presented at a booth from Aarhus University.



Fig.12 AFF leaflet for a specific campaign

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** has been used by partners at the innovation Workshops as well as on any kind of dissemination meeting and event.



Fig.13 AFF Brochure

AFF poster template

There is a poster template in Teams that has been designed by CERTH, which can be used by each partner when they want to present in events. They can just change the event details and dates on it. 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.

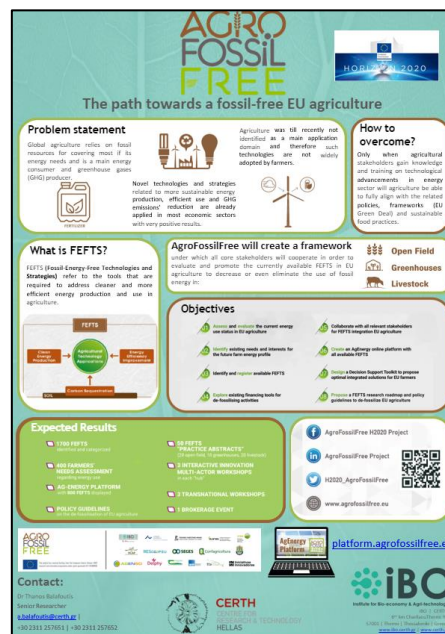


Fig.14 AFF Poster

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.15 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.16 AFF bookmark

AFF videos

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.



Fig. 17 Official video screenshot

Throughout the project, a total of **39 videos** have been created and uploaded to the YouTube channel, in order to reinforce the dissemination of big results, such as the AgEnergy Platform launch or project events (see Fig. 18).

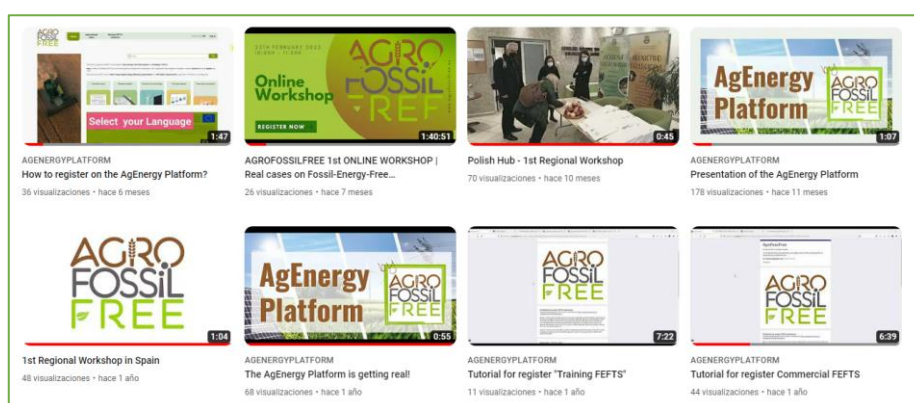


Fig. 18: Part of the AFF video list in the YouTube channel

During the last year of the project, the different hubs have been selecting a total of 9 innovation cases that have been documented through written and video-based material. These **9 case study videos** are included in D1.4, and all are uploaded in **AFF YouTube channel**.

Table 9. Promotional Material Key Performance Indicators:

Target value & % of Achievement at M36.

BSC Indicator	Target Value	Period Value	% Achievement at M36
Nº of publicity materials	3	4	>100%
Nº of people outreached by promotional materials	1.500	30.843*	>100%

* This number is the total of people outreached in the regional workshops, transnational workshops, online workshops, non-project events and networking meetings. For some non-project events where the project was presented, it was not possible to calculate the exact amount of people that were informed about the project (estimated reach), especially when it was about multi-day events. However, there were available data about the total number of visitors in these events provided by the official organizers. These numbers are included in the respective tables in following chapters of D5.4. Taking this into consideration, for the calculation of "people outreached by AgroFossilFree promotional materials", it was deemed necessary to underestimate the extremely high numbers of participants at large events. Instead, we used an approximation of 1,000 people reached for each one of these events that in total attracted thousands of participants. We are aware that this is not the real figure for these events, but it is way more realistic than putting the total number of attendees.

Publicity materials elaborated by INI/CERTH have been 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 have been encouraged to translate 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. **At the beginning of the project, a press release was produced with occasion of the project kick-off meeting and launching (October 2020, Fig. 19).** 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

**Fig.19 AFF 1st Press Release**

languages and disseminated it through their own media channels. Partners are also committed to echo the upcoming news and press releases related to the project.

Next AFF press release was created in January 2023 in order to announce the **Decision Support Tool (DST) launch**, as a start of the communication micro-campaign. This also helped to disseminate the AgEnergy Platform as it is linked to the DST. The third and last official AFF press release was published in June 2023, taking advantage of the **Brokerage Event** announcement. This press release presented the main outcomes of the project, including the **19 Policy Briefs** elaborated at the end of AgroFossilFree. The following table presents a summary of the AFF press releases and others created by partners in local, national and European media.

Table 10. Summary of press releases

Nº	Partner	Type or title of publication	Date	Media	Link
1	INI	AFF Kick-off	10/20	AFF website	https://bit.ly/3Rtrn6S
2	INI	DST launch	01/23	AFF website	https://bit.ly/3Rq1ipr
3	CERTH	European VET projects: Standing by the side of European farmers	01/23	EURACTIVE Greece	https://bit.ly/46gxP5u
4	INI	AFF Brokerage event	06/23	AFF website	https://bit.ly/453l25t
5	CERTH	AFF project mediation event	07/23	THESSINZNONE	https://bit.ly/3ZnmhLD
6	CERTH	AFF: Platform available with sustainable energy practices to switch away from fossil fuels	07/23	YPAITHROS	https://bit.ly/3Lwrrzg

Table 11. Summary of news items on partners' communication channels

Nº	Partner	Type or title of publication	Date	Media	Link
1	CERTH	AFF Presentation and brief summary	10/20	CERTH's website	https://bit.ly/3beoT78
2	CEMA	AFF Presentation along with AFF press release	10/20	CEMA's newsletter	https://bit.ly/3bdAfYS
3	IUNG-PIB	AFF Presentation and launching in PL	10/20	IUNG's website	https://bit.ly/3rcDjKw
4	CEMA	AFF Presentation and summary. CEMA's role in the project.	10/20	CEMA's website	https://bit.ly/3kFs4Ym
5	RESCOOP	AFF brief presentation	10/20	RESCOOP's website	https://bit.ly/2MJ8kqr
6	RESCOOP	AFF brief presentation	10/20	RESCOOP's newsletter	https://bit.ly/3bW1kiy
7	DELPHY	AFF Presentation and brief summary in NL and EN	10/20	Delphy's website	https://bit.ly/386GwDG https://bit.ly/3bZBREK
8	INI	AFF Presentation in SP along with AFF KoM press release	10/20	INI's website	https://bit.ly/3ganuCy
9	DELPHY	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
10	AU	AFF Presentation and brief summary	11/20	AU's website	https://bit.ly/2NOYtjt
11	LODR	AFF Presentation and brief summary in PL	11/20	LODR's website	https://bit.ly/3qac5Tj
12	LODR	AFF KoM press release in PL	11/20	LODR's website	https://bit.ly/2Oh3LE3
13	AGENSO	AFF Presentation along with AFF KoM press release	11/20	AGENSO's website	https://bit.ly/3qf4R0p

