



D3.1: Communication Plan

WP3 – Communication for ecosystem building

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List of Abbreviations

DIH Digital Innovation Hub



D3.1. Communication Plan

| | |
|-----|---------------------------|
| CC | Competence Centre |
| KPI | Key performance indicator |
| RC | Regional Cluster |



Executive summary

This report (D3.1) comprises the **agROBOfood** Communication Plan, a comprehensive and living document, which outlines the actions, tools and channels to be used throughout the project in its promotion. The purpose of the document is to outline the strategy, activities, and tools with which **agROBOfood** will communicate with a range of external stakeholders, as well as the timing of the various actions throughout the lifetime of the project.

The project will make use of a suite of tools, channels and activities to achieve its objectives, underpinned by an integrated and coherent visual identity. Further to the core activities associated with the creation of tools and the use of media channels, a set of activities is foreseen in order to amplify and consolidate the communication and dissemination efforts, including the organization of events from project partners, as well as the attendance of events and conferences and the publication of results for Innovation Experiments.

The project span will be four years, June 2019 to May 2023 and it is separated into three distinct phases. The communication plan takes into account these phases in order to build awareness raising activities in a manner aiming to maximize their impact. That will be monitored on an ongoing basis and reported in the relevant deliverables using a set of Key Performance Indicators.

The communication plan is an “umbrella” document providing the overall tools and activities that can take place, nevertheless since it is a living document it will be updated later on in the project and necessary additions will be made.

1 Introduction

1.1 agROBOfood in a snapshot

“Boosting the adoption of robotic technologies in the European agifood sector,”



More than 9 billion people in less than 40 years: this estimation highlights the **challenge** that the agri-food sector will need to address on a global level. This means that the production of **food** will need to be **increased**, while at the same time the **environmental impact** of that activity will need to be **reduced** to avoid detrimental consequences. Another parameter that comes into place is that of the **workforce** that is also **under pressure**, as fewer seasonal workers are available for labour-intensive seasons such as harvest. A way to address those challenges is to **increase** the use of **robotic sensing and automation** in the agri-food

industry. This facilitates precision and organic farming methods with their reduced environmental footprint, automates the heavier and more repetitive jobs, reduces the need for seasonal workers, can supply 24/7 vigilance against pests and disease, increases food hygiene and improves food traceability. **More food is available at a lower cost**, to feed the increasing population.

agROBOfood will establish a network of robotics **Digital Innovation Hubs** (DIHs) in the agri-food domain, each bringing their own ecosystem of **Competence Centres** (CCs). Each of those have **expertise** either in the **robotics**, or in the **agricultural** or **food** sectors. By connecting these actors with their different strengths, each will contribute to providing a more joined-up set of automation options for food producers and wider markets for technology providers. This network will work together to **foster robotics deployment** in agri-food, **improve the automation service offer** across Europe and **support SMEs and mid-caps in developing new robotics products** for agri-food. In other words DIHs will act as centres of gravity, where various stakeholders such as developers, users, consultants and investors can interact and ensure synergy and cross-pollination of ideas.

The overarching goal of **agROBOfood** will be  to increase the end user awareness of what robotics can do for them through the demonstration of **Innovation Experiments** (IEs)  to develop **a one-stop shop online and physically** within reasonable working distance, providing access to appropriate services on a pan-European level  to facilitate market introduction of **new robotic technologies** by maturing research prototypes  to **advise end users** how to fund the digital transformation of their company  to **engage in standardization** activities and promote open standards and platforms  to **connect** to other robotics networks and projects through direct links and the Robotics Digital Innovation Hubs CSA.

1.2 Communication plan purpose and approach

Communication plays a vital role in life, since it facilitates the basic process of **sharing information and knowledge**. That is the reason why since the dawn of time, people invented ways to communicate with each other, initially with smoke signals, pigeon carriers, letters to the more recent emails, messengers, and social media.

Today, a number of parameters have to be taken into consideration for deciding the ways in which new ideas, products and/or projects are communicated. Under all circumstances, the **communication plan** is the tool that teams use early in their projects to establish an initial approach for communicating both externally -with key stakeholders-, as well as internally. Much of the thinking that goes into the initial plan remains applicable throughout the lifetime of the project, although things may also shift as everything progresses.

“Communication is the imparting or exchanging of information by speaking, writing, or using some other medium,”



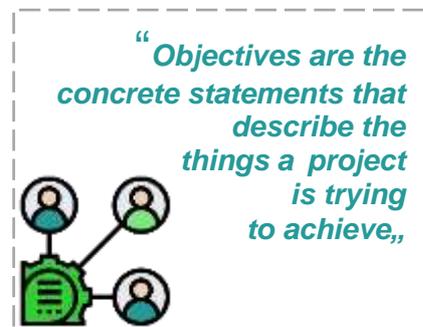
At this early stage of the **agROBOfood** project a communication plan is being developed defining and analysing the project **target audiences**, as well as the most **appropriate means, tools and material** that will be developed during the project for reaching the communication objectives. It will include the **set of actions** necessary for its achievement and the deadlines for each of them as well as the relevant activities to be implemented by each partner. It will also identify **potential synergies** in order to enhance the communication range and impact. **Qualitative and quantitative criteria** (such as an approximate number of the website visitors, the persons contacted and informed about the project initiative and any positive feedback collected, the impact on the media) will be defined in the communication plan and will be used for the assessment of the impact of the communication activities on the specific and general audiences for the project. These preliminary results will be taken into consideration also for eventual corrections and adaptation of the plan set-up at the beginning of the project. The Communication plan will be developed in Month 3 and will be updated on Month 24 including the assessment of activities, in terms of impact and effectiveness. Task 3.1 will result in D3.1 Communication plan (M03) and D3.5 Communication plan update (M24).

In the following chapters the overall objectives and methodology that will be used are presented, along with the ecosystem phases and levels, the key messages, the tools that will be used, the activities and finally the KPIs.

2 agROBOfood Communication Plan

2.1 Objectives

The underlying objectives of **agROBOfood** that will be achieved through the actions and activities that are foreseen in the current communication plan, are the following:



-  Establishing the **agROBOfood network of DIHs** as the reference ecosystem for digital innovation with robotics in agri-food in Europe;
-  Presenting to future **agROBOfood** end users the importance of **obtaining access to cutting-edge infrastructure** and experimentation facilities, **tailored business training services**, and **funding** support;
-  **Strengthening the innovation ecosystem** within each regional Digital Innovation Hub: Attract industry-leading innovators (SME, mid-cap, competence centers, universities, R&D institutes, etc.) from across Europe to **join the agROBOfood DIHs**;
-  **Showcasing benefits of robotics technologies** through demonstration of highly-innovative cross-border experiments, highlighting the positive impact on food quality and safety, and challenging false perceptions that farmers and citizens may have, e.g. regarding impact on unemployment;
-  **Promoting open calls** for Innovation Experiments to end-users;
-  Facilitating the **provision of support through trainings** to new Hubs and interactive sessions dedicated to knowledge exchange and best practice, ensuring proper know-how exchange within the consortium;
-  **Stimulating growth of the eco-system** by attracting and fostering new DIHs/CCs in the network;
-  Developing **networks** and liaison with other **projects**, network and initiatives.

In order for those objectives to be achieved, it is of the outmost importance for the different **stakeholders** -that constitute the key audience(s) of **agROBOfood** - not only to be **informed** of the importance of transforming the agri-food sector through robotics, but also be directly **engaged** by uptaking the outcomes of the project and **becoming partakers** in communicating its' results within and beyond the scope of the project. In order to achieve that a set of effective strategies have been identified and included in the methodology that will be followed throughout the project.

