A smart-sensing AI-driven platform for scalable, low-cost hydroponic units

D5.1 GOhydro Online Presence

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DELIVERABLE TITLE	GOhydro Online Presence
RESPONSIBLE AUTHOR	Panagiotis Zervas (SCiO)

PROJECT ACRONYM	GOhydro
PROJECT FULL NAME	A smart-sensing AI-driven platform for scalable, low-cost hydroponic units
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ENDING DATE	28/12/2023
PROJECT WEBSITE	https://www.gohydro.org/
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EXECUTIVE SUMMARY

Deliverable D5.1, "GOHYDRO Online Presence", comprises the following outcomes:

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

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

1   INTRODUCTION

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

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

Furthermore, the nature of the GOhydro as a research project, calls for the establishing of a website that is not merely restricted to the provision of generic information on the project's background, status, and outcomes. Rather, we envision the GOhydro website as the medium that will allow a strong showcase of the added value achieved via the project's results, for all the participating stakeholders in the data value chain of the hydroponics and urban farming ecosystem.

The project's website, that has been created during the 2nd month of the project (April 2021) , can be accessed at: https://gohydro.org/ and consists the website that will contain all the important outcomes of the project. It will incorporate the basic information for GOhydro and will be continuously evolved following the aforementioned principles and directions, in order to constitute an impactful information hub as described in Section 3.

2 GOHYDRO SOCIAL MEDIA PRESENCE

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

Table 1: GOhydro Social Media Presence

No	Platform	URL
1	Twitter	https://twitter.com/gohydroeu
2	LinkedIn	https://www.linkedin.com/showcase/gohydro/
3	YouTube	https://www.youtube.com/channel/UCPHjbCI3JHsHCdjeaz-G_yQ
4	SlideShare	https://www.slideshare.net/GOhydroProject
5	ResearchGate	https://www.researchgate.net/project/GOHYDRO
6	GitHub	https://github.com/GOHYDRO
7	Mailchimp	https://gohydro.us1.list-manage.com/subscribe?u=c4aa0723dd6ede0ea41cee179&id=5b65a36dad
8	Zenodo Community	https://zenodo.org/communities/gohydro/?page=1&size=20

Partners are expected to write constantly articles about the project progress and outcomes that will be published at News section of the GOhydro web site (see section 3.3). Also, consortium partners will organize webinars about the project, which will be published in GOhydro YouTube channel and presented to the Outputs section (see section 3.7) of the project web site. Relevant tweets and posts to the LinkedIn project page will disseminate both the new articles and webinars.

All presentations that will be made by consortium partners to either virtual or physical events will be uploaded to the SlideShare account of the project and they will be opened and available to be downloaded. The visitors of our website will have access to these presentations through Outputs section (see section 3.7)

All software code that will be developed by the consortium partners will be uploaded to project's GitHub repository and it will be opened and available to be downloaded by any user.

Additionally, public project's deliverables and relevant publications will be uploaded to project's Zenodo community ensuring that all of them will have persistent identifiers for future use by any interested parties. For addressing the research audience of the project, project's publications will be collected also to a dedicated page at ResearchGate.

Finally, in order to build a constant audience of the project and communicate to them via e-mail about the project progress and outcomes, mailchimp will be used.

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

3   GOHYDRO WEBSITE

The project's website that created in M2 intends to be a continuously up-to-date information hub for the project. Consequently, it encapsulates all the basic information related to GOhydro.

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

3.1   HOME PAGE

At the project Home page, an overview of the GOhydro aim to address the development of a cost-efficient smart-sensing ICT platform capable of monitoring the crops' health and nutrient content of hydroponically cultivated microgreens, is provided (Figure 1).

At this page, the visitors have the ability to be subscribed at project's Newsletter in order to get informed on its latest updates and to be connected to the links of the social media channels of the project (Twitter, LinkedIn, YouTube, SlideShare, Zenodo Community, ResearchGate). Relevant lists of hyperlinks of the news item titles that have been published in the site are available too. These lists are updated automatically each time that new items are added in the website. Finally, a special box that demonstrates all the project's tweets is placed at the bottom-left side of the page.

Figure 1: Home Page

3.2 ABOUT

At the About page (Figure 2), general information on the project's context, main activities and expected benefits is provided. The scope of this page is to inform the project web-site visitor about the key project's ideas and the project's expected impact.

Figure 2: About Page

3.3 NEWS

News, is the page where the visitor can be informed in detail on all project developments. Activities such as project's presentations in events or progress on project's pilots and platform are demonstrated in this page and are accompanied with related pictures and extended descriptions. The links of the events along with links of the presentations will be provided when required.

