D7.2: DIONE promotional activities and engagement report (Initial report)

August/2020

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 870378.

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Work Package	WP7 Dissemination, Exploitation and Communication of DIONE
Delivery Date (DoA)	31/08/2020
Actual Delivery Date	31/08/2020
Abstract:	This report showing a segmented approach, with tools and effort dedicated to reaching differentiated target groups dependent on their level of interest and influence on project results. The technical set up of the website along with associated social media accounts and their maintenance is conducted by INOSENS. Other dissemination and communication tools are also defined and produced (leflets, roll-up, posters, banners, etc.).

Document Revision History			
Date	**Version**	**Author/Contributor/ Reviewer**	**Summary of main changes**
20/07/2020	V0.1	INOSENS	ToC with Executive Summary
03/08/2020	V0.3	INOSENS	First Draft
05/08/2020	V0.5	INOSENS	Submitted for internal review
24/08/2020	V0.8	CORE/SINERGISE	Review of the deliverable
28/08/2020	V0.9	INOSENS	Modifications according to feedback received
31/08/2020	V1.0	ICCS	Approved, final version submitted

Dissemination Level		
PU	Public	**X**
CO	Confidential, only for members of the consortium (including the EC)	

DIONE Consortium			
Participant Number	**Participant organisation name**	**Short name**	**Country**
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Funding Scheme: Innovation Action (IA) ● Theme: DT-SPACE-01-EO-2018-2020
Start date of project: 01 January, 2020 ● Duration: 30 months

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List of Abbreviations and Acronyms	
CAP	Common Agricultural Policy
EU	European Union
EFA	Ecological Focus Areas
ML	Machine Learning
LC	Land Cover
LU	Land Use
DC	Dissemination and Communication
DCP	Dissemination and Communication Plan

1 Executive Summary

DIONE is an H2020 project that brings a unique fusion of innovative technologies to improve the workflow of agricultural monitoring and compliance checks for area-based direct Common Agricultural Policy (CAP) payments as well as to reduce related operational costs. The DIONE project develops a Machine-Learning (ML) enabled toolbox, aiming to improve the resolution of free and open Sentinel data while facilitating the consideration of the so far neglected Ecological Focus Areas (EFA) types through the use of data fusion and super resolution techniques that will allow the combination of various data sources. At the same time, DIONE's image-based analysis is complemented by a ground-based component that includes a geo-tagged photos system to be used by farmers as well as a low-cost system based on spectral sensors that will evaluate soil quality and land degradation.

Results of the toolbox components shall be integrated into a compliance monitoring tool that will monitor farmers' compliance to the green direct payment scheme conditions. In addition, valuable insights and actionable information on the tangible environmental impacts of the direct payments scheme will be provided through an ML-based inferencing system that will be deployed on a larger scale.

D7.2 Promotional Activities and Engagement Report aims to outline the dissemination and communication activities that were implemented during the first eight months of the project following the initial action plan of activities as described in deliverable D7.1 Dissemination and Communication Plan (M3).

The current deliverable includes the following chapters:

- Introduction – the introductory part presents the DIONE project's concept, focusing on WP7 Dissemination, Exploitation and Communication of DIONE and the current deliverable "D7.2 Promotional Activities and Engagement Report".
- Promotional objectives of the reporting period – a detailed description of WP7 efforts on developing and implementing the appropriate promotional strategy and activities that will result in the best and most effective promotion of the project at local, European and international level.
- Promotional tools and activities – an overview of the promotional tools and activities created and performed by the DIONE partners in order to raise visibility of the project during its first eight months of implementation.
- Plan for the next period – overview of what is the plan of the promotional activities in order to reach the KPIs and to increase visibility of the project as well
- Conclusions are included in the last part of the deliverable.

2 Introduction

The following report summarises the developments of the project promotional activities, at the project/coordination level, and at the partner level. The first eight months of the project were dedicated to:

- Creating the visual identity and setting up communication materials of two types: generic materials to be used to communicate the project itself; and customizable visual materials dedicated to specific events (both internal and external).
- Testing and progressively fine-tuning internal procedures and task division – such as social media management, material customization for specific events.
- Producing the first messages to be disseminated.
- Building-up the project's social media presence, the connections and interrelations between social media accounts and the project website, as well as to create a community-base.

2.1 DIONE in Brief

The DIONE project aims to offer an unique fusion of innovative technologies to improve the workflow of agricultural monitoring and compliance checks for area-based direct CAP payments and to reduce drastically related operational costs. As such, the DIONE toolbox directly addresses the new regulations inserted by the Modernised CAP 2021-2027 regarding the use of automated technologies for a gradual substitution of on-the-spot-checks and at the same time assists the paying agencies to quantify and tangibly demonstrate the relevant environmental impact of their payments.

The DIONE toolbox constitutes of three main components: i) the DIONE Earth Observation (EO) component that deals with the exploitation of satellite (Sentinel) and drone imagery as well as novel machine learning and data fusion techniques for the production of enhanced crop type maps and non-productive EFAs maps; ii)the DIONE farmers' tools, that will establish an ecosystem of low-cost smart tools for farmers to provide geotagged photos when aerial imagery resolution is not acceptable and for evaluating soil properties and degradation and iii) the DIONE Green Accountability Toolbox that will assimilate all aforementioned data sources and comprises an integrated to the paying agencies' systems compliance tool for deciding and reporting on each farmers' compliance to greening obligations and on the other hand an environmental performance tool, able to assess in a regional/national scale the performance of greening for each paying agency measured by a concrete set of performance metrics.

The three main domains of the innovation that the DIONE toolbox offers are: (1) super resolution applied on open Sentinel data sources; (2) trusted, tamper-proof geotagged photos obtained by the farmers and (3) Green Compliance Toolbox (that will for the first time provide quantified information regarding the environmental performance of greening in a regional and/or national scale of the paying agencies' jurisdiction).

2.2 Deliverable D7.2 Promotional Activities and Engagement Report

2.2.1 Scope of the Deliverable

The scope of this deliverable is to present the first report related to promotional activities of the project performed by project partners. It outlines the objectives and strategy of the reporting period and also presents the tools and activities that were undertaken to accomplish the objectives' set. The report informs on the implementation of the strategy and action plan defined in D7.1 Dissemination and Communication Plan.

The following Table 1 defines the intended audience of the current deliverable:

Table 1 Intended audience of the deliverable

Intended audience	Reasons
DIONE consortium partners	To be informed on the promotional activities performed by the consortium during the reporting period.
European Commission	To review and assess this deliverable as a required report.
Identified stakeholders	To be informed about the promotional activities performed within the period, raise awareness about the project, announce project objectives as well as to find out how they could partake in the activities.

This deliverable is designed to be a living document, which ensures that it will be constantly revised and improved over the lifetime of the DIONE project, taking into consideration continuous reviews and developments within and beyond the DIONE project. The defined Dissemination and Communication Plan is therefore not established in stone, but is intended to be developed over time, taking into consideration input from the team of professionals and other partners from different domains.

Two updates of this deliverable are foreseen:

- D7.3 Promotional Activities and Engagement report - Intermediate report (M18).
- D7.4 Promotional Activities and Engagement report – Final report (M30).

These deliverables will reflect the activities and results achieved by the project and its contributing partners at the respective point of time and will inform on the adjustment of the strategy and its corresponding activities. This will align future actions with the dynamics of the actual project workflow and ensure that the right measures are taken at the right time so as to maximize the project's impact. The revision will benefit from dedicated monitoring and evaluation tools and mechanisms applied in DIONE and detailed in the present report.

2.2.2 Methodology of the Deliverable

The deliverable has been created based on the detailed description of WP7 objectives and tasks in the Description of Work and the close collaboration with the project coordinator and the partners. INOSENS as the WP7 leader is responsible for the content of the deliverable which was produced and

shared with partners for review, feedback and contributions in certain sections. The final version of the document will be submitted to the project officer for final approval.

Table 2 WP7 Objectives

Number	Objective
O1	To develop and implement a dissemination and communication plan, including goals specific for target groups and the plan's implementation timeline.
O2	To produce documentation and communication material oriented directly to the targeted stakeholders, mainly to Paying Agencies and other relevant stakeholders, as future clients/users of DIONE
O3	Capitalize on existing dissemination channels and networks to raise awareness of the new EO technologies within the targeted stakeholders and foster synergies with other initiatives
O4	To encourage involvement of stakeholders, generating their understanding and obtaining their support for reaching potential customers and end-users
O5	To establish, populate and exploit the "DIONE Ground breakers" Advisory Board for iterative solution development, market insights, and for raising awareness around EO technology
O6	To determine business model for DIONE's Toolbox and an appropriate IP management strategy for the solution delivery to the market.

INOSENS in constant communication with the project partners – both, bilateral and through monthly project meetings – receive reports on promotional activities, and also plan promotional communication according to that report. Moreover, through the Event Report, created at the beginning of the project, INOSENS is following the activities of the partners and through the Dissemination Procedures Report, can see and plan promotional activities, since the partners have to announce all promotional activities related to the presentation of the DIONE Project.

2.2.3 Structure of the Deliverable

Sections 1 and 2 present DIONE project in detail focusing on WP7 Dissemination, Exploitation and Communication of DIONE and the current deliverable D7.2 Promotional Activities and Engagement Report. Sections 3 and 4 are presenting the progress and achievements of the Promotional Activities, following the strategy and objectives defined in the DCP. Section 4 also informs the reader about the implemented actions' monitoring and evaluation and the WP7 performance during the period. Based on the previous sections and appropriate lessons learnt, section 5 presents the DIONE Dissemination and Communication goals for the next reporting period. And last but not the least, section 6 concludes this report.

2.3 Interface with other WP7 Deliverables

D7.2 Promotional Activities and Engagement Report relates to the following deliverables:

- D7.1 Dissemination and Communication Plan (M3): A report on the communication and dissemination strategy and actions that will be implemented throughout the project's lifetime in order to achieve widest promotion, greatest visibility and awareness to the external audience.
- D7.3 DIONE promotional activities and engagement report (Intermediate report) (M18): A report on all promotional and communication activities until the project's mid-term.
- D7.4 DIONE promotional activities and engagement report (Final report) (M30): A report on all promotional and communication activities of the project until its end.

3 The DIONE Project promotional objectives of the reported period

This section presents in detail the dissemination and communication objectives and strategy implemented for the reporting period (M1-M8). During the reporting period, WP7 focused its efforts on developing and implementing the appropriate dissemination and communication strategy and activities that will result in the most appropriate and effective promotion of the project at local, European and international level.

For the first eight months of project's implementation, the main WP7 objectives were the following:

- Design and launch the DIONE website;
- Design and create the promotional material of the project (logo, overall presentation, newsletter, press release, project leaflet, project rollup, poster, social media);
- Monitor the project's website and social media accounts;
- Identify and organize the stakeholder's groups;
- Participate in events at national and European level to raise awareness and visibility for the project;
- Coordinate partners for their better engagement at local level and stronger involvement as well;
- Promote the project to the press and media at local, national and European level;
- Provide deliverables and reports corresponding to the reporting period M1-M8.

Promotional activities are planned in accordance with the stage of development in the project. Although a number of communication actions will take place during the first half of the project, the most significant dissemination and promotional activities will take place as intermediate and final research and innovation results are available. The dissemination will follow the **AIDA model**:

- **A**wareness to attract the attention of the target audience;
- **I**nterest of the target audience;
- **D**esire of the target audience to know more about the project;
- and **a**ction to lead the target audience towards getting involved in the project and to promote its results to facilitate their exploitation.

According to this principle, three phases are considered, summarized in Figure 1.

- **Initial phase (Awareness)**: focused on increasing the visibility of the project and mobilising stakeholders and multipliers. At this phase, the main activities will be related to the implementation of the communication/dissemination tools (website, social networks, visual identity), preparation of dissemination material, general presentations of the DIONE project, the distribution of publishable abstracts and progress resumes.
- **Intermediate phase (Interest/Desire)**: focused on disseminating available initial data and evidences on scientific advances and technological results. Each partner will contribute at specific levels according to their expertise and business activities focused on informing and engaging to the target stakeholders when preliminary results become available. The project results and their future applications will be presented in journals and conferences to specialise the audience with the objective of stimulating the interaction with the concerned scientific and industrial community and determining the expectations of the stakeholders.
- **Final phase (Action)**: focused on encouraging further exploitation of the DIONE outcomes (transfer to other industries, market of new products, replicability). At this phase, the results of the validation of the DIONE approach at TRL7 and the transferability analysis will be presented in journals, conferences and industrial events.

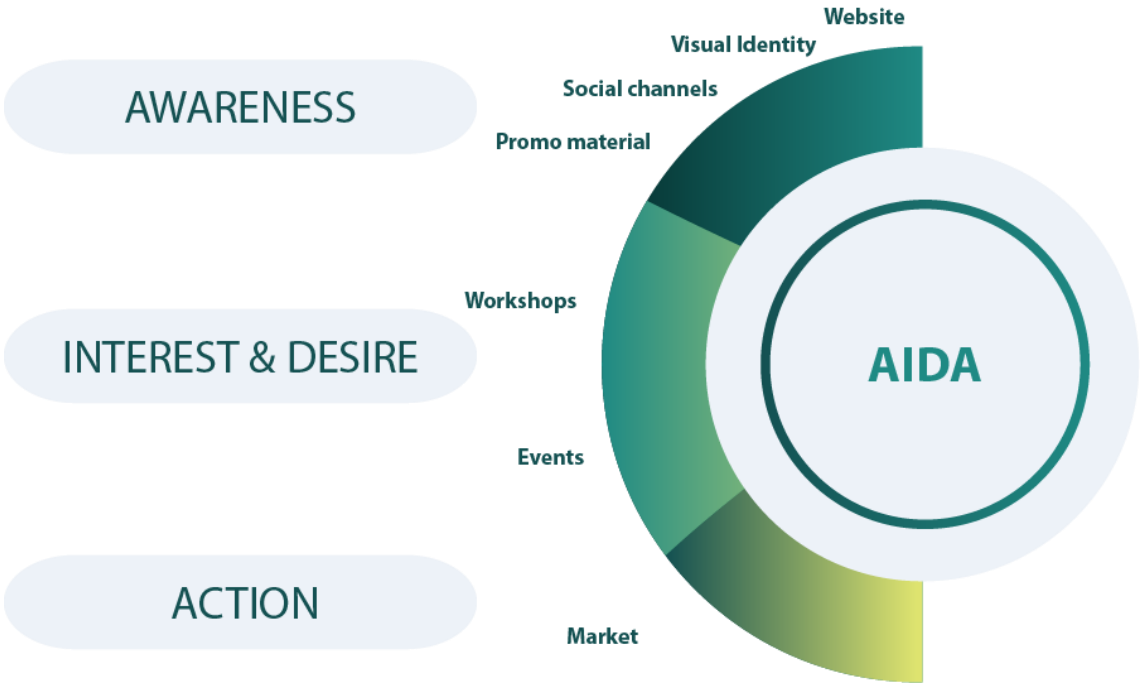

Figure 1 DIONE AIDA Model

Taking into consideration all the above, the most important promotional activities will take place during the Intermediate phase, and in that manner, D7.3 will be the most important deliverable regarding the promotional activities. For now, in the next section, the promotional tools and activities that DIONE project partners are currently using and performing are presented.

