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AgriDataValue

Smart Farm and Agri-environmental Big Data Value

Deliverable D6.7
Dissemination & Standardization & Communities Liaison V1

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Abstract	The present document provides a detailed update on the dissemination and communication strategy defined at M06. This deliverable outlines the AgriDataValue consortium's Dissemination and Communication activities during the first 18 months of the project. It presents the participation in events, the organization of workshops, the publications and communication activities over the social media and website of the project. Furthermore, it provides information on standardization and communities liaison plan of the project.

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Table of Contents

List of Tables **6**

List of Figures **6**

Definitions, Acronyms and Abbreviations **8**

Executive Summary **10**

1 Introduction **11**

1.1 Purpose of the document 11

1.2 Structure of the document 11

2 Dissemination and Communication Plan **12**

2.1 Introduction - Dissemination and Communication methodology 12

2.2 Stakeholder analysis 12

2.3 Dissemination and Communication Channels 14

3 Dissemination and Communication activities **15**

3.1 Press Releases and Media 15

3.1.1 Cross-European Documentary film 15

3.1.2 AgriDataValue in the news 16

3.2 Online communication 19

3.2.1 AgriDataValue website 19

3.2.2 LinkedIn account 24

3.2.3 Twitter account 24

3.2.4 Facebook account 25

3.2.5 Website and Social Media Analytics 26

3.3 Roll-up banners – posters 28

3.4 Newsletters 30

3.3 Brochures 32

3.4 Participation in conference and events 34

3.4.1 The ''Open company day'' event hosted by the project's partner Inagro in Beitem, Belgium. 35

3.4.2 EO for Agriculture Under Pressure 2023 & 2024 Workshop 36

3.4.3 St. Emilion, Winegrowers General Assembly meeting 36

3.4.4 Federation of Industrial Labor Unions Workshop 37

3.4.5 The 30th International Exhibition Agrotica 2024 37

3.4.6 The 28th international exhibition "Ką pasėsi…2024" in Lithuania 39

3.4.7 1st Automation & Robotics expo in Athens, Greece 40

3.4.8 The 10th Panhellenic Congress for the Development of Greek Agriculture 40

3.4.9 Conference on the "Development of local communities" in Romania 41

3.4.10 MACFRUT Fruit & Veg professional show 42

3.4.11 European Horticulture Congress in Romania 42

3.4.12 91st International Agricultural Fair, Novi Sad 43

3.4.13 2nd Community of Practices (CoP) and Co-creation Workshop 44
3.4.14 8th Regional InfoDay on "Adaptation of Peloponnese Region to Climate Change" 44
3.4.15 AgEng2024: Shaping the Future of Agricultural Engineering 45
3.4.16 TerraEnVision conference 2024 46
3.4.17 30th Annual Colloquium of the Commission on Sustainable Rural Systems, International Geographical Union 2023 46
3.5 Organization of Technical workshops 47
3.5.1 Workshop on Digital Transformation in Agriculture 47
3.5.2 AgriDataValue Pilot 5: Learning Network Meetings 48
3.6 Publications in scientific open access journals and conferences 49
3.7 Public Deliverables 50
3.8 AgriDataValue Advisory Board 50
4 Standardization 51
4.1 GAIA-X/IDSA 51
4.2 Open Geospatial Consortium (OGC) 52
4.3 AIOTI 52
5 Communities Liaison 54
5.1 Collaboration under HORIZON-CL6-2022-GOVERNANCE-01 Topic 54
5.2 NESTLER 55
5.3 WATSON 55
6 Conclusion 56
7 References 57

List of Tables

Table 1: Project Target Communities and Groups 13
Table 2: Outreach Channels 14
Table 3: AgriDataValue news posts and blog posts entries 20
Table 4: Visitors and followers of each AgriDataValue social channel.....26
Table 5: News and Blog Posts on each AgriDataValue social channel 26
Table 6: AgriDataValue Event Participation 34

List of Figures

Figure 1: AgriDataValue dissemination and communication strategy (Intensity increases each year) 12
Figure 2: AgriDataValue on cross-European documentary film by Mathys Hallet.....15
Figure 3: AgriDataValue in AgroNews 16
Figure 4: AgriDataValue in Agrenda 17
Figure 5: AgriDataValue Press Releases 17
Figure 6: Dr Korasidis, ETHEAS General Secretariat (on the left) 18
Figure 7: AgriDataValue at ETHEAS official site.....19
Figure 8: AgriDataValue Website Homepage.....20
Figure 9: AgriDataValue LinkedIn page 24
Figure 10: AgriDataValue Twitter (X) profile 25
Figure 11: AgriDataValue Facebook profile.....25
Figure 12: AgriDataValue website visitors.....26
Figure 13: Visitor Distribution by Country for the AgriDataValue Website 27
Figure 14: Total number of Impressions on the AgriDataValue LinkedIn page.....27
Figure 15: Unique viewers on the AgriDataValue LinkedIn page 28
Figure 16: Roll-ups created by SYN.....29
Figure 17: Roll-up created by InAgro.....29
Figure 18: AgriDataValue Newsletter #1 30
Figure 19: AgriDataValue Newsletter #2 31
Figure 20: AgriDataValue Project Brochure #1 (outside) 32

Figure 21: AgriDataValue Project Brochure #1 (inside) 32
Figure 22: AgriDataValue Project Brochure #2 (outside) 33
Figure 23: AgriDataValue Project Brochure #2 (inside) 33
Figure 24: InAgro's ''Open company day'' event 35
Figure 25: presentation of AgriDataValue at ''EO4AGRI 2024'' by the project coordinator 36
Figure 26: AgriDataValue presentation in Saint Emilion Winegrowers General Assembly meeting 36
Figure 27: AgriDataValue presentation by Mr. Kokkinos, President of NILEAS 37
Figure 28: Synelixis booth at Agrotica 2024 fair 38
Figure 29: ADV brochures in SYN's booth at Agrotica 2024 38
Figure 30: SYN booth at Agrotica 2024 fair 39
Figure 31: AgriDataValue presentation in NPA's booth at ''Ką pasėsi…2024'' international exhibition 39
Figure 32: SYN's stand and ADV Roll-up at ''A+R Expo '24'' 40
Figure 33: presentation of AgriDataValue at the 10th Panhellenic Congress for the Development of Greek Agriculture 41
Figure 34: AgriDataValue presented at the ''Conference on the development of local communities' 41
Figure 35: AgriDataValue presented at the 'MACFRUT 2024' 42
Figure 36: ADV presented at the ''European Congress of Horticulture 2024'' 43
Figure 37: 91st International Novi Sad Agricultural Fair 43
Figure 38: AgriDataValue in Novi Sad 44
Figure 39: AgriDataValue presentation by Mrs. Vicky Inglezou, Project Manager of NILEAS Producers Group 44
Figure 40: NILEAS' president, Mr. Kokkinos presenting AgriDataValue at the 8th Regional Info Day 45
Figure 41: AgriDataValue poster at the AgEng 2024 46
Figure 42: Participation in 30th Annual Colloquium of the CSRS and IGU 47
Figure 43:Workshop's Interactive session with Miro board tool 48
Figure 44: Workshop's interactive session with Miro board tool 48
Figure 45: Pilot 5: Second Learning Network Meeting 49
Figure 46: AgriDataValue Advisory Board 50
Figure 47: AgriDataValue, ScaleAgData and CrackSense collaborative PhC 55

Definitions, Acronyms and Abbreviations

AB	Advisory Board
ADV	Agri-Data-Value
AI	Artificial Intelligence
AIOTI	Alliance for Internet of Things Innovation
AKIS	Agriculture Knowledge and Innovation Systems
CAP	Common Agriculture Policy
COP	Community of Practices
CSRS	Commission on the Sustainability of Rural Systems
CVSE	Conseil des Vins de Saint-Emilion
EHC	European Horticulture Congress
EC	European Commission
EO	Earth Observation
ESA	European Space Agency
EU	European Union
FAIR	Findable, Accessible, Interoperable, and Reusable
FAO	Food and Agriculture Organisation
GIS	Geographic Information System
IDSA	International Dataspaces Association
IDS	International Dataspaces
IGU	International Geographic Union
IoT	Internet-of-Things
ISHS	International Society for Horticultural Science
MOU	Memorandum of Understanding
OGC	Open Geospatial Consortium
PESTLE	Political, Economic, Sociological, Technological, Legal, and Environmental
SDO	Standard Development Organization
SME	Small and medium-sized enterprises
SWOT	Strengths, Weaknesses, Opportunities, Threats
TG	Target Group

TL	Task Leader
UN	United Nations
WFP	World Food Programme
WP	Work Package
WPL	Work Package Lead

Executive Summary

The partners of AgriDataValue carried out a series of dissemination and communication activities during the first 18 months. These efforts focused on informing the broader audience about the project's goals and latest developments, as well as on raising awareness about the project. The primary digital communication and dissemination channels for the project have been its website and social media platforms, including Twitter, LinkedIn, and Facebook, where posts have been made on a regular basis to inform the broader audience.

During the first 18 months, AgriDataValue participated in several workshops, conferences, and exhibitions. Additionally, several publications in conference and journals have documented the progress of the project and communicated its advancements to the research and business sector.

This document provides an update on the project's standardization and community liaison plans and activities. AgriDataValue, along with other Horizon Europe projects, has initiated collaboration to explore future cooperation opportunities and examine potential synergies in dissemination and communication efforts.

1 Introduction

1.1 Purpose of the document

The present document, D6.7 ''Dissemination & Standardization & Communities Liaison V1'', illustrates the dissemination, standardization, and communities' liaison actions and activities planned and performed by the consortium of AgriDataValue in the context of Work Package (WP) 6, during the first 18 months of the project. As such, the document records activities that were conducted in the context of Task 6.1 *Regulatory / policy framework and continuous socio-economic radar*, Task 6.3 *Public outreach, communication and collaboration activities*, Task 6.4 *Dissemination & training activities* and Task 6.5 Liaison with clusters, SDOs & CAP Paying Authorities.

Partners promote the project's actions and results and provided relevant information to the target audiences, ensuring the project's visibility and acknowledgment of European funding. The AgriDataValue Dissemination and Communication plan, presented in D6.2 ''Dissemination & Exploitation Plans'' [1], defined the Target Stakeholders and Segmentation to ensure broad and effective communication and dissemination of AgriDataValue findings, including the outcomes of the pilots' validation. AgriDataValue dissemination concept lies in creating interactive communication channels between the target groups including farmers and / or cooperatives, stakeholders, associations, policy, and environmental observation decision makers, researchers and the general public and the project.

1.2 Structure of the document

The document provides a summary / overview of all the dissemination actions undertaken during the previous reporting period, and is structured as follows:

- Chapter 1: provides a brief introduction to the deliverable and the document's content.
- Chapter 2: presents the dissemination and communication plan of the project.
- Chapter 3: focuses on the dissemination and communication activities such as the participation in conferences and exhibitions as well as the organisation of workshops and the publication of the project.
- Chapter 4: presents the latest updates regarding the standardization of the project
- Chapter 5: provides information on the project's liaison activities
- Chapter 6: concludes the deliverable

As a final introductory note, given the nature of this deliverable, it is not essential to read the document in a linear manner.

2 Dissemination and Communication Plan

2.1 Introduction - Dissemination and Communication methodology

The AgriDataValue project is an initiative that seeks to revolutionize the agricultural sector by harnessing the power of data sharing and agriculture technologies. The availability and effective utilization, secure and sovereign sharing of data play a crucial role in optimizing farming practices, ensuring environmental sustainability, and driving economic growth. AgriDataValue dissemination plan lies in creating ***interactive communication channels*** between the target groups (e.g., farmers/cooperatives, stakeholders, associations, policy and environmental observation decision makers, AKIS, researchers and the general public) and the project.

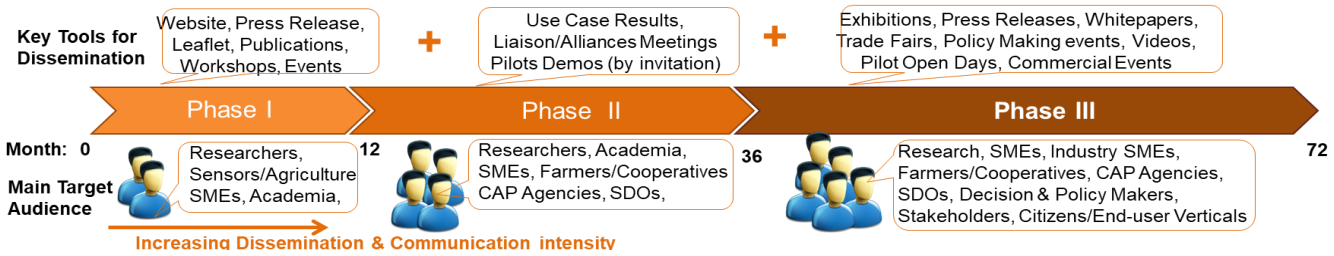

Figure 1: AgriDataValue dissemination and communication strategy (Intensity increases each year)

In terms of dissemination approach and depending on the groups targeted each time, the AgriDataValue dissemination activities will target business innovation, research community and contribution to EU policies. AgriDataValue dissemination activities are categorized based on the position of the target audience with respect to the time-to-market of the results:

- **Phase I** (Months 1-12): Selecting and establishing the dissemination channels, key messages, communication activities towards innovation, IoT/Edge ecosystems/communities (Long time-to-market)
- **Phase II** (Months 13-36): Policy fostering business innovation (Midterm time-to-market)
- **Phase III** (Months 37-72): Matching market analysis and Exploitation (Short time-to-market).

The AgriDataValue dissemination and communication strategy focuses on presenting the project's objectives and engaging the appropriate stakeholders to gather feedback from end users, technology providers, and policymakers. By participating in conferences, exhibitions, fairs, and organizing surveys and workshops, the project collects valuable feedback that is then transmitted to technical use cases. A variety of promotional and informational materials, detailed in section 3, have been created and distributed during events, on-site demonstration days, and through all available communication channels.

2.2 Stakeholder analysis

AgriDataValue aims to widespread awareness, adoption and impact creation of the outcomes achieved throughout the project. Thus, it is crucial to understand which stakeholders AgriDataValue will engage with and for what purpose. Within the analysis of stakeholders, we identify the relevant target groups. In the table below, six (6) target audiences and thirteen (13) target groups have been identified for the impact creation activities,

ranging from Farmers and Common Agricultural Policy (CAP) paying authorities to the scientific community and the general public. Furthermore, the table presents the dissemination and communication goals.

