



FAIRshare

DIGITAL TOOLS FOR FARM ADVISORS



Deliverable 7.5

Report on digital communication platform

Authors: Rui Almeida, Francisca Viveiros, Carolina Mendes (CONSULAI)

Contributions from: Teresa Hooks (Teagasc), Evi Arachoviti, (I4Agri), Enrica Belfiori (CEMA), Juan José Magán Cañadas (Fundación Cajamar)

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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	Dr. Teresa Hooks

Deliverable No.	D7.5
Deliverable Name	Report on digital communication platform
Dissemination level	Public
Work Package	WP7
Task	Task 7.2: Development of online platform and production and dissemination of multimedia materials
Lead beneficiary	CONSULAI
Contributing beneficiaries	Teagasc, I4Agri, CEMA, Fundación Cajamar
Deliverable type	Report
Due date of deliverable	M42
Actual submission date	30/04/2022

v	Date	Beneficiary	Author
1	30/04/2022	CONSULAI	Rui Almeida; Francisca Viveiros; Carolina Mendes



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1. Introduction

The purpose of this document is to describe the FAIRshare digital communication platform – namely the project website – and how it has developed over the course of the project as our main platform to drive communication about the project. This deliverable is part of work package (WP) 7 “WP7 – Dissemination and Communication”, which aims to ensure successful communication and dissemination of the project results and share the benefits of the developed knowledge beyond the consortium to reach the project’s target audience: European advisory services, farmers & farming community, digital industry actors, research & education, and the media. The initial development of the webpage was described in “Deliverable 7.1 Communication, dissemination and data management plan”. Internal communication and knowledge sharing within the FAIRshare consortium is achieved via the SharePoint platform as described in D7.1. Deliverable Communication, dissemination, and data management plan” – 2.5 Internal Communication – and is thus not discussed here.

The FAIRshare project website serves as a central point of entry to all public materials, such as public deliverables, reports, newsletters, informational dissemination material (brochures, leaflets, and posters), presentations and promotional videos developed, and it also houses a core part of the project which is the FAIRshare DATS inventory.

In this document, CONSULAI, the leader of WP7, analyses the project website evolution and activities, according to the defined strategy timeline and also looks to the previously established KPIs, which will also be analysed and adapted if needed.

2. The digital communication platform strategy

The FAIRshare project website is designed using WordPress and is available at <https://www.h2020fairshare.eu/>. It is managed by the WP7 leader CONSULAI, in collaboration with the coordinating organisation of the project - Teagasc. In line with General Data Policy Regulations (GDPR) and security requirements the website has a privacy policy which can be found at the footer of the website. All sections of the website show the FAIRshare logo at the top and the acknowledgement of funding from the European Union’s Horizon 2020 research and innovation programme citing our grant number also (818488) (flag and text in line with the requirements from the European Commission) at the bottom of the website.



The project's website 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 project tasks.

The strategy defined for the project website was planned considering AIDA(R) marketing and communication model:



Figure 1 - AIDAR communication model

The acronym AIDAR in the name of the model stands for the five important steps: **A**wareness, **I**nterest, **D**esire, **A**ction, and **R**etention. These five stages capture the end-to-end process a target audience goes through, and the website strategy and its updates are based on it.

2.1 Awareness

At the beginning of the project, the website focused on drawing **awareness** to the project scope and its objectives. The head menu includes a “Project section” and subsections that describe the project, the different objectives, work packages and the entire consortium. It also includes a link to our social media channels, and a section for “news”.

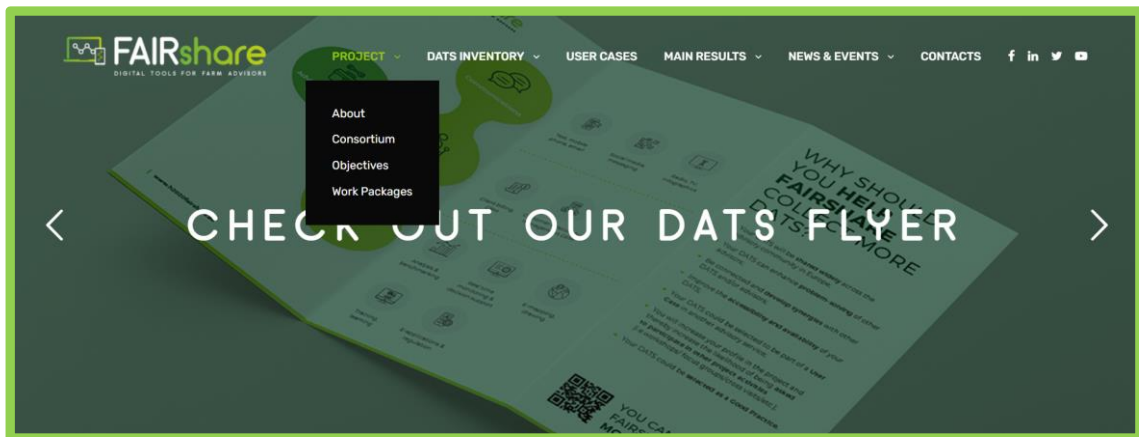


Figure 2 - About FAIRshare

The homepage was designed to facilitate the user experience and to provide the main information about the project in an appealing and easy to view way.

