D7.3: Promotional Activities and Engagement (Intermediate report)

June 2021

Author(s)/Organisation(s)	Dijana Stefanović (INOSENS), Maja Budimir (INO), Vladimir Mrkajić (INO), Nemanja Nićin (INO), Igor Trpovski (INO), Srdjan Vukasović (INO)
Contributor(s)	
Work Package	WP7 Dissemination, Exploitation and Communication of DIONE
Delivery Date (DoA)	30/06/2021
Actual Delivery Date	30/06/2021
Abstract:	This deliverable reflects the activities and results achieved by the project and its contributing partners at the period of 9 months – from September 2020 till June 2021 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.

Document Revision History			
Date	**Version**	**Author/Contributor/ Reviewer**	**Summary of main changes**
12/05/2021	0.1	Dijana Stefanović (INO)	ToC with Introduction
31/05/2021	0.2	Dijana Stefanović (INO)	First Draft
02/06/2021	0.3	Maja Budimir (INO)	Internal Review
03/06/2021	0.4	Vladimir Mrkajić (INO)	Internal Review
09/06/2021	1.0	Dijana Stefanović (INO)	First Version
25/06/2021	1.1	ICCS	Review of the deliverable
28/06/2021	1.2	INO	Modifications according to feedback received
30/06/2021	1.3	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**
1	INSTITUTE OF COMMUNICATION AND COMPUTER SYSTEMS	ICCS	EL
2	DIABALKANIKO KENTRO PERIBALLONTOS	i-BEC	EL
3	SINERGISE LABORATORIJ ZA GEOGRAFSKE INFORMACIJSKE SISTEME DOO	SINERGISE	SI
4	CORE INNOVATION AND TECHNOLOGY OE	CI	EL
5	NATIONAL PAYING AGENCY	NMA	LT
6	INOSENS DOO NOVI SAD	INO	RS
7	GILAB DOO BEOGRAD-PALILULA	GILAB	RS
8	CYPRUS AGRICULTURAL PAYMENTS ORGANISATION	CAPO	EL

Table of contents

List of figures

List of Abbreviations and Acronyms	
CAP	Common Agricultural Policy
EU	European Union
WP	Work Package
ML	Machine Learning
EO	Earth Observation
EC	European Commission
DC	Dissemination and Communication
DCP	Dissemination and Communication Plan
GAB	Groundreakers Advisory Board

1 Executive Summary

D7.3 Promotional Activities and Engagement Report (Intermediate Report) aims to outline the dissemination and communication activities that were performed from M9 to M18. The structure of this document is updated version of the D7.2 DIONE promotional activities and engagement report (Initial report) and following the action plan of activities described in deliverable D7.1 Dissemination and Communication Plan at the begging of the project (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 "D7.3 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 from M9 to M18 of the project.

• 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

This deliverable provides an intermediate report on the DIONE Promotional and Engagement Activities (M9 to M18). These activities are designed to raise the visibility and awareness of the project and encourage wide adoption of its results among targeted potential users. Following the AIDA model (see the section 3. The DIONE Project promotional objectives of the reported period of D7.2), the dissemination activities have been clustered into three main phases. The promotional and engagement activities have been actively pursued from the beginning of the project to facilitate the continuous interaction with both internal and external audiences.

The first phase "**Awareness Creation**" has already successfully executed. It involved activities related to creating the DIONE branding identity as well as building the DIONE website and designing the supporting project information material, like templates for different document and presentations.

The second phase is called "**Continuity of Information Flow**", and this document is dedicated to the presentation of the project activities performed from M9 to M18. This phase aims to raise awareness among the scientific and industrial stakeholders about the DIONE results and achievements via publishing scientific papers and participating at relevant conferences and workshops. Additional activities related to this phase include: (i) scientific publications and the DIONE project deliverables (to keep interested parties informed about the latest progress); (ii) creation of engaging posts on Twitter, Facebook and LinkedIn and on the News page (to keep the information flow upright and increase the interest of multiple audiences); (iii) dissemination of the project newsletters, press releases, and information about upcoming workshops, conferences, and other relevant events.

In the upcoming third phase "**Result orientation**", promotional and engagement activities will support the exploitation of the project's results, which means using the results for commercial purposes or public policymaking. As part of this phase, the project results will continue to be promoted to target audiences able to take advantage of them after the project ends.

The structure of this document is following the initial structure setup within the D7.2. Namely, the D7.2 reported all promotional activities held within the first eight months of the project: visual identity design, communication materials development, testing and progressive fine-tuning of internal procedures and task division, production of the key messages to be disseminated and building-up the project's social media presence, the connections and interrelations between social media accounts and the project website, as well as a community – based creation. Based on the previous report, the last ten months and all activities performed until June 2021 are described in this report. Moreover, the document will summarise the developments of the project promotional activities, not only at the project coordination level, but also at the partner level.

2.1 DIONE in brief

The DIONE project 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. 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 maps of crop types, non-productive EFAs and pasture maps; ii)the DIONE In-Situ component, that will establish an ecosystem of low-cost smart tools for users to provide geotagged photos and for evaluating soil properties and degradation and iii) the DIONE Green Accountability component that on the one hand 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 by a concrete set of performance metrics.

2.2 Interface with other WP7 deliverables

D7.3 Promotional Activities and Engagement Report (Intermediate 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.
- D7.2: DIONE promotional activities and engagement report (Initial report) (M8): A report on all promotional and communication activities that were implemented during the first eight months of the project.
- 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 activities performed for the reporting period (M9-M18). During this reporting period, WP7 focused its efforts on implementing prior developed strategy on dissemination and communication activities that will result in the most appropriate and effective promotion of the project at local, European and international level. For the reporting period (M9-18), the main WP7 objectives were the following:

• 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 M9-M18.

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 Website

The project website (www.dione-project.eu) is used as the principal gateway to diffuse project information as widely as possible, at the same time, serving as the main DIONE's Dissemination and Communication tool. The objective for the second period was to constantly update the website content and to develop a more interactive communication through it – posting all relevant information about project results as well as to make it more user friendly and easy to use and navigate.

Important to mention is that the DIONE website was re-structured in March 2021 through the introduction of a new section called "DIONE Library" (Figure 3). Namely, DIONE Library was added to the Main Menu as part of the News and Media, serving as a collection of DIONE public dissemination materials such are the publications of in peer-reviewed journals and conferences. This modification of a website has been formerly discussed with all DIONE partners. From its introduction, the section is regularly updated to fit the progress of the project.

From M9 to M18, the DIONE Project website received **2 967 unique users** and **7 958 unique page views** – **11 085 website pageviews in total**. This number shows a clear and important increase in the generated web traffic, which has peaks in relation to events, promo campaigns, releases of newsletters, etc. As a result, the **KPI for the project website pageviews is accomplished** within this reporting period.

