



OUTREACH REPORT

26 March 2021

IoF2020 Deliverable 5.4



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1. THE PROGRESS OF WORK

This work package focuses both on internal and external communication/dissemination activities.

- Internal coordination of communication activities among the different trials and WPs: WP5 serves as the linking pin between the different trials and the other WPs that facilitates the flow of information between participants and partners.
- External communication to stakeholders including the general public and the dissemination of relevant information to the target audience: WP5 manages and contributes to the communication, dissemination and public affairs activities of the consortium, ensuring the sustainable embedding of the innovative IoT technologies by taking into account commercial, scientific, societal and legislative dimensions.

WP5 distinguishes between three phases of communication and dissemination:

- 1) sowing; visual identity and communication tools, target audience: consortium members
- 2) flowering; continued dialogue and communication with defined key stakeholders: farmers and other end-users, IoT technology providers, the scientific community
- 3) harvesting. stronger focus on success stories, market opportunities, scientific publications, societal interests and matters such as regulation and policy development. Target audience: general public, professional and lay press, policy-makers and regulators, interest organisations

During these phases the focus shifted from internal (i.e. standardisation of communication materials) toward external communication in order to build a societal ecosystem that encourages acceptance of IoT technologies.

The present report reflects on all the actions that have been implemented all along the 3 phases in order to make the IoF2020 project not only visible, but with a sense of community, keeping in mind the usefulness of its results for the agri-tech world. The outreach of IoF2020 is hard to evaluate in figures, although we present some figures in the report. It also consists in informal links, exchange of information, invitations and presentations.

The community of IoF2020 is already very diversified in terms of consortium members, and the combined action of the use cases in 22 Member States with the connection to EU playing agriculture actors at project level really contributed to the success of the bottom up approach: Experiences from the ground brought up to EU policy recommendations, involving Researchers and the key EU agriculture industry representatives in the discussion.

The project certainly has the attention of policy makers and testifies of the state of the art in terms of IoT for farming in 5 sectors. In that sense, the outreach of the project is a success.

Limits:

The project purpose is to help farmers in their activity. Digitalisation should make business easier, more sustainable. Food should become more traceable and supply chains optimized. While IoF2020 was already involving numerous farmers from all over Europe, the overall project communication, in spite of all the efforts made to engage with this community, had difficulty to actively involve farmers in the project actuality and events. Hence the contact with farmer community was using these different channels:

- Link with farmer representations: COPA-COGECA & CEJA
- Contact via ecosystem chairs
- Contact via use cases managers in touch with test field farmers

2. THE PROMOTIONAL ACTIVITIES AND TOOLS SUPPORTING USE CASES

2.1. THE ELABORATION OF USE CASE POSTERS

In order to support the dissemination of the use cases activities in their meetings, events and presentations, WP5 elaborated in concertation with the use cases a template displaying key information on one page bearing the project visual identity codes. In addition to the name, the posters therefore display the use case KPIs, short description of their goal and activity, graphic presentation of the structure, company members and expected impact. These posters have proven to be very popular among the use cases and have been used and updated all along the project life. The posters are available for view and download on the IoF2020 website and were visible on the previous website version on each use case page.



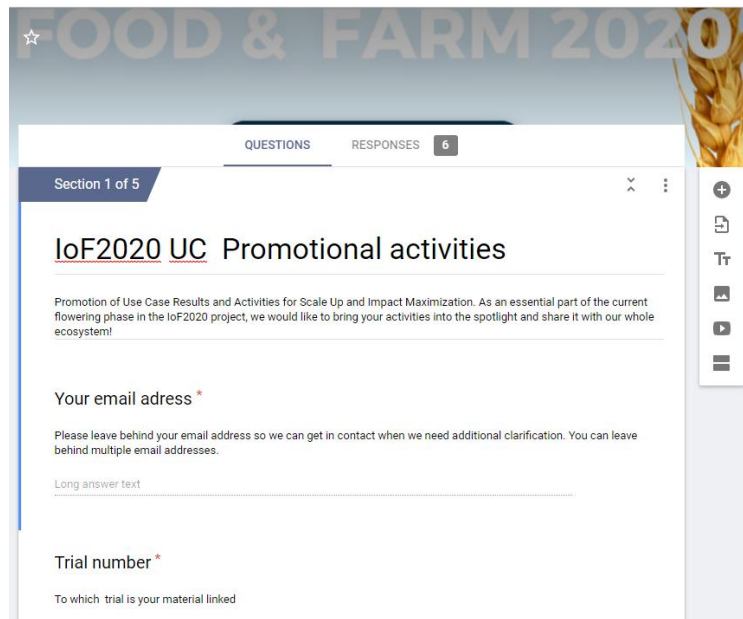
Figure 1: Example of IoF2020 use case poster

2.2. THE USE CASE INPUT COLLECTION

To this end, links between WP2 (Trial Management) and WP5 were reinforced. Both WPs created the use case promotion strategy together, using bottom-up inputs from all involved use cases to create dissemination material at project level such as stories, detailed updates alongside other promotional content. All the use cases were invited to webinars, explaining the procedure of input collection and emphasising how they can benefit from the visibility the project can provide through its ecosystem building strategy and established dissemination channels. The use cases were encouraged to provide

their bottom-up input about their respective activities via a simplified template circulated each month by WP2.

