



Big Data to Enable Global Disruption of the Grapevine-powered Industries

D9.1 - Website and Social Media Presence

DELIVERABLE NUMBER	D9.1
DELIVERABLE TITLE	Website and Social Media Presence
RESPONSIBLE AUTHOR	Eva Bozou (Agroknow)



Co-funded by the Horizon 2020
Framework Programme of the European Union

GRANT AGREEMENT N.	780751
PROJECT ACRONYM	BigDataGrapes
PROJECT FULL NAME	Big Data to Enable Global Disruption of the Grapevine-powered industries
STARTING DATE (DUR.)	01/01/2018 (36 months)
ENDING DATE	31/12/2020
PROJECT WEBSITE	http://www.bigdatagrapes.eu/
COORDINATOR	Nikos Manouselis
ADDRESS	110 Pentelis Str., Marousi, GR15126, Greece
REPLY TO	nikosm@agroknow.com
PHONE	+30 210 6897 905
EU PROJECT OFFICER	Ms. Annamária Nagy
WORKPACKAGE N. TITLE	WP9 Dissemination & Exploitation
WORKPACKAGE LEADER	Agroknow
DELIVERABLE N. TITLE	D9.1 Website and Social Media Presence
RESPONSIBLE AUTHOR	Eva Bozou (Agroknow)
REPLY TO	nikosm@agroknow.com
DOCUMENT URL	http://www.bigdatagrapes.eu/
DATE OF DELIVERY (CONTRACTUAL)	31 January 2018 (M1), 06 August 2019 (M20, Updated Version), 30 October (M22, Revised Version)
DATE OF DELIVERY (SUBMITTED)	31 January 2018 (M1), 06 August 2019 (M20, Updated Version), 30 October (M22, Revised Version)
VERSION STATUS	2.1 Final
NATURE	Websites, Patens filing, etc.
DISSEMINATION LEVEL	PU (Public)
AUTHORS (PARTNER)	Panagiotis Zervas (Agroknow), Nikos Manouselis (Agroknow), Margarita Gourgourini (Agroknow), Charalampos Thanopoulos (Agroknow), Kouriantaki Eirini (Agroknow)
CONTRIBUTORS	-
REVIEWER	All partners

VERSION	MODIFICATION(S)	DATE	AUTHOR(S)
0.1	Initial version	12/01/2018	Panagiotis Zervas (Agroknow)
1.0	Final version after partners comments	31/01/2018	Panagiotis Zervas (Agroknow)
2.0	Updated version	06/8/2019	Nikos Manouselis (Agroknow), Eva Bozou (Agroknow)
2.1	Revised version based on the instructions of the reviews	30/10/2019	Nikos Manouselis (Agroknow), Eva Bozou (Agroknow)

PARTICIPANTS		CONTACT
<p>Agroknow IKE (Agroknow, Greece)</p>		<p>Nikos Manouselis Email: nikosm@agroknow.com</p>
<p>Ontotext AD (ONTOTEXT, Bulgaria)</p>		<p>Todor Primov Email: todor.primov@ontotext.com</p>
<p>Consiglio Nazionale Delle Ricerche (CNR, Italy)</p>		<p>Raffaele Perego Email: raffaele.perego@isti.cnr.it</p>
<p>Katholieke Universiteit Leuven (KULeuven, Belgium)</p>		<p>Katrien Verbert Email: katrien.verbert@cs.kuleuven.be</p>
<p>Geocledian GmbH (GEOCLEDIAN Germany)</p>		<p>Stefan Scherer Email: stefan.scherer@geocledian.com</p>
<p>Institut National de la Recherche Agronomique (INRA, France)</p>		<p>Pascal Neveu Email: pascal.neveu@inra.fr</p>
<p>Agricultural University of Athens (AUA, Greece)</p>		<p>Katerina Biniari Email: kbiniari@aua.gr</p>
<p>Abaco SpA (ABACO, Italy)</p>		<p>Simone Parisi Email: s.parisi@abacogroup.eu</p>
<p>SYMBEEOSIS LONG LIVE LIFE S.A. (Symbeosis, Greece)</p>	 <p>Symbeosis</p>	<p>Konstantinos Gardikis Email: c.gardikis@gmail.com</p>

EXECUTIVE SUMMARY

Deliverable D9.1, “Website and Social Media Presence”, comprises the following outcomes:

- The setup, maintenance and regular updating of the BigDataGrapes website, which will act as the main information hub for the project, in order to showcase progress and outcomes, reaching all identified target groups and the general public;
- The setup and regular updating of the Social channels of the project, which aim to support the communication between the project (represented by particular consortium members) and the relevant target groups, as well as a wider audience.

