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## DELIVERABLE

### Dissemination plan and material

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## Executive Summary

The LIFE GAIA Sense Dissemination Plan and Material has been designed to support the LIFE GAIA Sense key objectives by implementing a focused dissemination and communication strategy to inform all project stakeholders about the project's progress and main achievements and to encourage new stakeholders to take part in the project and use its resources. The main purpose is to define the framework for the work and material to be produced for the dissemination of the project and form a general guideline of dissemination activities in order to achieve the project's related tasks and targets.

The document is designed to serve as a guideline for all the project partners on how to engage in dissemination activities and attract new stakeholders at all levels – regional, national and EU level - and during the entire project lifecycle. The Plan sets the key dissemination objectives, outlines how the dissemination efforts will contribute towards the overall project outcomes.

Furthermore, the plan describes the dissemination techniques and materials to be produced, lists of conferences and events to be attended and assigns partners' responsibilities for each task. Additionally, examples of two LIFE GAIA Sense dissemination products already completed are included in the Annexes (Project flyer and standard project presentation material).

## D.1 -Dissemination plan and material

Final version – 1.0/29.08.2018



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## Definitions, Acronyms and Abbreviations

Acronym/Term	Explanation
AUTH	ARISTOTELIO PANEPISTIMIO THESSALONIKIS (Aristotle University of Thessaloniki – Special Account of Research Funds)
BDVA	Big Data Value Association
CAP	Common Agricultural Policy
CE	Circular Economy
CONFAGRI	Confederação Nacional das Cooperativas Agrícolas e do Crédito Agrícola de Portugal CCRL
COSTEIRA	VIÑA COSTEIRA SCG
D	Deliverable
EU	European Union
FSCs	Farmers’ Service Centers
GAIA	GAIA EPICHEIREIN ANONYMI ETAIREIA PSIFIAKON YPIRESION
MIRABELLO	Agricultural Cooperative Partnership Mirabello Union S.A.
NP	NEUROPUBLIC AE PLIROFORIKIS & EPIKOINONION
SF	Smart Farming
VELVENTOS	Agrotikos Synetairismos Epexergasias kai Poliseos Oporokipeftikon Proionton (ASEPOP) Velventou SYN.P.E



# 1. Introduction

## 1.1. Project Summary

The main objective of the LIFE GAIA Sense project is to demonstrate GAIA Sense, an innovative “Smart Farming” (SF) solution that aims at reducing the consumption of natural resources, as a way to protect the environment and support Circular Economy (CE) models.

More specifically, this project will launch 18 demonstrators across Greece, Spain and Portugal covering 9 crops (olives, peaches, cotton, pistachio, potatoes, table tomatoes, industrial tomatoes, almonds, kiwi) in various terrain and microclimatic conditions. They will demonstrate an innovative method, based on high-end technology, which is suitable for being replicated and will be accessible and affordable to farmers either as individuals or collectively through Agricultural Cooperatives.

Moreover, LIFE GAIA Sense aims to promote resource efficiency practices in SMEs of the agricultural sector and eventually, contribute to the implementation of the Roadmap to a Resource Efficient Europe. This project will demonstrate a method on how the farmer will be able to decide whether to use or avoid inputs (irrigation, fertilizers, pesticides etc.) and more specifically how to apply them in a most efficient way, without risking the annual production. The focus is on the resource consumption reduction side of CE, and the results will be both qualitatively and quantitatively, considering the resources’ efficiency in agricultural sector.

## 1.2. Document Scope

This deliverable presents the Dissemination plan and material plan for LIFE GAIA Sense project. It lays the foundations for dissemination and exploitation activities executed within the context of the project. The Dissemination plan and material (D.1) sets out a coherent and detailed dissemination strategy, presenting the design and development of activities, tasks, timetables and expected results. The Plan will consider all project stakeholders and their needs / interests in LIFE GAIA Sense and will develop a unique approach to ensure all stakeholders are informed and engaged at all stages of the project.

## 1.3. Document Structure

This document is comprised of the following chapters:

**Chapter 1** presents an introduction to the project and the document.

**Chapter 2** presents the Communication and Dissemination Strategy.

**Chapter 3** presents the Dissemination plan and material.

**Chapter 4** presents the Indicators of Progress.

**Chapter 5** presents the conclusions.

To elaborate this dissemination plan, four dimensions are analyzed, for supporting the project team to implement the actions and achieve the designated objectives. These dimensions are:

- **Dissemination objectives:** The first step in order to develop a successful strategy is to identify what it is expected to achieve. Based on the project proposal and the results of the kick of meeting, the objectives of this dissemination plan are clearly described in paragraph 2.1
- **Communication Tools - Activities:** A good description of the means that will be used to disseminate the project's purpose, messages and results is based on the proposal but also extends to specific details such as types, quantities etc. in paragraph 2.2. Each and every activity is described and analyzed at this section.
- **Dissemination and communication materials:** The necessary material (leaflets, banners, etc.) as described in the proposal are presented and analyzed in this plan (paragraph 2.3). Each partner should contribute in designing the material considering any specific needs (language, logos etc.) and disseminate it to the selected audience.
- **Target Audience:** An analysis on the target audience (paragraph 2.4) and how it is identified is needed, since each Action and each material is addressed to a specific group with similar need (farmers, consultants, trainers, etc.).

The general objectives of the Dissemination Plan and Material of the LIFE GAIA Sense Project are as follows:



- Disseminate the project's results at national and EU level and build a robust business model to ensure their replicability and sustainability.
- Develop and implement best agricultural practices, in compliance with the SF Advice. The suggested practices aim at promoting environmental and economical sustainability of the agricultural sector in the



participating countries.

- Ensure the extensive impact and long-term sustainability of the project outcomes.
- Focus on planning and implementing lobbying activities to make sure that the results of the project will be delivered to the appropriate policy makers and influence them into taking decisions that will help maximize the impact of the project at a national and European level.
- Form policy making proposals in order to implement methods of efficiently managing resources in agriculture sector.
- Optimize the flow of information between project partners and organize an efficient communication between the institutions participating in the project.
- Make the project known to potential stakeholders and to the main beneficiaries.
- Information and awareness raising activities regarding the project to the general public and stakeholders.
- More technical dissemination activities aimed at transferring the results and lessons learnt to those stakeholders that could usefully benefit from the project's experience.
- Networking activities.



## 2.2. Communication Tools - Activities

The project focuses on planning and executing a significant set of activities to disseminate its outcomes. The purpose of these activities is to strengthen the cooperation between stakeholders and end users. Furthermore, dissemination activities focus on creating awareness about the LIFE Gaia Sense project and promoting its outcomes. Each LIFE Gaia Sense partner is expected to be actively involved in the dissemination activities. Therefore, consortium members will be kept up to date with opportunities for publications, workshops, meetings and organization of various events. Each partner's attention should also be focused on the LIFE Gaia Sense instrument promotion and dissemination in his / her own country. Specifically, Mirabello will support this task participating to the dissemination, promoting the experience gained. In Spain and Portugal the stakeholders will deliver the results transferring the project to their members. To expand in other countries and sections, GAIA will undertake actions on European forums and organizations (COPA COGECA) of which is a member. This will start during the period of LIFE according to the dissemination plan and will go on after the end of it throughout recurrent actions (annual GAIA conference, exhibitions etc.).

A number of dissemination channels and activities have been planned for the lifetime of the project as described in the following sections.