WP5 would then use the input to create different types of social media content, website articles, or detailed use case updates in case a significant milestone was reached. At first, the template was a word document with different sections to fill, sent to the use cases each month. However, a 6-months test period followed by feedback gathering from the use cases led to an improved procedure of input collection. Hence, both WPs elaborated a google form easily accessible to all use cases (see Figure below). WP5 would then regularly evaluate the new inputs and turn them into exploitable material for dissemination.



☆ FOOD & FARM 2020

QUESTIONS RESPONSES 6

Section 1 of 5

IoF2020 UC Promotional activities

Promotion of Use Case Results and Activities for Scale Up and Impact Maximization. As an essential part of the current flowering phase in the IoF2020 project, we would like to bring your activities into the spotlight and share it with our whole ecosystem!

Your email address *

Please leave behind your email address so we can get in contact when we need additional clarification. You can leave behind multiple email addresses.

Long answer text

Trial number *

To which trial is your material linked

Figure 2: the IoF2020 use case input collection

2.3. THE USE CASES INTERVIEWS

All along the project activity, the role of WP5 consisted of keeping in touch with the use cases' work and development. One of the promotional means used was to directly interview the use case managers in order to get the story behind the work. It was also the occasion to receive pictures of the technology implemented in the fields and bridged the gap through impressions, bringing the reader as close as possible to the reality of the project. At the same time, the article published was also sent to the use cases and to the whole newsletter subscribers. Some of the article highlights were also promoted on social media in order to maximize the attention given to the use cases.

"Smart farming solutions might be one of the key answers."

Other issues on the agenda include the problems that the sensor installation crew faced during the deployment of a new soil moisture sensor at the UC1.6 pilot field in Cyprus. During the drilling an unexpected area with rocks was discovered, so quick and accurate decisions need to be taken.



Installing new sensors at the pilot fields in Cyprus (left) and Poland (right).

Figure 3: detail of the interview of UC1.6 in the newsletter 7 (Oct.2019)

2.4. THE USE CASE VIDEOS

During the whole project duration, some use cases have been producing their own videos. WP5 has therefore created a YouTube channel to centralize all the productions. Additionally, to create an attractive tool for our exhibitions and events, we selected a successful use case with the help of the project steering group and contracted an external company specialized in the realisation of virtual reality videos. We thus produced an educational video that can be played with a set of VR goggles. It takes the viewer behind the wheel of a potato harvester while animations explain the soil scanning technologies.

But most importantly, as WP5 we wanted to ensure a fairness of treatment and a rendering as close as possible to the reality of the use case achievements. In order to support that goal, we elaborated a tour of the use cases with a filming crew coupled with interviews of the farmers and technicians involved. This set of 33 videos is a very specific product to complement the use case catalogue. Our videos are all realized in the same format: Bearing the visual identity of the project in mind, they are snapshots explaining to the viewer what technology is used and why it is useful for the respective farming activity. The issues faced and limits of the technology are also addressed in the interviews. The video realization was a complex planning process between WP5 and the use cases and the filming crew had to travel a lot while complying with safety and travel restriction measures. In the end, videos have been produced, edited and released for all of the use cases which makes the achievement truly incredible and a superb added value for the use case catalogue.

The videos are visible on our YouTube channel, but also on the free streaming service VoltaTV. WP5 made the arrangement with this private company for several reasons. For instance, there are no restrictions in terms of size, quality and audience. The contract ensures that the videos will be published on the long term and this cannot be changed by a unilateral decision. The streaming channel created a special "Smart Farming" category which is hosting our series.

