



**RE.
CAP**

Reinforcing CAP

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EXECUTIVE SUMMARY

The deliverable at hand presents the methodology that the RECAP partners shall apply for dissemination and communication activities. It is an action plan that describes the respective dissemination objectives and measures for achieving them.

Specifically it defines and prioritizes the key objectives of the project's dissemination, identifies in detail the target groups and sets the expected results.

Moreover, it identifies and prioritizes the dissemination tools and activities, the strengths and competences of the partners. It also elaborates the procedures of monitoring the dissemination impact as well as relevant indicators, and defines the timeline for the planned activities.

The plan's objectives are based on the SMART approach (specific, measurable, achievable, result-focused and time-bound). The primary objective is to raise awareness and maximize visibility of the project among public authorities, agricultural consultants, farmers, as well as the wide public.

The brand motto of the project was specified as "Reinforcing CAP", constituting an indispensable part of the visual identity under the project logo. Regarding the target groups the focus is given on how to engage target audiences and not only on how to pass on information and messages.

The dissemination tools are described in detail in order to provide specific consultation to local partners and thus increase dissemination effectiveness. The project visual identity and slogan is determined as well as dissemination web tools, social media approach and different types of publications and press releases.

Dissemination activities are presented analytically narrowed down to specific actions properly assigned to members of the consortium. Also, the strengths of the project partners are highlighted regarding dissemination and communication activities. The allocation of responsibilities to project partners regarding the Dissemination- Communication Plan is based on the strengths identified in each case.

An analytical overview of monitoring, reporting and evaluation methods that are crucial for the success of the plan is laid out. This analysis is followed by the establishment of dissemination indicators, relative targets and a timeframe for their achievement is set.

The time plan for the current year is presented where planned activities are listed at a suitable time scale.

Finally, the conclusions of the Communication – Dissemination Plan are presented.

This Plan will periodically be updated. Regular reports on the activities of the Network of Interest and other Dissemination Activities will serve to monitor progress and inform the revision of the Dissemination Strategy.



1. INTRODUCTION

The purpose of this Communication and Dissemination Plan is to set an effective dissemination strategy and elaborate the project’s respective activities.

The RECAP consortium recognizes that dissemination activities are an essential and pervasive activity throughout the project’s lifetime, and thus they will be integrated within all work packages.

All partners have the obligation to promote the project, and its results later on, with measures proportionate to its scale. According to the provisions of the Grand Agreement, the partners have to provide information to the targeted audiences, in a strategic and effective manner, ensuring the visibility of the project and EU funding.

The logical framework of the plan initiates from the proposal and specifically from the Project Objective No 7 “*To ensure appropriate (state of the art) dissemination*”. Appropriate meaning with a steadily intensive manner in the partner countries, the pilot areas and the whole EU. It is also meaning with the necessary time peaks of effort and multichannel approach, focusing on the target groups, the wide public and agricultural community and highlighting EU financial contribution.

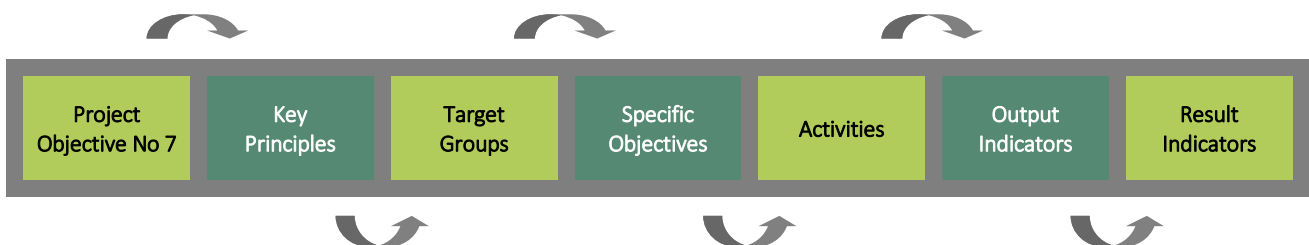
It also initiates from the specific key principles described in the project proposal, i.e. a. regionalization, b. practical demonstrations, c. early adopters performing as showcases, d. ensuring multiplier and network effects and e. promoting the entire chain of benefits.

The target groups, paying agencies, farmers and agricultural consultants, were specified as the main audiences to reach during the course of the project.

The plan’s specific objectives have the required SMART characteristics and reflect the result indicators, while the activities describe the nature and content of the actions to be undertaken.

Finally, the system of indicators encompasses the output and result indicators that substantiate the desired communication and dissemination performance during the lifetime of the project.

LOGICAL FRAMEWORK OF THE COMMUNICATION AND DISSEMINATION PLAN



The communication of RECAP started right after the kick-off meeting (5-6 of May 2016), consistently to the good practice of starting at the outset of a project.

The post meeting press release was prepared in English and then it was progressively translated in 8 languages (Greek, Lithuanian, Serbian, Spanish, Dutch, French, German, and Italian).



Meanwhile, the organization of the lists of recipients (media and other groups) was intensively carried out and also, the partners assigned dissemination manager duties within their staff as contacts with the WP leader. The latter took the initiative and forwarded a detailed list of target groups categories as potential recipients within the partner countries in order to enhance the total volume of communication.

Also, the project logo and brand moto were selected taking into account the majority of partners' preferences. In addition, the project site development and the graphic design work were put on track.

It is important to stress that the type of RECAP target groups facilitate a detailed mapping because there is a hyper targeting capability as they are trackable. This is something that the consortium will take advantage of throughout the course of the project.

All preparation activities have so far been frontloaded in order to save time until promotional means and material will be ready (until month 10). This initiative is expected to succeed in the early satisfaction of quite many of the communication target values as well as facilitate tasks required in WP4.

The commencement period has also been a test period given that a continuous feedback was reaching the communication team that will be valuable in future activities.

What we have achieved so far allows us to be optimistic on the success of communication. Actions already undertaken are summarized in the following:

- partners' own sites and social media communication,
- press interview of the Project Coordinator,
- press release publishing and direct mailing; over 50 pieces tracked in the media, over 5,000 directly mailed recipients,
- article published in third party's monthly newsletter,
- over 50 posts on third parties' social media,
- regular internal dissemination to maintain team spirit.

The WP leader is committed to review and update the communication - dissemination plan on a regular basis. The purpose of a periodic follow up and update is to ensure systematic design of actions, monitor the progress made, implement corrective actions and record newly identified, emerging opportunities for communication. In other words the aim for this deliverable is to consist a flexible document that it is regularly updated as new inputs and results become available and new potential for communication actions is identified. Furthermore, the mailing lists will be checked and cleaned continuously in order to the periodic retargeting result further accurate communication and facilitation of building the RECAP Network of interest.



2. RECAP DISSEMINATION STRATEGY

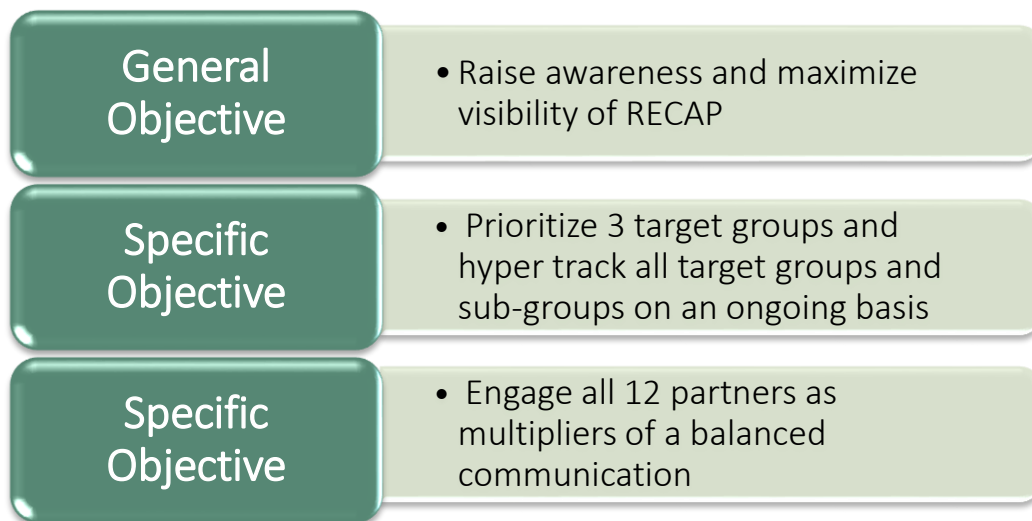
2.1 Objectives

The objectives of the plan were specified effectively SMART; that is they are Specific, Measurable, Achievable, Result-focused and Time-bound.

Specifically, the **general objective** of the plan is to *raise awareness and maximize visibility of RECAP among policy makers, public authorities and agricultural community, as well as the wide public.*

The **specific objectives** are set as follows:

- Prioritize 3 target groups; paying agencies, agricultural consultants and farmers and hyper track all target groups and sub-groups on an ongoing basis, in order to create a pool of 8,000 potential recipients of direct mailing by the mid-duration of the project.
- Engage all 12 partners as multipliers of a balanced communication in the partner countries.



Both the general and the specific objectives reflect the result indicators, in the sense that they correspond to the desired outcomes of communication and dissemination. This correspondence is presented in the table that follows.



General Objective	Result Indicators
<p>Raise awareness and maximize visibility of RECAP among policy makers, public authorities and agricultural community, as well as the wide public.</p>	<ul style="list-style-type: none"> ● 5,800 visits at the project's website ● 2,500 distributed printed / digital promotional materials ● 1,000 stakeholders registered in the RECAP "network of interest" ● 3,000 e-newsletter recipients ● 300 participants in the project events and level of satisfaction of participants 4/5 ● 2 scientific papers published ● 150 articles/appearances in press and media ● 150 press release posts in third parties social media ● 2 connections with relevant initiatives ● 30 enquiries/requests of clarifications or further information about the project ● 5 press interviews
Specific objectives	Result indicators
<p>Prioritize 3 target groups; paying agencies, agricultural consultants and farmers and hyper track all target groups and sub-groups on an ongoing basis, in order to create a pool of 8,000 potential recipients of direct mailing by the mid-duration of the project.</p>	<ul style="list-style-type: none"> ● Officials of 28 paying agencies constantly informed ● 9,600 farmers and 82 farmer associations informed about RECAP ● 6 additional paying agencies interested in taking up RECAP ● 470 agricultural consultants interested in RECAP platform ● 635 farmers testing RECAP
<p>Engage all 12 partners as multipliers and monitors of a balanced communication in the partner countries.</p>	<ul style="list-style-type: none"> ● 12 partners constantly engaged / actively involved ● 8,000 stakeholders locally informed

The above specification is relevant and consistent with the respective analysis in the project proposal which had addressed the project goals as:

- a. Raise awareness among the agricultural community of the importance of environmental measures in agriculture,
- b. Raise awareness of the importance of involving end-users in the delivery of public services and the potential of e-government tools for their improvement,
- c. Introduce new patterns of conduct in the target groups/end users of the project results and build networks of early adopters of the RECAP platform,
- d. Facilitate synergies with other initiatives, capitalising on existing dissemination channels and networks,
- e. Encourage involvement of stakeholders, as well as the wide public,
- f. Become a practical tool for efficiently developing and implementing dissemination activities with the overall objective of contributing to achieve the project expected impacts.

In other words, the RECAP dissemination activities aim to promote a high visibility of the project and its results among the target groups. Furthermore, ensure the presence of a critical mass of farmers participating in the pilot activities, as well as draw the attention of policy makers. In addition, facilitate synergies with similar or complementary initiatives and capitalize on existing channels and methods that allow for the direct publicity of the project. Finally, ensure transferability and scalability of results by raising awareness about the project results to other regions / stakeholders.

2.2 Messages

With the consent of the majority of the partners, the brand motto of the project was specified as "**Reinforcing CAP**", constituting an indispensable part of the visual identity under the project logo. In addition, in order to customize the approach to the target groups and enhance communication effectiveness, a portfolio of simple and straightforward messages and sub-messages was specified. This portfolio will be updated constantly in order to secure a constant and qualitative communication with coherent messages, as well as facilitate translation of the most suitable for each language messages.

Indicative RECAP communication messages

European project RECAP creates innovative platform to facilitate compliance with CAP obligations	Reinforcing CAP, upgrading public services	Reinforcing CAP, actively engaged farmers
Reinforcing CAP, improving public services	Collaborative research generates added value	Collaborative research for the benefit of farmers
Matching payments to farmers and the quality of environment	ICT and satellite technology to improve on-the-spot checks	Personalized public services for the farmers
Personalized public services to ensure sustainability	Cross-compliance scheme made easy	Novel technologies for cross-compliance
Innovation for a sustainable agriculture	Innovation to enhance the sustainability of agro-ecosystems	Advanced governance of cross-compliance
Innovative e-government services for the benefit of agriculture	ICT and satellite technology in support of higher CAP transparency	Satellite technology to improve harmonized application of cross-compliance
Satellite technology for ecological integrity	Farmers to enjoy benefits of European cooperation	Integrating environmental concerns into the CAP
Efficient on the spot checks	European cooperation reinforces cross-compliance	Novel technologies for a better rural environment
Cross-compliance scheme reinforced with state-of-the-art technologies	Facilitating cross-compliance with European cooperation	One further step towards Innovation Union
User friendly applications for agriconsultants	Public - private partnership at a European level to reinforce cross-compliance	Advanced CAP monitoring
Cross-compliance empowerment	Farmers needed for cross-compliance project	Remote CAP monitoring



Remotely monitoring cross-compliance	Cross-compliance remotely enabled	ICT and satellite technology to reinforce CAP
New challenges for Innovation Union	Innovation Union in line with agriculture and the environment	Satellite technology set to improve on-the-spot-checks and reduce costs of administering the CAP
European cooperation to increase efficiency of on-the-spot checks necessary for CAP payments	European cooperation to reduce the dependence on labour and time-intensive on-the-spot checks	A win-win situation for CAP payments stakeholders
Paying agencies administrative burden less heavy	Added value services for agri-consultants	Great potential for a significant reduction of on-farm inspections
Significant progress of RECAP project	State-of-the-art technology support to the agri sector	European partnership to reduce administrative requirements for farmers and public authorities
Satellite technology to show citizens efficiency in CAP	Satellite technology catalyst for cross-compliance	Satellite technology reinforces environmental standards
CAP constantly adapting to EU citizens' needs	CAP meets sustainable use of natural resources	Building a Union of sustainability

2.3 Target groups

Before specifying and providing details on the target groups, it is necessary to review in brief each partner country profile with regards to agriculture and agricultural payments.

Greece

Greece is a mainly crop output country, holding 73.3% of total national agricultural output. The largest percentage (27.9%) of crop output in 2015 came from fruit products, followed by vegetables and horticultural products (25.2%). The average size per holding was 6.8 ha, 76.7% of total holdings were under 5 ha and only the 2.4% between 30 to 100 hectares size band. In 2013, 1,238,490 people were working in farming in Greece, which reflected to 13.6% of total employment. In 2014, CAP expenditure amounted to almost 2.292 billion EUR made on direct payments, market measures and rural development. Almost the whole amount of CAP expenditures (98%), was provided as direct payments. The beneficiaries of aid were 709,270 people, where 47.7% of them received the lower size-class of aid (between 0-1,250 EUR) and 18.3% the 5,000 to 50,000 EUR size- class.

CAP expenditure (Greece)

Measures	2014
Decoupled direct aids	1,990,309
Other direct aids	256,109
Additional amounts of aid	-5
Direct payments	2,246,414



Measures	2014
Olive oil	8,946
Fruit and vegetables	11,976
Wine sector	6,958
Promotion	8,932
Other plant products/measures	5,668
Pigmeat, eggs, poultry and other	2,752
Market measures	45,232
Rural development	-
TOTAL	2,291,646

Source: DG Agri (thousand euro)

Spain

In 2015, Spanish crop output amounted of 2,573 million EUR corresponding to 62.5% of agricultural output. Vegetables and horticultural products are the main types of crops output with a percentage of 33.9%. The utilized agriculture area (UAA) in 2013 had an average size per holding of 24.1 ha. In the same year, the total UAA was 965,000 ha, 52.5% of holdings were under 5 ha and only the 10.7% of them were between 30 to 100 hectares. The labour force of farming consisted of 1,787,690 people, representing 4.2% of total employment in Spain. The total amount of CAP expenditure reached almost 5.580 billion EUR, of which 5.106 billion EUR were disposed to direct payments. The beneficiaries of aids were 896,980 farmers, where 44% of them belonged to the 0 to 1,250 EUR size-class of aid and 24.8% to the one of 5,000 to 50,000 EUR.

CAP expenditure (Spain)

Measures	2014
Decoupled direct aids	4,449,177
Other direct aids	657,219
Additional amounts of aid	1
Direct payments	5,106,397
Olive oil	-50
Textile plants	6,274
Fruit and vegetables	183,278
Wine sector	191,672
Promotion	4,225
Other plant products/measures	83,221



Measures	2014
Milk and milk products	455
Beef and veal	2
Pigmeat, eggs, poultry and other	5,090
Market measures	474,169
Rural development	-
TOTAL	5,580,566

Source: DG Agri (thousand euro)

Lithuania

In 2015 Lithuanian agricultural output amounted of 2,332.4 million EUR, out of which crop output accounted for 64.7%. Cereals (including seeds) had the highest proportion of crop output (54.9%). The utilized agriculture area (UAA) in 2013 was 171,800 ha with an average size per holding at 16.7 ha. 53.2% of total holdings were under 5 ha and only 6.2% of holdings were between 30 to 100 hectares. The farming labor force in 2013 was 297,950 people, representing 9.2% of total employment in Lithuania. In 2014, the agricultural expenditure amounted of almost 609 million EUR of which 374.1 million reflected direct payments and 230.3 million EUR was provided to rural development. The beneficiaries of aid belonging at size-class of 0 to 500 EUR corresponded to 40.8% of total beneficiaries and the second highest percentage was 29.7% between 500 to 1,250 EUR size-class of aid.

CAP expenditure (Lithuania)

Measures	2014
Decoupled direct aids	361,127
Other direct aids	12,981
Direct payments	374,109
Fruit and vegetables	1,771
Promotion	1,661
Milk and milk products	351
Pigmeat, eggs, poultry and other	298
Market measures	4,080
Rural development	230,393
TOTAL	608,582

Source: DG Agri (thousand euro)



United Kingdom

In the United Kingdom, the agricultural sector has as main direction of animal output. In particular, in 2015, the sector held a proportion of 60.1% out of total agricultural production. Cereals (including seeds) had the highest proportion of crop output, 34.8%, followed by vegetables and horticultural products 29%. Between, 2005 and 2013, there was a significant change in agricultural land structure. In particular, in 2005 the holdings under 5 ha held the 37.3% of the total utilised agricultural area, whereas in 2013, that percentage fell to 8%. Further in 2013, the largest proportion of holdings was between 30 to 100 hectares representing 52.2% of total holdings. 434.610 people were working in farms, which reflected to 1.2% of total employment in the U.K. The total amount of CAP expenditure was 3.711 billion EUR, of which 3.195 billion EUR represented direct payments. Aid was distributed to 175,700 beneficiaries, where almost 49.4% of them belonged to the 5,000 to 50,000 euro size-class of aid.

