



DISSEMINATION & AWARENESS PLAN



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ACRONYMS LIST

AgMIP	Agricultural Model Intercomparison and Improvement Project
AgTech	Agricultural Technology
AIMS	Agricultural Information Management Standards
AIOTI	Alliance for Internet of Things Innovation
BDVA	Big Data Value Association
DFID	Department for International Development
DG AGRI	European Commission Directorate-General for Agriculture and Rural Development
DG CNNECT	European Commission Directorate-General for Communications Networks, Content & Technology
DG RTD	European Commission Directorate-General for Research and Innovation
EFITA	European conference dedicated to the future use of ICT in the agri-food sector, bioresource and biomass sector
EOSC	European Open Science Cloud
EPPN	European Plant Phenotyping Network
ESWC	European Semantic Web Conference
FAO	Food and Agriculture Organisation of the United Nations
GEANT	pan-European data network for the research and education community
GODAN	Global Open Data for Agriculture and Nutrition
H2020	Horizon 2020 EU Framework Programme for Research and Innovation
IGAD	Interest Group on Agricultural Data
ISWC	International Semantic Web Conference
MTSR	Metadata and Semantics Research Conference
ODI	Open Data Institute
OpenFSMR	Open Food Safety Model Repository
PHENOME	French Plant Phenomic Network
RDA	Research Data Alliance
SME	Small and Medium-sized Enterprises
USAID	United States Agency for International Development
W3C	World Wide Web Consortium
WWW	World Wide Web Conference

EXECUTIVE SUMMARY

The dissemination plan of AGINFRA PLUS aims to give a general scope of the activities that will be undertaken during the project lifetime, as well as the way in which they will serve to make the project results available to the identified target groups. The document goes through the strategy that will be followed by the consortium in order to communicate the project's objectives. This will be performed through a variety of dissemination channels, such as the project's website and social media as well as a set of public activities and events. For that purpose specific materials and tools will be used by the project partners. Moreover, the responsibilities of each consortium partner are extensively analysed in tandem with the key performance indicators that will be used to assess the effectiveness of each performed action. It should be pointed out, that this is a living document, which will be fine-tuned accordingly in a regular basis as the project evolves.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	6
1 INTRODUCTION	9
2 TARGET GROUPS	10
2.1 INDIVIDUALS	10
2.2 ORGANISATIONAL STAKEHOLDERS.....	10
2.3 OTHER STAKEHOLDERS	10
3 DISSEMINATION STRATEGY	11
3.1 THE LAYERED APPROACH.....	11
3.1.1 Dissemination within the consortium	11
3.1.2 Dissemination within the AGINFRA PLUS partnership	12
3.1.3 Dissemination towards core target groups through direct networks.....	13
3.1.4 Dissemination towards other stakeholders and decision makers	13
3.1.5 Dissemination towards other countries and sectors	14
4 DISSEMINATION CHANNELS.....	16
4.1 WEBSITE	16
4.2 SOCIAL MEDIA.....	17
4.3 NEWSLETTER, PRESS RELEASES AND PUBLICATIONS.....	17
4.4 EVENTS AND WEBINARS	18
5 DISSEMINATION MATERIALS AND TOOLS.....	20
6 RESPONSIBILITIES.....	21
6.1 COMMUNITY ORIENTED ACTIVITIES	21
6.2 ENGAGING THE USE CASE COMMUNITIES	21
6.3 ENGAGING ADDITIONAL SCIENTISTS & INSTITUTIONS.....	22
6.4 ENGAGING WITH OPEN INITIATIVES & NETWORKS	22
6.5 ENGAGING WITH SMES & INNOVATIVE STARTUPS	22
6.6 ENGAGING WITH AGRI-FOOD GLOBAL DATA INITIATIVES & NETWORKS.....	22
6.7 ENGAGING WITH EUROPEAN SCIENCE E-INFRASTRUCTURES	23

7	MEASURABLE CRITERIA FOR SUCCESS	24
7.1	KEY PERFORMANCE INDICATORS (KPIs)	24
7.1.1	AGINFRA PLUS branding & communication material, channels	24
7.1.2	AGINFRA PLUS campaigns	24
7.1.3	AGINFRA PLUS science & technology outreach.....	25
7.1.4	AGINFRA PLUS business outreach	25
7.1.5	AGINFRA PLUS policy outreach.....	26
8	CONCLUSIONS	27

LIST OF FIGURES

Figure 1: AGINFRA PLUS Sitemap (version 23/03/2017)	16
Figure 2: The updated AGINFRA Twitter page with AGINFRA PLUS look and feel (accessed 27/03/2017).....	17
Figure 3: EGI, one of the consortium partners, promotes AGINFRA PLUS through its monthly newsletter	18

LIST OF TABLES

Table 1: First Layer: dissemination within the consortium	12
Table 2: Second Layer: Dissemination within the AGINFRA PLUS partnership	12
Table 3: Third Level: Dissemination towards core target groups through direct networks	13
Table 4: Fourth Level: Dissemination towards other stakeholders and decision makers	14
Table 5: Fifth Level: Dissemination towards other countries and sectors	15
Table 6: Responsible Partner(s) per Dissemination Activity.....	21
Table 7: Branding & communication material KPIs	24
Table 8: Campaign KPIs.....	25
Table 9: Science & Technology outreach KPIs	25
Table 10: Business outreach KPIs	26
Table 11: Policy Outreach KPIs	26

1 INTRODUCTION

AGINFRA PLUS addresses the challenge of supporting user-driven design and prototyping of innovative e-infrastructure services and applications. It particularly tries to meet the needs of the scientific and technological communities that work on the multi-disciplinary and multi-domain problems related to agriculture and food. It will use, adapt and evolve existing open e-infrastructure resources and services (AGINFRA, OpenAIRE, EGI, EUDAT, D4Science), in order to demonstrate how fast prototyping and development of innovative data- and computing-intensive applications can take place. AGINFRA PLUS will evolve and develop further the resources and services of the AGINFRA research data e-infrastructure, which has been developed in the context of the FP7 agINFRA project and is now being operated and evolved by key stakeholders in agriculture and food (including Agroknow, the Food and Agriculture Organisation of the United Nations, INRA, Wageningen UR, the Chinese Academy of Agricultural Sciences and others).