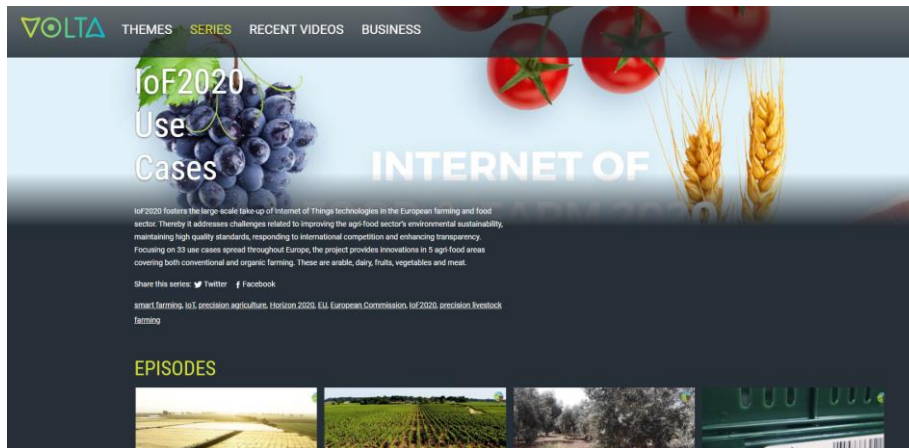


Figure 4: impression of the IoF2020 use cases displayed on VOLTA TV

The videos were also presented during the IoF2020 final event and the monitoring of the visitors in the “Cinema Booth” has proven to be attractive and successful with 257 visitors. It was the most successful out of the 39 booths present.



Figure 5: statistics from the virtual exhibition during the IoF2020 final event

2.5. THE USE CASE CATALOGUE

We consider that the use case catalogue as the key deliverable from WP5. It should give a comprehensive understanding of the work performed by the use cases, and be honest with regard to the implementation and successes (or failures) of the technology. The idea is that the farming community can benefit from the learnings and use the catalogue to make an educated decision regarding their own requirements. It is the outcome of the 4 years of research and demonstrations, documented with pictures of installations, transcripts from the interviews, videos taken in the labs or in the fields showing what is the real IoF2020 work behind the figures and concepts.

The travel restriction measures due to the pandemic greatly complicated the work of WP5. Indeed, in order to collect genuine material from the use cases (interview, videos, pictures from field work, etc...)

of a professional quality, we had planned to visit all of the use cases during the project period, which is also constrained by seasons and weather (due to the agricultural nature of the project, field activities do not take part during the whole year). The “action window” was already narrow but with COVID-19, it got even narrower.

Nevertheless, thanks to the great cooperation with the use cases and also because most of the planning was already set before the pandemic arrived, it was possible to arrange travels and interviews with most of the use cases. WP5 had to hire the services of a professional film maker who was traveling around, accompanied with a WP5 member. The interviews were planned in advance with the use cases so that the answers and the shooting scenes could already be prepared for an optimized rendering.

We took into consideration that the target audience should be as large as possible so we have eliminated the technical jargon and kept the transcripts as synthetic as can be. The visitor is presented with several “blocs” of information for a comprehensive reading.

Each bloc presents the viewer with a glimpse of information which can be expanded on a click. With this technique, the information is not “overflowing” the reader. One can then select the aspect that is the most interesting and continue the detailed reading. The focus is clearly put on the “use case as a solution provider” as to comply with the new angle recommended during the previous review meeting.

The different information blocs are as follow:

- Team members and contacts (popup)
- Picture carrousel from use case (rotating)
- Short intro text
- Detailed work description and key objectives of use case (expandable)

The key objectives are written in a storytelling format. It is based on the interviews performed with use case members. They allow the reader to really dive into the work performed.

- Connection with SmartAgriHubs
- Products and services from UC
- Partner logos
- Video shot at UC location

In order to ensure a long-lasting visibility of the recorded and edited videos, we have teamed up with a streaming TV channel. (more info about the videos in the next section)



FRESH TABLE GRAPES CHAIN

Implementing real-time monitoring and control of water supply, crop protection of table grapes, and predicting shelf life

[Read the use case here](#)



INTRODUCTION

Table grapes are an important crop for farmers in the South East Region of Bulgaria and Kosovo where this use case carried out its main activities. However, the implications of its production went far beyond those regions as they led to sustainable organic production and packaging of its end products in Europe and beyond. One of the factors in securing the way each could represent a step towards a holistic system that covers the entire value chain of organic table grapes. This also manifested on a national level when Vortexis Ventures of the UK-Cosia Consortium described the work and research they are performing in this area, which led to the search for a community in Bulgaria that could deliver technological support and bring a community of farmers, end users, researchers and producers. [Read more](#)

HIGH QUALITY STANDARDS AT FARM-LEVEL

IoT technology solves many difficult tasks during the production of organic table grapes. Growers are delivering fruits, and especially offers solutions to the challenges of other value chains as well.

[Read more](#)



FROM CUTTING-EDGE TECHNOLOGY TO TRADITIONAL...

