



AgriDataValue

Smart Farm and Agri-environmental Big Data Value

Deliverable D6.8 Dissemination & Standardization & Communities Liaison V2

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Abstract	This document provides a comprehensive update of the dissemination and communication strategy initially defined at M06 and subsequently revised at M18. It presents the AgriDataValue consortium's dissemination and communication activities carried out during the first 36 months of the project, including participation in events, organization of workshops, publications, and communication activities across the project's website and social media channels. In addition, the document outlines the project's standardization activities and its liaison plan with relevant communities.



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03	NETCOMPANY-INTRASOFT SA	INTRA	LU
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05	SINERGISE LABORATORIJ ZA GEOGRAFSKEINFORMACIJSKE SISTEME DOO	SINER	SI
06	ALMAVIVA - THE ITALIAN INNOVATION COMPANY SPA	ALMA	IT
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Table of Contents

List of Tables	7
List of Figures	7
Definitions, Acronyms and Abbreviations	10
Executive Summary	11
1 Introduction	12
1.1 Purpose of the document	12
1.2 Structure of the document.....	12
2 Dissemination and Communication	13
2.1 Implementation of the Dissemination and Communication Strategy	13
2.2 Dissemination and Communication Channels	14
3 Dissemination and Communication activities	15
3.1 Press Releases and Media	15
3.1.1 Heraldo de Aragón	15
3.1.2 Agenda, “Leaders of Agriculture 2025”	16
3.1.3 Agenda – Agricultural newspaper.....	16
3.2 Online communication.....	17
3.2.1 AgriDataValue website.....	17
3.2.2 LinkedIn account	26
3.2.3 Twitter account.....	26
3.2.4 Facebook account	27
3.2.5 YouTube account	27
3.2.6 Website and Social Media Analytics	28
3.3 Roll-up banners – posters	31
3.4 Newsletters	33
3.4.1 Newsletter #1.....	33
3.4.2 Newsletter #2.....	34
3.4.3 Newsletter #3.....	34
3.4.4 Newsletter #4.....	35
3.4.5 Newsletter #5.....	35
3.4.6 Newsletter #6.....	36
3.5 Brochures	37
3.6 Participation in conference and events	43
3.6.1 NILEAS presented AgriDataValue Project at the “2nd Oliday: Interactive Symposium”	45
3.6.2 NPA presented AgriDataValue at the “Animal Husbandry 2024” exhibition, in Kaunas.	45
3.6.3 European Big Data Value Forum, Budapest, Hungary.....	46
3.6.4 AgriDataValue Project Activities Presented to Students at the University of Athens.....	46
3.6.5 30 th SIMEI (International Exhibition for Winemaking and Bottling Technology)	47



3.6.6	AgriDataValue Presented at the 2nd India-Greece International Conference.....	47
3.6.7	13th International Exhibition for Livestock and Poultry, Zootechnia 2025.....	48
3.6.8	AgriDataValue presented at the “Agricultural Production and Community Resilience in Magnesia” event	49
3.6.9	ENTRUST Doctoral Network Training	49
3.6.10	“Prospects & Challenges of Carbon Farming” Workshop	50
3.6.11	Annual Congress 2025 of the Latvian Farmers’ Parliament	51
3.6.12	AgriDataValue at the 2025 Conference on the Vision for Agriculture and Food	51
3.6.13	International Conference “Bioeconomy in Agriculture”	52
3.6.14	Infoagro Exhibition 2025	52
3.6.15	1st One-Health Agri-Tech Workshop in Athens	53
3.6.16	European Space Agency’s Living Planet Symposium 2025.....	54
3.6.17	AgriDataValue Presented at the “Strengthening the resilience of agroforestry landscapes to climate change risks” Symposium.....	54
3.6.18	EPI GIS V “Sustainable Agriculture, Innovation & Entrepreneurship” Conference	55
3.6.19	“Innovative Plant Protection & Environment” Conference	55
3.6.20	“Contaminations in olive oil: Good practices in the farm and olive oil mill” Event	56
3.6.21	AgroVision 2025 exhibition in, Messinia, Greece.....	56
3.6.22	IACS Community Exchange (ICE) Annual Conference	57
3.6.23	24th Conference of the Baltic and Polish Paying Agencies	57
3.6.24	32nd International Geographical Union – Commission on the Sustainability of Rural Systems (IGU-CSRS) Annual Colloquium	58
3.6.25	58th Conference of EU Paying Agencies Directors Conference, Copenhagen, Denmark	59
3.7	Organization of Technical workshops	59
3.7.1	AgriDataValue Workshop on Data Privacy, Legal, and Ethical aspects	59
3.8	Publications in scientific open access journals and conferences	61
3.9	Public Deliverables	62
3.10	AgriDataValue Advisory Board	63
4	Standardization	64
4.1	GAIA-X and IDSA –Alignment & Adoption.....	64
4.2	OGC – Strengthening Geospatial and EO Interoperability	65
4.3	AIOTI: Contribution to IoT Interoperability in Agriculture	66
4.4	Emerging Standardization Topics and Cross-SDO Synergies.....	66
4.5	Contribution to Future Standardization and Policy Alignment.....	66
5	Communities Liaison.....	67
5.1	AgriDataValue, Green.Dat.AI, GEORGIA, and CEEDs Collaboration on data privacy, legal, and ethical dimension	67
5.2	Collaboration under HORIZON-CL6-2022-GOVERNANCE-01 Topic.....	67
5.3	Organising Webinars to Strengthen Collaboration with Sister Projects	68
5.4	NESTLER.....	69
5.5	WATSON.....	69
5.6	GEORGIA.....	70
5.7	Green.Dat.AI.....	70



5.8 CEADs	70
5.9 Cross-collaboration among EU-funded initiatives	71
5.9.1 Synergy Days Conference.....	71
5.9.2 Data Week 2025, Athens, Greece	71
6 Conclusion.....	72



List of Tables

Table 1: Outreach Channels	14
Table 3: AgriDataValue news posts and blog posts entries	18
Table 4: Visitors and followers of each AgriDataValue social channel.....	28
Table 5: News and Blog Posts on each AgriDataValue social channel	28
Table 6: AgriDataValue Event Participation	43

List of Figures

Figure 1: AgriDataValue dissemination and communication strategy (Intensity increases each year)	13
Figure 2: Heraldo de Aragón, print edition, May 20, 2025.....	15
Figure 3: AgriDataValue was featured in the special annual edition “LEADERS of AGRICULTURE 2025 of Agrenda (Major Greek Agricultural newspaper).....	16
Figure 4: AgriDataValue featured at Agrenda – Major Greek Agricultural newspaper	17
Figure 5: AgriDataValue Website Homepage	18
Figure 6: AgriDataValue LinkedIn page	26
Figure 7: AgriDataValue Twitter (X) profile	27
Figure 8: AgriDataValue Facebook profile.....	27
Figure 9: AgriDataValue YouTube channel.....	28
Figure 10: AgriDataValue website visitors.....	29
Figure 11: Visitor Distribution by Country for the AgriDataValue Website	29
Figure 12: Total number of Impressions on the AgriDataValue LinkedIn page.....	30
Figure 13: Roll-ups created by SYN.....	31
Figure 14: Roll-up created by InAgro.....	32
Figure 15: Roll-ups created by SYN.....	32
Figure 16: AgriDataValue Newsletter #1	33
Figure 17: AgriDataValue Newsletter #2	34
Figure 18: AgriDataValue Newsletter #3	34
Figure 19: AgriDataValue Newsletter #4	35
Figure 20: AgriDataValue Newsletter #5	35



Figure 21: AgriDataValue Newsletter #6	36
Figure 22: AgriDataValue Project Brochure #1 (outside)	37
Figure 23: AgriDataValue Project Brochure #1 (inside).....	37
Figure 24: AgriDataValue Project Brochure #2 (outside)	38
Figure 25: AgriDataValue Project Brochure #2 (inside).....	38
Figure 26: AgriDataValue Project Brochure #3 (outside)	39
Figure 27: AgriDataValue Project Brochure #3 (inside).....	39
Figure 28: AgriDataValue Project Brochure #4 (outside)	40
Figure 29: AgriDataValue Project Brochure #4 (inside).....	40
Figure 30: AgriDataValue Project Brochure #5 (outside)	41
Figure 31: AgriDataValue Project Brochure #5 (inside).....	41
Figure 32: AgriDataValue Project Brochure #6 (outside)	42
Figure 33: AgriDataValue Project Brochure #6 (inside).....	42
Figure 34: Left: The project coordinator of AgriDataValue, Dr. Theodore Zahariadis, right: Vicky Inglezou, project manager of NILEAS Producers’ Group.....	45
Figure 35: Presentation of AgriDataValue at "Animal Husbandry 2024" exhibition.....	45
Figure 36: AgriDataValue presented at European Big Data Value Forum, Budapest, Hungary	46
Figure 37: The project coordinator of AgriDataValue, Dr. Theodore Zahariadis and Assistant Professor of NKUA Nikolaos Afratis.....	46
Figure 38: AgriDataValue presented at 30th SIMEL, Italy	47
Figure 39: The project coordinator of AgriDataValue, Dr. Theodore Zahariadis	47
Figure 40: AgriDataValue project coordinator at Zootechnia 2025	48
Figure 41: AgriDataValue presented at the “Agricultural Production and Community Resilience in Magnesia” event	49
Figure 42: AgriDataValue at the ENTRUST Doctoral Network Training event.....	50
Figure 43: Vicky Inglezou, Project Manager of the NILEAS Producers Group	50
Figure 44: the Annual Congress 2025 of the Latvian Farmers’ Parliament (Zemnieku saeima)	51
Figure 45: The project coordinator of AgriDataValue at the 2025 Conference on the Vision for Agriculture and Food	51
Figure 46: George Kokkinos, President of NILEAS, at the International Conference on Bioeconomy	52
Figure 47: Tecnova presenting AgriDataValue at Infoagro 2025	52
Figure 48: 1st One-Health Agri-Tech Workshop: Exploring Smart Solutions for Sustainable Future	53
Figure 49: 1st One-Health Agri-Tech Workshop: Exploring Smart Solutions for Sustainable Future	53
Figure 50: AgriDataValue presented at the European Space Agency’s Living Planet Symposium 2025.....	54



Figure 51: AgriDataValue Presented at the “Strengthening the resilience of agroforestry landscapes to climate change risks” event	54
Figure 52: AgriDataValue Presented at the EPI GIS V “Sustainable Agriculture, Innovation & Entrepreneurship” Conference	55
Figure 53: AgriDataValue presented by NILEAS at the “Innovative Plant Protection & Environment” Conference	55
Figure 54: George Kokkinos, President of NILEAS, presenting the AgriDataValue Project	56
Figure 55: Agro Vision 2025 in Filiatra, Messinia	56
Figure 56: IACS Community Exchange (ICE) Annual Conference.....	57
Figure 57: AgriDataValue presented at the 24th Conference of the Baltic and Polish Paying Agencies	58
Figure 58: 3.6.23 32nd Annual Conference of the Commission on Sustainability and Rural Systems (CSRS)	58
Figure 59: 58th Conference of EU Paying Agencies Directors Conference	59
Figure 60: Presenters and participants of AgriDataValue online workshop on Data Privacy, Legal, and Ethical aspects.....	60
Figure 61: AgriDataValue online workshop Agenda.....	60
Figure 62: AgriDataValue Advisory Board	63
Figure 63: AgriDataValue, ScaleAgData and CrackSense collaborative PhC	68

Definitions, Acronyms and Abbreviations

AB	Advisory Board
ADV	Agri-Data-Value
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
EO	Earth Observation
ESA	European Space Agency
FAIR	Findable, Accessible, Interoperable, and Reusable
FAO	Food and Agriculture Organisation
GIS	Geographic Information System
IDS	International Dataspaces Association
IDS	International Dataspaces
IGU	International Geographic Union
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
UN	United Nations
WFP	World Food Programme
WPL	Work Package Lead



Executive Summary

During the first 36 months of the project, the partners of AgriDataValue carried out a wide range of dissemination and communication activities. These efforts aimed to inform a broad audience about the project's objectives and latest developments, as well as to increase overall awareness of the project. The project's primary digital dissemination and communication channels have been its website and social media platforms, including Twitter, LinkedIn, Facebook, and, more recently, YouTube, where content has been published on a regular basis to engage a wider audience.

Throughout this period, AgriDataValue participated in numerous workshops, conferences, and exhibitions. In addition, several conference and journal publications have documented the project's progress and communicated its results to both the research community and the business sector.

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



1 Introduction

1.1 Purpose of the document

The present document, D6.8 “Dissemination & Standardization & Communities Liaison V2”, 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 last 18 months of the project (M19-M36). 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 Deliverable D6.7, “Dissemination, Standardization and Communities Liaison – V1”, submitted in M18, described the dissemination, standardization, and community liaison actions and activities carried out by the AgriDataValue consortium during the first 18 months of the project.

Deliverable D6.8, “Dissemination, Standardization and Communities Liaison – V2”, is the updated version of D6.7 and provides an overview of the corresponding actions and activities implemented by the consortium during the last 18 months of the project.

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

2.1 Implementation of the Dissemination and Communication Strategy

The AgriDataValue project is an initiative that aims to transform the agricultural sector through the effective use of data sharing and advanced agricultural technologies. The availability, secure access, sovereign management, and efficient utilization of agricultural data play a pivotal role in optimizing farming practices, supporting environmental sustainability, and enhancing the competitiveness of the European agri-food sector.

At Month 36 (M36) of the project lifespan, AgriDataValue has moved from strategy definition to full-scale implementation of dissemination and communication activities, supported by validated technical developments, operational pilot use cases, and active stakeholder engagement. The project’s dissemination plan focuses on strengthening interactive communication channels between the project and its target groups, including farmers and cooperatives, agri-food stakeholders, associations, policymakers, environmental and Earth observation decision-makers, AKIS actors, researchers, and the general public.



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

The dissemination approach has been adapted according to the maturity of project results and the needs of the different target audiences. At M36, activities increasingly emphasize demonstration of results, stakeholder uptake, and policy relevance, while continuing to support innovation and research visibility. Dissemination actions address three complementary dimensions: business innovation, scientific impact, and contribution to European data and agricultural policies.

Based on the position of the target audience with respect to the time-to-market of project outcomes, dissemination activities are structured as follows:

- **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).

By M36, the AgriDataValue dissemination and communication strategy places strong emphasis on showcasing the project’s objectives and results, while actively engaging relevant stakeholders to collect valuable feedback. Participation in scientific conferences, exhibitions, fairs, workshops, webinars, and on-site demonstration events has enabled continuous interaction with the project’s target communities.



A comprehensive set of promotional and informational materials—described in Section 3—has been developed and widely disseminated through physical events, pilot demonstration days, the project website, social media channels, and newsletters, ensuring consistent visibility and sustained impact across European and international audiences.

2.2 Dissemination and Communication Channels

Dissemination activities are designed to effectively communicate the project’s results, innovations, and added value to all relevant stakeholders, maximizing impact and increasing awareness. The Dissemination and Communication Plan incorporates a range of tailored tools and actions to address different target groups through multiple communication channels, as outlined in the table below.

In this context, the AgriDataValue YouTube channel ¹was launched in M32, significantly expanding the project’s outreach and strengthening engagement with the targeted audience.

By leveraging diverse communication channels and dissemination strategies, the project ensures broad visibility and active stakeholder involvement, fostering a strong network of interest and support. This integrated approach reinforces the project’s sustainability and contributes to its long-term impact and success.

Table 1: Outreach Channels

Events	Publications	Social media & websites	Level
<ul style="list-style-type: none"> • Workshop • Practical Farm Demos/ Field Days • Webinar • Conference • Exhibition/Fair • Presentation/Lecture • Scientific Paper • Online Courses (MOOC) 	<ul style="list-style-type: none"> • Whitepaper • Brochure/Flyer • Press Release • Web community interactions (e.g. LinkedIn, blogposts) • Conference paper/poster/presentation • Open access scientific paper • Delivered Data Courses 	<ul style="list-style-type: none"> • LinkedIn • Twitter • Facebook • YouTube • AgriDataValue Website • Partner Websites 	<ul style="list-style-type: none"> • National • European • International/Global

¹ <https://www.youtube.com/@AgriDataValue>

3 Dissemination and Communication activities

Dissemination and Communication Materials focus on the creation of tailored content to communicate the project's progress, results, and key achievements effectively. This includes the development of news articles, blog posts, brochures, newsletters, presentations, and social media content, all designed to address the needs of diverse target audiences. The materials are structured to deliver clear, consistent, and impactful messages, combining strong visuals with concise narratives to increase visibility, encourage stakeholder engagement, and strategically support the overall objectives of the project.

3.1 Press Releases and Media

AgriDataValue has been featured in third-party media, both in print and online. This section presents relevant information and highlights these appearances.