WP8 concentrates on the dissemination of the project, its approach and results among the identified target groups by using online and offline dissemination channels and activities. More specifically, the objectives of this WP are:

- To establish AGINFRA PLUS as Europe's commonly owned, developed and operated data infrastructure for research and innovation on agriculture, food and the environment.
- To attract European and international scientific stakeholders that will make further use of the services of AGINFRA PLUS, illustrating how the gaps between adjacent but not connected scientific communities may be overcome.
- To engage further SMEs with available e-infrastructure resources, either as users of the infrastructures (e.g. companies developing publishing software like PENSOFT) or suppliers of e-infrastructures (e.g. Agroknow delivering data as a service for scientific and public institutions).
- To showcase how an open e-infrastructure eco-system can be created around AGINFRA PLUS, promoting smooth collaboration among innovative service stakeholders and large European Policy data intensive initiatives.
- To liaise and inform relevant initiatives that are running in parallel, with a particular emphasis on the next generation of Research Infrastructures for agriculture, food and the environment.
- To position AGINFRA PLUS as a global leader and core player in terms of other international data infrastructures for agriculture, food and the environment.
- To attract investments to further evolve AGINFRA PLUS by global donors that finance agricultural research, capacity building, extension services, and innovation in developed and developing countries.
- To establish a sustainable legal entity form (through a not-for-profit association) for the further operation and evolution of AGINFRA PLUS as a joint venture of involved stakeholders.

This deliverable defines the dissemination strategy for successfully promoting AGINFRA PLUS to the identified target groups. It includes also the necessary branding development and design work for the project and its liaison to the various scientific communities and networks. Furthermore, the deliverable presents online and offline channels for dissemination, as well as Key Performance Indicators (KPIs) to measure the effectiveness of the dissemination and to plan corrective actions

2 TARGET GROUPS

This section focuses on the key targeted stakeholders to which the project work and outcomes will be communicated. AGINFRA PLUS stakeholders are groups who have an interest, either professional or casual, in the operation and products of the project. Specifically, this dissemination plan will detail certain groups who hold a particular relation to the project's work, with the aim of connecting with them via dissemination material tailored to their specific concerns and situations. Research infrastructures stakeholders, researchers, technology and data providers, are recognised as the dissemination target groups for AGINFRA PLUS. Target groups are divided into three main categories: individuals, organisational and other groups.

2.1 INDIVIDUALS

In this category are included individual users and targeted beneficiaries. For example scientific communities working on the variety of agricultural, food and environmental sciences' topics, such as researchers, academics, data managers, software developers or research support staff.

2.2 ORGANISATIONAL STAKEHOLDERS

The core target group of AGINFRA PLUS is the one of organisational stakeholders. Under this category can be classified Research infrastructures' stakeholders, technology providers, data providers and research organisations. Here can be found as well other relevant research infrastructures and e-infrastructure providers. For example, representatives of existing sites and services of infrastructures that are serving agriculture, food and environmental research, including both physical and digital ones. On the other hand, here could be also found relevant networks and communities of scientists, that the consortium partners are member in (e.g. OpenFSMR, AgMIP, PHENOME and EPPN). Additionally, technology and data providers are among the organisational stakeholders of AGINFRA PLUS. Especially, technology providers stand for private and public organisations of various sizes (from large IT and agri-food industry players to young dynamic AgTech and IT startups) that develop technology solutions of relevance to the agriculture and food markets and their value chains. What is more, data providers include various types of public and private institutions that are collecting, managing, using and publishing agriculture and food data. Includes a wide range of institutions (and people working in these institutions), from agricultural research institutes and ministries of agriculture, to food agencies and authorities.

2.3 OTHER STAKEHOLDERS

In this group, belong various stakeholders, namely startups, SMEs and other companies that are part of the wider AgTech sector. Under that category, could be also found policy makers, donors and funding schemes that are active in the agri-food and AgTech sectors.

3 DISSEMINATION STRATEGY

The strategic objectives of the dissemination activities of AGINFRA PLUS are aiming to establish AGINFRA PLUS as Europe’s commonly owned, developed and operated data infrastructure for research and innovation on agriculture, food and the environment. By illustrating how the gaps between adjacent but not connected scientific communities may be overcome, AGINFRA PLUS aims to attract European and international scientific stakeholders that will make further use of the project’s services. Also, it will further engage SMEs with available e-infrastructure resources. SMEs may act either as users of the infrastructures (e.g. companies developing publishing software like PENSOFT) or suppliers of e-infrastructures (e.g. Agroknow delivering data as a service for scientific and public institutions). In order to showcase how an open e-infrastructure eco-system can be created around AGINFRA PLUS, the project will promote smooth collaboration among innovative service stakeholders and large European Policy data intensive initiatives. Additionally, it will liaise and inform relevant initiatives that are running in parallel, with a particular emphasis on the next generation of Research Infrastructures for agriculture, food and the environment. The long-term goals of this dissemination strategy are:

- To position AGINFRA PLUS as a global leader and core player in terms of other international data infrastructures for agriculture, food and the environment.
- To attract investments to further evolve AGINFRA PLUS by global donors that finance agricultural research, capacity building, extension services, and innovation in developed and developing countries.
- To establish a sustainable legal entity form (through a not-for-profit association) for the further operation and evolution of AGINFRA PLUS as a joint venture of involved stakeholders.