In farm level, the main focus was on water, nutrients and sensors, resulting in a more up-to-date and efficient monitoring of production processes.

[Read more](#)

Figure 6: Impression of the IoF2020 use case catalogue

The use case catalogue has been finalized and launched in March 2021. Since it is very recent, it is difficult to truly evaluate its success and impact. But since it represents the most up to date and complete overview of the UC work, WP5 has taken the necessary measures to keep the catalogue accessible online for another 2 years after the project end. This material will also be taken onboard in the SmartAgriHubs innovation portal (see section 4.3) to increase the impact.

2.6. OTHER PROMOTIONAL ACTIVITIES

The outreach support from WP5 to the use cases also consisted of trainings, showcases to other actors and participation to events.

The spokesperson training

Taking into consideration that use cases are potential business seeds, it was important to consider their own communication towards potential clients or decision-makers. WP5 therefore elaborated a support outreach training for spokesperson. The spokesperson training was delivered during the regular trial meetings happening in the project.

PLANNING YOUR COMMUNICATION

- What do you want to achieve?
- What does the other person want to achieve?
- What might their challenges be?
- How could you solve them?
- What is your strategy in conveying your message?

The target audience determines the message



Figure 7: impression of the spokesperson training for IoF2020 use cases

From use case to showcase guidance

It is part of the WP5 role to teach the use cases about successful communication. In that view, we elaborated 2 trainings: “[20 golden rules to efficiently showcase your activity](#)” and “becoming a spokesperson”. The first training was given to all the use cases during the 2019 partners event in Prague. It teaches the best ways how to leverage social media to amplify the outreach of the use case activities. Furthermore, WP5 thought that such training should be available permanently and turned it into a magazine available for everyone on the IoF2020 website.

The second training took place for the first time during the arable trial physical meeting in Vilnius. The idea was to prepare use cases to make the most out of their encounters. In case they meet decision makers during an event, should they speak to the press about their activity or should they need to get attention from public authorities. This training is in line with the maturity level of the IoF2020 use cases which now get more and more presented to the public as their activity reaches commercial stage.

Demo Flyers

In order to strengthen the communication of use case’s demonstrations with a uniform appearance, WP5 designed trial flyers based on the style guide of the project (see Figure below). The flyers are used to give a professional and visually project-related support when the use cases communicate their activity to the external world. Recognising the IoF2020 branding shall further increase the number of interested stakeholders. They consist of 2-page PDFs which can be adapted to the need of the use case demonstration activity (stating: place, time, name and contact data)



Figure 8: the IoF2020 use case demo flyer - Dairy

The CEJA competition

The activities and solutions developed by the use cases are directed to farmers. But, do farmers know about smart farming possibilities? What would be their privileged solutions? With these considerations in mind, WP5 assisted by students from Wageningen University elaborated a survey displaying (almost) all the use case solutions. In parallel, we were contacting the European Council of Young Farmers to ask for their inputs and support in dissemination among their member community. This initiative led to a participation rate which was a bit disappointing with less than 70 young farmers taking the survey. However, the competition was heavily relayed on social media from CEJA and ultimately, also on IoF2020 social media channels. The competition was closed recently (just before the IoF2020 final event on March 16). Some results were drafted out of the responses such as a debriefing article, feedback to the use cases and the attachment to the virtual exhibition booths at the final event.

