



HarvREST
Greener Farming with RES

D8.1

Communication and Dissemination Plan (initial plan)

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www.harvrest.eu

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ABBREVIATIONS

AVPP Agricultural Virtual Power Plant

Bio4Change Bioeconomy for Change

CLEAN Climate Literacy and Energy Awareness Network

ECCP European Cluster Collaboration Platform

EIP-Agri European Innovation Partnership for Agricultural productivity and Sustainability

EU European Union

FAQ Frequently Asked Question

KPI Key Project Indicator

RES Renewable Energy System

SDG Sustainable Developments Goal

UC Use Case

1. EXECUTIVE SUMMARY

The HarvRESt project, "Harnessing the vast potential of RES for sustainable farming," which is funded by the Horizon Europe program, aims to revolutionize sustainable agriculture by integrating Renewable Energy Sources (RES). Set to run from January 2024 for 36 months, this initiative strives to optimize agricultural production, enhance climate neutrality at the farm level, and diversify economic income through innovative energy solutions.

This preliminary communication and dissemination plan lays out a strategic framework designed to ensure the widespread adoption and impact of the HarvRESt outcomes across Europe. The plan emphasizes the importance of targeted dissemination and communication actions to engage a broad spectrum of stakeholders – from the general public, industry, technology providers, to regulatory bodies – and facilitate effective market exploitation of the project's results.

Central to the strategy is the commitment to enhancing visibility, attracting potential end-users, fostering co-creation, facilitating adoption, and spreading knowledge. These objectives are achieved through a multi-level approach, including awareness, understanding, engagement, and use, tailored to captivate interest and enrich stakeholder interaction with the project's achievements.

Significant to this effort is the active participation in and organization of local workshops and conferences. These activities offer valuable opportunities for sharing insights, engaging with the community, and discussing the project's future directions.

To support these efforts, a range of tools and channels will be employed, including the development of a unified visual identity, a dynamic project website, active social media engagement, the publication of e-newsletters, and the production of promotional materials. A press kit will facilitate interactions with media across television, newspapers, radio, and online platforms, ensuring coherent communication of the project's vision and achievements.

Collaboration with key sector associations and leveraging of professional networks, such as the European Cluster Collaboration Platform (ECCP) in Renewable Energy Sources, CLEAN, and Bio4Change, will enhance the project's impact and foster sustainable innovation within the sector.

Monitoring and evaluation of the dissemination and communication activities will be conducted through tools like Google Analytics, media monitoring systems, and social media analytics, ensuring the effectiveness of the efforts against established Key Performance Indicators (KPIs).

2. INTRODUCTION

To ensure the widespread adoption and impact of the HarvREST project outcomes across the European Union, all consortium partners are dedicated to executing strategic dissemination and communication actions targeted at a broad spectrum of stakeholders, including the general public, the industry, technology providers, and regulatory bodies. Moreover, we are committed to the effective market exploitation of the HarvREST results. Work Package 8 (WP8) has been designed to oversee the execution of the HarvREST project dissemination, communication, and exploitation strategies.

Our approach is structured across four fundamental levels, each aimed at achieving specific goals:

1. **Communication (Awareness):** This initial level is focused on disseminating information about the project, highlighting its achievements to captivate the interest of all potential stakeholders.
2. **Dissemination (Understanding):** Here, the objective is to transfer critical messages to specific stakeholders, enriching their understanding of the project outcomes.
3. **Engagement (Dissemination):** At this juncture, the goal shifts towards fostering interaction and active participation among stakeholder communities through forums, workshops, interviews, and other engaging platforms.
4. **Exploitation (Use):** The ultimate aim is to ensure the uptake of project results by professional stakeholder groups, marking the successful application and utilization of our research findings.

The strategic direction and planning are linked with the project's various phases, with the goal of bringing EU-funded research and its results to a wide audience. Specifically, our measures are designed to:

- **Enhance Visibility:** Elevate the project's profile and its network of experts, thereby strengthening the reputation of our partners and securing support and understanding from the scientific community, policymakers, and the broader society.
- **Attract Potential End-Users:** Draw in researchers, experts, policymakers, and other relevant entities who stand to benefit from the project's outcomes.
- **Foster Co-Creation:** Ensure that knowledge creation and results are collaborative endeavours, involving all pertinent communities.
- **Facilitate Adoption:** Promote the adoption of research outputs, innovative solutions, and policy recommendations, encouraging the assimilation of these findings by decision-makers, health organizations, citizen communities, and the academic sphere.
- **Spread Knowledge:** Broaden awareness by making the project's findings accessible and easily discoverable.

This set of objectives will be achieved through the development, regular assessment, and refinement of a strategy and plan dedicated to communication and dissemination activities.

3. FUNDING ACKNOWLEDGMENT

According to the grant agreement article 17, HarvREST beneficiaries must acknowledge EU support and display the European flag (emblem) (Figure 1) and funding statement when communicating about the project and disseminating project results. This includes media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc., and any infrastructure, equipment, vehicles, supplies or major result funded by the grant.



Figure 1. EU funding logo

Further, when displayed in association with other logos such as partner logos, the emblem must be displayed at least as prominently and visibly as the other logos.

Moreover, it must include the following disclaimer:

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.”

To ease this task, different templates have been developed where these requirements have been taken into account.

The rules are to be found on this website: https://commission.europa.eu/funding-tenders/managing-your-project/communicating-and-raising-eu-visibility_en and the whole consortium agreed on following those rules since they are also part of the legal agreements signed in the Grant Agreement.

4. TARGET GROUPS AND MESSAGES

The "Target Groups and Messages" section of our communication and dissemination plan for project HarvREST outlines the strategic approach to engaging with our key stakeholders (Table 1). This project, standing at the intersection of sustainable agriculture and renewable energy, aims to foster a transformative impact on both sectors. The successful realization of our goals hinges on the effective communication of our findings, innovations, and best practices to a carefully identified set of target groups. These groups, each playing a pivotal role in the project's ecosystem, range from those directly involved in agriculture and energy to policymakers and the general public. For each, we have tailored messages designed to resonate, inform, and inspire action. This section delves into the specifics of these target groups and the key messages we intend to share, setting the stage for a comprehensive strategy that ensures our project's outcomes are widely understood, accepted, and implemented.