3.1 THE LAYERED APPROACH

AGINFRA PLUS follows a layered dissemination approach, starting from the partner organisations themselves, moving out to the whole consortium, to the directly connected networks, and then other relevant stakeholders.

3.1.1 Dissemination within the consortium

Given that the consortium consists of three major research organisations (namely INRA, ALTErra and BfR) that include different departments, laboratories and research groups that should be informed individually, the first level of dissemination will start from the core teams of the consortium members. The process that will be followed in the first level of dissemination is to discover all relevant people from the consortiums partners’ organisations that should be aware of the project progress and outcomes. As mentioned before, partner organisations that consist of multiple groups, may involve relevant people from other groups, departments or initiatives – even if they don’t directly contribute to AGINFRA PLUS implementation. In that way the project will raise awareness to internal decision makers that can help AGINFRA PLUS to achieve implementation, impact & sustainability goals.

Dissemination Aims	Methods & Activities	Examples of measures
Discover people, departments & initiatives within partner organisations that are relevant to project and that should be aware about progress & outcomes	<ul style="list-style-type: none"> • Review organisational web sites about relevant people, depts., initiatives • Regularly set up internal 	<ul style="list-style-type: none"> • Review web sites of INRA, Wageningen UR, BfR, CNR, UoA, FAO. • Identify & visit relevant people within partner organisations to discuss about project & provide

Set up continuous communication mechanisms & channels to share AGINFRA PLUS progress with relevant people	informal & formal meetings	dissemination material package
Involve relevant people from other departments and initiatives even if not directly contributing to AGINFRA PLUS implementation	<ul style="list-style-type: none"> • Use internal mailing & communication lists • Take advantage of internal knowledge sharing & training events • Inviting to project meetings, workshops & events 	<ul style="list-style-type: none"> • Disseminate news on launch of project through partners' internal mailing lists & knowledge sharing mechanisms • Invite relevant INRA, Wageningen UR and BfR teams to pilot trials • Organise presentations about AGINFRA PLUS with internal scientific and/or data management directors
Create awareness to internal decision makers that can help AGINFRA PLUS achieve implementation, impact & sustainability goals		

Table 1: First Layer: dissemination within the consortium

3.1.2 Dissemination within the AGINFRA PLUS partnership

The second level of dissemination is about the people among the AGINFRA PLUS partnership. It aims to link and bring together people working on similar topics across the consortium in order to create working groups that will implement common activities. Also, since the project kick-off, Work Packages and Tasks teams were created so as to inspire collaboration for common goals and a common channel of communication (AGINFRA Gateway - <https://aginfra.d4science.org/>) was established. These activities facilitate and support direct collaboration and information sharing among partners.

Dissemination Aims	Methods & Activities	Examples of measures
Link and bring together people working on similar topics across consortium, in order to create working groups that will implement common activities	<ul style="list-style-type: none"> • Review profiles & interests of partner teams across consortium 	
Establish Work Package (WP) and task teams and inspire common goals and collaboration	<ul style="list-style-type: none"> • Organise team building sessions within project meetings 	<ul style="list-style-type: none"> • Collect CVs of all team members at shared space, carry out team member interviews for project web site & blog posts
Create single point of reference for all dissemination material and practices across consortium	<ul style="list-style-type: none"> • Organise dedicated WP team meetings within plenary meetings or ad hoc 	<ul style="list-style-type: none"> • Organise dedicated <i>vision building session</i> within Kick Off and after each review meeting
Establish communication mechanisms and channels within consortium	<ul style="list-style-type: none"> • Establish virtual communication & collaboration tools for consortium members 	<ul style="list-style-type: none"> • Organise project tech or data meetings co-located with RDA plenary meetings and IGAD pre-meetings
Facilitate and support direct collaboration and information sharing among partners	<ul style="list-style-type: none"> • Set up internal mailing list for project & key activities 	<ul style="list-style-type: none"> • Syndicate RSS & Twitter feeds of all partner sites/blogs with AGINFRA's web portal & Twitter accounts
Provide good guidelines and materials for dissemination activities planning, implementation & reporting	<ul style="list-style-type: none"> • Prepare guidelines, templates and reference spaces for dissemination activities & materials 	<ul style="list-style-type: none"> • Syndicate RSS & Twitter feeds of AGINFRA with FAO's AIMS and AgriFeed sites/feeds

Table 2: Second Layer: Dissemination within the AGINFRA PLUS partnership

3.1.3 Dissemination towards core target groups through direct networks

The third level of dissemination is about the people and organizations outside the AGINFRA PLUS partnership, which can be reached through direct networks that the AGINFRA PLUS partners participate.