The present report documents the establishment of the aforementioned media and establishes their intended purpose for the duration of the project.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	4
1 INTRODUCTION	6
2 BIGDATAGRAPES SOCIAL MEDIA PRESENCE	7
3 BIGDATAGRAPES WEBSITE	8
3.1 BIGDATAGRAPES WEBSITE DEVELOPED IN M1	8
3.1.1 Home	8
3.1.2 About	9
3.1.3 Events	10
3.1.4 News	12
3.1.5 Partners	14
3.1.6 Pilots	15
3.1.7 Outputs	16
3.1.8 Contact us	17
3.2 TECH DEMONSTRATOR WEBSITE	18
3.2.1 ERA Demonstrator	18
3.3 NEW ARCHITECTURE OF INTERCONNECTED SITES	18
4 SUMMARY	20

TABLE OF DIAGRAMS

Diagram 1: Interconnection of main information hub with web sites describing all project products	19
---	----

TABLE OF FIGURES

Figure 1: Welcome page, <i>Home</i>	9
Figure 2: Overview of the project's objectives	10
Figure 3: Overview calendar for BigDataGrapes-related activities and events	11
Figure 4: Detailed demonstration of project's activities	13
Figure 5: Presentation of project partners	14
Figure 6: Pilots demonstration	15
Figure 7: Public deliverables access	17

1 INTRODUCTION

Apart from dissemination activities dedicated to the outcomes of the project and specifically targeting the intended stakeholders and target groups, a strong web presence is critical for achieving the desired impact of BigDataGrapes.

To this end, the first step for ensuring this strong presence is the setup of BigDataGrapes dedicated spaces in Social media and content sharing platforms. Based on the consortium's collective experience, the most impactful platforms have been targeted (cf. Section 2).

Furthermore, the nature of the BigDataGrapes as a Research & Innovation Action, calls for the establishing of a website that is not merely restricted to the provision of generic information on the project's background, status, and outcomes. Rather, we envision the BigDataGrapes website as the medium that will allow a strong showcase of the added value achieved via the project's results, for all the participating stakeholders in the Data Value Chain of the Grapevine-powered industry ecosystem.

The project's website, that has been created during the M1, can be accessed at: <http://bigdatagrapes.eu> and consists the website that will contain all the important outcomes of the project. It will incorporate the basic information for BigDataGrapes and will be continuously evolved following the aforementioned principles and directions, in order to constitute an impactful information hub as described in Section 3.

2 BIGDATAGRAPHES SOCIAL MEDIA PRESENCE

The following table presents the social media channels that will be used for BigDataGrapes. The platforms have been selected as the ones most likely to ensure the broad reach of the project, as it is mainly targeted to specific stakeholders and user groups that are particularly active on these channels.

Platform	URL
Twitter	https://twitter.com/BigDataGrapes
LinkedIn	https://www.linkedin.com/groups/13574473/profile
SlideShare	https://www.slideshare.net/BigDataGrapes
GitHub	https://github.com/BigDataGrapes
YouTube channel	https://www.youtube.com/channel/UCPceo7FTIfcPEihaZUnMTug

Until the end of the project, it has been decided a new organization chart to be followed regarding our dissemination activities.

Each partner has to write 1 article per 3 months, which means that 9 articles will be produced per 3 months. These articles will regard the progress of our work and will be published at a new page, namely News, in our website. Also, each partner has to organize 1 webinar per 6 months. All of 9 webinars that we will produce per 6 months, will be published in our YouTube channel and in the new page, Webinars, of our website that we will create. Relevant tweets will disseminate both the new articles and webinars.

All the presentations that BigDataGrapes SlideShare service provides will be opened and available to be downloaded. The visitors of our website will have access to these presentations through their demonstration in a new page that we will create in the website, namely Presentations. Each presentation at our website will be accompanied with description regarding its topics, the responsible partners and the events at which they presented it.

The project's LinkedIn group channel is private and had not a single post/publication about the project so far, but the following changes will be performed. In first place we set an open LinkedIn page and the LinkedIn group will be deleted. This action is necessary because in the LinkedIn groups in order one to be a member, the owner or the manager of the group should accept his/her request and since we want to have a public profile, the LinkedIn group does not serve our need. By the end of November (M23) one who wants to follow project's page will not have to ask permission. Finally, apart of adding the new articles and webinars that will be produced, all project's blog-posts, videos and press publications that have been created in the past, will be replicated in LinkedIn with the proper original credits.

In all cases, channels will be updated regularly, and partners will help in order more effort to be put to the management of these channels. All are encouraged to join the channels and to continuously create proper research and industrial links and contact-leads in all dissemination channels, especially in LinkedIn and Twitter, in order to maintain a more efficient communication strategy including selected target audiences and related projects' communities.

The creation of the new pages will be further analyzed in the next session.

3 BIGDATAGRAPES WEBSITE

3.1 BIGDATAGRAPES WEBSITE DEVELOPED IN M1

The project's website that created in M1 intends to be a continuously up-to-date information hub for the project. Consequently, it encapsulates all the basic information related to BigDataGrapes.

