D1.5 PROJECT OUTREACH REPORT

WP 01

28 October 2021

smartagrihubs.eu

1. 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.

DOCUMENT IDENTIFICATION

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2. EXECUTIVE SUMMARY

This report is a reflective document, which looks back at the communication activities and ecosystem engagement actions undertaken by Work Package 1 (WP1) from April 2020 to October 2021. 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 the flowering phase. The goal of this document is to give a good overview of these achievements to the reader and the external community on the outreach done by the project.

Regarding the ecosystem, a huge transformation could be observed in the past 18 months, with the new comers from the different Open Calls and the flowering of the already existing community. This summary reflects these ecosystem changes and offers an overview of the activities undertaken by WP1 to flourish and strengthen the SAH community.

A description is being presented on major achievements like the launch of new features of the Portal, the COVID19 special actions but also the WP1 updates on the social media strategy and event organisation.

3. 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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6. THE PROGRESS OF WORK

In the last 18 months, SmartAgriHubs (SAH) has taken full speed on the Phase II 'flowering' which started already with a number of actions in M06 and will last until M36. In this second outreach report, the reader will go through a description of the work performed by Work Package 1 (WP1) during Phase II and the early stages of Phase III. As described in the previous report, each chapter will include a sub chapter briefly summarising the achievements in terms of communication and ecosystem building referring to actions and activities directed to the DIHs and their own ecosystems.

The objective of phase II was to strengthen the SAH ecosystem by reinforcing the communication on the recognizable structure of SAH and actively open up the network to include new stakeholders. In this phase, the project counted with effective and operating 9 Regional Clusters (RCs) and 28 up and running Flagship Innovation Experiments (FIEs). The number of Digital Innovation Hubs (DIHs) increased from 140 to over 280, reaching a wide variety from mature to less experienced but also with a rich geographical coverage expanding to other non-EU countries like Turkey and Israel. Given the wide and diverse consortium, the activities performed during the sowing phase were critical to ensure a thriving consortium, thereby paving the way for the success of the Harvesting phase. This meant supporting the RCs in implementing 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 promoting and reinforcing 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 build on specific social media campaigns, tailored made newsletter, organisation of webinars, a community building training for DIHs and a brochure. Moreover, the execution of a strong communication strategy allowed not only for the attraction of new partners to DIHs, but also the broadening of the network with new partners through the Open Call.

This is complemented with the continuous improvement of the Innovation Portal and the launch of two new tools for the DIHs and CCs namely: the self-assessment maturity model for DIHs and the Agricultural Technology Navigator. The spin off from the Bucharest event with 9 Regional Cluster Tours also served this phase's purpose perfectly by connecting all the stakeholders of the project and informing them about achievements, results of the FIEs but also a general overview of the DIHs and CCs situation in each RC.

Phase II channelled all communication and dissemination activities to 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. This stage allows to improve the capabilities of the different actors in the DIHs and RCs and to communicate effectively about their work and results. Therefore, on the communications side, tailor-made training and capacity building for DIHs (a three-hour workshop) was developed for each RC and support to FIEs in communication and dissemination activities are being provided. This training was designed in collaboration with a DIH from Poland and was subject to their needs and requirements in order to ensure all communication skills are covered.

The main highlight of this phase was the launch of the open calls of the project, and special communication activities were put in place to promote 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. This is delivered with the continuous improvement of the Innovation Portal among which a revamped Library section was launched in the summer of 2021.

Moreover, in this phase, the ecosystem started to expand as a result of the communication activities and ecosystem building, receiving new IEs, and partners for the Hackathons. The project continued blossoming and reached an enormous community in the Innovation Portal with more than 750 single organisation registered and over 2600 users from DIHs, FIEs, IEs, CCs, farmers, start-ups, technology providers and SMEs. In parallel to the continuous work on "external" ecosystem building, WP1 also contributed to the proper integration of the newcomers into the project structure with the organisation of several webinars and digital brochures.

7. THE DIGITAL INNOVATION HUBS AND INNOVATION EXPERIMENTS PROMOTION STRATEGY

7.1 EVENT ORGANISATION

Looking back over the last period, the project has gone completely digital in terms of event organisation due to the COVID19 situation. No physical events were possible during 2020 and the early months of 2021. All communication and events organisation passed on in a digital format. In this sense WP1 was using platforms like GOTOWEBINAR, ZOOM, AIRMEET and Teams to arrange a number of webinars, network meeting and online conferences which have served as vehicles for the dissemination of the project's results, achievements and updates as well as connecting moments for ecosystem building.

- **COVID webinars (2)**

Two webinars were organised in the span of the COVID19 crisis. One in April 2020 and the second one in November 2020.

In the first one, the SmartAgriHubs community came together to share their COVID-19 induced challenges and solutions in the Agri-food sector. The **goal of the webinar** (this link leads to the recording of the webinar, uploaded on the official YT channel) was to help our community share common experiences from throughout the agri-food value chain with their peers. The webinar was a raging success with over 150 participants who attended. Together, we were able to share our common challenges and solutions. Moreover, we were able to announce a COVID-19 related open call, where new proposals were expected on how to help the agri-food industry overcome the COVID-19 crisis.

The second one focused more on the post COVID period and was entitled: "The agri-food sector in the midst of the COVID-19 waves: A new way of working for DIHs and farmers ,". The webinar took place on the 9th of November 2020 and had 124 attendees. The webinar was dedicated to the impact of the COVID-19 crisis on the agri-food sector, the new challenges arising and the solutions developed to address the current situation. **During this webinar**, (this link leads to the recording of the webinar, uploaded on the official YT channel) participants had the opportunity to discover some of the companies from the RESPOND-Call, a selection of hackathons

Figure 1: Covid webinar

organised by DIHs, and three European Projects and their response to address the Covid-19 crisis.

Figure 2: Program of the Covid Webinar

- **Open Call webinars (3)**
  WP1 provided technical support and communication supports for all open calls webinars. Social media posts and events were organised to help disseminate the objectives of the Open Call to the largest number of potential attendees. All events were recorded, and the recordings made available on SmartAgriHubs YouTube channel.

  The **RESTART and EXPAND webinar** on 8 July 2020 was joined by 73 attendees. The online event was hosted by Harald Sundmaeker (leader of Work Package 2), Ana Espert (Work Package member), and Edouard Leonet (European Business & Innovation Centres Network). **The recording of this webinar is the second most viewed on YouTube in the last period, with 326 views.**

  The **PREPARE Open Call webinar on 25 March 2021** gathered 63 attendees. The session was hosted by Harald Sundmaeker (leader of Work Package 2). During this online event, WP2 leader introduced the new formula of the PREPARE open calls, and answered questions from the audience on fundings, set-up and the application process. **The recording of this webinar is the most viewed on YouTube in the last period, with a total of 412 views.**

The **SERVICE Open Call webinar on the 30th of September 2021** was joined by 85 attendees. WP1 and WP2 organised jointly a third webinar dedicated to spread information and raise awareness on the new type of the SAH Open Call. As research and innovation are just the start of a challenging journey to successfully commercialise and use innovative solutions, a new call was launched to identify the most promising approaches to facilitate digital innovation. The aim of the one-hour online event was to describe the way the Open Call can help DIHs. WP2 leader explained that with this new Open call, SmartAgriHubs will fund proposals that are developing, providing and validating DIH services as well as developing and validating innovative approaches on how to offer such services. A Q&A session was included in the last part of the meeting were attendees could clarify their questions and doubts. The event was attended by over 85 participants.
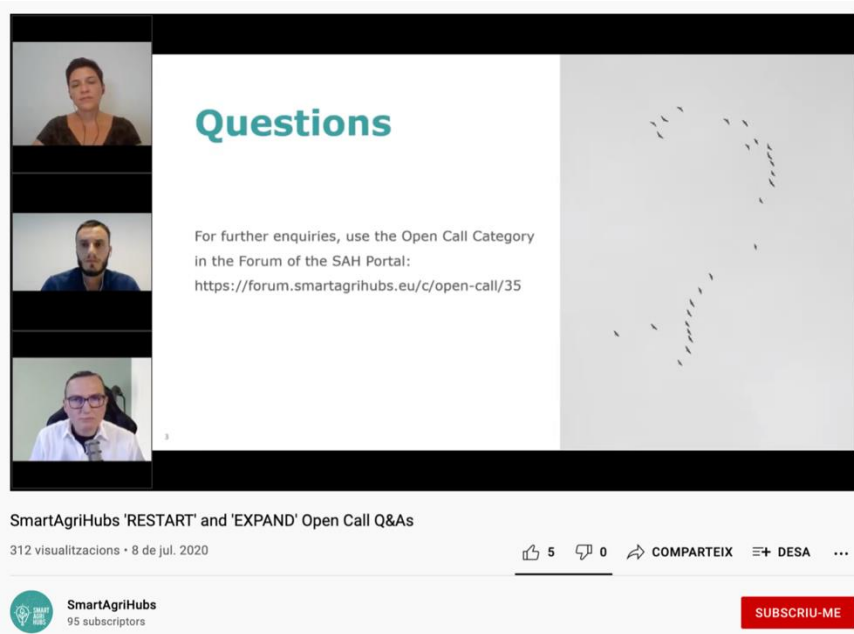
Figure 3 Open Call webinar

- **Innovation Portal for IoF2020 stakeholders/ Use Cases May 27th from 11.00 to 12.30**

The SmartAgriHubs and IoF2020 projects collaborated closely to create synergies between their communities. With that in mind, a webinar was created to propose European visibility and networking capacities in the Innovation Portal of the SAH project once IoF2020 is over.

The webinar that was held on the 27th of May especially targeted IoF2020 use cases, but anyone could attend and take out benefits from it. WP1 of SAH walked through all the specifics and let no one behind. Over 65 attendees present in the webinar learnt more about the portal, what is in it for the members, how to use it and as closure an interactive session on possible improvements for the platform. Link to recording: https://www.youtube.com/watch?v=QETd0CXFKB4

Figure 4: Innovation Portal event

- **Regional Cluster Tours (9)**

After the Stakeholder Conference in Bucharest was cancelled due to the COVID-19 situation, WP1 decided to take advantage of all the material prepared for the occasion and launch separate sessions on the RCs and their ecosystems. The idea behind was to use the material prepared for the conference and give it a separate life in a force tour organised by each RC together with WP1. This resulted in the translation of a number of our sessions into a digital format such as our RC sessions. The format of the meeting was a common one for all, the lead and the co-lead prepared a short introduction on the situation

Figure 5 Regional Cluster Tour

of their region, with a state of the art of their FIEs. The second part was dedicated to the DIHs, and each RCs invited a few of them to highlight the work done so far, lessons learnt and what synergies can be created with the CCs and other stakeholders in the future. The last part focused on planning activities, and ways of strengthening the existing connections in the network, as well as by building new ones. Q&As were collected and answered in the webinar.
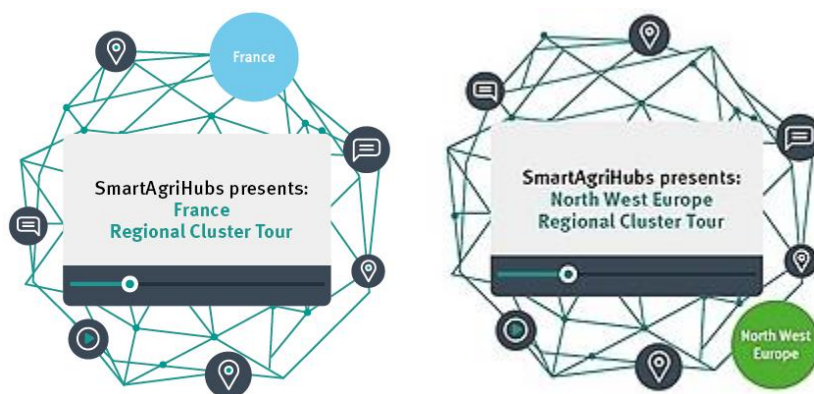
Figure 6 Regional Cluster Tour Visual

- **The RC South East Europe Tour** took place on the 17th of July, 2020, and had 29 attendees.
- **The RC Italy & Malta Tour** took place on July 16, 2020, the and had 47 attendees.
- **The RC Iberia Tour** took place on the 15th of July, 2020, and had 23 attendees.
- **The RC North East Europe Tour** took place on July 9, 2020, and had 37 attendees.
- **The RC Central Europe Tour** took place on the 7th of July, 2020, and had 28 attendees.
- **The RC France Tour** took place on June 30, 2020, and had 46 attendees.
- **The RC Ireland and UK Tour** took place on the 29th of June, 2020, and had 35 attendees.
- **The RC North West Europe Tour** took place on June 19, 2020, and had 55 attendees.
- **The RC Scandinavia Tour** took place on the 10th of July, 2020, and had 30 attendees.

Figure 7 Regional Cluster Tour agenda

- **RC Annual Day, February 2021**

The SmartAgriHubs WP1 organised in February a day of workshop and networking for the Regional Cluster partners. The second edition of this event – the first one was organised in Brussels in 2019, was virtual due to the sanitary context and it was only accessible for the members of the project consortium involved in the management of the Regional Clusters, meaning the leaders and co-leaders.

The Regional Cluster Annual Day is all about the Regional Clusters, their challenges and successes and to provide them a platform where they can exchange their experiences and discuss future collaborations. WP1 plans these events to allow each Regional Clusters to meet, network and reinforce the relationships among the partners. WP1 also invited the other Work Package leads and co-leaders to take part in this event.

On the 9th of February 2021, WP1 held an online workshop with four different sessions: (1) activation of the DIHs, (2) *How to develop interactions among the RCs and their networks?*, (3) *The SmartAgriHubs Innovation Portal* and (4) *The Open Calls Restart and Expand.* The event was focused on the support to the Regional Clusters to build up their network and advertise the SAH Open Calls to their DIHs. The Innovation Portal and its updates was also discussed and presented in detail to the Regional Clusters.

After each session, the participants were divided in breakout rooms to allow them to discuss the main topics and foster the exchange among them. The event gathered 45 people for 3 hours. From the event, several points for action were taken on board and further discussed in the RC monthly meetings and later implemented in the WP1 work.

- **IoF2020 Final event, March 2021**

The SmartAgriHubs WP1 team collaborated closely with the IoF2020 team for their final event. On 16 to 18 March 2021 this digital event was organized, gathering IoF2020 and SAH partners, experts, members of the European institutions and representatives of the Agritech industry. The event took place on three days, addressing on each day a different aspect: state-of-the-art technology, lessons learned during the IOF2020 project's research, self-sustaining ecosystems of research and innovation.
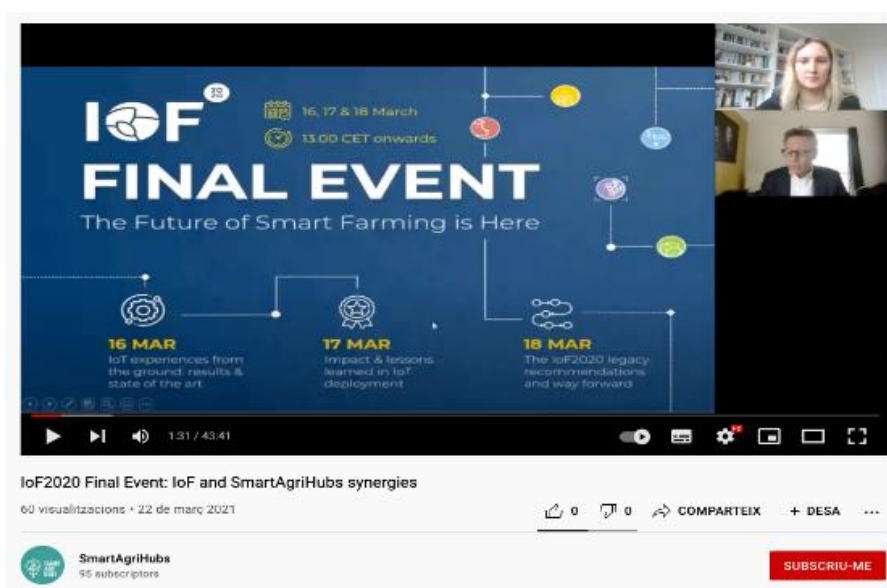
Figure 8 IoF2020 Final event

With over 900 registrations and more than 100 speakers, this digital event was a great opportunity for different stakeholders of the agricultural and agri-food sectors to meet and exchange. Registration came from 77 countries around the world, and brought together different stakeholders from the large-scale project consortium and beyond.

During the three days, the accent was put on networking. The digital platform included a "speed networking" feature, that paired for 5 minutes two random participants. "Tables" in the "lounge" area allowed up to 8 participants to join a small videoconference with other attendees. During the breaks, an "agri-quizz" and a "stretch your legs" sessions provided a change of pace. A different winner of the agri-quizz was decided on each day of the event. The winners were later awarded a gift hamper.

