

modern AKIS

Together for Systems' Innovation

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modernAKIS Together for Systems' Innovation

Modernisation of Agriculture through more efficient and effective Agricultural Knowledge and Information Systems

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HORIZON Coordination and Support Actions

Deliverable 5.1

CD&E plan Design and implementation of a detailed C, D & E Plan

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TYPE			DISSEMINATION LEVEL		
R	Document, report	☒	**PU**	Public	☒
DEM	Demonstrator, pilot, prototype	☐	**CO**	Confidential, only for members of the consortium (including the Commission Services)	☐
DEC	Websites, patent fillings, videos, etc.	☐			
OTHER		☐	**CI**	Classified, as referred to Commission Decision 2001/844/EC	☐

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1. Executive Summary

modernAKIS - Modernisation of Agriculture through more efficient and effective Agricultural Knowledge and Innovation Systems – is a 7-year Horizon Europe project that started on the 1st of September 2022. This project is led by **LFI**, in Austria, gathering a consortium of 36 partners covering all 27 EU Member States.

The project aims to improve AKIS actors' capacities to leverage individual, organizational and systemic resources needed for the transformation towards more coherent, effective, and efficient AKIS systems and the transition to a more sustainable management and use of natural resources in farming and forestry.

To this end, it will build and foster a European network of at least 1.000 key AKIS actors, including AKIS coordination bodies, from all EU MS, who will act as linchpins in the transformation of the AKIS systems towards a more effective governance and the modernization of the European agri-food sector. The project will also build the capacities of these key AKIS actors towards systems understanding and engagement, enabling them to enact long-term system changes that will improve the AKIS. In addition, it will set up at least one Community of Practice in each Member State, enabling participants to act as vectors of change in their communities. **modernAKIS** will provide a comprehensive digital catalogue with new know-how, and at least 80 tools and methods supporting key AKIS actors to improve the knowledge flows and develop a well-functioning AKIS in line with relevant European policy objectives.

modernAKIS is organized in six work packages, including WP5 - "Wider dissemination and engagement for impact" led by CONSULAI (Portugal), which aims to communicate and disseminate widely the project outputs to the target audiences. In particular, WP5 will design and implement a detailed communication, dissemination, and engagement with AKIS actors in the most efficient way ensuring that information and knowledge are more available, shared, and accessible between AKIS actors of the 27 EU MSs in the project.

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2. Introduction

The Communication, Dissemination and Exploitation Plan is key to maximise the project's impact. This document will describe in detail the **communication and dissemination strategy**, its **objectives**, **target groups**; it will define **key messages**, and present the different **communication and dissemination channels and tools** developed by the project, to achieve its objectives. In addition, it includes **key performance indicators (KPIs)** to monitor and evaluate this plan.

The Communication, Dissemination, and Exploitation (CD&E) activities will be supported by the multi-actor approach of the project, which translates as linking:

- AKIS Coordination Bodies & Managing Authorities (including policymakers)
- National and European Networks
- Research and Education sector
- Farmers and Advisors, and more widely the
- General public.

2.1 Purpose of the deliverable

The CD&E Plan will detail each of the activities that will be undertaken, so that the entire plan is understood, adopted, monitored, and easily applied by all consortium partners. Considering this purpose, the focus will be on answering the following questions: what, who, why, how, and when. An initial draft of the Exploitation strategy will also be defined is this report, aiming to discuss and improve this strategy with the project partners and the main group of stakeholders.

To easily monitor and evaluate the implementation of this plan, a set of established KPIs will serve as guideline, thus helping to ensure the continuous revision and improvement of the CD&E Plan. This dynamic document will be monitored and adapted during the project lifetime.

2.2 Relation to main specific objectives of modernAKIS

This report is built on the need to achieve the WP5 (Wider Communication, dissemination, and engagement for impact) objectives, which are:

- Design and implement a detailed communication, dissemination, and exploitation strategy. Use different communication channels, to reach the different stakeholders of the project, at both European and National levels.
- Activate the community of **modernAKIS** stakeholders ensuring a better connection between the project and its stakeholders and practice-oriented information derived from different sources that are readily available.

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- Secure a broad awareness of the findings and discussions, to boost the potential and the capacity building to achieve a Transformative AKIS Journeys (TAJ) at EU MS level, including new knowledge, insights and using ideas discussed/elaborated in the European AKIS network.

2.3 Multi-actor approach

This plan was developed considering a multi-actor approach. Multiple activities will be planned, activating the multi-actor AKIS community into the modernAKIS project, providing a basis for a better connection between AKIS actors, fostering the dissemination outreach, a broader exchange of experiences and greater impact of the project's results.

CD&E Plan will include activities to activate and engage with the multi-actor AKIS community, such as: social media growth hacking strategy, online workshops in each of the 27 EU MSs will be co-organised with the AKIS CBs, and an annual online European AKIS seminar, to optimize the C&D co-creation strategies defined. Dissemination materials from T5.4 will support the activities in this task. Two international AKIS conferences will also be organised to reach a wider audience, disseminate the project results and promote knowledge exchange among AKIS actors and other stakeholders.

3. COMMUNICATION & DISSEMINATION STRATEGY

According to the "EC Research & Innovation Participant Portal (Glossary/Reference Terms)":

- **Communication** is a strategically planned process that starts at the outset of the project and continues throughout its entire lifetime, aimed at promoting the project and its results. The objective is to reach out to society and show the impact and benefits of the project.
- **Dissemination** is the public disclosure of the results by any appropriate means (other than resulting from protecting and/or exploiting the results), including by scientific publications, in any medium. The objective is to transfer knowledge & results.
- **Exploitation** refers to the use of the results for commercial purposes or in public policy making.

The most common misunderstandings are between communication and dissemination. For further clarifications please read the table below:

Table 1 - Communication vs. Dissemination

COMMUNICATION	DISSEMINATION
Covers the whole project (including results)	Covers project results only

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Starts at the outset of the project	Happens only when the results are available
Multiple audiences	Specialist audiences
Beyond the project's community, including the general public	Groups that may use the results in their own work
Informing and engaging with society, to show how it benefits	Enabling the take-up and use of results by relevant stakeholders

This CD&E plan will present the different activities planned for the different target groups in the next chapters. In this chapter, the internal and external communication strategies as well as the work plan and C&D governance for the **modernAKIS** project will be presented.

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3.1. INTERNAL COMMUNICATION

Internal communication can be defined as the communication and information exchange between all project partners. With 36 partners in the consortium, appropriate internal communication is essential to ensure successful external communication, as well as facilitating the communication flow between all partners.

Internal communication, as a set of actions aimed at facilitating the transmission of strategic messages within the **modernAKIS** project, is vital to ensure the consistency of key messages and their direct relationship with the external communication. An appropriate internal communication plays an extremely important role in ensuring the exchange of knowledge between all the partners in the consortium and is the key to the success of external communication.

To ensure a smooth and transparent communication flow between the project partners, WP5 created a SharePoint based project management platform:

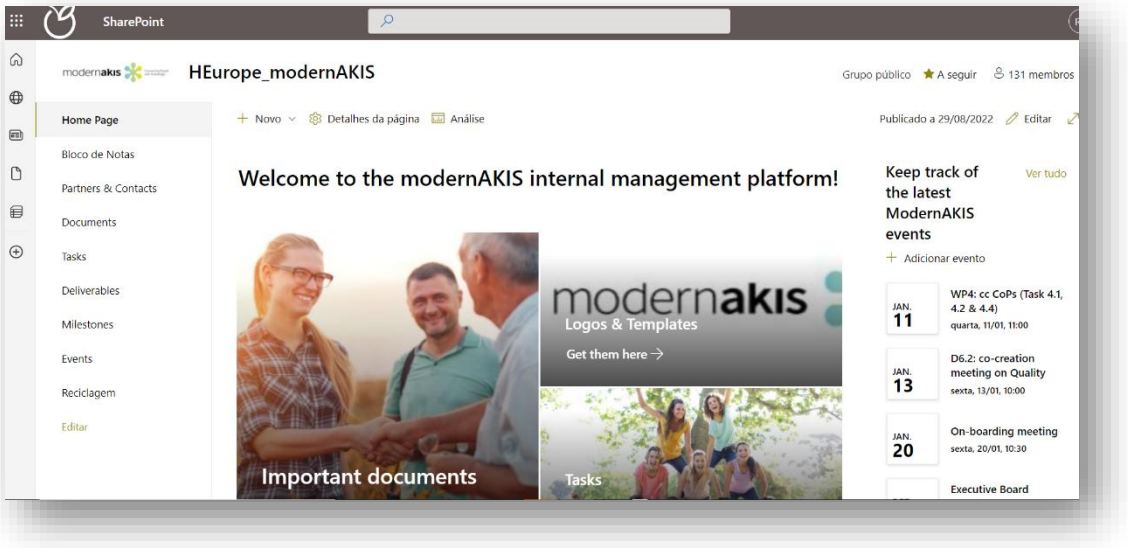

Figure 1 - modernAKIS collaborative platform - SharePoint

The collaborative platform is a secured place on the Web where all **modernAKIS** partners can share information, upload, and download documents to carry out the project or to achieve a common goal. It aims at reinforcing communication between partners.

