



HarvREST
Greener Farming with RES

D8.5
Communication and Dissemination Plan
(mid-term version)
19 / 12 / 2025



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ABBREVIATIONS

AELEC	Asociación de Empresas de Energía Eléctrica (Association of Electricity Companies in English)
AVPP	Agricultural Virtual Power Plant
CC BY	Creative Commons Attribution Licence
CFD	Climate Farm Demo
COAG	Coordinadora de Organizaciones de Agricultores y Ganaderos (Coordinator of Farmers' and Livestock farmers' Organizations in English)
DCCOP	Spanish Agricultural Cooperative
DOI	Digital Object Identifiers
DSS	Decision Support System
ESNI	European Sustainable Nutrient Initiative
EU	European Union
FAIR	Findable, Accessible, Interoperable, Reusable
FEV	Federación Española del Vino (Spanish Wine Federation in English)
IPR	Intellectual Property Rights
KERs	Key Exploitable Results
M	Month (used in timelines, e.g., M24, M36)
NERM	Nutrients in Europe Research Meeting
PTV	Plataforma Tecnológica del Vino (Wine Technology Platform in English)
PV	Photovoltaic
RES	Renewable Energy Sources
UNEF	Unión Española Fotovoltaica (Spanish Photovoltaic Union in English)
WP	Work Package

1. EXECUTIVE SUMMARY

This updated Communication and Dissemination Plan (D8.5) builds upon the initial strategy outlined in Deliverable D8.1 and integrates insights from the mid-term report (D8.2). It reflects the progress achieved during the first 24 months of the HarvREST project and recalibrates activities for the remaining period to maximise visibility, stakeholder engagement, and impact.

The final phase of the project will see the release of significant results, including:

- Technical innovations such as the Agricultural Virtual Power Plant (AVPP) prototype and forecasting algorithms.
- Knowledge outputs like practice abstracts, policy briefs, and scientific publications.
- Socio-economic insights from use case monitoring and stakeholder engagement activities.

Disseminating these upcoming results effectively is critical to achieving HarvREST's objectives. The updated plan prioritises:

- Targeted messaging for farmers, policymakers, industry stakeholders, and research communities.
- Multi-channel outreach, with LinkedIn as the primary social media platform, complemented by newsletters, webinars, and video content.
- Policy-oriented dissemination, ensuring that evidence-based recommendations reach decision-makers in time to influence frameworks for climate-neutral farming.
- Open-access compliance, making scientific outputs and datasets freely available in line with Horizon Europe requirements.

To support these goals, the plan introduces new formats such as podcasts and interactive webinars, strengthens visual storytelling, and sets clear KPIs for engagement and reach. It also integrates IPR and knowledge management considerations to safeguard exploitable results while promoting transparency and collaboration.

By focusing on the timely and strategic dissemination of upcoming results, D8.5 ensures that HarvREST not only communicates progress but actively drives adoption, policy impact, and legacy beyond the project's lifetime.

This updated plan is fully aligned with HarvREST's exploitation strategy outlined in Deliverable D8.3 and anticipates refinements in the upcoming D8.6. By integrating Key Exploitable Results (KERs) into communication and dissemination activities, the plan ensures that outreach efforts actively support exploitation pathways and legacy planning beyond the project's lifetime.

2. INTRODUCTION

The HarvRESt project, funded under Horizon Europe, aims to accelerate the integration of renewable energy sources (RES) into farming systems through innovative business models and digital tools, contributing to the European Green Deal and Farm to Fork strategy. This deliverable (D8.5) updates the initial Communication and Dissemination Plan (D8.1) and incorporates lessons learned from the mid-term report (D8.2), ensuring that strategies for the remaining project period are aligned with exploitation objectives and stakeholder needs.

Since the start of WP8, significant progress has been achieved. The initial plan (D8.1) established the communication framework, while D8.2 documented key achievements such as the launch of the project website, active LinkedIn presence, newsletters, and stakeholder workshops. Additionally, D8.10 delivered 14 practice abstracts summarising technical and socio-economic innovations for farmers and rural stakeholders. These outputs provide a strong foundation for the updated plan.

Other work packages have also contributed essential knowledge. WP2 mapped RES integration best practices and compiled experiences from five use cases, offering real-world insights for communication materials. WP3 developed multi-actor engagement strategies and analysed financial mechanisms, which inform targeted messaging and exploitation narratives. WP5 advanced technical development through forecasting algorithms and a RES technology library, forming the basis for technical content in upcoming publications.

The updated plan is shaped by state-of-the-art influences, including EU policy frameworks such as the Green Deal and Renewable Energy Directive, best practices from related projects like ClimateFarm Demo and AgroFossilFree, and evolving digital communication trends that favour multimedia and interactive formats. These considerations ensure that D8.5 is not only an update but a strategic enhancement, designed to disseminate upcoming results effectively and maximise impact across all stakeholder groups.

3. REVIEW OF PROGRESS

3.1 Overview of Achievements

Since the launch of HarvREST, communication and dissemination activities have advanced significantly in line with the initial strategy outlined in D8.1. The project website was launched on Month 3 and has become the central hub for project information, attracting 14.999 visits by Month 23, which is close to mid-term target. Social media engagement has been strongest on LinkedIn, which reached 452 followers, exceeding expectations. Three newsletters have been published with an average open rate of 38%, above the 35% target.