In particular, it contains eight (8) tabs that provide all the essential information that visitors (e.g. industry representatives, researchers, quality assurance managers etc.) will require. In the following paragraphs, a detailed description of the information that each tab provides, will be illustrated.

3.1.1 Home

At the welcome tab, *Home*, an overview of the BigDataGrapes' aim to address its impact on European companies in the wine and natural cosmetics industries in order to be more competitive is provided. Also, a short description of the targeted commercial partners types that are linked to the fourth, first established, pilots that are aimed to be involved in the project are provided as well (Figure 1).

At this page, the visitors have the ability to be subscribed at project's Newsletter in order to get informed on its latest updates and to be connected to the links of the social media channels of the project (Twitter, LinkedIn, YouTube, GitHub and SlideShare). Relevant lists of hyperlinks of the news item titles, webinars and presentations that have been published in the site are available too. These lists are updated automatically each time that new items are added in the website.

A special box that demonstrates all the project's tweets is placed at the bottom of the page and until the end of the upcoming December, (M24), it is expected that a special box that will demonstrate the news items that have been published in LinkedIn will be placed next to it. Finally, a description of the targeted groups that are related to the fifth, new, pilot will be added.



Figure 1: Welcome page, Home

3.1.2 About

At the second tab (Figure 2), *About*, a general information on the scope and objectives of the project is provided and related articles are available that showcase the current emergency of engagement with the grape industry, since grape is the first most produced fruit crop in the world and also, one of the fruits with the highest input of technology and practices for its efficient management and production. For these reasons, it is the fruit crop with the highest total value of production in the world, representing almost 70 billion of US dollars.

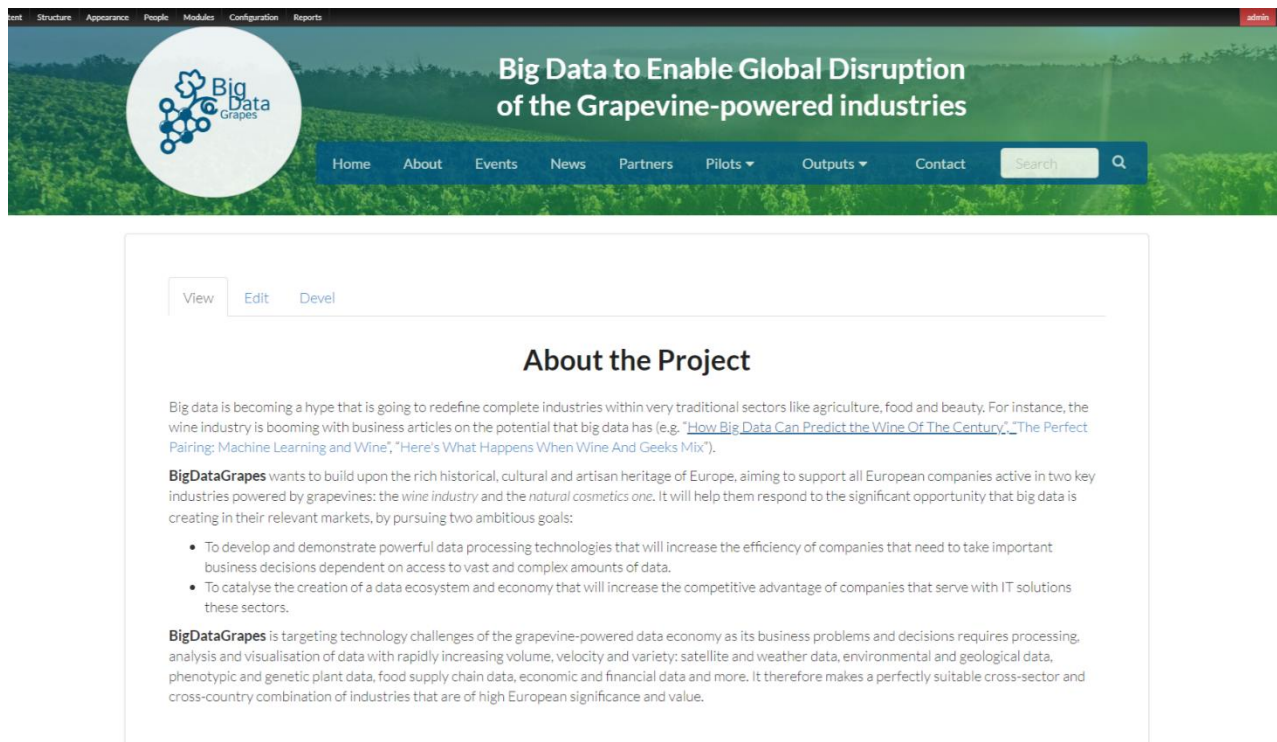


Figure 2: Overview of the project's objectives

3.1.3 Events

The third tab (Figure 3), *Events*, is an overview calendar for BigDataGrapes-related activities and events that is updated regularly. At this page we add all the upcoming events and activities that we will either organize or participate for dissemination reasons. A description of the event and clarification on the date and place that will be held are provided along with twitter/ presentation/LinkedIn content) Figure 4.

