

**INNOVATIVE GREENHOUSE SUPPORT SYSTEM IN THE
MEDITERRANEAN REGION: EFFICIENT FERTIGATION AND PEST MANAGEMENT
THROUGH IOT BASED
CLIMATE CONTROL — iGUESSMED**

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**Deliverable D5.1
Dissemination, exploitation, communication and outreach: DECO
PLAN**

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Dissemination Level

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|-------------------------------------|--|
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Abstract

The present Deliverable aims to consolidate the strategy of iGUESS-MED project to define the goals, identify the most efficient means and set a detailed plan for the implementation of Dissemination, Exploitation, Communication and Outreach (DECO) activities. To this end the DECO plan sets out the objectives, tools, materials, and channels to be exploited in order to effectively spread iGUESS-MED activities, achievements and tangible results to targeted audiences. Specific exploitation activities have been planned for successful market deployment of the innovation (testing of the DSS iGUESS-MED by the first adopters, replication and transfer of the soilless system in countries where crops are mainly grown in soil media and open loop, business modelling and planning).

Project:	IGUESSMED
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Contributions from	Aliona Lupu (Subcontractor Iniziativa Cube S.r.l.)		
Objective of document	To provide a comprehensive strategy on dissemination, exploitation, communication and outreach activities of the project as a whole and to provide details on dissemination strategies		
Readership/Distribution	All iGUESS-MED Regional Teams; All WP leaders and other iGUESS-MED team members; PRIMA Foundation; European Commission		
Keywords	Dissemination strategy, dissemination tools, communication activities, demonstrations activities, outreach activities, business plan		

Project:	iGUESS-MED
Deliverable Number:	D5.1
Date of Issue:	11/05/21
Grant Agr. No.:	1916

Table of Contents

1	Introduction	8
1.1	Summary of the deliverable	9
2	Dissemination strategy	9
2.1	Dissemination methodology	9
2.2	Objectives	11
2.3	Expected results	11
2.4	Target groups and audiences	12
3	Communication tools	14
3.1	iGUESS-MED logo	14
3.2	Project templates	15
3.3	iGUESS-MED website	15
3.4	QR code (TBD)	16
3.5	Social media	17
3.5.1	Facebook page	17
3.5.2	Twitter account	18
3.5.3	LinkedIn Group	18
3.6	Project Newsletter	18
3.7	iGUESS-MED promotional material	19
3.7.1	Project fiche	19
3.7.2	iGUESS-MED Project brochure and factsheets	19
3.7.3	Roll-up	19
3.7.4	Press Releases and articles	20
3.8	Publications	20
4	Demonstration activities	21
4.1	Open field days	21
4.2	Workshops	21
4.3	Training courses	21
4.4	Webinars	22
5	Outreach activities	22
5.1	Networking activities	22

D5.1 – DECO PLAN iGUESS-MED

5.2	Conferences and symposia	22
5.3	Fairs	23
6	Exploitation activities	23
7	Project partners role in communication and dissemination activities	24
8	Monitoring of communication and dissemination activities	26
8.1	Dissemination impact indicators	27
9	Time plan	29

Project:	IGUESSMED
Deliverable Number:	D5.2
Date of Issue:	29/09/20
Grant Agr. No.:	1916

Figure Summary

Figure 1: The iGUESS-MED logo..... **Errore. Il segnalibro non è definito.**
Figure 2: The iGUESS-MED logo with payoff **Errore. Il segnalibro non è definito.**
Figure 3: The iGUESS-MED QR code **Errore. Il segnalibro non è definito.**

Project:	IGUESSMED
Deliverable Number:	D5.2
Date of Issue:	29/09/20
Grant Agr. No.:	1916

1 Table Summary

Table 1: Summary of main target groups, information needs and appropriate channels of communications.. 13
 Table 2: List of communication/dissemination tools to be developed during the project, as well as the responsible consortium member and participants 24
 Table 3: List of Deliverables 25
 Table 4: Key performance indicators (KPIs)..... 27

Project:	IGUESSMED
Deliverable Number:	D5.2
Date of Issue:	29/09/20
Grant Agr. No.:	1916

2 Introduction



The iGUESS-MED project aims to develop a Decision Support System (DSS) able to effectively manage fertigation and prevent plant diseases and pests in tomato crops grown in soil and soilless in commercial greenhouses of the Mediterranean region. This innovative greenhouse DSS will be developed to (i) help greenhouse farmers to improve the management of fertigation in areas with low (saline) quality waters (ii) to reduce the use of chemicals by a sustainable and integrated pest and disease control and (iii) to improve the climatic efficiency in the existent greenhouse by low-cost climate actions. The DSS will allow obtaining healthier and higher quality productions and higher yields, while will reduce the use of water and the losses of nutrients and chemicals to the environment. iGUESS-MED will be able to manage efficient fertigation, to forecast diseases and pests, and to improve the climatic efficiency in tomato greenhouses, using only climate data acquisition and basic information on cropping system. The DSS will provide feedbacks and alerts about crop needs and real time recommendations to the farmers through friendly portable real time data visualization tools as PC, tablets or smartphones. To achieve this objective, new models for calculating crop evapotranspiration will be performed by integrating sensor data from plant, soil and climate, and forecasting models for assessing disease and pest risks will be developed by using the Integrated Pest Management.