Table 1. Key actors and messages

Key actors	Purpose	Message
Agricultural community, including farmers, farming advisory services, and agro-entrepreneurs	The consortium plans to engage target audiences by sharing opportunities for involvement and impact on project activities, notably through co-creation sessions. Additionally, it will proactively spread information about the successes of the four pilot studies for potential exploitation or emulation. Furthermore, details regarding available support services and tools, such as the Agricultural Virtual Power Plant (AVPP) modules, will be made accessible to all interested parties.	<p>The HarvREST project embodies the future of farming, integrating renewable energy to ensure sustainability, efficiency, and profitability within the agricultural sector. This is realized through innovative strategies and research activities.</p> <p>Through collaborative efforts, the project will develop solutions that combine the best of technology and traditional farming practices, ensuring they are relevant, effective, and adaptable to the needs of modern agriculture.</p> <p>Our pilot studies highlight the successful integration of renewable energy in farming operations, demonstrating significant benefits in productivity, environmental sustainability, and economic viability. These success stories serve as a testament to the potential for scalable and replicable models across the sector.</p> <p>The project offers an array of support services, including the revolutionary Agricultural Virtual Power Plant (AVPP) modules. These tools are designed to facilitate the transition to renewable energy, making it a seamless, advantageous process for all stakeholders involved.</p>
RES equipment providers, energy	Target audiences within the Renewable Energy Sources (RES) sector will be engaged through scholarly articles and publications focused on	Significant outcomes from various Use Cases (UCs) have the potential to open new market entry and expansion avenues for Renewable

<p>consultants and engineers</p>	<p>the energy industry, in addition to participation in RES-specific conferences and workshops. Furthermore, connections will be established with pertinent RES clusters throughout Europe, facilitated through platforms like the European Cluster Collaboration Platform (ECCP) and through our established networks, including the Enterprise Europe Network and the Bio-based Industries Consortium.</p>	<p>Energy Source (RES) suppliers. These suppliers stand to gain from utilizing the planning tool, which serves as an effective method for pinpointing potential farm energy sites of relevance.</p>
<p>Policymakers and public authorities at regional and European levels, investors</p>	<p>The intended audience will be engaged through specific communications directed at public authorities, which will include details about the replication handbook (T7.4) and the placement tool (T4.4). This outreach will also be conducted during the final conference, which aims to accommodate 100 participants.</p>	<p>Essential findings for dissemination encompass the role of Renewable Energy Sources (RES) on farms as sustainable energy providers, the HarvREST project's contributions to Sustainable Development Goals (SDG) at various levels, and the introduction of planning tools designed to facilitate precise decision-making with reduced errors and detailed cost analysis from pilot case studies.</p>

5. TOOLS AND CHANNELS

For the "Tools and Channels" section of our communication and dissemination efforts, the HarvREST project will employ a multi-faceted approach to engage diverse audiences, including the media, industry stakeholders, and the broader public. Our strategy emphasizes:

1. **Developing a Unified Visual Identity:** Establishing a cohesive visual brand for the project to ensure recognition and consistency across all platforms.
2. **Providing Timely Project Updates:** Sharing the latest project developments and achievements to keep our audience informed.
3. **Broad Dissemination of Findings:** Ensuring the project's results reach a wide audience, emphasizing accessibility and comprehension.
4. **Simplifying Complex Information:** Converting technical and scientific findings into easily understandable content, catering to both technical and non-technical audiences.

To effectively convey our message and maximize outreach, we will leverage a combination of traditional and digital communication mediums. This includes leveraging multimedia materials, engaging through press and audio-visual media, maintaining a dynamic website, and actively participating in social media channels. Our coordinated use of these tools aims to foster awareness and understanding at local, national, and international levels, ensuring that the HarvREST project resonates with all pertinent audiences (Table 2).

Table 2. Key tools and channels for dissemination and communication activities

Tools	Activities	Start month	Main target group
Website	At the heart of the HarvREST project, serving as a pivotal communication link with policymakers, industry leaders, investors, academic circles, and influencers, stands our professionally crafted website, presented in English. This platform offers comprehensive insights into the project's core ideas, primary objectives, and the consortium's participating partners, alongside highlighting the latest news and developments of the project. It will function as the central hub for all vital information, including reports, use case descriptions, databases/dashboards, best-practice scenarios, upcoming events, videos, and advisory recommendations.	3	All target groups
Social media	The project team will consistently share updates on the project's progress, workshops, events, reports, best practices, and results through our active channels on X and LinkedIn, alongside utilizing YouTube for sharing audio-visual content.	1	All target groups
Newsletter	E-newsletters will serve as a key medium for distributing current information, fostering engagement, and facilitating knowledge exchange within our community. These digital newsletters will feature a comprehensive roundup of the latest project developments, insights	4	All target groups

	into upcoming events, and highlights of significant achievements. By regularly receiving these updates directly in their inboxes, members of our community will stay informed and connected, ensuring a vibrant and collaborative ecosystem.		
Promotional material	A visual identity that aligns with the European Commission's visual guidelines will be developed to ensure consistency and professionalism. In addition, leaflets, videos, posters, roll-up banners, and factsheets will be uploaded to the project website. The project will also maintain a standard presentation, which will be regularly updated, and provide templates for posters and stand-ups. Furthermore, regular press releases will be issued to keep stakeholders informed and engaged	2	All target groups
Scientific and technical publications	Activities will include submitting articles to peer-reviewed scientific journals and presenting findings at conference proceedings, ensuring that deliverables are available in a publishable format on the project's website. Examples of publication targets include prestigious journals such as "Nature Energy", "Energy and Environmental Sustainability", and "Naturlig Energi", among others. This approach aims to disseminate research outcomes widely within the academic community and beyond, enhancing the project's visibility and impact.	12	Scientific community, industrial actors, policy makers
Cooperation with other projects	Cooperation with other projects to forge communication, promote synergies and establish cluster collaborations	1	European projects
Social and professional networking	Engaging in social and professional networking activities with pivotal sector associations, platforms, and initiatives will be a key focus. This includes collaboration with members of the European Cluster Collaboration Platform (ECCP) in Renewable Energy Sources, CLEAN, and Bio4Change, among others. These interactions aim to foster partnerships, exchange knowledge, and drive collective efforts towards sustainable development and innovation within the sector.	6	Scientific community, industrial actors, policy makers
Press media	Project partners will establish connections with press media across various formats (television, newspapers, radio, and online platforms) targeting both general and specialized outlets at the EU and international levels. To facilitate these interactions, a press kit will be created. This kit will feature our brand identity, a press release, an	4	Public

