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Dissemination and Exploitation Strategy

SUstainable developmeNT Smart Agriculture Capacity « SUNSpace »

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Table 1: List of Abbreviations

| Term / Abbreviation | Definition |
|---------------------|------------------------------------|
| AEC | Acme Engineering College |
| CMU | Chiang Mai University |
| CUB | Corvinus University of Budapest |
| HEI | Higher Education Institute |
| KEC | Kantipur Engineering College |
| KKU | KHON KAEN UNIVERSITY |
| RUB | Royal University of Bhutan |
| ULL | Université Lumière Lyon 2 |
| UWS | University of the West of Scotland |

1 Introduction

This document describes the dissemination and exploitation strategy of SUNSpACe project. The aim of this dissemination plan is to define and develop the visibility and communication strategy of the project, so that all the activities carried out during the project have the highest possible visibility, both in the EU and in Asian countries.

The objective of this deliverable is to create the strategic plan for the diffusion and dissemination of the outputs of the project. This document aims to ensure an efficient and coherent approach to disseminating the project to the widest possible EU & Asian audience and beyond.

The Dissemination Plan details the methodology and the activities to be conducted along the project, including:

- (a) description and type of the action;
- (b) responsible partner;
- (c) target audience;
- (d) date of execution; and
- (e) if applicable, relevant quantitative indicators.

This task, under SUNSpACe project ensures an efficient and coherent approach to disseminating the project to the widest possible Asian audience and beyond. The goals of Dissemination and Exploitation activities are:

- to raise awareness of smart farming;
- extend the impact of the project;
- engage smart farming stakeholders and target groups;
- share smart farming solutions and know how;
- influence policy and practice in smart farming;
- develop new partnerships for smart farming

The major objectives of this task are:

- i. To share results, lessons learned and outcomes and findings beyond the participating organisations to enable a wider community to benefit from the project
- ii. To promote the organisation's efforts towards the objectives of the Project

2 Methodology

The dissemination activities were planned in an iterative way – from an outline in the Project Description, through the kick-off meeting discussions and further identification of activities, to this deliverable, and will be carried out over the full duration of the project.

The project relies upon a dedicated platform (OwnCloud) for sharing materials among partners, to enable collaborative input and the collection of information about SUNSpACe activities. All the dissemination and exploitation activities should be shared among all the partners and approved during the kick-off meeting held in Chiang Mai, Feb 2020.

2.1 Strategic approach

SUNSpACe project pursues a two-stage approach. In the first stage, conducted during the first year, the main concern of the project is to understand the farmer's smart farming readiness, their farming activity, their abilities and experiences. The second stage is built on the basis of first stage after evaluating and reviewing initially planned activities and examining the results into even more tailored and matured offerings for each of the key stakeholder groups. Careful examination of the initial steps will demonstrate the road forward. The dissemination plan therefore recognizes that the initial activities need to be promoted and materials need to be provided to support the project's aims and activities in general.

The resulting dissemination strategy will therefore aim to help in spreading knowledge about the project's aims and its initial steps to gain maximum support from farm community in identifying relevant content, increasing motivation and willingness to learn, and multiplying training sessions.

The type of dissemination activities have been grouped as follows:

- Public events and dedicated events, like:
 - Talks on ICT, I 4.0, Smartagriculture
 - Local workshops on specific topics in smart agriculture
- Scientific dissemination results:
 - International Conferences (special sessions, keynote speakers, papers...)
 - Journal papers
 - Seminars presentations
- Marketing and formal activities
 - Project publicity
 - Websites
 - Social networks (Facebook, Twitter, LinkedIn...)
 - Leaflets
 - Posters
 - Other visibility materials

3 Dissemination strategy

The overall aim of dissemination activities is to ensure a wide impact, uptake and use of project deliverables among identified stakeholders: Farmer, community of farmer, academic staff; research centres, and potential student.

It must therefore be ensured that SUNSpACe strategic activities are extensively disseminated, announced and promoted within the network of universities, farmers and related knowledge communities via appropriate channels, and fully grasped by targeted stakeholders.

Any dissemination activities and publications in the project will acknowledge the European Erasmus Plus Programme funding.

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The strategic approach for planning dissemination activities has been set with the following steps:

1. Identification of the potential results and impacts of the SUNSpACe project
2. Identification of the corresponding target group (trainers, skill developers/cooperative groups) and potential beneficiaries
3. Acquisition of feedbacks from Farmers and HEIs regarding the usefulness of results and impacts of the SUNSpACe project
4. Approval of final dissemination plan and activities from the whole SUNSpACe consortium.

