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AgriDataValue

Smart Farm and Agri-environmental Big Data Value

Deliverable D6.1
Project Web site & Social Channels

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Abstract	This document reports the first outreach activities of the AgriDataValue project, presenting the project website as well as the social media channels to communicate significant moments and outcomes throughout the project lifetime. The content of the website will be continuously extended during the project duration in order to give a broad overview of the project's objectives and report significant progress. The social media channels are chosen based on the outreach of each to targeted audiences.

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03	SIXENSE ENGINEERING	SIXEN	FR
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Document History

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V0.3	27/02/2023	SLG	Integrating SLG corrections
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V0.5	07/03/2023	NKUA	Pre-final Version
V0.6	17/03/2023	NKUA	Integrating SLG comments/corrections
V0.7	17/03/2023	NKUA	Integrating INTRA comments/corrections
V0.8	20/03/2023	NKUA	Integrating other partners comments/corrections
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Executive Summary

One of the main objectives of AgriDataValue is to strengthen the capacities for smart farming and enhance the environmental and economic performance of the agricultural sector. Moreover, AgriDataValue aims to strengthen the capacities for climate monitoring, particularly soil & crop conditions in-line with UN Sustainable Development Goals [1]. To achieve the above objectives, AgriDataValue will work toward the development of the required technological innovations. However, the real impact will be achieved by the dissemination or the project results and the creation of an universal ecosystem that is aware of the technological and strategic achievements. Moreover, the AgriDataValue consortium partners are committed to promote the project outcomes among the relevant stakeholders and have developed a comprehensive dissemination and communication plan, which is targeted towards achieving smart farming and protection of the climate and the biodiversity. The project has clearly identified the position of the project with respect to the current reality and has identified the target groups affected by each of the project developments. In this context, AgriDataValue will adapt its dissemination strategy to each target group in order to maximise its impact.

This Deliverable entitled “Project Website and Social Networks” describes the means to continuously disseminate information related to the AgriDataValue project. This deliverable reports the first outreach activities of the AgriDataValue project, presenting the project website as well as the social media channels to communicate significant moments and outcomes throughout the project lifetime. The content of the website will be continuously extended during the next months to give a broad overview of the project’s objectives and report significant progress. The social media channels are chosen based on the outreach of each to targeted audiences.

1 Introduction

One of the main objectives of AgriDataValue is to strengthen the capacities for smart farming and enhance the environmental and economic performance of the agricultural sector. Moreover, AgriDataValue aims to strengthen the capacities for climate monitoring, particularly soil & crop conditions in-line with UN Sustainable Development Goals [1]. To achieve the above objectives, AgriDataValue will work toward the development of the required technological innovations. However, the real impact will be achieved by the dissemination or the project results and the creation of an universal ecosystem that is aware of the technological and strategic achievements. Moreover, the AgriDataValue consortium partners are committed to promote the project outcomes among the relevant stakeholders and has developed a comprehensive dissemination and communication plan, which is targeted towards achieving smart farming and protection of the climate and the biodiversity. The project has clearly identified the position of the project with respect to the current reality and has identified the target groups affected by each of the project developments. In this context, AgriDataValue will adapt its dissemination strategy to each target group in order to maximise its impact.

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The project website is an important factor of project sustainability, communicating the overview and recent updates of the project activities, while acting as an indicator of interest raised among the stakeholders’ groups. Therefore, the website has to be clear and should provide all necessary information in order to give visitors a quick, but also complete overview of the project progress. In this sense, it is very important to keep the website up-to-date with news related to scientific & technical results, project meetings, public documentation (new deliverables, publications, etc.) and other events that are of interest for the intended audience. The AgriDataValue website is briefly presented in Section 2 of this document.

Furthermore, social media channels will be an integral part of our dissemination and communication strategy, attracting a broad audience and engaging them via instant, short broadcast messages about notable outcomes of the project, as well as significant content on the AgriDataValue fields of interest. Social media presence of AgriDataValue are briefly presented in Section 3 of the present deliverable.

1.1 Intended Audience

The deliverable presents the project website and social media activity, aiming to attract a wide audience from diverse domains. The report is public and, thus, everyone is welcome to read it. However, given the project scope, it could be especially interesting to a specific audience. Stakeholders on the technological domains covered by the project are among the main audience. Among future adopters, farmers, policy makers, influencers, mentors, entrepreneurs, strategists, analysts from the IoT, sensors, drones, Satellite Earth Observation, Blockchains, Edge Computing domains can be classified. Moreover, the technical audience, including researchers, software engineers, IoT/sensor/drone and 5G equipment manufacturers, information solution providers, etc. are among the potential stakeholders of the AgriDataValue outcomes. The advisory board can be also included in the intended recipients of the information reported in this document and the project’s online communication tools,

so they can provide hints on relevant market opportunities and communication enhancements, as well as consult about the dissemination, exploitation and standardization plans.