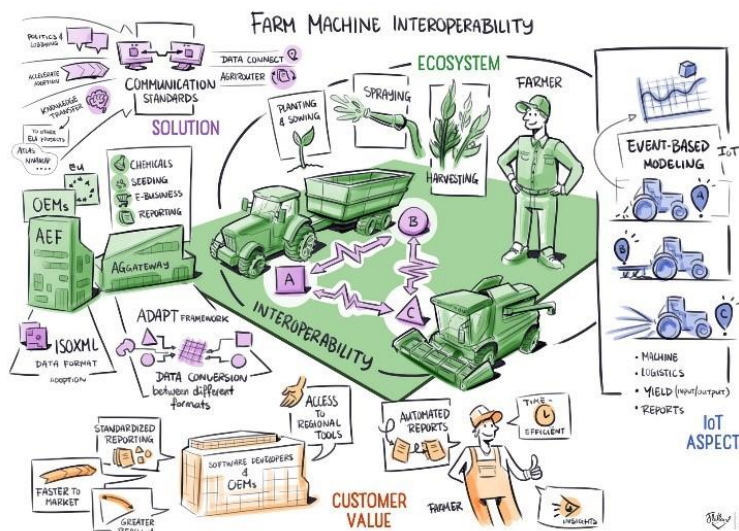


Figure 9: illustration of use cases function used in the CEJA competition

MOST PREFERRED SOLUTIONS

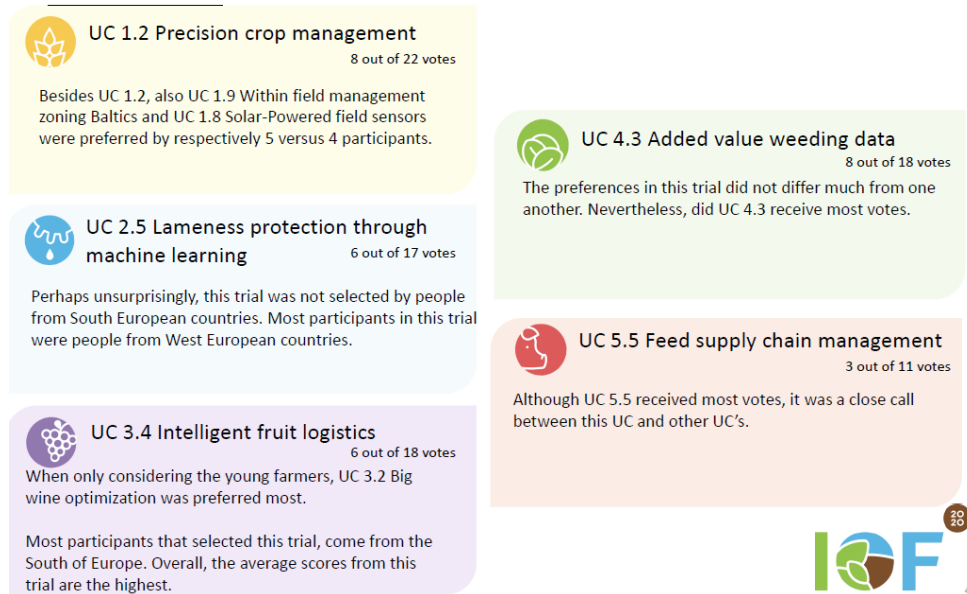


Figure 10: impression of the CEJA competition results factsheet

The COVID-19 Task Force

The beginning of the year 2020 surprised everyone to say the least. After the success of the high-level event, the WP5 team was looking forward to participating in other popular events such as IoT week. Instead of that, the pandemic halted the world activity and people realized that they were really dependant on efficient food production and reliable supply chains. Both of these aspects, crucial in times of confinement, are also dealt with in IoF2020. Indeed, the digitalization of the food production and distribution allows a very precise management and traceability of the products, in addition to reducing the need for physical contacts. Trying to turn this crisis into an opportunity, the project WP leaders decided to create a “COVID Task Force” aiming at identifying the challenges posed by the pandemic and tackled by our use cases, and at finding the best way to communicate about it.

This led to regular meetings between work package leaders and ecosystem chairs and resulted in a nice and comprehensive series of articles and infographics. The collected material illustrates the concrete solutions brought by IoF2020 members to the pressing challenges faced by all the member states. All the material remains visible and accessible to every visitor as a special section has been created on the website. This section is now in the background info on the current IoF2020 website.

To facilitate the dissemination, WP5 elaborated an online magazine composed of several sections, each one presenting a specific challenge and how IoF2020 helps tackling it. The articles are illustrated with infographics that were shared on social media.

ADAPT TO THE REROUTED FOOD DEMAND DUE TO LOCKDOWN.

⊗ COMPLEX LOGISTICS AND STORAGE ⊗ LESS CUSTOMERS ⊗ INCREASED FOOD WASTE



Figure 1: example of COVID challenge infographics

In the covid related online magazine, 8 use cases were particularly highlighted. After agreeing on the most pressing challenges, the task force identified the most relevant use cases that were working on a solution applicable and already in use. The reader can thus understand how it works and why it is important for responding to the new and sudden challenges.

Furthermore, the COVID Task Force wanted to give an overview of the impact of the pandemic, sector by sector, so that the related actors within the project can also more easily relate to the information and contribute to its dissemination. It was decided to create 5 podcasts (1 per IoF2020 Trial) in which each of the ecosystem chair could present the impact of the disease on their activities and explain what was the reaction and adaptation of the use cases. The podcast format was chosen because of its easily shareable format and possibility to present a lot of information in a more accessible way (compared to reading a very long article). The podcasts were published on every streaming platform (Spotify, ApplePodcast, AndroidPodcasts and YouTube) and are also embedded in the corresponding online magazine.