Table 1: Project Target Communities and Groups

Target audience	Target Groups in the Community	Dissemination & Communication Goals
End Users	**TG1**: Farmers/Cooperatives **TG2**: Agronomists/Agriculture Advisors **TG3:** Food Suppliers	• To build a robust and long-lasting collective awareness on the role and opportunities of smart farming and agri-environmental monitoring to impact SDGs. • To increase awareness and feedback towards the research gaps for joint optimisation of platforms such as Agriculture Knowledge and Innovation Systems (AKIS). • To contribute to sustainability and resilience in the agricultural sector through wider utilization and exploitation of environmental observation data and products. • To create innovative data governance models to support informed decision making through stakeholder engagement and social innovation. • To accelerate the uptake of concepts and results for maximising awareness of their availability by leveraging digital and data technologies as crucial enablers, thus promoting their further deployment
Technology Providers	**TG4:** Industries/SMEs in agriculture sensors, drones, climate and EO, **TG5:** Edge/Cloud operators & satellite hubs	
Policy Makers: Stakeholders/Public Governance Entities	**TG6:** CAP Paying Agencies **TG7:** Civil Protection Authorities **TG8:** Regulatory Bodies **TG9:** National & Urban Policy Decision Makers,	
Researchers, Alliances, SDOs	**TG10:** Academy/Researchers **TG11:** SDOs/Alliances/Initiatives	
Life-long learners	**TG12:** Citizens/Lifelong learning community	
Wider Audience	**TG13:** Citizens in general	

The target audience can be divided into several types of stakeholders:

- **End Users (TG1-3):** This group comprises individuals or organizations that directly utilize the AgriDataValue solutions and technologies for their agricultural operations. It includes farmers, cooperatives, and other agricultural practitioners who actively engage with the project's outcomes.
- **Technology Providers (TG4-5):** This group encompasses companies, organizations, and individuals involved in the development and provision of technologies and solutions related to IoT sensors, Geographic Information Systems (GIS), and Earth Observation (EO) in the agricultural domain. AgriDataValue aims to engage and collaborate with these stakeholders to enhance and integrate their innovations.

- **Stakeholders (TG6-9):** Stakeholders in AgriDataValue refer to organizations, associations, and entities with a vested interest in the project's outcomes. They may include agricultural industry representatives, trade organizations, value chain actors and other relevant stakeholders with a stake in the advancement of precision agriculture and data-driven decision-making.
- **Public Governance Entities (TG6-9):** This group consists of governmental bodies, regulatory authorities, and public institutions responsible for formulating agricultural policies, regulations, and standards. Engaging with these entities ensures that AgriDataValue's outcomes align with policy priorities and contribute to the sustainable development of the agricultural sector.
- **Scientific/Research/Academia (TG10):** This group consists of governmental bodies, regulatory authorities, and public institutions responsible for formulating agricultural policies, regulations, and standards. Engaging with these entities ensures that AgriDataValue's outcomes align with policy priorities and contribute to the sustainable development of the agricultural sector.
- **SDOs/Alliances/Initiatives (TG11):** Standard Development Organizations (SDOs), alliances, and initiatives focused on agricultural innovation and digital transformation are essential stakeholders in AgriDataValue. Collaborating with these organizations enables the project to leverage existing frameworks, standards, and best practices, fostering interoperability and scalability.
- **General public/Wider audience (TG12-13):** The general public and wider audience represent individuals, communities, and organizations with a general interest in agriculture and the potential impact of data-driven approaches. Engaging with this group helps raise awareness about the project and its benefits, promoting a broader understanding and support for AgriDataValue's objectives.

2.3 Dissemination and Communication Channels

Dissemination efforts focus on effectively communicating the project's results and innovations to stakeholders, maximizing impact and raising awareness. The Dissemination and Communication Plan includes various tools designed to reach different kinds of target groups through the following channels as presented in the following table. By leveraging diverse channels and strategies, we aim to ensure broad visibility and engagement, fostering a strong network of support and interest in the project. This approach enhances the project's sustainability and contributes to its long-term success.

Table 2: Outreach Channels

Events	Publications	Social media & websites	Level
• **Workshop** • **Practical Farm Demos/ Field Days** • **Webinar** • **Conference** • **Exhibition/Fair** • **Presentation/Lecture** • **Scientific Paper** • **Online Courses (MOOC)**	• Whitepaper • Brochure/Flyer • Press Release • Web community interactions (e.g. LinkedIn, blogposts) • Conference paper/ poster/presentation • Open access scientific paper • Delivered Data Courses	• LinkedIn • Twitter • Facebook • AgriDataValue Website • Partner Websites	• National • European • International/Global

3 Dissemination and Communication activities

Dissemination and Communication materials involves developing targeted content to effectively share the project's progress and achievements. These materials, including news posts, blogposts, brochures, newsletters, presentations, and social media posts, are designed to engage various audiences, ensuring clear and impactful messaging. By crafting well-structured and visually appealing materials, we aim to enhance visibility, foster engagement, and support the project's goals through consistent and strategic communication.

3.1 Press Releases and Media

AgriDataValue has attracted the interest of newspapers and media. A detailed recording of the appearances of AgriDataValue in third-party media, as well as the news posts and press releases follow.

3.1.1 Cross-European Documentary film

On Tuesday, January 9th, 2024, the chairman of the Board of Directors of NILEAS Producers' Group, George Kokkinos, was interviewed by the French researcher and documentarian Mathys Hallet, for the realization of his documentary film, that will be published in 2025, on water management in agriculture in the face of climate change. He emphasized NILEAS involvement as a pilot in AgriDataValue, by installing environmental sensors measuring air temperature and humidity, rainfall, leaf moisture, wind speed and direction as well as soil sensors in the olive orchards. AgriDataValue with the main aim to establish itself as the Game Changer in smart farming digital transformation and agri-environmental monitoring and strengthen the smart-farming capacities, competitiveness and fair income by introducing an innovative, open source, intelligent and multi-technology, fully distributed Agri-Environment Data Space.

Figure 2: AgriDataValue on cross-European documentary film by Mathys Hallet

The subject of the interview was the investigation of the ways for the proper management of natural resources with the aim of optimal utilization by the olive oil producers, as well as the pro-environmental practices they use, following modern agroecological approaches. Particular importance was given to the effects of climate change, the challenges facing the traditional model of olive cultivation, and the "tools" available to olive oil producers to adapt to the new conditions. Topics such as the sowing of leguminous plants in the field, the fragmentation of

branches, and the return of the by-products of olive cultivation to the field were discussed, as practices that mitigate the effects of climate change and contribute to the increase of soil organic matter. He referred to the optimal utilization of the available water resources by the producers, and the reason why the use of sensors in the plots and the underground irrigation serve to reduce waste. Additionally, the great gradation and the variability of the climatic conditions of the region, combined with the extreme weather phenomena, create the necessary conditions both for the shift of producers to organic farming, and for the search for techniques and means that will help them cope with these rapid developments.

3.1.2 AgriDataValue in the news

AgriDataValue kick off meeting was covered by AgroNews[1], one of the largest newspapers in Greece dedicated to Agriculture and the Agricultural Digital transformation.

Figure 3: AgriDataValue in AgroNews

Moreover, Agrenda[2], which is the largest printed newspaper in Greece focused on Agriculture had a dedicated page for AgriDataValue.

[1] https://www.agronews.gr/
[2] https://www.agronews.gr/agrenda/

Figure 4: AgriDataValue in Agrenda

Furthermore, several announcements have been made by the media, on AgriDataValue presenting technological superiority, scale of deployment and comprehensive end-to-end multi-actor involvement draw the attention.

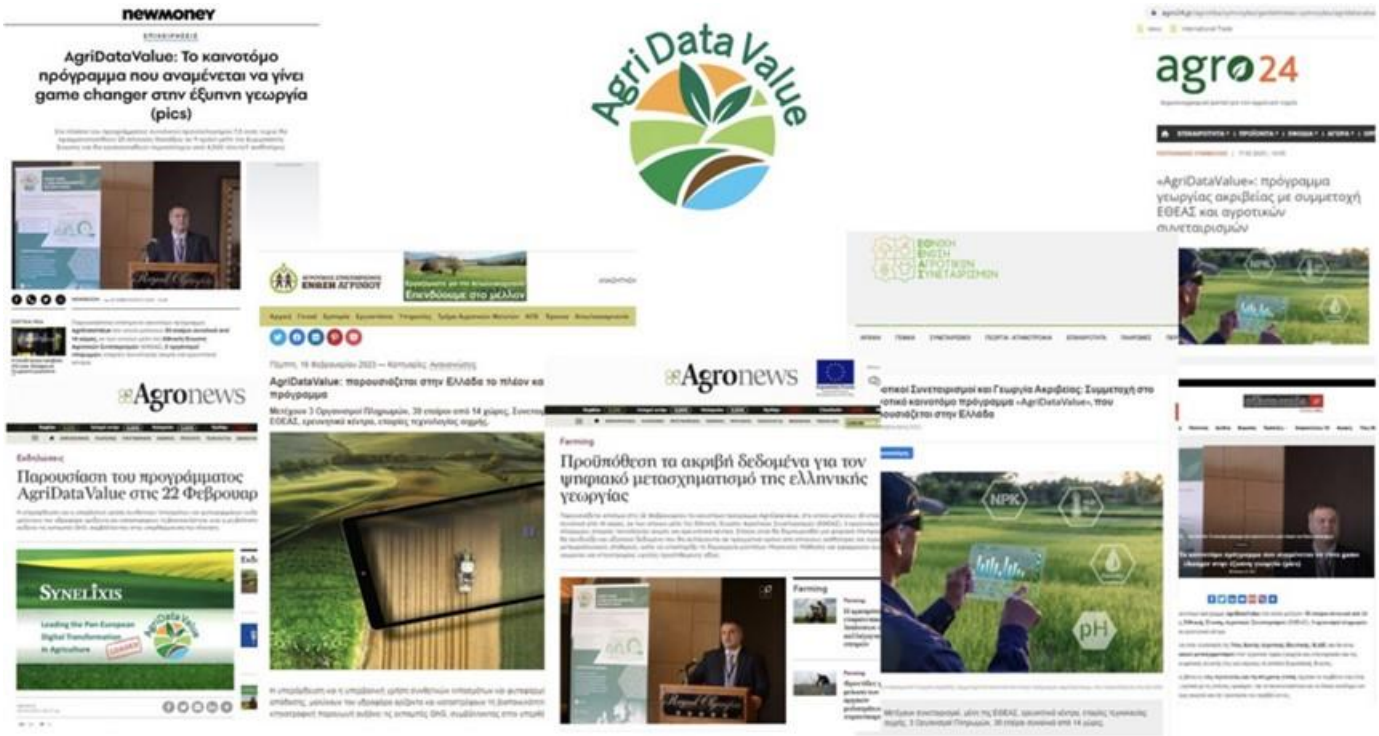

Figure 5: AgriDataValue Press Releases

A non-exhaustive list of links to the Press Releases, made by a series of agricultural and economic websites, follows:

1. ETHEAS (the National Union of Agricultural Cooperatives in Greece)
2. Agrinio Agricultural Cooperative Union (online publication)
3. Newmoney.gr (online press)
4. Agronews.gr (online press 1)
5. Agronews.gr (online press 2)
6. Agro24.gr (online press)
7. Sofokleous10.gr (online press)

It is important to underline that ETHEAS[3] (the National Union of Agriculture Cooperatives in Greece) was quite interested on AgriDataValue. ETHEAS is a major organization representing over 300 agricultural cooperatives in Greece. It was established by Greek law and plays a crucial role in coordinating and supporting these cooperatives. ETHEAS aims to foster rural development, promote the activities of its members both domestically and internationally, and provide expert opinions on agricultural production and sector development. ETHEAS General Secretariate, Dr Moschos Korasidis participated at the project kick-off meeting. Moreover, ETHEAS made an announcement / press release of the project (Figure 7).

Figure 6: Dr Korasidis, ETHEAS General Secretariat (on the left)

[3] https://etheas.gr/

Figure 7: AgriDataValue at ETHEAS official site

3.2 Online communication

The online communication includes the project website and the social media, namely the LinkedIn, the Twitter (X), and Facebook. 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. Furthermore, social media channels, as an integral part of our dissemination and communication strategy, attract 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. In the following, the online presence and communication of AgriDataValue are recorded.

3.2.1 AgriDataValue website

The project website (https://agridatavalue.eu/), which was launched in M02, is the central node for all communication and dissemination activities. The website is constantly being updated with new content including publications, blog posts, and news posts.

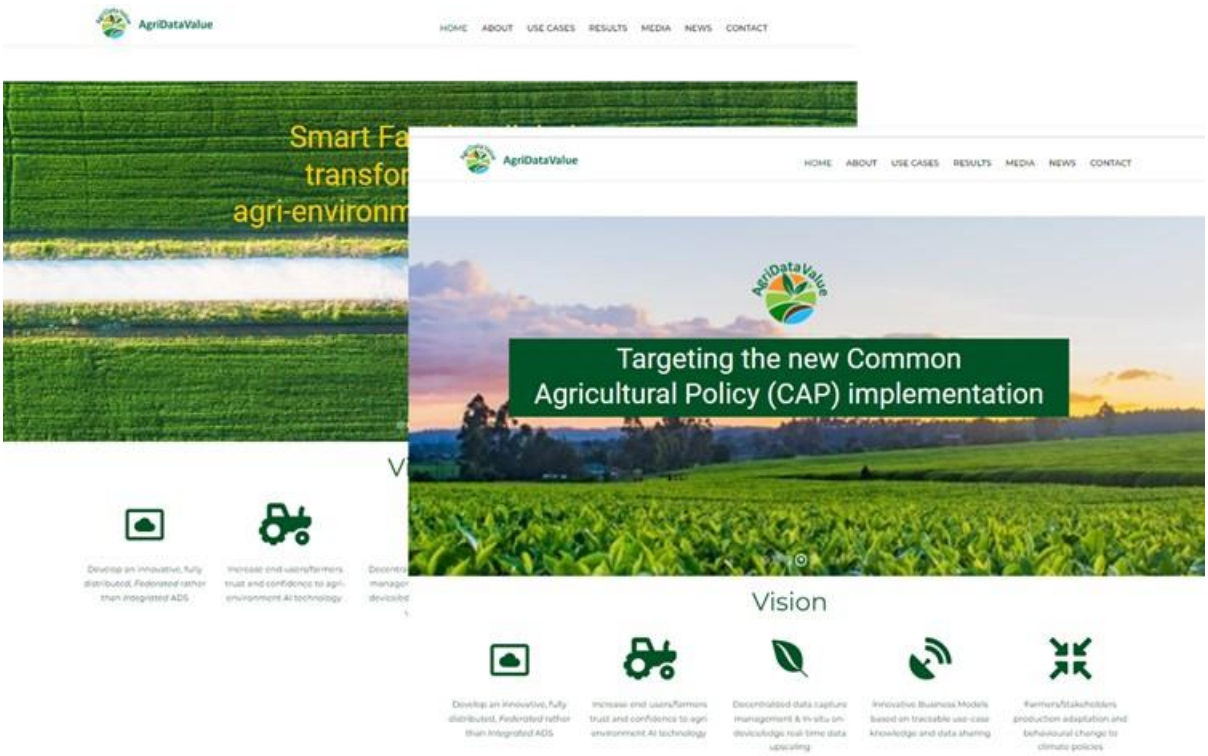

Figure 8: AgriDataValue Website Homepage

At the time of this deliverable's authoring, there are 66 news post and blog post entries under the ''news'' section. The news posts cover a variety of topics, including but not limited to:

- News about the project's lifecycle, e.g. general assemblies, advisory board meetings
- Participation in events, conferences, fairs, etc.
- Scientific articles informing the readers of the latest project developments
- News concerning installations of IoT sensors and monitoring devices in the project's pilot sites

The complete lists of news posts appearing on the project's website is recorded in Table 3, and will be further enriched during the following reporting period, encapsulating all project developments that are considered of interest.