The project consortium (research centers, SMEs and end-users of EU and non-EU countries belonging to the Mediterranean basin) will collaborate from the beginning to make the DSS marketable involving, end-users and stakeholders to validate the system in own greenhouses, reducing gaps between research, application developers and farmers. The application of DSS will benefit the workers and the consumers, providing better working conditions, crop healthiness and reduction of environmental impact.

Project:	IGUESSMED
Deliverable Number:	D5.2
Date of Issue:	29/09/20
Grant Agr. No.:	1916

2.1 Summary of the deliverable

The present Deliverable aims to consolidate the strategy of iGUESS-MED project to define the goals, identify the most efficient means and set a detailed plan for the implementation of Dissemination, Exploitation, Communication and Outreach (DECO) activities. To this end the DECO plan sets out the objectives, tools, materials, and channels to be exploited in order to effectively spread iGUESS-MED activities, achievements and tangible results to targeted audiences.

Specific exploitation activities have been planned for successful market deployment of the innovation (testing of the DSS iGUESS-MED by the first adopters, replication and transfer of the soilless system in countries where crops are mainly grown in soil media and open loop, business modelling and planning).

In the iGUESS-MED project the dissemination of the project results are incorporated in all work packages (WP) to achieve maximum impact, although WP5 is exclusively dedicated to all aspects of dissemination, exploitation and communication with the mission to disseminate the project activities and results in a creative way, opening markets for the DSS.

This deliverable is structured in several chapters, the second one describes the dissemination strategy, establishing the project's dissemination objectives and the measures to achieve them, identifies the main target groups and sets out the expected results. It also defines the communication tools (Chapter 3), the Demonstration activities (Chapter 4), Outreach activities (Chapter 5), iGUESS-MED Exploitation (Chapter 6), the role of consortium members in all dissemination activities (Chapter 7), Developing procedures for monitoring dissemination impact (Chapter 8), , defines the deadlines for DECO plan activities (Chapter 9).

3 Dissemination strategy



3.1 Dissemination methodology

The dissemination of project results and marketable products is a crucial element for the successful implementation of the iGUESS-MED project. Therefore, it is essential to develop a structured and targeted dissemination strategy, which will be reviewed and updated throughout the duration of the project. A key part of the DECO Plan will be linked to the dissemination of the **Pilot Farms** results, in order to ensure maximum information and participation of the stakeholders.

Project:	IGUESSMED
Deliverable Number:	D5.2
Date of Issue:	29/09/20
Grant Agr. No.:	1916

D5.1 – DECO PLAN iGUESS-MED

The aim of the dissemination strategy is to identify and organize the activities to be carried out in order to maximize the influence/impact of the project, communicating adequately the scope, objectives and results among the target audiences and, finally, involving a wide range of stakeholders in its activities.

The dissemination strategy set out in the DECO plan will provide guidelines on the use of available dissemination tools and resources and sets out the key dates and target audience related to planned events and actions. The success of the dissemination strategy will depend on the degree to which users are actively involved and offered what they want and need. To this end, it is necessary to structure the dissemination actions considering the potential audience and what the objective of each action is. Choices will also be influenced by the stage in the timeline of the project and the information which is available for dissemination. In the first stages of the project, the communication strategy is focused on increasing the visibility of the project and mobilising stakeholders. At this phase, the main activities will be related to the implementation of the communication/dissemination tools (website, social networks, visual identity), preparation of dissemination material, general presentations of the project, the distribution of press releases, etc. This is the minimum dissemination that can be achieved by making a wide range of people aware of the project's work. This is particularly useful for those target audiences that do not require detailed knowledge of the project but do need to know about the project's activities and results.

Subsequently, dissemination will focus on disseminating available initial data and evidences on scientific advances and technological results. Each partner will contribute at specific levels according to their expertise and engaging to the target stakeholders when preliminary results become available. In this case, the dissemination actions will aim to give those groups/publics that can benefit from what the project has to offer a deeper understanding of the project's work.

Other types of dissemination actions will aim to enhance the adoption of the products, materials or approaches offered by the project. These actions will target those groups/publics who are in a position to influence and bring about change within their organisations and should provide the appropriate skills, knowledge and understanding of the project's work to bring about real change.

Another basic pillar of the DECO Plan is the **direct participation of all consortium members** in the dissemination processes and are expected to actively contribute by:

- Identifying and providing information on dissemination opportunities (e.g. events, publications, etc.)
- Contributing the contents of their respective work packages to press releases, presentations, newsletters, etc.
- Helping to translate the documentation into the languages of the partner countries.
- Using their network of contacts to support the dissemination of project results.
- Presenting the project at relevant conferences, workshops and other events.
- Helping to promote iGUESS-MED events.