There are four **objectives** defined for the **internal strategy**:

- Ensure the alignment of communication between all WP teams and internal parties
- Ensure that WP5 has easy access to information about all activities promoted by partners
- Ensure the monitoring Excel spreadsheet is being properly filled in every three months with the activities that were promoted

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- Ensure that WP5 timely shares information about the communication and dissemination actions planned to be executed so that the project is completely aligned between all parties

3.2. MONITORING OF C&D ACTIVITIES

CONSULAI is the leader of WP5 – Wider communication, dissemination, and engagement for impact - being responsible alongside with other WP leaders and Communication Officers (one representative per partner) for ensuring that the communication and dissemination plan is applied properly by all.

WP5 leader will contact all partners every three months to collect information regarding the project's activities status, and to gather content (information, results, feedbacks, etc) to communicate and disseminate in **modernAKIS**' channels. All the contact lists are available on the internal collaborative platform.

To facilitate the flow of communication and dissemination between all project members, a C&D spreadsheet document was created by WP5 leader. This document is meant to be used by all project partners to monitor the communication and dissemination activities held within this project's scope. Furthermore, this is a mandatory task and will be monitored continuously once every three months.

Inside this spreadsheet document, one of the pages is dedicated to the scientific publications of the project and must be filled in by all partners. Regarding other C&D activities, each partner should also fill in its own Excel sheet (i.e.: PARTNER_CONSULAI), identified with its name, of all the communication and dissemination activities developed during the project, everything from events and news to any social media posts regarding the **modernAKIS** project. This document is available on the internal collaborative platform.

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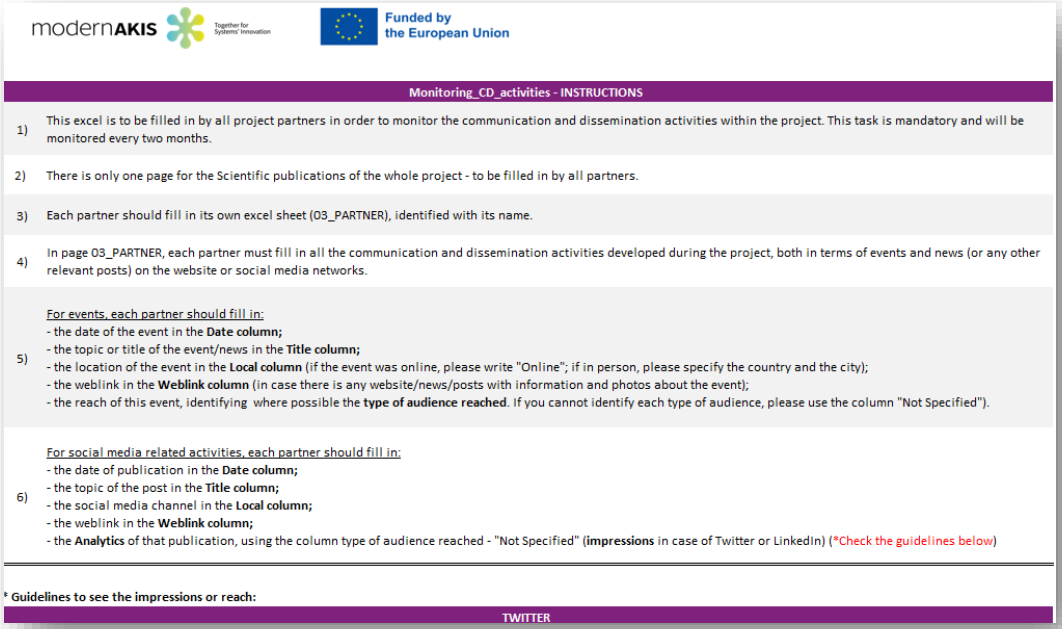

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Monitoring_CD_activities - INSTRUCTIONS

1)	This excel is to be filled in by all project partners in order to monitor the communication and dissemination activities within the project. This task is mandatory and will be monitored every two months.
2)	There is only one page for the Scientific publications of the whole project - to be filled in by all partners.
3)	Each partner should fill in its own excel sheet (03_PARTNER), identified with its name.
4)	In page 03_PARTNER, each partner must fill in all the communication and dissemination activities developed during the project, both in terms of events and news (or any other relevant posts) on the website or social media networks.
5)	For events, each partner should fill in: - the date of the event in the **Date column;** - the topic or title of the event/news in the **Title column;** - the location of the event in the **Local column** (if the event was online, please write "Online"; if in person, please specify the country and the city); - the weblink in the **Weblink column** (in case there is any website/news/posts with information and photos about the event); - the reach of this event, identifying where possible the **type of audience reached**. If you cannot identify each type of audience, please use the column "Not Specified").
6)	For social media related activities, each partner should fill in: - the date of publication in the **Date column;** - the topic of the post in the **Title column;** - the social media channel in the **Local column;** - the weblink in the **Weblink column;** - the **Analytics** of that publication, using the column type of audience reached - "Not Specified" (**impressions** in case of Twitter or LinkedIn) (*Check the guidelines below)

* **Guidelines to see the impressions or reach:**

TWITTER

Figure 2 - Monitoring C&D activities

Besides the internal working document, all partners can contact Rui Almeida (ralmeida@consulai.com) and/or Francisca Viveiros (fviveiros@consulai.com) once they have inputs or information to share, related to communication and dissemination issues.

3.3. EXTERNAL COMMUNICATION

The external communication strategy is essential to communicate the project to outside actors and ensure maximum outreach. In the **modernAKIS** project, this is achieved through a marketing and communication model, AIDA(R).

AIDA(R) stands for **A**ttention/**A**wareness, **I**nterest, **D**esire, **A**ction, and **R**etention. Sometimes, the **R**etention stage does not apply, but for this type of project, it is very important since the project aims to keep the interest and commitment of the identified target groups beyond the end of the project.



Figure 3 - AIDA(R) Marketing and Communication model

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At the beginning of the project, the project communication is focused on drawing **attention** to the project scope and its objectives. After drawing attention, the communication is focusing on creating **interest** among the target groups, which will in turn create the **desire** of **modernAKIS**' target groups to be an active participant in the cooperation and knowledge sharing/transfer process.

In a more advanced and consolidated stage, the project communication must be oriented in such a way as to stimulate an **action** by the project's target groups. This "active involvement" can be represented in the project by the target groups' direct participation in the workshops, seminars, conferences organized within **modernAKIS** and their engagement with **modernAKIS**' social media platforms. The last stage is the most challenging one, the **retention**, which means demonstrating the importance of establishing a continuous relationship with the target groups. Using this process in the project communication will impact and strengthen the knowledge flows between AKIS Coordination Bodies and their AKIS actors.

The use of this process in the communication and dissemination of the project will increase the visibility and awareness of **modernAKIS**, its goals and results, addressing key actors of change, called to initiate at local level a proper chain of transformative changes in respective AKISs by relying on their own networks and capacities. In this regard, WP5 will be transversal to the other WPs to support the actors of change acquiring relevant capacities and skills through the co-development of, for example, individual exploitation plans and practice abstracts. Furthermore, the **modernAKIS** project will use an integrated strategy with related EU-funded projects (e.g., ATTRACTISS, EU-FarmBook, i2CONNECT) to promote a cross channel approach.