CAP expenditure (United Kingdom)

Measures	2014
Decoupled direct aids	3,171,004
Other direct aids	24,710
Additional amounts of aid	12
Direct payments	3,195,725
Refunds on non-Annex I products	2
Sugar	23
Fruit and vegetables	32,446
Promotion	1,829
Milk and milk products	4,498
Pigmeat, eggs, poultry and other	674
Market measures	39,471
Rural development	475,532
TOTAL	3,710,728

Source: DG Agri (thousand euro)

Serbia

Agriculture is one of the most important industries of the Serbian economy recording a 9.7% share of GDP in 2012. Serbia's utilised agricultural area is 3.44 million hectares which accounts for 44% of the total territory. Arable land is the predominant land use (73%) followed by permanent grassland and crops. Out of the 631,552 agricultural holdings nearly half of these are less than 2 ha with a further 36% between 2-10 ha. Serbian terrain ranges from the flat and rich lowlands of Vojvodina in the north for crop farming and vegetable production, to hilly terrain in central Serbia and high mountains on the eastern, western and southern borders of the country, suitable for sheep and cattle breeding, and fruit and wine production.



Belgium

Agricultural output in Belgium amounted to 7,855.6 million EUR, in 2015. Crop output accounted for 49.1% of total agricultural output. The largest percentage was of vegetables and horticultural products (35.8%). The utilized agriculture area in 2013, was 37,760 ha with an average size per holding of 34.6 ha. In general, the largest proportion of holdings (35.3%) were between 30 to 100 hectares, followed by 31.2% of holdings between 10 to 30 hectares of UAA and 27.7% between < 5 to 10 hectares of agricultural land. In 2013, 74,830 people were working on farms in Belgium, which reflected to 1.2% of total employment. In 2014, the CAP expenditure amounted to 647 million EUR. The highest proportion of expenditures was 85.4% corresponding to direct payments and amounted to 552,45 million EUR. The beneficiaries of aids were 35,220 farmers, where almost 44% of them received aid between 10,000 to 50,000 euros.




Measures	2014
Decoupled direct aids	464,042
Other direct aids	88,409
Direct payments	552,451
Refunds on non-Annex I products	14
Fruit and vegetables	50,863
Promotion	1,238
Milk and milk products	954
Pigmeat, eggs, poultry and other	233
Market measures	53,303
Rural development	40,856
TOTAL	646,609

Source: DG Agri (thousand euro)

The RECAP proposal has addressed extensively the project's target groups. Also so far, at the very beginning of the project, further specification was carried out effectively.

The aim is to specify at some time until the end of the current year, a clear hierarchy of the target groups identifying precisely the priority stakeholders in order to secure communication effectiveness with regards, among others, to the mission under the WP4.

Just to remind the proposal's specification, the target groups were identified as follow:

-  Payment and Control Agencies.
-  Public administrations, Ministries and Departments of Agriculture of national and regional governments.
-  Other Regional and National Authorities related to CAP and EARDF Operational Programmes.

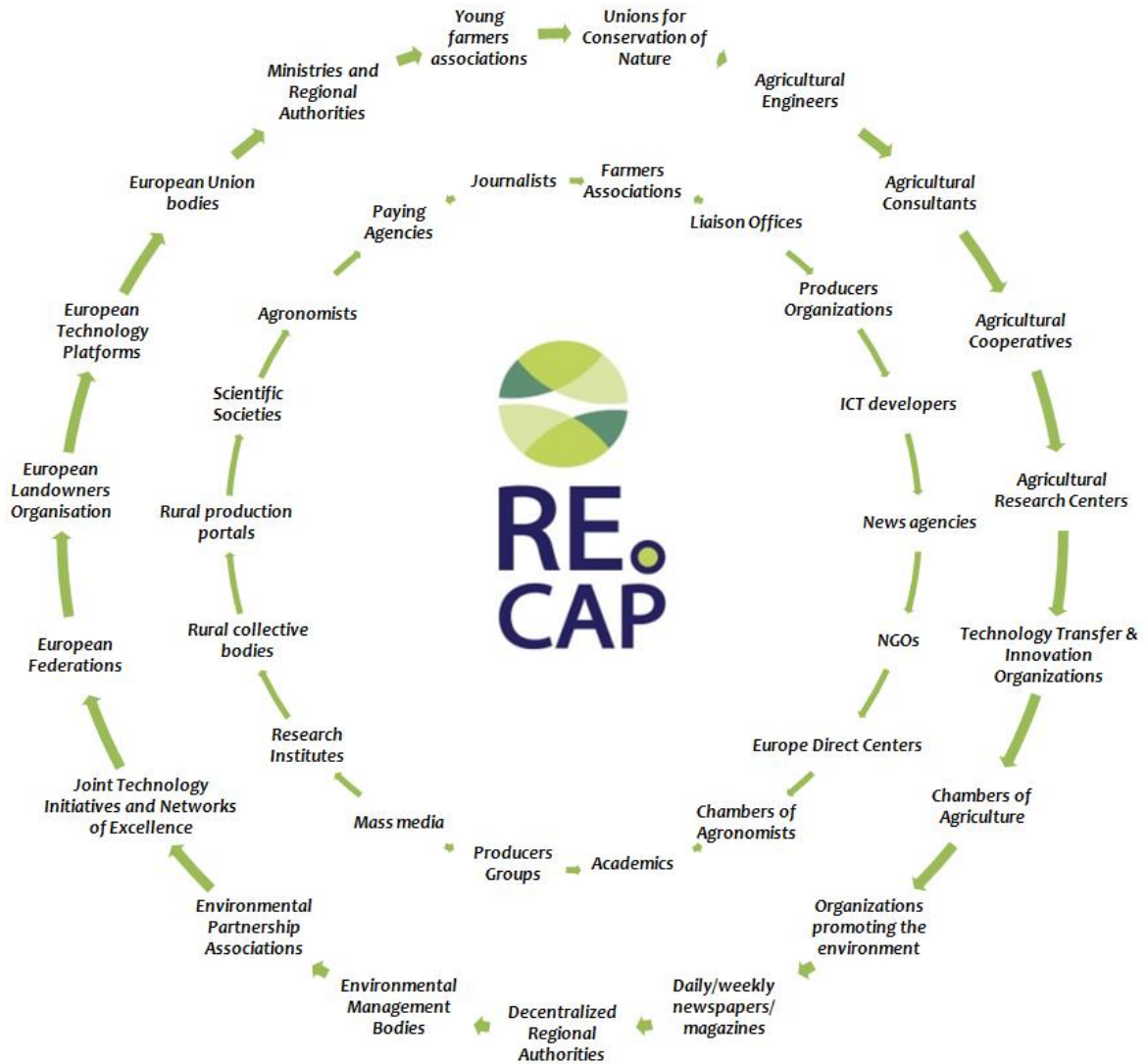


- Farmers, farmer's Unions, farmers' associations and federations, producers' organisations and Unions.
- Agricultural cooperatives & associations.
- Chambers of Agriculture.
- Agricultural consultants.
- Agronomists.
- Chambers of agronomists.
- Public advisory and extension services and authorities.
- Private companies in the agri-food sector (ICT companies specialised in the agri-food sector, especially for farm management software (FMIS, DSS)).
- Experts on regulatory issues related to environmental impact of agricultural and livestock production, fertilization, ground water and air pollution.
- Policy makers at European and national level, EU's DG AGRI, DG INDUSTRY, DG ENV, SCAR.
- Public Environmental Monitoring Authorities.
- National and International Organizations in sustainable agriculture and forestry.
- Research networks and initiatives on sustainable agriculture, information technology in agriculture.
- Relevant European Technology Platforms.
- Joint Technology Initiatives and Networks of Excellence.
- Public Environmental Monitoring Authorities.
- EU Citizens/ Environmental Advocacy Groups, NGOs.

During the first 3 months of the project communication focused mostly to audiences as the following.



RECAP indicative audiences





The table below summarises the main target groups, paying agencies, farmers, agricultural consultants, and the respective goals regarding the dissemination actions.

Main target groups and respective goals

Main target groups	Goals
Payment Agencies	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> To spread information about the project <input checked="" type="checkbox"/> To inform them about the potential benefits from their participation in the project activities <input checked="" type="checkbox"/> To encourage their involvement and directly engage them <input checked="" type="checkbox"/> To gain their insight, learn from their experiences and integrate their perspectives in the platform design
Farmers	
Agricultural Consultants	

The varying profiles and operating areas of the RECAP project stakeholders will allow the impact of the dissemination actions to be multiplied beyond its initial target groups especially during the dissemination phase.

The project has been designed so that its results may be further developed in other projects or adapted to other contexts (i.e. environmental monitoring), providing opportunities for influencing policies in a wide range of issues so that project results last longer and benefit more interested parties.

The active involvement of stakeholders is of utmost importance for the success of the project, given that their collaboration and feedback are vital for the development of the RECAP platform.

The dissemination plan is taking special care in designing suitable dissemination tools and activities for involving and engaging the target groups (farmers, staff of the payment agencies, consultants, etc.) in the project activities since the very beginning.

This facilitates the achievement of fruitful collaborations between the private and public sector involved so as to better tailor the RECAP platform and thus increase its chances for market uptake.

In this respect, a Network of Interest will be created, encompassing actors from different stakeholders, who will be invited to participate in technical discussions through the project website.

Beyond providing information and messages, it is important to engage the target groups effectively, gain feedback and maximize opportunities for two-ways communication. Some relevant examples are given in the next table.



Examples of indicative target groups' engagement

Target group	Examples of messages	Engagement technique
<p>Paying Agencies</p>	<p>Reinforcing CAP, upgrading public services</p> <p>Paying agencies administrative burden less heavy</p> <p>Great potential for a significant reduction of on-farm inspections</p>	<p>direct mailing</p> <p>events</p> <p>conference presentations</p> <p>providing information during events</p> <p>workshops</p> <p>practical demonstrations</p> <p>Q&A</p> <p>dialogues with face-to-face conversation</p>
<p>Farmers</p>	<p>Reinforcing CAP, actively engaged farmers</p> <p>Farmers needed for cross-compliance project</p>	<p>direct mailing</p> <p>workshops</p> <p>practical demonstrations</p> <p>Q&A</p> <p>social media interaction</p> <p>exhibition presentations</p>
<p>Agricultural consultants</p>	<p>User friendly applications for agriconsultants</p> <p>Added value services for agri-consultants</p> <p>Personalized public services for the farmers</p>	<p>direct mailing</p> <p>conference presentations</p> <p>on-line discussions</p> <p>practical demonstrations</p> <p>Q&A</p> <p>social media interaction</p> <p>dialogues with face-to-face conversation</p> <p>e-mail information service</p>



2.4 Pilots

The Communication Plan will support the launching of the pilots in the 5 participating countries Spain, Greece, Lithuania, England and Serbia. A pool of pilot users will consist of farmers involved in the pilot testing of sigAGROasesor project coordinated by INTIA, farmers members of organizations that reside in the Panhellenic Confederation of Unions of Agricultural Cooperatives, farmers using LAAS services, farmers clients of STRUTT & PARKER and farmers related to INO's activities in precision agriculture. If needed, participation will be ensured by engaging more bodies.

Pilot countries	Primary pool	Supplementary means to mobilize and enhance participation
<p>In Spain, Greece and Lithuania public service delivery will be tested with INTIA, OPEKEPE, NMA, and LAAS.</p> <p>In UK and Serbia with agricultural consultancies STRUTT & PARKER and INO.</p>	<p>Farmers involved in pilot testing of sigAGROasesor project.</p> <p>Panhellenic Confederation of Unions of Agricultural Cooperatives network.</p> <p>Lithuanian Association of Agricultural Companies.</p> <p>STRUTT & PARKER and INO clients.</p>	<p>Focused communication to farmers associations, producers and unions of producers organizations, young farmers associations, agricultural consultants, Chambers and societies of agronomists, Institutes of Agricultural Research, laboratories of Agricultural Extension.</p> <p>Agricultural press and portals.</p> <p>Social media.</p> <p>Agricultural inputs merchandisers.</p>



<p><u>Messages</u></p> <p>“Farmers needed for cross-compliance project”.</p> <p>“Be among the first to test satellite applications”.</p> <p>“Remotely monitoring cross-compliance”.</p>
<p><u>Metrics / Targets</u></p> <p>Number of cross compliance inspections carried out remotely with RECAP: 305</p> <p>Number of farmers testing RECAP: 635</p>



2.5 Expected results

The expected results of the RECAP dissemination strategy are the following:

- Engage all partners as multipliers of a balanced communication in the partner countries.
- Successful establishment of the Network of interest arithmetically and geographically.
- Active participation by farmers testing RECAP, agricultural consultants interested in the platform, additional paying agencies interested in take up of RECAP.
- Awareness raising about the project activities and EU contribution.
- Maximum visibility of the project among policy makers, public authorities, agricultural community and the wide public.



3. DISSEMINATION TOOLS

The main dissemination tools and activities of RECAP are specified broadly in the project proposal and are hereby described thoroughly in order to provide specific consultation to local partners on how to achieve the most efficient dissemination. Traditional and more sophisticated dissemination tools and actions will be applied in relevance to the communication principles and priorities set early during the project development phase. That is communication through groups within the entire chain of private and public stakeholders, “regionalized” actions (topics and messages) according to local contexts and languages (*English, Spanish, Greek, Lithuanian, Serbian*), practical demonstrations, previews and simulations of pilot applications. Based on these fundamental principles, a practical toolbox is currently under development for partners to use in their internal and external communication of the project.

3.1 Project visual identity and slogan

“The RECAP logo is inspired by the natural environment and agriculture. The leaf is multiplied, representing land fertility, agricultural investment and enhancing the environment. Agricultural land is gradually being formed. Every leaf represents the concept of multiple information that is combined, intersected and diffused to all interested parties as a single integrated whole. This logic includes also the concept of the cross-compliance mechanism. The circle formed in the end is the position stigma, the focus, the target. The hues signify all stages of production (from young seedlings to ready for harvest). Choosing cool colors for the logo give a sense of professionalism. The green color is very close to earth; it represents a new beginning and growth, but also expresses its renewal and abundance. The blue is extensively used to represent responsibility and darker shades of blue are used in the project acronym, in order to attest credibility”.

Certain elements such as a distinctive logo, a brand motto - slogan, and specific chromatic choices, form the RECAP visual identity. These elements create a memorable image, as well as a clear message in order to ensure that the target groups easily recall the project and its orientation. All partners are expected to apply the logo in the dissemination activities and respective publications to facilitate recognition of RECAP and thus increase its impact.

The logo chosen (Figure 1) is clear, captures the attention of the target groups and communicates the main concepts of RECAP.

FIGURE 1: The RECAP Logo



In particular, all dissemination material of RECAP will demonstrate the RECAP logo, the EU emblem, and a clear statement that the project has received funding from the Horizon 2020 research and innovation programme.

The EU emblem accompanied by the text below will be added as follows:



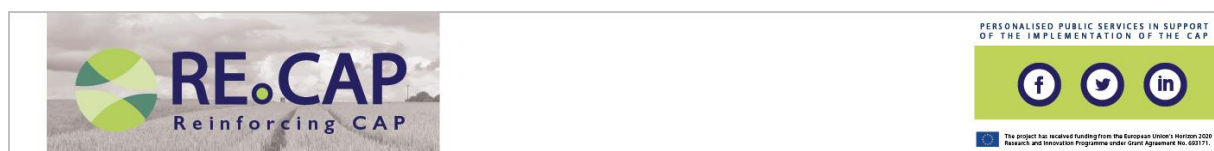
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 693171.

In order to communicate a coherent message towards the target groups, RECAP will be linked with a catchy slogan as a mean to draw attention. The majority of the RECAP partners agreed that this slogan will be the: **"Reinforcing CAP"**.

Moreover, various online and offline project banners will be created in order to enhance the graphical identity of the project and facilitate the communication of the main ideas of the project. The banners will be developed based on their power to generate awareness, raise curiousness and motivate to participate in the project activities. It is envisioned to use these banners on the project’s website, newsletters, leaflets, social media accounts, etc.

FIGURE 2: Banner





3.2 Dissemination templates

All reports, presentations, press releases and other printed dissemination material will use the prepared RECAP templates in order to follow the common graphical identity of the project. These templates will be available and shared through the on-line co-working platforms (<https://www.dropbox.com/home/RECAP> and <http://draxis.gr/wiki/recap/doku.php?id=start>).

3.2.1 *Deliverables template*

For the needs of the preparation of the project's deliverables, a deliverable template has been produced in an MS Word format using a certain style. The purpose of such a template is to have a consistent and recognisable layout for the project's deliverables.

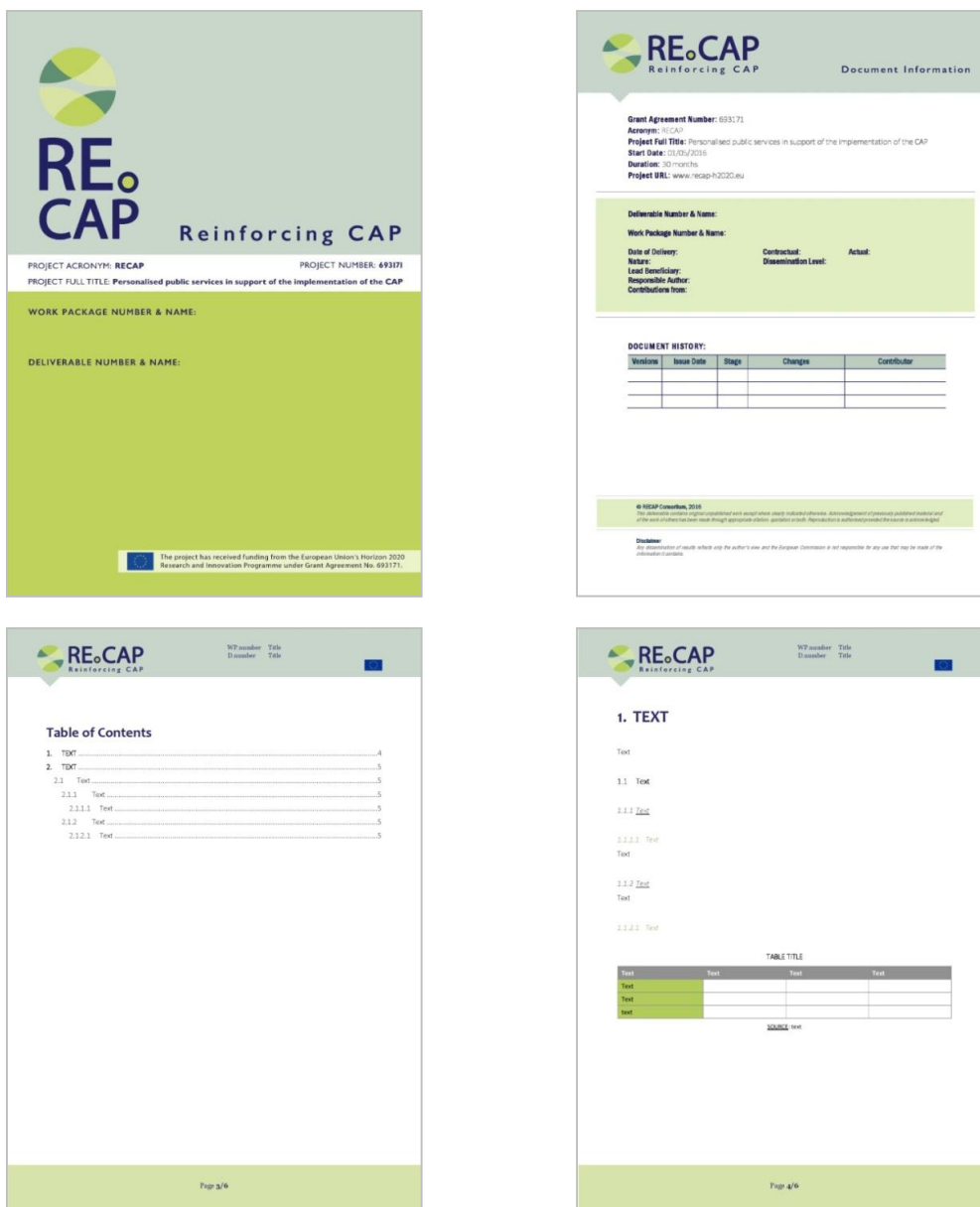
The deliverable template has a cover page that displays the project's logo in a prominent position, its Acronym, Number, Full Title, as well as the work Package Number and Deliverable Number and Name. At the bottom of the page there is a clear statement that the project has received funding from the EU along with the emblem of the EU as required in the Article 29.4 of the Grant Agreement.