14	TTA	AFF Presentation along with AFF KoM press release	11/20	TTA's website	https://bit.ly/2NO9L7z
15	RESCOOP	AFF launching and KoM	12/20	RESCOOP's newsletter	https://bit.ly/3ebvDEJ
16	RESCOOP	AFF summary along with KoM press release	12/20	RESCOOP's website	https://bit.ly/2OjVRdf
17	Teagasc	Mailing with AFF press release	12/20	Mailing list	-
18	WIP	AFF Presentation and brief summary	-	WIP's website	https://bit.ly/388Mwf8
19	ECAF	AFF Presentation and brief summary	01/21	ECAF's website	https://bit.ly/2MOucAM
20	Confagricoltura	AFF Presentation and brief summary in IT	01/21	Confagricoltura's Website	https://bit.ly/3b8n7UW
21	LODR	AFF Presentation and brief summary in PL	02/21	LODR's website	https://bit.ly/3bEsbAE
22	RESCOOP	FEFTS registration survey	05/21	RESCOOP's website	https://bit.ly/33Ntb0L
23	RESCOOP	Learn more about AFF objectives	05/21	RESCOOP's website	https://bit.ly/2Tw7AaZ
24	Confagricoltura	AFF survey to farmers	05/21	Confagricoltura's Website	https://bit.ly/3vbQ3Cp
25	INI	AFF 2 nd plenary meeting	06/21	INI's website	https://bit.ly/3uNbppa
26	WIP	AFF online workshop invitation	01/22	WIP's newsletter	https://bit.ly/3PCPugJ
27	AGENSO	2nd AFF Greek Regional Innovation Workshop	04/22	AGENSO's website	https://bit.ly/3v2KQz6
28	AGENSO	3rd AFF Greek Regional Innovation Workshop	05/22	AGENSO's website	https://bit.ly/3YzBIER
29	CEMA	4th Consortium meeting and 1st Transnational Workshop on Greenhouses in Athens	06/22	CEMA Newsletter	https://bit.ly/3HLLwQZ
30	DELPHY	Bewaarschuur van de toekomst; fossielvrij in de akkerbouw AgroFossilFree	07/22	DELPHY's YouTube	https://bit.ly/3PEqeGO
31	RESCOOP	Video about innovative examples from Belgium for a fossil-free agriculture	07/22	RESCOOP's YouTube	https://bit.ly/3Wv25of
32	DELPHY	Video about AFF	07/22	DELPHY's YouTube	https://bit.ly/3PEiAIG
33	CEMA	AFF 2nd Transnational workshop on open-field agriculture	09/22	CEMA's newsletter	https://bit.ly/3FGUIZB
34	CEMA	AFF 2nd online workshop	10/22	CEMA's newsletter	https://bit.ly/3Why4IT
35	CEMA	2 nd Online workshop	10/22	CEMA's website	https://bit.ly/3jifZfe
36	WIP	WIP newsletter on AFF presentation during WCPEC-8	11/22	WIP's newsletter	https://bit.ly/3hvw54N
37	LODR	Consortium meeting in Barcelona	02/23	LODR's website	https://bit.ly/46kivsB
38	IUNG	DST press release	03/23	IUNG's website	https://bit.ly/3PsUJj7
39	WIP	DST press release	03/23	WIP's newsletter	https://bit.ly/3PvaI0a
40	ICOEL	Danish case study video: green proteion	03/23	ICOEL's website	https://bit.ly/3sYOuMx
41	ICOEL	Danish case study video: sustainable barn	03/23	ICOEL's website	https://bit.ly/3Lvg2YW
42	CEMA	Launch of the DST: find the best solution for a de-fossilised agriculture	03/23	CEMA's newsletter	https://bit.ly/45ZaFRr
43	AGENSO	DST press release English	04/23	AGENSO's website	https://bit.ly/462Q3YC
44	IUNG	Online workshop invitation	05/23	IUNG's website	https://bit.ly/3riDZ65
45	ICOEL	Online workshop invitation	05/23	ICOEL's website	https://bit.ly/3rpNQY3
46	IUNG	Brokerage Event press release	06/23	IUNG's website	https://bit.ly/48odtsH

47	WIP	Brokerage Event press release	06/23	WIP's website	https://bit.ly/48C6CfJ
48	WIP	AgEnergy Platform	06/23	WIP's newsletter	https://bit.ly/45VeXcq
49	ICOEL	Brokerage Event invitation	06/23	ICOEL's website	https://bit.ly/3t2zr4q
50	LODR	Brokerage Event press release	07/23	LODR's website	https://bit.ly/461Aq3o
51	ICOEL	Italian case study dissemination	08/23	ICOEL's website	https://bit.ly/3rIB5xl
52	ICOEL	Polish case study dissemination	08/23	ICOEL's website	https://bit.ly/46oLTdj
53	LODR	AFF outcomes	08/23	Lublin Agricultural News	-

Table 12. Press release Key Performance Indicators: Target value & % of Achievement at M36

BSC Indicator	Target Value	Period Value	% Achievement at M36
Nº of press releases	6	6	100%

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 M36

BSC Indicator	Target Value	Period Value	% Achievement at M36
Nº of AgEnergy Platform developed	1	1	100%
Nº of stakeholders registered on the Platform	1.000	466	46%
Nº of FEFTS deployed on the AgEnergy Platform	800	1.959	>100%

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. 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/3ZqtavE
2	Energy Use in the EU Livestock Sector: A Review Recommending Energy Efficiency Measures and Renewable Energy Sources Adoption	Bas Paris; Foteini Vadorou; Dimitrios Tyrís; Athanasios T. Balafoutis; Konstantinos Vaiopoulos; George Kyriakarakos; Dimitris Manolakos; George Papadakis	https://bit.ly/3rf8rhP
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/3PNpxfZ
4	Updates from the AgroFossilFree project - Strategies and Technologies to achieve a European Fossil-Energy-Free Agriculture (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. Biševac, 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/46i2uPS
5	Strategies and Technologies to achieve a European Fossil-Energy-Free Agriculture (Proceedings of the EUBCE 2021)	Balafoutis, A., Vaiopoulos, K., Sørensen, C., Manolakos, D., Koutsouris, A., Papadakis, G., Borzecka, M., Biševac, 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/3LvzHiE
6	Support for Decarbonizing the European Agriculture (Proceedings of the EUBCE 2022)	Ma, C., Rutz, D., Hofmeier, V., Janssen, R., Balafoutis, A., Vaiopoulos, K., Vadorou, F., Grøn Sørensen, C.A., Manolakos, D., Koutsouris, A., Paris, B., Papadakis, G., Borzecka, M., Wydra, M., Biševac, V., Creupelandt, D., Román, J., Rossi, D., Próchniak, M., Kaminariar, M., Tsiropoulos, Z., Brinks, H., Caslin, B., Sneij, J., Asin, M.	https://bit.ly/3rwRBuF
7	Platforma AgEnergy na rzecz zrównoważonego rolnictwa	Magdalena Borzęcka, Małgorzata Wydra	https://bit.ly/3LxIdOc
8	Updates from the AgroFossilFree project - Strategies and Technologies to achieve a European Fossil-Energy-Free Agriculture (Proceedings of the EUPVSEC 2022)	Ma, C., Rutz, D., Hofmeier, V., Janssen, R., Balafoutis, A., Vaiopoulos, K., Vadorou, F., Grøn Sørensen, C.A., Manolakos, D., Koutsouris, A., Paris, B., Papadakis, G., Borzecka, M., Wydra, M., Biševac, V., Creupelandt, D., Román, J., Rossi, D., Próchniak, M., Kaminariar, M.,	https://bit.ly/453Ko38