Figure 3: News Page

3.4 PARTNERS

The Partners page presents all partners (research institutes and SMEs) that are engaged in the project. In particular, are provided all project partners logos and there are links to dedicated pages per partner where a brief description per partner is provided, as well as contact info of core personnel, for submitting personal enquiries / remarks / request for information or material.
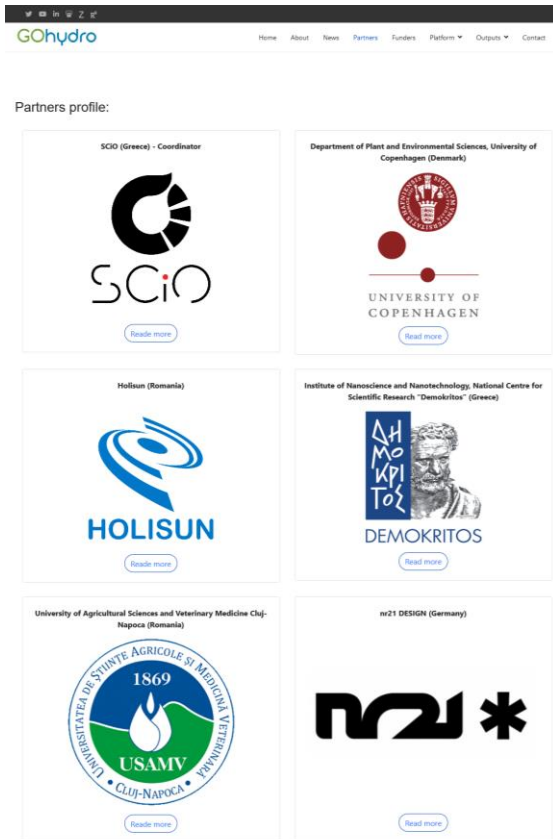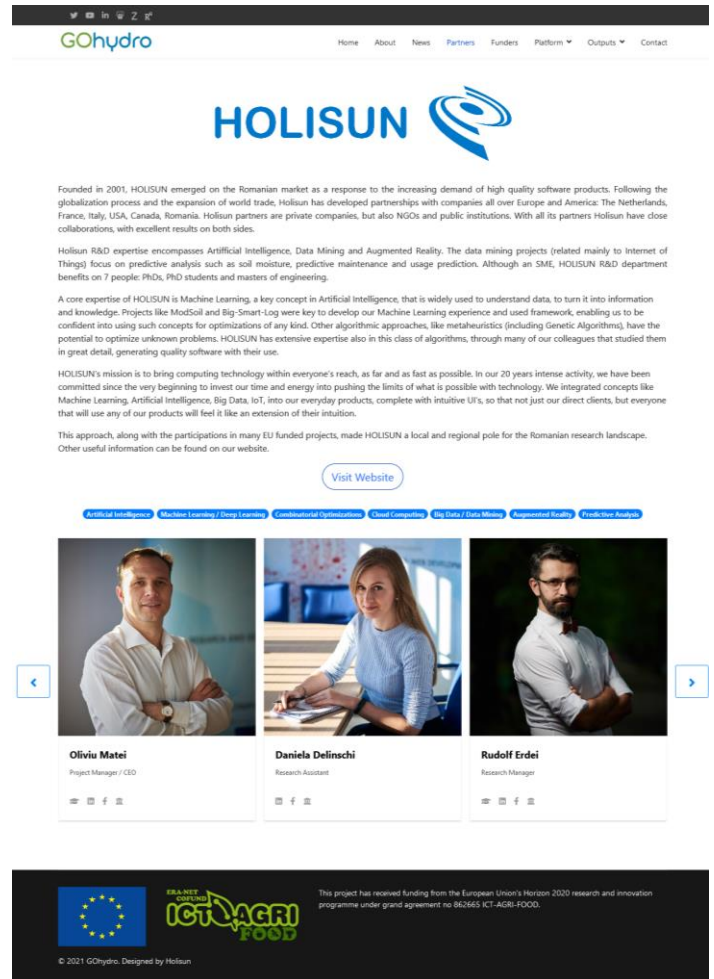
Figure 4: Partners Page

Figure 5: Individual Page per Partner

3.5 FUNDERS

The Funders page presents all national funders of the project along with their logos and links to the their websites.
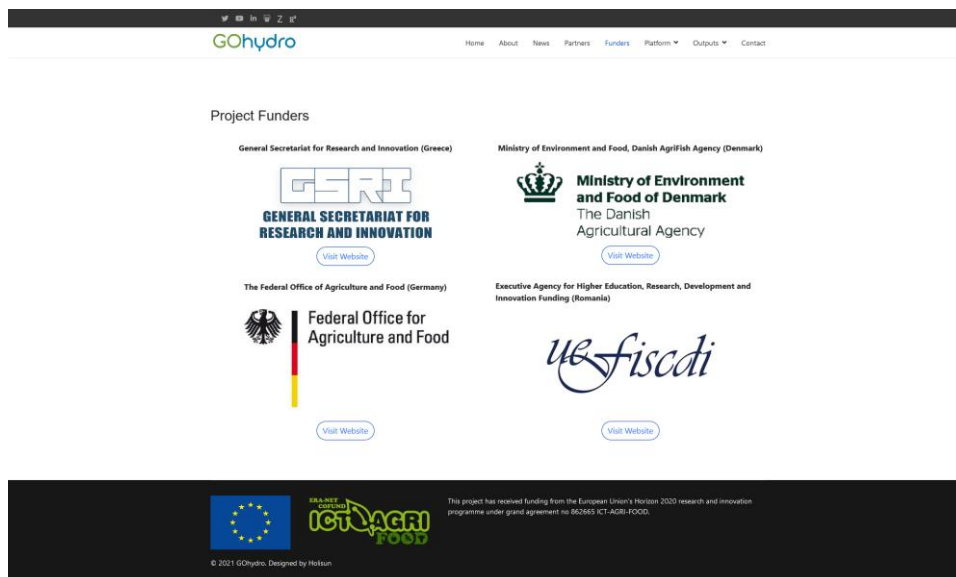