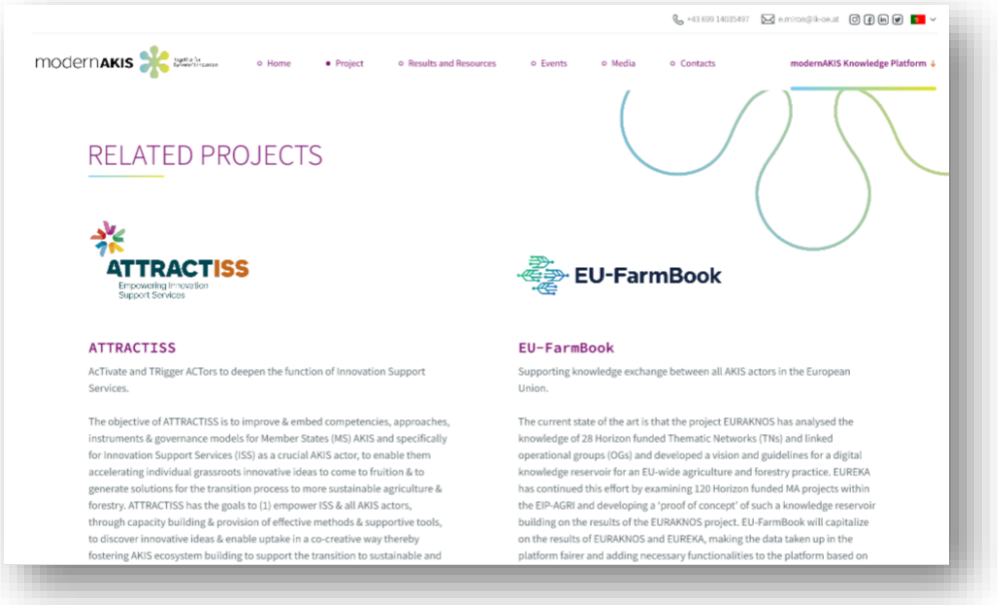

Figure 4 - Related projects on the modernAKIS website

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Additionally, external communication and dissemination will use different tools aiming at different targets, as an integrated approach, namely the project identity and key messages.

modernAKIS project intends to be a powerful contributor to the improvement of AKIS actors' capacities to leverage individual, organizational and systemic resources needed for the transformation towards more coherent, effective, and efficient AKIS systems and the transition to a more sustainable management and use of natural resources in farming and forestry.

3.4. PROJECT IDENTITY

The **modernAKIS** brand and project identity were designed and conceptualized to ensure that all its elements are graphically coherent and easily recognisable for the key target audiences.

The **modernAKIS** project has a visual identity created with a basic concept that includes the logo, the symbol, and the signature:

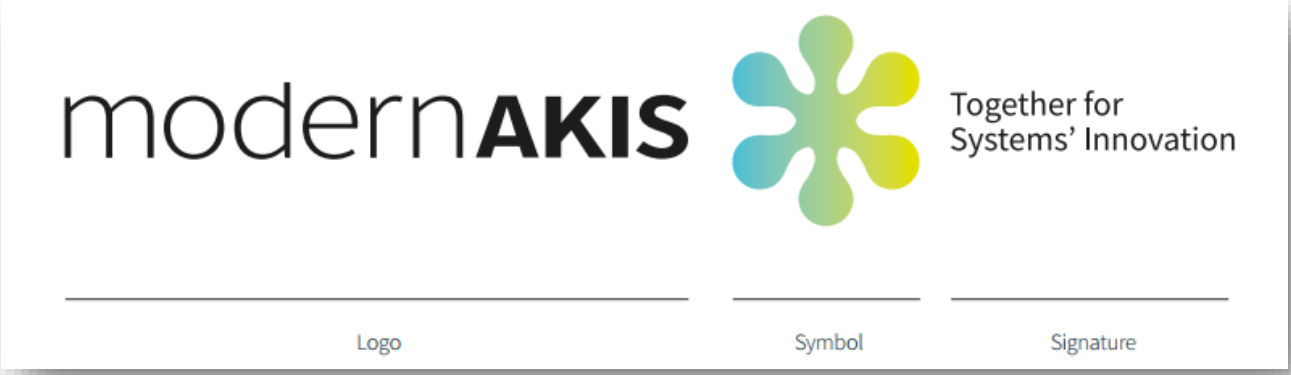

Figure 5 - modernAKIS visual identity

The **modernAKIS** logo can be displayed both horizontally and vertically, as can be seen below:

To ensure that all the consortium partners respect and safeguard the project identity, and the logo

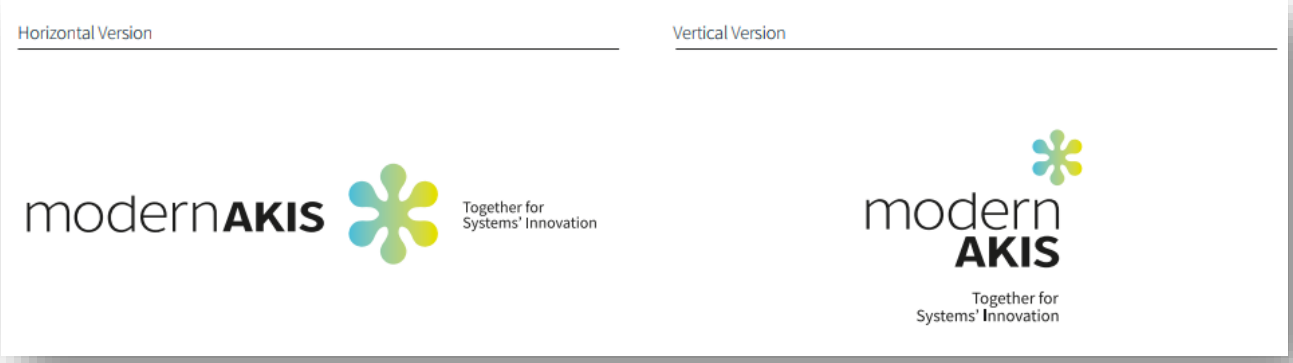

Figure 6 - modernAKIS logo - Horizontal & Vertical Version

proportions stay the same, a safety area was defined:

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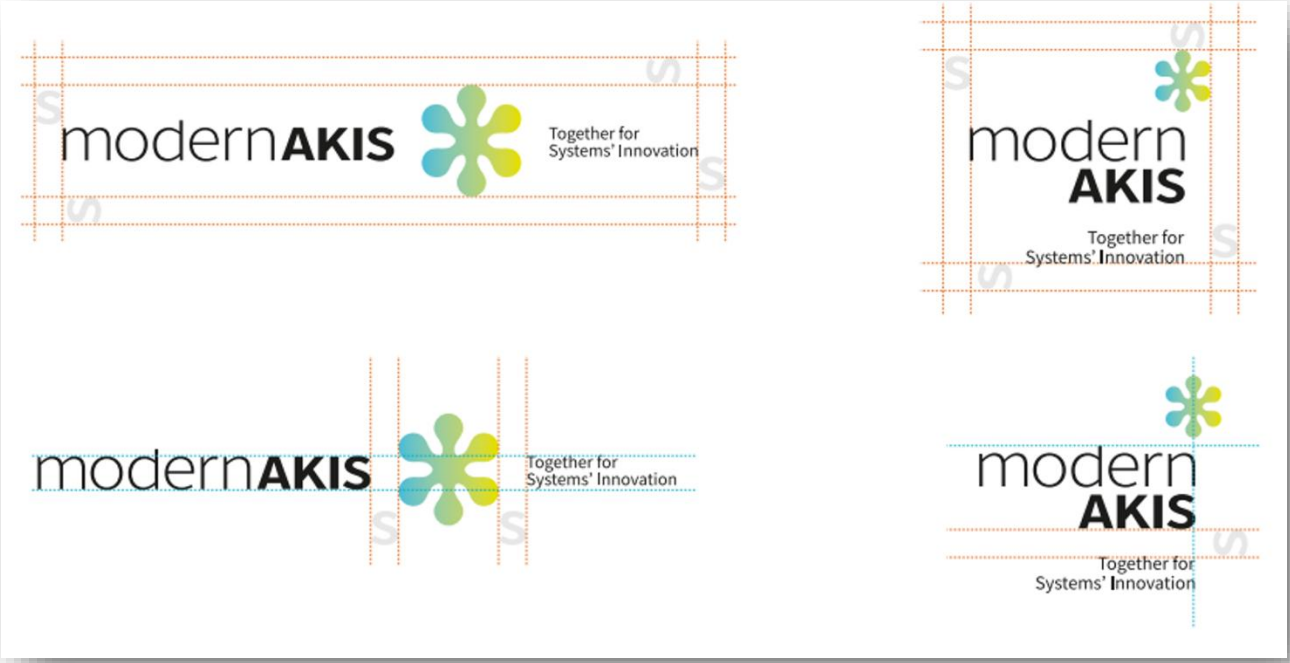

Figure 7 - modernAKIS logo's safety area

To ensure that all project documents are visually coherent, the font **Helvetica** was chosen for all **modernAKIS**' communications.