For monitoring the website traffic, the WP7 leader is using **Google Analytics**. Since the website is optimised for the search engines, a Google analytics code is installed at the beginning of the project in January 2020 in order to monitor user activities and provenance collected on a monthly basis. A 'Pageview' is counted each time there is a visit to one of the website pages. Moreover, a **'Unique Pageview'** triggers each time when there is a visit to any of the website pages, but each user is only counted once even if they visit the same page multiple times within the same session. Section called **'Session'** is a single session which means that the user has entered the website. It is unaffected by how many pages the user visits – it will still count as the same session. If the user leaves the site or is idle for 30 minutes, the session ends. So if the user comes back later that evening to view the site again, they will then begin a new session.

Of the great importance is the fact that 13,4% of the website traffic is coming from returning visitors, indicating a growing engagement of targeted stakeholders. The following pictures provide an overview of the website's performance in the reporting period considered within this document.
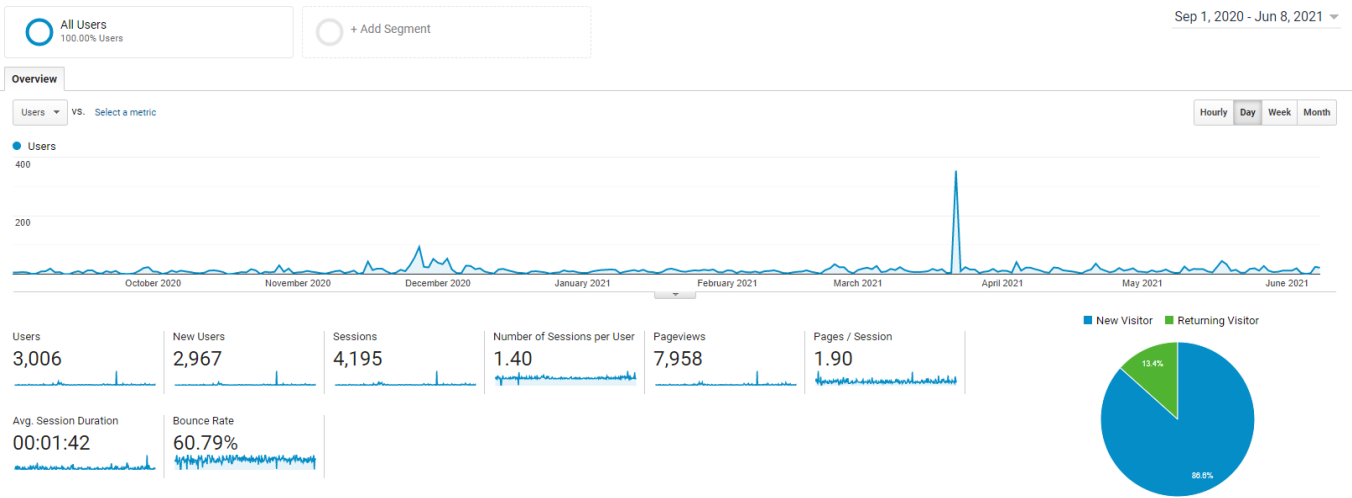

Figure 1 DIONE Website Analytics

When a user visits the website for the first time, a unique string is randomly generated and stored as a cookie in the user's browser. The information stored in the cookie helps Google Analytics differentiate between a new user and a returning user and keep track of the number of times each user visits the website.

	Page Title	Pageviews	% Pageviews
1.	Home – DIONE	1,834	26.13%
2.	5G network is coming to Agriculture – DIONE	752	10.72%
3.	(not set)	739	10.53%
4.	DIONE Business webinar – DIONE	447	6.37%
5.	DIONE SERVICES – DIONE	331	4.72%
6.	Work Packages and Deliverables – DIONE	259	3.69%
7.	PROJECT – DIONE	241	3.43%
8.	Partners – DIONE	216	3.08%
9.	News – DIONE	182	2.59%
10.	DIONE High-level Scenarios – DIONE	178	2.54%

Figure 2 DIONE Website Analytics – most visited pages

As it can be seen from the analytics reported in Figure 2 above, the most visited page is the Home page, followed by the '5G Network is coming to Agriculture' article, which shows the interest of visitors in the future technologies. The second most engaging page is the DIONE's Business Webinar promo page, the event that was held in December 2020. After these popular pages, comes the Work Packages' and Deliverables' section, and the Project corner page, marking a higher average dwell time than other pages. This can be explained by the fact that this page gives more consumable contents to be "consumed" by visitors.
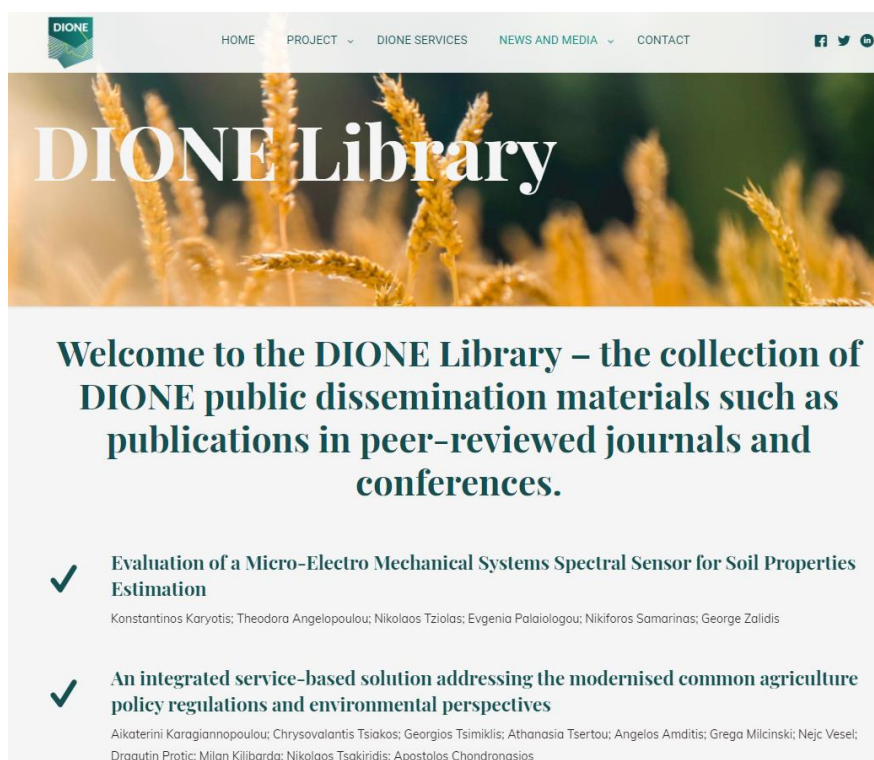
Figure 3 DIONE Library page