Stakeholder workshops in Italy, Denmark, and Spain attracted 124 participants, reinforcing the importance of interactive formats. These achievements were documented on D8.2 and form the foundation for the updated strategy in D8.5.

3.2 Collaboration with European Projects

Collaboration with other Horizon Europe and related projects has significantly enhanced HarvREST's visibility and impact. Key partnerships include:

- **AGENRES:** Agreed participation in three policy labs starting December 18th; reciprocal attendance at final conferences; exchange of dissemination materials.
- **Climate Farm Demo (CFD):** Integration of AVPP and DSS in living labs; thematic events showcasing Spanish and Danish biogas case studies; bilateral exchanges to synchronize timelines.
- **NENUPHAR:** Shared communication channels and logos; participation in HarvREST's final conference; joint visibility through newsletters and social media.
- **ECOLOOP:** Confirmed participation in policy labs; mutual inclusion in dissemination communities.
- **Cliefarms:** Dissemination of their scaling toolbox to complement HarvREST's replication handbook.
- **ALFA RES:** Joint webinar and presentation opportunities identified for final event.
- **PYSOLO:** Attendance at mid-term stakeholder event; exploration of synergies in solar-driven biomass pyrolysis.
- **GREENHOOD:** Co-organization of a workshop at the European Sustainable Nutrient Initiative – Nutrients in Europe Research Meeting (ESNI-NERM) Conference that will be held in April 2026.

These collaborations expand HarvREST's reach, strengthen policy engagement, and ensure knowledge continuity beyond the project lifecycle.

3.3 Stakeholder Engagement

HarvREST has actively engaged with local and regional networks through WP3 activities, which are critical for dissemination and adoption. Examples include:

- **Public authorities:** Departament d'Acció Climàtica (Catalonia Government), Comune di Roma, ISFOC-Junta Castilla La Mancha.
- **Energy and agri-business:** Iberdrola, DCOOP, AELEC, UNEF, Biogas Danmark, Green Farm A/S.
- **Industry clusters:** Nordic Edge, Agritech Cluster, Clúster Bioenergia de Catalunya, Biohub.cat.

- **Sector associations:** COAG, ACE, FEV, PTV.

These networks will be leveraged in the final phase for policy labs, replication handbook dissemination, and participation in the final conference.

3.4 Impact on Communication Strategy

Active stakeholder engagement and collaboration with European projects have enhanced HarvREST's communication strategy and impact (Table 1). Participation in project meetings, policy labs, webinars, and events has fostered a strong network for knowledge exchange and dissemination. This increased visibility supports credibility within the sustainability and renewable energy communities, while feedback from stakeholders has refined our messaging and prioritized themes for policy labs and the replication handbook. Ultimately, this has improved the relevance and dissemination reach of HarvREST's outputs, increasing their adoption potential and sustainability beyond the project lifecycle.

Table 1. Dissemination and Communication results (KPI)

Tools	Monitoring indicator	Target value	Status (November 2025)
Project website	Nº of page impressions	10.000 hits (events)/year	14999
Social media	Nº of posts	250	182
E-Newsletter	Nº of subscribers	150	267
Promotional materials	Nº of brochures/leaflets	2500	717
	Nº of video impressions	1500	8659
Scientific and technical publications	Nº of papers	8	1
	Nº of downloads of technical publications	70	0
Cooperation with other projects	Nº of collaborations established	12	6
Social and professional networking	Nº of collaboration agreements	6	1
Press media	Nº of press releases	25	9
	Nº of mailouts & downloaded newsletters	+500/release	5897
Local workshops	Nº of local workshops	+4 (one per use case)	7
Conferences and workshops	Nº of attended conferences	8	5
	Nº of organized workshops	2	1
	Nº of participants final project conference	100	n.a.

4. UPDATED OBJECTIVES

The updated communication and dissemination objectives for HarvREST reflect the progress achieved during the first 24 months and lessons learned from the mid-term report (D8.2). While the initial plan (D8.1) focused on establishing visibility and awareness, the remaining period will prioritise impact-driven activities that support exploitation, stakeholder engagement, and policy uptake. The strategic objectives are:

1) Increase visibility of HarvREST results among key stakeholders

Visibility remains essential for adoption and influence. The project will continue to strengthen its online presence and ensure that technical and socio-economic results are accessible and understandable.

Updated KPI targets:

- Website visits: **25,000 by Month 36**
- LinkedIn followers: **800 by Month 36**
- Social media engagement rate: **>5% average**

2) Support exploitation pathways with policy briefs and decision-support materials

Policy briefs and tailored materials will help influence regulatory frameworks and market adoption, ensuring sustainability beyond the project.

Updated KPI targets:

- Policy briefs: **3 by Month 34**
- Practice abstracts: **10 additional by Month 36**

3) Prepare for post-project legacy through consolidated resources and partner networks

Legacy planning ensures that knowledge and tools remain accessible after project completion.

Updated KPI targets:

- Legacy package developed: **Month 34**
- Final conference participants: **>100 stakeholders**

This updated set of objectives ensures that HarvREST's communication and dissemination activities are not only informative but strategically aligned with exploitation goals and stakeholder needs.