3.1.1 Heraldo de Aragón

As part of its press and media outreach activities, the AgriDataValue project achieved significant visibility through coverage in *Heraldo de Aragón*, one of Spain's leading regional daily newspapers. Founded in 1895 and published in both print and digital formats, *Heraldo de Aragón* has strong readership among regional authorities, agricultural professionals, and the general public. The article, published in the print edition on 20 May 2025, featured AgriDataValue within a thematic section dedicated to innovation and digital technologies, highlighting the project's contribution to the development of an agro-environmental data space and its role in supporting data-driven agriculture. This media publication contributed to increasing public awareness of the project's objectives and results beyond the research community, reinforcing AgriDataValue's dissemination strategy by reaching farmers, agri-food stakeholders, policymakers, and regional innovation ecosystems through mainstream press channels.



Figure 2: Heraldo de Aragón, print edition, May 20, 2025

3.1.2 Agrenda, “Leaders of Agriculture 2025”

AgriDataValue was featured in the special annual edition “LEADERS of AGRICULTURE 2025”, which was distributed nationwide in Greece together with the newspaper *Agrenda* on Saturday, 25 January 2025. *LEADERS of AGRICULTURE 2025* is a thematic annual publication focusing on innovation, technology, and leadership across key economic sectors, including agriculture and agri-food systems. The article highlighted digital solutions for smart farming and referenced the AgriDataValue project in the context of data-driven agriculture, interoperability, and the use of advanced technologies supporting sustainable and intelligent farming practices. The nationwide print circulation, combined with the professional readership of *Agrenda*, significantly enhanced the project’s visibility among farmers, cooperatives, agri-food stakeholders, technology providers, and policy-related audiences, contributing to the broader dissemination of AgriDataValue objectives and results beyond the research community.



Figure 3: AgriDataValue was featured in the special annual edition “LEADERS of AGRICULTURE 2025 of *Agrenda* (Major Greek Agricultural newspaper)

3.1.3 Agrenda – Agricultural newspaper

AgriDataValue was featured in the weekly agricultural newspaper *Agrenda*, one of the leading specialised media outlets for the agri-food sector in Greece. The article was published in the Saturday issue of 17 January 2026, which is distributed nationwide in print and digital formats. The article presented innovative digital and smart farming solutions, referring to the AgriDataValue project in relation to agro-environmental data sharing and data-driven decision-making. The coverage in *Agrenda* strengthened the project’s visibility and outreach among farmers, cooperatives, advisors, agri-food stakeholders, and policy actors, increasing awareness of its results within the primary production sector.

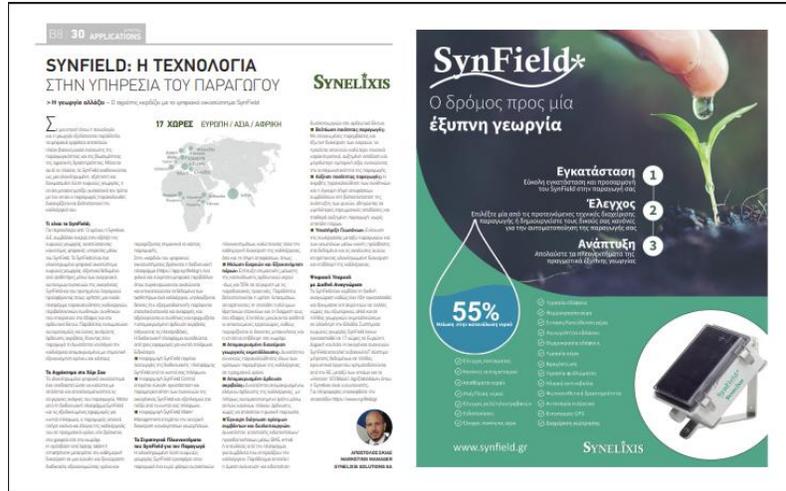


Figure 4: AgriDataValue featured at Agrenda – Major Greek Agricultural newspaper

3.2 Online communication

The online communication includes the project website and the social media, namely the LinkedIn, the Twitter (X), Facebook, and YouTube. 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, media, blog posts, and news posts.

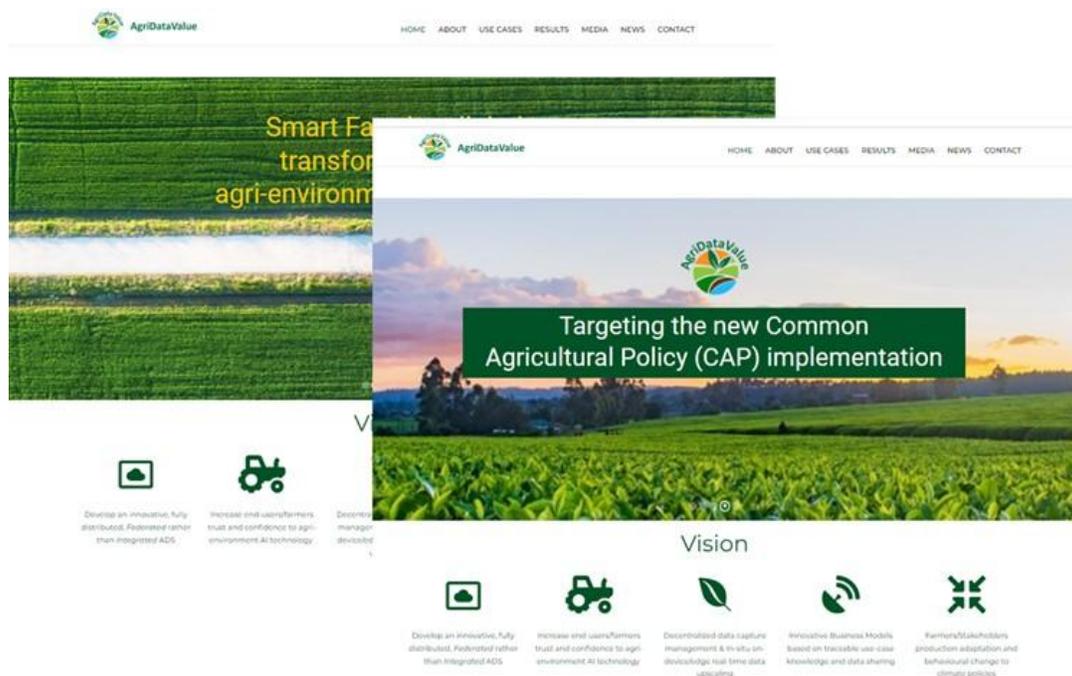


Figure 5: AgriDataValue Website Homepage

Within the first 18 months of the project) there were 72 news post and blog post entries under the “news” section. At the time of this deliverable’s authoring (M36), the total number of news post and blog post had reached 134 entries.

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 2, and will be further enriched during the following reporting period, encapsulating all project developments that are considered of interest.

Table 2: AgriDataValue news posts and blog posts entries

#	Post title	Link
AgriDataValue news post / Blog post entries: M01-M18		
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	First AgriDataValue Newsletter	https://agridatavalue.eu/index.php/2023/09/30/first-agridatavalue-newsletter/
15	IDSA and OGC sign Memorandum of Understanding	https://agridatavalue.eu/index.php/2023/10/11/idsa-and-ogc-sign-memorandum-of-understanding/
16	AgriDataValue's Journey Toward Semantic Unity in Agriculture	https://agridatavalue.eu/index.php/2023/10/18/agridatavalues-journey-toward-semantic-unity-in-agriculture/
17	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/
18	AgriDataValue project presented in Beitem, Belgium	https://agridatavalue.eu/index.php/2023/10/30/agridatavalue-project-presented-in-beitem-belgium/
19	SynField installation in Latvia	https://agridatavalue.eu/index.php/2023/11/01/synfield-installation-in-latvia/
20	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/
21	Enteric emissions monitored at cow level	https://agridatavalue.eu/index.php/2023/11/09/enteric-emissions-monitored-at-cow-level/
22	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/
23	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/
24	AgriDataValue 3rd plenary meeting	https://agridatavalue.eu/index.php/2023/11/27/agridatavalue-3rd-plenary-meeting/
25	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/
26	AgriDataValue project presented in ESA-ESRIN, FRASCATI, ITALY	https://agridatavalue.eu/index.php/2023/11/30/agridatavalue-project-presented-in-esa-esrin-frascati-italy/



27	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/
28	Marketplace for Artificial Intelligence	https://agridatavalue.eu/index.php/2023/12/12/marketplace-for-artificial-intelligence/
29	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/
30	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/
31	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/
32	AgriDataValue Survey – Questionnaire	https://agridatavalue.eu/index.php/2023/12/19/agridatavalue-survey-questionnaire/
33	AgriDataValue on cross-European documentary film by Mathys Hallet	https://agridatavalue.eu/index.php/2024/01/15/agridatavalue-mentioned-in-a-documentary-film/
34	Pilot 5: Second Learning Network Meeting	https://agridatavalue.eu/index.php/2024/01/22/pilot-5-second-learning-network-meeting/
35	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/
36	Delphy participates in AgriDataValue Use Cases	https://agridatavalue.eu/index.php/2024/01/25/delphy-participates-in-agridatavalue-use-cases/
37	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/
38	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/
39	Second AgriDataValue Newsletter.	https://agridatavalue.eu/index.php/2024/03/01/second-agridatavalue-newsletter/
40	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/
41	BIO ROMANIA Association Partner in the AgriDataValue project	https://agridatavalue.eu/index.php/2024/03/07/bio-romania-association-partner-in-the-agridatavalue-project/
42	AgriDataValue's Online Workshop on Digital Transformation in Agriculture	https://agridatavalue.eu/index.php/2024/03/21/agridatavalue-online-workshop-on-digital-transformation-in-agriculture/
43	Why Lithuanian farmers need digital platform like AgriDataValue?	https://agridatavalue.eu/index.php/2024/03/27/why-lithuanian-farmers-need-digital-platform-like-agridatavalue/
44	CAP 2023-2027 and climate change	https://agridatavalue.eu/index.php/2024/03/27/cap-2023-2027-and-climate-change/



45	AgriDataValue's Online Workshop on Digital Transformation in Agriculture concluded	https://agridatavalue.eu/index.php/2024/03/29/agridatavalue-online-workshop-on-digital-transformation-in-agriculture-concluded/
46	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/
47	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/
48	AgriDataValue 4th Plenary Meeting	https://agridatavalue.eu/index.php/2024/04/18/agridatavalue-4th-plenary-meeting/
49	SynField Installations at RINOVA Vineyard and Olive grove.	https://agridatavalue.eu/index.php/2024/05/11/synfield-installations-at-rinova-vineyard-and-olive-grove/
50	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/
51	AgriDataValue presented in MACFRUT Fruit & Veg professional show	https://agridatavalue.eu/index.php/2024/05/20/agridatavalue-presented-in-macfrut-fruit-veg-professional-show/
52	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/
53	AgriDataValue presented at the 91 st International 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/
54	AgriDataValue presented by NKUA at a pilot Open Day	https://agridatavalue.eu/index.php/2024/06/02/agridatavalue-presented-by-nkua-at-a-pilot-open-day/
55	AgriDataValue presented at the European Space Agency conference	https://agridatavalue.eu/index.php/2024/06/04/agridatavalue-presented-at-the-european-space-agency-conference/
56	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/
57	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/
58	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/
59	NKUA Showcases AgriDataValue to Local Agriculture Community	https://agridatavalue.eu/index.php/2024/06/08/nkua-showcases-agridatavalue-to-local-agriculture-community/
60	SynField Installations in Saint-Emilion, France	https://agridatavalue.eu/index.php/2024/06/08/synfield-installations-in-saint-emilion-france/
61	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/
62	30th Annual Colloquium of the Commission on Sustainable Rural	https://agridatavalue.eu/index.php/2024/06/19/30th-annual-colloquium-of-the-commission-on-sustainable-rural-systems-international-geographical-union-2023/



	Systems, International Geographical Union 2023	
63	NPA presented AgriDataValue in the EU CAP Paying Agencies' Panta Rhei Conference	https://agridatavalue.eu/index.php/2024/06/21/npa-presented-agridatavalue-in-the-eu-cap-paying-agencies-panta-rhei-conference/
64	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/
65	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/
66	A collaborative initiative by the Horizon Europe projects	https://agridatavalue.eu/index.php/2024/07/08/a-collaborative-initiative-by-the-horizon-europe-projects/
67	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/
68	AgriDataValue presented in TERRAENVISION 2024 conference	https://agridatavalue.eu/index.php/2024/07/10/agridatavalue-presented-in-terraenvision-2024-conference/
69	Digital Transformation in Agriculture: A PESTLE Analysis	https://agridatavalue.eu/index.php/2024/07/19/digital-transformation-in-agriculture-a-pestle-analysis/
70	Cover cropping: Enhancing soil health and biodiversity	https://agridatavalue.eu/index.php/2024/07/19/cover-cropping-enhancing-soil-health-and-biodiversity/
71	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/
72	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/
AgriDataValue news post / Blog post entries: M19-M36		
73	The AgriDataValue circular economy use case	https://agridatavalue.eu/index.php/2024/07/30/the-agridatavalue-circular-economy-use-case/
74	SynField Installation in "Wiatrowy Sad", Poland	https://agridatavalue.eu/index.php/2024/09/24/synfield-installation-in-wiatrowy-sad-poland/
75	The AgriDataValue pilot in Latvia	https://agridatavalue.eu/index.php/2024/10/08/agridatavalue-pilot-in-latvia/
76	NILEAS presented AgriDataValue Project at the "2nd Oliday: Interactive Symposium"	https://agridatavalue.eu/index.php/2024/10/08/nileas-presented-agridatavalue-project-at-the-2nd-oliday-interactive-symposium/
77	Delphy in AgriDataValue	https://agridatavalue.eu/index.php/2024/10/09/delphy-in-agridatavalue/
78	NPA presented AgriDataValue at the "Animal Husbandry 2024" exhibition, in Kaunas.	https://agridatavalue.eu/index.php/2024/10/11/npa-presented-agridatavalue-at-the-animal-husbandry-2025-exhibition-in-kaunas/
79	Integrating IoT, AI, and Blockchain for wine production supply chain transparency	https://agridatavalue.eu/index.php/2024/10/14/integrating-iot-ai-and-blockchain-for-wine-production-supply-chain-transparency/



80	3rd AgriDataValue Newsletter.	https://agridatavalue.eu/index.php/2024/10/16/3rd-agridatavalue-newsletter/
81	AgriDataValue Project presented at the European Big Data Value Forum	https://agridatavalue.eu/index.php/2024/11/18/agridatavalue-project-presented-at-the-european-big-data-value-forum/
82	AgriDataValue Showcased at SIMEI 2024	https://agridatavalue.eu/index.php/2024/11/20/agridatavalue-showcased-at-simei-2024/
83	AgriDataValue Project Activities Presented to Students at the University of Athens	https://agridatavalue.eu/index.php/2024/11/22/agridatavalue-project-activities-presented-to-students-at-the-university-of-athens/
84	APPAG in AgriDataValue: Fostering Climate-Resilient Agriculture and Enhancing CAP Performance	https://agridatavalue.eu/index.php/2024/12/07/appag-in-agridatavalue-fostering-climate-resilient-agriculture-and-enhancing-cap-performance/
85	AgriDataValue Presented at the 2nd India-Greece International Conference	https://agridatavalue.eu/index.php/2024/12/08/agridatavalue-presented-at-the-2nd-india-greece-international-conference/
86	AgriDataValue Project Showcased at Zootechnia 2025	https://agridatavalue.eu/index.php/2025/02/03/agridatavalue-project-showcased-at-zootechnia-2025/
87	Unlocking the Potential of Smart Farming: Insights from the AgriDataValue Survey	https://agridatavalue.eu/index.php/2025/02/04/unlocking-the-potential-of-smart-farming-insights-from-the-agridatavalue-survey/
88	AgriDataValue Project Presented in the “Agricultural Production and Community Resilience in Magnesia”	https://agridatavalue.eu/index.php/2025/02/10/agridatavalue-project-presented-in-the-agricultural-production-and-community-resilience-in-magnesia/
89	4th AgriDataValue Newsletter.	https://agridatavalue.eu/index.php/2025/03/02/4th-agridatavalue-newsletter/
90	AgriDataValue at the Annual Congress 2025 of the Latvian Farmers’ Parliament	https://agridatavalue.eu/index.php/2025/03/10/agridatavalue-at-the-annual-congress-2025-of-the-latvian-farmers-parliament/
91	Beyond Agriculture: Why Interoperability Must Be Planned Across Industries	https://agridatavalue.eu/index.php/2025/03/12/beyond-agriculture-why-interoperability-must-be-planned-across-industries/
92	AgriDataValue Project Presented at the informative Workshop “Prospects & Challenges of Carbon Farming”	https://agridatavalue.eu/index.php/2025/03/15/agridatavalue-project-presented-at-the-informative-workshop-prospects-challenges-of-carbon-farming/
93	Unlocking the Value of Agricultural Data in Dataspaces	https://agridatavalue.eu/index.php/2025/03/16/unlocking-the-value-of-agricultural-data-in-dataspaces/
94	My farm and the Climate: co-designing resilience through mitigation and adaptation	https://agridatavalue.eu/index.php/2025/03/17/my-farm-and-the-climate-co-designing-resilience-through-mitigation-and-adaptation/
95	Enhancing Agricultural Data Models and Semantic Interoperability	https://agridatavalue.eu/index.php/2025/03/17/enhancing-agricultural-data-models-and-semantic-interoperability/
96	First One-Health Agri-Tech Workshop: Exploring Smart Solutions for a Sustainable Future	https://agridatavalue.eu/index.php/2025/03/18/advancing-one-health-sustainability-and-smart-agri-tech-solutions/
97	AgriDataValue 5th Plenary Meeting	https://agridatavalue.eu/index.php/2025/04/04/agridatavalue-5th-plenary-meeting/