The specialised blog posts (Figure 4) have been dedicated to updates related to the development of the DIONE Toolbox, and its components. Every month, the DIONE Communication team is sending to all technical partners to fill the monthly dissemination report – a document dedicated to monitoring progress of the DIONE Toolbox development. Each partner has to report what they have done during the month in terms of the development of the DIONE's Toolbox components. Based on that report, INO team compiles blog post, detailing the accomplishments for the specific month and posts it on the project website and all social media networks in order to inform DIONE audience of the project progress.
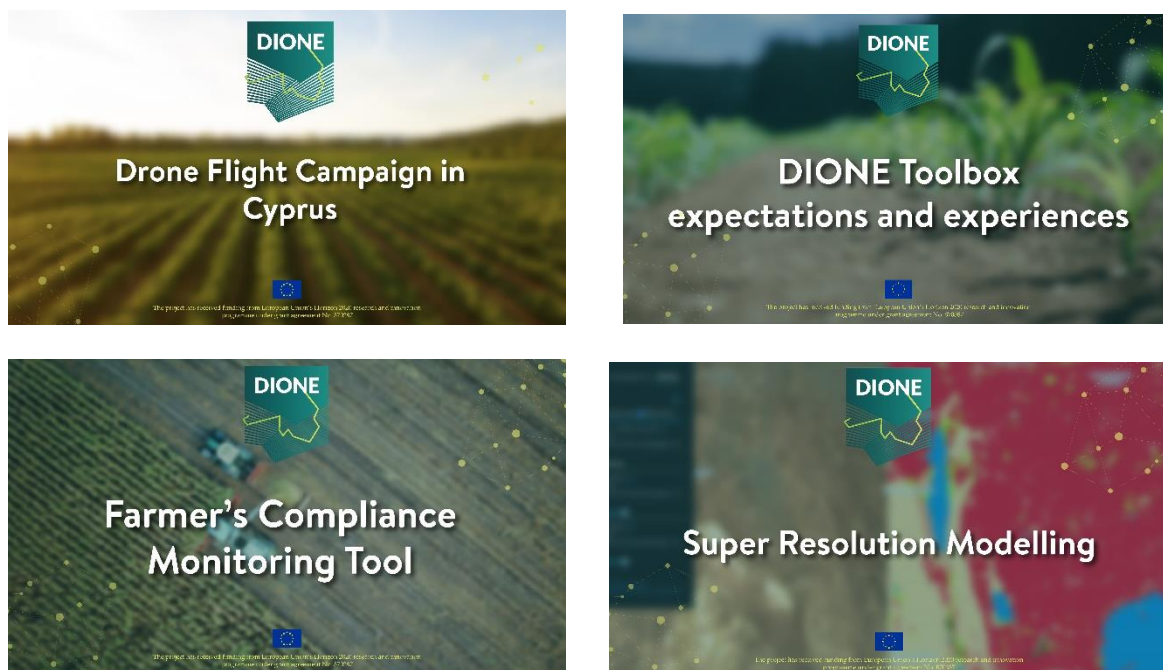
Figure 4 DIONE Specialised Blog posts – examples

4.1.1.2 Social Media Channels

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

The DIONE Facebook page is one of the most important social media tools of the DIONE's communication strategy. The page was created before the official start of the project, in December 2019 and it currently has 188 followers (Figure 4). Until the end of July 2020, the page has reached around **20 000 visitors**. From that period until the middle of May 2021, DIONE Project page posts have **reached more than 65 000 people**. The significant impact on this reach is related to the organisation of the DIONE Business Webinar held in December 2020, where an online advertising campaign was launched between 27th November and 3rd December 2020. During this time, the campaign's posts reached the audience of more than 45 000, who had seen the information about event. The social media campaign was very successful resulting in more than 100 participants of the DIONE Business webinar, mostly coming from Paying Agencies, Public Agricultural Bodies as well as from other targeted European companies of interest for the DIONE commercialisation.
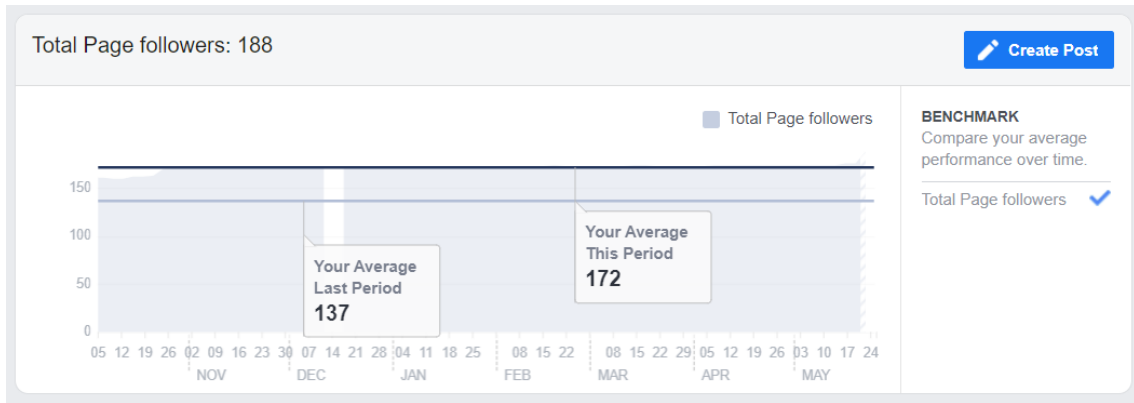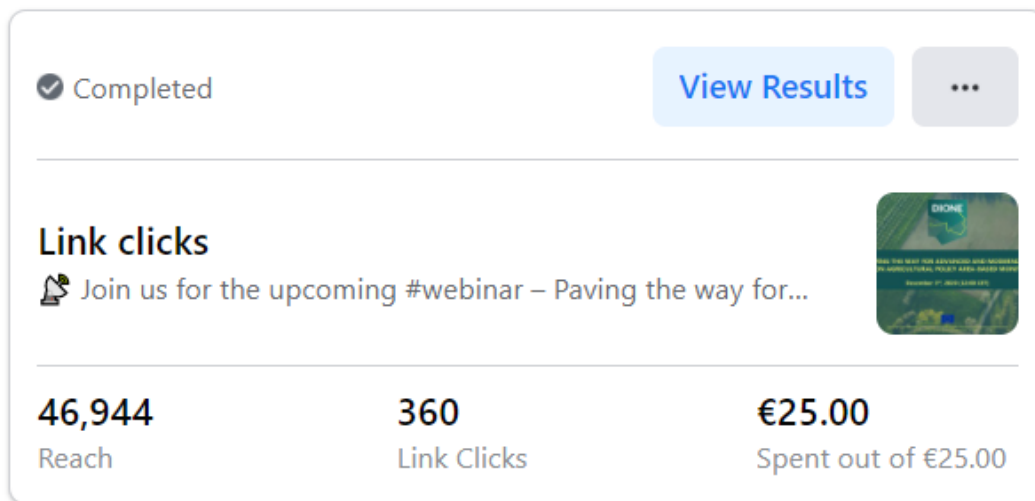
Figure 5 Facebook Page followers

Figure 6 Results of the DIONE Business Webinar Campaign on Facebook

As can be seen on the Figure 5 above, currently the DIONE Project Facebook page has 188 followers. More important to mention is the reach of the DIONE Project Facebook page. Namely, each post that had been published on the DIONE website is extensively promoted through all social media pages of the project, but DIONE Facebook page represents the most important channel for the project's dissemination given that Facebook is counting more than 2.8 billion users across the globe.