4 Promotional Tools and Activities

4.1 Promotional Tools

Most of the DIONE's promotional tools are of general purpose, while others are oriented to specific target groups. Leveraging the experience and the dynamic interaction of DIONE partners with their audiences/engaged stakeholders and customers, DIONE's focus on using specific communications channels that project partners efficiently use for their day-to-day communications with different stakeholders. From the beginning of the project, a common branding was used throughout all promotional materials, aiming to establish a coherent and unique identity and build a positive and friendly image for the project.

4.1.1 Online Tools

4.1.1.1 Project website

The project website (www.dione-project.eu), serving as the main Dissemination and Communication tool, is used as the principal gateway to diffuse the project information as widely as possible. The objective for this first period was to set up the website and manage it in a dynamic way by connecting it to social networks.

The main purpose of the website is to be the main online access point for the different target groups and for the public. As an important part of the awareness-raising campaign, DIONE website has been designed as an online platform to illustrate the goals, milestones, and relevant updates of the project. The initial version of the website has been publicly launched on the middle of December 2019 and is regularly updated with relevant information on the project to maintain a sustained interest in the project's activities. Updates highlight project news, relevant articles, press releases, newsletter editions, synergies and other activities dedicated to dissemination. The update of the website content, layout and design is an ongoing procedure that will run throughout the project's lifetime and after.

The main website features are:

- A homepage providing the main information about the project, its objectives and services and project partners (Figure 2)

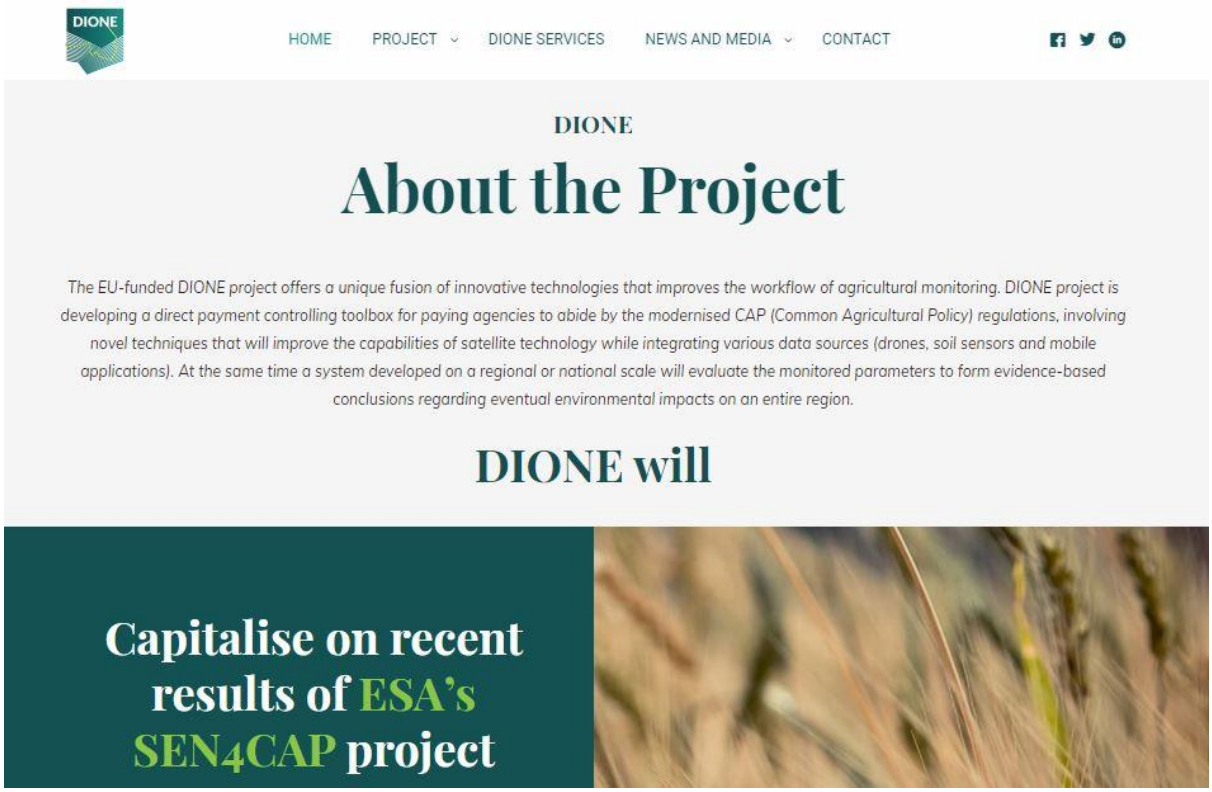

Figure 2 Homepage of the DIONE website

"Project": A section presenting the project, DIONE Toolbox and the Consortium (Figure 3)

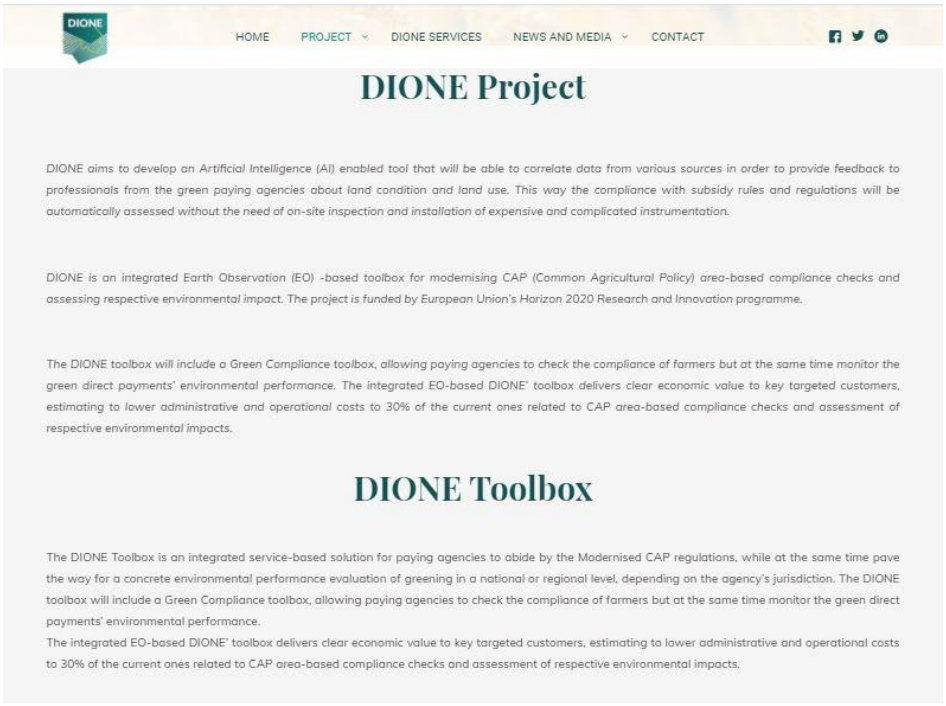

Figure 3 "Project" section on the website

- "DIONE High-level Scenarios" section contains description of each user persona and the relevant scenarios for each of them (Figure 4 DIONE High-level Scenarios section)

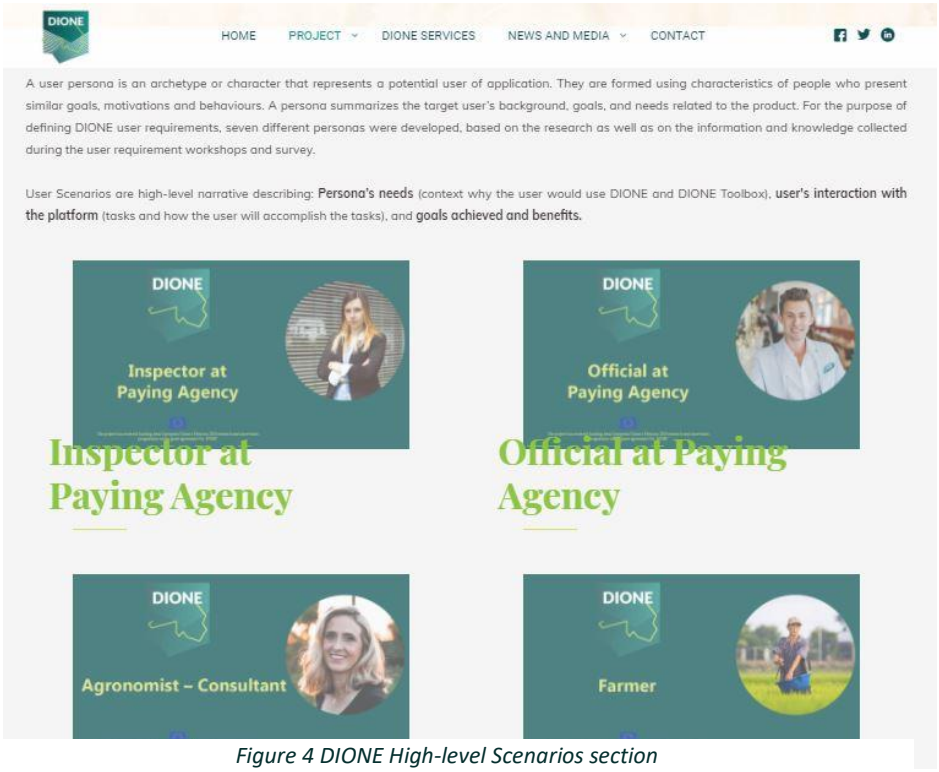

Figure 4 DIONE High-level Scenarios section

- DIONE Services section represents description of each service that DIONE will develop (Figure 5 DIONE Services)

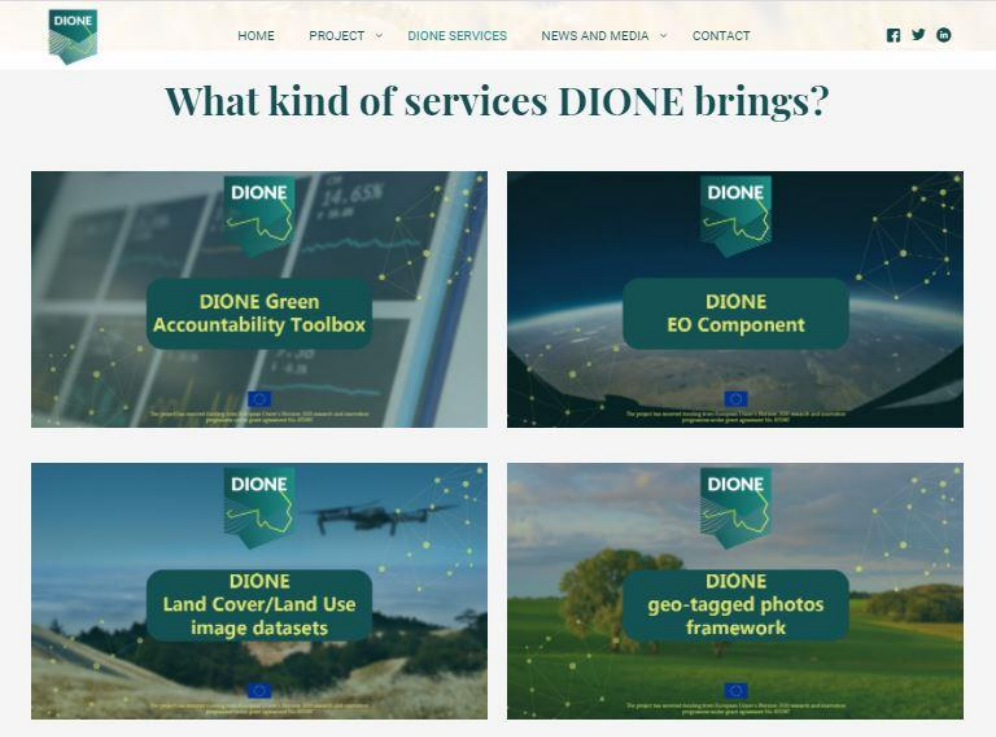

Figure 5 DIONE Services

- DIONE News and Events contains part for the media, news, newsletter and events (Figure 6 DIONE News and events)

