



**SMART  
AGRI  
HUBS**

# **D1.5 PROJECT OUTREACH REPORT**

## **WP 1**

28 April 2020



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[smartagrihubs.eu](http://smartagrihubs.eu)

## PROJECT SUMMARY

**Digital technologies enable a transformation into data-driven, intelligent, agile and autonomous farm operations, and are generally considered as a key to address the grand challenges for agriculture. Recent initiatives showed the eagerness of the sector to seize the opportunities offered by ICT and in particular data-oriented technologies. However, current available applications are still fragmented and mainly used by a small group of early adopters. Against this background, SmartAgriHubs (SAH) has the potential to be a real game changer in the adoption of digital solutions by the farming sector.**

SAH will leverage, strengthen and connect local Digital Innovation Hubs (DIHs) and numerous Competence Centres (CCs) throughout Europe. The project already put together a large initial network of 140 DIHs by building on its existing projects and ecosystems such as Internet of Food and Farm (IoF2020). All DIHs are aligned with 9 regional clusters (RCs), which are led by organizations that are closely related to national or regional digitization initiatives and funds. DIHs will be empowered and supported in their development, to be able to carry out high-performance Innovation Experiments (IEs). SAH already identified 28 Flagship Innovation Experiments (FIEs), which are examples of outstanding, innovative and successful Innovation Experiments (IEs), where ideas, concepts and prototypes are further developed and introduced into the market.

SAH uses a multi-actor approach based on a vast network of start-ups, SMEs, business and service providers, technology experts and end-users. End-users from the agri-food sector are at the heart of the project and the driving force of the digital transformation.

Led by the Wageningen University and Research (WUR), SAH consists of a pan-European consortium of over 160 Partners representing all EU Member States. SAH is part of Horizon2020 and is supported by the European Commission with a budget of €20 million.



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## EXECUTIVE SUMMARY

This report serves as a reflective document, which looks back at the communication activities and ecosystem engagement actions undertaken by Work Package 1 (WP1). As such, it is a document that was written in hindsight, and takes stock of the communication and ecosystem-building achievements made by the project in its first year and a half. The purpose of this document is to give a good overview of these achievements to the reader.

In terms of communication and ecosystem-building, SAH's maiden year was a resounding success. With the launch of the communication and ecosystem building, as well as the project's visual identity in the first three months of the project, the scene was set for many products produced by WP1. These included tens of templates (for PowerPoint, reports, minutes), visual identities for each Regional Cluster, roll-up designs, countless social media products including images and campaigns such as the Regional Cluster weeks, booth designs, 4 newsletters, sustained video campaigns, a strong presence on social media and on our website, and also the successful launch of our Innovation Portal which will play a crucial role in sustaining the SAH ecosystem beyond the scope of EU funding.

Moreover, in this first year, WP1 also organised a successful three-day kick-off event in Prague in 2019, attended by 350 SAH stakeholders. In addition, the project was also present at a number of other important events, such as F&A Next in Wageningen, Agritechnica 2019, the EU's R&I days, and IoT Week 2019. In fact, at the latter, SAH organised a number of seminars for the 'SmartFarmingTrack', and in addition to having a booth, also brought very interactive products such as an online game to boost the project's visibility. Furthermore, WP1 also jointly organised an event with IoF2020 in the European Parliament, which saw over 100 people attend and interact with high-level representatives ranging from the chair of the EP's Agri committee, to the director-general of COPA-COGECA. Clearly, the project has built bridges with all the relevant stakeholders in order to expand the ecosystem. In fact, building bridges did not end there as reflected in our preparations for the second annual stakeholder meeting which was meant to take place in Bucharest in March 2020. For this event, we invited 12 other H2020 projects (including DEMETER, agROBOfood, and others) to attend and 'synergise' with our stakeholders.

The sowing phase has been successfully completed and set the basis for even more ambitious goals in the flowering phase where DIHs, CCs and FIEs are at the centre of attention. The SAH community now has rich and powerful tools to build and further strengthen the cooperation within and between the DIHs but also beyond the project by engaging external stakeholders.

# LIST OF ABBREVIATIONS

This section is dedicated to project specific terms and abbreviations that were used throughout the document.

**CC** – Competence Centre

**DG AGRI** – European Commission Directorate General for Agriculture and Rural Development

**DG CONNECT** – European Commission Directorate General for Communications Networks, Content & Technology

**DIH** – Digital Innovation Hub

**EC** – European Commission

**FIE** – Flagship Innovation Experiment

**IE** – Innovation Experiment

**IoT** – Internet of Things

**KPI** – Key Performance Indicator

**RC** – Regional Cluster

**SAH** – SmartAgriHubs

**WP** – Work Package

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# 1. THE PROGRESS OF WORK

In its first year, SmartAgriHubs (SAH) has progressed from Phase I 'sowing' which ended in M09 and has transitioned into Phase II 'flowering' which started already with a number of actions in M06, and will last until M36. In other words, the phases overlapped. In this first outreach report, the reader will go through a description of the work performed by work package 1 (WP1) during Phase I and the early stages of Phase II. Moreover, each chapter will include a sub chapter briefly summarising the achievements in terms of communication and ecosystem building.

The objective of phase I was to build up a coherent, unique and recognizable structure of SAH. In this phase, the project started with 9 Regional Clusters (RCs), 140 Digital Innovation Hubs (DIHs), and 28 Flagship Innovation Experiments (FIEs). Given the wide and diverse consortium, the activities performed during the sowing phase were critical to facilitate a smooth start, thereby paving the way for the success of the following phases. This meant supporting the RCs in building up their communication strategies together with the ones of the DIHs that already had a communication strategy in place, and help align it to the SAH project. Therefore, communication activities focused on creating and setting up a coherent visual identity of the project, involving all partners under a common gauge and giving them the appropriate tools to externally promote SmartAgriHubs. This visual identity included the creation of a logo, templates for PowerPoint and Microsoft Word, several roll-up designs, and a brochure. Moreover, the creation of a strong communication strategy allowed for the attraction of new partners to DIHs, since it facilitated the presentation of the advantages of being part of a pan-European network.

This is complemented by the launch of the SAH website. The Kick-off event in Prague also served this phase's purpose perfectly by connecting all the stakeholders of the project and informing them of its structure, and set in the ball in motion for further ecosystem building.

Once these basic foundations were established, Phase II was launched with a goal to build the robust walls that can support the FIEs, DIHs and CCs and favour the development of successful results. This 'flowering phase' in which the project currently finds itself in focuses on strengthening the DIH network and ecosystem. At this stage the focus is on improving the capabilities of the different actors in the DIHs and RCs to allow them to communicate effectively about their work and results. Therefore, on the communications side, tailor-made training and capacity building for DIHs and FIEs in communication and dissemination activities are being provided. Subject to their needs and requirements different packages of training will be designed to ensure all communication skills are covered. This period will coincide with the period of the open calls of the project, and special communication activities will be put in place to highlight access to the financial aid. For the FIEs, promotional campaigns are activated to bring communication to the next level. Moreover, in the light of the distinct stakeholders involved within DIHs, communications activities aim at developing tools, including educational ones – to foster knowledge exchange and collaboration between and within DIHs. The ultimate embodiment of this is the SmartAgriHubs Innovation Portal which was launched in September, 2019.

Moreover, in this phase, the ecosystem started to expand as a result of the communication activities and ecosystem building, from 140 DIHs to 215, the project literally blossomed during phase II. In parallel to the continuous work on "external" ecosystem building, WP1 also contributed to the proper integration of the newcomers into the project structure.

## 2. THE DIGITAL INNOVATION HUBS AND INNOVATION EXPERIMENTS PROMOTION STRATEGY

### 2.1 EVENT ORGANISATION

Looking back over the first year, WP1 has organised a number of events which have served as vehicles for the dissemination of the project's objectives as well as opportune moments for ecosystem building.

- **The SmartAgriHubs kick-off event in Prague (March, 2019)**

Starting with the SAH kick-off event which took place in Prague, the Czech Republic in March 2019, which was a tremendous success: nearly 350 attendees representing the whole agri-food value chain and the digital sector came to the first official gathering of the SAH family within the premises of the Prague Congress Centre. Over the course of three full days, attendants participated in a broad spectrum of activities: they contributed to hands-on workshops, attended a dairy farm field trip which deploys IoT solutions, networked in the exhibition area, and shared common experiences and problems in intimate topic or region-related sessions. Since the event also represented the official launch of the project, high-level speakers including senior European Commissions officials from DG-Connect, DG-Agri, and the Research Executive Agency, IOT experts, and CEOs were invited. Throughout the event, the participants were introduced to the roles and services provided by the different work packages and regional clusters, and had opportunities to familiarise themselves with the project structure, the partners of the consortium and the Flagship Innovation Experiments, thereby allowing the first steps for ecosystem building. Building the ecosystem beyond the scope of the project also took place, since the event also included a day dedicated to building synergies with the like-minded H2020 project IoF2020, which aims to facilitate the uptake of IoT technologies in the agri-food sector.



*Figure 1: The SmartAgriHubs ecosystem*

- **IoT Week, June 2019**

Similar to the event in Prague, WP1 organised SmartAgriHubs' attendance at the IoT Week 2019 in Aarhus, Denmark in June. This is a yearly global event, and attracted thousands of visitors, including both relevant stakeholders and curious individuals who want to learn more about digital technologies. The SAH project was present with a double booth throughout the week and hosted a series of presentations on the 'Smart Farming Day'. The booth was equipped with the SmartAgriHubs online game, where guests were quizzed on the languages spoken by partners of the consortium based on the 'I am part of SAH' promotional campaign video released earlier. Additionally, the booth also had an instant camera, inviting our visitors to take a picture of themselves using SAH props and add their picture to our map of Europe, thereby illustrating our interconnectivity and the importance of building bridges to facilitate knowledge-sharing between different countries. In terms of the Smart Farming Day, presentations were delivered by our Project Manager Dr. Ir. George Beers, and the RC Scandinavia lead. The week was a roaring success for the project as it saw many people taking interest in our project as a result of our presence, our presentations, and games. WP1 capitalised on this by posting images on all our social media channels, thereby gaining a lot of traffic to our social media handles and website.