### 2.2.1. Events

LIFE Gaia Sense Workshops and other events will be an opportunity for LIFE Gaia Sense to ensure successful dissemination of the LIFE Gaia Sense goals and achievements to the targeted audience (0).

- 13 informative events - The events, which serves dissemination and awareness purposes, with stakeholders will take place in Attica (Aegina) Central Greece (Stilida), Central Macedonia (Pieria), Crete (Mirabello), Eastern Macedonia and Thrace (Nevrokopi Dramas and Komotini), Peloponnese (Kiato), Thessaly (2 in Kileler and 1 in Elassona), Western Macedonia (Velventos), Galicia (Spain) and Alentejo (Portugal), where the demonstration will be already concluded. Apart from the demonstrating character, these events aim to raise awareness and engage the local stakeholders in project activities. More specifically, GAIA & NP will organize 11 events around Greece and 2 inside the EU (1 at Alentejo & 1 at Galicia). During this process Mirabello will support GAIA & NP organizing 2 informative events with stakeholders, VELVENTOS will support GAIA & NP organizing 1 informative event with stakeholders, CONFAGRI is going to support the organization of the event at Alentejo and finally, Costeira is going to support the organization of the event at Galicia. The purpose of these events is to inform stakeholders about the project and its objectives.
- 1 event in each of the new 5 demonstrators (in total 5 events) that will be selected on 2019. NP in collaboration with GAIA will organize the needed informative events for the identified partners, in coordination with the teams of B1 and B2 Actions to setup the new demonstrators.
- 10 online events – such as webinars, live demos will be organized by GAIA in to demonstrate the LIFE GAIA Sense outcomes to the targeted stakeholders, aiming at attracting adopters. This will help towards an open demonstration of the project results to a wide audience.
- In addition, another 5 informative and training events will take place in the context of Action B8 (1 for each of the 5 new demonstrators). These regional informative and training events for stakeholders will be organized by NP in order to demonstrate the results of the first wave of demonstrators. The purpose of these events is to present the results from the 1st year of applying the SF advice.

- In the context of Actions B8 and B9, project representatives will conduct more than 80 one-to-one physical meetings in all Greek regions in order to present the project results to cooperatives and stakeholders higher in the agri-food value chain (among other stakeholders), aiming to attract new local collaborators who will have the ability to work as centers of influence and attract new customers. This will support the replicability, transferability and sustainability of LIFE GAIA Sense results both during the life of the project but also after its completion.

### 2.2.2. Lobbying activities

Lobbying activities will take place to make sure that the results of the project the appropriate policy makers and influence them into taking decisions that will help maximize the impact of the project at a national and European level. Furthermore, an important activity will be our participation to events of networks and communities that focus on Precision Agriculture, Smart Farming, Sustainable Agriculture and Digital Farming, such as The European Association of Remote Sensing Companies (EARSC), Farm Europe, the Alliance for Internet of Things Innovation (AIOTI), the European Forum for Agricultural and Rural Advisory Services (EUFRAS) and the Big Data Value Association (BDVA).

A non-exhaustive list of targeted events is presented below:

- Biannual AGROTICA agricultural fair
- Biannual ETAGRO International Conference
- Biannual SEP National Conference
- European Environmental Evaluators Network Forum
- European Climate Change Adaptation Conference
- EU Green Week
- PENA national conference
- National Agricultural Conference of Naftemporiki
- JRC's Monitoring Agricultural Resources (MARS) Annual Conference
- DG AGRI: Agricultural Outlook Annual Conference
- Farm Europe: Global Food Forum
- Copa-Cogeca: Congress of European Farmers 2020
- EUFRAS events
- Annual Big Data Value Association Forum
- Annual AIOTI WG06 Smart Farming Coordination Meeting

More specifically, GAIA will organize and participate into (a) a European Conference featuring Copa and Cogeca and (b) an event at the European Parliament. These lobbying activities will be organized by the LIFE GAIA Sense consortium with the support of its GAIA's Brussels offices and will be hosted by Members of the European Parliament. The objective of the events will be to raise awareness on the project results by underlining its significant policy relevance and present its recommendations for new policies. The LIFE GAIA Sense events will bring together all the interested parties from the targeted policy areas (chapter 0) related to the project (agriculture and environment). Dissemination and policy events will take place and the overall aim of those activities is to raise awareness on the project and its significant policy relevance and create linkages with key policy makers (10 national & 15 inside EU events (2 x Farm Europe, 3 x Copa and Cogeca events, 3x EUFRAS events, 2 x ETAGRO International Conference once per 2 years, 2 x SEP National Conference once per 2 years, 1 x PENA national conference and participation to 2 national meeting for CONFAGRI).

### 2.2.3. Exhibitions/Fair events

LIFE GAIA Sense partners plan to participate in specific exhibitions and thematic fairs in order to liaise with key actors in the sector (chapter 0). It will be intended to have project presence with a kiosk in two domain- specific fairs/exhibitions (such as Agrotica) in order to promote gaia sense to attendees which are mainly related to agriculture. Furthermore, dissemination and communication materials such as leaflets and posters will be distributed during these events. One of the initially identified reference exhibition is Agrotica which is the most important exhibition event promoting Agricultural Growth and capitalizing on everything new in Technology and Science. Biennially it welcomes over 120,000 directly interested visitors from the domestic market and 30 other countries. Participation in exhibitions will be implemented by GAIA which will be supported with the participation of four company's staff.

### 2.2.4. Congresses

#### 2.2.4.1. GAIA Panhellenic Congress (October 2018)

At a key moment for the European and the Greek agricultural sectors, and while the European Commission's legislative proposals for the Common Agricultural Policy (CAP) post-2020 have been presented on the 1st of June, the Pan-Hellenic Congress on the Development of Greek Agriculture of GAIA EPICHEIREIN entitled "The future of the European agricultural sector through digitization" is going to be held on October 25 in Heraklion, Crete, focusing on one of the key aspects of the future CAP. Both simplification and modernization, which are the main future orientations of the CAP for the next programming period, are linked to digitization, since it can contribute to the more effective implementation and monitoring of the policy as well as to the optimization of the production process itself with significant cost savings, productivity gains and a more positive environmental and climate impact.

Through the thematic sessions of the Pan-Hellenic Congress and the interventions of key EU and national speakers from the political world and the agri-food sector, the policy objectives and tools of the future CAP related to digitization will be presented and discussed, and in particular: the new delivery model, the governance and monitoring of the CAP, the agri-environmental compliance framework for producers, the role of agricultural advice and the available financial / investment framework. During the Congress there will be a distribution of promotional material concerning the GAIA LIFE sense project activities and main targets. Furthermore a session dedicate to Life project is going to be held.

#### 2.2.4.2. GAIA Panhellenic Congress (October 2021)

GAIA's Panhellenic Congress on the Development of Greek Agriculture which is organized annually during autumn will be exploited. It's a reference point for the Greek agri-food sector as already mentioned, engaging more than 500 representatives of the farming community, the academic & research community, regional, national and EU authorities from the agri-food chain, who exchange views on trends and policies affecting the development of Greek & EU agriculture. A special track focusing on policy makers will be organized in the context of the conference that will be organized in the autumn of 2021. A policy uptake event along with a project workshop will be held.