To ensure there is a clear and consistent project image for the different main target audiences (AKIS Coordination Bodies Backgrounds & Managing Authorities; National & European networks; Research & Education Sector; Farmers & Advisors), the project has developed different colour palettes for each one. These specific colour palettes were designed to the target audiences that will have specific communication materials with tailored key messages. Regarding general public, as they will be reached mainly through the general communication digital communication channels of the project, the main colours of the logo will be applied. Also, this colour palettes distinction aims to create associations at the general publics' minds, regarding the multi-actor approach of the project, and easily identify the type of information that is being shared. The different palettes are available below:

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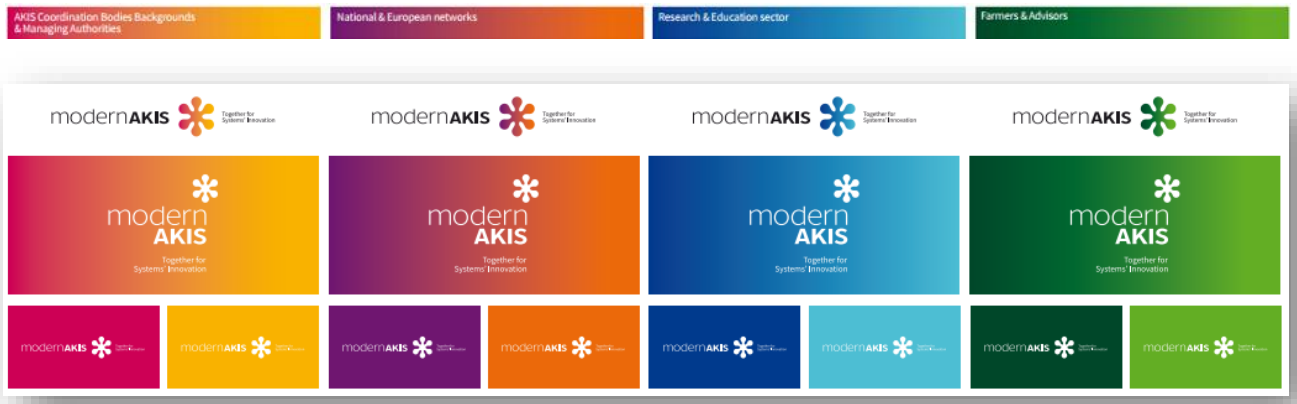

Figure 8 - modernAKIS color palettes

The **modernAKIS** institutional brand should be used only as indicated above, changes in its scale, placement, colour, or typograph are not allowed. Below are some improper uses for the institutional brand.

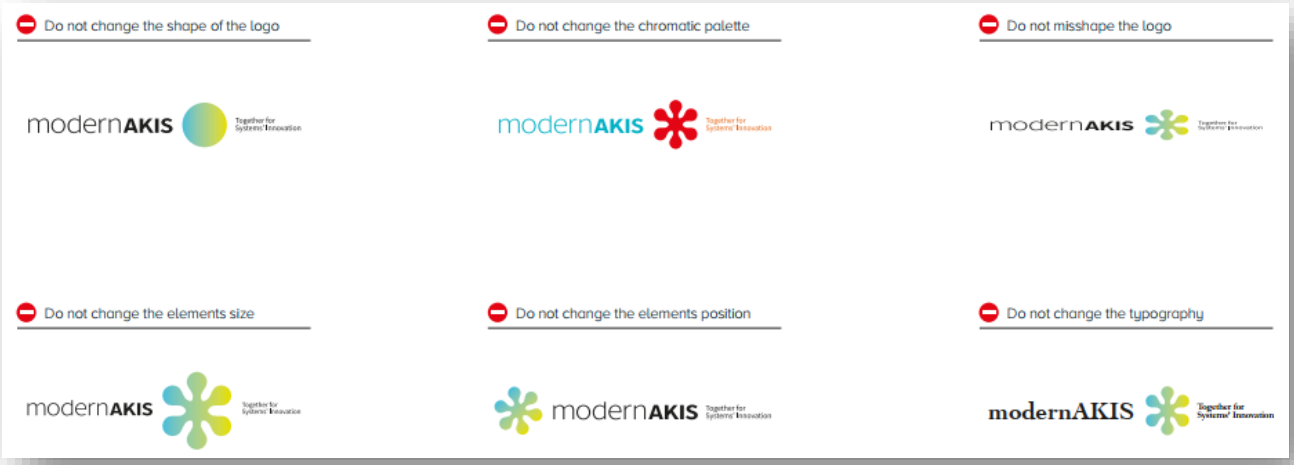

Figure 9 - modernAKIS logo incorrect uses

The above-mentioned visual identity of the project must always be accompanied by the funding logo:



Figure 10 - Funding logo

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Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

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3.5. modernAKIS KEY ASSUMPTIONS

The **modernAKIS** project intends to be a powerful contributor to the improvement of AKIS actors' capacities to leverage individual, organizational and systemic resources needed for the transformation towards more coherent, effective, and efficient AKIS systems and the transition to a more sustainable management and use of natural resources in farming and forestry. By the above-mentioned, the project will develop key messages to be further explored, based on important assumptions:

1. ***Transformative AKIS Journeys (TAJ), the engagement of AKIS governing bodies and other actors in a process of transformative change, should be initiated across the EU.***
2. ***To allow a smooth implementation of the TAJs, the engagement of key AKISs actors of change at EU and MSs level is fundamental.***
3. ***Actors of change are key people who, due to their position, roles, and functions within the AKISs act as influencers on AKIS setting and functioning.***
4. ***In modernAKIS, Transformative Change (TC) will be applied to inspire a broad process of change in the ways of thinking and behaviours of AKISs' actors, enabling them to catalyse iterative shifts in individual and system level culture overcoming mental constructs that inhibit solutions to complex problems, and the potential of AKISs to function as effective ecosystems***

The assumptions mentioned above are the motto behind **modernAKIS**' key messages, part of the communication strategy and will be communicated throughout the different channels of the project, using several tools and formats.

3.6. TARGET GROUPS AND THEIR KEY MESSAGES

To maximise the impact and consequently the success of the **modernAKIS** project, the envisioned communication and dissemination activities need to be tailored to different key actors at national and European level. To achieve the project goals, targeting is very important, especially with the use of digital media, as it allows the project to reach the right audiences, with the right content, at the right place, and the right time.

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modernAKIS' target groups are:

1. AKIS Coordination Bodies & Managing Authorities (including policy makers)
2. National and European Networks
3. Research and education sector
4. Farmers and advisors
5. General public

In addition, it is crucial to adapt the key messages of the project to each segment inside each target audience to guarantee that the project's impact is broad. Target messages at this stage are related to creating awareness and attracting the interest of the target groups to **modernAKIS** project.



Figure 11 - Key messages for the first two AIDAR stages

Key messages are defined for the first two years of the project and will be changed and consolidated as the project progresses and updated on the Communication, Dissemination & Exploitation Plan.

Table 2 - Key message per target group

Target group	Key message
AKIS Coordination Bodies & Managing Authorities (including policy makers)	modernAKIS will: • Build the capacity of AKIS Coordination Bodies & policy makers contributing for future impact analysis/policy evaluations. • Assure that key AKIS actors can easily access the knowledge exchange platform and apply it in their context to achieve better knowledge flows and thus a better functioning AKIS. • Draw up-to-date knowledge from the comparative AKIS analyses of the 27 MS using the co-designed benchmarking tool. • Develop knowledge that will pertain to AKIS models, strategies, governance solutions, and types of AKIS interventions beneficial to achieving CAP objectives. • Provide up-to-date learning material
National and European Networks	modernAKIS will: • Connect innovation actors and projects at all levels. • Provide open access to new data and updated governance models, indicators, and training modules. • Better linking National and European Networks and encourage the wider use of available knowledge and innovation.

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Target group	Key message
Research and education sector	modernAKIS will: • Connect innovation actors and projects at all levels. • Make the transposition of innovative solutions into practice and communicate to the scientific community the research needs of practice. • Provide open access to new data and updated governance models, indicators, and training modules for their research.
Farmers and advisors	modernAKIS will: • Develop capacity-building materials and activities to increase AKIS actors' involvement as well as knowledge exchange events. • Better linking research, education, advisors, and farming practice and encourage the wider use of available knowledge and innovation. • Connect innovation actors and projects at all levels. • Boost network interactions and enable them to draw on practice-oriented knowledge for integrating advisors and innovation support into the AKIS. • Provide up-to-date learning material.
General public	modernAKIS will: • Promote the information for general public / civil society demonstrating that they, as key AKIS actors, have an important role understanding the importance of rural areas, and the impact of their commitment towards environment, climate change and biodiversity.

