D4.1. Dissemination, Exploitation & Communication Plan – initial version

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List of Abbreviations and Acronyms	
ADSs	**Agricultural Digital Solutions**
AKIS	**Agricultural Knowledge and Innovation Systems**
DEC	**Dissemination, Exploitation and Communication**
DIH	**Digital Innovation Hubs**
EIP - AGRI	**European Innovation Partnership for Agricultural Productivity and Sustainability**
EC	**European Commission**
EU	**European Union**
IPR	**Intellectual Property Rights**
KPI	**Key Performance Indicator**
KER	**Key Expected Results**
OS	**Open Source**
SOSTAC	**Situation, Objectives, Strategy, Tactics, Action, Control**
SIPs	**Sustainable Innovation Pilots**
TG	**Target Groups**

Table 1: List of abbreviations and acronyms

Executive Summary

The OpenAgri Dissemination, Exploitation, and Communication Plan has been crafted to function as an all-encompassing roadmap for executing tasks associated with the dissemination and communication of the aims and outcomes of the project. This plan will fulfil the diverse dissemination, communication and exploitation objectives of the project. These include raising awareness of the project across local, European, and global communities, involving various stakeholders, and ensuring the practical applicability of the project's outcomes.

This plan has three objectives:

Promoting Project Visibility: The plan will enhance the visibility of the OpenAgri project, both in local regions and across Europe. We will employ various communication avenues, including both traditional and digital media, alongside focused marketing endeavours aimed at engaging a diverse array of audiences.

Involving Stakeholder Communities: The project will actively involve diverse stakeholder groups. Through fostering partnerships and collaborations our goal is to engage their expertise and knowledge to provide feedback on the outcomes of the project, and where possible obtain their endorsement or advice. Our strategy for achieving this engagement is to tailor our approach to the distinct requirements and preferences of each group, ensuring that their contributions are appreciated and valued.

Maximising Practical Application of Project Results: The success of any project hinges on the tangible usefulness of its outcomes. OpenAgri will deliver practical solutions that can directly enrich communities and empower farmers. For this to be achieved, we need to effectively disseminate the solutions to the relevant audiences ensuring the outcomes are actionable resources for fostering positive transformations.

This plan serves as a framework, delineating **strategies, timelines, and resource allocations** for each facet. It includes a range of communication methods, spanning from traditional press releases and community engagement events to contemporary digital marketing and social media strategies. The exploitation of project outcomes is seamlessly integrated into the Dissemination, Exploitation, and Communication (DEC) plan, with the objective that the innovative ideas are communicated to and adopted by suitable stakeholders.

With this plan, OpenAgri will execute these activities with dedication to ensuring that the project realises its greatest potential, communicates effectively, and leaves a positive and enduring imprint on local, European, and global communities.

1. Introduction

1.1. Project Summary

OpenAgri, a Horizon Europe project funded by the European Union, is dedicated to empowering farmers through the provision of free, open-source (OS) tools that are designed to operate effectively even in remote locations with limited network connectivity. Through its 14 Sustainable Innovation Pilots (SIPs), the project serves as a bridge connecting farmers to cutting-edge technologies, thereby narrowing the gap between rural and urban communities. This inclusive approach not only enhances access to essential tools but also contributes to a more prosperous and equitable future for all stakeholders involved. By addressing key challenges in the agricultural sector, including issues related to accessibility, performance, and sustainability of digital farming tools, OpenAgri is paving the way for a more resilient and efficient agricultural ecosystem.

1.2. Document Scope

The initial version of the OpenAgri Dissemination, Exploitation, and Communication Plan has been designed as a comprehensive roadmap to execute activities related to disseminating, exploiting, and communicating the project's results. This plan aims to achieve the project's multifaceted dissemination, communication and exploitation goals, which include raising awareness about the project, promoting it within local, European, and global communities, and ensuring that the project's outcomes are accessible to and usable by a variety of stakeholder groups.

1.3. Document Structure

This document is structured into several chapters:

In **Chapter 1**, a concise summary of the project is presented, as well as the outline of the document's scope, and an overview of its overall structure.

Chapter 2 summarises the project's objectives and outcomes and provides an overview of the dissemination and communication strategy, including timings and target audiences.

Chapter 3 presents the specifics of dissemination and communication activities, tools, and channels, covering aspects such as visual identity, communication materials, and the mix of communication channels.

Chapter 4 outlines the procedures and tools for reporting and monitoring of the dissemination and communication activities and provides details on key performance indicators (KPIs) and the specific activities slated for the project's first year.

Chapter 5 provides an initial evaluation of the project's outcomes and results that can be exploited, and defines exploitation pathways, related KPIs and IPR management.

Chapter 6 presents the conclusions of this deliverable.

Lastly, **chapter 7**, consists of the Annex which provides a preview of various templates to be used in the project for dissemination and communication activities.

2. Overview

OpenAgri is a three-year project that began in January 2024 and is set to conclude in December 2026, with the participation of 18 partners from 7 different countries. Its primary aim is to empower farmers with **free, open-source (OS) tools** that can operate even in remote locations with limited network connectivity.

OpenAgri seeks to achieve 4 interrelated objectives:

SO1: Develop a methodology, build an infrastructure and a set of reusable open-source software services to enable the co-creation of open-source ADSs for use by farmers, advisors and AgriTech SMEs.

SO2: Facilitate the creation of a community of farmers, advisors, IT experts and AKIS actors for co-creating OS and open hardware ADSs focusing on a comparison of edge, cloud and mixed solutions, thus enhancing the sector's sustainability and competitiveness.

SO3: Pilot the co-created edge and cloud based ADSs and compare their effectiveness, efficiency and energy performance in various biogeographic and socio-economic framing contexts at farm, regional and national scale.

SO4: Provide a decision-making tool for policymakers, farm advisors, farmers and public administration for the selection of the most appropriate edge, cloud, or mixed model-based OS ADSs.

2.1. Methodology

A well-structured **Dissemination, Communication, and Exploitation Plan (DEC)** is central for ensuring the successful delivery of project activities aimed at boosting project visibility and highlighting its outcomes. The DEC acts as a strategic roadmap, delineating the methods, timing, and target audience for conveying key messages, as well as the most effective engagement strategies for heightening awareness of the project's objectives, achievements, and for communicating about the Open Call among relevant stakeholders. Drawing inspiration from the SOSTAC[1] marketing model, the OpenAgri DEC plan includes the following elements:

1. Situation Analysis: The DEC begins with a comprehensive assessment of the current landscape, identifying the project's strengths, weaknesses, opportunities, and threats. This analysis provides the foundation for crafting effective dissemination and communication strategies tailored to OpenAgri's specific context and objectives.

2. Objectives: Clear and measurable objectives are established to guide the dissemination and communication efforts. These objectives align closely with the project's overall goals, ensuring that dissemination activities contribute directly to achieving desired outcomes, such as increasing awareness, fostering collaboration, and maximizing impact.

3. Strategy: The DEC outlines the overarching strategy for disseminating project information and communicating with target audiences. This strategy encompasses a mix of online and offline channels, including social media, websites, newsletters, workshops, conferences, and media outreach, tailored to reach diverse stakeholders effectively.

4. Tactics: Specific tactics are identified to implement the chosen dissemination and communication strategy effectively. This includes creating engaging content, using multimedia platforms, organizing events, establishing partnerships, and employing targeted advertising to reach and engage key stakeholders.

[1] (Smith, P. (2011). The SOSTAC® Guide-to writing the perfect plan. *Self-published E-book available on Amazon and Kindle.*)

5. Action: A detailed action plan has been developed, outlining the specific tasks, timelines, responsibilities, and resources required to execute the DEC successfully. This ensures accountability and facilitates coordinated efforts among project partners and stakeholders.

6. Control: Mechanisms for monitoring and evaluating the effectiveness of dissemination and communication activities have been established. Key performance indicators (KPIs) have been defined to track progress towards objectives, allowing for adjustments to be made as needed to optimize outcomes and maximize impact.

By adhering to the principles outlined in the DEC plan, OpenAgri aims to enhance project visibility, foster stakeholder engagement, and ultimately achieve its overarching goals of advancing sustainable agriculture and promoting innovation in the farming sector.

Figure 1: SOSTAC model which inspired the OpenAgri DEC plan

2.1.1. Multi-actor approach

OpenAgri recognizes the importance of adopting a multi-actor approach and formulating effective engagement strategies to take advantage of the collective expertise and knowledge of a diverse range of partners and stakeholders. This approach is instrumental in achieving the project's goals and ensuring comprehensive communication from the outset. As such, the multi-actor approach will encompass several key activities:

1. **Translation of Project Materials:** Where applicable, project materials will be translated into the languages of our partners, ensuring accessibility and inclusivity across diverse linguistic backgrounds.

2. **Providing Comprehensive Information:** Stakeholders and end-users will receive relevant information about the project, its objectives, and its outcomes, facilitating informed decision-making and active participation.

3. **Tailored Communication Channels:** Customized communication channels and messages will be employed for each specific target group, considering their preferences and characteristics to maximize engagement and impact.

4. **Seeking Cooperation Opportunities:** OpenAgri will explore opportunities for collaboration and synergies with other projects, initiatives, and networks, fostering broader societal engagement and collective action towards shared goals.

5. **Using Partner Networks:** Existing networks, communities, and event programs of project partners will be used to amplify outreach efforts and facilitate connections within the farming community.

6. **Facilitating Knowledge Exchange:** OpenAgri will actively participate in various activities and discussions at events to foster knowledge exchange among diverse actors, promoting learning and collaboration across different sectors and disciplines.

Through this inclusive strategy, OpenAgri aims to forge connections, promote collaboration, and support the adoption of digital technologies throughout the farming community in Europe. By harnessing the collective expertise and resources of its partners and stakeholders, the project seeks to realize its vision of advancing sustainable agriculture and innovation in the farming sector.

2.2. DEC Objectives and Time Plan

The DEC plan pursues a multi-pronged approach, outlining diverse objectives designed to maximize OpenAgri's impact and reach across various stakeholder groups. These objectives include:

1. Onboard a critical mass of stakeholders and maximise outreach opportunities for OpenAgri with targeted messaging and customised content.

2. Diffuse scientific and technological knowledge generated in the project and put it to support the adoption of capacity building under the pan-European network of agri-food DIHs and thematic networks.

3. Nurture a collaboration framework for complementarities/ synergies with projects, initiatives, pan-European networks of DIHs and AKIS actors to avoid duplication of efforts, and build on the results.

4. Get feedback from key stakeholder segments and potentials users to make sure our developments are going in the right direction.

5. Align and integrate our dissemination, communication, community building activities with our exploitation efforts to ensure the sustainability of our reusable assets.

6. Encourage new initiatives and support those already being carried out.

The DEC Plan follows a four-phase structure, ensuring alignment between the project's progression and its dissemination, communication, and exploitation activities. This deliberate approach not only fosters seamless project implementation but also enhances overall efficiency and effectiveness throughout the project lifecycle. By adhering to this structured approach, OpenAgri aims to optimize its impact and contribute significantly to advancing sustainable agriculture and innovation within the farming sector.