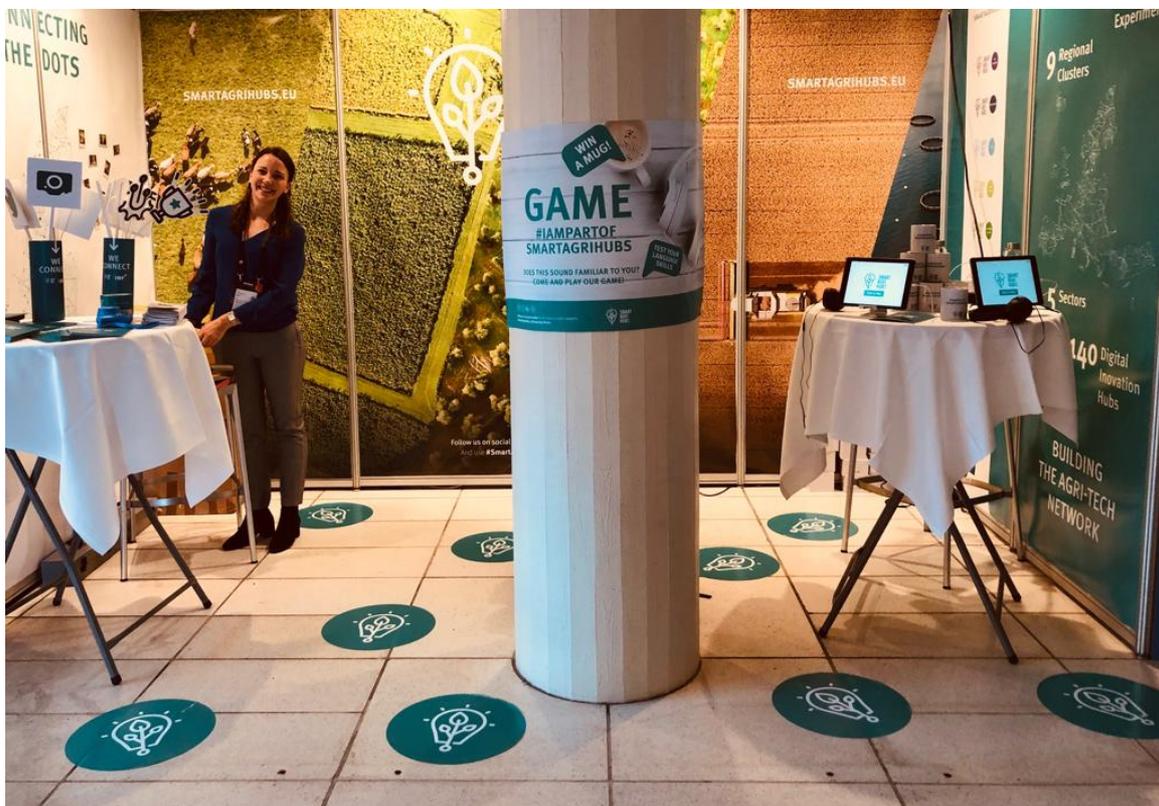


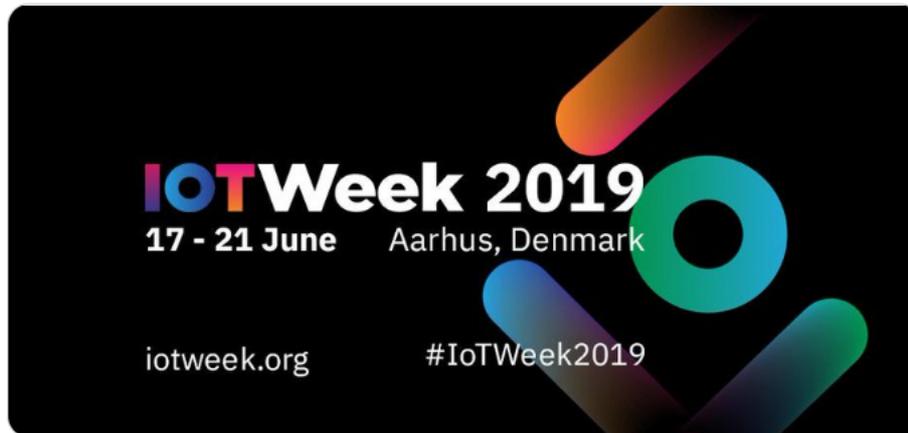
Figure 2: The SAH booth at IoT Week 2019



**SmartAgriHubs**  
@SmartAgriHubs



Join us at [#IoTweek](#) in Aarhus, Denmark 🇩🇰 next week! We will be present with a booth, a game, presentations and focus groups for the [#innovationportal](#). See you there 🧑🌾 🧑🌾



10:11 a.m. · 13 jun. 2019 · [Twitter Web Client](#)

3 Vind-ik-leuks



*Figure 3: A tweet in the run-up to the IoT Week 2020 in Aarhus*

- **Breakfast launch of the Innovation Portal, September 17<sup>th</sup>, 2019**

WP1, together with CEMA, made sure that the launch of the Innovation Portal was accompanied by as much 'noise' as possible through social media, at events, and through SAH's and our WP1 partners' newsletters, as well as with a press release, on the website and through mail chimp. Additionally, to celebrate the official launch of the Innovation Portal, WP1 organised a breakfast event in Brussels where a number of relevant stakeholders (including people from farmer's associations, the European Commission and the European parliament) together with representatives of the other Work Packages attended. During this breakfast a video showcasing the functions of the Innovation Portal was shown to the attendees, as well as a special GIF which was posted on social media.



*Figure 4: The breakfast organised by WP1 to mark the launch of the Innovation Portal*

WP1 made sure that there was a build-up in the weeks preceding the launch through a sustained campaign on various platforms, most notably on social media where we prepared dozens of social media messages, including quotes from all the WP leaders and co-leaders, of course accompanied by designs that remained true to the SAH visual identity.

 Buckle up, the [#SmartAgriHubs](#) [#Innovation](#) Portal is here! Read all about it in our press release:

[bit.ly/2IOGaMN](https://bit.ly/2IOGaMN)

And make sure to register to access this wide network of European Agri-Tech stakeholders! Register here:

[smartagrihubs.eu/login](https://smartagrihubs.eu/login)

[#IampartofSAH](#)



9:03 a.m. · 17 sep. 2019 · Twitter Web App

16 Retweets 25 Vind-ik-leuks

*Figure 5: An example of the social media products deployed in the run-up to the Innovation Portal launch*

Moreover, WP1 also added another layer to the campaign: namely, we launched a campaign which awarded a mug to the 1<sup>st</sup>, 25<sup>th</sup>, 50<sup>th</sup> and 100<sup>th</sup> registration on the Innovation Portal. The result of this campaign was that great anticipation for the Innovation Portal was built among the SAH stakeholders, but also beyond, among the general agri-food stakeholders.

- **Innovation Portal Focus Groups held in five RCs Scandinavia, Ireland & UK, Iberia, France and North West Europe**

The goal of the SmartAgriHubs Innovation Portal is to expand and better connect the network of key agri-tech stakeholders across Europe. Since the beginning the development of the Innovation Portal was done by taking on board the needs of both the internal and external stakeholders of the SmartAgriHubs project. These inputs were gathered and translated into the structure and features of the portal. The result of the whole process is an Innovation Portal that is both extremely user-friendly and interactive. The improvement of the Portal is an ongoing task and will continue throughout the duration of the project. For this purpose, focus groups will be held in every regional cluster to test and get feedback on the Portal from all types of users. To that end, in the sowing phase two focus groups were held: one in Brussels, and another one in Aarhus. Both workshops included members of the respective RCs, including FIEs, DIHs and CCs. The purpose of these meetings was to discuss the layout of the specific pages, check user features specifically concerning the SmartAgriHubs partners

before the launch of the Innovation Portal. These two workshop were attended by approximately 25 people. The feedback gathered helped WP1 to fine tune the usability of certain tools in the Portal before its release.



*Figure 6: One of the Innovation Portal focus groups*



*Figure 7: The second Innovation Portal focus group in France*



*Figure 8: The third Innovation Portal focus group in Spain*

The other three focus groups aimed at testing the Innovation Portal, its functions and features and identify possible bugs and bottlenecks. The focus group in Dublin was attended by 35 people, mainly representatives of DIHs, CCs and FIEs. The WP1 team answered and advised participants on questions related to how to fill in the organisations profile, how the FIEs can be visible on the map of the Portal, how to connect a user profile to an organisation profile etc. The workshop in Malaga focused fully on DIHs feedback and it piggybacked on a European event dedicated to 150 DIHs. The session allowed for a creative brainstorm on how best the DIHs can use the Portal and what are their special needs in relation to the future development of the Portal. The last focus group took place in Roche Sur Yon, a small French village that hosted a hackathon organised by the French Innovation Experiment number 7. The session held in French, guided start-up companies and SMEs to create an account on the Portal and try out the specific features for these type of organisations. Throughout the workshop 15 new users were added to the Portal and several ideas to improve the network section were put forward.

The feedback provided through these five focus groups was valuable to the further development and improvement of the Portal, but most importantly involved the SAH community in creating an interactive Portal to serve its purpose.

- **Agritechnica booth and cooperation between Regional Clusters, November 2019**

WP1 together with Four Regional Clusters participated at the Agritechnica fair that took place in Hanover, Germany from November 10<sup>th</sup> until 16<sup>th</sup>. As the name implies, it is an event that targets the agricultural sector. Specifically, Agritechnica is the world's largest trade fair for agricultural technology where the innovations of leading companies in the industry are showcased. The themes covered included mechanical weed control methods, organic fertilizers, management software, nutrient management and trends in the supply industry, to name a few. It is set in a massive exhibition ground where it is the norm to get lost as you explore everything from tractors to hydraulics, to special shows, while you share the halls with almost half a million people throughout the week. SmartAgriHubs was represented by Regional Clusters France, North-West Europe, Central Europe, Ireland & UK and Work Package 1 Member Schuttelaar & Partners at its own booth for the duration of the whole week. Prior to the official start on Monday 11<sup>th</sup>, the SAH booth was set-up and equipped with multiple communication materials that were designed for the event: from flyers, to postcards, posters and videos to visualize what our project is all about. Monday marked the official start

of Agritechnica, during which Martin Hirt (Central Europe), Hubert Gerhardy and Jurgen Vangeyte (both from North-West Europe) promoted SAH.



*Figure 9: The SAH team at Agritechnica included 5 RCs!*

The following day, more participants from all over the world approached the booth; from representatives of French and German telecommunication companies, to Canadian/Brazilian farmers, to representatives of other European projects, and others who already belonged to the SAH community. On Wednesday, Hazel Williams (RC Ireland & UK) and Geraldine Hirschy (RC France) arrived at the booth. This allowed for Hubert to be able to attend a presentation and to extend the promotion of SAH beyond the booth. Many postcards displaying the RCs, their experiments and SAH as a whole were distributed to visitors at the booth. Moreover, the Innovation Portal served as a tool to provide direct visualization of the SAH community. When explained that some of the main goals of SAH are to launch 80 new products onto the market and to help digitalize two million farms across Europe, visitors of the booth positively responded and were impressed by the reach and ambition of the project.



Figure 10: Our social media campaign in the run-up to Agritechnica

The main highlights of the fourth day were the fact that this was the busiest day at the booth. Firstly in terms of representation: Hazel Williams (RC Ireland & UK), Jiri Kvapil and Petr Uhlir (RC Central Europe), Geraldine Hirschy (RC France), Tamme van der Wal, Inge la Riviere, Hubert Gerhardy, Corne Kempenaar (all four from RC North-West Europe), and Lorena van de Kolk (Schuttelaar & Partners from WP1) were at the booth. Secondly, SAH was visited by the IoF2020 Tour, in which around seven people participated. It provided an opportunity for a 15-minute presentation to be given by the members of the RCs, as well as to distribute postcards, flyers, mugs and promote the Innovation Portal and online game. Friday, the last day, was the second busiest day of the week – bringing SAH’s participation in Agritechnica to a close. Members of the North-West Europe Cluster joined the booth, namely Anne Bruinsma, Josien Kapma and Auke Sytsma. Being at Agritechnica opened doors to meeting a wide variety of actors that are currently active in the agri-food sector, and to create new synergies among the latter and the SAH community. An added value was that members of the SAH team were able to come together, exchange opinions and update one another.

- **Face-to-face meeting a communication workshop for the Regional Clusters, December 2019**
- 

WP1 organised a Face-2-Face Meeting with the Regional Clusters in Brussels, in order to get feedback of the first year’s activity on the project, but also with specific objectives on training the RCs in becoming better communicators and ambassadors of the project on the ground.

The meeting was divided in four interactive sessions related to the following topics:

- ❖ Familiarising RCs with a whole range of communication products
- ❖ A Brainstorm on future communications activities/materials and strategy for 2020
- ❖ Offering training on specific tools
- ❖ Using communication tools to strengthen relations with DIHs, CCs and FIEs: an exchange of best practices

A series of presentations followed the various workshops: they were on our SmartAgriHubs Newsletter, our Social Media Communication, our Innovation Portal and our SmartAgriHubs

Visual Identity. An additional presentation was given by Work Package 2 on the Open Calls, with the aim of providing the RCs with an update on the development of the Open Calls for SmartAgriHubs which will be launched in 2020.