98	From cow burps to machine learning models	https://agridatavalue.eu/index.php/2025/04/29/from-cow-burps-to-machine-learning-models/
99	Poland – A European Leader in Apple Production	https://agridatavalue.eu/index.php/2025/04/30/poland-a-european-leader-in-apple-production/
100	Advances in Pest Detection with Vision Transformers	https://agridatavalue.eu/index.php/2025/05/07/advances-in-pest-detection-with-vision-transformers/
101	Tecnova presents at Infoagro the advances of AgriDataValue in the digitalization of greenhouse crops	https://agridatavalue.eu/index.php/2025/05/17/tecnova-presents-at-infoagro-the-advances-of-agridatavalue-in-the-digitalization-of-greenhouse-crops/
102	AgriDataValue at the 2025 Conference on the Vision for Agriculture and Food	https://agridatavalue.eu/index.php/2025/05/20/agridatavalue-at-the-2025-conference-on-the-vision-for-agriculture-and-food/
103	AgriDataValue presented at the International Conference “Bioeconomy in Agriculture”	https://agridatavalue.eu/index.php/2025/05/23/agridatavalue-presented-at-the-international-conference-bioeconomy-in-agriculture/
104	Tecnova Presented AgriDataValue at Infoagro Exhibition 2025	https://agridatavalue.eu/index.php/2025/05/24/tecnova-presented-agridatavalue-at-infoagro-exhibition-2025/
105	AgriDataValue Participates in the 1st One-Health Agri-Tech Workshop in Athens	https://agridatavalue.eu/index.php/2025/05/28/agridatavalue-participates-in-the-1st-one-health-agri-tech-workshop-in-athens/
106	AgriDataValue presented at the EPI GIS V “Sustainable Agriculture, Innovation & Entrepreneurship” Conference	https://agridatavalue.eu/index.php/2025/05/30/agridatavalue-presented-at-the-epi-gis-v-sustainable-agriculture-innovation-entrepreneurship-conference/
107	AgriDataValue presented at the “Innovative Plant Protection & Environment” Conference	https://agridatavalue.eu/index.php/2025/05/30/agridatavalue-presented-at-the-innovative-plant-protection-environment-conference/
108	Smart Livestock Farming in Action: Cow Activity Monitoring at the Vecauce Farm, Latvia	https://agridatavalue.eu/index.php/2025/05/30/smart-livestock-farming-in-action-cow-activity-monitoring-at-the-vecauce-farm-latvia/
109	2nd Advisory Board Meeting of AgriDataValue	https://agridatavalue.eu/index.php/2025/06/04/2nd-advisory-board-meeting-of-agridatavalue/
110	AgriDataValue presented at Horizon Europe Info Day Aragon	https://agridatavalue.eu/index.php/2025/06/16/agridatavalue-presented-at-horizon-europe-info-day-aragon/
111	AgriDataValue Presented at ESA’s Living Planet Symposium 2025 in Vienna	https://agridatavalue.eu/index.php/2025/06/25/agridatavalue-presented-at-esas-living-planet-symposium-2025-in-vienna/
112	AgriDataValue Presented at the informative event “Strengthening the resilience of agroforestry landscapes to climate change risks”	https://agridatavalue.eu/index.php/2025/06/30/agridatavalue-presented-at-the-informative-event-strengthening-the-resilience-of-agroforestry-landscapes-to-climate-change-risks/
113	AgriDataValue Workshop on Data Privacy, Legal, and Ethical aspects	https://agridatavalue.eu/index.php/2025/07/01/agridatavalue-workshop-on-data-privacy-legal-and-ethical-aspects/
114	AgriDataValue presented at the “Contaminations in olive oil: Good practices in the farm and olive oil mill” Event	https://agridatavalue.eu/index.php/2025/08/23/agridatavalue-presented-at-the-contaminations-in-olive-oil-good-practices-in-the-farm-and-olive-oil-mill-event/



115	5th AgriDataValue Newsletter.	https://agridatavalue.eu/index.php/2025/09/01/5th-agridatavalue-newsletter/
116	Synelixis Presented AgriDataValue at Agro Vision 2025 exhibition in Filiatra, Messinia.	https://agridatavalue.eu/index.php/2025/09/11/synelixis-presented-agridatavalue-at-agro-vision-2025-exhibition-in-filiatra-messinia/
117	AgriDataValue Video Release	https://agridatavalue.eu/index.php/2025/09/11/agridatavalue-video-release/
118	APIA contributes to EU-wide CAP analysis for climate-resilient agriculture	https://agridatavalue.eu/index.php/2025/10/01/apia-contributes-to-eu-wide-cap-analysis-for-climate-resilient-agriculture/
119	ICE Conference: Lithuania's AMS vision showcased by the NPA	https://agridatavalue.eu/index.php/2025/10/01/ice-conference-lithuanias-ams-vision-showcased-by-the-npa/
120	ArgiDataValue presented at the 24th Conference of the Baltic and Polish Paying Agencies	https://agridatavalue.eu/index.php/2025/10/03/argidatavalue-presented-at-the-24th-conference-of-the-baltic-and-polish-paying-agencies/
121	AgriDataValue Publishes a New Study: Sustainability Challenges in the Bovine Sector	https://agridatavalue.eu/index.php/2025/10/09/agridatavalue-publishes-a-new-study-sustainability-challenges-in-the-bovine-sector/
122	AgriDataValue Italian pilots and CAP implementation	https://agridatavalue.eu/index.php/2025/10/10/agridatavalue-italian-pilots-and-cap-implementation/
123	Unlocking Farm Data: The AgriDataValue Approach	https://agridatavalue.eu/index.php/2025/10/27/unlocking-farm-data-the-agridatavalue-approach/
124	Integrating EO and Climate Indicators into Agricultural Decision-Making	https://agridatavalue.eu/index.php/2025/10/29/integrating-eo-and-climate-indicators-into-agricultural-decision-making/
125	European Commission's representative visited the National Paying Agency (NPA) in Lithuania	https://agridatavalue.eu/index.php/2025/11/12/european-commissionsrepresentativevisited-the-national-paying-agency-npa-in-lithuania/
126	AgriDataValue presented at Agri-Food Innovation Festival 2025	https://agridatavalue.eu/index.php/2025/11/20/agridatavalue-presented-at-agri-food-innovation-festival-2025/
127	AgriDataValue 7th Plenary Meeting	https://agridatavalue.eu/index.php/2025/11/27/agridatavalue-7th-plenary-meeting/
128	Building Trust in Agricultural Data Spaces: Putting Security into Practice in AgriDataValue	https://agridatavalue.eu/index.php/2025/12/03/building-trust-in-agricultural-data-spaces-putting-security-into-practice-in-agridatavalue/
129	Lithuania showcases innovation and green transition at the 58 EU PAs Directors' Conference in Copenhagen	https://agridatavalue.eu/index.php/2025/12/09/lithuania-showcases-innovation-and-green-transition-at-the-58-eu-pas-directors-conference-in-copenhagen/
130	Blockchain and Notarization: Building Trust in AI and Digital Assets	https://agridatavalue.eu/index.php/2025/12/09/blockchain-and-notarization-building-trust-in-ai-and-digital-assets/
131	Navigating the New Governance Landscape of Digital Agriculture	https://agridatavalue.eu/index.php/2025/12/10/navigating-the-new-governance-landscape-of-digital-agriculture/
132	AgriDataValue at the 32nd Annual Conference of the Commission on Sustainability and Rural Systems (CSRS)	https://agridatavalue.eu/index.php/2025/12/13/agridatavalue-at-the-32nd-annual-conference-of-the-commission-on-sustainability-and-rural-systems-csrs/

133	Smart Livestock farming in action	https://agridatavalue.eu/index.php/2025/12/29/smart-livestock-farming-in-action/
134	Wine Pilots within AgriDataValue	https://agridatavalue.eu/index.php/2026/01/15/wine-pilots-within-agridatavalue/

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.

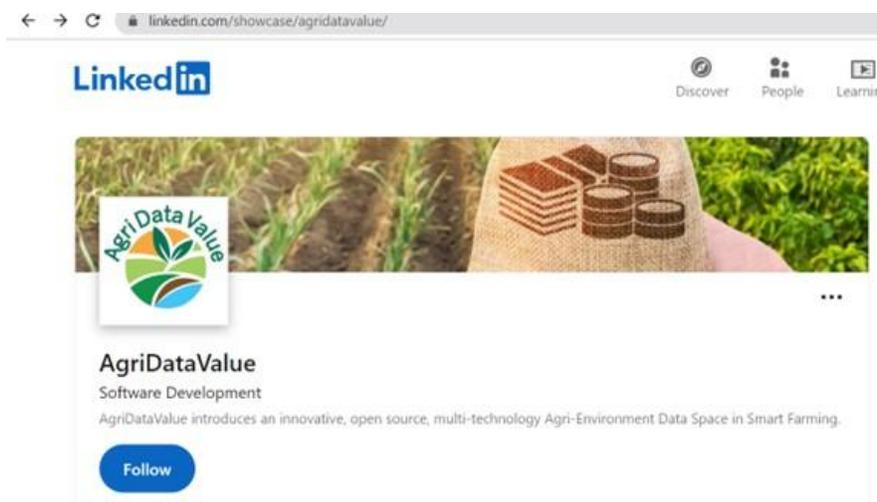


Figure 6: AgriDataValue LinkedIn page

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 7: 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>

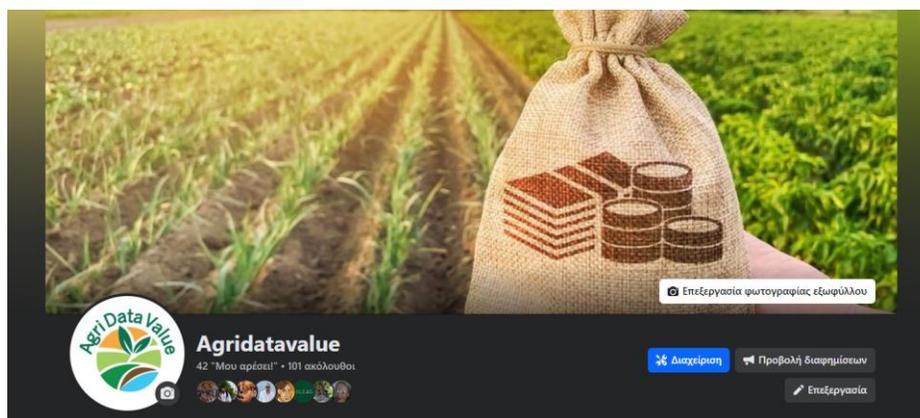


Figure 8: AgriDataValue Facebook profile

3.2.5 YouTube account

AgriDataValue launched a YouTube channel ² in M32, significantly expanding the project's outreach and strengthening engagement with the targeted audience. At present, one video has been published, introducing the AgriDataValue project and outlining its objectives.

² <https://www.youtube.com/@AgriDataValue>

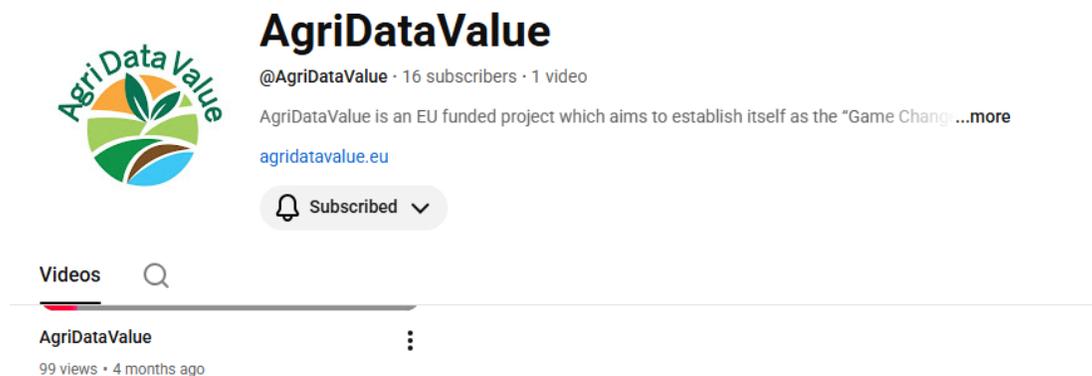


Figure 9: AgriDataValue YouTube channel

3.2.6 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 3 presents updated information regarding the visitors and the followers of AgriDataValue Website, LinkedIn Page, Twitter, Facebook, and YouTube. Table 4 shows the news that published in AgriDataValue website and the posts on AgriDataValue LinkedIn Page, Twitter and Facebook.

Table 3: Visitors and followers of each AgriDataValue social channel

Channel	Followers / Visitors
Website (https://agridatavalue.eu)	>5800
LinkedIn Page (https://www.linkedin.com/showcase/agridatavalue/)	492
Twitter (https://twitter.com/AgriDataValue)	87
Facebook (https://www.facebook.com/profile.php?id=61554266250261)	116
YouTube (https://www.youtube.com/@AgriDataValue)	16

Table 4: News and Blog Posts on each AgriDataValue social channel

Channel	News Posts / Blog Posts
Website (https://agridatavalue.eu)	134
LinkedIn Page (https://www.linkedin.com/showcase/agridatavalue/)	135
Twitter (https://twitter.com/AgriDataValue)	132
Facebook (https://www.facebook.com/profile.php?id=61554266250261)	120

Figure 7 illustrates the number of new users / visitors to the AgriDataValue website from August 2024 until January 2026. In total, the website has received 5800 visitors approximately.

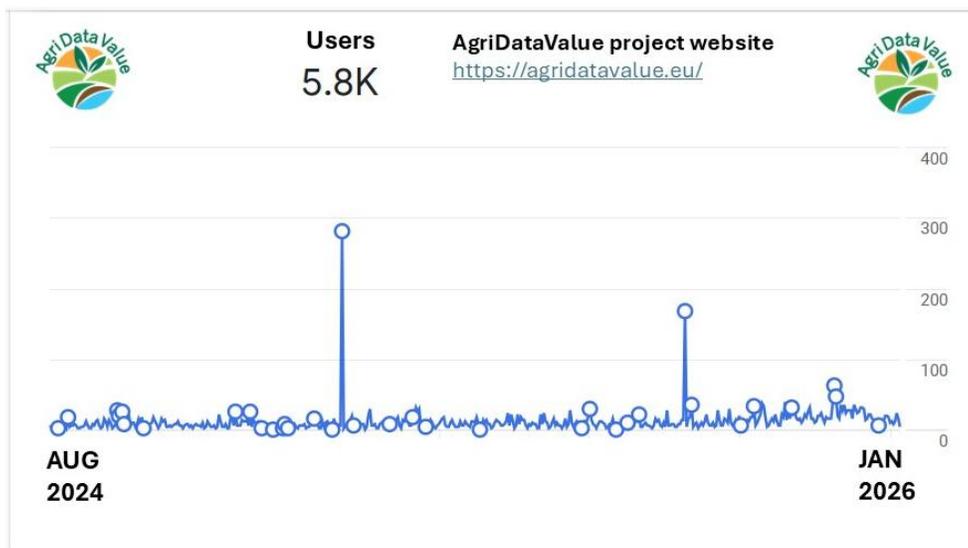


Figure 10: AgriDataValue website visitors

Figure 8 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 1.1k users, followed by China with 1k, and Netherlands 456.



Figure 11: Visitor Distribution by Country for the AgriDataValue Website

The graph below (Figure 129) presents the metrics for the impressions for the projects LinkedIn page between January 2025 to January 2026. In total 11,411 impressions were made.

