



# FAIRshare

DIGITAL TOOLS FOR FARM ADVISORS



# Deliverable 7.1

## *Communication, dissemination and data management plan*

This report only reflects the views of the author(s).

The Commission is not liable for any use that may be made of the information contained therein.

Project funded under the Horizon 2020 Research and Innovation Programme.



# Technical References

Project Acronym	FAIRshare
Project Title	Farm Advisory digital Innovation tools Realised and Shared
Project No.	H2020 818488
Project Coordinator	TEAGASC
Contact	Tom Kelly ( <a href="mailto:Tom.Kelly@teagasc.ie">Tom.Kelly@teagasc.ie</a> ) and John Hyland ( <a href="mailto:John.Hyland@teagasc.ie">John.Hyland@teagasc.ie</a> )

Deliverable No.	D7.1
Deliverable Name	Communication, dissemination and data management plan
Dissemination level*	CO
Work Package	WP7 - Dissemination and communication
Task	T7.1
Lead beneficiary	CONSULAI
Contributing beneficiaries	TEAGASC
Deliverable type	Report
Due date of deliverable	30/04/2019
Actual submission date	29/04/2019

v	Date	Beneficiary	Author
1.0	29/04/2019	CONSULAI	Rui Almeida (CONSULAI)
2.0	30/08/2020	CONSULAI	Rui Almeida (CONSULAI)



## Contents

<b>Summary</b> .....	7
<b>Abstract</b> .....	8
<b>1. Introduction</b> .....	9
<b>2. Communication strategy</b> .....	10
2.1. Communication objectives and key messages .....	10
2.2. Communication tasks .....	11
2.3. Target groups .....	12
2.4. Key messages .....	13
2.5. Internal communication.....	16
2.6. External communication .....	17
<b>3. Dissemination</b> .....	17
3.1. Dissemination objectives .....	18
3.2. Dissemination tools .....	18
<b>3.2.1. Logo and slogan</b> .....	18
<b>3.2.2. Documents</b> .....	25
3.3. Dissemination work plan and governance .....	25
3.4. Practice Abstracts .....	32
3.5. Dissemination materials .....	33
<b>4. Digital platform</b> .....	33
4.1. Home Page .....	34
4.2. Project .....	37
4.3. FAIRshare Digital Tools Inventory .....	38
4.4. Consortium.....	39
4.5. News & Events .....	40
4.6. Contacts.....	42
4.7. Partner’s digital platforms .....	43
<b>5. Multimedia materials</b> .....	44
<b>6. Social media</b> .....	44
<b>7. Workshops</b> .....	47
<b>8. Seminars and conference</b> .....	47



<b>9. Exhibitions</b> .....	48
<b>10. Responsible Research and Innovation (RRI)</b> .....	48
<b>11. Key Performance Indicators (KPI's)</b> .....	50
<b>12. Data management plan</b> .....	52
<b>13. APPENDICES</b> .....	52
Appendix I – Graphic standards manual.....	52
Appendix II – Word Template .....	52
Appendix III.- Deliverables Report template .....	52
Appendix IV – Images template .....	52
Appendix V – PowerPoint template .....	53
Appendix VI – Events template.....	53
Appendix VII - How to communicate FAIRshare project .....	53
Appendix VIII – Monitoring report.....	54
Appendix IX – Partners’ tasks and WPs .....	52
Appendix X – Partners’ Attendance to events.....	53
Appendix XI – Partners’ Other dissemination activities .....	54
Appendix XII – Partners’ Scientific publications .....	55



## Figure contents

Figure 1 - FAIRshare management platform – Tasks.....	16
Figure 2 - FAIRshare management platform – Documents.....	17
Figure 3 - FAIRshare logo construction.....	18
Figure 4 - FAIRshare logo - Vertical.....	19
Figure 5 - FAIRshare logo - Horizontal.....	19
Figure 6 - FAIRshare logo minimum dimensions.....	19
Figure 7 - FAIRshare logo suitable applications.....	20
Figure 8 - FAIRshare black logo.....	20
Figure 9 - FAIRshare white logo.....	20
Figure 10 - FAIRshare logo colour applications.....	21
Figure 11 - FAIRshare colours.....	21
Figure 12 - FAIRshare gradient colour.....	22
Figure 13 - EU project horizontal symbol.....	22
Figure 14 - EU project vertical symbol.....	22
Figure 15 - FAIRshare logo and EU symbol utilisation rules – Horizontal.....	23
Figure 16 - FAIRshare logo and EU symbol utilisation rules - Vertical.....	23
Figure 17 - FAIRshare brochure – cover.....	24
Figure 18 - FAIRshare brochure - back cover.....	24
Figure 19 - FAIRshare website header.....	34
Figure 20 - FAIRshare's homepage News section and Twitter feed.....	35
Figure 21 - FAIRshare's project information and Events section.....	35
Figure 22 - Bottom section of FAIRshare's homepage.....	36
Figure 23 - FAIRshare's website's About Section.....	37
Figure 24 - FAIRshare's Website's Objectives Section.....	37
Figure 25 - FAIRshare's Website's Work Packages Section.....	38
Figure 26 - FAIRshare's Permanent Networking Facility.....	38
Figure 27 - FAIRshare's Website's Consortium Section.....	39
Figure 28 - FAIRshare's Website's News Section.....	40
Figure 29 - FAIRshare's Website's Communication Materials Section.....	41
Figure 30 - FAIRshare's Website's Newsletter Section.....	41
Figure 31 - FAIRshare's Website's Contacts Section.....	42



## Table Contents

Table 1 - FAIRshare partners' .....	7
Table 2 - FAIRshare communication tasks .....	11
Table 3 - FAIRshare key messages .....	13
Table 4 - FAIRshare partner's Communication Officer .....	25
Table 5 - FAIRshare partner's email list and communication .....	26
Table 6 - FAIRshare partner's website .....	43
Table 7 - FAIRshare partner's social media.....	45



## Summary

The FAIRshare project (Grant Agreement No.818488) has received funding from the European Union' Horizon 2020 Research and Innovation Programme. The views and opinions expressed in this report do not represent the official position of the European Commission and are entirely the responsibility of the authors.

Table 1 - FAIRshare partners'

PARTNER NUMBER	ORGANISATION	ACRONYM	COUNTRY
1	TEAGASC – Agriculture and Food Development Authority	TEAGASC	Ireland
2	The CIRCA Group Europe Limited	CIRCA	Ireland
3	Eigen Vermongen Van Het Instituut Voor Landbouw En Visserijonderzoek	ILVO	Belgium
4	Comite Europeen Des Groupements de Constructeurs Du Machinisme Agricole	CEMA	Belgium
5	South Eastern Europe Advisory Service Network	SEASN	Croatia
6	Inagro, Provinciaal Extern Verzelfstandigd Agentschap In Privaatrechtelijke vorm vzw	INAGRO	Belgium
7	Agricultural University of Athens	AUA	Greece
8	Zuidelijke Land-en Tuinbouworganisatie Vereniging	ZLTO	Netherlands
9	Instituto Navarro de Tecnologias e Infraestructuras Agroalimentarias SA	INTIA	Spain
10	Innovation for Agriculture	i4agri	United Kingdom
11	Fundacion Cajamar	CAJAMAR	Spain
12	CONSULAI, Consultoria Agroindustrial LDA	CONSULAI	Portugal
13	Association de Coordination Technique Agricole	ACTA	France
14	Magyar Agrar-,Eelmisszergazdasagi Es Videkfejlesztési Kamara	NAK	Hungary
15	Berner Fachhochschule	HAFL	Switzerland
16	Stichting Wageningen Research	WR	Netherlands
17	Öko-BeratungsGesellschaft mbH	NATURLAND	Germany
18	Ministerio de Agricultura, Alimentación y Medio Ambiente	MAPAMA	Spain
19	Association Des Chambres D'Agriculture de L'Arc Atlantique	AC3A	France
20	Landwirtschaftskammer Österreich	LKO	Austria
21	Viesoji Istaiga Lietuvos Zemes Ukio Konsultavimo Tarnyba	LAAS	Lithuania
22	Stiftelsen Ruralis Institutt For Rural – OG Regionalforskning	RURALIS	Norway





## Abstract

FAIRshare is a European project under the Horizon 2020 Research and Innovation Programme. The project scope fits within the desire of improving agricultural productivity and sustainability, innovation support actions, digital capacity building, a stronger European and regional AKIS (Agricultural Knowledge and Innovation Systems) and a faster implementation of new technologies with better social inclusion. Therefore, the core concept of FAIRshare is to strengthen the digital capacity of the AKIS, more precisely independent farm advisors in Europe to support farmers in getting the most value. Also, this project uses a multi-actor approach to co-create and co-ordinate actions, which will enable independent farm advisors, and thereby, their farmer clients.

By the exposed, communication and dissemination plan is the key instrument to ensure the adequate progress and success of the project. The focus on the awareness building and the guarantee of proper results dissemination will be vital to enable advisors to make better use of digital tools.

The purpose of the present communication, dissemination and data management plan - prepared within the Work Package (WP) 7 - is to define a consistent approach to engage with the key target audience. Aims to maximise the awareness on the project concept, objectives and outcomes, to organise all the communication and dissemination activities within the project, as well as, to provide the guidelines for the communication and dissemination to be followed by all the consortium partners.

This document will describe with detail, the communication and dissemination strategy objectives, identify the key target groups, define the key messages, and present the different communication and dissemination channels and tools developed by the project.

Also, it will include the key performance indicators (KPI's) to monitor and evaluate the communication and dissemination plan.



## 1. Introduction

For the FAIRshare project, rather than focusing only on the technical aspects of the use of digital tools, particular emphasis will be given to co-designing great communication and engagement approaches for advisors to advocate and inspire their broader communities of peers and farmer clients.

It is expected the creation of a vibrant movement driving a widespread and better use of digital tools and an innovation increase in digitisation. Therefore, designing a communication and dissemination plan is one of the project's main drivers to ensure that the results and outcomes reach a high number of target audiences.

Given the digitised nature of the project, special attention will be paid on the use of some of the modern ICT tools such as social media platforms, website, multimedia materials, newsletters, to support communication and engagement. However, to ensure the project results and outcomes maximum dissemination, it will also be used physical tools such as publications, articles and leaflets, conferences, seminars, exhibitions and workshops.

Work Package 7 (WP7) is focused on the communication and dissemination of the project, and it will maintain a reliable connection and consistency with all WPs. Within the WP7 it includes the design, implementation and evaluation of a well-detailed communication, dissemination and data management plan. This initial strategic plan aims to detail the main activities and critical messages that must be understood, adapted and applied by all partners of the project.

FAIRshare will enable a more digitally active farm and farm advisory community. However, the project will provide more than just access to digital tools as it will also explain the context and relevance of those tools. To ensure that goal, it is crucial a consistent communication and key messages across all the consortium partners.

This document is dynamic, once that it may be adjusted. The planning activities will be shaped and adapted in response to feedback from multi-actor activities and engagements with external actors to the project.

A network of contacts and relevant actors related to the use of digital tools in agricultural decisions will be established, in each partner country, at the beginning of the project to co-



develop clear messages and practical outputs from the project and to identify the best ways to increase the Smart Farming (SF) awareness.

## 2. Communication strategy

As this project is a multi-actor approach, the present communication and dissemination plan distinguishes between the different communication and networking activities depending, not only, on the nature of the content to transmit but also depending on which target group is being addressed. Therefore, in this chapter, it will be explained with detail the communication objectives, the primary target audiences and the internal and external communication for the FAIRshare project.

### 2.1. Communication objectives and key messages

The global objective of WP7 is to communicate and disseminate, FAIRshare decisions, methodologies, findings, results and work progress that could be relevant, not only, to the use of advisory digital tools and services, but also for the participation of farmers in the digital age. Therefore, WP7 aims to engage with the project stakeholders during its duration.

The detailed objectives of WP7 are to:

- Define, implement and evaluate a thorough dissemination and communication plan;
- Develop a digital communication platform and produce and disseminate multimedia material (videos, training sessions, tutorials, etc);
- Use social media to engage the target audience including advisory services and farmers;
- Interact with the EIP-AGRI platform and with other EU projects and platforms;
- Organise training sessions, workshops, seminars and a final conference;
- Produce policy recommendations and a final report;

To unite these individual objectives and to create a shared understanding of the project's aims, we propose a common communication vision (key message) that will guide the partner's work:

**“Digitisation has the potential to be transformative in improving sustainability and innovation in agriculture by enhancing the information and day-to-day knowledge generated and utilised on farms and across the whole value chain.”**



The key message mentioned above is the motto of all FAIRshare communication strategy. By understanding the power of digitisation, FAIRshare knowledge exchange aims to enable farm advisors, farmers and other AKIS to co-adapt, use and exploit the digital tools that can be transformative for the agricultural sector.

## 2.2. Communication tasks

The tasks in WP7 are as described below and were designed to respond to the clear objectives defined for the project's communication and dissemination objectives:

Table 2 - FAIRshare communication tasks

TASK NUMBER	DESCRIPTION	TASK LEADER	PARTNERS INVOLVED
7.1	Design, implementation and evaluation of communication and dissemination strategy	CONSULAI	TEAGASC; AC3A; Cajamar; INTIA; INAGRO; Naturland; NAK
7.2	Development of online platform and production and dissemination of multimedia materials	CONSULAI	TEAGASC; AC3A; Cajamar; INTIA; INAGRO; NAK; AUA
7.3	Use of social media	AC3A	TEAGASC; AC3A; CONSULAI; Cajamar; CEMA; INTIA; INAGRO; NAK
7.4	Interaction with EIP-AGRI and EPI-AGRI 'practice abstracts', other EU platforms and specialized media	ACTA	TEAGASC; AC3A; CONSULAI; CEMA; INTIA; INAGRO; NAK; AUA
7.5	Participations in exhibitions, workshops, seminars and conferences	CEMA	TEAGASC; AC3A; CONSULAI; CEMA; INTIA; INAGRO; NAK; AUA
7.6	Responsible Research and Innovation: Mechanisms for reflexivity and responsiveness	TEAGASC	All consortium partners
7.7	Policy recommendations and final report	TEAGASC	TEAGASC; AC3A; CONSULAI; CEMA; INTIA; INAGRO; SEASN; Naturland; NAK; MAPAMA

## 2.3. Target groups

To maximise the impact and consequently, the success of the FAIRshare project, the envisioned communication and dissemination activities needs to be tailored to each national and European target audiences.

The key actors identified as target groups include:

- Private and public advisory services;
- Farmers and members of the farming community;
- Policy makers at national and European levels;
- Agricultural schools;
- Research and higher education institutions (including researchers);
- Students and post-doctoral researchers;
- Civil Society;
- European Rural Development Network (ERDN);
- National Rural Networks (NRNs);
- European Innovation Partnership (EIP) focus groups;
- Operational groups;
- Thematic Networks;
- European Innovation Partnership (EIP) national/regional networks.

As this communication and dissemination plan is not a static document, and the multi-actor networks that will be developed in WP8 will identify any other potential target group, the proposal will be finetuned according to the feedback from the multi-actor activities and engagements. The target groups will play a proactive and empowered role by co-adapt, co-create, applicate and advocate the evolving and new digital tools.