2.2 Methodology

The principles for an effective communication and dissemination strategy that are going to be deployed for **agROBOfood**, are the following:

-  **Audience-Oriented:** Different audiences require different approaches. Good communication considers the practical needs, current knowledge level, and language/terminology preferences of the audience;

- 
Goal oriented: Communication and dissemination activities should reflect the purpose of the project, trying to inform and to motivate receivers. Rather than simply reporting, information should be contextualized to help the audience understand what was done and what makes the outcomes important;
- 
Selectively Chosen and Combined means: There are a wide variety of ways to share knowledge, and not all will be suitable for a given project. It is important thus to Identify the dissemination tools that are likely to promote the goals of the specific project. If there is a broad target audience for the research, a combination of strategies might be used: an article in a community newsletter could reach local citizens, a website can be shared with organizations around the country, a formal report can be sent to political decision makers;
- 
Accessible: In any and all cases it should be considered what can be done to make information available to those who have particular needs or who face barriers to access. For example, when planning a dissemination event: the venue's accessibility, the day and time of the event, whether childcare or transportation may be needed, whether an interpreter should be used, etc. Similarly, written materials should be available in a form and language that can be understood by the research's audience. Other accessibility issues may arise in relation to specific projects (for example, a website should be accessible to those who use text readers, videos should be closed-captioned, and so on);
- 
Best Use of Available Resources: Collaborative research projects have the benefit of involving individuals from more than one organization, allowing access to a diversity of skills, networks, and resources. Partners can take advantage of formal resources, but informal opportunities should be considered as well: for example, community partners may have relationships with other organizations that could support the dissemination effort, or faculty advisors may know other instructors who could incorporate the research report into their classes;
- 
Two-Way Communication: Dissemination strategies that result in new ideas and actions being implemented tend to be based on relationships and dialogue, rather than a one-way flow of information. To encourage key audiences to understand and use the outcomes, ways to build a dialogue to explore how the outcomes can be useful must be found. For example the **agROBOfood** Observatory that will be used to capture user feedback;
- 
Clear and Focused: All project documents should: a) be concise and to the point; b) highlight the key research findings and recommendations; c) define any specialist terminology used; d) be presented in an attractive, readable format (use a clear, standard-size or large font and headings to organize the information); e) except in certain very formal cases, include images, graphs, or bullet points to break up lengthy blocks of text.

The key for a successful communication and dissemination strategy is the application of a common framework, providing a common process and a set of common criteria to implicated parties, with the purpose to identify, monitor and select the suited dissemination tools and channels. In the following sections the various process and criteria that can be used are going to be examined (project logo, website, deliverable templates, press releases, newsletters and printable promotional material (leaflet, brochure, posters etc), as well as the various channels that can be used (social media and networking groups, mass media, local news, Network of Interest, scientific publications and participation in relevant events). The success of a communication and dissemination plan is the direct involvement of all the partners. They must feel a sense of ownership for the outcomes and share a common vision and understanding.

3 Ecosystem levels and phases

3.1 Ecosystem phases

“A message is the content of the communication process.”



Initial phase (M01-M09): In the initial phase dissemination activities will focus on developing a **common vision** for the network and detailing **key messages** for each target group identified, as well as the **communication activities**. The foundations for ecosystem building will be set by developing **tools for DIHs** for strengthening their own regional network of knowledge institutions, Competence Centers, agri-food industry partners, technology providers, financial service providers, and also non-robotized actors of the food value chain. The project visual identity, dissemination material, and the **Innovation Portal**

will be developed. **Regional events** will take place to introduce the project to its target groups.

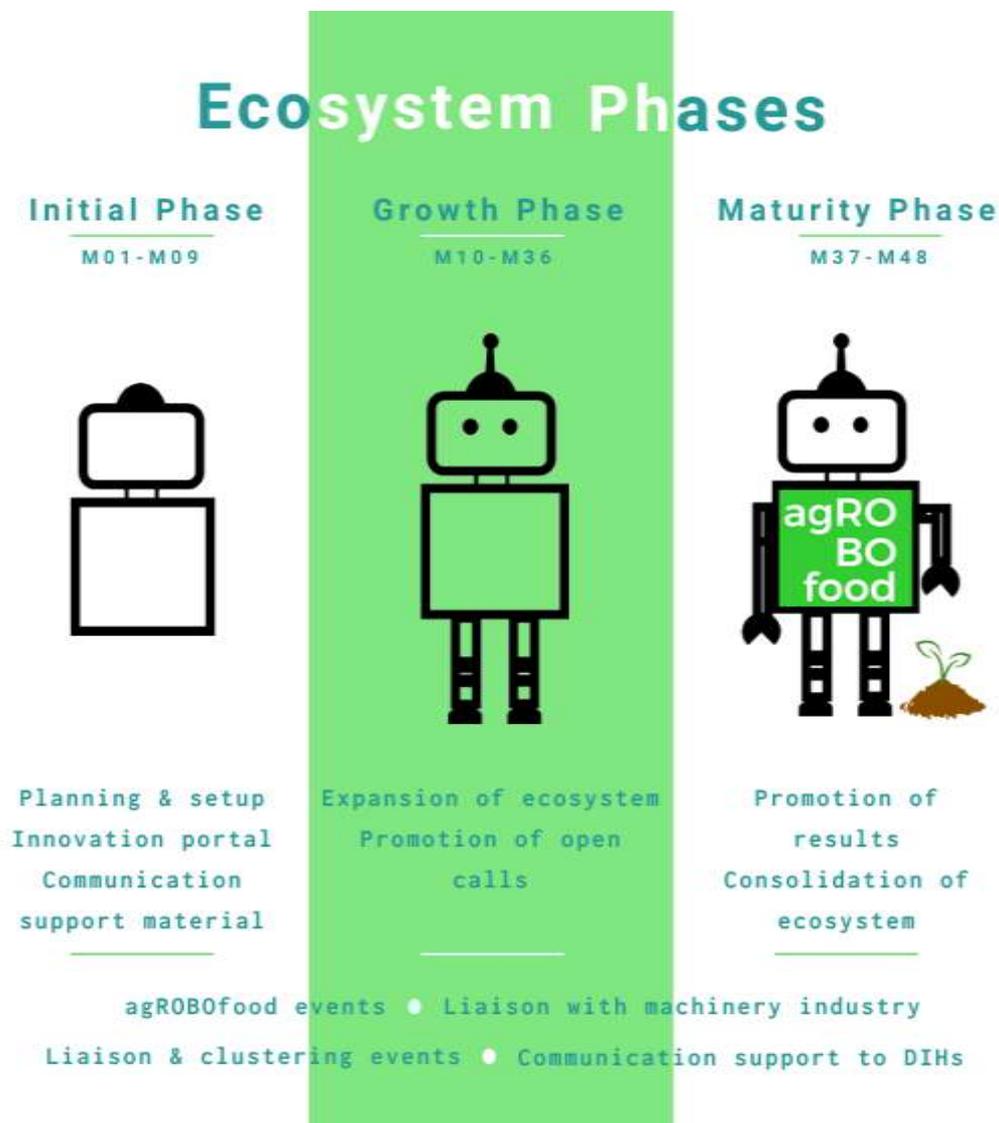


Figure 1- agROBOfood ecosystem phases

Growth phase (M10-M36): During the growth phase the **3 open calls** will be promoted in order to attract a large number of applicants that have the potential to conduct high-quality **Innovation**

Experiments and to provide solutions to **Industrial Challenges**. Information flow both between DIHs and beyond the project to the sustainable **agROBOfood** network will be promoted. **Best practices** will be derived from ongoing Innovation experiments and promoted for attracting additional stakeholders and rapidly expanding the ecosystem.

Maturity phase (M37-M48): During the maturity phase, dissemination will focus on the **promotion of concrete results** to key stakeholders. Communication activities will be adapted with a stronger focus on **success stories**, standard developing pilots and demonstrators, the outcome of the Innovation Experiments and Industrial Challenges, and business opportunities. The enhanced network and knowledge collected on the Innovation Portal will be used to carry out **public affairs activities** towards EU, regional policymakers and stakeholders. The lessons learnt from the interactive sessions and developed industry standards will be also used by DIHs and clusters to disseminate and exploit their results at regional level: 1) Towards decision-makers; 2) Towards end-users to make the case for adopting robotics solutions. For exploitation purposes, the project will build on the successful outcome of experiments.

3.2 Ecosystem levels (key audiences)

The implementation of the communication and dissemination activities of **agROBOfood** will be tailored according to key target groups that comprise the different ecosystem levels to which the messages must be delivered. The groups are broadly divided according to their direct and/or indirect relationship with **agROBOfood** ecosystem. The messages will be differentiated and adjusted during the different phases of **agROBOfood**. Hence the communication strategy will be tailored to serve the objectives that need to be achieved with those different stakeholders.