The main objective is to capture the attention of our target groups (European advisory services, farmers & farming community, digital industry actors, research & education, and the media), presenting the project and the impacts that we were aiming to achieve, and to make the audience want to know more about the project. The fact that the Social Media channels link, is available on the head menu reflects the communication cross-channel approach, previously defined in the Communication, Dissemination & Data Management Plan (D7.1).

On the homepage there was also an image (see Figure 3) explaining how the stakeholders and target groups could be more deeply involved with the FAIRshare project, based on a three steps approach:

Three ways to get involved in FAIRshare



Figure 3 - How to get involved in FAIRshare

At the end of the homepage there is a call-to-action section, inviting the visitors to subscribe the project's newsletter and a contact form to encourage the target groups to contact the project with their questions or even to add any inputs about the project's topic. Partner logos are up to date with new UC partners.

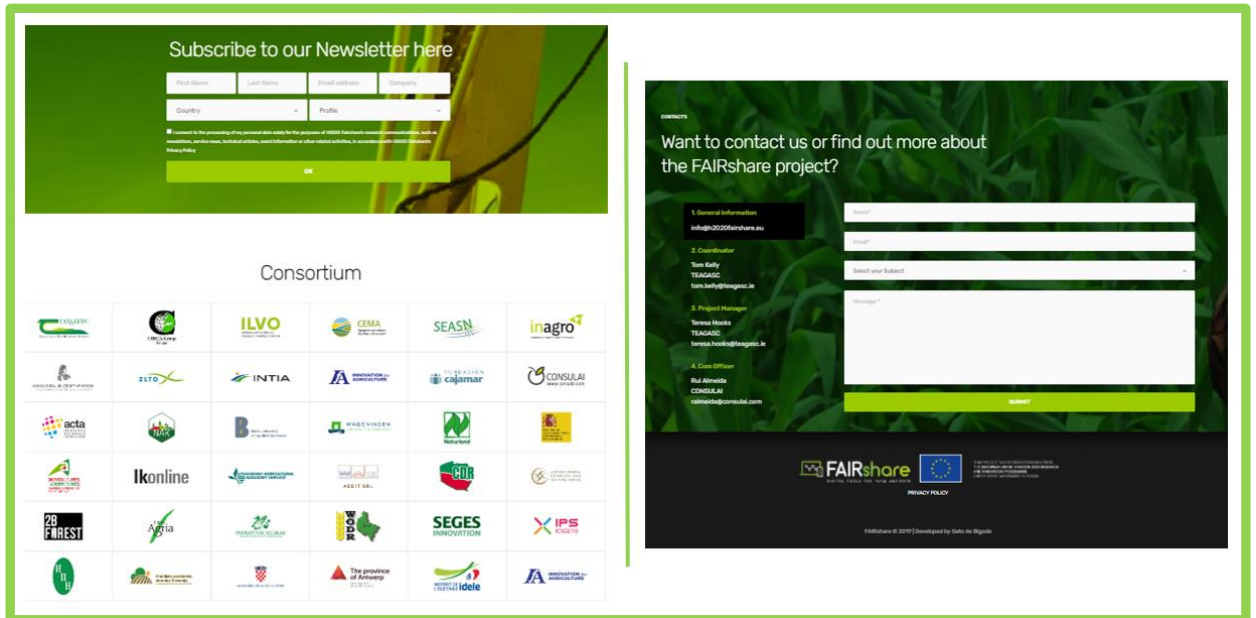


Figure 4 - Features of the project website

The homepage and the initial structure of the website were aligned with the first stage of the Communication & Dissemination plan that was create awareness of the project. On this stage, one-way communication is favoured, providing relevant information regarding the scope of FAIRshare and its planned tasks and activities, providing the necessary tools and information to create interest and attention among the target groups in knowing more about the project developments.

2.2 Interest

Then, the project's communication strategy focused on the second stage: creating **interest** among the target groups. Therefore, the website was updated, and the project's communication team started to develop different functionalities aiming to gather and capture interest from our target audience.

This included the development of [periodic newsletters](#), available on the project website, and a link to FAIRshare's Twitter feed on the home page. The benefit of embedding social media feeds

on the website is related to the fact that helps in cross-channelizing traffic between different platforms using our website as a bridge to the different channels. Also, having the twitter feed on the webpage that provides user-generated contents is the perfect solution to improve the trust and credibility on the project, as it is a trustworthy, reliable, and authentic way of content among consumers.

The “news” section was included on the home page, not only with the information about the project developments and activities, but also, with general information about the digitalisation of agriculture.