From now on, we will update this page regularly and we will add the link of the events on the relevant pages along with special pictures of the event's tweets.

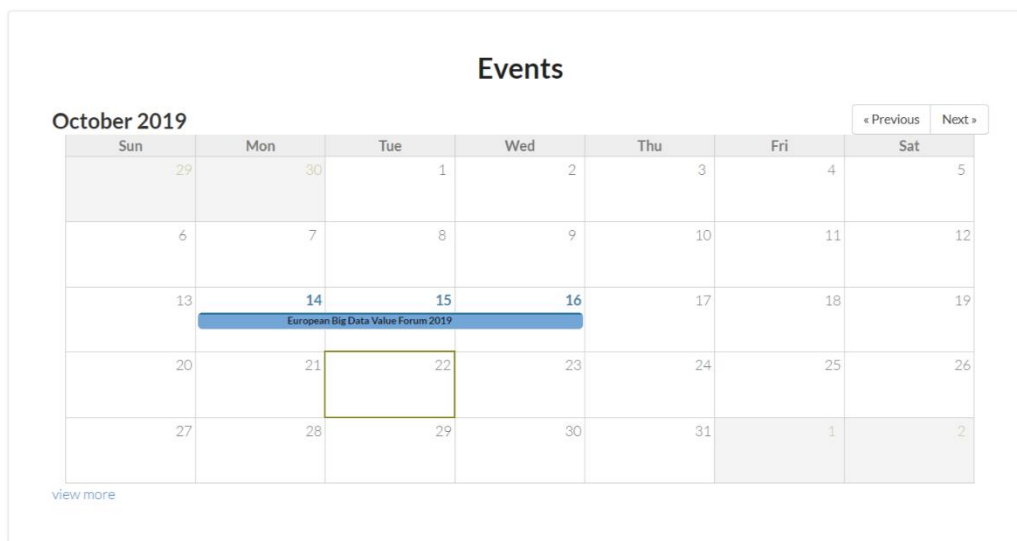


Figure 3: Overview calendar for BigDataGrapes-related activities and events




European Big Data Value Forum 2019

It will be again part of the EU Presidency Agenda and will be held in Helsinki on the 14-16th October.

Big Data Grapes @BigDataGrapes

Today was the last day of the @BDVA_PPP event and we successfully managed to disseminate the aims and outcomes of the project. #BigData #OpenData #agriculture



9 12:43 PM - Oct 16, 2019

[See Big Data Grapes's other Tweets](#)

When:

Monday, October 14, 2019 - 09:30 to Wednesday, October 16, 2019 - 18:00

Presentations

- Big Data Grapes BDV Meetup Sofa
- The BigDataGrapes Project - Changing the Grape Industry through Climate Change
- The BigDataGrapes vision enabling global disruption of the grapevine-powered industries

Webinars

- Webinar on Field Monitoring in the context of BigDataGrapes project

Figure 4: Demonstration of emended twitter content in events' calendar

3.1.4 News

The fourth tab (Figure 5), *News*, is the page where the visitor can be informed in detail on all project developments. Activities such as project's presentations in events or gathering of pilots' data are demonstrated in this page and are accompanied with related pictures and extended descriptions. The links of the events along with links of the presentations are provided when required while, from now on, we will embed the presentations into the news item. This page is updated quite frequently and according to project's Google Analytics is the page most users visit when browsing the project website.



Big Data to Enable Global Disruption of the Grapevine-powered industries

[Home](#)
[About](#)
[Events](#)
[News](#)
[Partners](#)
[Pilots](#)
[Outputs](#)
[Contact](#)

Search

News

AUA 2019 drones data collection

Our partner AUA keeps on the data collection. In this case, AUA took pictures during the drone data collection and some more when using their quad bike for canopy sensing. Two drones equipped with a multispectral and a thermal camera were used to collect aerial imagery data.



[Read more](#)

AUA 2019 data collection

Our partner AUA started again the data collection. The following pictures demonstrate the soil sampling collection and the vines scanning to record vegetation indexes data.



[Read more](#)

Webinar on Field Monitoring with Geocledian's Ag|knowledge API & Tools in the context of BigDataGrapes project

GEOCLEDIAN presented its global Near-Realtime Field Monitoring service "Ag|knowledge" and how to use it. They presented what kind of data and analytics they offer and how to access them and explained the usage of their API. Available tools to be presented were their EO web analytics tool "Analyst's dashboard", their QGIS plugin and available web visualization components.