The updated objectives outlined in this section directly shape the dissemination strategy presented later in this deliverable. Increased visibility will be achieved through enhanced website content and a stronger LinkedIn presence, supported by multimedia formats such as videos and infographics. Stakeholder engagement objectives translate into interactive webinars and podcasts, creating opportunities for dialogue and co-creation. Exploitation-focused goals drive the development of policy briefs and practice abstracts, ensuring that technical results influence decision-making and market adoption. Finally, legacy planning underpins the organisation of the final conference and the creation of a comprehensive resource package, securing HarvREST's impact beyond the project lifetime.

5. TARGET AUDIENCES

Effective communication and dissemination depend on a clear understanding of the audiences HarvREST aims to reach. The project engages a diverse set of stakeholders, each with specific interests and roles in achieving climate-neutral farming. This section identifies these audiences, explains their relevance, and outlines strategies for engagement.

5.1 Primary Audiences

The primary audiences are those directly influencing or benefiting from HarvREST's results:

- **Farmers and Agricultural Cooperatives**

Farmers are the end-users of HarvREST solutions. They require practical, accessible information on how renewable energy integration can reduce costs and generate new income streams.

Engagement Strategy: Local workshops, newsletters, videos, and practice abstracts tailored to farming contexts.

- **Policymakers and Regulatory Authorities**

These stakeholders shape the frameworks that enable RES adoption in agriculture. Timely dissemination of evidence-based insights is essential to influence policy decisions.

Engagement Strategy: Policy briefs, targeted webinars, and participation in EU-level forums.

- **Industry Stakeholders (Energy and Agri-tech)**

Companies in the energy and technology sectors are critical for scaling solutions and creating market opportunities.

Engagement Strategy: LinkedIn campaigns, technical webinars, and co-creation sessions.

5.2 Secondary Audiences

Secondary audiences support knowledge exchange and public awareness:

- **Research and Innovation Communities**

Researchers validate and expand HarvREST's findings, contributing to scientific progress.

Engagement Strategy: Scientific publications, conference presentations, and open-access datasets.

- **Media and General Public**

Public awareness fosters societal acceptance of sustainable farming practices.

Engagement Strategy: Press releases, social media storytelling, infographics, and short videos.

5.3 Regional and Sectoral Networks

HarvREST has actively engaged with local and regional networks through WP3 activities, which are critical for dissemination and adoption. Examples include:

- **Public authorities:** Departament d'Acció Climàtica (Catalonia Government), Comune di Roma, ISFOC-Junta Castilla La Mancha.

- **Energy and agri-business:** Iberdrola, DCOOP, AELEC, UNEF, Biogas Danmark, Green Farm A/S.
- **Industry clusters:** Nordic Edge, Agritech Cluster, Clúster Bioenergia de Catalunya, Biohub.cat.
- **Sector associations:** COAG, ACE, FEV, PTV, Catalan nutrient platform.

These networks will be leveraged in the final phase for policy labs, replication handbook dissemination, and participation in the final conference.

5.4 Stakeholder Mapping

Stakeholders vary in influence and interest. HarvREST prioritises engagement based on these factors:

- **High Influence / High Interest:** Policymakers, industry stakeholders
- **High Influence / Low Interest:** Media, general public
- **Low Influence / High Interest:** Farmers and cooperatives
- **Low Influence / Low Interest:** Academic observers

A visual 2x2 matrix is included in Annex 1: Stakeholder Influence – Interest Matrix

5.5 Engagement Strategy Summary

The engagement strategy, summarizing the audience and key actions designed to effectively connect with the target audience are showed in Table 2.

Table 2. Audience and Actions

Audience Group	Key Actions
Farmers & Cooperatives	Practical workshops, newsletters, videos
Policymakers	Policy briefs, webinars, EU-level events
Industry Stakeholders	LinkedIn campaigns, technical webinars
Research Community	Publications, conferences, open-access data
Media & Public	Press releases, storytelling posts, infographics

This structured approach ensures that HarvREST's messages are relevant, accessible, and delivered through the most effective channels for each audience.

5.6 Link Between Target Audiences and Key Messages

The audiences identified in the HarvREST project have different needs and interests, which require tailored messages to ensure relevance and engagement. For farmers and agricultural cooperatives, communication should focus on practical benefits such as reducing energy costs and creating new income streams through renewable energy solutions. Policymakers need clear, evidence-based recommendations that support policy development and regulatory frameworks. Industry partners should be motivated by messages highlighting market opportunities and collaboration on technological solutions, while the research community requires access to scientific results and data to foster innovation. Finally, media and the general public should receive simple, visually engaging narratives that showcase the project's contribution to sustainability and climate action.

This connection between audiences and key messages ensures that HarvREST's communication is targeted, understandable, and action-oriented. These messages will be implemented through social media, newsletters, policy briefs, and events, as described in the following sections.

6. KEY MESSAGES

6.1 Purpose

Key messages are the backbone of HarvREST's communication strategy. They ensure that all outreach activities, whether through social media, newsletters, events, or publications, deliver a consistent and compelling narrative. These messages must not only inform but also inspire action, tailored to the needs and expectations of each stakeholder group identified in Section 5.