4.1.1.2.2 Twitter

Until now, the DIONE Project Twitter account has 178 followers as it is mostly used for establishment of the collaboration with important EU initiatives related to EO-based sector. Therefore, @DIONE_EU is now following 217 accounts. Beside initiatives, DIONE's Twitter account is linked to sister and other similar projects from the same industry area. For this reporting period, there have been posted 31 new tweets.
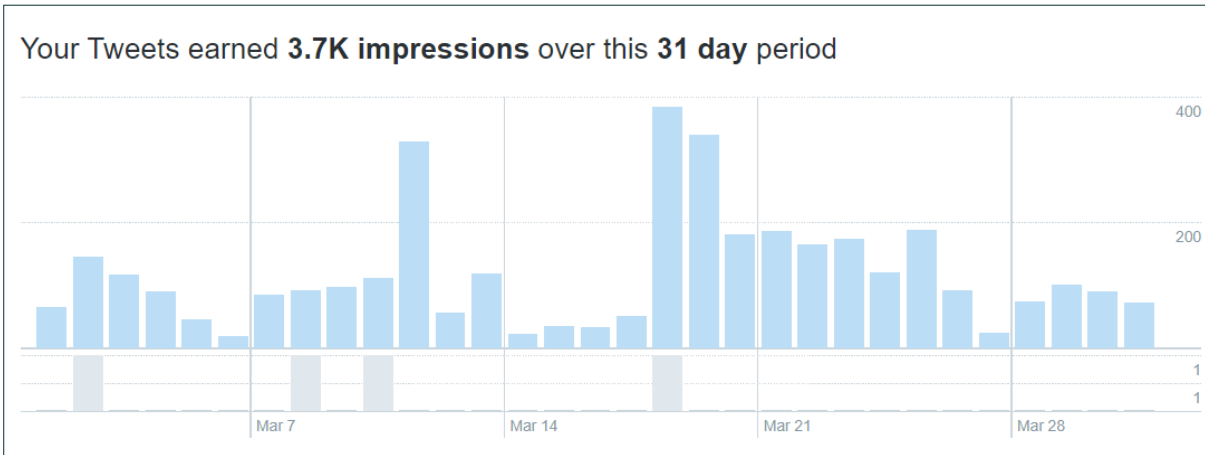
Figure 7 DIONE Twitter Account Analytics

In addition, the Twitter account has been used to promote DIONE News – especially news related to the development of the DIONE Toolbox, to draw attention to the related project events and make other announcements related to the project and its community of stakeholders. The top tweet, which earned more than 1 700 impressions (March 2021) was dedicated to the opening of the DIONE Zenodo Community account, proving that DIONE's scientific impact has the ability to attract the wider academic and industry community and make better engagement, mirrored in more likes, retweets and after all more followers (Figure 8).

Figure 8 DIONE Top Tweet Activity

4.1.1.2.3 LinkedIn

The DIONE Project LinkedIn page currently has 286 followers, and it broadcasts postings about the published news on the DIONE website, at the same time accelerating the web-traffic.

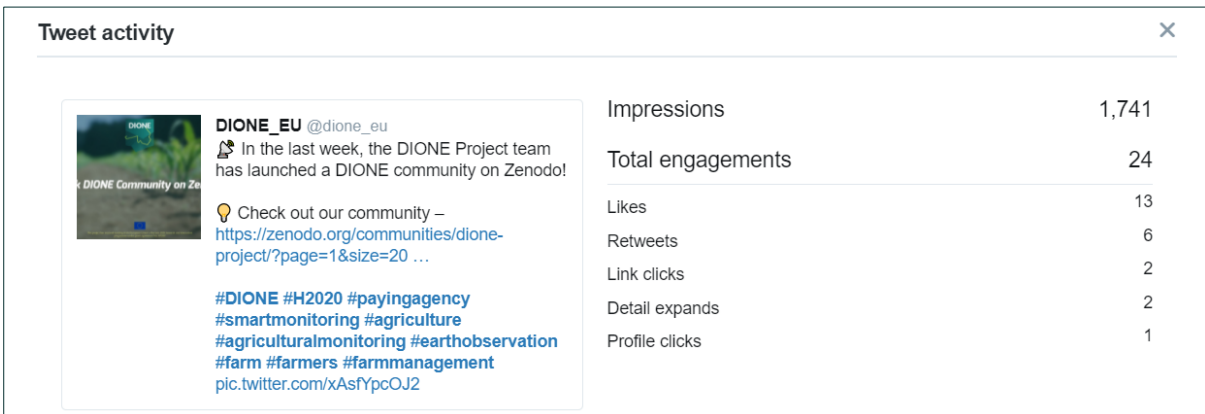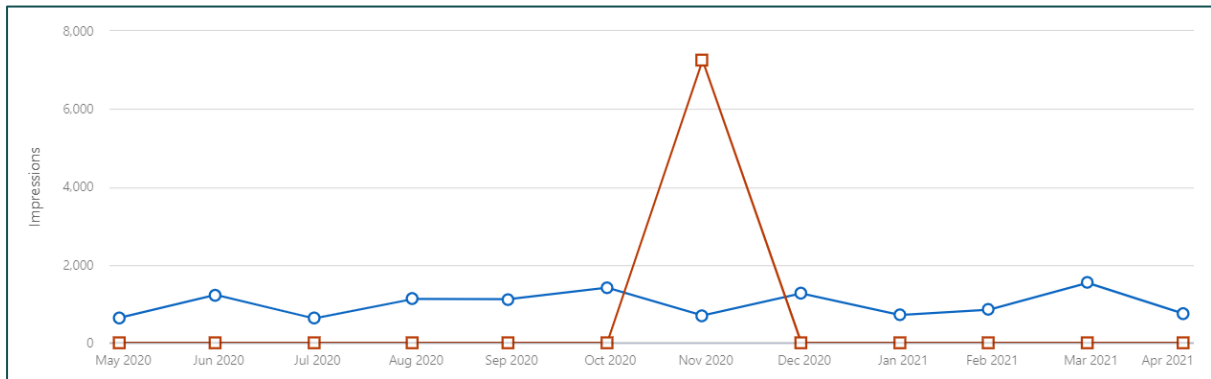*Figure 9 Impressions on the DIONE Project LinkedIn showcase page*
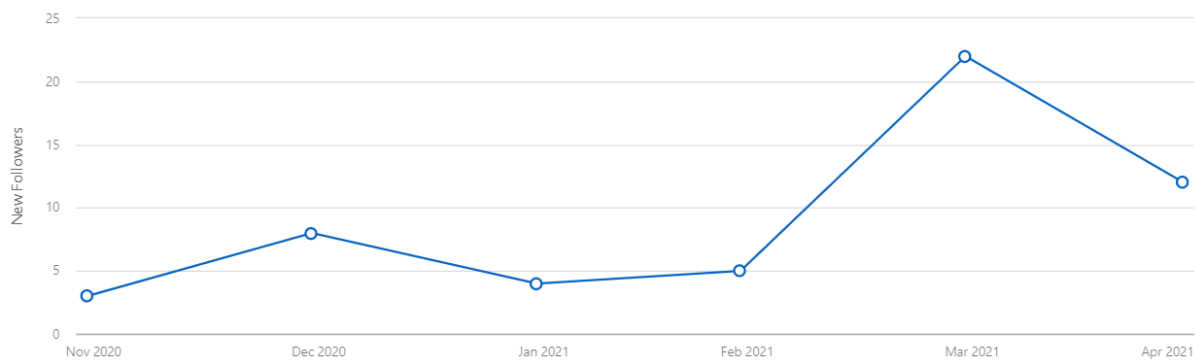
Figure 10 Followers on the LinkedIn page from November to May

LinkedIn is an additional very effective dissemination channel; the information can easily be disseminated to targeted business-oriented audiences. The goal of this social media channel is to triple the number of followers by the end of the project and build a network of audience interested in the results of the DIONE Project.