The Regional Cluster Leads and co-Leads engaged in these discussions and showed great motivation. Their positive –and analytical- feedback helped WP1 to identify the positive points of our Communication Strategy, and our Communications and dissemination activities. Furthermore, the four workshops that were organised gave the Regional Cluster Leads and co-Leads the opportunity to provide us with their ideas and their opinions on how to improve our activities within Work Package 1. In addition, the meeting was attended by 40 people representing all the nine Regional Clusters. The last day of the meeting was chaired by George Beers, the project coordinator, and included a summary of the next steps for the project and respectively the RCs in the project.



*Figure 11: Face to face meeting with the RCs*

- **High level event in the European Parliament 'Smart Farming: Digitalisation of Agriculture and Vision for the CAP'**

Finally, SmartAgriHubs' WP1 co-organised a "high level" event together with IoF2020, namely 'Smart Farming: Digitalisation of Agriculture and Vision for the CAP' which took place in the European Parliament in Brussels on January 29th 2020. It gathered relevant speakers common to IoF2020 and SmartAgriHubs. The purpose was to raise awareness among policy-makers about the possible solutions offered by Internet of Things (IoT) and digitalisation for the future of farming, especially in the context of the European Green Deal. In total there were three sessions which addressed food production, data management, and CAP reform. These sessions addressed key issues in agriculture and were chaired by MEPs with a relevant

background experience, namely Bert-Jan Ruissen MEP, Petros Kokkalis MEP, and Chair of the European Parliament's AGRI committee Norbert Lins.



*Figure 12: Figure 8: SmartAgriHubs in the European Parliament*

The event in the European Parliament was attended by well over 150 people, including different stakeholders from the agri-food sector, representatives of relevant agricultural associations, public officials, public affairs specialists and researchers. It was therefore a very successful gathering of the 'Brussels bubble' and a great occasion to raise awareness on SmartAgriHubs.



*Figure 13: The crowd at Smart Farming: Digitalisation of Agriculture and Vision for the CAP'*

- **Bucharest Conference**

The Bucharest Conference had to be postponed due to the COVID19 situation in Europe. This decision was reached one week before the event was supposed to take place. Nevertheless, regardless of this unprecedented situation, the work, programme and involvement of people remain and can be transferred easily to an alternative date in the future.

The Bucharest event was a special occasion to mark the first year of the project, and a celebration of our accomplishments. From launching an Innovation Portal to establishing more profound links with and between the Digital Innovation Hubs, Competence Centers and Flagship Innovation Experiments. Nonetheless, a lot of work remains to be done. Working towards creating a shift at the European level requires dedication, cooperation, diversity and innovation.

In order to keep on working towards our goal, it is essential that, throughout the project, all the partners and stakeholders are provided with opportunities to connect with one another. This is why, in addition to the stakeholder's event on the first day, the second and third days were dedicated to building synergy within the project and with other similar Horizon 2020 initiatives.

The first day, reserved for our SmartAgriHubs internal stakeholders, was supposed to be driven by our Regional Clusters, their Digital Innovation Hubs and Competence Centers. During the second and third days, dubbed the "Synergy Days", partners and stakeholders from SmartAgriHubs, IoF2020 and other similar Horizon 2020 initiatives, would have been able to exchange best practices, reinforce their links and learn from their peers in order to improve and achieve the ambitious targets set by our communities. Throughout the event, all 28 SmartAgriHubs Flagship Innovation Experiments and all 33 IoF2020 Use Cases were supposed to be exhibiting their activities and achievements in a dedicated area of the venue.



*Figure 14: The banner for the SAH Bucharest conference*

## 2.2 COMMUNICATION PRODUCTS

In this maiden year, WP1 has also produced a lot of communication products to support the dissemination of the SAH project's objectives and results among the relevant stakeholders.

As part of the development of SAH's visual identity, WP1 has produced a number of communication products in phase I. These include: the SAH logo, the distinctive RCs' logos, numerous social media banners, PowerPoint presentation templates (including distinctive templates for each RC), minutes document templates, report and deliverable templates, infographics, icons for the different sectors, designs for social media, booth and exhibition designs, leaflets, newsletters and even a visual style guide which contains a special section on the tone of voice, so that all partners of the consortium have the tools at their disposal to strategically communicate about the SAH project. Based on this visual identity, WP1 has also produced a number of roll-up designs which have been shared with the RCs, event banners, and even videos introducing each RC. In total, WP1 has created well over 30 templates, all of which have been made accessible to the partners of the consortium through the Innovation Portal.

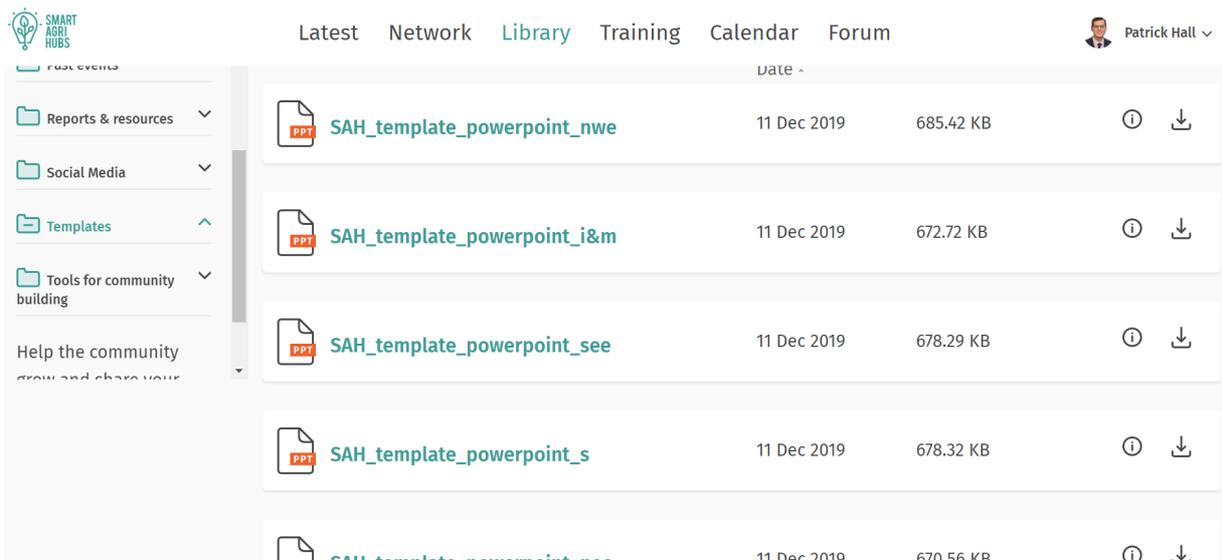


Figure 15: An example of the communication materials available to the SAH consortium

In fact, as an example of how the partners of the project have capitalised on the creation of these templates, we have seen several RCs, including RC South East Europe and RC Iberia create their own distinctive leaflets using the SAH visual identity. These leaflets have subsequently been used in local Agrifood events.

## 2.3 THE SMARTAGRIHUBS LEAFLET

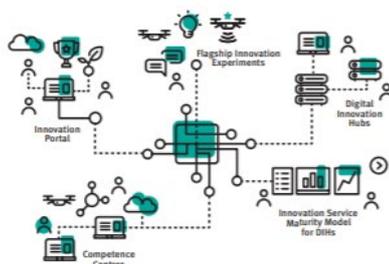
The SAH leaflet was one of the first communication products produced. It represents the main source of information on paper about the project, hence they place an important role in events organised/attended by SAH. The leaflet condenses the project's goals, messages and actions into a few, impactful words and infographics. In other words, it has an informative and explanatory purpose: it is a written support to explain the projects to interested parties. Upon request these leaflets have been translated by the RCs into their respective languages. The RCs were in charge of assessing this need in their territories, but WP1 supplied the templates to work with.



*Figure 16: An example of a leaflet produced by RC France*

## THE CONCEPT BEHIND SMARTAGRIHUBS

The SmartAgriHubs network combines five basic concepts that are based on validated methodologies and models: the **Competence Centres (CCs)** form the cornerstone for DIHs where expertise and test infrastructures are available; **Digital Innovation Hubs (DIHs)** provide an environment in which the competences are matched with demands, ideas and funding, and are orchestrated and supported by concrete services to translate this interaction into **Innovation Experiments (IEs)** where ideas, concepts, prototypes, along with others are further developed, tested and finally introduced into the market. SmartAgriHubs identified **28 Flagship Innovation Experiments (FIEs)** as virtuous examples of successful and efficient IEs, that will be taken as a reference point.



Given that most of the current Agricultural DIHs are not yet fully ready to realise the desired digital transformation, the **Innovation Services Maturity Model (ISSM)** will monitor, assess and help the DIHs' innovation services to reach their desired level. To extend and maintain this wide interconnected web of DIHs, CCs, and IEs while at the same time facilitating their interaction, the **Innovation Portal** will be a crucial tool serving multifaceted purposes including a search engine, a knowledge exchange platform, online training source, and others.

### APPROACH

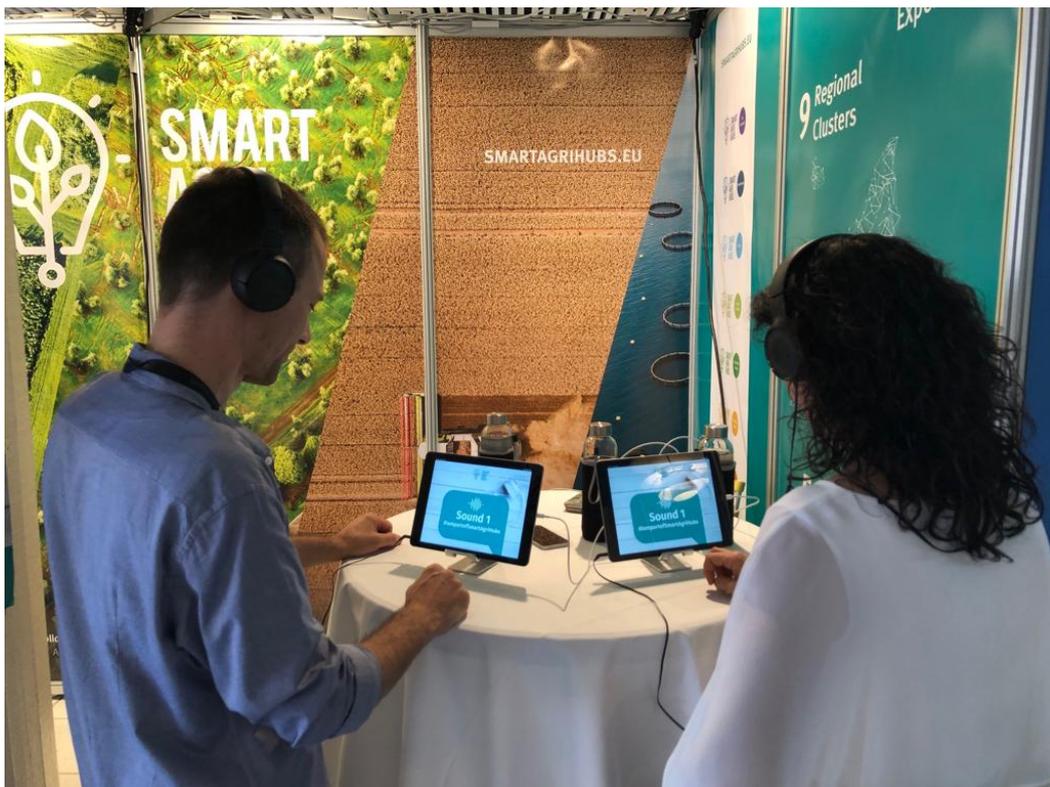
In the light of its inclusive and engaging vision, SmartAgriHubs will make use of a **lean multiactor approach** in order to boost technology and market readiness levels and to bring user adoption to the next level. The approach is mainly based on user acceptability, stakeholder engagement and sustainable business models. Moreover, the network will be further expanded through **Open Calls** with a total budget of ± €6M aimed at incorporating diverse challenges and technologies within the project, thereby widening the DIH service portfolio.