The second page of the template includes a table with the document's information (Grant Agreement Number, Acronym, Project Full Title, Start Date, Duration, Project URL, Deliverable Number & Name, Work Package Number & Name, Date of Delivery, Nature, Dissemination Level, Lead Beneficiary, Responsible Author and Contributions from) and a table with the document's history. Moreover, it contains a disclaimer

that excludes the responsibility of the European Commission for any use that may be made of the information contained in any deliverable as required by Grant Agreement Article 29.5. In the same page a copyright message is displayed in order to protect the originality of any produced content within the RECAP project.

The third page of the template is reserved for the tables of contents and figures. The first three pages of the template remain static, do not change and contain only the information mentioned above. The header of the template for the rest of the pages contains the project logo, the EU emblem and the Deliverable and Work Package Number and Name, whereas the footer includes the numbering of the document pages.

FIGURE 3: RECAP deliverables' template



Page 1: Cover

RECAP Reinforcing CAP

PROJECT ACRONYM: RECAP PROJECT NUMBER: 693171
PROJECT FULL TITLE: Personalised public services in support of the implementation of the CAP

WORK PACKAGE NUMBER & NAME:

DELIVERABLE NUMBER & NAME:

The project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 693171.

Page 2: Document Information

RECAP Reinforcing CAP Document Information

Grant Agreement Number: 693171
Acronym: RECAP
Project Full Title: Personalised public services in support of the implementation of the CAP
Start Date: 01/05/2018
Duration: 30 months
Project URL: www.recap-h2020.eu

Deliverable Number & Name:

Work Package Number & Name:

Date of Delivery: Contract: Actual:
Nature: Dissemination Level:
Lead Beneficiary: Responsible Author:
Contributors from:

DOCUMENT HISTORY:

Version	Issue Date	Stage	Change	Contributor

© RECAP Consortium, 2018
The deliverable content is confidential and may contain trade secrets, confidential information, or other information that is not to be disclosed outside the consortium.
Disclaimer: All dissemination of results reflects only the author's view and the European Commission is not responsible for any use that may be made of the information contained.

Page 3: Table of Contents

RECAP Reinforcing CAP WP number Title Deliverer Title

Table of Contents

1. TEXT 4
2. TEXT 5
2.1 Text 5
2.1.1 Text 5
2.1.2 Text 5
2.1.2.1 Text 5

Page 3/6

Page 4: Text

RECAP Reinforcing CAP WP number Title Deliverer Title

1. TEXT

Text

1.1 Text

1.1.1 Text

1.1.2 Text

1.1.2.1 Text

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TABLE TITLE

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Page 4/6

3.2.2 Presentation template

The RECAP presentations are part of the different dissemination tools designed to support the RECAP dissemination efforts. The presentation template will be used in the project meetings and all events and meetings where RECAP results and activities are presented and it was designed following the graphic identity orientation to facilitate the recognition of the project.

The project presentation template is presented in FIGURE 4. The RECAP and the European logo have also been added in each one slide.

FIGURE 4: RECAP Presentation Template





3.3 Project website

The RECAP website will be one of the main communication tools. Its development started early in the first month of the project. It will contain general static information about the project (objectives, partners profiles, expected results), as well as dynamic information that will be updated regularly (news, events, pilot implementation, etc.). The website will also include a “links and downloads” section where information about the project, such as reports, deliverables, dissemination tools (brochure, leaflet, posters) will be available for download.



A service simulator will be established on the website through which users will be able to find practical demonstrations and “previews”. The concept here is to directly present users with a sample of the RECAP services (“showing” rather than “telling”). This service simulator will be developed for the purpose of allowing users a preview of the service in action and will facilitate Interactive/Immersive activities, involving the user so as to play an active role in engaging with the material through virtual tours, or games. Within RECAP, a screencast (video capture of computer screen) presentation will be developed, providing an experience of the use of RECAP services.

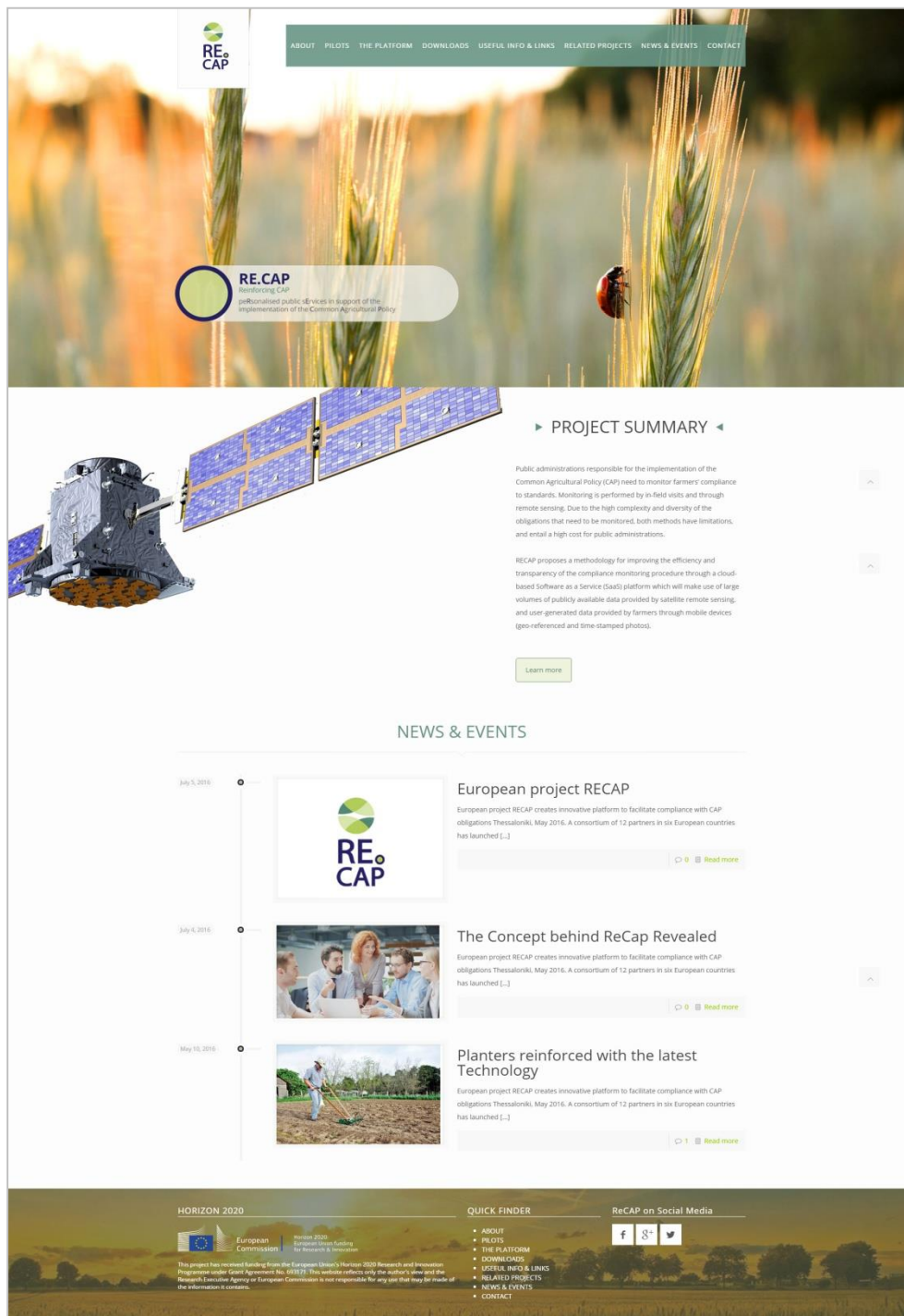
Moreover, the RECAP website will facilitate interaction among the Network of Interest that will be created early in the project, encompassing actors from different stakeholder organizations as they will be invited to participate in technical discussions through the project website. Short films will be produced throughout the project including interviews with the project coordinator and other partners introducing the project and announcing interim and final results, as well as presenting project events which will be also uploaded on the RECAP website.

The goal of the project’s website is to be used as the main tool to disseminate the project objectives and results to the target groups and the general public. In detail, the RECAP website will have the structure below:

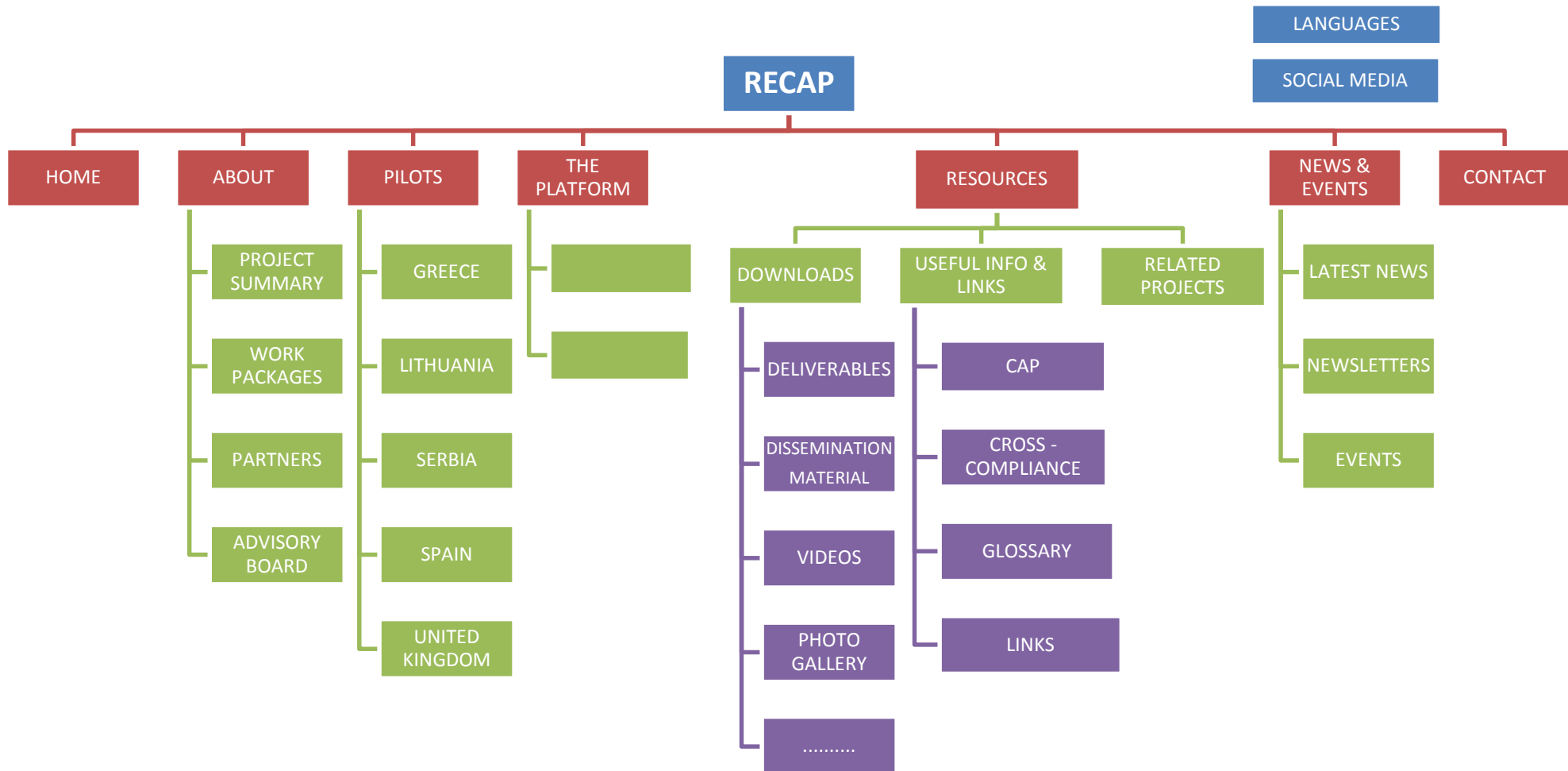
- 🌐 **ABOUT** basic information about the RECAP project
 - Project summary, work packages, partners and external advisory board
- 🌐 **PILOTS** description of the pilot areas and the certain exercises that will be tested
- 🌐 **PLATFORM** description and online access
- 🌐 **RESOURCES** including useful documents to download, useful links and information, as well as links to related projects. In particular, this section will contain:
 - Deliverables
 - Dissemination material
 - Videos
 - Photo gallery
 - Presentations
 - Fact sheets
 - Useful information and links about CAP and Cross Compliance
 - A glossary relevant to these topics.
- 🌐 **NEWS & EVENTS** with the latest news about RECAP relevant topics containing
 - Press releases
 - Project newsletters
 - Events calendar as well as photos and relevant info

- SOCIAL MEDIA links (Facebook, Twitter, LinkedIn, Slideshare, Yammer, YouTube)
- CONTACT details of the project coordinator and the work package leaders.

Web-site screen



The graph below pictures the structure of the website.



The RECAP website will be available at www.recap-h2020.eu Its design specificities will take into account the specific provisions and requirements related to obligations to the EU, gender issues (gender neutral user experience, colours, layout, language) and target groups/stakeholders.

Partners are committed to add a link to the RECAP website in their organisation's websites and social networks, in order to promote on a regular basis the RECAP project. Requests will be also made to include a link to the RECAP website on the relevant public authorities' websites of the countries where the pilot sites are located and on websites of other stakeholder organisations.

Throughout the duration of the project, the website will be constantly updated while additional sections may be added. The website traffic will be monitored using Google analytics, to analyse visitor traffic and give a complete picture of the website audience and their needs. Google analytics will be used in order to improve the website quality and to evaluate the website use as a dissemination tool.

3.4 E-mail account and mailing list

An e-mail account which the public will be able to address for any issue relevant to the RECAP project will be created: at info@recap-h2020.eu. This account will be included in all used dissemination tools, such as the project website, social media accounts, printed material etc. DRAXIS, as the coordinator of the project, will be responsible for the administration of this account, while enquiries, comments, and information will be forwarded by DRAXIS to project partners if necessary.

Regarding the mailing lists, they will be created containing e-mail addresses of adequate number of suitable recipients in consistency with the project targets. As the project evolves, this list will be enriched with interested stakeholders. Invitations to project events, project updates and electronic copies of the RECAP newsletters will be sent to this list so that the RECAP consortium keeps contact with this community throughout the duration of the project.

A second mailing list containing the e-mail addresses of all RECAP partners has already been created. This list will be used for the internal communication between partners, for example in order to send requests for feedback and communicate project progress, or just to maintain team spirit by having regular communication on interesting topics.

3.5 Social media

Social media profiles for RECAP will be created in a number of social networks such, as Facebook, Twitter, SlideShare, LinkedIn, Yammer and YouTube. Some of the potentially interesting LinkedIn groups for disseminating RECAP activities include: Common Agricultural Policy Network, Remote sensing and GIS Group, Remote sensing of vegetation, GIS Group. Strong social media presence will support the RECAP Dissemination Plan, by outreaching a broadest audience, allowing project partners to get feedback from a large number of stakeholders, especially those that are difficult to reach through direct personal interaction.

3.5.1 Facebook page

The RECAP Facebook page will be created in a public mode with the name “RECAP H2020 Project”. The official language of the posts uploaded to this page will be English. However, other languages can also be used by partners, especially the ones from the pilot countries.

The WP5 leader will be the administrator of the Facebook page. The administrator’s role is to manage all aspects of the page including messages dispatch and publication of posts, confirmation of posts and comments, assignment of page roles. DRAXIS as the coordinator of the project will be added as an editor of the page. Additional editors may be added during the development of the project.

The page will be open to everyone to follow. However, the preferred audience has been defined as follows:

- Locations: UK, Spain, Belgium, Greece, Lithuania and pilot sites
- Gender: all
- Age range: 20+
- Preferred interests: agriculture, agronomy, environment, ICT, remote sensing, e-government.

A brief description of the project will be added to the RECAP Facebook page in order to inform the general public about the objectives of the project. The links to the RECAP website and the RECAP platform will be also displayed in the RECAP Facebook page.

The page will be shared to various directions in order to maximise its popularity. More specifically, it will be shared to:

- Targeted Facebook groups such as:
 - Local, regional and national authorities and public organisations, mainly from the pilot sites
 - NGOs active in the fields of sustainable agriculture
 - Farmers associations
 - Agricultural consultants
 - Similar EU funded projects
- Other Facebook pages that project partners manage
- Partners’ Facebook accounts etc.

Pilot partners will be asked to take advantage of the dissemination channels to which they have access, such as Facebook pages or accounts, in order to raise awareness at local / regional level in areas where user engagement is a priority.



3.5.2 Twitter account

The RECAP Twitter account will be used as one of the primary tools in spreading the projects' news and announcements. In the Twitter account, tweets will be uploaded in a regular base, referring to RECAP results and news, and any important information institutional or scientific that is relevant to the RECAP objectives. The RECAP Twitter account will be a useful channel to immediately disseminate project activities and news to a wide audience especially in countries where popularity of Twitter is higher than Facebook.

The account's editorial control belongs to the WP5 leader. However, each project partner, as well as each Twitter user, will be able to add links to announcements using the RECAP hashtag and make retweets.

RECAP twitter account: RECAP H2020 Project

Preferred hashtag for project tweets: #RECAP_H2020



3.5.3 LinkedIn group

A RECAP LinkedIn group will be created and managed by the WP5 leader. LinkedIn is a business-oriented social networking service and differs from other social media since it is mostly used for professional reasons. The LinkedIn group will be used for building up a professional network with experts and groups of experts. The initial target audience includes professionals, partners' LinkedIn circles, regional and community organisations staff and policy makers, entrepreneurs, etc. As the RECAP LinkedIn group matures throughout the duration of the project, it will be used as a mechanism for spreading news of interest (updates, photos and posts) to group-members. The official language of the group will be English. Any LinkedIn member may join this group after the approval of the administrator (Members-only group).

The RECAP LinkedIn group name will be "RECAP H2020 project".

Some of the potentially interesting LinkedIn groups for disseminating RECAP activities include: Common Agricultural Policy Network, Remote sensing and GIS Group, Remote sensing of vegetation, GIS Group, Science Communication, Dissemination and Exploitation of Results.

The account's editorial control belongs to the leader of WP5. However, the project partners have the right to ask for access to the account.

LINKEDIN BANNER



3.5.4 Yammer

Yammer is a free enterprise social networking service used for private communication within organizations. Access to a Yammer network is determined by a user's Internet domain so that only individuals with approved email addresses may join their respective networks. Yammer gives its members the opportunity to organize all their team communication in one place with Yammer Groups. Conversations in Yammer make it easy to quickly share information on a topic and have active discussions.






Through Yammer, partners will start a Group for RECAP project in order to share information and updates of its outcomes. They will be able to upload files, photos, and videos and have conversations for the Pilot projects and other key issues of the project. A specific attention will be given to the RegioNetwork group which has hundreds of members a lot of them involved in ERDF projects communication.

3.5.5 SlideShare

RECAP partnership will also use SlideShare network to share presentations about the project objectives expected outputs, and results as well as to present RECAP pilot actions. Through SlideShare tool, partners will upload presentations, videos and infographics related to the use of the RECAP platform and will promote market penetration of its service online. SlideShare is owned by LinkedIn, and as such, the targeted audience consists of professionals who are able to exploit further networking opportunities and create synergies through direct collaboration. RECAP presentations and relevant communication material will be uploaded, shared and archived online and will be available for users to download or share on their own networks through social media, while users would be also able to access presentations through their mobiles. Using specific tags and keywords, the presentation will be easily addressed to targeted audience. Simultaneously, RECAP partners will be able to track views and downloads and collect statistical details on the number of viewers as well as the use of RECAP presentations by the viewers.