[Read more](#)

BigDataGrapes Project Webinar on Field Monitoring

On May 29, 2019 at 14:00 CEST, the project will organize a webinar on Field Monitoring.

In particular, our partner GEOCLEDIAN will present its global Near-Realtime Field Monitoring service "Ag|knowledge" and how to use it. We will present what kind of data and analytics we offer and how to access them and explain the usage of our API. Available tools to be presented are our EO web analytics tool "Analyst's dashboard", our QGIS plugin and available web visualization components.

[Read more](#)

Presentation of the BigDataGrapes poster at ESA Living Planet Symposium 2019

On 13 - 17 of May 2019, Florian Schlenz from Geocledian presented the BigDataGrapes poster by the name "Ag | Knowledge - A big EO data processing and analytics platform designed for easy integration into operational IT systems"

[Read more](#)

Presentation of the BigDataGrapes project at ESA Living Planet Symposium 2019

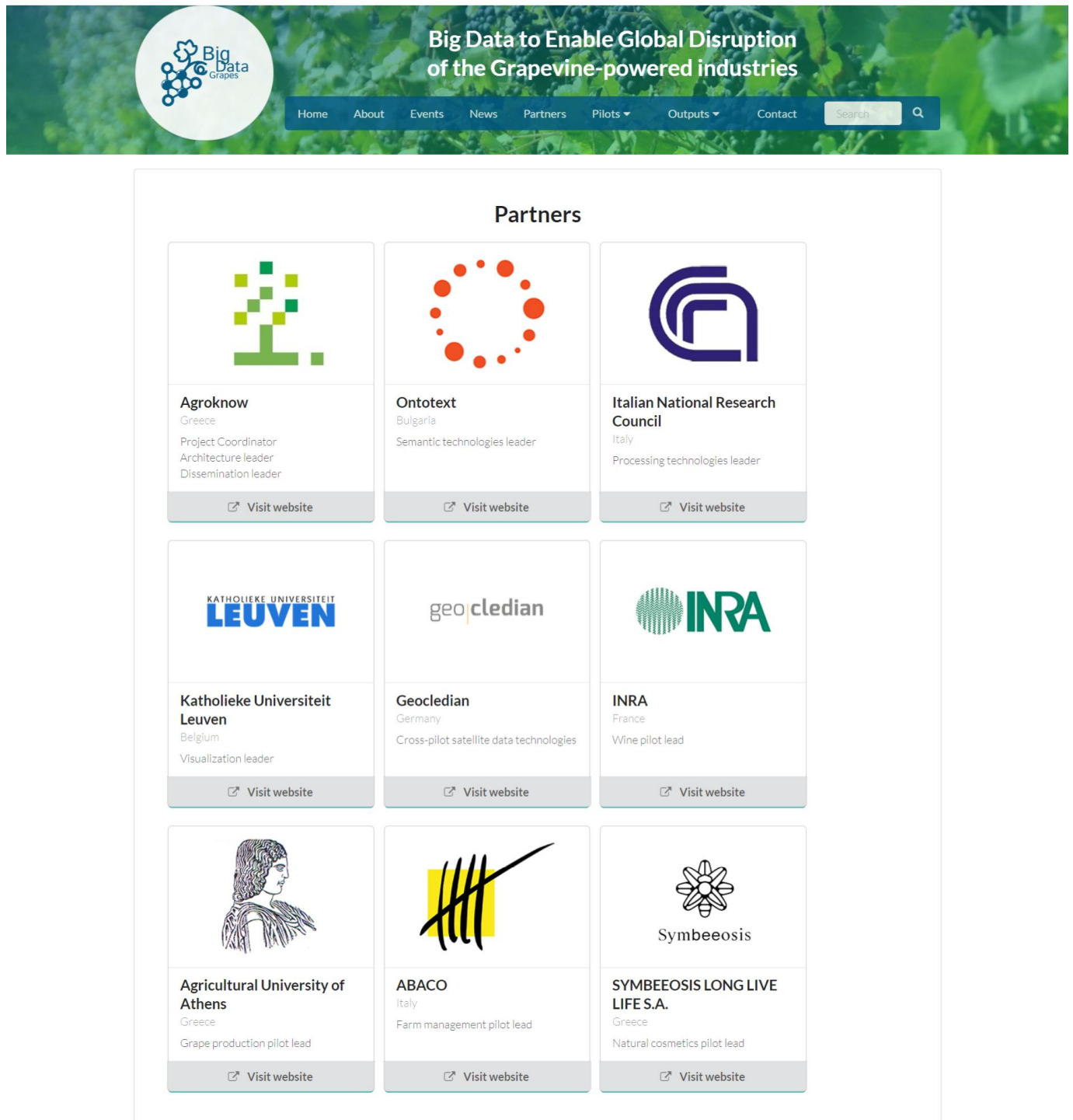
The European Space Agency's 2019 Living Planet Symposium which is held every three years, will take place on 13-17 May 2019 in Milan, Italy. The Symposium is organised with the support of the Italian Space Agency. This symposium focuses on how Earth Observation contributes to science and society, and how disruptive technologies and actors are changing the traditional Earth Observation landscape, which is also creating new opportunities for public and private sector interactions.