#### 2.2.4.3. Closing Conference 2022 (at the end of May /June 2022)

Finally, a Closing Conference will be organized in Greece at the end of May or in early June 2022 by GAIA, to present the outcomes of the project to the targeted stakeholders and to a wide audience. In order to attract more participants and increase its potential impact, effort will be taken to co-locate the conference with another major event focused on relevant topics such as SF/Precision agriculture, rural development and or circular economy. This conference will attract scientists, policy makers, Regional Governors, executives etc. Moreover, the closing conference, open to the public, is expected to be attended by members and servants of public and local authorities, scientists, the civil society and

NGOs, i.e. by those stakeholders involved in agriculture and environment policy making and implementation.

### 2.2.4.4. Participation in scientific Conferences

Participation to scientific Conferences is important because it is crucial for the objectives of the project its results to be shared with a broad academic audience. It is expected that during the lifetime of LIFE GAIA Sense, the consortium members will attend at least 6 scientific Conferences.

### 2.2.5. Newsletters

A bi-annual newsletter will be circulated every 6 months to raise awareness among subgroups of identified stakeholders. This is an effective dissemination channel, which will spread the word on the updates of our effort and related news, to raise awareness. A total of 8 newsletters will be sent to >150.000 stakeholders. Newsletters are necessary in order to communicate the core messages and results of the project in a very effective and comprehensive way. Furthermore, it is expected that the Newsletters will increase traffic to the LIFE GAIA Sense website, where more information on the project is available and will create buzz about LIFE GAIA Sense, by giving to target audience regular updates on all LIFE GAIA Sense activities. The first newsletter will be sent as soon as a good number of project results are available and the LIFE Gaia Sense web site is already running.

### 2.2.6. Press Releases

Information, press releases and other news will be shared electronically both through the project workspace and website, as well as through email and social media. Over 20 press releases and articles will be published in regional, national and European online and traditional printed media, targeting the main media channels for each stakeholder group. The use of various media types will be considered and synergies will be explored. The main media channels for each stakeholder group will be identified and contacted for establishing connections (e.g. Ypaithros Chora newspaper and portal ([www.ypaithros.gr](http://www.ypaithros.gr)) for Greek farmers). These communication and dissemination activities are of crucial importance in all stages of the project implementation in order to inform stakeholders about the ongoing procedure and results of the project (ANNEX II).

### 2.2.7. Articles

Via the publication of articles in conferences and scientific journals, it is expected that the scientific community will be informed about the objectives of the project. Furthermore, this will be an opportunity to promote LIFE GAIA Sense outcomes, as well as to reach out potential synergies with other related projects and initiatives from EC programmes.

### 2.2.8. Project Website

The LIFE Gaia Sense website will be the core of communication and the main tool for dissemination during the lifetime of the project and beyond. The site will incorporate basic project information, key results, news items, event alerts. It will also offer added-value services such as publications, newsletter, signpost to related news/events/projects, as well as links to the project social media or other communication options, facilitating the exchange of information amongst project partners, stakeholders and wider public.

The website will be maintained during the project implementation and also for at least 5 years after LIFE Gaia Sense's completion. The website will be regularly updated, particularly in terms of structure and the content including news, publications and downloads, in order to ease users' navigation. It is going to provide further information on the project data and details on the concept and regular news items (further amplified and discussed in social media networks). The project's web site includes the following sections:



- Home (general information for the project & latest news)
- Project Overview (Description, objectives, vision)
- Outcomes (Conferences, publications, deliverables)
- The Consortium (details on the project partners)
- Affiliations (Affiliated partners and related projects)
- Press Room
- News & Events
- Links

In addition to the LIFE Gaia Sense website, all partners will publish short LIFE Gaia Sense descriptions on a visible place in their website, with a link to the LIFE Gaia Sense website. It should be mentioned that the LIFE GAIA Sense website will be mobile friendly, featuring a responsive design, in order to serve the constantly increasing number of users who consume online content with mobile devices such as smartphones and tablets.

### 2.2.9. Project Social Media

Social media are a low cost and efficient mean for the dissemination of a project's outcomes, thanks to their extremely high number of users - a percentage of which are potential stakeholders of the project's outcomes. At the present day, social media users are about to reach 3 billion, and in particular, mobile users are increasing in the latest years by about 1 million per year.

In this context, a dissemination strategy cannot leave aside social media considering the heterogeneous public the latter reach at a considerable speed. Through social media, a significantly high number of stakeholders can be reached, as the platforms allow targeted audiences to be defined and selected. The exploitation of social media for the dissemination of an EU-funded project is encouraged by the European Commission and in this context, the LIFE Gaia Sense project will ensure that selected social media platforms are used for targeting potential stakeholders of the project's outcomes.

The communication of the project through social media will be performed in a way to maximize the awareness and impact. Each social media channel has different audiences; therefore, the project will generate and share content through the major available channels ensuring that the messages are adapted for each different audience and channel. Thus, at LIFE GAIA Sense various social networks will be used as a marketing tool in order to promote activities and outputs of the project, while also encouraging a wider discussion on SF. The LIFE Gaia Sense project will have active Facebook, Twitter and LinkedIn accounts which will be linked to the project's website. Social media will be used as an amplifier to generate traffic for the website and to communicate the actions of the project. The strategy of the social media exploitation will include the following:

- Always accompany a post with visual content;
- Short, to the point, catchy messages;
- Encouraging engagement (not just one-way information sharing)
- A high number of retweets and likes of similar projects / topics, to encourage collaboration among different but related entities and maximization of the audience.

As the project website will be the point of reference for the project's dissemination activities, social media will be used for driving traffic to the website, thus maximizing the number of the website visitors.

#### 2.2.9.1. Facebook

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Facebook is currently the most popular social media channel; therefore, active presence on Facebook is essential to take advantage of consortium partner's networks, spread information to the general public and build brand awareness. Facebook will be used for posting short messages with various types of content such as photos and graphics, videos and other multimedia files, links to related online resources, as well as for hosting events and inform stakeholders who also use Facebook about the activities and updates of Gaia Sense. For this purpose, a Facebook page will be created and populated with news related to the project and smart farming in general.

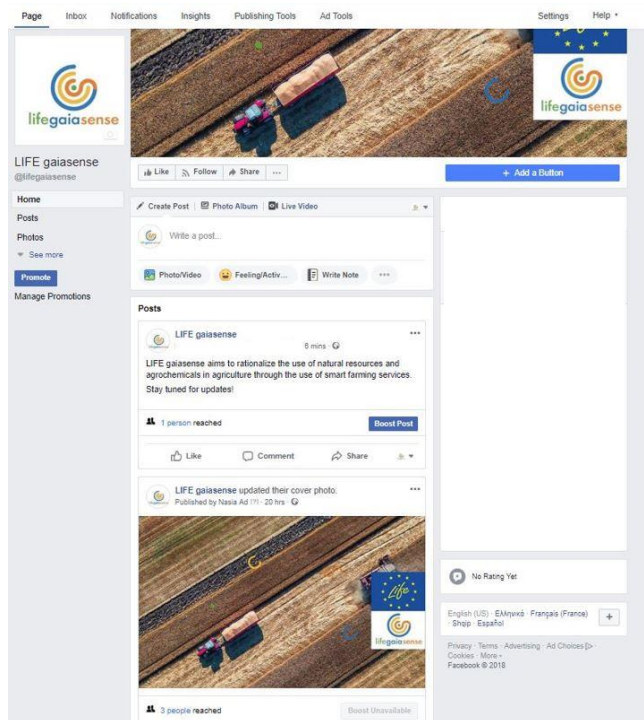


Figure 1 LIFE GAIA Sense Facebook page

### 2.2.9.2. Twitter

Twitter is a popular social media channel, especially among projects and organizations. As a rapid and professional communication tool, Twitter allows real-time interactions and very high potential outreach towards Gaia Sense's target audience, using hashtags and thematic tweets. The project will create a Twitter account that will be used for promoting the news and outcomes of the project, share relevant information and enhance communication with potential stakeholders.