		Tsiropoulos, Z., Brinks, H., Caslin, B., Sneij, J., Asín, M.	
9	Design and implementation of a Decision Support Tool to assist the ranking of fossil-energy-free technologies and strategies for a given farm	George Kyriakarakos, Athanasios T. Balafoutis, Konstantinos Vaiopoulos, Manan Abdul, Michael Voskakis, Michail D. Kaminariis b, Zisis Tsiropoulos, Dionysis Bochtis	https://bit.ly/3t5y6Kl
10	Supporting Biomass Usage and Production to Decarbonize Agriculture Industry - The AgroFossilFree Project (EUBCE 2023)	Ma, C., Rutz, D., Balafoutis, A., Vaiopoulos, K., Vandorou, F., Kyriakarakos, G., Sørensen, C.A.G., Norremark, M., Fløjgaard Kristensen, E., Manolakis, D., Koutsouris, A., Kanaki, V., Paris, B., Papadakis, G., Borzecka, M., Wydra, M., Biševac, V., Vansintjan, D., Román, J., Rossi, D., Próchniak, M., Abdul, M., Voskakis, M., Kaminariis, M.D., Tsiropoulos, Z., Brinks, H., Caslin, B., Houlihan, T., Vosseler, I., Asín, M., Fabregas, C., Hansen, A	https://bit.ly/3PrdvYb
11	Supporting PV usage and production to reduce fossil fuel use in European agriculture (EUPVSEC 2023)	Chuan Ma, Dominik Rutz, Veronika Hofmeier, Rainer Janssen	https://bit.ly/46iY4rY

Two more scientific publications showcasing the contribution of AgroFossilFree in the relevant field will be submitted within October 2023. These publications are:

- Farmer's needs, ideas and interests on the adoption of Fossil Energy Free Technologies and Strategies in the EU.
- Literature review to investigate the effectiveness of research in agricultural defossilization.

Table 15. Summary of articles and posted in specialized media.

Nº	Title	Date	Media	Link
1	AU	11/20	Agriwatch Danish media	https://bit.ly/3l1B8H8
2	AU	11/20	Videnskab Danish media	https://bit.ly/30tFjll
3	AU	11/20	Biopress Danish media	https://bit.ly/3rziN6W
4	AU	11/20	Maskinblandet Danish media	https://bit.ly/3eqo1Os
5	AU	11/20	Nyheder Danish media	https://bit.ly/3qz0nle
6	AU	11/20	Automatik Danish media	https://bit.ly/2OIUQ4u
7	AU	11/20	CleanTeachWatch Danish media	https://bit.ly/2Oh36Tv
8	AU	11/20	PolicyWatch Danish media	https://bit.ly/3l0lYLW
9	AU	11/20	Localeyes Danish media	https://bit.ly/30tGeCJ
10	AU	11/20	Newsbreak Danish media	https://bit.ly/3l3WqE1
11	AUA	11/20	Neohome Stakeholders' agricultural forum	https://neohome.io/
12	Teagasc	12/20	Council Journal Irish media	https://bit.ly/3cmjJPq
13	CERTH	02/21	Ἑλλάς Χώρα Greek newspaper	https://bit.ly/2OIVZsO
14	WIP	02/21	EU PVSEC 2021 Congress	https://bit.ly/3t0UpLS
15	CERTH	03/21	29th EU Biomass Conference	https://bit.ly/31xYpI4
16	Confagricoltura	04/21	Mondo Agricolo Italian Magazine	https://bit.ly/33rBK10

17	CERTH	04/21	Alexander Innovation Zone Greek Company website	https://bit.ly/3bm5CQT
18	INI	06/23	The Green Deal: Paving the way to defossilise agriculture AREA ZERO publication - European Energy Innovation	https://bit.ly/3t1b3A9

Partners have been responsible for the publication of Scientific and Technical articles in relevant magazines, newsletters or publications in order to reach out to the target audiences. As said before, special emphasis has been done during the last months by partners to disseminate project results through publications in specialised magazines.

Table 16. Scientific and Technical publications. Key Performance Indicators: Target value & % of Achievement at M36

BSC Indicator	Target Value	Period Value	% Achievement at M36
Nº of scientific papers published	2	11	>100%
Nº of articles in specialised media	20	18	90%



Fig.20 AFF News & Articles in specialised media



Fig.21 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 the respective 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
- CONSULTATION WORKSHOP
- BROKERAGE EVENT

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 informed 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 have been included in the Partners' Dissemination Report.

Online Workshops: A total of three online workshops with stakeholders from all over Europe (farmers, industry, advisors, technicians, researchers, innovation brokers and policy makers) were planned to be done throughout the project's lifetime. These stakeholders provided their insight on how FEFTS could be adopted in EU agriculture. INI is the leader in this task.

The **first online workshop** was organized 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 FEFTS participated in the event, where a total of 70 persons were connected. The **webinar video** is available in the AFF YouTube channel.

The **second online workshop** took place the 25th of October 2022. First, a brief presentation of AFF and the AgEnergy Platform was performed. Then, our partner from Aarhus University presented the Regional Workshops' main results. Finally, attendants could listen to three different success stories of three experts using FEFTS: one from biogas industry, another presenting a bio-methane tractor; and the third speaker was specialized in conservation agriculture. The materials presented and the **video** were shared with the participants.

The **third online workshop** was celebrated on May 26th. This third event was organized on the same way as the other two first workshops. During this occasion, the Decision Support

Tool was presented, together with the Transnational Workshops' results. At the end of the event, three examples of the cases that were disseminated throughout the project to promote different innovative European case studies were presented. A total of 37 people participated in the workshop. The **video is also available online**.

More information about the online workshops is detailed in **D3.2 Online Workshop reports**.

Table 17. Online Workshops. Number of attendants per workshop

Nº	Title	Main content	Date	Outreached people	Link for info
1	1 ST Online Workshop	AFF and AgEnergy Platform	25/2/22	70	https://bit.ly/3PBXcaC
2	2 ND Online Workshop	Regional Workshops	25/10/22	69	https://bit.ly/3BIIrnm
3	3 RD Online Workshop	TIW and DST presentation	26/05/23	37	https://bit.ly/3ZqSNw7

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.

All the regional workshops organised 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.

Table 18. Regional Workshops. Number of attendants per workshop

Nº	Hub	Sector	Date	Outreached people
1	Spanish	Greenhouses	24/11/2021	25
2	Polish	Open-field	20/01/2022	35
3	Dutch	Open-field	26/01/2022	155
4	German	Open-field	04/02/2022	85
5	German	Greenhouses	18/02/2022	100
6	Italian	Open-field	21/02/2022	52
7	Irish	Greenhouses	22/02/2022	51
8	Polish	Open-field	24/02/2022	36
9	Greek	Open field	01/03/2022	42
10	German	Livestock	11/03/2022	38
11	Irish	Open-field	23/03/2022	58
12	Polish	Livestock	24/03/2022	23
13	Italian	Livestock	29/03/2022	40
14	Greek	Greenhouses	08/04/2022	39
15	Irish	Livestock	29/04/2022	39
16	Spanish	Livestock	09/05/2022	20
17	Spanish	Open field	11/05/2022	14
18	Greek	Livestock	12/05/2022	79
19	Danish	Open-field	16/05/2022	17
20	Dutch	Livestock	18/05/2022	14
21	Dutch	Greenhouses	24/05/2022	30

22	Italian	Greenhouses	25/05/2022	17
23	Danish	Livestock	29/06/2022	31
24	Danish	Livestock	07/07/2022	13

Transnational Innovation Workshops: A total of three Transnational Workshops have been organized with stakeholders from all over Europe (farmers, industry, advisors, technicians, researchers, innovation brokers and policy makers).