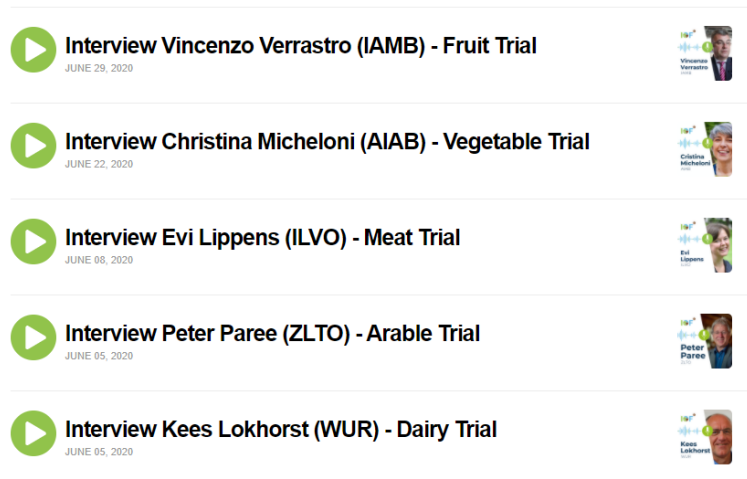


Figure 11: the IoF2020 ecosystem chairs podcasts

3. THE PROMOTIONAL ACTIVITIES AND TOOLS SUPPORTING THE OVERALL PROJECT VISIBILITY

3.1. THE PROJECT WEBSITE

The website has been recently updated into a use case centred display called the “Use Case catalogue” (see section 2.5). Before that update (effective on March 1st 2021), the website incorporated the visual codes agreed upon by the consortium and was presenting the project field of research. Each trial was presented and the Uses Cases all included. The website was lively and regularly updated with articles written by the WP5 team, project members and external contributors. Also, it incorporated a Twitter feed and a blog. The Twitter account has more than 3000 followers and is constantly growing. The WP5 team follows the communication policy (maximum of 2 tweets per day and at least 1 article per week) and it has been matching the project expectations. Our account frequently interacts with the other initiatives evolving in the same sector.

The blog is dedicated to external contributions. Interested parties send to WP5 article proposals which are reviewed and published, it is a great way of reinforcing the ecosystem and gaining more visibility.

In the last year of the project, the website was visited by 43 000 users and the average number of visits per day is 150. It is important to highlight that visitors spend in average 2,5 minutes on the website. This quite long visit duration suggests that the provided content are of interests to the stakeholders. Most visitors come from India (4781 visits). The EU (top 3: Netherlands, Germany and Belgium) follow closely but it is also notable that the USA made it to the top 12 visitors’ country of origin.

The website was also constantly evolving to match the project current activities. The homepage reflects the most important news (event organisation, major achievement, Open Call, etc…) and can easily be updated to incorporate new elements (ex: Open Call submission page was developed and adapted to the website by WP5 members, without the need to use external software for open call handling). Last but not least, the website also hosts the IoF2020 online magazine (see section 3.3).