[Read more](#)

Figure 5: Detailed demonstration of project's activities

3.1.5 Partners

The fifth tab (Figure 6), regards all the partners, Institutes and SMEs, that are engaged in the project. In particular, are provided all project partners logos, their countries and a brief description of the object in which they operate. Finally, it incorporates linking to the websites of each participating organization and the contact info of core personnel, for submitting personal enquiries / remarks / request for information or material.



Partners










 Agroknow Greece Project Coordinator Architecture leader Dissemination leader Visit website	 Ontotext Bulgaria Semantic technologies leader Visit website	 Italian National Research Council Italy Processing technologies leader Visit website
 Katholieke Universiteit Leuven Belgium Visualization leader Visit website	 Geocledian Germany Cross-pilot satellite data technologies Visit website	 INRA France Wine pilot lead Visit website
 Agricultural University of Athens Greece Grape production pilot lead Visit website	 ABACO Italy Farm management pilot lead Visit website	 SYMBEOSIS LONG LIVE LIFE S.A. Greece Natural cosmetics pilot lead Visit website

Figure 6: Presentation of project partners

3.1.6 Pilots

The sixth tab (Figure 7), demonstrates all the pilots that are developed in the project. Their descriptions regarding their aims, outcomes, the type of data that are gathering, the site that are located and the partners that are involved and responsible of each pilot are provided in all cases. Also, special pictures of the location are illustrated, and, in some cases, there are pictures that demonstrate the tool (SITI4Farmer) that processes the collected data.

Until the end of December, M24, the fifth pilot, Food Protection, will be added in the website of the project along with the tools that are going to exploit the collected pilots' data. Finally, in each pilot page will be added the industry users and the researchers that will evaluate the aforementioned tools.