Figure 17: Page 3 of the SAH leaflet

In addition, in the current phase, WP1 is also working on the production of a SAH brochure, the release of which is foreseen for June, 2020. This brochure will represent an even more informative piece of literature on the SAH project, and will explain how the SAH project is organised, how the different parties (DIHs, CCs, and FIEs) function together, and will also give a detailed overview of each Regional Cluster and its respective FIEs.

## 2.4 THE SMARTAGRIHUBS ONLINE GAME

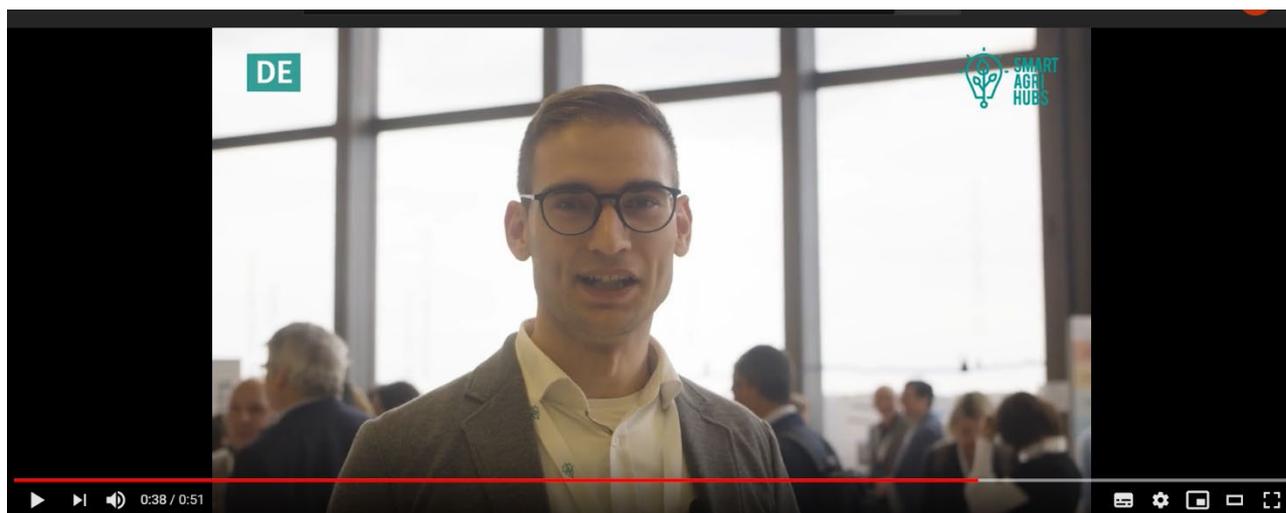
In the run up to IoT Week 2019, just as Phase I of the project started to transition into Phase II, WP1 designed an innovative, easy-going and fun online game. The game invited participants to guess the correct language which was played onscreen, even pitting colleague against colleague in a test on their knowledge of the languages spoken in the recently launched 'IampartofSAH' campaign video, which featured 10 European languages. Therefore, one could argue that the creation of one communication product (the video), led to the creation of another (the game). The game was first deployed during the IoT Week 2019 in Aarhus and was a resounding success, with 200 people participating, including both relevant stakeholders as well as curious visitors, and with 100 specially designed SAH mugs being handed out to the winners.



*Figure 18: Two curious visitors try the SAH online game at IoT Week 2019*

## 2.5 PROMOTIONAL VIDEOS

Online animation content is extremely important to convey SmartAgriHubs' key messages in a more dynamic and attractive way. Over the last year WP1 has been responsible for the production of promotional pictures and videos. The content and aim of these videos and pictures will change along the different phases and ecosystem levels. During the first months, the online content was mainly aimed at creating a sense of belonging among the Partners – e.g. the welcome cards for Partners that WP1 produced for New Years. Such online material was spread through the main SAH online channels (social media platforms, the newsletter, the website, etc).



*Figure 19: The 'I am part of SmartAgriHubs' video*

Additionally, WP1 capitalised on face-to-face encounters (such as the Kick-off event) to produce promotional content, since many partners are present at such occasions. In fact, at the kick-off event in Prague, WP1 produced a total amount of 12 videos, entailing the following:

- 9 video-interviews with Regional Clusters. One representative of each RC presenting the main features of the cluster in a 1-minute video. The spoken language of the video was English, but subtitles in the languages of the area were foreseen to better promote the RC at a local level;
- One general video about the SAH event, which took some bits and pieces of the activities carried out during the plenaries, parallel sessions and the exhibition;
- One video on the Synergy day, which focused on the knowledge exchange between SmartAgriHubs and IoF2020, highlighting the close connection existing between the two projects;
- One video dedicated to the #IAmPartOfSAH campaign. The idea was to produce a video in which several Partners will say in their native language "I am part of SmartAgriHubs". The video was then disseminated through our social media networks, our Youtube channel, and through our RCs. The goal was to show the diversity of the consortium but at the same time gathering everybody within the one big "family" of SmartAgriHubs.

Furthermore, with the launch of the SAH Innovation Portal, a tutorial video on how to use this portal was also produced by WP1.

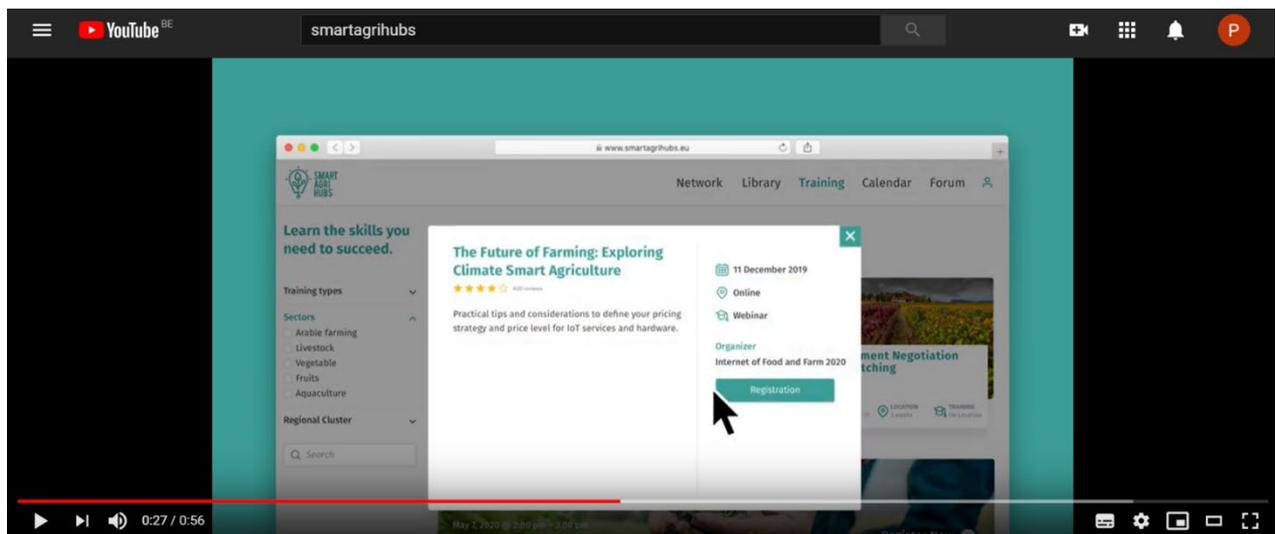


Figure 20: The Innovation Portal tutorial video on Youtube

All the videos were uploaded on the SmartAgriHubs Youtube account.

Another example of a communication product WP1 produced, is the infographic we created for our RCs, with 8 steps on how to disseminate their RC SAH video, which you can see below. In addition to advice on how to share their videos, it also included tips on other products which can amplify the attention the videos get on social media, such as writing an article, or a press release.

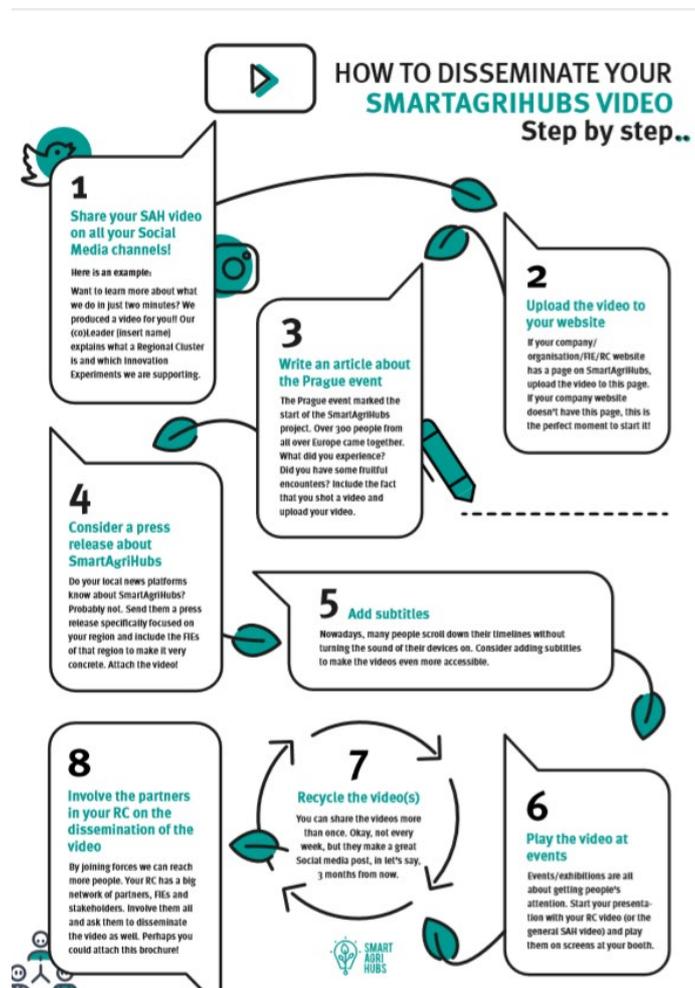


Figure 21: The infographic that advises the RCs on how to disseminate their respective RC videos

In addition, in the run up to the Bucharest stakeholder event in 2020, WP1 launched a video competition. This competition invited all the SAH FIEs, DIHs, and CCs to shoot a short video (1 minute) on their experience and link to SAH. The videos would then be rated by a committee of members from the WPs and RCs, and in the end only 2 videos per category would be selected. These videos were supposed to have been shown at the Bucharest event.



Figure 22: The Online Video competition banner

# 3. THE PROMOTION OF DIGITAL INNOVATIONS HUBS AND INNOVATION EXPERIMENTS VIA ONLINE TOOLS

## 3.1 THE SMARTAGRIHUBS WEBSITE

In this section, we are referring to the publications made on the SAH website, also known as in-house web content. Throughout the first year, these have included relevant news from the agri-food sector, general news from the project itself, announcements and updates from the partners of the SAH consortium.