The DECO Plan will include a range of communication methods, dissemination tools and creative approaches to engage the interest of a wide audience. Tools include, among others, the development of the project logo, website, delivery templates, press releases, newsletters and printable promotional material (brochure, leaflet, posters, etc.). Social media and networking groups

Project:	IGUESSMED
Deliverable Number:	D5.2
Date of Issue:	29/09/20
Grant Agr. No.:	1916

(Facebook, Twitter and LinkedIn) will be used as much as possible. In addition, dissemination tools to be used include visual and mass media promotion in collaboration with local television professionals in each area, but also the production of videos, some of which will be accessible via the Internet. In addition, the dissemination measures to be taken include the production of scientific publications and participation in fairs, congresses, etc.

In addition, the DECO Plan is a **dynamic document** that will be constantly reviewed throughout the life of the project, with dissemination activities planned from the beginning of the project, developing the project website and publishing dissemination material, and continuing until the end of the project.

3.2 Objectives

The main objective of the dissemination strategy of the iGUESS-MES project DECO Plan is to formalise all communication and dissemination actions planned in the framework of the project.

With the DECO Plan, other objectives are being pursued as well:

- To increase awareness and give high visibility to the project and its results among the target groups.
- To ensure the presence of a critical mass of actors participating in the dissemination activities.
- Encourage stakeholder participation.
- To gain the acceptance and trust of the audience by opting for adapted and personalized messages, providing balanced information from the different channels and promoting dialogue and transparency within the project.
- Facilitate synergies with similar or complementary initiatives.
- Create a positive reputation and competitive advantage for the project and the DSS.
- To publicize the benefits of applying iGUESS-MED to the agricultural community.
- Promoting, implementing and disseminating the use of DSS.
- Transferring the scientific results of the project to the relevant communities.

3.3 Expected results

The expected results of the DECO Plan's dissemination strategy are:

1. Awareness of the project activities, informing the target audiences and the general public about the existence and progress of the iGUESS-MED project. This will mainly be done during the initial phase of the project. However, also during the entire duration of the iGUESS-MED project, the consortium will create publicity for the project to attract potential future stakeholders and ensure maximum impact.

Project:	IGUESSMED
Deliverable Number:	D5.2
Date of Issue:	29/09/20
Grant Agr. No.:	1916

D5.1 – DECO PLAN iGUESS-MED

2. Explaining to the target groups the benefits of the project and how the results can be exploited.
3. Promoting active participation in the project, e.g. by involving users in the design of the DSS by enhancing their active participation in the Living Labs, attending workshops and visits to Pilot Farms, stimulating the participation of those attending the dissemination activities and improving links with other projects.

3.4 Target groups and audiences

The target audience of the iGUESS-MED project is wide and diverse, so dissemination actions should use the most appropriate dissemination tools to contact and communicate effectively with them. The target audience of the iGUESS-MED project includes: 1) the research community at large; 2) farmers and technical advisors; 3) the supply industry; 4) policy makers; 5) consumer organisations; and 6) environmental NGOs and the general public.

For each target group, appropriate dissemination tools and actions will be defined Table 1, the key messages to be conveyed, etc. with the aim of being more efficient in approaching these groups and increasing the impact of the project.

Project:	IGUESSMED
Deliverable Number:	D5.2
Date of Issue:	29/09/20
Grant Agr. No.:	1916

Table 1: Summary of main target groups, information needs and appropriate channels of communications.

Target group	Information / Communication needs	Tools / actions of dissemination
Growers	Easily understandable, short messages containing key information.	Website, trade press publications, workshops, open field days, courses, grower organisations, factsheets, multimedia tools, social media, Living Labs
Technical advisors	Project results and conclusions, although in some cases they could use detailed information on methodologies.	Website, trade and scientific press publications, workshops, open field days, courses, grower organisations, factsheets, multimedia tools, social media, Living Labs, newsletters.
Broader research community	Results and methodology of the project.	Publications in scientific journals, scientific conferences, workshops, website, scientific forums, social media, newsletters.
Technology supply industry	Results of the Project. Opportunities for participation in the project.	Website, trade and scientific press publications, workshops, open field days, courses, factsheets, multimedia tools, social media, newsletters.
Policy makers	Opportunities for interaction with Project leaders. Opportunities for participation of regulators in the project. Delivery of information to inform decision making on water and nutrient use efficiency.	Project reports, website, newsletters, multimedia tools, scientific conferences.
Consumer organizations and general public	Easy to interpret information, visual aids and multimedia tools which can be explained in simple terms to consumers.	Website, social media, factsheets, press releases, multimedia tools.
Environmental NGOs	Opportunities to become involved in stakeholder groups as the assessment of impact, opportunities to forward their point of view and participations in events.	Press releases, website, workshops, open field days, newsletters, factsheets, multimedia tools, social media.

Project:	iGUESS-MED
Deliverable Number:	D5.1
Date of Issue:	11/05/21
Grant Agr. No.:	1916

4 Communication tools



This section describes the communication tools that will be used in the context of the DECO Plan's dissemination strategy.