3.3 Communication flow

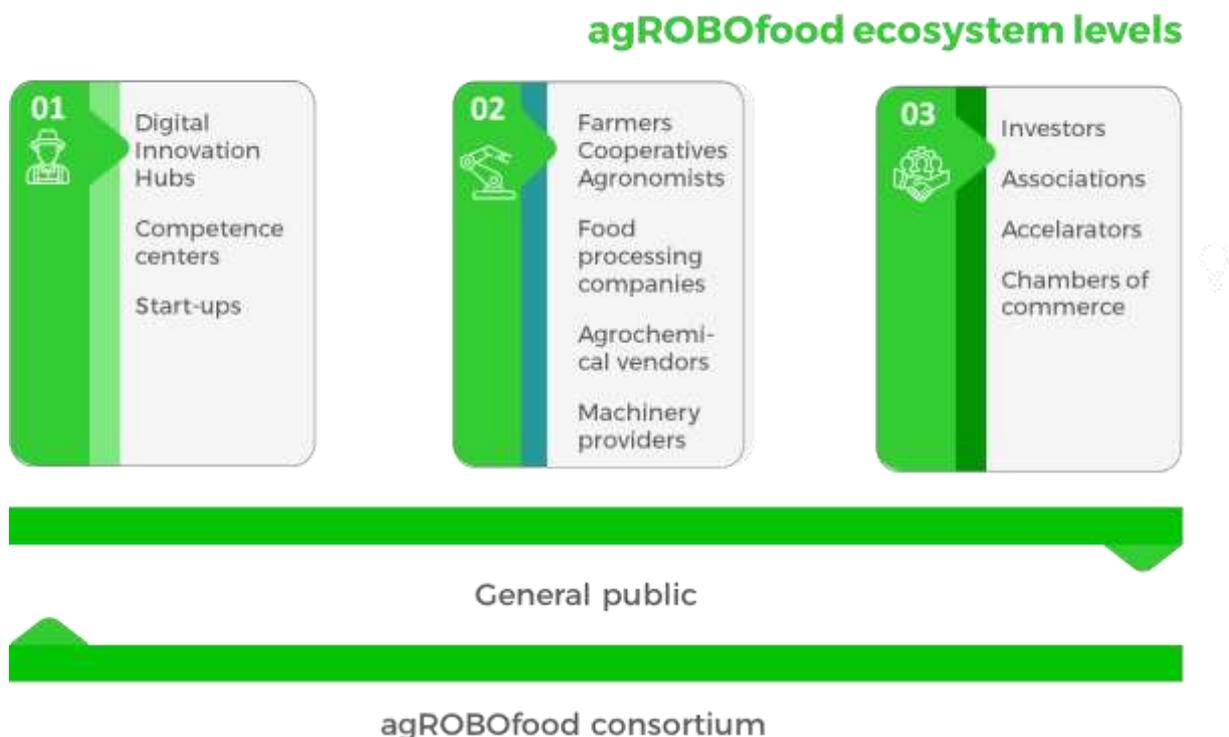


Figure 2 – agROBOfood ecosystem levels

Based on the ecosystem phases and levels, a “two tier” communication flow will be deployed. The first tier will be comprised from consortium partners that are the main communicants of the **agROBOfood** key messages (4. Key messages) to all the levels of the ecosystem. Having at their disposal a common vision, the key messages that must be delivered and the proper tools, partners will be able to communicate the main objectives of the project to DIHs, CCs, Robotics Start-Ups, as

well as to Farmers (and cooperatives, agronomists, etc), Food Processing Companies, Machinery Providers and finally to Investors and Business Support Organizations. The objectives of the project will also be communicated to the general public by the consortium partners, although not a direct stakeholder, Apart from external communication with the various actors, another important aspect of the communication strategy is the continuous and unhinged internal communication. For that purpose the consortium has already set up “Sharepoint¹”, a collaborative platform that integrates with Microsoft Office. The tool will be used from project partner for cross work package communication and collaboration.

The second tier will be comprised by DIHs, that will also have a deep understanding of the common vision, key messages and the proper tools to communicate with CCs, Start-ups Farmers, Food Processing Companies, Machinery Providers and finally to Investors and Business Support Organizations. CCs and Start-ups that are part of the DIHs ecosystem, will also leverage, on occasion, the knowledge and tools that will be provided by agROBOfood to communicate with the other actors of the ecosystem.

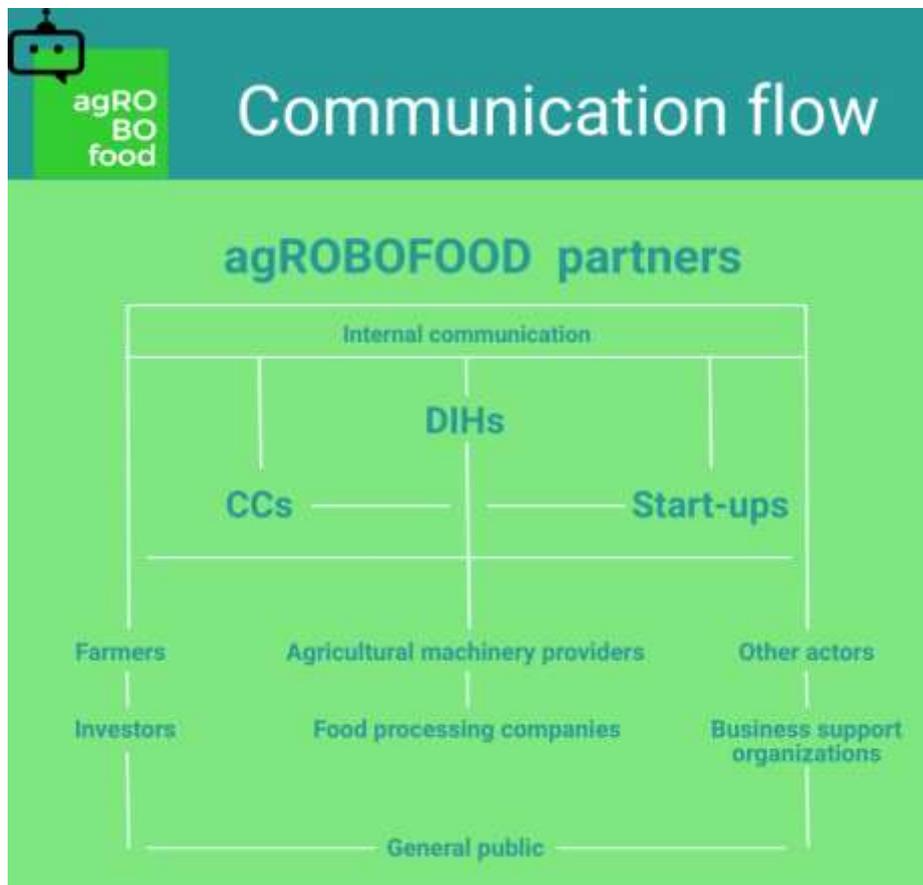


Figure 3 – agROBOfood communication flow

¹ <https://en.wikipedia.org/wiki/SharePoint>

4 Key messages

“ A message is the content of the communication process.,,”



In the previous sections the different phases of the project, along with the different target audiences were defined. In this section, a high level of the different messages that need to be communicated will be presented.

4.1 Consortium partners

agROBOfood consortium partners will be the main “ambassadors” of the projects key messages to all the different audiences that were identified in the previous chapter. The first

building block, as indicated in the ecosystem phases, will be the development of a common vision, including the visual identity of the project, the key messages that need to conveyed, as well as the activities that need to take place. Based on that partners will be able to promote the digital innovation that is offered by the project during the 3 Open Calls that will take place in the second phase. In that same phase partners will be able to collect best practices and success stories that will subsequently be shared in the third phase of the project with various audiences.

The key messages to be used from consortium partners primarily, and DIHs, CCs, and Start-ups subsequently, for each target group, are shown in the sections below.

4.2 Digital Innovation Hubs, Competence Centres and Start-Ups

Digital Innovation Hubs lie at the heart of **agROBOfood** project. A Digital Innovation Hub is a one-stop-shop through which any organisation can get access to a whole ecosystem of the latest knowledge, expertise and technology, obtaining consultancy and experimentation with digital technologies relevant to their application, products, processes, and challenges. In other words, DIHs are the reference ecosystem for digital innovation.