Specific contents will be addressed in **modernAKIS** for different target groups. They will be colour coded to facilitate engagement:

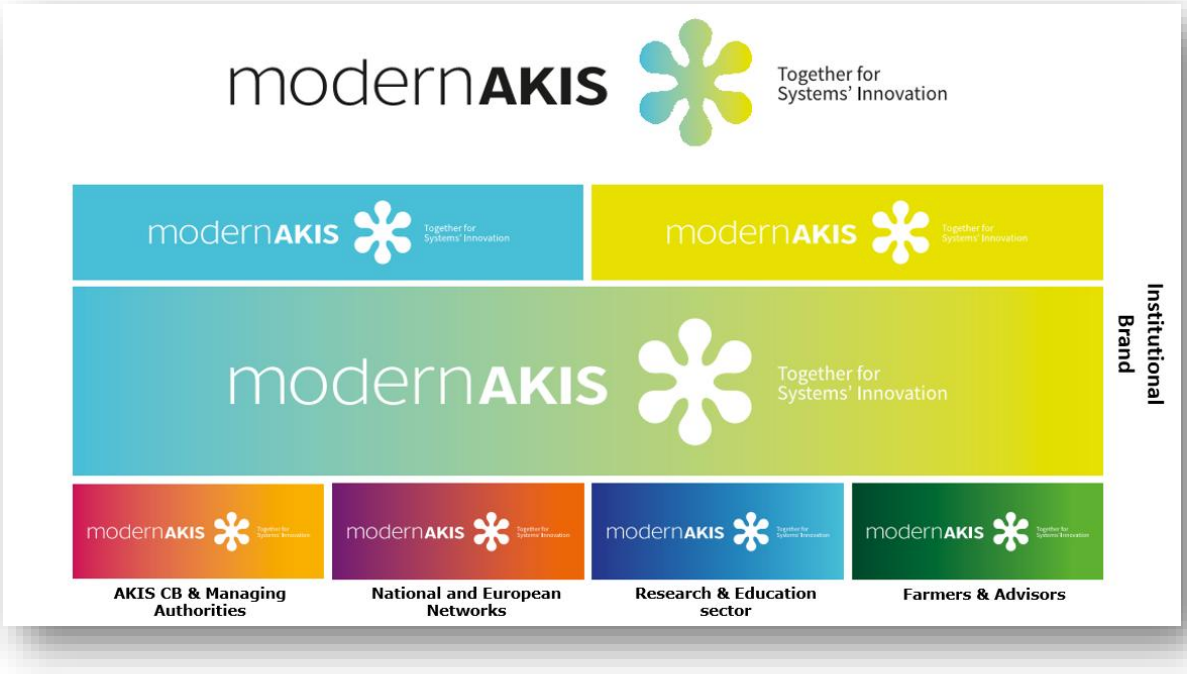

Figure 12 - Specific contents colour code

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Objectives:

- Get specific feedback from a sample of the project's primary target audiences
  Ensure the project's outputs scientific soundness and "implementability".

4. COMMUNICATION & DISSEMINATION TOOLS AND CHANNELS

To implement the **modernAKIS** CD&E strategy, a set of different channels and tools are going to be used, to make sure that the project key messages and results achieve a wider impact.

4.1. WEBSITE

modernAKIS will develop an institutional website (modernakis.eu), allowing for user-experience navigation and ensuring that the relevant project information will be displayed in an easy and appealing way to the target audiences. The website will contain detailed information regarding project objectives, structure, KIPs, etc., it will display different multimedia materials adapted to a series of different actors, as well as a subscription form for the project newsletters.

A draft of the **modernAKIS** homepage is available below:

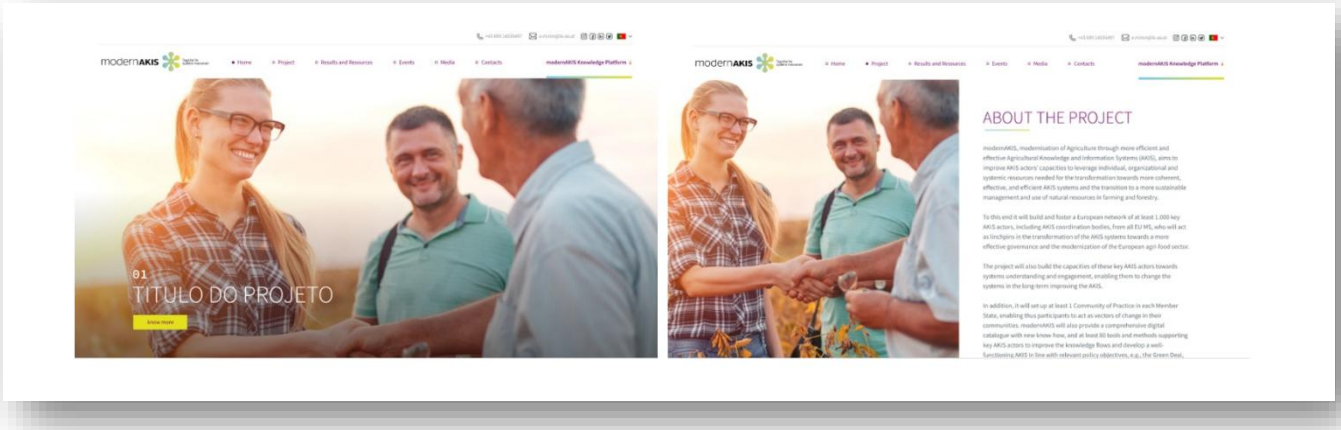

Figure 13 - modernAKIS homepage - Draft

The website will also disseminate newsletters with information on events, workshops, seminars, and conferences. WP leaders will deliver information and news to be uploaded and CONSULAI will collect and coordinate all the contents.

The website home page will have a general introduction to the project containing brief information on the project, how to get involved, consortium partner information, and a contact area.

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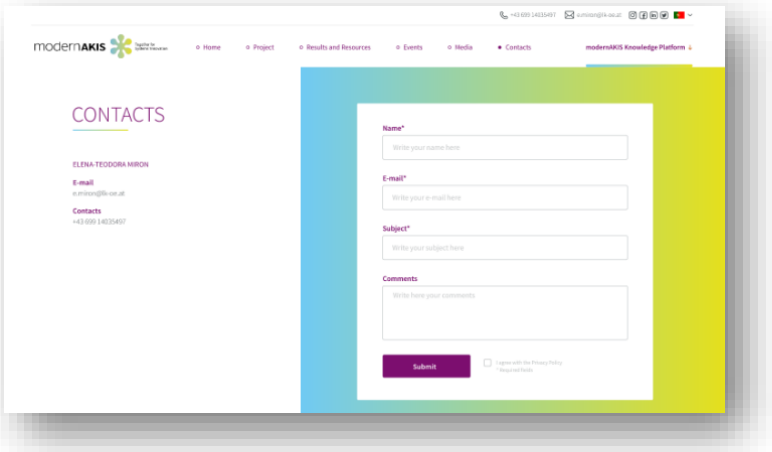

Figure 14 - modernAKIS website's contact section

The consortium and contacts sections provide information regarding the partners involved and the contact details of the project coordinator. Additionally, the website will display an area for users to contact partners directly from the website. The modernAKIS social media accounts will be incorporated into the website with direct links.

When entering the website, a pop-up will appear to make an inventory of which target groups visit our site. This way, **modernAKIS** will be able to both adapt the website to the needs of our visitors, and for reporting purposes.

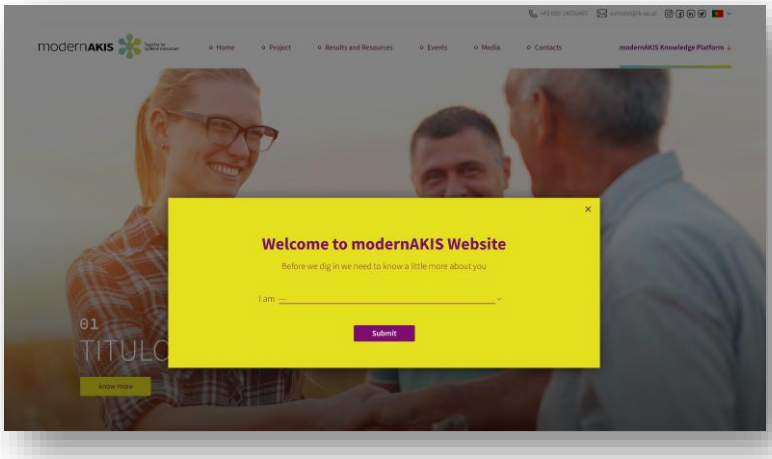

Figure 15 - modernAKIS website pop-up

modernAKIS will also develop a centralized open platform which will store all material collected to facilitate knowledge exchange among all AKIS actors, that will be linked to the project website. The platform will require a database architecture and specifications (functional and non-functional), back-end technology and front-end frameworks, and a maintenance and update plan, to decide upon the exact required technology stack to be used for the development and deployment of the platform in the most efficient and sustainable manner.

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A methodology will also be followed for the data aggregation and database population, based on the following principles:

- Close collaboration with the partners responsible for the data collection
- Establishment of a data exchange framework (sharing tools, storage needs) to facilitate the data transfer
- Normalization of the data from its collection to final storage according to the data model
- Final transformation and loading in the database by the designated administrators specified for this purpose

The platform will be developed in a way that will make it feasible for it to be "linked" to existing or future systems ensuring its sustainability and will be embedded in the project website to be developed also for this task.