FAIRShare News

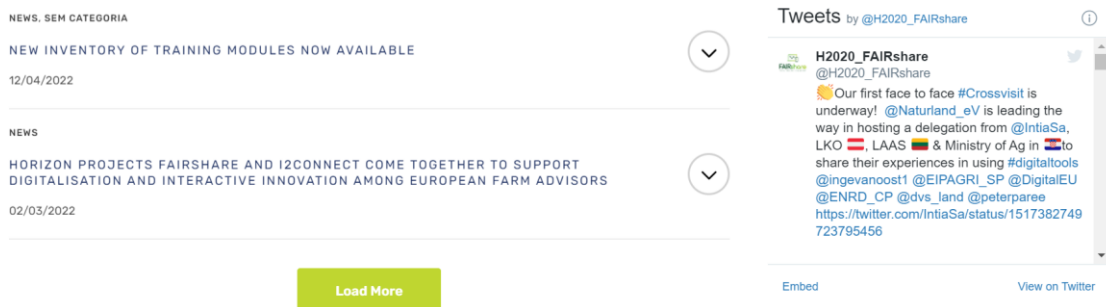


Figure 5 - News and Twitter embedded

Having the two sections with the more updated content on the homepage, was part of the strategy to create **interest**, more precisely, to create the willingness on the target audience to develop a better understanding of the project and how it could fit into their lives.



Figure 6 - News & Events

Communication materials (flyers, posters), general events related to FAIRshare, project events, news and newsletters were available with open access. Those materials also provide general information and a summary of the project itself and its expected results and were designed to

be physical and digital materials. By being on the website, it ensures that both the project partners and the target groups have easy access on them.

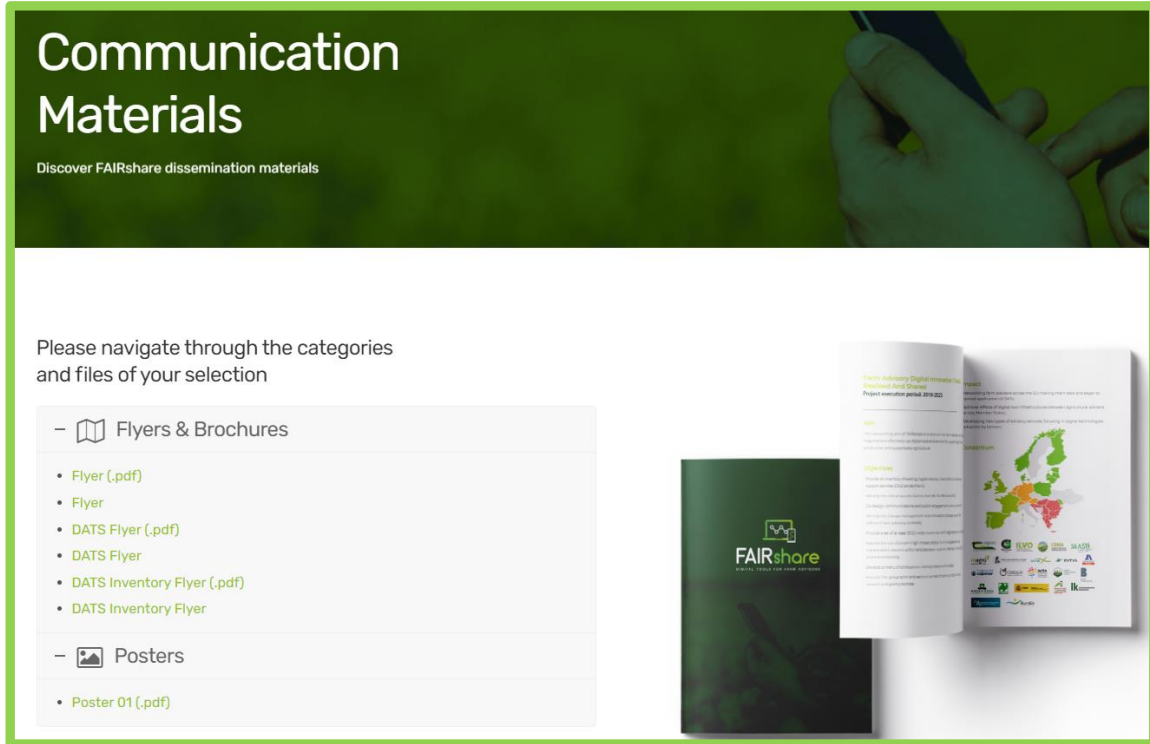


Figure 7 - Communication materials

2.3 Desire

Sequentially, we worked and improved the website to create the **desire** of FAIRshare target groups to get more involved in the cooperation and knowledge sharing. We managed to do so, by developing the Digital Advisory Tools and Services (DATS) inventory, under AUA responsibility, but in direct cooperation with CONSULAI and Teagasc. The DATS inventory, although was developed as a separate platform, is embedded on the project website, through a button on the head menu, and has the same aesthetic to guarantee the consistency of the communication and an easy recognition from the target audiences. The DATS inventory has now almost 270 DATS.