Table 3: AgriDataValue news posts and blog posts entries

#	Post title	Link
1	The AgriDataValue Project Has Officially Started!	https://agridatavalue.eu/index.php/2023/02/21/the-agridatavalue-project-has-officially-started/
2	Announcement by ETHEAS	https://agridatavalue.eu/index.php/2023/02/21/announcement-by-etheas/
3	Newmoney – AgriDataValue	https://agridatavalue.eu/index.php/2023/03/10/newmoney-agridatavalue/
4	Agronews – AgriDataValue	https://agridatavalue.eu/index.php/2023/03/10/agronews-agridatavalue/
5	Agronews – AgriDataValue (2)	https://agridatavalue.eu/index.php/2023/03/10/agronews-agridatavalue-2/

6	The kick-off meeting of the AgriDataValue	https://agridatavalue.eu/index.php/2023/03/14/the-kick-off-meeting-of-the-agridatavalue/
7	AgriDataValue in the Press | A successful project kick-off indeed!	https://agridatavalue.eu/index.php/2023/03/23/agridatavalue-in-the-press-a-successful-project-kick-off-indeed/
8	AgriDataValue 2nd plenary meeting	https://agridatavalue.eu/index.php/2023/06/30/agridatavalue-2nd-plenary-meeting/
9	The 1st AgriDataValue Advisory Board Meeting	https://agridatavalue.eu/index.php/2023/07/25/the-1st-agridatavalue-advisory-board-meeting/
10	Driving Innovation: The EU's Digital Transformation in Agriculture	https://agridatavalue.eu/index.php/2023/08/03/driving-innovation-the-eus-digital-transformation-in-agriculture/
11	The new CAP 2023-2027: Embracing Sustainability and Resilience	https://agridatavalue.eu/index.php/2023/08/30/the-new-common-agricultural-policy-cap-2023-2027-embracing-sustainability-and-resilience/
12	AI in the food supply chain: Challenges	https://agridatavalue.eu/index.php/2023/09/28/ai-in-the-food-supply-chain-challenges/
13	DevSecOps Approach in AgriDataValue	https://agridatavalue.eu/index.php/2023/09/29/devsecops-approach-in-agridatavalue/
14	IDSA and OGC sign Memorandum of Understanding	https://agridatavalue.eu/index.php/2023/10/11/idsa-and-ogc-sign-memorandum-of-understanding/
15	AgriDataValue's Journey Toward Semantic Unity in Agriculture	https://agridatavalue.eu/index.php/2023/10/18/agridatavalues-journey-toward-semantic-unity-in-agriculture/
16	Cultivating Transparency and Trust: AI Applications in Agriculture with XAI	https://agridatavalue.eu/index.php/2023/10/26/cultivating-transparency-and-trust-ai-applications-in-agriculture-with-xai/
17	AgriDataValue project presented in Beitem, Belgium	https://agridatavalue.eu/index.php/2023/10/30/agridatavalue-project-presented-in-beitem-belgium/
18	SynField installation in Latvia	https://agridatavalue.eu/index.php/2023/11/01/synfield-installation-in-latvia/
19	Securing Agricultural Data Storage with MinIO: A Robust Solution for Modern Farming Innovations	https://agridatavalue.eu/index.php/2023/11/01/securing-agricultural-data-storage-with-minio-a-robust-solution-for-modern-farming-innovations/
20	Enteric emissions monitored at cow level	https://agridatavalue.eu/index.php/2023/11/09/enteric-emissions-monitored-at-cow-level/
21	The AgriDataValue's pilots and use cases have been finalized	https://agridatavalue.eu/index.php/2023/11/16/the-agridatavalues-pilots-and-use-cases-have-been-finalized/
22	Tilling the Future: A comparison between Minimum Tillage and Strip-Till Methods	https://agridatavalue.eu/index.php/2023/11/16/tilling-the-future-a-comparison-between-minimum-tillage-and-strip-till-methods/
23	AgriDataValue 3rd plenary meeting	https://agridatavalue.eu/index.php/2023/11/27/agridatavalue-3rd-plenary-meeting/
24	Integrating Drone data from multi-spectral cameras to empower Informed Decisions for agri-stakeholders	https://agridatavalue.eu/index.php/2023/11/27/integrating-drone-data-from-multi-spectral-cameras-to-empower-informed-decisions-for-agri-stakeholders/
25	AgriDataValue project presented in ESA-ESRIN, FRASCATI, ITALY	https://agridatavalue.eu/index.php/2023/11/30/agridatavalue-project-presented-in-esa-esrin-frascati-italy/

26	An eye from the sky: Earth Observation for studying agricultural droughts and predicting extreme events	https://agridatavalue.eu/index.php/2023/12/08/an-eye-from-the-sky-earth-observation-for-studying-agricultural-droughts-and-predicting-extreme-events/
27	Marketplace for Artificial Intelligence	https://agridatavalue.eu/index.php/2023/12/12/marketplace-for-artificial-intelligence/
28	AgriDataValue Project Presented in the Federation of Industrial Labor Unions, Athens, Greece	https://agridatavalue.eu/index.php/2023/12/15/agridatavalue-project-presented-in-the-federation-of-industrial-labor-unions-athens-greece/
29	The Wind Orchard, The Digital Orchard. A pilot under the AgriDataValue project.	https://agridatavalue.eu/index.php/2023/12/18/the-wind-orchard-the-digital-orchard-a-pilot-under-the-agridatavalue-project/
30	Strengthening capacities for Agri-environment climate monitoring and informed decision support in smart farming	https://agridatavalue.eu/index.php/2023/12/19/strengthening-capacities-for-agri-environment-climate-monitoring-and-informed-decision-support-in-smart-farming/
31	AgriDataValue Survey – Questionnaire	https://agridatavalue.eu/index.php/2023/12/19/agridatavalue-survey-questionnaire/
32	AgriDataValue on cross-European documentary film by Mathys Hallet	https://agridatavalue.eu/index.php/2024/01/15/agridatavalue-mentioned-in-a-documentary-film/
33	Pilot 5: Second Learning Network Meeting	https://agridatavalue.eu/index.php/2024/01/22/pilot-5-second-learning-network-meeting/
34	ZSA GEO Digital Map Platform to Enhance the Farmers Experience	https://agridatavalue.eu/index.php/2024/01/25/zsa-geo-digital-map-platform-to-enhance-the-farmers-experience/
35	Delphy participates in AgriDataValue Use Cases	https://agridatavalue.eu/index.php/2024/01/25/delphy-participates-in-agridatavalue-use-cases/
36	Providing phenology and pest risk accurate prediction using ML through AgriDataValue data set	https://agridatavalue.eu/index.php/2024/01/25/getting-trust-by-providing-phenology-and-pest-risk-accurate-prediction-using-ml-through-agridatavalue-data-set/
37	AgriDataValue was presented at the 30th Anniversary International Exhibition Agrotica 2024	https://agridatavalue.eu/index.php/2024/02/06/agridatavalue-was-presented-at-the-30th-anniversary-international-exhibition-agrotica-2024/
38	Frost Resilience in Vineyards: Insights from Saint Emilion Pilot of AgriDataValue	https://agridatavalue.eu/index.php/2024/03/04/frost-resilience-in-vineyards-insights-from-saint-emilion-pilot-of-agridatavalue/
39	BIO ROMANIA Association Partner in the AgriDataValue project	https://agridatavalue.eu/index.php/2024/03/07/bio-romania-association-partner-in-the-agridatavalue-project/
40	AgriDataValue's Online Workshop on Digital Transformation in Agriculture	https://agridatavalue.eu/index.php/2024/03/21/agridatavalues-online-workshop-on-digital-transformation-in-agriculture/
41	Why Lithuanian farmers need digital platform like AgriDataValue?	https://agridatavalue.eu/index.php/2024/03/27/why-lithuanian-farmers-need-digital-platform-like-agridatavalue/
42	CAP 2023-2027 and climate change	https://agridatavalue.eu/index.php/2024/03/27/cap-2023-2027-and-climate-change/
43	AgriDataValue's Online Workshop on Digital Transformation in Agriculture concluded	https://agridatavalue.eu/index.php/2024/03/29/agridatavalues-online-workshop-on-digital-transformation-in-agriculture-concluded/

44	The NPA presented AgriDataValue at the agricultural exhibition in Kaunas	https://agridatavalue.eu/index.php/2024/04/11/the-npa-presented-agridatavalue-at-the-agricultural-exhibition-in-kaunas/
45	AgriDataValue presented at the 1st Automation & Robotics expo in Athens, Greece	https://agridatavalue.eu/index.php/2024/04/15/agridatavalue-presented-at-the-1st-automation-robotics-expo-in-athens-greece/
46	AgriDataValue 4th Plenary Meeting	https://agridatavalue.eu/index.php/2024/04/18/agridatavalue-4th-plenary-meeting/
47	SynField Installations at RINOVA Vineyard and Olive grove.	https://agridatavalue.eu/index.php/2024/05/11/synfield-installations-at-rinova-vineyard-and-olive-grove/
48	AgriDataValue presented on the "Development of local communities" conference in Romania	https://agridatavalue.eu/index.php/2024/05/13/agridatavalue-presented-on-the-development-of-local-communities-conference-in-romania/
49	AgriDataValue presented in MACFRUT Fruit & Veg professional show	https://agridatavalue.eu/index.php/2024/05/20/agridatavalue-presented-in-macfrut-fruit-veg-professional-show/
50	AgriDataValue presented at the European Horticulture Congress (EHC) 2024	https://agridatavalue.eu/index.php/2024/05/21/agridatavalue-presented-at-the-european-horticulture-congress-ehc-2024/
51	AgriDataValue presented at the 91st Internation Agricultural Fair in Novi Sad, Serbia	https://agridatavalue.eu/index.php/2024/05/28/agridatavalue-presented-at-the-91st-international-agricultural-fair-in-novi-sad-serbia/
52	AgriDataValue presented at the European Space Agency conference	https://agridatavalue.eu/index.php/2024/06/04/agridatavalue-presented-at-the-european-space-agency-conference/
53	NILEAS presented AgriDataValue at the 10th Panhellenic Congress for the Development of Greek Agriculture	https://agridatavalue.eu/index.php/2024/06/04/nileas-presented-agridatavalue-at-the-10th-panhellenic-congress-for-the-development-of-greek-agriculture/
54	Green Ambitions in the CAP and the conditionality system	https://agridatavalue.eu/index.php/2024/06/04/green-ambitions-in-the-cap-and-the-conditionality-system/
55	Advancing AgriDataValue: harnessing the power of Federated Deep Machine Learning	https://agridatavalue.eu/index.php/2024/06/04/advancing-agridatavalue-harnessing-the-power-of-federated-deep-machine-learning/
56	SynField Installations in Saint-Emilion, France	https://agridatavalue.eu/index.php/2024/06/08/synfield-installations-in-saint-emilion-france/
57	On the use of climate indicators for agricultural planning in Europe	https://agridatavalue.eu/index.php/2024/06/14/on-the-use-of-climate-indicators-for-agricultural-planning-in-europe/
58	NILEAS presented AgriDataValue Project at the 2nd Community of Practices (CoP) and Co-creation Workshop of SUPPORT Project	https://agridatavalue.eu/index.php/2024/07/01/nileas-presented-agridatavalue-project-at-the-2nd-community-of-practices-cop-and-co-creation-workshop-of-support-project/
59	NILEAS presented AgriDataValue Project at 8th Regional Info Day on "The Adaptation of the Peloponnese Region to Climate Change"	https://agridatavalue.eu/index.php/2024/07/05/nileas-presented-agridatavalue-project-at-8th-regional-info-day-on-the-adaptation-of-the-peloponnese-region-to-climate-change/
60	A collaborative initiative by the Horizon Europe projects	https://agridatavalue.eu/index.php/2024/07/08/a-collaborative-initiative-by-the-horizon-europe-projects/

61	AgriDataValue Poster Presentation and Conference Proceeding in AgEng2024 Conference	https://agridatavalue.eu/index.php/2024/07/10/agridatavalue-poster-presentation-and-conference-proceeding-in-ageng2024-conference/
62	AgriDataValue presented in TERRAENVISION 2024 conference	https://agridatavalue.eu/index.php/2024/07/10/agridatavalue-presented-in-terraenvision-2024-conference/
63	Digital Transformation in Agriculture: A PESTLE Analysis	https://agridatavalue.eu/index.php/2024/07/19/digital-transformation-in-agriculture-a-pestle-analysis/
64	Cover cropping: Enhancing soil health and biodiversity	https://agridatavalue.eu/index.php/2024/07/19/cover-cropping-enhancing-soil-health-and-biodiversity/
65	Leveraging blockchain for building trust in agriculture environment: an overview	https://agridatavalue.eu/index.php/2024/07/29/leveraging-blockchain-for-building-trust-in-agriculture-environment-an-overview/
66	SynField installation in Belgian pigs and dairy research barns!	https://agridatavalue.eu/index.php/2024/07/29/synfield-installation-in-belgian-pig-and-dairy-research-barns/

3.2.2 LinkedIn account

The AgriDataValue LinkedIn page can be found under https://www.linkedin.com/showcase/agridatavalue/ and is used to share important findings, news and advancements of the project. It is open to the wider research and agri-business community and with the use of hashtags facilitates the broader communication of the project.

