



**SMART
AGRI
HUBS**

D1.5 PROJECT OUTREACH REPORT

WP 01

05/08/2022



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1.- PROJECT SUMMARY

Digital technologies enable a transformation into data-driven, intelligent, agile, and autonomous farm operations, and are generally considered as a key to address the big challenges for agriculture. Recent initiatives showed the eagerness of the sector to seize the opportunities offered by ICT, in particular data-oriented technologies. However, current available applications are still fragmented and mainly used by a small group of early adopters. Against this background, SmartAgriHubs (SAH) has the potential to be a real game changer in the adoption of digital solutions by the farming sector.

SAH will leverage, strengthen, and connect local Digital Innovation Hubs (DIHs) and numerous Competence Centres (CCs) throughout Europe. The project has already put together a large initial network of 140 DIHs by building on its existing projects and ecosystems such as Internet of Food and Farm (IoF2020). All DIHs are aligned with 9 regional clusters (RCs), which are led by organizations that are closely related to national or regional digitization initiatives and funds. DIHs will be empowered and supported in their development to be able to carry out high-performance Innovation Experiments (IEs). SAH already identified 28 Flagship Innovation Experiments (FIEs), which are examples of outstanding, innovative and successful Innovation Experiments (IEs), where ideas, concepts and prototypes are further developed and introduced into the market.

SAH uses a multi-actor approach based on a vast network of start-ups, SMEs, business and service providers, technology experts and end-users. End-users from the agri-food sector are at the heart of the project and the driving force of the digital transformation.

Led by Wageningen University and Research (WUR), SAH consists of a pan-European consortium of over 160 Partners representing all EU Member States. SAH is part of Horizon2020 and is supported by the European Commission with a budget of €20 million.



2.- DOCUMENT IDENTIFICATION

Project	SmartAgriHubs
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3.- EXECUTIVE SUMMARY

This report is a reflective document, which looks back at the communication activities and ecosystem engagement actions undertaken by Work Package 1 (WP1) from October 2021 to October 2022. As such, it is a document that was written in hindsight, and takes stock of the communication and ecosystem-building achievements made by the project in the harvesting phase. The main objective of this document is to present a complete overview of the latest achievements of the project, and to inform the reader and the external community on the outreach done by the project.

Regarding the ecosystem, the last year has brought the strengthening of existent relations, but also the integration of the newcomers from different Open Calls including the Service Open Call. This summary reflects upon these ecosystem changes and offers, as well as the actions undertaken by WP1 to harvest the results of the project and strengthen the SAH community after its finalization.

A description is given on major achievements such as the launch of the final features of the Portal, the Service Open Call, and the final conference, but also the WP1 updates on the social media strategy and the gender task force.

4.- LIST OF ABBREVIATIONS

This section is dedicated to project specific terms and abbreviations that were used throughout the document.

CC – Competence Centre

DG AGRI – European Commission Directorate General for Agriculture and Rural Development

DG CONNECT – European Commission Directorate General for Communications Networks, Content & Technology

DIH – Digital Innovation Hub

EC – European Commission

FIE – Flagship Innovation Experiment

IE – Innovation Experiment

IoT – Internet of Things

KPI – Key Performance Indicator

RC – Regional Cluster

SAH – SmartAgriHubs

WP – Work Package

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7.- THE PROGRESS OF WORK

In the last 10 months, SmartAgriHubs (SAH) has finalised Phase II 'flowering'(M36) with a buzzing ecosystem and continued with Phase III 'harvesting' on setting the scene for the sustainability of the community. In this third outreach report, the reader will go through a description of the work performed by work package 1 (WP1) during the last stage of Phase II and the full stages of Phase III. As established in the previous reports, each chapter will include a sub chapter briefly summarising the achievements in terms of communication and ecosystem building referring to actions and activities directed to the DIHs, CCs, FIEs and their own ecosystems.

The objective of phase III was to strengthen the SAH ecosystem and prepare the community for the sustainability phase after the finalization of the legal period of the project. The communication and ecosystem activities focused on presenting the results and impact achieved in each Regional Cluster or together as a project.

In this phase, the project counted 9 mature and experienced Regional Clusters (RCs) and 28 experienced Flagship Innovation Experiments (FIEs) as well as over 104 Innovation Experiments. The number of Digital Innovation Hubs (DIHs) increased from 280 to more than 400, reaching a wide variety from mature to less experienced hubs, and also covering a rich geographical area within each RC and beyond.

Given the wide and diverse consortium, the activities performed during the first two phases were critical to ensure a thriving consortium, thereby paving the way for the success of the Harvesting phase. The last year of the project meant consolidating these partnerships and ways of working, preparing the ecosystem to be sustainable after the end of the project. In this regard, WP1 has implemented communication activities for and with the RCs, DIHs, and the other WPs to ensure the brand of SmartAgriHubs is well placed as the DIHs network in the agri-food sector. This builds on specific social media campaigns, tailored made newsletter, organisation of webinars, and the final conference. Moreover, an ongoing strong communication strategy allowed for fast-track integration for the new partners through the Open Call Service.

The communication strategy is complemented as always with the continuous improvement of the Innovation Portal and the launch of three new tools for CCs and the users, namely: the phase two of Agricultural Technology Navigator, the best practices of CCs, and the matchmaking feature. The website was also nominated to the Best EU Awards, an EU competition that celebrates best websites with the EU domain both on technical specification but also on content and the activity of the community.

Phase III channelled all communication and dissemination activities to support the results and impact achieved by the project, with a sustainability focus in mind. All FIEs, IEs, DIHs, and CCs were presented in the final event structure and the sessions and workshop were designed considering their needs and final exposure to the external community.

This phase also allowed us to delve into sustainability discussions on the brand and communication activities of the SAH Project, as well as the future role of the Innovation Portal. Together with the other WPs and RCs we have agreed on a plan of action and possible ways to continue after the end of November 2022.

8.- THE DIGITAL INNOVATION HUBS AND INNOVATION EXPERIMENTS PROMOTION STRATEGY

8.1.- EVENT ORGANISATION

During this period, the project has focused on the organisation of two major events: the SAH IoT Week in Dublin and the SAH final event.

8.1.1.- SmartAgriHubs @ the IoT Week

SmartAgriHubs joined the 2022 edition of the IoT Week in Dublin by presenting a half-day workshop and a booth.

The half-day workshop, titled "SmartAgriHubs: the digitalisation of European agriculture", was divided into 4 sessions. Each session highlighted a different aspect of the project and built bridges towards the IoT Week community.

Session 1 - Ecosystem building & Digital Innovation Hubs in European smart farming

With the participation of the following speakers:

- George Beers, SmartAgriHubs project coordinator
- Kevin Doolin, DEMETER project coordinator
- Doris Marquardt (joining online) Project Officer, DG AGRI
- Edwin Hecker, WP1 Leader
- Harald Sundmaeker, WP4 Project coordinator
- Sara Morissey Tucker, Irish DIH representative from the Agritech Centre of Excellence at Munster Technological University



Figure 1 Picture of the IoT week first session

The session offered a short retrospective of the SmartAgriHubs project, how it connects the DIH, and how the open calls help expand its network. A concrete example of an Irish DIH was presented by Sara Morissey Tucker

Session 2 - The tools of SmartAgriHubs: Innovation Portal and ATN



Figure 2 Picture of the IoT week second session

This session introduced the updated SmartAgriHubs Innovation Portal and how its features (Library, Network, Forum) encourage connections between the different stakeholders. The session also highlighted exclusive tools developed by the project such as the Agricultural Technology Navigator (ATN). Special attention will be paid to the legacy of the Portal.

Speakers included:

- Jorge Sanchez from the University of Almeria presenting the ATN
- Lorena van de Kolk, WP1, presenting the Innovation Portal.