HarvREST operates in a complex environment where stakeholders range from farmers and cooperatives to policymakers, industry actors, researchers, and the general public. Each group has different priorities: farmers seek practical benefits, policymakers need evidence-based insights, industry looks for market opportunities, and researchers value scientific rigour. By defining clear messages for each audience, HarvREST ensures relevance, clarity, and impact.

6.2 Core Project Messages

These overarching messages apply across all channels and audiences:

- HarvREST enables climate-neutral farming through the integration of renewable energy sources (RES).
- Digital tools and innovative business models empower farmers to reduce costs and diversify income.
- Collaboration across Europe drives sustainable innovation in agriculture.

6.3 Audience-Specific Messages

It is important to provide a clear message depending on the audience, taking into account their background, expectations, and level of understanding in order to ensure effective communication and avoid misunderstandings (Table 3).

Table 3. Audience specific messages

Audience	Key Message
Farmers & Cooperatives	"Cut energy costs and create new income streams with RES solutions tailored for farms."
Policymakers	"HarvREST provides evidence-based insights to support policies for climate-neutral agriculture."
Industry Stakeholders	"HarvREST opens new market opportunities for energy and agri-tech companies through collaboration."
Research Community	"HarvREST advances knowledge on RES integration and sustainable farming systems."
Media & Public	"HarvREST promotes greener farming practices that benefit the environment and society."

6.4 Tone and Style Guidelines

It is important to establish an appropriate tone and style, ensuring that communication remains consistent, clear, and aligned with the intended audience and purpose. Some key concepts are:

- **Clarity:** Use simple, action-oriented language.
- **Relevance:** Adapt technical content for non-expert audiences.

- **Impact:** Highlight benefits and societal value.
- **Visual Appeal:** Support messages with infographics, videos, and storytelling.

6.5 Message Implementation

Messages will be embedded in:

- **Social Media Posts:** Short, engaging updates with visuals.
- **Newsletters:** Headlines and summaries highlighting benefits and results.
- **Policy Briefs:** Evidence-based recommendations for decision-makers.
- **Events:** Presentations and discussions tailored to stakeholder needs.

6.6 Link to Target Audiences

These messages directly correspond to the stakeholder groups identified in Section 5, ensuring that HarvREST's communication is targeted, understandable, and action-oriented. They will be operationalised through multi-channel outreach as detailed in Sections 7 and 8.

7. COMMUNICATION CHANNELS AND TOOLS

This section outlines the channels and tools HarvRESt will use to communicate and disseminate information during the remaining project period. It explains updates based on lessons learned, introduces new formats, and provides practical guidelines for implementation.

7.1 Overview of Channels

HarvRESt employs a multi-channel approach to reach diverse stakeholders effectively. Each channel serves a specific purpose as showed in Table 4.

Table 4. Purpose of the channels used in HarvRESt

Channel	Purpose
Website	Central hub for project information and results
Social Media	Engage stakeholders and share updates
Newsletters	Provide regular summaries and highlights
Events	Enable interactive engagement and knowledge exchange
Publications	Disseminate scientific and policy-oriented outputs

7.2 Updates Based on Mid-Term Review

The mid-term report (D8.2) highlighted key insights:

- LinkedIn is the most effective social media channel → Primary focus on LinkedIn.
- Twitter impact was limited → Reduced activity.
- Visual content (videos, infographics) significantly improves engagement → Increase multimedia use.
- Policy-oriented content needs strengthening → Introduce policy briefs and webinars.

7.3 New Formats for Final Phase

To enhance engagement and accessibility:

- **Webinars:** Four sessions planned between Months 24–30.
- **Podcasts:** Three episodes to share expert insights and success stories.
- **Interactive Infographics:** To simplify technical results for non-expert audiences.

7.4 Posting Frequency Guidelines

The project will increase posting on relevant channels as more project results and collaborations evolve during the last year of the project (Table 5).

Table 5. Posting Frequency

Channel	Frequency	Content Focus
LinkedIn	1-2 posts/week	Updates, visuals, stakeholder stories
YouTube	1 video/Quarterly	Webinars, explainers, interviews
Newsletter	Half-yearly	Highlights, events, publications
Website	Continuous updates	News, results, policy briefs

7.5 Example Content Types

These are the main channels used so far in HarvREST:

- **Website:** Dedicated sections for results, publications, and policy briefs.
- **LinkedIn:** Posts featuring milestones, partner stories, and visual content.
- **Newsletters:** Headlines such as *“HarvREST Webinar Series: Driving Climate-Neutral Farming”*.
- **YouTube:** Videos explaining RES integration, showcasing use cases, as well as other project activities and collaborations.

From now, more channels are going to be added. In Table 6 is shown the purposes and audience of each channel. All channels will implement the tailored messages defined in Section 6, ensuring consistency and relevance across platforms.

Table 6. Channel Strategy

Channel	Primary Audience	Purpose	Update for Final Phase
Website	All stakeholders	Central hub	Add results & exploitation section
LinkedIn	Industry, policymakers	Professional engagement	Increase posting frequency
Newsletters	Farmers, cooperatives	Regular updates	Standardised templates
Webinar	Policymakers, industry	Interactive engagement	1 session planned
Podcasts	Farmers, general public	New format	Launch in Month 28
Policy Briefs	Policymakers	Influence decision-makers	3 briefs by Month 34

8. DISSEMINATION ACTIVITIES

Dissemination ensures that HarvREST results reach relevant stakeholders beyond the consortium, contributing to scientific progress, policy development, and market adoption. This section outlines the planned dissemination activities for the final project phase, including publications, collaborations, media outreach, and compliance with Horizon Europe's open-access requirements.