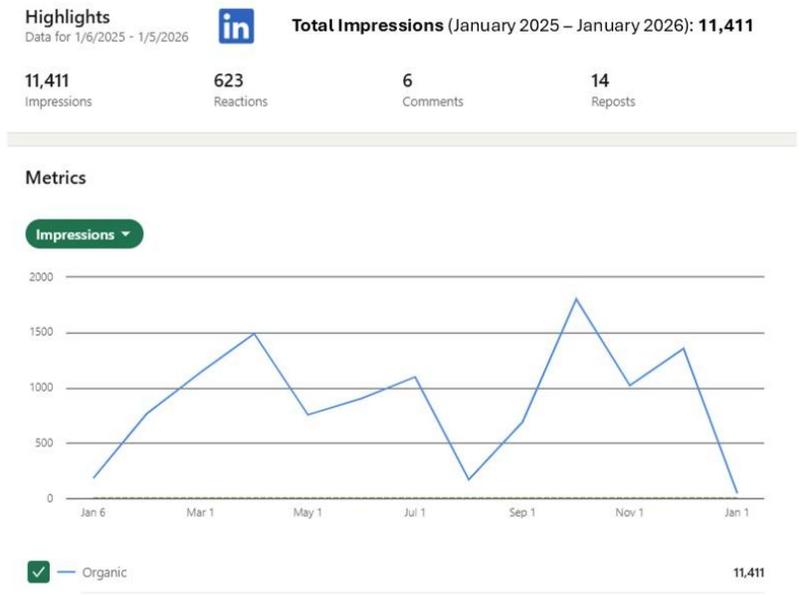


Figure 12: Total number of Impressions on the AgriDataValue LinkedIn page

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 131 and Figure 142 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.

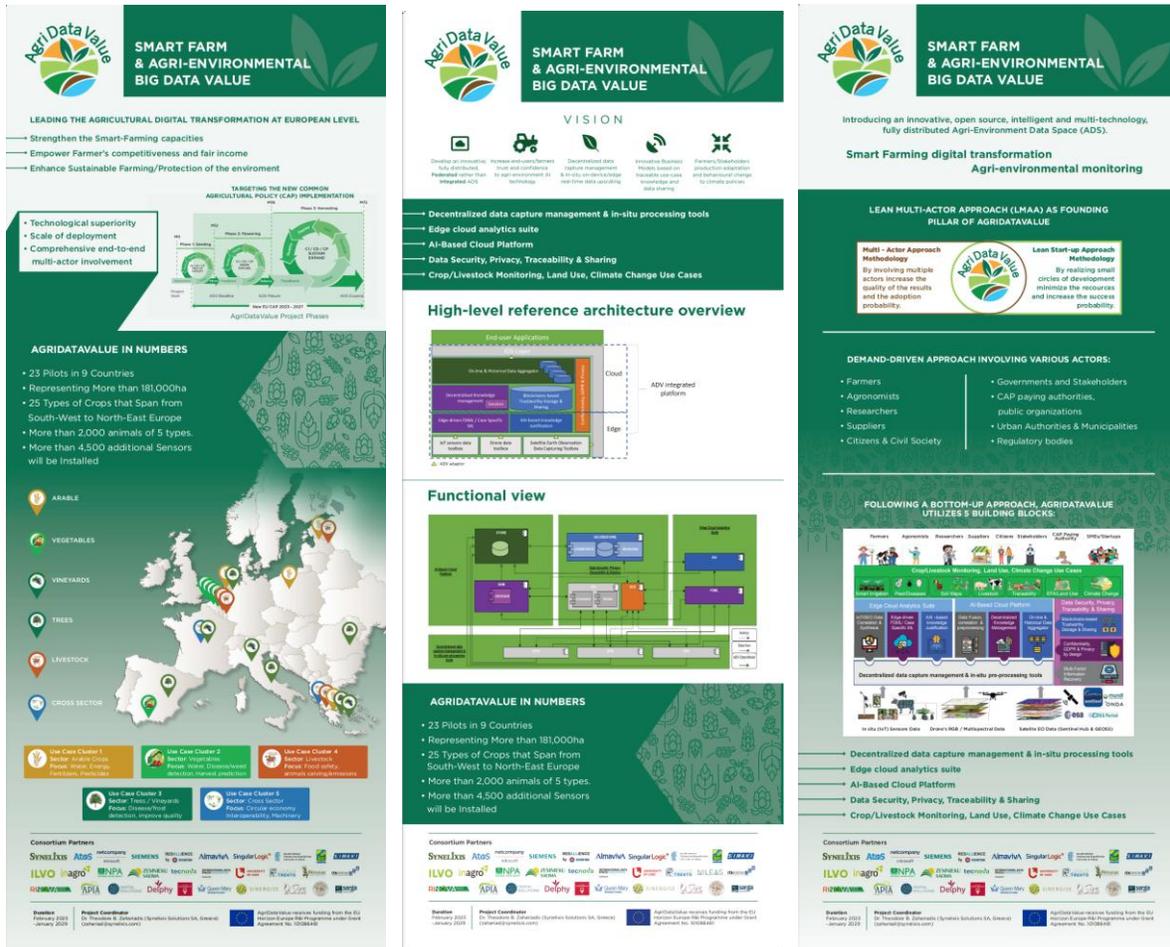


Figure 13: Roll-ups created by SYN



Figure 14: Roll-up created by InAgro.

SMART FARM & AGRI-ENVIRONMENTAL BIG DATA VALUE

Establishing a "Game Changer" in Smart Farming and agri-environmental monitoring

Strengthening Competitiveness:
 Boosting smart-farming capacities to ensure fair income and enhanced economic performance.

Optimizing water, energy, fertilizer, and pesticide use.

Lowering the environmental and climate footprint of crops and livestock.

Enhancing biodiversity and natural resource management.

Massive Real-World Validation:
 * 23 Pilots in 9 Countries spanning Southwest to Northeast Europe.

Federated Data Space:
 A multi-technology platform (combining BDVA, IDSA, GAIA-X) that leverages big data without requiring it to be copied to a central hub.

Intelligence Amplification (IA):
 Moves beyond standard decision-support systems to create a symbiotic relationship where the platform "co-learns" with the farmer.

Advanced AI & XAI:
 Utilizing Federated Deep Machine Learning (FDML) for privacy-preserving data processing and eXplainable AI (XAI) to build farmer trust in automated recommendations.

Cooperation Partners

SMART FARM & AGRI-ENVIRONMENTAL BIG DATA VALUE

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Advanced AI & XAI: Utilizing Federated Deep Machine Learning (FDML) for privacy-preserving data processing and eXplainable AI (XAI) to build farmer trust in automated recommendations.

Cooperation Partners

Figure 15: Roll-ups created by SYN

3.4 Newsletters

In the context of communicating the project’s developments, six newsletters were dispatched during the reporting period, until M36. 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.

3.4.1 Newsletter #1

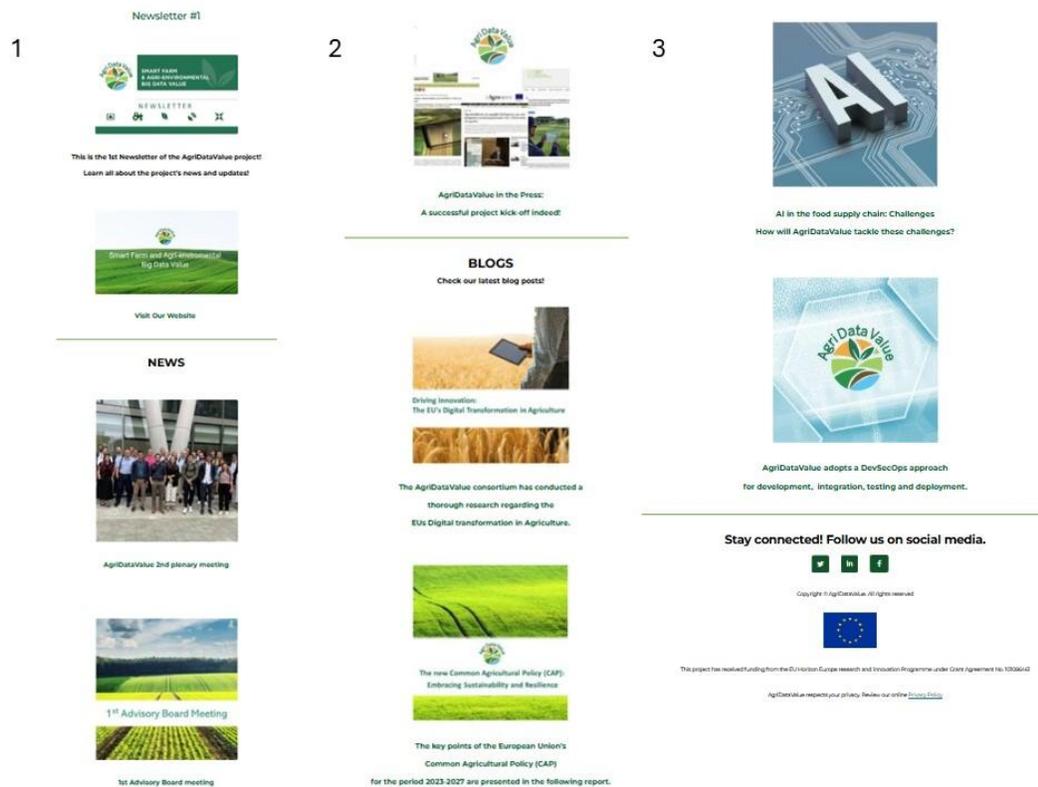


Figure 16: AgriDataValue Newsletter #1

3.4.2 Newsletter #2



Figure 17: AgriDataValue Newsletter #2

3.4.3 Newsletter #3

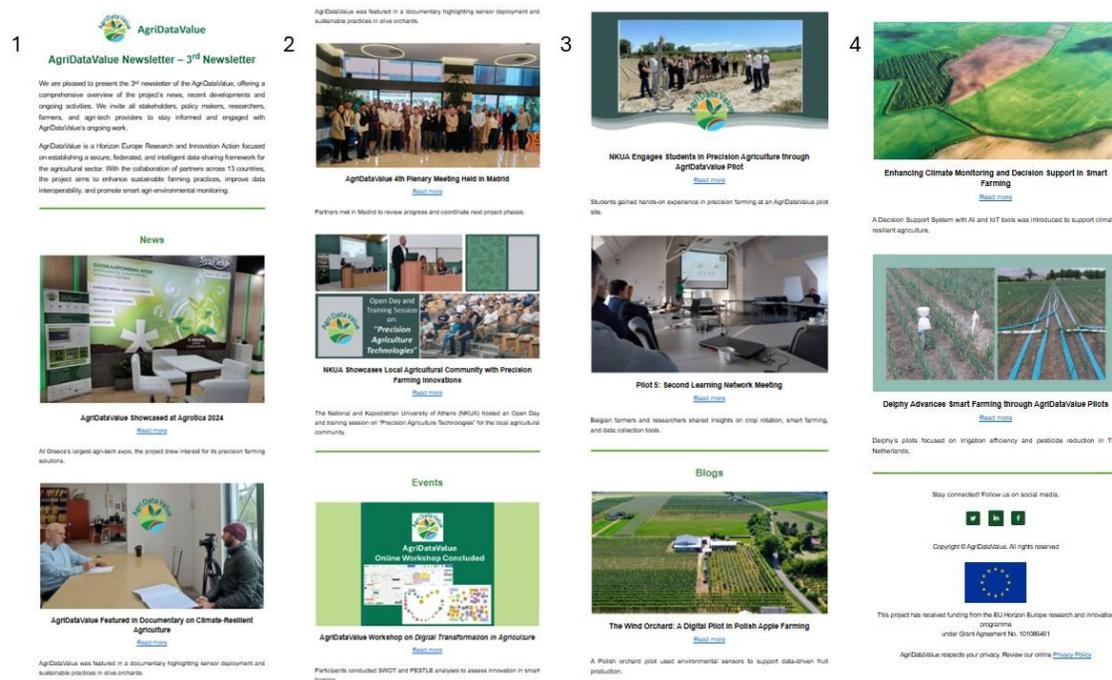


Figure 18: AgriDataValue Newsletter #3

3.4.4 Newsletter #4

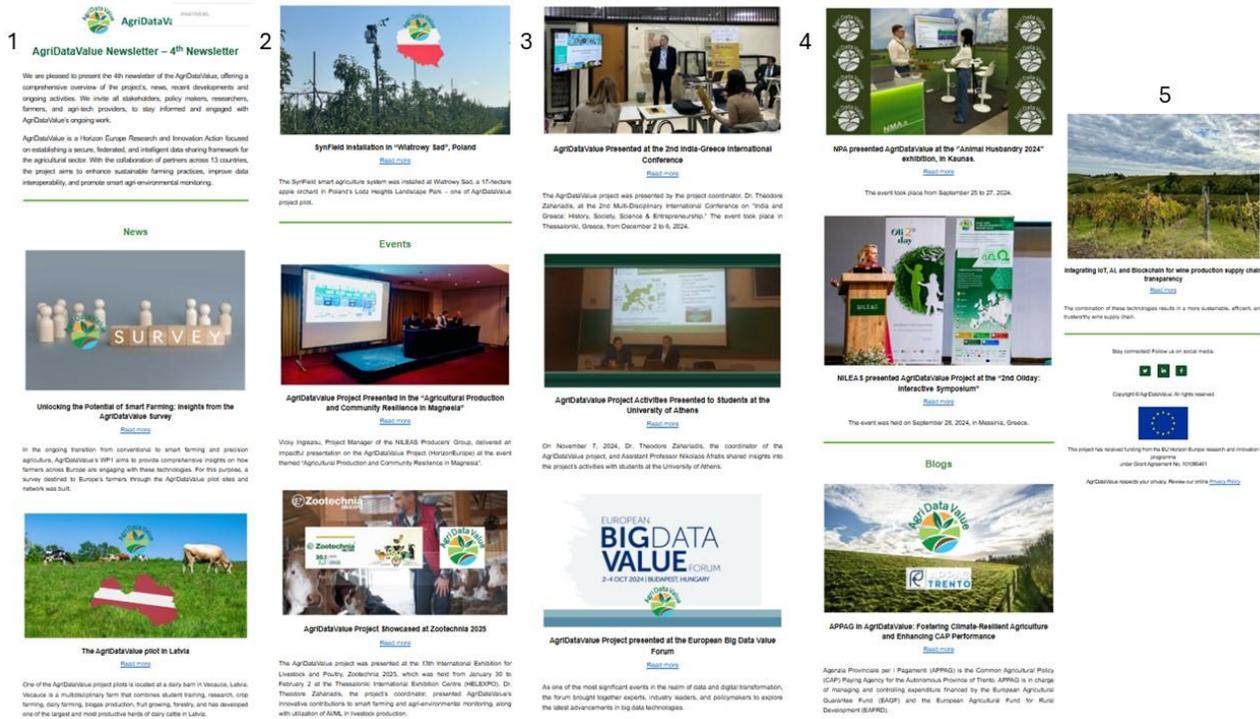


Figure 19: AgriDataValue Newsletter #4

3.4.5 Newsletter #5

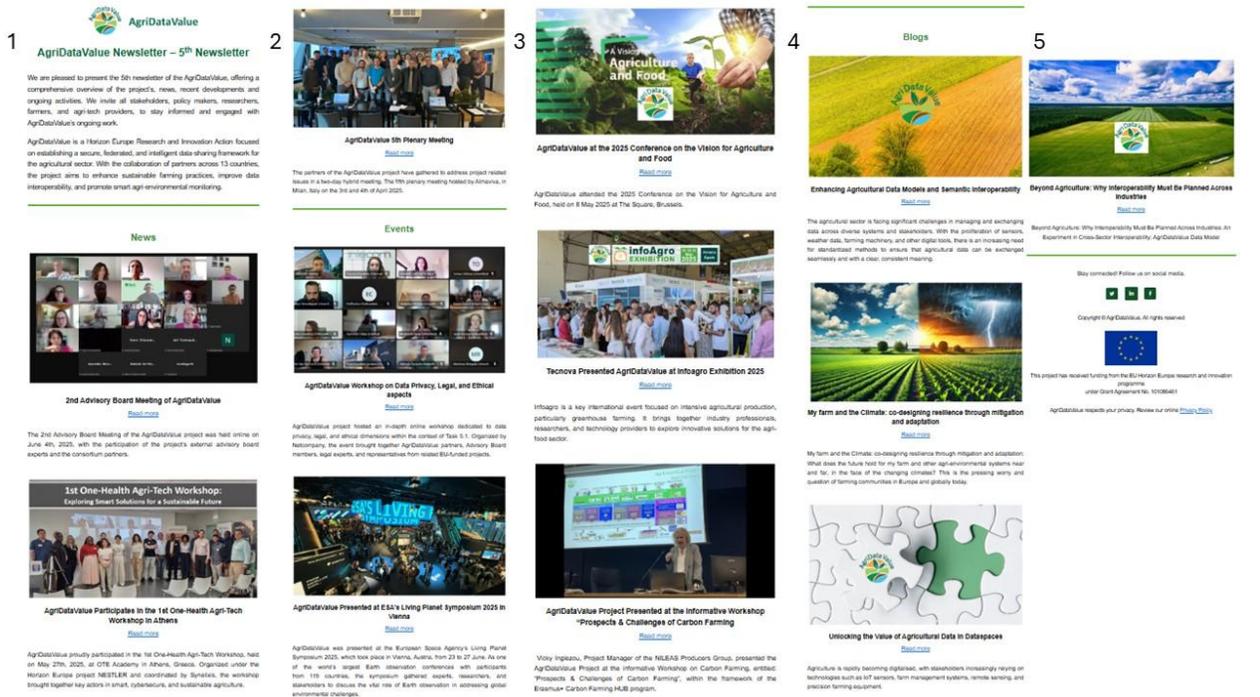


Figure 20: AgriDataValue Newsletter #5

3.4.6 Newsletter #6

1 **AgriDataValue Newsletter – 6th Newsletter**

We are pleased to present the 6th newsletter of the AgriDataValue, offering a comprehensive overview of the projects, news, recent developments and ongoing activities. We invite all stakeholders, policy makers, researchers, farmers, and agri-tech providers, to stay informed and engaged with AgriDataValue's ongoing work.