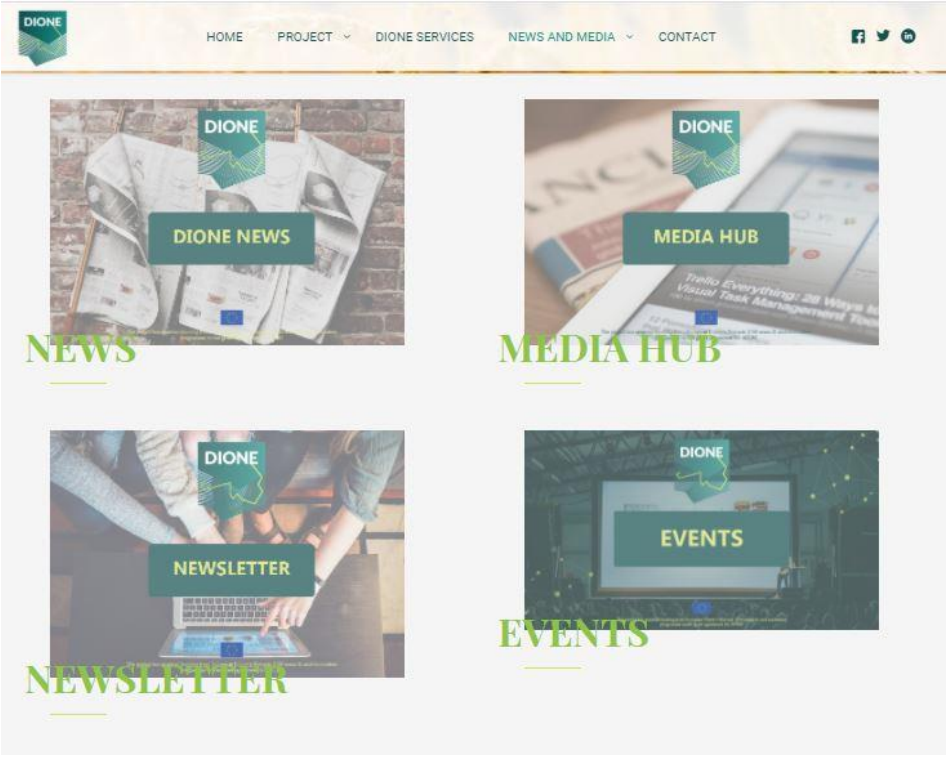

Figure 6 DIONE News and events

- A Contact section to raise interaction with the visitors, redirecting to the communication mailing list of the project info@dione-project.eu (Figure 7 DIONE Contact form)

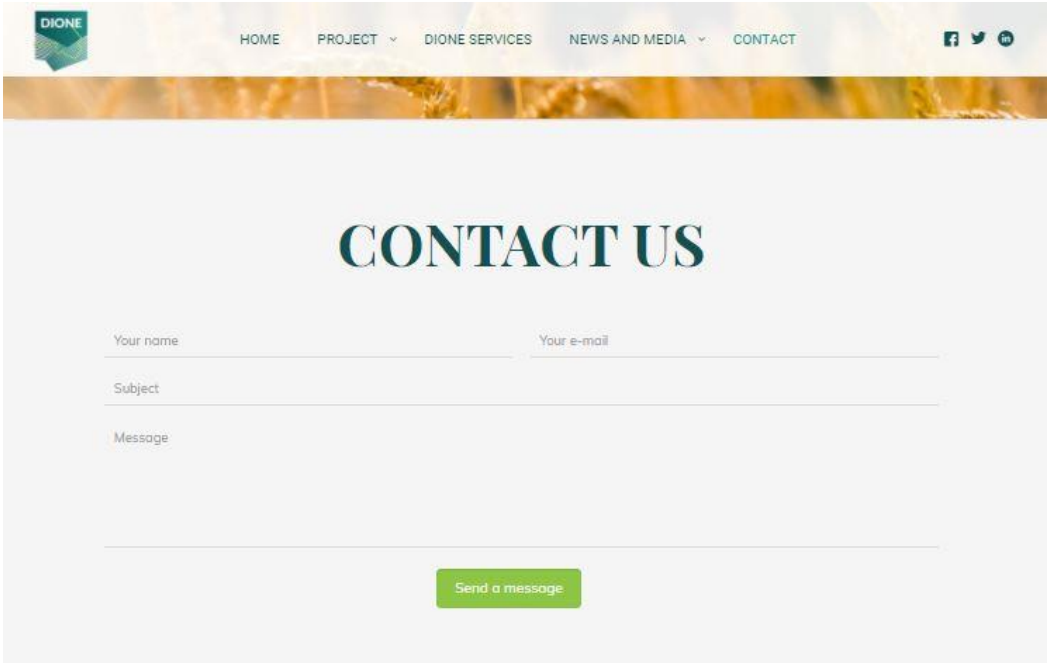

Figure 7 DIONE Contact form

A Google analytics account has been created and data are collected on a monthly basis. The visits and statistics, presented in the section 4.3.2.1 Website measurements Evaluation findings, cover the period from the beginning of the project – January 2020 until end of the July 2020.

4.1.1.2 Social Media Channels

Social media accounts and profiles play a promotional role for the project and since its beginning it was planned to extensively use them to enhance the project online presence in a way that complements the other communication channels. The objective for social media for the reporting period has been defined – build relationship and effectively engage with relevant stakeholders on a frequent and sustained basis to inform them about the DIONE's latest activities and achievements while stimulating a dialogue between the project consortium and the public. The social media accounts are active from December 2019 and specific efforts have been made to establish the project's presence on Facebook, Twitter and LinkedIn.

4.1.1.2.1 Facebook page

A dedicated Facebook page (Figure 8) has been created, including both professional messages (i.e. speaking in the language of our target groups) and trustworthy, that is, already trusted by industry. With its sophisticated targeting measures, in the context of DIONE, Facebook represents a massive opportunity for always-on lead generation. Furthermore, this channel is used to communicate and disseminate the project activities, upcoming and past events as well as results, and in general to share experiences and facilitate conversations about the project.

Figure 8 DIONE Facebook page

The figures presented in the 4.3.2.2 Facebook page analytics section show overall data from Facebook Page Insights for the DIONE Project page within the reporting period. Facebook Insights provide the Facebook Page owners and Facebook Platform developers with metrics about their content. By understanding and analysing trends within user growth and demographics, consumption of content, and creation of content, Page owners and Platform developers are better equipped to improve their business with Facebook. Only Page administrators, application owners, and domain administrators can view Insights data for the properties they own or administer. The metrics data are aggregated on a daily basis and are available within 24 hours after a full day is complete.

4.1.1.2.2 Twitter account

A DIONE Twitter account (Figure 9) is used for amplifying communications (B2C, B2B and B2G) to a large community of active stakeholders, as well as for news 'propagation and project's developments.

Figure 9 DIONE Twitter account

Regular twitter chats focus at attracting and engaging with target audiences leading also to the establishment of a trusted DIONE network, enlarging the outreach to broad and targeted audiences.

Analytics for DIONE Twitter account are presented in the 4.3.2.3 Twitter account analytics withing the reporting period. Twitter analytics compile all the audiences' behaviours and actions when they come across the posts or the profile – the clicks, follows, likes, expands and more–and breaks down the data to help track performance and refine strategy.

4.1.1.2.3 LinkedIn page

A LinkedIn page (Figure 10) has been set up. The page is open to all people interested in learning about agricultural monitoring and compliance checks, infrastructure, as well as business and technological services. This page helps DIONE to strategically connect and professionally engage with its target groups.

Figure 10 DIONE LinkedIn Page

In order to measure the effectiveness of the social strategy and monitor the performance LinkedIn analytics are utilized. Analytics for the DIONE LinkedIn page are presented in the 4.3.2.4 LinkedIn page analytics together with other social media channels analytics. LinkedIn Analytics focus on three main areas to track metrics: Company updates, Followers and Visitors.

4.1.1.3 Newsletter

The objective of the DIONE newsletter is to raise interest in the project's achievements, stimulate the dialogue with external stakeholders, drive traffic to the website and ultimately provide an overview of the latest developments in the field of CAP Monitoring.

The initial plan is to release quarterly newsletter towards MailChimp after the project website has gone live and when there were enough news items drafted to give a satisfying level of information to the stakeholders.

- The first edition of the newsletter was released on 30/04/2020, announcing the start of the project, the launch of the DIONE website, the interviews with the Project Coordinator and with Paying Agency.
- The second edition of the newsletter will be released in September.

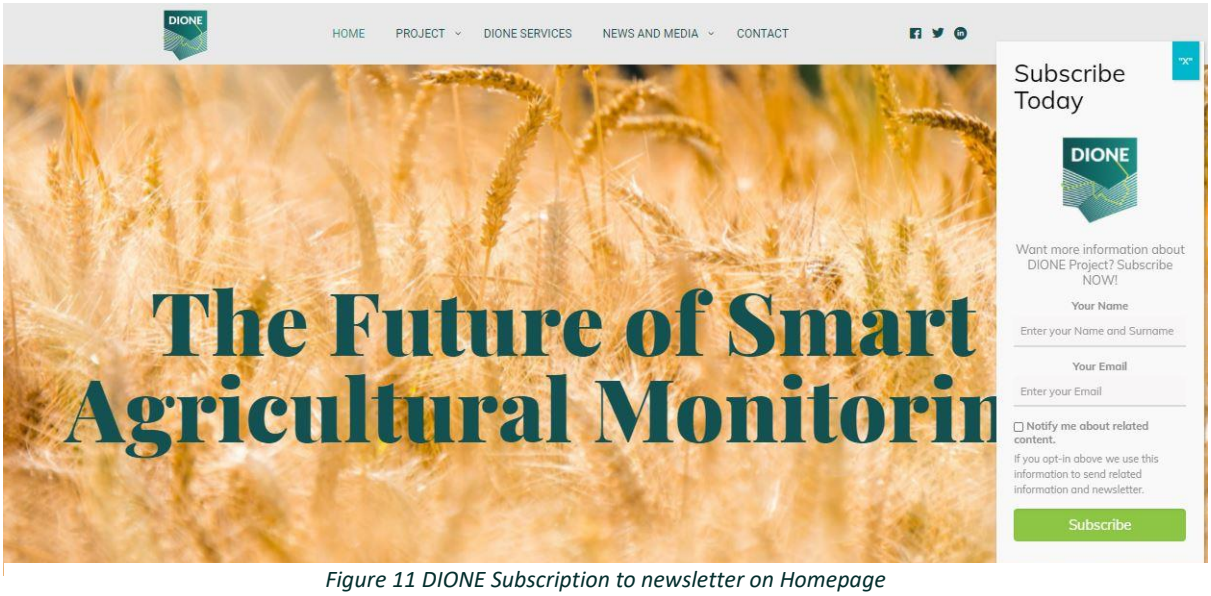

Figure 11 DIONE Subscription to newsletter on Homepage

Newsletters have been circulated by email to all subscribers as well as to other target groups and similar initiatives that have been incorporated into the mailing list by the dissemination and communication team.

Newsletter Analytics are presented in the 4.3.2.5 section of this report.

4.1.2 Offline Tools

4.1.2.1 Press release

Apart from the project website, press releases are considered as the second most efficient tool for the dissemination of the project since their distribution to a large number of recipients (media outlets, similar organizations, similar initiatives and projects, academia, communities and networks, etc.) help promote the project at national and pan-European level. Several press releases will be produced and distributed throughout the project's lifetime. Its purpose is the media engagement in the dissemination of the project's achievements and milestones.

INOSENS, as the dissemination and communication leader, is responsible for the creation of press releases. Once created, they are shared with each partner. The partners are responsible for the translation of the press releases into their native language and for the distribution of the articles to media outlets at national level. The first DIONE Press release has been published on the website and shared with project partners. For now, the press release has been translated in two languages, besides English: Serbian and Lithuanian language (see Appendices).

4.1.2.2 Promotional Material

Building upon visual identity, there was a need to produce a comprehensive set of communication materials (project leaflet, project poster, project roll-up banner and a standard PowerPoint presentation). Specific material has been created in order to support the project's promotion at events.

The design and development of the DIONE visual identity and logo has already been described in D7.1 Dissemination and Communication Plan. Building upon the visual identity of the project, a packaged set of promotional material for the project has been developed and distributed through various mass media channels for publicity use.

This promotional kit, designed by INOSENS, includes a project leaflet and poster, a standard PowerPoint presentation and rollup banners, giving the partners the tools to reach large audiences in a short period of time. It is also made available on the project's website for any media wishing to have access to straightforward and simple to understand information about the project.

- **A project leaflet and poster** have been designed to promote DIONE key concepts and messages. Both of them include clear and appealing infographics, which can also be distributed on the web (social media, communities, partners' networks, external blogs, etc.). The project leaflet can be found in Appendices.
- **A project roll-up banner** has been created to be used at events organised by the project or at events to which the project has contributed. It can be found in Appendices of this report.
- **A standard PowerPoint presentation** has been elaborated about the project providing a more detailed overview of the rationale, objectives, approach, events and expected outcomes of the project. The project's partners have access to the presentation which is available in the collaborative workspace to adapt for specific presentations. This presentation is available in Appendices.

All these elements are accessible in the project's workspace and have been updated once, taking into account the changes in the project's timeline. A detailed set of DC guidelines and processes to guide all partners in the effective and efficient management (validation and monitoring) of the actions taken to disseminate and communicate on the results of their work within the project has been created. These step-by-step processes and related templates/monitoring tools are all available via the internal collaborative workspace, presented as a "one-stop-shop" where partners can easily find any useful document they may need to communicate towards external parties and ensure that the graphical charter and procedures are respected.

4.2 Promotional Activities

4.2.1 COVID-19 Effects

COVID pandemic affected DIONE dissemination. Travel bans and other kinds of restrictions imposed from national authorities, organizations and companies prevented the DIONE partners to participate in physical meetings and disseminate the project. Moreover, social distancing precautions affected the organization of conferences and events. Given the abovementioned conditions and aiming to minimize the COVID impact, adjusted dissemination and communication strategies are applied. In particular, during the Phase I, the DIONE consortium had to minimise flights and other transport. In order to continue the seamless dissemination of the project, the DIONE consortium plans to organise meetings and communication meetings virtually in forms of webinars and online conference calls, as well as put an emphasis on its digital marketing strategy. Moreover, to visually present DIONE solution, demonstration presentations will be utilised and distributed electronically. INOSENS together with

relevant partners will develop short videos which will be distributed via project's channels and tranfer all communication online.

4.2.2 External events

Due to COVID pandemic and the limited physical meetings, the DIONE Consortium has designed a plan so as to leverage this by concentrating on online events and the production of digital material (web, social media and video). As a matter of fact, the Consortium partners have made a list of future events that present possible opportunities for the communication of the project activities and results (Table 3).