1.2 Document overview

The present report presents the project website and social media accounts. So, it is highly relevant to the project dissemination's goals and exploitation activities, providing information on the website and social media handles structure and content that can be considered relevant for publication.

The deliverable is organized as follows:

- Section 2 presents the AgriDataValue website
- Section 3 presents the AgriDataValue social media profiles
- Section 4 draws conclusions
- Section **Error! Reference source not found.** presents the references used in this document.

2 AgriDataValue Website

In this section, the AgriDataValue online presence via the project web portal is reported. Section 2.1 sets the objectives which are desired to be met via the website, which acted as main drivers of collecting, organizing and providing content about AgriDataValue. Accordingly, section 2.2 presents briefly the website structure, providing samples of the website content. project website is hosted and can be accessed on the URL:

https://www.AgriDataValue.eu

2.1 Objectives

Website presence is often the state-of-the-art dissemination channel of business today, covering any application domain, as it provides visibility, easy access and, in the long run, sustainability. To this end, the website access for AgriDataValue is intended to cover the following objectives:

- ***Maximize the potential impact of the AgriDataValue outcomes.*** Information about the AgriDataValue project has been carefully collected and formulated in such a way that indicates the main project elements in an easy and digestive way, indicating inter-relations with different disciplines, spanning technological fields, application domains, research interests, etc.
- ***Provide ease of access to information of interest.*** The information about AgriDataValue should be well organized to allow effortless access for users to the information of their interest. Also, responsiveness of the website in any kind of client device is crucial to the ease of access, considering the highly heterogeneous devices that could be used to access the project website.
- ***Upload project related news.*** News will raise awareness about meetings and events where AgriDataValue was present, about significant results and milestones achievement or any other issue deserving publicity.
- ***Provide updated information & achievements.*** Notable project information. achievements, publications, presentation and public documentation may be regularly updated at the website to include any publishable material generated during the AgriDataValue project.
- **European Commission (EC) funding.** Properly indicate acknowledgement to the EC funding.

Driven by these objectives, WordPress [2] has been selected as a web-framework, blogging engine and as the technical platform of the project website. WordPress is a highly flexible, open-source and free content management system for the web, which allows creation of a wide variety of versatile websites. It also provides remarkable blogging features. A unique benefit of WordPress is that it is very simple and fast to start and develop a website. Moreover, this platform provides a wide variety of plugins, allowing users to extend their website functionalities. Of course, maintenance and update are mandatory, as happens with every other platform, in order to ensure proper operation of all functionalities, cyber protection, as well as efficient operation. In brief, WordPress fulfils the requirements, which are aligned to the above mentioned objectives:

- An intuitive user interface for website administrators and other users to create new blog posts
- Advanced user management with fine-grained access rights
- Many available plugins in order to extend the platform with third party-plugins
- Connection to the most popular social networks
- Advanced analytics of website visitors

2.2 Website Structure

The first version of the AgriDataValue website is organized, following the needs of a research project. Specifically, the visitor of the website is directed to the "Home" page which is the "first entrance" to the AgriDataValue environment. Then, the visitor may navigate through a number of pages accessed via the navigation bar. The possible options include:

- "About", which is presented in section 2.2.2.
- "Use Cases", which presents the AgriDataValue trials, as shown in section 2.2.3.
- "Results", which provide information about any publishable outcome, as presented in section 2.2.4.
- "News", which provides updates about the project activity, as explained in section 2.2.5.
- "Contact", which provides contact details, as presented in section 2.2.6.

Figure 1 - The AgriDataValue website header with the logo and navigation bar.

The webpages are gently separated in three sections by the means of a header, a footer and the main section. The website header consists of the project logo and the main menu having a sticky function to be always kept on top of the page when navigate/scrolling down the pages.

The main section of each page is the body of the page and consists of the actual content of each page, presenting the unique AgriDataValue characteristics based on the page category (e.g. trials, news, etc.).

Figure 2 - The AgriDataValue website footer

The footer of each page consists of 4 columns that include general information about the project, that is desired to be easily accessible, whichever the page navigated. The first column provides acknowledgment to the funding agency of the project, the European Union's Horizon Europe Research and Innovation program. The second column provides easy access to the project's social media handles by means of clickable icons with the social media logos. The third column provides the list of the latest news with a comfortable refresh rate. Last, but not least, the fourth column offers the chance to subscribe to the project's newsletter.