AgriDataValue is a Horizon Europe Research and Innovation Action focused on establishing a secure, federated, and intelligent data-sharing framework for the agricultural sector. With the collaboration of partners across 13 countries, the project aims to enhance sustainable farming practices, improve data interoperability, and promote smart agri-environmental monitoring.

News

AgriDataValue presented at Agri-Food Innovation Festival 2025

[Read more](#)

Armasys presented the AgriDataValue in this significant Agri-Food Festival. The event, held online from 18 to 19 November, was organized by Food Hub Srl Societas Benefit and brought together over 50 speakers for more than 30 hours of content focused on innovation in the agri-food sector.

AgriDataValue Publishes a New Study: Sustainability Challenges in the Bovine Sector

[Read more](#)

We are pleased to share our latest publication, "Sustainability Challenges in the Bovine Sector and the Implementation of Waste Management Policies within the EU Framework."

2 **AgriDataValue Video Release**

[Read more](#)

AgriDataValue has released a new informative video showcasing the project's aims, objectives, and technological innovations. Discover how AgriDataValue aspires to be the "Game Changer" in Smart Farming: digital transformation and agri-environmental monitoring, enhancing competitiveness, fair income, and smart farming capacities through its innovative, open-source, multi-technology Agri-Environment Data Space (ADES).

Events

AgriDataValue presented at the 24th Conference of the Baltic and Polish Paying Agencies

[Read more](#)

Agricultural progress, good farming practices, and the use of artificial intelligence in the dairy industry activities were the main topics discussed by the conference participants this year.

ICE Conference: Lithuania's AMS vision showcased by the IAP

[Read more](#)

The event brought together representatives of the European Commission (EC), national authorities, research institutes, and industry to discuss the future of agricultural monitoring and data-driven policy in the EU.

3 **Synetixis Presented AgriDataValue at Agro Vision 2025 exhibition in Filabrat, Messinia.**

[Read more](#)

The Agro Vision exhibition is the leading agricultural fair in the Peloponnese, showcasing the full spectrum of agricultural production and agri-technology.

Blogs

Integrating EO and Climate indicators into Agricultural Decision-Making

[Read more](#)

Building a climate-informed European agriculture.

Unlocking Farm Data: The AgriDataValue Approach

[Read more](#)

AgriDataValue aims to create a data economy that truly benefits everyone.

4 **AgriDataValue Italian piote and CAP Implementation**

[Read more](#)

The concept of AgriDataValue project is shaped around CAP objectives, thereby enhancing farmers' contribution to the implementation of the CAP itself.

APJA contributes to EU-wide CAP analysis for climate-resilient agriculture

[Read more](#)

The Agency for Payments and Intervention in Agriculture (APJA) is honoured to contribute to AgriDataValue project dedicated to one of the greatest challenges of our time: the impact of climate change on agriculture and the transition towards sustainable farming practices.

Stay connected! Follow us on social media.

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This project has received funding from the EU Horizon Europe research and innovation programme under Grant Agreement No. 101086461

AgriDataValue respects your privacy. Review our online [Privacy Policy](#).

Figure 21: AgriDataValue Newsletter #6



3.5 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 22: AgriDataValue Project Brochure #1 (outside)



Figure 23: AgriDataValue Project Brochure #1 (inside)



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

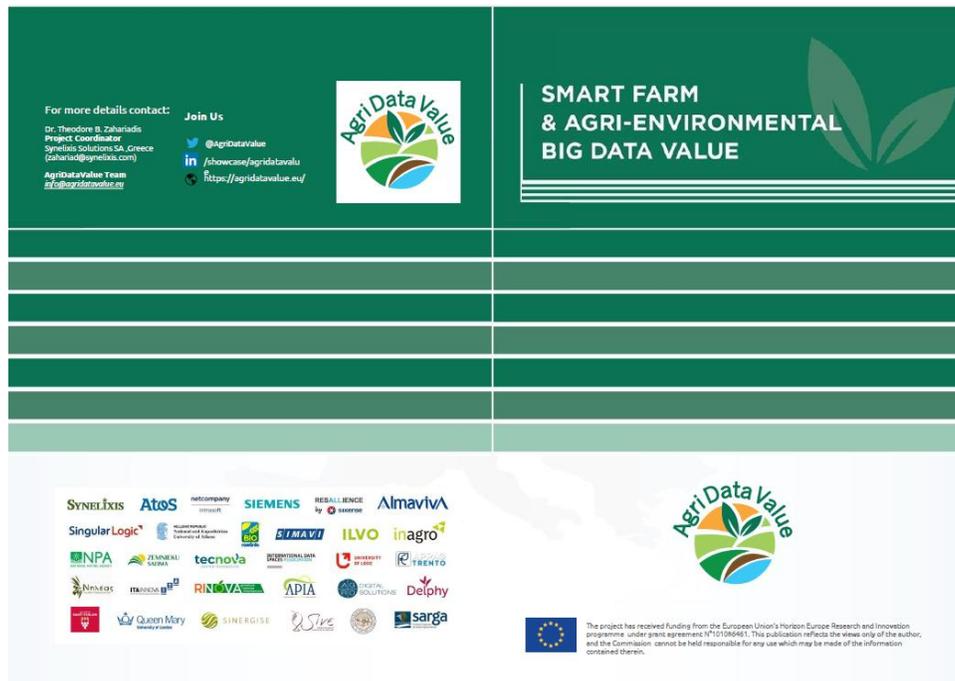


Figure 24: AgriDataValue Project Brochure #2 (outside)



Figure 25: AgriDataValue Project Brochure #2 (inside)



AgriDataValue Project Brochure #3:

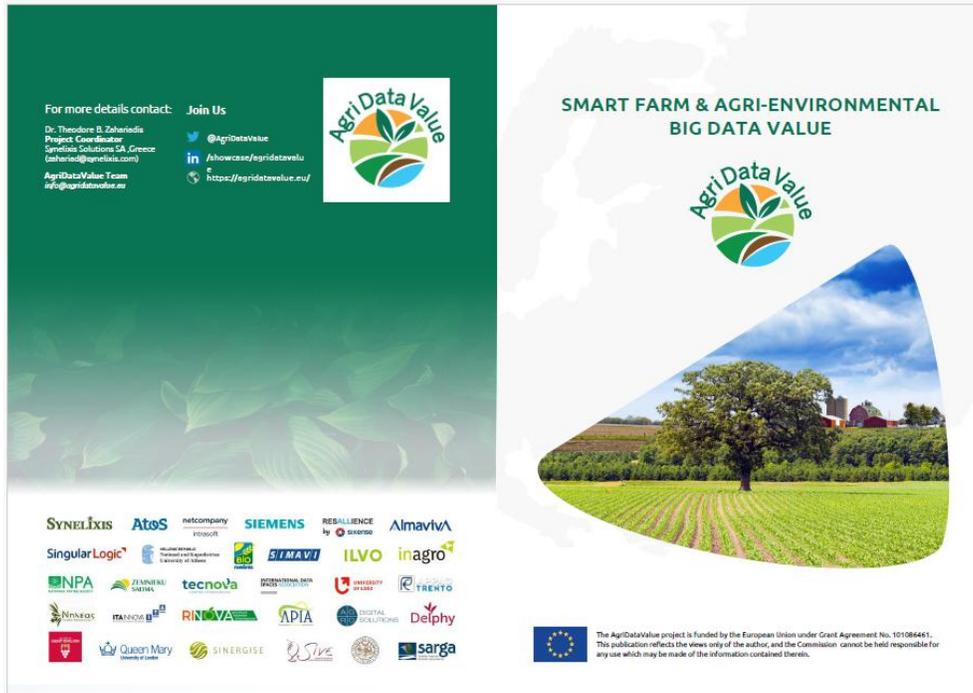


Figure 26: AgriDataValue Project Brochure #3 (outside)



Figure 27: AgriDataValue Project Brochure #3 (inside)

AgriDataValue Project Brochure #4:



Figure 28: AgriDataValue Project Brochure #4 (outside)

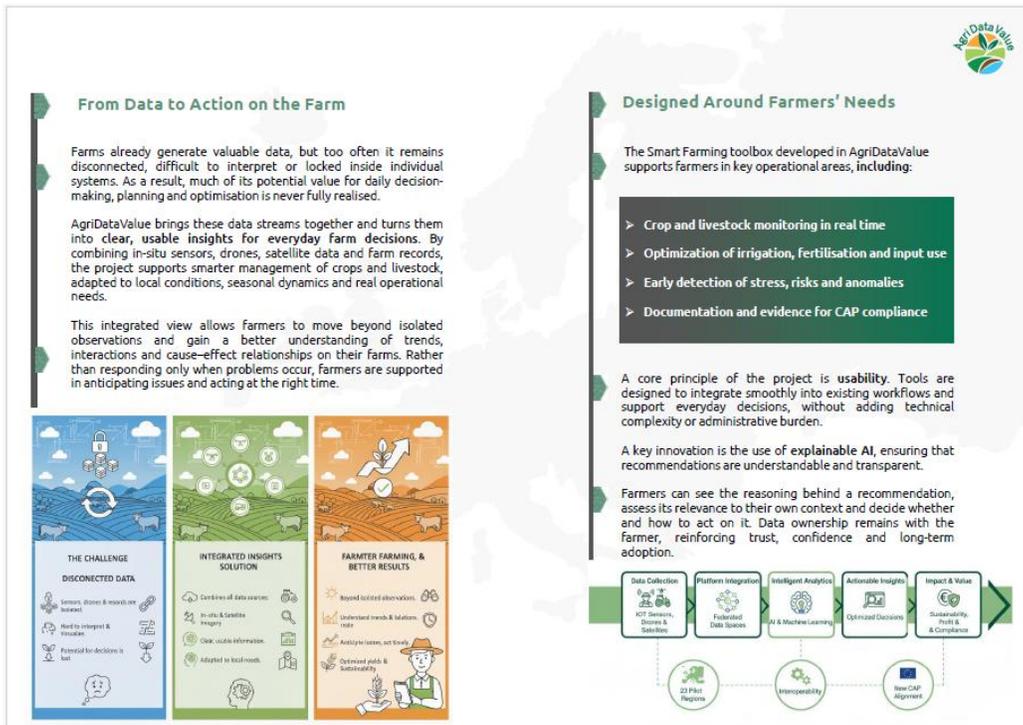


Figure 29: AgriDataValue Project Brochure #4 (inside)

AgriDataValue Project Brochure #5:



Figure 30: AgriDataValue Project Brochure #5 (outside)

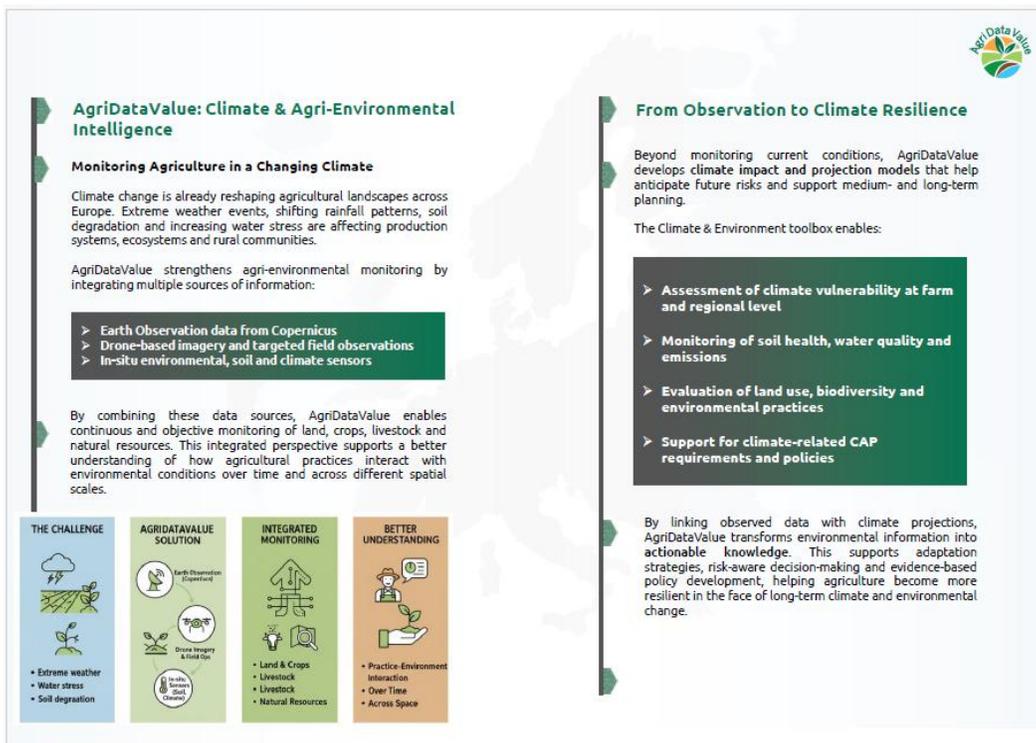


Figure 31: AgriDataValue Project Brochure #5 (inside)



AgriDataValue Project Brochure #6:



Figure 32: AgriDataValue Project Brochure #6 (outside)

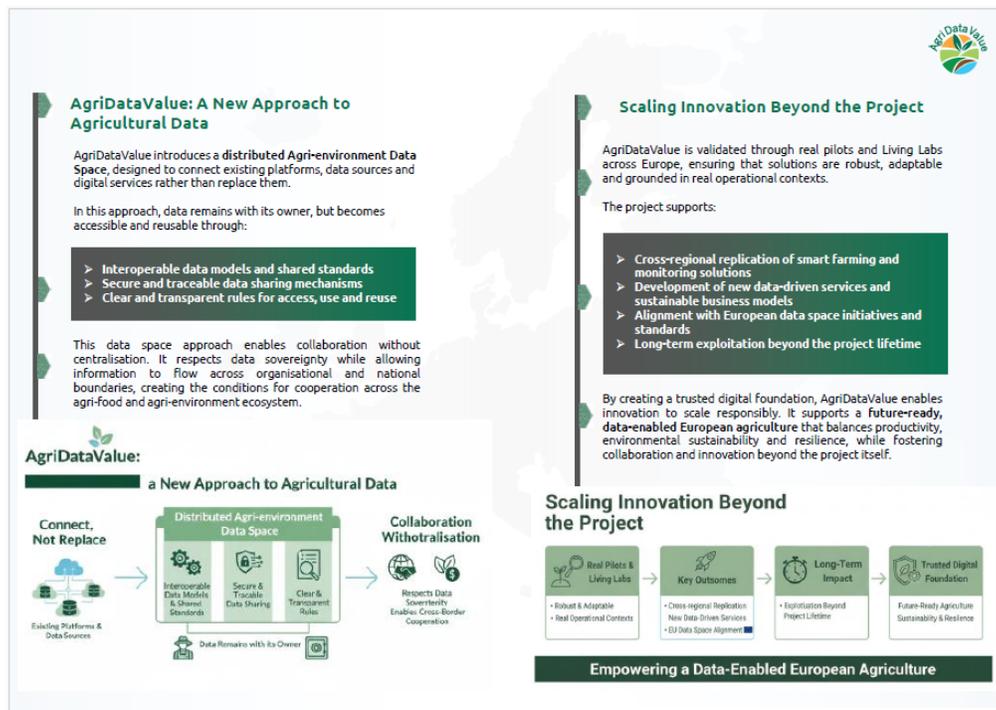


Figure 33: AgriDataValue Project Brochure #6 (inside)



3.6 Participation in conference and events

AgriDataValue participated in a series of events and conferences. The table below summarizes the events in which the project took part during M19–M36 (August 2024 to January 2026). The table provides information about the event, including the date, and a brief description of the project's contribution.