Indicatively some of the key messages addressed to DIHs are the following:

-  Improve the quality and expand the range of your services! Grow your local network! Join a leading network of DIHs in Europe!
-  Demonstrate the value and credibility of your DIH in Europe and attract even more users!
-  Contact end users and co-create with them tailored solutions by joining the **agROBOfood** network!

While being the core target audience of the project, at the same time DIHs are also the ones that will have to attract industry leading innovators such as SMEs, mid-caps, competence centres, universities, R&D institutes, and other actors within their own regional clusters, in order to enhance the existing network.

4.3 Competence Centres

Competence Centres provide advanced specialized expertise and facilities (labs, infrastructures, pilot lines for production, etc.). They cooperate within the hubs with other members of the innovation chain to support businesses in their digital transformation. Along with the DIHs, they are along the key stakeholders that **agROBOfood** project will need to reach.

Indicatively some of the key messages addressed to CCs are the following:

- 📢 Get access to SMEs interested in the services you provide. Join the **agROBOfood** community!
- 📢 Build links with complementary disciplines to strengthen your local ecosystem by joining the leading network of robotics in the agri-food sector!
- 📢 Gain new knowledge and exchange business opportunities with other CCs that are part of the **agROBOfood** ecosystem!

As DIHs, CCs will have to attract other target audiences, including, but not limited to investors, business developers and robotics start-ups, as well as other actors of the sector.

4.4 Robotic start-ups

Start-ups are an important target audiences, since along with other actors of the sector they are the ones that will bring real tech solutions to the project. At the same time though, those audiences will be able to benefit from a number of services that will be provided by the DIHs. On top of that the open calls will provide the necessary opportunity for all the different actors to come together in a mutually beneficial interaction (i.e. Start-ups and investors).

Indicatively some of the key messages addressed to start-ups are the following:

- 📢 Test your innovative products in the farming & food production environment with early adopters!
- 📢 Join the agROBOfood ecosystem to interact with other stakeholders and yield mutually beneficial value-for-money innovation.
- 📢 Get access to business mentoring and support from the leaders of the agri-food and robotics sectors!

4.5 Farmers (and cooperatives)

Farmers, growers and food suppliers are facing similar tasks that need to be done manually. Many short cycle repetitive tasks are done with the use of a huge workforce. Consortium partners, along with DIHs need to change the dominant mind-sets in the community and link the farmer community with other innovation actors.

Indicatively some of the key messages addressed to farmers are the following:

- 📢 Ground-breaking robotics technologies for increasing your productivity! Enhance the precision and efficiency of your farming operations!
- 📢 Be the first to use innovative technologies to face the challenges of today and tomorrow!
- 📢 Take part in shaping the future of robotics in the agri-food sector by co-creating the products of tomorrow.

4.6 Food processing companies

As in the case of farmers, food processing companies are faced with repetitive tasks that need to be done manually, which again requires a huge workforce. In addition, in some cases, like for example in packaging, the work needs to be done ideally in low temperatures, which can be difficult for the workers. Robotics can handle food processing lines in an effective manner on a 24/7 basis.

Indicatively some of the key messages addressed to food processing companies are the following:

- 📢 Get access to high quality technological, business and brokerage services for digitizing your business, using state-of-the-art robotics technologies.
- 📢 Increase the quality and safety of your products by taking advantage of cutting-edge technologies!

4.7 Agricultural machinery providers

Agricultural machinery providers are important actors of the agri-food sector. Various machinery is already used to replace human labour and reduce the time spend in activities that were done manually. In that sense machinery providers need to stay up to date on the latest developments in new technologies that concern the agri-food sector.

Indicatively some of the key messages addressed to agricultural machinery providers are the following:

- 📢 Adapt your products to the requirements of a fast-growing market. Develop innovative and sustainable business models for robotic solutions in farming & food sector!
- 📢 Join agROBOfood to stay up to date on the latest developments of the sector and be the first to adopt new technologies that will revolutionize your business!

4.8 Other actors

Apart from farmers, food processing companies and agricultural machinery providers that are from the main stakeholders, since they are the ones that will benefit from the use of new technologies, there is also a number of other actors. Those include agronomists, agrochemical vendors and others that can also be considered as stakeholders that can benefit from the added value of the ecosystem and new technologies directly or indirectly.

Indicatively one of the key messages addressed to other actors are the following:

- 📢 Join the agROBOfood ecosystem & exploit new market opportunities!

4.9 Investors

The amount of money invested worldwide in agricultural and food technology jumped by more than 40 per cent in 2018, to \$17bn, according to new industry figures. Entrepreneurs and technology experts have piled into “agritech” in recent years, as the agricultural and food industries come under pressure from a growing global population, environmental concerns, labour shortages and changing consumer tastes. That presents a unique opportunity for the project to bring together the actors in lucrative co-operations for both ends.

Indicatively some of the key messages addressed to other actors are the following:

- 📢 Access opportunities to invest in disruptive solutions with high potential!
- 📢 Re-invent the agri-food system by investing in new, cutting-edge technologies!
- 📢 Join agROBOfood to gain access to the latest technological developments in the agri-food sector! Be the first to discover new opportunities!

4.10 Business support organizations

Business support organizations include, but are not limited to, associations, accelerators, chambers of commerce and other organizations. Those stakeholders can be indirectly benefit from the agROBOfood ecosystem since they can add value to their chain of services by connecting to the ecosystem. They can gain access to important expertise on the technology, business and financial aspects that are focused on the robotics use in the agri-food sector.

Indicatively one of the key messages addressed to other actors are the following:

- Provide added value support to your network by linking to a European ecosystem for the integration of robotic technologies in the agri-food sector.

4.11 General public

Although not a direct stakeholder in the agROBOfood ecosystem, it is important for the general public to learn how robotic technologies can disrupt the agri-food and change the impact that current practices have to the production of more safe food, while at the same time being sustainable.

Indicatively some of the key messages addressed to the general public are the following:

- Get to know how the use of robotics in the agri-food sector can ensure safe food for everyone!
- Are you interested in the latest, greatest, unique technologies? Then follow agROBOfood to discover the most cutting-edge technologies that can change the ways in which food is produced and handled from the field to your fork!

5 Communication tools

“Communication is the means of connecting people. For that purpose a variety of tools are used for both external & internal communication.”



The following sections describe some of the dissemination tools that will be used within the context of the **agROBOfood** dissemination activities. These tools will be further enhanced after consultation with local partners and in relevance to the specified priorities on local level.

5.1 Visual identity

The visual identity is defined as follows in the Business Dictionary: “Visible elements of a brand, such as colour, form, and shape, which encapsulate and convey the symbolic meanings that cannot be imparted through words alone”. In other words, a strong visual identity is comprised from a combination of images, colours

and shapes that along with words can create a powerful message for the viewer. The basis for creating the **agROBOfood** visual identity were laid early on the proposal phase, while it was updated during the first two months of the project taking into account the following:

- An appropriate aesthetic that can be identified with the project objectives;
- The message that needs to be conveyed in targeted and mass audiences and;
- A brand that could translate easily to the different dissemination channels (printed material, web, mobile etc).

In the following parts we are examining the different components that comprise the visual identity of **agROBOfood**, as well as the different tools that can be used for various dissemination activities. It should be noted here that across all outputs of the **agROBOfood** project a text concerning the source of the project's funding and disclosing the Grant Agreement number will be provided, along with the European flag (as specified in European Commission, 2012).



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 825395.