The first day of the event was focusing on the experiences from the ground and the session were focusing on the technical aspects of the project. Ecosystem chairs and representatives from the use cases discussed the results of experiments and challenges encountered. From the use of blockchain technology for certification purposes to the tracking of livestock, a wide range of IoT solutions were used in these past 4 years.

Figure 9 IoF Final event speakers

The second day was dedicated to the impact and lesson learnt during the IoT deployment of all these solutions. During a full day of sessions, with up to 5 workshops happening in parallel, the organising team tried to answer a few key questions. How to make sure that data sharing is done ethically? What are the valuable failures that were identified? What is the feedback from farmers?

SmartAgriHubs was introduced in 2 dedicated sessions on the last day of the event, "The SmartAgriHubs Innovation Portal" and "Synergies between IoF2020 & SmartAgriHubs". As IoF2020 was ending, the legacy of the project is made available on our SAH Innovation Portal. These sessions allowed the transition from one project to another.

The closing plenary was dedicated to **"Gender Inclusiveness in Agritech".** This plenary closed a day dedicated to "Impact and lessons learned on IoT deployment". The session was chaired by Jovana Vlaskalin (WP3 of SAH) and Dr Cynthia Giagnocavo (WP5 of SAH), with a panel composed of Doris Marquardt from the European Commission (SAH project officer), Doris Letina from CEJA, Ntuthu Mbiko-Motshegoa from the South African farmer community and Antonella di Tonno of an Italian agricultural cooperative exchanged experiences and

knowledge. Within the session, the panellists discussed European policy, agriculture, farmers' initiatives, and the next steps in improving gender-balance.

Several WP1 members of SAH contributed as speakers in different sessions throughout the event. Manuel Delgado from COPA-COGECA gave a presentation on the impact of precision agriculture from the farmers' perspective. Eduardo Cuoco, director of IFOAM Organics Europe, was a speaker to one Plenary session: Policy recommendations for the future of digitalization in Agriculture. The session focused on the ecosystems of research and innovation working along the lines of IoF2020, possibly new collaborations, upcoming open calls and policy recommendations based on the project findings.

The event was attended by professionals, member of the public and academics from all Europe and beyond. Policymakers from the European institutions participated in several sessions: MEP Bert-Jan Ruissen from the Agriculture committee of the EU Parliament and representatives from the Directorate-General for Agriculture and Rural Development of the European Commission, the Directorate-General for Communications Networks, Content and Technology of the European Commission, European Innovation Partnership (EIP-AGRI) and CEJA (European Council of young farmers).

- **Hackathon special meeting**

The SmartAgriHubs - Hackathons & Beyond: building our ecosystem webinar was organised on the 28 of April and over 35 participants were present.

When the RESPOND Open call was launched in May 2019, SmartAgriHubs wanted to contribute to the global efforts to mitigate the consequences of COVID-19 by further supporting digital innovation. RESPOND was our first open call and came at a very special moment. This Open Call focused on the organisation and realisation of hackathon type of activities and the proposal of immediate technological solutions, that will RESPOND to the effects of the COVID-19 crisis and use potential opportunities to fight against the pandemic. The webinar was also the moment to launch the special edition of the newsletter dedicated to the Hackathons. In this publication, the creative solutions developed during the SAH hackathons and datathons were presented. Due to the current restrictions, the events had to take place online. Despite this unusual setting, participants across Europe were able to showcase creativity and resilience, proposing original solutions. The reports of the activities included in the publication, were focused on common topics such as supply chain management, reducing food waste, direct sales for producers or solutions to help restaurants to transform their offer. For some of the teams that took part in these hackathons, the event was only the first step towards blooming into start-ups and scale-ups.

Figure 10 Visual of the overview of the Hackathons

- **Event Parliament October 2021**

On the 25th of October of 2021, SmartAgriHubs organised a high-level event: "How will technology bring back young people to rural areas?" chaired by MEP Bert-Jan Ruissen and contributions of MEP Dragoş Tudorache and MEP Jérémy Decerle. The meeting had an online format to facilitate attendance at the sessions. This event aimed at fostering debates with key representatives from different fields of the young agricultural sector and the European decision-makers. Speakers included representatives from the European Commission (DG AGRI and DG CONNECT), CEJA, MIJARC or Pays de la Loire, FNSEA. The event highlighted how smart solutions, new technologies, Digital Innovation Hubs and social networks are having a beneficial effect on young farmers and their practices.

The agenda of the event was focused on three sessions:

- Session 1 Challenges encountered by young farmers
- Session 2 How DIHs can help to overcome present obstacles of agriculture
- Session 3 New tools to communicate and disseminate along with career advice into the agri-tech sector

The event gathered speakers from the agri-food sector alongside representatives from the EU institutions. The online webinar had over 230 registrations and over 120 attended the event.

Figure 11 Event in the Parliament - Speakers

7.2 COMMUNICATION PRODUCTS

From April 2020, WP1 has continued to develop communication products to support the dissemination of the SAH project's objectives and results among the relevant stakeholders.

As part of the flowering of SAH's visual identity, WP1 has produced a number of communication products in phase II and III. These include: general banners for the mail chimp campaigns, RCs tailored made visuals and infographics, numerous social media

banners, updated the PowerPoint presentation templates, infographics, icons for the new sectors, designs for social media, booth and exhibition designs, leaflets, newsletters. In total, WP1 has created well over 60 templates, all of which have been made accessible to the partners of the consortium through the Innovation Portal in the newly furbished Library section.

In addition, parts of the SAH brochure have been integrated in the website and the Innovation Portal. This brochure represents a more informative piece of literature on the SAH project, and is explaining how the SAH project is organised, how the different parties (DIHs, CCs, and FIEs) function together, and also give a detailed overview of DIHs in every Regional Custer and its respective FIEs. The brochure is not available in a single product but spread across the different parts of the website. Due to the COVID situation no printed version was envisaged.

This brochure explains the extent and the goals of the project. It also showcases forty-nine Digital Innovation Hubs and the services they provide.

It tells the stories of these DIHs, and how they have teamed up with Competence Centres to tackle challenges all over the agri-food sector of Europe. The brochure also features new products such as the Agricultural Technology Navigator (ATN) which allows Competence Centres to showcase their technological solutions and systems on the innovation Portal of SmartAgriHubs. Lastly, the SmartAgriHubs Innovation Services Maturity Model (ISMM) is also presented in the brochure. A concept, accompanied by a practical tool, that allows DIHs to assess the development of the technology, business and ecosystem services they provide to the ecosystem.

Figure 12 SmartAgriHubs brochure

7.3 COMMUNITY BUILDING TRAINING

The Community Building Training is a product developed by WP1 to address the lack of competences in communications and marketing from some DIH's employees. The training

was developed to provide basic information on communication and to reinforce the ecosystem building impact of the project SmartAgriHubs by strengthening the visibility of the SAH members but also offering attractive activities for new DIHs.

The Community Building Training was developed with the support of a Polish DIH. The DIH contacted WP1 at the end of 2020 after noticing difficulties to connect with their community. They asked for support from the SAH project to help them building their capacity in communication and community building. As the request was echoing a general concern among the Regional Clusters members, WP1 decided to develop a training that could be offered to each Regional Cluster and their ecosystem.

Figure 13 CBT - visual

To develop the Community Building Training, the WP1 met several times with the DIH's manager and developed the content as such: (1) Innovation Portal; (2) Communication Strategy; (3) Public Affairs & Networking; (4) Digital Communications; (5) SEO & Online Advertisement; (6) Visual Identity. The content was conceived as a step-by-step approach: any DIH would first use the advantage of the SAH Innovation Portal to gain in visibility, develop and conceptualise their communication as a second step, strengthen their understanding of the ecosystem and their connections in third place, build their presence online as a fourth step, make use of some paying advertisement in fifth place and finally look to improve their visual identity.

WP1 decided to create a training that could be adapted to the need of the participants. Therefore, the registrations were confined to a small group in order to facilitate the interactions among the participants and offer the chance to the trainees to share their struggles and success with all. The Community Building Training is therefore more than just a training it is also an opportunity for the participants to connect with other DIHs from their region.

Before opening the training to the public, WP1 organised a trial session on the Friday 23rd of April 2021, with 5 members of the Polish DIHs. This first session was used to check that the format would be suitable for a broader public and that the content was fitting the need of DIHs.

After the successful trial in April, WP1 planned a training session with the 9 RCs and provided support to advertise each session with personalised visuals. WP1 also managed the social media advertisement while the RC Leads and Co-Leads contacted their networks to invite them to the sessions.

Figure 14 CBT instructions

The first session was organised with the RC North-West Europe on Thursday 9th of September. During the session the training gathered 7 participants from Belgium, Netherlands, and Germany.

The second session was delivered to the RC Scandinavia on the 16 September (7 attendees); the third session was on the 23rd of September with RC France (6 attendees); the fourth session was on the 1st of October with RC Central Europe (8 attendees); the fifth session was on the 4th of October with RC Italy and Malta (4 attendees); the sixth session was delivered on the 7th of October to RC Iberia (6 attendees) and the seventh session was delivered on the 14th of October to RC South-East Europe (5 attendees).

In total, during the 7 first sessions, the Community Building Training attracted 43 attendees of which 19 took our post-training survey. The majority (66,7%) answered that the training was 'very useful' while 33,3% answered 'It was OK'; none of the participant answered that the training was 'Not useful'. The participants mentioned that the section on the Innovation Portal, the tips on the social media and the communication strategy section helped them in their community building effort. Learning points from the participants were mainly on the format, which was still not enough interactive in some case. Some participants, with background on communication also commented that it was a good reminder, and that the training was adequate for their needs.
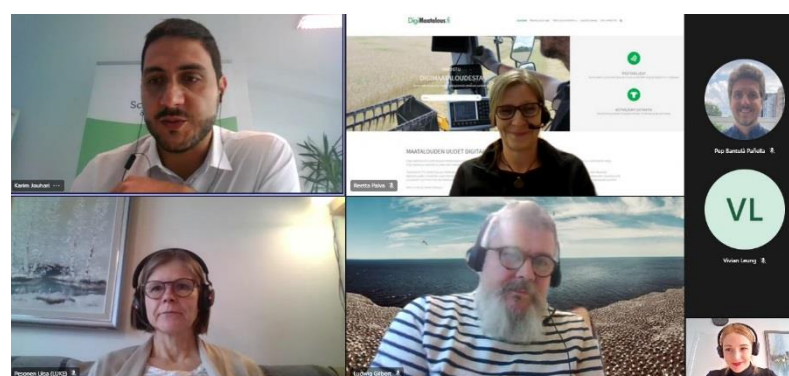
Figure 15 Screenshot of the session with the RC Scandinavia

WP1 will deliver the two last Community Building Training to the RC Ireland & UK on the 28th of October and to the RC North-East Europe on the 10th of November 2021.

7.4   MEDIA MONITORING

In this special period where everything moved to the online format, the RCs and their communities felt the need to stay even more connected and on top of all the agri-food developments. One source of information is the network itself but also the media. In order to have a professional follow up across Europe on the main media outlets, a need was reflected by members of the SAH project, namely to have our own media monitoring service. This is why on the 6th of September 2021, a new media monitoring service was launched by WP1. This service consists of a compilation of the most relevant news in the agri-tech sector. The main objective is to provide the SmartAgriHubs community with a good overview of the sector on a monthly basis: to learn from best cases around Europe and have a major impact in the field.
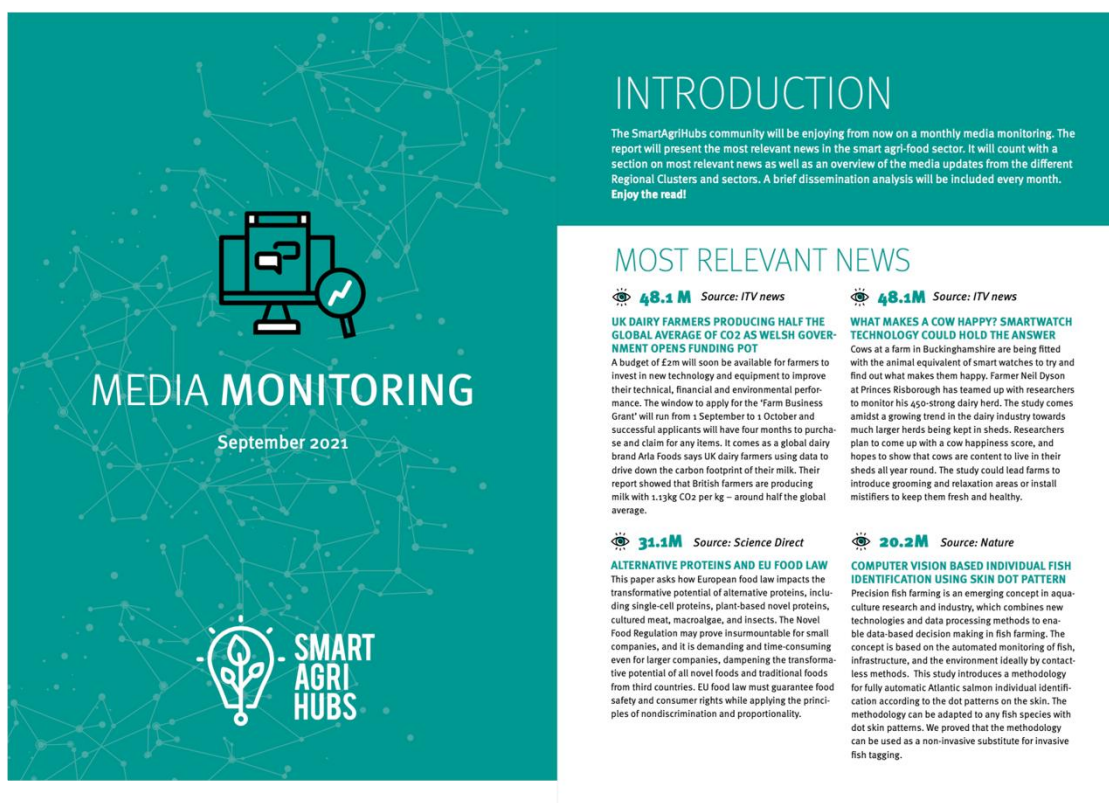
Figure 16 Media Monitoring first pages

To perform the media monitoring, a specific software is used called Meltwater. This software provides the communication team the raw data that will be analysed in detail, from a division per Regional Clusters to a classification according to the social prominence or a ranking of the most relevant keywords of the period. Besides this analysis, the data will be presented to the SmartAgriHubs community on the Innovation Portal and disseminated using social media and mailing campaigns.

Two editions of this product have already been released, the media monitoring of September that reached more than 760 impressions on a mailing campaign and 307+ impressions on social media. On the other hand, the October media monitoring had 709+ impressions on social media.
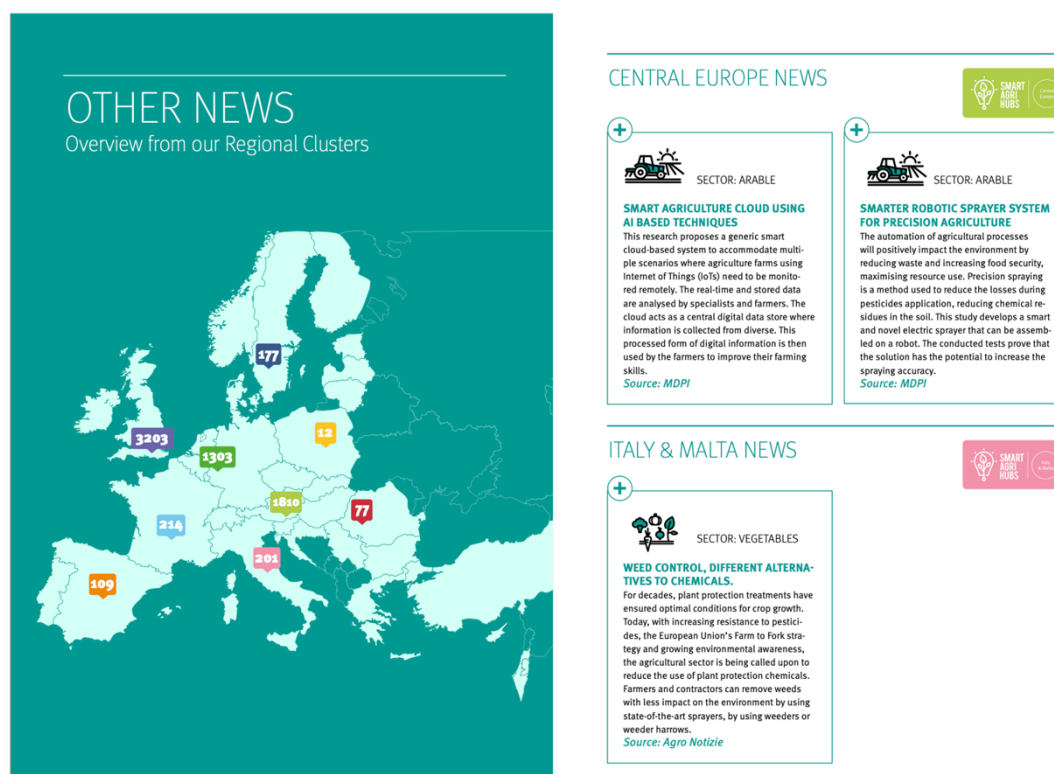
Figure 17 Media Monitoring - Last pages

7.5 PROMOTIONAL VIDEOS

Visualisation of the SmartAgriHubs project's smart farming field applications in Europe

Even though the last months were turbulent, we managed to progress with the objective to visualise the 28 initial FIEs of SmartAgriHubs (SAH) through short movies. However, due to COVID19 and its encompassing restrictions, not as well as we initially planned. The different maturity levels and varying end dates of the FIEs were an additional obstacle for the efficient and sustainable planning of the activity. Hence, we would like to inform you with this MEMO about the ongoing progress of the project "Visualisation of the SAH project's smart farming field applications in Europe".