The **first Transnational Innovation Workshop** occurred on June 14th, 2022 in **Athens, Greece**, and the topic for this one was greenhouses. The first part of the TIW consisted of a round of presentations with the aim of introducing the workshop as well as providing an overview of the current energy use situation, available technologies and innovative solutions in greenhouse production. The second part of the workshop was focused on creating discussion and collaboration on several related topics through a unique working group format. The goal here was to stimulate discussion and develop constructive solutions around key questions and developments facing the greenhouse agricultural production sector in the EU. The discussion in each working group was split in three parts according to the corresponding theme, and the application Mentimeter was used in order to introduce the participation. After the completion of the working group discussions the third part of the workshop included a site visit to AUA's greenhouse facilities.

The **second Transnational Innovation Workshop** was held in **Warsaw, Poland**, on September 23rd. 2022. The date was chosen to coincide with the biggest exhibition of agricultural machinery in Poland, the **AGROSHOW** held in Poznań. The first part of the TIW consisted of a round of presentations with the aim of introducing the workshop as well as providing an overview of the current energy use situation, available technologies and innovative solutions useful in open field agricultural production. And the second part of the workshop focused on discussion and collaboration on several related topics through a unique working group format. The goal here was to stimulate discussion and elicit opinions from relevant stakeholders to develop constructive solutions around key questions and developments facing the open field agricultural production sector in the EU.

The **third Transnational Innovation Workshop** was organized in **Herning, Denmark**, the December 1st, 2022. The workshop followed the same structure as the first and second ones. The participation was very high and after the experience of the previous workshops, the time of the discussion part was extended to ensure smooth participation and avoid problems. The TIW date was chosen to coincide with **AGROMEK**, the biggest agricultural fair in Denmark.



Fig.21 Photos of the third Transnational Workshop celebrated in Denmark

More information available in the following table. In each workshop there was an average of 40 stakeholders that participated actively.

Table 19. Transnational Innovation Workshops. Number of attendants per workshop

N	Place	Sector	Date	Participants	Link for info
1	Athens, Greece	Greenhouses	14/06/22	44	https://bit.ly/3PEC2sD
2	Warsaw, Poland	Open field	23/09/22	43	https://bit.ly/3BLlh9i
3	Herning, Denmark	Livestock	01/12/22	41	https://bit.ly/3jdMN9b

Regarding the response of the audience in the 3 TIWs (Transnational Innovation Workshops), it was clear that the stakeholders that joined the events were enthusiastic about their participation. The majority had a very active contribution on the formulation of the content gained and the final outcomes in general. A lot of them stated that such kind of events should be conducted more often and they were very happy that had the opportunity to learn about the results of the project. Some shared with the organizers their willingness to participate in following events and that they will continue to watch AgroFossilFree's activities, looking forward for the new Practice Abstracts (WP5), the policy recommendations (WP3) and the videos with the successful case study stories (WP1). Moreover, they visited both the project's website and the platform and got registered.

In our effort to enhance the networking of the project and promote the platform more, some extra activities were done in the context of the 2nd and the 3rd TIW. These 2 workshops coincided with 2 big agricultural fairs/exhibitions. In this context, after the 2nd TIW in Warsaw, the Project Coordinator and the Project Manager of AgroFossilFree travelled to visit AgroShow 2022 Fair in Bednary, Poland, aiming to individually showcase the AgEnergy platform to relevant manufacturers and technology providers in their pavilions. In this way, they were informed that they could register their products in the platform and use it as a one-stop-shop to enhance their visibility. On the other hand, right after the end of the 3rd TIW in Herning, Denmark, the Communication Manager together with the Project Coordinator and the Project Manager visited again manufacturers and technology providers, sharing flyers about the Decision Support Toolkit that was recently incorporated in AgEnergy platform. The project objectives were directly communicated with many companies to attract them registering their FEFTS either for the first time on the platform (in case of new companies for the platform) or more FEFTS from the ones that they produce (in case they had already registered one or two products).

Consultation workshop: Policymakers from the European Commission and AgroFossilFree partners joined forces on May 25th, 2023 to elaborate policy recommendations and new research avenues for the de-fossilisation of European agriculture. Throughout the morning, a fruitful consultation online workshop took place in which several policy briefs were presented and discussed for further optimisation following valuable feedback from the experts. A total of **41 people participated** in the online event.

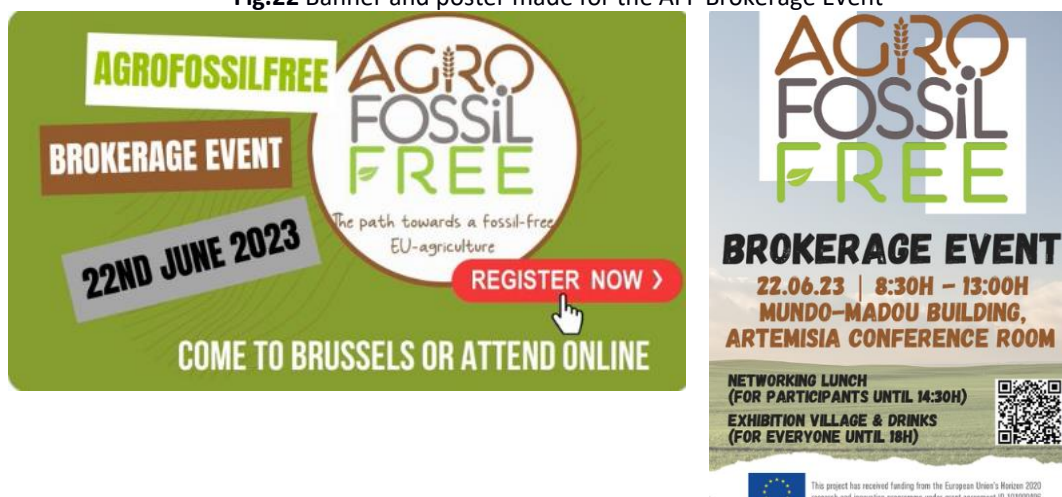
Fig.24 Post on Twitter about the Consultation Workshop



AgroFossilFree Brokerage Event

Last **June 22nd 2023** the project celebrated its Brokerage Event in Brussels. After almost three years of work, the event was an opportunity to present the main results, such as the AgEnergy Platform, an interactive tool containing more than 1.500 Fossil-Energy-Free Technologies and Strategies (FEFTS), and a Decision Support Tool that mimics the consultation process of a series of experts as if they were evaluating and ranking the input data provided by the end user to propose the most interesting interventions for each farm. The project partners also presented 19 policy recommendations that compile all the conclusions pursued by the project to pave the way towards the de-fossilisation of EU agriculture by decreasing the dependency on fossil energy while maintaining the yield and quality of the final product and reducing the environmental impact.

Fig.22 Banner and poster made for the AFF Brokerage Event



A total of **64 people participated** in a hybrid event, organised by **REScoop at Mundo Madou Building**. Attendants had the chance to get to know about multi-stakeholder and networking activities, such as the online, regional and transnational workshops results, learn about current energy use status in European agriculture, and also the farmers' and advisors' views about FEFTS. During the last part of the event, there was a panel discussion between

representants from CNH Group, John Deere, Bioenergy Europe, Solar Power Europe and the European Conservation Agriculture Federation.



Fig.23 Photos of the Brokerage Event celebrated in Brussels

4.2 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 20. Non-Project events where AFF partners have presented the project.