4.1.1.3 Newsletter

Newsletters represent an efficient communication channel which provides a platform for sharing news on the project's progress, initiating the discussion on DIONE's related topics among project partners, external stakeholders and other interested bodies. Until now, four editions have been published, providing the news relevant to the industry, the main outcomes, the project results, the announcement of the upcoming project's events, etc.

Figure 11 DIONE Newsletter page

The final objective of the DIONE newsletter is to raise interest about the project's achievements, stimulating the dialogue with DIONE stakeholders, aiming to drive traffic to the website and ultimately to provide an overview of the latest development in the field of innovation related to implementation of the Common Agricultural Policy.

Three newsletters were published since the last reporting period:
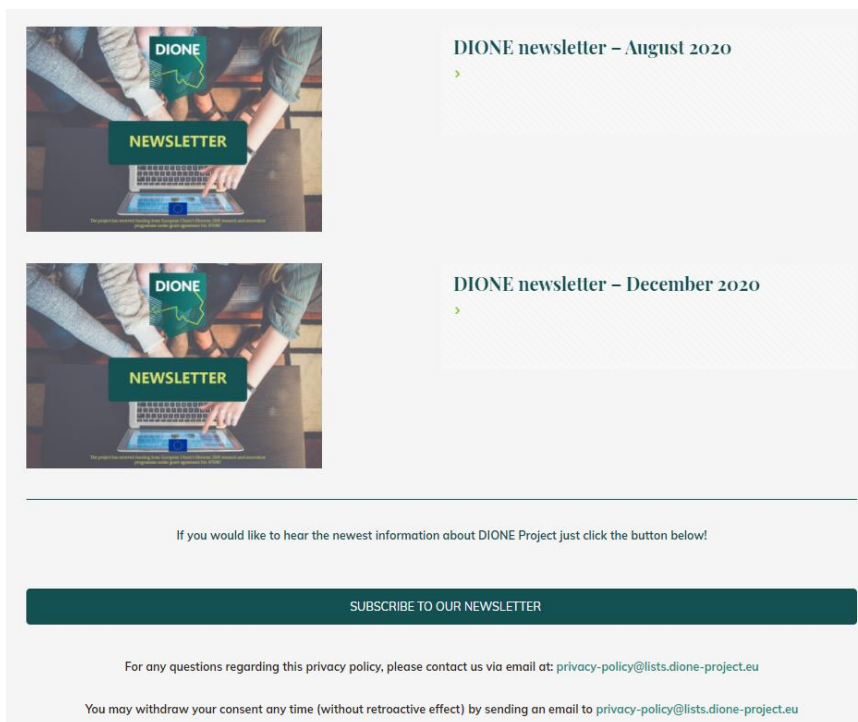
- The second edition of the DIONE Newsletter was published in August 2020 and highlighted the COVID Impact on Precision Farming. It also announced the DIONE Scientist at the SPIE Conference. It included news from EU Green Deal as well.
- The third edition of the DIONE Newsletter was published in December 2020 highlighting the success of DIONE Business Webinar. Moreover, it provided information on Digital Farming and news from the Agriculture 4.0. the section dedicated to EU news & policy as well as a list of upcoming third-party events.
- The fourth edition of the DIONE Newsletter is published in June 2021 and highlights the development of the DIONE Toolbox components. Moreover, it provides more precise information about precision farming in 2021 and related news as well as a list of upcoming events.

From the experience so far, organisation and promotion of the DIONE events has proven to be the most efficient way to increase the newsletter's subscriber's base. Based on such, the main focus will be given towards the organisation of such events.

4.1.2 Offline Tools

4.1.2.1 Press release

Press Releases are produced throughout the project's lifetime and their purpose is engaging external media in the dissemination of the project's achievements and milestones. Since the last reporting period the following press releases were published:

- DIONE Business webinar: first announcement, November 2020
- Blog post on the Plan4All website, November 2020
- Blog post on the WirelessInfo, November 2020
- DIONE Business webinar: post-event press release, December 2020

After publishing a Press Release, a message is sent to the DIONE project partners to disseminate the PR through their own networks and channels.

4.1.2.2 Promotional material

As described in the D7.2 Promotional Activities and Engagement Report – Initial Report, promotional material has been created and developed during the first phase by InoSens, and it is reported in the first report. For this reporting period, promotional material stayed the same and it is consisted of the **project leaflet and poster, roll up banner and general PowerPoint presentation about the project**.

To this list, the team added **three videos** about the DIONE Idea, System Architecture and Sensors that are used in the developing one part of the DIONE Toolbox. All three videos can be found at the Video Hub page on the project website.

4.2 Promotional activities

4.2.1 COVID-19 Effects

COVID-19 pandemic still has huge negative effects on the project promotional activities. Travel bans and restrictions in terms of the event organisation are still causing problems for networking and live promotion of the project and its achievements.

As mentioned in the first report, the DIONE consortium plans to organise communication activities virtually in forms of webinars and online conference calls, as well as put an emphasis on its digital marketing strategy. In that manner, the DIONE Communications team had organised the DIONE Business webinar and plans to organise one more event – DIONE Roundtable – during September 2021 in order to engage the community and stakeholders, and to showcase achieved results to the key target groups as well as to collect valuable feedback.

InoSens team as a WP7 leader, are constantly working to keep the audience updated via online channels and networks.

4.2.2 Promotion of the DIONE Project at relevant events

A list of third-party events has been created in the beginning of the project and circulated to all DIONE partners. Such list is regularly updated and shared with partners on a monthly basis. The events were chosen carefully considering the expected aim, the target audience, and the benefits to be achieved.

In order to monitor the DIONE partners participation at third party events, the "Event Report" document has been designed to be accessible via project's internal collaboration platform that relies on Redmine[1]. Its purpose is to identify the type of the promotional activities conducted at each event (e.g. a presentation of the project, the organization of a webinar, a participation to a third-party workshop, the distribution of flyers). Moreover, through this document, DIONE Communications team collects other information such as: organiser's name , event's name, date and location, the type and the number of attendees.

The DIONE project has been presented at the following events from September 2020 to June 2021:

- SPIE Remote Sensing for Agriculture, Ecosystems, and Hydrology XXII, online,
- 116TH OGC Member Meeting,
- Digitalisation – an opportunity for agri-food sector, an online event,
- Sen4CAP Final User Workshop, online,
- Workshop on using satellite monitoring as a tool for conditionality,
- Association of Farmers of the Municipality of Ruma in Serbia,
- Institute Tamiš, Pančevo.