## 2.4. Key messages

Table 3 - FAIRshare key messages

TARGET AUDIENCE	KEY MESSAGES
Advisory services	<ul style="list-style-type: none"> <li>● Electronic data generation, analytics and communication technologies potentially enable more accurate, faster and better decision-making on farms, which has huge potential to improve agricultural sustainability;</li> <li>● Digitisation is available to and impact the wider farming community, and has the potential to transform the way farms are managed and operated;</li> <li>● Rural advisory community must be mobilised to take ownership of digital tools and to advocate and animate at the user interface;</li> <li>● Farm advisors have a high impact in decision making in farm businesses;</li> <li>● FAIRshare is aiming to enable and empower the independent farm advisor community, creating a vibrant movement for farm advisory digital tools through sharing of tools, expertise and motivations;</li> <li>● Advisors are invited to address challenges for embedding digital tools in different advisory and farming contexts across the EU;</li> <li>● DATS (DATS): data generating applications, web and phone apps, mappings, specific social media platforms, training tools up and downstream services both direct and indirectly involving the farmer and the advisor community;</li> <li>● Digitisation has the potential to transform the way farms are managed and operated, and rural advisors will have an important role;</li> <li>● FAIRshare is creating a dynamic learning experiences for the European Advisory Community;</li> <li>● Your(advisory) DATS can enhance problem-solving of other advisors; Be connected and develop synergies with other DATS and/or advisors;</li> <li>● You will increase your profile in the project and thereby increase the likelihood of being asked to participate in other project activities (i.e. Workshops/ focus groups/cross visits/etc.);</li> <li>● Your DATS could be selected as a Good Practice;</li> <li>● Through pilot observations of DATs' adoption, a clear understanding of the issues affecting the adoption will be developed;</li> <li>● A need assessment tool will be co-created for advisors and their organizations to use to prepare farmers for the digital age. Suitable digital tools will be identified relevant to the farmer's individual needs and capability in terms of handling;</li> <li>● More than 80% of Europe's 40,000 advisors will benefit, providing more digitisation benefits to Europe's 12.5 million farmers.</li> </ul>

TARGET AUDIENCE	KEY MESSAGES
<p><b>Farmers &amp; farming community</b></p>	<ul style="list-style-type: none"> <li>• Electronic data generation, analytics and communication technologies potentially enables more accurate, faster and better decision-making on farms, which has huge potential to improve agricultural sustainability;</li> <li>• Digitisation is available to and impact the wider farming community, and has the potential to transform the way farms are managed and operated;</li> <li>• The major challenge is the integration of digital information, support services and farm data into day-to-day and strategic decision making on farms;</li> <li>• Farm advisors have a high impact in decision making in farm businesses;</li> <li>• FAIRshare is aiming to enable and empower the independent farm advisor community, creating a vibrant movement for farm advisory digital tools through sharing of tools, expertise and motivations;</li> <li>• Active involvement and participation of farmers in focus groups and cross visits will help to formulate a clearer level of knowledge of the use, understanding and reach of digital advisory services</li> <li>• More than 80% of Europe’s 40,000 advisors will benefit, providing more digitisation benefits to Europe’s 12.5 million farmers.</li> </ul>
<p><b>Digital industry actors</b></p>	<ul style="list-style-type: none"> <li>• Electronic data generation, analytics and communication technologies potentially enables more accurate, faster and better decision-making on farms, which has huge potential to improve agricultural sustainability;</li> <li>• Digitisation is available to and impact the wider farming community, and has the potential to transform the way farms are managed and operated;</li> <li>• Farm advisors have a high impact in decision making in farm businesses, so they must be aware and capable of using new DATS;</li> <li>• Your (ICT companies) DATS can enhance problem-solving of advisors; Be connected and develop synergies with other DATS and/or advisors;</li> <li>• The major challenge is the integration of digital information, support services and farm data into day-to-day and strategic decision-making on farms: FAIRshare will help your companies fill this gap creating connections between you and advisors;</li> <li>• Improve the accessibility and availability of your DATS;</li> <li>• Demonstrate the Value Added of your DATS for replication by advisors;</li> <li>• Your DATS could be selected to be part of a User Case in another advisory service;</li> <li>• Your DATS could be selected as a Good Practice, giving visibility and bettering your profile and your DATS;</li> <li>• More than 80% of Europe’s 40,000 advisors will benefit, providing more digitisation benefits to Europe’s 12.5 million farmers;</li> <li>• Enhancing the digitisation of European farming systems will prove beneficial to the wider population, as well as to all the actors working in the chain.</li> </ul>

TARGET AUDIENCE	KEY MESSAGES
<p><b>Policy makers</b></p>	<ul style="list-style-type: none"> <li>• FAIRshare aims to enable contextual EU policies for farmers and their advisers that actively engage with Digital Agriculture (DA) Decision-makers at national and European levels;</li> <li>• FAIRshare will develop a roadmap as input for policy making at EU-, national and regional level;</li> <li>• You (policy makers) be an active partner (e.g. attend the stakeholder seminars);</li> <li>• Relevant policy guidelines will be produced for consideration at EU and country level to better enable and empower advisors and farmers in the digital age;</li> <li>• FAIRshare will produce policy recommendations with impact in the advisory community, empowering the use of DATS, for faster and better decision-making on farms, improving agricultural sustainability;</li> <li>• More than 80% of Europe’s 40,000 advisors will benefit, providing more digitisation benefits to Europe’s 12.5 million farmers.</li> </ul>
<p><b>Research &amp; Education</b></p>	<ul style="list-style-type: none"> <li>• Electronic data generation, analytics and communication technologies potentially enable more accurate, faster and better decision-making on farms, which has huge potential to improve agricultural sustainability;</li> <li>• Digitisation is available to and impact the wider farming community, and has the potential to transform the way farms are managed and operated;</li> <li>• Rural advisory community must be mobilised to take ownership of digital tools and to advocate and animate at the user interface;</li> <li>• Farm advisors have a high impact in decision making in farm businesses;</li> <li>• FAIRshare will proactively support the sharing of more than 300 tools developed and used by farm advisors, <b>researchers</b>, farmers, agricultural students, ...;</li> <li>• Detailed content will be made available in different languages at the FAIRshare web platform, to raise researchers’ involvement beyond those associated with the project.</li> </ul>
<p><b>Media</b></p>	<ul style="list-style-type: none"> <li>• Electronic data generation, analytics and communication technologies potentially enable more accurate, faster and better decision-making on farms, which has huge potential to improve agricultural sustainability;</li> <li>• Digitisation is available to and impact the wider farming community, and has the potential to transform the way farms are managed and operated;</li> <li>• Rural advisory community must be mobilised to take ownership of digital tools and to advocate and animate at the user interface;</li> <li>• Farm advisors have a high impact in decision making in farm businesses;</li> <li>• More than 80% of Europe’s 40,000 advisors will benefit, providing more digitisation benefits to Europe’s 12.5 million farmers;</li> <li>• Enhancing the digitisation of European farming systems will prove beneficial to the wider population, as well as to all the actors working in the chain.</li> </ul>



## 2.5. Internal communication

Although external engagement and communication plays a crucial role in the progress of the project and to achieve its objectives, internal communication is vital to ensure the consistency of the key messages and external communication. Appropriate internal communication is crucial to guaranteeing the knowledge exchange between all the consortium partners and, is the key to successful external communication.

The internal communication refers to the communication and information exchange within all the consortium partners of the project. The activities within internal communications will be used as a tool for external communication and will efficiently support the delivered of the messages to the key target audiences.

By the exposed, to ensure a smooth, consistent and transparent communication flow between the project partners, it was selected a project management platform (SharePoint), that all partners have access, for messages and information exchange, for documentation upload, to establish deadlines, deliverables and milestones, and also for assigning the internal tasks and duties on a shared calendar. The project management platform can also be used as an online messaging service so that messages can be sent automatically for the WP and task leaders.

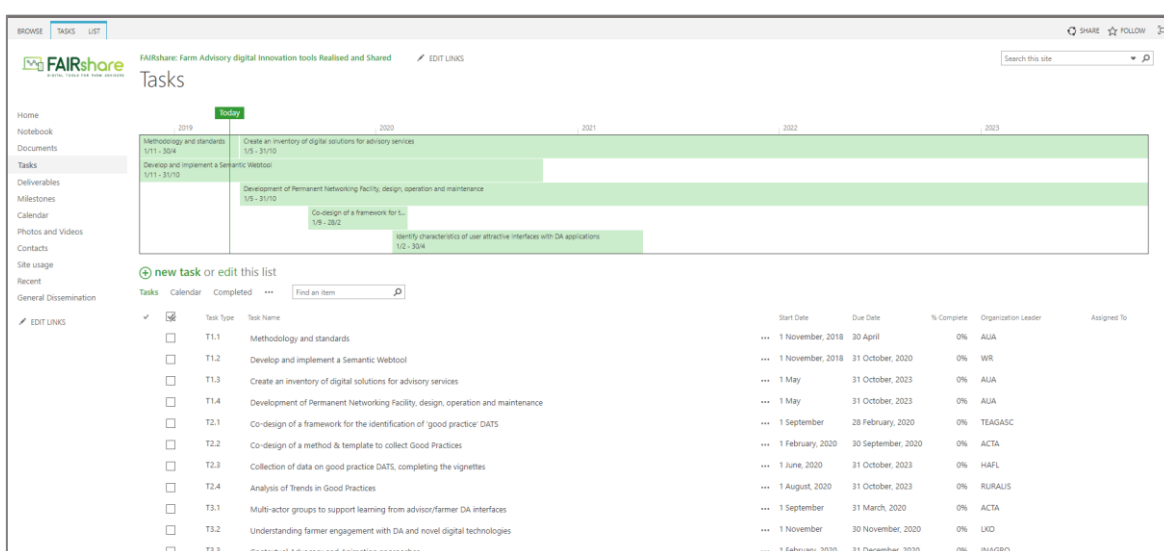


Figure 1 - FAIRshare management platform – Tasks

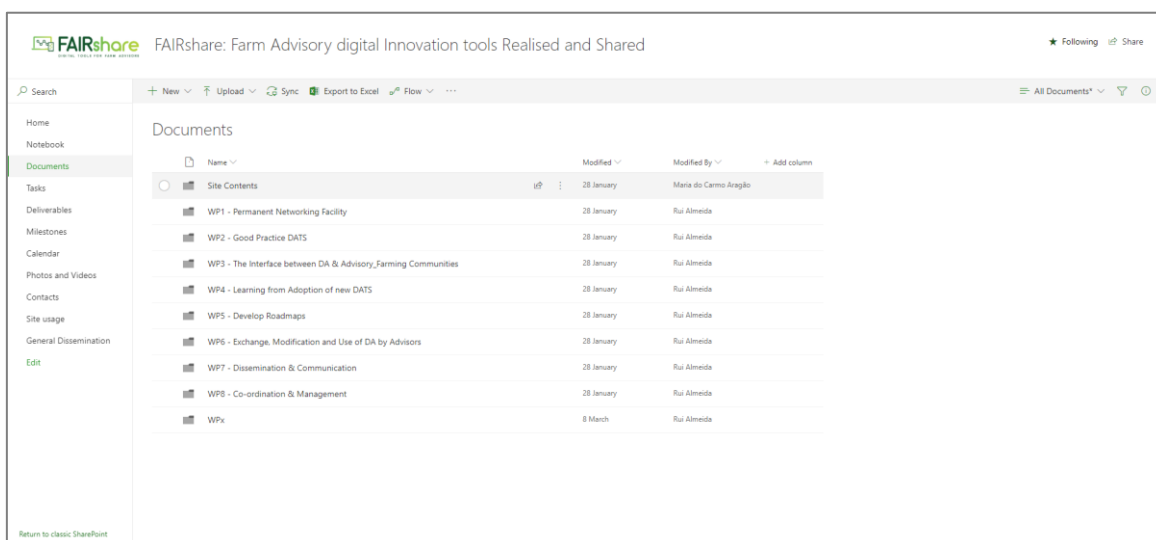


Figure 2 - FAIRshare management platform – Documents

## 2.6. External communication

To succeed in the project objectives achievement, building up a close relationship with the key target groups and stakeholders is vital. There is the need to involve the target audiences to ensure active participation in the co-creation, co-adaption and application of the digital tools in the farm advisory community.

The external communication efforts for public outreach will entail different tools and activities. The dissemination and communication of the project will be done through a website platform, social media channels, newsletters, promotional material, multimedia materials, workshops, stakeholders' seminars, conferences and exhibitions. All these dissemination tools will be well detailed in the following sections.

## 3. Dissemination

Given the variety of potential outcomes for this project, its dissemination should be consistent, easy-accessible, efficient, widely promoted, allocated in the right platforms regarding the target audiences and presented on friendly formats.

### 3.1. Dissemination objectives

The FAIRshare dissemination activities aim to provide up-to-date information regarding the project concept, results and outcomes, to increase the level of awareness regarding the project, to create dynamic learning experiences, and to build trust around ICT, preparing diverse EU agricultural societies for the greater digital age.

### 3.2. Dissemination tools

#### 3.2.1. Logo and slogan

Branding is a requisite for shaping the distinctiveness of a project identity. Therefore, logo and slogan are two of the most important aspects of the project identity. The chosen slogan for this project was *“Enabling the farm advisor community to prepare farmers for the digital age”*.

A clear and coherent visual was designed and thought so that the whole of the project elements is graphically coherent and easily recognisable for the key target audiences.

The FAIRshare project has a visual identity created with a basic concept that includes:



Figure 3 - FAIRshare logo construction

The final logo has a horizontal and a vertical version:

- Vertical
- Horizontal



Figure 4 - FAIRshare logo - Vertical



Figure 5 - FAIRshare logo - Horizontal

There are a safety minimum logo dimensions that should be respected by all the consortium partners to safeguard the project identity:

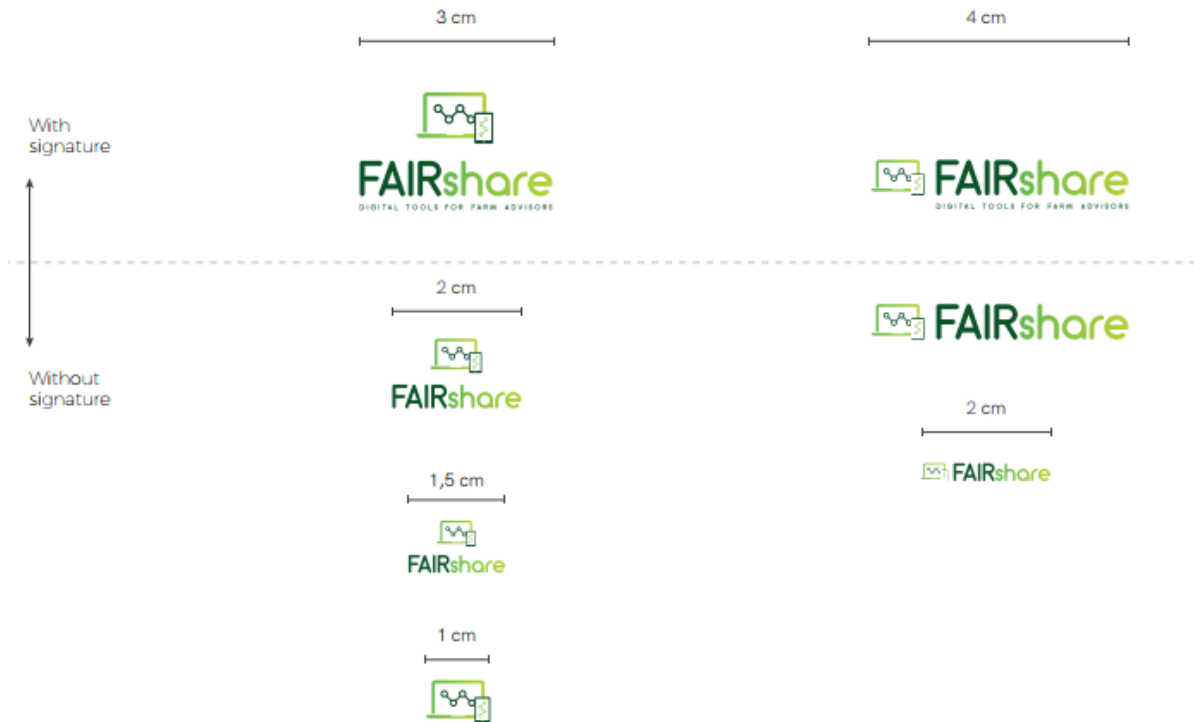


Figure 6 - FAIRshare logo minimum dimensions

There are also some unsuitable applications that should be avoided to maintain a coherent, concise identity approach:



**Deformation**  
Do not stretch or shrink.  
Increase or decrease always proportionately.

**Colours**  
Do not apply colours that do not respect the brand colours.

**Typography**  
Do not change the typography or the different weights between the elements.

**Effects**  
Do not apply textures, patterns or effects.

**Graphics**  
Do not apply frames or outlines to the elements of the logo.

Figure 7 - FAIRshare logo suitable applications

There are also different options, for different uses:



Figure 8 - FAIRshare black logo



Figure 9 - FAIRshare white logo





Figure 10 - FAIRshare logo colour applications

FAIRshare has as main colour a gradient between two shades of green:

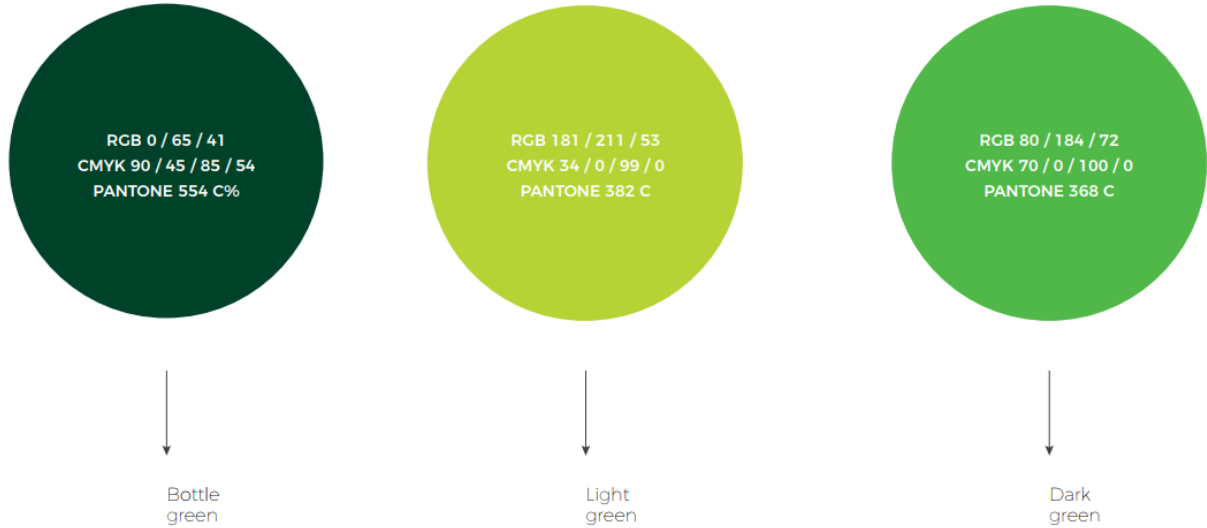


Figure 11 - FAIRshare colours

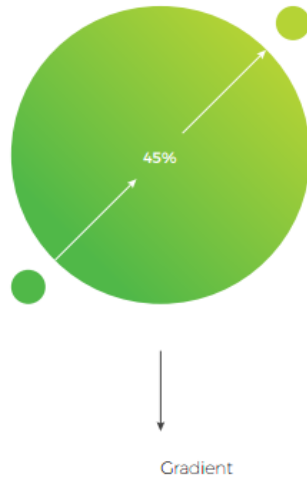


Figure 12 - FAIRshare gradient colour

Along with the FAIRshare logo, all communication and dissemination material will showcase the EU symbol and a clear statement that the project has received funding from Horizon 2020 program under the grant agreement nr 818488:

- **Horizontal**



Figure 13 - EU project horizontal symbol

- **Vertical**



Figure 14 - EU project vertical symbol

There are some rules for its utilisation:



Figure 15 - FAIRshare logo and EU symbol utilisation rules – Horizontal

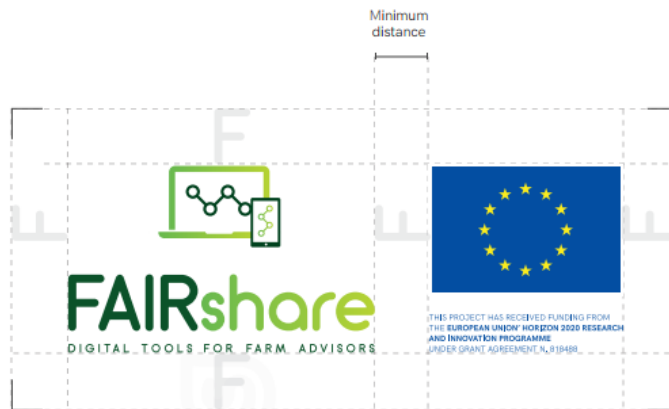


Figure 16 - FAIRshare logo and EU symbol utilisation rules - Vertical

It is also available a brochure containing all the main information regarding the project. This dissemination tool should be used in all the project's activities to introduce the project.





Figure 17 - FAIRshare brochure – cover



Figure 18 - FAIRshare brochure - back cover



Additional information about FAIRshare identity is given on Appendix I – Graphic Standards Manual.

### 3.2.2. Documents

To establish a consistent image, different templates were designed to use in all documents, during the FAIRshare project:

- **Word templates** – Available on Appendix II;
- **Deliverables Report template** – Available on Appendix III;
- **Images templates** – Available on Appendix IV;
- **Power Point template** – Available on Appendix V;
- **Events template** – Available on Appendix VI.

### 3.3. Dissemination work plan and governance

CONSULAI is leading WP7 – Dissemination and Communication on FAIRshare project, guaranteeing that the communication, dissemination and data management plan are clear and correctly applied. However, due to the significant importance of this deliverable, all WP leaders will support this application, as well as, all consortium partners will have a central role regarding communicating and disseminating FAIRshare outcomes, results and conclusions.

The FAIRshare Communication Officer and WP7 Leader will manage partners designated Communication Officers, supported by all the WP Leaders.

Table 4 - FAIRshare partner's Communication Officer

PARTNER NUMBER	ACRONYM	COUNTRY	COMMUNICATION OFFICER	EMAIL
1	TEAGASC	Ireland	Mark Moore	<a href="mailto:mark.moore@TEAGASC.ie">mark.moore@TEAGASC.ie</a>
2	CIRCA	Ireland	Jim Codd	<a href="mailto:jim.codd@circa.ie">jim.codd@circa.ie</a>
3	ILVO	Belgium	Greet Riebbels	<a href="mailto:Greet.Riebbels@ilvo.vlaanderen.Be">Greet.Riebbels@ilvo.vlaanderen.Be</a>
4	CEMA	Belgium	Enrica Belfiori	<a href="mailto:enrica.belfiori@cema-agri.org">enrica.belfiori@cema-agri.org</a>
5	SEASN	Croatia	Milan Husnjak	<a href="mailto:milan.husnjak@mps.hr">milan.husnjak@mps.hr</a>
6	INAGRO	Belgium	Bart Verhaeghen	<a href="mailto:Bart.verhaeghen@inagro.be">Bart.verhaeghen@inagro.be</a>

PARTNER NUMBER	ACRONYM	COUNTRY	COMMUNICATION OFFICER	EMAIL
7	AUA	Greece	Alex Koutsouris	<a href="mailto:koutsouris@aua.gr">koutsouris@aua.gr</a> <a href="mailto:vskanaki@gmail.com">vskanaki@gmail.com</a>
8	ZLTO	Netherlands	Pieter van Hout	<a href="mailto:pieter.van.hout@zlt.nl">pieter.van.hout@zlt.nl</a>
9	INTIA	Spain	Isabel Gárriz	<a href="mailto:igarriz@intiasa.es">igarriz@intiasa.es</a>
10	i4agri	United Kingdom	Emily Stillwell	<a href="mailto:emilys@rase.org.uk">emilys@rase.org.uk</a>
11	CAJAMAR	Spain	Juan José Rodríguez Gongora	<a href="mailto:juanjoserodriguez@fundacioncajamar.com">juanjoserodriguez@fundacioncajamar.com</a>
12	CONSULAI	Portugal	Rui Almeida	<a href="mailto:ralmeida@consulai.com">ralmeida@consulai.com</a>
13	ACTA	France	Géraldine Hirschy	<a href="mailto:geraldine.hirschy@acta.asso.fr">geraldine.hirschy@acta.asso.fr</a>
14	NAK	Hungary	András Erős	<a href="mailto:eros.andras@nak.hu">eros.andras@nak.hu</a>
15	HAFL	Switzerland	Bruno Häller	<a href="mailto:bruno.haeller@bfh.ch">bruno.haeller@bfh.ch</a>
16	ZLTO	Netherlands	Peter Paree	<a href="mailto:pieter.van.hout@zlt.nl">pieter.van.hout@zlt.nl</a>
17	NATURLAND	Germany	Jens Binder	<a href="mailto:j.binder@naturland-beratung.de">j.binder@naturland-beratung.de</a>
18	MAPAMA	Spain	Patricia Martínez Alonso	<a href="mailto:pmalonso@mapa.es">pmalonso@mapa.es</a>
18	MAPAMA	Spain	Laura Enfedaque Díaz	<a href="mailto:lenfedag@mapa.es">lenfedag@mapa.es</a>
18	MAPAMA	Spain	Natalia Moreno Sánchez	<a href="mailto:nmoreno@mapa.es">nmoreno@mapa.es</a>
19	AC3A	France	Sarah Beige	<a href="mailto:Sarah.beigel@ac3a.chambagri.fr">Sarah.beigel@ac3a.chambagri.fr</a>
20	LKO	Austria	Josef Siffert	<a href="mailto:j.siffert@lk-oe.at">j.siffert@lk-oe.at</a>
21	LAAS	Lithuania	Gintare Kucinskiene	<a href="mailto:gintare.kucinskiene@lzukt.lt">gintare.kucinskiene@lzukt.lt</a>
21	LAAS	Lithuania	Ligita Titiskyte	<a href="mailto:ligita.titiskyte@lzukt.lt">ligita.titiskyte@lzukt.lt</a>
22	RURALIS	Norway	Karlheinz Knickel	<a href="mailto:karlheinz.knickel@gmail.com">karlheinz.knickel@gmail.com</a>

Table 5 - FAIRshare partner's email list and communication

PARTNER NUMBER	ACRONYM	COUNTRY	NAME	EMAIL	ROLE IN FAIRSHARE
1	TEAGASC	Ireland	Kevin Connolly	<a href="mailto:Kevin.Connolly@TEAGASC.ie">Kevin.Connolly@TEAGASC.ie</a>	
1	TEAGASC	Ireland	Mark Gibson	<a href="mailto:Mark.Gibson@TEAGASC.ie">Mark.Gibson@TEAGASC.ie</a>	
1	TEAGASC	Ireland	John Hyland	<a href="mailto:john.hyland@TEAGASC.ie">john.hyland@TEAGASC.ie</a>	
1	TEAGASC	Ireland	James Maher	<a href="mailto:james.maher@TEAGASC.ie">james.maher@TEAGASC.ie</a>	
1	TEAGASC	Ireland	Tom Kelly	<a href="mailto:tom.kelly@TEAGASC.ie">tom.kelly@TEAGASC.ie</a>	



PARTNER NUMBER	ACRONYM	COUNTRY	NAME	EMAIL	ROLE IN FAIRSHARE
1	TEAGASC	Ireland	Áine Macken-Walsh	<a href="mailto:aine.makenwalsh@TEAGASC.ie">aine.makenwalsh@TEAGASC.ie</a>	
1	TEAGASC	Ireland	Paul Maher	<a href="mailto:Paul.Maher@TEAGASC.ie">Paul.Maher@TEAGASC.ie</a>	
1	TEAGASC	Ireland	Mark Moore	<a href="mailto:Mark.Moore@TEAGASC.ie">Mark.Moore@TEAGASC.ie</a>	
1	TEAGASC	Ireland	Stephen McHugh	<a href="mailto:Stephen.McHugh@TEAGASC.ie">Stephen.McHugh@TEAGASC.ie</a>	
1	TEAGASC	Ireland	Áine Regan	<a href="mailto:Aine.Regan@TEAGASC.ie">Aine.Regan@TEAGASC.ie</a>	
1	TEAGASC	Ireland	Kim Reilly	<a href="mailto:kim.reilly@TEAGASC.ie">kim.reilly@TEAGASC.ie</a>	
1	TEAGASC	Ireland	Amy Quinn	<a href="mailto:Amy.Quinn@TEAGASC.ie">Amy.Quinn@TEAGASC.ie</a>	
2	CIRCA	Ireland	Jim Codd	<a href="mailto:jim.codd@circa.ie">jim.codd@circa.ie</a>	WP8: T8.1, T8.4 & T8.6.
2	CIRCA	Ireland	Jim Ryan	<a href="mailto:jim.ryan@circa.ie">jim.ryan@circa.ie</a>	PLSIGN
3	ILVO	Belgium	Kristine Piccart	<a href="mailto:Kristine.Piccart@ilvo.vlaanderen.be">Kristine.Piccart@ilvo.vlaanderen.be</a>	WP1, WP6
3	ILVO	Belgium	Jurgen Vangeyte	<a href="mailto:Jurgen.Vangeyte@ilvo.vlaanderen.be">Jurgen.Vangeyte@ilvo.vlaanderen.be</a>	WP1, WP6
3	ILVO	Belgium	Fleur Marchand	<a href="mailto:Fleur.Marchand@ilvo.vlaanderen.be">Fleur.Marchand@ilvo.vlaanderen.be</a>	WP4, WP5
3	ILVO	Belgium	Lies Debruyne	<a href="mailto:Lies.Debruyne@ilvo.vlaanderen.be">Lies.Debruyne@ilvo.vlaanderen.be</a>	WP4, WP5
4	CEMA	Belgium (EU)	Sara Djelveh	<a href="mailto:sara.djelveh@cema-agri.org">sara.djelveh@cema-agri.org</a>	WP1, WP2, WP3, WP4, WP5, WP6, WP7, WP8
4	CEMA	Belgium (EU)	Enrica Belfiori	<a href="mailto:enrica.belfiori@cema-agri.org">enrica.belfiori@cema-agri.org</a>	WP1, WP2, WP3, WP4, WP5, WP6, WP7, WP8
4	CEMA	Belgium (EU)	Vanja Bisevac	<a href="mailto:vanja.bisevac@cema-agri.org">vanja.bisevac@cema-agri.org</a>	
4	CEMA	Belgium (EU)	Ivo Hostens	<a href="mailto:ivo.hostens@cema-agri.org">ivo.hostens@cema-agri.org</a>	WP6, WP7
5	SEASN	Croatia	Milan Husnjak	<a href="mailto:Milan.husnjak@mps.hr">Milan.husnjak@mps.hr</a>	President of partner's institution and Coordinator of third parties in the project
6	INAGRO	Belgium	Evelien Lambrecht	<a href="mailto:Evelien.lambrecht@inagro.be">Evelien.lambrecht@inagro.be</a>	WP5 + general contact point for all tasks where Inagro is involved



PARTNER NUMBER	ACRONYM	COUNTRY	NAME	EMAIL	ROLE IN FAIRSHARE
6	INAGRO	Belgium	Isabelle Vuylsteke	<a href="mailto:Isabelle.Vuylsteke@inagro.be">Isabelle.Vuylsteke@inagro.be</a>	WP3
6	INAGRO	Belgium	Greet Ghekiere	<a href="mailto:Greet.Ghekiere@inagro.be">Greet.Ghekiere@inagro.be</a>	
6	INAGRO	Belgium	Bart Houthoofd	<a href="mailto:Bart.Houthoofd@inagro.be">Bart.Houthoofd@inagro.be</a>	Finance
7	AUA	Greece	Spyros Fountas	<a href="mailto:sfountas@aua.gr">sfountas@aua.gr</a>	WP1 Lead
7	AUA	Greece	Alex Koutsouris	<a href="mailto:koutsouris@aua.gr">koutsouris@aua.gr</a>	WP1 Lead
7	AUA	Greece	Ioanna Skaltsa	<a href="mailto:ioanna@aua.gr">ioanna@aua.gr</a>	
7	AUA	Greece	Sofia Mouset	<a href="mailto:smouseti@aua.gr">smouseti@aua.gr</a>	WP1 Lead
8	ZLTO	Netherlands	Peter Paree	<a href="mailto:Peter.paree@zlto.nl">Peter.paree@zlto.nl</a>	Plsign, WP8
8	ZLTO	Netherlands	Pieter van Hout	<a href="mailto:Pieter.van.hout@zlto.nl">Pieter.van.hout@zlto.nl</a>	WP1, WP7
8	ZLTO	Netherlands	Rik Vlemminx	<a href="mailto:Rik.vlemminx@zlto.nl">Rik.vlemminx@zlto.nl</a>	WP1, WP7
8	ZLTO	Netherlands	Janine Roemen	<a href="mailto:Janine.Roemen@zlto.nl">Janine.Roemen@zlto.nl</a>	WP1, WP7
8	ZLTO	Netherlands	Gerard Leenaars	<a href="mailto:Gerard.leenaars@zlto.nl">Gerard.leenaars@zlto.nl</a>	Pfsign, WP8
9	INTIA	Spain	Marta Goñi	<a href="mailto:mgoni@intiasa.es">mgoni@intiasa.es</a>	WP1, task 1.1 WP2, all task WP3, all task WP4, task 4.2, 4.4 WP5, all task WP6 all task
9	INTIA	Spain	Ángel Malumbres	<a href="mailto:amalumbres@intiasa.es">amalumbres@intiasa.es</a>	WP4, task 4.2, 4.4 WP5, all task WP6 all task
9	INTIA	Spain	Isabel Gárriz	<a href="mailto:igarriz@intiasa.es">igarriz@intiasa.es</a>	WP7, all task WP8, task 8.3
9	INTIA	Spain	Natalia Bellostas Muguerza	<a href="mailto:nbellostas@intiasa.es">nbellostas@intiasa.es</a>	
10	i4agri	UK	Andrew Lazenby	<a href="mailto:andrewl@i4agri.org">andrewl@i4agri.org</a>	WP4LB
10	i4agri	UK	Richard Lloyd	<a href="mailto:richardl@i4agri.org">richardl@i4agri.org</a>	WP4LB
10	i4agri	UK	Evi Arachoviti	<a href="mailto:evia@i4agri.org">evia@i4agri.org</a>	WP4LB