Table 3 External events

Conference	Location	Date	Important dates	Relative URL
SPIE	Edinburgh, United Kingdom	21 - 24 September 2020	Abstract submission: 5/7/2020	Conference in Remote Sensing for Agriculture, Ecosystems & Hydrology
OGC meeting	Online event	14-18 September 2020	Agriculture DWG session: 15/7/2020	OGC Member meeting
IGARSS 2021	Brussels, Belgium	11-16 July 2021	Undefined	IGARSS IEEE
40th EARSEL Symposium 2021	Warsaw, Poland	07-10 June 2021	Abstract submission: 15/02/2021	EARSEL 2021
EGU General Assemblies 2021	Vienna, Austria	25–30 April 2021	Undefined	EGU 2021
Earth Observation for agriculture under pressure	Undefined	Undefined	Undefined	EO for agriculture under pressure
MARS Conference	Undefined	Undefined	Undefined	MARS conference
Baltic-Polish Paying Agencies Conference	Lithuania	17-18 September 2020	Undefined	Undefined
Panta Rhei Conference	Undefined	September/October 2021	Undefined	Undefined
Conference of Directors of EU Paying Agencies	Undefined	September/October 2021	Undefined	Undefined

The first online event where ICCS will present the Project and DIONE's cloud-based Software as a Service (SaaS) system architecture is the SPIE conference (Remote Sensing for Agriculture, Ecosystems and Hydrology XXII). The event remains the leading international conference for researchers, engineers and scientists involved in the latest developments in all aspects of earth observation, next generation satellites, atmospheric propagation, and imaging analytics, now available in an online format.

In the time before COVID-19 pandemic, DIONE was presented to the Serbian public at the 3 important events. The first one was „AGROKOMPAS" – event in Novi Sad where INOSENS presented the Project to the local farmers and the Government representatives (Figure 12). AGROKOMPAS is a food event where participants discuss and establish the strategy for the development of the agricultural market. It is a working day for manufacturers, processors, companies, the media, but also embassies.

Figure 12 INOSENS presenting DIONE

The second event in Serbia was delivered by GILab (Figure 13). They presented DIONE to the students of technical colleges in Belgrade. Students of technical colleges had the opportunity to decide at a meetup, held at the Faculty of Technology and Metallurgy (TMF) in Belgrade, in what idea would they invest $ 1 million,. Four start-ups, supported by the Business Technology Incubator of the Technical Faculties Belgrade (BITF), presented their innovative solutions: AlgiOx (smart air purifier), Gilab (precision agriculture solution), Easy Aeril (unmanned security systems) and Anora technologies (smart glove for the blind). GILab also presented DIONE idea as one way to implement innovative solutions in precision agriculture.

Figure 13 GILab presenting DIONE

The third one was also delivered by GILab. DIONE was presented to the Association of Farmers of the Municipality of Ruma in Serbia. This association spreads information about DIONE among farmers in the Srem region in Serbia.

InoSens also presented the project at the EU funded LandSense Project event and discussed its services with Raphaël d'Andrimont, a scientific officer of the Joint Research Centre (Directorate for Sustainable Resources Food Security), European Commission Science Hub (Figure 14).

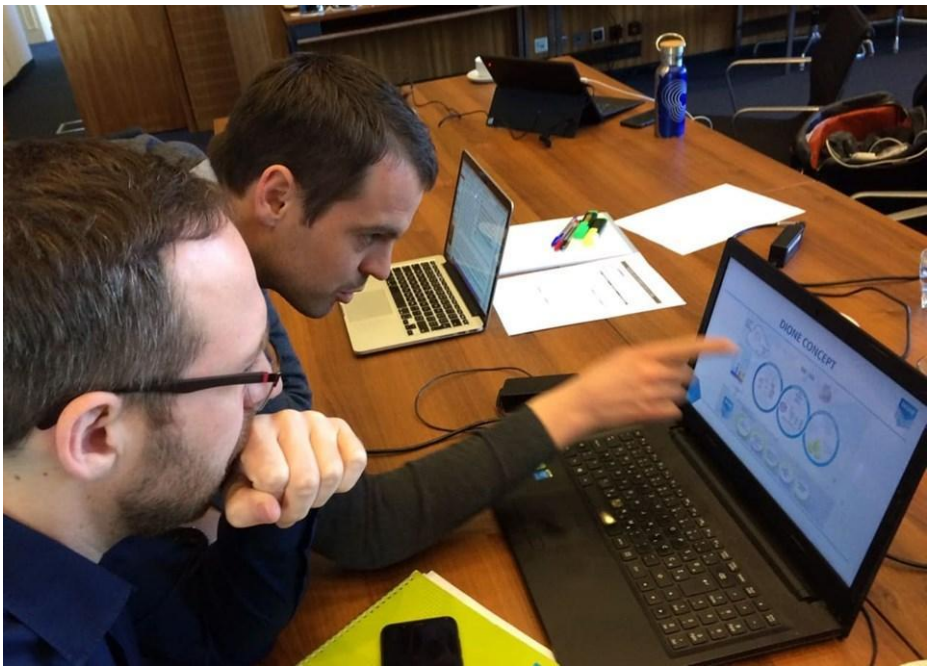

Figure 14 INOSENS presenting DIONE Concept

4.2.3 In-person communication with stakeholders

The good communication is crucial for securing the engagement of stakeholders. As DIONE stakeholders are mostly representatives of public and private business sector, the carefully selected approach is created for in-person Communication with this targeted audience. Here, the organization of face – to - face meetings is perceived as one of the main channels for communication and for such occasions the B2G and B2B approach will be used.

Having all the above in mind, the DIONE Dissemination (DC) team has designed the engagement strategy based on involvement of DIONE stakeholders through 3 different streamlines. First line, the DIONE Paying Agencies - NPA and CAPO (already involved in project pilot activities), as first users of DIONE toolbox have actively participated in dissemination activities. Second line represents the network of NPA and CAPO and the connection with colleagues from other European Paying Agencies. Furthermore, DIONE Paying Agencies have assisted the DC team (INO) to reach out and disseminate the project results to Control and Certification Bodies as well.

Third line represents the engagement with other stakeholders that can potentially benefit by the DIONE toolbox, services and outcomes. It was established mainly by focusing on raising awareness and widely disseminating project advancements and results.

Relevant stakeholders that are not contacted through these 3 streamlines of the DIONE engagement strategy, will be contacted through the following steps:

- The initial contact will be mainly established via mail or phone call. Following the call, a dedicated DIONE invitation will be sent to the relevant person.
- Organization of online meeting will be performed, if possible. Ideal case is the organization of face-to-face meetings. For this purpose, the DIONE concept and approach will be presented. (Appendices – DIONE Toolbox Idea ppt)
    1) If company shows interest for the DIONE toolbox, the DC team will engage the company directly into project activities – business modelling, survey, etc.
    2) Further communication will be based on short and proactive meetings (keeping in mind their busy agendas) asking for their feedback, insight, expectations, and suggestions related to DIONE Toolbox. Such communication will be used to gather the precious comments that will be further used for the business purposes.

Based on such setting, the communication takes the business challenge as a starting point. Also, making good use of such active engagement, DC team aims to generate positive perceptions of DIONE's economic, social, and operational benefits. Moreover, the engagement strategy plays the threefold role - as an amplifier in the dissemination of the project outcomes, an enabler for the creation of DIONE's pool of potential future customers as well as for the support of implementation of other project activities (more presented in section 5.1).

4.2.4 Media Coverage

A specific mass media strategy has been conducted. It was created firstly to establish a list of interested media and media capabilities of the project and then to initiate the contact with the identified media. An initial list of both general and specialised media at international, EU and national

level has been created at the start of the project and was shared with all partners in order to further expand it, especially at local and national levels.

To kick-start the mass media activities, a DIONE Press release was produced after the project's launch and circulated to the full list of contact as well as through DIONE communication channels. Press releases will be produced throughout the project's lifetime to increase media engagement in the dissemination of the project's achievements and milestones. The first DIONE Press release is available in Appendices of the present report.

4.3 Engagement Monitoring

Through efforts to maintain the effectiveness and quality of the various dissemination and communication activities towards participation, a variety of solid monitoring and evaluation measures has been established. It allows the monitoring of potential deviations from the initial plan and the control over certain actions to be implemented in the corresponding period and form.

As the initial plan, during the first phase, the Consortium developed all the communication elements used for the promotional purposes and decided the graphic identity: colour palette, logo, slogan. To optimize dissemination and improve the global effect, we have sought to engage in all available dissemination and communication platforms to inform of updates and news about project.

4.3.1 Monitoring indicators

In order to estimate effectiveness of the communication and dissemination activities undertaken by WP7 and the impact of the project's dissemination to the external audience, some indicators were foreseen in the deliverable D7.1 Dissemination and Communication Plan.

The table below (Table 4) presents the Key Performance Indicators (KPIs) which are used to evaluate the success of the project's actions. In each case, the data will be examined with the aim of excluding those linked to actions by members of the consortium.

Table 4 Key Performance Indicators

KEY PERFORMANCE INDICATORS	TARGET VALUE	MEANS OF VALUE
Project website page views	10.000	Google analytics
Social media followers	3.000	Social media analytics
Sector-specific newsletters	6	Project reporting
Newsletter subscribers	1.000	Email records (Mailchimp)
Blog posts	50	Blog on the website
Videos released	20	YouTube channel
PR articles published in national/regional/European press	200	Project reporting

Publications in business journals	5	Project reporting
Distributed printed material	5.000	Project reporting
Presentations in national/international forums, workshops relevant to project results	10	Project reporting
Meetings with Paying Agencies, Control and Certification Bodies, EO Organisations, EU institutions	35	Project reporting
Informal person-to-person meetings with relevant stakeholders at national level beyond the DIONE project events	80	Project reporting

However, to reach those KPIs, the Consortium is working constantly and in the 4.3.2 Evaluation findings are presented reached KPIs for the first period of the reporting.

4.3.2 Evaluation findings

4.3.2.1 Website measurements

DIONE website has been registered in Google Analytics tool. This service is provided by Google and facilitates the possibility to track and report the website's traffic. This service is free to use and has many advantages such as:

- Possibility to create the customization reports;
- Add many different metrics to analyse;
- A vision of why visitors are bouncing off the website;
- Knowledge of age, gender, interest, location and devices of our audience.

Figure 15 shows the users' activity on DIONE website from 01/01/2020 until 31/07/2020 and illustrates the following information:

- 2694 – page views,
- 2:40 sec – average time spent on the website,
- 1,61 – this number shows the sessions within the date range. A session is the period time a user is actively engaged with your website, app, etc.,
- 786 users who have initiated at least one session during the date range.

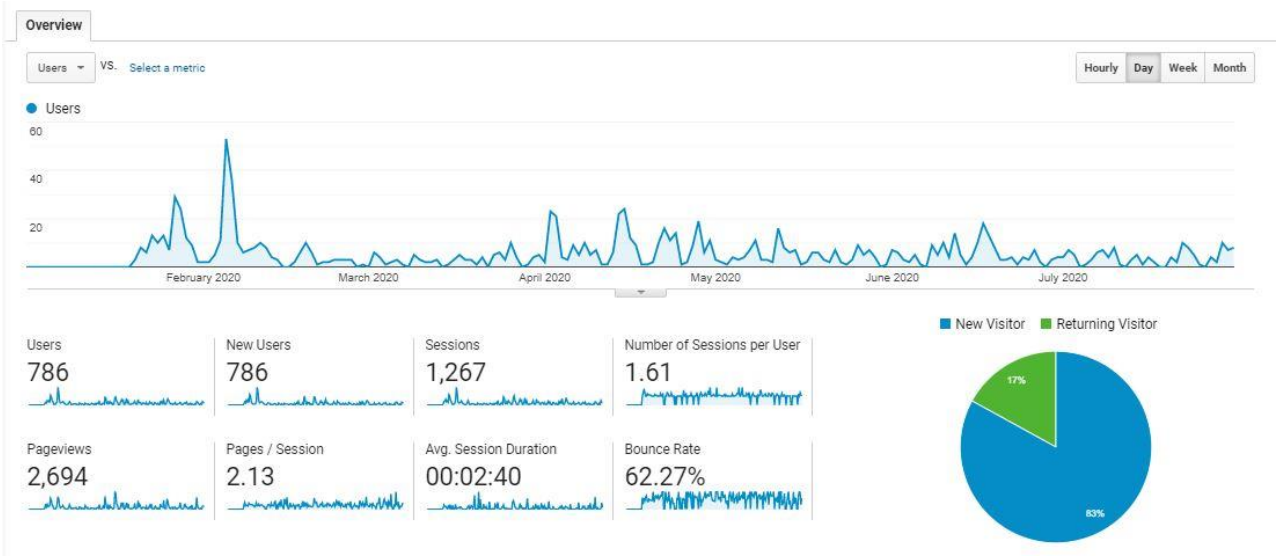

Figure 15 Google Analytics Overview

Figure 16 provides the information regarding geographical dimensions as the list of countries, number and percentage of the total audience:

	Country	Users	% Users
1.	Greece	233	29.42%
2.	Serbia	91	11.49%
3.	United States	82	10.35%
4.	Spain	24	3.03%
5.	Lithuania	24	3.03%
6.	Netherlands	24	3.03%
7.	Poland	21	2.65%
8.	Belgium	20	2.53%
9.	United Kingdom	18	2.27%
10.	Italy	18	2.27%

Figure 16 Google Analytics Countries

Figure 17 and Figure 18 shows the top channels metrics with all numbers and percentages.

Figure 17 Top Channels Percentage

Figure 17 Top Channels Percentage illustrates the top channels metrics:

- Direct (36,1%), percentage of users which navigated directly to the website URL;
- Social (29,3%), percentage of users from social networks;
- Organic Search (26,5%), percentage of users visits from unpaid search results;
- Referral (8,1%), percentage of users clicked a link from another site

	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	786	786	1,267	62.27%	2.13	00:02:40
1 Direct	315			63.16%		
2 Social	242			71.15%		
3 Organic Search	219			51.68%		
4 Referral	51			60.00%		

Figure 18 Top Channels

Analysing the current data, we can observe a positive trend regarding the users' number, sessions and page views. More than 29% percent of users come from Greece, 11% of users are from Serbia and the rest are from USA, Spain, Lithuania and Netherlands.