Dissemination Aims	Methods & Activities	Examples of measures
Establish links with relevant networks & communities of scientists that partners are involved into	<ul style="list-style-type: none"> Include in planned use case pilots relevant data & software tools of importance to specific networks & communities Organise special training & hands on sessions or workshops at events where communities gather Deliver online training & awareness on topics of relevance Create new working groups or enhance existing ones in networks of relevance Promote AGINFRA PLUS within existing networks of e-infrastructure providers (esp. EGI, OpenAIRE, EUDAT) to attract interest from NRENs 	<ul style="list-style-type: none"> Study research challenges & implementation priorities of OpenFSMR, AgMIP, PHENOME and EPPN in order to identify challenges, data, tools & potential demonstrators of high visibility/importance Organise AGINFRA PLUS sessions in major scientific conferences of each community (such as Predict Conference, Climate-Smart Agriculture Conference, Global Food Safety Conference, EFITA Conference and the Open Harvest event) Organise series of webinars on topics related to each one of the use cases, as well as the new tools & technologies developed, as part of the AIMS community Enhance existing or create new W3C working group on agri-food data Create new or participate to existing RDA IGAD Working Groups on topics related to each one of the three (3) use cases
Organise targeted actions to inform & engage scientists in the networks & communities where partners have direct access to		
Create links and synergies with relevant Research Infrastructure & e-infrastructure initiatives where partners are involved		
Take advantage of open data & open research initiatives & movements where partners are involved	<ul style="list-style-type: none"> Promote AGINFRA PLUS within existing open data networks Take advantage of expertise within the IGAD and GODAN networks in order to recruit knowledge and get feedback from global experts Use online channels and social media to create awareness in existing networks 	<ul style="list-style-type: none"> Identify & liaise with GODAN use cases and members of relevance Present AGINFRA PLUS services and use cases to the ODI Summit¹ Recruit specialized International Advisory Board from GODAN & IGAD members that will follow AGINFRA PLUS and help shape the new services of AGINFRA Author blog posts about AGINFRA PLUS developments in AIMS, and partner blogs
Engage in AGINFRA PLUS progress & decision making representatives of stakeholders from agri-food data & repository e-infrastructures		

Table 3: Third Level: Dissemination towards core target groups through direct networks

3.1.4 Dissemination towards other stakeholders and decision makers

The fourth level of dissemination targets to promote the project and its outcomes to other stakeholders and decision makers.

Dissemination Aims	Methods & Activities	Examples of measures
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¹<http://summit.theodi.org>

Establish links with other research projects, institutions and communities	<ul style="list-style-type: none"> Join or organise clustering events with coordinators of research & innovation projects Liaise with agricultural research scientific associations Organise visits to key research & academic institutions Organise visits & meetings with e-infrastructure project coordinators Organise meetings with national e-infrastructure stakeholders Follow work of ENVRIPlus Liaise with Biological and Environmental Sciences Research Infrastructures of relevance such as ELIXIR, ANAEE, and LifeWatch Host events where any interested stakeholder may join and discover more about project 	<ul style="list-style-type: none"> Collaborate with the H2020 eROSA CSA, DG CNNECT, DG RTD & DG AGRI to organise a joint project coordinator event on the potential of data and computing intensive science Liaise and promote project to national and European agriculture, food and life science research associations such as Agreenium and Agrinatura Liaise further and meet with coordinators of generic e-infrastructures (OpenAIRE, EUDAT, EGI, GEANT) and clusters of relevant projects Liaise with members of the e-Infrastructure Reflection Group (eIRG) join Open eIRG workshops Host as part of Open Harvest events days devoted to project coordinators and community managers of relevant Research Infrastructures (to understand their services, identify relevant use cases and contribute new/modified use cases) Join the events of Research Infrastructures (such as ICRI) to present & communicate the needs and requirements of our scientific communities Organise informal or formal visits to NRENs to inform about project
Organise targeted actions to inform & engage scientists & research institutions outside the partner networks		
Carry out actions targeting scientific institutions & networks of strategic importance		
Create links and synergies with relevant Research Infrastructure & e-infrastructure stakeholders		

Table 4: Fourth Level: Dissemination towards other stakeholders and decision makers

3.1.5 Dissemination towards other countries and sectors

The fifth layer of dissemination strategy targets to promote the project and its outcomes to the wider AgTech community. This includes food and agricultural technology startups, SMEs and industry stakeholders.

Dissemination Aims	Methods & Activities	Examples of measures
Promote project outcomes & opportunities to AgTech startups to engage further	<ul style="list-style-type: none"> Organise social media campaigns Engage and support startups to adopt and use AGINFRA PLUS services Join relevant industrial associations & corresponding working groups 	<ul style="list-style-type: none"> Organise open agri-food data challenges & contests for startups Organise meetups with startups at partner premises & local startup events Follow the Big Data Value Association (BDVA) and the Alliance for Internet of Things Innovation (AIOTI) and their corresponding working groups or task forces on agri-food and smart farming
Promote project outcomes of relevance to the AgTech sector industry stakeholders		
Promote project outcomes of relevance to the data value chain industrial networks and associations	<ul style="list-style-type: none"> Participate in AgTech investor events, trade shows, exhibitions, fairs Arrange informal & formal meetings with donors and decision makers Prepare information material for decision makers Organise press campaigns 	<ul style="list-style-type: none"> Organise AGINFRA PLUS representation & booths in major AgTech and open data fairs Arrange meetings with project officers in EC DGs, DFID, the World Bank, the Gates Foundation, the Hewlett Foundation, USAID, etc. Organise exchange meetings and joint workshops with US (such as the eExtension network, USDA National Agricultural Library, the ILSI Research Foundation, the Open Ag Data Alliance) and Chinese counterparts (such as the
Inform funding agencies, donors, decision makers		

Inform general public	for public media	<p>Chinese Academy of Agricultural Sciences)</p> <ul style="list-style-type: none"> • Prepare concept note on project with appropriate content & wording for donors & funding agencies • Prepare press releases for distribution in all partner countries
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Table 5: Fifth Level: Dissemination towards other countries and sectors

4 DISSEMINATION CHANNELS

AGINFRA PLUS will perform its dissemination activities on a wide range of channels, in order to maximize the generated impact and to reach all targeted stakeholders. The following channels will be used to target each of the target groups, with a specific aim.