Table 5: AgriDataValue Event Participation

ID	Resp.	Type	Title	Contribution	Country	Date
1	NILEAS	Conference	2nd Oliday: Interactive Symposium, "The future of traditional olive cultivation"	Project presentation	Chora Messinias, Greece	September 28, 2024
2	NPA	Exhibition/ Expo/ Fair	Animal Husbandry 2024	Invited booth, Project presentation	Kaunas, Lithuania	25 to 27 September 2024
3	SARGA	Forum	European Big Data Value Forum	Project presentation	Budapest, Hungary	2-4 October 2024
4	NKUA	Workshop	AgriDataValue shared insights to NKUA Students	Project presentation	Evia, Greece	November 7, 2024
5	SIVE	congress sessions	30th edition of SIMEI	Project presentation	Fiera Milano, Italy	November 12 - 15, 2024
6	SYN	Exhibition/ Conference	2nd India-Greece International Conference	Project presentation	Thessaloniki Greece	2 - 6 December, 2024
7	SYN	Exhibition/ Expo/ Fair	13th International Exhibition Zootechnia 2025	Project presentation	Thessaloniki Greece	January 30 - February 2, 2025
8	NILEAS	Event	Agricultural Production and Community Resilience in Magnesia	Project presentation	Magnesia, Greece	January 23, 2025
9	IDSA	Event	ENTRUST Doctoral Network Training	Project presentation	Maynooth, Ireland.	February 25, 2025
10	NILEAS	Workshop	Prospects & Challenges of Carbon Farming	Project presentation	Lesvos, Greece	February 26, 2025
11	ZSA	Congress	Annual Congress 2025 of the Latvian Farmers' Parliament	Participation, Project presentation	Ulbroka, Latvia	March 6, 2025
12	SYN	Conference	2025 Conference on the Vision for Agriculture and Food	Participation	Brussels, Belgium	May 8, 2025
13	NILEAS	Conference	"Bioeconomy in Agriculture"	Project presentation	Messinia, Greece	May 20, 2025
14	NILEAS	Event	Strengthening the resilience of agroforestry landscapes to climate change risks	Project presentation	Ancient Olympia, Greece	May 21, 2025
15	TEC	Exhibition	InfoAgro Exhibition 2025	Invited booth, Project presentation	Almería, Spain	May 21-23, 2025



16	SYN	Workshop	1st One-Health Agri-Tech Workshop in Athens	Invited booth, Project presentation	Athens, Greece	May 27, 2025
17	INTRA	Event	Data Week 2025	Participation	Athens, Greece	May 27-28, 2025
18	NILEAS	Conference	EPI GIS V “Sustainable Agriculture, Innovation & Entrepreneurship”	Project presentation	Elis (Ilia), Greece	May 28, 2025
19	NILEAS	Conference	“Innovative Plant Protection & Environment”	Project presentation	Athens, Greece	May 29, 2025
20	ITAIN	Event	Horizon Europe Info Day Aragon	Project presentation	Zaragoza, Spain	June 11, 2025
21	SYN	Conference	European Space Agency’s Living Planet Symposium 2025,	Project presentation	Vienna, Austria	June 23 – 27, 2025
22	NILEAS	Event	“Contaminations in olive oil: Good practices in the farm and olive oil mill”	Project presentation	Messinia, Greece	August 21, 2025
23	SYN	Exhibition	AgroVision 2025	Invited booth, Project presentation	Messinia, Greece	September 5 – 7, 2025
24	NPA	Conference	IACS Community Exchange (ICE) annual conference	Project presentation	Reims, France	September 9– 11, 2025
25	NPA	Conference	24th Conference of the Baltic and Polish Paying Agencies	Project presentation	Vilnius, Lithuania	September 24–26, 2025
26	SYN, NPA	Conference	Synergy Days 2025	Participation	Rotterdam, Netherlands	October 21- 22, 2025
27	INTRA	Forum	European Big Data Value Forum	Participation	Copenhagen , Denmark	November 12- 14, 2025
28	ALMA	Event	Agri-Food Innovation Festival 2025	Project presentation	Online	November 10 - 13, 2025
29	NPA	Conference	58th Conference of EU Paying Agencies Directors	Project presentation	Copenhagen , Denmark	November 19– 21, 2025
30	SIMAVI	Event	InnoCom Regional Event	Project presentation	Bucharest, Romania	December 4, 2025
31	UL	Event	32nd IGU-CSRS Coloquium 2025	Project presentation	Manila, Philippines	December 1-7, 2025

3.6.1 NILEAS presented AgriDataValue Project at the “2nd OIiday: Interactive Symposium”

NILEAS Producers’ Group hosted the conference “The Future of Traditional Olive Cultivation” as part of the “2nd OIiday: Interactive Symposium,” held in Chora, Messinia, Greece. During the event, Vicky Inglezou, Project Manager of NILEAS Producers’ Group, presented the AgriDataValue Project. The Project Coordinator of AgriDataValue, Dr. Theodore Zahariadis, was also present and delivered a presentation highlighting the critical role of technology in addressing the challenges of sustainable agriculture and natural resource conservation.



Figure 34: Left: The project coordinator of AgriDataValue, Dr. Theodore Zahariadis, right: Vicky Inglezou, project manager of NILEAS Producers’ Group

3.6.2 NPA presented AgriDataValue at the “Animal Husbandry 2024” exhibition, in Kaunas.

“Animal Husbandry 2024” exhibition was organised by the Business and Social Partnership Centre of the Agricultural Academy of Vytautas Magnus University and took place near Kaunas from 25 to 27 September 2024. The event was aimed at professionals and stakeholders interested in innovation and technological progress in the livestock sector. During the exhibition, NPA presented the Horizon Europe project AgriDataValue (ADV). The project attracted considerable interest at the NPA stand, thanks to its cutting-edge, multidisciplinary, and multi-actor approach to addressing complex challenges in the livestock sector, including the advancement of smart farming practices.



Figure 35: Presentation of AgriDataValue at “Animal Husbandry 2024” exhibition.

3.6.3 European Big Data Value Forum, Budapest, Hungary

The AgriDataValue presented at this year's [European Big Data Value Forum](#), held in the heart of Budapest. As one of the most significant events in the realm of data and digital transformation, the forum brought together experts, industry leaders, and policymakers to explore the latest advancements in big data technologies. The AgriDataValue project aims to drive sustainability and efficiency across Europe's agricultural landscape by enabling data-driven decision-making for farmers and stakeholders. By leveraging advanced technologies, AgriDataValue seeks to optimize resource use, enhance crop yields, and reduce environmental impact—paving the way for a more resilient and profitable farming sector. The project's presentation at the forum highlighted its potential to accelerate the digital transformation of agriculture, aligning with the EU's broader goals for a sustainable and green future. 2-4 October, Budapest Hungary



Figure 36: AgriDataValue presented at European Big Data Value Forum, Budapest, Hungary

3.6.4 AgriDataValue Project Activities Presented to Students at the University of Athens

Dr. Theodore Zahariadis, Coordinator of the AgriDataValue project, together with Assistant Professor Nikolaos Afratis of the National and Kapodistrian University of Athens (NKUA), shared insights into the project's activities with students at the University of Athens on 7 November 2024. The event featured an engaging presentation outlining the project's objectives and its impact on the agricultural data ecosystem, inspiring the next generation of researchers and professionals.



Figure 37: The project coordinator of AgriDataValue, Dr. Theodore Zahariadis and Ass. Prof. of NKUA Nikolaos Afratis

3.6.5 30th SIMEI (International Exhibition for Winemaking and Bottling Technology)

The AgriDataValue (ADV) project was featured during a congress session at the 30th edition of SIMEI, the International Exhibition for Winemaking and Bottling Technology. Held from November 12 to 15, 2024, at Fiera Milano, Italy, this landmark 60th-anniversary event hosted nearly 580 exhibitors and 33,000 professional visitors. As the world's leading biennial trade fair for the beverage sector, SIMEI 2024 centered its conferences on technological innovation and "Green Innovation" sustainability—providing the perfect stage for ADV to present its latest advancements.



Figure 38: AgriDataValue presented at 30th SIMEI, Italy

3.6.6 AgriDataValue Presented at the 2nd India-Greece International Conference



Figure 39: The project coordinator of AgriDataValue, Dr. Theodore Zahariadis

The AgriDataValue project was presented by its Coordinator, Dr. Theodore Zahariadis, at the 2nd Multi-Disciplinary International Conference on “India and Greece: History, Society, Science & Entrepreneurship,” held in Thessaloniki, Greece, from 2 to 6 December 2024. The project’s participation in this prestigious conference highlights the growing recognition of smart agricultural solutions within global discussions on technology, innovation, and sustainable development.

3.6.7 13th International Exhibition for Livestock and Poultry, Zootechnia 2025

The AgriDataValue project was presented at the 13th International Exhibition for Livestock and Poultry (Zootechnia 2025), held from 30 January to 2 February 2025 at the Thessaloniki International Exhibition Centre (HELEXPO). The project coordinator presented AgriDataValue’s innovative contributions to smart farming and agri-environmental monitoring, highlighting the use of AI and machine learning technologies in livestock production. During the exhibition, Dr. Theodore Zahariadis engaged in extensive discussions with representatives of the Greek Ministry of Rural Development and Food, as well as with livestock and poultry producers from Greece and the wider Balkan region. He presented key outcomes of the AgriDataValue project, emphasizing the development of an innovative, intelligent, multi-technology platform designed to enhance smart farming practices and support advanced agri-environmental monitoring.



Figure 40: AgriDataValue project coordinator at Zootechnia 2025

In parallel with Zootechnia 2025, Dr. Theodore Zahariadis participated in a strategic meeting organized by the National Union of Agricultural Cooperatives of Greece (ETHEAS). The meeting focused on the development of training and certification programs for agricultural cooperatives, aiming to strengthen their capacity to deliver advisory services to their members and affiliated agricultural organizations at regional level. The meeting, organized under the coordination of Mr. Moschos Korasidis, General Director of ETHEAS, was attended by the President of ETHEAS, Mr. Pavlos Satolias, members of the ETHEAS Board of Directors, the Head of the Special Management Service of the Rural Development Program of Greece, Mr. Nikolaos Manetas, and representatives of livestock cooperatives. During the discussions, the coordinator of AgriDataValue project highlighted the critical importance of adopting Circular Economy principles within the livestock sector and presented key insights and perspectives derived from the AgriDataValue project.



3.6.8 AgriDataValue presented at the “Agricultural Production and Community Resilience in Magnesia” event



Figure 41: AgriDataValue presented at the “Agricultural Production and Community Resilience in Magnesia” event

AgriDataValue presented at the event themed “Agricultural Production and Community Resilience in Magnesia.” This significant initiative is part of the NKUA Project “Governance of Just Socio-Technical Transitions (Go-JuST)” under the National Recovery and Resilience Plan “Greece 2.0,” which collaborates with the Hellenic Foundation for Research and Innovation (HFRI). Held in Volos (Region of Thessaly), Ms. Inglezou showcased the AgriDataValue Project’s mission to drive developments and strengthen the agricultural digital transformation at European level. The event was attended by over 100 participants, including representatives from local authorities, farmers, advisors, and members of the scientific community.

3.6.9 ENTRUST Doctoral Network Training

The AgriDataValue project was presented at the ENTRUST Doctoral Network Training event, held on February 25, 2025, at Maynooth University in Ireland.

ENTRUST is an EU-funded project that aims to support the agricultural sector in improving data management and data collection practices. To achieve this goal, the project plans to train 11 doctoral researchers to become specialists in agri-data management and future data executives. This initiative will provide the agricultural sector with much-needed expertise, strengthened networks, and innovation—key elements for keeping pace with modern technologies and emerging opportunities.



Figure 42: AgriDataValue at the ENTRUST Doctoral Network Training event

During the event, Anil Tyrkmayali from IDSA delivered a presentation on the current state of the art in agri-data management and data governance, also sharing valuable insights and experiences from the AgriDataValue project.

3.6.10 “Prospects & Challenges of Carbon Farming” Workshop

AgriDataValue presented by Ms. Inglezou, Project Manager of the NILEAS Producers Group, at the informative Workshop on Carbon Farming, entitled: “Prospects & Challenges of Carbon Farming”, within the framework of the Erasmus+ Carbon Farming HUB program, held in Lesvos Chamber (Mytilene).

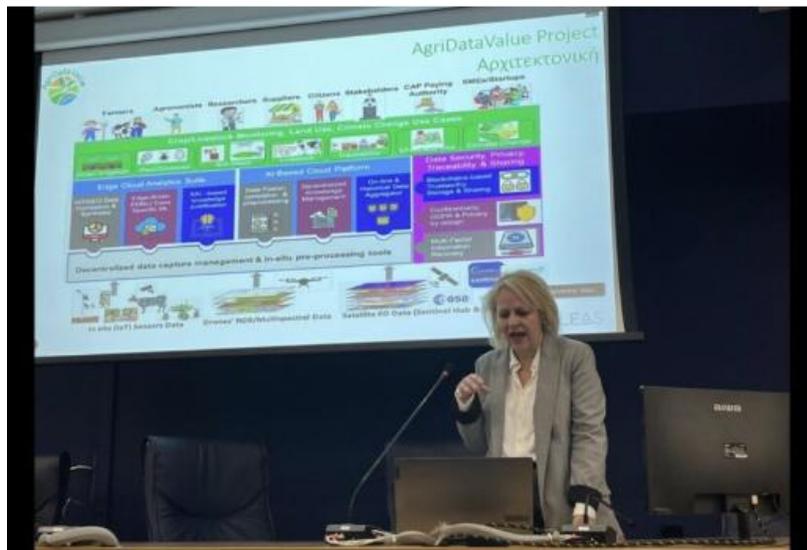


Figure 43: Vicky Inglezou, Project Manager of the NILEAS Producers Group

3.6.11 Annual Congress 2025 of the Latvian Farmers' Parliament

AgriDataValue presented at the Annual Congress 2025 of the Latvian Farmers' Parliament (Zemnieku saeima) that was held on 6 March 2025 at the cultural centre "Ulbrokas Pērle". The event gathered farmers, agricultural organisations, policymakers, and innovation stakeholders to address key challenges and future developments in the Latvian agricultural sector.



Figure 44: the Annual Congress 2025 of the Latvian Farmers' Parliament (Zemnieku saeima)

3.6.12 AgriDataValue at the 2025 Conference on the Vision for Agriculture and Food

AgriDataValue attended the 2025 Conference on the Vision for Agriculture and Food, held on 8 May 2025 at The Square, Brussels. The project coordinator represented the initiative at this high-level event, which offered a valuable opportunity to strengthen collaboration with other projects and engage directly with stakeholders aligned with a common European agricultural vision. The conference, themed "Shaping the Future of Farming and the Agri-Food Sector," brought together a wide range of key actors — including representatives from the European agri-food sector, civil society, rural communities, consumers, think tanks, academia, EU Member States, and Members of the European Parliament (MEPs). The gathering aimed to foster dialogue and encourage meaningful contributions toward a more sustainable, resilient, and attractive agri-food sector for current and future generations.



Figure 45: The project coordinator of AgriDataValue at the 2025 Conference on the Vision for Agriculture and Food

3.6.13 International Conference “Bioeconomy in Agriculture”

On May 20, 2025, George Kokkinos, President of NILEAS, presented the AgriDataValue at the International Conference on Bioeconomy, organised by the University of Peloponnese. In his presentation, titled “The Contribution of Bioeconomy to the Sustainability of the Messinian Olive-Forest,” he discussed the role of bioeconomy in olive groves and how it can foster resilience under climate change conditions.

The event was attended by more than 100 participants, including farmers, advisors, members of the scientific community and postgraduate students.



Figure 46: George Kokkinos, President of NILEAS, at the International Conference on Bioeconomy

3.6.14 Infoagro Exhibition 2025

AgriDataValue showcased at the **Infoagro Exhibition 2025**, held from May 21st to 23rd in Almería, Spain. Infoagro is a key international event focused on intensive agricultural production, particularly greenhouse farming. It brings together industry professionals, researchers, and technology providers to explore innovative solutions for the agri-food sector. Tecnova, presented the project both at their stand and through a dedicated pitch presentation during the exhibition. Attendees had the chance to learn about the project’s objectives, key innovations, and the benefits it offers to the agricultural value chain.