5.2 Logo and colour palette

The logo is one of the most important aspects of the visual identity of a product and/or a project. It is the major graphical representation of the project and its' results, and becomes one of the most seen elements of the visual identity during the dissemination and communication activities. The colour palette is complementary to the logo and it characterises all the elements of the communication and dissemination activities. Within that framework the colours that were selected for **agROBOfood** logo were interconnected pieces that will convey a message, while the rest of the colours used in various instances were of complementary nature. In the figure below there is a graphical representation of the logo with a description of the different elements that comprise it:

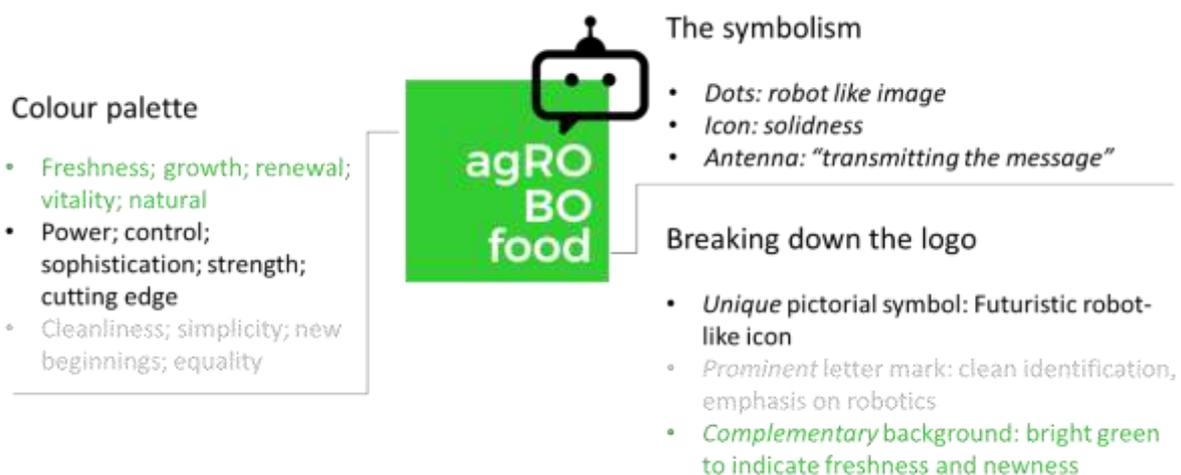


Figure 4 – agROBOfood logo

As indicated in the figure above the colours that were chosen, all convey a specific key message: green suggests something 'new' and fresh, while the tone of lime green creates an anticipation of the potential, of what is on offer. Black is beneficial for businesses selling luxury, elegance and sophistication. These types of businesses include those selling high quality professional products and luxury goods. Black is used to create a dramatic effect when combined with bright, rich colours. Finally, with its suggestion of simplicity, cleanliness and safety, white works well for businesses promoting hi-tech products and promotes order and efficiency.

For the logo a combination of a unique pictorial symbol, along with a letter mark were chosen. While the symbol of **agROBOfood** is futuristic and a graphical representation of a "robot" like figure, the prominent white letter mark, complements it, emphasizing again the robotics aspect in the agri-food sector and the green background completes the overall message that is meant to be conveyed. In addition both elements (the pictorial symbol and the letter mark) can be used as standalone elements if required, a feature that can provide agility to the various users.

Apart from the colours that were used for the logo there is a number of complementary colours that complete the **agROBOfood** palette. The lime green remains the main colour of the brand identity, nevertheless along with other colours, they were and will be used for the creation of any additional material. The colour palette can be enriched based on needs that may arise.

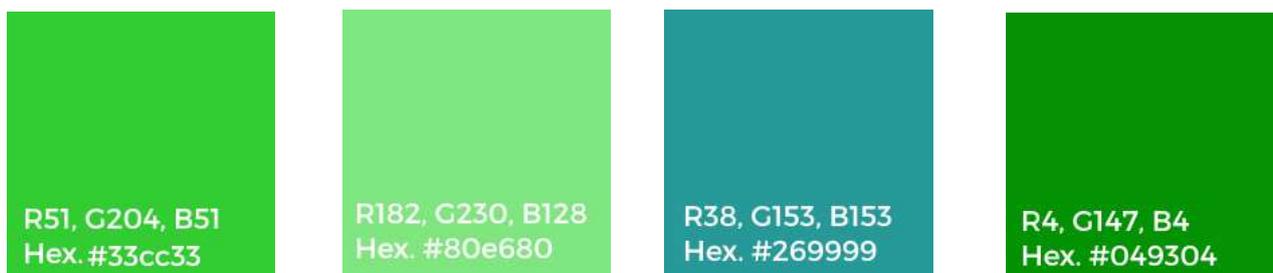


Figure 5 – agROBOfood color palette

5.2.1 Fonts

The fonts used for **agROBOfood** logo are Montserrat and Montserrat Light. It is a free font that can be found easily and added to the system. The same font was used in the body text. If that font is not available, Calibri can be used instead for the body text only, since it is a common font that can be found in most systems.

5.2.2 Regional Clusters' logos

All Digital Innovation Hubs and Competence Centres are grouped into Regional Clusters, since end users are inclined to search for robotics activities close to home. Based on that clustering **agROBOfood** created separate logos for each of the Regional Clusters that comprise the project ecosystem.

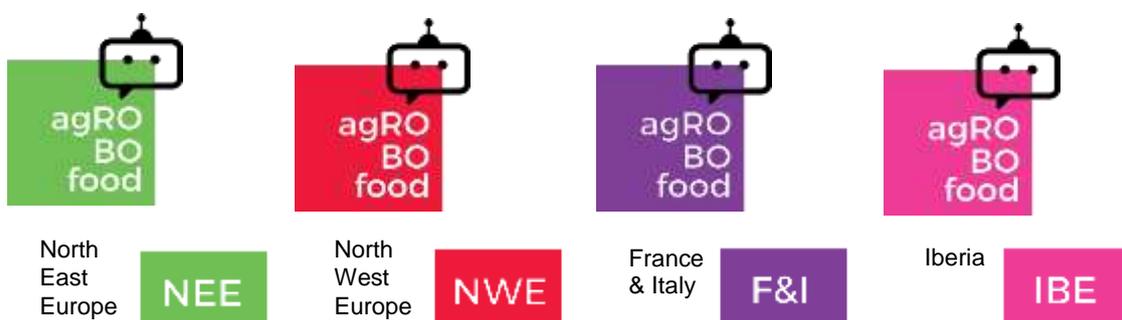


Figure 6 – agROBOfood regional clusters logos

As it can be seen in the images above, the logos of the Regional Clusters have been designed along the lines of the main project logo, keeping a sense of “**common identity**” both internally and externally. More specifically, the unique pictorial symbol combined with a letter mark was used for the Regional Clusters logos as well, keeping the “**essence**” of the **agROBOfood** brand, while for purposes of **distinctiveness**, each area was assigned with a different colour scheme. Each of the DIHs and CCs can use the logos along with the main one for the specific activities.

The logos that were created for the Regional Clusters are going to be used in the templates and tools that were created in various occasions, when deemed necessary. Such an example could be the regional meetings and events that will take place for promoting the project.

5.3 Templates

A number of templates were designed to serve the needs of **agROBOfood** consortium and within the brand guidelines developed, including a deliverable template, a non-deliverable template, a press release template and a power point template. Those were the ones that consortium members would need in the short run, hence they were the first ones to be developed. As the project progresses and based on the needs that will arise they will be enriched accordingly. In the sections below each of the templates is presented,

5.3.1 Deliverable Template

As mentioned above the deliverable template was created along the brand identity guidelines, while at the same time a number of information and metadata that are necessary were included:



Figure 7 – Deliverable template

5.3.2 Power Point Presentation Template

The power point presentation template was developed along the lines of the brand identity of **agROBOfood**. The presentation template can be used for both internal and external presentations, while as the project matures updates will take place accordingly:



Figure 8 – Ppt presentation template

5.3.3 Press Release Template

A press release template was created early on the project. The template follows the design lines of the overall identity and it was already used in the first press release that was issued by the consortium.

5.3.4 Non-Deliverable Template

A non-deliverable template was created to serve various needs of the project. The template follows the same guidelines that were followed for all previous templates.



Figure 9 – Press release template

5.4 Social Media

The **agROBOfood** Social Media strategy aims to enhance the project visibility at European, as well as at regional and national level. It has been proven over years that social networks can help in getting to know a target audience better and facilitating better communication and engagement. Taking into consideration that internet users spend **over 30% of their online time** surfing through social media platforms, it is only natural for any business and/or community to aim at leveraging the proper social media channels. Within that framework **agROBOfood** is going to use the following social media channels: Facebook, Twitter, LinkedIn and Youtube.

Facebook is one of the best social media platforms for reaching target audiences, whichever those may be. With nearly **2.41** million monthly active users, Facebook is the world's largest social media platform with the most diverse audience. Although users of all ages can be found on Facebook, people between ages 25 – 34 make up the largest user base. In addition the gender balance is pretty even with 75% of female and 63% male internet users. **Facebook** also provides a targeted digital advertising platform, ensuring that ad content is displayed in the right users.