All dissemination materials, including electronic ones, infrastructure and equipment must include:

- Grant Agreement number: [insert number] [insert acronym] [insert call identifier of the master call]
- display the PRIMA logo, and
- display the EU emblem, and
- include the following text: *"This project is part of the PRIMA Programme supported by the European Union"*
 - For communication activities: *"This project is part of the PRIMA Programme supported by the European Union"*
 - For infrastructure, equipment and major results: *"This [infrastructure], [equipment] [insert type of result] is part of the PRIMA programme supported by the European Union's Horizon 2020 research and innovation programme"*

Publications should include in the acknowledgements the following text:

"This paper is supported by the PRIMA programme under grant agreement No..., project ..., The PRIMA programme is supported by the European Union".

Disclaimer excluding the PRIMA Foundation responsibility

Any communication activity related to the action must indicate that it reflects only the author's view and that the PRIMA Foundation is not responsible for any use that may be made of the information it contains.

4.1 iGUESS-MED logo

The project logo is the dissemination tool that helps and promotes instant public recognition, while defining the visual and graphic identity of the project as a whole. The logo also communicates the uniqueness of the project and expresses its objectives. To design the iGUESS-MED project logo, a group of professional graphic designers was employed. The initial idea was for the logo to represent the concept of the iGUESS-MED project as a whole, which is the application of technology to obtain

Project:	iGUESS-MED
Deliverable Number:	D5.1
Date of Issue:	11/05/21
Grant Agr. No.:	1916

D5.1 – DECO PLAN iGUESS-MED

high quality tomato production with minimum environmental impact. After the production of several prototypes the following logo was selected:



Figure 1: The iGUESS-MED logo

In addition, the logo symbol is accompanied by the payoff:

HIGH QUALITY TOMATOES WITH LOW ENVIROMENTAL IMPACT



Figure 2: The iGUESS-MED logo with payoff

Finally, the logo is the central image of the project as a whole and should and will be used on all graphic material and documents related to the project. It should be noted here that the iGUESS-MED project logo is an intellectual property of the project consortium and its use for other purposes is discouraged and forbidden.

4.2 Project templates

Templates relevant to communication and dissemination activities can be found in Project web site. All iGUESS-MED reporting or communication should occur using these templates in order to create a uniform and recognizable communication. Consortium members are not allowed to make adaptations to the templates.

4.3 iGUESS-MED website

The iGUESS-MED website (<https://www.iguessmed.com/>) has been created by EVJA under the supervision of CREA and will be the main dissemination tool of the project. The website will be used

Project:	IGUESSMED
Deliverable Number:	D5.2
Date of Issue:	29/09/20
Grant Agr. No.:	1916

D5.1 – DECO PLAN iGUESS-MED

as a dissemination tool among the interested public, providing information on the activities, progress and results of the project. Consortium members are the main source of information and the ones responsible for adding content.

The iGUESS-MED website follows the graphic identity of the project and presents an overview of the project, including the objectives, the project partners and the activities proposed in the framework of the project. All public materials, such as public deliverables, reports, newsletters, information material, presentations and promotional videos produced as part of the project will be accessible on the website for consultation by all interested parties. In addition, specific provisions and requirements related to EU obligations, gender and target/stakeholder groups have been taken into account in the design of the website.

The project website will be available at the beginning of the project but will be subject to updates during the course of the project, in which additional areas will be added to the website. The structure and configuration of the website is modified upon recommendation by partners, or as needed by the Website Administrator for facilitating navigation and access to information. Consortium members will support the translation of specific sections of the website as necessary and provide relevant news items and they will ensure the widest possible visibility for the website in their own regions/countries and among their networks.

The website activity will be monitored using Google analytics, a tool that helps to analyse visitor traffic and provides a complete picture of the website's audience and their needs. Google's analysis will be used to improve the quality of the website and to evaluate the use of the website as a dissemination tool.

In addition, the website will contain a members' area and will not be publicly accessible. Access to the partner area will be granted on request to registered members of the consortium, to the European Commission and to members of the Advisory Board. The Partners' Area includes information on: dates of project meetings, external events, e-mail distribution lists, templates for deliverables and presentations, photos, videos and all completed deliverables (public and private).

4.4 QR code (TBD)

A QR code allow mobile users to quickly access the iGUESS-MED website. The QR code will be included in different types of dissemination material, such as printed brochures, roll ups, and posters, in order to raise awareness of the project and increase user participation.

Project:	IGUESSMED
Deliverable Number:	D5.2
Date of Issue:	29/09/20
Grant Agr. No.:	1916



Figure 3: The iGUESS-MED QR code

4.5 Social media

The objective of iGUESS-MED is to have a strong presence in social media to improve its reach to target audiences and the general public and to ensure active interaction with them. On the one hand, the already developed networks of the partners will be used in order to maximize the reach. The project will also have accounts in the main social media, Facebook, LinkedIn and Twitter that are directly linked to the project website. All accounts and social media pages are managed by EVJA.

To measure and analyse traffic and user interaction, the services available on these media will be used.

The partners of the iGUESS-MED project commit themselves not to publish confidential information in any social media under any circumstances. In addition, comments that promote, encourage discrimination on the basis of race, religion, sexual orientation and physical or mental disability will not be allowed. Neither will it be permitted to publish sexual content, which encourages illegal activities, publicity not related to the project or the partners.