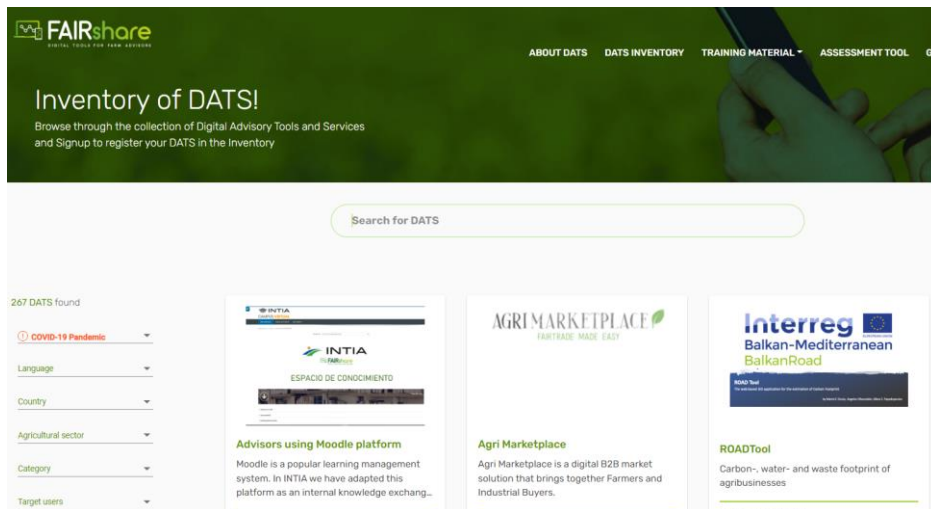


Figure 8 - DATS inventory

The DATS inventory is now a quite complete inventory that includes a detailed description of each DATS, it has an easy-navigation page that allows farmers and advisors to easily find tools or services that fit them, from the inventory of European DATS. The inventory is fed from advisors or DATS providers from all Europe and is accessible to end-users on an intuitively navigable online interface that has been co-designed using a multi-actor approach. The consortium is still working hard to ensure new DATS are uploaded on a continuously basis.

Moreover, the DATS inventory is not only available on the head menu of the website, but also, is promoted throughout the “news” section of the webpage, the social media channels, and the newsletters.

To keep the inventory “alive”, new features have been developed, including a training inventory, good practices, and the assessment tool:

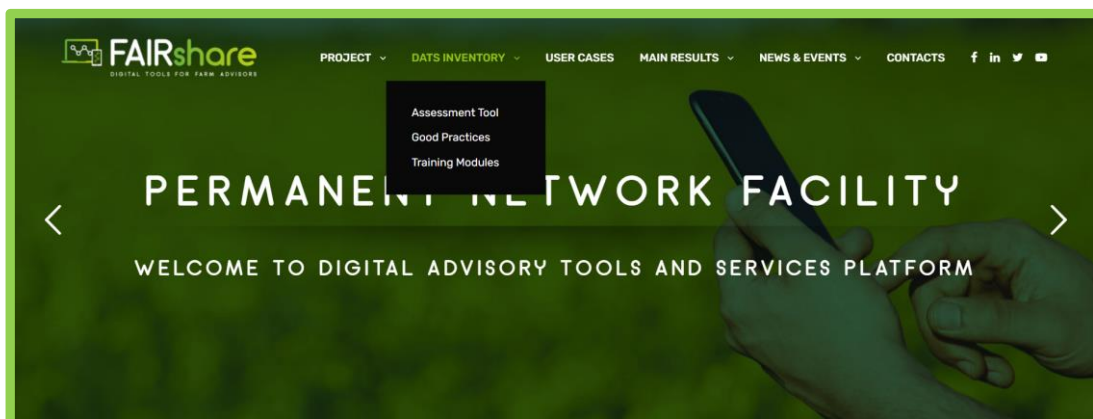


Figure 9 - New features on DATS Inventory

The **assessment tool** was developed to help farm advisors identify suitable DATS to help them address the needs and challenges that they face in their everyday work. Advisors can then select a tool to address their needs and evaluate it, regarding their experience and provide them with a more customize option

The users can access the assessment tool through the head menu, through a banner on the homepage and through the DATS inventory platform.

