SQAT
SOIL QUALITY ANALYSIS TOOL

Deliverable 5.1

Exploitation, dissemination, and communication strategy

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Disclaimer

The author of this document has taken any available measure to ensure that the information contained in this document is accurate, consistent, lawful, and up to date.

Executive Summary

Farms are at the forefront of the data economy, propelled by digitalisation, robotics, and smart algorithms. However, these advancements exacerbate societal pressures on soil health, demanding cleaner water, healthier soils, increased carbon storage and biodiversity. Current solutions are costly and unsuitable for farmers. With this in mind, the EU-funded SQAT project will develop a smart soil mapping service. Combining multi-level, multi-technology approaches, SQAT offers high-resolution soil property maps and tailored solutions for farmers. Using autonomous robot-mounted sensors and innovative in situ analysis tools, the SQAT system enhances productivity while reducing costs. Co-developing with SMEs, SQAT aims to commercialise its solutions, empowering farmers with variable-rate applications for liming, fertilisation, seeding, tillage, and carbon farming.

In this deliverable, D5.1, the SQAT project presents its Exploitation, dissemination, and communication strategy. It is a dynamic and comprehensive document detailing the tools, channels and activities that will be utilised throughout the project to ensure effective and consistent visual representation of the SQAT Project, of its activities and outcomes, and for successful dissemination and exploitation of results. The Strategy outlines our approach, activities and tools that will be used to communicate with stakeholders at different stages of the project.

This deliverable is also important in terms of the marketing success of the project and represents the link between communication, dissemination, and exploitation activities in other Work Packages (WPs). The set of rules and standards presented in this deliverable will guide SQAT partners towards effective communication with target audiences from the outset of the project.

The present SQAT deliverable will ensure that all communication and dissemination needs from various WPs and the project, in general, are considered and coordinated.

The strategy will be continually monitored, updated (by M21) and reported during the project.

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Abbreviations

ABE	Association of Balkan Eco-Innovations
AGRILAB	Agrilab limited liability company
ATB	Leibniz Institute of Agricultural Engineering and Bioeconomy e.V.
CDE	Communication, dissemination, exploitation
EC	European Commission
EV ILVO	Eigen vermogen van het instituut voor landbouw-en visserijonderzoek
HSG-IMIT	Hahn-schickard-gesellschaft fur angewandte forschung ev
ILT-OST	Institute for Lab Automation and Mechatronics
KPI	Key performance indicators
OFI	Officine innovazione s.r.l.
SF_Apps	Smart Farming Applications
TERRATMD	Terra controlling tmd d.o.o
VDBORNE	Van den borne projecten bv
WP	Work Package

1 Introduction

This document presents the SQAT Communication, Dissemination, and Exploitation Strategy developed to promote the project and its results effectively.

The document illustrates the goals, the overall strategy, and the needed activities in order to:

- Inform about and promote the project and its results/success (Communication)
- Describe and ensure results available for others to use (Dissemination)
- Make concrete use of research results (Exploitation)

These activities are key to connect the ambitious results to be generated by the project with positive impact on society, the environment, and the European economy (in line with the expectations of the Horizon programme). All partners are obliged to participate in and contribute to communication, dissemination, and exploitation throughout the project.

The maximisation of information use is based on the identification of groups of stakeholders who may be interested in the project findings, and on the personalisation of the communication message for the stakeholder characteristics in terms of content, style, and information support. This plan is designed to be a practical framework for SQAT day-to-day communications activities. It is based on the identification of the desired outcomes of the dissemination, the definition and analysis of the audience that will be targeted by the communication and the definition of the strategy to achieve the desired outcomes.

Communication and dissemination are addressed by WP5, while exploitation is addressed by WP6.

Figure 1. Measures to maximise impact.

1.1 Related documents

1. D5.2 Communication kit, which can be seen as an annex to this document and is intended to provide a practical toolkit for partners to communicate SQAT.

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2 SQAT at a glance

This section aims to introduce the project, as well as to provide a simple narrative that can be used by partners (or others) to introduce the project to others.

2.1 Brief overview

Farms worldwide are facing significant environmental and societal pressures concerning soil health, including the need for cleaner water, enhanced carbon storage, and increased biodiversity.

SQAT (Soil Quality Analysis Tool) is set to transform modern agriculture through its pioneering initiative, integrating digitalization, robotics, and smart algorithms. Developed by a consortium of agritech companies and research institutes, SQAT delivers precise and cost-effective soil properties maps, empowering farmers worldwide with actionable insights for enhanced productivity and sustainability.

The key features of SQAT are:

- Utilisation of free and open satellite data from the European Union's Copernicus programme.
- Deployment of sensors on an autonomous robotic platform for fast and precise on-site readings.
- Customisation for field trials across multiple countries.
- Development of five new smart farming applications.

Supported by the EU and the Swiss government, SQAT remains committed to delivering tangible benefits to farmers and stakeholders, promoting environmental sustainability across European farming communities.

The overall communication of the SQAT project will be grounded within this context. The specific talking points are defined in the 2-pager project summary which is included in the communication kit (D5.2).

2.2 SQAT vision and main objectives

SQAT's vision is to make soil property mapping accessible and affordable for all European farmers to enable precision agriculture applications to foster more efficient and informed soil management to optimize agricultural yields, deliver improvements in soil quality, support ecosystem functions, and minimise negative impacts of agriculture.

The main objectives include:

- Improving access to better soil data in agriculture and leveraging its use to make site-specific and variable-rate soil management more efficient and profitable.
- Combining advanced technologies to ensure accuracy, quality, and cost-effectiveness of high-resolution soil data (this includes the unique benefits of Copernicus and Galileo satellite data).
- Using novel data we produce to enable new precision agriculture applications.
- Creating and bringing to market project results.

3 Target groups and key messages

The SQAT project places a strong emphasis on effective dissemination and communication strategies to ensure the widespread adoption and impact of its results. Central to this strategy is the identification and mapping of targeted stakeholders, understanding their needs, and tailoring clear messages to different audiences. By utilizing appropriate dissemination channels and communication tools, SQAT aims to reach its diverse stakeholders effectively. A detailed time plan ensures timely dissemination activities, aligned with project milestones and objectives. Ultimately, the success of SQAT hinges not only on deploying its results but also on engaging and influencing relevant stakeholders throughout the project implementation.

Figure 2. Target groups.