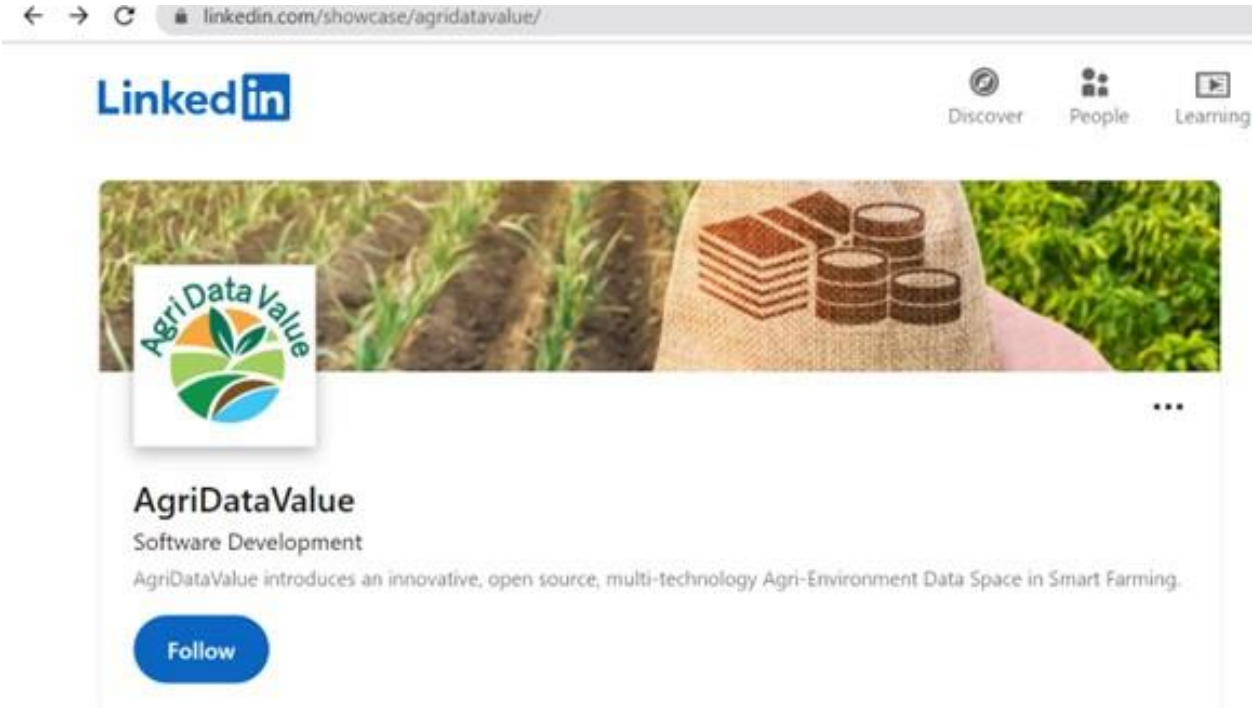

Figure 9: AgriDataValue LinkedIn page

3.2.3 Twitter account

The AgriDataValue Twitter profile https://twitter.com/AgriDataValue was created to communicate in an efficient way the project news and insights related to the technologies and pilots.

Figure 10: AgriDataValue Twitter (X) profile

3.2.4 Facebook account

The project's Facebook profile was created a few months later than the other social media accounts. This approach was chosen to further broaden the communication reach and increase the dissemination impact. The AgriDataValue Facebook profile can be found here: https://www.facebook.com/profile.php?id=61554266250261

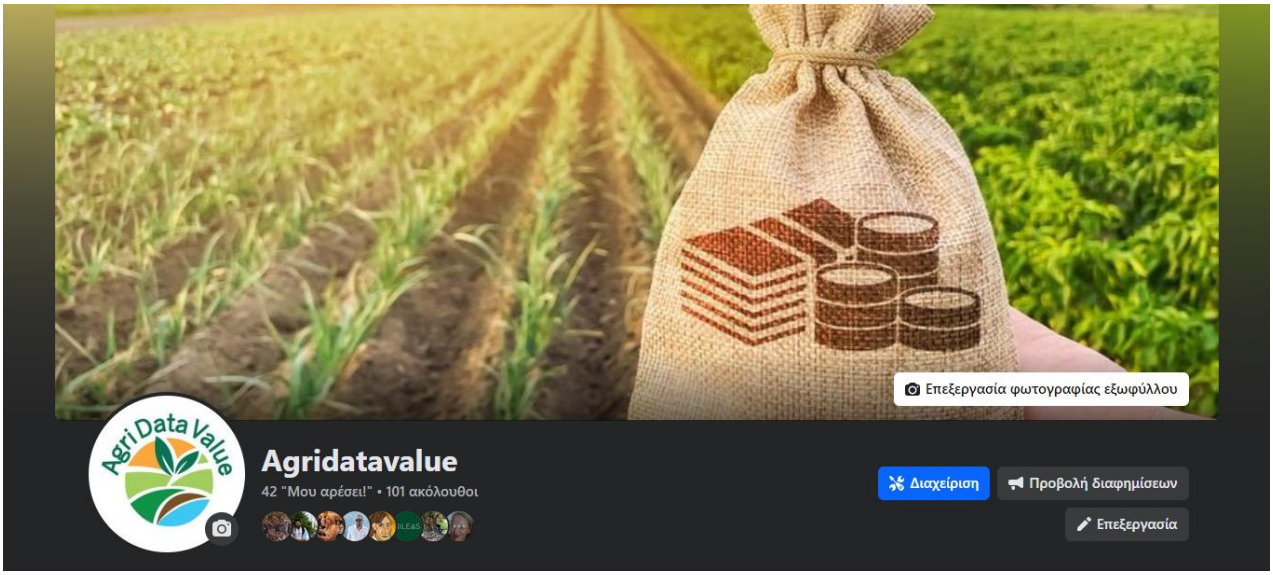

Figure 11: AgriDataValue Facebook profile

3.2.5 Website and Social Media Analytics

This section presents the analytics data for the website and associated social media channels of the AgriDataValue Project. The Table 4 presents the visitors and the followers of AgriDataValue Website, LinkedIn Page, Twitter and Facebook. Table 5 shows the news that published in AgriDataValue website and the posts on AgriDataValue LinkedIn Page, Twitter and Facebook.

Table 4: Visitors and followers of each AgriDataValue social channel

Channel	Followers / Visitors
Website (https://agridatavalue.eu)	>2400
LinkedIn Page (https://www.linkedin.com/showcase/agridatavalue/)	346
Twitter (https://twitter.com/AgriDataValue)	86
Facebook (https://www.facebook.com/profile.php?id=61554266250261)	103

Table 5: News and Blog Posts on each AgriDataValue social channel

Channel	News Posts / Blog Posts
Website (https://agridatavalue.eu)	59
LinkedIn Page (https://www.linkedin.com/showcase/agridatavalue/)	69
Twitter (https://twitter.com/AgriDataValue)	61
Facebook (https://www.facebook.com/profile.php?id=61554266250261)	57

Figure 12 illustrates the number of visitors to the AgriDataValue website from February 2023 until July 2024. In total, the website has received 2400 visitors approximately.

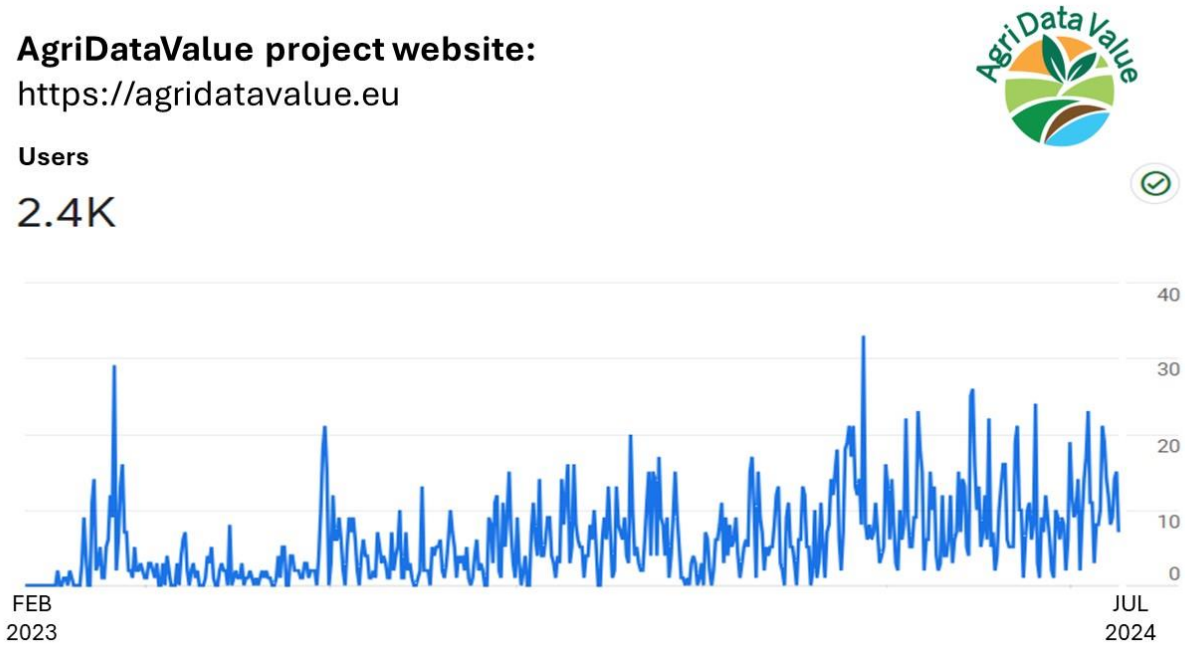

Figure 12: AgriDataValue website visitors

Figure 13 illustrates the global user distribution map and a table for the AgriDataValue project website, highlighting the number of users from various countries. The United States leads with 343 users, followed by Greece with 295 and Italy with 233.

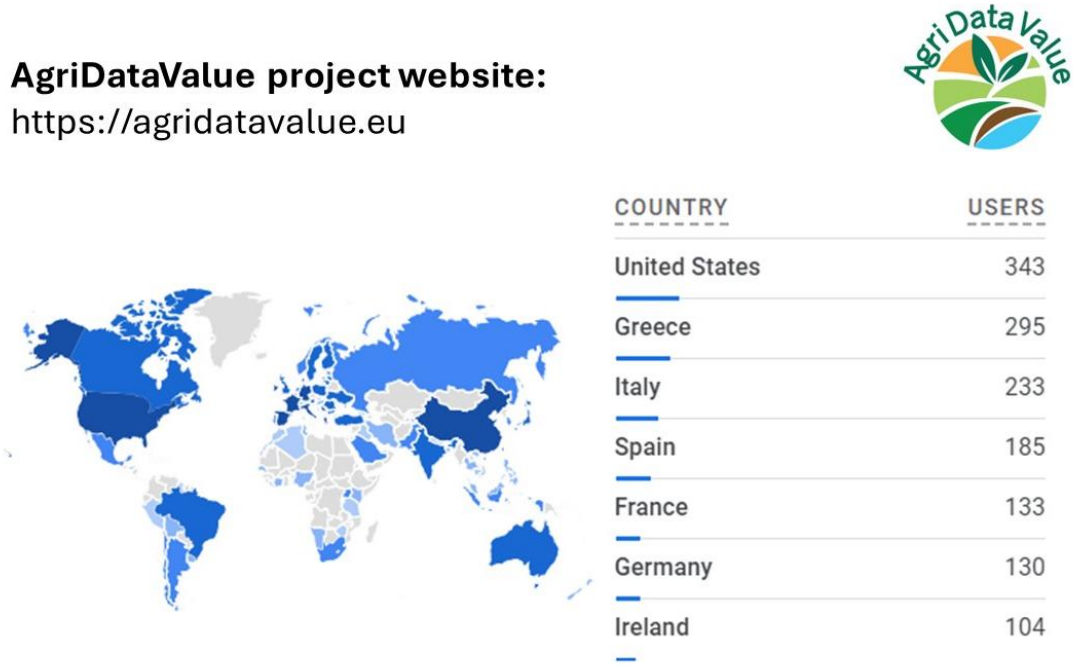

Figure 13: Visitor Distribution by Country for the AgriDataValue Website

The graph bellow (Figure 14) presents the metrics for the impressions for the projects LinkedIn page between (Jul23 – Jul24). In total 17,759 impressions were made. Figure 15 presents the unique views for LinkedIn, reaching a total of 9,099 views from July 2023 to July 2024.

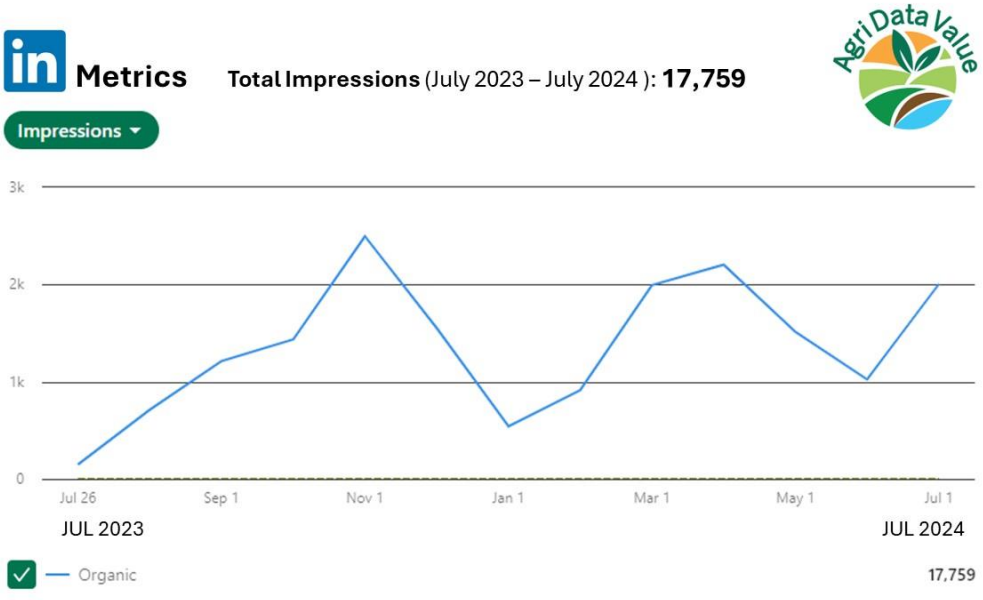

Figure 14: Total number of Impressions on the AgriDataValue LinkedIn page

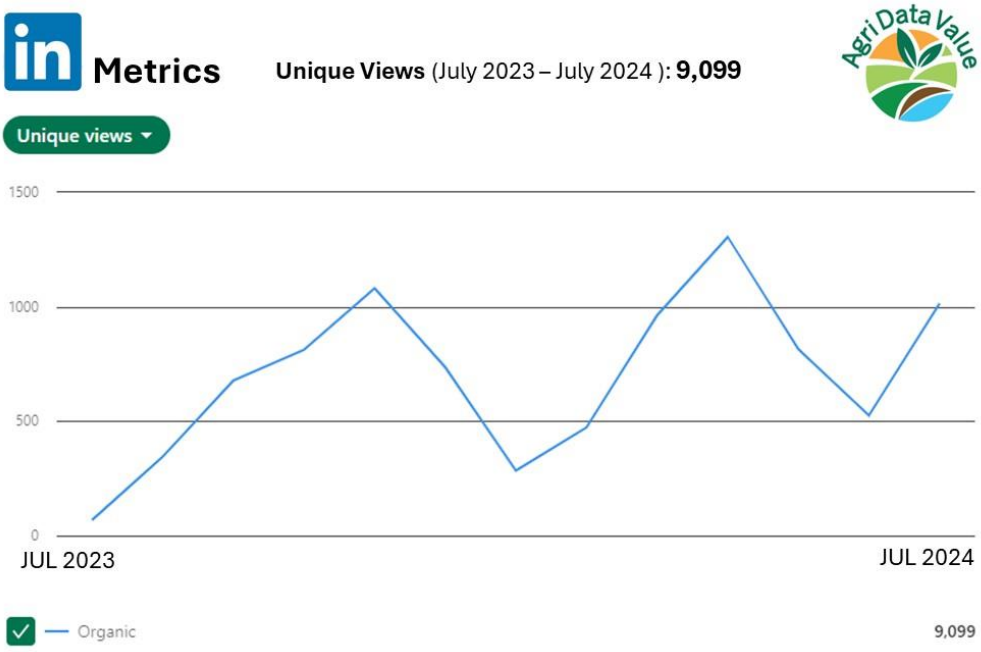

Figure 15: Unique viewers on the AgriDataValue LinkedIn page

3.3 Roll-up banners – posters

For the dissemination purposes of the AgriDataValue project, several roll-up banners and posters have been created and utilized throughout the project's communication and dissemination activities. The material is also available in section ''media'' within the project website. Figure 16 and Figure 17 depict examples of such posters.