DATS Assessment Tool

1. Usability 2. Data Management 3. Challenge 4. Knowledge Exchange 5. Business Results

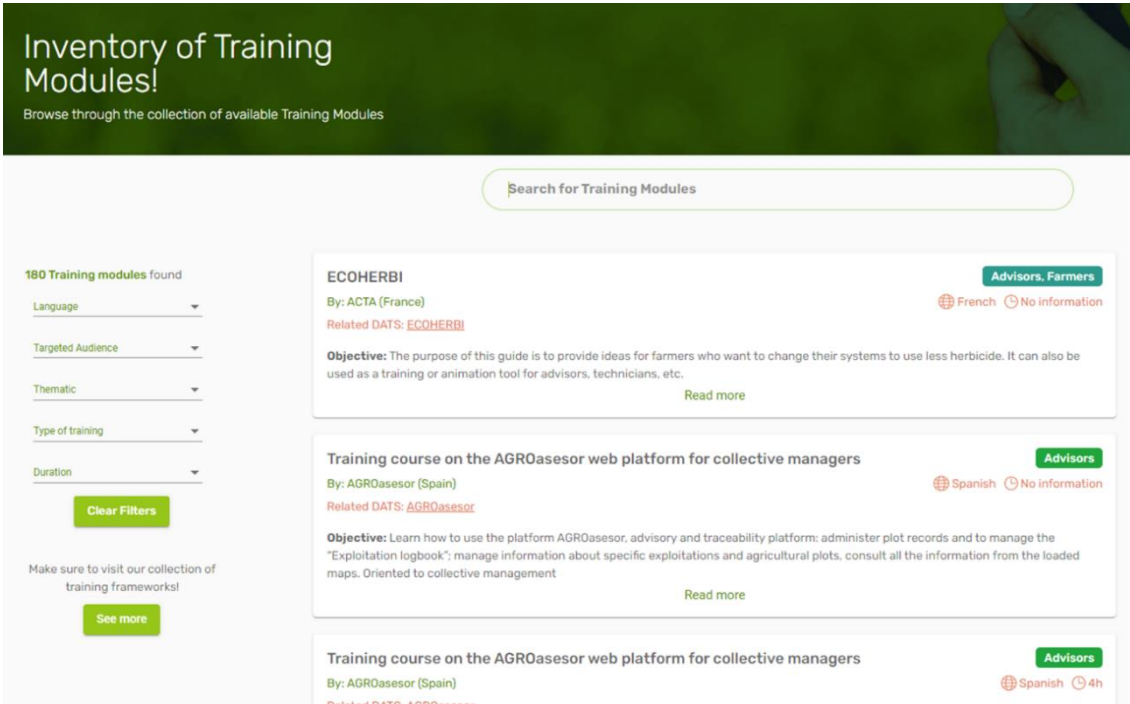
Key points	Advisor Score	Target Score	Remarks
Is User friendly	<input type="text"/>	<input type="text"/>	Easy to use
Tool can be accessed online and offline	<input type="text"/>	<input type="text"/>	
Multilanguage Tool	<input type="text"/>	<input type="text"/>	
Uses Open Standards, Open Data, Open Source, and Open Innovation	<input type="text"/>	<input type="text"/>	
Is free	<input type="text"/>	<input type="text"/>	Free for advisors
Requires training	<input type="text"/>	<input type="text"/>	

Download the Assessment Tool (in xlsx format) in your language!

Select one of the following languages to download the corresponding form.

Figure 10 - Assessment tool

While the Training Inventory's main objective is to facilitate the use of digital tools by farmers and advisors and ease their transition to digital agriculture. The inventory presents a wide variety of training courses for different agricultural branches and different purposes. The inventory also includes training frameworks which are series of general type and DATS specific training modules adapted to the agricultural advisers' needs. The aim is to adopt the use of digital tools in the chosen category, considering their current level of digital skills.



Inventory of Training Modules!
Browse through the collection of available Training Modules

Search for Training Modules

180 Training modules found

Language: [dropdown]
Targeted Audience: [dropdown]
Thematic: [dropdown]
Type of training: [dropdown]
Duration: [dropdown]

Clear Filters

Make sure to visit our collection of training frameworks!
See more

ECOHERBI Advisors, Farmers
By: ACTA (France) French No information
Related DATS: [ECOHERBI](#)
Objective: The purpose of this guide is to provide ideas for farmers who want to change their systems to use less herbicide. It can also be used as a training or animation tool for advisors, technicians, etc.
Read more

Training course on the AGROasesor web platform for collective managers Advisors
By: AGROasesor (Spain) Spanish No information
Related DATS: [AGROasesor](#)
Objective: Learn how to use the platform AGROasesor, advisory and traceability platform: administer plot records and to manage the "Exploitation logbook"; manage information about specific exploitations and agricultural plots, consult all the information from the loaded maps. Oriented to collective management
Read more

Training course on the AGROasesor web platform for collective managers Advisors
By: AGROasesor (Spain) Spanish 4h
Related DATS: [AGROasesor](#)

Figure 11 - Training modules

The **good practices** are a key feature of a DATS that are found to be useful in advisory work or as a method for developing/adapting a DATS. Advisors/farmers could find this feature/method useful and use it in their own work. Good practices are presented in short videos/infographics ("Good Practices Vignettes"), shared on project social media channels, and displayed on the website. This is a strategy to raise desire to connect with FAIRshare and create awareness on the website.



What is a good practice?

1. A key feature of a DATS you find useful in advisory work or a method for developing/adapting a DATS.
2. This key feature/method is 'tried and tested', has been used with good results a number of times.
3. Other advisors/farmers could find this feature/method useful and use it in their own work.