Each target group has its own sphere of communication. SQAT's approach will be aimed at various groups, with the primary audiences shown in the table below. We also define the priority level to engaging these groups, considering their relevance to the project and its scope of work, as well as their interest in SQAT.

Table 1. Key messages, benefits, and their priorities for target groups.

Target group	How can they benefit from the project ("what's in it for them")	Key message	Priority
Farmers	• Access to precise and cost-effective soil property maps to optimise agricultural practices. • Enhanced resource efficiency, leading to reduced input costs and higher yields. • Improved resilience to erratic weather patterns and environmental stresses. • Support for sustainable soil management practices, leading to long-term soil health and productivity.	SQAT is an affordable and precise soil mapping system to enable a new generation of valuable Agri services: saving costs through new efficiencies, and helping you meet environmental requirements. Attend our on-farm demo events and sign-up to be an early tester.	**High** H impact H interest
Farmer associations	• Access to innovative tools and technologies to support their members' farming practices. • Opportunities for capacity building and knowledge exchange through collaboration with the SQAT project. • Advocacy for policies that promote the adoption of precision agriculture and sustainable soil management practices.	Digital data-driven technologies are instrumental for a sustainable farming approach, and for addressing significant costs. SQAT is developing a novel approach to soil mapping to help enable SF Applications, with benefits for EU farmers.	**Med** M impact M interest
Agri-support companies	• Access to advanced soil mapping technologies and smart farming applications to enhance their service offerings. • Opportunities for market expansion by integrating SQAT's solutions into their existing product portfolio. • Collaboration opportunities with SQAT project partners to develop and commercialize new agricultural products and services.	SQAT is developing a groundbreaking soil mapping solution – affordable and precise – which can provide useful data/information to improve your services and develop new ones. We are also developing novel applications you can license: see our business portfolio.	**High** H impact H interest
Public bodies and EU institutions	• Access to reliable soil data and insights to inform policy-making and regulatory decisions.	SQAT's solution will contribute to the green and digital transitions in agriculture. Engage with us	**Med** M impact M interest

	• Support for the implementation of agricultural and environmental policies aimed at promoting sustainable soil management and biodiversity conservation. • Opportunities for collaboration with the SQAT project to leverage innovative solutions for addressing agricultural challenges at the regional and national levels.	to find out more how the project's new approach can contribute to your policies and simplify your processes, including through improved EO-based monitoring models.	
European & national policy makers	• Access to evidence-based recommendations and best practices for promoting sustainable agriculture and soil management. • Support for the development of policies and incentives to encourage the adoption of precision agriculture technologies and practices. • Collaboration opportunities with the SQAT project to align policy objectives with the needs and priorities of the agricultural sector.	Transition in European agriculture linked to the European Green Deal requires an informed approach. SQAT provides a novel solution to increase accessibility and accuracy of soil data, with significant potential benefits for policy implementation and monitoring.	**Med** H impact M interest
Relevant researchers	• Access to data, methodologies, and insights generated by the SQAT project for further research and analysis. • Opportunities for collaboration with SQAT project partners to advance scientific knowledge in the field of precision agriculture and soil science. • Support for interdisciplinary research efforts aimed at addressing complex agricultural and environmental challenges.	Consult the open access articles about the results and impact obtained by the project use cases. Access a significant resource of open access soil data provided by the project.	**Med** M impact H interest
Citizen and media	• Access to information about the benefits of precision agriculture and sustainable soil management practices for food security and environmental sustainability. • Opportunities to engage with SQAT project findings and initiatives through outreach and communication activities. • Increased awareness and understanding of the importance of soil health and biodiversity conservation for society as a whole.	Technology can help make agriculture greener and more profitable. Find out more about how our novel tech can contribute to the sustainability and quality of European food systems, with economic and environmental benefits for rural areas.	**Low** M impact L interest

4   Dissemination

4.1   Dissemination strategy and objectives

Effective dissemination is crucial for the success of the SQAT project. Therefore, complete dissemination and communication assessment will be performed, considering the full stakeholder journey, with channels, tactics, and campaigns (both online & offline) to bring SQAT right in front of diverse audiences.

The objectives of the dissemination plan are to:

- **Raise awareness:** Increase awareness about the project's scientific objectives, methodologies, and   expected outcomes among stakeholders.
- **Share scientific findings:** Disseminate the scientific findings resulting from the project's research activities, including insights, data, and conclusions derived from soil mapping experiments and sensor technology advancements.
- **Facilitate knowledge exchange:** Foster knowledge exchange among researchers, academia, and stakeholders through conferences, workshops, and seminars.
- **Publication in peer-reviewed journals:** Publish scientific articles in peer-reviewed journals to contribute to the body of knowledge in agriculture, soil science, and remote sensing.
- **Policy impact:** Ensure that project findings reach policymakers to influence decisions related to sustainable agriculture, soil management, and environmental conservation.
- **Engagement with stakeholders:** Prioritize engagement with stakeholders through newsletters, social media, and direct communication channels to keep them informed about project progress.
- **Promote collaboration:** Foster collaboration and networking among researchers, industry partners, and stakeholders to leverage additional expertise and resources.
- **Encourage data reuse:** Promote the reuse of project data by making it accessible through open data repositories and encouraging other researchers to utilize the data for further analysis and research.

As set out in the Grant Agreement (GA), **partners are obliged to communicate and disseminate the project and its results** by disclosing them to the public, if not stated otherwise (i.e. intellectual property restrictions).

4.2 Summary of the dissemination activities per target group

Ensuring active engagement with our target audiences is pivotal for driving long-term impact and fostering market adoption of the SQAT project's outcomes. To achieve this, SQAT will capitalize on the robust presence of its partners, leveraging their participation in industry initiatives, clusters, and platforms, as well as their active engagement in conferences and extensive content publications. Through these concerted efforts, the project aims to effectively reach and influence diverse target groups. The key dissemination activities are:

Farmers, farming associations, and agricultural stakeholders:

- <u>On-site training & capacity building</u>: Series of workshops conducted in SQAT use cases to inform and train stakeholders, including field operators, agricultural advisors, and farmers. These workshops aim to enhance their knowledge and skills in utilising SQAT's data value chains effectively.
- <u>Promotional on-field events</u>: Organised demonstrations of the System and SF_Apps "in action" through on-field events. These events, held at least once per demo site, involve significant preparation to ensure farmer and media presence, effectively showcasing the practical benefits of SQAT's solutions.
- <u>Free "testing" accounts</u>: Provision of free access to SF_Apps for end-users, allowing them to explore the solutions, increase familiarity, and understand their value. This initiative aims to create a customer base for post-project commercialisation by disseminating awareness and demonstrating the benefits of SQAT's solutions.
- <u>Coordination with relevant projects</u>: Structured coordination with relevant EU- and national-funded projects focused on soil mapping and sustainable agriculture. This involves assessing synergies, defining activities, establishing timelines for exchanges, and identifying inputs/outputs to maximise collaboration and leverage resources effectively.