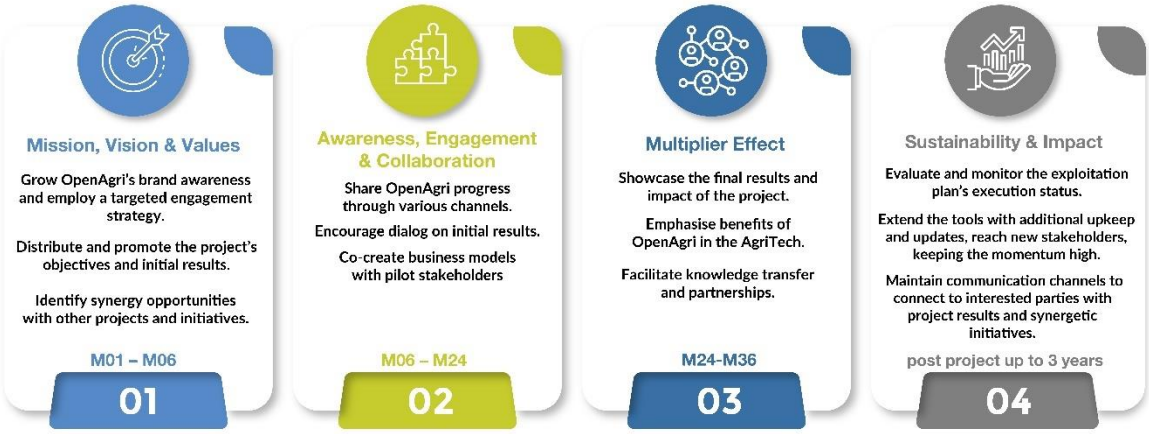

Figure 2: Stages in implementing DEC strategies

2.3. Target groups and engagement strategies

To boost the expansion of the OpenAgri ecosystem and magnify its impact, it is crucial to pinpoint the key target groups and devise appropriate engagement tactics. The table provided outlines a comprehensive strategy for engaging various stakeholders within the agricultural sector, highlighting the importance of utilizing data-driven tools and open-source technology to drive innovation and sustainability. Each target group, from farmers and agricultural cooperatives to policymakers and industry associations, is addressed with tailored key messages and appropriate tools and channels for dissemination. This approach emphasizes the collective effort needed to enhance productivity, decision-making, and the adoption of sustainable practices within the agricultural industry. By promoting collaboration, knowledge-sharing, and the integration of technology, the table underscores the pivotal role of diverse stakeholders in shaping the future of agriculture and ensuring its continued development and resilience in the face of evolving challenges.

Figure 3: OpenAgri multi-actor approach

Target Groups	Key messages	Tools and channels
Farmers (Incl. farmers; farm businesses; farmers' associations & federations, unions & cooperatives)	Improve your farm's productivity and decision-making with data-driven tools. Reduce your farm's environmental impact through the use of digital tools. Facilitate the process of reporting and data sharing for CAP subsidies and other reporting requirements.	Policy-focused and other events, practice abstracts, press releases, website, newsletters, social media, partners' networks, other projects/initiatives, etc.
ADSs providers (AgriTech SMEs/scale-ups)	Collaborate with a network of experts and developers to shape the future of agriculture	Webinars, press releases, website, social media, practice abstracts, events, etc.
Open Software Developers	Play a key role in defining the future of agricultural technology through open-source innovation.	Webinars, press releases, website, social media, practice abstracts, events, etc.
Agri Cooperatives Farm Managers and Administrators	Offer your members access to cutting-edge open-source agricultural tools that will lower production costs, reduce environmental impacts and enable easier reporting.	Webinars, newsletters, workshops, Open Days, website, etc.
Extension & Advisory Services Public & private service providers, and agricultural consultants; other AKIS actors	Offer more comprehensive advice on the application of open-source tools in farming.	Press releases, newspapers, practice abstracts, website, newsletters, social media, AKIS Platform, partners' networks, projects/initiatives, operational/focus groups, etc.
Authorities & Policy makers Agricultural & env. authorities; CAP governance bodies (e.g., paying agencies & certification bodies); standardization bodies; EU's DG AGRI, DG ENV, Public Env. monitoring authorities	Support the development of a more innovative and technology-driven agricultural sector.	Policy focused and other events, practice abstracts, press releases, website, newsletters, social media, partners' networks, other projects/initiatives, etc.
Thematic networks & platforms EIP-AGRI Operational Groups, SWG SCAR-AKIS, Multi-actor projects & Platforms	Promote the adoption of sustainable and innovative agricultural practices	Webinars, press releases, website, social media, practice abstracts, events, etc.
DIHs In fields of Agriculture, Environment, Technology, Data, AI at local, regional, national and EU level. Agrifood EDIHs	Bridge the gap between research and development, and practical application on farms.	Webinars, newsletters, workshops, Open Days, website, etc.
Industry Associations Agrifood/ ICT clusters/	Champion the use of open-source technology to drive progress in agriculture.	Events and open days, press releases,

associations		newsletters, social media, industry magazines, statements in the media, etc.

Table 2: Target groups and engagement strategies for OpenAgri

3. Dissemination and Communication channels, tools, and activities

3.1. Visual Identity

The initial stage of dissemination and communication endeavours involves creating a distinctive and impactful visual identity to establish OpenAgri's presence within local, European, and global communities. This enduring visual identity, anchored in a central concept, aims to swiftly communicate OpenAgri's objectives and embody its core values consistently and transparently. Serving as the project's emblem across physical and digital platforms, the OpenAgri team has developed an accessible visual identity comprising elements such as a cutting-edge aesthetic blending classic and contemporary elements.

This identity package includes a logo, branding guide, templates, and partner guidelines, ensuring proper use of communication components to promote the OpenAgri initiative and acknowledge EU funding. OpenAgri will also have a crafted **Visual Identity Book, a dedicated website, and an Offline Identity Material Package** to further solidify its visual presence and outreach efforts.

3.1.1. Logo and Branding Book

The cornerstone components of OpenAgri's visual identity are its logo and branding book, designed to fulfil several crucial objectives. These elements aim to **captivate attention, make a powerful initial impression, and, most importantly, convey a multi-faceted message** that offers insight into OpenAgri's mission of democratizing digital farming through the development and deployment of innovative, cost-effective, and energy-efficient open-source software and hardware in remote areas. The logo was specifically designed to symbolize sustainability while embodying simplicity, boldness, and freshness.

Figure 4: OpenAgri logo

The logo's modern font and green and blue colour scheme were not chosen by accident. Green represents openness, nature, agriculture, health, and growth, all perfectly aligned with OpenAgri's mission. Blue adds a sense of security, loyalty, and responsibility, highlighting the project's commitment. This logo will be used everywhere, from the website and presentations to flyers and press releases, creating a recognizable and impactful brand identity for OpenAgri. To ensure consistency and effectively communicate the project's values, a branding guide and specific colour palette have also been established.

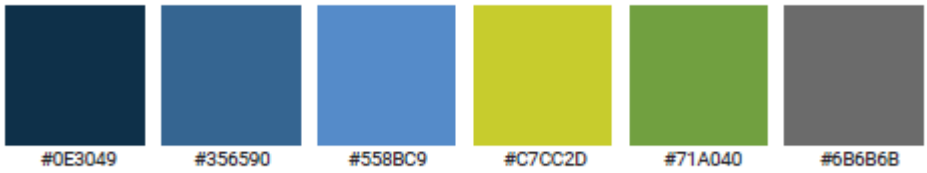

Figure 5: OpenAgri colour pallet.

3.1.2. European flag and Funding Statement

All communication endeavours carried out by the beneficiaries of the OpenAgri project as part of the action, including media engagements, conferences, seminars, informational materials (such as brochures, leaflets, posters, presentations, etc., whether in electronic, traditional, or social media format), dissemination activities, or noteworthy outcomes funded by the grant, must acknowledge the support of the EU and prominently display **the European flag (emblem) along with the funding statement**: **Funded**

Figure 6: EU emblem

3.1.3. Disclaimer for Publications

In addition to the EU Emblem, dissemination and communication material (when applicable) will include the following disclaimer (translated into local languages where appropriate):

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them."

3.1.4. Templates

Given that events, conferences, webinars, fairs, exhibitions, and similar platforms serve as the primary avenues for communication and dissemination, a carefully designed presentation template in PowerPoint format has been developed in harmony with the visual identity of OpenAgri. The main objectives behind this design were to ensure consistency and project recognition, with the goal of attracting attention to the project's achievements and outcomes.

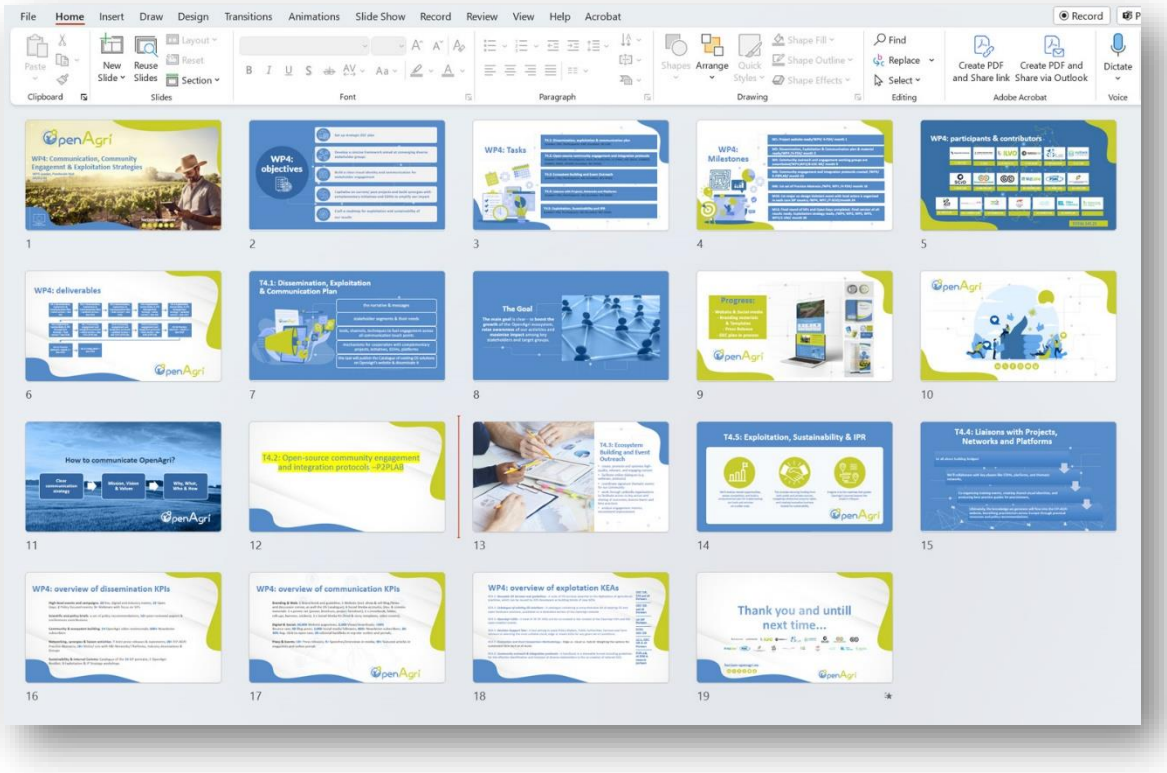

Figure 7: Presentation template for PowerPoint

The OpenAgri deliverable template has been designed to adhere closely to the guidelines specified in the visual identity book. It will serve as the standard format used by all project partners for creating project deliverables. This template includes a cover page prominently featuring the project's logo, acronym, deliverable details (such as number, full title, work package number, etc.), and complementary letterhead and social media templates have also been developed to align with its aesthetic.