3.6 Audiovisual material - YouTube channel

The creation of audiovisual material for the promotion of the RECAP project is of crucial importance as such tools are attractive due to its nature. For the RECAP project, a YouTube channel will be created with the name “RECAP H2020 Project” and will be used for sharing audiovisual material relevant to the project. The audiovisual material will be updated throughout the duration of the project and will include:

-  Promotional video with general project information addressed to the target groups
-  Promotional video presenting the RECAP platform and its advantages
-  Simplified step-by-step instructions on how to use the RECAP platform
-  Simplified step-by-step instructions on how to download and use the RECAP mobile application
-  Videos from RECAP activities, events, meetings, presentations in conferences etc.



Project partners are encouraged to promote the RECAP audiovisual material through their websites, their YouTube channels (if available) and other online dissemination tools.

Short films will be produced throughout the project including interviews with the project coordinator and other partners introducing the project and announcing interim and final results, as well as presenting project events. These films will be uploaded mainly to the project website and YouTube.

Regarding photos, they will be either from partners’ meetings or other events. They should preferably contain the project logo as well as the EU logo and if possible be adequately contrasted to facilitate not only colour but also black and white printing.

3.7 Newsletters

Short, regular newsletters will be a key dissemination tool to inform relevant target audiences about the progress of the RECAP project. A project User Group will be established early in the project (month 4), including relevant organizations. Data Protection Laws in the participating countries will be followed and consent from the participants in the User Group will be obtained prior to sending any information related to the project. E-Newsletters will be published in the project website and sent to the interested stakeholders on a semi-annual basis. The project User Group encompassing organizations of all relevant roles. Although participation in the User Group will be open, there will be two levels of participation. For the core RECAP user group, a partner screening activity will be established, with the objective to limit interested users to those that have both the interest and the potential to utilize the RECAP solution (and which are also the future customers’ base of RECAP). Participation in the User Group of RECAP will be heavily promoted through the dissemination activities of the project. All members of the user group will receive a semi-annual newsletter depicting the project progress and will be encouraged to participate in technical/scientific discussions through the project website.

-  The project, its objectives and expected results will be fully promoted through the 1st & 2nd e-newsletters
-  The pilots and their results will be disseminated through the following 3 e-newsletters (3rd, 4th & 5th)

The newsletters will serve as a tool to communicate key updates of the project and as a channel for relevant stakeholders to be kept informed and engaged. Newsletters’ content will be based upon reports filed by

partners on events to which the project is presented; key updates on the development of the platform; presentations, workshops and demonstrations; reports, publications and media interest. Partners will be contacted by the WP5 leader for these contributions and/or for their approval of content. The newsletters template, follows the RECAP project graphical identity and clearly identifies the project as being part of an EU-funded programme.

Some of the topics that will be addressed by the RECAP newsletters are:

- Presentation of the project (1st issue)
- Announcements of the project’s progress in brief articles
- News from the pilot cases
- Dates, details, comments regarding project related conferences, meetings, events or publications.

In order to engage as many stakeholders as possible, the RECAP partners are encouraged to distribute the newsletters to their contacts who may be interested in the project. Apart from this, interested parties can subscribe to the newsletter on the project’s website.

Newsletter Templates





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 The project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 691171.



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Communication info

Logos


 The project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 691171.




PERSONALISED PUBLIC SERVICES IN SUPPORT OF THE IMPLEMENTATION OF THE CAP



Reinforcing CAP

 The project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 691171.



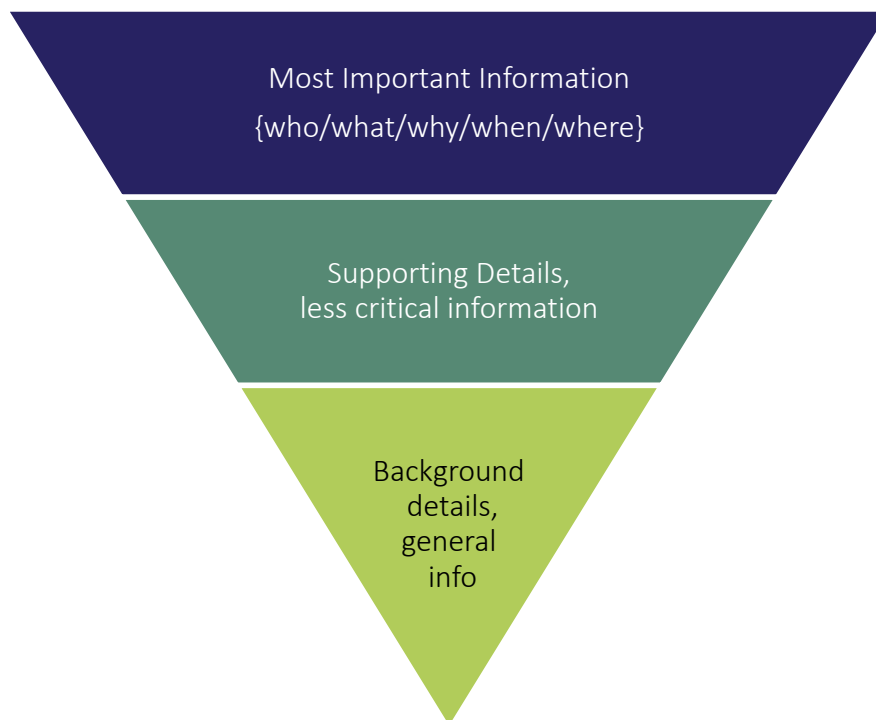
3.8 Factsheet

Factsheet will be used to directly present users with a sample of the RECAP services (“showing” rather than “telling”). This short document will describe in a concise way the project’s outline, its goals, key issues, technical approach and expected achievements and impact. In addition, it will contain organisational information of the RECAP partners such as contact details and information on the European Commission funding. The factsheet will be a single sheet printed in an A4 size paper, and will be disseminated in formal events (e.g. workshops, conferences, etc.) in order to inform all relevant stakeholders about the key points of the RECAP project. The factsheet will be also available in an online version through the RECAP website.

3.9 Press releases

Press releases will be produced as relevant pieces of news. The project’s objectives and expected results will be presented through press releases (M01-M16) as well as the project intermediary and final results (M16-M30) and pilots. Press releases will especially target local and European electronic media. Indicative electronic media platforms that will be targeted will be: Farmers Guardian, CAP Reform.eu Blog, Cordis Wire, EurActiv, Farmers Weekly, Agra Presse, Fresh Plaza, Agri Holland and various News Agencies. Partners will also be asked to distribute the press releases to relevant media within their own regions/countries.

Press release development



3.10 Brochure, leaflet and poster

The project brochure will be one of the main promotional materials to be delivered and sent to the various stakeholders. It will present general information of the project and will allow for a fast understanding of the project's aims, activities, and expected results. Project leaflets will be created for supporting the dissemination and promotion activities linked to the pilots in WP4, thus, they will be tailored to the specificities of the pilots (stakeholders involved, timeframe of the activities, etc.) and the language of the piloting country/region. The project roll-up and the posters will be produced for presentation at project's own events as well as for external conferences and workshops. While the project roll-up will present general project information, the content of the posters will be tailored to the targeted groups.

4. DISSEMINATION ACTIVITIES

The following sections outline the dissemination activities envisioned to be carried out in the scope of the RECAP project. They are projected to be applied in two Phases; Phase 1 from M01 till M16 and Phase 2 from M16 till M30.

4.1 Network of Interest

The establishment and management of a Network of Interest will be an ongoing activity during the entire life of the project. The aim of the establishment of a Network of Interest is to act as a main dissemination pole for the engagement of the RECAP target groups. In general, the Network of Interest will consist of all those involved or affected by the regional implementation of the Common Agricultural Policy including the target groups (farmers, technical staff of the payment agencies, consultants, etc.) involved in the project activities since its very beginning.

This well established Network of Interest will be created early in the project as it is expected to better tailor the RECAP platform and thus increase its chances for market uptake. In this respect, the active involvement of the Network of Interest in RECAP is of utmost importance for the success of the project, given that the collaboration and feedback from all stakeholders are vital for the development of the platform.

The RECAP dissemination plan will take special care in designing suitable dissemination tools and activities for involving and engaging the Network of Interest in fruitful collaborations, while quite often they will be invited to participate in technical discussions through the project website.

A total number of at least 1,000 registered stakeholders in the RECAP Network of Interest is predicted, as well as three (3) meetings with key stakeholders – members. The “Establishment & Management of Network of Interest” (Task 5.3) will start in M3 and will last until the end of the project in M30.

Responsible partner for this Task is ETAM SA while all partners should be actively involved in the engagement of the User Group that needs to be established early in month 4, encompassing organizations of all relevant roles.

There will be two levels of participation: 1) the open User Group and 2) the core User Group.

For the core RECAP User Group, a partner screening activity will be established, with the objective to limit interested users to those that have both the interest and the potential to utilize the RECAP solution (and which are also the future customers’ base of RECAP).

Participation in the User Group of RECAP will be heavily promoted through the dissemination activities. All members of the User Group will receive a semi-annual newsletter depicting the project progress and will be encouraged to participate in technical/scientific discussions through the project website.

4.2 Mass media communication, press releases

Press releases will be produced as relevant pieces of news. Press releases will especially target local and European electronic media. Indicative electronic media platforms that will be targeted will be: Farmers

Guardian, CAP Reform.eu Blog, Cordis Wire, EurActiv, Farmers Weekly, Agra Presse, Fresh Plaza, Agri Holland and various News Agencies. Partners will also be asked to distribute the press releases to relevant media within their own regions/countries as well as to their professional network.

4.3 Scientific and technical publications

Scientific and technical publications in an innovation project with research components, such as RECAP, represent an important means for the dissemination of project results. It is expected that two scientific papers will be published during the project, especially targeting academia members, researchers and professionals from the relevant areas. Some relevant local and international scientific journals are the following: Remote Sensing of Environment, International Journal of Applied Earth Observation and Geo-information, International Journal of Remote Sensing, IEEE Journal of Selected Topics in Applied Earth Observations and Remote Sensing, The International Journal of Agricultural Policy and Research, Scientific Papers Series Management, Economic Engineering and Rural Development, Photogrammetric Engineering and Remote Sensing, IEEE Transactions on Geoscience and Remote Sensing, ISPRS Journal of Photogrammetry and Remote Sensing, Advances in Space Research, Journal for Nature Conservation, Journal of Applied Remote Sensing, Environmental Modelling and Software.

4.4 Participation in targeted events

Different project events will be organised, each with different goals and target groups, but with the overall aim of presenting an overview of the activities and results, share experiences and lessons learned with stakeholders. Regional workshops (1 per country) will be organised for launching the pilot phase (WP4) in the participating countries. These regional workshops will aim at presenting the RECAP platform as it will be tested, along with the logistics of the pilots, allowing local pilot partners to better involve the pilot actors as well as get the interest from other national stakeholders. A final RECAP dissemination event will be organised in connection to the final project meeting, ideally as a satellite to a larger event in the field of remote sensing, earth observation, rural development or CAP. This event will allow presenting the project's outcomes together with the evaluation of the pilots and will allow for launching the RECAP for CONTROL platform. All target groups will be addressed (payment agencies, farmers' groups, agricultural consultants, policy makers, environmental groups, etc.), especially aiming at umbrella organisations, associations, federations and representatives with a broad European presence that will allow for multiplying the impact of the event.

Relevant reports and photos from the events will be communicated via the RECAP website, social media and mass media. During the events, dissemination material, such as brochures and leaflets, will be distributed to the participants. The participation in such events will be led by the respective partner in each country. However, the general coordination will be performed by the WP5 leader. All partners are encouraged to inform the WP5 Leader about relevant European, national and local events where RECAP may be presented.

4.4.1 Project events (workshops, conferences)

Partners will design, organize and implement a series of project events within the framework of RECAP project but also participate in relevant third party events and conferences in order to present its objectives, results and overall benefits. Two types of events are designed to be implemented throughout the duration of

RECAP project, each with different goals and target groups, but with the overall aim of presenting an overview of the activities and results, share experiences and lessons learned with stakeholders and the scientific community:

Regional workshops (1 per country)

They will be organised for launching the pilot phase (WP4) in the participating countries (M14). These regional workshops will aim at presenting the RECAP platform as it will be tested, along with the logistics of the pilots, allowing local pilot partners to better involve the pilot actors as well as get the interest from other national stakeholders.

A final RECAP dissemination event

A final dissemination event will be organized in connection to the final project meeting (M30), ideally as a satellite to a larger event in the field of remote sensing, earth observation, rural development or CAP. This event will allow presenting the project's outcomes together with the evaluation of the pilots and will allow for launching the RECAP platform.

Necessary activities for the realization of the project workshops and conferences will include input from external experts and stakeholders, search for similar projects, policy makers, etc. In order to identify external experts and stakeholders, ETAM will conduct an extensive web research, including forums, social networks and other sources.

Invited participants in RECAP workshops would be all target groups as identified earlier:

- payment agencies
- farmers' groups
- agricultural consultants
- policy makers
- environmental groups, etc.

especially aiming at umbrella organizations, associations, federations and representatives with a broad European presence that will allow for multiplying the impact of the event.

4.4.2 Non-project events (workshops, conferences, exhibitions)

RECAP partners will take part in international and local conferences/meetings outside the RECAP in order to disseminate the project and raise awareness around the RECAP activities and results. The table below provides a list of indicative relevant events (exhibitions and conferences at local, regional, national or international level). The dissemination through these events will target primarily the scientific community, agricultural consultants and advisors, members of the public administration in the field of agriculture, as well as farmers/producers organizations.

Relevant Events

Event	Date, place
SPIE Remote Sensing 2016	26-29 September 2016, Edinburgh
Congress of European Farmers 2016	5-6 October 2016, Athens
Panta Rhei - Conference of European Paying Agencies	6-8 October 2016, Riga Latvia
18th Pan-Hellenic Phytopathological Congress	18-21 October 2016, Heraklion
14th Pan-Hellenic Conference of Agricultural Economics	20-21 October, 2016, Volos, Greece
Cropworld Global 2016	24-25 October 2016, Amsterdam
CROPTECH	29-30 November 2016, East of England Showground, Peterborough
The Oxford farming conference	3-5 January 2017, Oxford
LAMMA	18-19 January 2017, EAST OF ENGLAND SHOWGROUND, PETERBOROUGH
Agro mash EXPO, International Agriculture and Agricultural Machinery Exhibition	25 - 28 January 2017, Budapest
2nd World Congress on GIS and Remote Sensing	April 3-5, 2017 Rome
3rd International Conference on Geographical Information Systems Theory, Applications and Management	27-28 April 2017, Porto
Novi Sad Agricultural Fair, May 2017	14-20 May 2017, Novi Sad
CEREALS	14-15 June 2017, Boothby Graffoe, Lincolnshire
AGRITECHNICA	12-18 November 2017, Hanover

4.5 Networking and Informal person-to-person meetings

Project partners will also disseminate project activities and outputs beyond the involved territories by participating in networking, informal personal meetings, and whenever possible official presentations will be used to present the project results and activities at different stages of project development. Meetings with other EU projects related to CAP, earth observation, remote sensing and agri-environmental issues in agriculture will be held by the coordinator and the relevant WP leaders to identify commonalities and avoid repetition, as well as to identify collaboration areas and allow for cross-fertilization of ideas and concepts.

Informal person-to-person meetings with relevant stakeholders at national level beyond the project events organised in RECAP (project own workshops, stakeholder meetings in WP2) will also be held at the discretion of the project partners whenever relevant.

The consortium will also network with other relevant initiatives and projects, such as the Panta Rhei initiative, which brings together representatives from all the EU member states paying agencies with the aim to strengthen international cooperation and exchange of good practice in information technology between the paying agencies, thereby improving the common agricultural policy. The conferences initiated by the

association are held every half-year in a different member state. RECAP will liaise to these activities through the participation in the conferences of the public authorities which are included in the consortium. Other key targets in this context include COPA (Committee of Professional Agricultural Organisations), COGECA (General Committee for Agricultural Cooperation in the European Union) and the ENRD (European Network for Regional Development).

4.5.1 Collaboration with similar projects / initiatives

The RECAP consortium will identify and reach similar projects and initiatives with the aim of collaboration. Through these collaborations, stakeholders will exchange views and experiences upon topics of common interest, exploit potential synergies, maximise the potential impact for all actors, and guarantee the long-term sustainability of the project. EU-funded or international research projects and initiatives in RECAP's research domains will be communicated and invited to participate in project events, while project dissemination material will be distributed to them.

More specifically RECAP may build synergies with the following EU initiatives / projects which have relevant objectives:

- **EIP-AGRI** European Innovation Partnership
- **JRC's** Monitoring Agricultural Resources (MARS) team
- **smartAKIS** Smart Farming Thematic Network

4.6 Internal communication

Internal communication refers to all communication within the RECAP project. In this case one group of audience is the people directly involved in the project. The other group consists of the people who work within the partner organizations. The aim is that all partners have the same information (what is done, why and when, responsibilities, deadlines, etc.), feel being part of the project and know their responsibilities and tasks. As to partner organizations, the aim is their staff to be aware that they are participating in the project and have a clear view regarding the project objectives.

The nature of the project underlines that communication and dissemination activities must take place on local, regional, national and European level. By all means the partnership has to ensure that there is a level of consistency in communication across all countries, the activities are well performed and reporting is carried out properly and in a timely manner.

Activities that project partners should regularly undertake include translating, adapting and distributing information to the target groups, inform internal audiences about what is happening within the project, initiating news releases and developing opportunities for local activities. Also crucial importance has the handling of local media enquiries and the development of relations with local press, performing media monitoring in their country and/or region, and timely reporting to the WP leader.

5. STRENGTHS AND RESPONSIBILITIES OF THE PROJECT PARTNERS

RECAP project consortium consists of expert partners in participating and leading innovative projects. They all have strong experience in promoting innovation and development, as well as experience in dissemination activities. All participants are highly interested and committed to the RECAP related areas, thus guaranteeing a strong motivation for the realization of the project objectives. Additionally the diversity and complementarity of the consortium, strengthens the expected results of the dissemination plan and thus communication and dissemination messages are expected to reach a wide and variable group, while the message is expected to be expressed in all perspectives (i.e. public / private sector, farmer, consultant view).

DRAXIS is an environmental and agricultural software SME with strong experience in successfully bringing software solutions for public authorities to the market. It has deep knowledge of coordinating or participating in projects at European or National level, a large number of which are dealing with farm management issues. Horizon and FP7 are indicative programmes in which DRAXIS has been involved, capturing great experience in the design, implementation, and commercialization of innovative projects. DRAXIS also has experience in successfully bringing software solutions for public authorities to the market.

Pilot partners (**INTIA, OPEKEPE, NMA, and LAAS**) are public authorities that have the potential to spread the information and benefits of using RECAP platform to relevant stakeholders (i.e. farmers, agricultural consultants, paying agencies), while at the same time are potential customers of the platform. The participation of these pilot partners ensures the maximization of the dissemination's results through their active participation in defining the user requirements and testing the service in an operational environment. In addition, their participation is very important for the subsequent exploitation of the project, as they are potential customers of the RECAP service after the end of the project.

The companies **STRUTT & PARKER, INO** and **INI** and the research and academia centers of **UREAD** and **NOA** that are experienced in the fields of dissemination and communication of project results and agricultural services, provide their expertise to the project. These partners have established expertise each in their field of business (i.e. Earth Observation on agriculture, agricultural services to farmers, provision of ICT technologies to the agrifood sector). Overall their participation in the consortium promotes the dissemination of the project through their portfolio and their extrovert activities.