Agricultural decision support and agrifood businesses:

- <u>Digital Alliance for Healthy Soils</u>: Establishment of a formal group of EU digital Agri-service providers to engage potential customers of the System. This initiative encourages businesses to develop their own Smart Farming Applications (SF_Apps), fostering collaboration and innovation within the agricultural technology sector.
- <u>User manual and training videos</u>: Provision of user manuals and training videos to equip end-users with the necessary technical knowledge and skills to effectively utilize the Service and SF_Apps. These resources enhance user experience and facilitate the adoption of SQAT's solutions.
- <u>Attendance at events</u>: Participation in various relevant regional and EU events, such as CAPEGI (organised by AeroVision), EU Green Week, EIP-AGRI events, EU Space Week, Low Carbon Agriculture Show, Living Planet Symposium, etc. This allows SQAT to showcase its solutions, network with industry stakeholders, and raise awareness about the project's outcomes and potential benefits among agricultural decision-makers and businesses.

Local, regional, and EU policy makers and other public authority bodies

- Contribution to JRC's EU Soil Observatory: SQAT contributes knowledge and data to the EU Soil Observatory (EUSO), adhering to data governance principles. This contribution enhances the availability of soil-related information for Commission Services and the broader soil user community, supporting evidence-based policymaking.
- Policy briefs: Development and dissemination of policy briefs aimed at informing policy makers at multiple levels and public bodies in the use cases. These briefs highlight key project insights relevant for policy and regulation, particularly focusing on practical experiences related to soil carbon and soil health MRV strategies. They address trade-offs, challenges, and opportunities associated with these strategies.
- Direct dissemination activities: Organising events and establishing direct contacts to reach key policy stakeholders within the agriculture ecosystem. This includes Members of the European Parliament (MEPs), relevant European and national policy makers, and other influential actors. These activities facilitate engagement and dialogue with policy makers, enabling the exchange of knowledge and insights to inform policy development and implementation.

Research institutes and universities

- Open research data: Establishment of the SQAT data space to facilitate the collection and sharing of project research data. This digital environment ensures openness, trustworthiness, and scalability, enabling collaborative research and knowledge exchange among research institutes and universities.
- Scientific papers: Production and open-access publication of at least 10 scientific articles by scientific partners. These articles cover various topics, such as applied models for soil mapping and analysis of results at use cases. By disseminating research findings through scientific papers, SQAT contributes to advancing knowledge and promoting academic discourse in relevant fields.

General public and all project stakeholders

- Media presence and social media content: Each use case will generate success stories and lessons learned to promote interest in SQAT's thematic topics among the general public and other target groups. These stories will focus on key themes such as soil health, smart and sustainable farming practices, and the utilization of European space assets in the agricultural industry. Through media presence and social media content, SQAT aims to raise awareness, engage stakeholders, and showcase the project's impact and contributions to society and the agricultural sector.

4.2.1 Conferences and Events

SQAT partners will actively participate in both virtual and physical international and local conferences/meetings outside of the project to disseminate the project results and raise awareness around SQAT activities and achievements. Each partner will report their involvement with SQAT at conferences and events that they are attending or hosting. The types of activities and events that partners are expected to participate in include:

- conferences, industry events, exhibitions, and joint events with other EU projects and
- workshops, courses, seminars, and training sessions.

An Excel Table has been prepared by the Communication Team and shared with all partners, to gather information concerning events, conferences with details such as dates, contact info about the organizer and whether a partner will attend. This Excel Table will be a "live" document, updated according to the strategy of the consortium and priority of events. The list of events is stored in the project's internal repository (OneDrive), where all partners have access to it. This ensures that the partners are aware of upcoming events and can plan their involvement in them accordingly. The list of events serves as a valuable resource for the partners to identify opportunities to disseminate project outcomes and to engage with relevant stakeholders.

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POTENTIAL CONFERENCES AND EVENTS

NO	TYPE OF EVENT	TITLE OF EVENT	PARTICIPATION GOAL	DATE OF EVENT	LOCATION	ORGANIZER	PARTNER ATTENDING
1		EU green week		29-30 May 2024	Brussels, Belgium		
2		EIP-AGRI events		TBD			
3		EU Space Week		Jan,2025			
4		Low carbon agriculture show		5-6 March 2025			
5		Living Planet Symposium		TBD			

Figure 3. Events reporting.

4.2.2   Scientific articles and policy briefs

Given the scope of anticipated outcomes within the SQAT project, particularly in advancing our understanding of soil quality and sustainable agriculture practices, a significant emphasis will be placed on dissemination through peer-reviewed papers. As many consortium members possess considerable expertise and are prolific authors in their respective fields, we are committed to responsible management of research data and outputs, adhering to the principle of 'as open as possible, as closed as necessary.'

This approach aims to maximise the visibility and impact of SQAT's results. As part of our dissemination strategy, the project aims to produce and publish at least 10 scientific articles and 3 policy briefs focusing on various activities within the project. The communication and dissemination team are actively collecting all titles of papers currently under the writing process through a living document.

In cases where participants have not contributed to any written materials, the SQAT project should be acknowledged. If participants have provided information, their individual contribution should be acknowledged accordingly. Furthermore, if a participant has collaborated on the creation of a written piece, they should be listed as a co-author alongside the SQAT project. The lead author of each scientific article is responsible to ensure that described policy is applied and that acknowledgements are attributed as appropriate.

Figure 4. Sheet for collecting scientific articles and policy briefs.

4.3   Partner roles and responsibilities

All SQAT partners will engage in communication and dissemination activities at both consortium and partner levels, as an integral part of their respective Work Packages and areas of expertise. Partners will collaborate closely to identify and organise relevant activities, and work together to engage with target audiences, relevant projects, and initiatives.