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Figure 2 LIFE GAIA Sense Twitter account

### 2.2.9.3. LinkedIn

LinkedIn is a business-oriented professional networking tool used by many as a source of information and inspiration. In this context, a solid presence to amplify the news published on the project website is necessary. A LIFE GAIA Sense page will be created to support and enhance the dissemination of the project, through which carefully selected content related to the project, adapted to the needs of professionals, will be shared.

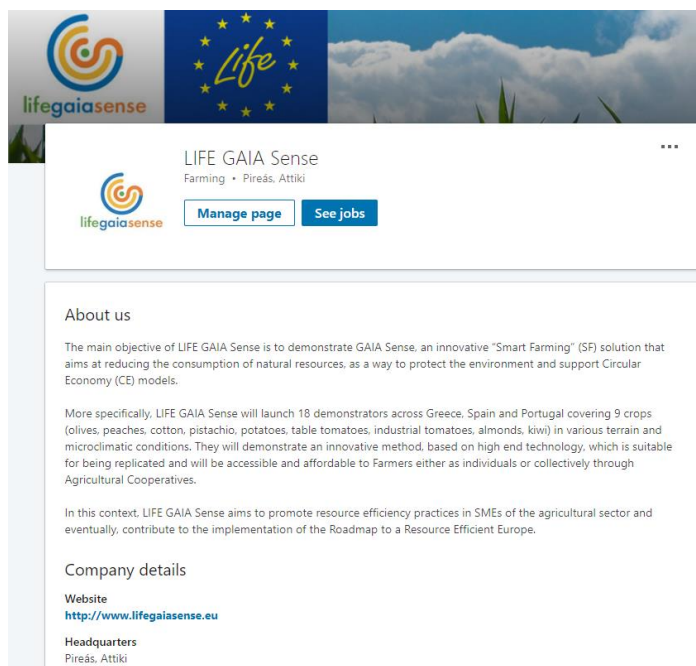


Figure 3 LIFE GAIA Sense LinkedIn page

### 2.2.10. Layman's report

A Layman's report will be produced in paper and electronic format at the end of the project, both in English and Greek. It will summarize the work of the project for a general audience, clearly outlining the achievements of the project and its long-term environmental benefits. It will be circulated to > 150.000 stakeholders, while it will also be available through the website for all general audience.

### 2.2.11. Networking with other projects

Synergies with other initiatives will be pursued in order to maximize the impact of the project and assist in optimization of the use of resources by exchange of knowledge and technology. This task will facilitate the participation in activities of collaboration with international and European initiatives relative to Smart Farming, Precision Agriculture, Circular Economy, Common Agricultural Policy, the Environment as well as related technologies like IoT, EO and Big Data. We will especially focus on initiatives funded by LIFE and H2020, like the ones presented in the following non-exhaustive list:

Table 1 List of other related projects and initiatives

Project/Initiative name	Logo	Link	Status
<b>DataBio</b> (H2020)		<a href="https://www.databio.eu/en/">https://www.databio.eu/en/</a>	Ongoing
<b>Smart-AKIS</b> (H2020)		<a href="https://www.smart-akis.com/">https://www.smart-akis.com/</a>	Ongoing
<b>IoF2020</b> (H2020)		<a href="http://www.iof2020.eu/">http://www.iof2020.eu/</a>	Ongoing
<b>SCOoPE</b> (H2020)		<a href="https://scoope.eu/">https://scoope.eu/</a>	Ongoing
<b>TOMRES</b> (H2020)		<a href="http://www.tomres.eu/">http://www.tomres.eu/</a>	Ongoing
<b>AgriLink</b> (H2020)		<a href="http://www.agrilink2020.eu/">http://www.agrilink2020.eu/</a>	Ongoing
<b>APOLLO</b> (H2020)		<a href="http://apollo-h2020.eu/">http://apollo-h2020.eu/</a>	Ongoing

GATES (H2020)		<a href="http://www.gates-game.eu/en">http://www.gates-game.eu/en</a>	Ongoing
NEFERTITI (H2020)		<a href="http://nefertiti-h2020.eu/">http://nefertiti-h2020.eu/</a>	Ongoing
LIFE AgroClimaWater		<a href="http://www.lifeagroclimawater.eu/">http://www.lifeagroclimawater.eu/</a>	Ongoing
LIFE ADAPT2CLIMA		<a href="http://adapt2clima.eu/en/">http://adapt2clima.eu/en/</a>	Ongoing
LIFE CLIMATREE		<a href="https://www.lifeclimatree.eu/english/home">https://www.lifeclimatree.eu/english/home</a>	Ongoing
LIFE OLIVARES VIVOS		<a href="http://olivaresvivos.com/en/">http://olivaresvivos.com/en/</a>	Ongoing
LIFE-ARIMEDA		<a href="https://lifearimeda.eu/en/">https://lifearimeda.eu/en/</a>	Ongoing
LIFE Regenerate		<a href="http://regenerate.eu/">http://regenerate.eu/</a>	Ongoing
Project/Initiative name	Short Description	Submission ID	Status

<b>LIFE ClimaMed</b>	Innovative technologies for climate change mitigation by Mediterranean agricultural sector	LIFE17 CCM/GR/000087	Ongoing
<b>LIFE PureAgroH2O</b>	Pollutant Photo-NF remediation of Agro-Water	LIFE17 ENV/GR/000387	Ongoing
<b>LIFE VACUUMS</b>	Various assessment of air quality measurement methods and their policy support	LIFE16 PRE/BE/000003	Ongoing
<b>LIFE SOLIEVA</b>	Circular economy applied to the treatment of table olives brines based on solar	LIFE17 ENV/ES/000273	Ongoing

As part of the collaboration with these initiatives, we will exchange news and project results in order to facilitate their uptake and reach additional communities and maximize their impact. Most of the communication will take place through electronic means to minimize the project's environmental footprint, while a number of meetings with representatives of these projects will take place, mostly in the context of international domain-specific events such as the ones presented in D1.3. Face-to-face bilateral meetings will also take place in a cost-effective manner, especially when the representatives of these initiatives are in the same town as one of the LIFE GAIA Sense project partners (e.g. NP will visit the Agricultural University of Athens, the coordinator of Smart-AKIS, who is located in Athens). In addition, visits to related demonstration and/or pilot sites will be encouraged by all sides, in order to see the projects' results first hand. Finally, if possible, we will also collocate our dissemination events to increase the reached audience and the respective impact, increasing the size and visibility of these events, while keeping the costs low.

## 2.3. Dissemination and communication materials

### 2.3.1. LIFE GAIA Sense logo

The project logo plays an important role in defining the project identity and it is selected in order to have high impact both in printed and on line media. It is included in all documents, dissemination materials, presentations in events and conferences, and online channels.



Figure 4 Logo of the project

### 2.3.2. Project templates

More tools can be considered in the course of the project for the dissemination of its outcomes on different kinds of media. Common standards should be adopted and communicated, in order to achieve uniformity in the project promotion. Such kind of material (like a PowerPoint presentation about project's info) can be promoted to affiliated partners, great supporters, workshop participants etc.