Remote Sensing for Agriculture – SPIE Conference

Partners from ICCS, i-BEC, SINERGISE and GILAB submitted a paper and held a presentation about DIONE's System Architecture at the SPIE Conference in September 2020 in front of the diverse audience consisted of university representatives, agricultural experts, research institutes and SMEs. "Remote Sensing for Agriculture" has facilitated the understanding of the environment and its many processes over a broad range of spatial and temporal scales. This is a highly important aspect of land surface research, especially in the management of land and water resources and for the detection of environmental change.

---

[1] https://www.redmine.org/

Figure 12 DIONE at the SPIE Conference

In addition, the video presentation has been uploaded on the project's website under the DIONE Video Hub page.

116th OGC Member Meeting

Valantis Tsiakos (ICCS – DIONE's Project Manager) made a presentation about DIONE System Architecture at the 116th OGC Member Meeting on the 15th of September 2020. The presentation was conducted as part of the Agriculture Domain Working Group session (https://www.ogc.org/projects/groups/agriculturedwg). The topic of this session was dedicated to Digital Twins for Agriculture. The intention of the session was to collect information about existing complex solutions, which could form the basis for future Agriculture Digital Twins and help to build future knowledge management for global food security and better sustainability of agriculture production in varying climatic conditions.

Figure 13 DIONE at the OGC Member Meeting

Digitalisation – an opportunity for agri-food sector

An online event "Digitalisation – an opportunity for agri-food sector" was organised by the European Parliament office in Lithuania and the non-profit digital innovation centre AgriFood DIH Lithuania, and it took a place on the 11th of February 2021. This was the first event in the series of discussions, organised on a monthly basis. Partners from the NPA presented the DIONE Project to policy makers, farmer association representatives and other stakeholders.

Figure 14 Digitalisation – an opportunity for agri-food sector

Sen4CAP Final User Workshop

Martynas Rimgaila (NPA) delivered a presentation "Experience with Sen4CAP in Lithuania". The presentation covered the following topics:

- Specification of EO products and services suitable to increase the efficiency, traceability as well as reducing the costs of the IACS,
- Developing Algorithm Theoretical Basis Documents along with open-source code for agricultural EO products based on Sentinel-1 & -2 responding to the user requirements,
- Demonstrating and validating the developed agricultural EO products up to national scale

In the sense of the DIONE project, Martynas shared the project's results and activitiesamong the audience of interested parties/stakeholders such as SME/innovators, cluster representatives, investors, policy makers and general public.

Workshop at the Association of Farmers of the Municipality of Ruma in Serbia

The GILAB representatives presented the DIONE concept to the farmers from Srem district in Serbia on the 4th of March 2021. The farmers in the Municipality of Ruma had an opportunity to hear about current development of the Famers' Compliance tool within DIONE Project. The collected feedback from the workshop was that some farmers were already familiar with the tool as well as with the DIONE project activities.

Workshop on using satellite monitoring as a tool for conditionality

Workshop on using satellite monitoring as a tool for conditionality, was organised by Danish Ministry of Agriculture and Paying Agency on the 12th of March 2021. Topics of presentations and discussions were Current state of CbM piloting, and Cross–compliance. During the workshop new technologies for CC OTSC were presented:

1) Farm sustainability tool for nutrients (FaST),
2) Mr. Aušrius Kučinskas (NPA) delivered a presentation "Future CAP in Lithuania" presenting the project and its solution – the DIONE Toolbox. He also shared the experience about CbM achievements and plans for future of CAP implementation in Lithuania.

Workshop at the Institute "Tamiš", Pančevo, Serbia

The workshop at the Institute "Tamiš" was organised on the 1st of April 2021 with the aim to spread ideas about regenerative agriculture. At the event, participants heard about new technologies in agriculture, and therefore the DIONE was presented by the partners from GILAB. The concept of the DIONE was displayed, and participants were communicating about the possibility and deployment of such technology in Serbia. The important feedback that GILAB received was of a great interest related to the application of new technology such as the remote monitoring of agricultural fields.

4.2.3 Other Promotional Activities

4.2.3.1 DIONE Business Webinar

The first DIONE Business webinar was an event organised on December the 3rd 2020 – designed to gather various actors and representatives firstly, from Paying Agencies and Certification Bodies of all EU Member and candidate Member States, as well as other interested DIONE stakeholders. The event was divided into 4 sessions starting from the *opening welcome speech* by Ms. Maja Budimir from InoSens, Serbian business consulting company and the DIONE Exploitation leader. The intro session was followed by a *promo session* where Mr. Valantis Tsiakos from ICCS, the Project Manager , provided an overview of the DIONE Project and its activities to all participants.

Figure 15 DIONE Business Webinar

The second session was dedicated to a presentation held by Sinergise, the company specialised in the development of the DIONE high-quality geographic information systems for complex applications and demanding customers. In this session Mr. Nejc Vejcel from Sinergise presented the *machine learning techniques for improved agricultural monitoring* that will be implemented in the DIONE Toolbox and how Copernicus DIAS will be implemented in the application.
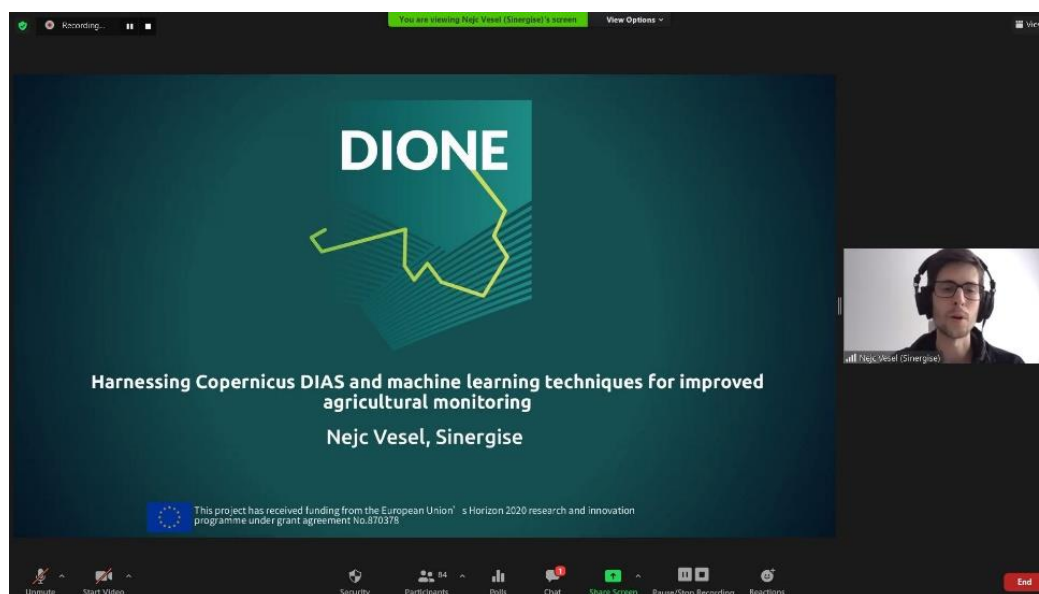

Figure 16 Nejc Vesel from Sinergise presenting machine learning techniques

Konstantinos Karyotis from i-BEC presentedthe important part of the DIONE Toolbox, *Geotagged photos app together with soil measurements*. As he highlighted, the ultimate goal of the development of this tool is to establish a complete ecosystem of the low-cost and easy to use smart tools for the farmers for the collection of the in-situ information.