	Partner	Date	Event	People outreached	Link
1	CERTH	01/21	MSc course at Panteion Univ. (Greece)	-	https://bit.ly/30w0B24
2	CERTH	03/21	Annual Meeting of the EU Conservation Agric. Federation	-	https://bit.ly/3rYb16P
3	CERTH	03/21	Employment opportunities in the agri-food & energy sector	100	https://bit.ly/3qSYmke
4	CERTH/ CEMA	04/21	CEMA summit 2021	-	https://bit.ly/3bZxo6p
5	RESCOOP	04/21	General Assembly of RESCOOP Annual Meeting	53	https://bit.ly/3uqTHYR
6	WIP	04/21	29th EU Biomass Conference (EUBCE 2021)	-	https://bit.ly/3l3Hy8S
7	CERTH	04/21	29th EU Biomass Conference (EUBCE 2021)	-	https://bit.ly/31xYpI4

8	CERTH	07/21	EurAgEng 2021 Conference Évora - PORTUGAL	-	https://bit.ly/3sv1BIH
9	DELPHY	08/21	Field demonstration day Onions. Being present with the banner, flyers and brochures to be taken when interested	1.000	https://bit.ly/3I0g2EC
10	WIP	09/21	38th EU Photovoltaic Solar Energy Conference (EU PVSEC 2021)	-	https://bit.ly/2O9D7NT
11	DELPHY	09/21	Demonstration field day Peaonia	150	https://bit.ly/3nJwBM1
12	DELPHY	09/21	Demonstration field day Arable Farming	100	https://bit.ly/3ucc3PK
13	DELPHY	09/21	Demonstration field day Tree nurser	100	https://bit.ly/3yrrx4Y
14	CONFAGR ICOLTURA	09/21	G20 of Agriculture in Florence	120	-
15	CERTH	09/21	85th Thessaloniki International Fair	-	https://bit.ly/3nxGETW
16	DELPHY	10/21	Demonstration field day robotization	200	https://bit.ly/3y2p3sb
17	CERTH	10/21	Study visit, Thessaloniki, GREECE	25	https://bit.ly/3w74prm
18	CERTH	10/21	Study visit in Belgium with UGhent and ILVO	22	-
19	CERTH	10/21	12th conference of HelAgEng (Hellenic Association of Agricultural Engineers)	-	https://bit.ly/3uaHHqC
20	CONFAGR ICOLTURA	10/21	Ecomondo 2021	500	https://bit.ly/3Wt5mVb
21	CERTH	12/21	Open days event of the Chambre d'Agriculture des Vosges	-	https://bit.ly/3AfCZIC
22	DELPHY	01/22	AFF webinar	100	https://bit.ly/3HTsdFh
23	IUNG	03/22	Targi Kielce - Agricultural Trade Fair	30	https://bit.ly/3OStgp4
24	IUNG	04/22	Presentation of the AgEnergy Platform, Lubelskie Forum Innowacji w rolnictwie	50	https://bit.ly/3OymFkb
25	IUNG	05/22	Study visit of students from the State Vocational University of Ignacy Mościcki in Ciechanów	25	-
26	WIP	05/22	E-Poster (Mini-Oral) presentation on AFF during EUBCE 2022	50	-
27	IUNG	06/22	Krajowe Dni Pola Trade Fair (National Field Days); leaflets were distributed.	1.000	https://bit.ly/3HMMWG7X
28	DELPHY	06/22	Project promotion on the potato field day	100	https://bit.ly/3G5KPax
29	CERTH	07/22	Presentation of AFF in Energy and Farm Business Show 2022	500	https://bit.ly/3FH7Ulj
30	CERTH	07/22	14th Youth Forum "Green Innovation in Border Regions" by Drama's Chamber of Commerce	25	https://bit.ly/3PExy55
31	IUNG	08/22	Participation of AFF in the local harvest festival, and distribution of leaflets.	1.000	https://bit.ly/3YrvJfU
32	DELPHY	08/22	Project promotion on the national onion field day	100	https://bit.ly/3FFbpPH
33	CERTH	09/22	Stand at Thessaloniki International Fair 2022	1.000	https://bit.ly/3G35PYO
34	WIP	09/22	Presentation of AFF during WCPEC-8 conference	500	https://bit.ly/3v1bto2

35	CERTH	09/22	AFF was present in the International Agricultural Exhibition AGRO SHOW in Bednary (Poland).	1.000	https://bit.ly/3YztxDc
36	IUNG	09/22	Participation to XXXI National Agricultural Exhibition in Częstochowa, Poland.	1.000	https://bit.ly/3v1fRTX
37	IUNG	09/22	Workshop organised annually by IUNG for farmers and advisors, on maize and sorghum cultivation.	200	https://bit.ly/3Wsqrir
38	IUNG	09/22	Gala for European Partners for Innovation in Lubelskie Voivodeship	100	https://bit.ly/3VbgvZI
39	DELPHY	10/22	Project promotion on the carrot fieldday	50	https://bit.ly/3HQs3yv
40	IUNG and LODR	10/22	Workshop for agricultural advisors from the Lublin Voivodeship (Poland)	56	https://bit.ly/3G7mo5Q
41	DELPHY	10/22	Project promotion on the national robot fieldday with solar powered machinery	80	https://bit.ly/3G7AR1R
42	AGENSO	10/22	Agrotica fair-one of the biggest agricultural events in the Balkans	1.000	https://bit.ly/3VrADah
43	CERTH	10/22	ClieNFarms workshop: Climate neutrality from Farm to Fork: What synergies between projects in the EU and beyond?	30	https://bit.ly/3VczseB
44	CERTH	10/22	Agrotica 2022: iBO/CERTH had a pavillion for a 4-day duration	1.000	https://bit.ly/3WB0tcR
45	AUA	10/22	Lab Growing Better by Rethinking Our Farmland	12	https://bit.ly/3WwNJnx
46	CERTH	11/22	Workshop in Goumenissa, Greece, funded by JRC and DG-AGRI, organized by CERTH. Part of a series of EU workshops aiming to draw conclusions about the level of EU agriculture digitalization.	30	https://bit.ly/3G5JLwt
47	CERTH	12/22	Seminar 'Smart circular farming to address high energy and fertiliser prices' conducted in Porto, Portugal.	125	https://bit.ly/3v2LNam
48	ECAF	01/23	Meeting with Farmers for the Conservation Agriculture video	5	-
49	CERTH	02/23	Interview on Vima online (TO BHMA)	150	-
50	Confagricoltura	02/23	World Fira 2023 in Toulouse	1.000	https://bit.ly/3Zs72Rx
51	LODR	02/23	Organization of the conference , "New rules for granting direct payments in combination with conditionality and ecoschemes".	-	-
52	CERTH	02/23	AgriVoltaics 2023: AFF oral presentation and a conference paper	150	https://bit.ly/3PpWBt8
53	IUNG	03/23	28th Agrotech agricultural expo in Kielce, Poland	250	https://bit.ly/3PrGR95
54	Confagricoltura	03/23	CIBUS fair in Parma	1.000	https://bit.ly/4571LzP
55	IUNG	03/23	European Agricultural Forum in Jasionka, Poland	120	https://bit.ly/45Z0x9A
56	LODR	03/23	Promotion of the AFF project during the workshop, "Environmental protection on the farm" in Sielce.	12	-
57	AU	04/23	Precision Farming and Smart Farming – University of Palermo, Palermo	100	-