Completed shootings

One FIEs has been completed and can be viewed via the link.

- FIE 26 - Digitising Open-Field Vegetables
- **July:**
  FIE 12 Improving Responsibility in Livestock Production - DIG-ITfarm (RC NWE)
  FIE 13 Ammonia Emission Monitoring Network – AEMON (RC NWE)
- **August:**
  FIE 7 Information System and DSS tool for Cereals Cultivation – Digi-PILOTE (RC France)
  FIE 8 Decision Support Tool for Digifarmers – STRATE-GEEK (RC France)
  FIE 16 E-services Utilising Drones for Quantity Buyers (RC NEE)
  FIE 17 Online DSS for Optimising Fertilisers – PULS for Fertilisers (RC NEE)
  FIE 18 Autonomous Greenhouses – Smart Micro Farming and Large-scale Production (RC NEE)

- **September:**
  FIE 19 Bee Monitoring and Behaviour Prediction (RC NEE)
  FIE 20 Smart Groundwater and Weather Sensors (RC NEE)
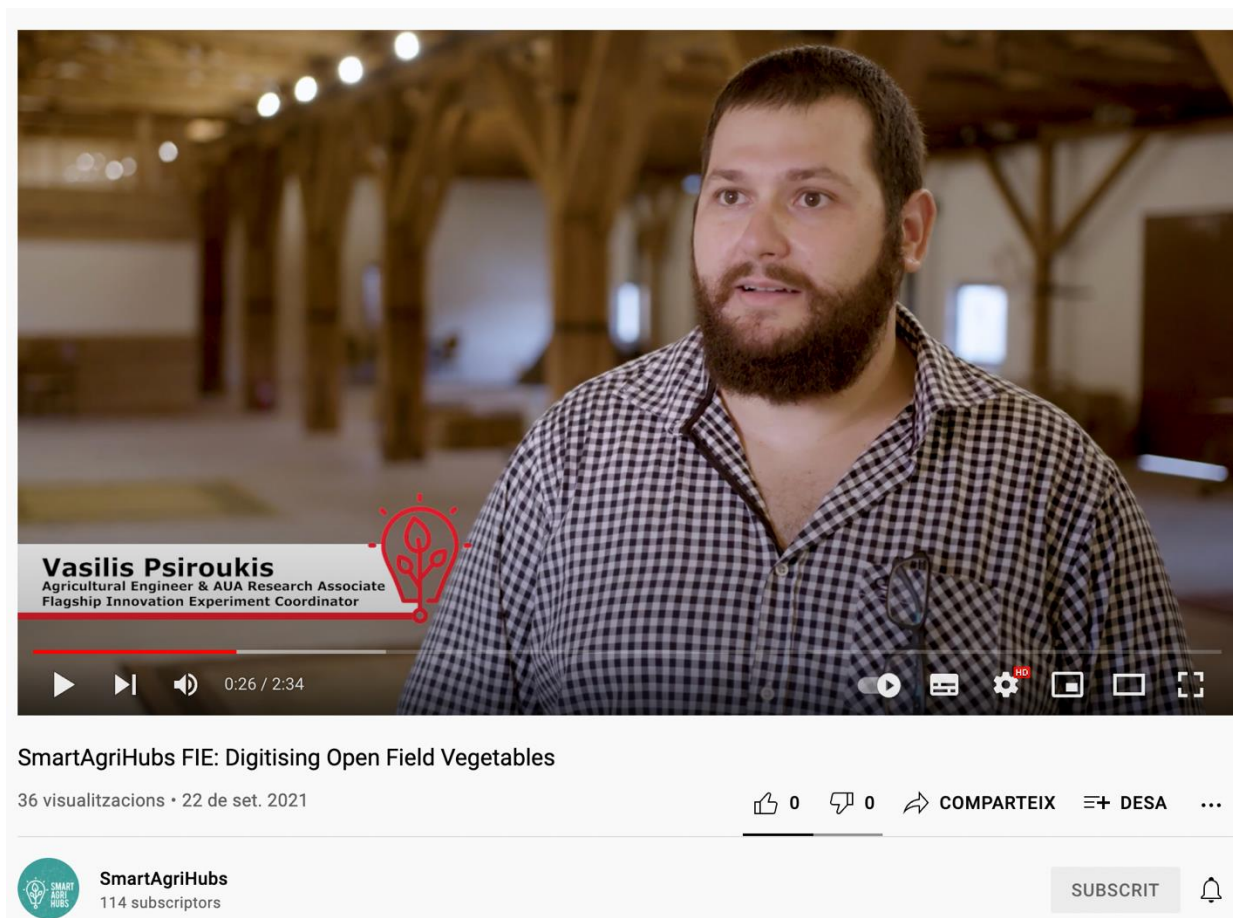
Figure 18 FIE 26 video - Digitising Open-Field Vegetables

Scheduled shootings

In addition to that and at the time of this writing, several more visits are planned. We would like to mention that this can only be carried out if the COVID19 travel restrictions allow it. Should this change, we will try to develop a remote solution (see below) together with those FIEs.

- **October**:
  FIE 11 Pig Health Assessment Based on Applied Sensors – SmartPigHealth (RC NWE)
  FIE 14 Mower Robot for Vineyards (RC CE)
  FIE 15 Precision Farming in Agricultural Practices (RC CE)
  FIE 21 Sensoring and AI Algorithms for Early Crop Disease Detection -SAIA (RC IBERIA)
  FIE 22 Iberian Irrigation Portal (RC IBERIA)
  FIE 23 Digitising the Dairy Production Chain (RC IBERIA)

Remote solution

Due to the current situation, some FIEs were not comfortable in hosting us at their testing sites. Therefore, we developed an alternative way to still be able to deliver a short movie of

their FIE's solution. The methodology includes leveraging existing video material that they have produced in the past, guidance to record video material in the best possible quality alongside a remote interview via GoToMeeting. The latter will be recorded and used as a voice over as well as a talking head to show the coordinator or responsible person. This is done to give the FIE a more dynamic, approachable appearance in order to promote the proposed solution.

- We would like to mention that the quality of the final short movie will depend on the quality of the existing material and input we can collect remotely. This mainly refers to the following FIEs:FIE 1 Farm Sustainability Audit (RC UK & Ireland)
- FIE 2 Sustainability Tool for Remote Assessment and Management of Farmland – STREAM (RC UK & Ireland)
- FIE 10 Smart Data Use on Arable Farms – Farmcube (RC NWE)
- FIE 27 Tracking Animal Movements and Health Records (RC SEE)

Ongoing Outreach

We would like to inform you about the FIEs where no solution has been found yet or where the communication was so far very limited. Our outreach to them, proposing a remote as well as local solution to visualise their FIE continues.

- FIE 3 Digitising Farm Machinery Produced by SMEs (RC Scandinavia)
- FIE 4 Adopting Digital Technologies by Farmers (RC Scandinavia)
- FIE 5 Valued Grain Chain (RC Scandinavia)
- FIE 9 Deep Learning and Hyperspectral Imaging – AI4AGRICULTURE (RC NWE)
- FIE 24 Implementation of ICT in Aquaculture - AquacultuER4.0 (RC Italy Malta)
- FIE 25 Data-driven Vineyard Precision Management – VINPREC (RC Italy Malta)

Specific approach to two FIEs

During our outreach to the FIEs, we encountered two experiments that are unique in their technology or product offering. We thus suggest adopting our approach to their specificities and work on a solution that visualises their FIE in the best possible way. This could be done through extensive video testimonials, screen recordings and, if necessary, the usage of stock videos to help the viewer understand their unique solution.

- FIE 6 Co-creation of Value and Innovations in Horticulture – AgriFarmLab (RC France)
- FIE 28 Decentralised Trust in Agri-Food Supply Chain – Tracelabs (RC SEE)

7.6 ANIMATION VIDEOS

Animated videos were developed as a unique visual support to disseminate SmartAgriHubs key messages. The animated video style is consistent with the visual identity of the project and the language use is simple English. They are excellent tools to reach out beyond the SmartAgriHubs community, to stakeholders not yet familiar with the project.

The first animated video was created in the midst of the COVID-19 pandemic and quickly became the most viewed video on SmartAgriHubs' YouTube channel. Realising the popularity of such medium, a second video was recently produced, to better explain the open call system. A third video is currently under production, which will focus on the Innovation Portal.

- COVID-19 pandemic: "Making the agrifood sector more resilient – A SmartAgriHubs story"
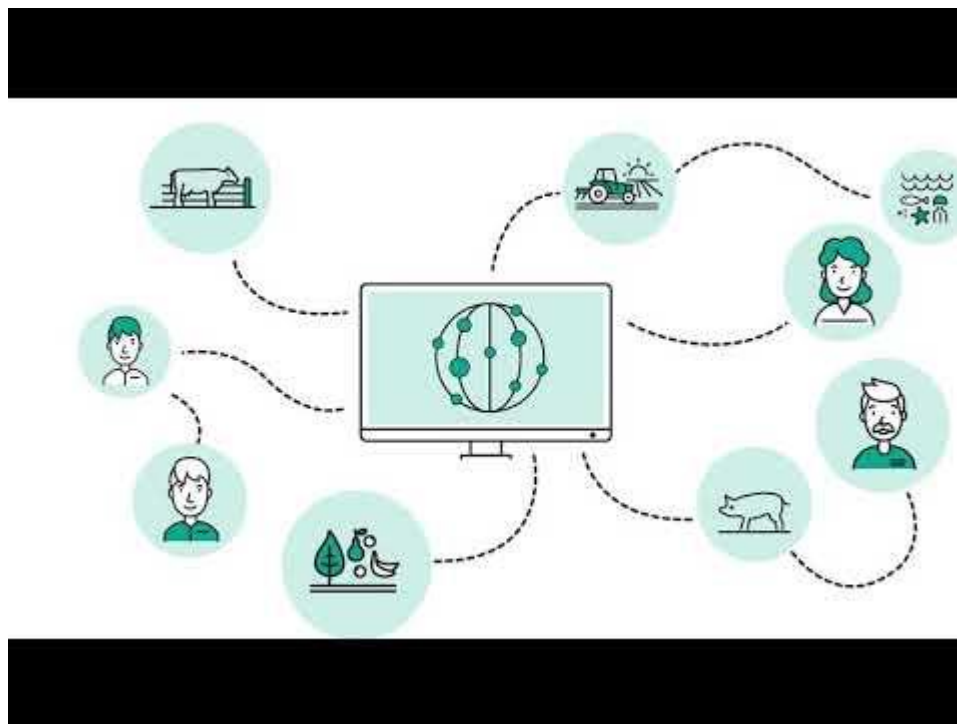
Figure 19 Covid-19 Animated video

The animated video is the most viewed video on SmartAgriHubs YouTube channel. As of 26 October 2021, it has been viewed 886 times and has led to 15 new subscriptions to our account.

The video starts with the premise that the pandemic revealed the vulnerability of the European agri-food sector, disrupting the food supply chain from the producer to the consumer. The voice-over builds on this to explain how the digitalisation of European agriculture can provide concrete solutions to labour shortages, travel restrictions and support more sustainable and resilient food systems. **The video is available under the "About" tab of the SmartAgriHubs website.**

- SmartAgriHubs - Open calls for the digitalization of European agriculture
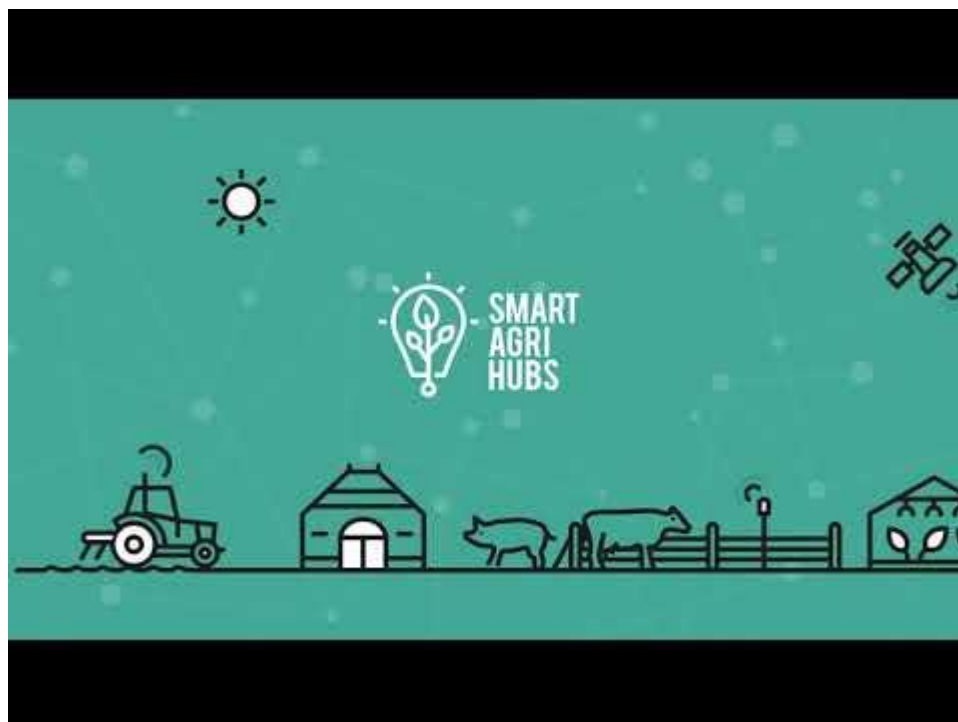
Figure 20 Animated video - Open Call

This video starts from the innovator's viewpoint: *"Are you looking to innovate in the agri-tech sector? You might be eligible to SmartAgriHubs funding through our open calls"*. The video then re-introduces the core mission of SmartAgriHubs, and how open calls can help fund innovation projects through Digital Innovation Hubs. The video explains the different steps of the open call process, from application to onboarding. On the end card, the call to action is clear: viewers are invited to visit the SmartAgriHubs website to learn more about the open calls system, about the Digital Innovation Hubs and how to join the Innovation Portal.

The target audience of this video are potential open call beneficiaries. The video refers to open calls in general, and will be relevant for any past or upcoming call. The video has been made available on SmartAgriHubs YouTube channel and on the "Open call" tab of the SmartAgriHubs website.

7.7 WEBINARS AND WORKSHOPS RECORDINGS

The SmartAgriHubs YouTube channel has gathers in the last period over 67 recordings of events organised by SmartAgriHubs and its partners, such as the IoF2020 Final event or the Regional Cluster tours. In the last period, 52 videos were uploaded. The increase in online events allowed for easier recording. Among these videos, the most viewed are the "RESTART & EXPAND" Open call Q&A, "PREPARE" open call Q&A and the Agricultural Technology Navigator explained.

7.8 GENDER EQUALITY TASKFORCE & ACTIVITIES

The Gender Taskforce was co-founded with IoF2020. This Gender Taskforce aims at supporting gender equality at project level and to set out a path for the wider agri-tech community. The first step taken was the one of acknowledgment and self-analysis.

On the premise that change begins from within, the project management teams of IoF2020 and SAH set up a Gender Task Force with two connected teams of communications and analysis. Some preliminary internal analysis was carried out in both projects. We found some uncomfortable truths. Only 14% of project coordinators were women within IoF2020. Research teams in SAH consisted of 25% women. In total, women represented 21% in Use Cases and 32% in Innovation Experiments. All this, in spite of the fact that both project teams include women and men committed to gender balance.

Until the end of the IoF2020 project in March 2021, the Gender Taskforce gathered members of the 2 projects on a bi-monthly basis. The goal of these meetings is to discuss and implement activities, providing analysis, sharing information and consolidating various resources and initiatives, good practices and metrics to measure. These activities include social media communications, newsletter, online events, synergies with other projects.