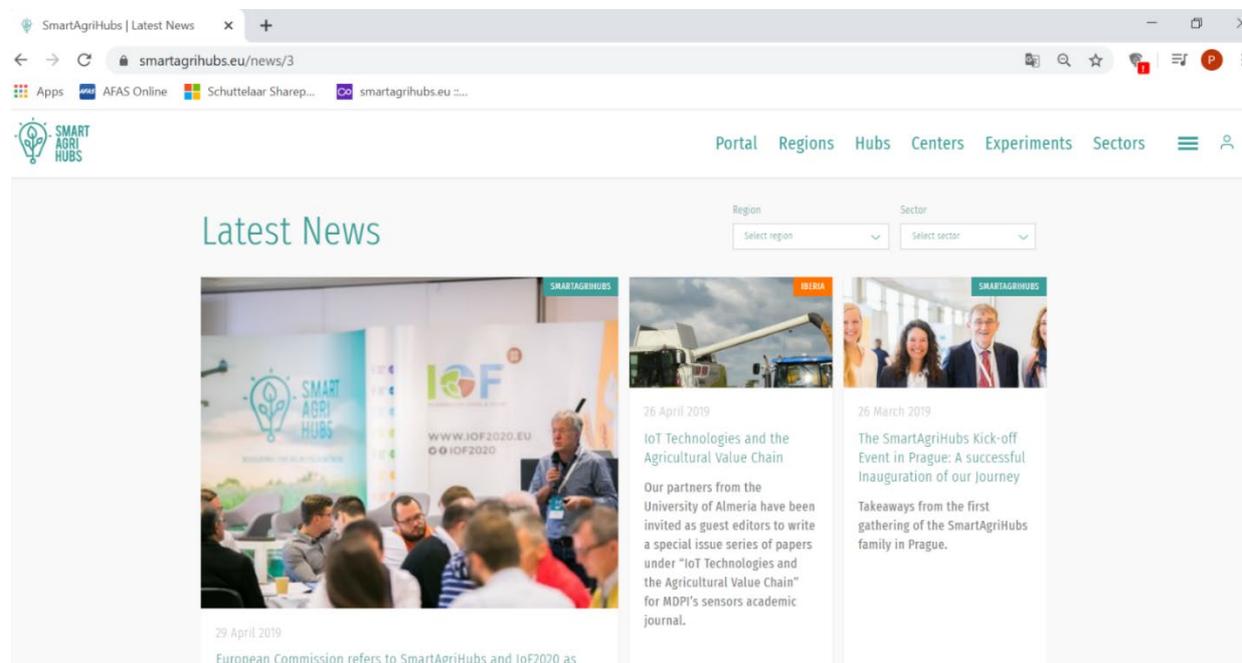


Figure 23: A snapshot of the latest news section

On the SAH website, 25 articles have been published since February 2019. Meaning a production of nearly 2 articles per month. This excludes the articles written and published on the Innovation Portal. Articles play a crucial role, as they demonstrate a constant reflection of the agri-food sector and place of SAH within this bigger picture, specifically by highlighting the efforts made by the project. They also contribute a great deal to the project's promotion as they are always relayed and promoted on social media, thereby generating even more visibility for the project. Articles are mostly written by WP1 members, but also include contributions from other consortium members. In fact, we constantly encourage our partners to send in their articles, illustrations and pictures.

## The disruptive technologies of Smart Pig Health

09 May 2019 [update](#)

Smart Pig Health, a Flagship Innovation Experiment (FIE11) in SmartAgrihubs, has been included as a case-study in a study for the Agri-committee of the European Parliament. The study presents the impact of the digital economy on the food chain and the Common Agricultural Policy. Smart Pig Health is mentioned as an exemplary case that uses technologies with a high expected impact on the agri-value chain.

Smart Pig Health aims to increase the animal welfare and the competitiveness of pig farmers by using a combination of Internet of Things (IoT), Big Data and Artificial Intelligence. The project regularly monitors variables such as humidity, temperature, noise, water and feed consumption, as well as NH3, CO2 and H2S levels. All of these elements affect pig health and the data collected on them will help to implement prediction models for animal welfare and to reduce the use of antibiotics.

The study was requested by the European Parliament, to gather information on the digital trends and their relationship with the common agricultural policy. The study divided upcoming technologies in three groups with respectively a high, medium or low expected impact on the agri-food value chain. In fact, the technologies used in Smart Pig Health are considered as 'very disruptive' since they provide rich and valuable information for decision makers.

The reference to Smart Pig Health in the study is an acknowledgement of the important work the Smart Pig Health team is doing in Lower Saxony. Not only does the study increase the awareness about the results of the Innovation Experiments and their work within the SmartAgrihubs framework in general, it also raises the profile of our project among MEPs, who are relevant decision-makers for the future digitalisation of agriculture in Europe.

Next to the study, the Smart Pig Health Innovation Experiment presented its own logo. The logo and the FIE will be included in the next annual yearbook of the Chamber of Agriculture in Lower Saxony (Germany).

You can find the study [here](#).



Figure 24: An example of an article published on the SAH website

In short, over the course of this year, articles have included announcements and summaries of events SAH has attended/organised (e.g. the kick-off event, and IoT Week 2019), announcements regarding our RCs, FIEs and DIHS, more technical articles sent in by our partners, competition results and announcements (like hackathons), and so on.

## 3.2 THE SMARTAGRIHUBS NEWSLETTER

The SAH newsletter is a recurring communications product created by WP1 and serves as a useful tool to inform the target audience about the status and the achievements of the project in a tailored manner. It is issued in the form of a highly interactive, engaging and user-friendly digital magazine. It is an essential instrument for dissemination along the different phases and ecosystem levels. For every newsletter, contributions have relied on the cooperation by the partners of the consortium, especially from the RCs, who are the “ears and eyes of the project on the ground”. The newsletter is also made available on the Innovation Portal and is also distributed via mail chimp to all our partners and newsletter subscribers. The first newsletter was a special edition which was dedicated to the launch event in Prague, and contained insights, conclusions and lessons from the event.



Figure 25: The cover of the first SAH newsletter - 'Inaugurating the SmartAgriHubs journey'

Two main features define our newsletter. The first being that every newsletter is constructed according to a theme. For the first newsletter the theme was the Kick-off event, for the second newsletter it was the Arable sector, for the third the aquaculture sector, and for the fourth one it is the celebration of the first year of the project. In addition to this, there are also recurring features. For example, every newsletter puts 5 random FIEs in the spotlight, has an editorial where an expert is invited to contribute an insightful article, gives an update on the latest major developments from all the WPs, showcases the existing synergies with other liked minded H2020 projects, and has a news corner.



## 1. Editorial

Why does European Aquaculture matter? Find out what Marta Iglesias from DG RTD (European Commission) has to say about it.



## 2. Taking Stock

A brief introduction on aquaculture, and a column by the Secretary General of the Federation of European Aquaculture Producers, Kathryn Stack.



## 3. Get to know

Find out about aquaculture in the Regional Clusters, and read some interesting interviews on this topic.



## 4. What's New

An update on the Innovation Portal, we visited Agritechnica, and met up with our RCs.



## 5. Synergy

Find out about the great IFISHIENCi project and read about the synergy between our projects.



## 6. Magnitude

Meet 5 of our Flagship Innovation Experiments and find out how they digitalize the European Agri-food sector.



## 7. News Corner

The latest news from the SmartAgriHubs Community.



Figure 26: Every newsletter has the same structure as shown above - only the contents change

The newsletter is distributed through all our social media handles, as well as through the newsletters and subscribers of WP1 partners COPA-COGECA, IFOAM, BASSCOM, ZLTO, and CEMA, and to around 1000 newsletter subscribers via mail chimp. Moreover, the SmartAgriHubs Newsletters are uploaded onto the Innovation Portal, under the 'Library section', so that the ecosystem can always look back at older iterations.

resolution	Title	Publication Date	File size	
<ul style="list-style-type: none"> <li>A6 postcards press</li> <li>Booth</li> <li>Email signature</li> <li>Icons</li> <li>Infographics</li> <li>Keycards</li> <li>Leaflet</li> <li>Movies</li> <li><b>Newsletters</b></li> <li>Poster</li> </ul>	SmartAgriHubs newsletter - Digitalising the Arable Sector	09 Dec 2019	link	🔍 📄
	SmartAgriHubs newsletter - journey	09 Dec 2019	link	🔍 📄
	CAPPA's New Hyperspectral Imaging System	15 Oct 2019	505.78 KB	🔍 📄 ⬇️
	IoF2020 Dairy Trial Update	23 Sep 2019	link	🔍 📄
	IoF2020 Arable Trial Update	23 Sep 2019	link	🔍 📄
	IoF2020 Newsletter Vol. 1	23 Sep 2019	link	🔍 📄

Figure 27: A catalogue of newsletters available on the Innovation Portal



Figure 28: Statistics from our first Newsletter

### 3.3 THE SMARTAGRIHUBS SOCIAL MEDIA OUTREACH

The overall goal of the social media strategy mirrors that of the communication strategy: it represents the communication and dissemination activities that take place through social networks in a clear and structured way, in order to attract, influence and engage relevant target groups, so as to promote the project and to raise awareness about the topic of the digitalisation of the European agri-food sector. Moreover, social media platforms are a powerful vehicle to build up the ecosystem network, and they will therefore remain at the core of SmartAgriHubs’ communication activities.

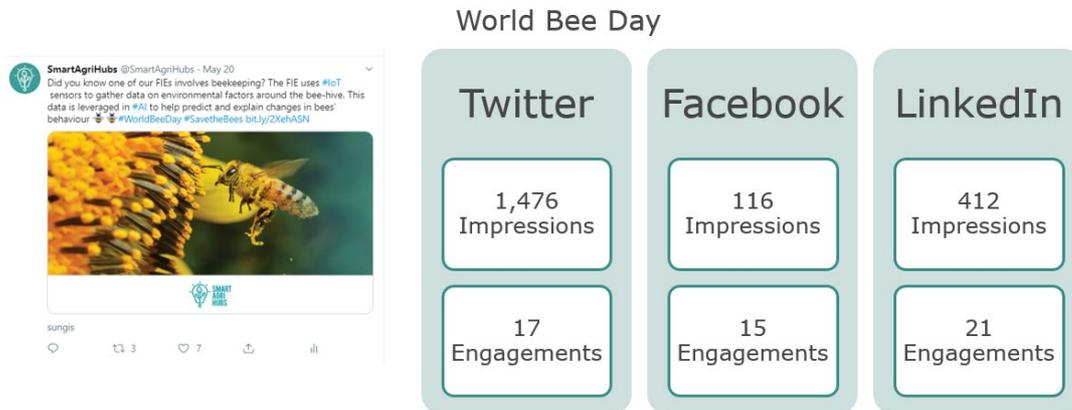


Figure 29: The heading of the SAH LinkedIn page

Social Media is therefore an integral part of WP1 communications. It serves as a direct channel of communication to disseminate announcements, initiate fun interactions, and disseminate the actions and results of the SAH project to our stakeholders and a wider audience. It allows for the amplification of our outreach efforts. In accordance with the project phase, the online media strategy started with the creation of our social media handles and the building of our online base. With the tone being set to professionally driven communication and the project reaching its cruise speed in terms of activities and solutions

as we transitioned into phase II, it became the right time to catch the attention of a wider audience of digitalisation experts, policy makers, etc.

## Other Social Media Events



23



Figure 30: A special design created by WP1 for World Bee Day and used on all SAH social media handles

The success of our social media strategy is reflected in the amount of followers/likes we have amassed in this first year. Twitter, which remains our most active and most popular handle has 1287 followers, the SAH LinkedIn has 1092 followers, and the Facebook page has around 401 likes. In addition to ad-hoc interactions, WP1 has also organised structured social media outreach, including leveraging specific international days, such as world environment day, or through week-long targeted campaigns like our RC weeks. Each of these were supported by tailor-made social media messages and templates designed to maximise online interaction.



Figure 31: The figure above shows the steady increase in followers across Phase I and into Phase II of the project



SmartAgriHubs  
@SmartAgriHubs



The whole SmartAgriHubs team wishes you  
[#HappyHolidays!](#)



1:49 p.m. · 18 dec. 2019 · [Twitter Web App](#)

2 Retweets 13 Vind-ik-leuks

*Figure 32: Celebrating Christmas - SAH style*

**The Regional Cluster weeks** are a good example of a Social Media product WP1 produced. WP1 produced a calendar which dedicates one week to each of the 9 RCs. During their RC week, all the SAH Social Media handles dedicated most of their posts to raising awareness about the FIEs, DIHs, and CCs in a particular RC. The RC weeks are also a good example of close cooperation between WP1 and local partners in effectively putting forward communication activities which support the visibility of the project. This cooperation really matters because in the end, the local actors are crucial to the successful building of a SAH ecosystem. This product was such a success with both the RCs and other consortium partners, as well as in terms of engagement and followers gained on social media that we are introducing this concept again in 2020.