8.1 Strategic Approach

The dissemination strategy is exploitation-driven: all outputs are designed to accelerate adoption of KERs identified in D8.3 and updated in D8.6. This ensures that technical innovations and socio-economic insights are positioned for uptake by industry, policymakers, and farmers.

The dissemination strategy focuses on:

- **Maximising visibility of technical and socio-economic results** through accessible formats.
- **Supporting exploitation objectives** by targeting policymakers and industry stakeholders.
- **Ensuring open-access compliance** for scientific outputs and datasets.
- **Leveraging collaborations** with EU networks and related projects for broader impact.

8.2 Planned Dissemination Outputs

The planned dissemination outputs are shown in Table 7. Each planned output will integrate references to KERs, ensuring visibility and alignment with exploitation objectives.

Table 7. Planned Dissemination Outputs

Output Type	Description	Target Quantity	Deadline
Practice Abstracts	Short, practical summaries of technical and socio-economic innovations for farmers and rural stakeholders.	10 new abstracts	M36
Policy Briefs	Evidence-based recommendations for policymakers to support RES adoption in agriculture.	3 briefs	M34
Scientific and Technical Publications	Peer-reviewed publications on forecasting algorithms, RES integration, and socio-economic impacts.	2-3 papers	M30–M36
Open-Access Datasets	Data from use cases and technical developments shared via project website and EU repositories.	Continuous	M24–M36

8.3 Collaboration with EU Projects and Networks

Collaboration with other Horizon Europe and related projects has been a cornerstone of HarvREST's dissemination strategy:

- **AgenRES:** Participation in three policy labs starting December 18th; reciprocal attendance at final conferences; exchange of dissemination materials.
- **Climate Farm Demo (CFD):** Integration of AVPP and DSS in living labs; thematic events showcasing Spanish and Danish biogas case studies; bilateral exchanges to synchronise timelines.

- **NENUPHAR:** Shared communication channels and logos; participation in HarvREST's final conference; joint visibility through newsletters and social media.
- **ECOLOOP:** Confirmed participation in policy labs; mutual inclusion in dissemination communities.
- **CliefFarms:** Dissemination of their scaling toolbox to complement HarvREST's replication handbook.
- **ALFA RES:** Joint webinar and presentation opportunities identified for final event.
- **PYSOLO:** Attendance at mid-term stakeholder event; exploration of synergies in solar-driven biomass pyrolysis.
- **GREENHOOD:** Co-organization of a workshop at the European Sustainable Nutrient Initiative – Nutrients in Europe Research Meeting (ESNI-NERM) Conference that will be held in April 2026.

These collaborations expand HarvREST's reach, strengthen policy engagement, and ensure knowledge continuity beyond the project lifecycle.

Beyond the partnerships already established, HarvREST is committed to maintaining a proactive approach in identifying and engaging with additional EU-funded projects and networks. This ongoing effort is essential to achieve the KPI target by the end of the project. Activities include regular monitoring of Horizon Europe initiatives, participation in thematic events, and leveraging existing contacts through consortium partners. By fostering new synergies, HarvREST aims to strengthen knowledge exchange, enhance policy impact, and ensure broader dissemination of project results. These collaborations will not only contribute to meeting quantitative targets but also enrich the project's legacy through shared resources and joint actions.

Example: We are in contact with the European Sustainable Nutrient Initiative (ESNI) and will present HarvREST at their annual conference, focusing on the role of biogas and digestate in sustainable agriculture. This illustrates our proactive approach to expanding the project's network and visibility.

8.4 Media Outreach

To increase public awareness and visibility:

- **Press Releases:** For major milestones (e.g., AVPP prototype launch, final conference).
- **Interviews:** With project partners in sector-specific magazines and online platforms.
- **Social Media Campaigns:** Highlighting success stories and upcoming events.

8.5 Timeline for Dissemination Activities

Table 8 presents the proposed timeline for dissemination activities, outlining dates and responsible partner/s to ensure coordinated and effective implementation.

Table 8. Timeline for Dissemination Activities

Activity	Month	Responsible Partner
Practice Abstracts (Batch 2)	M26–M30	CKIC
Policy Brief #1	M28	CKIC & HEC
Policy Brief #2	M30	CKIC & HEC
Scientific Papers	M30–M36	All partners
Joint Webinars	M24–M30	Suite5 & CIRCE
Final Conference	M34	All partners

8.6 Examples of Dissemination Outputs

Below it is possible to check illustrative examples of dissemination outputs, showcasing the types of materials and channels used to communicate results and maximize visibility and impact.

Policy Brief Structure:

- Title: “Accelerating Climate-Neutral Farming through Renewable Energy Integration”
- Executive Summary: 1-page overview of recommendations.
- Context: EU Green Deal alignment.
- Evidence: Data from HarvRESt use cases.
- Recommendations: 3–5 actionable points.

Practice Abstract Template:

- Title: “Agrivoltaics for Dairy Farms – A Practical Guide”
- Problem Addressed: High energy costs and emissions.
- Solution: Integration of solar PV with crop production.
- Benefits: Cost savings, resilience, income diversification.
- Implementation Steps: 3–4 bullet points.