PARTNER NUMBER	ACRONYM	COUNTRY	NAME	EMAIL	ROLE IN FAIRSHARE
11	FUNDACIÓN CAJAMAR	Spain	Juan J. Magán	<a href="mailto:juanosemagan@fundacioncajamar.com">juanosemagan@fundacioncajamar.com</a>	WP1, T1.1, T1.3 WP2, all tasks WP3, T3.2, T3.3 WP4, T4.2, T4.3 WP5, all tasks WP6, all tasks WP7, T7.1, T7.2, T7.3, T7.6
11	FUNDACIÓN CAJAMAR	Spain	Antonio J. Céspedes	<a href="mailto:antoniocespedes@fundacioncajamar.com">antoniocespedes@fundacioncajamar.com</a>	WP1, T1.1, T1.3 WP2, all tasks WP3, T3.2, T3.3 WP4, T4.2, T4.3 WP5, all tasks WP6, all tasks WP7, T7.1, T7.2, T7.3, T7.6
11	FUNDACIÓN CAJAMAR	Spain	Juan J. Rodríguez	<a href="mailto:juanioserodriguez@fundacioncajamar.com">juanioserodriguez@fundacioncajamar.com</a>	WP7, T7.1, T7.2, T7.3
12	CONSULAI	Portugal	Bruno Caldeira	<a href="mailto:bcaldeira@consulai.com">bcaldeira@consulai.com</a>	T1.2 T2.3 T4.2 T5.1, T5.3, T5.4 T6.4 WP7 all tasks except T7.5
12	CONSULAI	Portugal	Dina Lopes	<a href="mailto:dlopes@consulai.com">dlopes@consulai.com</a>	T5.1, T5.3, T5.4 T8.3
12	CONSULAI	Portugal	Marta Mendes	<a href="mailto:mmendes@consulai.com">mmendes@consulai.com</a>	WP2, all tasks T3.1, T3.4 T4.2 T5.1, T5.3, T5.4 WP6, all tasks except T6.4 WP7, all tasks T8.3
12	CONSULAI	Portugal	Pedro Santos	<a href="mailto:psantos@consulai.com">psantos@consulai.com</a>	T1.2 WP2, all tasks WP3, all tasks except T3.5 T4.2 T5.1, T5.3, T5.4 WP6, all tasks WP7, all tasks T8.3
12	CONSULAI	Portugal	Carolina Mendes	<a href="mailto:cmendes@consulai.com">cmendes@consulai.com</a>	WP7 all tasks

PARTNER NUMBER	ACRONYM	COUNTRY	NAME	EMAIL	ROLE IN FAIRSHARE
12	CONSULAI	Portugal	Rui Almeida	<a href="mailto:ralmeida@consulai.com">ralmeida@consulai.com</a>	T1.2 WP2, all tasks WP3, all tasks except T3.5 T4.2 T5.1, T5.3, T5.4 WP6, all tasks WP7, all tasks T8.3
13	ACTA	France	Pauline Bodin	<a href="mailto:pauline.bodin@acta.asso.fr">pauline.bodin@acta.asso.fr</a>	WP7 T7.4 lead, WP8 T8.7
13	ACTA	France	Sonia Ramonteu	<a href="mailto:Sonia.ramonteu@acta.asso.fr">Sonia.ramonteu@acta.asso.fr</a>	WP1 T1.3, WP3 T3.1, WP4 T4.2, WP5 T5.1
14	NAK	Hungary	Tímea Reszkető	<a href="mailto:reszketo.timea@nak.hu">reszketo.timea@nak.hu</a>	T1.2. T1.3 WP2 all tasks, T3.2. T3.3. T3.4, WP4 all tasks, WP5 all tasks (T5.2 task lead) WP6 all tasks, WP7 all tasks, T8.1. T8.2. T8.3
14	NAK	Hungary	Enikő Fazekas	<a href="mailto:fazekas.eniko@nak.hu">fazekas.eniko@nak.hu</a>	
14	NAK	Hungary	András Erős	<a href="mailto:eros.andras@nak.hu">eros.andras@nak.hu</a>	T1.2. T1.3 WP2 all tasks, T3.2. T3.3. T3.4, WP4 all tasks, WP5 all tasks (T5.2 task lead) WP6 all tasks, WP7 all tasks, T8.1. T8.2. T8.3
15	HAFL	Switzerland	Bruno Häller	<a href="mailto:bruno.haeller@bfh.ch">bruno.haeller@bfh.ch</a>	WP2, WP6
15	HAFL	Switzerland	Robert Lehmann	<a href="mailto:robert.lehmann@bfh.ch">robert.lehmann@bfh.ch</a>	WP2, WP6
15	HAFL	Switzerland	Doris Herrmann	<a href="mailto:doris.herrmann@bfh.ch">doris.herrmann@bfh.ch</a>	WP2, WP6
16	WR	Netherlands	Hein ten Berge	<a href="mailto:hein.tenberge@wur.nl">hein.tenberge@wur.nl</a>	WP1 – input from Valerie project
16	WR	Netherlands	Don Willems	<a href="mailto:don.willems@wur.nl">don.willems@wur.nl</a>	WP1 – input from Valerie project
16	WR	Netherlands	Anton Smeenk	<a href="mailto:anton.smeenk@wur.nl">anton.smeenk@wur.nl</a>	WP1 – input from Valerie project
16	WR	Netherlands	Jan Top	<a href="mailto:jan.top@wur.nl">jan.top@wur.nl</a>	WP1 – input from Valerie project
17	NATURLAND	Germany	Jens Binder	<a href="mailto:j.binder@naturland-beratung.de">j.binder@naturland-beratung.de</a>	Task Leader Task 5.1, 6.1

PARTNER NUMBER	ACRONYM	COUNTRY	NAME	EMAIL	ROLE IN FAIRSHARE
17	NATURLAND	Germany	Gertraud Branner-Hiebl	<a href="mailto:g.branner-hiebl@naturland-beratung.de">g.branner-hiebl@naturland-beratung.de</a>	Task Leader Task 5.1, 6.1
17	NATURLAND	Germany	Johannes Weiß	<a href="mailto:j.weiss@naturland-beratung.de">j.weiss@naturland-beratung.de</a>	Task Leader Task 5.1, 6.1
18	MAPAMA	Spain	Rocío Wojski	<a href="mailto:rwojski@mapa.es">rwojski@mapa.es</a>	WP3, WP4, WP5, WP6
18	MAPAMA	Spain	Laura Enfedaque	<a href="mailto:lenfedag@mapa.es">lenfedag@mapa.es</a>	WP3, WP4, WP5, WP6
18	MAPAMA	Spain	Natalia Moreno Sánchez	<a href="mailto:nmoreno@mapa.es">nmoreno@mapa.es</a>	WP3, WP4, WP5, WP0036
18	MAPAMA	Spain	Carolina Gutiérrez Ansótegui	<a href="mailto:cgutierrez@mapa.es">cgutierrez@mapa.es</a>	WP6, WP7
18	MAPAMA	Spain	Patricia Martínez Alonso	<a href="mailto:pmalonso@mapa.es">pmalonso@mapa.es</a>	WP6, WP7
19	AC3A	France	Pascal Dagron	<a href="mailto:contact@ac3a.chambagri.fr">contact@ac3a.chambagri.fr</a>	
19	AC3A	France	Pierre Cordel	<a href="mailto:pierre.cordel@normandie.chambagri.fr">pierre.cordel@normandie.chambagri.fr</a>	
19	AC3A (CRAN)	France	Rémi Laurent	<a href="mailto:remi.laurent@normandie.chambagri.fr">remi.laurent@normandie.chambagri.fr</a>	
20	LKO	Austria	Florian Herzog	<a href="mailto:f.herzog@lk-oe.at">f.herzog@lk-oe.at</a>	WP1 – 8; Task leader; Task 3.2; Co-Lead Task 3.1
20	LKO	Austria	Martin Hirt	<a href="mailto:m.hirt@lk-oe.at">m.hirt@lk-oe.at</a>	WP1 – 8; Task leader Task 3.2; Co-Lead Task 3.1
20	LKO	Austria	Manuela Fratzl	<a href="mailto:m.fratzl@lk-oe.at">m.fratzl@lk-oe.at</a>	WP1 – 8; Task leader Task 3.2; Co-Lead Task 3.1
21	LAAS	Lithuania	Gintare Kucinskiene	<a href="mailto:gintare.kucinskiene@lzukt.lt">gintare.kucinskiene@lzukt.lt</a> <a href="mailto:ligita.titiskyte@lzukt.lt">ligita.titiskyte@lzukt.lt</a>	WP2; WP3 (T3.2, T3.3, T3.4, T3.5); WP4 (T4.2, T4.3); WP5 (T5.1, T5.2, T5.4); WP6 (T6.1 – LAAS co-leader), T6.2, T6.3, T6.4, T6.5 – LAAS co-leader), T6.6); WP7 (T7.6); WP8 (T8.9)



PARTNER NUMBER	ACRONYM	COUNTRY	NAME	EMAIL	ROLE IN FAIRSHARE
21	LAAS	Lithuania	Ligita Titiskyte	<a href="mailto:ligita.titiskyte@lzukt.lt">ligita.titiskyte@lzukt.lt</a>	WP2; WP3 (T3.2, T3.3, T3.4, T3.5); WP4 (T4.2, T4.3); WP5 (T5.1, T5.2, T5.4); WP6 (T6.1 – LAAS co-leader), T6.2, T6.3, T6.4, T6.5 – LAAS co-leader), T6.6); WP7 (T7.6); WP8 (T8.9)
22	RURALIS	Norway	Karlheinz Knickel,	<a href="mailto:karlheinz.knickel@gmail.com">karlheinz.knickel@gmail.com</a>	WP2, co-lead Task 2.1;
22	RURALIS	Norway	Egil Petter Stræte	<a href="mailto:egil.petter.strate@ruralis.no">egil.petter.strate@ruralis.no</a>	WP2, lead Task 2.4

### 3.4. Practice Abstracts

To increase the propagation of FAIRshare outputs, it will be decisive to link with the EIP-AGRI Service Point platform at European Union level and with National Rural Networks (NRNs). These platforms will ensure the spread of the results in other EU countries that are not represented in the consortium.

This connection is essential to boost the impact of the results. Therefore, at least 50 EIP-AGRI Practice Abstracts (practical information) will be produced during the project. Practice Abstracts are short summaries that describes the main information of the project, as well as, some recommendations that can be useful to the end users.

Additionally, special attention will be given to other relevant projects under H2020 EIP scheme, developing a “**FAIRshare community**” as a driver to improving the information flow and the knowledge availability on agricultural innovation.

FAIRshare will also consider the networks organised through Operational Groups established in different member-states.

### 3.5. Dissemination materials

To support the communication and dissemination of FAIRshare project's results, a wide variety of practical oriented materials will be developed, including brochures, newsletters, articles in farmers' magazines and newspapers published in online and in paper, press releases, web and social media contents and publications. All the materials will be produced in English and translated to national languages of the countries involved.

Regarding this task, the materials will account the different groups already outlined in the project:

- Private and public advisory services, policy makers at national and European level, researchers and post-doctoral researchers, agricultural schools, ERDN, NRNs, Operational Groups, EIP national/regional networks and Focus Groups – materials with technological and scientific contents to be used in stakeholders' seminars, workshops, final recommendation report and in the final conference;
- Farmers and members of the farming community – translated materials in the 13 selected partner languages to be used in practical workshops and at the exhibitions.

Dissemination materials will be co-designed with all partners involved in the project. Existing broad communication channels for dissemination materials such as those of EIP-AGRI will also be used. To increase and guarantee the full involvement of stakeholders beyond those who are already associated with the project, a FAIRshare web platform is already developed. The website will be in English but will also have specific contents available in each national language of the countries participating in the project. CONSULAI will organise translations, however, each partner will be responsible for validating the contents of its language and for providing detailed contents/materials when requested.

## 4. Digital platform

The project's website – [www.h2020fairshare.eu](http://www.h2020fairshare.eu) - is an interactive website that provides open access to the project information, activities, tasks, dissemination materials and activities,



publications, training and communication materials. The FAIRshare website displays multimedia materials, like flyers, posters and newsletters, produced in the different projects' tasks.

The digital platform is divided into five tabs: Project, FAIRshare Digital Tools Inventory (this tab was added in March 2020 and connects FAIRshare's website to our [DATS inventory](#)), Consortium, News & Events, Contacts.

The project's website has already been altered 3 times, to keep up with FAIRshare's development. The main changes have occurred in the home page and in the News & Events Page, to be more user-friendly and easier to search for updates. The Permanent Networking facility was added recently to ensure an easy and efficient DATS research, allowing better engagement with the project's target audiences.

## 4.1. Home Page

During the COVID-19 pandemic four "highlights" were added to the home page header, with important links to keep at hands reach.

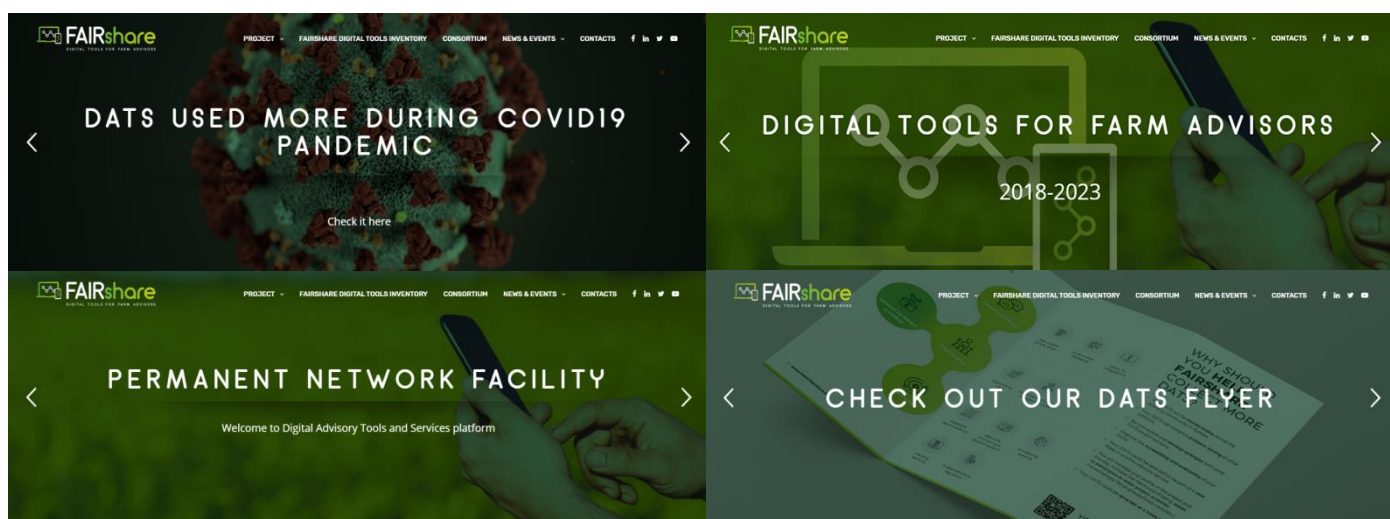


Figure 19 - FAIRshare website header

Afterwards visitors can see the latest news related to the project and FAIRshare’s Twitter feed. These sections were chosen to be on top, since these are the most updated sections of the website.

## FAIRShare News



**NEWS**  
**FAIRshare was presented for Serbian farm advisors and community**  
On February 25th the Institute for the Application of Science in Agriculture, under the authorization of...  
25/03/2020

**NEWS**  
**FAIRshare was present at the EIP-AGRI seminar: New skills for digital farming**

**Tweets by @H2020\_FAIRshare**

**H2020\_FAIRshare**  
@H2020\_FAIRshare  
Digital Advisory Tools and Services (DATS) are technologies that enable data/information to be collected, analysed and shared between farmers and their advisors.  
Want to find out more?  
The FAIRshare special DATS Newsletter is now available: mailchi.mpl/a211f7865011f...

Figure 20 - FAIRshare's homepage News section and Twitter feed

Below, there’s a scheme of the 3 ways partners can get involved with FAIRshare, as well as the latest project events.

At the page’s bottom viewers can subscribe to FAIRshare’s newsletter, establish contact with the project or get to know the consortium.

## Three ways to get involved in FAIRshare



[View all Work Packages](#)

## General Events



**SCAR SWG meeting | March 19 - 20, 2020**  
Click here to find out more about this event.

**Annual Assembly EUFRAS | February 24 - 25, 2020**  
Save the date for EUFRAS Annual Assembly! This year Assembly will take place in Athens...