## Welcome to the Scandinavia Social Media Week

Figure 33: RC Scandinavia's RC week banner in 2020

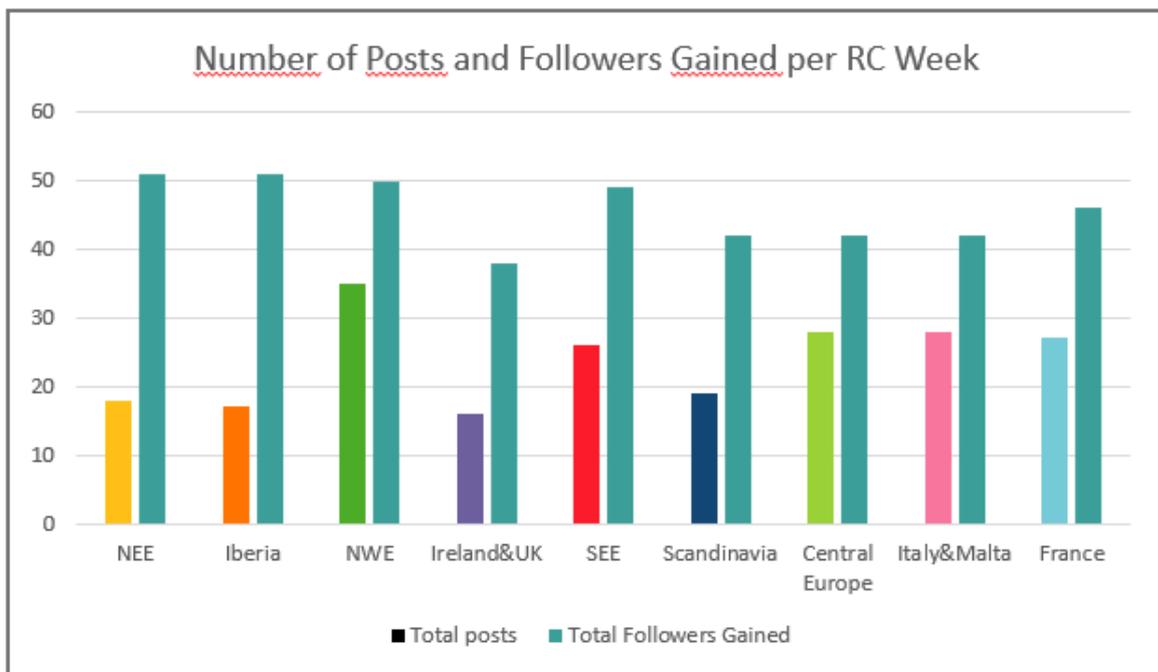


Figure 34: The above graph shows the success of each RC week in terms of number of posts and followers gained

A good example was the RC week of RC Iberia. In fact, RC Iberia was one of the most creative RCs. They took advantage of the opportunity and in addition to providing WP1 with beautiful pictures, facts, and stories about their FIEs and DIHs, they also proposed an online game (including a prize) to be introduced during their week. This game invited all partners of SAH in RC Iberia to make a post on social media related to the project. The post with the largest amount of interactions (likes and retweets) was rewarded with a special feature in the SAH Newsletter.

# Proposed RCs Weeks Timeline

## RC NWE

- 10/02-14/02

## RC SEE

- 08/06-12/06

## RC Scandinavia

- 23/03-27/03

## RC NEE

- 20/04-24/04

## RC Italy and Malta

- 27/04-30/04

## RC Iberia

- 18/05-22/05

## RC Ireland and UK

- 25/05-29/05

## RC CE

- 14/09 – 18/09

## RC France

- 05/10-12/10

*Figure 35: The RC week calendar for 2020*

After every RC week, WP1 collects the data from the actions (the amount of posts, likes, retweets, and followers gained) and writes a report for each RC to highlight the successes, less successful posts, possible learnings for future RC weeks. These reports are sent to our to the RCs, and discussed during the monthly telco and help improve a successful product.

### 3.4 MONTHLY TELCOS WITH THE REGIONAL CLUSTERS AND WP1 PARTNERS

Effective communication of the project's goals and results hinges greatly on efficient collaboration between WP1 and the RCs, who act as a medium between the wider dissemination efforts of WP1, and the results achieved on the ground by the FIEs, CCs, and DIHs. It is through this monthly telco that the RCs are able to inform WP1 of all the events and activities that are coming up or have already taken place in their respective region.



Figure 36: The RC Southeast Europe stand at the SAH kick-off event in Prague, 2019

Throughout this first year, the telco has allowed us to assess the RCs' communication needs and expectations, and has enabled us to guide them for an effective implementation on the ground. WP1 coordinates this, and provides the RCs with assistance and advice in providing us with the relevant materials so that we can translate it into effective communication materials to be put onto social media, the website, and on the Innovation Portal.

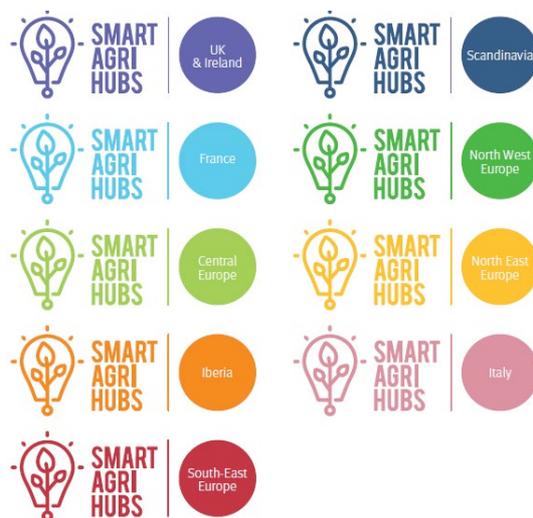


Figure 37: The RC logos based on the Visual Identity produced by WP1

Similarly, WP1 also holds a WP1 telco. Again, the goal is to inform about our communication actions, and assess the needs of the project based on the other members of WP1. During this telco, the members are informed about upcoming activities, and are invited to suggest their own ideas for the communication of the project's results, as well as assisting in their execution. The partners who attend these telcos are BASSCOM, Copa-Cogeca, IFOAM, CEMA, and ZLTO. Moreover, during the first year, WP1 also organized two face-to-face meetings. The goal of these meetings was similar to the telcos. However, these sessions were longer, and therefore they were also used to brainstorm together with the other WP1 members on what could be done in terms of communication and dissemination for the next year.



Figure 38: One of our face-to-face meetings with the members of WP1

### 3.5 POSTCARDS FOR THE FIES AND RCS

To complement the existing visual material existing on the Flagship Innovation Experiments and their respective Regional Cluster, WP1 designed informative material in the format of the traditional postcards. These postcards use catchy photos from the territory of the partners organisations and reflect the products, systems and projects of the Flagship Innovation experiments. The postcards are easy to use, and to deploy in all events attended or organised by the RCs and their stakeholders. Together there are 37 unique postcards, 9 of the RCs and 28 of the FIEs.



Figure 39: An example of an FIE post card used at Agritechnica 2019

## 4. OTHER PROMOTIONAL ACTIVITY OF DIGITAL INNOVATION HUBS AND INNOVATION EXPERIMENTS

### 4.1 EVENT PARTICIPATION

In order to comply with the objectives of the sowing (phase I) and flowering (phase II) phase, WP1 made a selection of strategic events where participation contributed to these objectives. These outreach events were listed in the upcoming events section of both the website and Innovation Portal. In that line it seems useful to mention a few of them to illustrate our physical outreach activity.

#### **Kick-off meeting with the consortium, The Hague**

The first gathering with the Work Package leaders and co-leaders together with the RC leaders and co-leaders as well as with the Project officers from the EU Commission happened shortly after the signature of the grant agreement. This meeting aimed to bring all the parties involved in the management together to set the basis of collaboration. Throughout the 2 days, every Work Package had the chance to present its action plan, deliverables and needed inputs from other partners. In the same line, the nine Regional Clusters presented their local context, the countries involved, and showcased their Flagship Innovation Experiments. Enough time was dedicated for networking and bilateral exchange. WP1 was represented by the lead and co-lead.



*Figure 40: A group photo taken at the SAH internal kick-off meeting in The Hague*

## ICT 2018 Vienna

During 4-6 December 2018, SAH representatives joined the IoF2020 delegation and shared a booth during ICT 2018 in Vienna. The project was launched in November 2018 and this event represented the first public encounter, where information on the consortium, objectives and goals of the project were shared with the public. ICT 2018 Imagine Digital – Connect Europe, highlighted the European Union's priorities in the digital transformation of society and industry. People who make this transition possible shared their achievements and ideas for the future of mobility, active and healthy ageing, smart farming and the user engagement in smart cities: in short, a view of Europe in the digital age. During the event, all visitors from tech-savvies to digital enthusiasts had the chance to meet with the communication team of SmartAgriHubs as well as representatives of some of the FIEs.



*Figure 41: SAH synergising with IoF2020 at ICT 2018 in Vienna*

**The EIP-Agri seminar “Multi-level strategies for digitising agriculture and rural areas”** took place 12-13 December 2018 in Antwerp, Belgium

The event took place from 12th to the 13th of December 2018. The current proposal for the Common Agricultural Policy post-2020 recognises the importance of national strategies for the development of digital technologies in agriculture and rural areas. In this context, the EIP-AGRI network organised the seminar ‘Multi-level strategies for digitising agriculture and rural areas’ in December 2018, to prepare national, regional and local authorities to (further) set up their strategy supporting the farming community in implementing digital technologies. The seminar stimulated public authorities to kick-start and discuss their strategies with European colleagues and with farmers, researchers and business representatives. Both SAH and IoF2020 projects were represented by their coordinator as well as communication team and representatives from different WPs.

The participants identified barriers and opportunities for setting up digital strategies, such as the availability of proper technology and infrastructure, especially in remote and less developed areas. Most challenges fall into social and institutional domains, such as communication difficulties with people that have diverse profiles, interests and digital skills. During an 'open space' session, the participants focused on key issues to foster the development of multi-level strategies. They highlighted the role of demo farms and other peer-to-peer activities, of existing networks, multipliers or public-private partnerships. In addition, they stressed the importance of planning the communication for digitisation, using the right language to address each community member and enriching it through a bottom-up approach. George Beers presented the SmartAgriHubs project during one of the plenary session.



*Figure 42: Participants brainstorm at the EIP-AGRI seminar*

### **FarmDemo/NEFERTITI event, May 2019**

Understanding that NEFERTITI is complementary to SAH action to build a pan-European ecosystem to catalyse the digitalization of the Agri-food sector, we responded positively to their invitation for the FarmDemo/NEFERTITI event that took place in Brussels on May 21st. Both SAH and IoF2020 were invited to hold a joint booth at the event and to participate in the seminars aiming at highlighting the importance of test farms and demonstrations. The event gathered a varied audience including farmers, advisors, but also policy makers (EU, national, and Flemish level).



Figure 43: SAH at FarmDemo (May, 2019)

### F&A Next in Wageningen 15-16 May 2019

Against the background of enlarging the scope of stakeholders and supporting the FIEs in preparing their commercial stage, SAH & IoF2020 jointly participated in the F&A Next investor forum that took place on May 15th, 2019 in Wageningen, Netherlands. SAH installed a booth and engaged the visitors with brochures, online game and other dissemination items. In the official program, Sjaak Wolfert presented our FIEs to the audience emphasizing that the digital transformation of agri-food is necessary, but that the developments are still very fragmented. By means of several European public-private partnership ICT-projects SAH and its predecessors wants to offer a multidisciplinary, collaborative and agile approach.