Session 3 - The actors of SmartAgriHubs: The technology and lessons learnt



Figure 3 Picture of the IoT week third session

This session focused on the Flagship Innovation Experiments and additional innovation activities (hackathons, experiments) supported by SmartAgriHubs. Representatives from selected Innovation Experiments and Regional Clusters using IoT technologies presented their results & lessons they learned.

- Anneleen De Visscher, representative of WP3 and Regional Cluster Northwest Europe chaired the meeting
- Bruno Almeida from UNPARALLEL presented the IoT catalogue

Representative from RC and FIE presented the reusable components and digital technologies:

- Ella Deroo (FIE 9-13) from Regional Cluster Northwest Europe
- Lucie Philippe Jean (FIE 6-8) from Regional Cluster France
- Ruth Muleiro Alonso (FIE 21 – 23) from Regional Cluster Iberia
- Ovidiu Vladu & Radu Marin (FIE 25-27) from Regional Cluster Southeast Europe
- Hazel Peavoy (FIE 1-2) from Regional Cluster UK & Ireland had to cancel last minute due to sickness

Session 4 - New ways of farming and the next generation of farmers: gender & youth in agri- tech

More details about this session can be [found here](#).

The event enabled us to strengthen connections (Open DEI, DEMETER), put the spotlight on the Irish SmartAgriHubs members, and meet new organizations: for instance, the participation of the H2020 project Agri BIT in SmartAgriHubs Final Event emerged through a meeting between project coordinators during the IoT Week.

The sessions were attended by about 30 participants.

The SmartAgriHubs booth displayed **a tablet with the Innovation Portal, a tablet playing the playlist of FIE videos, and equipment related to FIE 27**. Members from WP1 and FIE 27 were available at the booth to explain the project to IoT Week attendees, including a short demonstration by FIE 27, showcasing how the IoT animal tracker can be updated and recognized from a smartphone.

The booth was visited by over 50 attendees over the 3 days of the event. The participation of SmartAgriHubs to the IoT Week helped strengthen the connections within the network, and beyond: for example, through a discussion at the booth, the participation of H2020 project AgriBIT in the SmartAgriHubs Final Event was secured.

The participation of SmartAgriHubs to the IoT week was promoted on social media with specific visuals created for each session.

The LinkedIn post above, advertising in a carousel the 5 sessions, **gathered 1 165 views**.

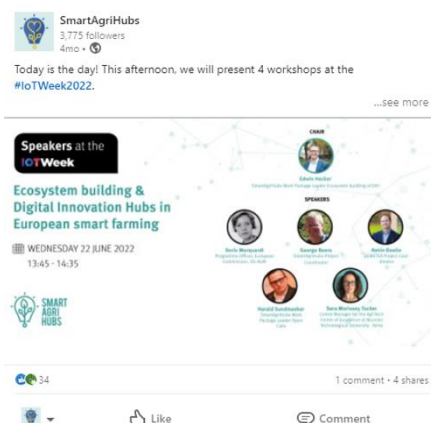


Figure 4 LinkedIn post on the IoT week

8.1.2.- Final Event

The SmartAgriHubs final event took place in Lisbon, with 3 days of intense plenary sessions, workshops, an extensive exhibition, and lots of networking.

The first day was dedicated in exclusivity to the SAH partners and the main objectives were to meet the members of the project discuss the work that has been done in the last 4 years, lessons learnt, challenges, and new ways to sustain the ecosystem. The agenda of the first day followed this same principle, and offered the spotlight to the 9 Regional Clusters, a selection of DIHs, and the coordinator of the project together with the project officer from DG Agri who walked us through the achievements and results of the SAH ecosystem.

During the two Synergy days (27 & 28 September), more than **40 workshops** were organised, as well as **two farm visits**, and 24 H2020 and Horizon Europe presented their communities in a brief pitch in the plenary. A total of 350 people attended these Synergy Days.

During the SmartAgriHubs Final Event in Lisbon, special attention was paid to the Flagships Innovation Event Experiments and Innovation Experiments. All FIEs were provided the opportunity to be represented by a booth in the exhibition area, also called "Marketplace".



Figure 5 Group picture of the Final Event

A room was dedicated to the FIEs video series, the SmartAgriHubs cinema room.

An updated version of the FIE postcards was prepared and printed. The new FIE postcards reflected the progress made during the 4 years of the project, replacing the paragraph “next steps” by “Impact”. In addition, 11 new postcards were created, for each EXPAND experiments. The 49 postcards were added to the goodie bags distributed to the attendees of the Final Event.

The Marketplace was one of the central attractions of the Final Event. It showcased some of the most interesting projects regarding digitalisation and agriculture, including the 28 FIEs, 8 Innovation Experiments, the Innovation Portal, and some synergy projects. The central location between the restaurant and the plenary room, was crucial to ensure the presence of visitors throughout the event.

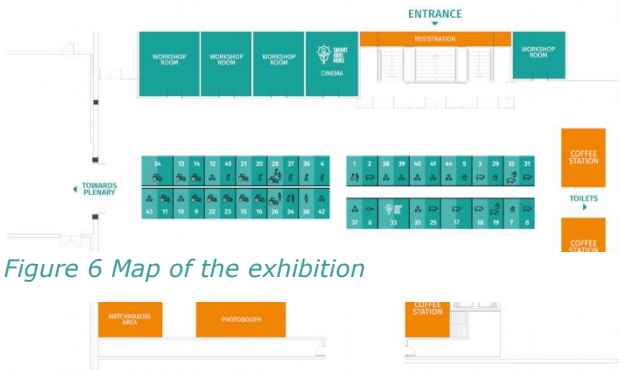


Figure 6 Map of the exhibition



Figure 7 Visual from the communication toolkit

A **communication toolkit** was created to help disseminating and advertising the event.

The communication toolkit was uploaded on Google Drive to facilitate access, and consisted of **pre-written social media messages, visuals for participants and workshops,** guidelines on how to use the template, and the official **press release.**

The Final Event was promoted on all SmartAgriHubs social media channels starting February 2022.

24 posts on the Final Event were posted on the 3 platforms throughout the preparation period and during the event.

8.2.- MEDIA MONITORING

During the last year, WP1 continued to provide to the RCs and the SAH community a professional follow up across Europe on the main media outlets, a need that was reflected by members of the SAH project, namely, to have our own media monitoring service already

in 2021. The service continued to provide a compilation of the most relevant news in the agri-tech sector. The main objective was to provide the SmartAgriHubs community with a good overview of the sector monthly: to learn from the best cases around Europe and have a major impact in the field.

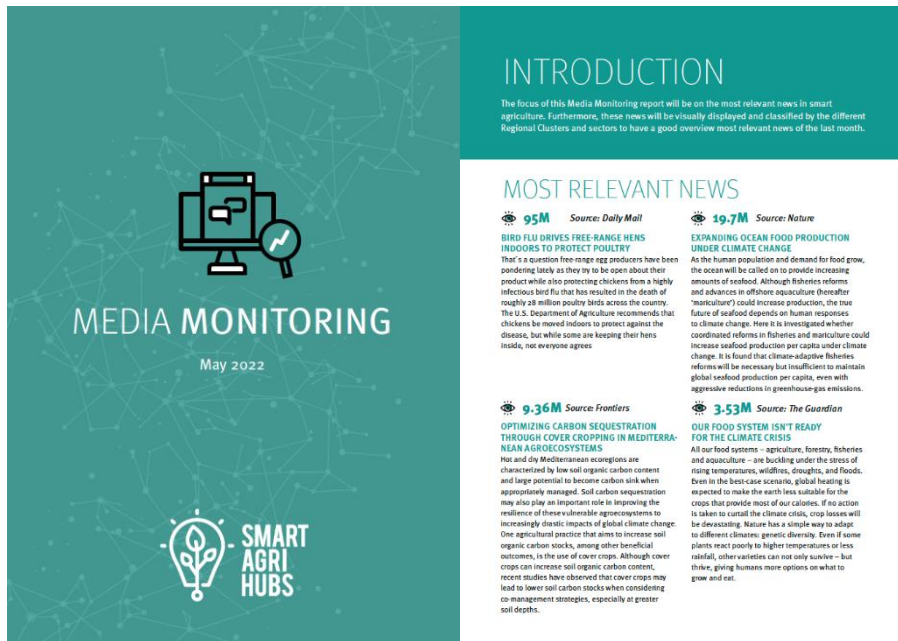


Figure 8 Cover and Introduction of the Media Monitoring

Like in the previous editions, to perform the media monitoring, a specific software was used called Meltwater. This software provides the communication team the raw data that will be analysed in detail, from a division per Regional Cluster, to a classification according to the social prominence or a ranking of the most relevant keywords of the period. Alongside this analysis, the data was presented to the SmartAgriHubs community on the Innovation Portal and disseminated using social media and mailing campaigns.