	overarching presentation of the project, key messages, frequently asked questions (FAQs), and a selection of images free from copyright restrictions, designed to streamline media engagement and ensure coherent communication.		
Local workshops	Local workshops will be organized, featuring detailed presentations and sessions led by teams focused on specific use cases. These events will be accessible to the general public, governmental agencies, and any stakeholders with an interest in the project, fostering community involvement and engagement.	6	Public
Conferences and workshops	The project will host a series of conferences and workshops, culminating in a final conference that will outline future strategies, set expectations, and discuss measures for exploitation. Examples of such gatherings include participation in the Agromek agricultural trade fair, the EU AgriResearch Conference, and collaborations with EIP-Agri, among others. These events are designed to share insights, foster discussions, and engage with the broader community on the project's progress and future directions.	6	Scientific community, industrial actors, policy makers

5.1 HarvRESt Project Website

In alignment with the communication strategy outlined in the grant agreement, the HarvRESt project website was successfully launched in month 3 as scheduled. Serving as a cornerstone of our dissemination efforts, the website is designed to address all target groups associated with the project, including the agricultural community, renewable energy experts, policymakers, and the general public (Figure 2). The website structure is carefully crafted to cater to the diverse needs of these groups, featuring several key sections:

Home Page: Provides a concise overview of the HarvRESt project, its aims, and objectives, main outcomes and benefits. It invites stakeholders to engage with the project through various channels and offers quick access to the news section, the 4 use cases, alongside an overview of the project partners.

About: This section offers a deeper dive into the HarvRESt project, and consist of three sub-pages:

- The project: Describing the project main objectives, approach, and the project pathway from start to end.
- Project partners: Each project partner is presented with a general description.
- Related Initiatives: A list of EU and national initiatives/projects that are related to the HarvRESt project.

Use cases: This section describes the four HarvRESt use cases and their key objectives.

Results and publications: The main repository for project outputs, including communication materials, press releases, public deliverables, and more.

News: Acts as the hub for the latest updates, showcasing project progress, key event takeaways, and opportunities for stakeholder involvement. This section supports our social media strategy, providing content that engages and informs the audience. The menu also gives the audience the possibility to register for the project newsletter.

Contact: Offers direct channels for connecting with the project coordinator, project manager and communication manager.

The website also features a Privacy Policy and links to our social media profiles on platforms like LinkedIn and X, facilitating easy following and engagement with the project online. Partners are encouraged to amplify HarvRESt's visibility through their own networks, linking back to the project website to drive traffic and engagement.

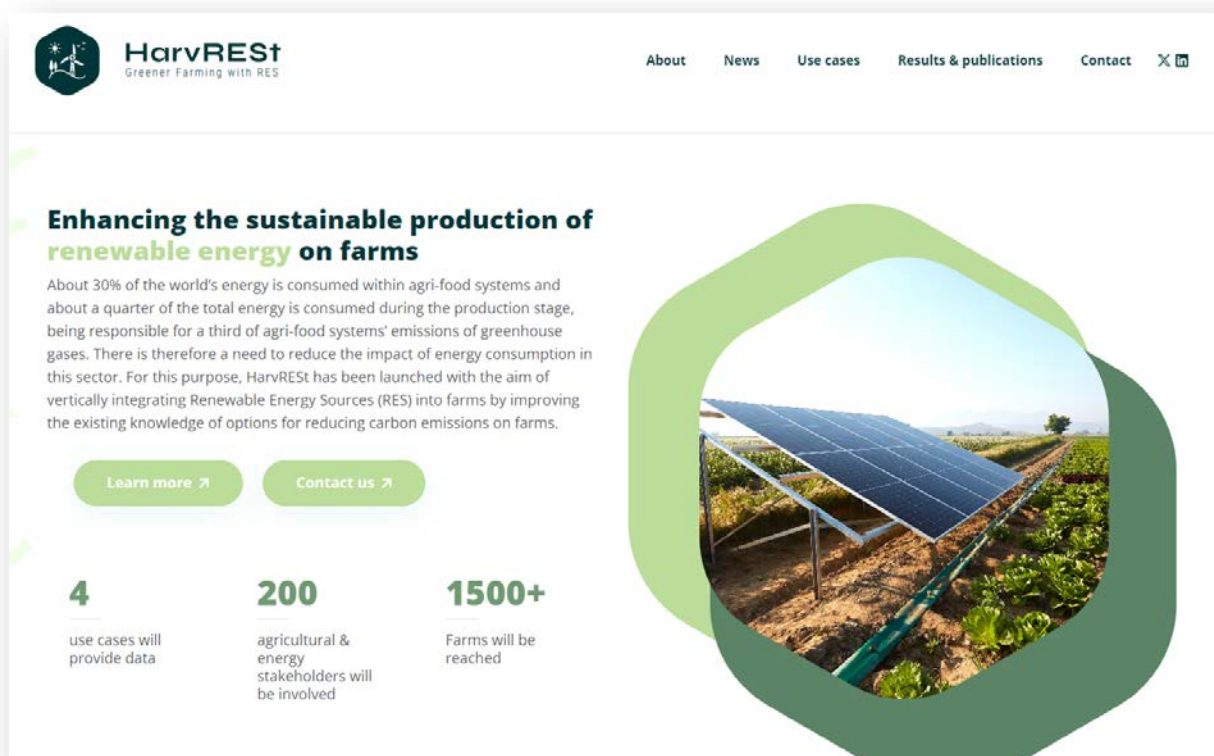


Figure 2: Screenshot from www.harvrest.eu

KPI: The project targets 10,000 website hits/year, which is defined in Google Analytics as "events"

5.2 Social Media

In the communication strategy of the HarvRESt project, social media plays a pivotal role in disseminating information, fostering community engagement, and enhancing visibility among key stakeholders. The platforms selected for this purpose, LinkedIn and X (Twitter), are instrumental in achieving the project's outreach objectives due to their unique audiences and interaction styles. This strategy underlines the project's commitment to leveraging digital channels to maximize impact and encourage active participation from a wide range of stakeholders.