4.1 WEBSITE

From its very beginning, the AGINFRA PLUS website (www.plus.aginfra.eu) was created in order to act as the main communication channel of the project. The website is hosted under the umbrella of the AGINFRA portal (www.aginfra.eu). Its initial design aims to communicate the main focus and the objectives of the project, while giving information about the partners and also providing the latest research updates. The current structure of the website can be found below:



Figure 1: AGINFRA PLUS Sitemap (version 23/03/2017)

On the Homepage a short description of the project is presented, while detailed information about the vision and the objectives of AGINFRA PLUS can be found under the “Project” subsection. In the section called “Research”, the users can navigate through the project deliverables, research publications produced by the project and the three main project use cases (Agro-climatic & Economic Modelling, Food Safety Risk Assessment and Food Security). This section will be populated with content gradually, since it is apparent that the evolution of the project will feed with content these areas. Also, the section of partners, contains static information about the project’s partners (consortium, advisory board and project coordinators). Finally, the section “Keep in Touch” is the social gateway of the project. Here are hosted all newsletter editions, a news blog which will syndicate blog posts from the project partners’ websites and also host original blog posts produced for the project’s blog. Additionally a direct link to the social media channels of AGINFRA PLUS is displayed, pointing to the Facebook and Twitter accounts of the project, as well as other social media account to be created such as Youtube and Slideshare accounts. The section “Map of Agri-food” will contain -at a future stage of the project- the overall map

of all relevant stakeholders belonging in the Data Ecosystem of Agriculture and Food Sciences that is deployed in collaboration with H2020 eROSA CSA project.

4.2 SOCIAL MEDIA

AGINFRA PLUS benefits from the social media accounts of its “ancestor” the FP7 AGINFRA project. Since the project’s kick-off, all existing social media accounts of FP7 AGINFRA were taken over by Agroknow, who is responsible for coordinating the dissemination tasks of WP8. The social media accounts of AGINFRA PLUS were updated with the logo, motto and headers of the project. AGINFRA PLUS is already empowered with a user base of 757 followers in Twitter (www.twitter.com/AGINFRA) and 233 likes in Facebook (www.facebook.com/AGINFRA).

Apart from the official social media channels, the project needs the support and active involvement of all project partners through their organisational social media accounts. In order to increase the visibility and dissemination of the project and its outcomes, it is suggested for partners to share, publish and retweet content from the AGINFRA social media accounts and the AGINFRA PLUS website. This action will result to increased traffic to all AGINFRA-related work and also generate traction in the websites and social media of the consortium members.



Figure 2: The updated AGINFRA Twitter page with AGINFRA PLUS look and feel (accessed 27/03/2017)

Additionally, for interactive communication purposes, 3 additional social media channels will be set-up in order to expand the outreach of AGINFRA PLUS. These are: a Youtube channel for promoting the videos, success stories and interviews produced within the project, a Slideshare account for uploading the presentations that are held with the project’s support and an photo repository (Instagram or Flickr account) for hosting all photos taken during the project meetings, events etc.

4.3 NEWSLETTER, PRESS RELEASES AND PUBLICATIONS

One “traditional” medium that is used for communicational purposes is the regular newsletter within the target groups and stakeholders of AGINFRA PLUS. The project will use this channel to run campaigns



Figure 3: EGI, one of the consortium partners, promotes AGINFRA PLUS through its monthly newsletter

aiming to a variety of scientific groups, technological and data providers. It is highly recommended to project partners to communicate the projects’ objectives and proceedings through their organisational newsletter, or mailing lists. A good example was the one of regular EGI Newsletter called “Inspired”, which featured on the February issue a story about the AGINFRA PLUS, the project’s objectives and the role of EGI.

Moreover, in order to increase the outreach to general public and media, AGINFRA PLUS will share publicly two press releases per year on project stories and outcomes. Aiming to capture the interest of the interested communities that are active in the consortium countries, it is suggested to cover all key languages of the project partners (i.e. English, German, French, Dutch, Greek). For selected scientific communities that belong in the project’s target groups, the goal is to publish (during Y3) a special issue of a journal or a special journal volume that will be edited by project partners and other contributors pertaining the project and the outcomes of the different use cases.

4.4 EVENTS AND WEBINARS

Another channel that will streamline the dissemination activities of the project, is the one of the interactive events and webinars. AGINFRA PLUS will interact with targeted communities through a set of interactive events. Especially for data and technological providers, it aims to organize Open Data agri-food challenges in conjunction with GODAN and the ODI. Also, for increasing the science and technology outreach, AGINFRA aims to organise special sessions or workshops in high-quality scientific conferences. Generally, the consortium aims for organising a special session or workshop per use case in the context

of a highly visible scientific conference that is held on annual basis. On top of that, the project will benefit from the wider EGI Community, where it aims to organise two special session at the EGI Community Forums and EGI Technical Forums under the auspice and the support of EGI. Especially for the Web Science, Semantic Web, Computer Science and Information Science communities, a relevant conference (such as ISWC, ESWC, WWW, MTSR) will be selected for hosting an AGINFRA PLUS session aiming to disseminate the scientific aspect and research outcomes of the project. A more detailed overview of the actions that will be undertaken is presented on Chapter 7.