Now that the IoF2020 project has ended, the SmartAgriHubs team pursues its efforts in supporting gender-equality. In the sections below, past activities are detailed. All past and future activities are available on the website of SmartAgriHubs, **under the "Gender Equality" tab.**

As of today, the Gender Taskforce is currently working on the dissemination and analysis of its Gender Survey, recruiting more Gender Ambassadors and preparing events in synergies with relevant projects.

- International Day of Rural Women 2020

Figure 21 Lotta Folkesson interview

On the occasion of the International Day of Rural Women on 15 October 2020, SmartAgriHubs interviewed Lotta Folkesson - an active farmer in Sweden, a logging contractor, Chairwoman of COPA-COGECA's Women's Committee, and Board Director at LRF (Federation of Swedish Farmers).

The interview is available on **SmartAgriHubs' YouTube channel** and was shared on social media.

- Gender equality week

The Gender Task Force launched its first "Gender Equality Week" from 26 to 30 October 2020. This Gender Equality Week was simultaneous with **the first ever European Parliament #EPGenderWeek**, launched at the initiative of the FEMM Committee. It

included a social media campaign, the release of podcast testimonials and a "**gender equality toolbox**" with practical guidelines on how to use gender-neutral vocabulary in meetings. At the end of this first "Gender Equality Week", a call was launch for "Gender Ambassador": men and women working in the agricultural, agri-food and agri-tech sector were encouraged to contact the Gender Task Force to take on an active role in promoting gender equality.

Figure 22 Social media post for the "Gender Equality Week" promoting an interview with Uschi Kolzer

A similar campaign was planned for October 2021 which coincides with the European Parliament's Gender Equality week.

The 2021 edition of the Gender Equality Week was launched during the last session of the event "How will technology bring back young people to rural areas?", with **a video contribution of Ntuthu Mbiko Motshegoa, SmartAgrihubs first Gender Ambassador**. The video was then disseminated on SmartAgriHubs social media channel.

- SmartAgriHubs Gender Ambassadors program

The Gender Ambassador program was launched during the first Gender Equality Week. **The call was published on the last day of the Gender Equality Week,** encouraging men and women working in agriculture, agritech and agrifood to apply. The goal is to identify role models, who can promote gender-equality in the sectors, participate to events and share their experience.

Several applications were received and reviewed by the Gender Taskforce. Mrs. Ntuthu Mbiko-Motshegoa was confirmed as SmartAgriHubs Gender Ambassador. A South-African beef farmer and activist, Mrs.Motshegoa is a Member of the African Farmers Association of South-Africa, European and AFASA Trade Committee. Experienced in the development of agricultural projects, Mrs.Mbiko-Motshegoa was part of **the IoF2020 ecosystem as a partner of the Use Cases "Early Lameness Detection" and "Herdsman+".**

She took part in the IoF2020 final event session **"Gender inclusiveness in agri-tech"** with speakers from both the IoF2020 and SmartAgriHubs project.

- Gender Fridays

In the continuation of the Gender Week, a recurring social media campaign has been launched: #GenderFriday. On Friday, social media posts referring to gender equality in the agri-tech, tech and agricultural sectors are shared on the SmartAgriHubs social media channels.

- Gender equality podcasts (2)

In collaboration with IoF2020, 2 podcast episodes were recorded in the context of the Gender Equality Week and the Gender Fridays. The episodes consist in interviews of a Member of the European Parliament, Maria Walsh and a wine maker, Maroussia Tatin.

The episodes are available on the IoF2020 podcast channel, available on all the major podcasts platforms (Spotify, Google Podcasts, etc.).

- Gender equality page on the website

During the Gender equality week, a **dedicated page of the SmartAgriHubs website** was set. This page is now permanently available on the website.

The page contains items created during the Gender equality week, and link to a variety of resources produced on the topic.
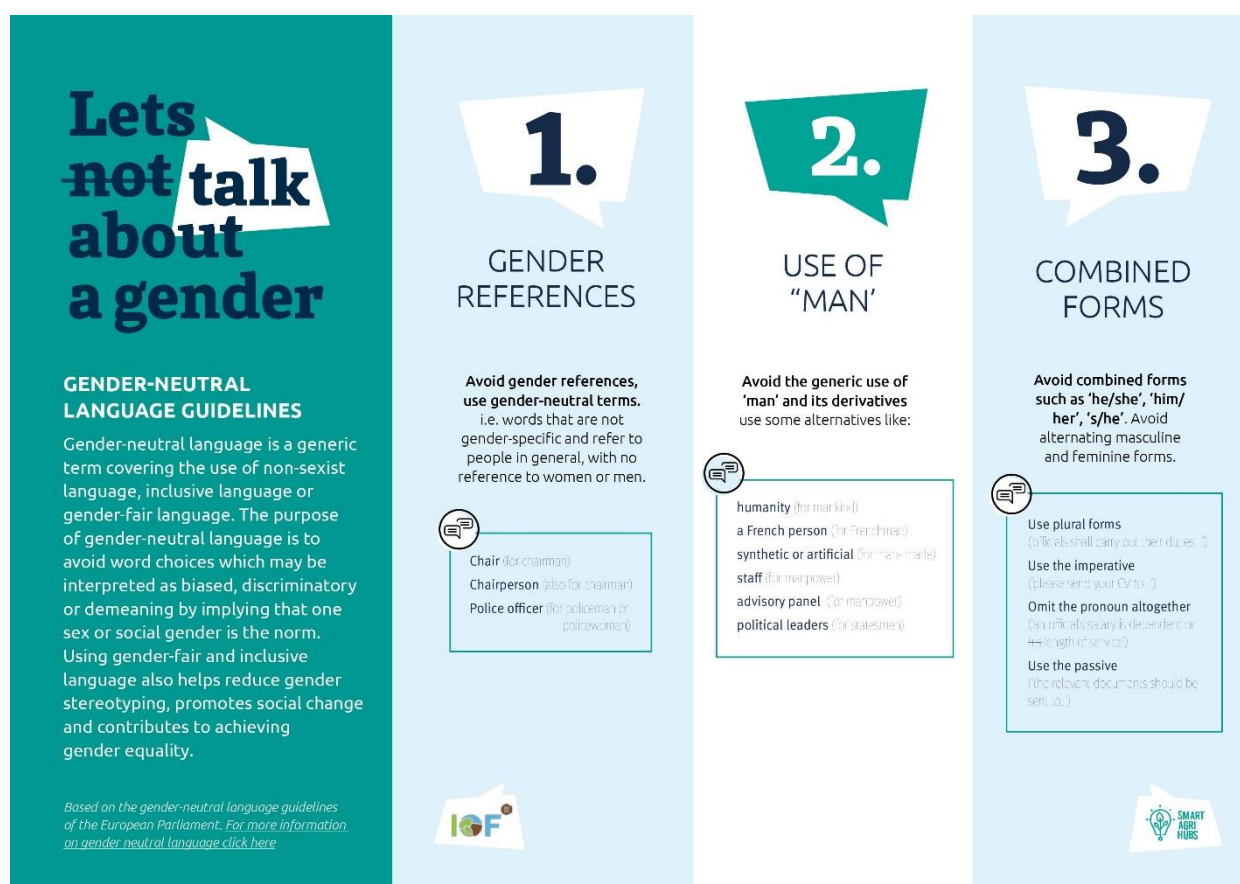
Figure 23 Gender neutral guidelines "toolbox"

- Gender equality article with H2020 DEMETER

In order to support long-lasting change in the way we approach gender equality in agri-tech, there needs to be a collaborative effort. Synergies with other projects can be a great way to include a wide variety of stakeholders in the discussion.

On 5th August 2021, H2020 DEMETER project **published a contribution of the SmartAgriHubs on its gender taskforce**, looking back at its achievements and forward to its next steps. The H2020 DEMETER project is a large-scale deployment of farmer-driven, interoperable smart farming-IoT (Internet of Things) based platforms, delivered through a series of 20 pilots across 18 countries (15 EU countries).

- IWD Selfie campaign

For the 2021 edition of the International Women's Day, the social media campaign "I support women leading in agritech" was launched. The campaign was first announced via a #GenderFriday post on 5 March. Members of the SmartAgriHubs and IoF2020 networks were encouraged to show their support by sharing a selfie on their social media channels, using the #IWD2021 hashtags and tagging the organisations. The campaign was a success, with the participation of members across Europe.
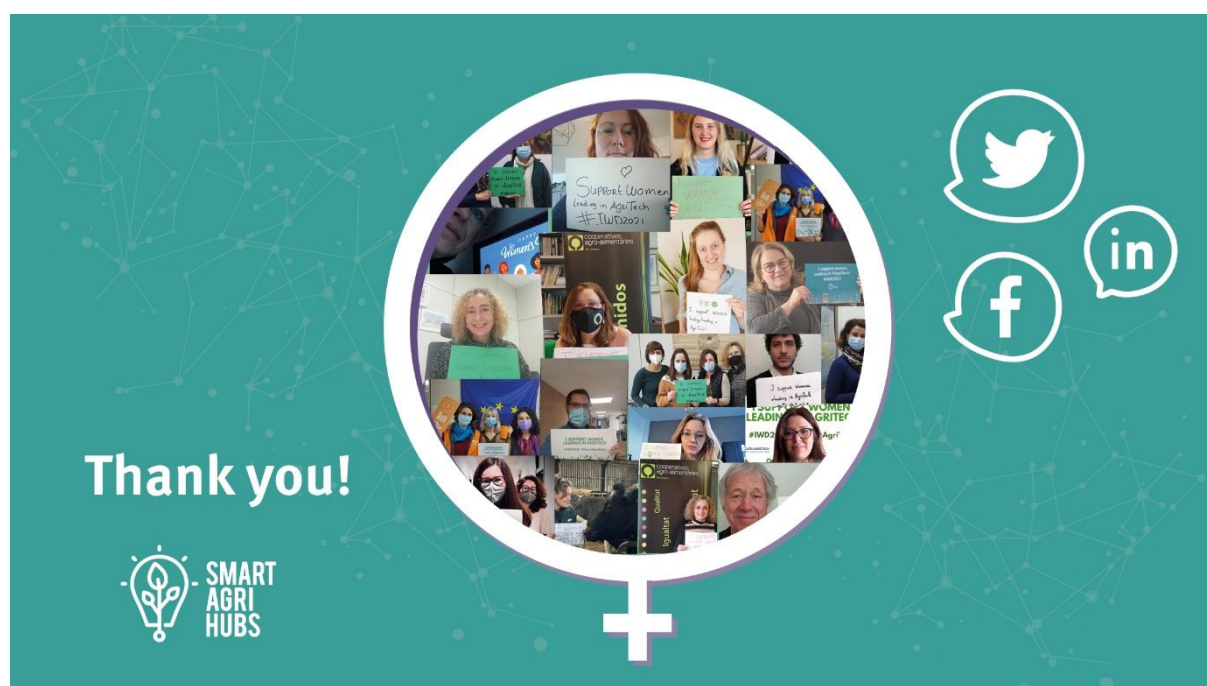
Figure 24 "Thank you" social media post – mosaic of the different participation to the 2021 International Women's Day campaign

- Promotion of the gender survey

The online survey "Challenges and best practices across the European agri-tech ecosystem" was drafted by the Gender Taskforce. The Gender Taskforce of SmartAgriHubs has created this survey to help fulfil its aim to ensure that SmartAgriHubs ecosystems, as well as affiliated organizations, are gender balance aware and inclusive.

Figure 25 Gender visual survey

In particular, the SAH Gender Taskforce wishes to provide the analysis and communication tools to both women and men so that they can take action within their own agri-tech contexts and implement solutions. The survey is open to all genders.

The dissemination of the survey was done on the following channels:

- **Social media:** Visuals were created and recurring posts were shared on Twitter, Facebook and LinkedIn.
- **Synergies:** SmartAgriHubs reached out to partners to help further disseminate the survey. The SmartAgriHubs WP1 created a communication toolkit, available on the cloud: the toolkit contained several visuals and draft texts for social media posts, which made it easy for partners to share the survey. WP1 has reached out and received positive feedback from COPA-COGECA, CEMA and CEJA.
- **Newsletter:** Articles promoting the survey were published in the SmartAgriHubs quarterly newsletters, in its 9th and 10th edition.

- Gender newsletter

The 6th edition of the SmartAgriHubs quarterly newsletter was dedicated to **"Gender equality in the agri-food sector"**. This newsletter was a collaboration between SmartAgriHubs and IoF2020.

The publication opens on an editorial by Maria Noilch, member of the European Parliament and of the AGRI and FEMM committees. The newsletter included contributions of Cynthia Giagnocavo (leader of WP5 and of the Gender Taskforce), Natalia Bellostas Muguerza (Managing Director of INTIA – The Navarra Institute of Agri-food Technologies and Infrastructures). The publication also gathered testimonials and interviews of different stakeholders of SmartAgriHubs and IoF2020 networks. This particular newsletter was viewed 1432 times. The interviews were among the most popular item of this newsletter, according to our statistics with over 600 unique visits.

- International Day of Rural Women 2021- Online event with DEMETER "Gender in agri-tech"

Figure 26 Speakers at the Gender in agri-tech event

On 15 October 2021, for the International Day of Rural Women, SmartAgriHubs co-organise with DEMETER an online event called "Gender in agri-tech". Both DEMETER and SmartAgriHubs are leading Horizon2020 projects promoting the digital transformation of the European agri-food sector.

Prominent professionals representing farmers, farmer organisations, technology and innovation projects will analyse the current status of the gender gap in the agri-tech sector.

The line-up of speakers and their contribution included:

- **George Beers**, **SmartAgriHubs project coordinator**, who presented the SmartAgriHubs Gender Taskforce, newsletter and Gender Friday campaigns
- **Dr. Doris Marquardt of the European Commission**, the first speaker, set the scene of the event by asking "What would a digital decade look like without women in the driving seat?". She outlined the EU 2030 objective of a tech savvy continent where all are digitally empowered.
- **Faustine Bas Defossez, Head of Agriculture and Land Management Programme, at Institute for European Environmental Policy** was the first keynote speaker and highlighted that CAP does not simulate the necessary transition towards sustainable farming.
- The second keynote speaker was **Hajnalka Petrics, Programme Officer (Gender Equality and Women's Empowerment) at FAO**. Hajnalka identified that the level of technical information provided to women in agriculture lags behind that of men and this causes a widening of the digital gender divide.
- **Dr. Teresa Hooks project manager for the EU funded FAIRshare H2020** discussed her work in the project, on women in advisory services, and their use and perceptions of agri tech.
- **Katarina Pavicevic** of Montenegrin wine and grape brandy producer. "13. JUL PLANTAŽE" and of **H2020 project DEMETER** presented one of the DEMETER pilots looking at disease prediction and supply chain transparency. She discussed the gender balance within DEMETER and within her own organisation.

-   **Ntuthu Mbiko Motshegoa**, an agri-entrepreneur and **SmartAgriHubs Gender Ambassador** brought the discussion outside Europe and into Africa. She made a compelling story about the plight of and fight for women's rights in the continent, and the steps that are being made to reinforce that.
-   **Federica Basile, a farmer part of the SmartAgriHubs ecosystem** presented her depiction of the circular agri economy in her region in Italy, but more so the efforts around social sustainability.
-   **Elena Sanchez Sanchez of INNOSETA**, a European project funded under Horizon 2020 presented her experience in coordinating 15 partners on agricultural spraying and the importance of training women.

Finally, Kevin Doolin, DEMETER project coordinator concluded the session.

In total, 93 individuals registered to this event, and 72 attendees joined the live session.

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

8.1 THE SMARTAGRIHUBS WEBSITE & PORTAL

In the last two years of the project, the website and the Innovation Portal of SAH project have flourished and reached a vibrant community willing to share and exchange information enlarging the networking to new dimensions. A first aspect to be taken into account are the publications made on the SAH website, also known as in-house web content. Throughout this period, relevant news from the agri-food sector, general news from the project itself, announcements and updates from the partners of the SAH consortium were being published and promoted accordingly. In addition a special section was added, namely the Blog, where featured articles were published by members of the consortium, in particular WP1 and RCs members. On the SAH website, 54 articles have been published since April 2020. Meaning a production of 3 articles per month. The Blog section was launched in November 2020 and since then a rotation system has been put in place to ensure that the RCs and their members are contributing regularly. WP1 members are also active in delivering content for this section. In addition, a number of articles are written and published on the Innovation Portal by the users. As in the sowing phase, the flowering and harvesting are focusing on written contribution from the community. Articles play a crucial role, as they demonstrate a constant reflection of the agri-food sector and the 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. The newsletter is also a place to promote articles from our partners and we constantly encourage the network to send in their articles, illustrations and pictures.

21 October 2021

Uptake & usage of Smart Farming in small-scaled agriculture

Martin Hirt, Lead of the Regional Cluster Central Europe is sharing insights from the research conducted by Austrian "Federal Institute of Rural Education and Training" on digitisation of agriculture in Austria and the farmers' perception on digital technology.