Further, as a part of DIONE offering, the Green Accountability tool is being developed by two DIONE partners: Core Innovation and GILab. Dr. Ioannis Livieris (Core Innovation) held the respective presentation *"Implementing a Green Accountability toolbox to automatically assess farmers' compliance as well as the environmental impacts of the green direct payments scheme"*. He emphasized that this DIONE tool will encompass an environmental performance with interactive visualization dashboard which will dynamically provide insights to:

- Common Agricultural Policy (CAP) policymakers;
- Paying Agencies;
- environmental organizations and
- public companies

on a regional and national basis based on DIONE's dataset frequent updates.

Finally, during the *Q&A Session*, all participants of the webinar had an opportunity to ask questions about project and services that are developing. This is one of the key parts of the webinar as it was dedicated to live communication with all participants. At the same time, this session is moderated in the way to motivate the audience to get to know more about the DIONE Toolbox, its useful functionalities, as well as to hear about future business deals.

Webinar Statistics. The webinar gathered **more than 100 participants** from Paying Agencies across EU Member and Candidate States, representatives of several Certification Bodies, EO institutions and companies as well as representatives of various Governmental Bodies such are Ministries of Agriculture from Europe.

Dissemination and promotion of DIONE Business Webinar. The event was accompanied by various promotional activities. Firstly, the specially dedicated website page for the webinar was set up a month before the event, providing an overview on the key aspects of the event, the programme as well as the link for registration. Secondly, the agenda of the event was prepared upfront, containing the detailed description of the webinar sessions as well as a presentation of the respective speakers. Thirdly, to increase the visibility, DIONE banners were positioned on the website and social media throughout the whole promo period.

When it comes to DIONE Twitter, 21 tweets related to DIONE Webinar were posted– including the tweets that announced it and promoted it. 6 out of the 21 were retweets from accounts of related projects and organisations that also took part in the DIONE Business Webinar mentioning the DIONE account within the post. According to Twitter Analytics, during the period of 30th November to 3rd December 2020, **tweets by the DIONE account had 2 728 impressions and 4 943 during the promotional period in November**. All tweets were supported by high quality pictures and earned more than 290 impressions each and a considerable engagement rate of 4% up as well as 18 likes during the conference day. Based on Facebook statistics, paid campaign for the webinar has earned **almost 47 000 reached people and 360 link clicks.**

Regular contacts with media and press were practised to ensure an effective and wide coverage of the DIONE event, following two press releases that were produced for the webinar. The first release was produced prior to the event, in order to provide the general information about the webinar, the agenda and the actors involved. The second release was distributed right after the webinar, in order

to offer a glimpse of how the event was performed. Moreover, this release presented a variety of quotes from the different participators, offering more lively and dynamic feeling to the PR. The official press release of the DIONE Business Webinar is available on the DIONE website.

Figure 17 Recap of the DIONE Business Webinar visual4.2.3.2 DIONE Roundtable

Roundtable Discussions are small group discussions where everybody has an equal right to participate. In reality, this method can encompass a number of different formats and purposes - roundtable as a form of academic discussion, roundtables used as a technique for community and public engagement, and roundtables organised by business organisations to discuss a product, etc.

In order to promote and stimulate the fast adoption of the project outcomes, the DIONE consortium is planning to organise a Roundtable discussion in the upcoming months. This interactive session is envisioned to facilitate collaboration and innovation among stakeholders within the target value chain related to earth observation and land monitoring. Based on such setting, the DIONE Roundtable targets the individuals, GEO-entrepreneurs, Paying Agencies, Certifications and Control Bodies and EO SMEs coming from all participating Horizon 2020 countries. Also, the members of the DIONE Advisory Board will be invited to actively participate and contribute to this event.

The future event should have the clear focus on the discussion about the usage of the DIONE Toolbox in the real environment. Moreover, all participants will be encouraged to provide their opinions on the DIONE Toolbox as well as to fill out the short business survey related to commercialization of the final DIONE service.

4.2.3.3 DIONE Zenodo Community

Zenodo is a general-purpose open-access repository developed under the European OpenAIRE program and operated by CERN. It allows researchers to deposit research papers, data sets, research software, reports, and any other research related digital artifacts. For each submission, a persistent digital object identifier (DOI) is minted, which makes the stored items easily citeable. All the records deposited in the Zenodo repository are indexed immediately in OpenAIRE, which is the Open Access Infrastructure for Research in Europe. OpenAIRE does this by aggregating European funded research output from nearly 1000 repositories from all over the world and makes them available via the OpenAIRE portal. Records indexed in OpenAIRE will be immediately available in the European Commission Participant Portal. Another advantage of Zenodo is the capability for providing an automatic DOI assignment to any object uploaded to the repository when they do not have a previous DOI. This ensures a correct citation of the Open Resources and their long-term preservation.

Figure 18 DIONE Zenodo Community Page

The DIONE Zenodo Community currently has all project public deliverables and three published articles:

- **Evaluation of a Micro-Electro Mechanical Systems Spectral Sensor for Soil Properties Estimation** – Konstantinos Karyotis; Theodora Angelopoulou; Nikolaos Tziolas; Evgenia Palaiologou; Nikiforos Samarinas; George Zalidis;
- **An integrated service-based solution addressing the modernised common agriculture policy regulations and environmental perspectives** – Aikaterini Karagiannopoulou; Chrysovalantis Tsiakos; Georgios Tsimiklis; Athanasia Tsertou; Angelos Amditis; Grega Milcinski; Nejc Vesel; Dragutin Protic; Milan Kilibarda; Nikolaos Tsakiridis; Apostolos Chondronasios;, and

- **Digital soil mapping using Sentinel-2 imagery supported by ASTER thermal infrared bands** – Konstantinos Karyotis; Nikolaos Tziolas; Nikolaos Tsakiridis; Nikiforos Samarinas; Periklis Chatzimisios; José A. M. Demattê; George Zalidis.

4.2.3.4 Interaction with Advisory Board and Stakeholders

The close interaction with Groundbreakers Advisory Board (GAB) members is used to obtain their feedback on project results and achievements. This two-way communication is ensuring that the DIONE Portfolio of Solutions is optimised from end users' perspective as well. Having that in mind, the dissemination activities like organization of events (webinars, roundtables, workshops) are also focused towards motivating discussions with these key stakeholders. Besides, various opportunities related to engagement of specialised and general media (via press releases, project articles for their online and printed publications) are included here as well.

A meeting with the Groundbreakers Advisory Board was organized on the 19th of May 2021 and dedicated to sharing of the project progress with the members of the GAB. Within this event, the several topics were discussed: DIONE project - highlights and activities, general feedback on project activities and identified challenges. Finally, the recommendations from Advisory Board members were collected in order to support the promotion, uptake and dissemination of results and project outcomes. More information about the meeting with the Groundbreakers Advisory Board can be found in the Deliverable D7.5 – Groundbreakers Advisory Board Report – Intermediate Report.