LinkedIn: Professional Engagement and Networking

LinkedIn is invaluable for the HarvRESt project, serving as a conduit to the professional world, including experts in agriculture, renewable energy, and related fields. The platform's structure facilitates the sharing of detailed project updates, thought leadership articles, and professional achievements, making it an ideal medium for connecting with industry professionals. By maintaining an active HarvRESt LinkedIn profile (Figure 3), the project can:

- **Showcase Innovations:** Share in-depth content on project developments, research findings, and technological advancements.
- **Network with Professionals:** Engage with industry experts, potential collaborators, and stakeholders through posts, comments, and direct messaging.
- **Build Authority:** Establish HarvRESt as a thought leader in integrating sustainable agriculture with renewable energy solutions.

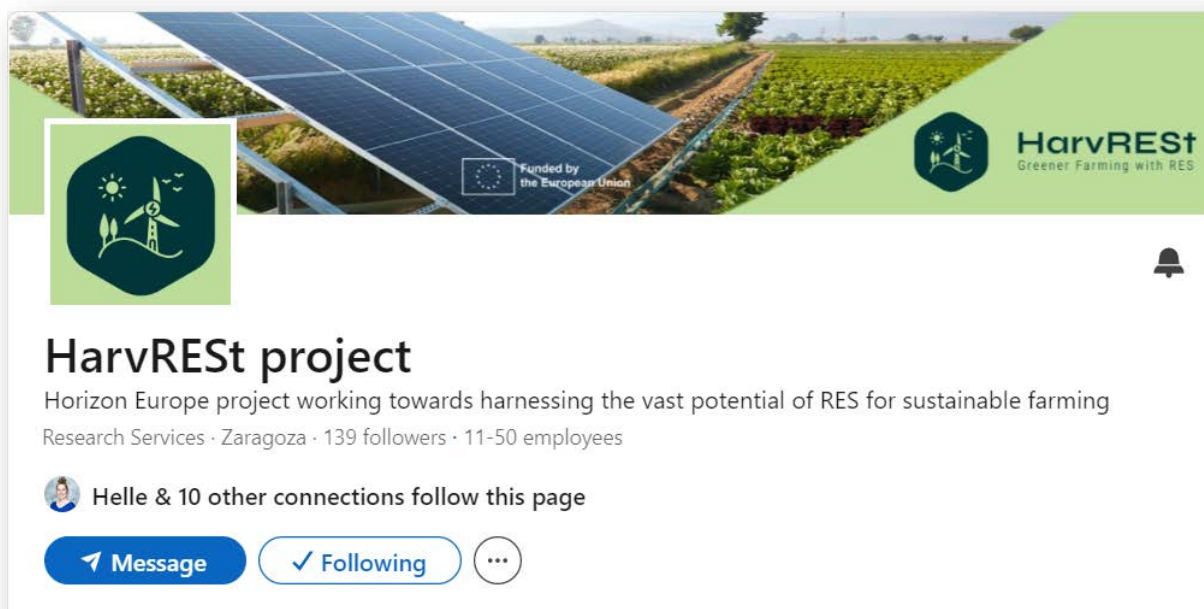


Figure 3: Screenshot of HarvRESt's LinkedIn profile

X (Twitter): Quick Updates and Policy Influence

X's fast-paced environment and broad reach make it a strategic choice for the HarvRESt project to communicate timely updates and engage with policymakers, journalists, and similar projects (Figure 4). Its brevity and immediacy are key for:

- **Rapid Dissemination:** Share quick updates, announcements, and insights, keeping followers informed of the latest project milestones and events.
- **Policy Engagement:** Directly engage with policymakers and governmental bodies, influencing discussions around sustainable agriculture and energy policies.

- **Media Outreach:** Connect with journalists and news organizations to amplify project news and findings, reaching a wider audience.



Figure 4: Screenshot of HarvRESt's X profile

Exclusion of Facebook

The decision to exclude Facebook from the HarvRESt project's social media strategy is based on an analysis of the platform's effectiveness in reaching the project's target audience. Given the professional and policy-oriented nature of the project's stakeholders, platforms with a more focused audience for professional networking and policy impact, such as LinkedIn and X offer more strategic value.

KPI: The objective is to publish 250 posts across LinkedIn and X

5.3 Newsletter

E-newsletters will play a crucial role in the HarvRESt project's communication strategy, serving as an essential channel for sharing updates, engaging with stakeholders, and promoting collaborative knowledge sharing. These digital bulletins will deliver a curated selection of the project's progress, spotlight upcoming events, and celebrate key milestones and innovations. Subscribers will receive timely and relevant information straight to their email, helping to keep the diverse community of farmers, energy professionals, researchers, and policymakers both informed and interconnected. This initiative aims to cultivate a well-informed, active community dedicated to advancing sustainable agriculture through renewable energy integration.

The newsletter will be published and sent out every six months starting by April 2024.

The strategy to gain subscribers for the newsletter will include:

1. Collaborative Content Creation: Project partners will be invited to contribute articles, insights, or case studies to the newsletter. This collaborative content creation will not only enrich the newsletter's content but also encourage partners to share it within their networks, attracting subscribers interested in diverse perspectives on sustainable agriculture and renewable energy.
2. Promotion Through Partners' Channels: Each project partner will be asked to promote the newsletter sign-up link through their existing communication channels. This includes websites, social media platforms, email signatures, and during webinars or workshops.
3. Promotion of the newsletter on the project webpage and in social media posts.

KPI: +150 subscribers

5.4 Promotional materials

To effectively communicate and establish a strong presence, the HarvRESt project initiated the development of a distinctive project logo and visual identity at its onset. Several logo options were presented to the consortium and after a collaborative voting process, a final logo was selected, embodying the essence of HarvRESt's mission to harmonize sustainable agriculture with renewable energy solutions.