FAIRshare Good Practices - User Friendliness

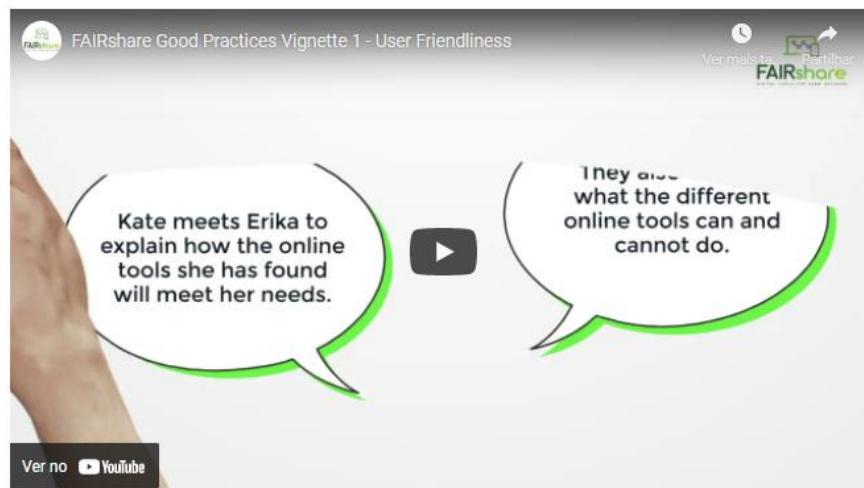


Figure 12 - Good practices

Main Results section - As the project deliverables are made, each of the partners responsible for them are asked to produce a short summary to put on the website, creating a desire to follow and engage with FAIRshare. One of these deliverables (D3.4) included a social media strategy to disseminate main outputs – FAIRshare Talks were produced, giving the voice to European advisors, on how they face digital challenges, and how they overcome them.

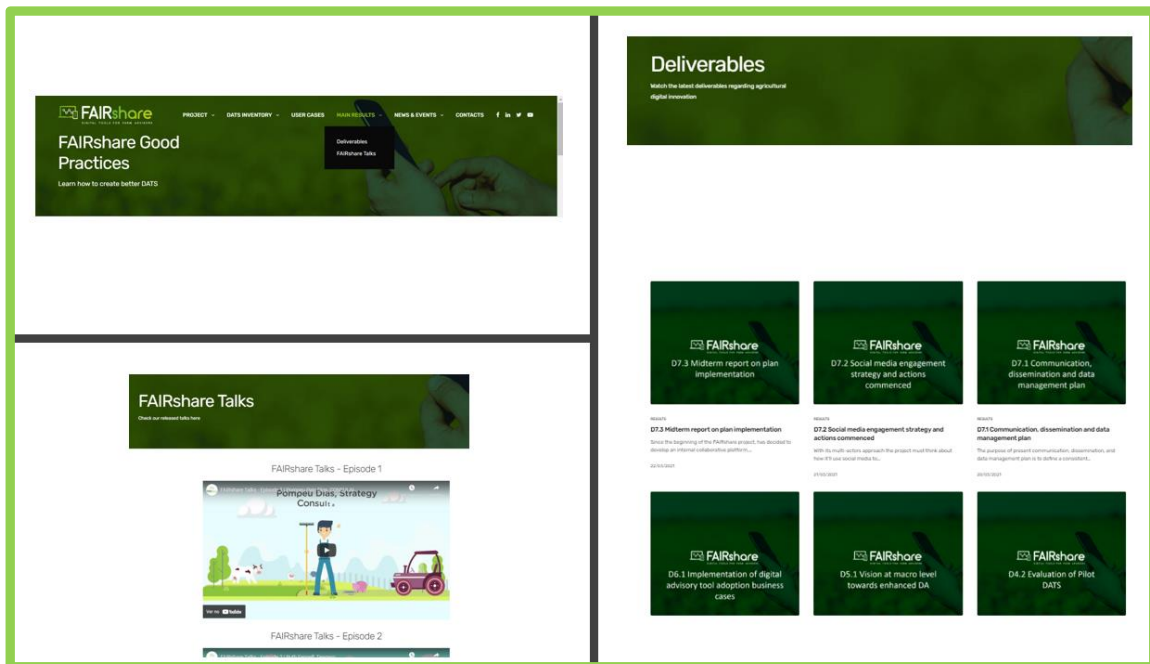


Figure 13 - Main results section

2.4 Action

This is the stage where project is right now, at month 42. For the action part of the strategy, the project website must be oriented in such a way as to stimulate an **action** by the project's target group. This action - "active involvement" - can be represented in the project by the user cases direct participation in the **cross visits**. So, we have now developed a dedicated section for the user cases, that was promoted through a banner on the website and on the other digital communication materials of the project. FAIRshare supports farm advisors across Europe to practically engage with and implement digital tools in their own advisory contexts by developing "User Cases" in which they address a challenge that that can overcome by implementing digital tools. FAIRshare aims to fund 40 UCs over the life of the project.