Figure 10 Two sections of the Media Monitoring

Figure 9 Twitter post on the Media Monitoring

From November 2021 to August 2022, a total of eight Media Monitorings had been provided to the SmartAgriHubs community. In addition, a special edition for the last two months was delivered in August 2022. This media monitoring has been well received among the SAH community with more than **4000 impressions on Twitter** and over **2800 impressions on LinkedIn**.

8.3.- PROMOTIONAL VIDEOS

Since November 2021, 11 FIE videos have been finalized. 2 videos shoots could be conducted in person, as COVID restrictions were lifted, in Bremen (Germany) and Greoux-les-Bains (France). The remaining FIE videos were performed through high-resolution online recordings.

The full series was officially finalized in October 2022 and announced on SmartAgriHubs social media. All FIE videos are visible on a dedicated playlist on [SmartAgriHubs YouTube channel](#) and on [Volta.tv](#).

On SmartAgriHubs YouTube Channel, the **most viewed video is a FIE video: Mower Robot for Vineyards** (106 views as of October 2022).

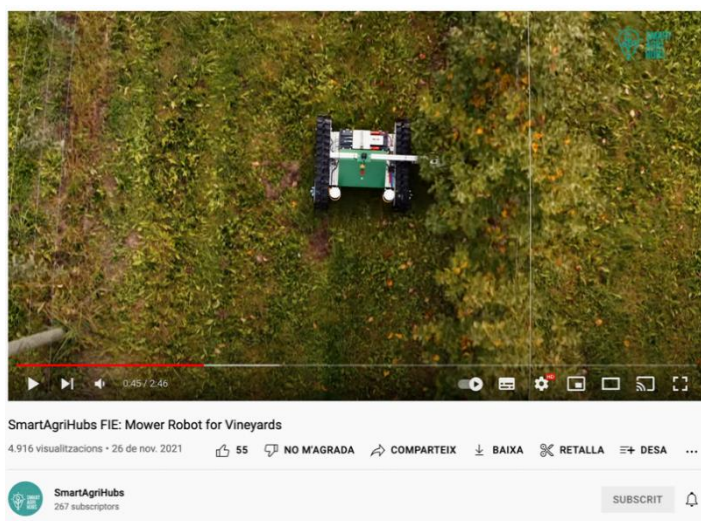


Figure 11 Screenshot of the FIE video on Youtube

SmartAgriHubs FIE videos are used as promotional videos: during the participation of SmartAgriHubs to the IoT Week, FIE Videos were continuously played at the booth.

During the Final Event, a room was reserved as a “SmartAgriHubs Cinema”.

Each new FIE video was released through dedicated messaging on all SmartAgriHubs social media channels.

8.4.- ANIMATION VIDEO

In August 2022, WP1 produced an animated video dedicated to the main milestones of the SmartAgriHubs project. The video was officially released on the first day of the SmartAgriHubs Final Event. The animation style highlights the transition between the usual SmartAgriHubs visual identity and the Final Event visual identity. The video includes pictures from past events in Prague along with key figures and dates.

The target audience of this video were the attendees of the Final Event: members of the consortium, other H2020 projects, decision-makers, innovators.

The video was released on the first day of the Final Event, and then published on social media.

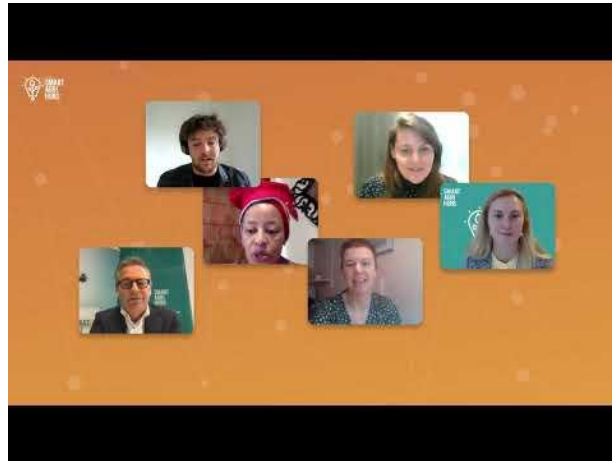


Figure 12 Video of The Changing Face of Agriculture

8.5.- WEBINARS AND WORKSHOPS RECORDINGS

8.5.1.- The Changing Face of Agriculture



Figure 13 Visual of The Changing Face of Agriculture

The webinar “The Changing Face of Agriculture” was designed as a follow-up to the webinar “How will technology bring young people back to rural areas?” organized by SmartAgriHubs and the webinar “Gender in agri-tech” co-organized by SmartAgriHubs and H2020 project DEMETER. The webinar focused on the current transformation of the agricultural sector, discussing gender, youth and digitalisation in agriculture.

The speaker panel gathered young farmers, and members from both SmartAgriHubs and DEMETER:

- Dr. George Beers (Wageningen University), project coordinator of SmartAgriHubs
- Dr. Kevin Doolin (Walton Institute), project coordinator of DEMETER
- Diana Lenzi, president of the European Council of Young Farmers (CEJA)
- Ethan Cleary, Irish Farmers’ Association’s Technology and Innovation Executive responsible for the Association’s overall technological development.
- Kristina Sermuksnyte-Alesiuniene, director and coordinator of the Digital Innovation Hub AgriFood Lithuania DIH (SmartAgriHubs)
- Annick Spaans, project expert in food security and health (ZLTO)
- Mateusz Sikora, beekeeper from Poland
- Philippa Gray, sheep farmer & Fundraiser (Innovation for Agriculture)

Divided into 2 sections, the event first focused on the farmer's perspective, highlighting the challenges encountered. The second segment was dedicated to the Training and Support Perspective, what tools are available to young farmers, what could be improved.