5 DISSEMINATION MATERIALS AND TOOLS

AGINFRA PLUS dissemination team deploys a multi-layered communication strategy, enhanced with a wide variety of communication material that will be shared with stakeholders. The dissemination team creates and produces a set of promotional materials (banners, flyers, etc.) that will be used for dissemination purposes. The initial steps of the communication strategy were set up prior to the project's kick-off. These were the development of project logo, motto line, social media icons and social media headers and banners, and all assets needed to communicate the messages of the project. During the project's lifetime, additional material, such as promotional videos and success stories videos will be produced to capture the attention of audience. In fact, for every one out of the three use cases, a video containing interviews of researchers and outcomes of AGINFRA PLUS will be produced.

6 RESPONSIBILITIES

Agroknow has the overall responsibility for the AGINFRA PLUS dissemination activities. Agroknow will:

- Coordinate the preparation and final editing of the project newsletter
- Provide information on dissemination progress
- Draft dissemination materials

The dissemination activities will be executed in close cooperation with all the project partners who are involved in WP8. During the general monthly calls of AGINFRA PLUS, the coordinator will discuss the progress of the project and opportunities for dissemination activities of every Work Package. In this monthly call, consortium partners will discuss in detail what dissemination activities and website content will be facilitated for the upcoming weeks. As it was conceptually designed, each partner of the consortium will have well-defined responsibilities pertaining specific dissemination actions that should be undertaken during the project lifetime. On the table below the key activities are depicted and assigned to the responsible partner accordingly:

Activity	Responsible Partner
Dissemination & Exploitation Activity Planning	Agroknow, all partners
Engaging the use case communities	BfR, ALTERRA, INRA
Engaging additional scientists & institutions	BfR, ALTERRA, INRA
Engaging Open Initiatives & Networks	UoA, CNR, ALTERRA, Agroknow
Engaging with SMEs & innovative startups	Agroknow
Engaging with Agri-food Global Data Initiatives & Networks	ALTERRA, all partners
Engaging with European Science e-Infrastructures	EGI, UoA, CNR

Table 6: Responsible Partner(s) per Dissemination Activity

6.1 COMMUNITY ORIENTED ACTIVITIES

This particular work item focuses on two main activities: first, to create awareness and engage further the scientific communities that are related to each one of the three use cases; second, to create general awareness about AGINFRA PLUS and the types of innovative services that scientists may use, in other scientific communities and networks.

6.2 ENGAGING THE USE CASE COMMUNITIES

The use case leaders are prominent members of their respective research communities and will focus on setting up and involving early a selected group with representatives from the important networks that they represent. It is expected that each use case partner will host at least one workshop where select experts responsible for the software and IT infrastructures of these networks will be invited, and will organise one AGINFRA PLUS meeting or session as part of the regular meetings of the networks. The key networks to engage are:

- Open Food Safety Model Repository (openFSMR, <https://sites.google.com/site/openfsmr/>): a global community working on the interoperability and sharing of predictive microbial models for food through an open models repository service. BfR will lead this activity
- Agricultural Model Intercomparison and Improvement Project (AgMIP, <http://www.agmip.org>): a major international effort linking the climate, crop, and economic modeling communities with cutting-edge information technology to produce improved crop and economic models and the next generation of climate impact projections for the agricultural sector. ALTERRA will lead this activity

- French Plant Phenomic Network (PHENOME, https://www.phenome-fppn.fr/phenome_eng/) & the European Plant Phenotyping Network (EPPN, <http://www.plant-phenotyping-network.eu/eppn/home>): the French infrastructure connecting all national research facilities carrying out plant phenotyping and the European network of more than 23 plant phenotyping facilities that scientists can visit to carry out their research. INRA will lead this activity

6.3 ENGAGING ADDITIONAL SCIENTISTS & INSTITUTIONS

The use case leaders are regularly participating in scientific conferences on their topics of interest, as well as other research-related events. In the context of the project, the use case partners will organise at least one AGINFRA workshop together with one of the major scientific conferences or gatherings that they typically attend, such as the Predict Conference (<http://predictconference.com>), the conferences of the Global Climate-Smart Agriculture Alliance (<http://www.fao.org/climate-smart-agriculture/en/>), and the Global Food Safety Conference (<http://www.tcgffoodsafety.com>). They will also organise and host an AGINFRA presentation and showcase workshop in their own premises (i.e. BfR in Berlin, INRA in Montpellier, and ALTErra in Wageningen) inviting scientific teams from other institutes, departments or nearby organisations.

6.4 ENGAGING WITH OPEN INITIATIVES & NETWORKS

Partners already having a strong link with Open Access initiatives (such as UoA and CNR) and the Open Data movement (such as Agroknow and ALTErra) will ensure that the project is participating and contributing to relevant discussions and consultations – such as the consultation around text and data mining of scientific publications (through H2020 project like OpenMinTeD and FutureTDM) and around open data for international development and business growth (through the International Open Data Conference and the ODI).

6.5 ENGAGING WITH SMES & INNOVATIVE STARTUPS

In order to increase the outreach and engagement of open data startups and SMEs, the project partners will contribute to open data challenges that will be organised by GODAN and the ODI and they will host devoted startup days as part of the Open Harvest event. Moreover, links and presentations to Agtech acceleration and incubation programs will be realized, as well as participation to investor events. Agroknow will lead this activity with the support of all consortium partners.