This type of material is regularly utilised by members of the AgriDataValue consortium, especially in exhibitions and trade fairs, conferences etc., as recorded in a following paragraph.

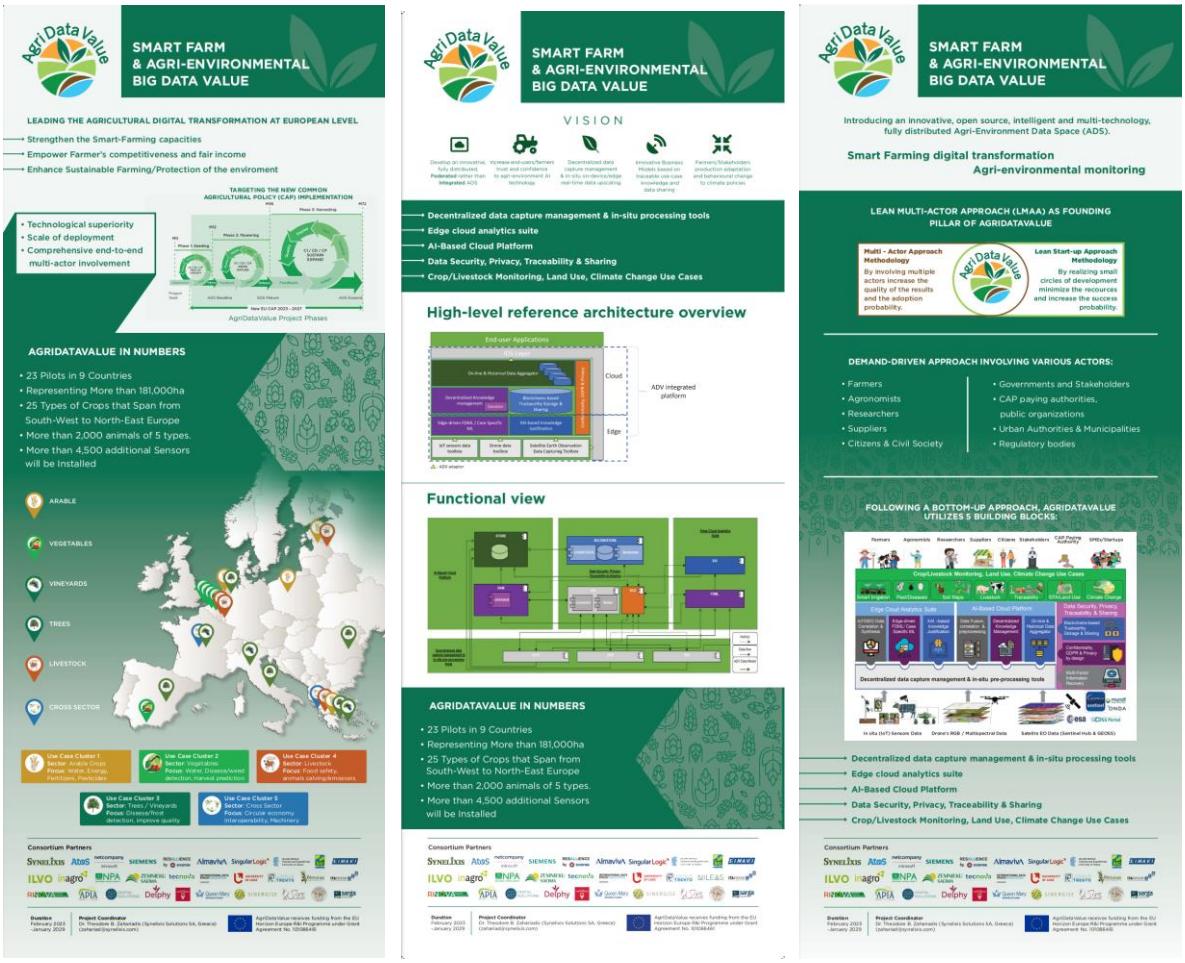

Figure 16: Roll-ups created by SYN

Figure 17: Roll-up created by InAgro.

3.4 Newsletters

In the context of communicating the project's developments, two newsletters were dispatched during the reporting period, until M18. These newsletters included the most important news and developments of the project and directly linked to the most interesting articles in the project's website. The following figures capture the essence of these newsletters.

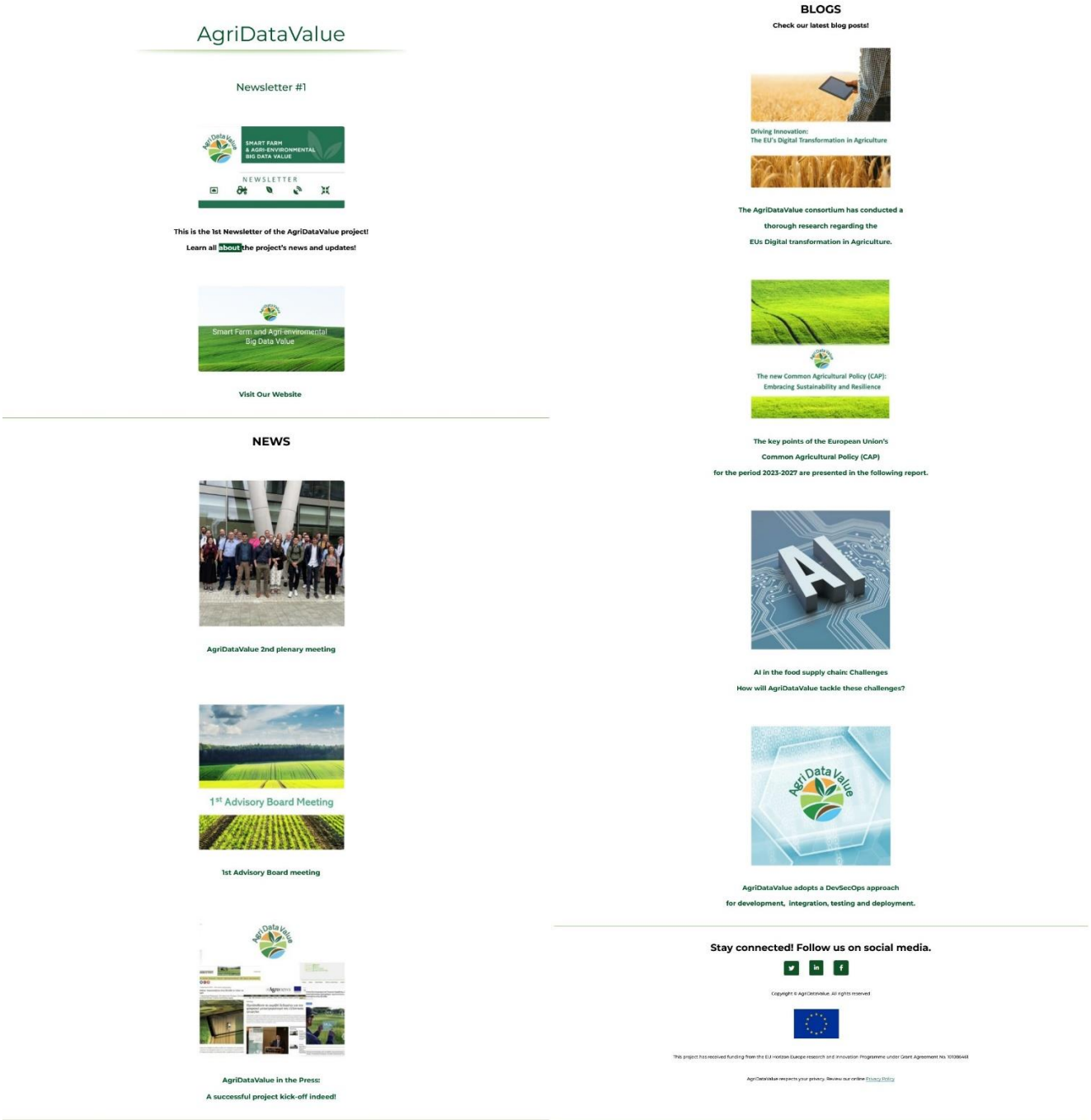

Figure 18: AgriDataValue Newsletter #1

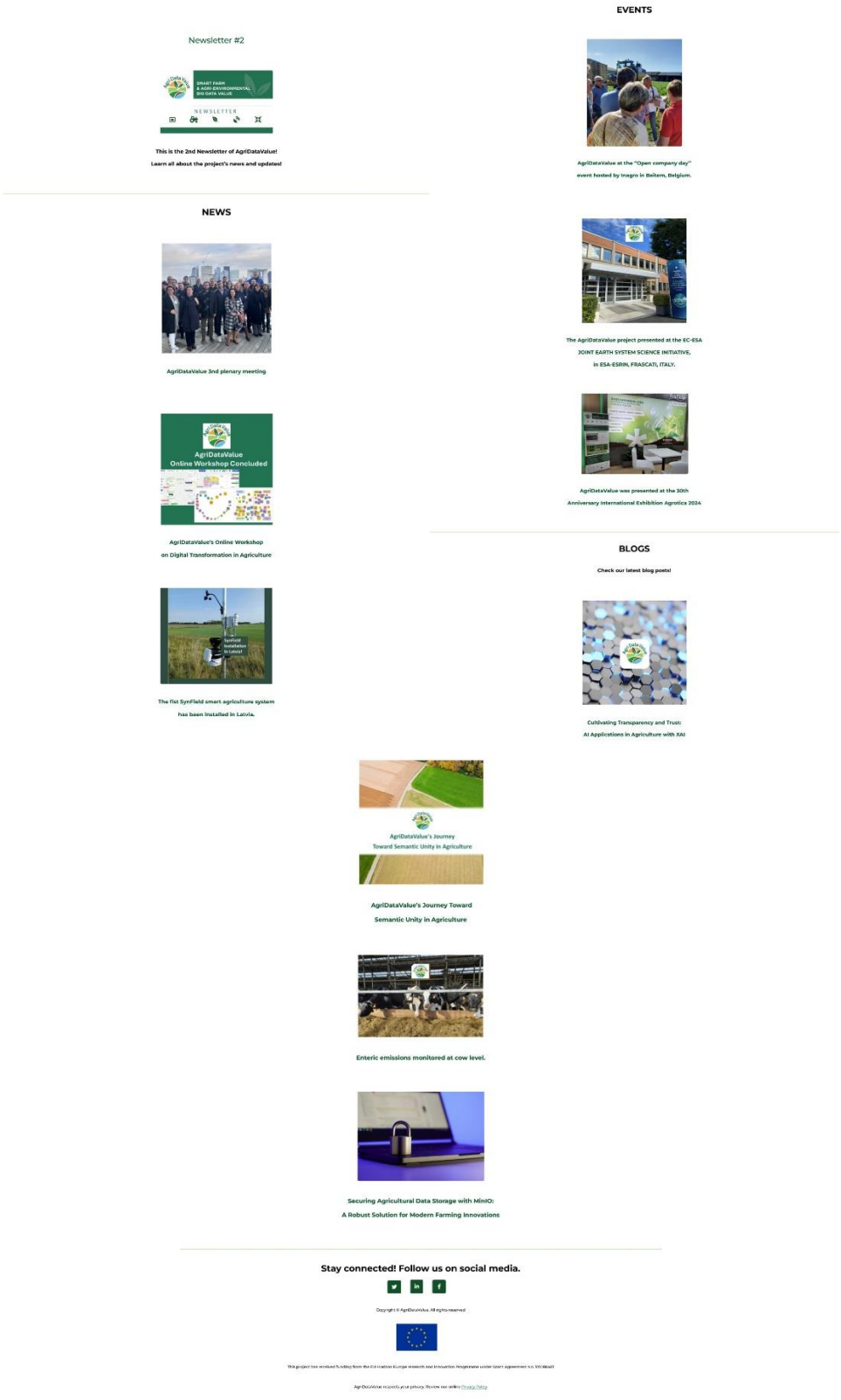

Figure 19: AgriDataValue Newsletter #2

3.3 Brochures

To support the dissemination efforts of the AgriDataValue project, brochures have been developed and used in various project activities. The material is also available in section ''media'' within the project website. Examples of these brochures can be found below.