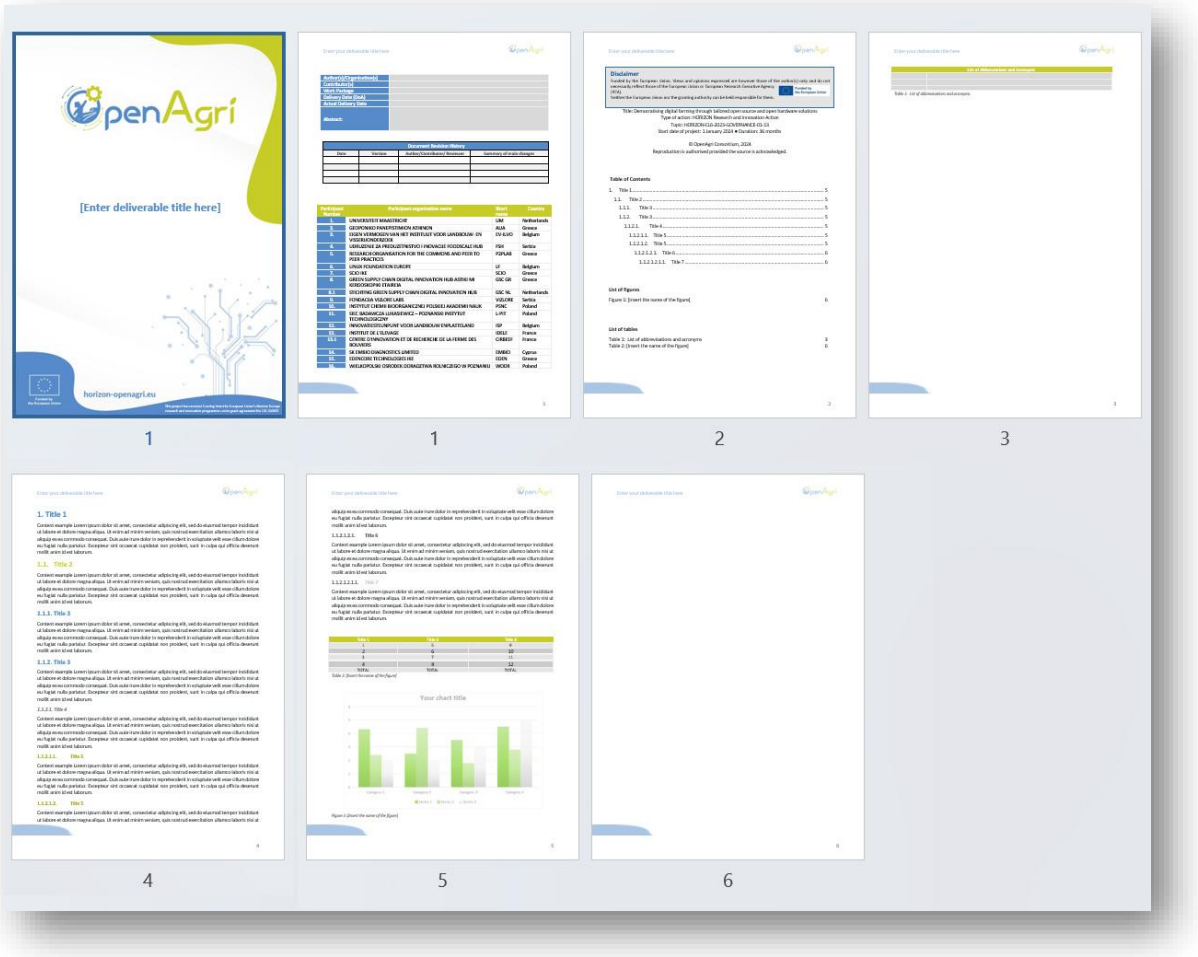

Figure 8: Deliverable template

3.2. Communication Materials

OpenAgri's communication materials have been designed with the objective of sparking interest and fostering engagement across local, European, and global communities, as well as among stakeholders and the wider public. These materials are tailored for use in both online and offline settings, enabling broad dissemination of the project's message. To increase visibility, a project-specific roll-up banner will be used at events and television appearances, while a promotional kit has been compiled, featuring items such as notebooks, folders, roll-ups, banners, stickers, and badges.

Figure 9: OpenAgri promotional material

3.3. OpenAgri digital presence

3.3.1. Website

The OpenAgri website (https://horizon-openagri.eu/) has been developed, and its landing page was released in the first month (M1). Intended as a primary communication and dissemination tool for the project, this website embodies the principle of storytelling, adhering to a "Show and Tell" approach. It will display captivating visuals that are in line with the project's objectives, outcomes, news, and impact. The website prioritizes ease of navigation and will receive regular updates contributed by all partners, ensuring its relevance and currency. Functioning as a comprehensive resource centre for various research topics, it will provide essential updates to drive impact. In addition, the website is designed to be mobile-friendly and will follow accessibility guidelines.

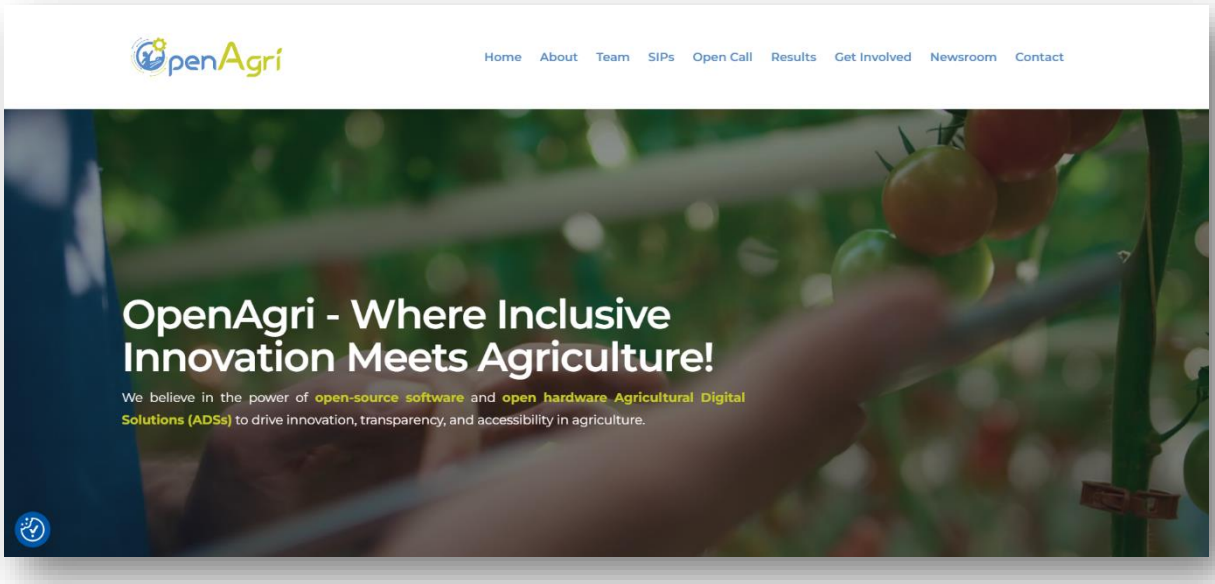

Figure 10: OpenAgri website homepage

The website is structured with the following sections/tabs:

Home/Landing Page: Features the project logo, graphics, project motto, goals, crops in focus, a set of values, a newsletter subscription pop-up, along with social media icons (LinkedIn, Facebook, Twitter, YouTube, Instagram, Slideshare), and contact information.

Project Overview: Provides a more detailed description of the project and outlines its goals.

Our Team: Showcases the consortium partners and offers brief descriptions of each. Users can click on each partner's logo, leading to a new page with a short description of their institution/organization and their role in the project, along with a link to their website.

SIPs (Sustainable Innovation Pilots): Offers a detailed overview of each SIP, including partners, crops in focus, goals, key performance indicators (KPIs), and business and governance models.

Open Call: Provides comprehensive information and guides for the Open Call.

Results: Features information and links to public project deliverables and results. This section ensures open access to publications generated during the project's duration, enhancing citation counts for academic publications and reports, increasing visibility among practitioners and stakeholders, and facilitating future research building upon project results.

Newsroom: Includes press releases, news posts, and articles to inform stakeholders about project activities, upcoming events, results, and SIP progress. It also includes a Media Kit in the drop-down menu, offering materials such as logos, posters, brochures, flyers, and other communication resources of interest to media outlets.

Contact Us: Provides all contact information for the project, enabling easy communication with stakeholders.

Additionally, the website incorporates a Privacy Policy and Terms and Conditions, establishing general rules and policies governing visitors' use of the OpenAgri website.

3.3.2. Social Media

The primary objective of the project is to cultivate a strong presence on social media platforms and foster interactive online communication with both key target groups and the public.

Figure 11: Icons presenting OpenAgri`s social media presence

OpenAgri aims to make use of the most popular social media platforms used by its partners to facilitate communication and engagement with stakeholders. The project will actively maintain a presence on LinkedIn, Facebook, Twitter, YouTube, Instagram, and SlideShare, with specific metrics established for each platform to evaluate their effectiveness. To enhance project visibility and maximize its impact, OpenAgri will take advantage of the social media networks of the consortium. Partners will actively share, publish, and retweet content from OpenAgri's social media accounts and website, thereby stimulating interest in project-related activities and driving traffic to partners' websites and social media platforms. Partners are encouraged to create relevant content aligned with the project's initiatives and disseminate it through their own channels. When selecting suitable channels, several key considerations for posts will be considered, including **interactivity, relevance, clarity, and eye-catching visuals**. Engaging visuals and catchy headlines are crucial for increasing post conversions. Additionally, relevant and memorable hashtags have been crafted to establish a strong social media presence, with the hashtag #OpenAgri consistently included in any project-related posts made by partners.

Figure 12: Hashtags selected for more effective project promotion

The hashtags may be subject to adjustments based on their performance, insights gained, and recommendations from the entire consortium. The following diagram illustrates the components of a visually appealing social media post, which will serve as a blueprint for crafting highly effective posts throughout the project's duration.