During the event, attendees participated in 10 questions on Mentimeter. Some of the most interesting results and feedback are available in the pictures below:

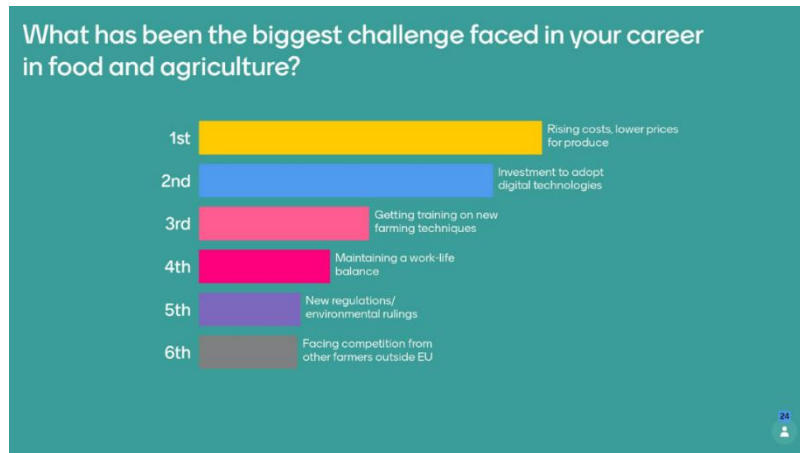


Figure 14 Answer 1 from the survey done in the The Changing Face of Agriculture

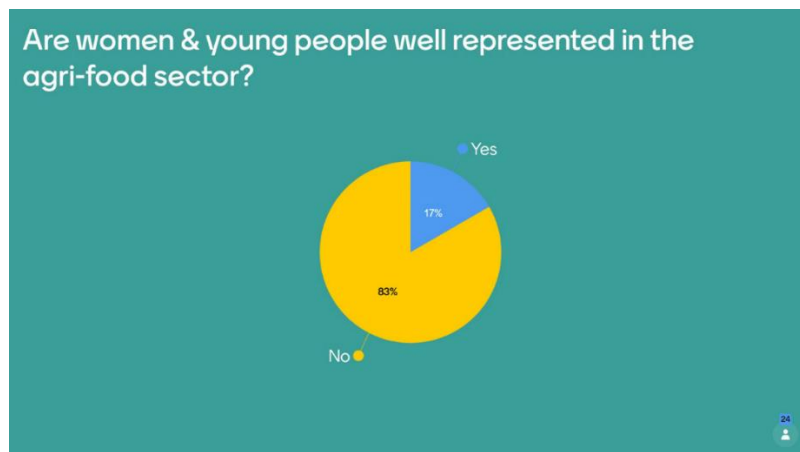


Figure 15 Answer 2 from the survey done in the The Changing Face of Agriculture

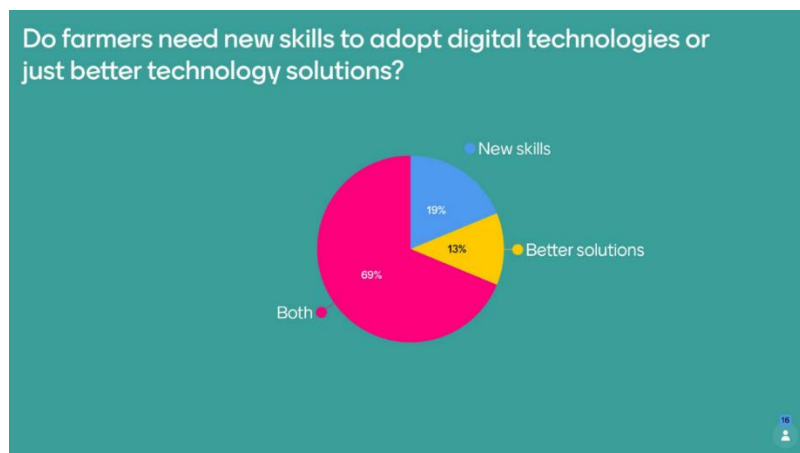


Figure 16 Answer 3 from the survey done in the The Changing Face of Agriculture



Figure 17 Answer 4 from the survey done in the *The Changing Face of Agriculture*

The recording of the webinar is now available on [SmartAgriHubs YouTube channel](#).

Following the event, a report is now in preparation.

8.6.- GENDER EQUALITY TASKFORCE & ACTIVITIES

8.6.1.- International Women's Day – Videos



Figure 18 Visual of the International Women's Day

To celebrate International Women's Day on March 8th 2022, we gathered video messages from the SmartAgriHubs community, farmers, tech providers and Members of the European Parliament. The video messages followed the slogan determined by UN Women for 2022 "Gender Equality today for a sustainable tomorrow".

Among the contributors to our video messages:

- George Beers and Hennie van der Veen, project coordinators of SmartAgriHubs
- Irène Tolleret, Member of the European Parliament
- Iratxe García Pérez, Member of the European Parliament
- Hana Chodkowska, Polish farmer
- Pilar Garrido Granados from the Regional Ministry of Agriculture, Livestock, Fisheries and Sustainable Development of Andalusia
- Michaela Glatzl, advisor to women farmers in the Austrian Chamber of Agriculture
- Margo Batthyany-Schmidt, Founder and President of the Union of Hungarian Women and member of the Women's Committee of COPA-COGECA

The video messages were released one by one from 0900 to 1800 on SmartAgriHubs social media. The videos are now available under [a dedicated playlist on SmartAgriHubs YouTube channel](#).

8.6.2.- IoT Week: session on Gender

During the IoT week, one of the 4 sessions organized by SmartAgriHubs focused on gender and youth in agritech. Speakers included Ethan Cleary (Irish Farmers Association), Cynthia



Figure 19 Recording of the IoT Week: session on Gender

Giagnocavo (University of Almaria), Felicity Kelliher (South East Technological University), Grainne Dilleen (Walton Institute), George Beers (project coordinator of SmartAgriHubs), and Kevin Doolin (project coordinator of DEMETER).

In a video contribution which can be viewed below, Ethan Cleary highlighted the specific context of smart farming in relation to gender and generation gap.

Felicity Kelliher and Grainne Dilleen put a spotlight on a few key figures from the 2020 Irish Census of Agriculture: most women farmers work in mix crops, and they are less represented in the dairy industry. They reviewed smart farming technologies that could potentially empower female and young farmers.

In the last section of the session, project coordinators George Beers and Kevin Doolin discussed their own experience in the smart farming sector and how projects such as DEMETER and SmartAgriHubs can foster an inclusive community.

8.6.3.- Final Event: Investing in gender equality: the future of SmartAgriHubs Gender Taskforce

During the Final Event, a workshop dedicated to the future of the SmartAgriHubs Gender Taskforce was organized on the second day. Speakers included Marlijn Henskens (Schuttelaar & Partners), Cynthia Giagnocavo (University of Almaria), and Margaux Plurien (Schuttelaar & Partners). The session gathered 18 attendees from the Gender Taskforce and other organizations such as COPA COGECA, ILVO, Digital Innovation Hubs and SMEs. The workshop started with a short introduction of the participants, followed by the presentation of the Gender Taskforce milestones. Each Mentimeter question was followed first by a comment from the facilitators. The floor was then open to the contributions from the attendees.

The attendees showed great interest for the discussion, sharing testimonials of their personal experience facing gender discrimination at work, the progress they have seen, and what the efforts they believe is still needed.

- Attendees showed clear preference for the toolboxes created by the Taskforce. They showed appreciation for the communication products and pointed out the importance of role models and inspiration. Importantly, toolboxes are perceived as providing clear steps for change.

- Including women in decision-making is identified as the most urgent topic, as it would allow to raise awareness and potentially resolve any other issue related to gender.
- Gender quotas for certain positions are controversial. Attendees reflected on the danger of undermining the legitimacy of women promoted through these schemes but agreed they could help them in breaking biases. The link with race and background was also made.
- Attendees regretted the lack of participation from men in gender discussion - during the workshop itself, only 2 men participated.
- Attendees highlighted the importance of sharing success stories and a number of EU projects/organisations successfully investing in gender

8.6.4.- Investing in Gender – newsletter

On 23 September, the newsletter “Investing in Gender Equality” was officially published.

This is the second newsletter dedicated to the topic, which title echoes the workshop organized by the Gender Taskforce during SmartAgriHubs Final event. The newsletter opens with an editorial by Cynthia Giagnocavo, leader of the Analysis team of the Gender Taskforce. It gathers an article from H2020 project DEMETER on gender-inclusive value chain in the agricultural sector, interviews from women in



Figure 20 Cover of the Investing in Gender – newsletter

agriculture, quotes from members of the ecosystem and updates on the latest activities of the Gender Taskforce.