Figure 44: The SAH booth at F&A Next

## EU R&I days in September 2019

To combine the audience of policy makers with the general public, SmartAgriHubs together with IoF2020 shared a booth in the EU R&I days in September 2019. The idea was to take an active part in this EU research policy milestone event, presenting the purpose of smart farming and its contribution to the EU ambitions for agriculture. The audience showed a lot of interest in the use of precision farming technologies although the proportion of scholars was a bit overrepresented.



Figure 45: The SAH Booth at the EU R&I Days 2019

- **Events attended by other members of WP1**

### **NetworX – the Marketplace in Brussels, Belgium**

Copa Cogeca, one of the WP1 partners, attended the NetworX event in Brussels from April 11-12, 2019. The event focused on rural networks and networking between the various different stakeholders. During the event, Copa -Cogeca had a stand where it represented its EU projects, including SAH.



Figure 46: WP1 in action at NetworX

**ESEE meeting, 21 June 2019, Acireale, Sicily.**

WP1 co-lead ZLTO attended on behalf of, and represented, SmartAgriHubs. In this event, SmartAgriHubs connected to other High Tech H2020 projects like FAIRshare and IoF2020.



Peter Paree  
@peterparee

3 main @EU\_H2020 projects fostering #DigitalTransformation brought together #ESEE2019: @IoF2020 gearing up #IoT, @SmartAgriHubs empowering digital hubs, and @H2020\_FAIRshare supporting advisors to use digital tools for #farmers



7:56 a.m. · 21 jun. 2019 vanuit Acireale, Sicilia · Twitter for Android

6 Retweets 14 Vind-ik-leuks



Figure 47: SAH at ESEE 2019

**RPAS conference, 2 July 2019, Zaventem, Belgium**

WP1 co-lead ZLTO attended the RPAS conference on behalf of SmartAgriHubs. Moreover, during the conference, they presented SmartAgriHubs and discussed it as a leading innovation project.



*Figure 48: Presenting SAH at the RPAS conference*

### **National Programme in Precision Agriculture**

WP1 co-lead ZLTO attended the RPAS conference on behalf of SmartAgriHubs. During this event, SmartAgriHubs was mentioned in one breath with IoF2020 at several meetings. The event took place in Zeeland during the 21<sup>st</sup> and the 22<sup>nd</sup> of August 2019, The Netherlands.



*Figure 49: Attending National Programme in Precision Agriculture*

### **The 39<sup>th</sup> North American and European Union agricultural conference, Copenhagen, Denmark**

Copa-Cogeca, one of the WP1 partners, attended the 39th NA-EU agricultural conference in Copenhagen, in September, 2019, which saw 180 representatives of farming and agricultural cooperatives organisations from the EU, Mexico, Canada, and the U.S. At this conference, Copa-Cogeca represented and presented the SmartAgriHubs project.



Figure 50: The 39th North American and European Union agricultural conference

### Grow Observatory final meeting; 3 September 2019, Brussels

WP1 co-lead ZLTO attended the Growth Observatory Final on behalf of SmartAgriHubs. The goal of the event was to bring together 'citizen science' with Multi Actor projects such as SAH, so as to enhance the uptake of sustainable agriculture, by linking them on the grassroots level.



Figure 51: SAH at grow observatory

### Interactive Mission Quest' organised by the government of Niedersachsen, on 6 November 2019, Brussels

WP1 co-lead ZLTO attended the Interactive Mission Quest on behalf of SmartAgriHubs. During this meeting, the SmartAgriHubs open call was presented as one of the first opportunities of amalgamating digital answers to parallel challenges. This event was organized by the government of Niedersachsen, and took place in Brussels.



Figure 52: Interactive mission quest in Agriculture

### Euraknos meeting on 12 december 2019, Paris

WP1 co-lead ZLTO attended the EURAKNOS meeting on behalf of SmartAgriHubs. During this meeting SmartAgriHubs was highlighted as a main Multi Actor project.



Figure 53: SAH at EURAKNOS

### The kick-off of the Eureka project, 28 January 2020, Bruges, Belgium

During this event, SAH project coordinator George Beers presented SAH and IoF2020 as two examples of 'very multi actor' based projects.



Figure 54: The Kick-off of EURAKNO, with SAH presence

## Biofach 2020

IFOAM EU, one of the WP1 partners, attended Biofach 2020, which is the biggest organic trade fair in Europe, Joanna Wierzbicka (Project, Fundraising and Capacity Building Manager at IFOAM EU) presented the SmartAgriHubs project, its Innovation Portal and its 140 Digital Innovation Hubs, during a session on the digitalisation of the organic food chain. The session was attended by around 100 participants.



Figure 55: SmartAgriHubs at Eurofach 2020

Joanna Wierzbicka, Project Manager #IFOAMEU presents the @SmartAgriHubs project, its Innovation Portal and its 140 innovation hubs #DIH – at #BIOFACH2020 #OrganicDelivers

Check out the #SmartAgriHubs project on [smartagrihubs.eu](http://smartagrihubs.eu)



12:10 p.m. · 12 feb. 2020 · Hootsuite Inc.

Figure 56: IFOAM EU disseminating the presence of SAH on social media

## 5. OTHER OUTREACH ACTIVITIES

### 5.1 CONTACT WITH EXTERNAL PARTIES

In the context of growing the ecosystem, WP1 has over the course of the first year established new contacts which have been systematically added to the SAH contact list. This, of course happened in strict compliance with the GDPR regulation, which prevents us from storing personal data such as occupation, country, location, sector, etc. if no consent is given. It is therefore difficult to assess our outreach in terms of target audiences. However, around 1000 individuals have subscribed to the SAH newsletter via mail chimp, and thousands of others follow our social media handles. In other words, it is safe to say that SAH communications penetrate beyond the immediate ecosystem.

## Current audience

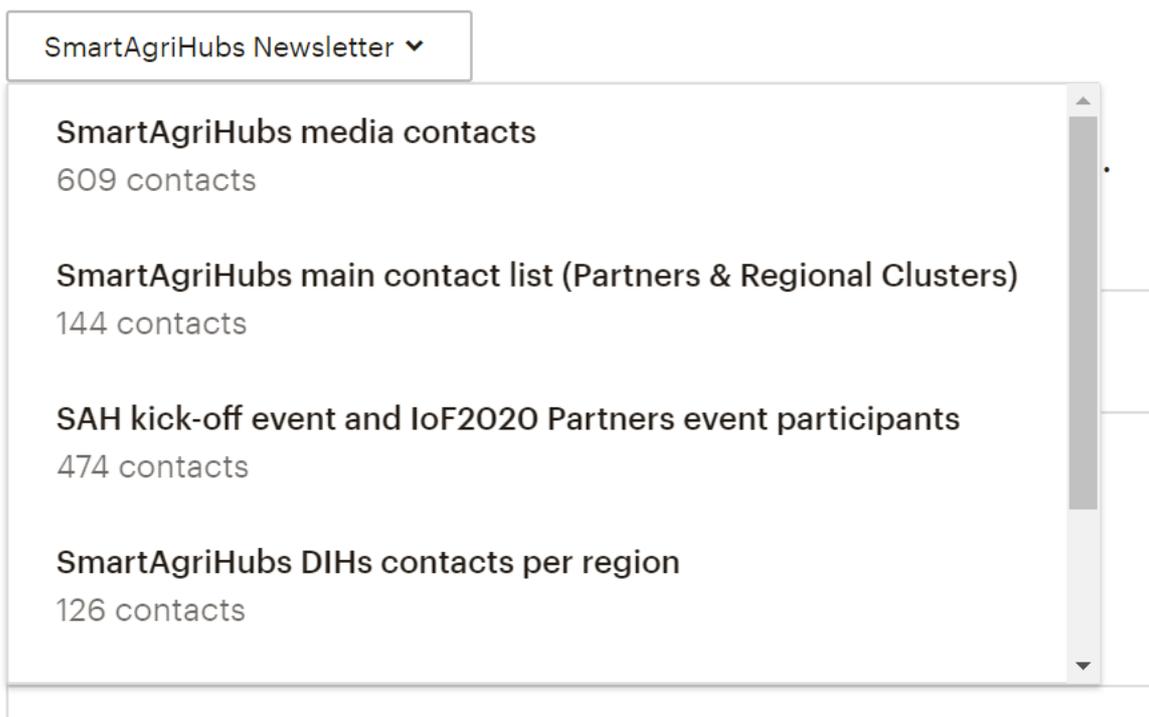


Figure 57: A number of our SAH 'audiences' on Mailchimp / not shown: the newsletter list which has over 980 contacts

## 5.2 COLLABORATION WITH OTHER H2020 PROJECTS AND INTERNATIONAL ASSOCIATIONS

Further to the goal of growing the ecosystem, WP1 also reached out to relevant communities: interest groups, organisations and EU initiatives such as CEJA, EIP-AGRI, EIT Food, are all part of our network.

The contacts are sometimes formal when it comes to invitations to take an active part in each other's events or seminars, the sharing of articles or the joint promotion of events, but also informal in the shape of a cup of coffee between project officers to share the latest news and agree on the next steps of collaboration. Contacts with external parties are an important part of the ecosystem growth, it helps the project results to be properly disseminated and the impact to be optimised. For a project like SmartAgriHubs, which aims to build a pan-European knowledge sharing network the establishment of such linkages is paramount.

In fact, the second annual stakeholder event foreseen for Bucharest, dedicated several sessions on the second day for attendees to get to know 12 other H2020 projects, including: DEMETER, IOF2020, NEFERTITI, SmartChain, ATLAS, DESIRA, agROBOfood, CYBELE, OPENDEI, INNOSETA, and iFishIENCi,. This showcases the collaboration between SAH and other like-minded H2020-funded projects. Unfortunately, due to the outbreak of Covid-19 across Europe, the stakeholder event has been postponed.



Figure 58: An overview of H2020 projects that would have been present at the annual SAH stakeholders conference in Bucharest 2020



Figure 59: An example of synergy between DEMETER and SAH on social media

### 5.3 COLLABORATION WITH OTHER WORK PACKAGES

WP1 collaborates closely with all the other WPs in order to effectively disseminate the results of SAH and reach out to the relevant audiences.

#### WP2 Network Expansion by Open Calls

Collaboration has been on-going with WP2 around the communication and dissemination plan regarding the Open Call. Regular meetings and telco have taken place to define the strategy on how best to promote and communicate to internal partners and external ones respectively on information about the upcoming funding opportunities from the SAH project. The same attention to details was paid to the future page on the Open Call on

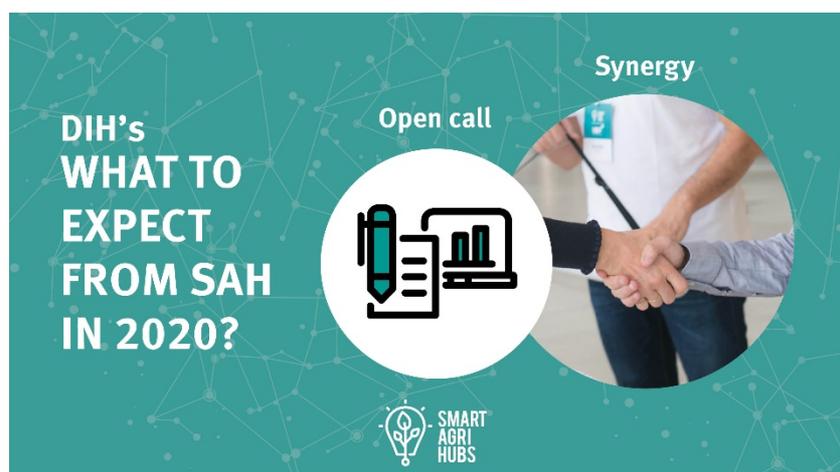
the website and the Innovation Portal. Engagement with the members of WP2 was done also in the framework of the two annual events organised in Prague and Bucharest.