The first version of the **modernAKIS** website will be launched at the end of December 2022. CONSULAI – as the WP leader – will keep on developing, updating, monitoring, and managing the website and its content.

4.2. SOCIAL MEDIA

Social media networks are one of the most powerful tools in a digital communication strategy, since they allow a two-way communication flow between the project and the target groups, facilitating the involvement and interaction process between them.

Facebook, Twitter, and LinkedIn accounts were created to raise awareness of the project, its objectives, and outcomes. The project will communicate the current progress with the help of the project coordinators and work package leaders, who will provide the needed content.

A YouTube channel was also created by CONSULAI, to work as a video repository of the multimedia material developed by de project.

The **modernAKIS** social media platforms will be used to:

- Create awareness for the project and its scope
- Engage and encourage people to visit our website
- Encourage subscription to our newsletter
- Share news on the project's activities developments
- Foster the discussion related with the project topic
- Boost participation in project events
- Disseminate project results and outputs

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As the effective dissemination of the project activities, results, and outcomes is crucial for the success of the project, the **modernAKIS** social media strategy will aim to:

- Tailor key messages to each social media platform for each target audience
- Define a social media growth hacking strategy every six months
- Monitor and evaluate the key performance indicators
- Reach an audience outside the consortium and achieve a larger community
- Boost engagement with the community

To tailor the publishing on social media is crucial to reach each one of the target audiences; CONSULAI identified the different channels to reach them.

Table 3 - modernAKIS social media audiences

Target groups	Twitter	LinkedIn	Facebook
AKIS Coordination Bodies & Managing Authorities (including policy makers)	x	x	
National and European Networks	x	x	
Research and Education sector	x	x	
Farmers and Advisors	x		x
General public	x	x	x

CONSULAI will develop an internal document defining a content calendar to organise and schedule all the information and contents to share on the project's social media pages. This content calendar will be presented to all partners.

The content calendar will be fed by the information provided by all partner in the C&D excel sheet; every six months (at least) CONSULAI will send an email to all communication officers, asking for relevant information to include in the content calendar like participation in events, new results, status of the WP and developments of the performed activities.

This document will also include the **social media growth hacking strategy.** This means:

Tailor content: We will start with content that we think will be appropriate for the audiences of each of the social media platforms. We will also ensure we are checking and searching for other people and groups to follow and use targeted tagging to encourage sharing of our content.

Set measurable goals: we will monitor the social media usage, increase the number of photos and tweets in the first few months, and begin to set reasonable targets for the rest of the project.

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Test the approach: We can tailor the posts to a certain style for one month on one platform; change the time of posting; use other approaches considered valid for testing.

Analyse performance: We will monitor analytics using a social media management platform (Buffer/Hootsuite). Relevant KPI in the analytics will be reviewed every month.

Evaluate and change: We will use the analytics to monitor which posts are most engaging and if needed change the style of the posts. This could be done through regular team meetings based on the analysis of analytics.

CONSULAI will use a social media management platform (for i.e.: Buffer/Hootsuite) to manage content and schedule posts. This platform will be used to manage the Social Media accounts, gathering all the accounts, messages (inbox) and metrics in the same dashboard, and allowing to define a rotational content calendar more efficiently.

All partners should have in mind the following guidelines regarding social media:

- In the three social media channels the main objectives are to disseminate news, events, results, and other information about the project. In Twitter, the profile will write tweets and answer followers' messages in English, using hashtags to maximise the reach of the posts (including, but not limited to: #HEuropemodernAKIS, #modernAKIS and #AKIS). The same methodology should be implemented for the management of LinkedIn and Facebook – always tag the project's account and use the hashtags to better monitor and share the information that is shared about **modernAKIS**.
- If partners present the project at conferences, seminars, workshops, or other events not initially foreseen, they will be encouraged to have a strong social media presence during the event. In addition, they will be responsible to produce a short summary of each event to publish on the project website, as well as to send at least one multimedia materials to allow CONSULAI to properly share the information. All this information should be included in the C&D monitoring Excel but also, sent by email to Francisca Viveiros (fviveiros@consulai.com)

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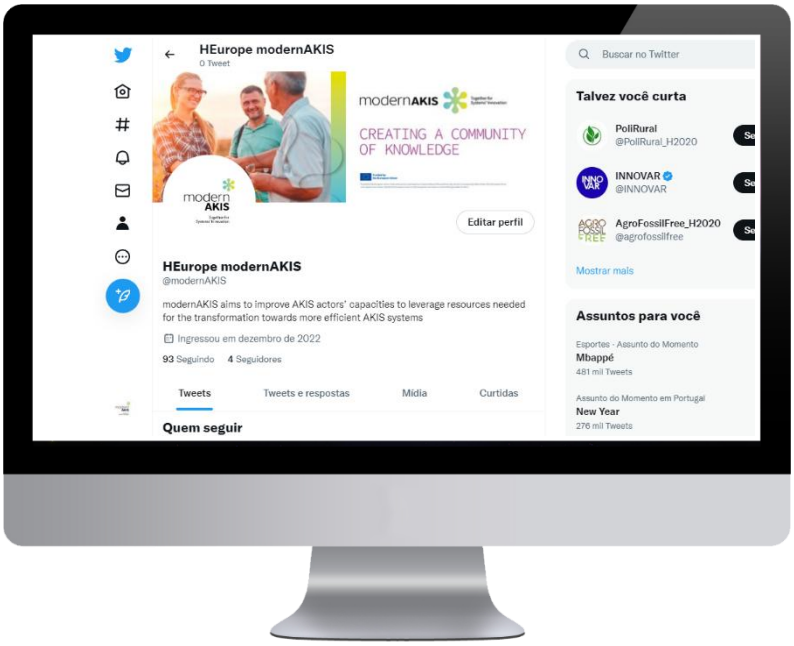

Figure 16 - modernAKIS twitter account

As social media is a valuable tool for connecting and building strong relationships with the project's target audience, it is essential to define KPIs to measure the performance of the project's social media platforms. Understanding the core social media KPIs will help the consortium to adapt the communication and dissemination to suit the project objectives and to reach the suitable target audience with the right key messages.

The main performance metrics (indicators) to monitor are:

- Project mentions/use of project hashtags
- Number of followers/subscribers
- Reached audience – post reached audience number
- Engagement rate (per page/social media network)
- Number of impressions

The above-mentioned key performance indicators were chosen for the following reasons:

- **Project mentions/use of project hashtags** – tags or mentions indicate that people are having conversations about the project, which, as the entire point of social media is to build a relationship with the target audience, are a very important indicator to monitor.
- **Number of followers/subscribers** – this metric is important to evaluate the growth of the projects' social media community.

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- **Reached audience** – although this indicator is just an estimate, it allows the project partners to understand how far the projects' message is travelling and consequentially will help to readjust the strategy (post contents, hours of publication, frequency of posting, etc.).
- **Engagement rate** – This is one of the most important metrics to monitor. The effectiveness of the projects' social media platforms will not depend only on the extent of the reached audience, but also on how much engagement it is able to generate. Usually, the community engages with the profiles on social media when the content is relevant, interesting, and informative, therefore engagement rate is vital to measure effectiveness of this social media strategy.
- **Number of impressions** – refers to the number of times that the project content has been displayed in front of an online audience. Although this indicator is vague as it simply indicates how many people could connect with the project pages, it is important to understand the growth opportunity that the social media page has. Usually, a higher number is better.

These metrics will be registered every month and monitored every six months, to evaluate the progress and effectiveness of the social media strategy. For evaluation of progress and effectiveness, these metrics will be compared with other projects CONSULAI is involved in.

4.3. NEWSLETTER

Newsletters will be developed quarterly, using Mailchimp - an all-in-one marketing platform that will help the consortium to communicate and disseminate with the project's stakeholders, the AKIS community and users of the project results. These newsletters aim to create awareness regarding the project's scope and objectives, communicate the project's activities and disseminate the major outputs from each WP. The newsletter may also be used to provide information about other relevant projects, EU initiatives or events for the benefit of project partners as well as external readers.

CONSULAI will be responsible for creating and distributing the newsletters during the project period, being assisted by the project coordinator and WP leaders in content production.

Since modernAKIS' sister projects (ATTRACTISS and EU-FarmBook) have similar target audiences, it's being discussed the possibility of having joint newsletter for the three projects.

4.4. EVENTS

To boost networking and exchange of knowledge as well as to provide a basis for a better connection between AKIS actors, fostering the dissemination outreach, a broader exchange of experiences and greater impact, a series of online workshops, one in each of the 27 EU Member States, will be co-organised with the AKIS Coordination Bodies and an annual online European AKIS seminar, to

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optimize the C&D co-creation strategies, will take place for optimizing the knowledge exchange impact.