Consortium members have actively participated in discussion of the initial dissemination activities such as the selection of the project logo and dissemination opportunities in their countries through newsletter, institutional websites. Representatives of all consortium partners have also been given the opportunity to review this document.

3.1 Type of Actions

Drafts of dissemination and exploitation plans received from all partners were analysed and following types of actions has been considered for the SUNSpACe project.

i. Project Publicity

To ensure the public visibility of the project, following actions have been planned:

- a) Project kick-off
Launch of project
- b) Local launch
Updating project and its activities to staff and students of partner institutions and all other stakeholders with in the home country of partner institution while announcing the launch of project in partner country.
- c) Peer Group Discussion/Workshops
Presenting project activities to local community groups and other local stakeholders

ii. Online Presence

An existence and appearance of project in online search will be made via the following options.

- a) Project website
A project website with details information of the project, regular update of project activities and deliverables will be managed. The full description of the WEB site will be in D4.3 leaded by ULL and CMU.
- b) Social media

A facebook page and linkedin page for the project will be managed wherein the updates of project activities will be posted.

iii. Reports

Report will be prepared for different tasks basically for following two purpose.

- a) Internal circulation
- b) Deliverables

iv. Technical dissemination

Publishing targeted written material such as news, reports, articles in specialised press, newsletters, press releases, leaflets or brochures;

v. Scientific dissemination

- a) Publications (Journals, Conference Papers, Articles)
Publishing journals, conference papers and articles in national/international journals and conferences
- b) Workshops/Seminar
Participation in national/international workshop/seminar to disseminate project activities

vi. Farm visit/Field visit

Farm visits/Field visits will be organized

- To reinforce experimental and contextual understandings, farm visits/field will be organized in the partner countries.
- To reinforce the objectives of the project and strength the capacity building in smart farming, smart farm visits and ICT use will be organised in program countries.

3.2 Target Audience

Activities and messages have to be tailored appropriately taking into account audiences and following target groups:

- farmers;
- professionals, experts or practitioners in the smart farming;
- researchers, HEI's and industries;
- decision-makers at local, regional, and national level;
- press and media;
- general public.

3.3 Identified Ways to Disseminate and Exploit Project Results

In order to reach as many people as possible, partners will use different ways to disseminate and exploit related information. Following different activities have been agreed for this purpose.

- project website;
- meetings and visits to key stakeholders;
- dedicated discussion opportunities such as information sessions, workshops, (online) seminars, training courses, exhibitions, demonstrations, or peer reviews;
- targeted written material such as reports, articles in specialised press, newsletters, press releases, leaflets or brochures;
- technical and scientific publications

- audiovisual media and products such as video clips, podcasts or apps;
- social media;
- public events;
- project branding and logos;
- existing contacts and networks.

Further, the communication materials and project outputs will be published in local languages as possible.

3.4 Indicators of the Dissemination Plan

The following facts and figures will be considered to measure the performance of the type of actions undertaken for dissemination and exploitation of project activities.

- Updates, visits, consultation, cross referencing related to project website;
- Numbers of meetings with key stakeholders;
- Numbers of participants involved in discussions and information sessions (workshops, seminars, peer reviews); follow-up measures;
- Production and circulation of outputs (leaflets, brochures etc.);
- Number of technical and scientific publications;
- Article in newsletters and magazines;
- Visibility in the social media;
- Participation in public events, workshops and seminars;
- Links with existing networks and transnational partners; transfer of information and know-how;
- Impact on regional, national and EU policy measures;
- Feedback from end-users, other stakeholders, peers, policy-makers

4 Partner's Contributions

Partners' contribution has been differentiated in terms of:

- Awareness raising and visibility activities, intended as those activities oriented to let know the relevant bodies and interested persons the type of the project and its objectives/results
- dissemination/exploitation activities, intended those activities finalized to let know the results obtained from the project and to allow its diffusion and potential use
- Sustainability and exploitation of the project results, intended those activities finalized to sustain the use and exploitation of the SUNSpAC outputs and results.

According to these classifications, all project members have contributed to the diary of dissemination activities by recording information about individual contributions to visibility activities and to dissemination/exploitation activities.

4.1 Strategic Plan for Diffusion and Dissemination

The Table below shows the strategic plan for diffusion and dissemination of different actions, type of activities planned to implement those actions and the related target groups.