ETAM S.A. is a development planning and business consulting company with experience among other things in communication and dissemination activities. ETAM has conducted plenty of business and communication plans and feasibility studies for private and public bodies. It has also a deep knowledge of both pillars of the Common Agricultural Policy and has provided its expertise to national and regional authorities. ETAM will be responsible for the dissemination and communication of RECAP's results.

CREVIS provides advanced exploitation products and scientific results dissemination on state-of-the-art solutions, focused on environmental fields. It has participated in European and national projects capturing significant experience in the dissemination and communication of R&D and innovation projects. CREVIS will support communication and dissemination of RECAP in the European level.

The role of each partner in the dissemination strategy, as well as their strengths is summarized in the following table:

DRAXIS SA	
Role	Strengths
<ul style="list-style-type: none"> ● Contribute in the publicity of the project activities and dissemination of its results. ● Suggest project User Groups. ● Participate in relevant events and conferences and present project results. ● Disseminate project activities and outputs beyond the partnership and involved territories by participating in relevant events. ● Take part in international and local conferences/meetings outside the project in order to disseminate the project and raise awareness around the RECAP activities and results. ● Disseminate project results in scientific and technical publications. ● Provide performance data (e.g. pilot results) to the WP5 leader. 	<ol style="list-style-type: none"> 1. Deep knowledge of coordinating or participating in projects at a European or National level. 2. Strong research profile 3. Established cooperations and network of over 40 local and national authorities and over 150 private ones. 4. Member of international Societies relevant to the project.
INTIA (INSTITUTO NAVARRO DE TECNOLOGIAS E INFRAESTRUCTURAS AGROALIMENTARIAS SA) – pilot in Navarra Spain	
Role	Strengths
<ul style="list-style-type: none"> ● Contribute in the publicity of the project activities and dissemination of its results. ● Suggest project User Groups. ● Recruit and mobilise users. ● Participate in relevant events and conferences and present project results. ● Disseminate project activities and outputs beyond the partnership and involved territories by participating in relevant events. ● Take part in international and local conferences/meetings outside the project in order to disseminate the project and raise awareness around the RECAP activities and results. ● Acquire local ‘intelligence’ in order to apply the most effective strategies for dissemination. ● Translate dissemination material into Spanish and customise it to highlight the specific benefits in Spain. ● Disseminate project results in technical publications. ● Provide performance data (e.g. pilot results) to the WP5 leader. 	<ol style="list-style-type: none"> 1. INTIA is the public service responsible for advising farmers on CAP in Navarra. 2. Involved in several EU and national projects. 3. Significant experience in training activities (over 150 programmes, for over 3.500 people). 4. Operates 13 territorial offices staffed with 200 employees 5. Operates 12 experimental farms and 250 trials, 70 through contracts with companies. 6. Wide network of partners: more than 70 cooperatives, 28 groups, 13,300 farmers.

OPEKEPE – pilot in Greece	
Role	Strengths
<ul style="list-style-type: none"> ● Contribute in the publicity of the project activities and dissemination of its results. ● Suggest project User Groups. ● Recruit and mobilise users. ● Participate in relevant events and conferences and present project results. ● Disseminate project activities and outputs beyond the partnership and involved territories by participating in relevant events. ● Take part in international and local conferences/meetings outside the project in order to disseminate the project and raise awareness around the RECAP activities and results. ● Acquire local ‘intelligence’ in order to inform the most effective strategies for dissemination. ● Disseminate project results in technical publications. ● Provide performance data (e.g. pilot results) to the WP5 leader. 	<ol style="list-style-type: none"> 1. OPEKEPE has a specific educational policy that aims at constant training of its staff and other authorities (individuals and legal entities) working under the CAP. 2. Within the Organisation’s Structure operate two offices strongly related to dissemination activities: <ul style="list-style-type: none"> ● Office for European Affairs, Communications and Public Relations ● Office of Citizens Service. 3. Operates 9 regional directorate and 39 territorial offices. 4. Responsible for the publication of guidelines and manuals on CAP implementation. 5. Involved in several EU and national projects.
NMA – pilot in Lithuania	
Role	Strengths
<ul style="list-style-type: none"> ● Contribute in the publicity of the project activities and dissemination of its results. ● Suggest project User Groups. ● Recruit and mobilise users. ● Participate in relevant events and conferences and present project results. ● Disseminate project activities and outputs beyond the partnership and involved territories by participating in relevant events. ● Take part in international and local conferences/meetings outside the project in order to disseminate the project and raise awareness around the RECAP activities and results. ● Acquire local ‘intelligence’ in order to inform the most effective strategies for dissemination. ● Disseminate project results in technical publications. ● Translate dissemination material into Lithuanian and customise it in each case to highlight the specific benefits in Lithuania. ● Provide performance data (e.g. pilot results) to the WP5 leader 	<ol style="list-style-type: none"> 1. Body responsible for publicity actions of EU support in agriculture (TV broadcasts, press, events, seminars, conferences, training). 2. Active cooperation with the social partners. 3. The structure of the Agency consists of the Management, 2 Senior Advisers, 10 departments, 4 independent units and 10 regional units. 4. Has established cooperations with other European paying authorities 5. The Agency has implemented numerous international projects. 6. NMA is certified for the implementation of a Quality Management System and Information Security Management according to international standards ISO 9001 – 27001.



LAAS – pilot in Lithuania	
Role	Strengths
<ul style="list-style-type: none"> ● Contribute in the publicity of the project activities and dissemination of its results. ● Suggest project User Groups. ● Recruit and mobilise users. ● Participate in relevant events and conferences and present project results. ● Disseminate project activities and outputs beyond the partnership and involved territories by participating in relevant events. ● Take part in international and local conferences/meetings outside the project in order to disseminate the project and raise awareness around the RECAP activities and results. ● Acquire local ‘intelligence’ in order to inform the most effective strategies for dissemination. ● Disseminate project results in technical publications. ● Translate dissemination material into Lithuanian and customise it to highlight the specific benefits in Lithuania ● Provide performance data (e.g. pilot results) to the WP5 leader. 	<ol style="list-style-type: none"> 1. LAAS has developed a farmers’ advisory system all over the country. 2. Operates the Head Office and 48 district advisory offices. 3. Involved in several international, EU and national projects. 4. Established cooperations with national and international partners. 5. It is a certified advisory center and operates the Training Centre Agroakademija.
Strutt & Parker	
Role	Strengths
<ul style="list-style-type: none"> ● Contribute in the publicity of the project and dissemination of its results. ● Suggest project User Groups. ● Recruit and mobilise users. ● Participate in relevant events and conferences and present project results. ● Disseminate project activities and outputs beyond the partnership and involved territories by participating in relevant events. ● Take part in international and local conferences/meetings outside the project in order to disseminate the project and raise awareness around the RECAP activities and results. ● Disseminate project results in scientific and technical publications. ● Customise dissemination material to highlight the specific benefits in the UK. ● Provide performance data (e.g. pilot results) to the WP5 leader. 	<ol style="list-style-type: none"> 1. Operates 55 offices in the UK. 2. It is a multidisciplinary property partnership. 3. Its farming department consists of a team of 40 agricultural consultants. 4. Experienced in publications and conducting research on property market. 5. Wide network of clients and partners.

InnoSens Doo (INO)	
Role	Strengths
<ul style="list-style-type: none"> ● Contribute in the publicity of the project and dissemination of its results. ● Suggest project User Groups. ● Participate in relevant events and conferences and present project results. ● Recruit and mobilise users. ● Disseminate project activities and outputs beyond the partnership and involved territories by participating in relevant events. ● Take part in international and local conferences/meetings outside the project in order to disseminate and raise awareness around the RECAP activities and results. ● Disseminate project results in scientific and technical publications. ● Translate dissemination material into Serbian and customise it to highlight the specific benefits in Serbia. ● Provide performance data (e.g. pilot results) to the WP5 leader. 	<ol style="list-style-type: none"> 1. Professional team of a higher scientific profile and advanced management skills 2. Maintains strong and lasting alliances in the agrifood sector in the broader Balkans as well as complementary players. 3. Established network with multinational companies, small and medium enterprises, research centers, universities and public institutions across Europe. 4. Involved in several EU projects, numerous technical and scientific publications.
UREAD (The University of Reading)	
Role	Strengths
<ul style="list-style-type: none"> ● Contribute in the publicity of the project and dissemination of its results. ● Suggest project User Groups. ● Participate in relevant events and conferences and present project results. ● Disseminate project activities and outputs beyond the partnership and involved territories by participating in relevant events. ● Take part in international and local conferences/meetings outside the project in order to disseminate the project and raise awareness around the RECAP activities and results. ● Disseminate project results in scientific and technical publications. ● Provide performance data (e.g. pilot results) to the WP5 leader. 	<ol style="list-style-type: none"> 1. Numerous publications in the academic society. 2. Strong presence in international and local conferences/meetings. 3. High capacity of networking with academia and industry. 4. Research, teaching and communication center. 5. Has strong experience in relevant EU projects and other external funding.

NOA (The National Observatory of Athens)	
Role	Strengths
<ul style="list-style-type: none"> ● Contribute in the publicity of the project and dissemination of its results. ● Suggest project User Groups. ● Participate in relevant events and conferences and present project results. ● Disseminate project activities and outputs beyond the partnership and involved territories by participating in relevant events. ● Take part in international and local conferences/meetings outside the project in order to disseminate the project and raise awareness around the RECAP activities and results. ● Disseminate project results in scientific and technical publications. ● Provide performance data (e.g. pilot results) to the WP5 leader. 	<ol style="list-style-type: none"> 1. Involved in several EU and national projects. 2. Hosts at a global level: <ol style="list-style-type: none"> a. the UNESCO Chair for Natural Disasters, b. the Secretariat of the South Eastern Europe (SEE) Disaster Risk Assessment and Mitigation Network, c. the Focal point on the Global Earth Observing System of Systems (GEOSS). 3. Strong experience in the organization of conferences, seminars and educational programmes. 4. Numerous technical and scientific publications. 5. It operates three institutes, visitor centers, laboratories and a museum. 6. Strong presence in international and local conferences/meetings. 7. High capacity of networking with academia and research institutes.
INI (INCIATIVAS INNOVADORAS)	
Role	Strengths
<ul style="list-style-type: none"> ● Contribute in the publicity of the project and dissemination of its results. ● Suggest project User Groups. ● Participate in relevant events and conferences and present project results. ● Disseminate project activities and outputs beyond the partnership and involved territories by participating in relevant events. ● Take part in international and local conferences/meetings outside the project in order to disseminate the project and raise awareness around the RECAP activities and results. ● Disseminate project results in technical publications. ● Provide performance data (e.g. pilot results) to the WP5 leader. 	<ol style="list-style-type: none"> 1. Experienced in the implementation of complex projects and initiatives in the framework of EU projects. 2. Expertise in the elaboration of Needs Assessments, Training Programmes, Action Plans, Monitoring, Performance Management, Business and Exploitation Plans. 3. High capacity of networking at regional, national and EU level with public and private stakeholders on numerous fields of expertise. 4. Coordination and management of regional and EU partnerships.

ETAM SA	
Role	Strengths
<ul style="list-style-type: none"> ● Plan, oversee and evaluate the dissemination activities. ● Outline communication activities and tools. ● Present RECAP to project and non-projects events. ● Gather and evaluate performance data (e.g. pilot results) from project partners. ● Technical setup and maintenance of the project website. ● Responsible for the publicity of the project activities and dissemination of its results. ● Project User Groups suggestions. ● Participate in relevant events and conferences and present project results. ● Disseminate project activities and outputs beyond the partnership and involved territories. ● Take part in international and local conferences/meetings outside the project in order to disseminate the project and raise awareness around the RECAP activities and results. ● Disseminate project results in technical publications. ● Create and translate dissemination material into Greek and English. 	<ol style="list-style-type: none"> 1. Extensive experience in communication of EU projects 2. Employs a multidisciplinary team of experts specialized in a variety of fields such as agricultural and rural development, business planning, environmental management, communication and marketing strategies. 3. High capacity of networking at regional, national and EU level with relevant stakeholders (ie agricultural co-operations, industries) as well as academia and research institutes. 4. Over 170 clients of the public sector and 340 of the private sector. 5. Experienced in the organization of conferences, workshops and other events. 6. Management of numerous EU funded programmes.

CREVIS	
Role	Strengths
<ul style="list-style-type: none"> ● Outline communication activities and tools. ● Assists in the evaluation of activities. ● Assist in the organization of the project workshops and events. ● Present RECAP to project and non-projects events. ● Assist in the publicity of the project activities and dissemination of its results. ● Suggest project User Groups. ● Participate in relevant events and conferences and present project results. ● Disseminate project activities and outputs beyond the partnership and involved territories by participating in relevant related events. ● Take part in international and local conferences/meetings outside the project in order to disseminate the project and raise awareness around the RECAP activities and results. ● Disseminate project results in scientific and technical publications. ● Translate dissemination material into French and customize it to highlight the specific benefits in Belgium. 	<ol style="list-style-type: none"> 1. Active in research and development activities. 2. Provides advanced product exploitation and scientific results dissemination on state-of-the-art solutions. 3. Provides services in Product Exploitation and Dissemination, project management and Environmental and Agricultural Software Development. 4. A spin-out company with an established network of partners at a regional and EU level.

6. MONITORING, REPORTING & EVALUATION

Monitoring is the continuous and systematic process carried out during the project, which will generate data on the implementation. The intention is to correct any deviation from the project objectives, and to improve the performance of the project as well as facilitate its evaluation. In order to set up an effective monitoring system, a clear connection between objectives and indicators needs to be established taking into consideration all arrangements needed to timely collect evidence that meet reporting requirements. The monitoring system will provide evidence on whether the RECAP Communication and Dissemination Plan is being implemented as initially planned and scheduled. It will also address possible implementation problems and identify whether further action is required to ensure that objectives are met. Emphasis is given on the pre-assessment of information needs, on the monitoring frequency and the method of collecting evidence. The RECAP dissemination report will use a single template for all types of activities and it was agreed that the partners will report to the WP leader on a quarterly basis.

Dissemination Report template

Type of Activity	<i>[e.g. press release communication / press article / press interview / tv-radio interview / event (pre)announcement / event organisation / conference / workshop / seminar / infoday / bilateral meeting / trade fair / direct mailing / scientific publication / internet posts / social media posts / newsletter / promotional material distribution / person-to-person communication]</i>
Date/Period of Activity	<i>[DD/MM/YY or DD/MM/YY- DD/MM/YY]</i>
Description	<i>[e.g. published where/ title of article or event / place / date / recipients / organisers]</i>
Coverage Level	<i>[e.g. local / regional / national / European level]</i>
Target Audience	<i>[Describe briefly the type of audience]</i>
Partners Involved	<i>[Partner acronym]</i>
Estimated Reach	<i>[e.g. number of people the activity has reached / people that attended the event]</i>
Impact	<i>[Did you receive any response? Was the story picked up somewhere else or by any other media? Was estimated reach satisfied?]</i>
Reference Link(s)	<i>[Internet link(s)]</i>

The evaluation of the plan is integral to its success. It is a very important phase in the overall communication process. Constant monitoring of proposed communication actions and their impact on stakeholders is crucial, so that corrective and improvement actions on the project's dissemination are made possible.

Communication goals need to be Specific, Measurable, Achievable, Results-based and Time-bound (SMART), in order for communication and dissemination actions to be evaluated in terms of their effectiveness and be modified if necessary.

The RECAP Communication and Dissemination plan did set SMART objectives and measurement indicators in order to facilitate monitoring, reporting and evaluation. This fundamental precondition was satisfied and will positively reflect to the project communication and dissemination.

Emphasis was put not only to outputs but to results as well. Actually the result orientation is heavier in comparison to the output, providing a relevant catalogue of indicators adequate for managing the activities. The metrics will be refined during the different phases of the project, and documented in updates.

Measurement and evaluation will be transparent, consistent and valid under periodic performance checks. This will go along with a constant aim of keep finding new opportunities to optimise the communication and dissemination plan.

The Dissemination Manager will schedule initiatives as needed to determine corrective actions and process improvements. The respective outcomes will improve the success of future phases by incorporating experiences and lessons learned into subsequent phase planning activities. Through the incorporation of recommendations from the preceding review stage into the activities and related deliverables for the next stage, the quality of project activities and deliverables will increase incrementally throughout the project's life cycle. This approach will minimize issues at the end of the project and facilitates early success.

7. DISSEMINATION INDICATORS

The indicators regarding the Communication and Dissemination Plan performance refer to output and result indicators. The first reflect the activities and deliverables and the second the immediate effects with particular reference to the secondary outcomes. Both of them are enriched in comparison to those specified in the project proposal.

Output indicators

INDICATORS	Output	Verification Means	Target Indicator	Expected Achievement Time
Communication and Dissemination Strategy/Plan	O	Document	1	M3
Nº of project website	O	Website	1	M4
Nº of brochures created	O	Brochure	1	M10
Nº of digital newsletters created	O	Newsletter	5	M30
Nº of press releases	O	Press release	5	M30
Nº of RECAP workshops	O	Workshop	4	M30
Nº of RECAP dissemination workshops	O	Workshop	2	M27
RECAP final conference	O	Workshop	1	M30
Nº of other events participated in	O	Workshop and events	10	M30
Nº of Network of interest meeting reports	O	Report	3	M30
Nº of collaboration activities with relevant projects	O	Report	2	M30
No of internal correspondence (internal dissemination messages) keeping partners connected	O	e-mails	20	M30

Result indicators

INDICATORS	Result	Verification Means	Target Indicator	Expected Achievement Time
Partners constantly engaged / actively involved	R	Report	12	M30
Paying agencies constantly informed	R	e-mails	28	M30
Nº of visits to the project's website	R	Administration statistics	5,800	M30
Nº of distributed printed / digital promotional materials	R	Report	2,500	M30
Nº of stakeholders registered in the RECAP "network of interest"	R	List	1,000	M6
Nº of e-newsletter recipients	R	e-mails	3,000	M30
Nº of participants in events	R	Participants lists	300	M30
Level of satisfaction of participants in the project events	R	Evaluation questionnaire	4	M30
Nº of scientific papers published	R	Report	2	M30
Nº of articles/appearances in press and media	R	Press dossier	150	M30
Farmers informed about RECAP	R	Implementation reports of 5 pilots	9,600	M30
Farmer associations informed about RECAP	R	Implementation reports of 5 pilots	82	M30
Additional paying agencies interested in take up of RECAP	R	Implementation reports of 5 pilots	6	M30
Agricultural consultants interested in RECAP platform	R	Implementation reports of 5 pilots	470	M30
Farmers testing RECAP	R	Implementation reports of 5 pilots	635	M30
Connections with relevant initiatives	R	Report	2	M30
Press release posts in third parties social media	R	Copies of the posts	150	M30
Stakeholders locally informed	R	Report	8,000	M30
Nº of enquiries/request of clarifications or further information about the project	R	Report	30	M30
Nº of press interviews	R	Report	5	M30

8. TIME PLAN FOR 2016

The project's time plan is divided in two phases. The first one between M01 and M16 has an approach – oriented content and the second until the end of the project, a result – oriented content.

Phase	Months	Focus	Main target groups	Dissemination tools
1	M01 - M16	Approach – oriented Content: project presentation, objectives, expected results Promotion of the pilots	Farmers, Paying & control Agencies, agricultural consultants	Printed material (brochures, leaflets, posters), website, 1 st & 2 nd e-newsletters, press releases, social media, personal interaction
2	M 16 - M 30	Result – oriented Content: project intermediate and final results Dissemination of the results of the pilots	Farmers, Paying & control Agencies, agricultural consultants, agri – food private companies, policy makers, environmental advocacy groups/NGOs, other networks	Focused publications, 3 rd , 4 th & 5 th e-newsletters, press releases, videos, social media, personal interaction, conferences, workshops, exhibitions, trade fairs

A lot of work has been frontloaded so far (i.e. pool of target groups contact details, web-site and social media development), but still, it is not clear whether a time projection for the whole duration of the project could be precise. Therefore, at this stage the time plan refers just to the current year 2016.