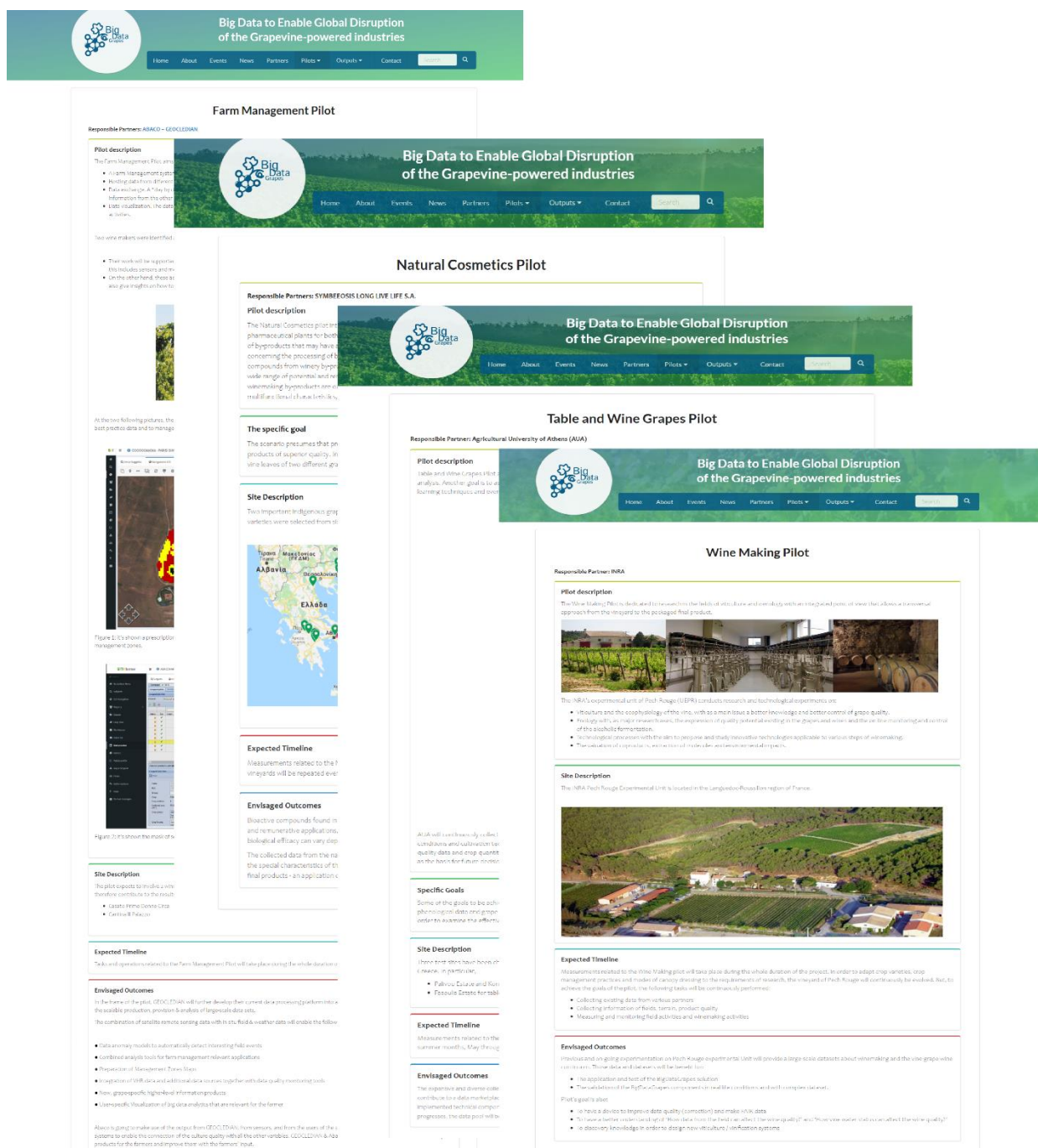


Figure 7: Pilots demonstration

3.1.7 Outputs

Right now, the outputs tab (Figure 8), is consisted of the public deliverables of the project that can be accessed via the Zenodo Open-access environment. This tab is updated regularly. Two more pages have been added to outputs tab, namely Presentations and Webinars. Until the end of the upcoming December, (M24), it is expected the output tab to be updated and enriched with two more pages.

In the Presentations page, that regards partners' presentations from their participations in scientific events, the website visitor is able to find all the presentations that the project's SlideShare social media tool has. Each presentation at our website will be accompanied with description regarding its topics, the responsible partners and the events at which they presented it. This page will be updated regularly.

The Webinars page regards all the webinars that are performed and recorded from project's partners. The recorded videos have been added to the website and by the end of December (M24) special descriptions of these webinars will be provided at this page as well. In addition, the questions that raised during the webinar will be listed accompanied with their answers. The visitors will have the ability to contact the project's partner who has organized the webinar for submitting personal enquiries / remarks / request for information.

The first page that will be added, namely Publications, will concern all the submitted publications of BigDataGrapes project, that are listed in the Zenodo Open-access community. Their names along with the names of the publishers and the dates that published will be illustrated at the page.

The second page that will be added, namely Demonstrators, will be consisted by the presentation of the three demonstrators that have been developed from the beginning of the BigDataGrapes project and are related to IoT intelligence, Data Analytics and Data Stories. These demonstrators are analyzed extensively in the next session, 3.2. Right now, the operation of these demonstrators is described in the Agroknow's online demonstrator, namely ERA (era.agroknow.com) but they will be relocated in the project's website.



Figure 8: Public deliverables access

3.1.8 Contact us

At the last tab, *Contact us*, there are the contact persons and their contact information to whom visitors can request personal enquiries / remarks / request for information or materials.

Until the end of December (M24) this page will be updated with the new contact persons.

3.2 TECH DEMONSTRATORS

3.2.1 Agroknow's Demonstrator

Agroknow has established three (3) simplified demonstrators, to showcase the digital services and the technologies that the BigDataGrapes project develops.

- **IoT intelligence Demonstrator**

The IoT intelligence demonstrator (currently at: <http://era.agroknow.com/iot-intelligence>) shows how sensor data from various sensor setups of a vineyard can feed a scientific model for disease prediction in order to inform decisions and assess risks. Agroknow's data platform is used to aggregate, harmonize and process the sensor data and a scientific model is applied to both historical data and real-time streams to calculate an estimation of the occurrence of Downy Mildew on the grapes.

- **Data Analytics Demonstrator**

The Data Analytics demonstrator (currently at: <http://era.agroknow.com/data-analytics>) shows how big data technologies and text mining methods can be used to identify food safety trends. Agroknow's data platform is used to aggregate, harmonize and process global food safety data from more than 40 official data sources to estimate the trends for specific product categories.

- **BigDataGrapes Data Stories**

The establishment of a **demonstration space** that showcases concrete, impactful and realistic **Data Stories** for all targeted grapevine-powered industries (currently at: <http://era.agroknow.com/data-stories>) is provided. Until now (M20) two main Data Stories have been developed. One entitled "The Mavroudia Mystery" that is related to an undiscovered Greek variety with a lot to reveal, and one entitled "4 Reasons Cretan wines are unique" that is related to the data provided by the Agricultural University of Athens. The demonstration space provides a holistic, integrated view of specific use cases entailed in the BigDataGrapes pilots, detailing the data used, the required processing carried out, and the visualization of the ultimately derived results and analytics. Each respective story presents the incentives, desired outcomes, visualization requirements, etc. for maximizing the added value from BigDataGrapes.