Table 2 Strategic Plan for Diffusion and Dissemination

| Dissemination activity | Type of Action | Dissemination targets | Frequency | Indicators |
|--|------------------------|--|------------------------|--|
| Project kick-off | Project publicity | All stakeholders | Once | News and articles No. of participants |
| Local launch | Project publicity | Staff and students of partner institutions | Once per partner | No. of participants |
| Local launch | Project publicity | All stakeholders with in the home country of partner institution | Once per partner | No. of participants |
| Launch of website | Online presence | All stakeholders | Once | https://www.sunspac.e.farm |
| | Regular updates | All stakeholders | Throughout the Project | https://www.sunspac.e.farm no. of updates, visits, cross-referencing |
| Social Media (facebook page, LinkedIn) | Online Presence | All stakeholders | Throughout the Project | https://www.facebook.com/SunspaceProject no. of visits and likes |
| Workshops/Seminars | Scientific Publication | Researchers, HEIs, Industries | Throughout the Project | Number of workshops, seminars |
| Publications in National/International Journals | Scientific Publication | Researchers, HEIs, Industries | Throughout the Project | Number of publications |
| Publications in National/International Conferences | Scientific Publication | Researchers, HEIs, Industries | Throughout the Project | Number of publications |
| White Paper in National/International Conferences, Workshops, Seminars | Scientific Publication | Researchers, HEIs, Industries | Throughout the Project | Number of publications |
| Articles in National/International Conferences, Workshops, Seminars | Scientific Publication | Researchers, HEIs, Industries | Throughout the Project | Number of publications |
| Peer group discussion/Workshop | Project publicity | All stakeholders | Throughout the Project | No. of organizations reached, |

| | | | | |
|------------------------------------|-------------------|----------------------------------|------------------------|---|
| | | | | contracts/agreements with organizations |
| Documents for Internal circulation | Reports | SUNSpACe consortium | Throughout the Project | No. of required reports as per the proposal |
| Documents prepared as Deliverables | Reports | Stakeholders and EU Project team | Throughout the Project | No. of required reports as per the proposal |
| Farm visit/Field tour | Project Publicity | Project team | Throughout the Project | No. of visits |

4.2 Dissemination and exploitation activities

A detailed list of potential exploitation and dissemination activities, with their respective timeframes, is given in the table below (the table is organized per year):

| Year 1 (2019) | | | | | | |
|--------------------------|--------------------|---|---------------------------------|---|---------------------|--|
| Partner | Type of Activities | Potential Speakers (if applicable) | Role of Speaker (if applicable) | Types of participants | No. of Participants | Context of the Meeting/event organized |
| CMU | Partners Meet | | | Partner coordinator and representatives | | Kick-off Meeting |
| Consortium | Logo design | | | | | Project branding |
| AEC and all other | Social Media | | | Farmers, researchers, students and all other concerned stakeholders | | Update project activities |
| All partners/ Consortium | Field/Farm Visit | | | Partners | | Meeting and visit to key stakeholders |
| CMU/KKU | Journal paper | | | | | |
| ULL | Conference paper | Aurelie Charles, Claudine Gay, Paweena Suebsombut, Keshar Prasain | | | | Technical Output of SUNSpACe on an adaptive learning approach to train smart farmers in Thailand, Bhutan and Nepal |
| ULL | Conference paper | Dewan Farid, Aicha Sekhari Seklouli, | | Researchers, HEIs, Industries | | Technical output of project "Cluster-based knowledge |

| | | | | | | |
|--------------------------|---|----------------|--|---|----|---|
| | | Ouzrout Yacine | | | | transfer approach for smart farming” |
| ULL | Public Event | Aicha Sekhari | | Participants of the event | | Technical communication in international workshop on “Innovation on Research, Technology and Applications - |
| ULL | Public Event | Aicha Sekhari | | Participants of the event | | Introduction of SUNSpAcE in CEISEE 2019 15th China - Europe International Symposium on Software Engineering Education |
| | | | | | | |
| | | | | | | |
| Year 2 (2020) | | | | | | |
| ULL and partners | Project Website | | | Farmers, researchers, students and all other concerned stakeholders | | Share project related information and update project activities |
| AEC and all other | Social Media | | | Farmers, researchers, students and all other concerned stakeholders | | Update project activities |
| CMU | Training | | | Farmers, researchers and students | 14 | Pilot Training |
| Consortium | Audio-visual media | | | Farmers, professionals and students | | Teaching and Learning Materials |
| Asian partners | Localization of teaching and learning materials | | | Farmers, professionals and students | | Converting to local language |
| All partners | Network | | | Concerned stakeholder | | Collaborating with government and professional bodies in partner countries |
| All partners | Poster | | | All stakeholders | | Announcement of learning activities |
| All partners | Poster | | | All stakeholders | | Announcement of SUNSpAcE outputs |
| All partners/ Consortium | Field/Farm Visit | | | Partners | | Meeting and visit to key stakeholders |