Time plan August – December 2016

Activity	Date
Project website and e-mail account	August 2016
Social media accounts	August 2016
Newsletter No1	September 2016
Press Release No 2	September 2016
Brochure, leaflet and poster graphic design	September 2016
Network of Interest	August – December 2016
Non-project events	September – December 2016
Networking and informal person-to-person meetings	August – December 2016
Collaboration with similar projects / initiatives	August – December 2016
Internal communication	August – December 2016

9. CONCLUSIONS

The communication strategy is a road-map designed to help the project achieve its operational objectives and demonstrate the consortium's work. It requires a careful analysis and setting priorities in order to achieve the highest impact. In conclusion and taking under consideration the Plan as previously presented, certain opportunities as well as existing and potential barriers arise.

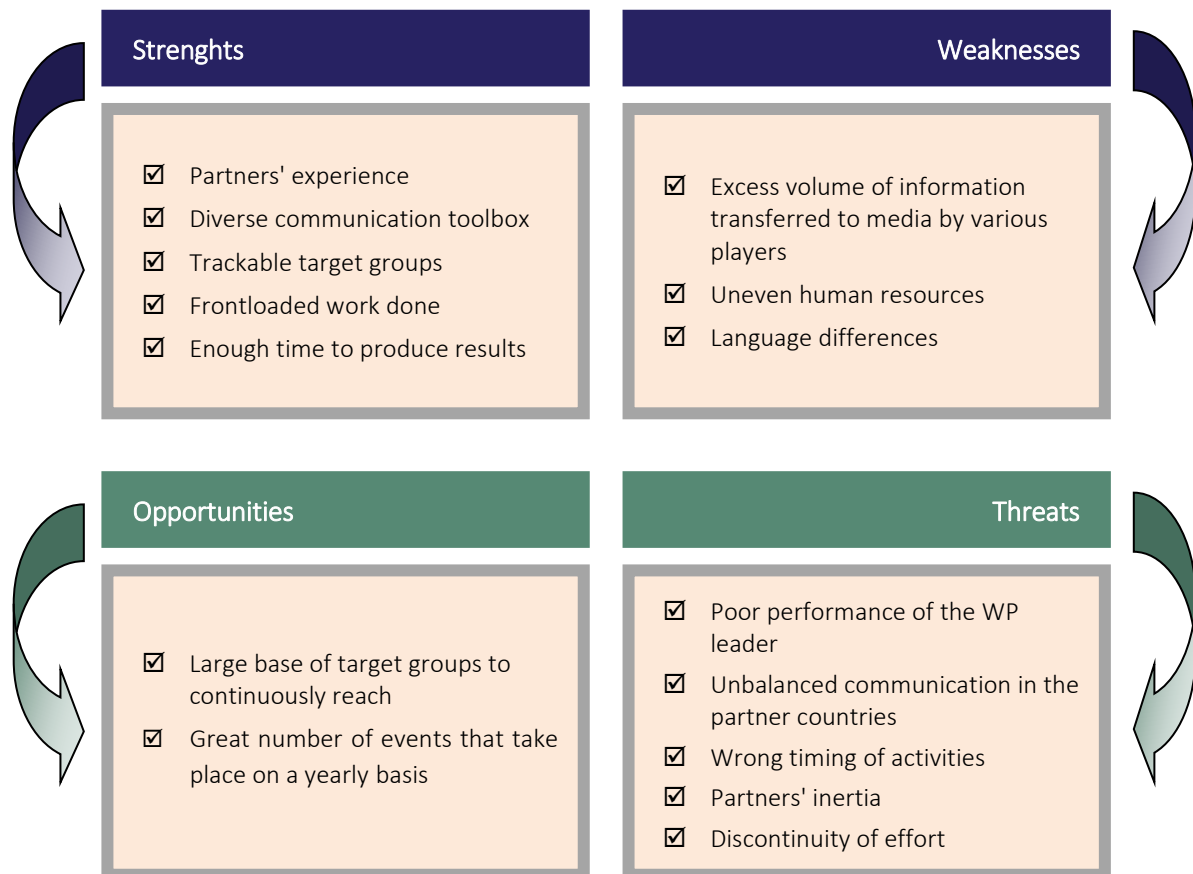
Namely the partners' experience, the diverse toolbox available for communication and the advantage of the trackable target groups may be considered as strengths. In parallel, during the first 3 months of the project, a lot of work has been frontloaded and that hopefully will be for the benefit of later stages of the project. Furthermore, the several months duration of the project provides enough time to produce results. In terms of setting targets for the future there is indeed an opportunity to reach a large base of target groups and continuously build on the communication and dissemination goals.

However, the partnership has to be realistic and anticipate that several obstacles will emerge. Nowadays there is an excess volume of information transferred to media or directly to stakeholders by various players trying to attract attention. Consequently, there is not plenty of room available for communication and all relevant activities have to be skillfully operated. Also, another fact is that there are uneven human resources available among the partners. Either because of their organizational structure or their ongoing activity. Beyond these, another pragmatic feature is the language differences of the target audiences across Europe making the local adaptation of messages difficult.

But more importantly there is a set of threats speaking on future activities. The first one is the potential poor performance of the communication WP leader. This will obviously cause substantial damage to the communication process and leave the project behind. In addition a high possibility risk is the unbalanced level of communication among the partner countries due to for example a wrong timing of activities, or partners' inertia or discontinuity of effort.

Having regarded all these possibilities which actually constitute the communication and dissemination plan SWOT analysis, the consortium is facing two challenges. First and foremost to deliver the core results anticipated by the project. The second one is to overcome any weaknesses and threats and safeguard high communication performance in passing information and messages, as well as effectively engaging stakeholders.

SWOT analysis



ANNEX A - Project Partners

-  **DRAXIS** was founded in 2000 in Thessaloniki, and its main focus concerns the provision of environmental and agricultural IT applications and services. DRAXIS can support the entire life cycle of environmental projects, including development and implementation requirements, as well as management and maintenance. Its expertise goes beyond typical consulting services through the combined use of Geographic Information System technologies, Environmental know-how and Environmental Remote Sensing and Database Software Products. Within the last 5 years the company has developed a strong research profile that allows it to commercially exploit research experiences and use innovative practices in everyday routine. Among DRAXIS' breakthroughs is the commercialization of the Digital Environmental Registry– DER (<http://eprm.ypeka.gr/src/App/>) for the Greek Ministry of Environment, Energy and Climate Change, that enables the online submission of Environmental Impact Studies. DRAXIS' project "iPIM: Development of an Intelligent Onshore Pipeline Integrity Monitoring System" has also been selected for funding under the second phase of the SME Instrument, which supports close-to-market activities aiming at giving a strong boost to breakthrough innovation. Moreover, DRAXIS leads two highly market-oriented projects that have been selected for funding under the Future Internet Public-Private Partnership Programme (FI-PPP), one of which is related to agriculture (turn2bio). The company's portfolio includes more than 40 local and national authorities, and more than 150 private organisations. DRAXIS is a dynamic, credible and socially responsible company, committed in providing qualitative services with respect to its customers. Excellent services and exceptional environmental performance are ensured by the applied and certified Management Systems according to ISO 9001:2008 (Quality Management) and ISO 14001:2004 (Environmental Management).
-  **The Institute for Agrifood Technology and Infrastructures of Navarra (INTIA)** is a public company attached to the Department of Rural Development, Environment and Local Administration (DRMAYAL) of the Government of Navarra. The integration of existing public companies related to agrifood sector led to its foundation in 2011. Advanced market-oriented services are being offered by the institute such as GIS, Remote Sensing, ICT and process automation for the development of agrifood sector based on quality, efficiency and innovations to the farmers. INTIA is specialized in the development of web-based decision making tools and fields models, applied to the development of Alert and Decision Support System. One of its available tools is the Integrated Fertilization of crops, which is based on soil analysis and remote sensing. The Department of Rural Development, Environment and Local Administration has appointed INTIA as the public service responsible for advising farmers on Common Agriculture Policy in Navarra. INTIA has been involved in over 150 training activities and has established a wide network of farmers, cooperatives, private companies and other partners, while it operates 12 experimental farms and 13 territorial offices.
-  **OPEKEPE** is the Greek National Paying Authority of Common Agricultural Policy Aid Schemes established in 2001. It is supervised by the Ministry of Agricultural Development and Food and its mission is to manage funds of the E.A.G.F., E.A.F.R.D. and E.F.F. and the prevention and coalition against any fraud and recovery of unduly paid amounts. On an annual basis OPEKEPE controls and makes payments to almost 900,000 beneficiaries at an amount of approximately 2.7 billion euro from

community subsidies. Beneficiaries are mainly farmers and farmers associations, export companies, investors in the agricultural sector, manufacturing enterprises etc. Additionally OPEKEPE maintains a comprehensive database with the aforementioned beneficiaries that including a range of information on each listing. Note that within the Authority's responsibilities is the publication of guidelines and manuals providing details for the C.A.P. implementation. Over the last 5 years OPEKEPE has participated in EU funded projects such as SmartAgrifood and FISpace project and has received funding by EU Regional Funds on the development of a number of e-services in order to enhance transparency and establish new communication channels with the farmers, reducing bureaucracy, improving cross checks and providing better services to the farmers.


-  The **National Paying Agency of Lithuania (NMA)** under the Ministry of Agriculture is the only accredited institution in Lithuania managing the measures of support for agriculture, rural development and fisheries. The Agency's main tasks focus on national management and EU support for agriculture, rural development and fisheries as well as ensuring the control of their use. The Agency also implements agricultural, rural development and fisheries support measures (included in situ checks), ensures the development of a system for the management of EU support for agriculture, rural development and fisheries, participates in the implementation an integrated management and control system, and additionally, introduces and implements a system for the management of EU Common Agricultural Policy measures. In 2013, the Agency bestowed the European Knowledge Award for its exceptional efforts in training its employees and developing their proficiency. The Agency has established and certified Management Systems on Information Security ISO/IEC 27001:2005, Quality EN ISO 9001:2008 and Environmental Management EN ISO 14001:2005.




-  **LAAS**, the Lithuanian Agricultural Advisory Service was established in 1993 by the Lithuanian Ministry of Agriculture, the Lithuanian Farmers' Union and the Lithuanian Association of Agricultural Companies. Its operation is separated in two levels: the central level represented by the Head Office and the regional level represented by the district advisory offices (48 offices in total). LAAS develops a farmers' advisory system covering the whole country. Every year, almost 18,000 farmers and rural dwells use the advisory system or take part in trainings, which are organized by LAAS consultants. Approximately, 5,000 of them have attached agreements with LAAS and have access to the LAAS' services during the whole year. LAAS is also a certified advisory institution which provides services and helps farmers to evaluate and improve their activity in the implementation of Cross Compliance requirements. During the period of 2009-2014, the LAAS's advisors made more than 3,500 farm assessments (in-field checks) on their compliance to CAP's requirements and provided more than 60,000 hours of advisory services. LAAS has also extensive experience in different international programs (Baltic Sea Regional Programme, ERASMUS+, Interreg, Nord Plus), professional networking (GFRAS, EUFRAS www.eufras.eu), and collaborations with national and international partners. In recent years LAAS is more orientated to create new e-services for farming over national (EIP from RDP) and international (Horizon 2020, Erasmus+, Interreg) cooperation.

-  **Strutt & Parker** is a multi-disciplinary property partnership consisting of commercial, development, planning, residential and rural divisions operating throughout the UK in 55 offices. The company's farming department is one of the largest specialist teams of its kind in the UK. Its professional team consists of 40 agricultural consultants for advising farmers with regards to the cross-compliance, the

Basic Payments Scheme and the Common Agricultural Policy as well as highly detailed knowledge of how the schemes and the inspections regimes work. Strutt & Parker team also include in-house researchers who in cooperation with agricultural consultants have reviewed, condensed and simplified guidance on the new Common Agricultural Policy from the United Kingdom government and the Rural Payments Agency, for farmers. The organization also provides a simple tool for farmers to use in applying the new CAP which allows them to plot what crops and ecological focus areas they need in order to meet national requirements. Services on farm management include farming advice, strategic business advice, agronomy, and farm accounts.

 **InoSens Doo (INO)** is an innovative company, founded as spin-off of the University of Novi Sad, in Serbia. Its mission is to accelerate the transfer of innovative ICT technologies to the agrifood sector. INO is engaged in design and development of sensors, deployment of Wireless Sensor Networks and application of advanced remote sensing techniques for optimizing economic performance and environmental sustainability in agriculture. As the value proposition of INO is being built equally upon technological excellence and business innovation, its professional team has a long experience in high technological challenge projects. Therefore, it combines the higher-level scientific profile of its staff with advanced management skills to successfully take up all the phases of a project's lifecycle. INO builds on key accounts from the agri-food sector in the broader Balkans region and maintains strong and lasting alliances with complementary players (e.g. hardware vendors, agronomists, food scientists etc.). Building upon solid ICT and engineering background, INO promotes Internet of things-enabled technologies such as remote sensing services and sensor development. Currently, the company is developing two platforms aiming at different market segments. The first platform concerns the optimization of farming activities on the field, targeting large farming estates with emphasis on vineyards and apple orchards. The second platform, is a remote sensing platform for crop classification and natural hazards monitoring, targeting both public sector originations and insurance companies.

 **UREAD**, the School of Agriculture, Policy and Development at the University of Reading is a world leader in terms of both teaching and research, maintaining a reputation developed since the 1800's. UREAD is ranked 81st in world rankings for Life Sciences and 11th for Agriculture and Forestry. University's research is supported by external funding. In particular, the community of senior and early careers researchers was funded by the Research Councils, Government Agencies, EU, Industry and Charities. Hence, the UREAD generated the amount of £5.5M in grant income in 2013/2014. The fields which are addressed by the UREAD are food production, sustainability of agro-systems, food security, adaption and mitigation to climate change, food chains and health, animal welfare and behavior, poverty alleviation, international development and consumer behavior and choice. UREAD expects to maintain and enhance its reputation as a world leading Centre of Excellence in research and teaching applied to agriculture, food and environment as well as its mission is to develop, extend and synthesize knowledge across disciplines within the school via excellent research, teaching, impact and communication. UREAD has strong experience in relevant projects and the School has been actively involved in the following: AE-FOOTPRINT (EU) – policy evaluation tools, SOILSERVICE, LIBERATION (EU) – value of ecosystem services and Sustainable Intensification Platform (UK National Ministry) – indicators.

-  **The National Observatory of Athens (NOA)** is a research centre, founded in 1842. It is supervised by the General Secretariat for Research & Technology. NOA has achieved a high level of excellence in the area of EO-based environmental monitoring and management. The systematic collection, storing and processing of EO-related measurements, with the objective to monitor and assess the physical phenomena occurring at Earth's environment are the objectives of NOA's research. The observations originate from space - and air - borne sensors of NASA, ESA, and third party missions, as well as the ground satellite receiving stations operated by NOA. The Observatory has been nominated as the sole institution in charge of natural disasters monitoring and at global level it hosts the UNESCO Chair for Natural Disasters, the Secretariat of the South Eastern Europe (SEE) Disaster Risk Assessment and Mitigation Network and the Focal point on the Global Earth Observing System of Systems (GEOSS), one of the four national offices in the world (Canada, Germany, USA and Greece). NOA has succeeded to secure the prestigious 2.3 million € capacity building REGPOT project to upgrade its capacity for setting up a center of excellence for EO-based disaster monitoring. Through BEYOND innovative integrated observational solutions will allow to a multitude of monitoring networks (space borne and ground-based) to operate in a complementary, unified and coordinated manner. Archives and databases of long series of observations and derived higher level products shall be created for the benefit of the End User Community.
-  **INICIATIVAS INNOVADORAS (INI)** is providing consulting in promoting innovation and facilitating cooperation as key factors in the development of organizations. INI operates consulting services both for private companies and public authorities. It has conducted, among others, the Strategy Planning for the Association of Environmental companies and Recovery Time Objectives, the Strategic Planning for the Association of ICT companies, the study business opportunities of the ICT sector and the study of the scientific and technological needs of Navarra. INI has also broad experience in EU Programmes (FP7, FP6, Intelligent Energy, Eco-innovation, ICT-PSP, Interreg, Leonardo, ERDF Innovative Actions, ESF Article 6, Equal, etc) participating either as partner or supporting public and private organizations. In the last three years INI has participated in more than 30 projects in different areas. The activities covered are mainly technical, financial and administrative management and coordination, dissemination and exploitation. INI takes also part in technical activities related to innovation, such as stakeholder identification and involvement, diagnosis and benchmarking, methodology design and development, identification of good practices, business inventories, etc. INI also takes part in technical activities related to innovation, such as stakeholder identification and involvement, diagnosis and benchmarking, methodology design and development, identification of good practices, business inventories, etc.
-  **ETAM S.A.** is a development planning and business consulting company, founded in 1993. ETAM S.A. employs a multidisciplinary team of managers, senior consultants and consultants and is specialized in a variety of fields such as agriculture and rural development, business planning, communication cross-border and transnational cooperation, environmental management, field research, innovation, research and development, project and programme evaluation, project and quality management. The company is certified with ISO 9001:2008 and ISO 14001:2004 and is a full member of the Hellenic Association of Management Consulting Firms – HAMCF (member of the European Federation of Management Consultancies Associations). ETAM SA has a long experience in the preparation,

specification and implementation of dissemination and communication strategies. In particular, these services include the design of a dissemination and communication strategy concept, creation of a marketing plan, specifications of co-funded promotion plans, creation of experimental products, technical support for promotional activities/advertising, design and production of print media, publications and event organization.

- **CREVIS** is a start-up company located in Brussels, founded as a spin-out company from its parent company DRAXIS Environmental S.A.. CREVIS provides advanced product exploitation and scientific results dissemination on state-of-the-art solutions for a broad range of domains. It focuses on environmental solutions in order to promote pollution forecast knowledge and climate predictions, utilizing a high-tech consultation framework. CREVIS focus on generating IT applications in real market. It provides project management services to organizations and companies involved or wishing to participate in research and development projects funded by European or National programmes. Its professional team visualizes applying scientific solutions to their real – market and in parallel, maintaining all the scientific elements dominant. In addition, CREVIS's vision is to persuade people about the added value of the solutions and make them take advantage of every bit of applications.

ANNEX B - Working Group of Communication and Dissemination Managers

COUNTRY	PARTNERS	PERSON RESPONSIBLE	e-mail
GREECE	DRAXIS Environmental S.A.	Ifigeneia- Maria Tsioutsia	iftsioutsia@draxis.gr
SPAIN	Instituto Navarro de Tecnologias e Infraestructuras Agroalimentarias S.A.	Isabel Garriz	lgarriz@intiasa.es
GREECE	OPEKEPE	Ioanna Mpournaki	ioanna.mpournaki@opekepe.gr
LITHUANIA	Nacionalinė Mokėjimo Agentūra	Armina Glemzaite	armina.glemzaite@nma.lt
LITHUANIA	Viesoji Istaiga Lietuvos Zemes Ukio Konsultavimo Tarnyba	Jolanta Dalia Abarienė	jolanta.abariene@lzukt.lt
SERBIA	Inosens Doo Novi Sad	Igor Milosavljevic	igormilosavljevic@gmail.com
UK	The University of Reading and Strutt and Parker	Yiorgos Gadanakis	g.gadanakis@reading.ac.uk
GREECE	National Observatory of Athens	Ioannis Papoutsis	ipapoutsis@noa.gr
SPAIN	Iniciativas Innovadoras	Joseba Aranguren	jaranguren@iniciativas-innovadoras.es
GREECE	ETAM SA (coordinator of WP 5)	Emmanouil Tsantakis	mdt@etam.gr
BELGIUM	CREVIS SPRL	Ifigeneia-Maria Tsioutsia	iftsioutsia@draxis.gr

Ms. **Ifigeneia - Maria Tsioutsia** is a Software Engineer with an MSc in Informatics and Management from Aristotle University of Thessaloniki. She has experience in object-oriented programming, databases and simulation procedures. She has participated in EU Programmes for Research & Innovation Projects. Currently, has the position of Researcher in European Projects. Her responsibilities are to participate in the preparation of research proposals and manage administrative and implementation issues.