**DATAGRI Forum | November 14 - 15, 2019**  
Next month, specifically on the 14th and the 15th of November, will take place in Zaragoza (Spain)...

**South Soils in Practice Event | November 14, 2019**  
Farmers Weekly's Soils in Practice brings together experts, advisors and industry professionals from across the...

Figure 21 - FAIRshare's project information and Events section

## Subscribe to our Newsletter here

### Consortium



### CONTACTS

Want to contact us or find out more about the FAIRshare project?

**1. General Information**  
info@h2020fairshare.eu

**2. Coordinator**  
Tom Kelly  
TEAGASC  
tom.kelly@teagasc.ie

**3. Com Officer**  
Rui Almeida  
CONSULAI  
ralmeida@consulai.com

THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION' HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT N. 818488

PRIVACY POLICY

FAIRshare © 2019 | Developed by Data de Rigorta

Figure 22 - Bottom section of FAIRshare's homepage



## 4.2. Project

The project section on FAIRshare website is divided into the project's concept information, the objective's description and work packages explanation.

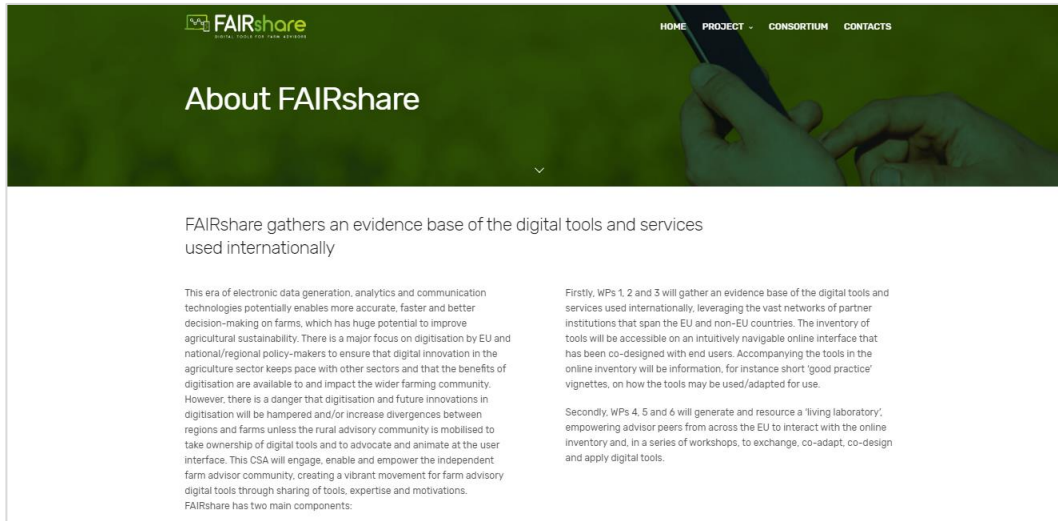


Figure 23 - FAIRshare's website's About Section

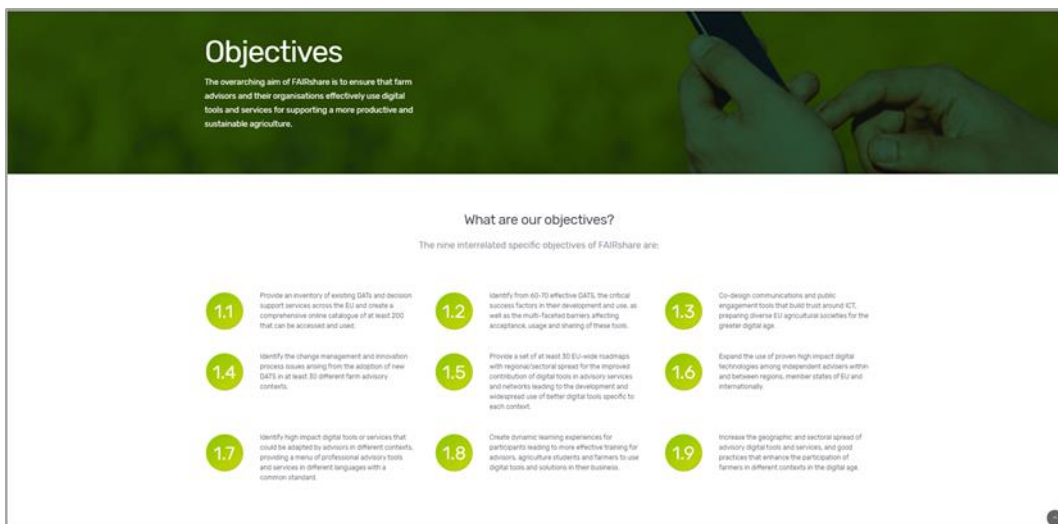


Figure 24 - FAIRshare's Website's Objectives Section

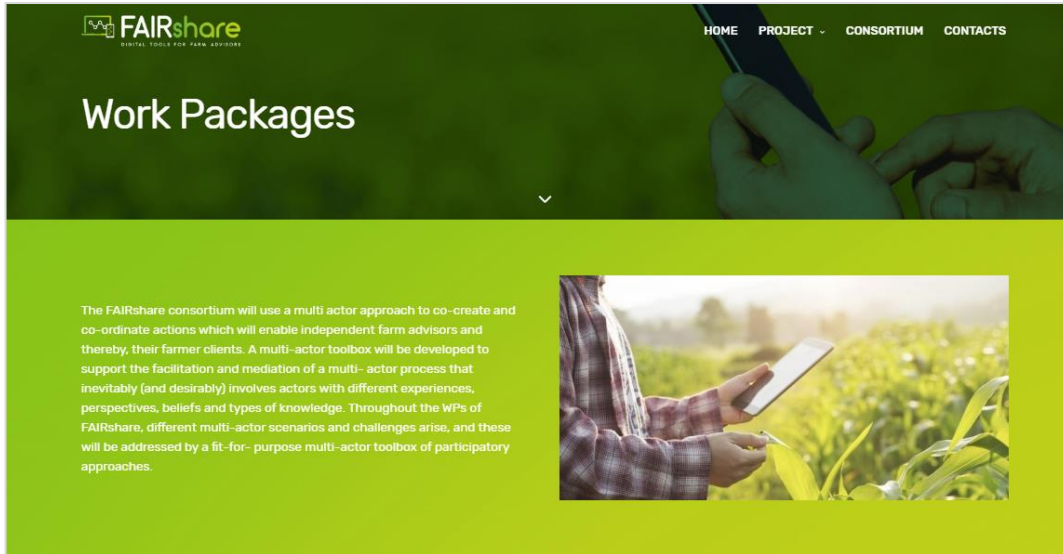


Figure 25 - FAIRshare's Website's Work Packages Section

### 4.3. FAIRshare Digital Tools Inventory

The FAIRshare Permanent Networking Facility is an easy-navigation inventory of European DATS, that is fed from partners. Is accessible to end-users on an intuitively navigable online interface that has been co-designed using a multi-actor approach. They should upload DATS they use or that are used in their countries.

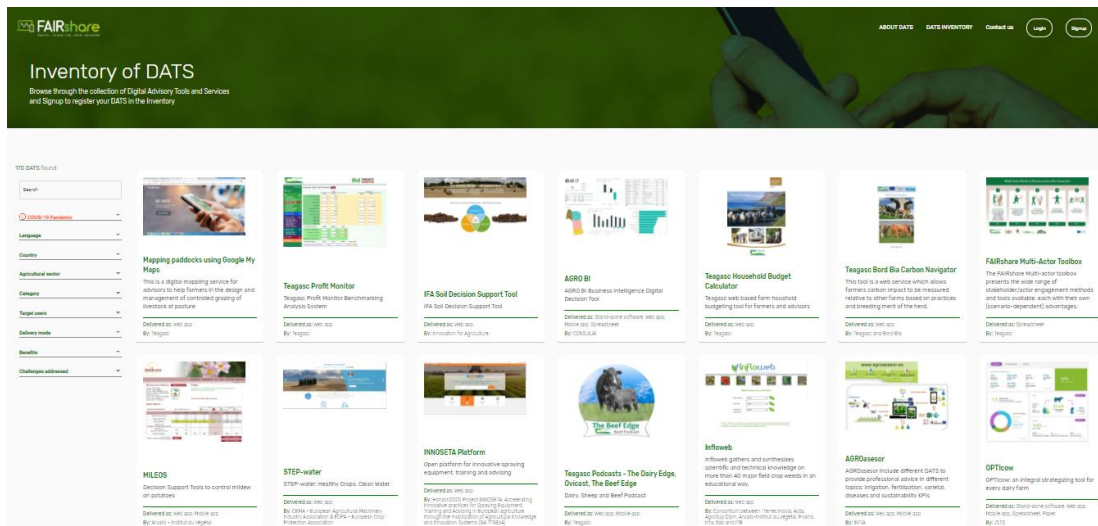


Figure 26 - FAIRshare's Permanent Networking Facility



## 4.4. Consortium

There's a page that presents the project partners as well as their geographic distribution.



### Distribution of 4 regional hubs

(hover each area with your cursor to find out which Countries are committed to the project)

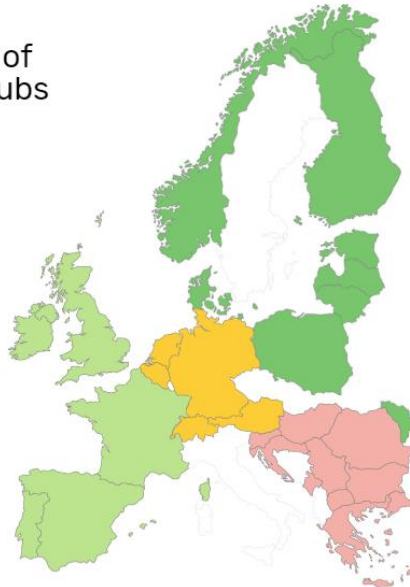
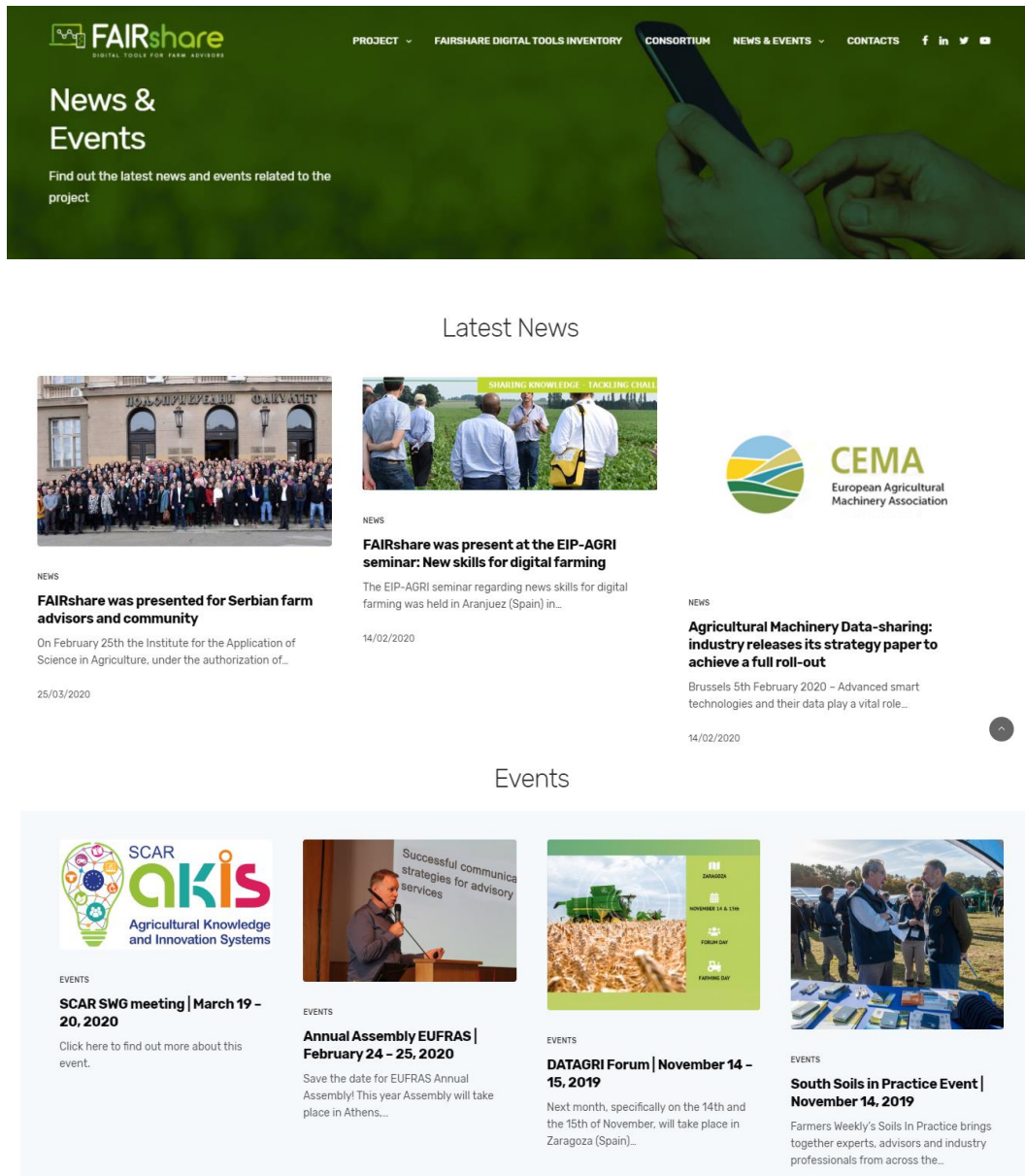


Figure 27 - FAIRshare's Website's Consortium Section




## 4.5. News & Events

There's also a dedicated news section, where recent news about: FAIRshare, Digital Innovation Tools or partners' work are shared.




**News & Events**  
Find out the latest news and events related to the project


### Latest News



**FAIRshare was presented for Serbian farm advisors and community**  
On February 25th the Institute for the Application of Science in Agriculture, under the authorization of...  
25/03/2020




**FAIRshare was present at the EIP-AGRI seminar: New skills for digital farming**  
The EIP-AGRI seminar regarding news skills for digital farming was held in Aranjuez (Spain) in...  
14/02/2020




**Agricultural Machinery Data-sharing: industry releases its strategy paper to achieve a full roll-out**  
Brussels 5th February 2020 – Advanced smart technologies and their data play a vital role...  
14/02/2020


### Events




**SCAR SWG meeting | March 19 – 20, 2020**  
Click here to find out more about this event.



**Annual Assembly EUFRAS | February 24 – 25, 2020**  
Save the date for EUFRAS Annual Assembly! This year Assembly will take place in Athens...



**DATAGRI Forum | November 14 – 15, 2019**  
Next month, specifically on the 14th and the 15th of November, will take place in Zaragoza (Spain)...



**South Soils in Practice Event | November 14, 2019**  
Farmers Weekly's Soils In Practice brings together experts, advisors and industry professionals from across the...

Figure 28 - FAIRshare's Website's News Section

There's also a page dedicated to the Communication Materials, that works as a repository for the project's Flyer and Poster.