The AgriDataValue webpages are further analyzed in the following subsections.

2.2.1 "Home" section

The "first entrance" to the AgriDataValue website provides a comprehensive presentation of the main project concepts and highlights. So, the home page uses visual content and clear presentation of such information, including the project goals, exploiting the images on a slider, as presented in Figure 3.

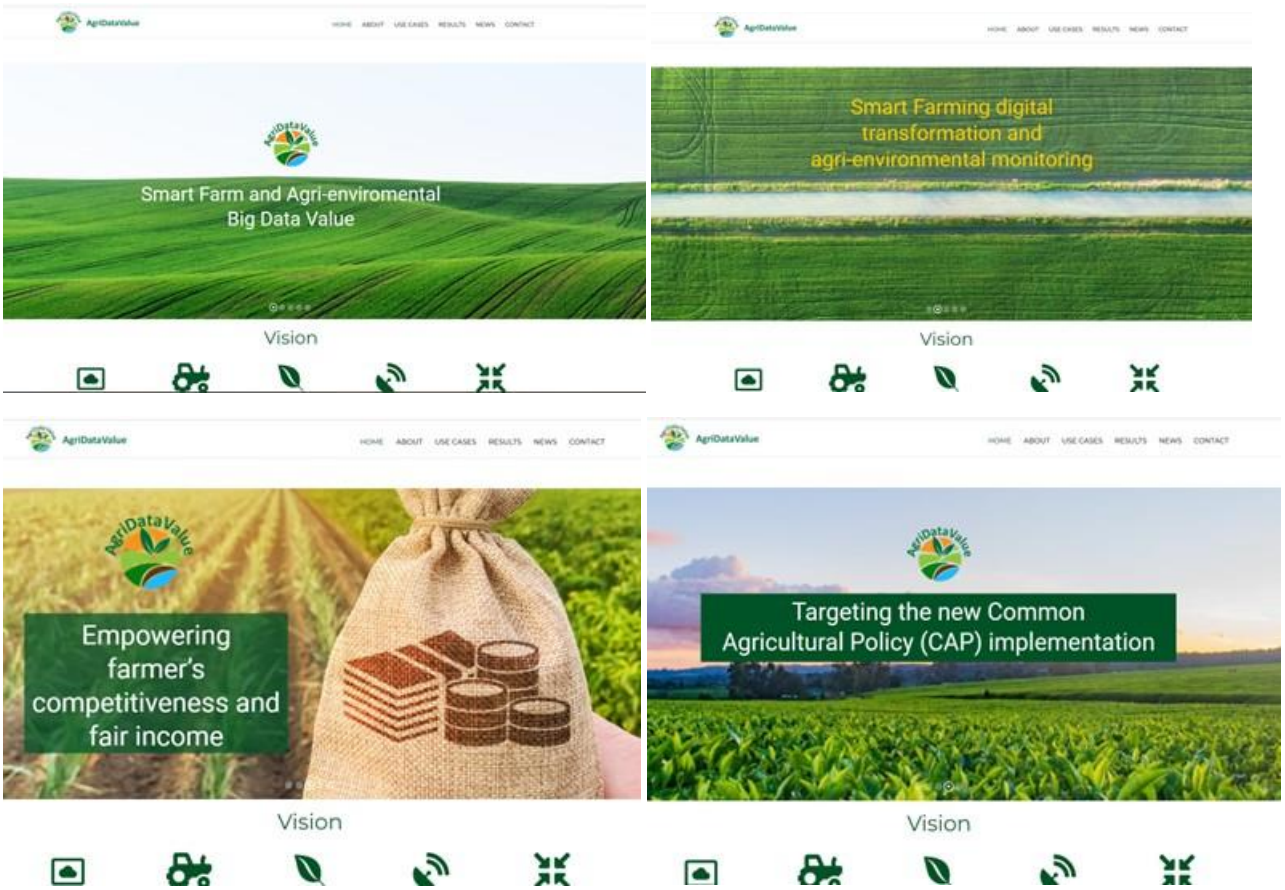

Figure 3 - The AgriDataValue website homepage – the slider view

Moreover, it accommodates key information (project vision, trials). Figure 4 illustrates the vision and Figure 5 shows links to the Use Cases pages. Last, but not least, Figure 6 presents a useful utility for the visitor in the form of a moving banner with the project consortium.