6.6 ENGAGING WITH AGRI-FOOD GLOBAL DATA INITIATIVES & NETWORKS

This task will focus on linking AGINFRA PLUS with international initiatives and networks that are working on open, big and interoperable data for agriculture and nutrition. The aim is to contribute to the corresponding standardisation work, position AGINFRA PLUS as a leading data infrastructure for agriculture and food, and to ensure that new investments can be attracted for the evolution and exploitation of its services. More specifically, the task will establish links with the following initiatives and networks:

- Interest Group on Agricultural Data (IGAD) of the Research Data Alliance (RDA): the project will contribute to the current activities of the IGAD and also formulate dedicated Working Groups that will focus on the interoperability of the new data types and sources covered in AGINFRA+. The project will follow and actively contribute to all IGAD pre-meetings, organised as independent workshops before the RDA plenary ones, which typically bring together data and ontology experts from all major initiatives and institutions.
- FAO's Agricultural Information Management Standards (AIMS, <http://aims.fao.org>) community: a series of webinars covering all aspects and activities of the project will be organised using the AIMS platform and targeting an international audience of information managers, IT experts and others. Furthermore, AGINFRA+ will be featured in selected issues of the AIMS newsletter, in collaboration with the FAO team that contributes to the Development and evolution of AGINFRA.

- Global Open Data for Agriculture and Nutrition (GODAN, <http://www.godan.info>): the project has already established a data infrastructure working group (<http://www.godan.info/working-groups/data-ecosystem-working-group>) as part of GODAN and engage international, public and private stakeholders that would like to contribute to the evolution and operation of AGINFRA. A dedicated session will be organised as part of the annual GODAN summit throughout the duration of the project.
- GODAN Open Data Research and Capacity-Building (GODAN Action): the work in this large DFID-funded initiative to promote open data in developing countries and train scientists, information managers, and software developers in academic and research institutions, will be fully aligned with the work in AGINFRA+. Additional use cases and users will be sought from this network.
- US Open Agricultural Data Alliance (OADA, <http://openag.io>): the initial links between the OADA initiative and AGINFRA will be further developed, by aligning technical work on data representation standards, data transformation software, and data publishing APIs.

ALTERRA will lead this activity with the support of all consortium partners.

6.7 ENGAGING WITH EUROPEAN SCIENCE E-INFRASTRUCTURES

This task focuses on the alignment of the work held in AGINFRA PLUS with the conception, development and deployment of the European Open Science Cloud (EOSC) and its integration with the existing core e-infrastructure. It will particularly focus on the way in which AGINFRA as the domain's data infrastructure should be positioned in the new e-infrastructure landscape, so that resources, services and applications are appropriately aligned – and effort is not spent into overlapping activities or projects. Particular emphasis will be devoted into the following actions:

- Integration with OpenAIRE: this sub-task will particularly focus on the way in which the customised DataPublication services of AGINFRA PLUS will be offered to all European institutions participating into H2020 projects through the National Open Access Desks (NOADs) of OpenAIRE, in a way that will support their rich data heterogeneity requirements and semantics.
- Alignment with EOSC: this sub-task will bring the AGINFRA PLUS use cases into their full complexity as potential large scale demonstrators that could be supported by the EOSC in the future. It will ensure that AGINFRA and its scientific communities are being represented in the relevant dialogue, that its complex use cases are part of future EOSC-related initiatives, and that new requirements and needs are posed for this European infrastructure.
- Standardisation within EGI: this sub-task will carry out the necessary software and protocol standardisation work in the context of the appropriate EGI working groups in order to ensure the interoperability of the various layers of AGINFRA and its backbone software components.

EGI will lead this set of engagement activities with the support of UoA and CNR.

7 MEASURABLE CRITERIA FOR SUCCESS

Dissemination planning is a dynamic and continuous process to ensure real success. It starts with the overall planning for the whole project period at the very beginning and will be reworked and refined iteratively on an annual basis. In this refinement process, the results of the set of frequently collected figures for measurable success will be taken into account to ensure optimisation. A matrix of such criteria will be set up in the initial planning and will also be refined and optimised. The Annual Dissemination Report will provide a quantitative and qualitative analysis of the actions carried out by the dissemination team.

7.1 KEY PERFORMANCE INDICATORS (KPIs)

AGINFRA PLUS has set up a set of Key Performance Indicators (KPIs) so as to capture the envisaged goals of every dissemination activity. These indicators are stemming from the Dissemination Strategy that the consortium will follow in parallel with the materials and tools that will be used through the channels.

7.1.1 AGINFRA PLUS branding & communication material, channels

Communication Measures	Stakeholders	Targeted Indicators
Develop project logo, key messages, motto line, online & printed identity	Project partners	<ul style="list-style-type: none"> 1 project logo (various resolutions) 1 project motto in all project languages 3 key messages 2-5 hashtags to use in social media 1 PPT template 1 document template
Set up project communication channels	All	<ul style="list-style-type: none"> 1 project micro-site as part of AGINFRA portal 1 AGINFRA blog platform (syndicating blog posts of partners on project) 1 Tweeter account (AGINFRA existing one) 1 AGINFRA Instagram or Flickr account 1 AGINFRA YouTube channel for videos 1 AGINFRA Slideshare account for PPTs
Produce project brochures, flyers, posters, banners	All	<ul style="list-style-type: none"> 1 project/AGINFRA flyers in English (in several copies) 4 project flyer per additional project language (DE, FR, NL, GR) (in several copies) 1 project posters in English 1 digital project flyers/brochures 1 project banners in all key languages
Produce videos of AGINFRA PLUS project & success stories	All	<ul style="list-style-type: none"> 1 project video in English (2 revisions) 3 videos with success stories & scientist interviews in English (at least one per use case)

Table 7: Branding & communication material KPIs

7.1.2 AGINFRA PLUS campaigns

Communication Measures	Stakeholders	Targeted Indicators
Open data challenges & awards	Data providers, Technology providers	3 open agri-food data challenges (in conjunction with GODAN & ODI)