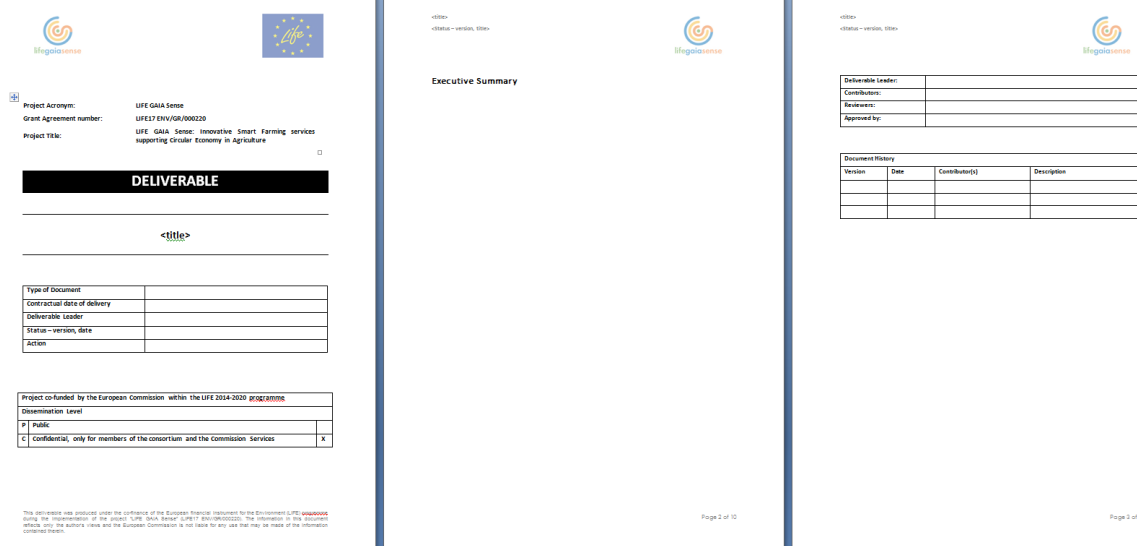
## LIFE GAIA Sense: Innovative Smart Farming services supporting Circular Economy in *Agriculture*

Date:  
Presenter:

Figure 5 LIFE GAIA Sense ppt template

## D.1 -Dissemination plan and material

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The figure shows a three-page template for a deliverable. The first page (left) contains project details, a title field, a table for document type and dates, and a confidentiality declaration. The second page (middle) is the 'Executive Summary'. The third page (right) contains a table for deliverable leader and contributors, and a document history table. The logo and EU flag are present on the first page, and the logo is on the third page.

Project Acronym: LIFE GAIA Sense  
Grant Agreement number: LIFE17 ENV/GR/000220  
Project Title: LIFE GAIA Sense: Innovative Smart Farming services supporting Circular Economy in Agriculture

**DELIVERABLE**

<title>

Type of Document	
Contractual date of delivery	
Deliverable Leader	
Version - version, date	
Action	

Project co-funded by the European Commission within the LIFE 2014-2020 programme

Dissemination Level	
<input type="checkbox"/> Public	
<input type="checkbox"/> Confidential, only for members of the consortium and the Commission Services	<input checked="" type="checkbox"/>

This document was produced under the contract of the European Financial Instrument for the Environment (LIFE) - <http://ec.europa.eu/life> during the implementation of the project LIFE 2014-2020 LIFE17 ENV/GR/000220. The information in this document reflects only the authors' views and the European Commission is not liable for any use that may be made of the information contained therein.

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Figure 6 LIFE GAIA Sense deliverable template

### 2.3.3. Posters & Roll-Up Banners

In order to promote the project in public events, such as conferences, events and exhibitions, thematic posters in the languages of the participating countries are going to be designed and printed. Partners will translate the text in their own language. The poster will be prepared in the 4 languages of the project to provide the reader with intuitive and succinct textual and graphical information about the project sectors of interest along with a summary of the target achievements of the LIFE GAIA Sense. Also, the project logo, the EU flag beneath and the LIFE GAIA Sense website and social media will be clearly displayed on the poster. The poster aims to attract stakeholders and a variety of audiences. It's suggested to be used during conferences, workshops and events. The poster and its printable version will be appropriately uploaded on the project's website. Consequently, in order to inform as many stakeholders as possible, there will be distribution and usage of posters through GAIA's nationwide network of Farmers' Service Centers (FSCs). The roll-up banners will be specially designed to be used at all the events that will be organized and they will allow the consortium to draw the attention of the attendees and to communicate its message to large audiences in a comprehensive way in a short period of time.

### 2.3.4. Leaflets & Brochures

Leaflets are an efficient way in introducing the project and its perspectives to the targeted audience as a whole. Since the leaflet targets a wide audience, great attention must be paid during the text formulation to use simple language and structure and clearly present the added value and benefits of the LIFE GAIA Sense project. In order to raise awareness and highlight the main guidelines and objectives of the project, 10.000 thematic leaflets are going to be designed and printed specifically for the stakeholders who plan to attend the events, the exhibitions and the three Congresses, as described. The promotional material is going to be distributed to the participants before and during each event. Depending on the profession and the interests of each audience, the thematic units of the events and the purpose of the dissemination, the material is going to be adapted and available in two different versions; the generic and the adapted one. All the material is going to be also available online, in digital form in order to be uploaded to the thematic website and promoted through newsletter mail to the stakeholders. Promotional brochure will contain basic information about the LIFE GAIA Sense

project and will be downloadable from the project website and should be widely distributed at various events, conferences and workshops.

Printed materials will be translated in English and in selected languages in order for the participants to understand the information provided.

### 2.3.5. Notice boards

Notice boards, will be used to inform the public about the project LIFE GAIA Sense. GAIA is going to send to all the partners the information boards and all consortium members will display them in visible spots and accessible places to the public on the partners' premises. Moreover, a PDF version of the leaflets and notice boards will be available through download section at LIFE GAIA Sense webpage.

### 2.3.6. Project Video

Promotional video will be created demonstrating the project outcomes. The video will be available online in YouTube, Vimeo and the project website and will be promoted to all the project channels.

## 2.4. Target Audience

Table 2 Target Audience

Action	Target Group
<b>Events</b>	Cooperatives & stakeholders, producers
	Local stakeholders (farmers, agronomists, cooperatives representatives, regional authorities etc)
<b>Lobbying activities</b>	policy makers
<b>Conference</b>	Cooperatives & stakeholders, producers
	Scientific communities
	Policy makers
	General Public
<b>Articles</b>	Scientific communities
<b>Media Work</b>	General Public
<b>Project Website</b>	Stakeholders (experts and specialists, potential users of the technologies being developed, policy decision makers at all levels, as well as the general public and local citizens)
<b>Project Social Media</b>	Stakeholders (experts and specialists, potential users of the technologies being developed, policy decision makers at all levels, as well as the general public and local citizens)
<b>Project's Dissemination Materials</b>	In special final users, but also public technicians, cooperatives, authorities, journalists, supporting institutions, and general public.
<b>Layman's report</b>	General Public
<b>Networking with other projects</b>	General Public

### 3. Dissemination plan and material

This section presents the schedule and complementarity of the dissemination activities among partners, according with the Dissemination plan and material Strategy. For each of the groups that form the audience, the following is a description of the planned activities and their implementation (expected date for carrying out the activity). Dissemination plan and material:

#### D1 Dissemination planning and execution

- D1.1 Dissemination planning and development of the dissemination pack (including website, social media, notice boards, Layman's Report and project video)
- D1.2 Networking with other projects
- D1.3 Participation in networks, events & fairs

#### D2 Policy Uptake

- D2.1 Forum with Copa Cogeca
- D2.2 Policy uptake event at the GAIA Conference on agri-food
- D2.3 Lobbying activities with policy makers at EU level
- D2.4 Event at the European Parliament

Table 3 Dissemination activities for LIFE GAIA Sense

Stakeholder	What are their interests?	How to address this stakeholder
Name of the action	Number of the associated action	Deadline
Dissemination plan and material	D1	30/9/2018
Project website	D1	09/2018
Notice boards	D1	01/2019
Local events <b>completed</b>	D1	30/11/2018
Project workshop during GAIA's Panhellenic Congress	D1	30/11/2021



The project's dissemination strategic plan is based on a 6Ws approach:

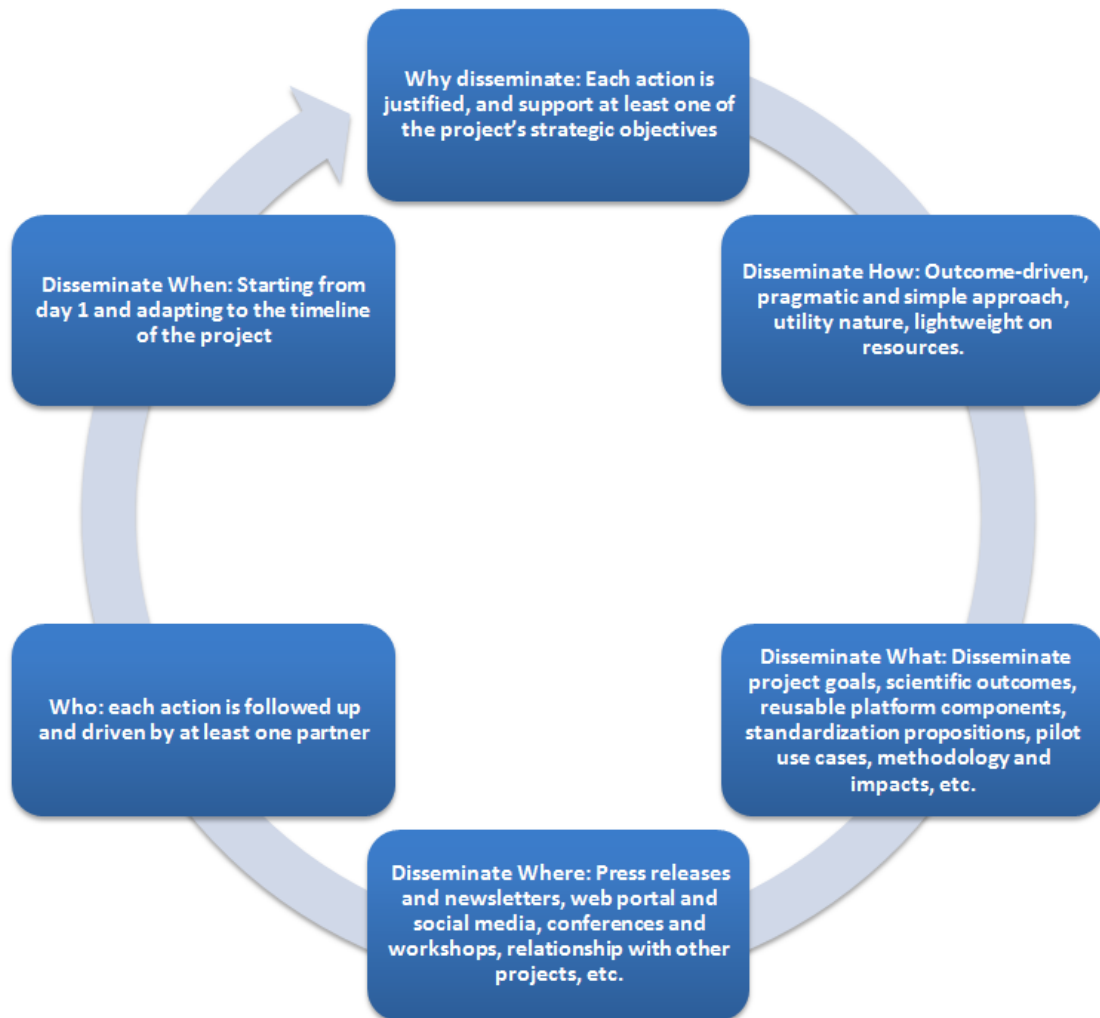


Figure 7 Project's dissemination approach

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Action	What	How	Where	When	Who
Events	<p>Events aims to :</p> <ul style="list-style-type: none"> <li>•raise awareness and engage the local stakeholders in project activities</li> <li>•demonstrate project results to cooperatives and stakeholders higher in the agri-food value chain and attract new customers</li> <li>•inform stakeholders about project activities</li> <li>•develop and implement of the best agricultural practices, in compliance with the SF</li> </ul>	<ul style="list-style-type: none"> <li>•18 Informative events with stakeholders</li> <li>•10 online events</li> <li>•5 Informative &amp; training events</li> <li>•more than 80 one-to-one physical meetings</li> </ul>	The events will take place in Greece, Spain and Portugal.	During the project	All partners
Lobbying activities	<ul style="list-style-type: none"> <li>•Make sure that the results of the project will influence the appropriate policy makers</li> </ul>	<ul style="list-style-type: none"> <li>•Dissemination and policy events</li> <li>•GAIA will organize and participate into a European Conference featuring Copa and Cogeca and an event at European Parliament</li> </ul>	The events will take place in Greece, Brussels, Spain and Portugal.	<p>During the project</p> <hr/> <p>The event at the European Parliament is going to take place at 04/2022</p>	GAIA

## D.1 -Dissemination plan and material

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Exhibitions/Fair events	This consortium will focus on the promotion of project results in important domain-specific fairs and events focused on agri-food professionals.	2 Exhibitions/Fair events - (e.g. AGROTICA)- setup of a kiosk in two domain specific fairs/exhibitions & leaflets distribution	Greece	During the project	GAIA
Congresses	Aiming to make sure that the results of the project are going to reach the appropriate policy makers and influence them into taking decisions that will help maximize the impact of the project at a national and European level.	GAIA's Panhellenic Congress on the Development of Greek Agriculture which is engaging more than 500 representatives of the targeted stakeholders. A special track focusing on policy makers will be organized in the context of the conference that will be held on Autumn of 2021. Finally, a <b>Closing Conference</b> will	Greece	<ul style="list-style-type: none"> <li>•GAIA Panhellenic Congress (October 2018)</li> <li>•GAIA Panhellenic Congress (October 2021)</li> <li>•Closing Conference 2022 (at the end of May /June 2022)</li> </ul>	GAIA