Twitter has an average of about **330** million active users worldwide. It is considered as the go-to place for the latest news and trends on a variety of topics. This makes it an excellent channel for sharing updates and being a part of the online conversation surrounding the industry. **Twitter** is also gender inclusive with 24% of male and 21% of female users. The audience tends to be a bit younger with 36% of users between the ages of 18 to 29. However, there is also a good amount of users in



Figure 10 – Non deliverable template

older age groups as well. **Twitter** also offers advertising opportunities to targeted audiences on a social media platform.

LinkedIn was acquired by Microsoft in 2016 and it is one of the best social media platforms for professionals. Companies use this channel to post a variety of different types of content from job openings to company updates to different content assets like whitepapers and case studies. The demographics show that 32% of users have a college education, with an additional 24% having attended “some college.” Furthermore, looking at gender and age demographics, 52% of male and 48% of female users prefer this channel. When looking at general age groups, 34% of users between the ages of 18 to 29 and 33% of users between the ages of 30 to 49. One of the advantages of **LinkedIn** is that audiences on this social media platform are business-minded, meaning that they are often open to networking opportunities and hearing about ways to improve the way they work or make their job easier.

YouTube was founded in 2005 and shortly after it was acquired by Google and it quickly become the second largest search engine in the world, right behind Google. **YouTube** users are watching a billion hours of video each day and generating just as many views. This makes it an excellent channel for reaching and engaging target audiences by creating and publishing compelling video content. With over **2** billion users, the demographics of this platform target users from 18 to 49-years-old. Gender demographics account a 55% male and 45% female users. YouTube allows reaching a wide audience of viewers across the globe, while it can also help with search engine optimization (SEO), since the content posted on a channel is searchable in both YouTube and Google.

A common identity (social media templates) that contains both profile icons and background photos, was created for the social media channels of **agROBOfood**, which went live on the starting date of the project. As the project progresses additional material that will result from it and concern the pillars that comprise it, will be developed and posted.



 www.facebook.com/agROBOfood.H2020/

 <https://twitter.com/agROBOfood>

 <https://www.linkedin.com/showcase/agrobofood/>

The key audiences of **agROBOfood**, along with the respective messages and phases were identified in (3. Ecosystem levels and phases, 4. Key messages) Stakeholders that are part of the **agROBOfood** ecosystem (i.e. DIHs and CCs) can re-produce and re-share the main messages that are shared through the main channels, but in cases when necessary, they will also be provided with a pool of ready content to adjust and use accordingly. Along with the content, a pool of photos and icons will be created and will be available for use from the partners, DIHs and CCs. Finally, in order to gain traction a pool of hashtags (#) will be available. Indicatively some of the most proper and popular hashtags that will be used when posting in social media platforms are the following:

| Hashtags | Exposure per hour |
|-------------|-------------------|
| #technology | 1,910,567 |
| #tech | 2,908,362 |

| | |
|--------------|------------|
| #startup | 2,781,192 |
| #robotics | 1,344,571 |
| #food | 1,218,596 |
| #digital | 2,142,004 |
| #business | 10,051,804 |
| #innovation | 932,546 |
| #agriculture | 62,404 |

Table 1- Indicative list of hashtags to be used in social media

Content will be released on a regular basis, while efforts will be intensified prior (and/or in parallel) to major milestones for the project (i.e. website release, open calls, best practices, innovation experiments results). For example promotion of the Open Calls through social media, will take place at least 3 months before each application deadline in order to safeguard effective penetration to the target audiences. It should be noted that during those aggressive growth hacking phases, the approach that will be adopted is that of actively pushing content to relevant users in an organised way, to ensure maximum outreach and engagement of users in the project activities. More specifically, funds will be allocated on paid ads and promotion of the content. If necessary other social media tools will be used for further promotion and will be included in the updated version of the deliverable (M24).

5.5 Innovation Portal

The **agROBOfood** Innovation Portal is one of key tools of the project, supporting the ecosystem building and the project's communication activities, as well as helping the DIHs advance their services maturity level. Although the full version of the Innovation Portal will be available at Month 6, a first version including some basic information is available from M3. In the full version the portal will be used to:

-  access the **agROBOfood** Catalogue of services;
-  Capture user feedback;
-  Inform people about relevant events, new technology, business and sector specific developments in regard to robotics;
-  Showcase the project to a broader audience, promoting the results of IEs and showing how the experience and technology can be adopted or adjusted to suit other applications and sectors; and
-  Announce the Open Calls and Industrial Challenges for agri-food robotics applications.



Figure 11 – Home page of innovation portal



Figure 12 – Pages of agROBOfood innovation portal

Being one of the main communication tools the innovation portal follows the overall visual identity that was developed for the project.

5.6 Communication pack

An initial Communication Pack will be developed in M06 of the project. The pack will be updated on an ongoing basis to include project results and case studies arising from the various ongoing activities of the project, including: Starting Experiments, Innovation Experiments, and the Industrial Challenges. The initial communication pack will entail a brochure, a leaflet, posters, illustrations, postcards, as well as other material. Both consortium partners and DIHs will be able to use the communication pack material, while for the DIHs an additional communication support material will be developed in M09 of the project.

5.6.1 Brochure

A brochure is an informative document that can address different audiences. A brochure can be distributed in many different ways, including electronic means, which makes it ideal for communicating project objectives and results. Furthermore, it is one of the most common and effective tools used by businesses and organizations for relaying information or announcements to a wide audience. Brochures are perfect canvases to showcase images, charts and lengthy pieces of information. Finally, brochures work well in combination with a media kit or promotional giveaway.

5.6.2 Leaflet

Leaflets are a simple means of informing different audiences of the purpose, progress or findings of a project. Leaflets can address general project issues, since they will be printed in-house and will allow a fast replication. Leaflets will be editable and printable by any of the project partners, as well as from DIHs, and therefore, will be tailorable both in terms of content and language. Leaflets, along with other promotional material, will also be available for download from the project website. DIHs and their local ecosystem will be strongly encouraged to translate the leaflet in their language and distribute it to their ecosystem in order to maximise engagement and attract new interested parties.

5.6.3 Posters

Posters are dissemination means that are mainly used in events that can be either organised by the project or can be presented in third party conferences, symposia, workshops, seminars or in other relevant activities. An initial poster will be created that will include the following:

- 📄 agROBOfood Logo – Slogan – Key Words;
- 📄 EU emblem and statement of the EC funding;
- 📄 Short paragraph description;
- 📄 Tag line – Key message.

The pool of key messages, as presented above (Key messages), will be available to the whole ecosystem, hence the tag-line key message will be adapted by partners and/or DIHs in order to better serve a specific audience.

5.6.4 Illustrations

For serving communication and disseminations purposes and in order to provide flexibility in the material that can be produced to serve specific needs, a number of illustrations and icons will be created following the overall visual identity of **agROBOfood**. Along with the key messages, illustrations will become a powerful tool that will connect words with pictures, creating an impact.

5.6.1 Other material

Additional material will be developed later in the project to support communication activities. More specifically, material for the support of communication activities from the DIHs in order to attract new stakeholders, as well as communication material for the promotion of Open Calls.



Figure 13 – Other material to be used

5.7 Diversity and Inclusion

The goal of **diversity** and **inclusion** is to foster an environment in which all members of a community are treated equitably. By employing diversity individual differences (i.e. life experiences, learning and working styles, etc) and social differences (i.e. race, socio-economic status, class, gender, sexual orientation, country of origin, ability, cultural affiliations, political affiliations, etc) can be enlisted to achieve excellence in different fields and sectors. At the same time by employing inclusion all people or members of a community, regardless of their abilities, disabilities, or health care needs, are respected and appreciated as valuable members.

During the process of designing **agROBOfood** communication plan (identity, tools, etc), diversity and inclusion were two parameters that were taken into consideration. The overarching aim was to make the information presented as accessible as possible for all audiences. As a result the message and objectives of **agROBOfood** would be communicated to a wider and more inclusive audience, who would then act as a multiplier.