AgriDataValue Project Brochure **#1**:

Figure 20: AgriDataValue Project Brochure #1 (outside)

Figure 21: AgriDataValue Project Brochure #1 (inside)

The following figure depicts the updated AgriDataValue Project Brochure **#2**:

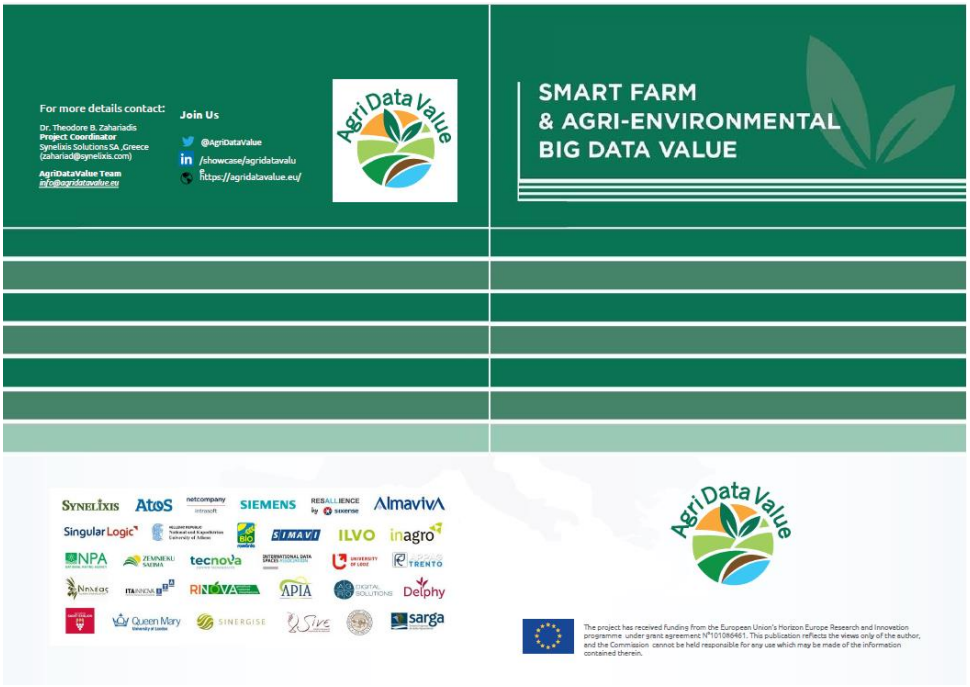

Figure 22: AgriDataValue Project Brochure #2 (outside)

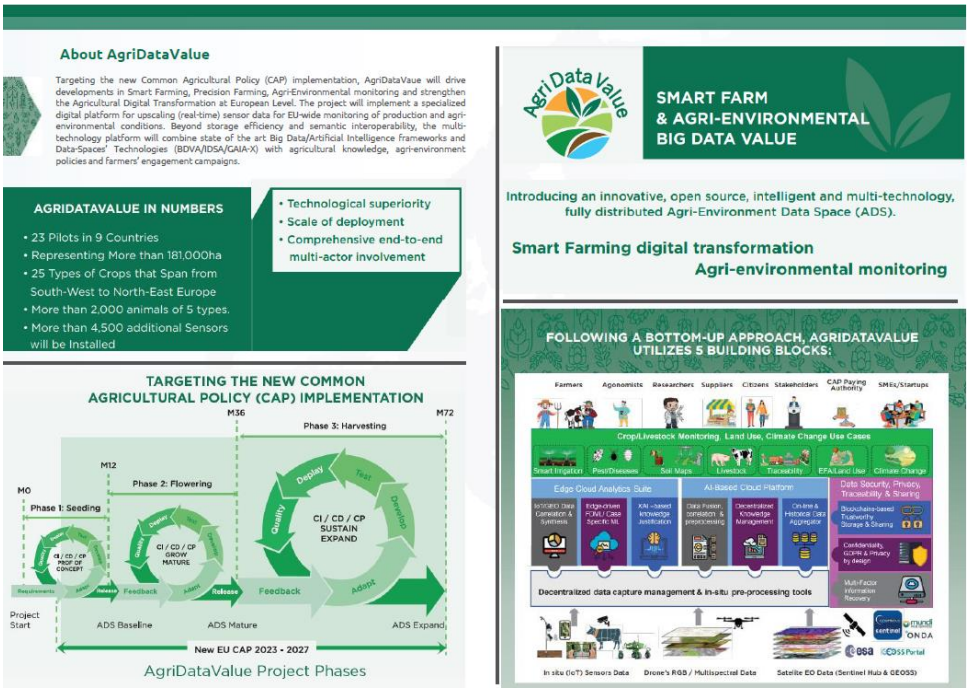

Figure 23: AgriDataValue Project Brochure #2 (inside)

3.4 Participation in conference and events

AgriDataValue participated in a series of events and conferences. The following table summarizes the events where the project has participated in. The table provides information about the event, including the date, and a brief description of the project's contribution.

Table 6: AgriDataValue Event Participation

ID	Resp.	Type	Title	Contribution	Country	Date
1	IDSA	Conference	125th OGC Member Meeting	Presented ADV & OGC standards	Frascati, Italy	20-24 February 2023
2	UL	Workshop	Smart village - Intelligent and competitive rural areas	Participation	Tomaszyn, Poland	28 February 2023
3	InAgro	Event	Open Business Day	Project Presentation	Beitem, Belgium	1 October 2023
4	InAgro	Workshop	Learning network precision Agriculture (pilot 5)	Presentation/Lecture	Beitem, Belgium	23 March 2023
5	CVSE	Event	St. Emilion, Winegrowers General Assembly meeting	Project Presentation	St. Emilion, France	11 May 2023
6	UL	Conference	30th Annual Colloquium, Commission on the sustainability of Rural Systems	Project Presentation / Poster	Lodz, Poland	5-9 June 2023
7	SYN	Conference	EC-ESA Joint Earth System Science Initiative workshop	Project presentation	Frascati, Italy	22-24 Nov. 2023
8	NILEAS	Workshop	Federation of Industrial Labor Unions	Project presentation	Athens, Greece	12 Dec. 2023
9	InAgro	Workshop	Second - Learning network precision agriculture (pilot 5)	Presentation/Lecture	Beitem, Belgium	19 January 2024
10	SYN	Exhibition / Expo/ Fair	30th International Exhibition of Agricultural Machinery and Equipment (Agrotica 2024)	Booth Participation	Thessaloniki, Greece	1-4 Feb. 2024
11	NPA	Exhibition/ Fair	28th international exhibition “Ką pasėsi…2024”	Booth Participation	Lithuania	21-23 March 2024
12	SLG	Workshop	Online Workshop on Digital Transformation in Agriculture (organised by SLG for Task 6.1)	Project presentation & Miro board	Online	27 March 2024
13	SYN	Exhibition/ Expo/ Fair	1st Automation & Robotics Expo	Booth Participation	Athens, Greece	12-14 April 2024
14	NILEAS	Congress	10th Panhellenic Congress for the Development of Greek Agriculture	Project presentation	Kalamata, Greece	25-26 April 2024
15	BI.ORO SIMAVI APIA	Conference	Development of local communities	Project presentation	Cluj, Romania	9-10 May 2024
16	RI.NO	Exhibition / Fair	MACFRUT 2024 (International trade fair for the fruit and veg)	Participation & Project Presentation	Rimini, Italy	8- 10 May 2024

17	BIO.RO	Congress	V European Horticultural Congress - EHC2024 (SHE2024)	Project presentation	Bucharest, Romania	12-16 May 2024
18	SYN	Conference	EC-ESA Joint Earth System Science Initiative "EO for Agriculture Under Pressure 2024 (EO4AGRI 2024)	Project Presentation	Frascati, Italy	13-16 May 2024
19	SYN	Exhibition/ Expo/ Fair	91st International Agricultural Fair	Invited Booth	Novi Sad, Serbia	18-22 May 2024
20	NILEAS	Event	2nd Community of Practices (CoP) & Co-creation Workshop	Project presentation	Athens, Greece	12 June 2024
21	NILEAS	Event	8th Regional Info Day on "The Adaptation of the Peloponnese Region to Climate Change	Project presentation	Kalamata, Greece	20 June 2024
22	SLG	Conference	AgEng2024: Shaping the Future of Agricultural Engineering	Poster & conference proceedings	Athens, Greece	1-4 July 2024
23	SIXEN	Conference	TerraEnVision conference 2024	Project Presentation	Valencia, Spain	8-11 July 2024

3.4.1 The ''Open company day'' event hosted by the project's partner Inagro in Beitem, Belgium.

AgriDataValue presented at the ''Open company day'' event hosted by the project's partner InAgro in Beitem, Belgium on October 1st, 2023. The event was attended by more than 3000 visitors, including more than 2000 farmers. During the event, a demonstration of the precision agriculture technologies, that will be incorporated within the project's pilot activities was performed. More specifically, weeds in a celeriac field detection utilising drones scenario and a demonstration has been presented.

Figure 24: InAgro's ''Open company day'' event

3.4.2 EO for Agriculture Under Pressure 2023 & 2024 Workshop

AgriDataValue participated in the EC-ESA Joint Earth System Science Initiative workshops, organized by ESA and the DG-RTD of EC both on 22-24 November 2023 and on 13-16 May 2024 in Frascati (Italy). The event, ''EO for Agriculture Under Pressure 2024 Workshop (EO4AGRI 2024)'', took place between at the ESA-ESRIN facilities and is co-organised by the European Space Agency (ESA), the European Commission (EC), the World Food Programme (WFP), the Food and Agriculture Organization (FAO) and GEOGLAM. In 2023 Dr Artemis Voulkidis presented the AgriDataValue, while in 2024 the AgriDataValue project coordinator Dr Theodore Zahariadis with Mrs. Gina Athanasiou, MSc, Senior Agronomy Researcher, presented the project and participated in the joint activities.

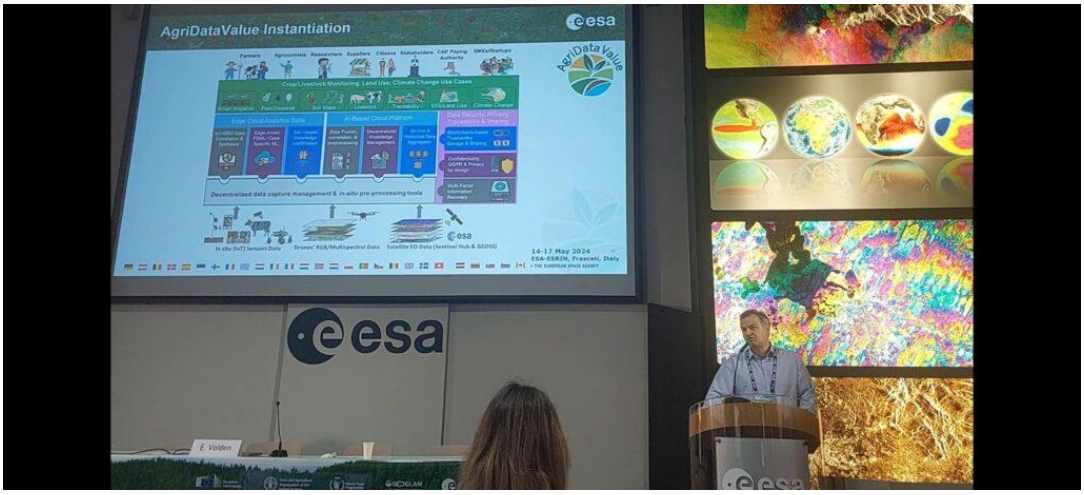

Figure 25: presentation of AgriDataValue at ''EO4AGRI 2024'' by the project coordinator

3.4.3 St. Emilion, Winegrowers General Assembly meeting

The Saint Emilion, Winegrowers General Assembly meeting took place on May 11th, 2023. The event is the official meeting of the winegrowers of the CVSE cooperation and one of the most important in the relevant France region. During the meeting the AgriDataValue project and its direct and direct impact in vineyards and climate change was presented to winegrowers' board of directors and the Steering Committee.

Figure 26: AgriDataValue presentation in Saint Emilion Winegrowers General Assembly meeting

3.4.4 Federation of Industrial Labor Unions Workshop

On Thursday, December 12th, 2023, Mr. George Kokkinos, President of NILEAS Producers' Group, participated as a speaker in an exciting day workshop entitled "Strengthening the agri-food chain through social dialogue" which was organized by the Federation of Industrial Labor Unions in the Serafion Centre of the Municipality of Athens.

Figure 27: AgriDataValue presentation by Mr. Kokkinos, President of NILEAS

The workshop aimed to focus on identifying, disseminating and promoting best practices related to European Social Dialogue and labour relations in the agri-food chain. During his speech, he had the opportunity to present the AgriDataValue Project. Targeting the new Common Agricultural Policy (CAP) implementation, AgriDataValue will drive developments in Smart Farming, Precision Farming, Agri-Environmental monitoring and strengthen the Agricultural Digital Transformation at European Level. The project will implement a specialized digital platform for upscaling (real-time) sensor data for EU-wide monitoring of production and agri-environmental conditions. Beyond storage efficiency and semantic interoperability, the multi-technology platform will combine state-of-the-art Big Data / Artificial Intelligence frameworks and Dataspaces' Technologies (BDVA/IDSA/GAIA-X) with agricultural knowledge, agri-environment policies and farmers' engagement campaigns.

3.4.5 The 30th International Exhibition Agrotica 2024

Agrotica[4] (International Exhibition of Agricultural Machinery and Equipment) is the largest trade fair in the Southeastern Mediterranean, one of the largest events of the agricultural sector focusing on the latest technological and machinery advancements and presenting the new technology trends of the entire spectrum of agricultural entrepreneurship. It is a well-established exhibition/fair organized biannually in Thessaloniki, Greece. Apart from the exhibition that showcases a wide range of products and services related to agriculture, it is also a platform for exchanging ideas with the organization of workshops as well as training opportunities, with seminars and presentations by experts in the different fields of interest. In total 1,800 exhibitors from 49 countries participated in the event, while the cumulative attendance of visitors, from Greece and 17 foreign countries, exceeded 150,000 people, creating thus a huge networking core for the primary sector.

[4] https://www.agrotica-expo.gr/en/

SYN had a dedicated booth at Agrotica and had the opportunity to inform visitors about the major contribution of AgriDataValue and precision agriculture to modern rural production. Visitors expressed high interest in the technologies incorporated by the AgriDataValue project such as Agri-environmental monitoring and precision farming solutions.

Figure 28: Synelixis booth at Agrotica 2024 fair

Figure 29: ADV brochures in SYN's booth at Agrotica 2024

Figure 30: SYN booth at Agrotica 2024 fair

3.4.6 The 28th international exhibition "Ką pasėsi…2024" in Lithuania

On 21-23 March 2024 the 28th international exhibition "Ką pasėsi…2024"[5] invited the agricultural community and those who are interested in agriculture to come to the Academy of Agriculture to find out about the changes in agribusiness in one year's time. The exhibition "Ką pasėsi..." is the largest exhibition of agro-sector innovations in the Baltic States, covering an area of more than 10 hectares, in which more than 300 companies and organizations from Lithuania and abroad attended.

Figure 31: AgriDataValue presentation in NPA's booth at ''Ką pasėsi…2024'' international exhibition

[5] https://expoacademia.lt/en-ka-pasesi-2024-rewiev

NPA presented AgriDataValue, which was of special interest among the NPA stand visitors due to the project's comprehensive and multidisciplinary approach to address complex issues, including smart farming. Questions were asked about smart agriculture and the use of new technologies aiming to reduce farm operational costs and contribute to environmental goals. Lithuanian farmers were seeking of opportunities to modernize the production and increase the competitiveness of their farms.

3.4.7 1st Automation & Robotics expo in Athens, Greece

The exhibition 1st Automation and Robotics expo ''A+R EXPO '24''[6] took place on 12-14 April 2024 at the Athens Metropolitan Expo. SYN had the opportunity to inform visitors about AgriDataValue project and the major contribution of precision agriculture to modern rural production. Visitors expressed high interest in the technologies incorporated by AgriDataValue such as Agri-environmental monitoring and precision farming.