The chosen logo and icon have been adapted into multiple formats to ensure versatility across various platforms and backgrounds, accommodating both light and dark settings and options with or without the project's tagline.

Fonts and Colours

The font called "Roboto Condensed" will be used for print and web. As Roboto Condensed is not a standard font in all Microsoft Office programs such as Word and PowerPoint, "Calibri light" will be used in these contexts.

The visual identity is further defined by a palette of four colours, carefully selected to reflect the project's themes of sustainability and innovation. These colours are utilized across all communication materials, ensuring consistency and recognizability.

The full description on the visual Identity of the project can be found in Annex 1 HarvRESt Visual Identity.

Communication Tools

A standardized presentation template has been crafted to support the HarvRESt partners in consistently conveying the project's objectives and progress during workshops, events, and other engagements. This presentation, along with other templates such as PowerPoint, deliverables, and document formats, is regularly updated and accessible via the project's digital platforms.

To further aid in dissemination efforts, additional materials including roll-ups, one-pagers are to be developed. As the project evolves, new materials tailored to specific target audiences will be introduced. If necessary, partners are encouraged to translate these into local languages to enhance reach. Original files are provided in the project's collaborative digital space to facilitate this process.

Audio and Visual Materials

Recognizing the impact of multimedia in engaging online audiences, the HarvREST project will produce short, informative videos highlighting key objectives, achievements, and recommendations. These videos are designed to capture higher engagement rates on social media platforms compared to traditional text or image posts.

There has been produced an introductory video for the project, that can be found using this link: <https://www.youtube.com/watch?v=W3IJ5iihYV8>

There will also be produced a final video by the end of the project.

KPI: No of brochures/leaflets +2.500 handouts. No of video views +1.500

5.5 Scientific and technical publications

The dissemination strategy for the HarvREST project encompasses a plan to share research findings and innovations through scholarly communication channels. Key activities within this plan involve the submission of meticulously prepared articles to esteemed peer-reviewed scientific journals, alongside detailed presentations of our findings at influential conference proceedings. This ensures that all project deliverables are not only prepared in a format suitable for publication but are also readily accessible on the HarvREST project's website for broader academic and public engagement.

Target publication outlets for these scholarly articles include leading journals recognized for their impact and relevance in the fields of renewable energy and environmental sustainability. Notable among these are respected publications such as Nature Energy and Energy and Environmental Sustainability, as well as Naturlig Energi, which addresses primarily audiences which are interested and have deeply invested in advancement of sustainable energy solutions. By aiming for such prestigious journals, the HarvREST project intends to circulate its research outcomes extensively within the global academic community, thereby fostering a rich dialogue on sustainable agricultural practices integrated with renewable energy technologies.

This strategic approach to dissemination is designed to elevate the project's visibility and contribute to its impact. By engaging with the academic community through these publication avenues, the HarvREST project seeks not only to share valuable insights and advancements but also to stimulate further research, collaboration, and innovation in the intersection of agriculture and renewable energy.

KPI: No of papers +8, No of downloads of technical project publications +70

5.6 Cooperation with other projects

To enhance the outreach and efficacy of the HarvREST project, the consortium members are dedicated to engaging in collaborations with various projects and initiatives that are pioneering innovative, cross-disciplinary solutions throughout Europe. These collaborations are particularly focused on advancing sustainable agriculture and the integration of renewable energy systems, overcoming existing challenges, and adopting best practices for sustainable development. The HarvREST partners plan to leverage their extensive networks and established connections within these fields to forge synergies and foster an environment conducive to the free flow of knowledge and shared experiences.









Particularly, these collaborative efforts are directed towards projects in which partners are already participating, ensuring a foundation of relevance and mutual interest. During the initial stages of the HarvREST

project, a systematic effort was made to identify such projects and outline potential areas for synergy. This endeavour began in earnest during the project's kick-off meeting and continues as a key component of Work Package 1 (WP1), which involves a comprehensive mapping exercise aimed at identifying projects with aligned goals and challenges.

While this identification process is ongoing, several EU-funded initiatives have already been pinpointed as potential collaborators. This proactive approach to partnership and collaboration is expected to significantly amplify the HarvREST project's impact, driving forward the dual objectives of sustainable agricultural practices and the effective integration of renewable energy solutions. This list is expected to increase in the following months taking into account that in T2.1 "Mapping and linking with best practices and existing initiatives on farms decarbonisation" partners are looking for other projects that are close related to HarvREST and synergies are expected.

These initiatives are listed in Table 3 including a link to the homepage of each initiative.

Table 3: Related initiatives identified so far

 <p>WENDY</p>	 <p>ALFA</p>
 <p>CYBELE</p>	 <p>ELEXIA</p>
 <p>BECoop</p>	 <p>SEMPRE-BIO</p>
 <p>Climate Farm Demo</p>	 <p>SYNERGY</p>

KPI: Collaboration established with +12 EU related projects

5.7 Social and professional networking

An important component of the project's Communication and Dissemination Plan is the utilization of social and professional networking to amplify the project's reach and impact. This approach is geared towards building robust collaborations with key sector associations, platforms, and initiatives, thereby enhancing the project's visibility, and fostering a conducive environment for knowledge exchange.

HarvRESt aims to actively engage with influential networks within the renewable energy and sustainable agriculture sectors. As mentioned, notable collaborations will include engagement with the European Cluster Collaboration Platform (ECCP) in Renewable Energy Sources, CLEAN, and Bio4Change, among other pivotal organizations. These partnerships are designed to facilitate the exchange of knowledge, share best practices, and drive collective efforts towards achieving sustainable development goals within the industry.

The integration of HarvRESt's objectives and achievements into the activities of well-established networks, such as the Bio-based Industries Consortium and the Enterprise Europe Network, will play a critical role in this endeavour. These networks, which span across Europe and beyond, offer an extensive platform for presenting the project's innovations and fostering collaborations that extend beyond the project's duration.

The focus on networking is not only aimed at immediate project dissemination but also at laying the groundwork for future replication of HarvRESt solutions. By embedding the project's approach and results into the activities and strategies of these networks, it is anticipated that they will support and facilitate the uptake and scaling of innovative solutions post-project.