Ms. **Isabel Gárriz** holds a Degree in Technical Agricultural Engineering from the Polytechnic University of Madrid. She is currently working at INTIA as an expert on Technical training organizing technical conferences, seminars, visits and field trips. She is also responsible for the communication and dissemination activities of

projects. She has also worked as a consultant in agricultural funding and management and took part in several LIFE projects (sigAGROasesor, Nitrates, AG_UAS, REGADIOX, REGEN FARMING, AGROintegra).

Dr **Yiorgos Gadanakis** is a lecturer of Agricultural Businesses Management in the School of Agriculture, Policy and Development, University of Reading. His PhD thesis covered the topics of Sustainable Intensification, Economic Efficiency and Productivity of Agricultural Systems in the UK. His research interests focus on the management of natural resources, on the protection and enhancement of ecosystem services, and on the impacts that spatial characteristics embedded to the farming production systems have on farm level decision making, economic efficiency and productivity. He has been involved in a series of EU and national funded projects and has working experience both in the UK and in other EU countries.

Ms **Ioanna Bournaki** holds a Degree in Agricultural Science and a MSc in Integrated Management and Rural Development from the Agricultural University of Athens, Department of Agricultural Economics. She is currently working at the Development and Implementation of Co-Funded Projects Unit of the Payment and Control Agency for Guidance and Guarantee Community Aid of Greece (OPEKEPE). She has professional expertise in planning, developing, implementing and managing technical projects related to rural development financed through National or European Funds in the framework of Sectoral and Regional Programs of EU. She is also involved in the preparation of finances and administrative reports, organization and management activities for the FiSpace project (Future Internet Business Collaboration Networks in Agri-Food, Transport and Logistics) which was financed through the 7th Framework Program of EU.

Mr **Igor Milosavljevic**, with a background in economics and agriculture, is a professional chameleon bridging the divide between research and business development. He's worked in diverse settings in the agricultural sector: innovative start-ups, the NGO sector, and a research institute. He produces graphic communication material and copy for a variety of audiences.

Mr **Joseba Araguren** is an Agronomic Engineering and holds a Master of Science in Environmental, Health and Safety Management from the Sligo Institute of Technology / Ireland (MSc. EHS Management) and specialized studies in the Management of Renewable Energies' Companies. Through his experience in the research and management fields in the agricultural sector, he transfers his knowledge on agronomics, environment and renewable energies to the areas of design, coordination and management of European projects, as well as to the development of R&D&I projects within "Iniciativas Innovadoras SAL", the consultancy firm where he is one of the consultant partners.

Ms **Jolanta Dalia Abarienė** studied Journalism and Lithuanian language and literature (University of Vilnius, and University of Šiauliai). She currently holds the editor position in LAAS and she is responsible for editing farming articles and the administration of LAAS intranet site. She is experienced in organizing dissemination events, while over her 20 year professional experience at the Lithuanian Agricultural Advisory Service, she has established close cooperation with agricultural associations, rural communities and agricultural press representatives.

Mr **Ioannis Papoutsis** received his diploma in Electrical and Computer Engineering from the National Technical University of Athens and his M.Sc. in Technologies for Broadband Communication from the Department of Electronic and Electrical Engineering of University College London (UCL) in 2002 and 2003 respectively. From 2004-2006 he worked in London in the framework of a British Aerospace (BAE systems) led project, while since 2007 he has been a research associate in the Institute of Astronomy, Astrophysics, Space Applications & Remote Sensing in the National Observatory of Athens (IAASARS-NOA). In 2014 he received his PhD in Monitoring Crustal Deformation with Interferometric Synthetic Aperture Radar, from the



School of Rural and Surveying Engineering of NTUA. He is currently finishing his MBA studies at ALBA Graduate Business School. Ioannis Papoutsis has participated as a technical manager to several FP7, ESA, GMES (Copernicus) projects (linkER, SAFER, TELEIOS, LDA, MASSIVE). He is currently a Project manager for activations within Copernicus Emergency Management Service, Risk & Recovery action. As a researcher he has more than 40 publications in peer-reviewed journals and international conferences and workshops. He has received the 2014 Copernicus Masters best service award as a member of the FireHub team of NOA.

Ms **Armina Glemžaitė** is the Chief specialist of the Communication Unit, Public Relations Subunit of the National Paying Agency of Lithuania. She holds a bachelor's degree in business administration and a master's degree on European Union agro-environmental politics administration. Her work experience involves public, charity and business projects implementation, as well internal and external communication projects. She is currently responsible for international relations and public communication.

Mr **Emmanouil Tsantakis** studied Economics and did his Masters in Agricultural Economics. In his 22 years professional career has worked for over 150 projects as researcher, development planner, project manager and evaluator. Since 1999 is the Projects' Director and since 2006 Vice-President of ETAM SA.

ANNEX C - Press releases in all languages

Press Release in Greek



Πλατφόρμα παροχής εξατομικευμένων υπηρεσιών
για την εφαρμογή της Κοινής Αγροτικής Πολιτικής

Το Ευρωπαϊκό Έργο RECAP δημιουργεί καινοτόμο πλατφόρμα για την παρακολούθηση της εφαρμογής της Κοινής Αγροτικής Πολιτικής

Η εναρκτήρια συνάντηση του έργου RECAP πραγματοποιήθηκε πριν λίγες εβδομάδες στη Θεσσαλονίκη με τη συμμετοχή δώδεκα εταιρών από έξι Ευρωπαϊκές χώρες. Το RECAP έχει ως στόχο την ανάπτυξη και την πιλοτική εφαρμογή της πλατφόρμας παροχής εξατομικευμένων υπηρεσιών για τη βελτίωση της αποδοτικότητας των ελέγχων συμμόρφωσης με τους κανόνες της Κοινής Αγροτικής Πολιτικής (ΚΑΠ).

Το βασικό εργαλείο με το οποίο η Ευρωπαϊκή Αγροτική Πολιτική ενσωματώνει στην ΚΑΠ τους κανονισμούς για την αειφόρο ανάπτυξη του αγροτικού τομέα, ονομάζεται Πολλαπλή Συμμόρφωση. Πιο συγκεκριμένα, προκειμένου οι Ευρωπαίοι αγρότες να λαμβάνουν τις αγροτικές ενισχύσεις, οφείλουν να συμμορφώνονται σε συγκεκριμένους κανόνες και υποχρεώσεις διατηρώντας τις εκμεταλλεύσεις τους σε καλή γεωργική και περιβαλλοντική κατάσταση. Η μη συμμόρφωση των δικαιούχων αγροτικών ενισχύσεων στις σχετικές υποχρεώσεις μπορεί να οδηγήσει στην περικοπή της χορηγούμενης ενίσχυσης ή και στην άρση χορήγησής της.

Ωστόσο, η διαδικασία εφαρμογής των κανονισμών εμπεριέχει αρκετά προβλήματα, τόσο για τις Κυβερνητικές Υπηρεσίες, όσο και για τους γεωργούς. Το διοικητικό κόστος είναι ιδιαίτερα υψηλό λόγω των επιτόπιων ελέγχων που διενεργούνται. Από την άλλη, οι αγρότες αντιμετωπίζουν πολύ συχνά δυσκολίες στην έγκυρη πληροφόρηση, κατανόηση και ορθή εφαρμογή των κανόνων.

Το RECAP στοχεύει στην ανάπτυξη μιας βελτιωμένης εξ' αποστάσεως επίβλεψης των κανονισμών της ΚΑΠ και στην ενίσχυση της διαδικασίας των επιτόπιων ελέγχων. Οι αγρότες θα αποκτήσουν ένα σημαντικό εργαλείο που θα τους παρέχει εξατομικευμένες υπηρεσίες για την καλύτερη κατανόηση των κανονισμών και συμμόρφωση με αυτούς, καθώς και έγκαιρες προειδοποιήσεις για πιθανές παραβάσεις. Επιπλέον, το RECAP θα παρέχει στους αγροτικούς συμβούλους πρόσβαση στα δεδομένα της πλατφόρμας και τη δυνατότητα ανάπτυξης δικών τους υπηρεσιών, χρησιμοποιώντας σχεδιαστικά εργαλεία, βιβλιοθήκες και επικοινωνία με τη βάση δεδομένων της πλατφόρμας. Δυνητικοί χρήστες της πλατφόρμας είναι οι Αρχές Πληρωμών, οι αγροτικοί σύμβουλοι και οι αγρότες.

Τα δεδομένα που θα χρησιμοποιούνται από την πλατφόρμα του RECAP θα προέρχονται από διάφορες πηγές, όπως:

- ανοιχτά δορυφορικά δεδομένα,
- πληροφορίες που θα λαμβάνονται από τους γεωργούς μέσω της εφαρμογής RECAP για κινητά τηλέφωνα,
- πληροφορίες που θα συλλέγονται από παρόχους δορυφορικών δεδομένων.

Η κοινοπραξία του έργου αποτελείται από τους παρακάτω εταίρους: DRAXIS Περιβαλλοντική Α.Ε., Instituto Navarro de Tecnologías e Infraestructuras Agroalimentarias SA, ΟΠΕΚΕΠΕ, National Paying Agency of Lithuania, Viesoji Istaiga Lietuvos Zemes Ukio Konsultavimo Tarnyba, Strutt & Parker LLP, Inosens Doo Novi Sad, University of Reading, Εθνικό Αστεροσκοπείο Αθηνών, Iniciativas Innovadoras SaI, ETAM A.E. και CREVIS SPRL.

Για περισσότερες πληροφορίες:

Συντονιστής Έργου: Δρ. Μάχη Συμεωνίδου, msimeonidou@draxis.gr



Το έργο έχει λάβει χρηματοδότηση από το πρόγραμμα της Ευρωπαϊκής Ένωσης για την έρευνα και την καινοτομία Horizon 2020 στα πλαίσια του συμφωνητικού συνεργασίας υπ' αριθμόν 693171.

Το παρόν έγγραφο εκφράζει την άποψη του συγγραφέα και η Ευρωπαϊκή Επιτροπή δεν μπορεί να θεωρηθεί υπεύθυνη για οποιαδήποτε χρήση των πληροφοριών που παρέχονται σε αυτό.

Press Release in English



Personalised public services
in support of the implementation of the CAP

European Project RECAP creates innovative platform to facilitate compliance with CAP obligations

A consortium of 12 partners in six European countries has launched a project to develop a cloud-based Software as a Service (SaaS) platform for improving the efficiency and transparency of the compliance with the Common Agricultural Policy (CAP) monitoring procedure. The RECAP project is supported by the EU programme on "ICT-enabled open government" until October 2018.

Sustainable agriculture preserves habitats and natural resources and mitigates climate change. The EU policy tool for integrating environmental requirements into the CAP is the Cross Compliance Scheme. EU farmers shall respect cross-compliance rules, legislative standards and obligations, in order to receive payments, but more importantly cross-compliance enhances awareness among them and helps European farming to be more compatible with the expectations of society. Farmers' non-compliance with standards may lead to reduction or, even, cancelation of their agricultural support and rural development payments.

However, the implementation of the cross-compliance consists of many burdens, either related to the public authorities, or to the farmers. On the one hand, the public administrative costs are extremely high due to the need of in-field visits. On the other hand, farmers face several difficulties in familiarizing with the applicable regulations and also dealing with the high administrative costs of the proper implementation of the cross-compliance.

The RECAP project aims to develop an improved remote monitoring of CAP obligations and to supplement the in-field inspections procedures eliminating several of the forementioned burdens. Furthermore, RECAP will offer farmers a tool supporting them to comply with regulations imposed by the CAP, providing personalised information for simplifying the interpretation of complex regulations, and early alerts on potential non-conformities. RECAP will allow agricultural consultants to access data available in the platform, subject to security and privacy policies, and to develop their own services within the platform using design tools, libraries and communication with the database under an open approach. The overall objective is to develop and pilot test a platform for the delivery of public services that will enable the improved implementation of the CAP, targeting public Paying Agencies, agricultural consultants and farmers.

RECAP will be a cloud-based Software as a Service (SaaS) platform which will:

-  collect information from open satellite data,
-  collect information through farmers' mobile devices,
-  collect information from commercial channels of satellite data providers.

The project consortium consists of Draxis Environmental S.A., Instituto Navarro de Tecnologías e Infraestructuras Agroalimentarias SA, Payment and Control Agency for Guidance and Guarantee Community Aid, National Paying Agency, Viesoji Istaiga Lietuvos Zemes UKio Konsultavimo Tarnyba, Strutt & Parker LLP, Inosens Doo Novi Sad, University of Reading, National Observatory of Athens, Iniciativas Innovadoras Sal, ETAM S.A. and CREVIS SPRL.

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Press Release in Spanish



Servicios públicos personalizados en apoyo
de la aplicación de la PAC

El proyecto Europeo RECAP crea una plataforma innovadora para facilitar el cumplimiento de las obligaciones de la PAC

Un consorcio de 12 socios de seis países europeos entre los que se encuentran las entidades navarras INTIA e Iniciativas Innovadoras SAL, ha puesto en marcha un proyecto para desarrollar un software basado en una plataforma de servicios en la nube (SaaS) para la mejora de la eficiencia y la transparencia del cumplimiento del procedimiento de seguimiento de la Política Agrícola Común (PAC). El Proyecto RECAP está apoyado por el programa de la UE sobre "TIC gobierno abierto habilitado" de H2020 hasta octubre de 2018.

La agricultura sostenible preserva los hábitats y recursos naturales y mitiga el cambio climático. La herramienta política de la UE para la integración de los requerimientos medioambientales en la PAC es el Esquema de Condicionalidad. Los agricultores de la UE deben respetar las normas de condicionalidad, las normas y obligaciones legislativas, con el fin de recibir pagos, pero más importante es que la condicionalidad aumenta la conciencia entre ellos y ayuda a la agricultura europea para ser más compatible con las expectativas de la sociedad. El incumplimiento de los agricultores con las normas puede conducir a la reducción o, incluso cancelación de los pagos de mantenimiento y desarrollo rural agrícola.

Sin embargo, la aplicación de la condicionalidad de la PAC, conlleva mucho trabajo y cargas tanto para las autoridades públicas como para los agricultores. Por un lado, los costes de la administración pública son extremadamente altos debido a la necesidad de visitas al terreno. Por otro lado, los agricultores se enfrentan a varias dificultades para familiarizarse con la normativa aplicable, así como hacer frente a los altos costos administrativos de la correcta aplicación de la condicionalidad.

El Proyecto RECAP tiene como objetivo desarrollar un seguimiento mejorado "en remoto" de las obligaciones de la PAC y complementar los procedimientos de inspección en el terreno, eliminando varias de las cargas antes mencionadas. Por otra parte, RECAP ofrecerá a los agricultores una herramienta de apoyo y asesoramiento para cumplir con las regulaciones impuestas por la PAC, proporcionando información personalizada para simplificar la interpretación de las normas complejas y alertas tempranas sobre posibles incumplimientos. RECAP permitirá a los consultores agrícolas acceder a los datos disponibles en la plataforma, con sujeción a las políticas de seguridad y privacidad, y desarrollar sus propios servicios dentro de la plataforma utilizando diferentes herramientas diseñadas para el efecto, bibliotecas y comunicación con la base de datos bajo un enfoque abierto. El objetivo general es desarrollar y hacer pruebas piloto de la nueva plataforma para la prestación de servicios públicos que permita mejorar la aplicación de la PAC, involucrando a autoridades públicas de pago, consultores agrícolas y agricultores.

RECAP será un software basado en una plataforma de servicios en la nube (SaaS) destinados a:

- Recopilar información de datos de satélites abiertos,
- Recopilar información a través de dispositivos móviles de los agricultores,
- Recopilar información de los circuitos comerciales de los proveedores de datos por satélite.

El consorcio del proyecto está compuesto por DRAXIS Environmental S.A (Grecia), Instituto Navarro de Tecnologías e Infraestructuras Agroalimentarias SA (INTIA SA) (España), La Agencia nacional griega de control y pago (OPEKEPE), la Agencia nacional de pago lituana (NMA), El servicio lituano de asesoramiento agrícola (LAAS), Strutt & Parker LLP (UK), Inosens Doo Novi Sad (Serbia), University of Reading (UK), Observatorio Nacional de Atenas (NOA), Iniciativas Innovadoras SAL (España), ETAM S.A. (Grecia) y CREVIS SPRL.

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Este documento refleja la opinión del autor y la Comisión no se hace responsable del uso de la información incluida.

Press Release in Lithuanian



Personalised public services in support
of the implementation of the CAP
Suasmenintos viešosios paslaugos remti ir įgyvendinti BŽŪP - ReCAP

Europos projektas RECAP sukuria novatorišką platformą, kad būtų lengviau laikytis įsipareigojimų pagal BŽŪP




Konsorciumas, sudarytas iš 12 partnerių, atstovaujančių šešioms Europos šalims, pradėjo projektą, kurio tikslas – sukurti paslaugų platformą, skirtą gerinti bendrosios žemės ūkio politikos (BŽŪP) laikymosi stebėsenos procedūros veiksmingumą ir skaidrumą. RECAP projektas yra remiamas pagal ES programą „Informacinės komunikacijos technologijomis (ang. Information and communications technology - ICT) pagrįstas atviras valdymas“ iki 2018 m. spalio.

Tvarus žemės ūkis padeda išsaugoti buveines, gamtinius išteklius ir švelninti klimato kaitą. Tam yra sukurta Kompleksinio paramos susiejimo schema (ang. cross compliance) – tai ES politikos įrankis, skirtas integruoti aplinkos apsaugos reikalavimus į BŽŪP. ES ūkininkai, norėdami gauti išmokas, turi laikytis kompleksinio paramos susiejimo taisyklių, teisės aktų, standartų ir įsipareigojimų. Kitas, dar svarbesnis, faktorius – kompleksinis paramos susiejimas didina žemdirbių sąmoningumą ir padeda Europos žemės ūkiui labiau atitikti visuomenės lūkesčius. Dėl standartų nesilaikymo ūkininkams gali būti sumažinta arba net nutraukta žemės ūkio parama ir kaimo plėtros išmokos.

Įgyvendinant kompleksinės paramos susiejimo schemą ūkininkams ir valdžios institucijoms iškyla nemažai sunkumų. Viešojo administravimo išlaidos labai išauga dėl prievolės lankyti ūkius. Ūkininkai, norėdami tinkamai įgyvendinti visus paramos reikalavimus, susiduria su sunkumais aiškinamiesi sudėtingas taisykles ir reglamentus.

RECAP projektu siekiama užtikrinti tobulesnį BŽŪP įsipareigojimų nuotolinį stebėjimą ir papildyti patikrinimų procedūras laukuose. RECAP padės ūkininkams laikytis BŽŪP reikalavimų, t.y. suteiks personalizuotą informaciją, kuri supaprastins sudėtingų reglamentų aiškinimąsi ir iš anksto įspės apie galimus neatitikimus. Žemės ūkio konsultantams RECAP padės plėtoti savo paslaugas sukurtoje viešųjų paslaugų platformoje, naudojantis planavimo įrankiais, bibliotekomis ir atviru ryšiu su duomenų baze.