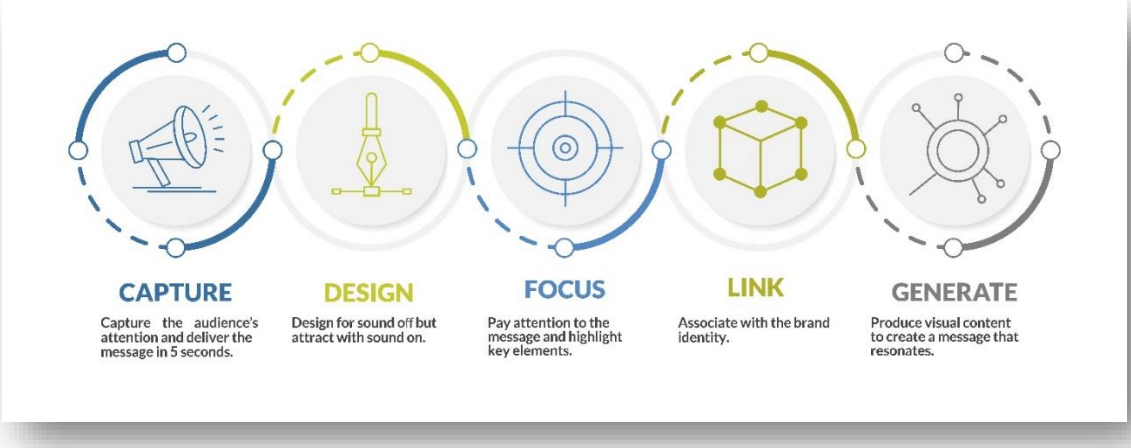

Figure 13: Diagram presenting method for crafting enticing social media content

3.3.2.1. LinkedIn

A LinkedIn page has been created for OpenAgri (https://www.linkedin.com/company/openagri) to engage with target audiences and highlight the project's endeavours. The LinkedIn profile aims to connect with the research community, agricultural stakeholders, industry professionals, environmental groups, and other relevant audiences. Regular project updates and announcements will be shared on the LinkedIn page, with partners encouraged to initiate discussions on specific topics to foster engagement among a wider audience.

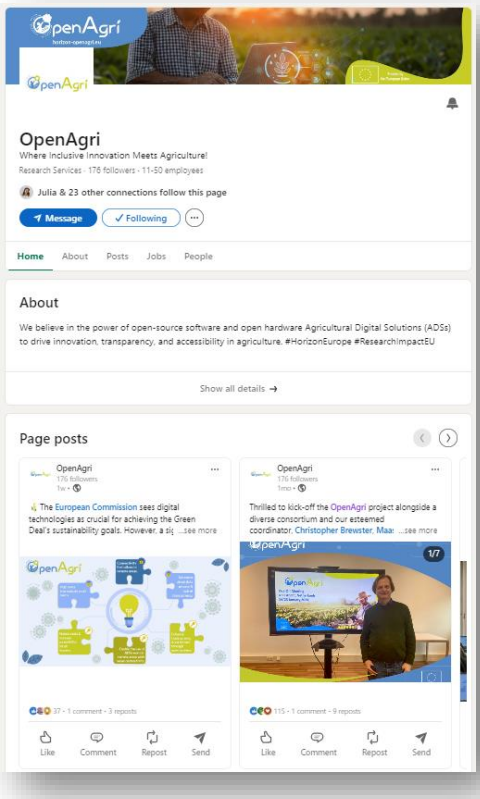

Figure 14: Snippet of LinkedIn page

3.3.2.2. Facebook

OpenAgri has launched a Facebook page with the principal objective of raising awareness about the project, especially among the general public, research circles, and the farming community. Administration duties, including the management of other social media platforms, will be handled by Foodscale Hub, the leader of WP4. The page features a succinct project description and offers valuable public information, along with highlighting relevant links of interest.

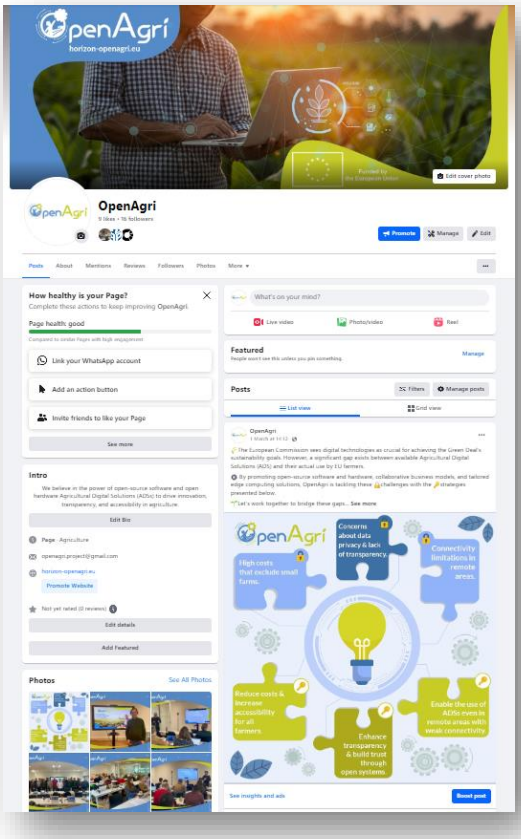

Figure 15: Snippet of Facebook page

3.3.2.3. X (Twitter)

A Twitter account, available at https://twitter.com/OpenAgriEU, has been created with the aim of enhancing the project's exposure and connecting with specific audience segments, particularly policy makers and advisors. OpenAgri will adhere to the principle of "less is more," employing brief and succinct messages (under 280 characters) to engage with the audience, share project updates, news on events, articles, blogs, and more. Twitter's widespread popularity and its straightforward, compact format make it a highly valuable tool for cultivating an engaged community.

Figure 16: Snippet of X/Twitter page

3.3.2.4. YouTube

A YouTube channel has been created (OpenAgri - YouTube) to serve as a location for hosting and promoting a diverse range of videos, including interviews, insights from sustainable innovation pilots, and other relevant content.

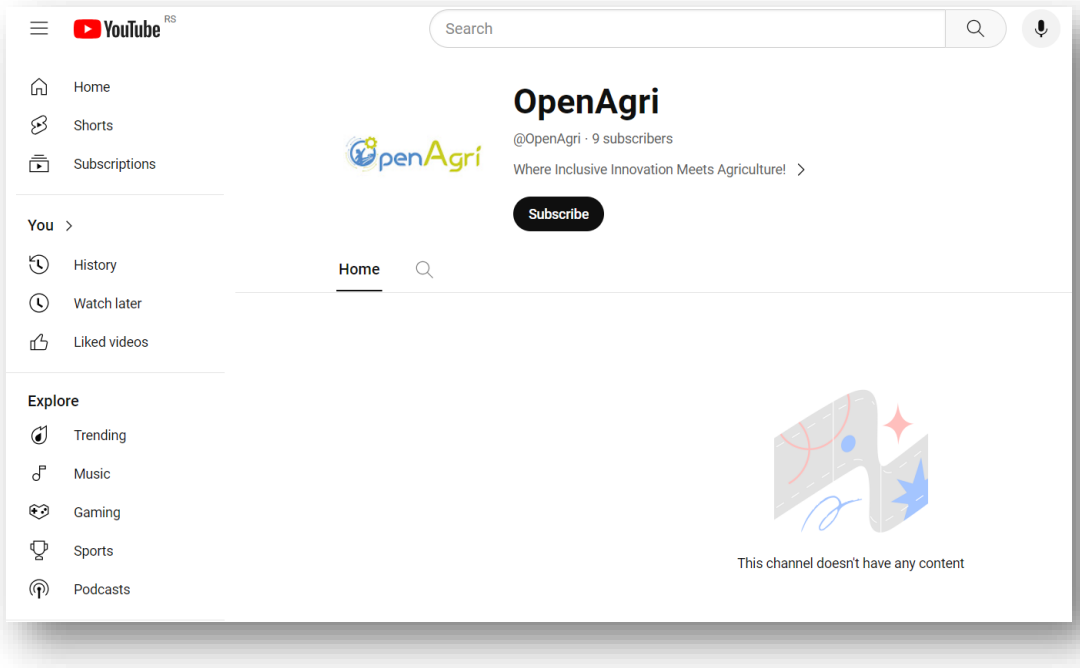

Figure 17: Snippet of YouTube channel

3.3.2.5. Instagram

An Instagram profile has been created (https://www.instagram.com/open.agri/) with the intention of attracting a diverse range of audience and expanding its reach to a wider demographic.

Figure 18: Snippet of Instagram page

3.3.2.6. SlideShare

OpenAgri SlideShare account has also been established to facilitate the easy sharing of presentations, documents, and other visual content.

3.3.3. Newsletter

An electronic newsletter will be published biannually in the form of emails via Mailchimp, a marketing automation and email marketing platform. This channel will distribute emails to subscribers, providing relevant information on the project, including the latest developments, pilot results, breakthroughs, activities, workshops, demonstrations, events, new publications, and recent reports.

Distribution of the newsletter and management of the subscription base will prioritize security and respect for users' privacy and confidentiality. All activities related to personal data will comply with applicable national, European, and international legal frameworks, including the EU's General Data Protection Regulation 2016/679. Interested parties can subscribe and unsubscribe from the OpenAgri newsletters at any time, and all collected data will be securely stored on the responsible partner's servers, inaccessible to third parties. Partners are encouraged to promote the newsletter within their networks to broaden distribution and engagement.

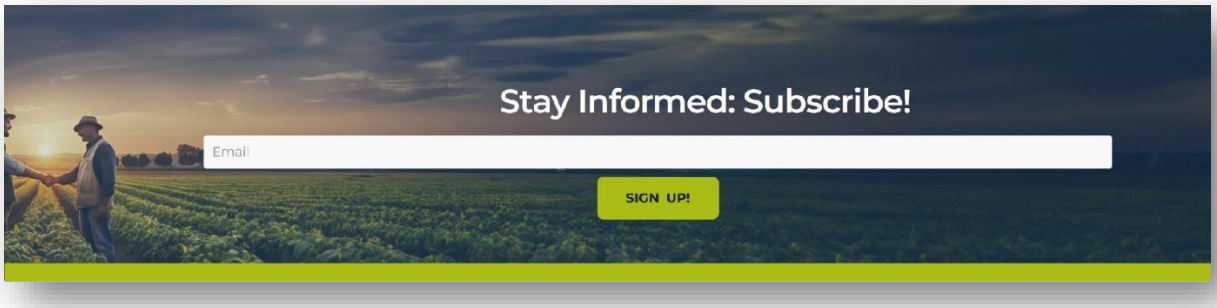

Figure 19: Dedicated newsletter subscription form for OpenAgri

A Mailchimp account for OpenAgri has been created for newsletter distribution, and subscribers will be collected through various methods, including subscription fields on the project website, dedicated URLs generated through Mailchimp promoted via social media, and during live and web events. Partners are also encouraged to inform their contacts about the newsletter's availability to expand the subscriber base.