KPI: Collaboration agreements established +6

5.8 Press media

Engaging with the press media stands as a critical pillar for enhancing visibility and conveying the project's milestones and innovations to a broader audience. This section outlines the approach for establishing and nurturing productive relationships with media outlets across multiple formats, encompassing television, newspapers, radio, and online platforms. The focus extends beyond local reach, aiming for significant presence at both EU and international levels, catering to general as well as specialized media outlets that align with the project's objectives.

To streamline interactions with the media and ensure consistent, coherent communication of the HarvRESt project's vision and achievements, a comprehensive press kit will be developed. This kit is envisioned as a key tool for media engagement, equipped with essential resources and materials that accurately represent the project. Components of the press kit will include:

Brand Identity: A clear presentation of the HarvRESt project's brand elements, ensuring immediate recognition and professional presentation across media channels.

Press Releases: A ready-to-publish document that highlights the project's objectives, recent achievements, and upcoming milestones, tailored to capture media interest.

Project Overview: An overarching presentation that offers an in-depth look at the HarvRESt project, including its background, goals, and the potential impact on sustainable agriculture and renewable energy integration.

Key Messages: A set of carefully crafted messages that convey the core values and highlights of the project, ensuring consistency in public communication.

Frequently Asked Questions (FAQs): A compilation of responses to potential queries from the media, providing clear, concise information on various aspects of the project.

Image Selection: A curated collection of high-quality images that are free from copyright restrictions, allowing for easy use by the press in their coverage.

The press kit will serve as an important tool for facilitating effective engagement with the media. By providing a package of information and resources, the project aims to encourage accurate and widespread coverage of its activities, and impact. The press kit will be readily available to all project partners, empowering them to establish connections with media outlets and effectively communicate the HarvREST project's narrative.

Local partners are encouraged to issue press releases in local languages to promote results and activities within their communities. Additionally, these press releases, along with other relevant materials, will be accessible for download through newsletters, email distributions, and from our website or social media platforms.

KPI: Press releases +25, Mailouts & downloaded newsletters +500 per release

5.9 Local workshops

A series of local workshops will be a central element of the project's outreach and engagement strategy. These workshops are designed to provide in-depth insights into the project's use cases, with each of the four HarvREST use cases being the centrepiece of at least one dedicated local workshop. Conducted by the teams who are involved in each use case, these workshops aim to offer presentations and interactive sessions tailored to the aspects and objectives of their respective focus areas.

The workshops are intended to be open and accessible to a wide audience, including the general public, representatives from governmental agencies, and all stakeholders with an interest in sustainable agriculture, renewable energy integration, and the project's goals. By extending invitations to a broad spectrum of participants, the project seeks to enhance community involvement, encourage stakeholder engagement, and foster a deeper understanding of the project's impact and relevance.

Objectives of the Workshops

Showcase Innovations: Highlight the technological advancements, methodologies, and solutions developed within each use case.

Foster Community Engagement: Create a platform for dialogue, feedback, and collaboration between the project team and the local community, enhancing the project's integration into local contexts.

Facilitate Knowledge Exchange: Offer opportunities for learning, sharing best practices, and discussing challenges and opportunities related to sustainable development and energy solutions.

Strengthen Stakeholder Relationships: Build and reinforce connections with key stakeholders, including local governments, industry partners, and academic institutions, to support the project's implementation and replication.

KPI: Local workshops +4, at least one per use case

5.10 Conferences and workshops

The project is committed to actively participating in, as well as hosting, a variety of conferences and workshops throughout its lifecycle. This approach is integral to disseminating the project's findings, engaging with key

stakeholders, and ensuring the HarvRESt project is prominently represented across relevant industry and research forums. The aim is to not only share progress and insights but also to absorb knowledge and feedback from the broader sustainable agriculture and renewable energy communities.

A key goal of the HarvRESt project is to have a strong presence at external conferences, such as the renowned Agromek agricultural trade fair and the EU AgriResearch Conference. Through participation in these and other significant events, the project seeks to elevate its visibility within the global community, engage in valuable exchanges with peers, and stay abreast of the latest developments and challenges in the field. Collaborations with organizations like EIP-Agri will further enhance our ability to connect with innovators and thought leaders dedicated to advancing sustainable agricultural practices.

In addition to participating in external events, the HarvRESt project will organize a series of workshops focused on specific aspects of the project. These workshops will serve as platforms for in-depth discussion on the project's use cases, technological innovations, and methodological approaches. They are designed to foster collaboration among project partners, stakeholders, and the wider community, encouraging the exchange of ideas and best practices.

The culmination of the HarvRESt project's dissemination activities will be a final conference, marking a significant milestone in the project's journey. This event will not only showcase the project's achievements and outcomes but will also set the stage for discussing future strategies and expectations. Key topics will include measures for the exploitation of the project's results, potential avenues for replication and scaling, and the sustainability of the project's impact beyond its formal conclusion. The final conference aims to gather project stakeholders, partners, industry representatives, and policymakers to reflect on the project's contributions to sustainable agriculture and renewable energy and to chart a path forward.

KPI: Attended conferences +8, organized workshops +2, participants at final conference +100

6. TIME SCHEDULE

Table 4 presents a detailed timeline that outlines the schedule for executing the various dissemination and communication activities that have been planned. This overview provides insight into the specific timing and sequence of these key initiatives, ensuring a structured approach to engaging with our target audiences and stakeholders.

Table 4. Communication and Dissemination timeline

	1	2	3	4	5	6	8	10	12	14	16	18	20	22	24	26	28	30	32	34	36	
HarvRESt Project Website																						
Social Media																						
Newsletter																						
Promotional materials																						
Scientific and technical publications																						
Cooperation with other projects																						
Social and professional networking																						
Press media																						
Local workshops																						
Conferences and workshop																						

7. ORGANIZATION OF WORK

In the HarvRESt project, the responsibility for managing day-to-day communication efforts, including the maintenance of the project website and updates across social media channels, falls to the designated communication team. This team will also take the lead in creating various communication materials such as brochures, videos, and drafting press releases to ensure consistent and engaging messaging. Nonetheless, it is imperative that all consortium members actively participate and provide valuable input to enrich the project's communication efforts.