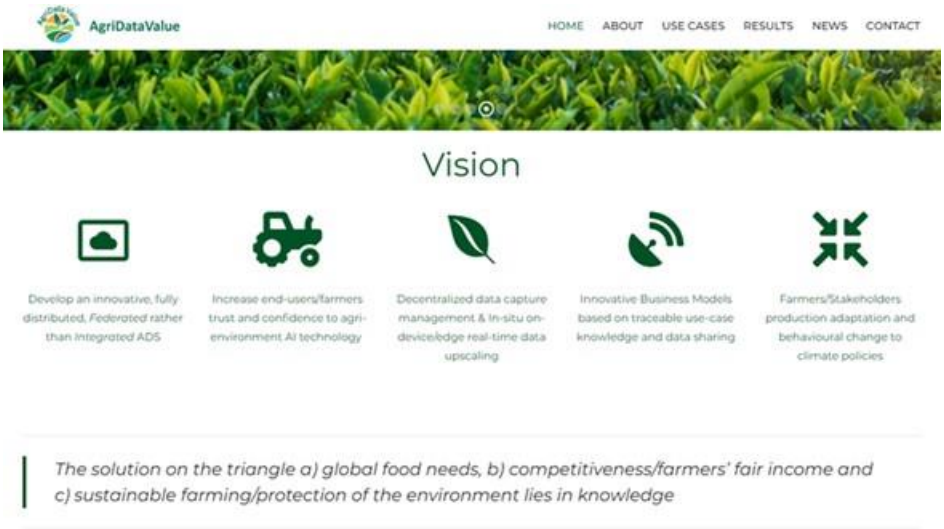

Figure 4 - The AgriDataValue website homepage – the project vision

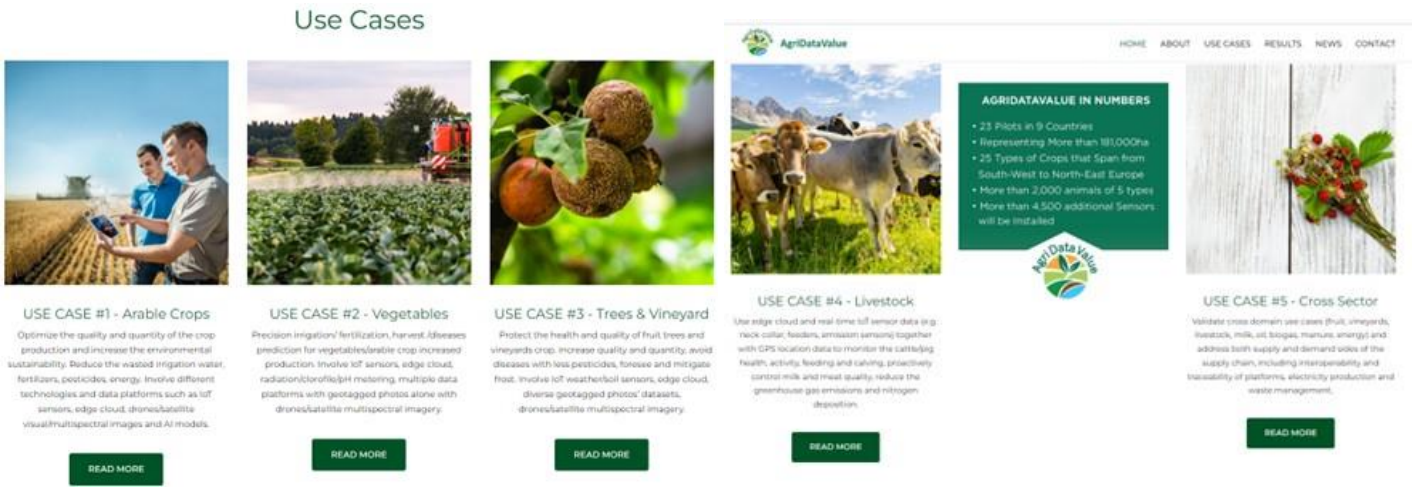

Figure 5 - The AgriDataValue website homepage – the Use Cases

Figure 6 - The AgriDataValue website homepage – the Project Partners (indicative examples)

2.2.2 "About" section

The "About" section is divided into a submenu with two options: "Project" and "Partners". Upon clicking on "About", leads to the "Project" page. This is divided into three parts.

On top there is a brief introduction about the technical aspects of the project entitled "Technical Approach", which is followed by an image indicating the opportunities for AgriDataValue in three pillars: Digital technologies, Business, Next Generation IoT. Figure 7 shows a screenshot of that part of the page.