Figure 27: An example of a blog article published on the SAH website

Moreover, during the course of this year and a half, articles have included announcements and summaries of online events that the SAH community has attended/organised (e.g. COVID and Open Call webinars, and the Community Building Training), announcements regarding our RCs, FIEs and DIHs, new comers, more technical articles sent in by our partners, competition results and announcements (like hackathons), and so on.

An important addition to the SAH website was the creation of a **COVID19 central page** where information about this special period was provided. The page included information related to the organisation of the webinars, calls for ideas and solutions from the SAH community in dealing with this extraordinary situation, and the results of the actions undertaken by the project and its members. Furthermore, the page contained a direct link to the Forum section where people could see what was posted by the Innovation Portal users on this topic. The animation video related to the actions of the community to find innovative and creative solutions was also posted on this page. At the beginning of this year the page was annexed and can be find on the right top menu of the website.

The Results

Our Community responded in force! In total we have gathered over 40 digital solutions.

You can view them below:

- Analysis of COVID-19 solutions from the forum (summary).

- Analysis of COVID-19 solutions from the forum (including all 44 submitted solutions).

- Highlights for the Regional Clusters (RCs)

Moreover, we also created a video explaining how the digitalisation of the agrifood sector helps address the twin challenge of resilience and sustainability.

Figure 28 Covid19 page

Another important aspect to take into account are the updates of the website's sections. The **Sector section** underwent an update in 2020 to better address the specificities of each of our agricultural sectors, and the Digital Innovation Hubs therein.

While we previously combined **dairy and animal production** in our sector livestock, we decided to dedicate an individual sectoral page to each. This will help to put the focus on the various smart farming techniques applied and their objectives, which at times are significantly different. Milk is produced in all European countries, resulting in a milk production of around 155 million tonnes per year, making the EU is the world's largest exporter of cheese and skimmed milk powder. The sector is rapidly adopting new technological solutions that offer decision support to optimise productivity through enhanced levels of fertility while improving animal welfare. This adoption is crucial to decrease the environmental impact and at the same time create more value in the dairy industry to meet the increasing demand for healthy products. Animal production on the other hand, accounts for almost 25% of the total EU agricultural output. While the demand for animal products is high, the EU has highlighted animal health, animal wellbeing, food safety, reduced carbon and methane emissions as current challenges. To tackle these challenges, Digital Innovation Hubs use technology to create a more efficient and more sustainable livestock sector.

We also introduced an entire segment dedicated to **novel foods** to highlight the work SmartAgriHubs and its Digital Innovation Hubs are carrying out in this rather new agricultural sector. Novel Foods or ingredients have no history of consumption inside the EU to a significant degree before May 1997. It can be newly developed, innovative food derived from new technologies and production processes. Novel Foods' safety is scientifically evaluated and at the same time they must not mislead the consumer or be nutritionally disadvantageous for them. However, exotic fruit and vegetables, which have a long history of safe use outside the EU, currently fall within the definition of a Novel Food. As a consequence, each of these food products must also undergo a safety assessment prior to being marketed. Examples also include probiotics or the enrichment with micro- and macronutrients, called food fortification or nutrification.

The pages of the FIEs, DIHs and CCs were also updated according to the latest developments including information on the new tools available for DIHs and CCs.

The Innovation Portal was further developed in the last two years by taking on board the needs of the different Work Packages and other SmartAgriHubs stakeholders especially the DIHs. In this context, several new tools and features were implemented to the Portal:

- **The DIH maturity self-assessment**

The DIH Maturity Self-Assessment (MSA) is a tool developed by WP4 as part of the Grant Agreement. It aimed at providing support for the DIHs part of the SAH ecosystem, and to help them identify the strengths and weakness in their development. The tool consists in a survey covering services that SAH has identified as crucial for an agri DIH. The survey is then reviewed by WP4 and the DIH are contacted directly to discuss the MSA with WP4.

DIHs joining the SAH ecosystem through Open Calls are required to take the MSA, but the tool is also accessible by other DIHs on a voluntary basis. The MSA was filled in by 125 DIHs in total.

The MSA was conceived and is managed by WP4, however the implementation on the Innovation Portal was handled by WP1. The tool is accessible on the Innovation Portal for any organisation registered as a DIH on the Innovation Portal, through the 'Tools' page. The questions vary in a selection of free texts or multiple choices.

WP1 also worked on the dissemination of the MSA on social media and in the SAH ecosystem via direct emailing, publication on the Forum and in the Newsletter.

- **Agricultural Technology Navigator**

The Agricultural Technology Navigator is an advanced mapping tool from WP5 for Competence Centers to register their agricultural technology solutions and systems. The tool aimed at better identifying the capacity of the different CCs in Europe and to help them, on the long term, to identify potential partners to collaborate with. The CCs can fill in a survey about their solutions and systems, entering different type of data such as the stage of the conception, the purpose, etc. A summary will be then displayed on the CC's profile on the 'Network' page, further highlighting the skills and competence of the CC.

While WP5 conceived the ATN and manages it, the technical aspect was handled by WP1 which developed the code and ensures that the tool runs smoothly. WP1 also provided a strong support in the communication of the ATN, sending several Mailchimp campaigns and promoting on social media the ATN. WP1 also supported WP5 in recording a training session of the tools, the two videos are accessible on the SAH YouTube channel: **ATN – Training Kit**. This resulted in CCs entering 80 competences and 45 systems in the ATN.

- **The observatory in the Portal**

Another new element of the Innovation Portal, that was developed in collaboration with WP4, is the Observatory. This is a key instrument to expand and connect the network of DIHs throughout Europe. The SAH DIH Observatory design is composed of a large set of functionalities and resources, which are currently used by the RCs. The launch of the tool was in February 2021.

- **RCs report template**

In collaboration with WP3 a report template for the RCs was developed. The objective was to ease the work of the RCs when reporting for the project. The functionality of the template is that it gathers automatically the data included by the RCs in the Portal on communication and prefills those categories of the template for them.

- **Lesson Learnt**

The page 'Lesson Learnt' is an initiative of WP1 to further increase the peer-to-peer learning opportunities for the SAH ecosystem. The page which is accessible form the Innovation Portal top bar menu, gives the opportunity for any members of the Portal to submit a lesson learnt – either a success or a failure.
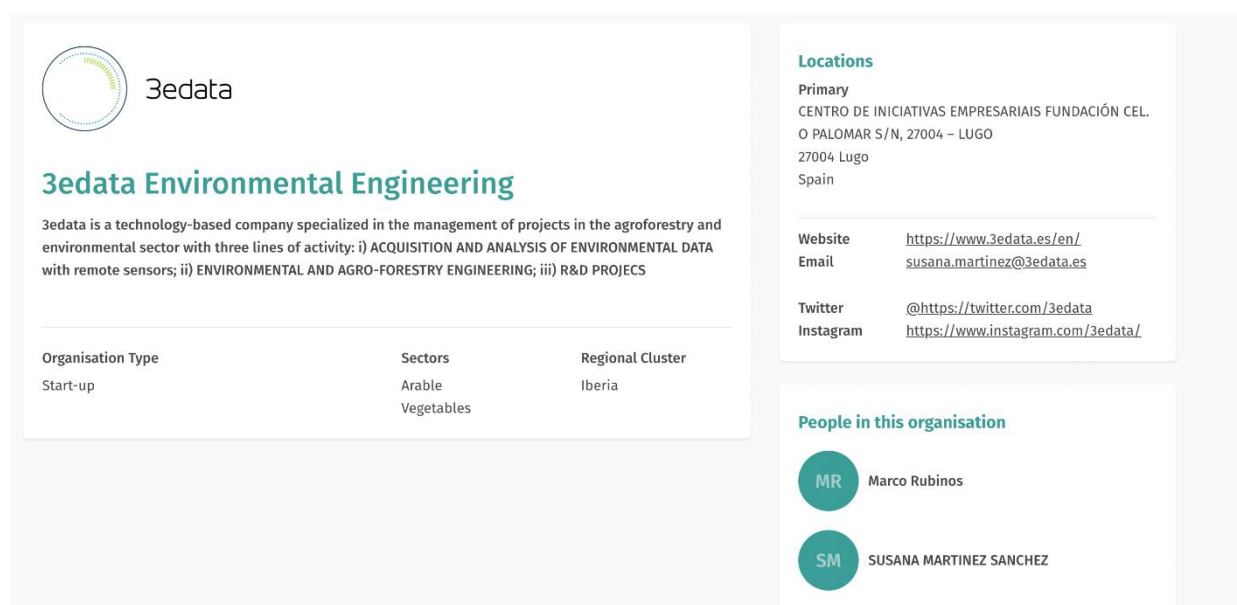
The aim is to encourage the SAH members to share their experiences and facilitate the maturation of DIHs and CCs, but also to help connect the ecosystem all together. Currently, there are 98 Lessons Learnt with a mix of inputs from the SAH ecosystem and the IoF2020 legacy.

- **Landing Page**

When entering the Innovation Portal a landing page with all the updates and recent news welcomes the user. This has been developed in the second half of 2020.

- **Profile updates**

Each organisation is able now to see its profile page in a list view but also in a more personalised way. This can be accessed also through the Network page.

Figure 29 Company profile example

- **Library update**

During the first quarter of 2021, WP1 conducted and assessment of the Library and developed a new strategy to further increase the interactions of the Portal users with the item. The new Library was published in April 2021, it contains currently 337 items uploaded by SAH and its community.

The new Library was developed with a completely new structure. WP1 wanted to offer a flexible structure to its users, to help them referencing their documentation more easily and also to increase the accuracy of the research tool. Instead of working in a classic 'file' type structure with parents file, WP1 built a new structure based on multiple referencing system. The main benefit of this new structure is that users do not have any more to search through

the whole library to find the correct file, but they can type keywords and take full advantage of the searching tool.

The Library items are now stored in cloud and linked together by multiple keywords – that are selected by the users uploading, and by categories. The categories were created by WP1, and they guide the users on the final purpose of the content they contained:

- SAH backstage: any content upload by SAH for the consortium members (templates, reports, visual identity, etc)
- Community Building: any content by and for the SAH community, to support them building their community (trainings, tutorials, etc.)
- Promotional Material: any content related to the promotion of organisations, events, activities, services, etc.
- Media Cover: any content related to the media cover of the SAH projects or its ecosystem members (press release and clips, and social media publications)
- Content Sharing: any content related to knowledge and research in the agri-food, agri-tech and technological sectors (Scientific studies, blog articles, policy analysis, etc).
- IoF2020: any content related to the IoF2020 Horizon2020 projects.

Moreover, the new Library offers a preview for the items in a PDF format or any visual formats (JPG, PNG, etc.) and the items can be shared directly on social media or via URL thanks to new buttons added. WP1 included three filter options: oldest, newest and alphabetic to empower users in their research.

IoF2020 Legacy

One of the main things we learned over the last years is that, now more than ever, people are ready and energised to embrace the future of farming. Registering to the SmartAgriHubs Innovation Portal is the best way to stay informed and get involved with the community. Our regular updates ensure that partners never miss a beat and allow cutting-edge initiatives to get the visibility they deserve. For this purpose, we asked our colleagues and partners from the Internet of Food and Farm 2020 project, which came to an end in March 2021, to include all their lessons-learned in our portal. IoF2020 fosters the large-scale uptake of Internet of Things technologies in the European farming and food sector. Like SmartAgriHubs, it thereby addresses challenges related to improving the agri-food sector's environmental sustainability, maintaining high quality standards, responding to international competition and enhancing transparency. Focusing on 33 use cases spread throughout Europe, the IoF2020 project provided innovations in 5 agri-food areas covering both conventional and organic farming. These are arable, dairy, fruits, vegetables and meat. All Use-Cases in IoF2020 have a profile page in the Innovation Portal and the documents developed throughout the project can be found in the special section dedicated to the Iof2020 Legacy in the Library of the SAH Portal.
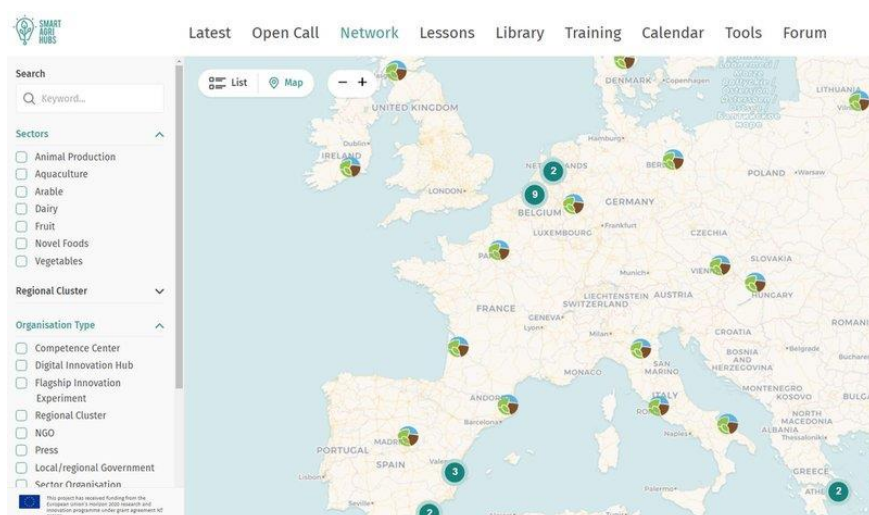
Figure 30 Map of IoF2020 projects on the SmartAgriHubs website

Since April 2020 the Innovation Portal's visits have increased tremendously, bringing the number to 49 950(from 35 939 visits in 2020). Moreover, over 785 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 275 post in 105 forum threads, and a total of 306 events were uploaded to our calendar by our users. The library section has seen 372 documents uploaded. Moreover, as you can see on the map below, the Innovation Portal has seen visitors from the majority of countries in the world.

Country	
COUNTRY	▼ VISITS
🇪🇸 Spain	3,451
🇮🇹 Italy	3,378
🇧🇪 Belgium	2,951
🇳🇱 Netherlands	2,784
🇺🇸 United States	2,427
🇩🇪 Germany	2,321
🇫🇷 France	1,775
🇵🇹 Portugal	1,186
🇩🇰 Denmark	1,073
🇬🇧 United Kingdom	1,032

Figure 31 Visits of the website by country

8.2 THE SMARTAGRIHUBS NEWSLETTER

As explained in the first Outreach report, the SAH newsletter is a recurring communication product created by WP1 at the beginning of the project and serves as a useful tool to inform the target audience about the status and the achievements of the DIHs, FIEs, IEs and CCs as well as the extended community in a tailored manner.

The format is highly interactive, engaging and user-friendly digital magazine. It is one of the main communication tools along the different phases and ecosystem levels as well as for the external parties. After the successful feedback from the Sowing phase, WP1 build further on the needs of the RCs, DIHs and FIEs to produce another 6 editions.

For each of these newsletters, contributions have relied as established on the cooperation by the partners of the consortium, especially from the RCs, FIEs and DIHs partners in the consortium. Newly arrived partners were given priority in interviews, featured articles or news items in order to introduce them to the rest of the community.
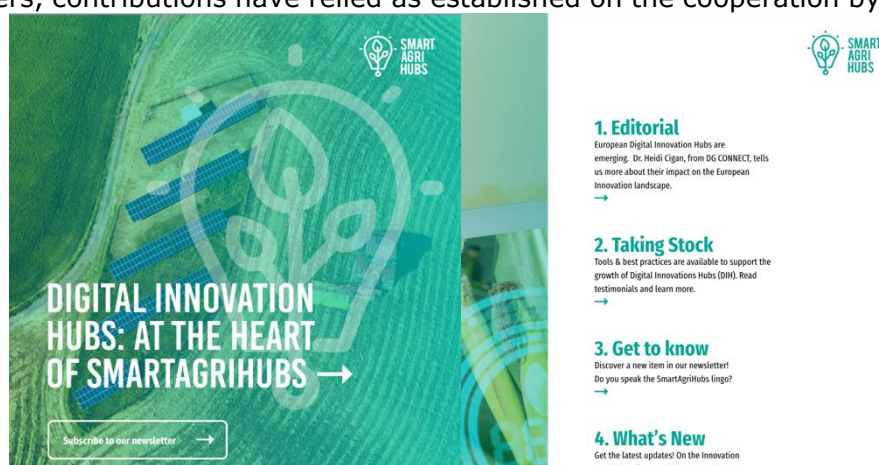
Figure 32 Newsletter example - Cover and Table of Contents

In terms of dissemination the newsletter is distributed via mail chimp to all our partners and and also made available on the Innovation Portal. Since April 2020 we had three special editions: one on the COVID crises, one on the Gender Equality and the last on the Respond Hackathons. The other newsletters focused on the following themes: the SAH ecosystem, sustainable agriculture and the world of the DIHs.