To maximise the impact of SQAT, partners are encouraged to integrate dissemination and communication actions into all project activities, and to share success stories and good practices to create synergies with other partners and reach a wider audience. Partners are also encouraged to actively engage with local and national media outlets (such as press, radio, and TV), and offer interviews, visits, and demonstrations to showcase their work.

ABE's communication team will leverage this information and a strong experience in community building to deliver lead the communication and dissemination effort. In addition, partners can leverage existing press offices at their organizations, such as those found at universities, to help identify and contact media outlets and generate interest in the project.

Although ABE takes a lead to coordinate communication and dissemination, it is a joint effort both in terms of effort and initiative. **All partners are expected to recognise and seize upon opportunities to promote the project and uptake of their results in line with their profile, even without guidance/ direction from the lead partner** (e.g. scientific partners identifying journals and publishing scientific papers, presenting SQAT at a conference a partner is attending, attending a trade conference). As the project coordinator, ABE is also available to support all communication and dissemination efforts, including budget issues that might be linked to taking advantage of opportunities.

By working together and proactively engaging with different audiences, SQAT partners can effectively communicate the project's objectives and outcomes and promote wider uptake and impact.

Partner obligations and public deliverables

In accordance with the Grant Agreement, partners will have the obligation to communicate and disseminate the project and its results to the public, adhering to specific provisions for dissemination (dissemination restrictions) outlined in both the Grant Agreement and the Consortium Agreement.

Deliverables marked as public will be available as downloads on the project website, after receiving approval from the European Commission. Dissemination and communication of results from deliverables classified as either confidential or restricted require approval from the consortium or the involved partners prior to release. To ensure effective communication and dissemination of the project results, partners will have specific responsibilities, as defined below:

- All partners will dedicate efforts to communication and dissemination activities through the channels and tools outlined in the project's communication plan.
- The communication and dissemination lead (ABE) will support partners in implementing these activities.
- All partners will be responsible for providing content to ABE related to their project activities for use in different channels.
- The management of project social media networks will be the responsibility of ABE.
- All partners will be responsible for actively interacting with the project's social media networks, including involving their own organisations communication teams e.g. to comment and share project posts.
- All partners will be responsible for reporting their communication and dissemination activities in a timely manner.

5 Communication

5.1 Communication strategy and objective

The SQAT project will continue to implement its communication strategy throughout the project duration. The strategy aims to showcase the project's impact and benefits to its target audiences. To achieve this, the strategy will employ a mix of communication means, including different media and activities, to reach distinct target audience groups.

A coherent approach, including a common visual identity, will be adopted to synchronise communication activities by the whole consortium. This will ensure that we use appropriate media, formats, and channels and customise audience-tailored messages while maintaining a common brand.

The project will use easy-to-understand visual content to make ideas and benefits practically recognizable to a wide audience. This approach will help to increase the curiosity of future end-users, who will be guided to more comprehensive knowledge and resources on solutions and services.

The project will customise its material and communicate it to different target audience groups, with the aim of building and sustaining a community of engaged stakeholders. The project will collect useful knowledge from project deliverables, interactions with partners, and other target audiences, use cases and partner publications. This knowledge will be conveyed via SQAT communication networks to help promote the project's achievements.

5.2 SQATs approach to communication

Our approach to communication is coherent, active, interlinked, and resonant. This approach is important given our market-centred approach, to ensure a perceptive veneer of professionalism and quality and to drive "conversion" for potential users to sign up for pre-sales. Project communication is geared akin to "a marketing model" in line with the ultimate goal of commercially launching SQAT results.

- By coherent we refer to a clear and appropriate project identity (keywords: sustainability, data, accuracy, etc.) and coordinated messaging. A Communication Manager (from ABE) works together with a communication team of comms. personnel from select partners (AeroVision for technical issues, OFI for business, FarmEye for data economy/governance) to centrally manage key tools and provide coherent messaging to all partners (e.g. variations of a slide deck, 2-pager with a common narrative of the project for in-person promo).
- By active we refer to the continuity of communication as a project activity. On the one hand, this refers to clear planning to ensure a flow of materials and content, and high responsiveness, so that communication is an active dialogue with interested parties. Although the communication team will manage the main tools and coordinate this process, all partners are responsible to promote the project and its activities.
- By interlinked we refer to a funnel communication framework wherein all tools and channels are linked to each other to convert interest into engagement, as relevant for each target group. As an

example, presentations will link with a QR code to a webpage with a clear call to action to sign-up for a local workshop.

- By <u>resonant</u> we refer to messaging which is meaningful and alludes to important issues/economic value for end-users. We will test messaging (e.g. survey, focus group, A/B testing): e.g. economic savings from inputs, better soil knowledge at a fair price, support to meet Eco schemes & CAP requirements, etc.

5.3   Channels and tools

SQAT will create and make use of main communication tools and channels including online offline and interactive (face-to-face) ones that will be implemented by the SQAT partners to achieve an efficient and effective interaction with the different stakeholders. Some resources are of general intent, whereas some are geared to particular target groups. Building on the knowledge and diverse engagement of SQAT partners with their audiences, SQAT will concentrate on the usage of unique communication channels that project partners successfully utilise for their day-to-day interactions with different audiences.
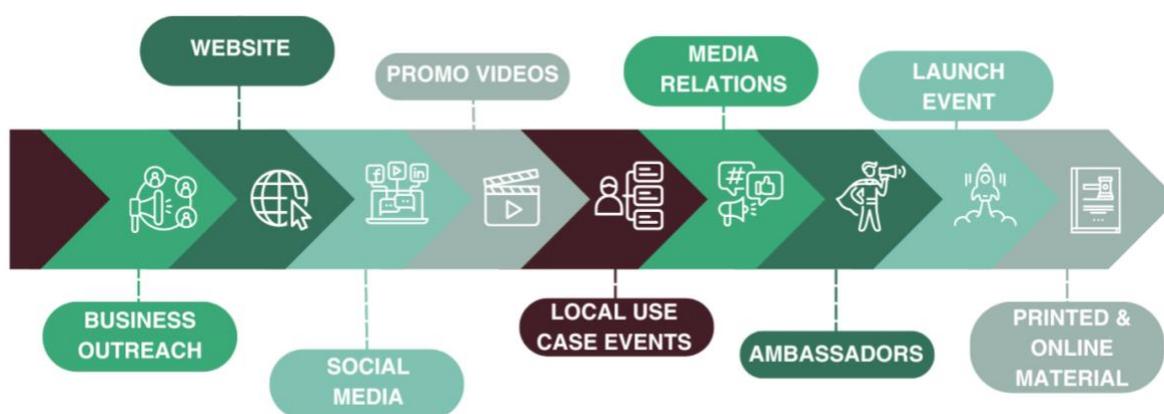
Figure 5. Overview of communication tools.