8.7 Open-Access Compliance

HarvRESt fully adheres to Horizon Europe’s Open Science requirements, ensuring that all scientific publications and research data are openly accessible. To achieve this, the project will deposit its outputs in trusted repositories, with Zenodo designated as the primary platform for HarvRESt publications and datasets. Zenodo provides long-term preservation, assigns Digital Object Identifiers (DOIs), and supports FAIR principles (Findable, Accessible, Interoperable, Reusable).

Implementation Steps:

- **Scientific Publications:** All peer-reviewed papers will be uploaded to Zenodo immediately upon acceptance, with appropriate metadata and a Creative Commons licence (CC BY).

- **Datasets:** Data generated from use cases, forecasting algorithms, and socio-economic analyses will be stored in Zenodo or other EU-approved repositories, ensuring transparency and reusability.
- **Licensing:** Publications and datasets will apply open licences (e.g., CC BY) to allow reuse while maintaining attribution.
- **Linking to Project Website:** Each deposited item will be linked from the HarvRESt website to facilitate stakeholder access.

This approach guarantees compliance with Horizon Europe's open-access mandate and maximises the visibility and impact of HarvRESt results.

9. IPR AND KNOWLEDGE MANAGEMENT CONSIDERATIONS

This section ensures that all communication and dissemination activities comply with intellectual property rights (IPR) and knowledge management principles defined in HarvREST's exploitation strategy. It safeguards sensitive results while enabling open science and effective dissemination.

9.1 Background from D8.3

D8.3 identified KERs such as the AVPP, forecasting algorithms, and socio-economic models. These results form the backbone of HarvREST's exploitation strategy and are prioritised in dissemination outputs like policy briefs, practice abstracts, and webinars.

Deliverable D8.3 – Knowledge Management and IPR Protection Plan established the initial framework for:

- Identification of KERs across technical, socio-economic, and policy domains.
- IPR protection measures, including confidentiality agreements and partner responsibilities.
- Open-access compliance, ensuring publications and datasets follow FAIR principles and Horizon Europe requirements.
- Approval workflow, requiring clearance from the owning partner before any public release.

These principles remain the foundation for all dissemination activities in D8.5.

9.2 Expectations for D8.6

D8.6 will provide an updated list of KERs and refine the approval workflow for dissemination. These updates will guide the final phase of communication activities, ensuring that all outputs remain compliant with IPR requirements while maximising exploitation potential.

The upcoming D8.6 – Mid-Term Update of Knowledge Management and IPR Protection Plan will:

- Provide an updated list of KERs with exploitation potential.
- Refine the approval workflow based on lessons learned.
- Include risk assessment for IPR breaches and mitigation strategies.
- Align knowledge management with legacy planning for post-project impact.

D8.5 anticipates these updates by integrating flexible mechanisms for compliance and by prioritising KERs in dissemination outputs such as policy briefs and practice abstracts.

9.3 Implementation in D8.5

To operationalise this link, dissemination actions in D8.5 explicitly highlight KERs in policy briefs, practice abstracts, and social media campaigns. Each output will be reviewed under the IPR compliance checklist and approved by the owning partner before publication.

To operationalise these principles:

- **Approval Workflow:** All content (newsletters, social media posts, policy briefs, abstracts) must be reviewed by WP8 Lead and cleared by the owning partner before publication.

- **Open-Access Strategy:** Scientific publications and datasets will be deposited in Zenodo, ensuring DOI assignment and CC BY licensing.
- **IPR Compliance Checklist:** Partners must confirm:
 - Uploaded to Zenodo?
 - DOI assigned?
 - CC BY licence applied?
 - Metadata complete?
 - Linked on HarvRESt website?

9.4 Integration of KERs

The updated dissemination strategy is closely aligned with the exploitation priorities defined in Deliverable D8.6. Six KERs have been identified as central to HarvRESt's legacy:

- Biogas Planning Tool: Enabling biogas optimisation.
- Smart Energy Algorithms: Supporting forecasting and energy management.
- Agricultural Virtual Power Plant (AVPP): Integrating RES into farm operations.
- Capacity Building Material: Fostering knowledge transfer and skills development.
- Business Model Catalogue: Guiding replication and scaling strategies.
- Knowledge Sharing Toolkit: Ensuring continuity of resources post-project.

Dissemination activities such as webinars, policy briefs, and practice abstracts will explicitly reference these KERs to maximise visibility and uptake among farmers, policymakers, and industry stakeholders.

9.5 Integration with Dissemination Activities

- Policy briefs and practice abstracts will highlight KERs identified in D8.3 and updated in D8.6.
- All outputs will respect embargo periods and confidentiality clauses.
- Legacy package (Month 34) will include a curated set of open-access resources approved under the IPR framework.

10. MONITORING AND KPIS

Monitoring is essential to ensure that HarvREST's communication and dissemination activities deliver measurable impact and remain aligned with project objectives. This section explains how progress will be tracked, who is responsible, and how results will be reported and acted upon. By using clear KPIs and structured reporting, HarvREST can identify successes, address gaps, and adapt strategies proactively.