To streamline this collaborative process, a specific communication contact person has been appointed within each partner organization. These contacts play a crucial role in amplifying the visibility of the HarvRESt project, both internally and externally. Their responsibilities extend to assisting in the preparation and dissemination of press releases and leveraging their own networks and communication channels to spread the word about the HarvRESt project's initiatives and achievements.

All consortium members of the HarvRESt project are required to document their dissemination and communication efforts consistently by utilizing an online form created within Podio. This systematic approach allows for efficient monitoring of all activities against the established Key Performance Indicators (KPIs). Furthermore, partners are expected to communicate regularly with the project's designated communication team about their dissemination activities. This includes details on presentations delivered, workshops participated in, and any other relevant engagement efforts, ensuring a comprehensive overview of the project's outreach and impact.

8. MONITORING AND INDICATORS

The dissemination and communication strategies of the HarvREST project will be tracked using various analytical tools, including Google Analytics for website traffic, media monitoring systems for press coverage, and the native analytics provided by social media platforms. This comprehensive monitoring approach ensures that the project's outreach efforts can be evaluated and refined as needed for maximum impact.

Table 5 presents a detailed list of monitoring indicators specifically designed for the HarvREST project's communication and dissemination activities, providing a clear framework for assessing the effectiveness of these efforts over time.

Table 5: Monitoring indicators

Tools	Monitoring indicator	Target value
Project website	Nº of page impressions	10.000 hits/year
Social media	Nº of posts	250
E-Newsletter	Nº of subscribers	+150
Promotional materials	Nº of brochures/leaflets	+2500
	Nº of video impressions	+1500
Scientific and technical publications	Nº of papers	+8
	Nº of downloads of technical publications	+70
Cooperation with other projects	Nº of collaborations established	+12
Social and professional networking	Nº of collaboration agreements	+6
Press media	Nº of press releases	+25
	Nº of mailouts & downloaded newsletters	+500/release
Local workshops	Nº of local workshops	+4 (one per use case)
Conferences and workshops	Nº of attended conferences	+8
	Nº of organized workshops	+2
	Nº of participants final project conference	+100

9. CONCLUSIONS

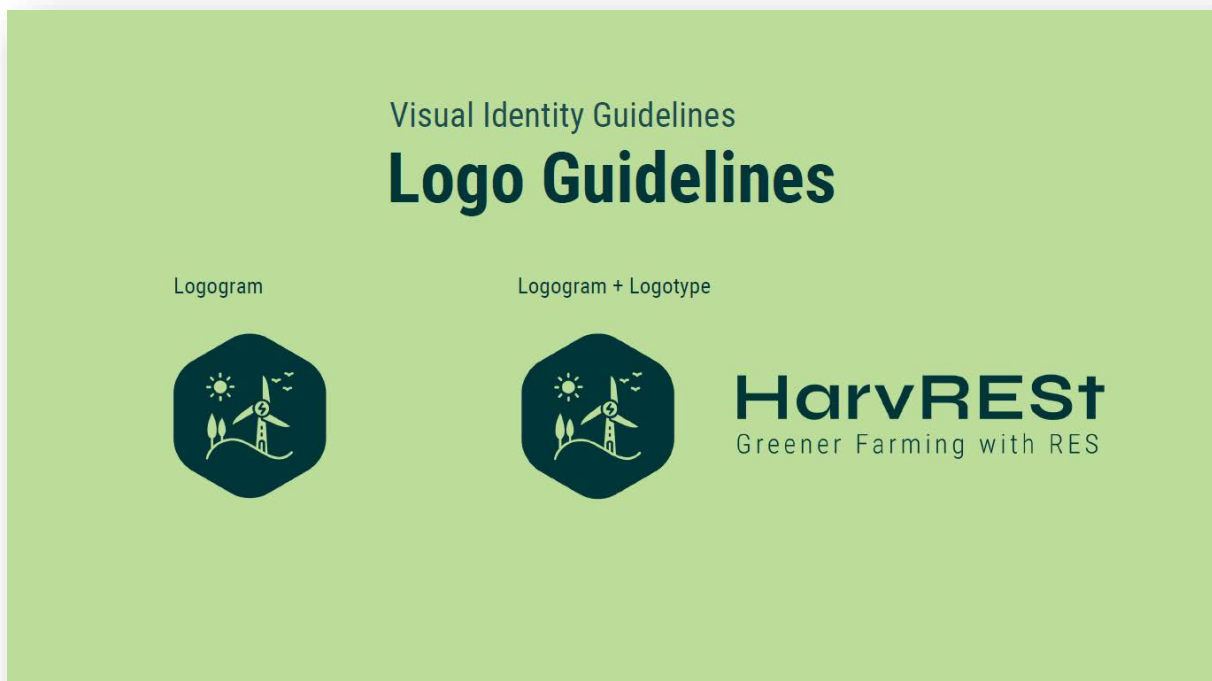
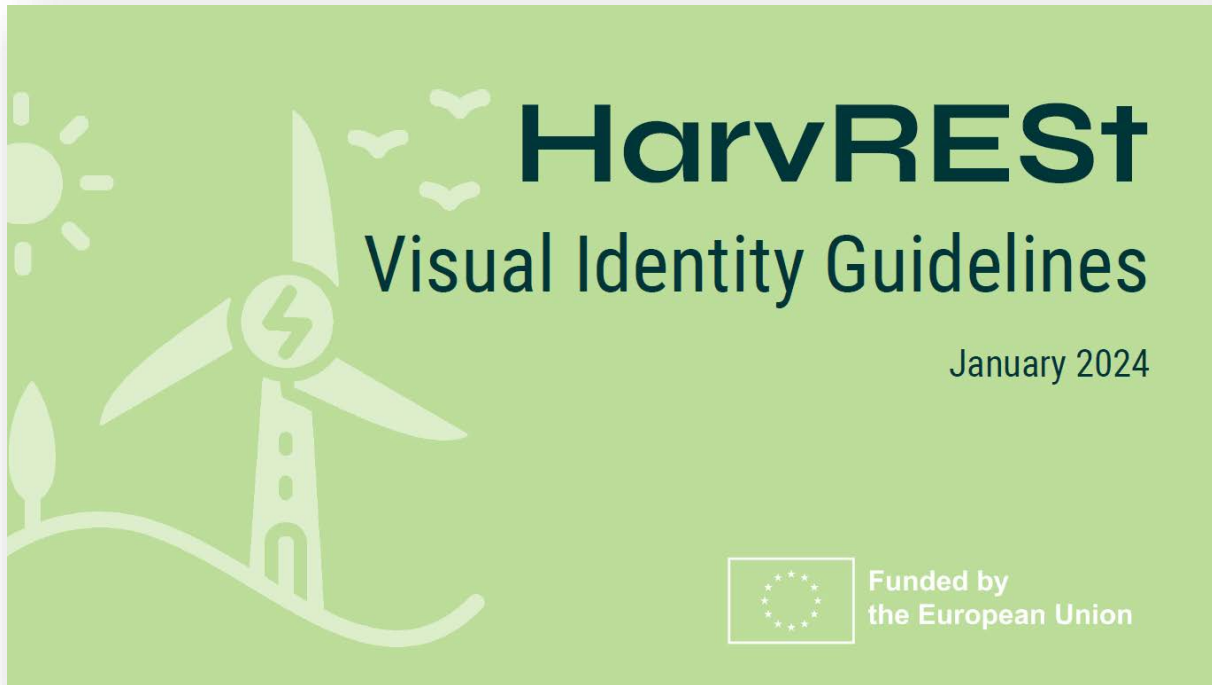
The Communication and Dissemination Plan for the HarvRESt project establishes a comprehensive strategy to raise awareness of the project's objectives and foster engagement with its key stakeholders throughout the project's lifecycle, thereby supporting HarvRESt's overarching goals.