The structure of newsletters will typically include:

- **Introduction**
- **Project Update/Key news, deliverables, and project events**
- **Other news**
- **Resources for further reading (suggested by all partners)**

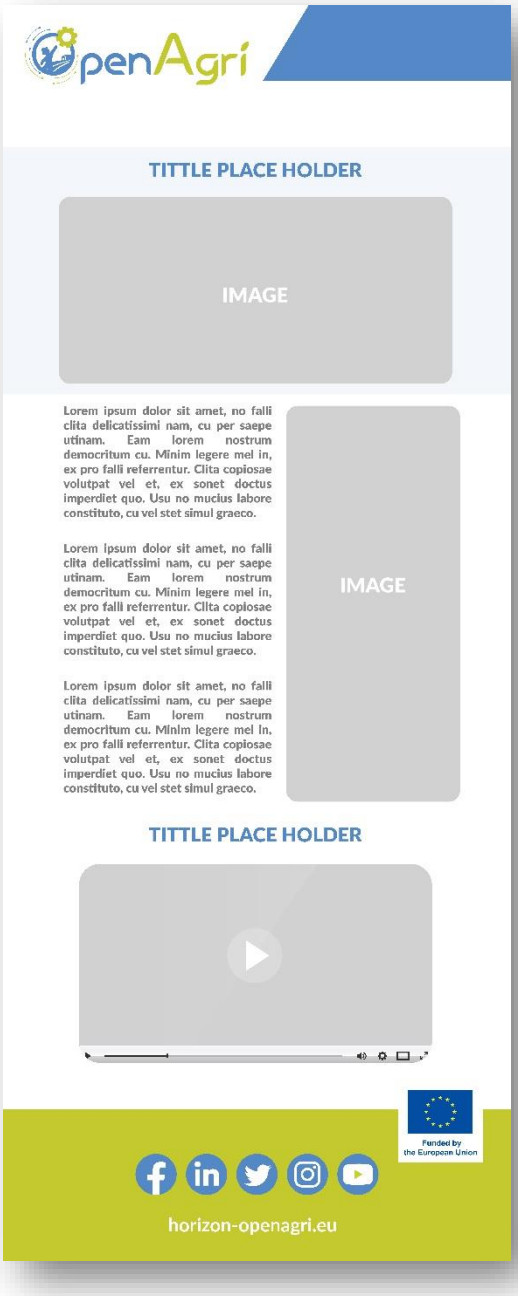

Figure 20: Newsletter template for OpenAgri

3.3.4. Press Outreach

Press outreach within OpenAgri encompasses various Communication Key Performance Indicators (KPIs), including press releases, speeches/interviews, participation in media (TV, radio), and featured articles in industry magazines. Additionally, press outreach may partially overlap with the "Editorial backlinks in top-tier online magazine outlets" KPI found in the Digital & Social Media section of Communication KPIs.

Press releases will be crafted and disseminated for publication among national/EU/regional/local press outlets to highlight the project's latest activities and developments to a wider audience, as well as to engage specific stakeholders. To ensure maximum dissemination of information to local stakeholders, the consortium will translate press releases into the languages of all consortium partners, including Dutch, Greek, Serbian, French, Polish, and English.

Partners are encouraged and expected to participate in press release campaigns:

- Partners will be requested to distribute press releases through media outlets their organization, particularly their marketing department, has established relationships with.
- Additionally, partners will be encouraged to publish the press release on their organization's website.
- To better cater to the needs of their target audience, partners will have the freedom to modify press releases. For example, they may edit the headline or text to highlight their role in the project and include images that better represent their involvement in OpenAgri. Such modifications can increase the likelihood of local media publishing the press release, given the involvement of an organization from their country.

Furthermore, press releases will be prominently displayed on the project website.

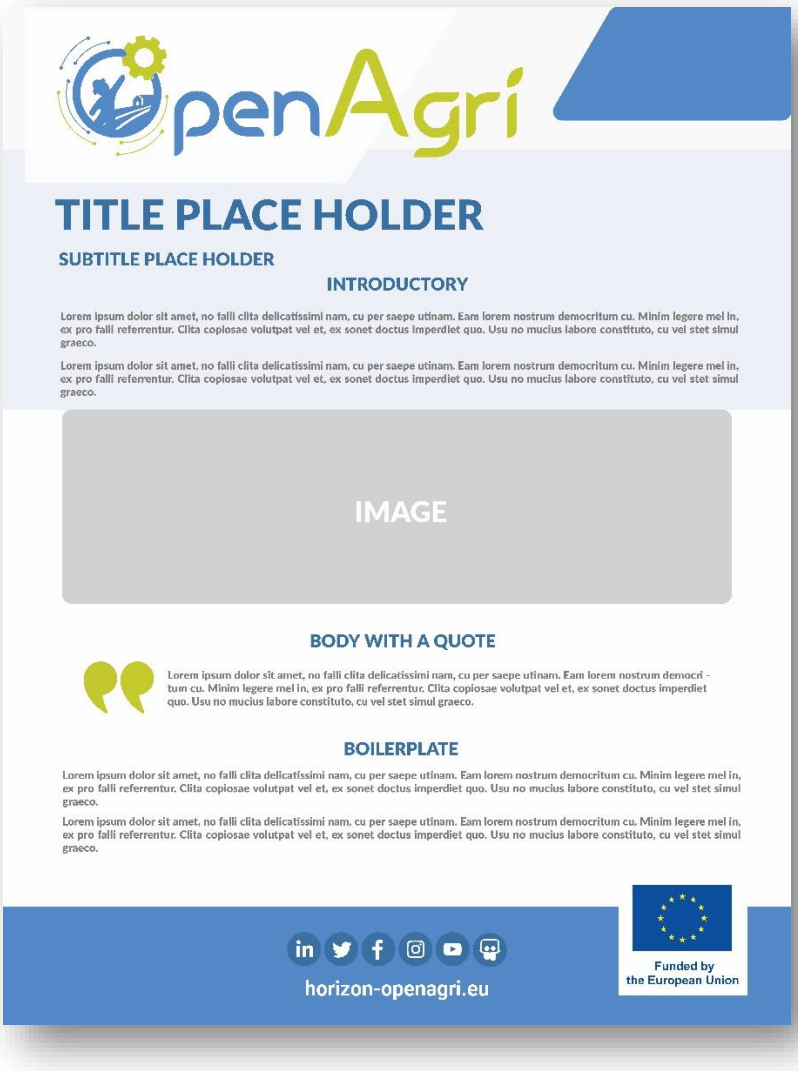

Figure 21: Press release template intended for distribution

In M2, one press release has already been issued. It was uploaded to the project website and distributed to partners for inclusion on their organizations' websites and dissemination to local media outlets.

The KPI "Speeches/interviews, participation in media (TV, radio)" involves delivering short statements and participating in short/long interviews for TV and radio stations, as well as podcasts. Partners can best achieve this KPI by:

- Inviting media and journalists to Open Day events organized by the project.
- Networking with media outlets and specific programs focusing on agriculture, AgTech, and small-scale farmers.

The KPI "Featured articles in industry magazines" can be fulfilled through several methods, including:

- Distributing press releases to both online and print media outlets.
- Ensuring OpenAgri is mentioned during partner interviews with online and print media outlets.
- Arranging news pieces focused on the project or specific pilots with relevant media outlets.

3.3.5. Publications

OpenAgri is deeply committed to producing a) scientific publications in peer-reviewed journals and b) practice abstracts that aim to make a substantial impact across the project's diverse spectrum of stakeholders. These efforts will not only advance the project but also underscore its groundbreaking achievements.

In adherence to prevailing European Union regulations concerning Open Access and Open Science, all publications generated will adhere to the principles of Open Access and open peer-review. Consequently, these publications will be housed in Open Research Europe and/or open-access journals (whether green or gold). Furthermore, the project will actively endeavour to share as much of its developed code within WP1 with the community as possible, while being mindful of IP sensitivities. This open-source code will be made accessible through platforms such as GitHub.

The accessibility of project outputs through Open Access will offer several significant advantages:

a. Increased citation counts for academic publications and reports.

b. Heightened impact owing to greater visibility among practitioners and the broader stakeholder community, with a specific focus on farmers in this project.

c. Greater likelihood that future research and analysis can build upon and reuse project findings rather than starting from scratch. This, in turn, contributes to the reproducibility and sustained continuity of research results.

3.3.5.1. Policy Recommendations

Within the OpenAgri project framework, Policy recommendations are included as part of the dissemination Key Performance Indicators (KPIs). Specifically, they are categorized under Scientific and policy briefs (disKPIs 2).

The primary aim behind formulating a set of Policy recommendations is to facilitate the deployment of Agricultural Digital Solutions (ADS), recognized as pivotal for enhancing the sustainability (economic, environmental, and social) performance and competitiveness of the agricultural sector. To elaborate further, policy measures play a crucial role in encouraging the uptake of ADS, with policy recommendations serving as precursors to such measures.

OpenAgri will gather insights and evidence through a bottom-up dialogue with the 14 Sustainable Innovation Pilots (SIPs), alongside a top-down approach involving an analysis of European policy and regulatory frameworks. These policy recommendations will be tailored to suit both the biophysical and political contexts, seamlessly integrated with ongoing adaptations to the Common Agricultural Policy (CAP) and its overarching objective of fostering sustainable agriculture in Europe.

3.3.5.2. Peer-reviewed Papers and Conference Contributions

OpenAgri is committed to publishing **10 or more peer-reviewed papers and conference contributions**. The consortium will strive to publish these in highly reputable journals and at respected conferences.

Peer-reviewed papers and conference contributions are essential scientific publications that play a vital role in disseminating a project's output and results to the scientific community. Importantly, they lend scientific credibility to the project.

Within OpenAgri, scientific publications will primarily be undertaken by research partners and universities. These publications will address various topics closely aligned with OpenAgri's goals.

3.3.6. Event Planning, Realisation and Reporting

Event planning within OpenAgri will be organized into three tentatively established phases.

In the first phase, partners will inform the Project Coordinator and WP4 leaders about their intentions to present OpenAgri in some capacity. For this purpose, a dedicated sheet for planning dissemination activities has been created and shared on the project's repository (further details provided in section 4.2. Planning and reporting tools and templates). Partners can outline their planned event activities by providing the event's name, website, date, and location, along with details about the event's target audience, the role of OpenAgri, and information about potential projects participating in joint activities. Partners are encouraged to submit their event suggestions at least 4 months before the event to ensure that the event planning and realization processes align with the outlined guidelines.

In addition to detailing the event in the dedicated planning sheet, partners should notify WP4 leaders via email about the upcoming activity if they seek support or promotion.

The second phase centers on the selection and execution of event participation. The tentative guidelines and timeline for selecting events within the EU are outlined in Figure 22 below. These guidelines and timelines have been established to ensure that event participation aligns with the project's objectives and budget.