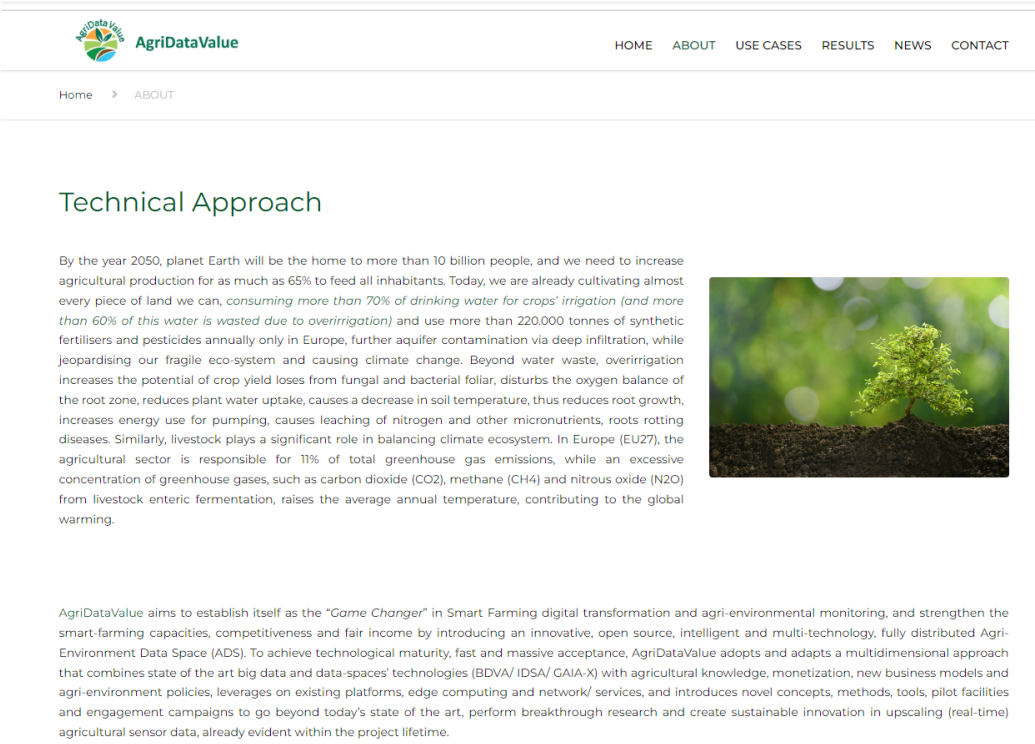

Figure 7 - The "About" page – technical approach view.

Then, the main concepts covered in the project are presented in the "In a nutshell" section, accompanied by text animations and relevant images, which enhance the page's readership. This section appears on Figure 8.

Figure 8 - The "About" page – "In a nutshell" view

The contribution of AgriDataValue to the agricultural digital transformation is presented briefly in Figure 9, while the proposal architecture is shown in Figure 10.

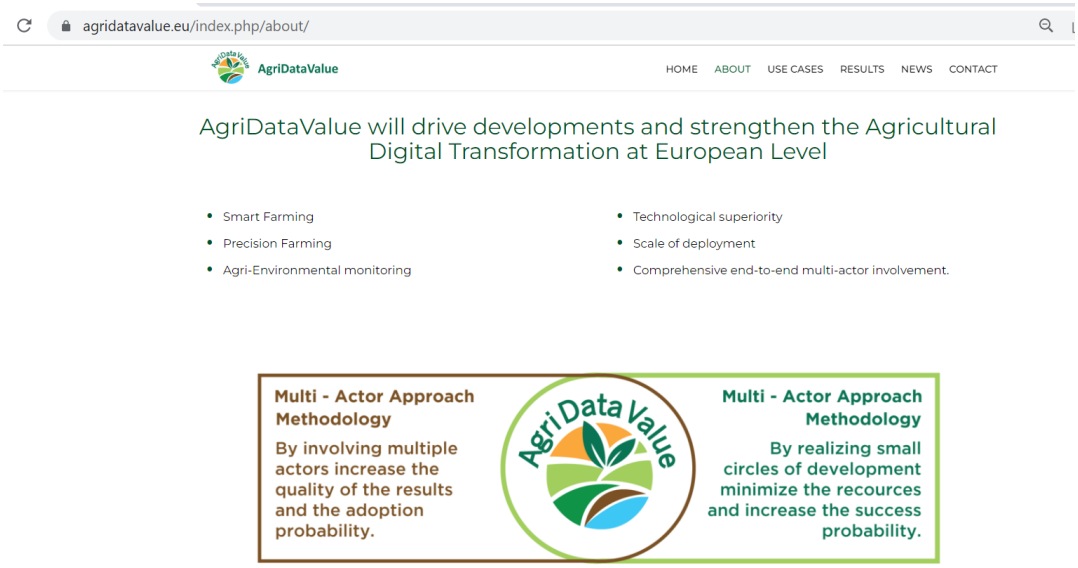

Figure 9 - The "About" page– AgriDataValue contribution to the Agricultural Digital Transformation

Figure 10 - The "About" page– AgriDataValue platform Architecture

The “Partners” option of the “About” submenu redirects to a page listing all AgriDataValue partners’ presence in Europe, along with their logos, as depicted in Figure 11.