This edition gathered **278 visits and 1598 page views**. The most viewed articles are **the Get to Know section** (130 views), the **What’s New section** (124 visits), and the **Synergizing section** (124 views).

8.6.5.- International Day of Rural Women



Figure 21 Visual for the International Day of Rural Women

For the second year in a row, SmartAgriHubs highlighted the International Day of Rural Women through a dedicated visual and social media publication. The visual echoes that of International Women's Day 2022 and represents a feminine profile containing rural/smart farming items. It symbolizes how rural women shape not only European rural areas, but also the sectors themselves.

9.- THE PROMOTION OF DIGITAL INNOVATIONS HUBS AND INNOVATION EXPERIMENTS VIA ONLINE TOOLS

9.1.- THE SMARTAGRIHUBS WEBSITE & PORTAL

The SmartAgriHubs Innovation Portal plays a central role in ecosystem building and is one of the main responsibilities of Work Package 1.

In 2022, WP1 priorities were to continue improving the technical aspects of the Innovation Platform, developing new features, increasing the number of users on the platforms and preparing for the wrap-up of the project.

9.1.1.- Technical updates and new features

During the last period, WP1 continued providing technical assistance to users and fixing minor issues on the Innovation Portal. WP1 also deployed minor updates to improve the performance of the website and deployed in October 2022 a wider update which allows users to message each in the Innovation Portal. This update, the "matchmaking tool", allows users to call and message organisations directly from the platform. Therefore, it empowers the Innovation Portal to fully play its role in ecosystem building.

WP1 also built the registration form on the Innovation Portal for the SAH Final Event. This interactive form allowed WP1 to collect data in a safe environment and avoid any issues related to GDPR. The built-in Registration Form also helped to increase the number of users and organisations registered on the Innovation Portal.

In June 2022, WP updated the user interface on the website with a more interactive menu bar. This change helped improve the user-friendliness and to emphasise the content on the website. The new menu bar improved the access to the pages such as 'Events', 'News & Blogs', and 'Newsletters'. It also highlights the Innovation Portal and clarifies which content is related to the project and its achievements.

9.1.2.- eu. Web Awards 2022

In Spring 2022, WP1 registered SmartAgriHubs to the prestigious contest "eu. Web Awards 2022" organised by EURID, in the category "A Better World". The contest rewards the best website developed on the domain '.eu'. It is divided into two phases: voting by website users followed by an expert jury judging the top three vote receiving sites based on their content and technical performances. The winner of each category was announced on November 17th, in Mechelen (Belgium).

The SAH's participation in the contest is a great opportunity to showcase the European Project to a broader audience and to activate the SAH community. From June to August, WP1 sustained a communication campaign to call for members and users to vote. This campaign was successfully closed with the selection of SmartAgriHubs for the final round of the contest on September 1st.

Moreover, participation in the contest was accompanied by communication on SmartAgriHubs from EURID. The winning website will receive the service of a marketing company worth 5.000€. With this contest, WP1 looked to boost the SmartAgriHubs visibility and reach a new audience to prepare the legacy of the project.

9.1.3.- Content creation

While working on the technical aspect and the visibility of the Innovation Portal, WP1 continued to develop and promote new content for the Innovation Portal. WP1 continued the series of blog articles written by WP1's members and the Regional Clusters. From November 2021, 24 new articles were published on the page 'News & Blogs', of which 12 were Blog articles.

WP1 also supported the publication of 168 events from November 2021 to December 2022. The events were either added manually by WP1 or by users of the platforms. Every event is visible on the website to the public to further support their dissemination and increase the reach of the website.

WP1 also worked on updating the content on the various pages of the website. The main work was managing the Newsletter page and the addition of all the Innovation Experiments on the website. WP1 will prepare the last content update to actualise the text and information relating to the project and its sustainability.

This continuous effort on the content plays an important role to activate the SAH ecosystem, while also attracting new users. Since November 2021, the Innovation Portal gained 214 new organisations and 891 new users to reach a total of 4331 users.

9.2.- THE SMARTAGRIHUBS NEWSLETTER

As explained in the previous reports, the SAH newsletter is a recurring communication product created by WP1 at the beginning of the project and serves as a useful tool to inform the target audience about the status and the achievements of the DIHs, FIEs, IEs, and CCs, as well as the extended community in a tailored manner.

The format is highly interactive, creating an engaging and user-friendly digital magazine experience. It was one of the main communication tools throughout the different phases and ecosystem levels, as well as for the external parties. After the successful feedback from the previous periods, WP1 build further on the needs of the RCs, DIHs, and FIEs to produce another 3 editions:

- **SmartAgriHubs Newsletter 10 - November 202 - A New Generation of Innovators:** focusing on the young generation of farmers and innovators, where readers could discover tools and best practices for people starting their careers in the sector.

Figure 22 Cover of the 11th Newsletter

- **SmartAgriHubs Newsletter 11 - February 2022 - The Changing Landscape of European Policy:** delivering on the impact of European policy on agriculture and the digitalisation of the sector. A take on the upcoming legislation and the different regional approaches.
- **SmartAgriHubs Newsletter 12 - July 2022 - Growing Opportunities:** focused on the business and funding opportunities for Digital Innovations Hubs working in agriculture.

For each of these newsletters, contributions have relied on the cooperation by the partners



of the consortium, especially from the RCs, FIEs, and DIHs partners in the consortium. Newly arrived partners were given priority in interviews, featured articles, or news items to introduce them to the rest of the community.

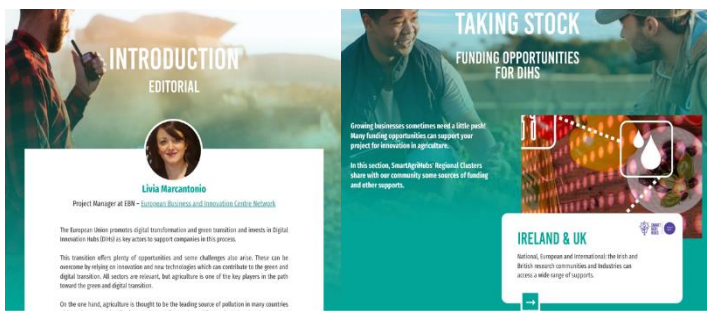


Figure 23 Content of the 12th Newsletter

In terms of dissemination the newsletter is distributed via mail chimp to all our partners and made available on the Innovation Portal.

As explained in previous reports, the newsletter has followed the same structure since the beginning: an **editorial** signed by a relevant expert related to the topic of the newsletter,

the **Taking Stock section** where relevant DIHs are presented, the **Get to Know** section where you can discover in depth some of the stakeholders of the project or consortium, the **What's new** section that presents the new additions on the Portal and the project's products, the **Magnitude section** where several DIHs are presented in detail through infographics, and the **News Corner** where the latest updates are brought to the user.

The newsletter is heavily promoted through all our social media handles, as well as through the newsletters and subscribers of WP1 partners like COPA-COGECA, IFOAM, BASSCOM, ZLTO, and CEMA who also make a targeted dissemination on their respective social media channels.

The newsletter has been sent to over 3133 newsletter subscribers via Mailchimp. Moreover, the SmartAgriHubs Newsletters are uploaded on the project website and onto the Innovation Portal, under the 'Library section', so that the ecosystem users can always look back at older iterations and download them.

Statistics newsletters	
Total visits	283
Total page views	1626
Avg. pages read	5.7
Avg. time per page	54.8s
Avg. time spent	5m 15s

9.3.- THE SMARTAGRIHUBS SOCIAL MEDIA OUTREACH

9.3.1.- LinkedIn

Since 21 October 2021, the SmartAgriHubs LinkedIn page **gained 1094 followers**. SmartAgriHubs LinkedIn now gathers **a total of 3 769 followers**.