58	Confagricoltura	04/23	Vinitaly Verona Fair, the renowned wine event held in Verona (93 thousand attendees), with a return of foreign buyers and operators, boding well for pre-Covid numbers.	1.000	https://bit.ly/4547yq1
59	Confagricoltura	04/23	Participation at EIS	500	https://bit.ly/3Pqacka
60	AUA	05/23	RELIEF meeting: AFF platform as best practice for farmers to access new tools and information for the bioeconomy	30	https://bit.ly/44VfpGk
61	Confagricoltura	05/23	Macfrut	1.000	https://bit.ly/452iFDS
62	Confagricoltura	05/23	Confagricoltura, Bioeconomy day	250	https://bit.ly/3t2Hvll
63	CERTH	06/23	Workshop "Challenges and Benefits of Electrification in Modern Urban Transports", held at the Serafion of the Municipality of Athens.	150	-
64	CERTH	06/23	Forward Green Expo, an event that promotes the concept and relevant technologies of circular Economy.	150	-
65	LODR	06/23	Promotion of the AFF project at the Open Door Day at LODR in Końskowola.	-	-
66	WIP	06/23	Participation at EUBCE 2023	200	https://bit.ly/3PKteml
67	DELPHY	06/23	Promotion on the open day of research field Rusthoeve	1.000	https://bit.ly/3PowUsV
68	DELPHY	06/23	Promotion on the fieldday Fruit Apple	1.000	https://bit.ly/46jxAXd
69	Confagricoltura	06/23	Policy Game in Confagricoltura: a seminar to rethink the policy agenda and promote food security, stability and growth in Europe	100	https://bit.ly/46mvUw8
70	AU	06/23	Digitalization and the Green Transition – AgriVenture, Finals	200	https://bit.ly/3Rvixpb
71	AUA	06/23	Workshop on Electromobility in urban and rural applications.	35	https://bit.ly/48rNnoL
72	IUNG	06/23	Participation in the Agricultural Fair: National Field Days 2023; presentation of the AgEnergy Platform to young farmers	25	https://bit.ly/4534ISj
73	IUNG	06/23	Participation to an event presenting innovative solutions in agriculture, organised by LODR in Końskowola - project leaflets distributed	25	https://bit.ly/3LxGFnD
74	IUNG	07/23	Participation in the IBO Summit 2023: blueberry sustainable production	100	https://bit.ly/44Vhke0
75	DELPHY	07/23	Promotion on the fieldday biobased crops	300	https://bit.ly/3PN9lvc
76	IUNG	07/23	Lecture for doctoral students on the role of fossil energy free technologies and strategies for the bioeconomy development, presentation of the project objectives and results	10	-
77	LODR	07/23	European Conference on Precision Agriculture (Bologna)	400	https://bit.ly/3EKWvaw
78	DELPHY	08/23	Promotion on the fieldday arable farming Onion	1.000	https://bit.ly/48rCymW

79	DELPHY	08/23	Promotion on the fieldday arable farming potatoes	250	https://bit.ly/3LyLMnn
80	ICOEL	09/23	Conference: Food, Trends & Sustainability AI in agriculture. Debate about AI and robots in agriculture	50	https://bit.ly/3Zp7Lmy
81	DELPHY	09/23	Promotion on the demonstration Day mechanical en robotization of weed control	250	https://bit.ly/48IIAXd
82	WIP	09/23	Poster presentation during EUPVSEC	-	https://bit.ly/3Ly1sHH
83	ICOEL	10/23	The platform presentation for farmers at Farmer Associations anual meeting	20	-
84	ICOEL	11/23	Conference on organic farming. Focus on climate	500	https://bit.ly/3ZuM58r

* It was not possible to make an exact calculation of people that were informed about AFF in the context of these non-project events. As an assumption, this extremely high number of attendees can be lowered to an approximation of 1,000 people been informed about our project. We are aware that this is not the real figure, but it is way more realistic than putting the total number of attendees (provided by the official organizers)

Table 21. Non-Project events. Key Performance Indicators: Target value & % of Achievement at M36

BSC Indicator	Target Value	Period Value	% Achievement at M36
Nº of non-project events where AFF is actively disseminated	30	84	>100%
Nº of people outreached at non-project events	1.500	22.865*	>100%

* High numbers at large events have been lowered to an approximation of 1,000. We assume this is not the real figure, but it seems more realistic than putting the total number of attendees.

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 22), 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 22. Networking activities. Meetings or events with other EU entities.

	Partner	Presentation	Date	Outreached people	Target group
1	AUA	Discussing AFF project with colleagues	10/20	15	Colleagues working on agriculture and renewables at the AUA
2	CEMA	AFF Internal communication	10/20	6	Ag Machinery Industry (John Deere, CNH Industrial, AGCO Corporation, ARGO Tractors, CLAAS and FEDE Pulverizadores)
3	CEMA	AFF General presentation to CEMA Technical Board.	10/20	20	Ag machinery industry experts - CEMA Technical Board.

4	CEMA	External communication to establish cooperation with expert. Links to AFF social networks provided	11/20	1	Research community
5	IUNG	AFF General presentation to IUNG employees	03/21	50	IUNG employees
6	AUA	Presentation of the results of WP1 to the AREA Zero webinar	03/21	25	Cluster projects, farmers and scientific community
7	CEMA	Internal consultation towards CEMA High Level Group Research	06/21	6	Experts from John Deere, CNH Industrial, AGCO Corp, ARGO Tractors, CLAAS and FEDE
8	CEMA	Internal consultation towards CEMA HLG CO2 - FEFTS survey	06/21	21	Industry specialized
9	CERTH	Interview for Agrenda – agricultural newspaper	09/21	1.000	Variety of agricultural stakeholders (farmers, agronomists, consultants, contractors, extension services representatives, agricultural association members)
10	CERTH	Plenary meeting of RES4LIVE	11/21	48	Scientific community, multi-actor audience (industry representatives, tech-professionals, scientists, consultants, companies' representatives)
11	CEMA	Request for feedback on examples of fossil free	11/21	21	Industry specialized
12	CEMA	Internal comm. towards CEMA High Level Group Research	01/22	7	Experts from John Deere, CNH Industrial, AGCO Corporation, ARGO Tractors, CLAAS and FEDE Pulverizadores
13	CEMA	Internal communication towards CEMA High Level Group Research	02/22	7	Experts from John Deere, CNH Industrial, AGCO Corporation, ARGO Tractors, CLAAS and FEDE Pulverizadores
14	CEMA	Internal communication towards VDMA - CEMA German member	02/22	7	VDMA
15	CERTH	Direct personal contacts with stakeholders	03/22	20	Scientific community, agronomists, greenhouse producer
16	TTA	Email sent to stakeholders about the RW	04/22	100	Agracon, Cooperativas Alimentarias, Escuela Politécnica De Huesca, farmers, producers
17	TTA	Invitation to 2nd Regional Workshop through BETA Technological Centre (UVIC)	05/22	25	Farmers, producers
18	TTA	Mailing of outcomes from RW on Livestock	05/22	25	BETA Technological Centre and Customers (Farmers, producers)
19	ECAF	Invitation to 3rd Spanish RW	05/22	1.000	ECAF National association and associated members
20	RESCOOP	Visit to Bierbeek organised with the ECCO project to show a project with solar panels on a pear orchard	06/22	30	Policy Makers