Figure 33 Newsletter example - Editorial and Taking stock sections

The newsletter follows the same structure since the beginning: an **editorial** signed by a relevant expert related to the topic of the newsletter, the **Taking Stock section** were relevant DIHs are presented, **Get to Know** section where you discover in depth some of the stakeholders of the project or consortium, **What's knew** section that presents the novelties on the Portal but also on the project' products, **Magnitude section** were a number of DIHs are presented in detail through infographics and the **News Corner** were the latest updates are brought to the user.

The newsletter is densely promoted through all our social media handles, as well as through the newsletters and subscribers of WP1 partners like COPA-COGECA, IFOAM, BASSCOM, ZLTO, and CEMA whom also make a targeted dissemination on their respective social media channels.

The newsletter is sent to over 2360 newsletter subscribers via mail chimp. Moreover, the SmartAgriHubs Newsletters are uploaded on the project website and onto the Innovation

Portal, under the 'Library section', so that the ecosystem users can always look back at older iterations and download them.

Statistics Newsletters	
Total visits	**13271**
Total pageviews	**70034**
Avg. pages read	**5.3**
Avg. time per page	**37.8s**
Avg. time spent	**3m 20s**

Figure 34 Newsletter statistics

8.3 THE SMARTAGRIHUBS SOCIAL MEDIA OUTREACH

SmartAgriHubs has now gathered a major base of followers on social media. The project was able to build its audience through consistent posting, interactions with individuals and relevant organisations as well as creative content. In accordance with the project phase, the flowering brings a vibrant online media strategy that develops according to the achievements and activities of its community.

The social media communication strategy developed by WP1 has been successful in gathering a community of companies, institutions, individuals and journalists around the topics of smart farming, digital innovation and European agriculture.

Figure 35 Social media statistics

Each social media channel has a different format, uses a different language and might have a different geographical popularity. SmartAgriHubs' social media strategy is declined into 4 separate approaches for the 4 main social media channels:

- **LinkedIn:** On this platform, the project has gathered 2 692 followers. On this channel, there is a maximum of 2 posts per day (morning and afternoon). The text posted are longer (about 700 characters) and the language used is more professional.

  Based on the LinkedIn analytics, the majority of SmartAgriHubs' LinkedIn followers are working in the "Farming" industry (320 followers, 12.34%), in the "Research" industry (273 followers, 10.52%) and "Information Technology and Services (271 followers, 10.45%) as defined by LinkedIn.

  The majority of followers on LinkedIn are located in the Netherlands (227 followers) Belgium (186 followers) and Germany (102 followers).

- **Facebook:** Facebook is a popular platform for farming groups. More and more companies might choose to not open a Facebook account, but in the context of the SmartAgriHubs ecosystem, this platform can help us reaching out our grassroots. The SmartAgriHubs Facebook page gathers 1085 followers, and its content is regularly shared by Regional Cluster leads. The language used is simple English, in order to reach to the widest audience.

  According to Facebook analytics, the majority of followers are located in Italy (10.9%), Greece (9.8%) and Romania (7.9%).

- **Twitter:** Twitter is the most interactive platform, with short messages and a focus put on "retweeting" or "commenting" the posts of other accounts. The language used is simple and concise. SmartAgriHubs will generally prepare a maximum of 2 tweets per day, with no limit on the number of retweets or comments. In the last period, some of the best performing tweets reach out to **over 29K views.**
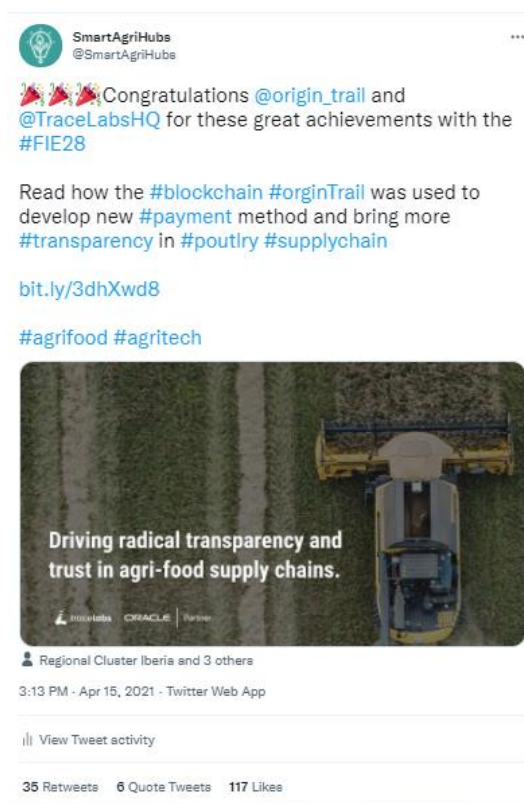
Figure 36 Most viewed tweet of the period

- **YouTube:** This channel is still in its growing phase. On this platform, viewers can access to recordings and original content produced by SmartAgriHubs, by Regional Clusters and FIEs.

At this stage of the project, SmartAgriHubs can now leverage an audience of over **6 000 followers** across platforms. The strategy has now evolved from a focus on awareness and reach to engagement. Social media engagement can be defined as the active interactions of followers with the content posted by SmartAgriHubs: "likes", "retweet", "shares" or "comments".

However, despite this slight adjustment in the strategy, the core messaging is maintained. For instance, the open call communication campaigns has been developed beyond the advertisement of open call deadlines to highlight open call beneficiaries.

- Engagement - with followers

In order to engage with their followers, the SmartAgriHubs social media channels not only propose content relevant to the project, but relevant to the more general topics of agriculture, agri-tech and agri-food.

The SmartAgriHubs social media channels have become not only a source of information about the project activities, but a meeting point for its community. By posting to celebrate the end of the year or to share the media monitoring reports, SmartAgriHubs can attract the interest of stakeholders beyond the sphere of European projects.

Figure 37 Celebrating the end of the year holidays - 2020

Due to its short and reactive profile, the SmartAgriHubs Twitter channel is the platform most used to interact with other projects by sharing, liking or commenting on their content. This has help developed mutually beneficial relationships with organisations such as CEJA, CEMA, COPA-COGECA and the Twitter account of DG AGRI @EUAgri. When needed, the social media management team was able to reach out via Twitter private messages to these accounts to ask them to disseminate specific content (Gender Survey, Open call deadlines).

- Engagement – synergies with relevant projects & institutions

The synergies with other projects and institutions is a crucial part of the engagement strategy of SmartAgriHubs. Such synergies allows not only the exchange of knowledge and best practices, but increase the reach of SmartAgriHubs to new communities and actors.

This can be achieved at the content level, by co-designing communication campaigns, drafting contribution for the newsletter or co-organising events such as the Gender webinar with the Horizon 2020 project DEMETER.

At the social media level, the strong relationships built with relevant projects and institutions can be leveraged to help disseminating SmartAgriHubs' message. In this section, we want to highlight the successful dissemination of the open calls deadlines, events, Community Building Training and Gender Survey.
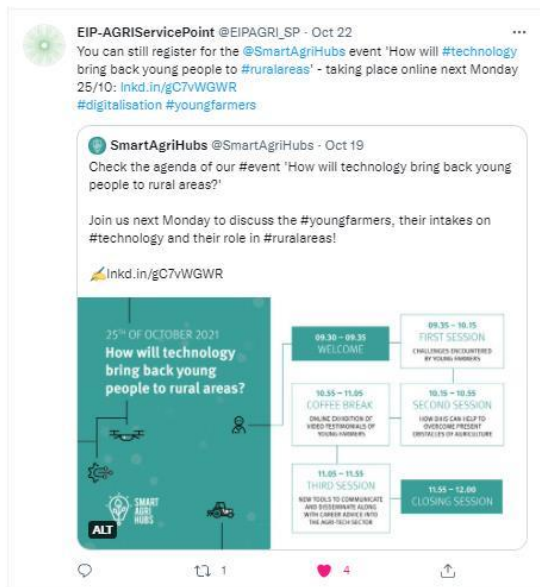

Figure 38 Gender Friday post on Twitter

Figure 39 Tweets posted by EIP Agri to highlight the Gender Survey and the event "How will technology bring back young people to rural areas"
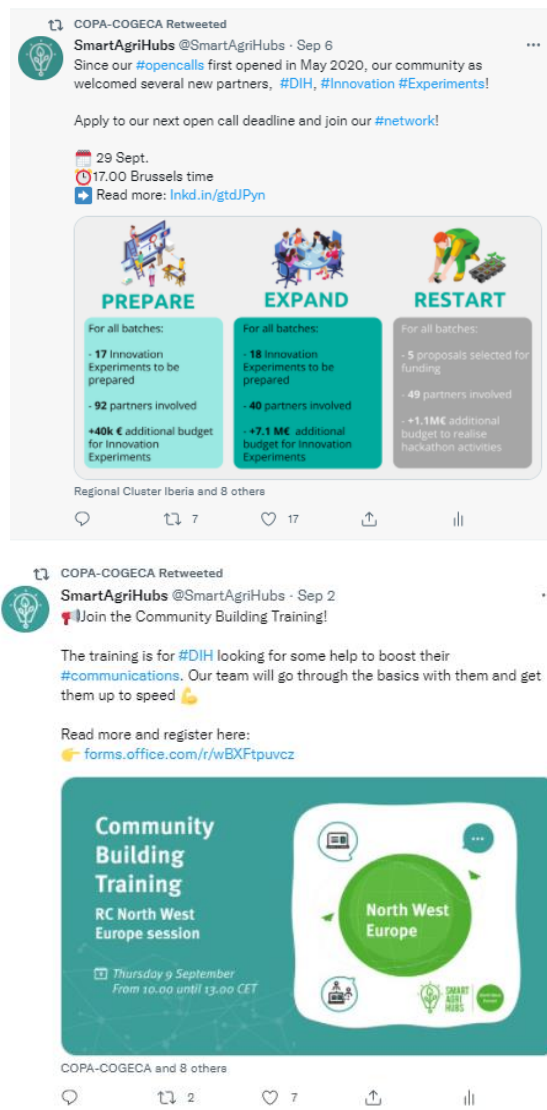
Figure 40 Copa-Cogeca retweeting SmartAgriHubs' open call deadline and Community Building Training for DIHs

Figure 41 FAO retweeting SmartAgriHubs' the Gender Survey from the EIP-Agri account

In order to reach out to farmers, WP1 has performed research on emerging social media influencers in farming. This led to identifying Alice Hodges, whose Instagram account @thecalfgirl gathers over 14K followers.

Alice Hodges was invited to join the event "How will technology will bring back young people to rural areas" as a speaker. Following the event, she helped in disseminating SmartAgriHubs message by posting on her channel, **quoting the video message of our Gender Ambassador Mrs. Ntuthu Mbiko-Motshegoa.**

Figure 42 Farming influencer @thecalfgirl post on Instagram tagging SmartAgriHubs and quoting its Gender Ambassador

The increased outreach cultivated through synergies benefits SmartAgriHubs' community.

- Engagement – with the SmartAgriHubs community

The 2 primary goals of SmartAgriHubs' social media channels are to disseminate information about the project and amplify the message of the members of our community.

By engaging directly with the content posted by the members of its community, SmartAgriHubs spotlights their social media accounts. Such actions also showcase the quality and strength of the SmartAgriHubs community to external actors.

The Regional Cluster weeks continued until Mid-October 2020. 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 was also a good example of close cooperation between WP1 and local partners in effectively putting forward communication activities which supports 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.

Although it was a successful product, the RCs felt that two editions (2019 and 2020) were sufficient to put them in the spotlight and that in 2021 these focused campaigns should take DIHs on board instead.
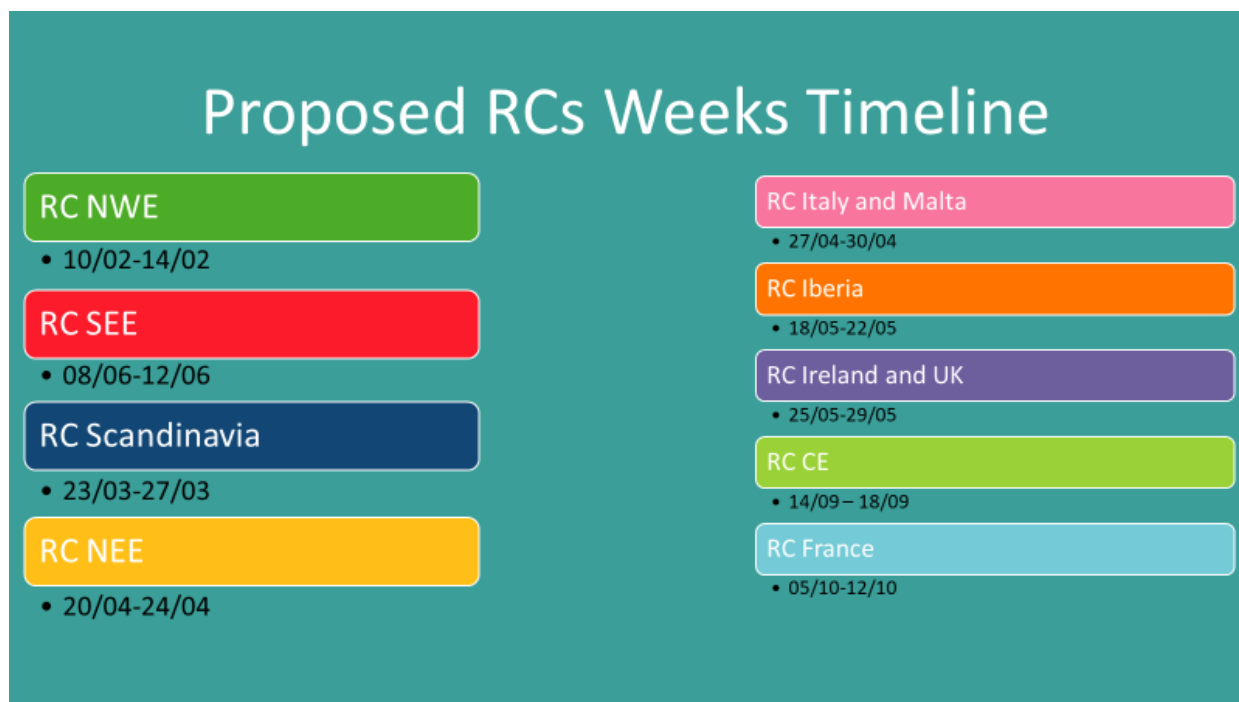
Figure 43 The RC week calendar for 2020

Another great example of action involving the SmartAgriHubs community on social media is the **special communication campaign organised for the 8 March 2021.** Designed for the International Women's Day, this social media campaign involved several Regional Clusters, the IoF2020 project and individual members of the SmartAgriHubs community. Each posted on social media pictures with a specific hashtags, tagging the SmartAgriHubs social media channel.

- YouTube strategy – event legacy
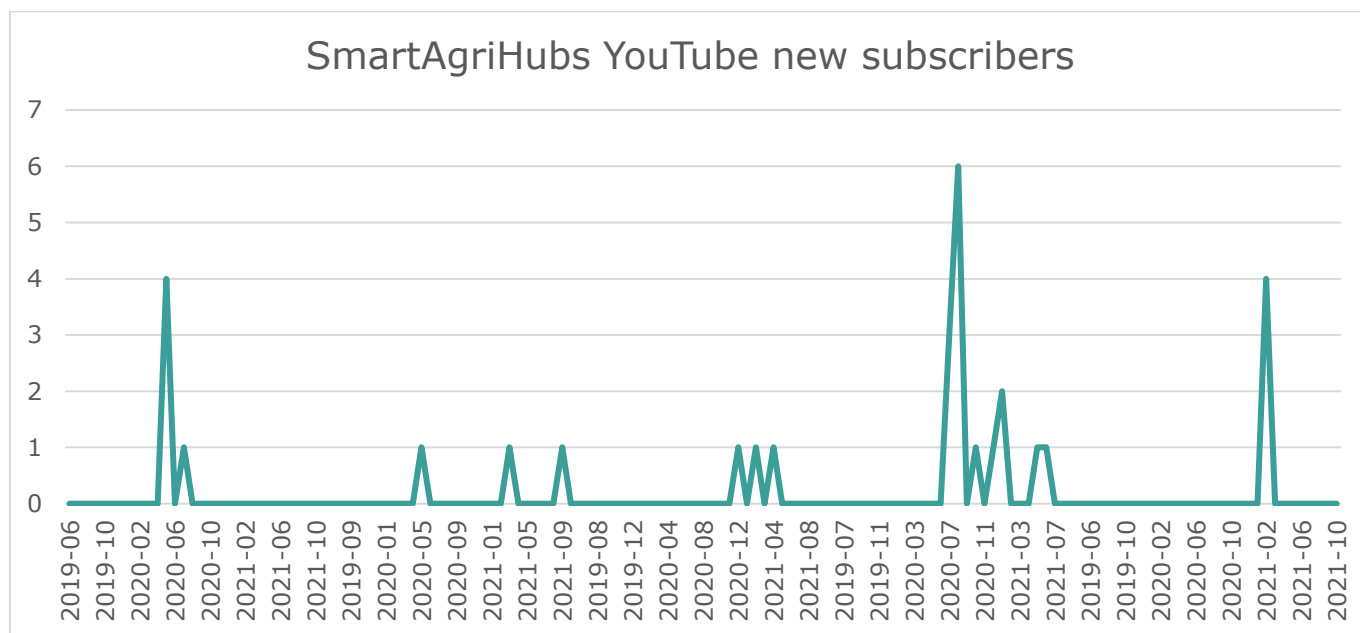
Figure 44 Evolution of SmartAgriHubs new subscribers

The SmartAgriHubs YouTube channel was first launched on 13 June 2019. Since its creation, it has served as a repository for events and interview recordings, animated videos and as a dissemination platform for the content of Regional Clusters and Flagship Innovation Experiments.