### **WP3 Monitoring & Evaluation of Innovation Experiments**

Regional Clusters and FIEs are active members of both WPs, therefore a close cooperation among the two is naturally interlinked. WP3 informs about the results, actions and activities regarding the FIEs and the coordination work of the RCs. Collaboration with WP3 was crucial in populating the content and material on the website and Innovation Portal regarding the role and function of FIEs. The same applies for their involvement in the annual events where WP3 is ensuring that the FIEs are actively participating in workshops and exhibitions.

### **WP4 DIH Capacity Building and Monitoring**

The cooperation between WP1 and WP4 is centered around the DIHs ecosystem, working closely together to improve the communication and dissemination activities within the DIHs, and between them. WP1 converts the technical content and information sent by WP4 into ready to send out messages through all the communication channels. Collaboration for the website and Portal consisted in translating the maturity model for DIHs into an interactive tool for self-assessment for the DIHs.



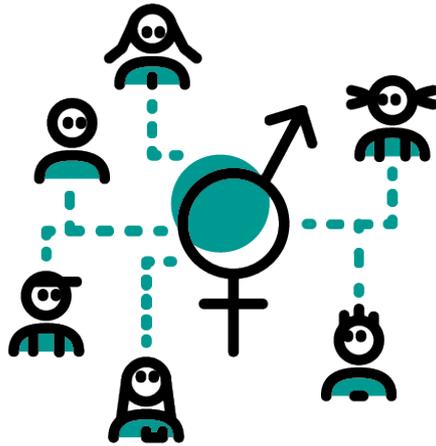
*Figure 60: This communication product is the result of cooperation between WP1 and WP4*

### **WP5 Competence Centres**

The scope of collaboration with WP5 is centred around the communication and engagement with the CCs. This goes from developing social media campaigns, writing articles or interviewing CCs in the newsletter as well as all the content for the website and Innovation Portal. Furthermore, for the Innovation Portal, WP1 is transposing the Agricultural Technical Accelerator into an online tool for the CCs to showcase their systems and competences.

### **WP6 Project Management**

Ongoing collaboration has been established with WP6 on the general messages to be provided to the community and consortium partners. Regular meetings and telcos have taken place to keep the partners informed about the coordination and information flow transmitted to the SAH internal and external partners. Additionally, their contribution ensured a coherent approach in the website and Innovation Portal. WP1 also closely cooperates in the gender task force implemented by WP6, and a series of communication actions are being developed together.



*Figure 61: The logo of the SAH gender taskforce*

## 5.4 OUR DIRECT LINK WITH THE ECOSYSTEM

In addition to communicating with the SAH (and the wider agri-food) ecosystem through our website, the Innovation Portal, social media, and the newsletter, WP1 also handles a much more direct channel of communication with the ecosystem: namely the [communications@smartagrihubs.eu](mailto:communications@smartagrihubs.eu) E-mail account.

As a result of this direct channel of communications, which is advertised on all our newsletters, leaflets, as well as on all the social media handles, website and Innovation Portal, WP1 has handled hundreds of E-mails and requests.

## 6. THE SMARTAGRIHUBS INNOVATION PORTAL

In M11 the Innovation Portal was launched and included the following main functions: partner search, exchange of information and good-practices, e-training tools and capacity building to the partners and interested stakeholders, up-to-date events inventory, outcomes and results from the project. All the Innovation Portal's features were designed to accommodate partners' needs and their requirements to provide a system that is both interactive and easy to use.



*Figure 62: Gathering ideas for the Innovation Portal at the SAH kick-off event in Prague*

The Innovation Portal was developed by taking on board the needs of the different Work Packages and other SmartAgriHubs stakeholders. In this context, input was gathered and divided into must haves and nice to haves, which were translated into the structure and features of the portal. Moreover, the Innovation Portal's development did not stop with the official release. Instead, it will continue to evolve: The Portal has been developed to be a living platform to guarantee the added value in the future, based on the wishes of the stakeholders. At launch, the portal included the features mentioned above. Additionally, in the following years other developments are also planned for the Innovation Portal. For example, the Innovation Portal will gradually include a full-fledged match-making service as well as a detailed framework for the categorisation of Competence Centre. As of writing this report, WP1 is currently developing the DIH Maturity Model and the Agricultural for its initial development, the further improvements of the Portal are done in close collaboration with the WPs, the SAH stakeholders, and all other users of the Innovation Portal by taking their feedback on board. In the end, the goal is to have an Innovation Portal which stands at the core of a self-sustaining SmartAgriHubs ecosystem beyond the scope of EU-funding.

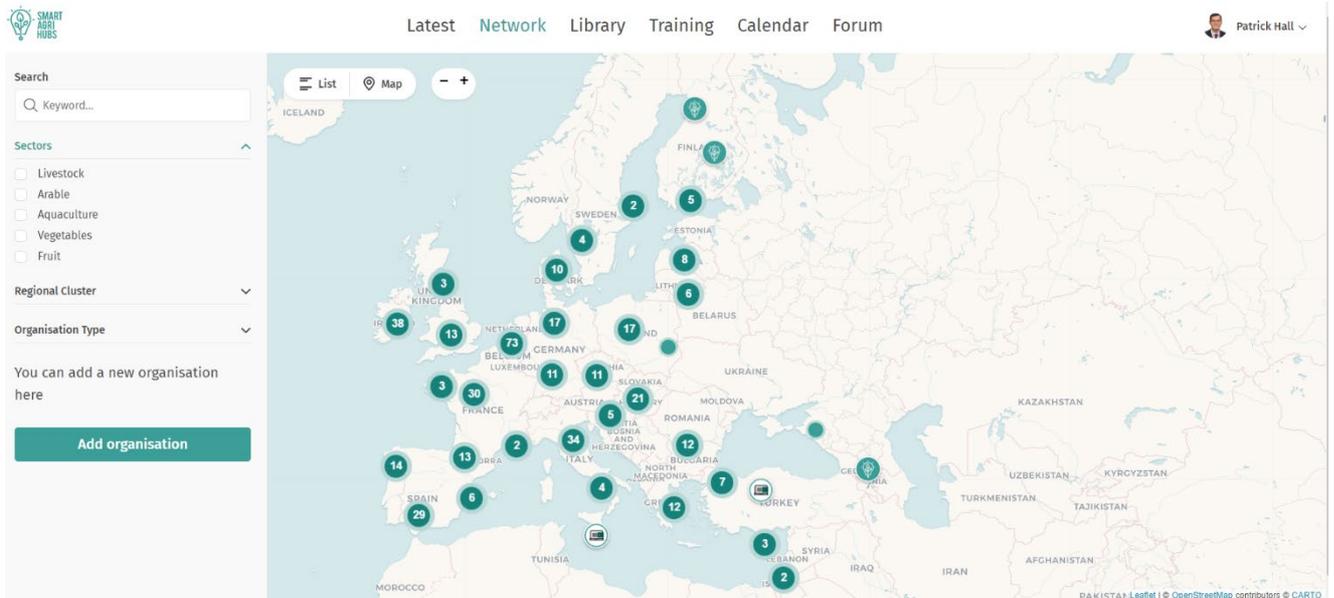


Figure 63: The 'network' section of the SAH innovation portal showcases all registered business, DIHs, CCs, and other relevant stakeholders

Since the Innovation Portal's launch in September, 2019, it has seen 35 939 visits. Moreover, around 433 CCs, DIHs, FIEs, RCs, NGOs, press, local governments, service and tech providers, farmers, research institutions and others have registered and are visible on the map. Furthermore, the forum has seen 34 forum threads, and 22 events uploaded to our calendar by our users. Moreover, as you can see on the map below, the Innovation Portal has seen visitors from the overwhelming majority of countries in the world.

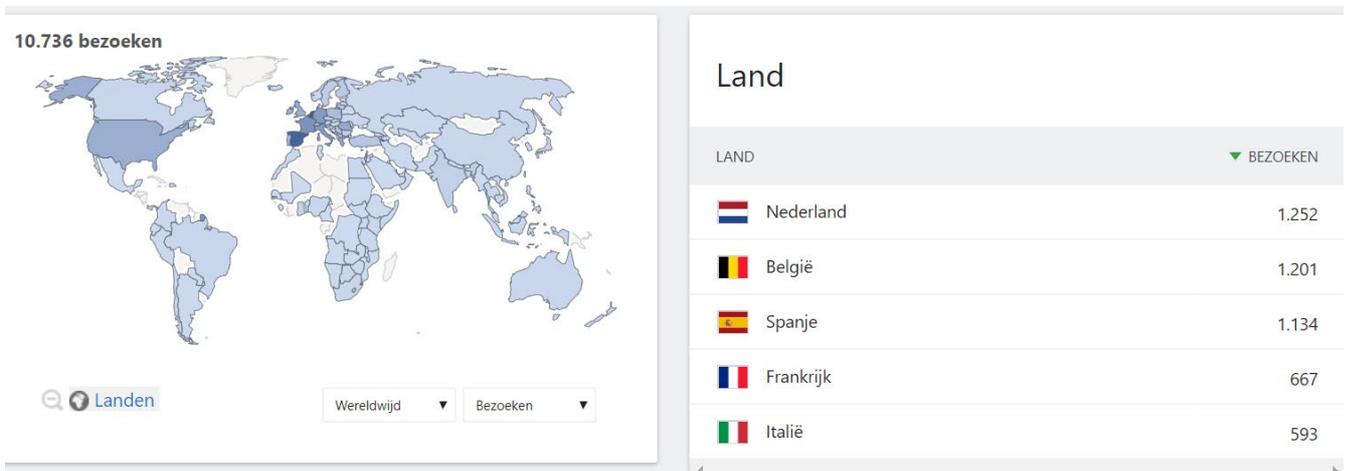


Figure 64: Additional statistics on the innovation portal, showing total visitors since the beginning of 2020, and divided by country

## 7. CONCLUSION

WP1 will continue to deliver on the communication and dissemination of the results of the SAH project, as laid out in the communication and dissemination strategy which was delivered in the sowing phase. For now, the focus will be on successfully communicating the results achieved in the flowering phase, which will end in M36.

To this end, WP1 has a lot of actions in the works. We still aim at holding our Stakeholder Conference in Bucharest, which due to COVID-19 has been postponed to the end of 2020. However, we have also taken advantage of the situation, and are working to translate a number of our sessions into a digital format such as our RC sessions. Moreover, we have decided to move the video competition to an online format, where our project members can vote on their favourite DIH/FIE video.

Moreover, in the coming months, WP1 will be working to strengthen the relationship between the DIHs, FIEs, and CCs, and highlighting the services provided by the DIHs. This will also be reflected in the upcoming SAH brochure, which is currently in development. In fact, the communication and dissemination activities will focus more on the services DIHs.

With regards to the Innovation Portal, the DIH maturity model and CC Agricultural Accelerator are practically finished and will be added to the Innovation Portal. In fact, the coming year, WP1 will focus on rendering the Innovation Portal as the central hub for the ecosystem. Therefore, in addition to the above, WP1 will also work on launching and integrating a matchmaking service to connect organisations and individuals within respective organisations to each other.

Subsequently, the project will enter the harvesting phase, which starts in part in M24 but really picks up in M37, up until the end of the project in M48. The harvesting phase encompasses the last period of the SAH project. The first results coming from FIEs and DIHs will provide valuable content for the dissemination activities, which will extend towards a greater audience.