## D.1 -Dissemination plan and material

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		be organized in Greece at the end of May or in early June 2022 by GAIA, to present the outcomes of the project to the targeted stakeholders and to a wide audience. In order to attract more participants and increase its potential impact, effort will be taken to co-locate the conference with another major event focused on relevant topics such as SF/Precision agriculture, rural development and or circular economy.	N/A	•Attendance to 6 scientific conferences	All partners
Newsletters & Press Release	Press releases and other announcements will be prepared and distributed to the general media with information of interest to reach to wide audience.	<b>Over 20 press releases and articles</b> will be published in regional, national and European online and traditional printed <b>media</b> . The use of various media types will be considered and synergies will be explored.	The main media channels for each stakeholder group will be identified and contacted for establishing connections (e.g. Ypaithros Chora newspaper and portal ( <a href="http://www.ypaithros.gr">www.ypaithros.gr</a> ) for Greek farmers)	During the project	All partners

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Articles	Promote LIFE GAIA Sense outcomes, as well as to reach out potential synergies with other related projects and initiatives from EC programmes	At least 7 articles	Published at scientific journals and conferences	During the project	All partners
Project Website	The project <b>website</b> will act as the gateway to all project results. Moreover, it will contain all the information concerning the project, updates on the progress, news, documents, etc. It will be addressed both to the targeted stakeholders and to general audience, with different material.	At the project's website the LIFE's logo will be displayed. The project website will be promoted by means of networking and display of the URL on other dissemination materials.	Available online at <a href="http://www.lifegaiasense.eu">www.lifegaiasense.eu</a>	LIFE GAIA Sense website will be online at 30/09/2018	GAIA with the contribution of all partners.
Project Social Media	Social Media will be used to raise awareness and engage all targeted stakeholders and general audience.	LIFE GAIA Sense will establish a <b>social media</b> presence through a dedicated Twitter channel and Facebook/LinkedIn pages, in order to exploit them and establish connections with those looking for project related topics.	Twitter / Facebook / LinkedIn	During the project	GAIA with the contribution of all partners

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Notice Boards, Brochures, Posters, Leaflets & Banners	<b>Brochures, posters and banners</b> will be created to raise awareness to all targeted stakeholders and general audience. All material will contain clear explanations tailored to each group of stakeholders and will address different needs. Generic versions will describe the concept of the solution and its application. Adapted versions will address the needs of the different types of identified stakeholders. In order to minimise the project's carbon footprint, the printed material will be reduced to the minimum possible and a special focus will be given to digital material for online promotion.	Notice boards and banners (40 items), 10.000 brochures and 1.000 posters.	The material will be circulated to > 150.000 stakeholders, during the aforementioned dissemination events and will also be available through the website for all general audience.	Brochures, Posters, Leaflets & Banners must have been ready at 31/08/2018	GAIA
				Notice boards are going to be ready at 31/01/2019	
Project Video	It will be produced in order to explain the project's objectives.	Promotional <b>video</b> will be created demonstrating the project outcomes.	The video will be available online on YouTube, Vimeo and the project website and will be promoted to all the project channels.	During the project	GAIA
Layman's report	A document presenting the project, its objectives, its actions, and its	A <b>Layman's report</b> will be produced in paper and electronic	It will be circulated to more than 150.000	30/6/2022	GAIA

## D.1 -Dissemination plan and material

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	results in an easy-to-understand language	format at the end of the project, both in English and Greek. It will summarise the work of the project for a general audience, clearly outlining the achievements of the project and its long-term environmental benefits.	stakeholders, while it will also be available through the website for all general audience.		
Networking	Synergies with other initiatives will be pursued in order to maximize the impact of the project and assist in optimisation of the use of resources by exchange of knowledge and technology. This task will facilitate the participation in activities of collaboration with international and EU initiatives relative to SF, Precision Agriculture, Circular Economy, CAP, the Environment as well as related technologies like IoT, EO and Big Data.	Networking with other LIFE and H2020 funded initiatives.	Some examples are LIFE AgroClimaWater, DataBio, Smart-AKIS and IoF2020.	During the project	All partners

## D.1 -Dissemination plan and material

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Table 4 Schedule for dissemination activities for LIFE GAIA Sense

LIFE GAIA Sense Gantt	Lead	2018						2019												2020												2021												2022					
		JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
D1 Dissemination planning and execution	GAIA																																																
D1.1 Dissemination planning and Development of the Dissemination Pack (including website, notice boards, Layman's Report, project video)																																																	
D1.2 Networking with other projects																																																	
D1.3 Participation to networks, events & fairs																																																	
D2 Policy Uptake	GAIA																																																
D2.1 Forum with Copa Cogeca																																																	
D2.2 Policy uptake event at the GAIA Conference on agri-food																																																	
D2.3 Lobbying activities with policy makers at EU level																																																	
D2.4 Event at the European Parliament																																																	
E1 Project Management	NP																																																



#### 4. Indicators of Progress

In the following table it is presented the different indicators of progress, periodicity and controller for the Dissemination plan and material:

Table 5 Indicators of the progress for LIFE GAIA Sense

Action	Indicator	Value of reference	Date	Controller
EVENTS				
<b>Informative events</b>	<ul style="list-style-type: none"> <li>• N° of events</li> <li>• N° of attendees</li> <li>• N° of stakeholders invited</li> </ul>	<ul style="list-style-type: none"> <li>• N° of events: 13</li> <li>• N° of attendees: at least 10</li> <li>• N° of stakeholders invited: at least 70</li> </ul>	11/2018	GAIA
<b>Additional informative events- 1 in each demonstration area of the 5 new demonstrators</b>	<ul style="list-style-type: none"> <li>• N° of events</li> <li>• N° of attendees</li> <li>• N° of stakeholders invited</li> </ul>	<ul style="list-style-type: none"> <li>• N° of events: 5</li> <li>• N° of attendees: at least 10</li> <li>• N° of stakeholders invited: at least 70</li> </ul>	12/2019	NP
<b>Online events</b>	<ul style="list-style-type: none"> <li>• N° of events</li> <li>• N° of attendees</li> </ul>	<ul style="list-style-type: none"> <li>• N° of events: 10</li> <li>• No of attendees: at least 25</li> </ul>	At the end of the project	GAIA
<b>Regional events</b>	<ul style="list-style-type: none"> <li>• N° of events</li> <li>• N° of attendees</li> <li>• N° of stakeholders invited</li> </ul>	<ul style="list-style-type: none"> <li>• N° of events: 5</li> <li>• No of attendees: at least 25</li> <li>• N° of stakeholders invited: at least 70</li> </ul>	04/2021	NP
<b>One-to-one physical meetings</b>	<ul style="list-style-type: none"> <li>• N° of events</li> </ul>	<ul style="list-style-type: none"> <li>• N° of events: &gt;80</li> </ul>	During the project	All participants
Lobbying activities				
<b>Participation to national meetings for CONFAGRI</b>	<ul style="list-style-type: none"> <li>• N° of events</li> <li>• N° of attendees</li> <li>• N° of stakeholders invited</li> </ul>	<ul style="list-style-type: none"> <li>• N° of events: 2</li> <li>• No of attendees: at least 40</li> <li>• N° of stakeholders invited: at least 120</li> </ul>	During the project	CONFAGRI
<b>Forum with Copa Cogeca</b>	<ul style="list-style-type: none"> <li>• N° of events</li> </ul>	<ul style="list-style-type: none"> <li>• N° of events: 1</li> </ul>	N/A	GAIA
<b>Event at the European Parliament</b>	<ul style="list-style-type: none"> <li>• N° of events</li> </ul>	<ul style="list-style-type: none"> <li>• N° of events: 1</li> </ul>	April/2022	GAIA