This plan carefully tailors key messages to inspire specific actions and behaviours within the target audiences, employing a diverse range of communication channels that span both digital and traditional media. Additionally, it leverages networking and outreach opportunities relevant to the sustainable agriculture and renewable energy sectors. Scheduled events are designed to enable both collective and individual dissemination efforts by project partners, targeting the defined audiences effectively. Such endeavours necessitate the strategic sharing and promotion of project-related communications through the partners' existing networks and platforms.

At its core, the plan is geared towards cementing the HarvRESt project's reputation as a frontrunner in delivering practical solutions for the advancement of sustainable agricultural practices integrated with renewable energy solutions across Europe. The successful implementation of this plan is contingent upon the active involvement and contributions of all project partners, ensuring a unified and impactful project presence.

10. ANNEXES

10.1 Annex 1 HarvREST Visual Identity Guidelines



Logo Guideline

Visual Identity Guidelines 01

Main Logo



Monochrome



Visual Identity Guidelines

Typography

The font called "Roboto Condensed" will be used for print and web. As Roboto Condensed is not a standard font in all Microsoft Office programmes such as Word and PowerPoint, Calibri light will be used in these contexts.

Roboto Condensed

Regular

Bold

02



Color Palette

Primary		
#BCDD9A		
Secondary	Secondary	Secondary
#003639	#719A74	#5C8467

Visual Identity Guidelines

03



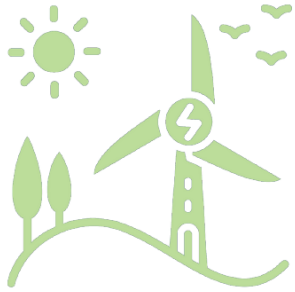
Visual Identity Guidelines

Brand Imaginery



04

Visual Identity Guidelines



Iconography

05

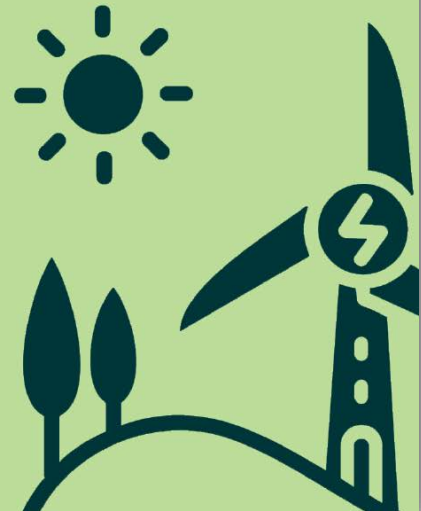


Visual Identity Guidelines

Contact

For any questions regarding these guidelines, please contact the communication partner:










Jan Lund
Senior Innovation Manager
Food & Bio Cluster Denmark (FBCD)
Email: jlu@foodbiocluster.dk





The project

The HarvREST project aims to enhance the sustainable production of renewable energy at farm-level. This approach not only makes farms climate-neutral but also optimizes production, reduces their impact on natural resources and biodiversity, and provides energy services to communities, thereby diversifying economic income. However, deciding how best to integrate renewable energy sources (RES) on a farm is not without its challenges. The decision is a complex one, with many factors to consider. Due to this, HarvREST seeks to identify, understand, and overcome the existing barriers hindering the widespread adoption of this innovative approach. Current initiatives often overlook the complex interactions and factors within the farming and RES context, resulting in ineffective support for decision-making based on accurate projections, estimations, and forecasts. HarvREST will therefore consolidate and enhance existing knowledge, creating an Agricultural Virtual Power Plant capable of running diverse scenarios and farm configurations. This tool will determine the best operational procedures for a given RES solution, providing valuable data to a decision support system. This system will weigh trade-offs and key indicators, offering tailor-made recommendations to farmers and policymakers.

PARTNER		SHORT NAME
	CIRCE Research Centre	CIRCE
	BETA Technological Centre	UVic-UCC
	NORCE	NORCE
	Tecnoalimenti	TCA
	WHITE	WR
	Suite5 Data Intelligence Solutions Ltd.	Suite5
	EnGreen	EnG
	ConTerra	CT
	Confagricoltura	CONFAGRI

	Fattoria Solidale del Circeo	FSDC
	Viñas del Vero	VdV
	Viñedos del Rio Tajo	VRT
	Sorigué	ACSA
	Grønn Gårdsenergi AS	GGE
	Food & Bio Cluster Denmark	FBCD
	EIT Climate-KIC	CKIC

Contact us

www.harvrest.eu

 <https://linkedin.com/harvREST>

 https://twitter.com/HarvRESt_eu