Table 2. Description and purpose of the communication tools.

Tools	Audience	Description and purpose
Business outreach	Farmers, Agri support companies	Identification of potential customers and proactive bilateral outreach has the specific aim of informing about the project, its expected results, and their benefits, and converting interested parties into pre-sales customers. Pitch deck, email templates, etc. will be used. Clear and responsive sales relationship processes are established and managed by OFI.
Website	All	The project's primary digital communication tool to raise awareness of project activities, results, and goals. The emphasis is on promoting the solution and services of the business portfolio – and experiences, lessons learned and

|		success stories in the use cases and with pre-sale customers. Additionally, the website hosts all public documents.
Social media	All	Dedicated SQAT profiles are set-up/curated on appropriate platforms (e.g. LinkedIn, YouTube, Facebook, Twitter). They provide regular updates of project results and progress in the use cases, showing contextualised results/experiences to promote System/SF_apps benefits. We link to relevant orgs. and SQAT partner/personnel to reshare relevant content.
Promo videos	All	Videos are professionally produced (subcontracted) to promote the solution/services in action in the use cases. This includes: • an initial presentation of the project using motion graphics early in the project. • development and testing videos during the project (featuring use cases, showcasing robots and users). • a commercial video to promote the project results. Shorter cuts of the videos are used as content for social media.
Local use case events	Farmers, public authorities, policy makers	Use case partners organise and/or attend local events to reach large groups of farmers and other agricultural stakeholders to promote insights gained by the project and the thematic issues about sustainable farming and PA relevant to SQAT. Where relevant, we leverage existing links of use case partners to regional/national farmer groups and regular/periodic events with an established reputation among the target group. A 2-pager describing a coherent narrative of key project messages is provided internally to all partners.
Media relations	Farmers, Citizens	Participation in relevant specialist/general podcasts, blogs, radio/television programmes, and print/online media is used to reach wide audiences already established by the medium. A media relations strategy identifies specific outlets and the project/use case level approach.
Ambassadors	Farmers	Enthusiastic, curious, and digitally savvy primary testers are already identified for use cases. Their testimonials are leveraged for media, events, website, blogs, etc.
Launch event	Farmers, Agri-companies	A final "high-level" event is organised in M42 to formally kick-off commercial service provision. We prepare and disseminate press releases and live stream to maximise reach.
Printed & online material	Farmers, Agri-companies	Infographics and other explainer materials are developed to introduce the project and its expected results (System, SF_apps). Brochures and leaflets are limited only to farmer audiences during use cases due to (in our experience) the audience's preference and digital comfort. Printed material considers cost and environmental profile (recycled paper).
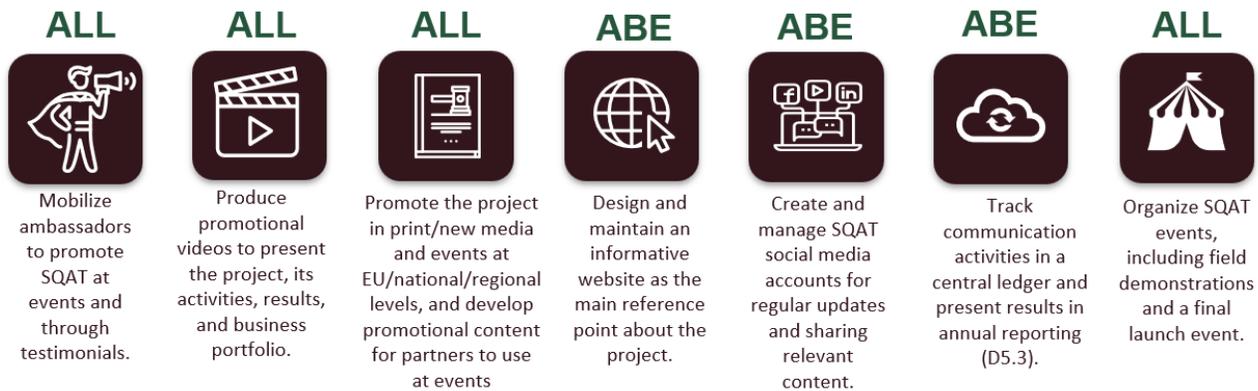
Figure 6. Partners responsibilities per communication tool.

5.3.1 Implementation plan per communication tool

Business outreach

- <u>Preparation</u>: Develop pitch deck and email templates, establish clear sales processes managed by OFI.
- <u>Audience segmentation</u>: Segment potential customers based on location, operation size, and technology adoption.
- <u>Outreach strategy</u>: Conduct proactive outreach using personalised communications via email, phone, and meetings.
- <u>Engagement and conversion</u>: Engage in meaningful conversations, highlight SQAT's value, provide materials and opportunities for firsthand experience.
- <u>Follow-up and management</u>: Implement structured follow-up, address inquiries promptly, and track engagement metrics.
- <u>Evaluation and optimisation:</u> Regularly evaluate performance, identify areas for improvement, and refine strategies accordingly.

Website

- <u>Content development</u>: Create engaging content showcasing project activities, results, and business solutions, along with use case stories and public documents hosting.
- <u>Design and layout</u>: Design a user-friendly website layout with clear navigation and organized sections to enhance user experience.
- <u>Functionality and features</u>: Implement interactive elements and search functions for user engagement and content accessibility.
- <u>Accessibility and compatibility:</u> Ensure website accessibility and compatibility across devices and browsers.
- <u>SEO optimisation</u>: Optimise content for search engines to improve website visibility and attract organic traffic.
- <u>Regular updates and maintenance</u>: Schedule regular updates and maintenance to keep content accurate and relevant.

- **Promotion and integration**: Promote the website through various channels and integrate it with other project communication platforms for consistency and reach.

Social media

- **Profile setup and curation**: Establish SQAT profiles on LinkedIn, YouTube, and Twitter with project branding and messaging.
- **Regular updates**: Share project results, use case progress, and success stories to showcase System/SF_apps benefits.
- **Engagement:** Encourage interaction with polls, Q&A sessions, and prompt responses to comments and messages.
- **Content sharing**: Amplify messaging by sharing relevant content from partners and project personnel.
- **Metrics tracking:** Monitor engagement and audience demographics to optimise content and strategies.
- **Integration**: Integrate social media with other channels and cross-promote content for maximum reach and impact.