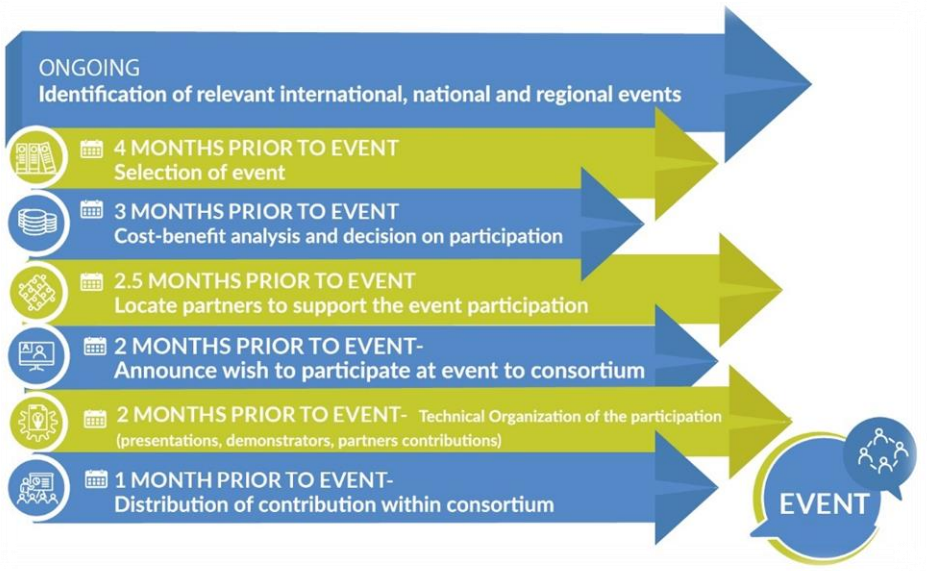

Figure 22: OpenAgri guidelines and timeline for event selection

For events outside the EU, guidelines from the D5.1 Project Management Handbook will be implemented, as presented in Table 3 below. These dissemination activities require partners to send a request via email to the Project Coordinator for approval by the Project Officer, enabling expenses from the partner's budget to be claimed.

#	Steps per period	Who	To Whom	When	Instrument
1	Send a request in the form of an e-mail explaining the reason for attending the meeting and why is it so important	Partner	PC, WP4 Leader	>2 months prior to the activity	e-mail
2	Examine the request against the dissemination strategy and approve or reject it.	PC, WP4 Leader	Partner	>2 months prior to the activity	e-mail
3	If the request is approved the WP4 Leader will inform the PC	WP4 Leader	PC	2 months prior to the activity	e-mail
4	If the request is approved the PC forwards the respective request to the Project Officer to get a provisional approval	PC	Project Officer	>1 month prior to the activity	e-mail
5	The Project Officer will respond with his/her decision. The Project Officer's decision is final.	Project Officer	PC	No way to gauge the time	e-mail
6	The PC will forward the Project Officer's decision to the Partner	PC	Partner, WP4 Leader	1 month prior to the activity	e-mail

Table 3: Procedure from D5.1 for conducting dissemination activities outside EU borders

The third phase involves reporting on the event in the "OpenAgri - Communication & Dissemination Activity Report." Further information on dissemination activity reporting can be found in section 4.2. Planning and reporting tools and templates.

Additionally, detailed and tentative distribution of Key Performance Indicators (KPIs) per partner and period can be found in segment 4.1. KPIs.

A tentative template for dissemination and communication planning, including event planning, is provided in the Annex.

3.3.7. Networking, Synergies and Liaison

Networking, synergies, and liaisons play a crucial role in OpenAgri's dissemination efforts. Firstly, the DEC plan aims to capitalize on existing and past projects such as QuantiFarm, Farmtopia, CODECS, ICOS, forging synergies with complementary initiatives and European Digital Innovation Hubs (EDIHs) to enhance growth opportunities.

Secondly, the objective is to establish a cooperative framework to leverage synergies with other projects, initiatives, pan-European DIH networks, and Agricultural Knowledge and Innovation Systems (AKIS) stakeholders, thereby maximizing impact and avoiding redundancy. To disseminate scientific and technological knowledge effectively, synergies will be established with relevant platforms like Smart-AKIS, QuantiFarm, and EU FarmBook, as well as thematic networks, EIP-AGRI Operational Groups, and multi-actor initiatives such as DEMETER and Climate Farm Demo.

Moreover, there will be engagement with open-source communities to build networks with open-source developers, fostering collaboration and innovation. Participation in FOSDEM, OPENSOUTHCODE, Open-Source Summit Europe, Open Code Experience, events for software developers to meet, share ideas, and collaborate, will also be prioritized to further expand networks and exchange insights.

Additionally, participation in European Commission-coordinated events and webinars will be prioritized. Leveraging European Digital Innovation Hubs (EDIHs), OpenAgri aims to ensure consistent operation of its solutions, making services and success stories readily accessible to low-income European nations and sharing them with medium and high-resilience farmers. This strategy uses social proof and pressure to encourage adoption of the project's solutions. A significant focus will be placed on empirical evidence, drawing insights and lessons learned from partners' previous projects.

The realization of networking, synergies, and liaisons will follow a strategic three-step method.

Phase 1: Identification

Initially, the focus will be on identifying potential areas of mutual interest, partnerships, and synergies. WP4 leaders will request partners to share details of any other ongoing projects, networks, or initiatives that may align with OpenAgri's objectives. Partners will periodically submit this information via a dedicated Google Form for reporting on dissemination and communication KPIs. This ongoing process ensures the list remains updated with new projects.

OpenAgri will consider both projects nearing completion and those running concurrently. Engaging with projects nearing completion presents opportunities for network expansion while aiding the other project in achieving sustainability. Concurrent projects offer opportunities to enhance communication channels and engage in collaborative activities.

Phase 2: Evaluation

To ensure that potential collaborations contribute effectively to OpenAgri's success and objectives, each prospective project, initiative, or network will undergo a comprehensive evaluation. This assessment will consider various qualitative and quantitative indicators, including relevance, added value, feasibility, and terms of collaboration. The evaluation results, combined with partner-provided information, will inform the consortium's final decision on potential collaborations.

Phase 3: Contact

Once projects and initiatives are selected, an appropriate approach method will be determined, considering the unique characteristics of each.

Phase 4: Action

Following consultations involving project and initiative representatives alongside the OpenAgri consortium, a communication roadmap and collaborative activities will be established. These activities may include joint communication, dissemination, and exploitation efforts, organizing joint policy events, coordinating research and potential joint publications, sharing data and outputs, participating in each other's events, and establishing cross-links on websites and social media platforms.

3.3.8. Videos

During the duration of OpenAgri, a total of 14 videos will be produced, each corresponding to the 14 planned Sustainable Innovation Pilots (SIPs). These videos will be published on the OpenAgri project's YouTube channel. Additionally, videos showcasing the progress of the project and highlighting innovations in the field of Agricultural Digital Solutions (ADS) may also be created and shared.

3.3.9. E.C. Tools

OpenAgri will leverage various tools provided by the European Commission to facilitate the dissemination, exploitation, and communication of the project's outcomes.

Figure 23: E.C. Tools

3.3.10. Internal Communications and Sustainability

Internal communications and sustainability are key aspects of dissemination KPIs within OpenAgri, encompassing several important elements:

Catalogue of the 14 SIP portraits: This involves capturing progress from the inception of each Sustainable Innovation Pilot (SIP) and documenting their development over time.

1 OpenAgri Booklet: The creation of a comprehensive booklet that provides an overview of the OpenAgri project, its objectives, key activities, and outcomes.

3 Exploitation & IP Strategy workshops: These workshops are aimed at discussing and strategizing the exploitation of project results and intellectual property (IP) management, ensuring that the project's innovations are effectively exploited and protected.

Additionally, internal communication efforts related to sustainability are emphasized. Partners are encouraged to collaborate within Work Package 4 (WP4) and actively contribute to the achievement of these KPIs. For example, partners are expected to participate in the creation of video blogs (vlogs) that cover project background information and provide updates on SIPs progress. The active involvement of internal stakeholders and partners in these KPIs is crucial for ensuring that all participants derive benefits from meeting these indicators.

4. Monitoring and Evaluation

4.1. Key Performance Indicators

Key Performance Indicators (KPIs) are quantifiable and precise objectives used to track and evaluate the advancement and achievements of the project. While dissemination and communication KPIs were briefly discussed earlier, a comprehensive set of these indicators was established during the proposal phase and categorized into Dissemination and Communication KPIs, detailed in tables 4 and 5 provided below.

HIGH-LEVEL EVENTS AND CAMPAIGNS:	Participate in 20 live, digital and industry events (e.g. Linux Foundation Open Source Summit Europe, festILVO, Salon International de l'Agriculture (France)); Organise a total of 14 Open days in the pilot farms (1 per SIP); Present OpenAgri on 2 Policy focused events; Organise 5+ Webinars with focus on SIPs.
SCIENTIFIC AND POLICY BRIEFS:	a set of policy recommendations; 10+ peer-reviewed papers & conferences contributions (e.g., in Smart Agricultural Technology (Elsevier), "Agriculture" by MDPI, etc.);
COMMUNITY & ECOSYSTEM BUILDING:	14 OpenAgri video testimonials (1 per SIP); 600+ newsletter subscribers; 15+ community outreach & ecosystem building events;
NETWORKING, SYNERGIES & LIAISON ACTIVITIES:	7 Joint press releases & statements (Semiannually); 20+ EIP-AGRI Practice Abstracts; 10+ MoUs/ LoIs with R&I Networks/ Platforms, Industry Associations;
SUSTAINABILITY & INTERNAL COMMS:	Catalogue of the 14 SIP portraits capturing progress from the start; 1 OpenAgri Booklet; 3 Exploitation & IP Strategy workshops (by FSH); The consortium partners will actively participate in video blog (vlog) writing. Blog posts will include project background information and updates on SIP activities and use case developments. This will also include image galleries, video content uploaded to online channels (e.g. YouTube).

Table 4: OpenAgri dissemination KPIs

BRANDING & WEB:	1 (Printable) brand book and guideline; 1 website (incl. show & tell Blog/News and discussion corner and an OS Catalogue); 6 Social Media accounts (LinkedIn, Facebook, Twitter, SlideShare, YouTube, Instagram); Coordinated dissemination & communication materials: 3 x (posters, brochures, project factsheet), 1 x (notebook, folder, roll-ups, banners, stickers), 1 x Social Media Kit (feed & story templates, video covers)
DIGITAL & SOCIAL:	30,000 unique website pageviews, 2,000 no. of views/downloads (audio-visual material, brochures, etc.) (Source: Google Analytics); 14 OpenAgri SIPs related videos; <50% Bounce rate; 80 blog posts (incl. editorial infographics and insights from market and policy experts); 3,000 total no. of Social media followers; 800+ Newsletter subscribers, 20-30% Avg. click-to-open rate; (Source: Social Media Dashboards); 20 editorial backlinks in top-tier online media outlets and portals.
PRESS & EVENTS:	10+ press releases; 5+ Participation in media speeches/interviews (TV, radio); 30+ featured articles in relevant magazines and online portals.