21	RESCOOP	Visit to Bochotl organised with the ECCO Project to show the collaboration between farmers and an energy cooperative	06/22	30	Policy Makers
22	CERTH	Final event of the H2020 project OPTIMA	06/22	50	Policy makers
23	ECAF	Presentation FEFTS platform to the National associations	06/22	40	ECAF General Assembly
24	CEMA	Internal meeting where Platform was highlighted	06/22	29	CEMA Board of Directors
25	CEMA	Internal online meeting Where Platform was presented	07/22	7	CEMA High Level Group research
26	CEMA	Internal communication for industry for TIW in Warsaw	07/22	19	Experts on CO2
27	INI	Meeting with EU Project AGROPAPER for collaboration	07/22	5	AgroPaper coordinator and C&D leaders
28	ECAF	Subscription to the AFF newsletter and register on the platform	07/22	1.000	ECAF National association and associated members
29	ECAF	Invitation to 2nd Online Workshop	08/22	1.000	ECAF National association and associated members
30	ECAF	Reminder registration Platform	08/22	1.000	ECAF National association and associated members
31	CEMA	Internal communication on promotion to participate in the 2nd TW in Warsaw	08/22	9	Industry experts
32	CEMA	Internal meeting where Platform was highlighted, and feedback on 2nd TIW	09/22	24	CEMA Board of Directors
33	CERTH and AUA	AFF presentation at Biorural HE project's Kick-off Meeting	09/22	30	Scientific Community (Higher Education, Research)
34	CERTH	AREA ZERO at the #EUSEW2022 Ext Progr. Organized by the Greefa.	09/22	340	Civil Society (NGOs, associations)
35	AUA	Summer school: Energy as a commons, organized by Cosmolocalism H2020 project.	09/22	20	Scientific Community (Higher Education, Research)
36	CERTH	Project objectives and brochure shared to the audience of RES4LIVE's 1st Regional Workshop in Athens	09/22	25	Farmers, producers
37	IUNG	AgEnergy Platform Presentation at the KOM of MainstreamBio	09/22	25	Scientific Community (Higher Education, Research)
38	AUA	"Projects2Projects" workshop on bioeconomy, organized by EUBIONET	10/22	100	Scientific Community (Higher Education, Research)
39	CEMA	2 nd online workshop and 3 rd TIW Denmark	10/22	7	Industry experts
40	CERTH	31st meeting of the Club of Bologna "The challenges for Agricultural Mechanization"	11/22	73	Scientific Community (Higher Education, Research)

41	CEMA	Internal meeting, promotion of Platform and 3 rd TIW	11/22	7	CEMA High Level Group research
42	IUNG	Meeting with local authorities (Marshal Office of Lublin) regarding collaboration and support for AFF	12/22	3	Policy Makers
43	TTA	Mailing with outcomes of 3 TIW	12/22	29	Livestock stakeholders
44	AUA	P2Green KoM: AgEnergy platform presentation, best-practice for a similar bioeconomy related platform in BioRural	01/23	65	P2Green Project members
45	LODR	Community workshops in Kluczkowice. Distribution of leaflets.	01/23	25	Farmers, producers
46	LODR	Promotion of the project at community workshops in Trzydnik Duży. Distribution of leaflets to farmers, presentation of a poster	01/23	25	Farmers, producers
47	IUNG	Meeting with local administration and Local Action Groups; organised by the local government of the Mazowieckie Voivodeship and the Mazovian Science and Technology Park (SmartVillages project)	03/23	50	Policy Makers and investors
48	CEMA	Internal communication on policy recommendations and feedback on CEMA role and contribution	04/23	7	Industry
49	CEMA	Invitation to register in the 3 rd Online Workshop	05/23	7	Industry
50	IUNG	AFF presentation at the workshop organised by MainstreamBIO project	06/23	12	Policy Makers, advisors, agronomists, industry, Farmers
51	IUNG	AFF presented at the public hearing regarding the energy efficiency on farms at the Committee meeting on Agriculture and Rural Development	06/23	50	Policy Makers, general public
52	CEMA	Invitation to the Brokerage Event	06/23	45	Industry (HLG Research and CO2)
53	CEMA	Boardmeeting, update on policy briefs, brokerage event and AgEnergy Platform	06/23	19	Industry
54	CEMA	Internal online meeting with CEMA High Level Group research including promotion of the Platform and Brokerage event, policy recommendations	06/23	7	Industry

55	Confagri cultura	TANGO Circular EU Project meeting	07/23	25	Scientific community
56	IUNG	Co-organisation of a conference together with Puławy Science and Technology Park Sp. z o. o. - conference for startups, where AFF will be presented	09/23	-	Industry, investors, scientific community
57	ICOEL	Networking meeting: input to Farmers organisation strategy fossilfree still high priority	09/23	10	Advisors, agronomists, consultants
58	Confagri cultura	COPA COGECA	09/23	5	-

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**.

Clustering activities: 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, RENAISSANCE and AgroBioHeat, Table 21), 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.

Table 23. 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 Tyriss	Matina Karakitsiou Thanos Karvounis Ioanna Barouni
	RENAISSANCE (LC-SC3-ES-3-2018/2020)	Styliani ARAPOGLOU	Rebecca Hueting
	AgroBioHeat	Manolis Karampinis	Pablo Rodero

A presentation **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.



Fig.25. AREA ZERO webinar announcement on Twitter

There was also a participation at the **#EUSEW2022 Extended Programme** in a session called "Together towards energy-efficient and defossilised agriculture". The project manager presented AFF in detail and answered questions of the audience. This event was organized in cooperation with The Greefa and RES4LIVE project, members of AREA-ZERO cluster.

But this cluster not only helps to organize common events, but also support between each project with the **dissemination of their own events**. The following list shows the events where the cluster has been active:

1. RES4LIVE was presented by its Project Manager in the **2nd Greek RIW** focusing on Greenhouses (Athens, Greece).
2. RES4LIVE was presented through its Project Manager in the **3rd Greek RIW** focusing on Livestock Farming (Arta, Greece).
3. AFF invited Mireille Nathalie Honore from The Greefa and Dimitrios Tyriss from RES4LIVE in order to present the two projects in the audience of the **1st AFF TIW**. Strong enhancement on the collaboration of these 3 projects. Both had 15 minutes to present their projects to the audience.
4. AFF had the chance to participate in the **1st Regional Workshop** of RES4LIVE project on September 2022 (Athens, Greece). AFF Project Manager participated in the discussion that was conducted about innovative sustainable technologies for poultry farms and AFF's objectives were communicated by individual discussions and showcasing of the AgEnergy platform and of course by brochure sharing.
5. Jakub Pluta from The Greefa was invited and participated in the **2nd TIW in Poland**. He contributed to the scope of the discussion of the workshop among agriculture

stakeholders. He also had individual discussions about TheGreefa with other participants that were interested about their activity.

6. Aarhus University (AU) partners that work for RES4LIVE project were invited by AFF to attend **AFF's 3rd TIW in Herning, Denmark**. Unfortunately, due to health issues the originally confirmed participation of Pr. Lee Rong was cancelled the very last moment. However, AFF Team appreciated a lot that there was good will to collaborate on that.
7. AFF and the HyperFarm participated and were presented on the **Seminar 'Smart circular farming to address high energy and fertiliser prices' conducted in Porto, Portugal**. Both projects communicated to the participants their objectives and results and explained the cluster-concept of creating an alliance (AREA-ZERO) in order to promote defossilisation of EU agriculture as a cluster.