Promo videos

- **Initial presentation video**: Produce a motion graphics video early in the project to introduce the SQAT project, its objectives, and solutions.
- **Development and testing videos**: Create videos showcasing the project's progress, use cases, and technology testing, featuring robots and users.
- **Commercial video:** Develop a commercial video highlighting project results, benefits, and impact, tailored for broader promotion.
- **Social media content**: Extract shorter cuts from the videos to use as engaging content for social media platforms.
- **Professional production:** Subcontract professional production services to ensure high-quality video production and visual appeal.
- **Distribution strategy:** Strategically distribute videos through project website, social media channels, newsletters, and partner networks.
- **Engagement and feedback**: Encourage audience engagement with the videos through likes, shares, and comments, and gather feedback to inform future video content.

Local use case events

- **Event organization and attendance**: Coordinate with use case partners to organize and/or attend local events targeting farmers and agricultural stakeholders.
- **Promotion of project insights:** Use events as platforms to promote insights gained by the project, focusing on sustainable farming and precision agriculture (PA) relevant to SQAT.
- **Leverage existing partnerships**: Utilize existing links of use case partners to regional/national farmer groups and established events to maximize reach and credibility.
- **Distribution of key messages:** Provide a 2-pager internally to all partners outlining a coherent narrative of key project messages to ensure consistency in communication.

- Audience engagement: Engage with farmers, public authorities, and policymakers at events through presentations, demonstrations, and interactive sessions.
- Networking and relationship building: Use events as opportunities to network with stakeholders, build relationships, and gather feedback on project activities and outcomes.
- Follow-up and evaluation: Follow up with event attendees to reinforce key messages and maintain engagement. Evaluate the effectiveness of events in reaching target audiences and achieving communication objectives.

Media relations

- Identify relevant outlets: Research and identify specialist and general podcasts, blogs, radio/television programs, and print/online media outlets relevant to agriculture and technology.
- Media relations strategy: Develop a media relations strategy outlining the approach for engaging with specific outlets at both the project and use case levels.
- Engagement approach: Reach out to identified outlets to pitch story ideas, interviews, and articles related to SQAT's objectives, progress, and outcomes.
- Content creation: Develop compelling content, including press releases, articles, and interview talking points, tailored to each outlet's audience and format requirements.
- Participation and collaboration: Participate in interviews, podcasts, and guest blog posts to share insights about SQAT's impact on farming and sustainability.
- Monitoring and outreach: Monitor media coverage and engage with journalists and content creators to ensure accurate representation of SQAT's goals and achievements.
- Evaluation and feedback: Evaluate the effectiveness of media relations efforts in reaching farmers and citizens. Gather feedback from media outlets and audiences to refine future engagement strategies.

Ambassadors

- Identify and engage testers: Identify enthusiastic, digitally savvy farmers within the use cases who are willing to act as ambassadors for the project.
- Testimonial collection: Collect testimonials from ambassadors regarding their experiences with SQAT, highlighting benefits and success stories.
- Media and content integration: Integrate ambassador testimonials into various communication channels such as media interviews, events, website content, and blogs.
- Event participation: Invite ambassadors to participate in project events, where they can share their experiences firsthand with other farmers.
- Social media promotion: Share ambassador testimonials on social media platforms to amplify their reach and impact among the farming community.
- Training and support: Provide training and support to ambassadors to effectively communicate project messages and represent SQAT in their communities.
- Recognition and incentives: Recognize the contributions of ambassadors through public acknowledgment and incentives to maintain their engagement and motivation.

Launch event

- Event planning: Organize a high-level launch event in Month 42 to formally kick off commercial service provision for SQAT.
- Press release preparation: Prepare compelling press releases highlighting key project achievements, benefits, and the launch event details.
- Media outreach: Disseminate press releases to relevant media outlets, agricultural publications, and online platforms to maximize reach and coverage.
- Live streaming: Live stream the launch event to ensure broader accessibility and engagement, allowing remote audiences to participate in real-time.
- Audience engagement: Encourage audience interaction during the live stream through Q&A sessions, polls, and social media engagement.
- Promotion and awareness: Promote the launch event through various channels, including social media, newsletters, and partner networks, to generate excitement and anticipation.
- Follow-up and feedback: Follow up with attendees and media representatives' post-event to gather feedback and assess the event's effectiveness in achieving communication objectives.

Printed & online material

- Content development: Develop infographics and explainer materials to introduce the SQAT project, highlighting its expected results, including the System and SF_apps.
- Digital distribution: Distribute digital copies of the materials online through the project website, social media channels, and email newsletters to reach farmers and agricultural companies.
- Printed material for farmers: Produce brochures and leaflets specifically targeting farmers during use cases, considering their preference for tangible materials and limited digital comfort.
- Cost and environmental considerations: Ensure that printed materials are produced using recycled paper to minimise environmental impact while also considering cost-effectiveness.
- Distribution strategy: Distribute printed materials to farmers during use cases, agricultural events, and workshops, ensuring widespread accessibility and visibility.
- Feedback collection: Collect feedback from farmers and agricultural companies regarding the effectiveness and relevance of the printed and online materials to inform future iterations.

5.4 Key performance indicators (KPIs)

The communication activities will be monitored and evaluated to assess their impact on a regular basis and adjust where needed. The following table presents the Key Performance Indicators (KPIs) which have been set to assess the progress of the SQAT communication efforts.

Table 3 KPIs

Key performance indicator	Target
An active and informative website	> 7.500 visits; 500 downloads
Judicious use of printed materials for promotion	> 1.000 readers
An engaging and responsive Social Media presence	> 2.000 followers; 500 posts and replies
An active presence in the local & European media	>12 presence on podcasts or radio
	>20 instances in print/online media
Leverage on field demonstration events to engage customers	≥10 events with ≥350 farmers
Strategic presence at events to promote project	Presence at ≥12 large events
Relevant scientific papers published on thematic areas	≥6 scientific papers published
Policy briefs used to disseminate key findings to policy makers	≥3 policy briefs prepared

To measure the key indicators above, the following evaluation elements will be used:

- **Google Analytics** – to track and report the project website traffic
- **Social Media Metrics** – to track the engagement on Facebook and Twitter
- **Communication reporting table**:
  - Partners will report on the communication activities implemented in one single place: the registries excel file, available on SQAT OneDrive shared folder.
  - Partners should save evidence of the activities conducted (such as ppt presentations made, invitations, agenda, pictures, post on social media, etc.).