Figure 32: SYN's stand and ADV Roll-up at ''A+R Expo '24''

3.4.8 The 10th Panhellenic Congress for the Development of Greek Agriculture

The AgriDataValue presented by NILEAS at the 10th Panhellenic Congress for the Development of Greek Agriculture focused on "What CAP do we want for Greece and the EU? The big challenges facing agriculture now and, in the future". The congress was held on Friday, April 26th, 2024, at the Kalamata Dance Megaron, and broadcasted online. This significant event was attended by leading institutional and business representatives of the primary and broader agri-food sector and experts from Greece and the EU, as well as candidate Members of the European Parliament shared their views and proposals.

[6] https://ar-expo.gr/en/homepage/

Figure 33: presentation of AgriDataValue at the 10th Panhellenic Congress for the Development of Greek Agriculture

3.4.9 Conference on the "Development of local communities" in Romania

The conference on the "Development of local communities" took place between 9th and 10th of May 2024 in Cluj, Romania. The purpose of this conference was to highlight the importance of acknowledging at a higher level the current state of the agriculture in Romanian village and countryside pointing out that many primary agri-food products do not find their place in what is meant by the marketing area or the production area. With this approach in mind, BIORO highlighted the opportunities presented by the AgriDataValue project and the significant improvements it can bring to Romanian agriculture.

Figure 34: AgriDataValue presented at the ''Conference on the development of local communities'

3.4.10 MACFRUT Fruit & Veg professional show

The 41st edition of MACFRUT[7], the international trade fair for the fruit and vegetable sector is scheduled to take place at the Rimini Expo Centre from 8 to 10 May 2024. MACFRUT is a leading trade fair for professionals in the national and international fruit and vegetable sectors. It's a vertical exhibition that represents the entire supply chain, encompassing 9 sectors: Production & Trade, Machinery & Plants, Packaging, Agricultural Machinery, Greenhouses & Irrigation Systems, Spices and Herbs, Nursery & Seeds, Biostimulants, Logistics & Services. During the 3-day fair, RI.NOVA participated with their stand and presented AgriDataValue and informed the visitors.

Figure 35: AgriDataValue presented at the 'MACFRUT 2024'

3.4.11 European Horticulture Congress in Romania

AgriDataValue was presented by BIORO in V European Horticulture Congress (EHC) 2024[8], which was held on 12-16 of May, in Bucharest, Romania. The European Horticulture Congress (EHC), former Symposium on Horticulture in Europe (SHE) is one of the most important scientific events organised in Europe every four years since 2008, in the fields related to Horticulture under the auspices of ISHS (International Society for Horticultural Science)[9]. EHC2024 comprised 10 symposia where more than 700 participants presented more than 940 papers. The event attracted 1000 attendees (approximately) from multiple European countries, scientists, teachers, and engineers from both academic and industry sectors representing different disciplines, working on many horticultural crops.

[7] https://www.macfrut.com/en/
[8] https://ehc.usamv.ro/
[9] https://www.ishs.org/

Figure 36: ADV presented at the ''European Congress of Horticulture 2024''

3.4.12 91st International Agricultural Fair, Novi Sad

AgriDataValue was presented by SYN in the 91st International Agricultural Fair[10], which was held on 18-22 of May, in Novi Sad, Serbia. The Agricultural Fair in Novi Sad has been attracting individuals, business, business, and political delegations for more than nine decades and creates a creative environment for new ventures. AgriDataValue had an invited booth to present its technical achievements. Figure 37 depicts the fair's promotional banner, while Figure 38 captures the presence of SYN and AgriDataValue.

Figure 37: 91st International Novi Sad Agricultural Fair

[10] https://sajam.net/en/calendar-2024/spring-2024/91st-international-agricultural-fair

Figure 38: AgriDataValue in Novi Sad

3.4.13 2nd Community of Practices (CoP) and Co-creation Workshop

The second Community of Practices (CoP) was organized on June 12, 2024, by the Greek team of support, Smart Farming Technology Group – Agricultural University of Athens, and NILEAS Producers' Group. Vicky Inglezou, project manager of NILEAS' Producers Group had the opportunity to present the AgriDataValue project. 17 representatives from the olive sector, i.e., farmers, advisors, and representatives of science, participated to discuss the IPM future scenarios of olive farming through an interactive co-creation workshop.

Figure 39: AgriDataValue presentation by Mrs. Vicky Inglezou, Project Manager of NILEAS Producers Group

3.4.14 8th Regional InfoDay on "Adaptation of Peloponnese Region to Climate Change"

During the 8th Regional Info Day on "The Adaptation of the Peloponnese Region to Climate Change" on June 20th in Kalamata, George Kokkinos, President of NILEAS Producers' Group, presented the AgriDataValue project, which aims to revolutionize the agricultural sector through advanced technology at the European level. He also delivered a speech titled "Olive Orchards and Climate Crisis: Risks, Challenges, and Opportunities." He highlighted the need for a comprehensive approach to ensure the sustainability of olive cultivation in the context of climate change. Mr Kokkinos concluded by emphasizing the lack of a coherent policy and plan for the agri-food sector, warning of

the potential threat to agriculture due to the escalating effects of climate change. More than 150 people participated in the event, including policymakers, representatives of local authorities, cultivators, advisors, and scientific community members.

Figure 40: NILEAS' president, Mr. Kokkinos presenting AgriDataValue at the 8th Regional Info Day

3.4.15 AgEng2024: Shaping the Future of Agricultural Engineering

AgriDataValue participated with a poster and a conference paper at the AgEng2024 congress[11]. The congress was organized by the Hellenic Society of Agricultural Engineers at the conference facilities of the Agricultural University of Athens, Greece, from July 1st to 4th, 2024. Experts, scientists and professionals in the field of Agricultural Engineering came together for a dynamic exchange of knowledge, presentation of innovations, and discussions on the current state and future prospects towards the sustainable future of agriculture. AgEng2024 was supported by the European Society of Agricultural Engineers (EurAgEng), which is dedicated to serving humanity's needs in nutrition, renewable energy, and health, and The Hellenic Society of Agricultural Engineers (E.G.M.E.), aiming to advance the field and its application in the management of natural resources.

[11] https://www.uth.gr/sites/default/files/news/2024/AGENG%202024_PRESS%20RELEASE_EN_1013250815.pdf

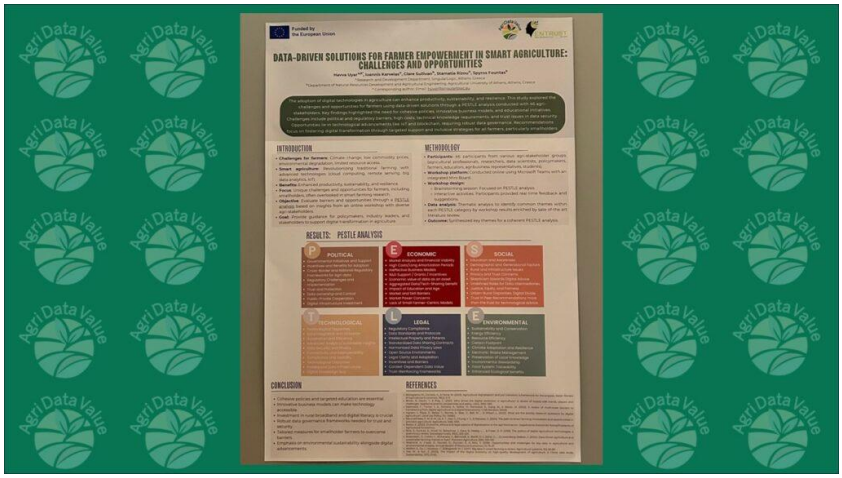

Figure 41: AgriDataValue poster at the AgEng 2024

3.4.16 TerraEnVision conference 2024

AgriDataValue partners, CVSE and RESALLIENCE, presented the project in TerraEnVision conference [12] and submitted a conference proceeding. The topic of the TerraEnVision conference 2024 was ''Nature-based solutions to facilitate the transitions for living within the planetary boundaries'' and it was held in Spain, at the University of Valencia, from 8-11 July 2024. The conference aimed to provide a platform for a broad range of stakeholders that together can exchange experiences and identify new transformational pathways towards a sustainable society within the planetary boundaries. TERRAVISION promotes the exchange of scientific research, solutions from industry and insights from policy for interdisciplinary collaboration and networking. The conference aimed to link to international policies such as the Sustainable Development Goals, the UN Climate conventions, the Green Deal, COP and CAP.

3.4.17 30th Annual Colloquium of the Commission on Sustainable Rural Systems, International Geographical Union 2023

AgriDataValue partner, University of Lodz hosted the 30th Annual Colloquium of the Commission on Sustainable Rural Systems[13], International Geographical Union (IGU). This scientific event took place between the 5th and 9th of June 2023 in Lodz, Poland. After two days of paper and poster sessions focused on "Clashes of Knowledge: Green Deal Concepts and Challenges for Sustainable Rural Areas", over 50 conference participants representing 18 countries (Australia, Austria, Belgium, Brazil, China, Croatia, Czech Republic, Ecuador, Germany, India, Italy, Japan, Poland, Portugal, Romania, Spain, USA) went for a field session where specific challenges and solutions in sustainable development of rural areas in Central Poland were presented. During the trip we also visited one of the AgriDataValue Pilots – "The Wind Orchard" where AgriDataValue project was presented.

[12] https://terraenvision.eu/
[13] https://wng.geo.uni.lodz.pl/pl/nauka/konferencje/igu-csrs2022

Figure 42: Participation in 30th Annual Colloquium of the CSRS and IGU

3.5 Organization of Technical workshops

This section presents the workshops that were conducted during the first 18 months of AgriDataValue project's life span.

3.5.1 Workshop on Digital Transformation in Agriculture

AgriDataValue project hosted an online workshop, on the 27th of March, related to the digital transformation of agriculture. More than 40 participants engaged in a dynamic discussion, exchanging ideas about the socioeconomic, technological, and political factors that affect the adoption of data-driven technologies in agriculture. The workshop began with an introduction to the project objectives and expected results before diving into the strategic significance of PESTLE (Political, Economic, Sociological, Technological, Legal, and Environmental) Analysis in understanding external factors influencing digital technology adoption in smart agriculture.

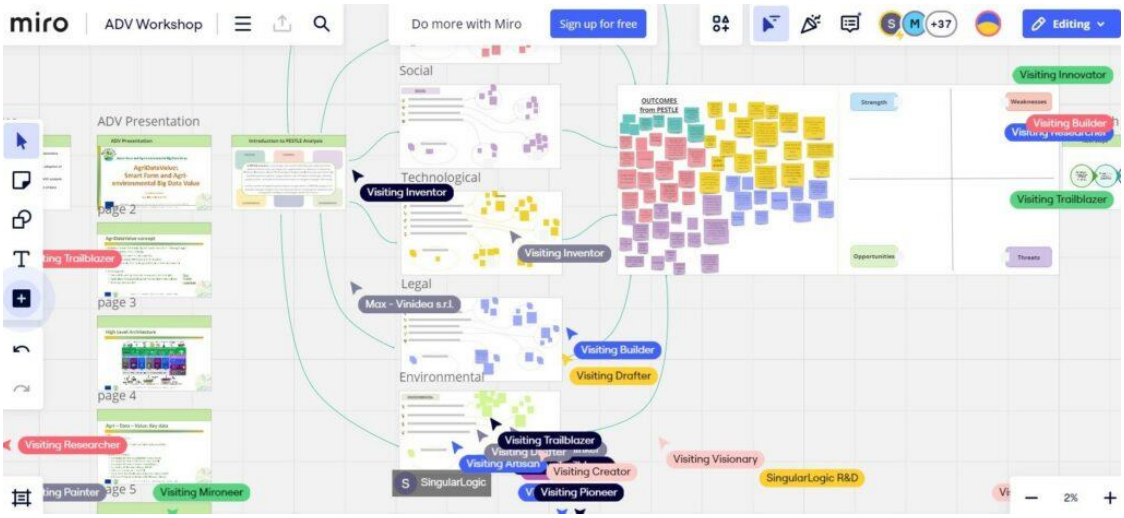

Figure 43:Workshop's Interactive session with Miro board tool

Through an interactive Miro board session, participants collaboratively generated inputs for each PESTLE segment: Political, Economic, Sociological, Technological, Legal, and Environmental. These inputs were then strategically examined via a Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis, fostering dynamic discussions and interactive learning experiences. The knowledge gained from the workshop will be further consolidated and expanded upon using literature, enriching our understanding and driving future agricultural innovation.

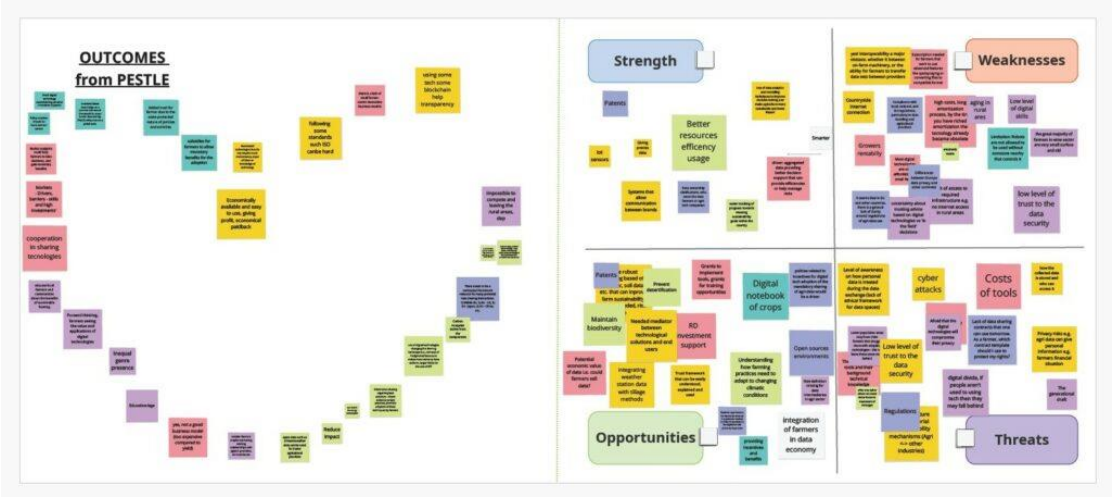

Figure 44: Workshop's interactive session with Miro board tool

3.5.2 AgriDataValue Pilot 5: Learning Network Meetings

The Learning Network meetings of AgriDataValue Pilot 5 aim to improve the digital independence of farmers. During these meetings the farmer attendees participate in QGIS[14] workshops, exchange practical experiences on

[14] https://www.qgis.org/

precision agriculture, discuss new technologies and set up experiments. Within the first 18 months of the project, InAgro hosted two (2) Learning Network meetings. These meetings provided inspiring and valuable feedback on the work accomplished, identifying also opportunities and potential challenges. AgriDataValue aims to capitalize on the fruitful discussion and recommendations that were made.