Two international AKIS conferences, in M36 and M82, will be organised to reach a wider audience, disseminate the project results, and promote knowledge exchange among AKIS actors and other stakeholders.

To promote the networking and interaction between the different AKIS actors a few other events will be organised by WP5, such as:

- 100 Networking and capacity building events
- 30 International events to present main outputs
- 10 Events with EIP Operational Groups
- 7 Presentations in SCAR AKIS WG
- 30 Presentation of main outputs at EU projects events

Furthermore, project partners will be encouraged to participate in external events such as conferences, seminars, workshops, or other events not initially planned, to present the project and its progress to interested stakeholders.

4.5. PRINTED MATERIAL

In collaboration with the respective WP leaders, a series of printed materials will be developed throughout the course of the project, such as:

- Practice abstracts (content will be provided by WP leaders and national CAP networks)
- Flyers
- Leaflets
- Specific factsheets
- Posters
- Articles in farmer journals
- Press releases

These materials will be produced mainly in English but will be adapted to any of the 27 EU Member states' national languages, when needed.

These materials will target experts in the SCAR-AKIS Strategic Working Group; EIP-AGRI representatives; regulators, including EC and national policy makers and CAP networks; farmers, foresters, advisors, and their associations; students, and other members of the educational system; and other stakeholders, including the scientific community and partners in related European projects.

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To ensure the communication strategy is as efficient as possible, CONSULAI has identified the target groups of each material the project will produce.

Table 4 - Target groups for each printed material

PRINTED MATERIAL	TARGET AUDIENCE
Practice abstracts	• EIP-AGRI representatives • SCAR-AKIS Strategic Working Group • EC and national policy makers and CAP networks • farmers, foresters, advisors, and their associations • students, and other members of the educational system • scientific community and partners in related European projects
Flyers	• EIP-AGRI representatives • SCAR-AKIS Strategic Working Group • EC and national policy makers and CAP networks • farmers, foresters, advisors, and their associations • students, and other members of the educational system • scientific community and partners in related European projects • Dedicated flyers for each target group – colour coded
Leaflets	• EIP-AGRI representatives • SCAR-AKIS Strategic Working Group
Specific factsheets	• EIP-AGRI representatives • SCAR-AKIS Strategic Working Group • EC and national policy makers and CAP networks • farmers, foresters, advisors, and their associations • students, and other members of the educational system • scientific community and partners in related European projects
Posters	• EC and national policy makers and CAP networks • scientific community and partners in related European projects
Articles in farmer journals	• farmers, foresters, advisors, and their associations • students, and other members of the educational system
Press releases	• farmers, foresters, advisors, and their associations • EC and national policy makers and CAP networks • Specialised media

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All project outcomes and printed materials will be made available for the public at the project web page as well as promoted through the social media channels, and provided to the EIP-AGRI, as well as to national/regional/local AKIS channels and to the EU-wide interactive knowledge reservoir (HORIZON-CL6-2021GOVERNANCE-01-24).

4.6. MULTIMEDIA MATERIALS

Multimedia materials are one of the most appealing ways to present information that tends to be unclear or difficult to understand. The production of good quality multimedia materials can strongly determine the impact of the communication and dissemination of a project.

Therefore, CONSULAI will be responsible for coordinating the production of a series of short videos presenting main objectives of the project, its progress, and updates. The **modernAKIS** YouTube channel will contain all videos, which will be shared across all digital platforms (website, social media, newsletters, etc.).

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5. EXPLOITATION STRATEGY

The wider engagement and dissemination (WP5) will be an impactful trajectory of **modernAKIS** transformative AKIS journey (TAJ). This is meant to be an integral and complementary part of the TAJs since the key actors of change are called to initiate at local level a proper chain of transformative changes in respective AKISs by relying on their own networks and capacities. In this regard, WP5 will be transversal to the other WPs to support the actors of change acquiring relevant capacities and skills through the co-development of, for example, individual exploitation plans (outlining the diffusion and uptake of results at different levels of their AKIS) and practice abstracts.

Exploitation of project results refers to the actual implementation of the TAJ as codesigned in WP1 at MS level, including new knowledge, insights and using ideas discussed/elaborated in the AKIS network (WP2).

The outcomes of this project will go clearly beyond its time and geographic scales due to the wide engagement of the actors of change that will ensure the best exploitation of the **modernAKIS** by acting key boosters and catalysers of transformative change within the respective MSs and at EU level.

WP5, starting on month 36, will start, on a cocreation process, to develop individual exploitation plans, supported by guidelines and roadmaps, with regular interaction with the AKIS CB, with a feedback loop from MS' CAP networks, making use of the results for societal, scientific, financial, or even policy purposes

modernAKIS will also make use of the European Commission tools such as the Horizon Results Booster to foster and maximise the potential use of its results.

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6. KPIs AND EXPECTED IMPACT

Table 5 - modernAKIS C&D KPIs

Indicator	Expected impact by the end of the project
Website	
Number of users	500
Number of page views	10.000
Social Media	
Number of impressions	100.000
Number of followers	1.500
Number of engagements	1.500
Newsletter	
Number of newsletters	14
Subscribers	300
Videos	
Number of videos produced	30
Number of views	15.000
Editorial materials	
Number of articles published in the agricultural media	54
Number of impressions of the articles in the media	54.000
Press articles in MS	54
Number of impressions of the articles in the media	25.000
Number of booklets and flyers	4
Reached audience of the booklets and flyers	4.000
Number of peer-reviewed scientific articles	10
Number of practice abstracts	100
Number of policy briefs	27
Reached audience of policy briefs	1.000
Training materials	6
Training materials reached audience	1.000

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Indicator	Expected impact by the end of the project
Events	
Networking and capacity building events	100
International events to present main outputs	30
Events with EIP Operational Groups	10
Presentations in SCAR AKIS WG	7
Presentation of main outputs at EU projects events	30
Online workshops in each of the 27 EU MSs co-organised with the AKIS CBs	27
Annual Online European AKIS seminar	7

To ensure wider impact of the project results monitoring of C&D KPIs is done every six months and evaluation in M36 and M54.

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7. CONCLUSION

This Deliverable was designed to create and establish a strategy for the communication, dissemination, and exploitation of the project.

The strategy defined in WP5 aims to maximize the involvement and active participation of the target audience, with special focus on the AKIS coordination bodies of the 27 Member States of the European Union, as well as the respective AKIS actors. In an ambitious project such as **modernAKIS**, actions must be impactful and generate action. The **modernAKIS** C&D strategy relies on the already-in-place multi-actor collaboration of key AKISs actors of all 27 MSs, that will act as a valuable actor concerning communication and dissemination of main results, and will lead to widespread knowledge flows, comparative analyses and benchmarking, co-creation of new know how and co-implementation of transformative AKISs journeys.

In this document, the internal and the external strategies were defined and explained in detail. For the strategy to be understood, information about the target groups and the channels and tools were neatly exposed. Later, Key Performance Indicators were presented and are intended to monitor the implementation of the plan.

It is worth mentioning that at this stage C&D strategies are being consolidated with the sister projects, namely ATTRACTISS and EU-FarmBook. These projects have similar target groups, and therefore synergies are being defined that may include joint events, unique newsletters for the 3 projects, among others. These synergies, if materialized, may lead to a new update of this plan, always in the sense of strengthening partnerships and potentiating the desired impacts.

After the shaping of the plan, it is important that the internal strategy is promptly adopted, so that internal communication and dissemination can take place and trigger a communication flow that allows for the external strategy to be at its full potential. Therefore, the next steps would be for all consortium partners to enter the internal collaborative platform of the project and look for the C&D monitoring excel with the activities developed. This spreadsheet will be of extreme importance to register every communication and dissemination activity. It's also encouraged that the partners use the different templates available in Word and PowerPoint format. All these different tools ensure a consistent communication, while also projecting a uniform project identity.

This is a dynamic document that will be regularly monitored and updated to make sure that **modernAKIS**' reach the desirable wider impact.