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<b>Dissemination and policy events</b>	• N° of events	• N° of events: 48	N/A	All participants
<b>Exhibitions/Fair events</b>	• N° of Exhibitions/Fair events	• N° of Exhibitions/Fair events: 2	During the project	GAIA
<b>Congresses:</b>				
<b>Project workshop during GAIA's Panhellenic Congress</b>	• N° of Conferences	• N° of Conferences: 1	October/2018	GAIA
<b>GAIA Panhellenic Congress</b>	• N° of Conferences	• N° of Conferences: 1	Autumn/2021	GAIA
<b>Closing Conference</b>	• N° of Conferences • N° of attendees	• N° of Conferences: 1 • N° of attendees: at least 150	May or June/ 2022	GAIA
<b>Scientific Conferences</b>	• N° of Conferences	• N° of Conferences: 6	During the project	All participants
<b>Other dissemination activities</b>				
<b>Newsletters</b>	• N° of Newsletters • No of stakeholders that will be sent to	• N° of Newsletters: 8 • No of stakeholders that will be sent to: 150.000	During the project	GAIA
<b>Press Releases</b>	• N° of Press Releases/Articles	• N° of Press Releases/Articles: over 20	During the project	GAIA
<b>Articles</b>	• N° of Press Articles	• N° of Press Articles: over 6	During the project	All participants
<b>Project Website</b>	• N° of visitors	• N° of visitors: 60.000	09/2018	GAIA
<b>Notice boards &amp; Banners</b>	• N° of units	• N° of units: 40	31/01	GAIA
<b>Project Social Media</b>	• N° of followers	• N° of followers: 4.700	09/2018	GAIA
<b>Posters, USB sticks, Leaflets &amp; Brochures</b>	• Units • N° of stakeholders that the material will be circulated	• Units<10.000 brochures, 500 USB sticks, 1.000 posters • No of stakeholders that the material will be circulated: 150.000	During the project	GAIA

## D.1 -Dissemination plan and material

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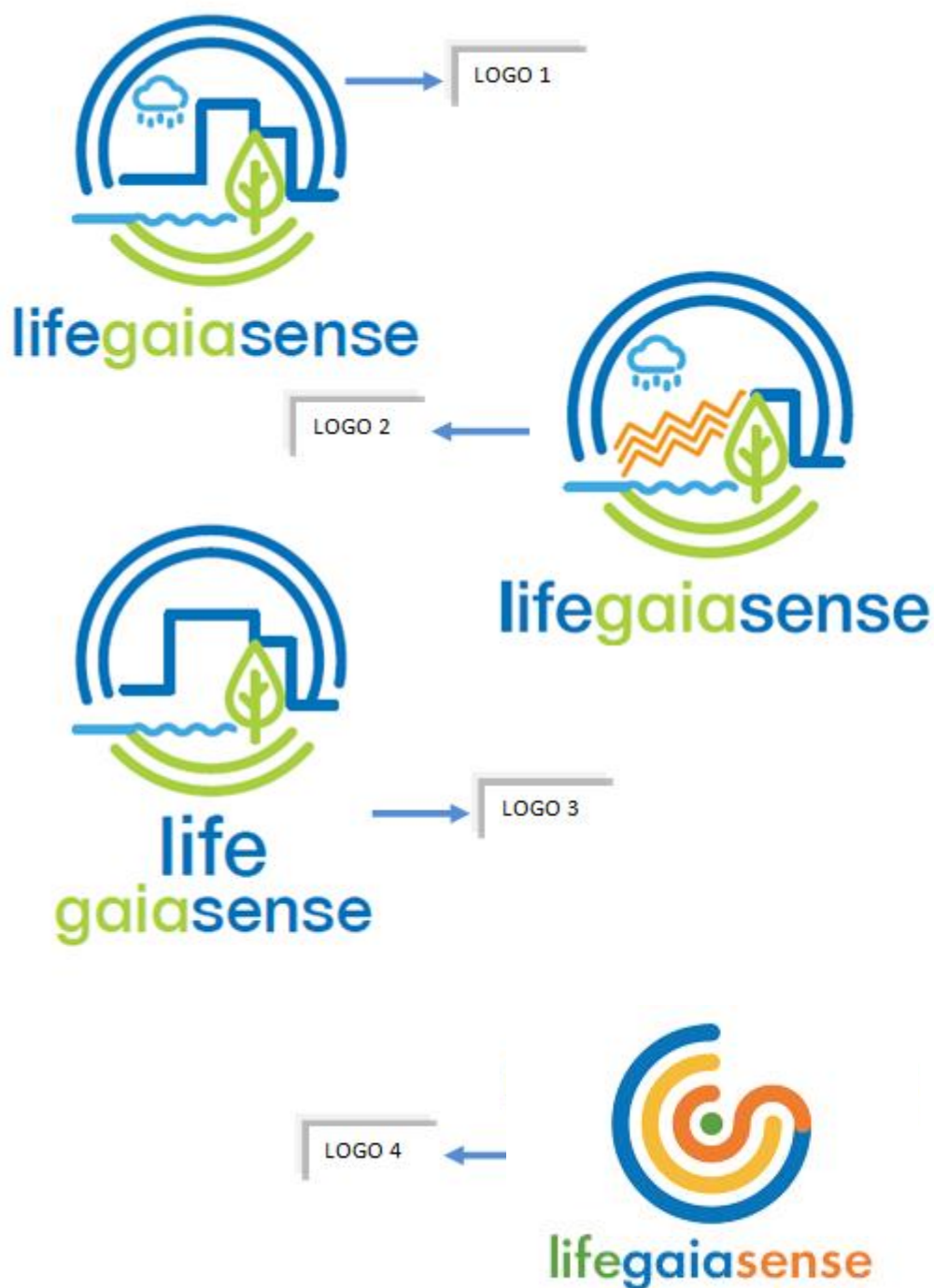
<b>Project Video</b>	<ul style="list-style-type: none"><li>• N° of videos</li></ul>	<ul style="list-style-type: none"><li>• N° of videos: 1</li></ul>	10/2021	GAIA
<b>Networking</b>	<ul style="list-style-type: none"><li>• N° of activities in collaboration with international and EU initiatives relative to SF</li></ul>	<ul style="list-style-type: none"><li>• N° of activities in collaboration with international and EU initiatives relative to SF: at least 5</li></ul>	During the project	All partners
<b>Layman's report</b>	<ul style="list-style-type: none"><li>• N° of copies distributed</li></ul>	<ul style="list-style-type: none"><li>• N° of copies distributed: 150.000</li></ul>	06/2022	GAIA

## 5. Conclusions

The dissemination plan of the project has been carefully designed so that it will maximize the outreach and the targeted audience, meeting the needs of diverse audiences. The envisaged printed and digital material will ensure that the project and its outcomes will be properly disseminated both online and offline, reaching even remotely located stakeholders. At the same time, the exploitation of social media will significantly boost the dissemination of the project's messages and outcomes among the users of these platforms who fall into the categories of the project's stakeholders.

As planned, it has been worked progressively since the beginning of the project in tasks of the plan of dissemination and communication of LIFE GAIA Sense and the overall assessment of the situation with respect to this part of the project it is positive. Actions planned have been led properly and many of them will be intensified during 2018.

## Annex I- Proposed Logos for the project



## Annex II- Proposed Press Release template



Place, Date

To the editor:

Title:

Few lines summary describing the press-release:

Press release text:

Further information:

- XXX
- Contact information of local partner