For achieving the above mentioned goals **agROBOfood** during the design phase has taken into consideration colour blindness. Colour blind people usually have a reduced ability to distinguish shades of certain colours. Although green and red, as well as blue and yellow create difficulties to colour blind people, green was selected in the case of **agROBOfood** in order to represent one aspect of the project, but it was balanced by the pictorial symbol of the robot and the clear white letter mark that accompanies the logo. In the case of **agROBOfood** it was chosen to avoid what is characterised as colour blindness pitfall, which included:

- Avoiding bad colour combinations: green - brown, blue - purple, green - blue, light green - yellow;
- Using enough contrast that is well perceived by most colour blind people;
- Using textures;
- Adding symbols and graphical elements to signal an emotion that would be signalled with a colour;

An additional way to enhance inclusiveness was the design of a monochrome logo of **agROBOfood**, as shown below:



In that case the colourful green background is substitute with a black background, keeping the contrast with the white letter mark. It should also be pointed out, as mentioned in chapter 5.2. Logo and colour palette, the logo of **agROBOfood** is characterised by an agility of the different components that comprise it. Hence that means that for example the pictorial symbol can be reversed from left to right and visa versa, as can the letter mark be as well. That fact also ensures an inclusivity of different audiences that will come through the various logos.

Finally, it should be mentioned that **agROBOfood** is and will keep on using a gender-inclusive language. That means that all communication, oral or written, formal or informal, addressed to an internal or external audience, will be done in a way that does not discriminate against a particular sex, social gender or gender identity and does not perpetuate gender stereotypes. Given the key role of language in shaping cultural and social attitudes, using gender-inclusive language is a powerful way to promote gender equality and eradicate gender bias. **agROBOfood** will make sure to use a gender inclusive language in the various communications (web, brochures, leaflets, social media) to the possible extend. For that purpose the Guidelines² and Toolbox³ that were created by the UN for a gender inclusive language, will be regularly advised.

² <https://www.un.org/en/gender-inclusive-language/guidelines.shtml>

³ <https://www.un.org/en/gender-inclusive-language/toolbox.shtml>

6 Communication activities

The following section outlines the dissemination activities envisioned to be carried out in the scope of **agROBOfood** project. Before examining those, we are briefly presenting below the various project and dissemination interrelated activities.

| Phase | Ecosystem level | Project actions | Instruments |
|----------------|----------------------------------|--|---|
| Initial Phase | Consortium partners & DIHs | Development of a common vision | Communication plan |
| | Consortium partners & DIHs | Development of visual identity, dissemination material, and the Innovation Portal | Visual identity, communication pack; Innovation portal |
| | Consortium partners & DIHs | Detail key messages for each target group | Communication pack, Innovation portal, social media |
| | DIHs | Development of tools for DIHs | Communication pack and guidelines |
| | Consortium partners & DIHs | Identify communication activities | Communication plan |
| | DIHs & local consortium partners | Regional events | Communication plan, Communication pack, Innovation portal, Social Media, Communication tools for DIHs |
| Growth phase | Consortium partners & DIHs | Promote open calls | Communication plan, Social Media, Innovation portal |
| | Consortium partners & DIHs | Conduct more innovation experiments | Communication tools for DIHs |
| | Consortium partners & DIHs | Attract more solutions | Communication pack, Innovation portal, social media, Communication tools for DIHs |
| | Consortium partners & DIHs | Promotion of information beyond DIHs | Innovation portal, social media |
| | Consortium partners & DIHs | Identification of best practices | Communication plan |
| | Consortium partners & DIHs | Attraction of additional stakeholders | Communication pack, Innovation portal, Social Media, Communication tools for DIHs |
| Maturity phase | Consortium partners & DIHs | Promotion of concrete results to key stakeholders | Communication pack, Innovation portal, Social Media, Communication tools for DIHs |
| | Consortium partners & DIHs | Adaption of communication activities with focus on success stories standard developing pilots and demonstrators, the outcome of the Innovation Experiments and Industrial Challenges, and business opportunities | Communication pack, Innovation portal, Social Media, Communication tools for DIHs |
| | Consortium partners & DIHs | Public affairs activities towards EU, regional policymakers and stakeholders | Communication pack, Innovation portal, Social Media, |

| | | | |
|--|----------------------------|--|--------------------|
| | Consortium partners & DIHs | Lessons learnt from the interactive sessions and developed industry standards will be used by DIHs and clusters to disseminate and exploit their results at regional level | Communication plan |
|--|----------------------------|--|--------------------|

6.1 Events

agROBOfood will organise a number of regional and EU-wide events. Regional events will be organised by regional clusters and local DIHs. These events will:

- Introduce **agROBOfood**: inform, communicate and introduce **agROBOfood** project to its target groups, and promote the Innovation Portal and services;
- Introduce open calls to potential applicants: 1st open call for Innovation Experiments (M10-M12), 2nd Open Call on “Industrial Challenges (M15-M17) and 3rd Open Call “Innovation Experiments” (M20-M22);
- Showcase examples of best practice from the Starting Innovation Experiments and open calls (when available)

The events will take place in collaboration with local associations, accelerators, incubators, business support organisations, etc. Synergies with organisations such as Enterprise Europe Network, Startup Europe's Accelerator Assembly, the European Cluster Collaboration Platform (ECCP) and others will be pursued, established and exploited.

DIHs will be able to use the communication material that was created for the consortium during the first months of the project, as well as support material from the communication pack that will be created specifically for them. This material will be enhanced and updated as the project and communication activities progress to reach more mature phases. Furthermore, guidelines will be created for the organization of events, in order for them to follow a common format. The guidelines will not in any case be obligatory, rather they will be developed for support of those activities.

Finally, one final pan-European event will take place at M48, ideally as a satellite to a larger event in the field of robotics or agri-food. The aim of the event will be to present the results of **agROBOfood**, to showcase best practices and success stories generated as well as to communicate its post-project era strategy.

agROBOfood will also select a number of major third-party events (trade fairs, innovation fora, etc.) related to the robotics or agri-food sector in which it will participate by organising sessions, satellite events, or with a stand. The project partners will also participate in relevant events in order to increase the visibility of **agROBOfood** and contribute to attracting more stakeholders and innovators to the network. Indicatively some of those events are included in the table below:

| a/a | Event | Date, Location |
|-----|---|---|
| 1 | INNOVAGRI | 4-5/09/19 Ondes, France |
| 2 | SPACE | 10-13/09/19 Rennes, France |
| 3 | Tech&Bio | 18-19/09/19 Bourg-lès-Valence in Drôme, France |
| 4 | ICT Proposers' Day 2019 | 19-20/09/19 Helsinki, Finland |
| 5 | IROS | 3-8/11/19 Macau, China |

| | | |
|----|---|----------------------------------|
| 6 | Agritechnica | 10-16/11/19 Hannover, Germany |
| 7 | FIRA (International forum of Agricultural Robotics) | 10-11/12/19 Toulouse, France |
| 8 | RIEMFA2019 | 21-22/11/19 Berlin, Germany |
| 9 | EU Robotics Week | 15-24/11/19 TBA |
| 10 | ERF | 3-5/03/20 Malaga, Spain |
| 11 | ICRCSA 2020 | 22-23/10/20 Athens, Greece |
| 12 | SIMA | 8-20/11/20 Paris, France |
| 13 | EIMA International | 11-15/11/20 Bologna, Italy |
| 14 | EuroTier | 17-20/11/20 Hannover, Germany |
| 15 | FFA | November Tulln, Austria |

Table 2 – List of events related to agROBOFood

6.2 Newsletter

The project will publish a biannual newsletter to inform subscribers of upcoming events, project milestones, and relevant news stories linked to the broader ecosystem. The aim of the newsletter is to gain and maintain interest in **agROBOfood** ecosystem and act as a platform for major announcements. A list of subscribers will be generated by emailing a selection of contacts inviting subscription to the newsletter (preferably with one click). In addition, the project partners will be asked to distribute the newsletter to their own contacts and publicise its availability on their own channels.

6.3 Mass Media Communication

Obtaining news coverage, whether at a national or local level, can increase the profile of the project at a great extent and reach a wide pool of key stakeholders. The scope of the mass media communication activities will be to reach those key audiences. These activities will target a wide variety of news agencies and mass media with general or specialised interests, individual journalists with a special interest in **agROBOfood** related topics, related TV/radio shows or columns in newspapers.

Mass media will be fed through the following dissemination tools:

-  press releases;
-  audio-visual material that will be uploaded at YouTube channel;
-  project results and newsfeed that will be available at the project's website;
-  audio-visual or printed material with information about the project;
-  project's presentations and partners' interviews that could be performed during the organisation of targeted events or participation in non-project events.