Figure 11 - The “Partners” page of AgriDataValue website

2.2.3 “Use Cases” section

The “Use Cases” section provides general information about the AgriDataValue Use cases, along with links to 5 pages in the form of tiles, each one corresponding to one AgriDataValue Use Case group. In each page, the user may find specific information about the selected use case group, along with the planned experiments and their contribution to the AgriDataValue objectives. Figure 12 and Figure 13 illustrate the AgriDataValue “Use Case” page, while Figure 14 presents, indicatively, the webpage for Use Case #1.

Figure 12 - The AgriDataValue website “Use Cases” section (Upper half page)

Figure 13 - The AgriDataValue website "Use Cases" section (Lower half page)

Figure 14 - Webpage devoted to Use Case #1 – Arable Crops in the AgriDataValue website

2.2.4 "Results" section

This page is intended to provide access to significant outcomes of the AgriDataValue project. At this nascent phase of the project, this page is not actually populated, but it is planned to accommodate information about the publications, public deliverables, open-source code, presentations, newsletters and any marketing material, properly organized as options in a "Results" submenu, which is planned to be added, as soon as content is available. Figure 15 illustrates the current state of this page.

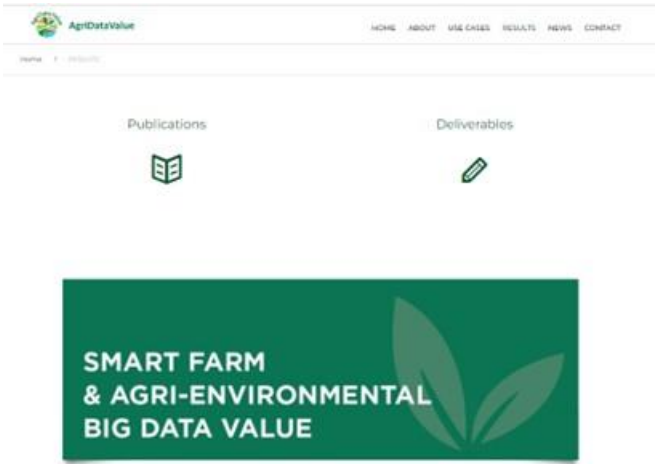

Figure 15 - The "Results" page on the AgriDataValue website

2.2.5 "News" section

This section is aimed to accommodate any updates on the AgriDataValue activity, including information about events organized or attended by the Consortium, talks, presentations, meetings, blog posts, etc. Figure 16 presents the "News" page of the current version of the website.

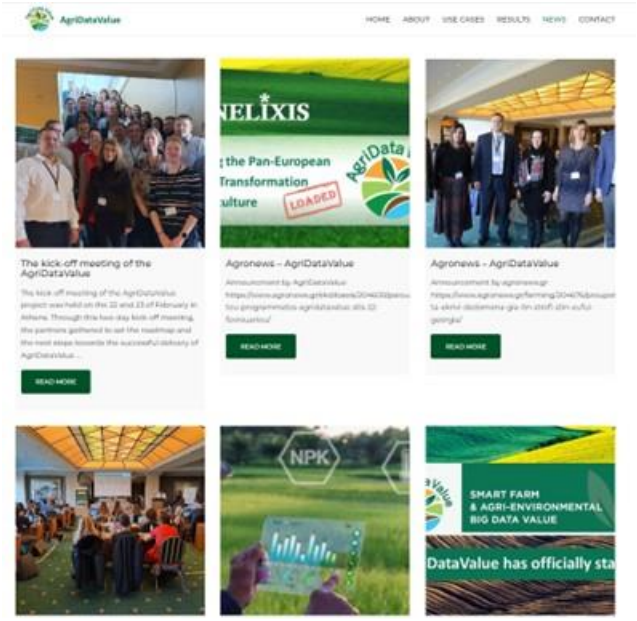

Figure 16 - The "News" page in the AgriDataValue website

2.2.6 "Contact" section

This page provides contact information to visitors wishing interaction with the members of the Consortium. The visitor on this page is given the opportunity to contact via an online form or contact directly the Project Coordinator, as shown in Figure 17.