All partners are required to contribute to achieving the KPIs.

5.5   Networking and liaison with other initiatives

SQAT project partners will use networking and informal personal meetings to disseminate the project's activities and outputs beyond their involved territories. In addition, official SQAT presentations will be used whenever possible to present the project results and activities at different stages of project development. SQAT will actively promote its activities and gather regular information and news by monitoring and collaborating with relevant online media blogs, news portals, publications, and other media outlets. The project will also establish close ties with other relevant initiatives under EU-funded, international, or national programmes to achieve higher awareness and impact on the target groups.

To further support this purpose, SQAT partners will consider participating in each other's events and organising common events. Close linkages will be established on both centralised and decentralised project levels to enhance collaboration and cooperation between partners. This will enable the project to reach a wider audience and maximise its impact in the scientific and engineering communities.

5.6 Timeline of communication and dissemination activities

Communication and dissemination activities are planned in accordance with the stage of development in the project. Although a number of communication actions will take place during the first half of the project, the most significant dissemination activities will take place as intermediate and final research outputs are available.

The dissemination will follow the AIDA model:

- **A**wareness to attract the attention of the target audience;
- **I**nterest of the target audience;
- **D**esire of the target audience to know more about the project; and
- **A**ction to lead the target audience toward engagement and possibly commercial relations (where relevant).

Figure 7 3 phases of communication

According to this principle, three phases are considered:

Initial phase (Awareness):

- Establish and launch the project website to increase visibility and provide information about project goals, partners, and activities.
- Develop and implement a social media strategy to engage with stakeholders and share updates about project progress and achievements.
- Create a visual identity for the project, including logos, graphics, and branding materials, to maintain consistency across communication channels.
- Conduct general presentations and workshops to introduce the SQAT project to stakeholders and potential users.
- Distribute publishable abstracts and progress summaries to relevant stakeholders and industry partners.

Intermediate phase (Interest/Desire):

- Disseminate preliminary results and data from the project through scientific publications, conferences, and industry events.
- Collaborate with research institutes and universities to publish scientific articles and papers showcasing the innovative approaches and technologies used in the project.
- Organise targeted workshops and training sessions for farmers and agricultural stakeholders to demonstrate the benefits of SQAT's smart farming applications.
- Engage with relevant EU-funded projects and initiatives working on soil mapping and sustainable agriculture to share knowledge and foster collaboration.
- Develop and distribute policy briefs highlighting the potential impact of SQAT on European agriculture and environmental sustainability.

Final phase (Action):

- Host a high-level launch event to officially introduce SQAT's commercial services and smart farming applications to the market.
- Publish final project results and validation outcomes in scientific journals, industry publications, and relevant events to promote further adoption and replication.
- Establish partnerships with Agri-support companies and agricultural decision-makers to facilitate the integration and adoption of SQAT's technologies and solutions.
- Evaluate and assess the impact of the project's communication and dissemination activities through KPI-driven metrics and stakeholder feedback.
- Develop case studies and success stories to showcase the real-world benefits and applications of SQAT in improving soil quality, resource efficiency, and agricultural productivity.

Monitoring of communication and dissemination activities

Monitoring is the continuous and systematic process carried out during the project, which will generate data on the implementation. To achieve the successful implementation of Dissemination and Communication activities, and fulfilment of the relevant objectives, a systematic monitoring will be carried out throughout the project implementation.

Through:

- **Website analytics:** Track website traffic, user engagement, and popular content using tools like Google Analytics.
- **Social media metrics:** Monitor metrics such as follower growth, engagement rate, and post reach on social media platforms.
- **Event attendance**: Keep records of attendance and feedback from workshops, conferences, and other events.
- **Publication metrics:** Track the number of scientific articles published, citations received, and the impact factor of journals.
- **Policy engagement:** Monitor the uptake of policy briefs and interactions with policymakers through meetings, consultations, and responses.

- **Partnership development:** Keep records of partnerships established and collaborations formed with relevant stakeholders.
- **KPIs:** Measure key performance indicators related to project objectives.

By regularly monitoring these metrics and indicators, the project team can assess the effectiveness of communication and dissemination efforts and make informed decisions to optimize impact and outreach and will be reported in the relevant deliverable D5.3 Periodic engagement report – M21.

5.7   SQAT visual identity

An integrated and consistent visual identity underpins all communication products and tools and forms the basis for a commercial brand. The visual identification (logo and style) of the project will enable external audiences to clearly perceive SQAT and contribute to the awareness of the project by having a coherent identity from the very beginning of the project. All the dissemination and communication tools (project website, Twitter account and LinkedIn page), materials (presentations, posters, roll up, documents, letters, etc.) and deliverables, will employ the visual identity developed for the project, guaranteeing a professional and consistent look. Will be further explained and described in D5.2 Communication kit (M03).

5.7.1   SQAT logo and colour palette

The development of a visual identity and a project logo ensures project outputs are consistent and easily recognisable. ABE provided several proposals for the SQAT Logo, which all partners commented and voted upon. The SQAT Logo is presented below and further described in D5.2 Communication kit.

Figure 8 SQAT logo

5.7.2 Funding acknowledgement

Across all outputs of the SQAT project, and accompanying the logo, a text concerning the source of the project's funding will be provided along with the European and Swiss confederation flag, as shown below. Will be further explained and described in D5.2 Communication kit.

Figure 9 Funding acknowledgement

5.7.3 Document templates

The SQAT consortium partners were provided with a Deliverable template in Word, a PowerPoint template and meeting minutes template to ensure uniformity and a distinctive visual identity in all project documentation throughout its duration. These templates are accessible through the SQAT repository system. If necessary, the Communication manager will create additional presentations to be used in project activities. To present the project or its results at internal or external events, partners are expected to use the SQAT PowerPoint template. Examples of the templates are displayed in D5.2 Communication kit.

5.7.4 Visuals and graphics

Several templates and visuals were prepared to present the project on social media channels. The visuals are being developed according to each channel's needs, using the SQAT visual identity. Project elements are present in every template, to maintain coherence throughout all communication efforts. It is highly important to create strong, unique visuals that are appealing, in order to ensure that the project's message is heard and seen throughout all the platforms. Examples are displayed in D5.2 Communication kit.