The Data Story for each selected use case will be continuously updated as the relevant data pool is extended and grown, providing a real-time monitoring environment that simulates real-world usage and makes clear the benefits and possibilities achieved through BigDataGrapes technologies to relevant industry users.

As mentioned above, it is expected until the end December (M24) these demonstrators to be integrated at the BigDataGrapes website.

3.3 NEW ARCHITECTURE OF INTERCONNECTED SITES

The main information hub of the BigDataGrapes project, that showcase progress and outcomes, reaching all identified target groups and the general public, is the website <http://bigdatagrapes.eu>. The website is updated regularly and as detailed above; many key changes and additions will be performed by the end of December (M24).

In the remaining 18 months, according also to the revised dissemination and marketing strategy of the project, we will be moving towards a new approach that uses interconnected web sites describing all project products (see diagram). It is aimed all Websites of all project's partners to be connected to the main website of the project in order the number of visitors of the website to be increased and the project's outcomes to be disseminated to more industry users.

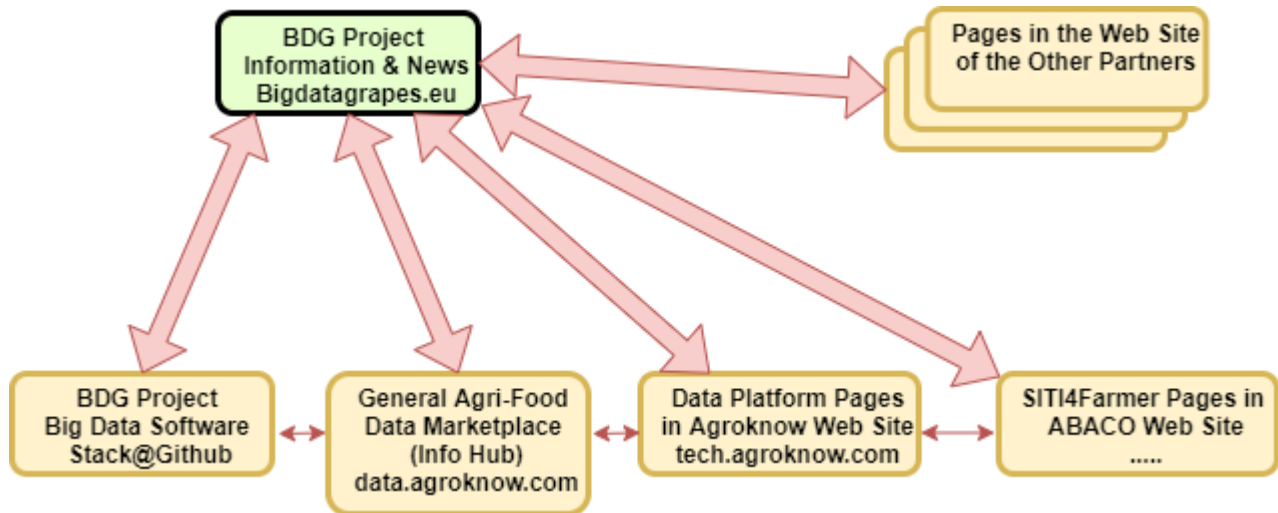


Diagram 1: Interconnection of main information hub with web sites describing all project products

4 SUMMARY

The present report summarizes the updated actions have been performed to the established website of BigDataGrapes by M20. Apart from regular and consistent updates on the content of the existing tabs of website, a few key updated actions, as described in section 3 in detail, are scheduled to be implemented by the end of December (M24). These changes aim to increase the number of project's website visitors since all the available dissemination media/material, as well as links to all its social media channels will be embedded.

Regular and consistent updates have been performed also on the content of all social media channels and until the end of the project, it has been decided a new organization chart to be followed regarding our dissemination activities. Partners are committed to help in order more effort to be put to the management of these channels. All are encouraged to join the channels and to continuously create proper research and industrial links and contact-leads in all dissemination channels, especially in LinkedIn and Twitter, in order to maintain a more efficient communication strategy including selected target audiences and related projects' communities.

From the beginning of the BigDataGrapes project, Agroknow has created 3 demonstrators in order to showcase the digital services and the technologies that are developing. It is expected until the end December (M24) these demonstrators to be relocated from ERA website (Agroknow's online demonstrator) to BigDataGrapes website.

In the remaining 18 months, according also to the revised dissemination and marketing strategy of the project, we will be moving towards a new approach that uses interconnected web sites describing all project products (see diagram). It is aimed all Websites of all project's partners to be connected to the main website of the project in order the number of visitors of the website to be increased and the project's outcomes to be disseminated to more industry users.