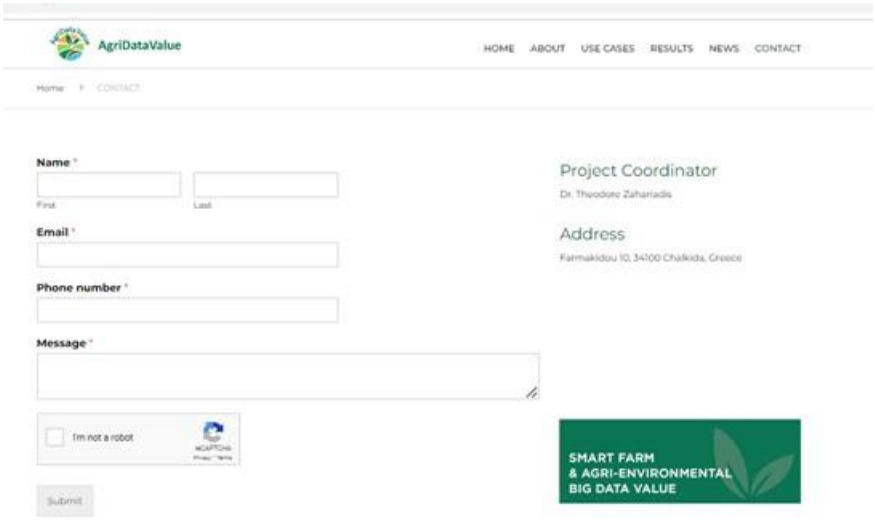

Figure 17 - The "Contact" section of the AgriDataValue website.

2.3 Outlook

The content available on the AgriDataValue website will be extended within the next months of the project.

Moreover, the traffic is continuously monitored via the Google Analytics functionality, in order to feed the dissemination Key Performance Indicators (KPIs).

3 Social Networks

In this section, the social media handles which will be used for the instant communication of AgriDataValue news are described. Updates on the social media are intended for providing short and quick notifications of AgriDataValue news to interested audience. Thus, social media mainly aimed for professional networking have been selected, in order to reach more easily the targeted groups. In this perspective, Twitter [3] and LinkedIn [4] have been selected for the project dissemination. The social media accounts for the AgriDataValue project are presented in the next subsections.

3.1 LinkedIn

LinkedIn is a very effective dissemination channel; information can easily be disseminated to targeted audiences. The project recommends the reference to the following hashtags: #AgriDataValue. Figure 18 presents the AgriDataValue LinkedIn page. It is accessible at:

Link: https://www.linkedin.com/showcase/agridatavalue/

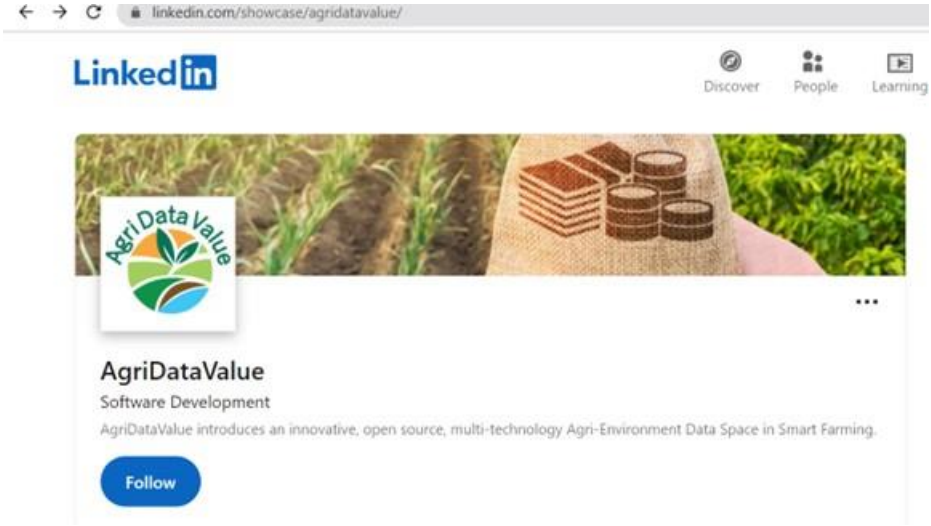

Figure 18 - The AgriDataValue Linkedin page

3.2 Twitter

Twitter is famous for the short messages and they can be used to relay information about the project efficiently and with great speed to a wide group of users. The usage of Hashtags allows for specifically addressing the intended target audience. The project encourages the reference to the project profile and the following hashtags: @IAgriDataValueProject. Figure 19 presents the Twitter profile of the AgriDataValue project. The twitter profile is accessible at:

Link: https://twitter.com/AgriDataValue

Figure 19 - The AgriDataValue Twitter profile

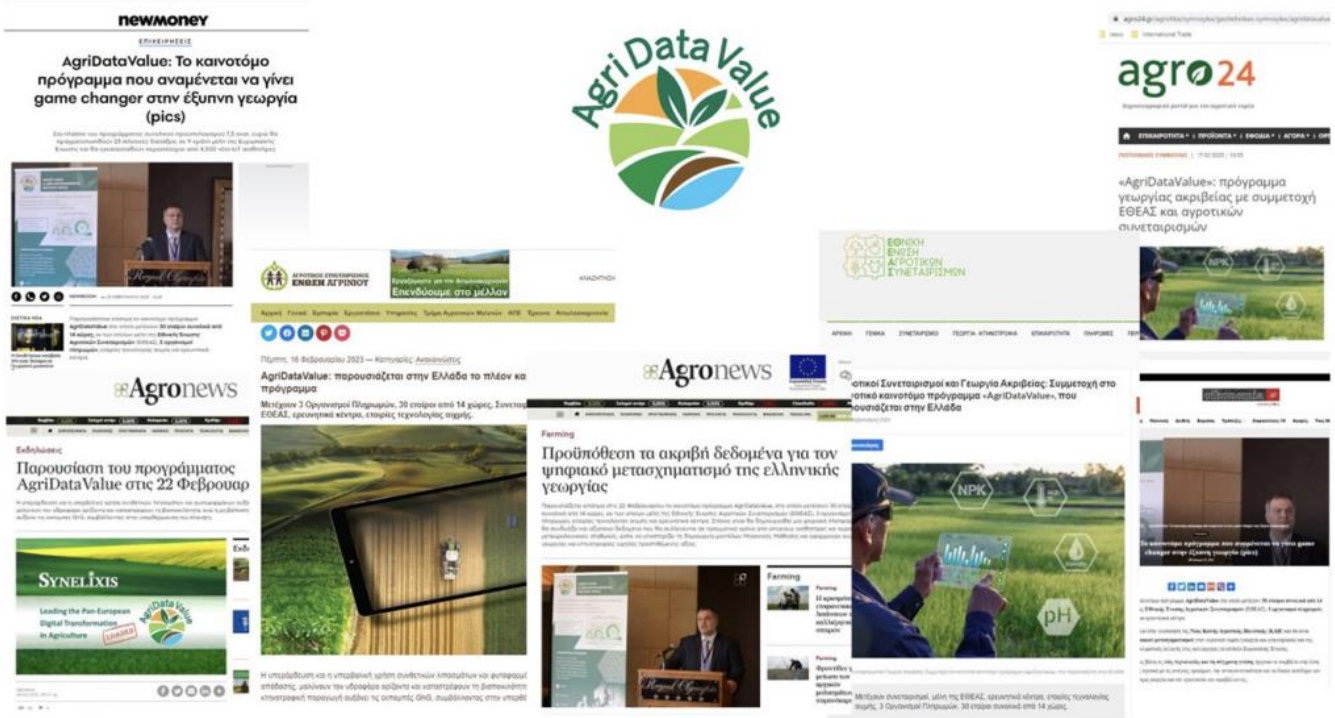

Figure 20 – A Collage of various AgriDataValue announcements and coverage by press

3.3 Promoting the website to improve references

The project impact is expected to be increased via improved referencing. To achieve good number of website references, its reference in many sites is required. Such sites already appear in search engine indexes, so redirection to the project site will be enhanced.

Partners are requested to create short descriptions of the project on their home organizations website and to link from there to the official AgriDataValue website.

Reminder email will be sent on a regular basis to all partners in order to collect news from them to keep the website up to date and of interest for the project's stakeholders.

4 Conclusions

In this deliverable, the dissemination channels of the AgriDataValue project via website and social media have been presented. Specifically, AgriDataValue will be disseminated through a dedicated website, as well as Twitter and LinkedIn profiles.

The website will be used to provide easy access to publishable information related to the AgriDataValue design, functionalities and progress, while placing true emphasis on proper content organization to be easily accessible by interested parties and on maximizing the dissemination potential. Moreover, updates on social media will notify about notable achievements. As a next step, both the website and social media will be widely promoted, in order to attract a considerable number of followers, and will be regularly updated to keep the audience up-to-date with project progress.

5 References

[1] United Nations, “Global Sustainable Development Report (GSDR) 2023,” March 2023. [Online]. Available: https://sdgs.un.org/gsdr/gsdr2023.

[2] Wordpress, [Online]. Available: https://wordpress.org.

[3] Twitter, [Online]. Available: https://twitter.com.

[4] Linkedin, [Online]. Available: https://www.linkedin.com.