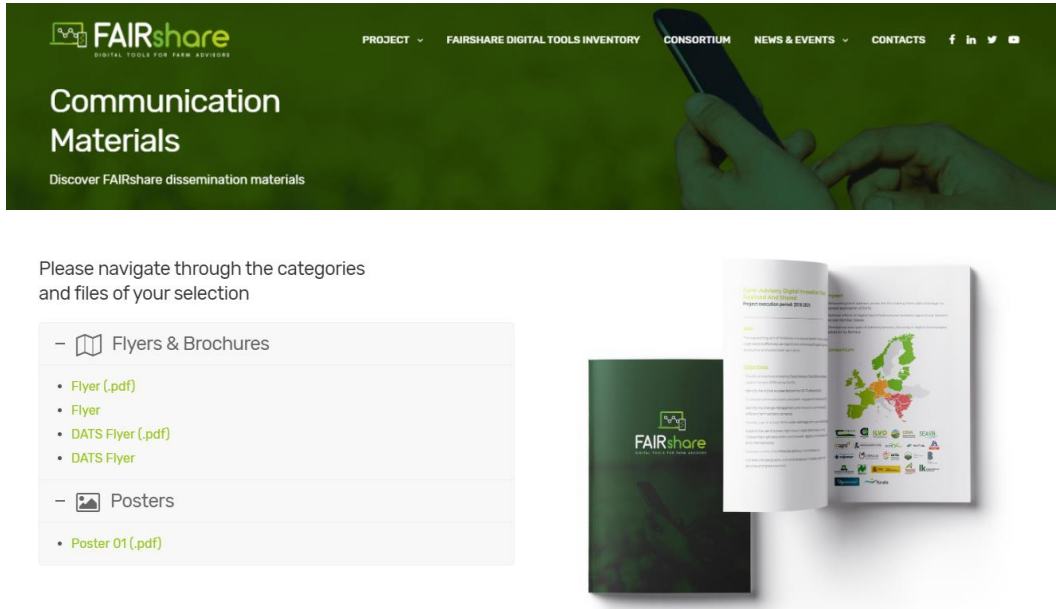
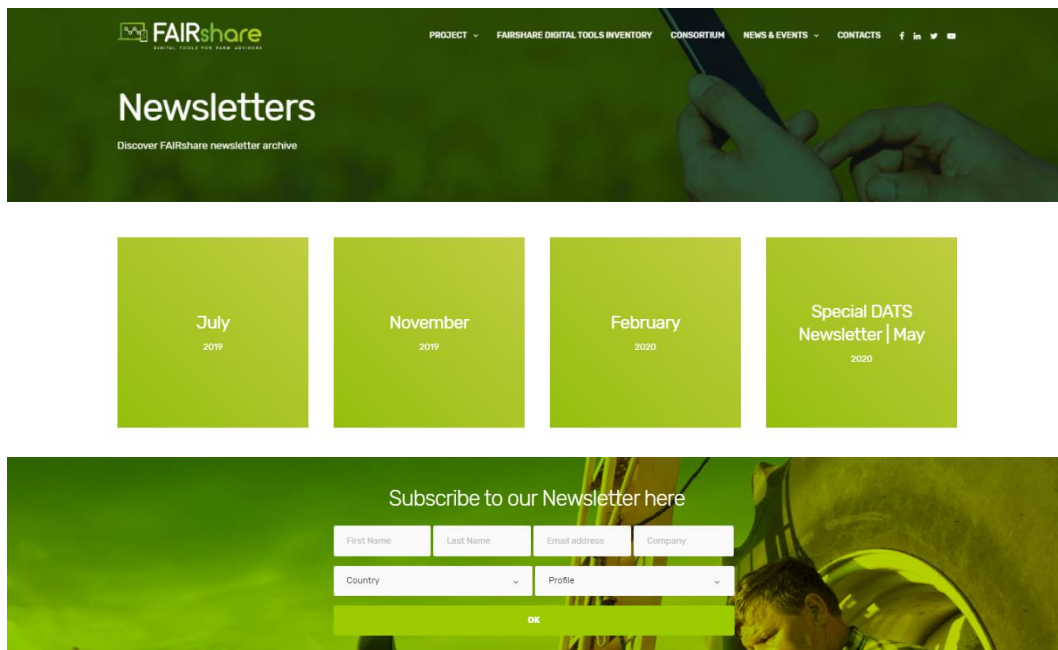


Figure 29 - FAIRshare's Website's Communication Materials Section

There's even a section, inside the News & Events Tab, where all project's Newsletter are available, you can also subscribe to the project newsletter here.



## 4.6. Contacts

The last Tab at the FAIRshare's website is the Contact Section, that is also located at the bottom of the homepage.

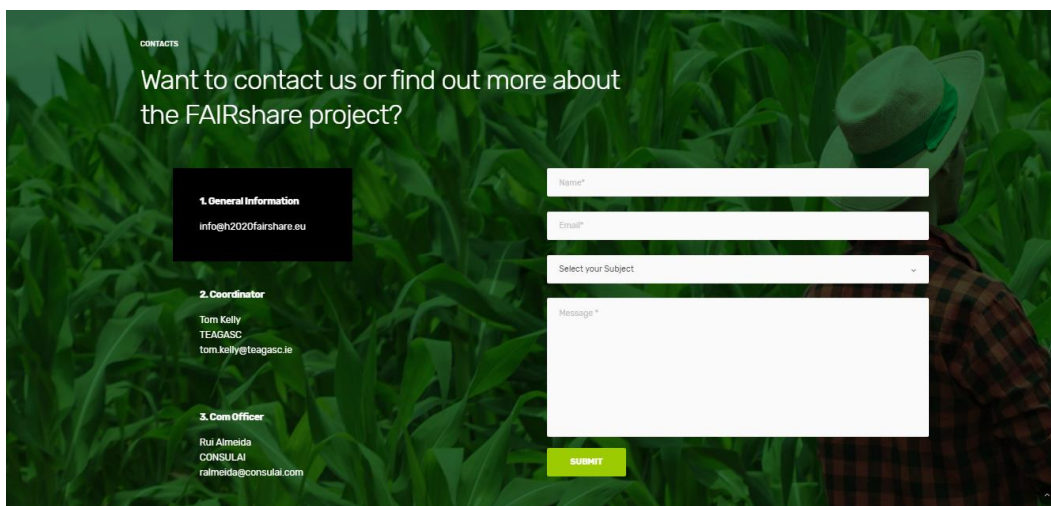


Figure 31 - FAIRshare's Website's Contacts Section

End-users can clarify any questions regarding the project in this section or through project's general email [info@h2020fairshare.eu](mailto:info@h2020fairshare.eu).

FAIRshare social media accounts are incorporated in the website with direct links to the accounts, at the top of the page, as part of the easy-accessible, efficiently and consistent dissemination and communication objectives defined for the project.

The FAIRshare website is a dynamic digital platform that can be described in two different parts: the first one has a static, informative nature, where end-users can find all the information regarding the project concept, objectives, work packages or the contacts information. The second has a dynamic nature and will follow-up all the project activities, through the event's page, the news separator and the newsletter section that will keep all the stakeholders informed and updated regarding the project. This second parts of the FAIRshare web site is essential for the FAIRshare community.

## 4.7. Partner's digital platforms

To ensure the maximum project's reach, a direct link to the FAIRshare website will be established on all partners' websites. Therefore, it is highly important to be aware of each partner website average monthly visits, to understand and develop an audience reach indicators.

Table 6 - FAIRshare partner's website

PARTNER NUMBER	ACRONYM	COUNTRY	WEBSITE	WEBSITE INDICATIVE AVERAGE MONTHLY VISITS
1	TEAGASC	Ireland	<a href="http://www.TEAGASC.ie">www.TEAGASC.ie</a>	10,000
2	CIRCA	Ireland	<a href="http://www.circa.ie">www.circa.ie</a>	
3	ILVO	Belgium	<a href="https://www.ilvo.vlaanderen.be">https://www.ilvo.vlaanderen.be</a>	6,000
4	CEMA	Belgium	<a href="http://www.cema-agri.org">www.cema-agri.org</a>	
5	SEASN	Croatia	<a href="http://seasn.eu/">http://seasn.eu/</a>	
6	INAGRO	Belgium	<a href="https://www.inagro.be/">https://www.inagro.be/</a>	10,000
7	AUA	Greece	<a href="http://www.aua.gr">www.aua.gr</a>	
8	ZLTO	Netherlands	<a href="http://www.zlto.nl">www.zlto.nl</a>	20,000
9	INTIA	Spain	<a href="http://www.initiasa.es/es">www.initiasa.es/es</a>	5,000
10	i4agri	United Kingdom	<a href="https://www.innovationforagriculture.org.uk/">https://www.innovationforagriculture.org.uk/</a>	TBC
11	CAJAMAR	Spain	<a href="http://www.cajamar.es/es/agroalimentario/innovacion">www.cajamar.es/es/agroalimentario/innovacion</a> <a href="http://www.fundacioncajamar.es">www.fundacioncajamar.es</a>	3,377 584
12	CONSULAI	Portugal	<a href="http://www.consulai.com">www.consulai.com</a>	2,000
13	ACTA	France	<a href="http://www.acta.asso.fr/">http://www.acta.asso.fr/</a>	4,700
14	NAK	Hungary	<a href="http://www.nak.hu/nyitolap">http://www.nak.hu/nyitolap</a>	
15	HAFL	Switzerland	<a href="http://www.hafl.bfh.ch">www.hafl.bfh.ch</a>	
16	WR	Netherlands	<a href="https://www.wur.nl">https://www.wur.nl</a>	
17	NATURLAND	Germany	<a href="http://www.naturland.de">www.naturland.de</a>	
18	MAPAMA	Spain	<a href="https://www.mapa.gob.es/es/">https://www.mapa.gob.es/es/</a> <a href="http://www.redruralnacional.es/">http://www.redruralnacional.es/</a>	403,000 23,190
19	AC3A	France	<a href="http://www.ac3a.fr/AC3A.php">http://www.ac3a.fr/AC3A.php</a>	
20	LKO	Austria	<a href="https://www.lko.at/">https://www.lko.at/</a>	
21	LAAS	Lithuania	-	
22	RURALIS	Norway	<a href="https://ruralis.no/en/">https://ruralis.no/en/</a>	TBC

## 5. Multimedia materials

Regarding the multimedia material, 15 to 30 user cases (UCs) from different regions will produce a video of 2-3 minutes explaining their DATs, and then 3 UCs will be chosen to create a video for each chosen UCs with high impact tools or services containing experiences from different context/regions. These videos will be used to train and support advisors to use digital tools (WP6) and disseminated through social media platforms.

There is also the possibility of a video training session on a general consortium meeting in order to enable all UCs to do their own video without the use of a specialised video/communication company.

## 6. Social media

FAIRshare will develop a Social Media Strategy with SMART (Specific, Measurable, Achievable, Relevant and Time-oriented) that includes:

1. Establishing the target audiences;
2. Choosing social networks;
3. Developing a content strategy, social media profiles and events calendar;
4. Implementing Key Performance Indicators (KPI);
5. Evaluation methods based on social media metrics.

These objectives will be monitored through KPIs, that among others, comprises the audience reach, the number of visits per network, the average time spent in each network, the number of page views, and the number of comments/interactions.

It will be used different formats regarding the different networks like videos on YouTube channel and news, opinion pieces and conversation starters on Twitter and LinkedIn.

It will also be essential, the identification of key opinion leaders and social media influencers in the farming community in order to connect with and influence them to act as ambassadors for the FAIRshare project.



To conclude, an effective growth hacking methodology, that consists on rapid experimentation across marketing channels using social media viral marketing and targeted advertising, will be applied to push specific contents to appropriate users in the most efficient way, to guarantee a raise stakeholders' range and engagement in the project.

See Deliverable 7.2 'Social media engagement strategy and actions commenced'.

Table 7 - FAIRshare partner's social media

PARTNER NUMBER	ACRONYM	COUNTRY	SOCIAL MEDIA	PROFILE	INDICATIVE NUMBER OF FOLLOWERS / LIKES
1	TEAGASC	Ireland	Facebook Twitter YouTube LinkedIn	<a href="https://www.facebook.com/TEAGASC">https://www.facebook.com/TEAGASC</a> <a href="https://twitter.com/TEAGASC">https://twitter.com/TEAGASC</a> <a href="https://www.youtube.com/user/TEAGASCMedia">https://www.youtube.com/user/TEAGASCMedia</a> <a href="https://www.linkedin.com/company/TEAGASC">https://www.linkedin.com/company/TEAGASC</a>	35,281 22,800 4,100 14,000
2	CIRCA	Ireland	Facebook	<a href="https://www.facebook.com/CircaIreland/">https://www.facebook.com/CircaIreland/</a>	
3	ILVO	Belgium	Twitter LinkedIn YouTube	<a href="https://twitter.com/ILVOvlaanderen">https://twitter.com/ILVOvlaanderen</a> <a href="https://www.linkedin.com/company/ilvo/">https://www.linkedin.com/company/ilvo/</a> <a href="https://www.youtube.com/user/ILVOCOMM">https://www.youtube.com/user/ILVOCOMM</a>	1598 2977 112
4	CEMA	Belgium (EU)	Twitter YouTube LinkedIn Facebook	<a href="https://twitter.com/cemaagri">https://twitter.com/cemaagri</a> <a href="https://www.youtube.com/user/cemaagri">https://www.youtube.com/user/cemaagri</a> <a href="https://www.linkedin.com/company/1912675/">https://www.linkedin.com/company/1912675/</a> <a href="https://www.facebook.com/CEMA-European-Agricultural-Machinery-123695791137485/">https://www.facebook.com/CEMA-European-Agricultural-Machinery-123695791137485/</a>	2,471 73 1,194 1,118
5	SEASN/IPN	Serbia	Facebook Twitter Instagram	<a href="https://www.facebook.com/pssrs/">https://www.facebook.com/pssrs/</a> <a href="https://twitter.com/pssrs">https://twitter.com/pssrs</a> <a href="https://www.instagram.com/pssrs/">https://www.instagram.com/pssrs/</a>	3,466 328 465
6	INAGRO	Belgium	Facebook Twitter YouTube/vimeo o LinkedIn	<a href="https://www.facebook.com/Inagrovzw/">https://www.facebook.com/Inagrovzw/</a> <a href="https://twitter.com/InagroBeitem">https://twitter.com/InagroBeitem</a> <a href="https://vimeo.com/inagro">https://vimeo.com/inagro</a> <a href="https://www.linkedin.com/company/inagro-vzw">https://www.linkedin.com/company/inagro-vzw</a>	1.286 842 54 905
7	AUA	Greece	Facebook LinkedIn	<a href="https://www.facebook.com/AgriculturalUniversityofAthens/">https://www.facebook.com/AgriculturalUniversityofAthens/</a> <a href="https://www.linkedin.com/company/agricultural-university-of-athens">https://www.linkedin.com/company/agricultural-university-of-athens</a>	
8	ZLTO	Netherlands	Facebook Twitter LinkedIn	<a href="https://www.facebook.com/zltoonline/">https://www.facebook.com/zltoonline/</a> <a href="https://twitter.com/zlto">https://twitter.com/zlto</a> <a href="https://www.linkedin.com/company/zlto/">https://www.linkedin.com/company/zlto/</a>	1,850 6,729 3,585

PARTNER NUMBER	ACRONYM	COUNTRY	SOCIAL MEDIA	PROFILE	INDICATIVE NUMBER OF FOLLOWERS / LIKES
9	INTIA	Spain	Twitter Facebook LinkedIn	<a href="https://twitter.com/IntiaSa">https://twitter.com/IntiaSa</a> <a href="https://www.facebook.com/INTIA.NAVARRA/">https://www.facebook.com/INTIA.NAVARRA/</a> <a href="https://www.linkedin.com/company/intia-sa/">https://www.linkedin.com/company/intia-sa/</a>	509 373 44
10	i4agri	UK	Facebook Twitter YouTube	<a href="https://www.facebook.com/i4agri.org/">https://www.facebook.com/i4agri.org/</a> <a href="https://twitter.com/innovationforag?lang=en">https://twitter.com/innovationforag?lang=en</a> <a href="https://twitter.com/user/innovationforagriculture">https://twitter.com/user/innovationforagriculture</a>	511 5,587 12,411
11	FUNDACIÓN CAJAMAR	Spain	Facebook Twitter YouTube	<a href="https://www.facebook.com/ADNAgroFood/">https://www.facebook.com/ADNAgroFood/</a> <a href="https://twitter.com/ADNAgroFood">https://twitter.com/ADNAgroFood</a> <a href="https://www.youtube.com/c/CajamarADNAgro">https://www.youtube.com/c/CajamarADNAgro</a>	1,275 3,380 237
12	CONSULAI	Portugal	Facebook Instagram YouTube LinkedIn Twitter	<a href="https://www.facebook.com/Consulai/">https://www.facebook.com/Consulai/</a> <a href="https://www.instagram.com/consulai_pt/">https://www.instagram.com/consulai_pt/</a> <a href="https://www.youtube.com/user/consulai">https://www.youtube.com/user/consulai</a> <a href="https://pt.linkedin.com/company/consulai">https://pt.linkedin.com/company/consulai</a> <a href="https://twitter.com/CONSULAI">https://twitter.com/CONSULAI</a>	46,936 641 108 1112 42
13	ACTA	France	Twitter LinkedIn YouTube Facebook	<a href="https://twitter.com/ACTA_asso">https://twitter.com/ACTA_asso</a> <a href="https://www.linkedin.com/company/acta---les-instituts-techniques-agricoles/">https://www.linkedin.com/company/acta---les-instituts-techniques-agricoles/</a> <a href="https://www.youtube.com/channel/UCqcs8wMgLVzdwYZ6wDTIITA">https://www.youtube.com/channel/UCqcs8wMgLVzdwYZ6wDTIITA</a> <a href="https://www.facebook.com/ACTA.asso/">https://www.facebook.com/ACTA.asso/</a>	2,395 617 89 247
14	NAK	Hungary	Facebook	<a href="https://www.facebook.com/Nemzeti-Agr%C3%A1rgazdas%C3%A1gi-Kamara-NAK-365977046868250/">https://www.facebook.com/Nemzeti-Agr%C3%A1rgazdas%C3%A1gi-Kamara-NAK-365977046868250/</a>	12,165
15	HAFL	Switzerland	Facebook Instagram YouTube	<a href="https://www.facebook.com/haf1.bfh">https://www.facebook.com/haf1.bfh</a> <a href="https://instagram.com/bfh_haf1">https://instagram.com/bfh_haf1</a> <a href="http://www.youtube.com/course?list=ECBABF4E74F6F723F1_">http://www.youtube.com/course?list=ECBABF4E74F6F723F1_</a>	1,871 494 604
16	WR	Netherlands	Twitter Facebook LinkedIn YouTube Instagram	<a href="https://twitter.com/WUR">https://twitter.com/WUR</a> <a href="https://www.facebook.com/WUR/">https://www.facebook.com/WUR/</a> <a href="https://www.linkedin.com/school/wur/">https://www.linkedin.com/school/wur/</a> <a href="https://www.youtube.com/user/WageningenUniversity">https://www.youtube.com/user/WageningenUniversity</a> <a href="https://www.instagram.com/uniwageningen/?hl=en">https://www.instagram.com/uniwageningen/?hl=en</a>	28,433 84,816 96,957 1,787,420 views 20,900
17	NATURLAND	Germany	Facebook Instagram YouTube	<a href="https://www.facebook.com/NaturlandoekoLandbau">https://www.facebook.com/NaturlandoekoLandbau</a> <a href="https://www.instagram.com/naturland_official/">https://www.instagram.com/naturland_official/</a> <a href="https://www.youtube.com/user/NaturlandVerband">https://www.youtube.com/user/NaturlandVerband</a>	12,325 1,906 129