Figure 6: Funders Page

3.6   PLATFORM

The platform page is divided into two sub-pages and it will be used for describing the smart sensors that will be developed by the project, as well as the software components that will be monitoring the crops' health and nutrient content of hydroponically cultivated microgreens. Currently, both pages provide brief descriptions of these hardware and software components but it is expected to be further elaborated until M12, when the initial version of these components will be released.
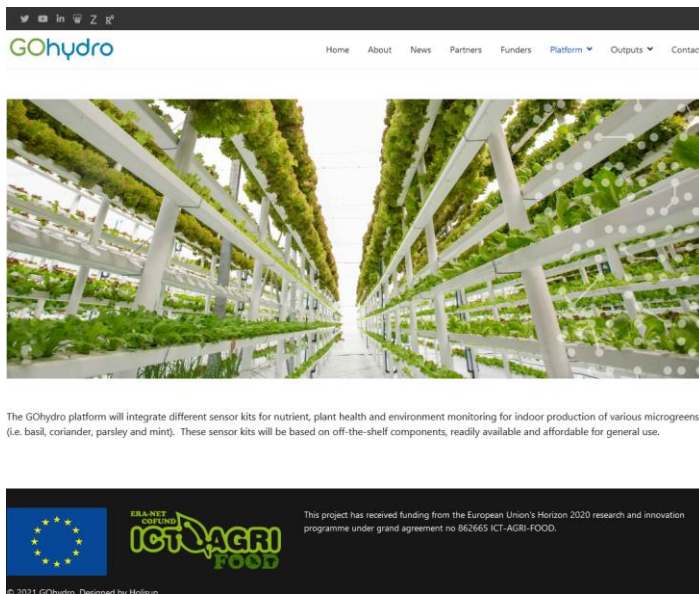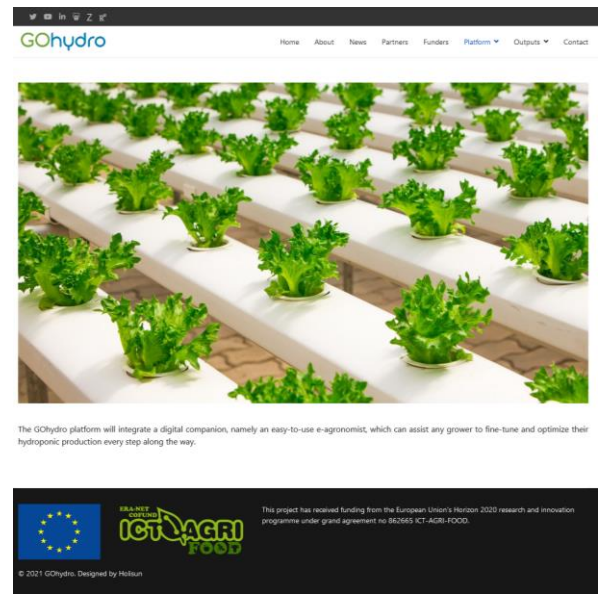

Figure 7: ICT Platform Page: Smart Sensing

Figure 8: ICT Platform Page: Digital Companion

3.7   OUTPUTS

The outputs page is consisted of different sub-pages, as follows: (a) the public deliverables of the project that can be accessed via Zenodo, (b) the project's publications that can be also accessed via Zenodo, (c) the project's presentations that can be accessed via project's slideshare account and (d) the project's videos and webinars that can be accessed via projects' YouTube channel. All these sub-ages are expected to be further enriched as the project will progress in the coming months.

3.8   CONTACT

The Contact page includes details about the project coordinator to whom visitors can request personal enquiries / remarks / request for information or materials.

4 CONCLUSIONS

The present report summarizes the actions that have been performed for the establishment of the GOhydro online presence including the project web site and project's social media. Apart from regular and consistent updates on the content of the existing tabs of GOhydro website (as described in section 3) more tabs will be added with additional content by the end M12 (namely, February 2022). These changes aim to increase the number of project's website visitors since all the available dissemination media/material, as well as links to all its social media channels will be embedded.

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