The 5 top countries of origin of SmartAgriHubs LinkedIn followers are **Spain** (276 followers), **the Netherlands** (227 followers), **Belgium** (204 followers), **Greece** (175 followers), and **France** (162 followers).

354 followers work indicated in their LinkedIn profile as working in **the farming industry**, **86 in the food and beverage manufacturing**. Farming is the second top industry of SmartAgriHubs LinkedIn followers, after **Research Services** (373 followers). **126 followers also indicated working in government administration**.

Since 21 October 2021, posts on the SmartAgriHubs LinkedIn page gathered **27333 reactions** (or “Likes”), **61 comments** and generated **471 shares**.

The most viewed post is the **family picture taken on the first day of SmartAgriHubs Final event**, which gathered 3598 views. The post was shared 65 times. **It is also the most engaging post in this time period.**

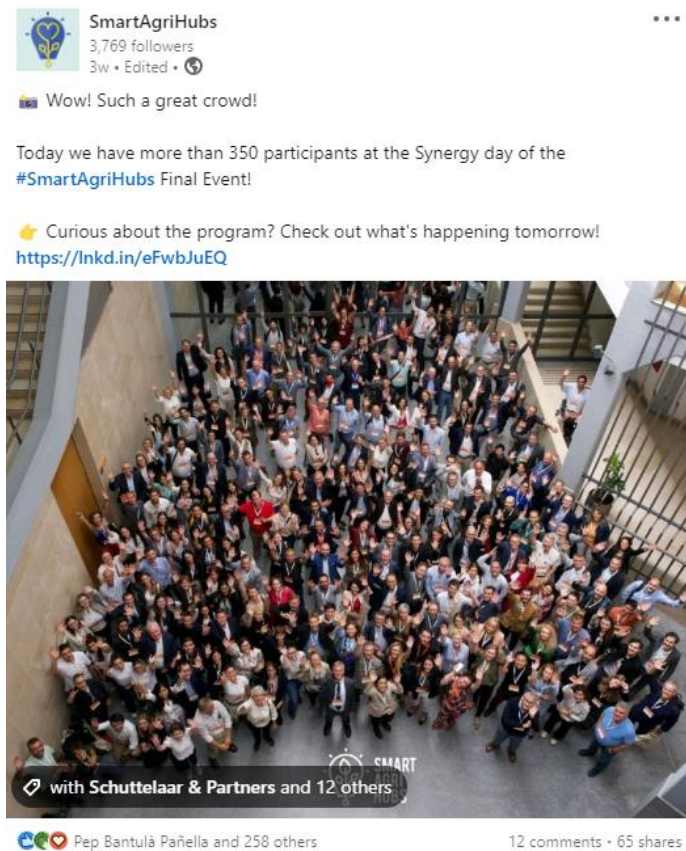


Figure 24 LinkedIn post on the Final Event

The second most viewed post is a publication related to a webinar organized by Regional Cluster Central Europe, which was viewed **2 194 times**.

The second most engaging post is also related to the Final Event, sharing a quick preview of the first day dedicated to the SmartAgriHubs community. The post was shared 4 times and collected 83 reactions.

9.3.2.- Twitter

The SmartAgriHubs Twitter channel has gained **2 891 followers**, but it is no longer possible to obtain data on followers demographics on Twitter.

The most viewed tweet in the time period was published on 11 November 2021 and promotes a blog article on blockchain traceability and FIE 28. It was viewed **22 854 times**. The post was quoted 5 times, retweeted 51 times, and gathered 151 likes. **It is also the most liked tweet in the time period.**



Figure 25 Twitter post on the blog

The second most viewed tweet is also related to FIE 28, promoting their video produced under the FIE video series. The tweet was retweeted 25 times, received 75 likes, and was quoted 5 times. These exceptional results highlight the interest from the Twitter community for blockchain technology, the platform gathering entrepreneurs, and start-ups.

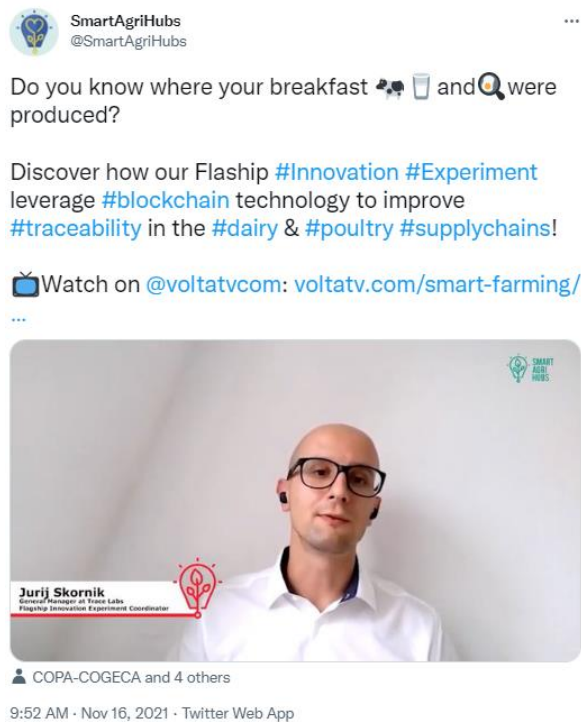


Figure 26 Twitter post on a FIE video

9.3.3.- Facebook

The SmartAgriHubs Facebook page now has 1 274 Followers. 55.2% of followers are male, 44.8% are female. The majority of SmartAgriHubs Facebook followers (19.5%) are men aged between 35 to 44 years old. The top 5 countries of SmartAgriHubs Facebook followers are **Italy** (128 followers, 10%), **Greece** (119 followers, 9.3%), **Portugal** (106 followers, 8.3%), **Romania** (104 followers, 8.2%), and **Spain** (80 followers, 6.3%).

Age and Gender

Men 55.20%
Women 44.80%

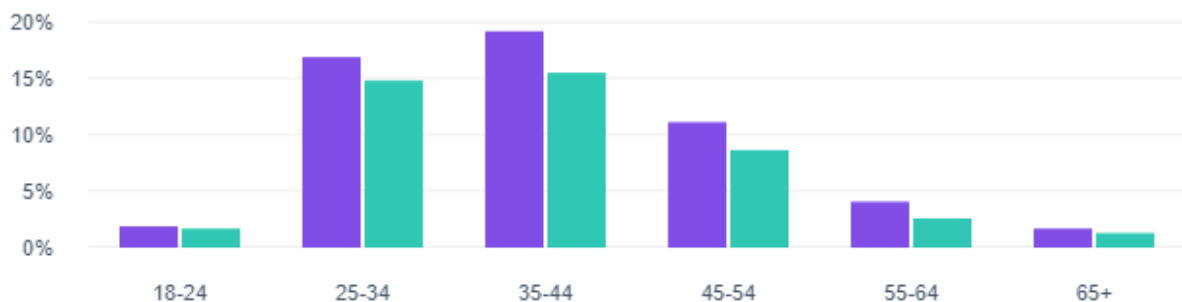


Figure 27 Age and gender statistics of the Facebook audience

An interesting highlight is the 6th position of **Bulgaria** with 77 followers, a country that does not appear in the top 10 of the LinkedIn following. Only 41 Bulgarians are following the SmartAgriHubs LinkedIn page. Such a difference can be attributed to geographical preferences for certain platforms, and underlines the importance of proposing a SmartAgriHubs account across a variety of channels.

From October 2021 to October 2022, the SmartAgriHubs Facebook page was visited **1 628 times**. In total, it is estimated that SmartAgriHubs Facebook posts reached **15 343 people on Facebook**, not only through the page visit but also shares, likes and comments. The Facebook page gathered 126 new likes since the last time period.