PARTNER NUMBER	ACRONYM	COUNTRY	SOCIAL MEDIA	PROFILE	INDICATIVE NUMBER OF FOLLOWERS / LIKES
18	MAPAMA	Spain	Facebook Twitter YouTube	<a href="https://www.facebook.com/mapagob/">https://www.facebook.com/mapagob/</a> <a href="https://www.facebook.com/redruralnacional/">https://www.facebook.com/redruralnacional/</a> <a href="https://twitter.com/mapagob">https://twitter.com/mapagob</a> <a href="https://twitter.com/redrunacional">https://twitter.com/redrunacional</a> <a href="https://www.youtube.com/user/magramagob">https://www.youtube.com/user/magramagob</a> <a href="https://www.youtube.com/channel/UCnQo0NksuhD59JiMR_YdfxCg">https://www.youtube.com/channel/UCnQo0NksuhD59JiMR_YdfxCg</a>	34.064/-- 3.623/3.047 129.000/9.347 5.951/1.876 4.099/-- 259/--
19	AC3A	France	Twitter	<a href="https://twitter.com/ac3atlantique?lang=fr">https://twitter.com/ac3atlantique?lang=fr</a>	
20	LKO	Austria	-	No specific Social Media on the national level, but a number of pages run by regional chambers or projects .	
21	LAAS	Lithuania		-	
22	RURALIS	Norway	LinkedIn LinkedIn Twitter Facebook Instagram	<a href="https://linkedin.com/company/ruralis_no/">linkedin.com/company/ruralis_no/</a> <a href="https://linkedin.com/in/kknickel">linkedin.com/in/kknickel</a> <a href="https://twitter.com/ruralis_no">@ruralis_no</a> <a href="https://facebook.com/stiftelsenruralis">facebook.com/stiftelsenruralis</a> <a href="https://instagram.com/ruralis_no/">instagram.com/ruralis_no/</a>	39 10,776 2,532 1,242 724

## 7. Workshops

The workshops will be organised into five different partner Universities. However, it may have a much broader reach due to the webinar technology that will be available on the project's website. Also, it will be translated for five main languages.

## 8. Seminars and conference

Four stakeholder seminars will be organised for advisors, farmer representatives, rural communities, policy makers, NGOs and researchers. These seminars will be held before the





overall meetings of the FAIRshare project, to obtain immediate feedback. FAIRshare will seek to participate in the programme of different European Conferences, Symposiums such as EIP-AGRI, EUFRAS and IALB.

At the end of the project, a final high-level policy conference will take place in Brussels with stakeholders from Europe and non-EU countries. Those stakeholders include policy makers, researchers, advisors, those from preceding events and participants in relevant EU projects.

The UCs videos will be presented on the final conference. One of the main objectives for this conference will be to extent and keep the FAIRshare community alive to ***“enabling the farm advisor community to prepare farmers for the digital age.”***

## 9. Exhibitions

Exhibitions are still an essential contact point, where farmers meet with advisors, suppliers, customers and associations. It is a place where to find new developments and innovation in agriculture. Therefore, due to the main project’s objectives, to better reach and engage with farmers and advisors, the project will have a presence in at least three main European agricultural exhibitions. During the presence on those exhibitions, interactive exercises will get the attendees to experience DATs for the FAIRshare project, and to extent the FAIRshare community.

## 10. Responsible Research and Innovation (RRI)

Responsible Research and Innovation principles are embedded throughout the FAIRshare project. In Task 7.6, a specific action will be dedicated to capturing the views, opinions and needs of the various end-users and identifying the key themes for “Hot Topics”, on local, regional and international level. A recording template will be developed that can be used by all the Consortium partners in their engagements with external actors to the project to reflect any concerns, issues or needs identified. Those recording templates will serve as an indicator to the most emergent social, economic, ethical and moral topics in need for further discussion. A minimum of four RRI ‘workshop series’ will be carried out during the lifetime of the project to



discuss identified hot topics in-depth. In Year 1, the focus of these RRI workshops has been identified as “data sharing and data ownership in the era of Digital Agriculture”. The project is partnering with the on-going [H2020 IOF2020 Project](#) to carry out these workshops. Workshops will be carried out with specific groups of stakeholders including farmers, advisors, researchers and the ICT sector. The purpose of the workshops is to reflect on the future of data sharing in agriculture. The workshop starts from the basic assumption that digital technologies and applications have (un)expected impacts on farmers and society. The workshop will be highly interactive in nature and workshop participants will be encouraged to reflect on issues such as trust, willingness to share data, data ownership, control of data, accessibility etc. and how roles in the network around farms may change, as well as discussing the pros and cons of possible solutions for data sharing.

Task 7.6 was designed as a governance mechanism to ensure the responsible and responsive approach is embedded within the FAIRshare project. Instruments will be defined within the project organisation to assure that the outcomes and results of the workshops are fed back to the consortium partners’ in a systematic manner to facilitate the discussion and deliberation amongst the partners. A “reflexivity session” will be built into each of the general meetings to discuss workshop outcomes and decide on responsive action that the project can take.

The RRI activity will be crucial for the transfer of knowledge and for the strategic efforts to support advisers to work in genuine partnership with farmers to improve agricultural productivity and sustainability through digital building capacity and faster implementation of new technologies with better social inclusion.



## 11. Key Performance Indicators (KPI's)

Events/ Tasks	Communication and Dissemination Strategies	Tools for Communication and Dissemination	Target Audience	Outputs
<b>Digital Communication Platform</b>	<ul style="list-style-type: none"> <li>Interactive website with multimedia material and capacity for webinars and surveys with open access to key information: maps, farms and networks descriptions, activities, tasks and results;</li> <li>Events and news related to the project, uploaded regularly;</li> </ul>	<ul style="list-style-type: none"> <li>Digital platform;</li> <li>Multimedia materials;</li> <li>Communication and Dissemination materials;</li> </ul>	<ul style="list-style-type: none"> <li>Private and public advisory services;</li> <li>Farmers and members of the farmers community;</li> <li>Policy makers at national and European level;</li> <li>Research institutes and schools of agriculture;</li> <li>Civil society;</li> <li>ENRD and NRNs</li> <li>EIP Focus Groups, Operational Groups and Thematic Networks;</li> <li>EIP national/regional networks;</li> </ul>	<ul style="list-style-type: none"> <li>Web-based platform;</li> <li>Report on Digital communication platform (D7.5);</li> </ul>

**KPIs**    📊 Number of webpage visits – 20.000    ⌚ Average time spent – 3 minutes    👁 Contents views and downloads – 10.000

<b>Production and dissemination of multimedia materials</b>	<ul style="list-style-type: none"> <li>Display videos in the workshops, seminars, conference, webinars and YouTube FAIRshare channel;</li> <li>Promotion of videos and end users' material on partners national web platforms;</li> <li>Digital contents diffusion in EU projects platforms (EIP-AGRI);</li> </ul>	<ul style="list-style-type: none"> <li>15-30 videos with UCs;</li> <li>Webinars;</li> <li>FAIRshare YouTube channel;</li> <li>End-users dissemination material in digital format at the website and social media platforms;</li> </ul>	<ul style="list-style-type: none"> <li>Private and public advisory services;</li> <li>Farmers and members of the farmers community;</li> <li>Research institutes and schools of agriculture;</li> <li>ENRD and NRNs;</li> <li>EIP Focus Groups, Operational Groups and Thematic Networks;</li> <li>EIP national/regional networks;</li> </ul>	<ul style="list-style-type: none"> <li>15-30 videos of 2-3 minutes, in different languages with English subtitles;</li> <li>3 videos that identify 3 different high impact tools;</li> <li>End-users dissemination material in digital format;</li> </ul>
---	--	--	---	---

**KPIs**    📺 Number of videos – 33 (30+3)    👁 Number of viewers on YouTube FAIRshare channel – 5.000  
 📺 Number of events containing videos – 20

<b>Use of Social media</b>	<ul style="list-style-type: none"> <li>Different types of formats for different types of social media network:               <ul style="list-style-type: none"> <li>videos on FAIRshare YouTube;</li> <li>news, opinion pieces and conversations starters' on LinkedIn and Twitter;</li> </ul> </li> <li>Growth Hacking methodology;</li> </ul>	<ul style="list-style-type: none"> <li>Social Media network: YouTube, LinkedIn, Twitter;</li> </ul>	<ul style="list-style-type: none"> <li>Private and public advisory services;</li> <li>Farmers and members of the farmers community;</li> <li>Policy makers at national and European level;</li> <li>Research institutes and schools of agriculture;</li> <li>Civil society;</li> <li>ENRD and NRNs</li> <li>EIP Focus Groups, Operational Groups and Thematic Networks;</li> <li>EIP national/regional networks;</li> </ul>	<ul style="list-style-type: none"> <li>Social media engagement strategy (D7.2):               <ul style="list-style-type: none"> <li>Target groups</li> <li>Social networks</li> <li>Content strategy</li> <li>Social media templates and Events calendar</li> <li>KPIs evaluation methods</li> </ul> </li> <li>Report on social media and growth hacking activities (D7.4)</li> </ul>
----------------------------	---	---	---	--

**KPIs**    📺 Number of social media visits per network – 12.500    👁 Number of impressions – 50.000  
 📺 Number interactions per network – 25.000    👁 Audience reach – 30.000

Events/ Tasks	Communication and Dissemination Strategies	Tools for Communication and Dissemination	Target Audience	Outputs
Interaction with EIP – AGRI Platform and with EU projects and platforms	<ul style="list-style-type: none"> <li>Link with EIP-AGRI platform at EU level (EIP-AGRI Service Point) and with NRNs at national/local level;</li> <li>Link with relevant projects existent under H2020 EIP scheme;</li> <li>Link with networks related to Operational Groups at national level;</li> </ul>	<ul style="list-style-type: none"> <li>EIP-AGRI platform at EU level (EIP-AGRI Service Point) and NRNs platforms at national/local level</li> <li>H2020 projects platforms;</li> <li>Operational Groups platforms</li> </ul>	<ul style="list-style-type: none"> <li>Private and public advisory services;</li> <li>Policy makers at national and European level;</li> <li>Research institutes and schools of agriculture;</li> <li>ENRD and NRNs</li> <li>EIP Focus Groups, Operational Groups and Thematic Networks;</li> <li>EIP national/regional networks;</li> </ul>	<ul style="list-style-type: none"> <li>Practice abstracts for EIP-AGRI platform at EU level (EIP-Agri Service Point) and NRNs platforms at national/local level</li> <li>Relevant content for H2020 projects platforms at EU level and Operational Groups at National Level</li> </ul>

KPIs 📊 Number of EIP-AGRI and NRNs practice abstracts – 20

Production and dissemination of end-users' dissemination materials	<ul style="list-style-type: none"> <li>Articles in farmers' newspapers and magazines (online and paper);</li> <li>Promotional material (Press Releases and brochures, newsletters);</li> <li>Final policy recommendations report;</li> </ul>	<ul style="list-style-type: none"> <li>Brochures;</li> <li>Press Releases;</li> <li>Newsletters;</li> <li>Abstracts;</li> <li>Articles;</li> <li>Reports;</li> <li>Online contents for webpage and social network platforms;</li> </ul>	<ul style="list-style-type: none"> <li>Private and public advisory services;</li> <li>Farmers and members of the farmers community;</li> <li>Policy makers at national and European level;</li> <li>Research institutes and schools of agriculture;</li> </ul>	<ul style="list-style-type: none"> <li>Materials to be delivered in the workshops, cross visits, Seminars, exhibitions and final Conference;</li> </ul>
--	--	---	--	---

KPIs 📊 Number of types of end user's dissemination materials – 10     📊 Number of materials (reached audience) – 150.000

Workshops	<ul style="list-style-type: none"> <li>Organization of workshops in the 5 different partner universities;</li> <li>Workshops will be organized to disseminate updates and gain feedback on the development of digitisation innovation;</li> </ul>	<ul style="list-style-type: none"> <li>Digital platform</li> <li>Dissemination and Communication materials</li> <li>Social media networks</li> <li>ENRD and NRNs;</li> </ul>	<ul style="list-style-type: none"> <li>Farmers, farmers associations and other stakeholders;</li> <li>Policy makers, private and public advisors and researchers;</li> </ul>	<ul style="list-style-type: none"> <li>Workshops outputs report</li> </ul>
-----------	---	--	--	--

KPIs 📊 Number of attendees of the workshops – 50/workshop

Seminars and Final Conference	<ul style="list-style-type: none"> <li>Organization of 4 stakeholders' seminars;</li> <li>Organization of 1 final conference in Brussels;</li> </ul>	<ul style="list-style-type: none"> <li>Digital platform</li> <li>Dissemination and Communication materials</li> <li>Social media networks</li> <li>Platforms: National partners; ENRD and NRNs; EU projects; Operational Groups;</li> </ul>	<ul style="list-style-type: none"> <li>Seminars - advisors, policy makers, farmer representatives, rural communities, NGOs and researchers;</li> <li>Final conference - high-level policy conference, with policy makers, researchers and advisors from Europe and from non-EU countries;</li> </ul>	<ul style="list-style-type: none"> <li>Seminars (4);</li> <li>Final Conference (1);</li> </ul>
-------------------------------	--	---	--	--

KPIs 📊 Number of attendees of the seminars – 100/seminar     📊 Number of attendees of the final conference – 200

Events/ Tasks	Communication and Dissemination Strategies	Tools for Communication and Dissemination	Target Audience	Outputs
<b>Responsible Research and Innovation</b>	<ul style="list-style-type: none"> <li>Develop a protocol for capturing the views, opinions and needs of diverse end-users and identify key themes for “Hot Topics” (local, regional and international levels);</li> </ul>	<ul style="list-style-type: none"> <li>Recording template that reflects any concerns, issues or needs identifies in the consortium partners engagement with external actors;</li> </ul>	<ul style="list-style-type: none"> <li>Private and public advisors;</li> <li>Farmers representatives;</li> <li>Researchers, policy makers and NGOs (EU and non-EU);</li> </ul>	<ul style="list-style-type: none"> <li>4 workshop series (between 1 – 4 workshops per series)</li> <li>“Hot topics” regarding the emergent social, economic, moral or ethical themes in need for further discussion;</li> </ul>
<p>KPIs      📍Number of attendees per workshop – 10</p>				
<b>Monitoring and Evaluation of Communication and Dissemination Plan (C&amp;D plan)</b>	<ul style="list-style-type: none"> <li>The Communication and Dissemination Plan will be monitored and evaluated using the information gathered by WP leaders, and all other partners;</li> </ul>	<ul style="list-style-type: none"> <li>FAIRshare project management platform (SharePoint);</li> <li>FAIRshare M&amp;E report;</li> </ul>	<ul style="list-style-type: none"> <li>FAIRshare partners;</li> <li>EU Commission and Auditing;</li> </ul>	<ul style="list-style-type: none"> <li>Mid-term report on C&amp;D Plan;</li> <li>Final report on C&amp;D Plan;</li> </ul>

## 12. Data management plan

See Deliverable 8.5 ‘Data Management Plan’.