4.3.2.2 Facebook page analytics

Facebook page is one of the most important social media tools of DIONE's communication strategy. The DIONE Project page was created before the official start of the project, in December 2019. From this period until July 31st the actual statistics and the latest numbers are presented in the next few figures: Figure 19, **Error! Reference source not found.**, Figure 21 and Figure 22.

Figure 19 Followers number

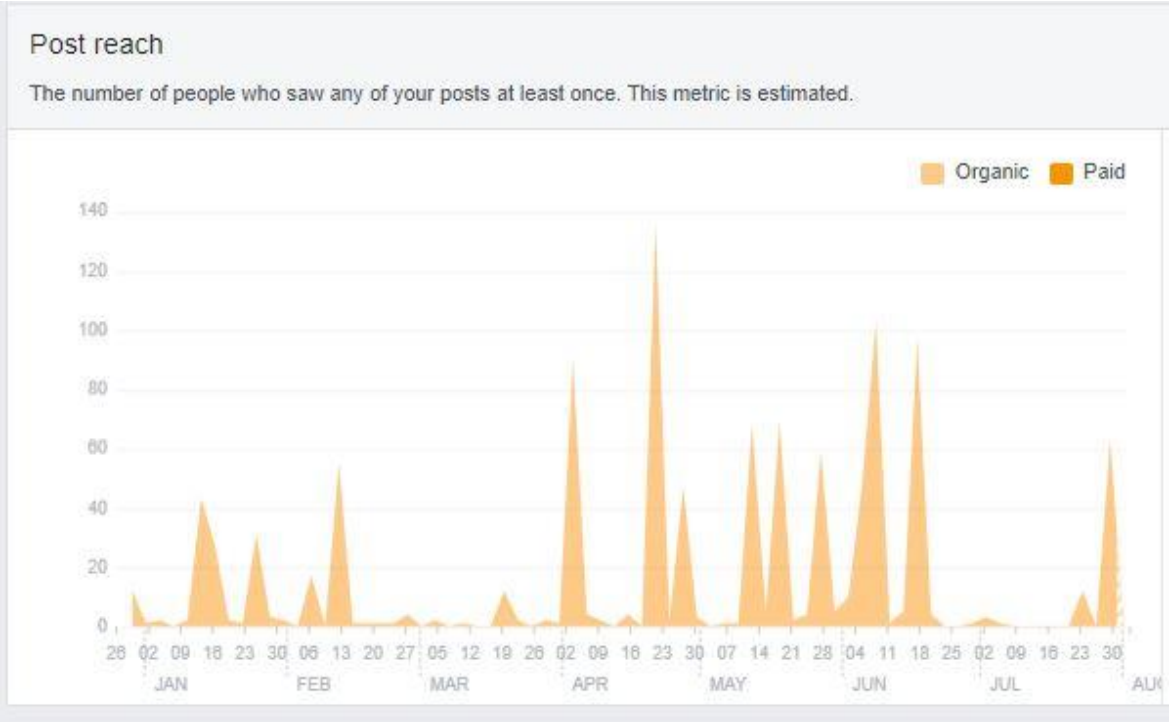

Figure 21 Post reach

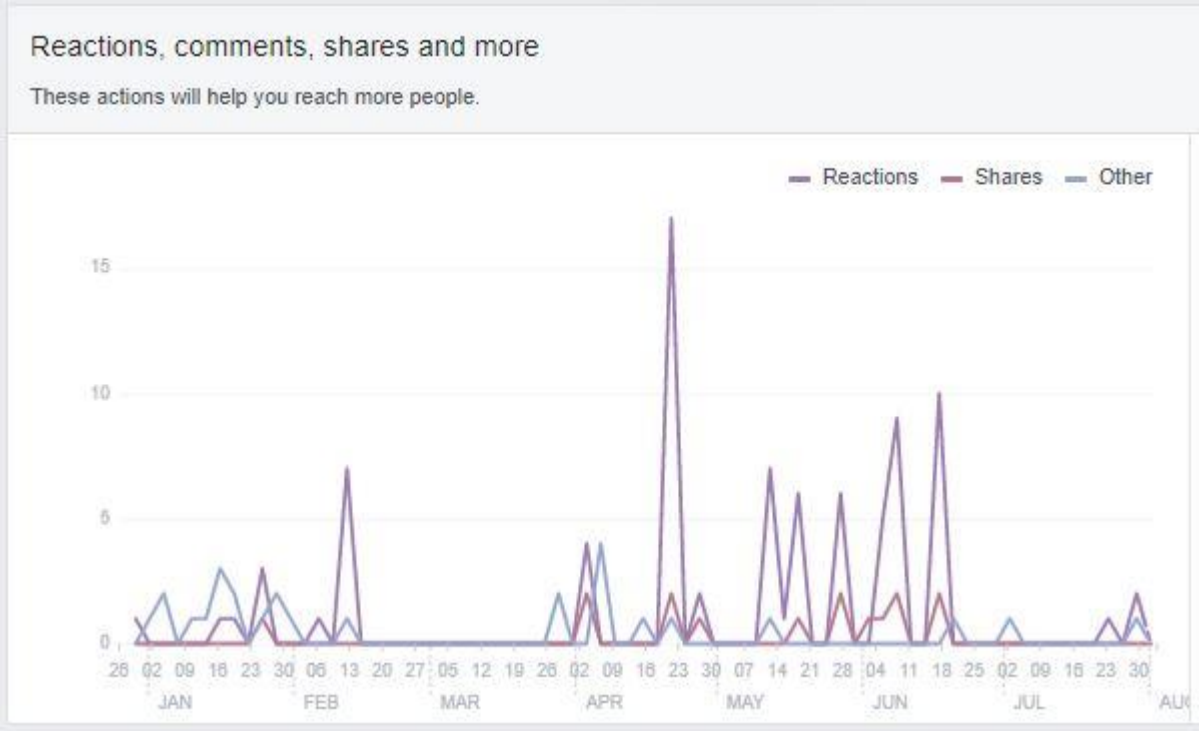

Figure 20 Engagement analytics

Figure 22 Post examples

DIONE Project Facebook page up to this moment has 162 followers from various industries. 24 posts have been published on the page with the highest reach of 426 users.

4.3.2.3 Twitter account analytics

Twitter account is one of the most important social media tools of DIONE's communication strategy. DIONE's account was created at the end of the December 2019. From this period the actual statistics and the latest numbers for July 31st 2020 are the following:

Table 5 Twitter account statistics

First Publication	December 2019
Project Account	@dione_eu
Key Hashtags	#H2020 #dione #payingagencies #agriculture #smartmonitoring
Partners Accounts	@ISENSE_GROUP, @interbalkan_env, @Sinergise, @coreinno2016, @InoSens_rs, GilabRS
Followers	84 Followers
Number of Tweets	32 Tweets

Tweet impressions	25 009 Impressions

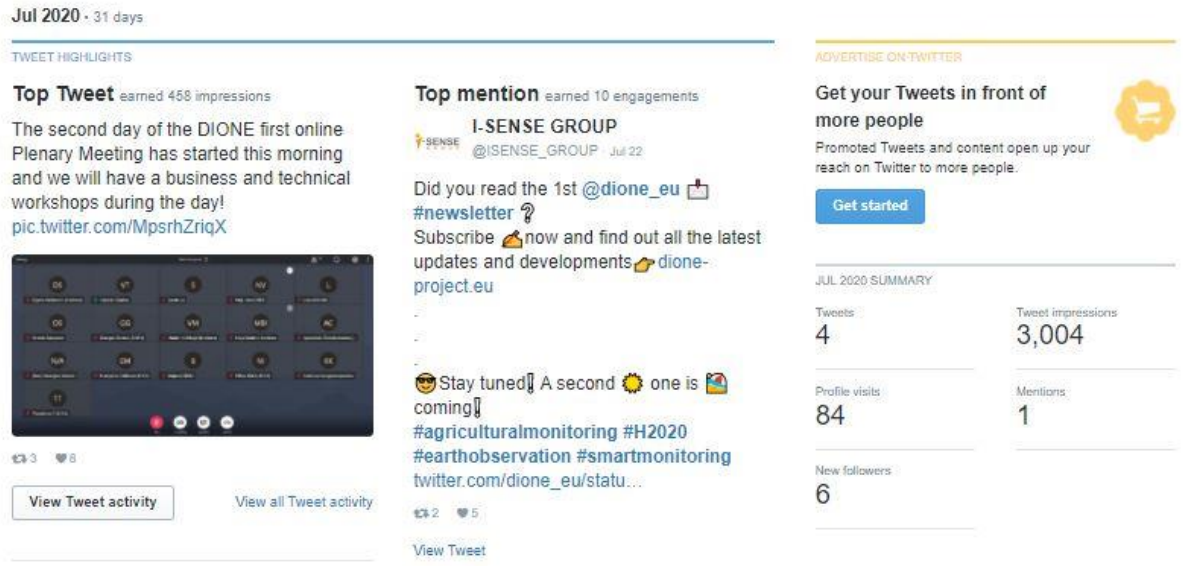

Figure 23 Twitter analytics for July 2020

Figure 24 Twitter analytics for January 2020

While creating content for our account we always take into consideration many aspects: publish simple and short text, add related images and videos, use the appropriate keywords and hashtags and additionally introduce the visual effects and links as extra elements (as shown above in Figure 23 and Figure 24).

4.3.2.4 LinkedIn page analytics

Another important channel for engaging stakeholders is the LinkedIn account which was created in December 2019. In order to increase the page visibility and engage more professional target audiences with specific technical and business interests, we opt for a company page (as shown in Figure 25, Figure 26 and Figure 27).