Campaigns towards H2020 project coordinators & data managers	All	3 online campaigns targeting H2020 project coordinators & data managers 2 workshops for H2020 project coordinators as part of Open Harvest Event
Outreach to general press and media	Media, general public	2 press releases per year on project stories & outcomes (in all key languages) 2 interviews w/ project members per year explaining challenges, stories & successes in simple language (to disseminate through various channels)

Table 8: Campaign KPIs

7.1.3 AGINFRA PLUS science & technology outreach

Communication Measures	Stakeholders	Targeted Indicators
Editing of special topic volumes & journal issues	Targeted beneficiaries/users	1 edited volume or journal special issue with open contributions from everyone working on such topics
Publication of scientific papers in journals or conferences	Targeted beneficiaries/users	>5 publications to journals relevant to each of the use cases presenting project outcomes >10 publications to domain-specific conferences or Computer Science and Information Science conferences
Organisation of special sessions or workshops in scientific conferences	Targeted beneficiaries/users	1 special session or workshop per use case, in a highly visible or relevant scientific conference 2 special sessions or workshops at the EGI Community Forums and the EGI Technical Forums 1 special session or workshop at a relevant Web Science, Semantic Web, Computer Science or Information Science conference (such as ISWC, ESWC, WWW, MTSR etc.)
Promotion of targeted news items for scientists and experts through specialised channels	Targeted beneficiaries/users, Technology providers	>5 news items per year in the newsletters of AIMS, RDA IGAD and GODAN >5 blog posts per year
Participation to training events of young scientists (e.g. summer schools, summer institutes)	Targeted beneficiaries/users, Technology providers	>3 lecture & hands on workshops at OpenFSMR, AgMIP and PHENOME training events >3 lecture & hands on session at Open Harvest
Organisation of webinars for scientists	Targeted beneficiaries/users	2 webinars per year promoted through AIMS and other channels
Open days at partner premises	All	2 open days per participating country (France, Germany, Greece, Netherlands), inviting anyone interested to find out about AGINFRA PLUS results and try produced tools/services
Special interest groups in specialised forums, standardisation groups, global networks	Targeted beneficiaries/users, Technology providers	1 new Working Group within RDA IGAD or participation to existing WGs 1 EGI Virtual Team >3 memberships/representation to other relevant groups such as ODI, Big Data Value Association, AOITI etc.
Preparation of articles in general science communication & publication outlets	Targeted beneficiaries/users	2 articles at a journal like the Agricultural Information Worldwide (http://journals.sfu.ca/iaald/index.php/aginfo)

Table 9: Science & Technology outreach KPIs

7.1.4 AGINFRA PLUS business outreach

Communication Measures	Stakeholders	Targeted Indicators
Organise national opened hackathons & meetups	Targeted beneficiaries/	>3 meetups or hackathons in all participating countries

	users, Technology providers	
AGINFRA PLUS early-stage incubation of innovative startups	Targeted beneficiaries/ users, Technology providers	>1 incubation period for selected start-ups at the Orange Grove (http://orangegrove.biz/) in Greece
AGINFRA PLUS representation at AgTech commercial exhibitions and trade fairs	Targeted beneficiaries/ users, National & regional governments	>3 booths in relevant commercial & trade events such as the European Data Forum ² , the Open Data Institute Summit ³ , the Open Knowledge Festival ⁴ , the International Open Data Conference (IODC)

Table 10: Business outreach KPIs

7.1.5 AGINFRA PLUS policy outreach

Communication Measures	Stakeholders	Targeted Indicators
Outreach of policy & decision makers informing about project activities, outcomes, successes, societal impact	Research infrastructure stakeholders	1 white paper to inform decision makers on Research Infrastructures (e.g. members of ESFRI forum, e-IRG members, etc.) >1 booth at an ICRI conference
	Funding agencies & donors	1 white paper to inform funding agencies & donors (e.g. project officers, unit directors) >2 meetings of the Policy Committee to inform funding agencies & donors
	National & regional governments	1 white paper to inform national & regional government officials (e.g. scientific advisors, officials in Ministries of Agriculture)
Hosting or session organisation in events related to agricultural data e-infrastructures	Data providers, Research infrastructure stakeholders	3 international stakeholder meetings (Open Harvest)
Organise relevant H2020 project coordinators' information day in collaboration with the H2020 Big Data Europe Coordination Action	Targeted beneficiaries/ users, European Commission	1 project coordinator information day in Brussels

Table 11: Policy Outreach KPIs

²<http://www.data-forum.eu>
³<http://summit.theodi.org>
⁴www.okfestival.org

8 CONCLUSIONS

The project Dissemination Plan presented here is a constantly updating roadmap to an efficient distribution of the project progress and project outcomes. It is aligned with the project vision, describing the ways in which the objectives, outcomes and activities of AGINFRA PLUS will be shared with potential Individual and Organisational users and other stakeholder groups. This kind of information will increase interest in the project and as a result will increase infrastructure participation, contribution and use. In this way, more users will become familiar with the infrastructure's data formats, increasing the impact of the project. Furthermore the ways in which each group is expected to interact with the project and the possible impact of the projects' outcomes on each one of them is revised from any initial visioning, adapted and presented to support the needs and activities of the dissemination plan. Finally, through the activities described within the Dissemination Plan, clustering and association with other relevant projects and/or ecosystems will be achieved which is vital for conversion to "effective agricultural outcomes". Following the dissemination plan and fine-tuning it based on the evolving needs of the targeted stakeholders, AGINFRA PLUS can play a vital role in the wider agri-food open science community.