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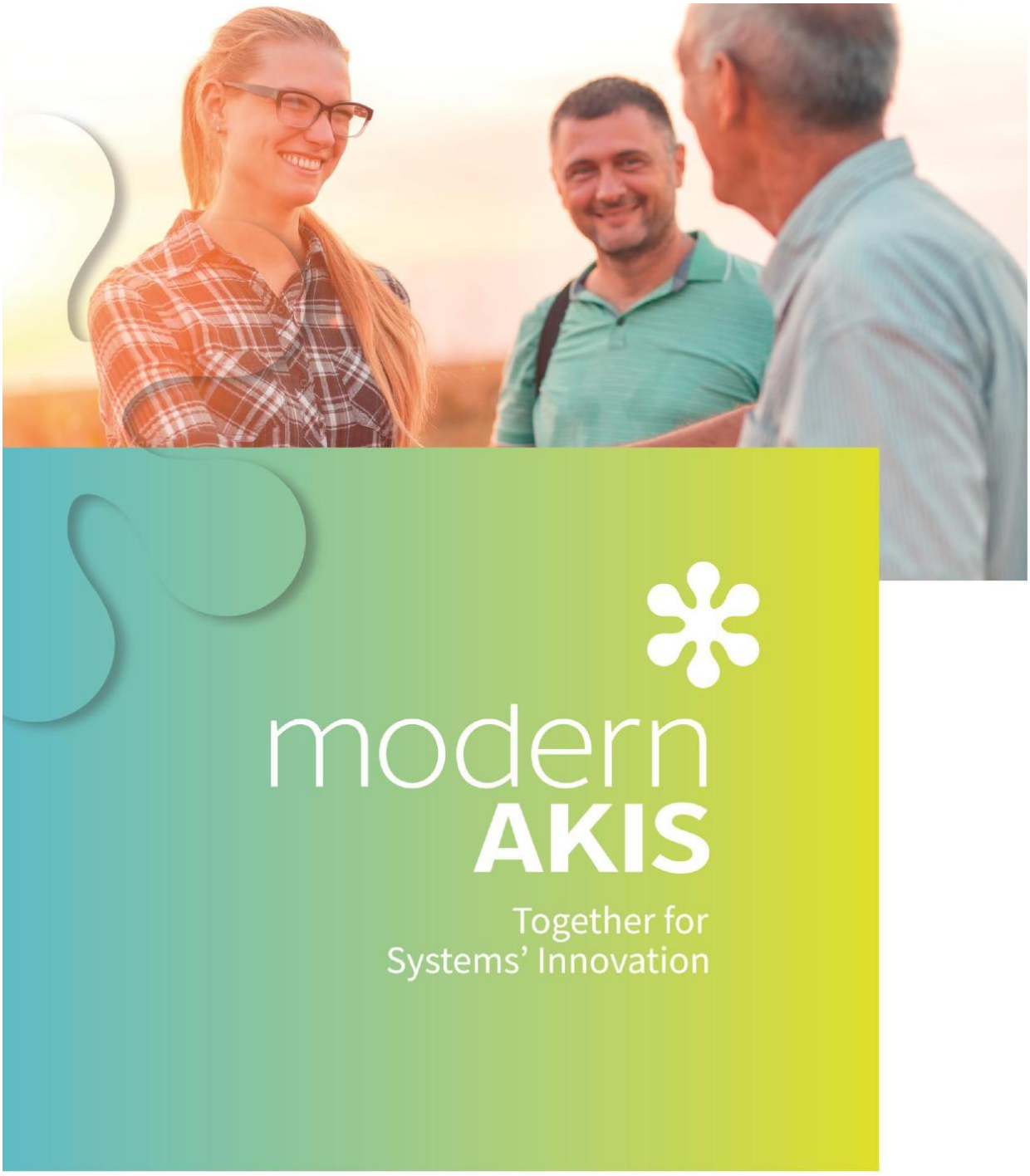
8. ANNEX I – PROJECT WORD TEMPLATE



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Modernisation of Agriculture through more efficient and effective Agricultural Knowledge and Information Systems

Grant agreement number: 101060527

HORIZON Coordination and Support Actions

Deliverable X.X
Deliverable title

Due date of deliverable: MX – Month Year

Actual submission date: MX – Month Year

Call: HORIZON-CL6-2021-GOVERNANCE-01

Topic: HORIZON-CL6-2021-GOVERNANCE-01-25

Start date of the project: September 1st, 2022 **Duration:** 84 months

End date of the project: August 31st, 2029 **ProjectID:** 101000250

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TYPE			DISSEMINATION LEVEL		
R	Document, report	☒	**PU**	Public	☐
DEM	Demonstrator, pilot, prototype	☐	**CO**	Confidential, only for members of the consortium (including the Commission Services)	☐
DEC	Websites, patent fillings, videos, etc.	☐			
OTHER		☐	**CI**	Classified, as referred to Commission Decision 2001/844/EC	☐

Project management	**Institution**	
Person in charge	???	Institution
Work package	WPx	
Work package leader	Name	Institution
Author(s)	Name	Institution
Addition Authors	Name Name ...	Institution Institution ...
Version	V0	

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1. Executive Summary

...

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2. Introduction

Introduce, in this section, the work done for this deliverable and, if there is any delay please explain why.

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3. Part 1

3.1. Sub part 1

- Sub-section

Table 1: (example) List of participants

Partner	Acronym	Country
Lorem ipsum dolor sit	CNTH	PT
Lorem ipsum dolor sit	CNTH	PT



Figure 1: (example) EU flag

3.2. Sub part 2

- Sub section

- Sub section

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4. Part 2

4.1. Sub part 1

4.2. Sub part 2

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5. Conclusion

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6. References (if applicable)

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7. Annex

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9. ANNEX II – PROJECT POWERPOINT TEMPLATES



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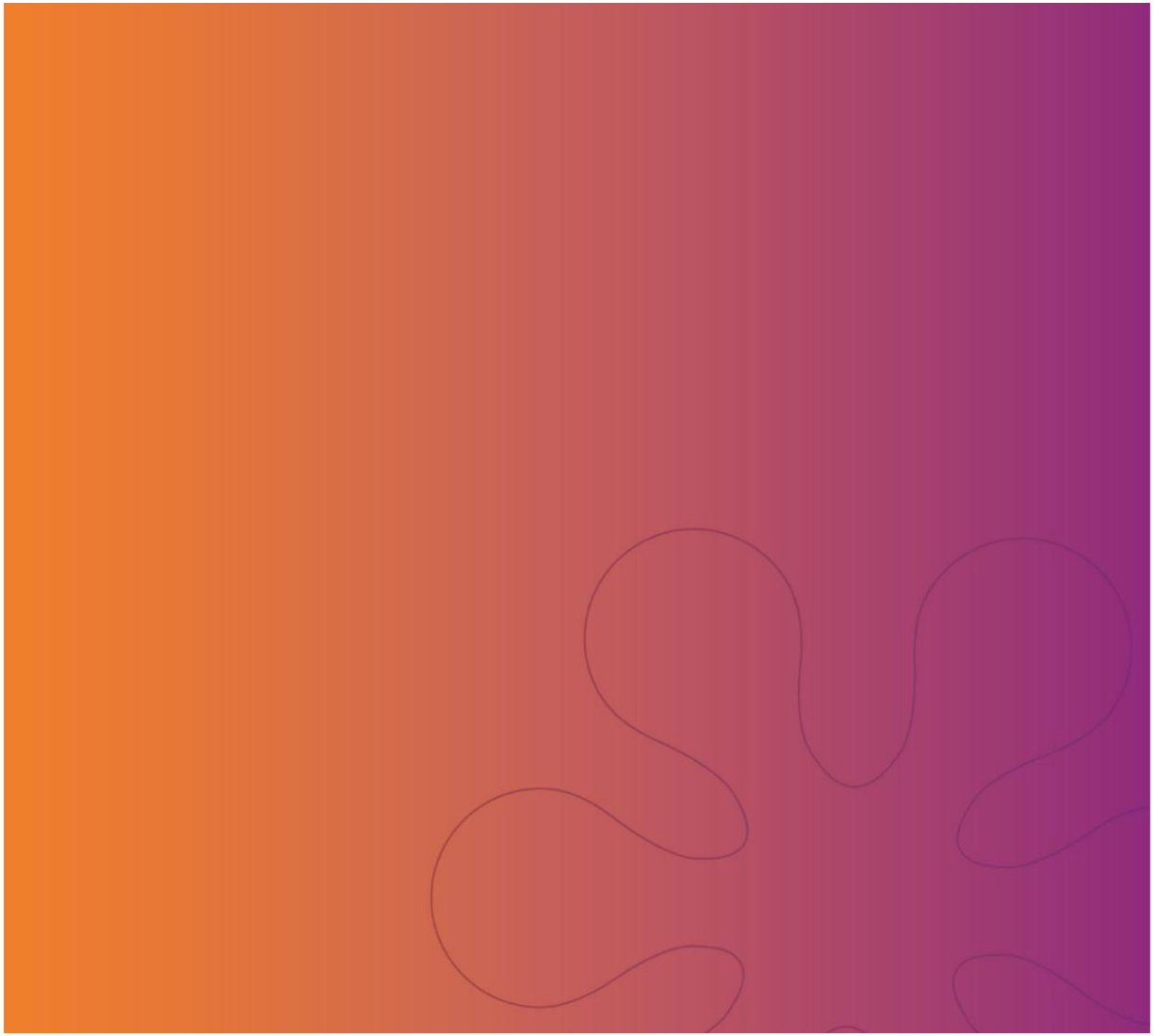

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