10.1 Why Monitoring Matters

Communication and dissemination are dynamic processes. Stakeholder engagement, visibility, and policy influence depend on timely actions and continuous improvement. Monitoring provides:

- **Transparency:** Clear evidence of progress for the consortium and the European Commission.
- **Accountability:** Defined responsibilities for each KPI.
- **Adaptability:** Ability to adjust strategies if targets are not met.

10.2 Monitoring Approach

HarvREST are using a combination of digital analytics tools and partner reporting:

- **Website:** Google Analytics for visits, page views, and engagement.
- **Social Media:** LinkedIn Insights for followers, impressions, and interaction rates.
- **Newsletters:** Open and click-through rates via mailing platform.
- **Events:** Attendance records and feedback forms.
- **Publications:** Tracking of policy briefs, practice abstracts, and scientific papers.

For tracking Dissemination and communication actions from all partners, FBCD utilizes an input form for registering activities related to such actions. The input form is shown in 13.2 Annex 2 Dissemination & Communication Reporting Form

Quarterly reviews are conducted by WP8 Lead (FBCD) and shared with the Steering Committee. Corrective actions are being implemented if KPIs fall below targets.

A KPI Dashboard used for Quarterly reporting is shown in Table 9.

Table 9. KPI Dashboard

Indicator	Target (Month 36)	Current Status (Month 24)	Responsible Partner
Website (page impressions)	25.000	14.999	FBCD
LinkedIn followers	800	452	FBCD
Newsletter open rate	>35%	38%	FBCD
Webinars organised	2	0 (planned)	Suite5 & CIRCE
Policy Workshops	2	3 planned	CKIC & HEC
Policy briefs published	2	0 (drafting)	CKIC & HEC
Practice abstracts published	24 (10 new)	14 (Batch 1 completed)	CKIC

10.3 Adjustment Mechanism

If KPIs fall below targets, corrective actions will include:

- Increasing posting frequency on LinkedIn.
- Launching paid campaigns for visibility.
- Scheduling additional webinars or newsletters.
- Accelerating drafting of policy briefs and practice abstracts.

11. RISK MANAGEMENT

Risk management ensures that communication and dissemination activities remain effective and aligned with project objectives. By identifying potential risks early and defining mitigation strategies, HarvREST can prevent delays, protect sensitive information, and maintain stakeholder engagement.

11.1 Why Risk Management Matters

Communication and dissemination involve multiple channels, partners, and outputs. Risks such as low engagement, delays in deliverables, or breaches of IPR can significantly impact project visibility and exploitation goals. A proactive approach allows the consortium to:

- Anticipate challenges before they escalate.
- Assign responsibilities for mitigation.
- Maintain compliance with Horizon Europe requirements.

11.2 Identified Risks and Mitigation Strategies

Table 10. Identified Risks and Mitigation

Risk	Impact	Mitigation Strategy
Low social media engagement	Reduced visibility and outreach	Increase posting frequency, use paid campaigns, leverage partner networks
Delay in dissemination outputs	Limited stakeholder uptake	Early drafting, strict deadlines, monthly progress checks
Poor media coverage for final events	Lower public awareness	Prepare press kit early, engage media contacts, use social media teasers
Website technical issues	Delayed publication of results	Schedule maintenance, ensure backups, assign dedicated webmaster
IPR breach during dissemination	Legal and reputational risk	Implement approval workflow, use compliance checklist

11.3 Risk Scoring Matrix

Risks are prioritised using a scoring system based on Likelihood and Impact as showed in Table 11. The priority levels are:

- 1–5: **Low (Green)**
- 6–10: **Medium (Yellow)**
- 11–25: **High (Red)**

Table 11. Risk Scoring Matrix

Risk	Likelihood (1–5)	Impact (1–5)	Score	Priority
Low social media engagement	3	3	9	Medium
Delay in dissemination outputs	4	4	16	High
Poor media coverage for final events	3	4	12	High
Website technical issues	2	3	6	Medium
IPR breach during dissemination	2	5	10	Medium

11.4 Risk Register Template

Table 12 shown the register of the risks so far.

Table 12. Risk Register

Risk ID	Description	Likelihood	Impact	Score	Priority	Owner	Status	Next Action	Review Date
R1	Low social media engagement	3	3	9	Medium	WP8 Lead	Open	Launch LinkedIn campaign	M27
R2	Delay in dissemination outputs	4	4	16	High	CIRCE & FBCD	Open	Accelerate drafting	M26
R3	Poor media coverage for events	3	4	12	High	FBCD	Open	Prepare press kit	M30
R4	Website technical issues	2	3	6	Medium	Webmaster	Open	Schedule maintenance	M25
R5	IPR breach risk	2	5	10	Medium	WP8 Lead & Task 8.3	Open	Apply approval workflow	Continuous

11.5 Monitoring and Review

Risk management will be an ongoing process aligned with the project's performance tracking.

- Risks will be reviewed on a **quarterly** basis, in parallel with the monitoring of KPIs, to ensure that emerging issues are identified early and that existing risks are reassessed based on the latest evidence and progress.
- **High-priority risks** will require **immediate mitigation measures**, including the activation of contingency actions and prompt communication to the Steering Committee, ensuring that partners are kept informed and can provide guidance or approve necessary adjustments.
- **Medium-level risks** will be monitored closely and revisited more frequently if needed, especially when their likelihood or potential impact shows signs of increasing. **Low-level risks** will remain under observation and will be reviewed as part of regular WP8 meetings, ensuring continued awareness without creating unnecessary administrative burden.