Figure 14 - User cases mapped

The [map](#) with the user cases is interactive, once if the user mouse over the identified pins on the map, can discover the name and a short description on the user case. They are well distributed according to the 4 regional hubs (West Europe, Northeast Europe, Central Europe, South East Europe), divided by activity sector, according to the profile of each UC: Horticulture & Crops, Livestock, Poultry, Dairy and from Various Sectors.

This feature is still under development, and it will be improved over the next months, once the cross-visits start and the outputs are available.

User cases and the cross visits will be communicated and disseminated widely in our digital communication channels, and the website will be the place where target groups can know and deeply understand the main outputs from each visit, where advisors will look for solutions, synergies, and inspiration to their day-to-day work together with farmers.

3. Responsibility of updating the website

The responsibility of updating the website has been on CONSULAI with the help of Teagasc. The DATS inventory has been led by AUA, developing the embedded DATS platform and their functionalities. However, all partners of the consortium are aware of the need to contribute with contents that they consider relevant for the website. On the other hand, partners have contributed in a very positive way to support the development of new functionalities, which are analysed at the board meetings. Features such as the DATS inventory, training modules, assessment tool, good practices vignettes and FAIRshare talks have been jointly developed,

contributing to the number of views that motivate and inspire everyone to continue to improve and consolidate the FAIRshare community.

4. Performance monitoring

The website performance has been monitored with the google analytics tool, implemented once the website was launched:

	Expected KPI	Expected KPI for M41	Achieved KPI for M41	% Achieved KPI
Page views (Number of pages that were viewed by users)	20 000	13 667	48 706	356,4%
Users (Number of people that visited the website)	-	-	19 857	-

Figure 15 - KPIs

During these last 41 months, the website had more than **48 000 page views** and more than **19 500 people visited the website**. Regarding the KPIs established on the Communication, and Dissemination Plan, the project has already achieved more than expected which proves the dynamic management of the website and the growing interest of stakeholders in knowing more about the project and its results. This performance also proves how engaged the target groups are with the project's website and indicates that the project can be more ambitious on its expected impact with the website.

Therefore, as a strategy to ensure a maximum impact, new KPIs are proposed to achieve by the end of the project.

- Page views: 65 000 by the end of the project
- Number of users/visitors: 30 000 by the end of the project

According to the monitoring tool, the top 10 most visited pages by the visitors, so far, are:

- Home page
- Page with the news on "10 best agriculture apps for 2019"
- Page on the "about the project"
- Page with the information about the consortium
- Page with the news on the funding calls
- Page with the explanation of the work packages
- Page with the description of the objectives

- Page with the news of the launch of the funding calls
- Page with the news & events
- Page with the newsletters

Page	Pageviews
1. /	17,564
2. /10-best-agriculture-apps-for-2019/	10,719
3. /about-fairshare/	2,087
4. /consortium/	1,707
5. /funding-call-now-open-to-support-european-farm-advisors-to-embrace-digital-tools-and-technologies/	1,555
6. /work-packages/	1,249
7. /objectives/	1,198
8. /fairshare-project-launches-funding-call-for-proposals-to-support-digitalisation-of-agriculture-across-the-eu/	1,029
9. /news-and-events/	995
10. /newsletters/	838

Figure 16 - 10 pages more visited

The high number of the home page views is a good indicator about the constant update of the website structure, with new features now and then, and a sign of the good engagement related to the “news” section. Another aspect to be highlighted are the pageviews related to the newsletters, a proof that not only the ones that subscribe them are interested in their contents.

Recently, we included a new feature (pop up) that appears when you first enter the website:

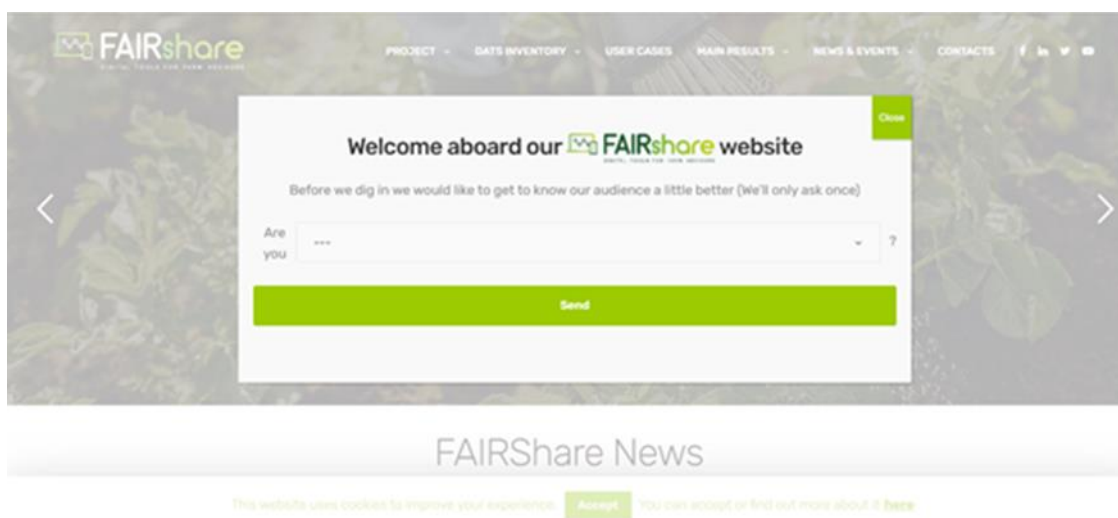


Figure 17 - Pop-up

The main objective is to be able to identify the profile of those who visit us, to assess whether the recipients are aligned with our target audience(s). This tool is also important to ensure that the communication and the key messages are customise to the project's website visitors. Together with newsletter subscribers, it is one of the most appropriate and suitable way to monitor the reached audience. **In the last 2 months**, the profile of the website visitors was:

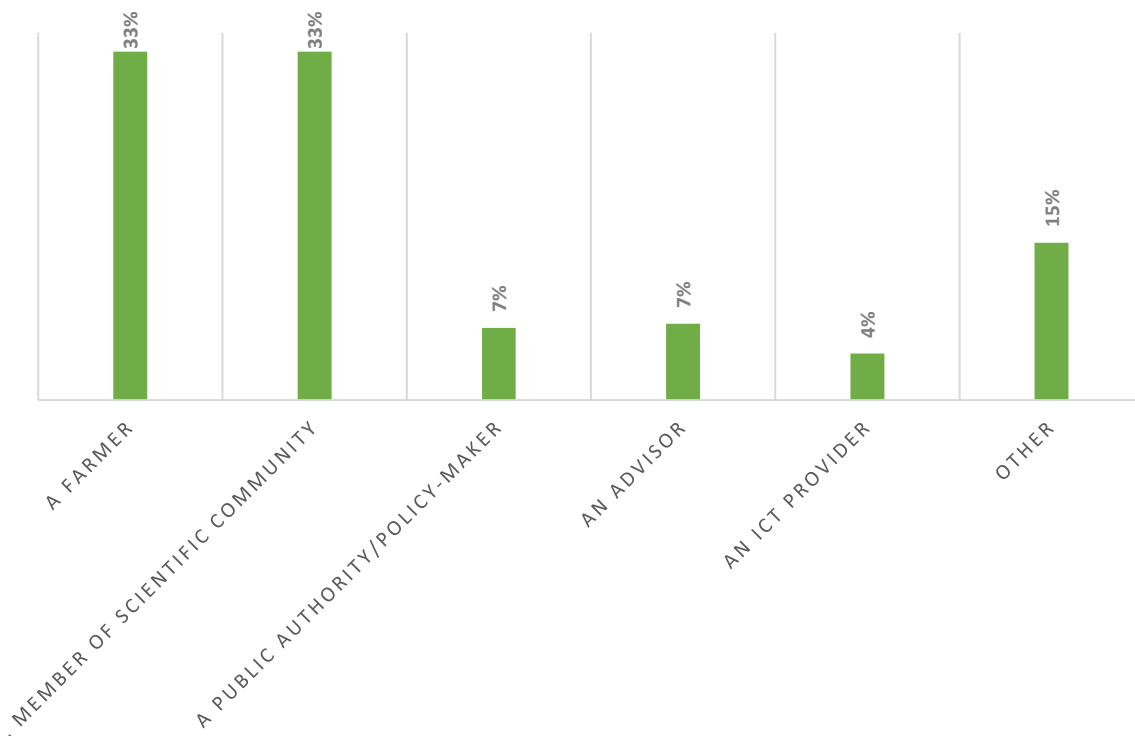


Figure 18 - Website visitor's profile

Our target audience is well covered, with a higher percentage of farmers and scientific community. As this data was collected over only 2 months, the percentage of farm advisors does not represent their engagement in the project. With a communication strategy focused on 1) sharing good practices, 2) the UCs developments and deeper explanation of the DATS, 3) advisor's practical engagement in the UCs, as they are implemented in their own advisory contexts; we believe that in the coming months the number of advisors will increase significantly.

5. Next steps

While consolidating the action stage, we will promote actions and features that promote the **retention** of our target audience (following AIDAR model), and the most challenging one, which means showing the target groups the importance of establishing a long and ongoing relationship with FAIRshare. Using this process in the project website will enhance the impacts on advisors in relation to their use of digital tools.

New user cases will be included on the website. We will also improve the User Case section, more precisely the map and the information of UCs using different communication and dissemination tools, looking for attractive ways to share and disseminate the application of different DATS in different European contexts. We will also continue to look for new ways to engage with advisors from all over Europe, continuing to create a two-way communication over the next stage of the project, to ensure that FAIRshare also receive inputs from the European advisors. The idea of this last stage is to make the European advisors ambassadors of FAIRshare, becoming advocators of its expected impacts.

Cross visits will also be widely disseminated, highlighting strategies and best practices across Europe in the application of DATS by rural advisors.