Table 5: OpenAgri communication KPIs

Additionally, a preliminary KPI distribution plan has been formulated.

This plan is divided into two sections:

- One section outlines the distribution of KPIs per partner, considering each partner's responsibilities as outlined in the Grant Agreement and their contributions to WP4.

- The other section details the distribution of KPIs across reporting periods, aligning with the project's milestones. These reporting periods are structured according to both internal consortium reporting periods and official reporting periods.

The KPI distribution plan is accessible in the shared OpenAgri folder, available to all consortium members, and is also provided in the figures below.

Dissemination (D), Communication (C) and Exploitation (E) KPIs		TARGET	UM	AUA	EV ILVO	FSH	P2P LAB	LF	SCIO	GSC GR	GSC NL	VIZLORE	PSNC	L-PIT	ISP	IDELE	CIRBEEF	EMBIO	EDEN	WODR
1. Dissemination activities																				
High-level events and campaigns (disKPIs 1)	Participate in live, digital and industry events	20	2	1	1	4	3									1		1	1	
	Organise Open days in the pilot farms (1 per SIP)	14			1								1			1		1	1	
	Present OpenAgri on Policy focused events	2	1			1														
	Organise Webinars with focus on SIPs.	5+	1		1	1				1			1			1		1	1	
Scientific and policy briefs (disKPIs 2)	A set of policy recommendations	1								1										
	Peer-reviewed papers & conferences contributions	10+	2	2	2								2			2				
Community & ecosystem building (disKPIs 3)	OpenAgri video testimonials (1 per SIP)	14			1								1			1		1	1	
	Newsletter subscribers	600+				600														
	Community outreach & ecosystem building events	15+	2	1	1	3	2	3	1	1		1	1	1		1	1	1	1	1
Networking, synergies & liaison activities (disKPIs 4)	Joint press releases & statements (Semiannually)	7				7														
	EIP-AGRI Practice Abstracts	20+	4	3	1	5	4		1	1		1								
	MoUs/ LoIs with R&I Networks/ Platforms, Industry Associations	10+				10														
Sustainability & Internal Comms (disKPIs 5)	Catalogue of the 14 SIP portraits capturing progress fromthe start	1				1														
	OpenAgri Booklet	1				1														
	Exploitation & IP Strategy workshops	3				3														
2. Communication activities																				
Branding, Web design & Communication guideline	Printable brand book and guideline	1				1														
	Website	1				1														
	Social media accounts (LinkedIn, Facebook, Twitter, YouTube, Instagram)	5				5														
	Coordinated materials (poster, brochures, fact sheet)	3				3														
	Notebook, folder, roll-ups, banners and stickers	1				1														
	Social media kit (feed and story templates, video covers)	1				1														
Digital & Social Media	Unique website pageviews	30.000				30000														
	No. of views/downloads (audio-visual material, brochures, etc.)	2000				2000														
	OpenAgri SIPs related videos	14																		
	Bounce rate (%)	<50%				<50%														
	Blog posts (incl. editorial infographics and insights from market and policy experts)	80				80														
	Social media followers	3000				3000														
	Newsletter subscribers	800+				800+														
	Avg. click-to-open rate	20-30%				20-30%														
	Editorial backlinks in top-tier online magazine outlets	20				20														
Press Outreach & Event Planning	Press releases	10+				10+														
	Speeches/ interviews (TV, radio)	5+	1			3	2													
	Featured articles in industry magazines	30+	5	3	2	7	5		2		1	1	1	1		1			1	
3. Exploitation activities																				
Performance indicators	Exploitation, Sustainability & IPR Management Strategy	1	ALL PARTNERS																	
	Exploitation & IP Strategy workshops	3																		
	Policy Brief (D4.12)	1																		
	A set of collaborative business models for ADSs deployment using OS and open hardware	1																		

Figure 24: Sheet for KPI distribution per partner in OpenAgri

Dissemination (D), Communication (C) and Exploitation (E) KPIs		TARGET	The periods below are semi-annual.					
			M1-M6	M7- M12	M13- M18	M19- M24	M25- M30	M31- M36
1. Dissemination activities								
High-level events and campaigns (disKPIs 1)	Participate in live, digital and industry events	20	2	2	4	4	4	4
	Organise Open days in the pilot farms (1 per SIP)	14					7	7
	Present OpenAgri on Policy focused events	2					1	1
	Organise Webinars with focus on SIPs.	5+			1	1	1	2
Scientific and policy briefs (disKPIs 2)	A set of policy recommendations	1						1
	Peer-reviewed papers & conferences contributions	10+				2	4	4
Community & ecosystem building (disKPIs 3)	OpenAgri video testimonials (1 per SIP)	14				5	5	4
	Newsletter subscribers	600+	100	100	100	100	100	100
	Community outreach & ecosystem building events	15+			3	4	3	5
Networking, synergies & liaison activities (disKPIs 4)	Joint press releases & statements (Semiannually)	7		1	2	1	2	1
	EIP-AGRI Practice Abstracts	20+			5	5	5	5
	MoUs/ LoIs with R&I Networks/ Platforms, Industry Associations	10+		2	2	2	2	2
Sustainability & Internal Comms (disKPIs 5)	Catalogue of the 14 SIP portraits capturing progress fromthe start	1						1
	OpenAgri Booklet	1						1
	Exploitation & IP Strategy workshops	3	1		1		1	
2. Communication activities								
Branding, Web design & Communication guideline	Printable brand book and guideline	1	1					
	Website	1	1					
	Social media accounts (LinkedIn, Facebook, Twitter, YouTube, Instagram)	5	5					
	Coordinated materials (poster, brochures, fact sheet)	3	1					
	Notebook, folder, roll-ups, banners and stickers	1	1					
	Social media kit (feed and story templates, video covers)	1	1					
Digital & Social Media	Unique website pageviews	30000	3000	4000	5000	6000	6000	6000
	No. of views/downloads (audio-visual material, brochures, etc.)	2000		400	400	400	400	400
	Bounce rate (%)	<50%						
	Blog posts (incl. editorial infographics and insights from market and policy experts)	80	12	12	14	14	14	14
	Social media followers	3000	200	500	500	600	600	600
	Newsletter subscribers	800+	130	130	130	130	130	150
	Avg. click-to-open rate	20-30%						
	Editorial backlinks in top-tier online magazine outlets	20	2	2	4	4	4	4
Press Outreach & Event Planning	Press releases	10+	1	1	2	2	2	2
	Speeches/interviews (TV, radio)	5+		1	1	1	1	1
	Featured articles in industry magazines	30+	5	5	5	5	5	5
3. Exploitation activities								
Performance indicators	Exploitation, Sustainability & IPR Management Strategy	1	All partners					
	Exploitation & IP Strategy workshops	3						
	Policy Brief (D4.12)	1						
	A set of collaborative business models for ADSs deployment using OS and open hardware	1						

Figure 25: Sheet for KPI distribution per period in OpenAgri

The KPI distribution plan is subject to adjustments based on insights gained throughout the project.

4.2. Planning and Reporting Tools and Templates

Within WP4, all dissemination and communication activities will undergo regular monitoring. This involves distinguishing between planned activities and those that have been executed or achieved.

To maintain an effective record of these activities, documents will be accessible to the entire consortium, as well as internal tracking documents primarily available to WP4 leaders.

For planning purposes, WP4 leaders have created a Google Sheet where consortium members can input potential dissemination and communication activities. This includes suggesting events, media outreach opportunities, blog post topics, scientific publications, and more. Additionally, partners are required to notify the WP4 team via email of any upcoming activities they receive support or promotion for, in addition to inputting them into the planning Google Sheet.

Number of events	High-level events and campaigns	Event/campaign link (if applicable)	Date	Location	Participating Partner(s)	Target groups	Potential OpenAgri involvement	Note
1								
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Figure 26: Snippet 1 of OpenAgri planning sheet for D&C activities

Number of publications and briefs	Approximate month planned for submission	Partner Involved	(Planned) title	Any additional notes?
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Figure 27: Snippet 2 of OpenAgri planning sheet for D&C activities

After conducting dissemination and communication activities, partners are required to complete the "OpenAgri - Communication & Dissemination Activity Report" Google Form. This form includes a questionnaire prompting partners to provide relevant information such as the type of activity, date, time, and location, impact, target audiences, number of attendees, dissemination materials distributed, and visuals from the event.

Once partners submit this information, the WP4 team will record these activities in a dissemination and communication activity log, referencing the relevant KPIs. This document will be accessible to all partners, with editing access reserved for the coordinating team and the WP4 team.

5. Exploitation

OpenAgri will produce several commercial and non-commercial project's exploitable results. This section introduces OpenAgri's Key Exploitable Results (KERs), outlines potential pathways for their exploitation, and summarizes Key Performance Indicators (KPIs) to be achieved by the end of the project.

5.1. Key Exploitable Results

OpenAgri has identified 6 Key Exploitable Results (KERs) that will be made available for use or reuse by partners and targeted stakeholder groups. Below, Figure 28 provides a list of KERs, along with a brief description of each of them, the partner(s) responsible for their development, and the target groups OpenAgri aims to reach to make further impact of its results.