12. CONCLUSIONS

This mid-term update of the Communication and Dissemination Plan (D8.5) builds upon the initial strategy set out in D8.1 and the insights captured in the mid-term report (D8.2). It ensures that HarvREST's communication activities for the remaining project period are targeted, impactful, and fully aligned with the overall exploitation strategy.

The revised objectives and KPIs mark a shift from visibility to impact, focusing on:

- Strategic dissemination of KERs through policy briefs, practice abstracts, and scientific publications.
- Enhanced engagement with primary audiences such as farmers, policymakers, and industry stakeholders via interactive formats (webinars, podcasts) and visually compelling content.
- Full compliance with Horizon Europe requirements on open access and intellectual property rights, supported by clear approval workflows and Zenodo publication.

This plan is designed to maximise the project's visibility and relevance while driving adoption and policy influence. By combining targeted messaging, strong stakeholder networks, and continuous KPI monitoring, HarvREST lays the foundation for lasting impact well beyond the project's lifetime.

13. ANNEXES

13.1 Annex 1: Stakeholder Influence – Interest Matrix

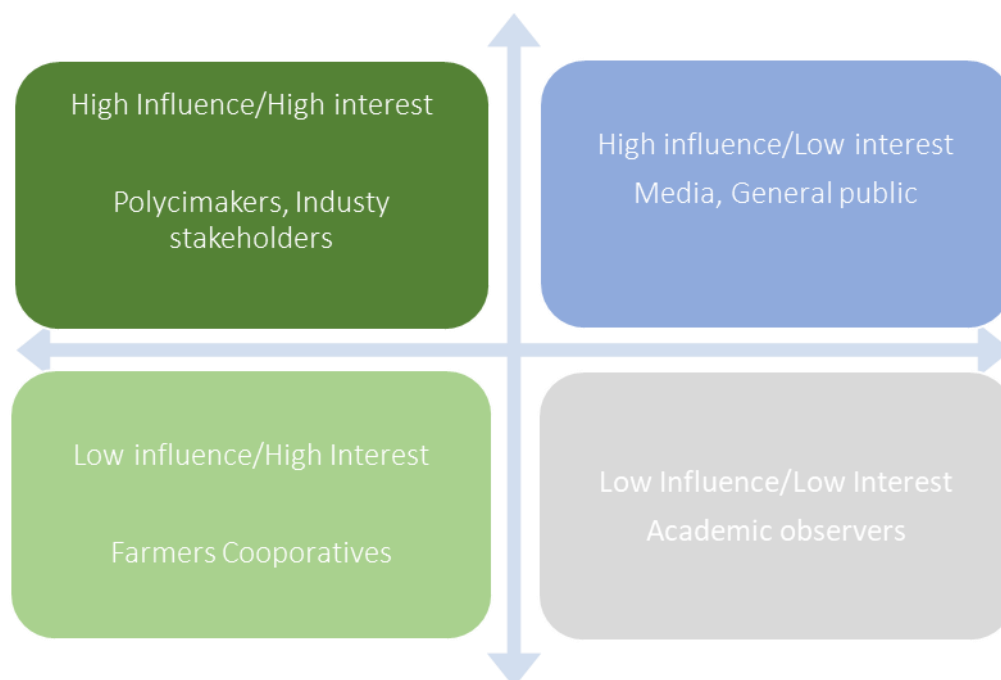


Figure 1. Stakeholder Influence – Interest Matrix

13.2 Annex 2 Dissemination & Communication Reporting Form

D&C Reporting HarvRest

Please provide documentation for your D&C activities in the HarvREST project in this webform. If you experience any technical issues, please contact Jan Lund, jlu@foodbiocluster.dk

Name or topic

Input name or topic of activity

Responsible partner *

Search for your organization

Contact person *

email *

Contributing partners

Contributing HarvREST partners (if applicable).

Type of D&C Activity *

Select type of C&D Activity. C: Communication actions D: Dissemination actions

Audience

- ☐ Civil Society
- ☐ Citizens
- ☐ Research coountries
- ☐ Specific end user communities
- ☐ International organisation
- ☐ Investors

☐ Other

Date *

MM/DD/YYYY

Description of activity *

Describe the activity and how the HarvREST project was promoted.

DOCUMENTATION MUST BE PROVIDED in the form of an attachment (e.g. a programme, brochure, photos, etc.) or a link.

Number of attendees (Event/meeting)

Link

Add another

Information about GDPR *

When I submit to Food & Bio Cluster Denmark, I accept that Food & Bio Cluster Denmark processes and stores my information confidentially and in a secure environment and share the data with the other project partners and the European Commission. Read our data policy on our website <https://foodbiocluster.com/our-data-policy>

☐ Accept

Attachments

Vælg fil Der er ikke valgt nogen fil

Add another

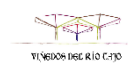
Submit



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
	Tecnolimenti	TCA
	WHITE	WR
	Suite5 Data Intelligence Solutions Ltd.	Suite5
	EnGreen	EnG
	ConTerra	CT

 Confagricoltura	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
	Climate KIC	CKIC
	HEC Paris	HEC

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