Figure 47: Tecnova presenting AgriDataValue at Infoagro 2025

3.6.15 1st One-Health Agri-Tech Workshop in Athens



Figure 48: 1st One-Health Agri-Tech Workshop: Exploring Smart Solutions for Sustainable Future

AgriDataValue participated in the 1st One-Health Agri-Tech Workshop, held on May 27th, 2025, at OTE Academy in Athens, Greece. Organized under the Horizon Europe project [NESTLER](#) and coordinated by [Synelixis](#), the workshop brought together key actors in smart, cybersecure, and sustainable agriculture. The event served as a prime opportunity to showcase AgriDataValue contributions to the digital transformation of agriculture through a secure and interoperable data-sharing ecosystem. Emphasis was given on how integrated data-driven services can empower stakeholders across the agri-food value chain while aligning with the EU's Farm to Fork strategy and One-Health principles. Throughout the workshop, AgriDataValue engaged in dialogue with over 50 participants from Europe and Africa—both onsite and online—highlighting its collaborative role within the broader Horizon Europe landscape. Alongside projects like [GEORGIA](#), our team shared insights on interoperability, AI-driven analytics, and the application of harmonized data models to foster sustainable food systems.



Figure 49: 1st One-Health Agri-Tech Workshop: Exploring Smart Solutions for Sustainable Future

Running in parallel at the same venue, the [Data Week 2025](#) event, created additional opportunities for cross-collaboration among EU-funded initiatives, particularly those operating in the agriculture and data ecosystems. These co-located events enhanced synergies and supported the integration of cutting-edge digital solutions into agricultural practices.

3.6.16 European Space Agency’s Living Planet Symposium 2025

AgriDataValue presented at the [European Space Agency’s Living Planet Symposium 2025](#), which took place in Vienna, Austria, from 23 to 27 June. As one of the world’s largest Earth observation conferences with participants from **119** countries, the symposium gathered experts, researchers, and stakeholders to discuss the vital role of Earth observation in addressing global environmental challenges. The five-day event focused on the transition from observation to climate action and sustainability. During the symposium, AgriDataValue coordinator Dr. Theodore Zahariadis delivered a dedicated presentation showcasing the project’s goals, current status, and key outcomes. He highlighted how AgriDataValue leverages and advances digital technologies to empower farmers and support the implementation of EU policies on sustainability, food security, and climate resilience.



Figure 50: AgriDataValue presented at the European Space Agency’s Living Planet Symposium 2025

3.6.17 AgriDataValue Presented at the “Strengthening the resilience of agroforestry landscapes to climate change risks” Symposium

Vicky Inglezou, Project Manager at the NILEAS Producers Group, presented key insights from the AgriDataValue Project at the “Strengthening the resilience of agroforestry landscapes to climate change risks” event, organized by the Institute of Mediterranean Forest Ecosystems (IMDO) of ELGO DIMITRA that was held on Wednesday, May 21, 2025, at the facilities of the International Olympic Academy (IOA) in Ancient Olympia.



Figure 51: AgriDataValue Presented at the “Strengthening the resilience of agroforestry landscapes to climate change risks” event

3.6.18 EPI GIS V “Sustainable Agriculture, Innovation & Entrepreneurship” Conference

AgriDataValue presented by NILEAS at the EPI GIS V Conference entitled “Sustainable Agriculture, Innovation and Entrepreneurship”, organised by the Olympia Forum. The conference focused on current challenges and emerging opportunities in sustainable agriculture and addressed a wide range of thematic areas, including digitalisation, the circular economy, and climate-resilient farming practices. The event attracted more than 300 participants, among them representatives of local authorities and industry, farmers, advisors, members of the scientific community, and students.



Figure 52: AgriDataValue Presented at the EPI GIS V “Sustainable Agriculture, Innovation & Entrepreneurship” Conference

3.6.19 “Innovative Plant Protection & Environment” Conference

NILEAS presented AgriDataValue at the conference “Innovative Plant Protection and Environment”, organised by the Agricultural University of Athens. The event was attended by more than 350 participants, including advisors, members of the scientific community, and undergraduate and postgraduate students.



Figure 53: AgriDataValue presented by NILEAS at the “Innovative Plant Protection & Environment” Conference

3.6.20 “Contaminations in olive oil: Good practices in the farm and olive oil mill” Event

NILEAS organised an informative event that was held in Chora Messinia on the topic: “Olive oil contamination: Good practices in the field and the olive oil mill for olive oil”. George Kokkinos, President of NILEAS, presented AgriDataValue Project. He outlined NILEAS’ three pilot use cases: disease forecasting, anti-frost control, and pest management for olive fruit flies, highlighting how these tools help anticipate risks and support decision-making. The event was attended by more than 100 participants, including farmers, advisors, and olive-mill owners.



Figure 54: George Kokkinos, President of NILEAS, presenting the AgriDataValue Project

3.6.21 AgroVision 2025 exhibition in, Messinia, Greece.

AgriDataValue showcased at the agricultural and livestock equipment exhibition [Agro Vision 2025](#) in Filiatra, Messinia, held on September 5 to 7, 2025. Visitors had the opportunity to learn about the project’s goals, its key innovations, and the benefits it brings to the agricultural value chain.



Figure 55: Agro Vision 2025 in Filiatra, Messinia

3.6.22 IACS Community Exchange (ICE) Annual Conference

The IACS Community Exchange (ICE) Annual Conference, organised by the Joint Research Centre (JRC) in collaboration with DG AGRI of the European Commission and the French Paying Agency (ASP), took place in Reims, France, from 9 to 11 September 2025. The event brought together representatives from the European Commission, national authorities, research organisations, and industry stakeholders to discuss the future of agricultural monitoring and data-driven policymaking in the European Union. The three-day programme covered a wide range of topics related to the implementation and evolution of the Common Agricultural Policy (CAP). At the ICE Conference, Lithuania was represented by Mr. Tomas Orlickas, Deputy Director of the National Paying Agency (NPA). A key element of Mr. Orlickas’s contribution was the presentation of the AgriDataValue project, highlighting its relevance to agricultural monitoring, data sharing, and the future digital transformation of CAP implementation.



Figure 56: IACS Community Exchange (ICE) Annual Conference

3.6.23 24th Conference of the Baltic and Polish Paying Agencies

The National Paying Agency (NPA) of Lithuania invited the Paying Agencies of the Baltic States and Poland to participate in the conference entitled “Innovations and Technologies – the Driving Force of the Strategic Plan for Agriculture and Rural Development 2023–2027.” The main topics addressed by the conference participants included agricultural innovation, good farming practices, and the application of artificial intelligence in Paying Agency operations. The conference, held on 24–26 September 2025, was dedicated to discussing current challenges in the agricultural sector, presenting innovative approaches, and exchanging experiences related to the administration of agricultural support schemes. During the event, a presentation delivered by Mr. Tomas Orlickas, Deputy Director of the NPA, focused on the agency’s participation in international projects, the interlinkages between support measures under the CAP Strategic Plan, and the lessons learned from their implementation. These international projects were presented as integral components of a comprehensive digital ecosystem, encompassing parcel delineation, crop classification, and remote sensing technologies. This ecosystem supports the effective implementation of Lithuania’s CAP Strategic Plan and contributes to the development of a more biodiversity-sensitive agricultural policy. In his presentation, the NPA Deputy Director emphasized the role of international projects within a broader area modelling and monitoring system currently being developed by the National Paying Agency, with particular reference to the AgriDataValue project.



Figure 57: AgriDataValue presented at the 24th Conference of the Baltic and Polish Paying Agencies

3.6.24 32nd International Geographical Union – Commission on the Sustainability of Rural Systems (IGU-CSRS) Annual Colloquium

The University of Lodz presented AgriDataValue at the 32nd International Geographical Union – Commission on the Sustainability of Rural Systems (IGU-CSRS) Annual Colloquium. The conference was held from 2 to 7 December 2025 at the University of the Philippines Diliman in Manila, Philippines, under the theme **“New Ruralities: Contestations and Iterations on Rural Spatialities.”**

The University of Lodz presentation addressed digitalisation as a locally embedded process, highlighting experiences from Poland that illustrate how data, digital tools, and community-driven strategies can support rural development initiatives. In line with the AgriDataValue project, the contribution emphasised the importance of data integration, accessibility, and practical usability for local actors, rather than technology adoption as an end in itself. The presentation situated digital solutions within broader socio-economic and institutional contexts, stressing that their effectiveness depends on governance structures, stakeholder engagement, and alignment with local development needs.



Figure 58: 3.6.23 32nd Annual Conference of the Commission on Sustainability and Rural Systems (CSRS)

3.6.25 58th Conference of EU Paying Agencies Directors Conference, Copenhagen, Denmark

The 58th Conference of EU Paying Agencies Directors took place in Copenhagen, Denmark, from 19 to 21 November 2025, bringing together senior representatives of EU Paying Agencies to discuss innovation, administrative simplification, data governance, and the evolving role of artificial intelligence in the implementation of the Common Agricultural Policy (CAP). The discussions also addressed the future direction of CAP development, with a strong focus on interoperability, AI-driven solutions, and the green transition. The Lithuanian National Paying Agency (NPA) was represented by its Deputy Director, Mr. Tomas Orlickas, who presented highlighted the critical importance of environmental monitoring, modelling of agricultural practices, and advanced analytical tools that enable the assessment of biodiversity impacts, carbon balances, and land-use changes, all of which are essential for delivering the green architecture of the CAP. Among the initiatives showcased were several national and European projects supporting this transition, with particular emphasis placed on the AgriDataValue project, presented as a key component of the NPA's evolving digital ecosystem for data-driven agricultural monitoring and policy implementation.



Figure 59: 58th Conference of EU Paying Agencies Directors Conference

3.7 Organization of Technical workshops

This section presents the workshops that were conducted during M19-M36.

3.7.1 AgriDataValue Workshop on Data Privacy, Legal, and Ethical aspects

AgriDataValue project hosted an in-depth online workshop dedicated to data privacy, legal, and ethical dimensions within the context of Task 5.1. The workshop, Organized by Netcompany, was held on Tuesday, 1 July 2025, and brought together AgriDataValue partners, Advisory Board members, legal experts, and representatives from related EU-funded projects.

The objective of the workshop was to identify and validate key ethical, legal, social, and privacy-related topics linked to the AgriDataValue platform. It also served as an opportunity to review data flow mappings between the project's technologies, user types, and integrated services — a vital exercise for ensuring compliance, transparency, and responsible data governance.

The workshop included presentation from three sister projects. Despina Brasinika (INLECOM) and George Christou (Technical University of Crete) introduced the **Green.Dat.AI** project and its secure data ecosystem. Anneleen De Visscher (ILVO) provided an overview of **CEADs**, while Irene Diamantopoulou (Netcompany) presented the **GEORGIA** project.

The legal session featured Eleftherios Cheiloudakis (HomoDigitalis), who explored smart agriculture through the lenses of GDPR and the AI Act, and Arzum Koca (Arthur’s Legal), who discussed data access and sharing in light of the new Data Act. With vibrant Q&A sessions, expert insights, and cross-project knowledge exchange, the workshop reinforced AgriDataValue’s dedication to ethical, legal, and user-respectful innovation in agriculture.

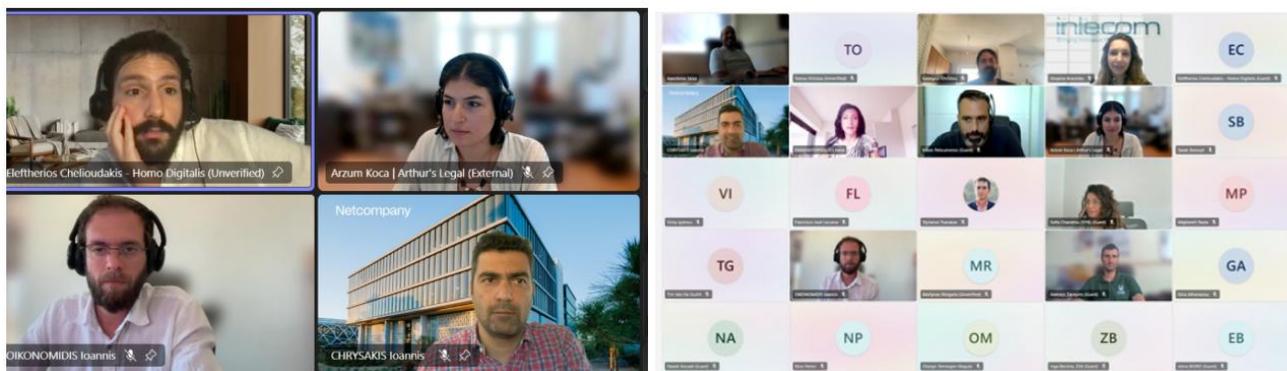


Figure 60: Presenters and participants of AgriDataValue online workshop on Data Privacy, Legal, and Ethical aspects

CEST TIME [GMT +2]	TOPIC	LEAD
09.00 to 09.10	Welcome	Ioannis Chrysakis, Netcompany
Projects Session		
09.10 to 09.30	The Green.Dat.AI Project: Towards a Secure and Resilient Ecosystem	Despina Brasinika, INLECOM George Christou, Technical University of Crete
09.30 to 09.40	Q&A Session	
09.40 to 10.00	CEADs Project : An Overview	Anneleen De Visscher, ILVO
10.00 to 10.10	Q&A Session	
10.10 to 10.30	GEORGIA Project: An Overview	Irene Diamantopoulou, Netcompany
10.30 to 10.40	Q&A Session	
10.40 to 10.50	Coffee break	
Legal Session		
10.50-11.10	Smart Agriculture from a GDPR and AI Act Perspective	Eleftherios Cheiloudakis, Homodigitalis
11.10 to 11.20	Q&A Session	
11.20 to 11.40	Agri-Data Empowerment by the Data Act: Access & Sharing	Arzum Koca, Arthur's Legal
11.40 to 11.50	Q&A Session	
11.50 to 12.00	Coffee break	
Tech Session		
12.00 to 12.20	AgriDataValue Project AgriDataValue supporting Digital Farm Transformation	Theodore Zahariadis, Synelxis
12.20 to 12.30	Q&A Session	
12.30 to 12.50	AgriDataValue Project Data privacy considerations and approach in AgriDataValue	Ioannis Oikonomidis, Netcompany
12.50 to 13.00	Q&A Session	ALL

Figure 61: AgriDataValue online workshop Agenda

3.8 Publications in scientific open access journals and conferences

During the first 36 months of the project, scientific publications have been prepared, submitted and successfully accepted for publication in scientific journals and international conferences.

1. 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>
2. 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.
3. 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
4. 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
5. Zahariadis T., Athanasiou G., Arvaniti O., Rodias E., Terpou A., Afratis N., (2024). Bactrocera oleae Control and Smart Farming Technologies for Olive Orchards in the Context of Optimal Olive Oil Quality: A Review <https://doi.org/10.3390/agronomy14112586>
6. Arvaniti O., Gerokonstantis D., Bouzoukas C., Aloupi M., Gkotsis G., Konomi A., Mastrotheodoraki A., Iliopoulou A., Kostakis M, Dasenaki M., Thomaidis N., Stasinakis A., (2025). Occurrence of per- and polyfluoroalkyl substances, pesticides, pharmaceuticals, and heavy metals in Greek backyard chicken eggs and estimation of the consumption risk <https://doi.org/10.1016/j.scitotenv.2025.180253>
7. Aisha Zulfiqar, Ebroul Izquierdo, Krishna Chandramouli, (2025). Harnessing deep learning for plant species classification: A comprehensive review <https://doi.org/10.1016/j.compag.2025.110663>
8. Ioannidi A., Panagopoulou E., Kouvelis K., Ladakis D., Petala A., Dasenaki M., Thomaidis N., Mantzavinos D., Frontistis Z., Arvaniti O., (2025). Effective Degradation of Venlafaxine via Biochar Activated Persulfate: Kinetics, Transformation Products, and Toxicity Assessment <https://doi.org/10.3390/molecules30183720>
9. Terpou A., Arvaniti O., Afratis N., Zahariadis T. (2025). Sustainability challenges in the bovine sector and the implementation of waste management policies within the EU framework <https://doi.org/10.1016/j.focha.2025.101129>
10. Chrysakis I., Chaves-Fraga D., Flouris G., Mannens E., Dimou A. (March 2026). Exploring cutting-edge data ecosystems: A comprehensive analysis <https://doi.org/10.1016/j.datak.2025.102539>
11. Chrysakis I., Turkyamali A., Railis K., Oikonomidis I., Zahariadis T.: “Integrating Agricultural Semantic Models with Data Spaces for Enhanced Interoperability”, 6th IEEE International Conference in Electronic Engineering & Information Technology (EEITE 2025), 4 -6 June 2025 Chania, Greece, <https://ieeexplore.ieee.org/document/11166007>



3.9 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
- D4.2 Agri-climate monitoring methods & resilience models V1 – M20
- D3.4 Smart Farming pilots & Data Management Plan (DMP) V2 – M24
- D5.2 Data Privacy, Ethical, GDPR & Regulatory Compliance V2 – M32
- D6.12 Practice Abstract Volume 2 – M34
- D3.6 Smart Farming Use cases implementation & validation V2 – M36
- D6.8 Dissemination & Standardization & Communities Liaison V2 – M36

3.10 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 62: AgriDataValue Advisory Board

AgriDataValue 1st Advisory Board meeting

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 provided strategic feedback to ensure the project's sustainability and successful delivery. The members agreed that the project was highly compelling and headed in the right direction. Consequently, the AgriDataValue consortium capitalized on the fruitful discussions and integrated the experts' recommendations and suggestions into the project's framework.