Planned activities for the next reporting period will include the organization of the DIONE Roundtable: sending of invitation to all target group representatives, creation of the support materials to be distributed during the event, and communication about the event and its outcomes.

4.3 Engagement Monitoring

Various monitoring and evaluation measures were defined in order to ensure that the different promotional actions were successful towards engagement. Thus, it is possible to deal with potential deviations from the initial strategy and control all actions being implemented correctly.

4.3.1 Monitoring Indicators

In order to estimate effectiveness of the promotional activities undertaken by WP7 and the impact of the project's dissemination to the target audience, some indicators were foreseen in the deliverable D7.2 Promotional Activities and Engagement Report – Initial report.

Table 1 Achieved KPIs

KEY PERFORMANCE INDICATORS	TARGET VALUE	ACHIEVED RESULTS FOR THE REPORTING PERIOD
Project website page views	10.000	11568
Social media followers	3.000	652
Sector-specific newsletters	6	4

Newsletter subscribers	1.000	106
Blog posts	50	29
Videos released	20	3
PR articles published in national/regional/European press	200	16
Publications in business journals	5	3
Distributed printed material	5.000	2500
Presentations in national/international forums, workshops relevant to project results	10	12
Meetings with Paying Agencies, Control and Certification Bodies, EO Organisations, EU institutions	35	10
Informal person-to-person meetings with relevant stakeholders at national level beyond the DIONE project events	80	12

As showcased in the Table 1, some of the KPIs are already achieved (project website pageviews), some are on a good way to be achieved in the next few months and on some WP7 leader have to develop a new strategy. It is important to highlight that the COVID-19 pandemic had and still have impact on the face-to-face meeting with the main and other relevant stakeholders, as well as on the presentation in international forums and workshops and distributed printed material.

Moreover, one of the important things is that people don't tend to like and follow pages on social media networks, and because of that is important to put in the center of the attention **reach that posts have**. The reach on social media for now is **117.200.**

5 Next period roadmap

In the next period, the focus of promotional and engagement activities will be on the five key areas (described in the following sub-sections). As could be noted, we will streamline majority of our efforts towards online activities but also, if COVID-19 pandemic situation allows, we will concentrate important efforts to participation to face-to-face events.

5.1 Website objectives for the next period: Support achievements of the project sustainability objectives

The objective stated in D7.2 for M1 – M8 was to "increase the number of visitors of the website" and it was well achieved (Figure 1), giving that the overall KPI is accomplished as well.

Planned Activities for the next reporting period:

- The Search Engine Optimisation (SEO) represents the continual activity,
- The website should stay focused on the DIONE Project results and promotion of the DIONE accomplishments. The visitors are interested in staying on the website, and the number of returning visitors are becoming higher and higher, especially on the pages which inform about the recent activities.
- To keep the good analytics while nurturing the website updated with regards to the sustainability objectives of the project.

5.2 Social media objectives for next period: Increase interactivity with external stakeholder

- The social media strategy should be updated continually. Posts on LinkedIn, Twitter and Facebook are regularly published, providing the information about the project.
- To achieve the project KPI of 20 videos produced, in the next reporting period remaining 17 videos should be released by all project partners. They will be published on the YouTube channel and DIONE's website in order to increase the number of visitors and subscribers.
- The Communications team will increase the general outreach by utilizing the network of project partners' contacts. Namely, in the upcoming period, the interaction with colleagues of consortium's Paying Agencies, CAPO and NPA, will be initiated with the final goal to engage as many as possible future customers.
- To increase the interactivity with external stakeholders, the Communication team will organise the relevant events (e.g., DIONE Roundtable) and other project partners will be advised to participate all events of interest (such as SPIE Conference). In this regard, the list of upcoming events of interest for the DIONE will be continuously updated.

5.3 DIONE Newsletter objective for next period: Having more people subscribed

Improvement needs to be made regarding the number of subscriptions obtained after each Newsletter release. For the next period, the WP7 leader will seek to deploy measures to allow people to easily subscribe themselves for the newsletter. From the activities performed so far, the new subscribers mainly were coming after the events (e.g. DIONE Webinar). This will help in creating an extensive mailing list for communication of project results as well as in promotion of the registration for the future DIONE Events. In addition, the website will be used as a platform to inform about the newsletter and reach out to a wider audience with the purpose of inviting users to subscribe to the newsletter. Moreover, the WP7 leader have a plan to promote subscription via social media channels and cooperation with sister projects as ENVISION with the help of the project partners' networks. This will be done via promoting published newsletter and calling all interested stakeholders to join the DIONE network and stay informed about the project's results.

5.4 Mass media objective for next period: Increase the number of articles published

Until now, the results related to mass media relations are satisfactory. However, as the project is entering the final phase, there is a recognized need for increased promotion of concrete project results such as the promotion of the developed DIONE products and tools, accompanied with the articles published in this regard.

5.5 Participation to third party events objective for next period: Increase the interactions initiative of the past reporting periods

The numbers regarding the participation of DIONE to third party events are promising. Within this reporting period, the team participated at the **19 events** where DIONE Project and its results were presented. The Communication team will keep on ensuring the good coverage of each DIONE and related events as well as to timely share the information on the relevant events, supporting the partners in creation of the specific promotional / content materials. Here, the list of interesting events including the deadlines for submitting abstracts/publications is circulated on a regular basis. The next phase of the project will have the clear focus on bringing exploration of the opportunities to further disseminate the DIONE findings across various third-party events.

6 Conclusions

During the last reporting period, the Communication team has implemented the respective promotional strategy with a clear focus towards the introduction of the dissemination funnel approach (acquisition, attraction, retention and referral) and integration of inbound marketing methodology phases (attract, convert, close, delight), all in order to achieve the final goal of successful project's dissemination, promotion and communication. Based on such, several actions and campaigns have been carried out according to this strategy during the last reporting period (M9-M18), and after their meticulous analysis, the team has identified the best practices and weaknesses of the performed promotional and engagement activities. As a result, the following activities are showing the significant impact and will be taken into account in the next reporting period as well:

- The reinforced DIONE communication strategy with an engaging presence on all social media (Twitter, Facebook and LinkedIn);
- The continual publishing of posts via DIONE Website Blog with specially created content in order to raise awareness about the DIONE Toolbox and its usefulness;
- The organisation of the events and attending at the events of interests to spread the word about DIONE and reach the target audience in more appropriate way - "face-to-face". Moreover, these activities are important in more efficient acquisition of new leads.

The overall strategy for the upcoming months is to understand, inform and engage as many as possible stakeholders and representatives of:

1. General audience – European Citizens and Farmers,
2. Specific audience (the future target users) – Paying Agencies, Certification and Control Bodies and EO based companies,
3. EO initiatives, EC institution and Policy Makers.

The most ambitious goal, and for which all above mentioned and performed actions contribute to, is to effectively spread DIONE activities, achievements, and tangible results to targeted audiences, also becoming the cornerstone for the successful commercialization and market uptake of DIONE Toolbox.