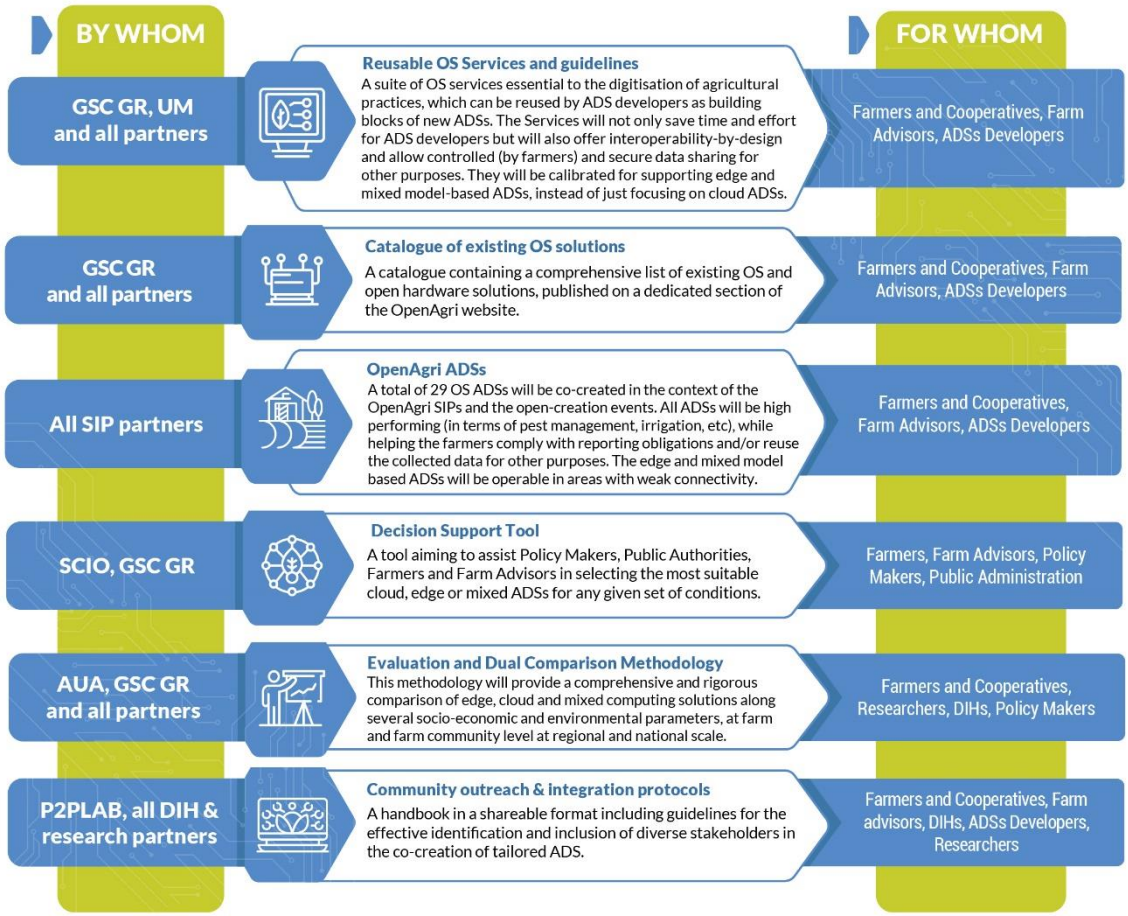

Figure 28: Key Exploitable Results

5.2. Exploitation Pathways

OpenAgri plans to democratise digital farming by developing energy-efficient Open-Source software and open hardware Agricultural Digital Solutions (ADS). More specifically, OpenAgri aims to enable the development of ADSs appropriate for remote areas with weak or no connectivity. The importance of remote farms in Europe cannot be overstated. They help to maintain lively rural and remote areas, help preserve the identity of regional production, and offer employment in regions with fewer job opportunities. Despite their potential to have a substantial impact, remote farms lack the resources to improve farm efficiency and ensure long term farm sustainability. Therefore, each of the 14 envisaged SIPs will create two ADSs, one cloud-based and one edge or mixed model-based, following a dual and comparative approach. The OpenAgri Decision

Support Tool will support all relevant actors in selecting the solutions that are most appropriate for areas with weak or no connectivity across Europe.

To facilitate the deployment of ADSs, OpenAgri will provide different solutions, approaches and evidence for the stakeholders to better understand the benefits of ADSs. The co-creation of ADSs will allow the creation of ADSs that solve real problems in the sector. Demonstrating benefits in real-time (piloting activities) may contribute to the facilitated deployment of ADSs among farmers and actors linked to the sector, but moreover lead to building support for wider implementation and adoption of ADS. Organizing demo events and sharing evidence-based success stories, agri-food actors will have a chance to see benefits in a relevant environment. To reach the outcome and facilitate the deployment, OpenAgri aims to attain a high level of user-friendliness of the developed ADSs and to tailor them to the needs of end-users. Along with that, OpenAgri SSH experts will support the production of appropriate training material customised for the needs of diverse user groups, to contribute to the digital literacy of stakeholders and transparency of developed applications. The OpenAgri OS Software Services that will be built on an "interoperability-by-design" principle, the guidelines and the training material will lead to easier data interoperability and allow switchability between different digital solutions and ADS providers, increasing the level of farmers' trust. Furthermore, OpenAgri will explore ways to facilitate reporting requirements for farmers and reduce administrative burdens. For other purposes along the value chain, the utilization of production data will be considered.

Regarding exploitation modalities, most of the OpenAgri results will be utilised for non-commercial purpose (all KERs presented in Figure XX), making scientific, social and political impact, however, there is also a possibility of achieving commercial interests in the case of Reusable OS Services and guidelines, OpenAgri ADSs, and Evaluation and Dual Comparison Methodology, that will be further investigated during the project.

In this context a **set of collaborative business models** will be developed. Such business models will be specifically geared towards OS-based ADSs to match the farmers' needs and resources, allowing easy initiation of the piloted innovation and greater adoption of ADSs by farmers on a larger scale. T4.5 focuses on development of suitable collaborative business models, to make it realistic for AgTech SMEs to create, share and reuse OS components, reaping the expected benefits without losing part of their business.

A dedicated *Exploitation, Sustainability & IPR Management Strategy – initial version* (D4.4) will be developed by M6 to expand upon this initial Exploitation setup and provide a concrete Exploitation roadmap for OpenAgri results during project's duration and beyond.

5.3. Exploitation KPIs

The exploitation activities will undergo continuous monitoring and evaluation throughout the project's duration and beyond its conclusion. The OpenAgri consortium has defined a set of Key Performance Indicators (KPIs) specifically related to the future exploitation of the project's results. These KPIs are outlined in Table x below.

Performance indicator	Target value
Exploitation, Sustainability & IPR Management Strategy	1
Exploitation & IP Strategy workshops	3
Policy Brief (D4.12)	1
A set of collaborative business models for ADSs deployment using OS and open hardware	1

Table 6: Exploitation KPIs and target values

5.4. IPR Management

OpenAgri will implement a comprehensive Intellectual Property (IP) strategy that aligns with all three distinct project stages or phases, working in harmony with the Exploitation Strategy. Below, we outline these three distinct project stages or phases:

1. **IPR Management at the proposal preparation stage** involves selecting the initial set of results covered by IPR management. These include: (i) Reusable OS Services and guidelines, (ii) Catalogue of existing OS solutions, (iii) Co-created innovative OS ADSs, (iv) Dual comparison/assessment methodology, (v) Decision Support Tool, and (vi) Community integration and co-creation protocols. Any additional IP generated during the project's lifetime will also be considered and covered by the IPR management measures. A prior art study was conducted using databases such as the EUIPO, EUIPN, and WIPO, showing that OpenAgri's abbreviation, logo, and full name are free of any trademarks. Additionally, a preliminary Freedom to Operate (FTO) study was conducted with the assistance of FSH, revealing no blocking points.

2. **Management of foreground and IPR during the project lifetime** involves conducting a preliminary analysis during GA preparation to identify any IP concerns or barriers within the consortium. The owner of all prior know-how, referred to as "Background," retains ownership, with other partners having access to it as necessary for project execution. The party creating the foreground, or the outcomes produced during the project, assumes liability for it. In cases of shared ownership, specific rules will apply. Partners will receive non-exclusive, royalty-free access to OpenAgri outcomes for project activities. Additionally, partners may be granted access rights for usage under fair and reasonable circumstances, outlined in the Consortium Agreement (CA). The CA will ensure impartiality in all IPR matters. Partners involved in projects with sensitive intellectual property and trade secrets will sign Non-Disclosure Agreements (NDAs). The requirement for open access publication will be reinforced, ensuring that findings are promptly accessible on the OpenAgri website, with links to OpenAIRE and Zenodo. Partners will not be liable for the publication of another consortium member's foreground under any circumstances.

3. **Post-project IPR management strategy** is focused on systematically managing IP risks to ensure sustainability beyond the project's lifetime. If feasible, fair, and justifiable to protect the results, WP 4 leader (FSH) will provide services throughout the entire IPR lifetime to partners.

After the project's conclusion, the responsibilities of project partners continue. Therefore, the following issues will be addressed: (i) Maintaining methods for sustaining IP protection, (ii) Managing agreements related to IP (such as Joint Ownership, Licenses), and (iii) Handling cost and revenue sharing. These activities will be conducted in the scopeof Task 4.5 *Exploitation, Sustainability and IPR*.

5.4.1. Partner Obligations

The European Commission (EC) has established rules governing ownership, security, access rights, dissemination, and exploitation of project results, which serve as guiding principles for IP management in Horizon Europe. These rules are primarily outlined in the Grant Agreement (GA) and the Consortium Agreement (CA).

OpenAgri beneficiaries must adhere to the IP provisions outlined in the Grant Agreement, which include the following obligations:

1. Obligation to protect: All beneficiaries are required to assess the potential for securing their results and adequately protect them for an appropriate duration and territorial coverage if the results can reasonably be expected to be commercially or industrially exploited, and if securing them is feasible and justified. When deciding on protection measures, beneficiaries must consider their own legitimate interests as well as the legitimate interests, particularly commercial ones, of other beneficiaries.

2. Obligation to disseminate: Horizon Europe follows the "Open Science" approach, which emphasizes the importance of disseminating knowledge as soon as it becomes available. Beneficiaries are therefore required to make their scientific publications available as Open Access publications and provide access to their data as openly as possible and as restrictively as necessary. It should be noted that Open Access in Horizon Europe does not conflict with the protection of research outcomes, as both the Consortium Agreement and Grant Agreement outline notification rules for planned publications and procedures regarding the right to object.

3. Obligation to exploit: OpenAgri beneficiaries must follow steps to ensure the exploitation of the project's results for up to four years after the project's completion. Exploitation, as defined by the EC, involves using project outcomes in additional research endeavours beyond the scope of the current project, or in the development, production, and promotion of a product or process, or in the provision of a service, or in standardization efforts. It is important to emphasize that project results can be used for both commercial and non-commercial purposes, including scientific, political, and societal applications.

6. Conclusion

The First Dissemination, Exploitation & Communication Plan (D4.1) provides a comprehensive overview of the initial DEC plan, outlining strategies for dissemination, exploitation, and communication. It delineates key phases and planning guidelines while covering a wide range of activities to achieve DEC targets. The document also outlines tentative methods for reporting and monitoring these activities, along with the main tools to be used to reach KPIs and target audiences. This DEC plan will be refined empirically during the initial period of the OpenAgri project.

To maximize the project's impact both during its lifetime and afterward, active engagement from all partners in disseminating and communicating OpenAgri's outputs is essential. This ensures alignment with the project's DEC goals and facilitates the proper exploitation of project outcomes.

The Second Dissemination, Exploitation & Communication Plan – updated version (D4.2), due in M12, will provide an updated version of the DEC plan, along with relevant activities of tasks T4.3 and T4.4 carried out during the project's first year.

The Exploitation & IPR Management Strategy – **initial version (D4.5)**, due in M6, will identify concise and timely methods for capitalizing on and ensuring the sustainability of project results.

7. Annex I

High-level Events and Campaigns

Number of events	High-level events and campaigns	Event/campaign link (if applicable)	Date	Location	Participating Partner(s)	Target groups	Potential OpenAgri involvement	Note
1								
2								
3								
4								
5								
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Scientific and Policy Briefs

Number of publications and briefs	Approximate month planned for submission	Partner Involved	(Planned) title	Any additional notes?
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Blog Posts

Number	Month planned for blog finalisation	Partner	Topic	Anything to add for now?
1				
2				
3				
4				
5				
6				
7				
8				
9				

Speeches/interviews, Participation in Media (TV, Radio)

Number	Approximate Date	Planned media for	Partner	Topic	Anything to add for
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					