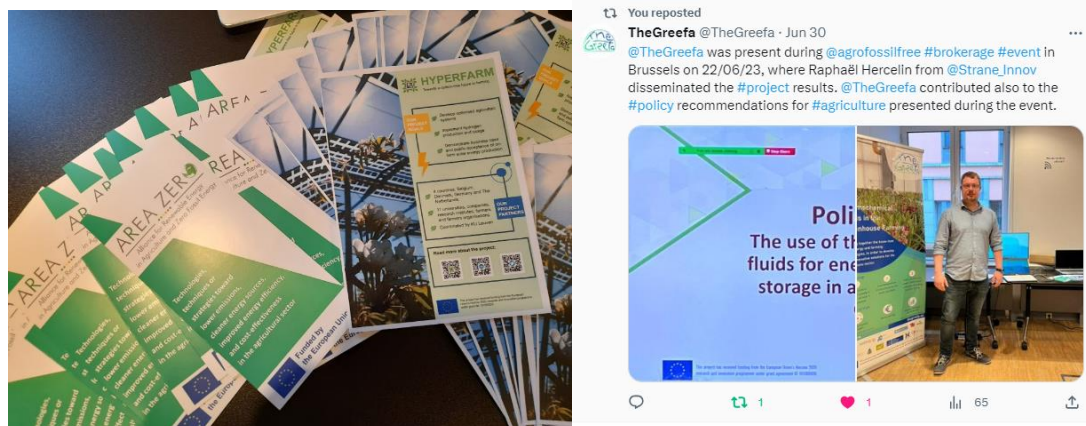


Fig.26. AREA ZERO participation at the AFF Brokerage Event

8. **Brokerage Event:** all projects were represented at the AFF Brokerage Event in Brussels. There was an AREA ZERO corner for the cluster presentation, with the different communication materials, such as flyers and roll-ups.
9. **EU magazine publication:** taking advantage of the EUSEW 2023, the cluster prepared a publication called "The Green Deal: Paving the way to defossilise agriculture" published on the European Energy Innovation magazine, edition Summer 2023.

Fig.27. AREA ZERO publication.



Cluster Communication Materials: A logo for the cluster, a brochure and a poster were created with the collaboration of all partners. The cluster website has been created in September 2023, and it contains all the main information about each project. In the frame of the fossil free cluster activities, AFF has helped with the dissemination of the Cluster events through social media, newsletter and website.

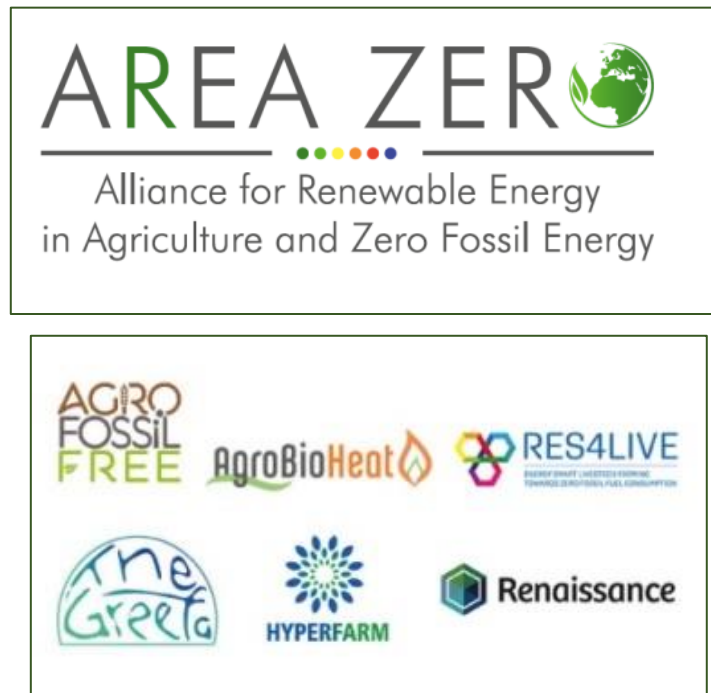


Fig.28. AREA ZERO logo and projects that are part of the cluster.



Fig.29. AREA ZERO communication materials.



Fig.30. AREA ZERO website.

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.

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 24. Networking. Key Performance Indicators: Target value & % of Achievement at M36

BSC Indicator	Target Value	Period Value	% Achievement at M36
Nº of Links with EIP-Agri, Operational Group & FEFTS clusters	40	34	85%
Nº of EIP-Agri Thematic Networks coordinated with.	20	7	35%
Nº of EIP-Agri Focus Groups coordinated with.	5	3	60%
Nº of EU-related projects coordinated with.	15	15	100%
Nº of multi-actor innovation collaborations (5 per region)	40	53	>100%
Nº of multi-actor cross-border innovation collaborations	10	24	>100%
Nº of policy makers reached with policy briefs	50	12	20%

AgroFossilFree had an active participation and was disseminated a lot in the context of a seminar co-organized by EIP-AGRI. More specifically, the project was presented from the Project Manager during the Seminar 'Smart circular farming to address high energy and fertiliser prices' conducted in Porto, Portugal (6-7/12/2022). The organizing authorities were The European Commission's Directorate-General for Agriculture and Rural Development (DG AGRI) and the EU CAP Network Support Facility for Innovation & Knowledge exchange | EIP-

AGRI. In the **following link** there are more information available about the scope of this event. It was a great opportunity to answer questions from the audience after the presentation, to further explain AFF through a poster session and explain how the AgEnergy platform works to many interested participants from the audience. Brochures to promote the project and flyers to promote the Decision Support Toolkit were shared.

In **deliverable 5.6 Report on AgroFossilFree links with EU-wide initiatives** the information in this section has been developed, with detailed table contents.

5. DISSEMINATION BALANCED SCORECARD

A Dissemination Balanced Scorecard with a set of indicators and target figures was defined in the **Dissemination and Communication Plan (D5.1)** 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 complete project lifetime.

Table 25. 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	6	100
Nº of Dissemination activities Reports (D.5.3; D.5.4; D.5.5)	3	3	100
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 (per month)	2.000	961	46
Nº of publicity materials	3	7	>100
Nº of digital newsletters distributed	3	22	>100
Nº of e-newsletter recipients	500	324	64
Nº of social media accounts	3	4	>100
Nº of Twitter followers	500	1.107	>100
Nº of Facebook followers	400	555	>100
Nº of LinkedIn followers	500	675	>100
Weekly number of Tweets/Posts	3	3	100
Nº of scientific papers published	2	11	>100
Nº of articles in general and specialised media	20	18	90
Nº of press releases issued	6	6	100
Nº of people outreached by promotional materials.	1.500	19.159	>100
Nº of Practice abstracts (20 open-field, 10 greenhouses, 20 livestock)	50	59	>100
Nº of Policy guidelines on the de-fossilisation of EU agriculture	1	19	>100
Nº of AgEnergy Platform developed	1	1	100
Nº of stakeholders registered on the Platform	1.000	466	46
Nº of FEFTS deployed on the AgEnergy Platform	800	1.959	>100
Nº of Reports on Practice Abstracts (D.5.7; D.5.8)	2	2	100
DISSEMINATION ACTIVITIES			
Nº of Regional Workshops per “hub”.	3	3	100
Nº of Transnational Workshops	3	3	100
Nº of Final Brokerage Event in Brussels	1	1	100
Nº of Consultation Workshop of the policy guide with EU bodies	1	1	100
Nº of participants at AFF workshops (regional, transnational and BE)	800	1.421	>100
Nº of stakeholders involved in regional workshops (per REGION)	25-40	40	100
Nº of non-project events where AFF is actively disseminated	30	84	>100
Nº of people outreached at non-project events	1.500	22.865	>100
Nº of Links with EIP-Agri, Operational Groups and FEFTS clusters.	40	34	85
Nº of EIP-Agri Thematic Networks coordinated with.	20	7	35

Nº of EIP-Agri Focus Groups coordinated with.	5	3	60
Nº of EU-related projects coordinated with.	15	15	100
Nº of multi-actor innovation collaborations (5 per region)	40	53	>100
Nº of multi-actor cross-border innovation collaborations	10	24	>100
Nº of policy makers reached with recommendations & policy briefs	50	12	20
Nº of reports on AFF links with EU-wide initiatives (D5.6)	5	3	60