4.5.1 Facebook page

The Facebook page of the iGUESS-MED project can be found at the following link: <https://www.facebook.com/Iguessmed-100683238278569> and is also available on the main page of the website. The Facebook page has been developed by EVJA and can be modified throughout the project. The official language of the page will be English; however, there is no restriction on the use of other languages, especially those in the pilot areas. The Facebook page will contain a brief description of the project, a link to the project website, information about upcoming events, videos and images.

Project:	IGUESSMED
Deliverable Number:	D5.2
Date of Issue:	29/09/20
Grant Agr. No.:	1916

4.5.2 Twitter account

The iGUESS-MED Twitter account will be used to amplify communications to a large community of active stakeholders, as well as to disseminate project news and announcements and to promote project activities, including attendance at events, meetings and conferences. EVJA will have editorial control of the account; however, each project partner, as well as any Twitter user, will be able to add links to announcements using the iGUESS-MED hashtag and retweet. Twitter activity will be measured through the count of followers in the project account. Additional statistics will also be available through the Twitter Analytics service (<https://analytics.twitter.com/about/>).

iGUESS-MED Project Twitter account: <https://twitter.com/iguessmed>

4.5.3 LinkedIn Group

The LinkedIn group dedicated to the project will be widely used for networking purposes, allowing the promotion of iGUESS-MED among a large community of agricultural professionals, as well as other segments of the project's target audience.

The name of the iGUESS-MED LinkedIn group is <https://www.linkedin.com/company/42352839>

4.6 Project Newsletter

It will periodically produce an electronic newsletter of the iGUESS-MED project that will be published on the project website and in the social media, but will also be distributed to the members of the consortium, as well as to subscribers, partners' contacts, etc. These newsletters will serve as a tool to communicate the main updates and news of the project iGUESS-MED, in order to keep them informed and committed. The content will incorporate the latest news of the project, as well as recent or upcoming dissemination activities, activities in the trials and Pilot Farms, presentations, workshops and demonstrations, reports, publications and media interest, etc.

CREA will contact the partners to provide these contributions and/or to approve the news. The template of the newsletters may vary according to the topics covered, but the cover page will follow the graphic identity of the iGUESS-MED project, clearly identifying the project as part of a programme funded by PRIMA and the EU and including the project logo.

Interested parties may subscribe and unsubscribe to the iGUESS-MED newsletters at any time and all data collected will be stored and saved on the servers of the partner in charge. These data will not be accessible to other third parties.

Project:	IGUESSMED
Deliverable Number:	D5.2
Date of Issue:	29/09/20
Grant Agr. No.:	1916

4.7 iGUESS-MED promotional material

4.7.1 Project fiche

A project fiche will be prepared containing information on the background, objectives, activities, expected results of the project. The structure and content of the project fiche will be adapted to the different target audiences. The project fiche will be produced in A4 size, will have several pages and will be distributed to specialized media channels (as well as to mass media) and journalists in order to improve the dissemination of the project.

4.7.2 iGUESS-MED Project brochure and factsheets

In order to inform the different audiences about the iGUESS-MED project, purpose, objectives, etc., a brochure and factsheets will be produced and distributed at different events related to the project, meetings and other activities to promote the project. The brochures and factsheets will be editable and printable by any of the project partners and therefore adaptable both in terms of content and language. During the project, brochures and different factsheets will be produced and made available on the website.

Each project partner will translate the brochure and factsheets into its language and distribute it by e-mail or print it and distribute it at the various dissemination events in which they participate. The paper size of the brochure will be A5 and a special folding and cutting will be applied.

The factsheet will be an A4 paper sheet (one or two sides, depending on the amount of text) containing information about the project as a whole, but it can also contain and discuss specific parts of the project, for example, a work package factsheet or a factsheet dedicated to serve a specific audience. The factsheet will be disseminated at official events (e.g. workshops, conferences, etc.) in order to inform all relevant stakeholders about the key points of the project.

4.7.3 Roll-up

The Roll-ups will be used in dissemination events organized by the project and will also be available in visible places at the project partners' headquarters. Among others, the Roll-up will include the following main elements:

- iGUESS-MED logo - payoff
- Complete iGUESS-MED title
- Name and LOGO of coordinator and partners
- Links to the project website and QR code
- The PRIMA and EU logo and the EC funding statement

Project:	IGUESSMED
Deliverable Number:	D5.2
Date of Issue:	29/09/20
Grant Agr. No.:	1916

4.7.4 Press Releases and articles

Press releases on the activities and developments of the iGUESS-MED project will be prepared and distributed for publication in the national/regional/EU press, in order to further promote the project by focusing on both a wide audience and more specific stakeholders. Press releases and articles based on project results will be disseminated to the general and trade press as necessary when the opportunity arises.

All project partners are responsible for producing and sending press releases to their local media with a view to encouraging journalists and news agencies to develop articles on the subject. Press releases should be sent to relevant media to announce various project activities and results. All press releases will also be available on the project website, as well as on social media channels. Press releases shall mention that the project has received funding from the European Union through the PRIMA programme, incorporating the PRIMA logo and the EU emblem.