RECAP programinė įranga naudos ir rinks informaciją:

-  iš atvirų palydovinių duomenų,
-  per ūkininkų mobiliuosius įrenginius,
-  iš komercinių palydovinių duomenų teikėjų kanalų.

Projekto konsorciumą sudaro Draxis Environmental S.A. (Graikija), Instituto Navarro de Tecnologias e Infraestructuras Agroalimentarias SA (Ispanija), Payment and Control Agency for Guidance and Guarantee Community Aid, Nacionalinė mokėjimo agentūra, Viešoji įstaiga Lietuvos žemės ūkio konsultavimo tarnyba, Savills Ltd, Inosens Doo Novi Sad, Readingo universitetas (Anglija), Nacionalinė Atėnų observatorija (Graikija), Iniciativas Innovadoras Sal, ETAM S.A. ir CREVIS SPRL.

[Dėl išsamesnės informacijos kreiptis į](#)

projekto koordinatorių Dr. Machi Simenonidou, msimeonidou@draxis.gr



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Press Release in Serbian

Personalizovani javni servisi za podršku uvođenja CAP
(Zajednička Poljoprivredna Politika Evropske Unije)**Evropski projekat RECAP
stvara inovativnu platformu da olakša sprovođenje zahteva Zajedničke
Poljoprivredne Politike Evropske Unije**

Konzorcijum koji se sastoji od 12 partnera iz šest Evropskih zemalja je započeo projekat da razvije software platformu na osnovu "cloud" tehnologije (Software as a Service, SaaS) koja će poboljšati efikasnost i transparentnost u sprovođenju Zajedničke Poljoprivredne Politike Evropske Unije, takozvani "CAP". RECAP se finansira iz EU programa podrške e-upravi (ICT-enabled open government) do Oktobra 2018.

Održiva poljoprivreda štiti životnu sredinu i ublažava proces klimatskih promena. Pravni okvir EU za integraciju ekološke zaštite u CAP-u je "Cross Compliance" sema. EU poljoprivrednici će poštovati "Cross Compliance" pravila, pravne standarde i obaveze u cilju dobijanja subvencija, ali još je važnije da "Cross Compliance" podiže njihovu svest i da pomaže poljoprivredi u EU da odgovori na očekivanja društva. U protivnom može doći da smanjenja ili čak ukidanja subvebcija.

Međutim, sprovođenje cross-compliance-a je povezano sa mnogim teškoćama kako za poljoprivrednike tako i za nadležne javne službe. S jedne strane troškovi javnih službi su izuzetno visoki zbog potrebe proverena na licu mesta. Sa druge strane, poljoprivrednici se suočavaju sa različitim teškoćama u upoznavanju sa primenjivim propisima i takođe sa visokom cenom sprovođenja cross-compliance-a.

Projekat RECAP ima za cilj da razvije bolju kontrolu CAP propisa i dodatno olakša provere na licu mesta. RECAP nudi poljoprivrednicima pomoć kako be mogli da ispoštuju propise CAP-a, pružajući im pojedinačnu informaciju u cilju objašnjenja složenih propisa i izbegavanja mogućih prekršaja. RECAP će dozvoliti poljoprivrednim savetnicima pristup podacima koj skuplja RECAP, strogo vodeći računa o zaštiti ličnih podataka korisnika, i mogućnost da razvijaju sobstvene usluge korišćenjem elektronskih programa (design tools), biblioteke podataka i komuniciranja sa bazom podataka na osnovu slobodnog pristupa. Sveukupni cilj projekta je da razvije i isproba platformu za dostavu javnih usluga koja će omogućiti bolje uvođenje ekoloških propisa CAP-a, namenjeno Upravama za Agrarna Plaćanja, poljoprivrednim savetnicima i samim poljoprivrednicima.

RECAP software će biti baziran na osnovu cloud "Software as a Service" (SaaS) i imaće za zadatak da:

- Skuplja satelitske podatke od dostupnih izvora,
- Skuplja podatke preko mobilnih uređaja poljoprivrednika,
- Skuplja informacije iz civilnih izvora firmi koje poseduju satelitske podatke.

Projektni konzorcijum se sastoji od sledećih firma i agencija za agrarna plaćanja: Draxis Environmental S.A. (Grčka), Instituto Navarro de Technologias e Infraestructuras Agroalimentarias SA (Španija), OPEKEPE (Grčka), National Paying Agency (Litvanija), Viesoji Istaiga Lietuvos Zemes Ukio Konsultavimo Tarnyba (Litvanija), Strutt & Parker LLP (Velika Britanija), InoSens doo Novi Sad (Srbija), University of Reading (Velika Britanija), Nacionalna Observatorija Atine (Grčka), Iniciativas Innovadoras Sal (Španija), ETAM S.A. (Grčka) i CREVIS SPRL (Belgija).

Za više informacija, možete se obratiti koordinatoru projekta:

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Le projet à été financé par le programme d'Union Européenne pour la recherche et l'innovation Horizon 2020 dans le cadre d'accord de coopération n° 693171.

Le présent texte reflète l'opinion de son auteur et la Commission Européenne n'est pas responsable pour toute utilisation d'informations produites ici.

Press Release in French



Plateforme de livraison des services personnalisés
pour l'implémentation
de la Politique Agricole Commune (PAC)

Le projet européen RECAP offre une plateforme innovante pour l'évaluation de l'évolution et de la mise en œuvre de l'implémentation de la PAC

L'assemblée inaugurale du projet RECAP, avait lieu à Thessalonique quelques semaines auparavant, avec la participation de douze partenaires de six pays d'Europe. Le projet vise au développement et à l'implémentation pilote d'une plateforme de livraison des services personnalisés pour l'amélioration de l'efficacité des contrôles de conformité avec des règles de PAC.

L'outil principal avec lequel la Politique Agricole Européenne incorpore à la PAC les règlements pour le développement durable du secteur agricole, s'appelle Conditionnalité. Les agriculteurs européens sont invités à se montrer conformes à des règles et à des engagements spécifiques, relatives à l'état agricole et environnemental de leurs exploitations, afin d'obtenir les subventions agricoles. Le cas échéant, une limitation ou même une interruption totale de la subvention peut être mise en place.

Cependant, la mise en place des règlements provoque plusieurs problèmes, autant pour les services gouvernementales que pour les producteurs. Le coût administratif atteint un niveau particulièrement élevé, secondaire aux contrôles actuels sur place. Aussi, les producteurs se confrontent fréquemment avec des difficultés de l'ordre de manque d'information fiable, ce qui met en enjeu leur compréhension de la loi et leur conformité à la loi.

Le RECAP vise au développement d'un mécanisme amélioré de supervision en distance des règlements de la PAC, ainsi que l'amélioration du processus des contrôles sur place. Les agriculteurs obtiendront un outil important qui offrira des services personnalisés, pour la meilleure compréhension et la conformité aux règlements, ainsi que des alertes précoces vis à vis des violations possibles. Pourtant, le RECAP va permettre aux consultants agricoles à accéder aux données de la plateforme et va leur donner la chance de développer leurs propres services, notamment par des outils de design, des librairies et un contact avec la base des données de la plateforme. Des utilisateurs potentiels seront: les autorités de paiement, les consultants agricoles et les agriculteurs.

Les données qui seront utilisées par la plateforme RECAP vont provenir des sources différents tel que:

- Données ouvertes satellites.
- Informations ouvertes aux agriculteurs à travers de l'application RECAP pour les téléphones mobiles.
- Informations qui seront recueillies par des fournisseurs des données satellites.

Le consortium du projet consiste des partenaires suivants: DRAXIS Environmental S.A, Instituto Navarro de Tecnologias e Infraestructuras Agroalimentarias SA, ΟΠΕΚΕΠΕ, National Paying Agency of Lithuania, Viesoji Istaiga Lietuvos Zemes Ukio Konsultavimo Tarnyba, Strutt & Parker LLP, Inosens Doo Novi Sad, University of Reading, Observatoire national d'Athènes, Iniciativas Innovadoras SaI, ETAM S.A. και CREVIS SPRL.

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Le projet à été financé par le programme d'Union Européenne pour la recherche et l'innovation Horizon 2020 dans le cadre d'accord de coopération n° 693171.

Le présent texte reflète l'opinion de son auteur et la Commission Européenne n'est pas responsable pour toute utilisation d'informations produites ici.

Press Release in Dutch



Personalised public services
in support of the implementation of the CAP

Het Europese project RECAP creëert een innovatief platform met geavanceerde diensten

Enkele weken geleden namen twaalf partners uit zes Europese landen deel aan de openingsbijeenkomst van het RECAP project in Thessaloniki. Het project heeft als doelstelling de ontwikkeling en de uitvoering van de proeffase van het gepersonaliseerde diensten platform en beoogt verbetering van de controles op naleving van de voorschriften van het Gemeenschappelijk landbouwbeleid (GLB).

Het belangrijkste middel waarmee het Europese landbouwbeleid de regels voor de duurzame ontwikkeling van de agrarische sector in het GLB integreert, is het randvoorwaardensysteem. Meer specifiek, om hun landbouwsubsidies te kunnen ontvangen, moeten de Europese agrariërs voldoen aan specifieke regels en verplichtingen voor het bewaren van hun exploitaties in een goede landbouw- en milieuconditie. Falen van de begunstigden van agrarische steun in hun relevante verplichtingen kan leiden tot vermindering of stopzetting van de subsidie.

Echter, het toepassen van de regels en verplichtingen bevat een aantal problemen, zowel voor de overheidsdiensten als voor de agrariërs. De administratieve kosten zijn zeer hoog als gevolg van de controles ter plaatse. Anderzijds ervaren de agrariërs vaak moeilijkheden bij het verkrijgen van accurate informatie, het begrijpen en het correct toepassen van de regels.

De RECAP richt zich op een verbeterd toezicht op afstand van de GVB-regels en op het proces van verbetering van de controles ter plaatse. Agrariërs kunnen een belangrijk hulpmiddel verkrijgen, dat gepersonaliseerde diensten levert voor het beter begrijpen en voldoen aan de regels, evenals voor vroegtijdige waarschuwingen van mogelijke schendingen. Bovendien zal de RECAP, agrarische adviseurs toegang tot de platform-databank geven en de mogelijkheid van het ontwikkelen van hun eigen diensten met behulp van ontwerpinstrumenten, bibliotheken en uitwisseling van gegevens met de platform-databank. Eventuele gebruikers van het platform zijn de betaalorganen, agrarische adviseurs en de agrariërs.

De gegevens, die het RECAP platform zal gebruiken zullen uit verschillende bronnen komen, zoals:

-  (open) satellietgegevens,
-  informatie afkomstig van de agrariërs, door middel van de RECAP applicatie voor mobiele telefoons,
-  verzameling van informatie van providers van satellietgegevens.

Het project consortium bestaat uit de volgende partners: Draxis Environmental S.A., Instituto Navarro de Tecnologias e Infraestructuras Agroalimentarias SA, Payment and Control Agency for Guidance and Guarantee Community Aid, National Paying Agency, Viesoji Istaiga Lietuvos Zemes Ukio Konsultavimo Tarnyba, Strutt & Parker LLP, Inosens Doo Novi Sad, University of Reading, National Observatory of Athens, Iniciativas Innovadoras Sal, ETAM S.A. and CREVIS SPRL.

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Press Release in Italian



Piattaforme di fornitura di servizi personalizzati
per l'attuazione della Politica Agricola Comune

Il progetto europeo RECAP crea una piattaforma innovativa per il monitoraggio dell'attuazione della Politica Agricola Comune




A Salonico, dodici partner provenienti da sei paesi europei hanno tenuto la riunione inaugurale del progetto RECAP. Il progetto RECAP è finalizzato allo sviluppo e all'applicazione pilota della piattaforma di fornitura di servizi personalizzati per migliorare l'efficienza dei controlli di conformità con le norme della Politica Agricola Comune (PAC).

Lo strumento principale con il quale la politica agricola europea incorpora alla PAC le norme per lo sviluppo sostenibile dell'agricoltura, è denominata Multipla Conformità. Particolarmente, per ricevere gli agricoltori europei sussidi agricoli, loro devono rispettare le norme e gli obblighi specifici, mantenendo le loro aziende agricole in buone condizioni agronomiche e ambientali. Il mancato rispetto degli obblighi relativi dalla parte dei beneficiari dei sussidi agricoli, può condurre alla riduzione dei sussidi concessi o pure, all'eliminazione della sovvenzione.

Tuttavia, il processo di applicazione delle norme comporta diversi problemi, tanto per i servizi pubblici, sia per gli agricoltori. I costi amministrativi sono molto elevati a causa dei controlli in loco effettuati. Dall'altra parte, gli agricoltori sperimentano spesso difficoltà per quanto riguarda le informazioni corrette, la comprensione e la corretta applicazione delle norme.

Il RECAP finalizza allo sviluppo di un migliore monitoraggio a distanza delle normative della PAC e al rafforzamento del processo di controlli in loco. Gli agricoltori potranno acquisire un importante strumento che gli fornirà servizi personalizzati per comprendere meglio e rispettare tali norme, come anche avvertimenti tempestivi per potenziali infrazioni. Inoltre, il progetto RECAP fornirà ai consulenti agricoli l'accesso ai dati della piattaforma e la possibilità di sviluppare i propri servizi utilizzando strumenti di progettazione, librerie, e comunicazione con il database della piattaforma. Utenti potenziali della piattaforma sono le Autorità di Pagamento, i consulenti agricoli e gli agricoltori.

I dati che saranno utilizzati dalla piattaforma del RECAP provengono da varie fonti, come ad esempio:

-  Open Data satellitare,
-  informazioni tratte dal parte degli agricoltori, attraverso l'applicazione RECAP per telefoni cellulari,
-  informazioni raccolte dai fornitori di servizi satellitari

Il consorzio del progetto è composto dai seguenti partner DRAXIS PERIVALLONTIKI A.E., Instituto de Navarro Technologias e Infraestructuras Agroalimentarias S.A., OPEKEPE, National Paying Agency of Lithuania, Viesoji Istaiga Lietuvos Zemes Ukio Konsultavimo Tarnyba, Strutt / Parker LLP, Inosens Doo Novi Sad, University of Reading, Osservatorio Nazionale di Atene, Iniciativas Innovadoras Sal, ETAM A.E. e CREVIS SPRL.

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Il progetto ha ricevuto un finanziamento dal programma dell'Unione europea per la ricerca e l'innovazione Horizon 2020 nell'ambito dell'accordo di cooperazione n° 693171.

Il presente documento riflette l'opinione dell'autore e l'Unione Europea non può essere ritenuta responsabile per qualsiasi uso delle informazioni ivi presentati.

Press Release in German



Einzeldienstleistungsplattform
für die Umsetzung der Gemeinsamen Agrarpolitik

Das Europäische Projekt RECAP schafft eine innovative Plattform für die Aufsicht der Umsetzung der Gemeinsamen Agrarpolitik




Vor wenigen Wochen haben zwölf Partner aus sechs europäischen Ländern die Auftaktveranstaltung des RECAP-Projekts in Thessaloniki durchgeführt. RECAP hat das Ziel, die Entwicklung und die Piloteinsatzung der Einzeldienstleistungsplattform für die Effizienzverbesserung der Einhaltungüberprüfung der Regeln der Gemeinsamen Agrarpolitik (GAP).

Das Hauptinstrument, durch es die Europäische Agrarpolitik die Regelungen über die nachhaltige Entwicklung des Agrarsektors in die GAP integriert, heißt Einhaltung Anderweitiger Verpflichtungen. Insbesondere, damit die europäische Bauern die Agrarsubventionen erhalten, müssen sie konkrete Regeln und Pflichten einhalten, erhaltend ihre Betriebe in gutem Agrar- und Umweltzustand. Ein Verstoß der Agrarsubventionberechtigten gegen die entsprechenden Pflichten kann zur Kürzung der Subvention oder auch zur Aufhebung ihrer Gewährung führen.

Trotzdem enthält der Regelungsprozess zahlreiche Probleme sowohl für die Regierungsbehörden als auch für die Landwirte. Die Verwaltungskosten sind besonders hoch wegen der Vor-Ort-Kontrollen, die durchgeführt werden. Aus der anderen Seite werden die Bauern sehr oft mit Schwierigkeiten bei der zuverlässigen Informierung, der Verständnis und Anwendung der Regeln konfrontiert.

RECAP zielt zur Entwicklung einer verbesserten Fernaufsicht der GAP-Regelungen und zur Stärkung des Vor-Ort-Kontrollen-Prozesses. Die Bauern werden ein wichtiges Instrument erwerben, das ihren Einzeldienstleistungen zur besseren Verständnis der Regelungen und zur Einhaltung deren sowie frühzeitige Warnungen vor potenziellen Verstößen gewährt wird. Außerdem wird RECAP den Agrarberatern Zugang zu den Daten der Plattform und die Möglichkeit zur Entwicklung eigener Dienste gewährt, verwendend Auslegungsinstrumente, Büchereien und Kommunikation mit der Datenbank der Plattform. Potenzielle Nutzer der Plattform sind die Zahlstellen, die Agrarberater und die Bauern.

Die Daten, die von der Plattform von RECAP verwendet werden, werden aus verschiedenen Quellen stammen, wie:

-  aus offenen Satellitendaten,
-  aus Informationen, die von den Landwirten durch die RECAP-Anwendung für Mobiltelefone erhalten werden,
-  aus Informationen, die von Satellitendatenanbietern gesammelt werden.

Das Konsortium des Projekts besteht aus folgenden Partnern: Draxis Environmental S.A., Instituto Navarro de Tecnologias e Infraestructuras Agroalimentarias SA, Griechische Zahlstelle „OPEKEPE“, National Paying Agency of Lithuania, Viesoji Istaiga Lietuvos Zemes Ukio Konsultavimo Tarnyba, Strutt & Parker LLP, Inosens Doo Novi Sad, University of Reading, Nationales Observatorium Athen, Iniciativas Innovadoras Sal, ETAM S.A. and CREVIS SPRL.

Für weitere Informationen:


Projektkoordinatorin: Frau Dr. Machi Simeonidou, msimeonidou@draxis.gr




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Das vorliegende Dokument äußert die Auffassung des Verfassers, dass die Europäische Kommission für jede Verwendung der darin zu findenden Informationen nicht für jede Verwendung der zu findenden Informationen nicht für verantwortlich gehalten werden kann.

ANNEX D - Dissemination Report template



REoCAP
Reinforcing CAP



Dissemination Report

Partner:
Date of report: / /

Type of Activity	<i>[e.g. press release communication / press article / press interview / tv-radio interview / event (pre)announcement / event organisation / conference / workshop / seminar / infoday / bilateral meeting / trade fair / direct mailing / scientific publication / internet posts / social media posts / newsletter / promotional material distribution / person-to-person communication]</i>
Date/Period of Activity	<i>[DD/MM/YY or DD/MM/YY- DD/MM/YY]</i>
Description	<i>[e.g. published where/ title of article or event / place / date / recipients / organisers]</i>
Coverage Level	<i>[e.g. local / regional / national / European level]</i>
Target Audience	<i>[Describe briefly the type of audience]</i>
Partners Involved	<i>[Partner acronym]</i>
Estimated Reach	<i>[e.g. number of people the activity has reached / people that attended the event]</i>
Impact	<i>[Did you receive any response? Was the story picked up somewhere else or by any other media? Was estimated reach satisfied?]</i>
Reference Link(s)	<i>[Internet link(s)]</i>

Additional comments:

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ANNEX E - Project Meetings List of Participants template

List of Participants				
#	NAME	ORGANISATION	PHONE/E-MAIL	SIGNATURE
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