The most viewed post is a **synergy post with H2020 project DEMETER**, which reached 2 138 people. Posted on 17 December, it gathered 6 reactions and was shared twice. The post is a call to action for DEMETER's survey regarding Smart Farming Technologies.

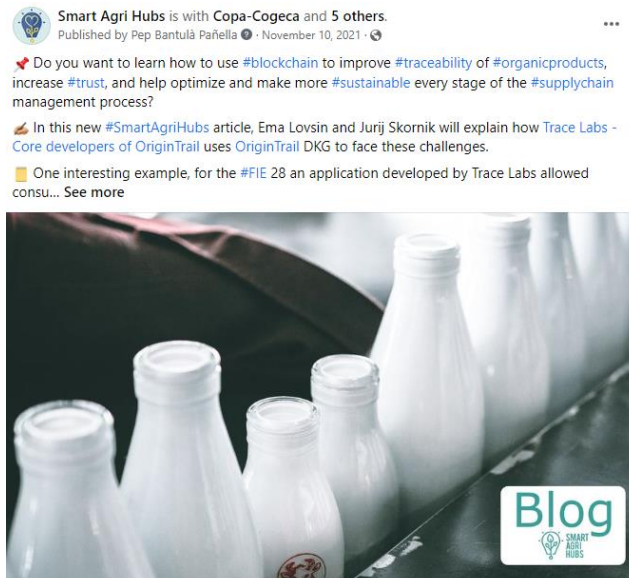


Figure 28 Facebook post on the blog

The second most viewed post, is related to a blog published on SmartAgriHubs website about FIE 28. The post reached 1 623 people, was shared 5 times and gathered 34 likes. It was published on 10 November 2021. **It is also the second most liked post for this time period.**



Figure 29 Facebook post on the Final Event

The most liked post was published on 27 September 2022, and is the picture taken during the SmartAgriHubs Final event.

9.4.- MONTHLY TELCOS WITH THE REGIONAL CLUSTERS AND WP1 PARTNERS

Effective communication between WP1 and the RCs is an important driver to keep building a strong ecosystem and increase the collaboration between members in the network. The project's goals and results hinged greatly on an efficient collaboration between WP1 and RCs

in terms of a wider dissemination and broadcasting of the activity on the ground of the FIEs, CCs, and DIHs.

After installing a regular monthly telco from month 1 of the project, WP1 has continued with these meetings between November 2021 and through 2022. Using these fixed monthly telcos WP1 can involve RCs in the general communication activities of the project, ask them to contribute to specific communication products & campaigns, and tailor the message to their own local & regional communities. Equally the RCs are able to inform the WP1 team of all the events and activities that are coming up or have already taken place in their respective region. Special attention in these telcos is given to the interaction with the DIHs, and the difficulties the RCs are facing in engaging with several types of stakeholders on the ground.

Throughout this period, the telco has allowed us to assess the RCs' communication needs and expectations, and has enabled us to guide them through an effective implementation on the ground. WP1 team connects the RCs with more experience to the ones that need support on specific communication activities. This is done by providing the RCs with assistance and advice, relevant materials- and also peer exchange.

Thanks to the RCs updates, WP1 is continuously converting these regional activities into effective communication materials to be put onto social media, the website, and the Innovation Portal.

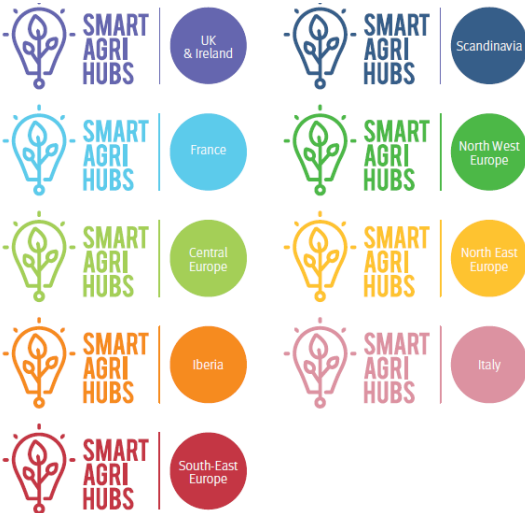


Figure 30 Regional Clusters' logos

Similarly, WP1 also holds a WP1 telco for its members. The meetings continued between November 2021 and October 2022 according to the schedule. The objective of these telcos is to inform about our communication actions and involve our members directly in the co-creation of certain campaigns and communication products. WP1 members have developed in the past two years a strong relationship and sense of community in promoting the SAH's goals and objectives. For example, the members of WP1 like BASSCOM, Copa-Cogeca, IFOAM, CEMA, and ZLTO are the first to share and re-share the important news and social media campaigns to their own communities and networks. In this way, joint effort in the multiplication of SAH communication is achieved.

Alongside this, there have been special meetings for the WP1 and the RCs:

- Brainstorming sessions were organised online, the goal of these was similar to the telcos. However, these sessions were longer, and therefore they were also used to brainstorm together with the other WP1 members on what could be done in terms of communication and dissemination for the next year.
- Final event meetings were scheduled, due to the high importance of the closing event of SmartAgriHubs. Both WP1 members and RCs had a big implication in the organisation of the event.

As a conclusion, both these meetings have had a strong impact in the ecosystem building of the SAH members and community. Moreover, they have been an efficient working tool for the project.

10.- OPEN CALL PROMOTION



Figure 31 Open Call closing visual

The SmartAgriHubs open calls officially closed in **March 2022**.

Between October 2021 and March 2022, **8 LinkedIn posts, 8 Facebook posts, and 8 tweets promoted the open calls**. The promotion focused on EXPAND and SERVICE.

Once the open calls closed, the dedicated website page was transformed in an overview of the past calls, their goals and results. New visuals were shared to advertised the results of the open calls on the website page and social media.

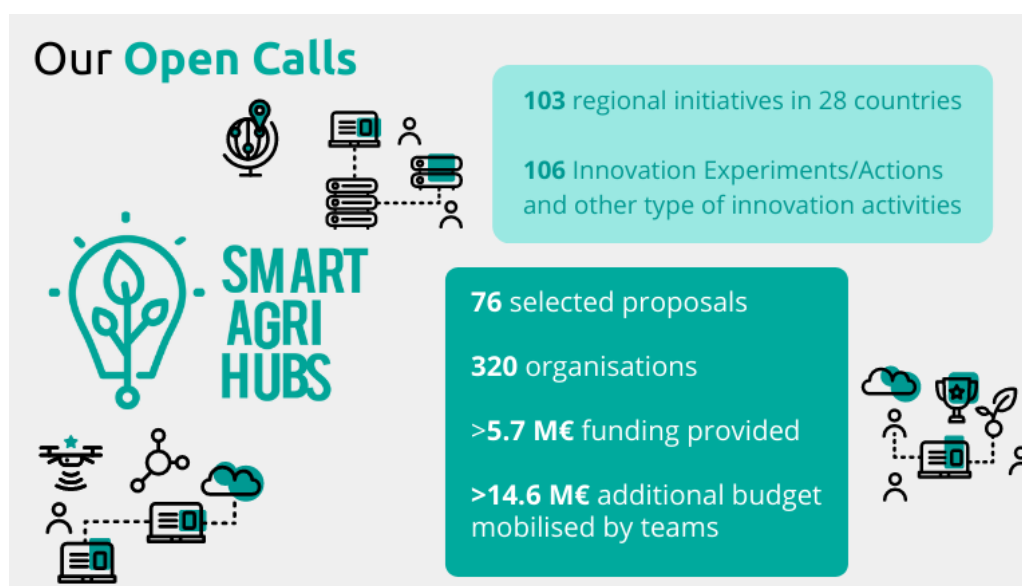


Figure 32 Infographic showcasing an overview of all open calls results

The goal is for the page to serve as a **reference point** for other organizations, and to highlight the **impact and legacy of SmartAgriHubs**.