AgriDataValue 2nd Advisory Board meeting

The second Advisory Board (AB) meeting of the AgriDataValue project was held online on June 4th, 2025 (M29), with the participation of external Advisory Board members and consortium partners. The meeting focused on briefing the Advisory Board on the project's current status through interactive presentations. The Board offered strategic insights that helped validate the technical framework and refine the project's trajectory. The Board's valuable insights ensured the project stayed consistent with European digital agriculture standards, specifically in the areas of smart monitoring and interoperable data spaces. Furthermore, the Board commended the consortium's communication strategies and verified that the project was advancing as planned.



4 Standardization

Building upon the standardization foundations established in Deliverable D6.7, AgriDataValue has progressed from initial alignment and monitoring to active consolidation, validation, and structured engagement with key standardization initiatives relevant to agri-environmental data spaces. The project continues to prioritise open, widely adopted standards, ensuring interoperability, data sovereignty, and long-term sustainability of project results.

While D6.7 focused on identifying and aligning with the core standardization ecosystems (GAIA-X/IDSA, OGC and AIOTI), D6.8 reflects the maturation of these activities, driven by pilot implementation, cross-use-case validation, and increased interaction with standardization bodies and communities.

AgriDataValue consortium has initiated a structured internal process to identify the components, methodologies, and specifications developed within the project that hold potential for future standardization. These include semantic models, data models, usage-control patterns and interoperability workflows validated across pilots. The goal is to determine which outcomes could evolve into standardization proposals at national, European, or global levels, ensuring that AgriDataValue contributes to shaping the broader standardization landscape for agriculture and data spaces.

4.1 GAIA-X and IDSA –Alignment & Adoption

AgriDataValue has moved beyond conceptual alignment with GAIA-X and IDSA principles towards their practical adoption within the AgriDataSpace architecture and pilots.

The GAIA-X objectives identified in D6.7—digital sovereignty, interoperability, innovation, and trust—have been concretely addressed through:

- The adoption of federated data sharing patterns consistent with GAIA-X data space concepts.
- The implementation of usage control, identity, and access management mechanisms aligned with GAIA-X and IDS reference architectures.
- The validation of these mechanisms across multiple pilots, involving heterogeneous stakeholders (farmers, cooperatives, service providers, and public authorities).

In parallel, IDSA standards have been further integrated through the practical use of IDS architectural concepts, notably:

- IDS-compatible connectors and adapters to enable secure, policy-enforced data exchange between legacy systems, IoT platforms, EO data providers, and AgriDataValue services.
- Validation of data sovereignty mechanisms, ensuring that data providers retain control over access rights, usage conditions, and data lifecycle management.

This evolution confirms that AgriDataValue is not only compliant with IDSA and GAIA-X principles, as stated in D6.7, but also demonstrates their applicability in real agri-environmental scenarios, contributing concrete implementation feedback to these initiatives.



The project's large-scale, multi-country deployment provides a unique opportunity to generate operational feedback for GAIA-X and IDSA working groups. By documenting interoperability challenges, cross-platform data flows, performance considerations, and semantic harmonization needs, AgriDataValue acts as a real-world testbed whose findings can influence upcoming revisions of dataspace architectures, trust frameworks, and connector specifications. This reinforces the project's role not only as an implementer of standards but also as an active contributor to their refinement.

As an example for that, AgriDataValue leverages the Dataspace Protocol (DSP), which has recently been transposed into an ISO standard, forming the core mechanism enabling interoperable, secure and policy-aware data exchange. By using DSP-compliant components across pilots, the project functions as a real-world validation environment for the ISO-standardized protocol. This means AgriDataValue not only benefits from DSP's interoperability guarantees but also contributes practical feedback on agricultural and environmental data use cases back into the DSP/ISO community, reinforcing the protocol's evolution and applicability in the agri-food domain.

Overall, these developments highlight a movement from isolated standard adoption toward true cross-SDO convergence: AgriDataValue demonstrates how GAIA-X trust and governance models, IDSA/DSP-based data sovereignty and sector-specific models from other SDOs can co-exist and reinforce each other in an operational agricultural dataspace. This cross-SDO experience is valuable for European initiatives working toward the Common European Agricultural Data Space, as it shows concretely how different standardization streams can be harmonized in practice.

4.2 OGC – Strengthening Geospatial and EO Interoperability

AgriDataValue has further strengthened its alignment with OGC standards, particularly in relation to geospatial and Earth Observation (EO) data integration.

The project has:

- Consolidated the use of OGC-compliant interfaces and data models for handling geospatial, drone-based, and Copernicus EO data within the AgriDataSpace.
- Applied OGC standards in pilot deployments to ensure interoperability between in-situ sensors, EO platforms, and analytics services.
- Continued interaction with the OGC community, building on the IDSA–OGC Memorandum of Understanding highlighted in D6.7, reinforcing synergies between geospatial standards and data space architectures.

Through pilot-driven validation, AgriDataValue provides evidence-based feedback on how OGC standards can be effectively combined with IDS and GAIA-X concepts to support sovereign, FAIR, and cross-sectoral data sharing in agriculture and agri-environmental monitoring.



4.3 AIOTI: Contribution to IoT Interoperability in Agriculture

AgriDataValue maintains its active involvement in AIOTI, as already established in D6.7, with a clearer focus in this phase on interoperability and large-scale IoT deployment lessons derived from pilots.

Key developments since D6.7 include:

- Continuous participation in AIOTI on-line phone calls and contribution to white papers related to IoT architectures and interoperability.
- Feedback from AgriDataValue pilots on real-world challenges in integrating heterogeneous IoT devices, edge platforms, and cloud services in agricultural settings.
- Alignment of AgriDataValue IoT design choices with AIOTI recommendations on scalable, interoperable, and secure IoT ecosystems.

These activities reinforce the project's role as both a user and contributor to AIOTI-driven standardization efforts, ensuring that agricultural requirements are adequately reflected in cross-sector IoT guidelines.

4.4 Emerging Standardization Topics and Cross-SDO Synergies

In addition to consolidating the three core standardization pillars identified in D6.7, AgriDataValue has increasingly focused on cross-domain and emerging standardization topics, including:

- Interoperability between IoT, edge computing, AI, and data spaces.
- Standardised representation of agri-environmental indicators relevant to CAP compliance and climate monitoring.
- Integration of explainable AI (XAI) outputs into data-sharing workflows in a transparent and reusable manner.

These topics are addressed through coordinated activities with standardization communities such as ETSI, W3C-related groups, and data space initiatives, leveraging the consortium's active roles in multiple SDOs.

4.5 Contribution to Future Standardization and Policy Alignment

Insights collected from pilots, stakeholder feedback, and cross-use-case validation are progressively fed back into standardization and policy discussions, particularly in relation to:

- The Common European Agricultural Data Space.
- Interoperable digital solutions for CAP Paying Authorities.
- Trust, sovereignty, and governance mechanisms for agricultural data sharing.

These contributions strengthen AgriDataValue's positioning as a reference implementation for standard-compliant agri-environmental data spaces.



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 AgriDataValue, Green.Dat.AI, GEORGIA, and CEEDs Collaboration on data privacy, legal, and ethical dimension

AgriDataValue collaborated with three sister projects—Green.Dat.AI, GEORGIA, and CEEDs—in a dedicated workshop organised within the framework of Task 5.1 of AgriDataValue. The in-depth online workshop, focusing on data privacy, legal, and ethical aspects, was held on Tuesday, 1 July 2025 and brought together AgriDataValue partners, members of the Advisory Board, legal experts, and representatives of related EU-funded projects.

The workshop also provided an opportunity to review data flow mappings across the project's technologies, user categories, and integrated services—an essential step in ensuring regulatory compliance, transparency, and responsible data governance.

The legal session featured Eleftherios Cheiloudakis (HomoDigitalis), who examined smart agriculture through the perspectives of the GDPR and the AI Act, and Arzum Koca (Arthur's Legal), who addressed data access and sharing requirements under the EU Data Act. Through expert presentations, interactive discussions, and cross-project knowledge exchange, the workshop strengthened AgriDataValue's commitment to ethical, lawful, and user-centred innovation in agriculture.

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

AgriDataValue along with the Horizon Europe projects, ScaleAgData³ and CrackSense⁴ continued the collaboration and cooperation 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 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.

³ <https://scaleagdata.eu/en>

⁴ <https://cracksense.eu/>

- **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 project had bilateral discussions, while representatives (Mr. Chatzikostas) from CrackSense is member of the AgriDataValue Advisory Board. An initial 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. As the projects pursue similar goals and objectives, joining efforts and sharing data, knowledge, and results from their respective activities represents significant added value for all three initiatives. Following the initial discussions, a Memorandum of Understanding (MoU) was signed between the three projects in October 2024.

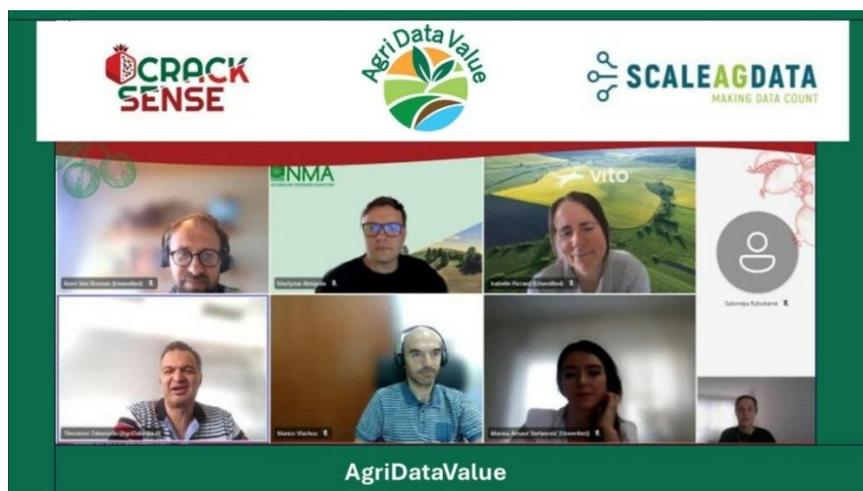


Figure 63: AgriDataValue, ScaleAgData and CrackSense collaborative PhC

5.3 Organising Webinars to Strengthen Collaboration with Sister Projects

Within the framework of WP6 activities and in line with the liaison objectives of Task 6.5, efforts have been undertaken to organise a series of webinars aimed at strengthening engagement with sister projects, to be conducted during 2026.

At the time of drafting this deliverable, more than 60 projects related to AgriDataValue have been identified. Several of these projects have already been contacted in order to confirm and finalise their participation in the planned webinar series.



The preliminary planning foresees the organisation of the webinars into six thematic groups, namely:

- a) Data spaces and interoperability
- b) Precision agriculture and Decision Support Systems
- c) Sustainability, climate and biodiversity
- d) Livestock and animal monitoring
- e) Food systems and supply chains
- f) Robotics, UAVs and sensing

This webinar series is expected to strengthen networking activities with the relevant projects and to enable further collaboration in the near future. Through these actions, the overall impact of AgriDataValue will be enhanced, contributing to the achievement of the project's communication, dissemination, and liaison objectives.

5.4 NESTLER

NESTLER⁵ (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 utilize IDSA adapters implemented within AgriDataValue to interface various data sources

5.5 WATSON

WATSON⁶ (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.

⁵ <https://nestler-project.eu/>

⁶ <https://watsonproject.eu/>



5.6 GEORGIA

GEORGIA (Grant agreement ID: 101181572) is dedicated to turn water management and soil health challenges into opportunities for sustainable growth and innovation. The project assesses drivers and barriers of key innovative irrigation systems, including environmentally responsible recycling of sewage sludge and biowaste streams, biological water-absorbing geocomposites, as well as water abundance and scarcity solutions. In parallel, GEORGIA pursues their optimal application through local condition modeling and employment of Artificial Intelligence. To this end, the partners develop in-situ, drone-based and geospatial monitoring, an eXplainable-AI decision support system as well as Crop Digital Twins. GEORGIA enhances and validates these technologies starting from the farm level and upscaling at large-scale and catchment levels. GEORGIA covers multiple crops, production types (conventional, intensive, agroecology and organic) and geographical regions. The project will be able to collect and process sensor data from farms that span from the Southern to Northeast Europe, along with organic and non-organic production. GEORGIA will also have access to large facilities such as Biological Cleaning Plant at BSL 3 covering large private farms, a Greek island (Santorini) and a Greek Region. AgriDataValue is in close collaboration with GEORGIA and will take advantage of GEORGIA best practices and the lessons learned.

5.7 Green.Dat.AI

GREEN.DAT.AI (Grant agreement No. 101070416) aims to channel the potential of AI towards the goals of the European Green Deal, by developing novel Energy-Efficient Large-Scale Data Analytics Services, ready-to-use in industrial AI-based systems, while reducing the environmental impact of data management processes. The project will demonstrate the efficiencies of the new large-scale data analytics services in four industries (Smart Energy, Smart Agriculture/Agri-food, Smart Mobility, Smart Banking) and six different application scenarios, leveraging the use of European Data Spaces. AgriDataValue is in collaboration with GREEN.DAT.AI and will take advantage of GREEN.DAT.AI best practices, work in secure data ecosystem and the lessons learned.

5.8 CEADS

CEADS (Grant agreement No. 101195295) is deploying the Common European Agricultural Data Space. It provides a secure, trusted, and interoperable environment for data sharing across Europe's agri-food sector, supporting economic performance, environmental sustainability, and societal benefits while upholding privacy, security, and ethical standards. CEADS aims to strengthen Europe's agricultural transformation by unlocking the value of data. Aligned with the Green Deal, the Data Act, the Data Governance Act, and the Common Agricultural Policy, CEADS promotes secure and fair data exchange. By doing so, it empowers farmers, policymakers, researchers, and businesses to innovate, improve competitiveness, and advance sustainability across European agriculture. AgriDataValue collaborates closely with CEADS, building on best practices and lessons learned to promote an interoperable environment for data sharing across the European agri-food sector.



5.9 Cross-collaboration among EU-funded initiatives

5.9.1 Synergy Days Conference

AgriDataValue Partners (Synelixis and NPA) participated in the Synergy Days conference conducted in Rotterdam, Netherlands on October 21-22, 2025. Synergy Days is a highly significant European event connecting digital innovators in the agri-food sector. The conference brought together EU policymakers, researchers, SMEs, Digital Innovation Hubs, and agri-tech pioneers. Participation in Synergy Days provided a valuable opportunity for cross-collaboration among EU-funded initiatives, enabling knowledge exchange and networking with similar European projects, stakeholders, and innovation initiatives. Through high-level policy discussions, technology showcases, workshops, and success stories, the event facilitated the exploration of synergies, potential collaborations, and best practices, strengthening links within the European digital agriculture ecosystem.

5.9.2 Data Week 2025, Athens, Greece

AgriDataValue (INTRA) participated in the Data Week 2025 event that was held on May 27-28, 2025, in Athens, Greece. The event created significant opportunities for liaison activities and cross-collaboration among EU-funded initiatives, particularly those operating within the agriculture and data ecosystems. Through knowledge exchange, presentation of results, and discussions on shared challenges, Data Week 2025 enabled the identification of synergies and the establishment of new collaborations with similar projects and key stakeholders. The event focused on data value creation, with artificial intelligence playing a central role in transforming data into actionable value through ecosystem-driven and multi-stakeholder approaches. Participation in Data Week also strengthened links between European research initiatives, policy frameworks, market needs, and local communities, supporting the integration of advanced digital solutions into agricultural practices and reinforcing the project's commitment to trust-based data sharing, sustainability, and cross-sector collaboration.



6 Conclusion

This document offers a comprehensive overview of the project's communication and dissemination activities during M19-M36. It covers engagement in conferences and exhibitions, digital outreach through the project website and social media channels, the organization of workshops and events, and the production of publications and deliverables. In addition, it provides the latest updates on standardization efforts and community liaison activities. A further update on communication, dissemination, standardization, and community engagement will be presented at M54 within the framework of Deliverable D6.9 – Dissemination, Standardization & Communities Liaison V3.