| | | | | | | |
|----------------------|---|--|--|---|--|--|
| UWS | IEEE Article “Smart Farming in EU and Asia” | | | Researchers, HEIs, Industries | | Technical output of Project |
| UWS | Journal Paper “Smart Farming in EU and Asia” | | | Researchers, HEIs, Industries | | Technical output of Project |
| CMU | 2 Conference Papers | | | Researchers, HEIs, Industries | | Technical output of Project |
| ULL | 1 conference paper | | | Researchers, HEIs, Industries | | Technical output of Project |
| RUB | 1 conference paper | | | Researchers, HEIs, Industries | | Technical output of Project |
| AEC | 1 conference paper “Current status of smart farmers in Nepal” | Kalpana Karki, Ananta Adhikari, Dharmendra Mishra, Aicha Sekhari | | Researchers, HEIs, Industries | | Technical output of Project |
| Year 3 (2021) | | | | | | |
| ULL and partners | Project Website | | | Farmers, researchers, students and all other concerned stakeholders | | Share project related information and update project activities |
| AEC and all other | Social Media | | | Farmers, researchers, students and all other concerned stakeholders | | Update project activities |
| RUB and partners | Public Event | | | Farmers, researchers, students and all other concerned stakeholders | | Pre-final dissemination in order to reach a wide range of stakeholders from Asia as well as to present project results |
| ULL and partners | Public Event | | | Farmers, researchers, students and all other concerned stakeholders | | Final Dissemination in order to reach a wide range of stakeholders from EU as well as to present project results |
| All partners | Network | | | | | Collaborating with government and professional bodies in partner countries |
| All partners | Leaflets, posters, kakemono | | | All stakeholders | | Promotional material for project activities |
| All partners | Leaflets, posters, kakemono | | | All stakeholders | | Promotional material for seminar workshop and conference |
| All partners/ | Field/Farm Visit | | | Partners | | Meeting and visit to key stakeholders |

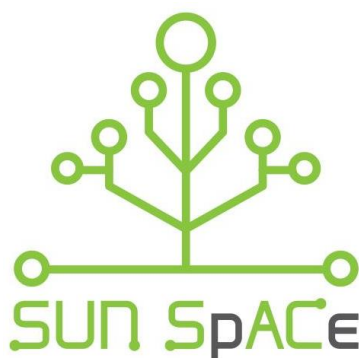
| | | | | | |
|------------|--|--|--|--|--|
| Consortium | | | | | |
|------------|--|--|--|--|--|

5 Initial Dissemination Activities

During the project initiation phase, dissemination activities concentrated on establishing the project name linked to the assembled expertise of the partner consortium, describing the project's goals and achieving visibility in the already known communities. This was achieved through a series of steps as explained below:

5.1 Selection of the project Logo

A number of suggestion for the project logo were proposed by ULL (coordinator of the project). The selected one represents the brain knowledge acquisition and the name of the project.



All the partners of the project have been invited to use the project Logo when publishing dissemination materials for the project; the SUNSpACe logo must be associated to the Erasmus+ logo (co-funded by the Erasmus+ Programme of the EU).

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This reinforces the visibility of the project and the perception of a project that falls under professional quality standards. A dedicated format of the slides has also been provided to be used for any presentation regarding SUNSpAC Project.

5.2 First press announcement

A first local article on the project SUNSpACe was launched immediately after the start of the project and the kick-off meeting, on the website of the coordinator University Lumière Lyon 2 in three levels:

Through ULL website for large diffusion:



Through our ICT4Manuf DIH:

https://ict4manuf.univ-lyon2.fr/Digital-Innovation-Hub/?page_id=2548

At the European level, the agency communicate on the project:

<https://ec.europa.eu/programmes/erasmus-plus/projects/eplu-project-details/#project/598748-EPP-1-2018-1-FR-EPPKA2-CBHE-JP>

We will wait for the first results of the project (Outputs of the survey, learning approach, learning materials etc.) to produce our first dissemination local, national and international press (Malaysian).

5.3 Launch of the Project Website and Social Media Presence

The project website will be located at <http://sunspace.farm/>. The domain name sunspace.farm has been purchased and email mailing lists have been defined.

- sunspace@sunspace.farm (for all the partners)
- WPn@sunspace.farm (one mailing list for each Work package)
- PMB@sunspace.farm (Project Management Board, 1 person per partner)
- PTB@sunspace.farm (Project Technical Board, leaders of the 5 WPs)
- AdB@sunspace.farm (Advisory Board, Associate partners (companies))

Google Analytics will be used to continually measure the performance and activity of visitors so that impact can be easily assessed.