Visitor Map

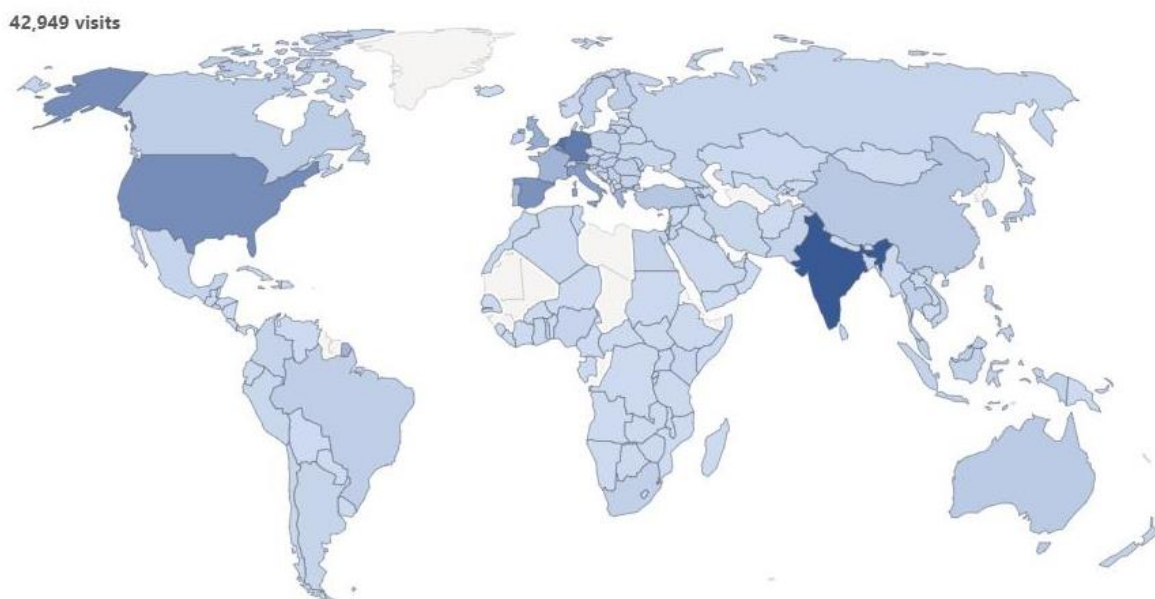


Figure 12: the IoF2020 website visitor map in 2020

3.2. THE PROJECT BROCHURE

The IoF2020 brochure is one of the key dissemination tools of IoF2020. Hence, WP5 has put a lot of thoughts and efforts into its development. The brochure followed the project evolution, from the start, to the open call until the full deployment of use cases. The content has increasingly become more end-user oriented as it presents the solutions of all the use cases, shaped in an attractive, engaging way.

It tells a story: presenting the WP leaders and their ambition for the project. It is also interactive, using QR codes that redirect the interested reader directly to the designated UC webpage. Last, it keeps the project visual identity and uses lively and attractive designs that attracts the reader’s attention. The 2020 brochure reflects the project’s maturity as it displays the latest KPI from 33 IoF2020 use cases, meaning the most up to date results from each use case.

Also, the 2020 brochure is realized under the format of a permanent calendar. It is not year specific, so it only refer to the week of the year. Each week page is dedicated to a use case or to another important aspect from the project: deliverables, videos, SmartAgriHubs, etc...



Version 2017

Version 2018

Version 2019

Version 2020

In this calendar, we continue to use the QR code technique to lead the reader to more detailed information. For instance, the use case QR code will lead the viewer to its dedicated page in the use case catalogue, where all the specifics and contact details can be found.

The idea is two-fold, we wanted to present a comprehensive view of all the project results as if one would browse through a catalogue of solutions for farmers. Since it is not a brochure but a calendar, it serves a purpose that will hopefully lead the owner to keep it handy and not storing it in a drawer. The calendar is not attached to a specific year which allows the owner to use it over several years. We hope that this product will support a long lasting visibility of the project outreach.






Figure 13: impression of IoF2020 calendar page

The product is currently being printed and it is planned to send hard copies to all the use case managers, WP leaders and project supporters.

3.3. THE SOCIAL NETWORKS

IoF2020 has 3 social media accounts which are attached to different target groups and strategies. Each channel was developed organically, without using paid promotion, by posting relevant content and generating meaningful interaction with our followers. The branding of IoF2020 was consistent over the platforms, but the vocabulary used was adapted to each platform and target audience.

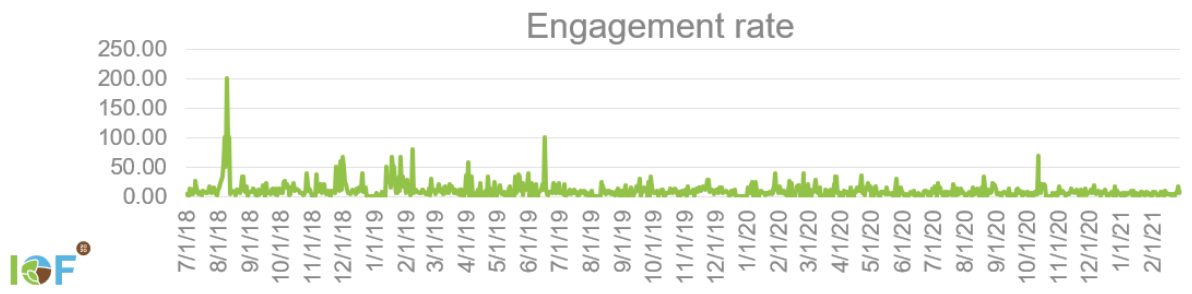
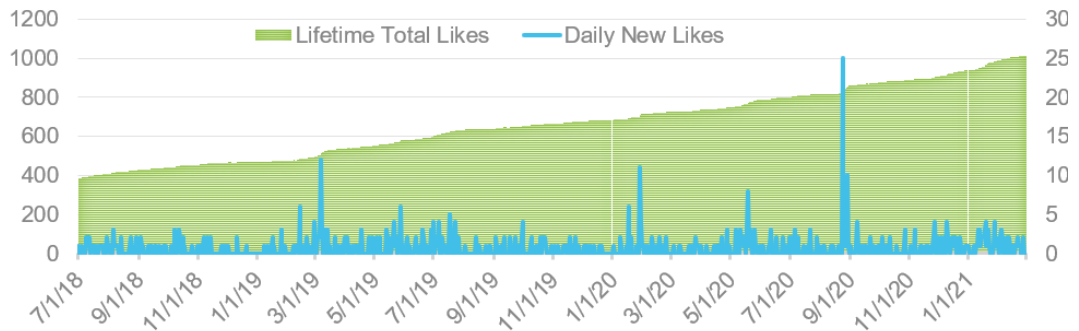
Specific communication campaigns were also developed.