4.8 Publications

The elaboration of scientific and technical publications will allow the dissemination of the results achieved in the iGUESS-MED project to a wide audience. Project partners are encouraged to collaborate with each other and jointly prepare publications relevant to the project.

All publications must include the following messages:

Acknowledgements in publications

This paper is supported by the PRIMA programme under grant agreement No..., project

The PRIMA programme is supported by the European Union.

For scientific publications, all partners will apply the H2020 Open Access Policy. They will deposit scientific peer reviewed publications (machine-readable electronic copy of the published version) in an Open air-compliant repository. The consortium will recommend Zenodo repository. When partners will decide for options different from Gold OA Route, they will self-archive their publications in Zenodo within 6 months at latest (12 months for the publications in the social sciences and humanities).

At least eight peer reviewed outputs are expected during the project, with several more published after the project concludes. Peer review journals of interest for the publication of scientific articles could be: Sensors, Irrigation Science, Agricultural Water Management, Scientia Horticulturae, European Review of Agricultural Economics, Agriculture and Human Value, Journal of Rural Studies, Land Use Policy, Science of the Total Environment.

Project:	IGUESSMED
Deliverable Number:	D5.2
Date of Issue:	29/09/20
Grant Agr. No.:	1916

5 Demonstration activities



Demonstration activities will be organised at the national and local level. The aim of demonstration activities of iGUESS-MED is to interest to end-users and stakeholders will be able to know in situ the innovations raised, the technical requirements and the results achieved, as well as to follow up and participate in the pilot demonstrations. The demonstration activities will cover participation on meetings, workshops, open field days (field trials and in demo-pilot greenhouse exploitations), and training courses through direct contact with other researchers, policy makers, local authorities, technicians of the greenhouse sector, students, etc., and it will contribute to the establishment of project networking. These activities will have an important practical component.

In all events organised by project partners, a list of attendees with official signatures will be provided. The list of attendees is an important piece of evidence which demonstrates that the event took place and was well attended by a whole range of stakeholders. Also, photos with participants must be taken and provided.

5.1 Open field days

At least 2 open field days will be done in each participant country of iGUESS-MED, in the field trials (WP2) and in the demo pilot greenhouse commercial exploitations (WP3). In these days, it will demonstrate the viability and potentiality of the iGUESS-MED and will promote their adoption, and will be dedicated to growers and technical advisors, and to agrarian high school and university students. It will have a reduced number of attendees and editions depending on the demand of the sector.

5.2 Workshops

The workshops will be organized to provide an overview of the project objectives and activities, to present and discuss the project results and to share experiences and lessons learned with local stakeholders and the scientific community.

1 or 2 workshops will be done in each participant country of iGUESS-MED to present and disseminate the results of the iGUESS-MED project, where a deeper technical knowledge of the most innovative points of the project will be given. They will be dedicated to technicians and researchers.

5.3 Training courses

1 or 2 training courses will be done in each participant country of iGUESS-MED. In these courses will be explained through theoretical and practical lessons what the iGUESS-MED DSS is and how it

Project:	IGUESSMED
Deliverable Number:	D5.2
Date of Issue:	29/09/20
Grant Agr. No.:	1916

works, and they will be dedicated to technicians, young researchers, and master and PhD Students through semi-classroom courses.

5.4 Webinars

Several webinars will be shown online on YouTube Channel and iGUESS-MED webpage. They are short online seminars about iGUESS-MED outputs. The interested audience will be scientists, technical staff of greenhouses exploitations, growers, students, etc.

6 Outreach activities



The project partners will participate in local (national), EU and international conferences, as well as in industrial fairs and exhibitions, in order to publicize the activities and expected results of iGUESS-MED and to disseminate relevant developments and results. The dissemination through these events will be adapted according to the target audience. The attendance to these events will be communicated to the WP5 leader and to all the project partners in order to plan the participation in the next events.

6.1 Networking activities

International networking activities, through e.g. the European Vegetable Research Institute Network (EUVRIN), Working Group Fertilisation and Irrigation (September 2021), where CREA and UNIPI are already members and other partners will be involved. All members of the consortium will also be encouraged to join operational groups to present the project results. The interested audience will be scientists and technicians <http://euvrin.eu/Fertilisation-and-irrigation>

6.2 Conferences and symposia

Conferences and symposia are key places to present the iGUESS-MED project and the scientific results arising from the project. All members of the consortium will be encouraged to participate in these events. The PowerPoint or poster templates should be used to present the project results.

Final event or conference of iGUESS-MED project explaining the outcomes achieved and its market impact will take place 1 or 2 of the countries participating in the project. The conference will be open to any participant from both industry and academia. It will include talks and presentations from the iGUESS-MED partners, but also from invited speakers that have worked on related topics.

Project:	IGUESSMED
Deliverable Number:	D5.2
Date of Issue:	29/09/20
Grant Agr. No.:	1916

6.3 Fairs

The project will be presented at international and national fairs. All members of the consortium will be encouraged to participate in these events.