The project's social media accounts, facebook was set up in order to enable communication with the active university and farmer community. The facebook page of the project is located at:

<https://www.facebook.com/SunspaceProject/>

In this context, the presence of the project on major social networking platforms has been established from the early stages. Successful distribution of messages and absorption by the community will be shown by the number of citations, retweets of messages. Continuous and expanded presences in social media channels and work towards community engagement will result in audience buy-in at training session events.

6 Project communication

6.1 Project Communication Scheme

The project website and social media channels need to be fed with announcements and updates on the project's progress and targeted messages about offerings to the different stakeholder groups. Conference contributions, workshops and training events provide good opportunities for this. Therefore, all project partners are expected to announce participation in events. Short messages live from the events will be distributed via Facebook account of the project. Summary of the contribution and results will be compiled for news on the website. Each partner is therefore asked to draft short articles and provide pictures where and whenever possible.

The established social media presence on Facebook will be the main elements of the dissemination plan and will represent an important way to be in touch with the relevant community (Farmer, academics, students, companies, organisation). The project team will use this channel collectively by promoting the project content and creating awareness i.e. recommending them to members of their social networks. Feedback over this channel will be observed and acted upon in a timely manner. If the need develops, further platforms can be added, such as local social network in Bhutan, Nepal or Thailand, for setting up specialized communities.

SUNSpACe will produce roll-up posters and banners that reflect the mission and expected outcomes of the project. Posters show the project's logo including catch phrases and keywords, list of partners, relevant links to the project site, its social media channels and the European Union co-funding information. Different messages will address general project interest as well as specific target groups. These roll-ups will be used in meeting and training events organised or (co-)organized by SUNSpACe.

A similar approach will be used for flyers, where one version highlights the overall project goals and more specific editions are being developed for selected events and audience.

Smart farming Lab and centres of excellence are one of the key factors in the sustainability of the project; they will be an important part of the dissemination and communication plan.

Partners to Farm organisation, academics and companies in workshops or seminars will present them. The presence of institutional and governmental authorities will be very important to promote the sustainability of project results.

6.2 Promotional Material

Promotional material have been created for the start of the project. They are available in pdf format in the dedicated section of SUNSpACe platform (and will be available on the website).

- SUNSpACe Leaflet
- SUNSpACe Poster
- SUNSpACe Kakemono

Other promotional material will be added during project execution, in particular;

- Leaflets with the announcements of Seminars, Workshops and Conferences
- Posters with announcement of learning activities
- Posters with announcement of SUNSpACe OUPUTs

All the material will be made available on the project website.

7 Final Event and Project Results Communication

Pre final dissemination event will be organized in Bhutan at the end of the project (M30), in order to reach a wide range of stakeholders from Asia as well as to present project results. The event will aim at raising awareness and promoting the SUNSpACe project outcomes. A final dissemination event will be organized in Lyon at the end of the project (M36), in order to reach a wide range of stakeholders from EU as well as to present project results. Promotional material will also be distributed during the event

8 Sustainability and exploitation of the project results phase

We have described in this document the strategic plan for the diffusion and dissemination of the outputs of the project. This to ensure an efficient and coherent approach to disseminating the project to the widest possible EU & Asian audience and beyond.

This dissemination and exploitation plan allows the project members to disseminate the learning materials using of the learning material and the Centre of Excellence created during the project in each partner country in Asia. The main objective of this plan is to create awareness in the farmer community and university for the acceptance of the use of ICT in farming.

This dissemination and exploitation plan must be feasible, flexible and responsive. Depending on the target audience, we must be able to adapt our communication strategy according to the results and deliverables of the project and the evolution of our environment. The SUNSpACe project partnership has produced a dissemination and exploitation plan of its actions and results towards the main target groups as well as towards all those stakeholders who can be positively impacted by the exploitation of its results and outputs. It also aims to spread the expertise acquired through the project lifetime as broadly and as comprehensively as possible; and to disseminate the projects' results to potential multipliers.

The exploitation of the SUNSpAcE project results is being conducted on different levels: a) Integration of the SUNSpAcE training and teaching materials into the regular academic offer of all project partner universities, b) Exploitation of the SUNSpAcE platform as a training supporting tool at the partner universities, and c) Exploitation of the Smart farm labs installed at partner institutions for professional training and research activities bringing new teaching and research opportunities, beyond the framework of the project.

Valorising the SUNSpAcE project is important to enable its results to become “sustainable” and help create new opportunities to extend the project and develop partnerships for the future.