Since April 2020, special attention was dedicated to the development of the YouTube channel: because of its potential to gather the video legacy of SmartAgriHubs along with the Volta TV channel.

If the COVID-19 pandemic created many obstacles to the organisation of events, it also represented an opportunity for recorded content. All public online events were recorded and made available on SmartAgriHubs' YouTube channel. Since April 2020, a total of **68 videos** were added to the YouTube channel. In addition, **29** videos were added in 2021. The publication of the recordings of online events is now part of our post-event process.

Along with the event recordings, new animated videos and recorded messages from speakers are published on the YouTube channel.

The strategy for the long-term development of the SmartAgriHubs' YouTube channel includes referencing previous videos with relevant keywords and organise them into playlists: such actions should make it easier for viewers interested in smart farming or digital innovation hubs to find the channel.

The combined effects of the regular uploads and the referencing efforts resulted in an increase in new subscribers, as it can be observed on the graph under Figure 44.

8.4 MONTHLY TELCOS WITH THE REGIONAL CLUSTERS AND WP1 PARTNERS

Effective communication between WP1 and the RCs is an important driver in keep building up a strong ecosystem and enlarge the collaboration between members in the network. The project's goals and results hinge greatly on an efficient collaboration between WP1 and RCs in terms of a wider dissemination and broadcasting of the activity on the ground of the FIEs, CCs, and DIHs.

After having installed a regular monthly telco from month 1 of the project, WP1 has continued with these meetings in 2020 and 2021. Through these fixed monthly telcos WP1 is able to involve the RCs in the general communication activities of the project, ask them to contribute to specific communication products & campaigns and tailor made the message to their own local & regional communities. Equally the RCs are able to inform the WP1 team of all the events and activities that are coming up or have already taken place in their respective region. A special attention in these telcos is given to the interaction with the DIHs, and the difficulties the RCs are facing in engaging with several types of stakeholders on the ground.

Throughout these two years, 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 team connects the RCs with a better experience to the ones that need support on specific communication activities. This is done by providing the RCs with assistance and advice, relevant materials but also peer exchange.

Thanks to the RCs updates, WP1 is continuously converting these regional activities into effective communication materials to be put onto social media, the website, and on the Innovation Portal.

Figure 45 The RC logos based on the Visual Identity produced by WP1

Similarly, WP1 also holds a WP1 telco for its members. The meetings continued in 2020 and 2021 according to the schedule. The objective of these telcos is to inform about our communication actions and involve our members directly in the co-creation of certain campaigns and communication products. WP1 members have developed in the past two years a strong relationship and sense of community in promoting the SAH's goals and objectives. For example, the members of WP1 like BASSCOM, Copa-Cogeca, IFOAM, CEMA, and ZLTO are the first to share and re-share the important news and social media campaigns to their own communities and networks. In this way, joint effort in the multiplication of SAH communication is achieved.

Moreover, due to the COVID restrictions, WP1 was not able to organize face-to-face meetings. Nevertheless, two brainstorming sessions were organised online, 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. A list of priorities was organised and a decision was taken on which to develop first including: animation videos, a series of podcasts and the creation of the Blog section.

9. OPEN CALL PROMOTION

The OPEN CALL launch was one of the milestones of 2020, attracting visibility and buzz around the SAH ecosystem. The additional resources were a topic of discussion and interest in the agri-food sector and a much waited moment especially in the context of COVID19. Due to the high importance of the topic, a coherent and integrated plan was put in place in collaboration with WP2. The communication plan including the launch of a separate page on the website and Innovation Portal, organisations of webinars, special campaign on social media, development of a podcast and an animation video as well featured articles in the last newsletters.

Special page on the website /Innovation Portal

The Open Call has a dedicated page on the website and one section in the Innovation Portal were all news and information related to this subject are posted. The page is updated regularly and has a link to the questions posted on the Forum related to the Open Call. In addition, PDFs with the fiches for every call are also included on the Open Call page. In fact, a special menu exists on the left side of the page with a submission link for the Open Call proposals, links to events and already funded activities together with the list of recordings of past webinars.

Audio-visual products developed for the Open Call communication includes a podcast and an animation video.

The first podcast is designed in the form of an interview with the leader of WP2. The duration of the podcast is of 6.35 min and talks about the PREPARE Open Call. The audience can learn more about this new opportunity. Targeting Digital Innovation Hubs, the PREPARE open calls wants to offer support to Innovation Experiments. How can DIHs apply to this open call? What kind of experiments are eligible for PREPARE? The podcast is explaining all of this through a clear Q&A session. The animation video was launched in September 2021 and has a duration of 1.30 min.

Engagement – Open call campaign on social media

By disseminating its open calls on social media, SmartAgriHubs ensures that the largest number of potential beneficiaries can learn about this opportunity. However, there are specific challenges: social media posts are limited in length, and as they are viewed by a wide variety of stakeholders, they need to be as understandable as possible.

In this context, SmartAgriHubs' communication team developed visuals for each call, summarizing key information. Each visual was accompanied by a text inviting the reader to learn more by visiting the dedicated page of the SmartAgriHubs website.
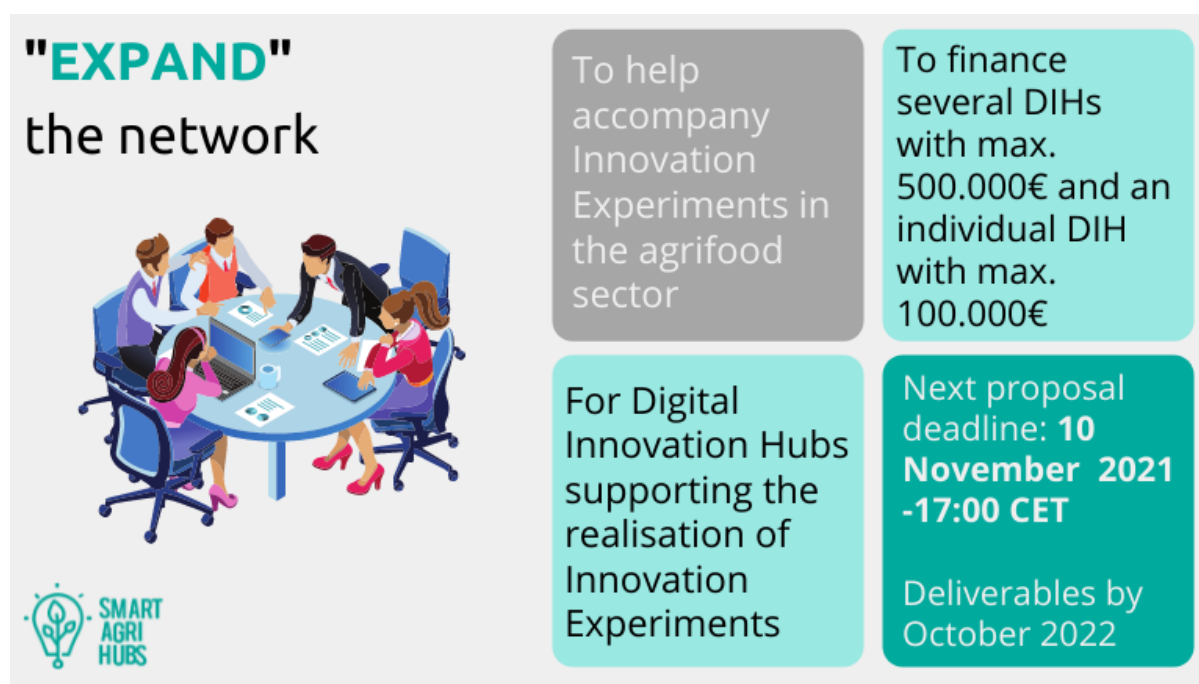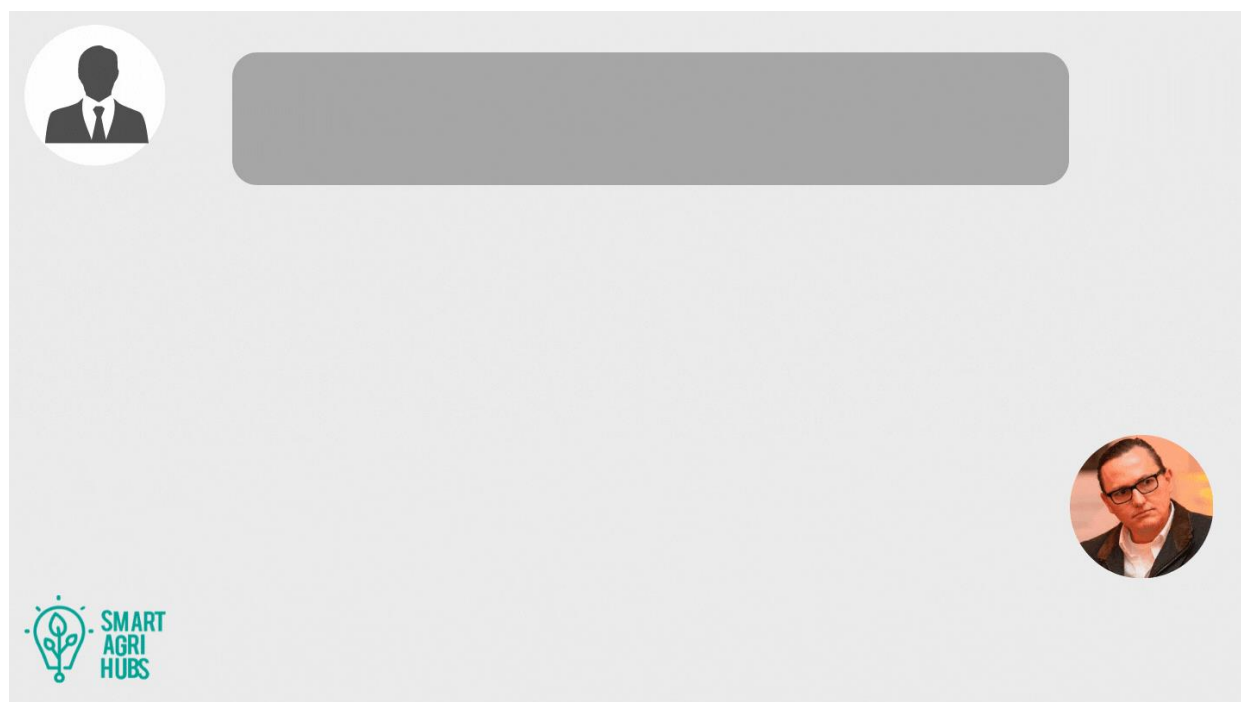

Figure 46 Infographic visual to promote the open calls on social media

Such visuals do not cover all the intricacies of each call – the target audience considered are SMEs, organisations, journalists or individuals not yet familiar with the SmartAgriHubs ecosystem and terminology.

Figure 47 Infographic visual to promote the open calls on social media

In the same line, the SmartAgriHubs communication team developed a series of GIFs (animated pictures) for social media. These GIFs represented a chat conversation between Harald Sundmaeker, leader of Work Package 2, and an anonymous user. The content was based on frequently asked questions identified on the Forum of the Innovation Portal. Each animated visual ended on the call "Join the conversation on the Innovation Portal Forum".

This original visual served several purposes:

-   Raising awareness about the Innovation Portal and the Forum, as key platform to gather additional information about the open calls
-   Share frequently asked questions and answers with as many potential applicants as possible
-   Highlight specific aspects of each call
-   Propose a new and creative visual format.

The open call social media campaigns are developed and organised based on the batches' deadline. All social media content refers to the website and the open call fiches. Such campaigns not only help to raise awareness about the open calls, but also helps increase the traffic to the SmartAgriHubs website. Throughout the Open Call media campaign more than 60 single visuals were created. In addition, postcards with quotes from the beneficiaries of the first Open Calls were developed and promoted on all social media channels. This included 11 quote cards on DIHs and Innovation Experiments.

10. OTHER PROMOTIONAL ACTIVITY OF DIGITAL INNOVATION HUBS AND INNOVATION EXPERIMENTS

10.1 RC EVENTS

- **Elevator pitch & matchmaking session for Digital Innovation Hubs by RC Iberia, 21 October 2020**

WP1 was contacted in September 2020 by RC Iberia and was asked to provide support in the organisation of an online networking event for the Iberian DIHs.

The concept was to connect Iberia DIHs with European partners. The first section of the event consisted in a session of elevator pitches by the RC Iberia DIHs and then of a matchmaking session were the DIHs would meet members of the audience with whom they shared their interest. The event was attended by 10 DIHs and 30 attendees.

The event was organised on the 21st of October 2020. WP1 provided support with the dissemination and communication of the event on social media, it also provided the access to online platform and technical assistance through the event. The video is available on the **YouTube channel of the project**.

- **Breakfast with by Iberia, February to April 2021**

Following the success of the 'Elevator pitch & matchmaking session for Digital Innovation Hubs', RC Iberia launched a series of online events called 'Breakfast with'.

The concept of the event was to invite DIHs from RC Iberia to present publicly their activities during an online event. RC Iberia organised 5 sessions from February 2021 to April 2021 (3 February; 17 February; 3 March; 17 March and 7 April).

WP1 supported RC Iberia with the dissemination of the event on social media and on the Innovation Portal.

- **RC North-West Europe presents SAH, March 2021**

RC NWE organised two webinars to present the project to their network. The first event was organised on the 5 March 2021 by ILVO and was held in Dutch; the second event was organised on the 11 March and was held in German.

Both events focused on presenting the benefits of joining the SmartAgriHubs network and the available funding.

WP1 supported RC NWE with the communication on social media and on the Innovation Portal.

- **RC North-West Europe presents SAH by RC North-East Europe, 24 March 2021**

RC North-East Europe organised on the 24th of March an online workshop with their FIEs. They also took the opportunity to present the Open Calls EXPAND in the session.

WP1 supported the RC NEE with the registration process and the dissemination of the event on social media.

- **DIHs presentation by RC Central Europe, April to June 2021**

RC Central Europe organised a series of online events to further connect with its network and offer exclusive content to their members. From March to November 2021, RC CE will organised a total of 6 webinars (26 March, 21 May, 28 May, 30 September, 8 October, 12 November). RC CE included a presentation of the SAH project and the Open Calls in each session.

WP1 supported RC CE with the social media dissemination and the communication to the Sah network and on the Innovation Portal.

- L**unch with by RC France, April to June 2021**

Based on the RC Iberia experience, RC France decided to organise a series of online events to presents DIHs to their network. The "Lunch with" events ran from April 2021 to June 2021 (21 April, 19 May and 23 June).

WP1 supported RC France with the dissemination on social media and on the Innovation Portal. It also published **the recordings on the YouTube channel** to increase the dissemination post-event.

- **Flagship Innovation Experiments, the outcomes by the RC South-East Europe, April and June 2021**

RC South-East Europe organised a series of events to presents the work achieved by some of their Flagship Innovation Experiments and discussed the outcomes. The online events took place between April and May 2021 (16 April, 11 May, 28 May).

WP1 helped with the dissemination of the event on social media, providing some support in developing visuals and with the further communication on the Innovation Portal.

- **RC Ireland and UK Regional Cluster Ireland &UK - Updates on Open calls and Tools offered by SAH, 12 May 2021**

To further boost the integration of their network into SAH project, RC Ireland & UK decided to organise an online event to present the benefits and the funding opportunities available in the project.

To support the event, WP1 provided access to the online platform and drafted the agenda with the lead and co-lead. WP1 also created some visual designs and took in charge the whole social media communications for the event. The event was attended by 24 participants.

- **Czech-Bulgarian Conference on the Implementation of SmartAgriculture, 22 June**

RC Central Europe Co-Lead organised on the 22nd of June a conference on SmartAgriculture with the Czech and Bulgarian research institutes. WP1 helped RC CE with the dissemination among the SAH ecosystem through emailing, social media communication and support on the Innovation Portal.