Figure 45: Pilot 5: Second Learning Network Meeting

3.6 Publications in scientific open access journals and conferences

During the first 18 month of the project, scientific publications have been prepared, submitted and successfully accepted for publication in scientific journals and international conferences.

- Terpou, A., Arvaniti, O. S., Afratis, N., Athanasiou, G., Binard, F., & Zahariadis, T. (2024), "Sustainable solutions for mitigating spring frost effects on grape and wine quality: facilitating digital transactions in the viniculture sector" The Royal Society of Chemistry (RSC), Journal of Sustainable Food Technology, vol. 2, ISSN: 2753-8095, June 2024, pp. 967-975. https://doi.org/10.1039/D4FB00050A
- Marco Hauff, Lina Molinas Comet, Paul Moosmann, Christoph Lange, Ioannis Chrysakis and Johannes Theissen-Lipp, "FAIRness in Dataspaces: The Role of Semantics for Data Management, 2nd International Workshop on Semantics in Dataspaces, CEUR Workshop Proceedings (CEUR-WS.org)", 26–27 May 2024, Hersonissos, Greece.
- Mario A. S., Naji E. B., Nawel A., Franck B., Bunafsha M. (2024). "On the use of climate indicators for strategic planning of natural solutions in French vineyards, the case of St Emilion" TERRAENVISION, Session Land management and carbon sequestration in agricultural soils, Valencia, Spain, 8-11 July 2024
- Havva U., Karvelas I., Sullivan C., Stamatia R., Fountas S. (2024). "Data-Driven Solutions For Farmer Empowerment In Smart Agriculture: Challenges And Opportunities" 1st Agricultural Engineering challenges in existing and new agroecosystems (AgEg 2024), 1-4 July 2024, Athens, Greece

3.7 Public Deliverables

AgriDataValue's consortium has submitted a series of public (PU) deliverables. The complete list of these public deliverables follows:

- D6.1 Project Web site & Social Channels [2] – M02
- D1.1 Definition & analysis of use cases & system requirements V1 [3] - M04
- D5.1 Data Privacy, Ethical, GDPR & Regulatory Compliance V1 [4] – M06
- D3.1 Smart Farming pilots & Data Management Plan (DMP) V1 [5] – M06
- D1.3 AgriDataSpace Technical Specifications & Reference Architecture [6] – M08
- D2.1 AgriDataSpace Underlying Technology [7] - M12
- D6.11 Practice Abstract Volume 1 [8] – M17
- D6.7 Dissemination & Standardization & Communities Liaison V1 - M18

3.8 AgriDataValue Advisory Board

AgriDataValue is being benefited from the guidance of an advisory board, composed of industry experts, to collect feedback regarding the development of processes, identify changes, new challenges and opportunities to ensure world-wide AgriDataValue acceptance and usability. The advisory board plays a crucial role amplifying the project's dissemination and communication efforts. It provides feedback and offers valuable insights, expertise, and networks that enhance the project's visibility and impact.

The AgriDataValue Advisory Board consists of three members, namely: Mrs. Marianna Faraldi, Mr. Gregory Chatzikostas, and Prof. Federico Alvarez.

Figure 46: AgriDataValue Advisory Board

The 1st Advisory Board meeting for AgriDataValue was held online on the 24th of July 2023, and it was attended by external advisory board members and the consortium partners. The advisory board will continue to provide its feedback to ensure the project's sustainability and successful delivery.

4 Standardization

Within the initial phase of AgriDataValue we mainly consider IDSA/GAIA interoperability standards, OGC and AIOTI consortium standards.

4.1 GAIA-X/IDSA

GAIA-X[15] is a European initiative aimed at creating a secure, federated data infrastructure for Europe. This infrastructure is designed to meet the highest standards of digital sovereignty while promoting innovation and competitiveness. GAIA-X seeks to develop a framework where data and services can be made available, collated, and shared in a trusted environment. GAIA-X objectives include: ***a) Digital Sovereignty***, to ensure that data and services comply with European values and regulations, maintaining control and transparency over data, ***b) Interoperability***, to promote interoperability between different data and service providers, enabling seamless data exchange and collaboration across sectors, ***c) Innovation and Competitiveness***, to foster innovation by providing a secure and scalable infrastructure that supports new business models and applications and ***d) Security and Trust*** to ensure the highest levels of security and trustworthiness, safeguarding data against unauthorized access and cyber threats. GAIA-X incorporates standards and frameworks developed by ***IDSA*** to ensure that the data spaces within its infrastructure are secure, interoperable, and compliant with data sovereignty principles.

On the other hand, as a non-profit organization, International Data Spaces Association (IDSA) is dedicated to creating standards for data spaces. These standards are designed to ensure secure data sharing between participants within a specified governance framework, fostering trust and maintaining data sovereignty. IDSA's mission is to create the future of the global, digital economy with International Data Spaces (IDS), a secure, sovereign system of data sharing in which all participants can realize the full value of their data. IDS enables new "smart services" and innovative business processes to work across companies and industries while ensuring that the self-determined control of data use (data sovereignty) remains in the hands of data providers.

IDSA defines the ***IDSA Adapters***, which are software components that facilitate the integration of existing IT systems and data sources with the IDS architecture. They act as intermediaries that translate and adapt the data and communication protocols of these systems to be compatible with the IDS standards.

Key Functions of IDSA Adapters include:

- **Data Transformation:** Adapters convert data formats from the source systems into the standardized formats used within the IDS. This ensures that data from diverse systems can be understood and processed uniformly.
- **Protocol Mediation:** They translate communication protocols, allowing systems with different communication standards to interact seamlessly within the IDS framework.
- **Security and Compliance:** Adapters enforce security policies and compliance rules, ensuring that data exchange adheres to the strict security and sovereignty requirements of the IDS. This includes data encryption, access control, and usage policies.

[15] https://gaia-x.eu/

- **Data Enrichment:** In some cases, adapters can enrich the data by adding metadata or other contextual information, enhancing its value and usability within the IDS.

IDSA Adapters are essential tools for achieving seamless, secure, and standardized data exchange in the International Data Spaces framework. They enable interoperability, ensure data sovereignty, and provide the flexibility needed for diverse and evolving data ecosystems. As such, AgriDataValue has been designed to be fully compliant with IDSA adapters, as they play a critical role in integrating various data sources, enhancing data quality, and enabling secure and efficient data sharing.

4.2 Open Geospatial Consortium (OGC)

The Open Geospatial Consortium (OGC)[16] is an international non-profit consortium aiming to make geospatial (location) information and data services FAIR – Findable, Accessible, Interoperable, and Reusable. OGC adopts a member-driven consensus process to create royalty free, publicly available, open geospatial standards. Existing at the cutting edge, OGC actively analyses and anticipates emerging trends, and runs an agile Research and Development (R&D) lab – the OGC Collaborative Solutions and Innovation Program – that builds and tests innovative prototype solutions to members' use cases.

On 22-24 February 2023, OGC's 125th Member Meeting took place in Frascati, Italy, to work towards interoperable technologies, which are crucial to sharing geospatial information. IDSA participated in the event and shared information related to AgriDataValue Data Interoperability approach and solutions. Moreover, OGC and IDSA have signed a Memorandum of Understanding (MoU) that outlines how they will together contribute to a flourishing data economy through the creation and development of standards for data spaces that ensure sovereign, interoperable, and trusted data sharing [9].

The two organizations have already identified AgriDataValue as a relevant to their work project. The AgriDataValue project, throughout its lifespan, will boost data sovereignty and will not just offer an open Agri-environment Platform of Platforms for capturing, processing in-situ and upgrading data, but also data sovereignty tools.

4.3 AIOTI

The Alliance for Internet of Things Innovation (AIOTI)[17] is a European organization that aims to foster the development and deployment of the Internet of Things (IoT) across various sectors, including agriculture. It serves as a collaborative platform for stakeholders from industry, academia, and policymaking to address the challenges and opportunities associated with IoT technologies. AIOTI has various working groups focusing on different aspects of IoT, including agriculture. These groups work on creating guidelines, best practices, and reference architectures for IoT deployment in farming.

Especially in the areas related to Agriculture, AIOTI aims to:

[16] https://www.ogc.org/
[17] https://aioti.eu/

- **Promote IoT Adoption**: AIOTI seeks to promote the adoption of IoT technologies in agriculture to enhance efficiency, productivity, and sustainability. This includes precision farming, smart irrigation systems, and livestock monitoring.
- **Facilitate Collaboration**: By bringing together various stakeholders, AIOTI facilitates collaboration and knowledge exchange to accelerate the development and implementation of innovative agricultural solutions.
- **Standards/Interoperability:** AIOTI works on developing standards to ensure interoperability of IoT devices and platforms to create a seamless ecosystem where different technologies can work together effectively.

AgriDataValue follows all the on-line AIOTI on-line phone calls (approximately one every 2 weeks) and contributes to the relevant white papers.

5 Communities Liaison

This section outlines the community liaison plan and the consortium's strategy to sustain the project results, detailing the objectives, selection criteria, and actions implemented to achieve these goals. The dissemination aims to communicate results, raise awareness of the project, and foster a strong network and interest in AgriDataValue. Building a community is essential for enhancing the sustainability of the project. Each community engagement offers the project opportunities to present its work and receive feedback on various aspects. This section describes the past, current, and upcoming actions in collaboration with these communities.

5.1 Collaboration under HORIZON-CL6-2022-GOVERNANCE-01 Topic

AgriDataValue along with the Horizon Europe projects, ScaleAgData[18] and CrackSense[19] initiated collaboration to explore future cooperation opportunities and to examine potential synergies in dissemination and communication efforts. The collective goal is to boost the visibility of data-driven agriculture and evaluate the potential benefits of data sharing. The representatives of the above three projects discussed options of mutual communication and agreed upon further joint actions. The projects are being implemented under the same Horizon Europe programme call: HORIZON-CL6-2022-GOVERNANCE-01 (Innovative governance, environmental observations and digital solutions in support of the Green Deal), which means that these projects are targeting similar goals and objectives. Therefore, joining efforts and sharing data as well as results of respective activities would be an added value for all three projects.

- **CrackSense**. The main idea of the Horizon Europe project CrackSense is to ensure high throughput real-time monitoring and implementing in practice the prediction of fruit cracking by utilising and upscaling sensing and digital data technologies.
- **ScaleAgData.** The main idea of the Horizon Europe project ScaleAgData is to develop the data technology (data streaming, data analytics, AI) needed to scale data collected at the farm level to regional datasets built for agri-environmental monitoring and the management of agricultural production.

The projected had many bilateral discussions, while representatives (Mr. Chatzikostas) from CrackSense is member of the AgriDataValue Advisory Board. Moreover, an online discussion with all 3 projects (AgriDataValue, ScaleAgData and CrackSense) was held on Thursday, 4h of July 2024, between the Horizon Europe projects to explore new avenues for collaboration. The purpose of the meeting was to analyse opportunities for future cooperation and to examine potential synergies in dissemination and communication efforts. During the meeting, participants showcased their projects and discussed recent advancements. As the projects target similar goals and objectives, joining efforts and sharing data as well as results of respective activities would be an added value for all three projects. Thus, a MoU is under preparation to enable data exchange.

[18] https://scaleagdata.eu/en
[19] https://cracksense.eu/

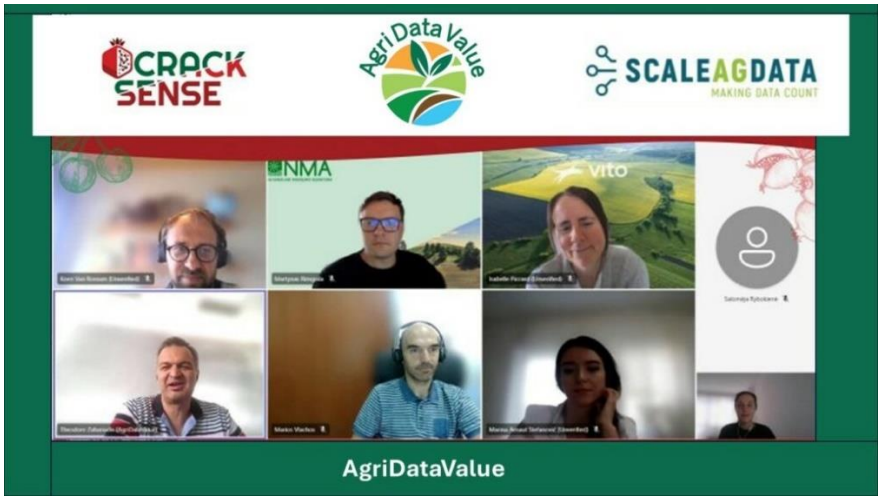

Figure 47: AgriDataValue, ScaleAgData and CrackSense collaborative PhC

5.2 NESTLER

NESTLER[20] (Grant Agreement No. 101060762) is a joint project between the EU and African member states designed to promote One-Health sustainable partnership. The project aims to bring together interdisciplinary technological advances to effectively monitor the well-being of animals, plants, and humans in a holistic approach. NESTLER project aims to develop and implement technologies in Smart Farming and agri-environmental monitoring. Thus, the project will utilize remote sensing technologies, to strengthen the smart-farming capacities and enhance sustainable farming.

AgriDataValue will take advantage of NESTLER's best practices and lessons learned regarding remote sensing technologies in agriculture. On the other hand, NESTLER will utilizes IDSA adapters implemented within AgriDataValue to interface various data sources

5.3 WATSON

WATSON[21] (HORIZON-CL6-2022-FARM2FORK-01) implements an intelligence-based risk calculation approach to address the phenomenon of food fraud in a holistic way. The project includes three distinct pillars, namely, i) the identification of data gaps in the food chain, ii) the provision of methods, processes, and tools to detect and counter food fraud, and iii) the effective cross-border collaboration of public authorities through accurate and trustworthy information sharing. WATSON will rely upon emerging technologies (AI, IoT, DLT, etc.) enabling transparency within supply chains through the development of a rigorous, traceability regime, and novel tools for rapid, non-invasive, on-the-spot analysis of food products. AgriDataValue is in close collaboration with WATSON and will take advantage of WATSON best practices, work in secure supply chain and the lessons learned.

[20] https://nestler-project.eu/
[21] https://watsonproject.eu/

6 Conclusion

This document provides a detailed overview of the project's communication and dissemination activities during the first 18 months. It includes participation in conferences and exhibitions, digital communication via the website and social media channels, the organization of workshops and events, and the creation of publications and deliverables. Additionally, this deliverable presents the latest updates on standardization and community liaison activities. An update on the communication, dissemination, standardization, and communities liaison activities will be provided in M36 within the context of the Deliverable D6.8 – Dissemination & Standardization & Communities Liaison V2.

7 References

[1] AgriDataValue Consortium, “D6.2 Dissemination & Exploitation Plans,” Horizon Europe AgriDataValue, 2023.

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