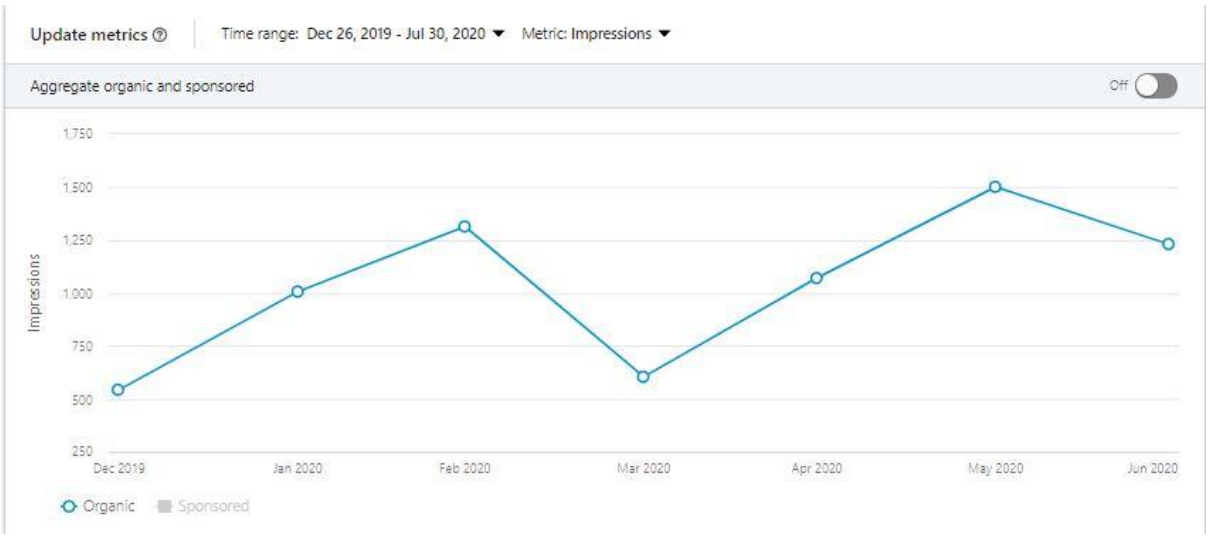

Figure 25 LinkedIn Impressions

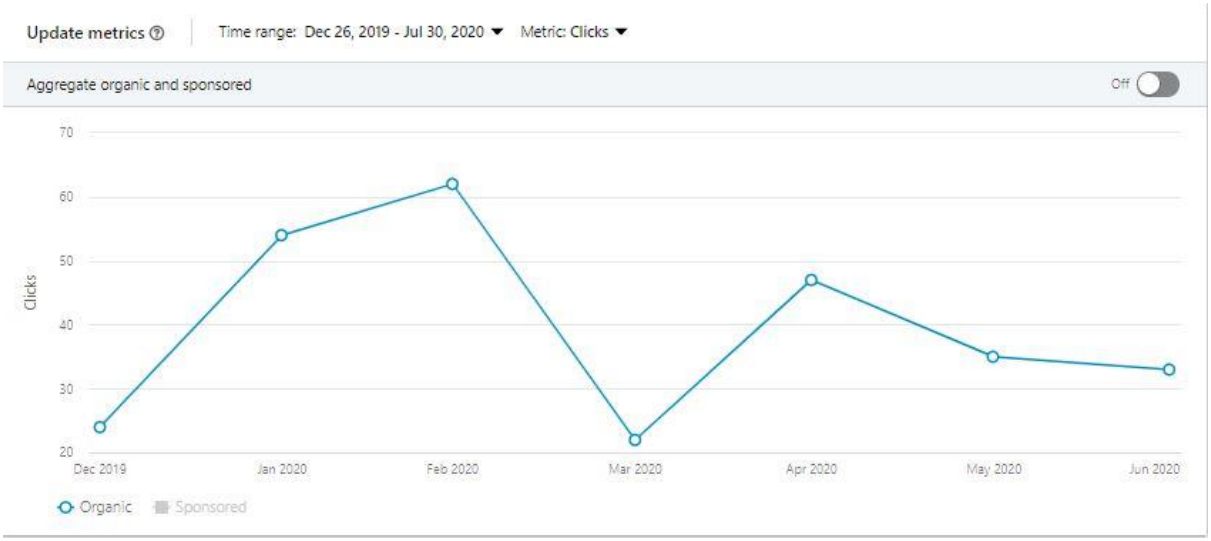

Figure 26 LinkedIn Clicks

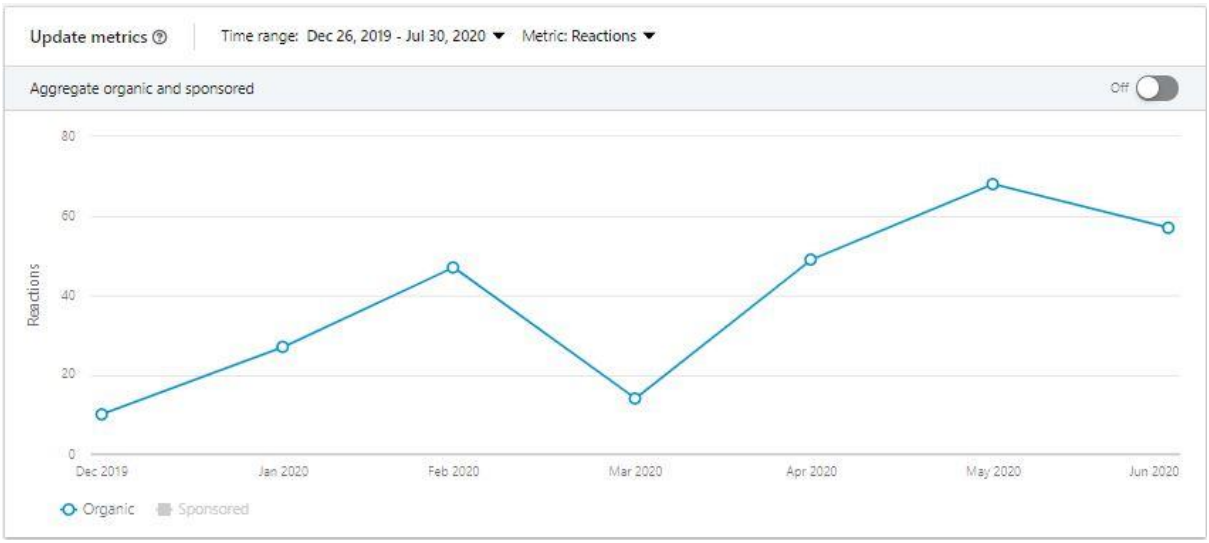

Figure 27 LinkedIn Reactions

4.3.2.5 Newsletter analytics

The periodic newsletter was programmed to be issued every 4 months starting from January 2020. The first edition was in April 2020 and can be found in the following link:

https://mailchi.mp/5855bf992e39/first-four-months-in-2020

The information presented is extracted from one-to-one interviews, discussions about how the participants and stakeholders see themselves and their role in the project, as well as reach out to get insights from technical partners and business partners.

Figure 28 Newsletter Edition #1 statistics

Currently, DIONE Project has 71 newsletter subscribers (as per Figure 28 above) and the communication manager is further working on the email marketing strategy to gain new subscribers.

5 Next period roadmap

In this section, based on the KPIs analysis, the objective is to identify the success of the DC activities, to identify where improvement is needed, but also to explain the issues that have been faced during the period and the lessons learnt that have been identified and will be implemented in the near future.

First of all, it is worthy to highlight that all the planned DC activities have been realised. The identity of the project has been built and heavily promoted via all tools and channels identified in the DCP: the DIONE website, the DIONE social media accounts, DIONE newsletter, and the mass media relations.

Due to COVID pandemic and the limited physical meetings, the DIONE Consortium has designed a plan so as to leverage this by concentrating on online events. Some of the relevant opportunities are presented in the Table 3 External events.

Website objective for next period: Increase the number of visitors

The DIONE website is a great achievement. The evaluation shows a very good average time spent on the website, which is an indicator that DIONE succeeds in raising interest about the project. However, what it still missing is a better promotion of the website. The website, as stated clearly in the collected data, is regularly updated with new information about the project, the visitors are interested in staying on the website and visited multiple pages per visit, but the absolute number of visitors is to be improved, up to 450 per month. This will be one of the challenges to be performed during the next period, to attract more people on the website. A more intensive work could be realised for Search Engine Optimisation.

Social media objectives for next period: Increase interactivity with external stakeholders, promote the DIONE website and newsletter

The social media strategy is also quite successful. The activities have slowly started at the beginning of the period, with one tweet per week and a LinkedIn post published when relevant information need to be disseminated. WP7 leader has requested early in the period to improve the number of tweets released and discussions on LinkedIn and Facebook, first of all because there was a need to enhance the project's promotion and also to increase interactions with external stakeholders on these platforms. The plan is to activate tweets programming – scheduled every week to plan tweets to be issued during the following week. Throughout this system, reaction on new items will be facilitated. Posts on LinkedIn and Facebook providing information about the project are regularly published.

DIONE newsletter objective for next period: Establish a higher number of subscribers

The planned number of newsletters has been released and feedback from project's partners has been received. However, the low number of subscriptions can be partially explained from the GDPR compliance requirements and related mechanisms in place. From a content-related perspective, it has been decided to create a task force (composed of ICCS and INOSENS) for the next edition of the newsletter and to do an intensive work on how to better organise the newsletters, to prioritise the information and find the best way to promote them. From a subscription perspective, the first newsletter is available on the DIONE's website (as well as an invitation to subscribe) and the newsletter was promoted via social media channels too.

Table 6. Planned activities

ACTIVITY	PLAN FOR THE NEXT PERIOD
Events	10
Website pageviews per month	450
Social media followers per month	100
Newsletter subscribers per month	50

5.1 Updates on the DIONE Engagement Strategy

Based on already presented DIONE engagement strategy, the co-designed scenarios & user personas were defined as well. Namely, within the WP2, a co-design methodology has been adopted in order to fully involve stakeholders in the process from the beginning of development process. The aim was to define business/operational profile and the area(s) of intervention and interaction with the DIONE toolbox.

Firstly, the DIONE stakeholders were identified, contacts were established, and the questionnaires were sent. This was performed through 3 streamlines of the DIONE engagement strategy. Firstly, identification of DIONE stakeholders was done with the support of DIONE pilot partners NPA (National Paying Agency of Lithuania) and CAPO (Cyprus Agricultural Payments Organisation). Also, they actively participated into survey. Secondly, the colleagues from the networks of DIONE Paying Agencies were contacted as well (other European Paying Agencies as well as Certification Bodies). Thirdly, networks of other DIONE partners (INO, i-BEC, ICCS) were included into co-design survey and further analysis.

As a result, 26 organizations from 14 European countries (Lithuania, Cyprus, Greece, Serbia, Bosnia and Herzegovina, Austria, Malta, Ireland, Latvia, Czech Republic, Netherlands, Germany, Denmark and Montenegro) were involved into survey, as well as 7 different user types were defined. Here, the DIONE engagement strategy served as a tool to support the co-creation method applied into development of DIONE toolbox. Moreover, the same strategy will be applied for the DIONE business survey and collection of valuable findings for future exploitation of the toolbox in the upcoming months.

6 Conclusions

This document defines the first version of the promotional activities and engagement report and updates the Dissemination and Communication Plan. At the same time, this document provides a review and analysis of all dissemination and communication tasks that took place within the first eight months of the project. The full impact has been very effective in terms of branding and the DIONE visual elements, such as logo, banner, stylistic elements which were included in the brochure, whilst newsletters and social media channels have been launched, maintaining the same design and being synchronized in order to reach a large audience and new users.

The online channels have become an essential tool for the implementation of the established communication strategy. Another important element of promotional activities was the team

participation in events during the first months, representing and promoting the project, as well as the preparation and publication of articles. All those actions help us to generate a positive percentage of website traffic (number of visitors).

Because of the COVID-19 pandemic, the Consortium was not able to travel and organise face-to-face promotions and meetings to present DIONE Project to external stakeholders. In particular, DIONE partners transferred promotions to online channels, aiming to engage stakeholders with the project and its activities. In the second period from M9-M18 DIONE partners will implement the established plan participating in different online conferences and events, publicising technical material, promoting the project via social media and online channels. The first conference in a row is the SPIE conference where the DIONE System Architecture will be presented.

Finally, during the upcoming period relevant dissemination material will be produced such as brochures, infographics, rollups, demo videos in order to improve the visual recognition of DIONE. Other important activities such as proactivity on social media, continuous website updates and participation in webinars, meetings, and events are essential actions for our project. As we are moving to the Phase II, we will have more concrete results from the implementation of the DIONE toolbox and in that manner, the promotional activities will be more results-oriented.

7 Appendices

PRESS RELEASE – ENGLISH VERSION

Smart Agricultural Monitoring – Future is Here!

"DIONE will provide important socio-economic benefits, such as significant reduction of operational costs, improved delivery reliability towards on time full delivery, reductions of on-site inspections, while in parallel will improve resolution accuracy level of Sentinel data and enrich the portfolio of monitoring/evaluating services, differentiated in efficiency and reliability.", highlighted Dr. Amditis, the project's coordinator.

Agricultural sector has been strongly influenced by rising technologies, especially those related to collecting and monitoring agricultural production data. As climate challenges demand real actions based on tangible proofs, these data tend to be very useful, providing, among others, information about various environmental factors. To this end, new technlogies aim to contribute and provide a 'smart solution' that will cover the complete monitoring cycle, i.e. an integrated system which will take into consideration all factors in agricultural monitoring including their associated environmental impact.

DIONE, "An integrated EO-based toolbox for modernising CAP area-based compliance checks and assessing respective enviornmental impact" is an H2020 project aiming to respond to the above-mentioned challenges. The project aims to develop a Machine Learning (ML) enabled tool to correlate data from various sources in order to provide feedback to professionals from the green Paying Agencies about land condition and land use. This way, the compliance with subsidy rules and the modernised CAP regulations will be automatically assessed without the need of on-site inspection and installation of expensive and complicated tools. At the same time a system developed on a regional or national scale will evaluate the monitored parameters to form evidence-based conclusions regarding eventual environmental impacts on an entire region. As a result, DIONE EO-based toolbox aims to deliver **clear economic value** to the key targeted customers.

The project kick-off meeting took place on the **27th and 28th of January in Athens, Greece**. DIONE consortium consists of **eight partners** from **five European countries** including paying agencies, technology providers, research institutes, and SMEs while being supported from a variety of actors in the agricultural domain ranging from agricultural cluster and paying agencies to qualification and certification bodies.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.870378.

What is DIONEs' significance?

DIONE aims to offer a unique fusion of innovative technologies to improve the workflow of agricultural monitoring and compliance checks for area-based direct CAP payments and to reduce drastically related operational costs. Moreover, DIONE will **establish sustainable supply chains** with commercial value and targeted client communities. The use of the DIONE toolbox will lead to **new or improved products, processes or services** on the market and creation of an integrated system to address existing gaps and shortcomings in the CAP monitoring domain. Finally, it will provide **business support to the EO sector** in line with recognised user needs as well as will introduce **EO downstream applications** that increase efficiency across key European industries.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.870378.

Editor notes

Short description:	DIONE proposes a close-to-market and integrated area-based direct payments monitoring toolbox that will address the forthcoming Modernised CAP regulation of using automated technologies to ensure more frequent, accurate and inexpensive compliance checks. The project will exploit DIAS' storage of Copernicus data in its fullness, making use of not just the data but also DIAS provided services such as Data Catalogue as well as Sentinel Hub, which is operational on 3 DIASes. DIONE toolbox will be further enhanced through complementary data sources (VHR images from drones as well as ground-based images taken by the farmers). The DIONE toolbox will include a Green Compliance toolbox, allowing paying agencies to check the compliance of farmers but at the same time monitor the green direct payments' environmental performance.	
Starting date:	01/01/2020	
Duration:	30 Months	
Total cost:	2.377.125,00	
EC contribution:	1.999.837,50	
	This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.870378 .	
Coordinator:	Institute of Communications and Computer Systems	Greece
Partners:	Diabalkaniko Kentro Periballontos	Greece
	Sinergise - Laboratorij za geografske informacijske sisteme doo	Slovenia
	Core Innovation and Technology OE	Greece
	National Paying Agency	Lithuania
	InoSens doo	Serbia
	GILab doo	Serbia
	Cyprus Agricultural Payments Organisation	Cyprus
For more information:		
	Contact the project coordinator:	Dr. Angelos Amditis, Research Director, ICCS, a.amditis@iccs.gr
	Visit our website:	https://dione-project.eu/
	Join us on social media:	LinkedIn: DIONE Project
		Facebook: DIONE Project
		Twitter: DIONE_EU
	Media contact:	stefanovic@inosens.rs
		nikoletta.karitsioti@iccs.gr

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.870378.

PRESS RELEASE – SERBIAN VERSION

Pametno posmatranje zemljišta – Budućnost je stigla!

„DIONE će pružiti važne društveno-ekonomske koristi, poput značajnog smanjenja operativnih troškova, poboljšane pouzdanosti isporuke kako bi ona stigla na vreme, smanjenja poseta na licu mesta, dok će paralelno poboljšati nivo tačnosti rešenja Sentinel podataka i obogatiti portfolio monitoringa/ocenjivanja usluga, različitog po efikasnosti i pouzdanosti.“, naglasio je dr Amditis, koordinator projekta.

Na poljoprivredni sektor snažno su uticale nove inovativne tehnologije, posebno one koje se odnose na prikupljanje i praćenje podataka o poljoprivrednoj proizvodnji. Kako klimatske prilike zahtevaju stvarne akcije zasnovane na opipljivim dokazima, ovi podaci nastoje da budu vrlo korisni, jer između ostalog, pružaju informacije o različitim faktorima životne sredine. U tom cilju, nove tehnologije imaju za cilj da doprinesu i pruže „pametno rešenje“ koje će obuhvatiti celokupni ciklus praćenja, tj. integrisani sistem koji će uzeti u obzir sve faktore u poljoprivrednom monitoringu uključujući i njihov uticaj na životnu sredinu.