7 Exploitation activities



Project results exploitation will start actively from month 18.

Indeed, the activities forerunner to the (commercial) exploitation of iGUESS-MED project will be implemented under the following project tasks:

- T5.4 – the final DSS iGUESS-MED will be replicated in the greenhouses of “La Caña” between month 36 and 48. With EVJA support, the environmental station will be installed in the greenhouse and the software in tablets or smartphones explaining in detail all the possibilities for alert systems and advices. The development of a learning platform will encourage stakeholders to exchange knowledge and to benefit from mutual learning, as well as providing information about the utility of the proposed innovation. Indeed, La Caña will become the first adopter of the system and will give useful insights on it from a technical and commercial point of view.
- T5.5 – a further approach to exploitation is represented by the demo and transfer of soilless systems in those countries where crops are mainly grown in soil media and open loop. The adoption of closed-loop systems managed with conventional (closed) and saline water (semi-closed) and with different types of irrigation systems (drip irrigation and subirrigation) will be implemented in iGUESS-MED and will be transferred to growers as eco-friendly cultivation systems. Soilless cultivation will facilitate efficient fertigation strategies, particularly under conditions of water scarcity and low water quality, while ensuring a strict nutrient balance and smart control systems to fight eutrophication and nitrate leaching, thus providing a healthy, high quality, competitive and environmental friendly vegetables. The activity will last between month 18 and month 48 and will allow to “specialised” the system for a specific niche market in the perspective of commercial exploitation.

Based on the previous forerunner exploitation activities, task 5.6, lasting from month 36 to month 48, will be fundamental for the identification of the value proposition and system offer to be potentially commercialised by Consortium partners after the end of the project. This will include identifying valuable innovations resulting from the project and for each of them assessing key market/society opportunities, investigating business models, analysing commercial/societal and financial feasibility. In particular, the envisaged activities will regard the assessment of the willingness to pay of the potential customers, value proposition, market trends (inclusive of

Project:	IGUESSMED
Deliverable Number:	D5.2
Date of Issue:	29/09/20
Grant Agr. No.:	1916

competitors’ analysis), channels, key activities and resources, partners, revenue models, economic and financial feasibility, funding gap etc.

As evidenced in GA Annex I, the exploitation plan will include the following activities:

- market analysis;
- generation of new value proposition portfolio;
- business plan and business modelling.

The business plan will be dedicated in particular to the industrial partners involved that are interested in the commercialisation of the developed innovation.

8 Project partners role in communication and dissemination activities



CAJAMAR is work package leader for the DECO Plan. All consortium members are expected to actively contribute by: (i) identifying and informing about dissemination opportunities (e.g. events, publications, etc.); (ii) contributing the contents of their respective WP to press releases, presentations, newsletters, social media, leaflets, etc.; (iii) helping to translate all the documentation into the languages of the partner countries; (iv) using their network to support the dissemination of project results; (v) presenting the project at relevant conferences, workshops and other events; (vi) helping to promote iGUESS-MED, in particular engaging key stakeholders to act as multipliers and to motivate participants.

A contact person for communication and outreach will be identified for each partner, and the resulting team will interact regularly to monitor the progress of the DECO Plan. The WP5 leader will be in charge of the overall supervision of all dissemination activities and will inform the project coordinator in case of any problems. However, each partner will be in charge of locally monitoring its own dissemination activity and reporting progress and difficulties to the WP5 leader. All partners are responsible for liaising with national and local media.

CREA and CAJAMAR will encourage researchers to identify the main messages that can be elicited from each output in coherence with the overarching objectives of the project, and to identify the final target audiences the messages will be “tailored”. An effort will be made to put as much emphasis as possible on practitioners, through on-the-ground reports, user-provided feedback from iGUESS-MED events and actions, but also news pieces written by iGUESS-MED actors themselves.

Table 2 summarized the communication/dissemination tools to be developed during the project, as well as the responsible consortium member and participants.

Table 2: List of communication/dissemination tools to be developed during the project, as well as the responsible consortium member and participants

Project:	IGUESSMED
Deliverable Number:	D5.2
Date of Issue:	29/09/20
Grant Agr. No.:	1916

D5.1 – DECO PLAN iGUESS-MED

Tool	Leader	Participant
iGUESS-MED logo	CREA/EVJA	All consortium members
Project templates	CREA	All consortium members
iGUESS-MED website	EVJA	All consortium members
QR code	EVJA	All consortium members
Social media	EVJA	All consortium members
Project Newsletter	CREA	All consortium members
Project fiche	CREA	All consortium members
iGUESS-MED Project brochure and factsheets	CREA	All consortium members
Roll-up	CREA/EVJA	All consortium members
Press Releases and press articles	All consortium members	
Publications	UAL/Akdeniz University	All consortium members
Open field days	CAJAMAR	All consortium members
Workshops	CAJAMAR	All consortium members
Training courses	CAJAMAR	All consortium members
Webinars	CAJAMAR	All consortium members
Networking activities	UAL/Akdeniz University	All consortium members
Conferences and symposia	UAL/Akdeniz University	All consortium members
Fairs	CAJAMAR	All consortium members

Various deliverables will have to produce in the WP throughout the project (Table 3).