5.8 SQAT online presence

5.8.1 SQAT website

The internet is an essential information source and a vital communication channel. SQAT has already developed its website[1] and will launch the final version until the end of M03. The website serves as the primary interface for engaging with the public and caters to the diverse target audiences of SQAT. Users can easily navigate to their area of interest on the website, which contains crucial information about the

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[1] https://sqat.farm/

project and will continue to be updated regularly. Screenshots and further information about the website is described and explained in D5.2 Communication kit.

Modus operandi for requesting changes/updates on SQAT website

Given the nature and progress of the activities during the project lifetime and related information, the SQAT website is to be continuously updated and populated with relevant content, hence in order to achieve the most efficient updates/changes on the SQAT website, the consortium is set to follow the instructions that are detailed below:

- Updates and changes requested by email: a description of the required integration/change should be given in an attached file in .docx format (not in the text of the request email);
- If the integration/change refers to documents or files to be uploaded in the public website, these must be attached to the e-mail;
- The description should contain a clear distinction of the type of the requested integration/change, specifying which part(s) of the website need(s) to be changed, providing the link(s) of the webpage(s) to be upgraded;
- The use of abbreviations should be avoided; however, if included, abbreviations must be made explicit, at least the first time they are quoted in the description of the required integration/change; and
- Events to be integrated in the Media section must be sent with all the necessary information (date, title, location, program, and link), to provide a homogeneous level of details and information content.

5.8.2 SQAT social media and other channels mix

SQAT will utilise various channels to communicate with its audiences, including email, meetings, training events, distributing important news, sending press releases, inviting engagement, and making presentations. Partners will target relevant online newsrooms with articles and contributions, as well as offer interviews. SQAT will also target relevant EC channels such as newsrooms and blogs and make contributions to the coordinated dissemination portal as part of the collaboration with other support actions. In a more advanced phase of the project, SQAT will create and maintain its own YouTube channel that aims to disseminate all the video material the project gathers.

To expand its reach and establish effective two-way communication channels, SQAT project aims to have a strong presence on social media channels. The project will focus on using social media channels that its partners have been using successfully to communicate with their users and stakeholders, ensuring maximum usability and exploitation. The content will be updated continuously, and partners will share posts to support the flow of news. To achieve this, the project has established a LinkedIn page[2] and a Twitter account.[3] More information provided in D5.2 Communication kit.

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[2] https://www.linkedin.com/company/sqat-project/
[3] https://twitter.com/SQATproject

5.9   SQAT promotional material

5.9.1   Mass media communication and press releases

The SQAT project will produce press releases to communicate relevant news and updates to regional, national, and European electronic media. Partners will be encouraged to distribute the press releases to media within their regions and countries, as well as to their professional networks and websites. The first press release has already been published and is available on SQAT website.

5.9.2   Printed materials

SQAT will develop various promotional materials in print and digital form to effectively reach out to its target audience. **The project recognises the environmental impact of printed materials and encourages partners to share digital versions whenever possible.** SQAT has already designed a roll-up banner stand for display at its events and other external events related to the project. As the project matures, more attractive and comprehensive materials like reports, factsheets, policy briefs, posters, and exhibition materials may be created to further disseminate the project's results and outcomes. More information in D5.2 Communication kit.

6 Exploitation

The exploitation in SQAT primarily aims at the commercialisation of the System and the SF_apps. The project has a market-focused approach by integrating and validating cutting-edge technologies for soil mapping. The project wants to reach out to many different stakeholders and users, all across the data value chains we aim to generate. A preliminary business plan has been designed as a starting point for the exploitation. The exploitation will be led by a ***business team***, coordinated by Deloitte (management, legal issues, business and financial modelling, quality assurance) with support from AeroVision (technical, data value chains), FarmEye (data governance, marketing approach), and ABE (innovation transfer, business processes). The project has identified key exploitable results, for which exploitation plans will be further developed:

- SQAT smart soil mapping system
- SQAT Smart Farming Applications
- SQAT aggregated soil mapping data

For these three projected exploitation results, plans will be made for exploitation already starting early in the project, also to allow guidance from market needs into the development. Several elements may offer a potential for patents, which will be pursued by the project if appropriate. Further know-how and products and services will be exploited in different markets, and different customer segments.

The basic target audiences or customer segments are:

- Soil mapping sevices, agri-data services etc. (professional intermediaries)
- Farmers, advisors, consultants etc. (users)
- Cooperates, farmer associations etc. (cluster organisations)

The project will create a data value chain for soil data throughout the agrifood sector. Along this data value chain, different key players in different market segments (countries, food sectors (e.g., arable, dairy etc.), organisation types, etc.) may exist. These will be identified and addressed to further develop and enhance the exploitation of our foreground.

Business models (including pricing, service delivery, value proposition etc.) will be differentiated to the context of the specific market and user needs. Project partners are part of existing business ecosystems and may lead the exploitation for their markets. In other areas and unserved markets possible partners or distributors can be sought. This will be part of the project's exploration for the commercial business and exploitation.

The business Team for SQAT, led by Deloitte will cover business and technical aspects of the value chains, and will take action on possible governance issues and innovation ecosystem development. The Business Team will work on a 'library' or collection of exploitable products and services and will build collaborative models for post-project exploitation and continuity. At the other end, the business team will identify the user needs to follow on actual demands.

7 Conclusion and next steps

This deliverable (D5.1) presents the SQAT communication, dissemination, and exploitation plan, which is a comprehensive and dynamic document that outlines the methods, channels, and activities to be implemented during the project to ensure broad acceptance and sustainability of the SQAT Project.

The document provides a detailed description of the strategy, tools, and activities that will be used to communicate with different stakeholders, along with the timing of each activity throughout the project's lifespan. This document will be reviewed periodically to ensure that it includes the most current information and opportunities for dissemination, communication, and exploitation of project updates.

As the project progresses, the strategies and methods outlined in the dissemination and exploitation plan will be evaluated, and updates will be made as necessary. Since the project is in its early stages, the dissemination and exploitation plan will be considered a living document that will go through multiple iterations as new opportunities arise. This means that the plan will evolve over time, especially with the discovery of new events and opportunities suitable for disseminating information about the project.

The impact of the SQAT communication activities will be monitored on an ongoing basis and reported in the upcoming relevant deliverable, D5.3 Periodic engagement report, that is due M21.

End of document