6.4 Informal networking

Networking will be performed through the participation in relevant events linked to the project theme, operating by all project partners throughout the duration of the project. This will be coupled by informal person-to-person meetings with relevant stakeholders. These are additional activities to the project events organized for dissemination (i.e. project workshops) and other purposes (i.e. co-creation workshops among others).

6.5 Additional activities

On top of the activities that will take place for informing all the target audiences, there will be a number of activities that will be focused on DIHs that will be part of the agROBOfood ecosystem. Those include, but are not limited to:

- 📺 Online tutorials for training DIHs on the communication actions that must be taken in order for the ecosystem to further grow.
- 📺 Videos for project partners and other stakeholders to inform the various key audiences on the results of the Innovation Experiments, best practices and other such activities. The videos will include background information, interactive stories and will be available on the website and uploaded to social media (Youtube) for additional exposure.

7 Reporting and KPIs

To ensure accurate monitoring and reporting of dissemination activities a “Dissemination Reporting” [form](#) was created, in order for project partners to be able to continuously inform WP leader on the activities they carried out. The form will be circulated repetitively to all project partners on a regular basis. The results of the dissemination activities that will be carried out will be included in the respective deliverables. More specifically an intermediate and a final report will incorporate all those activities.

For the evaluation of the effectiveness of the dissemination activities a number of indicators were set, along with their target values. The table below presents the impact indicators per activity, the target value that is set for the project and the means of verification for each indicator.

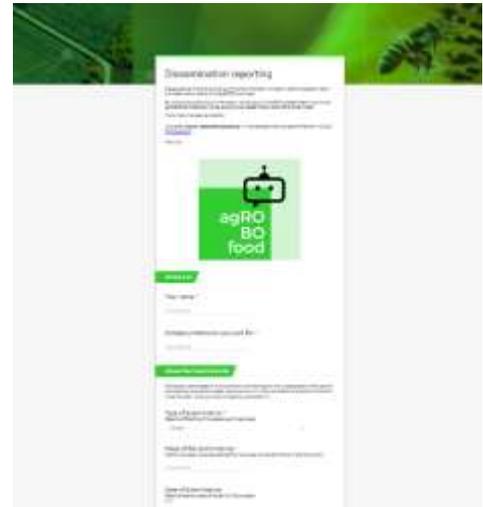


Figure 14 – Reporting form

| Indicator | Overall | Source and methodology |
|--|---------|--|
| No of visitors to the Innovation Portal | 30.000 | Website registered in Google analytics |
| Followers on social networks | 6.000 | Social media analytics |
| Posts on social networks relevant to project | 1.200 | Social media analytics |
| No of third party project events where agROBOfood is presented | 30 | Regular reporting |
| Seminars/Workshops organized | 8 | Regular reporting |
| Number of event visitors | 10.000 | Participants lists |
| Recipients of project e-newsletters | 4.000 | Email record |
| Leaflets and brochures distributed | 5.000 | Regular reporting |
| Project views of demonstration success stories on YouTube | 3.000 | YouTube analytics |

Table 3 – Indicators for evaluation of effectiveness of communication plan

8 Conclusion

The current document entails all the main information concerning the initial Communication plan of the project (D3.1). In the chapters above a detailed description of the various tools and activities that are going to be implemented by the various partners, as well as from stakeholders of the ecosystem, were included. Taking into consideration that this is a living document and the project is early on the implementation phase (M3), the plan may change partially and/or be enhanced based on the conclusions that will be drawn from the first twenty months of the project. Those changes and/or enhancements will be included in updated deliverable (M24).

9 Annexes

Annex I: Guidelines for creation of videos

The following guidelines describe the formatting specifications that yield the highest quality for playing videos on YouTube. YouTube encourages partners to upload videos that are as close to the original, high quality source format as possible to increase the likelihood that your videos will play in higher quality (HQ). Note that YouTube always re-encodes videos to optimize their playback quality.

File format: YouTube prefers the original, 1080p HD broadcast format that you have in your digital content library, as well as DVD-compliant MPEG-2 program streams saved with a .MPG extension. If you cannot submit videos in MPEG-2 format, then MPEG-4 is the preferred format. The following specifications provide optimal playback of MPEG-2 and MPEG-4 videos:

-  MPEG-2
 - Audio codec: MPEG Layer II or Dolby AC-3
 - Audio bitrate: 128 kbps or better
-  MPEG-4
 - Video codec: H.264
 - Audio codec: AAC
 - Audio bitrate: 128 kbps or better

Minimum audio-visual duration: 33 seconds (excluding black and static images in the video channel as well as silence and background noise in the audio channel)

Framerate: Videos should be in their native frame rates without resampling. For film sources, a 24fps or 25fps progressive master yields the best results. Typically, frame rates are set at 24, 25 or 30 frames per second. Please do not use resampling techniques since they can cause images to shudder and often result in lower quality video. Examples of undesirable techniques include upsampling and transfer processes such as Telecine pulldown.

Aspect ratio: Videos should be in their native aspect ratios, and uploaded videos should never include letterboxing or pillarboxing bars. The YouTube player automatically frames videos to ensure that they are displayed correctly, without cropping or stretching, regardless of the size of the video or player. For example, the player frames 4:3 videos with vertical bars (pillarboxing) when those videos are played in a widescreen (16:9) player. Similarly, the player frames 16:9 videos with horizontal bars (letterboxing) if those videos are played in a standard (4:3) player. See Advanced encoding for visual examples.

If the video's native aspect ratio is 1.77:1 and the total frame size also has a 1.77:1 aspect ratio, use 16:9 matting with square pixels and no border.

If the video's native aspect ratio is 1.77:1 and the total frame size does not have a 1.77:1 aspect ratio, use 16:9 matting with square pixels and a single-color border with no variations over time.

If the video's native aspect ratio is 1.33:1 and the total frame size also has a 1.33:1 aspect ratio, use 4:3 matting with square pixels and no border.

If the video's native aspect ratio is 1.33:1 and the total frame size does not have a 1.33:1 aspect ratio, use 4:3 matting with square pixels and a single-color border with no variations over time.

If theatrical releases have a "pan-and-scan" version as well as the original 16:9 version, upload both versions separately.

Video resolution: YouTube prefers high-definition videos and, in general, you should provide videos in the highest resolution available to provide the maximum degree of flexibility in the encoding and playback processes. For videos intended for sale or rental, you should provide a minimum resolution of 1920x1080 with a 16:9 aspect ratio. For either free or ad-supported content, YouTube does not set a minimum resolution but recommends a resolution of at least 1280x720 for video that has a 16:9 aspect ratio and a resolution of at least 640x480 for video that has a 4:3 aspect ratio.

You may consider providing reduced quality videos if those videos will not be publicly visible on YouTube and are only being uploaded to serve as Content ID references. These videos can be a typical "one quarter" resolution – i.e. 320x240. However, the videos must be greater than 200 lines to yield effective references.

Video bitrate: Since bitrate is highly dependent on codec, there is no recommended minimum value. Videos should be optimized for frame rate, aspect ratio and resolution rather than bitrate. Bitrates of 50 or 80Mbps are common for videos intended for sale or rental.

If you are unable to encode your videos using the preferred specifications, you can still submit your video in .WMV, .AVI, .MOV and .FLV formats. In this case, we recommend that you upload the highest quality video possible. YouTube will still accept your video content and then re-encode your video files as necessary. However, the quality of your videos may not be optimal and could make your videos ineligible for HQ encoding. If you are not able to encode your videos using the preferred specifications, we recommend that you upload a few test videos online to ensure that you are satisfied with the playback quality on YouTube.

Audio file guidelines

The following guidelines are for audio tracks that you provide to YouTube. These guidelines describe the formatting specifications that yield the highest quality for playing audio on YouTube and for matching your audio tracks to the audio tracks of user-uploaded videos. Note that an audio track would only be played back on YouTube if you have opted to include that track in YouTube's AudioSwap program. Generally, we recommend that you upload the highest quality audio possible.

Supported file formats:

-  MP3 audio in MP3/WAV container
-  PCM audio in WAV container
-  AAC audio in MOV container
-  FLAC audio

Minimum audio bitrate for lossy formats: 64 kbps

Minimum audible duration: 33 seconds (excluding silence and background noise)

Maximum duration: None

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