10.2 EVENT PARTICIPATION

As mentioned at the beginning of this report the last two years have been difficult for physical events. However digital ones have multiplied and participation from our WP1 has been in line with the developments of this special period. To comply with the objectives set in the flowering (phase II) and harvesting phase (phase III), WP1 made a selection of strategic events where participation contributed to these goals. These outreach events were published

both in the website and Innovation Portal. In that line it seems useful to mention a few of them to illustrate our online outreach activity.

- **Bringing research results to market ICT Agri, 19th of November 2020**

Mark Hage from WP1 took part in the forum organised by ICT-AGRI-FOOD and gave a presentation on the SmartAgriHubs Innovation Portal on 19th of November 2020.The forum presented solutions already available to promote agri-food research results and innovations and discussed the differences and similarities. Participants were having good discussions on data exchange mechanisms and aligning data structures.

- **AgriTech4.0 29 January 2021**

The 29th of January 2021, Edwin Hecker, Communication Coordinator of SAH project, presented the SmartAgriHubs project and how the EU project was supporting the innovation for the digital transformation in the agri-food sector.

The event was sponsored by ***Department for Environment, Food and Rural Affairs*** of the United Kingdom. The aim of the event was to offer an international dialog platform to various stakeholders of the Agri-tech sector, among many H2020 projects, and to boost innovation opportunities.

Edwin Hecker opened the session "Facilitating decisive research into action and implementation" and was follow by 3 other colleagues. He had the opportunity to present the SAH Innovation Portal and the ecosystem strategy, he answered several questions from the audience afterward on the challenge and limitations of the DIHs to support the innovation in the agri-food sector.

- **Virtual #CEMASummit 14th of April 2021**

The 14th of April 2021, a WP1 member, CEMA, organised the conference on "*Seeding the Future of Sustainable Farming - Advanced Farm Machines & solutions to deliver on the European Green Deal".* This summit aimed to strike a balance, assess progress and connect technology with the challenges EU agriculture faces today on the aspirations for tomorrow. The SAH project was represented virtually with a booth in the exhibition including videos of the project displaying in the background. A member of WP1 was available at the virtual booth throughout the duration of the conference for any questions from the audience regarding the project and its DIHs.

- **SAH participation at the Virtual Agro Fair 20-21 May 2021**

Karim Jouhari from WP1 participated on the 20-21 May 2021 to the event organised by Anamob (RC South-East Europe). He organised the virtual booth, with interactive videos and presentations on the SAH achievements of the FIEs. WP1 team was available during the event for questions and bilateral meetings. The event was shared on social media and promoted internally on the Innovation Portal.

- **L'Europe s'engage pour l'AgTech en Pays de la Loire, 4th of June 2021**

Karim Jouhari from the WP1 was invited by the Regional Cluster France lead, Région Pays de la Loire, to present the 28 FIEs of the project at the event: "L'Europe s'engage pour l'AgTech en Pays de la Loire" on Friday the 4th of June.

The event aimed at presenting to the French agri-tech sector in Pays de la Loire the different EU lead initiatives as well as the EU funding opportunities. The organisers also invited members of the Regions4Food, Icare4Farm, REAMIT as well as a speaker from the DG Agri to present the Horizon Europe programme.

- **SmartAgriHubs: Unleashing the innovation potential for the digital transformation of the European Agri-food Sector 16th of June 2021**

Lorena van de Kolk from WP1 participated on the 16th of June 2021 to the event organised by Coldiretti (RC Italy). She presented the opportunities offered by the SAH innovation portal to the Agri-food European eco-system, illustrating its interactive tools for networking, and how to boost its users organisation 'visibility at the European level. The workshop counted with over 20 participants, and questions were raised on registrations, usability of the Library and connections in the Forum.

- **SAH participation at the Innoseta Event Networking activity of EU projects 28th of June 2021**

WP1 was invited to represent the SAH project in the event organised by Innoseta on ideas to improve education in agriculture by sharing experience from other H2020 projects. The webinar focused on main problems, common objectives, future of the projects and sustainability after the EU funding is over. Lorena van de Kolk presented the shortly the project and centered her presentation on the functionalities of the Innovation Portal, a platform that could help other H2020 projects with the sustainability matter, trying to become a central informational nod for similar projects.
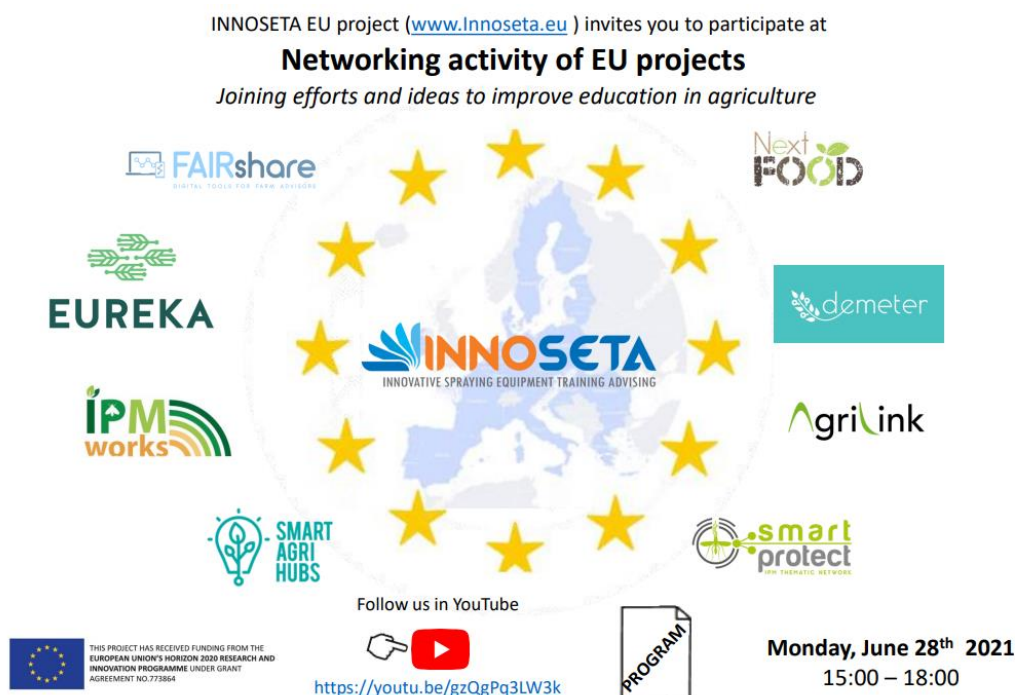

Figure 48 Innoseta networking activity visual

- Events attended by other members of WP1

**The DIH-LEAF launch event 11 May 2021, online event**

George Beers, the SAH coordinator gave a presentation at the DIH LEAF (Digital Innovation Hub in Livestock, Environment, Agriculture, and Forests), launch event. The DIH is based in Castilla y León (Spain) and is a new entity created to play a significant role in the digital transformation of the European primary sector. The objective of the event was to analyse and debate the main national and European strategies related to innovation and digital transformation within the focus areas covered by DIH-LEAF. George Beers talked about the experience of the 260+ network of DIHs in SAH.

"Organic's contribution to the European Green Deal" 16-18 June 2021, online event

IFOAM Organics Europe organised its annual European Organic Congress aimed to inspire the participants by focusing on how the agri-food sector's initiatives enhance the transition towards a more sustainable food system, through the aid of leading examples from representatives and experts amidst the organic sector. The event was in a hybrid format. During breaks between sessions, recurring slideshows were displayed which included information on the current SmartAgriHubs' Open calls. A QR code was attached which linked directly to the dedicated page on SmartAgriHubs' website.

Czech-Bulgarian Conference on the Implementation of Smart Agriculture 22-23 June 2021, online event

BASSCOM supported the organisation of an online webinar by RC Central Europe. The main goal of the webinar was to introduce the Czech and Bulgarian research organizations on Smart Agriculture, as well as companies providing products & services and the wider public, interested in the topic, with the opportunities for cooperation in research and development of new technologies. The event also looked at their practical application in the agriculture industry as well as to build the foundation of solid communication between Czech and Bulgarian organizations and companies. This is seen as a first step in starting strategic partnerships in the area of science, research and development and to the wide opening of the markets for products, services and application in both countries.
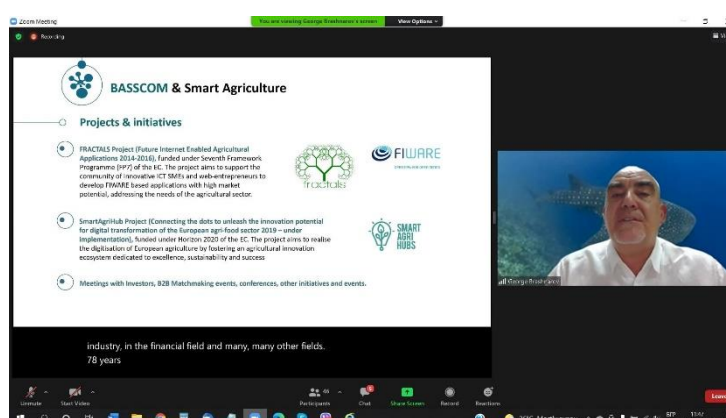
Figure 49 Conference on the Implementation of Smart Agriculture

Precision Agriculture Days 27-28 August 2021, online event

ZLTO participated in the Fair that gathered more than 56 exhibitors from the digital agriculture sector. The event focused mainly on technology and data focus with an interactive and flexible agenda on more engineering demonstrations outside including a number of Robots and Drones that were available.

11. OTHER OUTREACH ACTIVITIES

11.1 CONTACT WITH EXTERNAL PARTIES

In the last years, the ecosystem of SAH has more than duplicated, passing from 1000 contacts to 2370 people who subscribed to the SAH newsletter via mail chimp, and thousands of others follow our social media handles (6291 followers in total across our social media channels). In the context of further developing the ecosystem, WP1 has over the course of the past months 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. The SAH ecosystem is flourishing and this is reflected in the numbers of the target audience. This is the result of an integrated and coherent ecosystem strategy in line with its communication plan, including new events, regular campaigns on social media, updates on the Portal and the website, smooth integration of the OPEN CALL successful candidates, and tailored made newsletters.

Figure 50: A number of our SAH 'audiences' on Mailchimp

11.2 COLLABORATION WITH OTHER H2020 PROJECTS AND INTERNATIONAL ASSOCIATIONS

Since April 2020, SAH has continuously reached out to external partners in support for common objectives and causes. Further to the goal of growing the ecosystem, WP1 also reached out to relevant communities to increase our dissemination and visibility (e.g. FAO, EU associations on agri-tech, EU MEPs, organisations and EU initiatives such as CEJA, EIP-AGRI, EIT Food etc.).

These contacts consist in formal requests 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.

Another important element in growing the ecosystem is synergies with other H2020 projects. Important steps have been taking in strengthening these relationships not only with IoF2020 but also with Demeter, Atlas, AgROBOfood. In fact, several webinars were organized in collaboration with these projects (IoF2020 final event, the gender webinar etc.). The communications teams are in contact and supporting each other's dissemination activities.

Figure 51: An example of synergy between Demeter and SmartAgriHubs on Social Media

11.3 COLLABORATION WITH OTHER WORK PACKAGES

During the COVID19 period the collaboration with the other WPs was intensified and strengthened. WP1 engaged closely with all the other WPs in order to effectively disseminate the results of SAH, activate the network digitally and reach out to the relevant audiences.

WP2 Network Expansion by Open Calls

Collaboration with WP2 has taken a central place due to the launch of the OPEN CALL. On-going meetings were organized with the WP2 team around the communication and dissemination plan regarding the Open Call but also the execution of these campaigns. Ad-hoc online meetings and telcos have taken place to fine tune 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. Specific attention was paid to the Open Call page on the website and the Innovation Portal and the regular update of information on it . WP1 organised for WP2 several Open Call webinars and also developed one animation video to better explain to a larger audience the differences between the OPEN CALL streams.

WP3 Monitoring & Evaluation of Innovation Experiments

WP1 and WP3 continued their close collaboration also in this period. As Regional Clusters and FIEs are active members of both WPs, the flow of information is crucial in obtaining the updates on the results and achievements on the ground. WP3 is regularly collecting information from FIEs and this is a valuable source of information to populate content and updates on the website and its Innovation Portal regarding the FIEs activities. The same applies for establishing the relation with the newcomers resulting from the SAH OPEN CALLS. WP3 is facilitating the exchange with the new organisations and links them to the ecosystem build by WP1. In the same line, WP1 is organizing with WP3 an internal event for the FIEs on next year to showcase results, exchange experiences and lessons learnt among the 28 initial FIEs.

WP4 DIH Capacity Building and Monitoring

WP1's cooperation with WP4 has increased in the last years and evolved with the requirements of the community. The collaboration is centered around the DIHs ecosystem, and both WPs have been working closely together to improve the communication and dissemination activities within the DIHs, between them and beyond the DIH ecosystem. WP1 relied on WP4 to convert technical content and information on mature DIHs on general communication material for the whole network and less experienced DIHs. The work continued on the website and Portal and consisted in translating the maturity model for DIHs into an interactive tool for self-assessment for the DIHs, its launch and implementation. Another tool developed in the Portal for WP4 is the DIH Observatory. Moreover special effort was given from WP1 to the promotion of WP4's training courses and their LXP platform. Regular meetings were organized with WP4 in order to tackle all these items.

WP5 Competence Centres

The collaboration with WP5 was focused on this period in attracting CCs to the Innovation Portal. This was done by supporting WP5 in communicating about the benefits for the CCs in joining the platform (infographics and social media visuals were developed, including them in the RCs monthly telco) together with the launch of the Agricultural Technical Accelerator which is an online tool for the CCs to showcase their systems and competences. Ongoing work was done 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. An example is the new leaflet developed for WP5 to highlight the meaning of a CC in SAH and summarize the benefits of being such type of stakeholder in the network.

Figure 52 Competence centers on the Innovation Portal

WP6 Project Management

WP1 has continued its close collaboration with WP6 especially in establishing the new way of working for the community, meaning the switch from physical gatherings and meetings to the digital format. WP6 has supported these measures and coordinated with WP1 the convey of this general message to the community and consortium partners. As in the first year, 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. WP1 and WP6 have worked together in the development of the COVID19 page, related webinars, and actions as well as the task force set up for Gender equality.
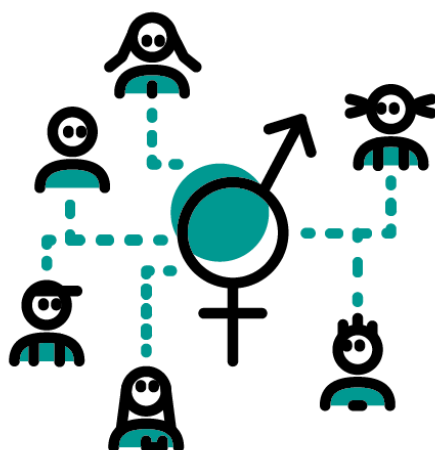

Figure 53: The logo of the SAH gender taskforce

11.4 OUR DIRECT LINK WITH THE ECOSYSTEM

The communications@smartagrihubs.eu e-mail is the main channel of communication for the ecosystem partners but also external stakeholders. This email address is publicized on all our communication products (from newsletter to publications like the brochure etc.) and social

media handles. In addition it is present on the website and Innovation Portal as the direct link to the WP1 team.

As a result of this direct channel of communications, hundreds of emails and requests are received yearly varying from technical issues on the Portal, general information request on the project, specific questions for the Regional Clusters or organizational aspects on the events and other communication products. WP1 team is answering these requests usually within 72 hours.

12. CONCLUSION

WP1 will continue its work on the communication and ecosystem building strategies to deliver the objectives and goals set by the SAH project. The ecosystem created in the project is thriving, energic, buzzing and creating more and more dots in the regional communities across Europe as well as internationally. The flowering phase its reaching its apogee with the new comers from the Open Call and we're leaping forward for the harvesting phase in showing results and achievements from the FIEs together with their Digital Innovation Hubs. 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 long list of actions in the works. Ongoing communication support to the Open Call is foreseen together with the proper update of the website and Innovation Portal regarding its new members, and their full integration in the SAH community. We're looking ahead at the last year of the project and a special attention will be given 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 FIEs event in 2022, an internal meeting for the stakeholders to share experiences, knowledge and the achievements done so far. To that end the annual meeting for RCs is also prepared for February 2022.

Moreover, in the coming months, WP1 will be working on the SmartAgriHubs final conference. Next year will be marked by the end of the project and the showcase of results and impact achieved within the different RCs and their DIHs. The organisation of a successful final event will take the first half of 2022. The conclusions of the event will be pivotal in setting the scene for the next stage, the sustainability of the SAH projects its ecosystem and the Innovation Portal. Regular meetings with the other WPs are organised to arrange the sustainability of the community in a smooth and efficient way.

Subsequently, the project will exploit the harvesting phase, which started 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 final results coming from FIEs and DIHs will provide valuable content for the dissemination activities, which will extend towards a greater audience.