## 13. APPENDICES

### Appendix I – Graphic standards manual

To be defined in a separate document.

### Appendix II – Word Template

Examples in the graphic standards.

### Appendix III.- Deliverables Report template

Examples in the graphic standards.

### Appendix IV – Images template

Examples in the graphic standards.



## Appendix V – PowerPoint template

Examples in the graphic standards.

## Appendix VI – Events template

Examples in the graphic standards.

## Appendix VII - How to communicate FAIRshare project

1. Use one of the templates in Appendices II, III, IV, V and VI;
  - a. If there is no template for the purpose, use the Word Document Template and adapt it;
2. Never forget to use FAIRshare logo and EU Horizon 2020 symbol, as described in 3.2.1;
3. When invited to present FAIRshare project in a Workshop/ Seminar/ Conference, please have in mind to:
  - a. Communicate it to the project's Coordinator and to the project's Communication Officer;
  - b. Prepare your presentation using FAIRshare Power Point Template;
  - c. Ask someone to take photos of your presentation and during the event;
  - d. Keep a record of the event attended, with the participant's list, programme and other documents distributed;
  - e. Send these documents and photos to the project's Communication Officer;

4. Contact the Communication Officer for further questions:

**CONSULAI – Rui Almeida**

**Email:** [ralmeida@consulai.com](mailto:ralmeida@consulai.com)

**Mobile:** 00351 918 422 209;

**Telephone:** 00351 213 629 553;



## Appendix VIII – Monitoring report

Events/ Tasks	KPIs	Year1		Year2		Year3		Year 4		Year 5	
		Expected	Achieved	Expected	Achieved	Expected	Achieved	Expected	Achieved	Expected	Achieved
Digital Communication Platform	Number of webpage visits – 20.000										
	Average time spent – 3 minutes										
	Contents views and downloads – 10.000										
	% Deviation	Y1		Y1+Y2		Y1+Y2+Y3		Y1+Y2+Y3+Y4		Y1+Y2+Y3+Y4+Y5	
Production and dissemination of multimedia materials	Number of videos – 33 (30 + 3)										
	Number of viewers on YouTube FAIRshare channel – 1.000										
	Number of events that disseminated videos – 20										
	Number of viewers on FAIRshare website – 15.000										
	% Deviation	Y1		Y1+Y2		Y1+Y2+Y3		Y1+Y2+Y3+Y4		Y1+Y2+Y3+Y4+Y5	
Use of Social media	Number of social media visits per network – 75.000										
	Number of content views – 45.000										
	Audience reach per publication – 60.000										
	Number of interactions per network – 50.000										
	% Deviation	Y1		Y1+Y2		Y1+Y2+Y3		Y1+Y2+Y3+Y4		Y1+Y2+Y3+Y4+Y5	
Interaction with EIP – AGRI Platform and with EU projects and platforms	Number of EIP-AGRI and NRNs practice abstracts – 20										
	% Deviation	Y1		Y1+Y2		Y1+Y2+Y3		Y1+Y2+Y3+Y4		Y1+Y2+Y3+Y4+Y5	

Events/ Tasks	KPIs	Year1		Year2		Year3		Year 4		Year 5	
		Expected	Achieved	Expected	Achieved	Expected	Achieved	Expected	Achieved	Expected	Achieved
Production and dissemination of end-user's dissemination materials	Number of types of end users dissemination materials – 10										
	Number of materials (reached audience) – 150.000										
	% Deviation	Y1	Y1+Y2	Y1+Y2+Y3	Y1+Y2+Y3+Y4	Y1+Y2+Y3+Y4+Y5					
Workshops	Number of attendees of the workshops – 50/wksp										
	% Deviation	Y1	Y1+Y2	Y1+Y2+Y3	Y1+Y2+Y3+Y4	Y1+Y2+Y3+Y4+Y5					
Seminars and Final Conference	Number of attendees /seminar -100										
	Number of attendees / final conference – 500										
	% Deviation	Y1	Y1+Y2	Y1+Y2+Y3	Y1+Y2+Y3+Y4	Y1+Y2+Y3+Y4+Y5					
RRI (Responsible, Research and innovation)	Number of attendees per workshops – 50										
	% Deviation	Y1	Y1+Y2	Y1+Y2+Y3	Y1+Y2+Y3+Y4	Y1+Y2+Y3+Y4+Y5					
Monitoring and Evaluation of Communication and Dissemination Plan (C & D Plan)											
	% Deviation	Y1	Y1+Y2	Y1+Y2+Y3	Y1+Y2+Y3+Y4	Y1+Y2+Y3+Y4+Y5					





The implementation of the dissemination plan will be monitored with the evaluation of the defined Key Performance Indicators and the planned **Deliverables for the Communication and Dissemination Work Package (WP7)**:

Deliverable number	Deliverable Title	Lead Beneficiary	Type	Delivery Date
<b>D7.1</b>	Communication, dissemination and data management plan	CONSULAI	R	mo6
<b>D7.2</b>	Social media engagement strategy and actions commenced	AC3A/CONSULAI	R	mo6
<b>D7.3</b>	Midterm report on plan implementation	CONSULAI	R	mo24
<b>D7.4</b>	Report on social media activities	AC3A	R	mo42
<b>D7.5</b>	Report on digital communications platform	CONSULAI	R/DEC	mo42
<b>D7.6</b>	Responsible Research and Innovation workshops	CEMA	DEC	mo12
<b>D7.7.1</b>	Final report on policy implementation	TEAGASC	R	mo59
<b>D7.7.2</b>	Final conference	TEAGASC	DEC	mo59

**Codes:**

- **R** - Document, report (excluding the periodic and final reports);
- **PU** - public, fully open;
- **DEC** - Websites, patents filling, press & media actions, videos etc;



The WP7 Leader will ask partner's communication officers to send information regarding the communication and dissemination activities implemented, each 3 months. These activities will include online and offline actions, publications and participations in different events. This information will consist on:

Audience reached					Activity organized with other H2020 projects?					
FAIRshare Partner	Type of communication and dissemination activities	Type and number of 1 <sup>st</sup> main audience reached	Type and number of 2 <sup>nd</sup> main audience reached	Type and number of 3 <sup>rd</sup> main audience reached	Estimated total number of people reached	Yes/ No	Name of the project (If positive reply)	Name of meeting/ workshop/ seminar / conference/ exhibition attended	Title of presentation (if applicable)	Place and Date



## Appendix IX – Partners’ tasks and WPs

DESCRIPTOR	TEAGASC	CIRCA	ILVO	CEMA	SEASN	INAGRO	AUA	ZLTO	INTIA	i4agri	CAJAMAR	CONSULAI	ACTA	NAK	HAFL	WR	NATURELAND	MAPAMA	AC3A	LKO	LAAS	RURALIS
<b>Work package 1: PNF and Catalogue of DATS</b>																						
T1.1	P		CL	P			L				P					P						
T1.2			P				CL					P				L						
T1.3			P	P			L				CL											
T1.4			P				L				CL											
<b>Work package 2: Good practice in DATS</b>																						
T2.1	L		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	CL
T2.2		P	P	P	P	P	CL	P	P	P	P	P	L	P	P	P	P	P	P	P	P	P
T2.3		P	P	P	P	P	P	P	P	P	P	P	CL	P	L	P	P	P	P	P	P	P
T2.4		P	P	P	P	P	CL	P	P	P	P	P	P	P	P	P	P	P	P	P	P	L
<b>Work package 3: The DA interface between advisory and farming communities</b>																						
T3.1							P	P				P	L						P	P		
T3.2	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	L	P	P
T3.3	P	P	P	P	P	L	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
T3.4	P				P			P				L									P	
T3.5	P				P			L											L		P	
<b>Work package 4: Learning from the adoption of new DATS</b>																						
T4.1	P		P				L											P				
T4.2	P	P	P	P	P	P	P	P	P	L	P	P	P	P	P	P	P	P	P	P	P	P
T4.3	P		L		P			P													CL	
T4.4			P						L													
<b>Work package 5: A strategy and roadmap for adoption of DATS</b>																						
T5.1	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	L	P	P	P	P	P
T5.2	P					P	P							L						P		
T5.3	P		L				P					P								P		
T5.4								P			L	P										
T5.5						L																
<b>Work package 6: Exchange, modification and use of DATS</b>																						
T6.1	CL	P	P	P	CL	P	P	CL	P	P	P	P	P	P	P	P	L	P	P	P	CL	P
T6.2	P	P	L	P	P	P	P	CL	P	P	P	P	P	P	P	P	P	P	P	P	P	P
T6.3	P	P	P	P	L	P	P	P	P	P	P	P	P	P	P	P	P	P	CL	P	P	P
T6.4	P	P	P	P	P	P	CL	P	P	P	P	P	P	P	P	P	P	P	L	P	P	P
T6.5	P	P	P	P	P	P	P	P	P	P	P	P	L	P	P	P	P	P	P	P	CL	P
T6.6	P	P	P	CL	P	P	L	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
<b>Work package 7: Dissemination &amp; communications</b>																						
T7.1	P					P			P		P	L		P			P					
T7.2	P					P	P		P		P	L		P					P			
T7.3	P			P		P			P		P	P		P					L			
T7.4	P			P		P	P		P			P	L	P					P			
T7.5	P			L		P	P		P			P		P					P	P		
T7.6	L	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
T7.7	L			P	P	P			P		P	P	P	P	P	P	P	P	P	P	P	P
<b>Work package 8: Co-ordination &amp; Management</b>																						
T8.1	L	L																				
T8.2	L																					
T8.3	L					P	P	P				P							P			
T8.4		L																				
T8.5	L																					
T8.6	L	L																				
T8.7	L												L									
T8.8	L																					
T8.9	L				L			L													L	



## Appendix X – Partners’ Attendance to events

### Attendance to events

Legend:

Attended

To be attended

Select the type of event, the target group and the role from the provided drop-down menu

**Type of event:** organisation of a conference; organisation of a workshop; exhibition; training (specific training workshops); participation to a conference; participation to a workshop; participation to an event other than a conference or workshop; brokerage event; pitch event; trade fair; participation in activities organised jointly with other H2020 project(s); other

**Target group:** scientific community; industry; civil society; general public; policy makers; media; investors; customers; other (PLEASE CHOOSE MORE THAN ONE IF APPLICABLE)

**Role:** stand; oral presentation; poster presentation; paper presentation; distribution of dissemination material; attendance; other

		Select the type of event	Select the type of event	Select the type of event	Select the type of event	Select the type of event
1	TEAGASC	Target group	Target group	Target group	Target group	Target group
		Target group	Target group	Target group	Target group	Target group
		Target group	Target group	Target group	Target group	Target group
		Target group	Target group	Target group	Target group	Target group
		Target group	Target group	Target group	Target group	Target group
		Role	Role	Role	Role	Role
		Title of the presentation/poster/etc.	Title of the presentation/poster/etc.	Title of the presentation/poster/etc.	Title of the presentation/poster/etc.	Title of the presentation/poster/etc.
		Name of the event	Name of the event	Name of the event	Name of the event	Name of the event
		Location	Location	Location	Location	Location
		Date	Date	Date	Date	Date
		Outreach (nr. of people reached)	Outreach (nr. of people reached)	Outreach (nr. of people reached)	Outreach (nr. of people reached)	Outreach (nr. of people reached)
		Link	Link	Link	Link	Link

## Appendix XI – Partners’ Other dissemination activities

### Other dissemination activities

Legend:

Performed

To be performed

Select the type of activity and the target group from the provided drop-down menu

Type of activity: press release (including newsletters); non-scientific and non-peer reviewed publications (popularised publications; flyers; communication campaign (e.g. radio, TV); video / film; website)

Target group: scientific community; industry; civil society; general public; policy makers; media; investors; customers; other (PLEASE CHOOSE MORE THAN ONE IF APPLICABLE)

		Select the type of activity	Select the type of activity	Select the type of activity	Select the type of activity	Select the type of activity	Select the type of activity	Select the type of activity	Select the type of activity	
1	TEAGASC	Target group	Target group	Target group	Target group	Target group	Target group	Target group	Target group	
		Target group	Target group	Target group	Target group	Target group	Target group	Target group	Target group	
		Target group	Target group	Target group	Target group	Target group	Target group	Target group	Target group	
		Target group	Target group	Target group	Target group	Target group	Target group	Target group	Target group	
		Target group	Target group	Target group	Target group	Target group	Target group	Target group	Target group	
		Title of the publication/press release/etc. (if applicable)	Title of the publication/press release/etc. (if applicable)	Title of the publication/press release/etc. (if applicable)	Title of the publication/press release/etc. (if applicable)	Title of the publication/press release/etc. (if applicable)	Title of the publication/press release/etc. (if applicable)	Title of the publication/press release/etc. (if applicable)	Title of the publication/press release/etc. (if applicable)	Title of the publication/press release/etc. (if applicable)
		Location & countries addressed	Location & countries addressed	Location & countries addressed	Location & countries addressed	Location & countries addressed	Location & countries addressed	Location & countries addressed	Location & countries addressed	
		Date	Date	Date	Date	Date	Date	Date	Date	
		Outreach (nr. of people reached)	Outreach (nr. of people reached)	Outreach (nr. of people reached)	Outreach (nr. of people reached)	Outreach (nr. of people reached)	Outreach (nr. of people reached)	Outreach (nr. of people reached)	Outreach (nr. of people reached)	
		Link	Link	Link	Link	Link	Link	Link	Link	
2	CIRCA	Target group	Target group	Target group	Target group	Target group	Target group	Target group	Target group	
		Target group	Target group	Target group	Target group	Target group	Target group	Target group	Target group	
		Target group	Target group	Target group	Target group	Target group	Target group	Target group	Target group	
		Target group	Target group	Target group	Target group	Target group	Target group	Target group	Target group	
		Target group	Target group	Target group	Target group	Target group	Target group	Target group	Target group	
		Title of the publication/press release/etc. (if applicable)	Title of the publication/press release/etc. (if applicable)	Title of the publication/press release/etc. (if applicable)	Title of the publication/press release/etc. (if applicable)	Title of the publication/press release/etc. (if applicable)	Title of the publication/press release/etc. (if applicable)	Title of the publication/press release/etc. (if applicable)	Title of the publication/press release/etc. (if applicable)	
		Location & countries addressed	Location & countries addressed	Location & countries addressed	Location & countries addressed	Location & countries addressed	Location & countries addressed	Location & countries addressed	Location & countries addressed	
		Date	Date	Date	Date	Date	Date	Date	Date	
		Outreach (nr. of people reached)	Outreach (nr. of people reached)	Outreach (nr. of people reached)	Outreach (nr. of people reached)	Outreach (nr. of people reached)	Outreach (nr. of people reached)	Outreach (nr. of people reached)	Outreach (nr. of people reached)	
		Link	Link	Link	Link	Link	Link	Link	Link	

## Appendix XII – Partners’ Scientific publications

### Scientific publications

Legend:

Published

To be published

Select the type of scientific publication and the open access option from the provided drop-down menu

Type of scientific publication: article in journal, publication in conference proceedings/workshop, book/monograph, chapter(s) in book, thesis/dissertation

Ooen access option: yes, Green OA (insert the length of embargo if any); yes, Gold OA (insert the amount of processing charges in EU if any); no

	Select the type of scientific public. Open access option	Select the type of scientific public. Open access option	Select the type of scientific public. Open access option	Select the type of scientific public. Open access option	Select the type of scientific public. Open access option	Select the type of scientific public. Open access option
1	TEAGASC	Title of the scientific publication	Title of the scientific publication	Title of the scientific publication	Title of the scientific publication	Title of the scientific publication
		DOI	DOI	DOI	DOI	DOI
		ISSN or Essn	ISSN or Essn	ISSN or Essn	ISSN or Essn	ISSN or Essn
		Authors	Authors	Authors	Authors	Authors
		Title of the journal or equivalent	Title of the journal or equivalent	Title of the journal or equivalent	Title of the journal or equivalent	Title of the journal or equivalent
		Date	Date	Date	Date	Date
		Publisher	Publisher	Publisher	Publisher	Publisher
		Place of publication	Place of publication	Place of publication	Place of publication	Place of publication
		Year	Year	Year	Year	Year
		Pages	Pages	Pages	Pages	Pages
		Public & private publication	Public & private publication	Public & private publication	Public & private publication	Public & private publication
		Peer-review	Peer-review	Peer-review	Peer-review	Peer-review
		Outreach (nr. of people reached)	Outreach (nr. of people reached)	Outreach (nr. of people reached)	Outreach (nr. of people reached)	Outreach (nr. of people reached)
		Link	Link	Link	Link	Link