DIONE, odnosno integrisani paket alata koji se zasniva na satelitskom posmatranju za modernizaciju provere usaglašenosti na osnovu CAP područja i procene uticaja na životnu sredinu, je projekat u okviru programa Evropske Unije H2020 čiji je cilj da odgovori na gore pomenute izazove. Projekat ima za cilj da razvije alat za mašinsko učenje (ML) za korelaciju podataka iz različitih izvora kako bi se pružila povratna informacija profesionalcima iz agencija za agrarna plaćanja o stanju i korišćenju zemljišta. Na ovaj način, usklađenost sa pravilima o subvencijama i moderniziranim propisima CAP-a automatski će se proceniti bez potrebe za pregledom na licu mesta i ugradnjom skupih i komplikovanih alata. Istovremeno, sistem razvijen na regionalnom ili nacionalnom nivou ocenjivaće nadgledane parametre kako bi se formirali zaključci zasnovani na dokazima o eventualnim uticajima na životnu sredinu u celom regionu. Kao rezultat, paket alata koji se bazira na satelitskom posmatranju , DIONE Toolbox, ima za cilj da pruži jasnu ekonomsku vrednost ključnim potrošačima.

Sastanak koji je označio početak projekta održan je 27. i 28. januara u Atini, u Grčkoj. Konzorcijum DIONE projekta sastoji se od osam partnera iz pet evropskih zemalja, uključujući agencije za agrarna plaćanja, tehnološke partnere, istraživačke institute i mala i srednja preduzeća, dok im podršku pružaju različiti akteri u poljoprivrednom domenu, od poljoprivrednog klastera i agencija za agrarna plaćanja do tela za kvalifikaciju i sertifikaciju.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.870378.

U čemu je značaj DIONE projekta?

DIONE ima za cilj da ponudi jedinstvenu sinergiju inovativnih tehnologija za poboljšanje protoka poljoprivrednog monitoringa i provere usaglašenosti za direktne isplate CAP-a i za smanjenje operativnih troškova. Štaviše, DIONE će uspostaviti održive lance snabdevanja komercijalnom vrednošću i ciljane zajednice potrošača. Upotreba DIONE alata dovešće do novih ili poboljšanih proizvoda, procesa ili usluga na tržištu i stvaranja integrisanog sistema za rešavanje postojećih nedostataka i nedostataka u domenu praćenja CAP-a. Konačno, pružiće poslovnu podršku sektoru satelitskog posmatranja u skladu s prepoznatim potrebama korisnika, kao i uvesti aplikacije povezane sa satelitskim posmatranjem koje povećavaju efikasnost u ključnim evropskim industrijama.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.870378.

Podaci o autoru

Kratak opis projekta:	DIONE predlaže poznat i integrisani alatni okvir za nadgledanje direktnih agrarnih plaćanja koji će se baviti inovativnom modernizovanom CAP regulacijom upotrebe automatizovanih tehnologija da bi se osigurale češće, tačne i jeftine provere usaglašenosti. Projekat će u potpunosti iskoristiti DIAS-ovo skladištenje podataka Copernicus satelita, koristeći ne samo podatke, već i usluge koje pruža DIAS, kao što su katalog podataka, kao i Sentinel Hub, koji deluje u 3 DIAS-a. DIONE će se dodatno poboljšati dodatnim izvorima podataka (VHR slike dronova, kao i zemaljske slike koje su snimili farmeri). Paket alata DIONE će sadržavati paket alata Green Compliance koji omogućava agencijama za agrarna plaćanja da provere usaglašenost poljoprivrednika, ali istovremeno prate ekološke performanse zelenih plaćanja.	
Datum početka projekta:	01/01/2020	
Vreme trajanja projekta:	30 Months	
Ukupan budžet:	2.377.125,00	
Učešće Evropske Komisije:	1.999.837,50	
Koordinator:	Institute of Communications and Computer Systems	Grčka
Partneri:	Diabalkaniko Kentro Periballontos	Grčka
	Sinergise - Laboratorij za geografske informacijske sisteme doo	Slovenija
	Core Innovation and Technology OE	Grčka
	National Paying Agency	Litvanija
	InoSens doo	Srbija
	GILab doo	Srbija
	Cyprus Agricultural Payments Organisation	Kipar

Za više informacija:

Kontakt koordinatora projekta:	Dr. Angelos Amditis, Research Director, ICCS, a.amditis@iccs.gr
Posetite naš veb sajt:	https://dione-project.eu/
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	Facebook: DIONE Project
	Twitter: DIONE_EU
Kontakt za medije:	stefanovic@inosens.rs
	nikoletta.karitsioti@iccs.gr

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PRESS RELEASE – LITHUANIAN VERSION

Išmanioji žemės ūkio stebėsena – ateitis čia pat!

„DIONE projekto įgyvendinimas duos reikšmingos socialinės ir ekonominės naudos: atsiras daugiau galimybių žymiai sumažinti veiklos sąnaudas, užtikrinti suplanuotų veiksmų savalaikį įgyvendinimą, sumažinti patikrų vietoje skaičių. DIONE taip pat padidins Sentinel duomenų rezoliucijos lygį ir praplės efektyvių ir patikimų stebėsenos / vertinimo paslaugų rinkinį", – pabrėžė projekto koordinatorius dr. Amditis.

Žemės ūkio sektoriui didelę įtaką daro naujai atsirandančios technologijos, ypač tos, kurios yra susijusios su duomenų apie žemės ūkio produkciją rinkimu ir stebėjimu. Kadangi klimato iššūkiai reikalauja realių veiksmų, pagrįstų konkrečiais įrodymais, šie duomenys yra labai naudingi, nes yra gaunama informacija taip pat apie įvairius aplinkos veiksnius. Šiuo tikslu naujomis technologijomis siekiama prisidėti ir pateikti „išmanųjį sprendimą", apimantį visą stebėsenos ciklą, t.y., integruotą sistemą, kurioje bus atsižvelgiama į visus žemės ūkio stebėsenos veiksnius, įskaitant ir šių veiksnių poveikį aplinkai.

DIONE – „Žemės stebėjimo duomenimis pagrįstas integruotas technologinių įrankių rinkinys, skirtas BŽŪP plotinių priemonių patikrų modernizavimui ir poveikio aplinkai vertinimui" yra ES Horizon 2020 programos finansuojamas projektas, kurio tikslas – atsakyti į aukščiau išvardytus iššūkius. Projektu siekiama sukurti mašininio mokymo (Machine Learning) pagrindu veikiantį įrankį, leidžiantį susieti duomenis iš įvairių šaltinių, kad mokėjimo agentūrų darbuotojai galėtų pateikti grįžtamąjį ryšį apie žemės būklę ir žemės naudojimą. Tokiu būdu bus automatiškai įvertinama atitiktis paramos teikimo taisyklėms ir atnaujintiems BŽŪP reglamentams, nebereikės atlikti patikrų vietoje ir diegti brangių bei sudėtingų įrankių. Tuo pat metu regioniniu ar nacionaliniu mastu sukurta sistema įvertins stebimus parametrus, kad parengtų įrodymais pagrįstas išvadas dėl galimo poveikio aplinkai visame regione. Tokiu būdu DIONE Žemės stebėjimo įrankių rinkinys siekia suteikti **aiškią ekonominę vertę** pagrindiniams tiksliniams klientams.

Įžanginis projekto susitikimas įvyko 2020 m. sausio 27–28 dienomis Atėnuose, Graikijoje. DIONE konsorciumą sudaro **aštuoni partneriai iš penkių Europos šalių**, įskaitant mokėjimo agentūras, technologijų tiekėjus, tyrimų institutus ir mažas ir vidutines įmones, Konsorciumui talkina įvairūs žemės ūkio sektoriaus dalyviai: tai ir žemės ūkio klasteris, kvalifikacijos kėlimo bei sertifikavimo institucijos.

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Kokia DIONE svarba?

DIONE ketina pasiūlyti unikalų novatoriškų technologijų junginį, siekiant pagerinti žemės ūkio stebėsenos eigą ir atitikties patikrinimus, susijusius su tiesioginėmis BŽŪP išmokomis už plotą, ir drastiškai sumažinti susijusias veiklos sąnaudas. Be to, DIONE sukurs turinčias komercinę vertę **tvarias tiekimo grandines** ir tikslines klientų bendruomenes. Naudojant DIONE priemonių rinkinį rinkoje atsiras naujų ir / ar patobulintų produktų, procesų ir paslaugų, taip pat bus sukurta integruota sistema, kurios dėka bus pašalintos spragos ir trūkumai BŽŪP stebėsenos srityje. Be to, DIONE **teiks verslo paramą Žemės stebėjimo duomenų panaudojimo sektoriui,** atsižvelgiant į vartotojų poreikius ir lūkesčius, taip pat pristatys **programas, kurios bus skirtos Žemės stebėjimo duomenų pritaikymui pramoninei gamybai ir kurios padidins pagrindinių Europos pramonės sričių efektyvumą.**

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.870378.

Projekto santrauka:	DIONE siūlo su rinka susietą integruotą tiesioginių išmokų stebėsenos priemonių rinkinį, skirtą būsimam atnaujintam BŽŪP reglamentui dėl automatizuotų technologijų naudojimo, siekiant užtikrinti dažnesnes, tikslesnes ir mažiau kainuojančias atitikties patikras. Projekto metu visų Copernicus duomenų saugojimui bus naudojamasi DIAS platforma. Bus naudojamasi ne tik Copernicus duomenimis, bet ir DIAS teikiamomis paslaugomis, įskaitant duomenų katalogą bei Sentinel Centrą (Sentinel Hub), veikiantį trijose DIAS platformose. DIONE įrankių rinkinys bus dar tobulinamas, naudojant papildomus duomenų šaltinius (iš dronų gaunamus LHR vaizdus, taip pat ūkininkų pateiktus antžeminius vaizdus). Į DIONE priemonių rinkinį įeis „žaliosios atitikties“ priemonių rinkinys, leidžiantis mokėjimo agentūroms tikrinti, kaip ūkininkai laikosi reikalavimų, ir tuo pačiu metu stebėti tiesioginių išmokų ekologinį aplinkosauginį poveikį.
Pradžia:	01/01/2020
Trukmė:	30 mėnesių
Bendra suma:	2.377.125,00 eurų
EK įnašas:	1.999.837,50 eurų

Šis projektas yra finansuojamas iš Europos Sąjungos Horizon 2020 Tyrimų ir invacijų programos pagal sutartį No. 870378.

Koordinatorius:	Institute of Communications and Computer Systems	Graikija
Partneriai:	Diabalkaniko Kentro Periballontos	Graikija
	Sinergise - Laboratorij za geografske informacijske sisteme doo	Slovėnija
	Core Innovation and Technology OE	Graikija
	National Paying Agency – Nacionalinė mokėjimo agentūra	Lietuva
	InoSens doo	Serbija
	GILab doo	Serbija
	Cyprus Agricultural Payments Organisation	Kipras

Daugiau informacijos:	Susisiekite su projekto koordinatoriumi:	Dr. Angelos Amditis, Tyrimų direktorius, ICCS, a.amditis@iccs.gr
	Apsilankykite mūsų svetainėje:	https://dione-project.eu/
	Prisijunkite prie mūsų socialiniuose tinkluose:	LinkedIn: DIONE Project
		Facebook: DIONE Project
		Twitter: DIONE_EU
	Kontaktai komunikacijai:	stefanovic@inosens.rs
		nikoletta.karitsioti@iccs.gr

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DIONE POSTER

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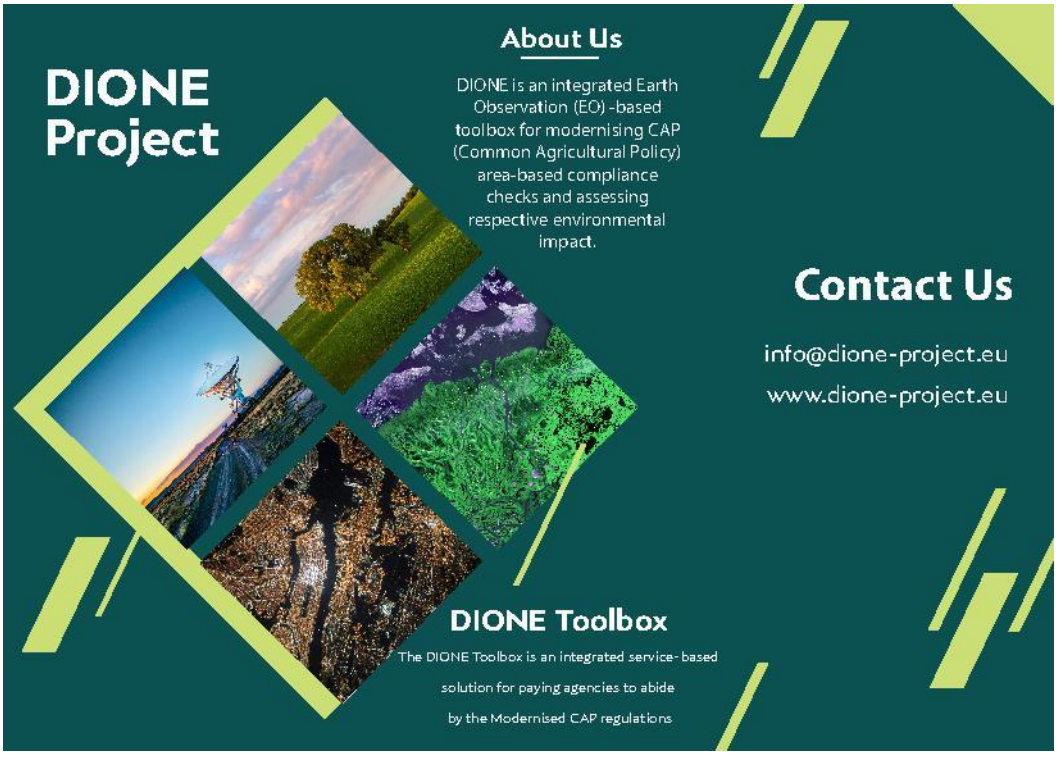
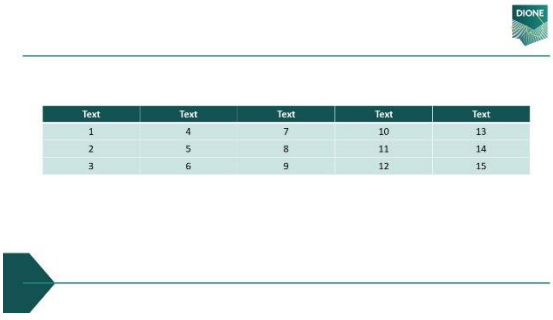
DIONE LEAFLET