Table 3: List of Deliverables

D No.	Deliverable name	Short name of lead participant	Type	Dissemination level	Delivery date (in months)
D5.1	DECO plan	CAJAMAR	R	PU	M3
D5.2	Project Website	EVJA	DEC	PU	M6
D5.3	Project brochure	CREA	DEC	PU	M6
D5.4	Updated project brochure	CREA	DEC	PU	M24
D5.5	Scientific papers for peer reviewed journals (at least 8)	UAL, Akdeniz University	R	PU	M24/M36
D5.6	Workshops (at least 4), one	CRRHAB	DEC	PU	M30

Project:	IGUESSMED
Deliverable Number:	D5.2
Date of Issue:	29/09/20
Grant Agr. No.:	1916

	per member country				
D5.7	Open field days (at least 8), two per member country	CAJAMAR	DEC	PU	M12/M42
D5.8	Training courses, (at least 4) one per member country	UNIPI	DEC	PU	M36
D5.9	Press articles	CAJAMAR	DEC	PU	M24/M48
D5.10	Business Plan for further exploitation activities	CREA	R	CO	M46
D5.11	Final Event set of documents/video	EVJA	DEC	PU	M48

9 Monitoring of communication and dissemination activities



In order to ensure the successful implementation of the communication and dissemination activities and the achievement of the relevant objectives, systematic monitoring will be carried out throughout the implementation of the project. Monitoring will be carried out internally on a three-six monthly basis and reports on the project's promotional activities will be officially reported. Regular monitoring will allow the identification of potential risks and deviations from the objectives and performance indicators of the DECO Plan, and the timely planning of corrective actions to address potential implementation problems. This approach will improve the overall performance of the relevant activities and allow for more efficient evaluation.

An online form will be created to report on all activities carried out by the project partners. The form will be available to all partners via the Intranet section of the project website.

This reporting will provide the following information:

Event title,	Title
Type of event	Seminar/infoday/workshop/bilateral meeting/fair trade/open field day/etc
Place	City/Country
Date	DD/MM/YY
Organizer	
Brief description of the event	Write 2 or 4 lines to describe the objectives of the event and link to the Project objectives

Project:	IGUESSMED
Deliverable Number:	D5.2
Date of Issue:	29/09/20
Grant Agr. No.:	1916

Type of audience	Write the type of audience that attended the event
Number of attendees	Write the number of all people that attended the event
Coverage Level	Local/regional/national/international
Partners involved	Partner acronym
Brief report and feedback gathered	<p>Write 1 or 2 lines to describe the content and the goal of your presentation/presence</p> <p>e.g. Content: present project introduction</p> <p>e.g. Goal: increase public visibility, stakeholder's attraction and involvement, etc.</p> <p>Write 2 or more lines for any comment you received from the audience that you consider useful.</p> <p>Attach pictures of the event and attendee signature sheets</p>

9.1 Dissemination impact indicators

For each of the DECO Plan activities, the Key Performance Indicators (KPIs) will be used to measure the effectiveness of the dissemination (Table 4). iGUESS-MED's online presence will be monitored using specific analytical monitoring software, e.g. Google analytics and relevant social media analysis.

Table 4: Key performance indicators (KPIs)

Communication/outreach activities	KPI	Expected value
Website	Number of visitors	20.000 visitors
	Number of downloads	3.000 downloads
Social media	Number of followers	2.000
	Number of "likes" per social networks	2.000
Project events	Number of activities organized by the consortium	8 training courses, 8 open field days, 8 workshops, 8 webinars
	Number of participants at the event	20 participants/event
Audio-visual materials	Number of materials produced	8

D5.1 – DECO PLAN iGUESS-MED

	Number of downloads	2.000
Non-project activities	Number of non-project events at which the project is presented	16
	Number of participants at the event	50 participants/event
Newsletter	Number of newsletters promoted	8 newsletters
	Number of people subscribed	1.000
Promotional material	Number of materials disseminated/downloads	1.000
Publications	Number of publications of scientific papers	8
	Number of contributions to congress	8
	Number of downloads	1.000
Press releases/articles	Coverage (number of media outlets)	20
	Number of downloads	1.000

10 Time plan



Activity	1 st year (2020/21)												2 nd year (2021/22)												3 rd year (2022/23)												4 th year (2023/24)											
	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M
Communication tools																																																
iGUESS-MED logo																																																
Project templates																																																
iGUESS-MED website																																																
QR code																																																
Social media																																																
Project Newsletter																																																
Promotional material																																																
Publications																																																
Demonstration activities																																																
Open field days																																																
Workshops																																																
Training courses																																																
Webinars																																																
Outreach activities																																																
Networking activities																																																
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Fairs																																																

Project: iGUESS-MED
 Deliverable Number: D5.1
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D5.1 – DECO PLAN iGUESS-MED

Project:	iGUESS-MED
Deliverable Number:	D5.1
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Grant Agr. No.:	1916