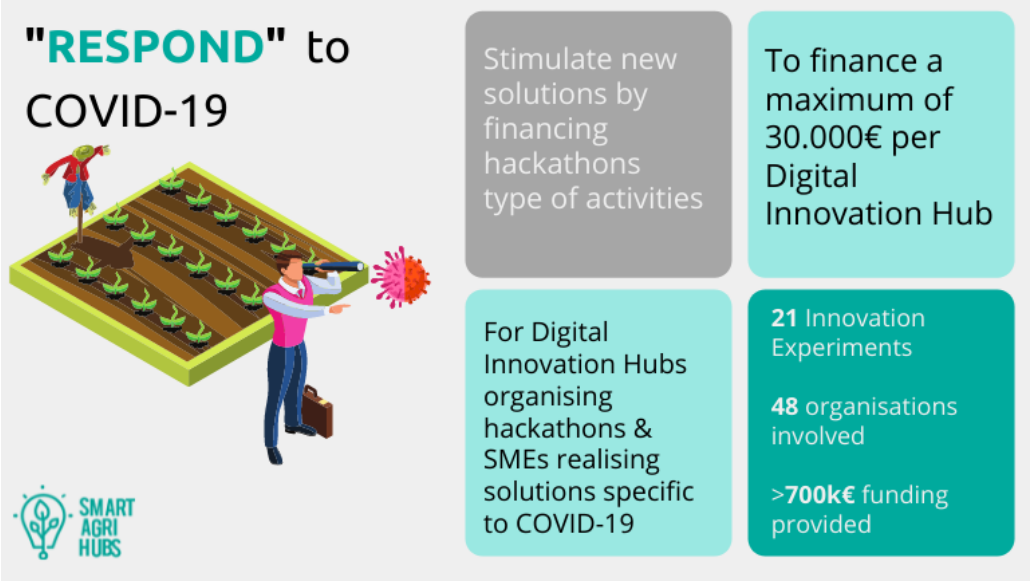


Figure 33 Infographic showcasing the results of RESPOND

11.- OTHER OUTREACH ACTIVITIES

11.1.- COLLABORATION WITH OTHER H2020 PROJECTS AND INTERNATIONAL ASSOCIATIONS

Since October 2021 SAH has continually reached out to external partners in support for our final event. Further to the goal of expanding the ecosystem, WP1 also reached out to relevant H2020 projects and new Horizon Europe communities to increase our dissemination and visibility. In addition, contact with international organization was maintained and enhanced also in view of the final event with several keynote speakers from EU associations on agri-tech, EU MEPs, CEJA, EIP-AGRI, EIT Food, EIT Digital etc.

A total of 24 synergy projects have accepted to be part of the SAH Final Event. The preparation of these days consisted in regular meetings to prepare the different workshops, the exhibition participation as well as the social media campaign to give visibility to each of them, and encourage mass dissemination from our community.

Synergy Projects:



Figure 34 Logos from all the Synergy projects

11.2.- COLLABORATION WITH OTHER WORK PACKAGES

During the last period, the collaboration with the other WPs was intensified and focused mainly on the organization of the final conference. WP1 engaged closely with all the other WPs to effectively disseminate the results of SAH, support them with the Innovation Portal, activate the network on social media, and disseminate their deliverables to the relevant audiences, engaging with the internal and external community.

11.2.1.- WP2 Network Expansion by Open Calls

Collaboration with WP2 has intensified to support the launch of the remaining OPEN CALL. On-going meetings were established with the WP2 team to discuss the communication and dissemination plan regarding the Open Call but also the execution and upgrading of these campaigns. When necessary, ad-hoc online meetings and telcos have been arranged to adapt the strategy on how best to promote and communicate to internal partners and external ones respectively on information about the upcoming funding opportunities from the SAH project. Regarding the two main events organized in this period, WP2 supported the communication team by developing sessions, informing partners and actively disseminate the campaigns via social media.

11.2.2.- WP3 Monitoring & Evaluation of Innovation Experiments

WP1 and WP3 continued their close collaboration also in this period, as the onboarding of new members continued. Together with WP3's support WP1 and the RCs updated the communication postcards for each FIE and the new IEs. WP3 was instrumental in organizing the RCs and the newcomers to gather the information. In addition, WP1 supported WP3 in the uploading Business modules for FIEs to YouTube and the editing of these videos together with the adequate social media campaign. For better consistency, a dedicated intro animation was created.



Figure 35 WP3 visual

11.2.3.- WP4 DIH Capacity Building and Monitoring

WP1's cooperation with WP4 has been tight in this last period, focusing on the SAH Spring Sprint and the graduation event. The collaboration continued around the DIHs ecosystem, with both WPs upgrading the communication and dissemination activities within the DIHs, between them, and beyond the DIH ecosystem. Special attention was given to promote the

LXP Platform and the variety of training available there for the DIHs. For this, a direct link was created from the Innovation Portal to the LXP Platform. In addition, social media campaigns were developed to attract DIHs to the SAH Spring Sprint and promote the added value of the program for the SAH DIH community.

11.2.4.- WP5 Competence Centres

As a continuation from the previous period, the collaboration with WP5 focused in further attracting CCs to the Innovation Portal. The support from WP1 involved active social media posts, feature articles in the newsletter and the Innovation Portal, as well as sessions in the events organized by WP1. Ongoing work has been done to finalise the Agricultural Technical Accelerator and launch the best practices search for the CCs. WP5 and WP1 actively participated in organization of SAH Innovation Portal booth for external events.

11.2.5.- WP6 Project Management

WP1 has continued its close collaboration with WP6 especially in preparation of the final event. WP6 has supported WP1 in the elaboration of the agenda, the different sessions, and also contact with policy makers, other organisations, and the synergy projects for the Synergy Days of the event. In addition, WP1 worked on the sustainability of the community after the finalization of the project and several meetings were organized with WP6 to brainstorm on the Innovation Portal and the SAH ecosystem.

11.3.- OUR DIRECT LINK WITH THE ECOSYSTEM

The communications@smartagrihubs.eu e-mail is the main channel of communication for the ecosystem partners and external stakeholders. This email address is publicized on all our communication products (from newsletter to publications like the brochure etc.) and social media handles. In addition, it is present on the website and Innovation Portal as the direct link to the WP1 team.

During this period, the email address was mainly used for all interaction in the organization of the SAH final conference. On-going emails were also received regarding the Innovation Portal as well as inquiries regarding our other communication products. WP1 team is answering these requests usually within 72 hours.

12.- CONCLUSION

SAH has created a vibrant and extensive network. The partners including the RCs, FIEs, DIHs and CCs have strengthened their relation and started new collaborations all around Europe. The community is not only active in the traditional way but also online. The SAH project boast of a strong digital voice with over 12k followers on all social media channels and that is increasing ever day.

The communication and ecosystem building activities will continue after the finalization of the project in the Innovation Portal. The sustainability of the project is on the mind of all the SAH partners, and several actions have been taken to ensure the continuity after the 30th of November 2022. For example, one of the spin-offs of the project will be the gender task force that will be led by Schuttelaar and Partner and that proposes to launch a Gender for Alliance in Innovation for Agriculture to continue the legacy of SmartaAgriHubs in the gender equality work in the agri-food sector. The sustainability group of the project has detailed all the results and future actions in the deliverable on the Sustainability of the project.

Regarding the Innovation Portal, several EU projects are interested in using the platform and bringing their community onboard. This is linked with the great cooperation with other synergy projects(H2020 and Horizon Europe) created over the years in the SAH network.