DIONE ROLL-UP BANNER

DIONE POWER POINT PRESENTATION TEMPLATE



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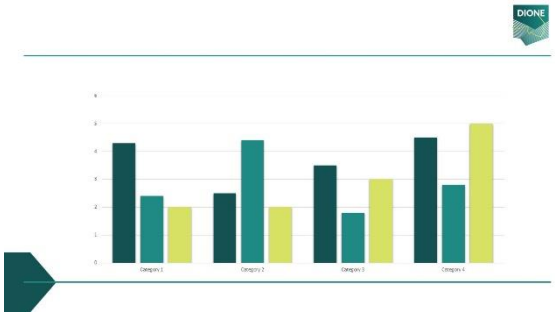
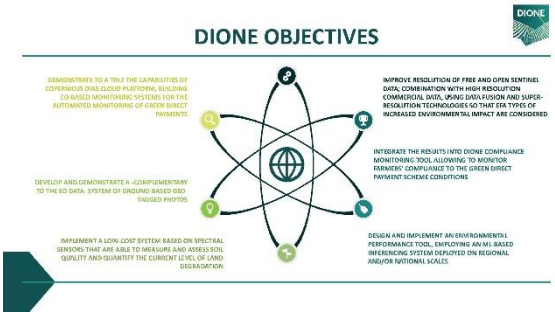
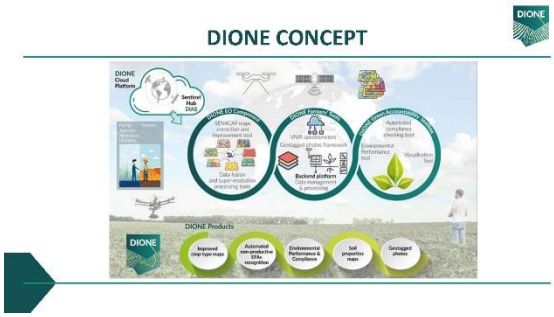
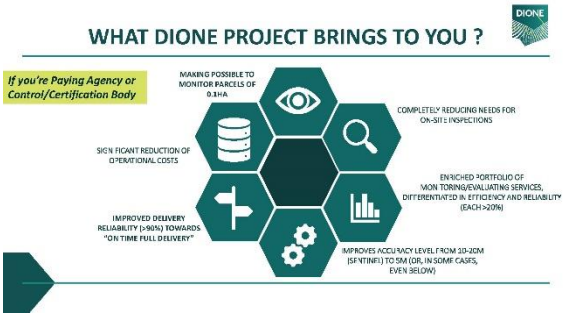
2	5	8	11	14
3	6	9	12	15

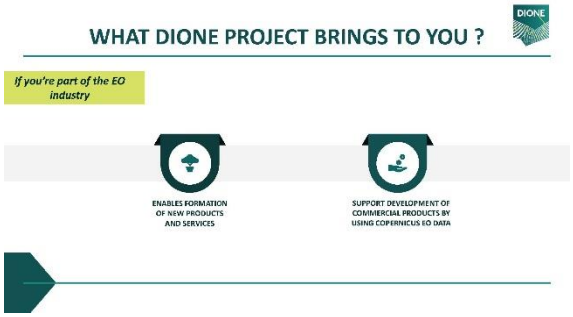


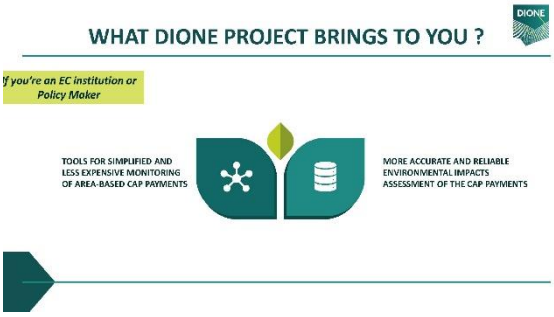
DIONE PROJECT OVERVIEW

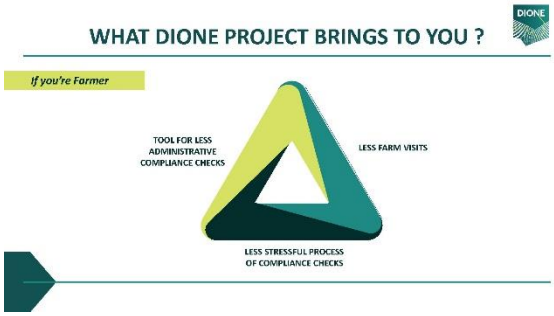




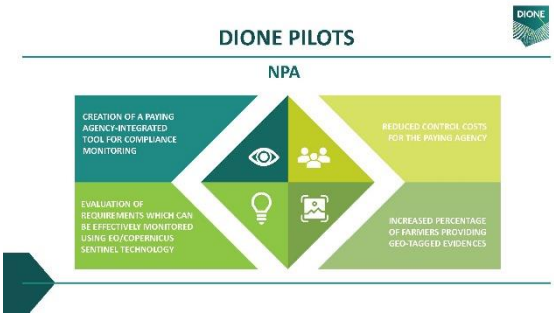


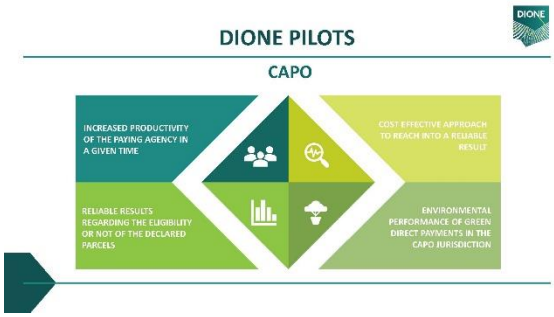




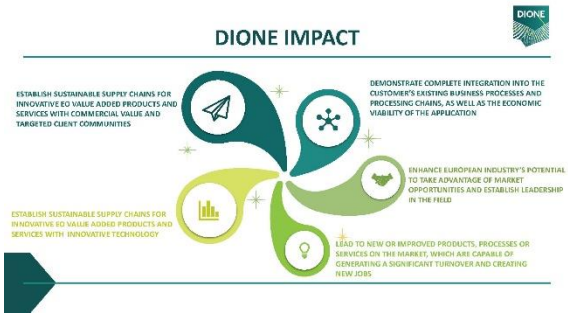


DIONE INNOVATION POTENTIAL
SUPER RESOLUTION APPLIED ON OPEN SENTINEL DATA SOURCES
01
02
TRUSTED, TAMPER-PROOF GEOTAGGED PHOTOS OBTAINED BY THE FARMERS
GREEN COMPLIANCE TOOLBOX
03


DIONE PILOTS
NPA
CREATION OF A PAYING AGENCY-INTEGRATED TOOL FOR COMPLIANCE MONITORING
REDUCED CONTROL COSTS FOR THE PAYING AGENCY
EVALUATION OF REQUIREMENTS WHICH CAN BE EFFECTIVELY MONITORED USING EO/COPERNICUS SENTINEL TECHNOLOGY
INCREASED PERCENTAGE OF FARMERS PROVIDING GEO-TAGGED EVIDENCES


DIONE PILOTS
CAPO
INCREASED PRODUCTIVITY OF THE PAYING AGENCY IN A GIVEN TIME
COST EFFECTIVE APPROACH TO REACH INTO A RELIABLE RESULT
RELIABLE RESULTS REGARDING THE ELIGIBILITY OR NOT OF THE DECLARED PARCELS
ENVIRONMENTAL PERFORMANCE OF GREEN DIRECT PAYMENTS IN THE CAPO JURISDICTION

KEY EXPECTATIONS
INNOVATION POTENTIAL / CLOSE TO MARKET TOOLBOX
CAPACITY OF THE PRODUCT TO BE INTEGRATED INTO THE CUSTOMERS' EXISTING BUSINESS
END-USER INVOLVEMENT AND ENGAGEMENT
DEMONSTRATION OF THE TOOLBOX TO REAL LIFE APPLICATIONS
SHOWCASE CONTRIBUTION AND IMPACT TO THE MODERNIZED CAP AS WELL AS ACHIEVE LINKAGE WITH RELATED FRAMEWORKS AND POLICIES
MARKET ORIENTATION AND SUSTAINABILITY CONSIDERATIONS AT DIFFERENT PROJECT STAGES
ESTABLISH SUSTAINABLE SUPPLY CHAINS FOR INNOVATIVE EO VALUE ADDED PRODUCTS


DIONE IMPACT
ESTABLISH SUSTAINABLE SUPPLY CHAINS FOR INNOVATIVE EO VALUE ADDED PRODUCTS AND SERVICES WITH COMMERCIAL VALUE AND TARGETED CLIENT COMMUNITIES
DEMONSTRATE COMPLETE INTEGRATION INTO THE CUSTOMER'S EXISTING BUSINESS PROCESSES AND PROCESSING CHAINS, AS WELL AS THE ECONOMIC VIABILITY OF THE APPLICATION
ENHANCE EUROPEAN INDUSTRY'S POTENTIAL TO TAKE ADVANTAGE OF MARKET OPPORTUNITIES AND ESTABLISH LEADERSHIP IN THE FIELD
ESTABLISH SUSTAINABLE SUPPLY CHAINS FOR INNOVATIVE EO VALUE ADDED PRODUCTS AND SERVICES WITH INNOVATIVE TECHNOLOGY
LEAD TO NEW OR IMPROVED PRODUCTS, PROCESSES OR SERVICES ON THE MARKET, WHICH ARE CAPABLE OF GENERATING A SIGNIFICANT TURNOVER AND CREATING NEW JOBS

DIONE ADVISORY BOARD
Bringing together relevant stakeholders that will
PROVIDE FEEDBACK ON THE SOLUTION
DELIVER VALUABLE INPUTS AT DIFFERENT PROJECT STAGES
DISSEMINATE PROJECT RESULTS
FACILITATE LINKAGE WITH OTHER RELATED PROJECTS AND ACTIVITIES
DISCUSS CHALLENGES/OPPORTUNITIES ARISING IN MODERNISING THE CAP AREA-BASED COMPLIANCE CHECKS

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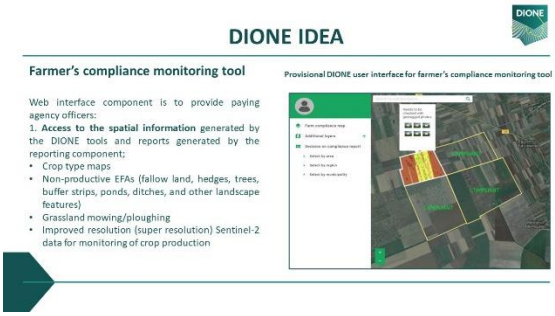
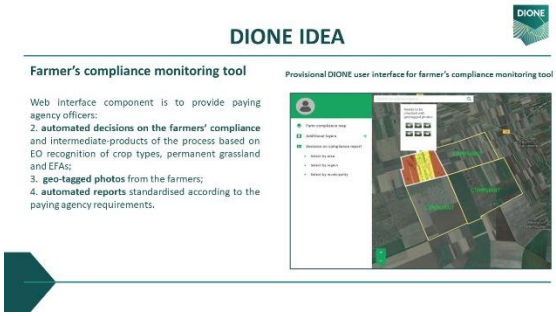
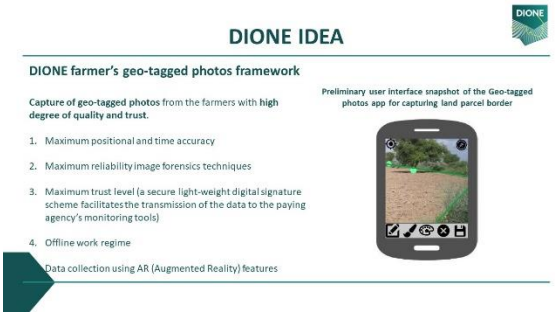
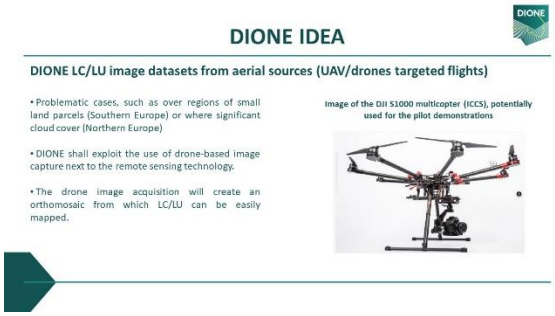
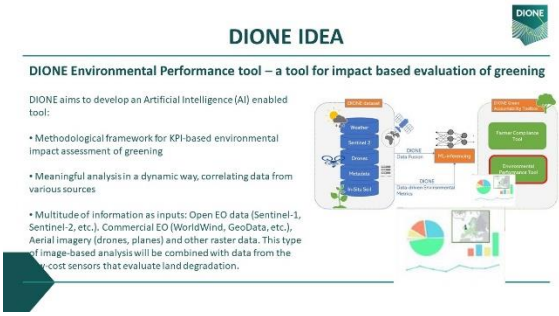
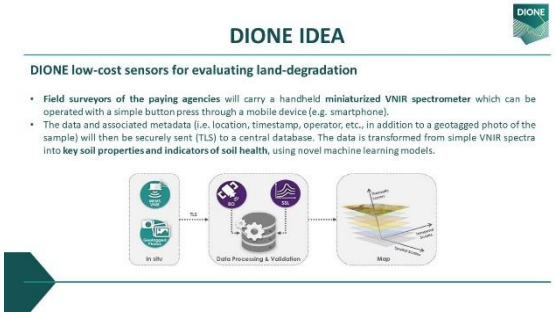
INOSENS
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.870378

DIONE
THANK YOU!

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