	 Twitter	 Facebook	 LinkedIn
Launch	February 2017	September 2017	August 2018
Use	<ul style="list-style-type: none"> • Project updates • News about digital agriculture • Link / nurture cooperation with other initiatives • Events • <u>Inform</u> about UC activity 	<ul style="list-style-type: none"> • Updates on the UCs and their progress • News about “digital agriculture” • Showcase visuals (videos, photos...) from the field • Nurture cooperation with other initiatives 	<ul style="list-style-type: none"> • Sharing latest project developments • Initiatives and articles from IoF2020 Members • Advertise about upcoming events
Outreach	3,095 followers Average engagement: 1.5%	1,020 followers	1,943 followers Average engagement: 6.74%

- **Facebook**

An official “Page” account was created on the platform in 2017. Farmers were identified as a target group on this platform, Facebook groups are generally created on a regional basis (i.e “Farmers in Yorkshire”). The Page gathered a solid following base, identified by individual “liking” the page. We can identify peaks in new “likes” after events, as attendees will search for IoF2020 on this platform.

However, the engagement rate was below our expectations. The Facebook algorithm pushes forward the content generated by individuals, which creates competition between official “Pages” accounts to attract the attention of users. A strategy that could be developed in the future would be to share the content published by the Page directly in farmer Facebook groups. Nonetheless, our followers and the Pages of our partners regularly shared IoF2020 content with their own Facebook followers, increasing its visibility to communities that might have not been reached otherwise.



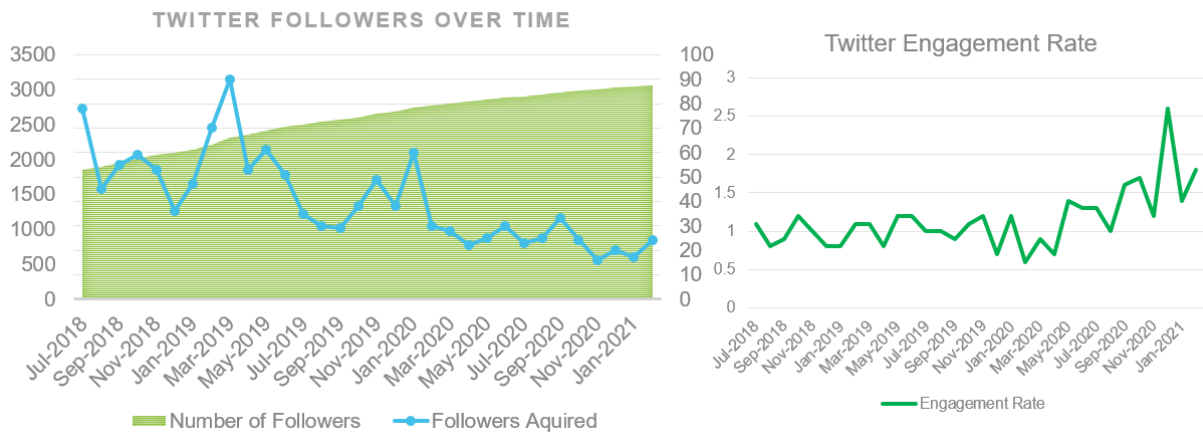
- **Twitter**

Twitter is a platform especially popular among journalists and policy makers. The IoF2020 Twitter account was created in 2017 and grew steadily. Several members of the European Parliaments follow the IoF2020 account, organizations such as the Secretariat of the UN Convention on Biological Diversity, the official Twitter account of the government of Cyprus or Tech Food magazine, a Spanish publication specialized in food innovation.

Our following on Twitter reaches now over 3000 followers. If the follower growth is now slower, the engagement rate is higher – our audience interacts more and more with our content.

Twitter is a reactive platform: posts are short, limited to 280 characters. However, it is accepted and encouraged to post several times a day, and to share content from other accounts. The IoF2020 official Twitter account did not only published content related to the project, but also retweeted the posts of partners and use cases. The account became a meeting point for Twitter users interested in agricultural, agritech and agri-food topics.

Relevant hashtags were used regularly, such as #IoTolutions, #smartfarming, #farmer or #smartfarming. These hashtags were identified as they are popular but not over-used on the platform. The hashtag #sustainability for instance, is often over-used and visibility cannot be guaranteed.

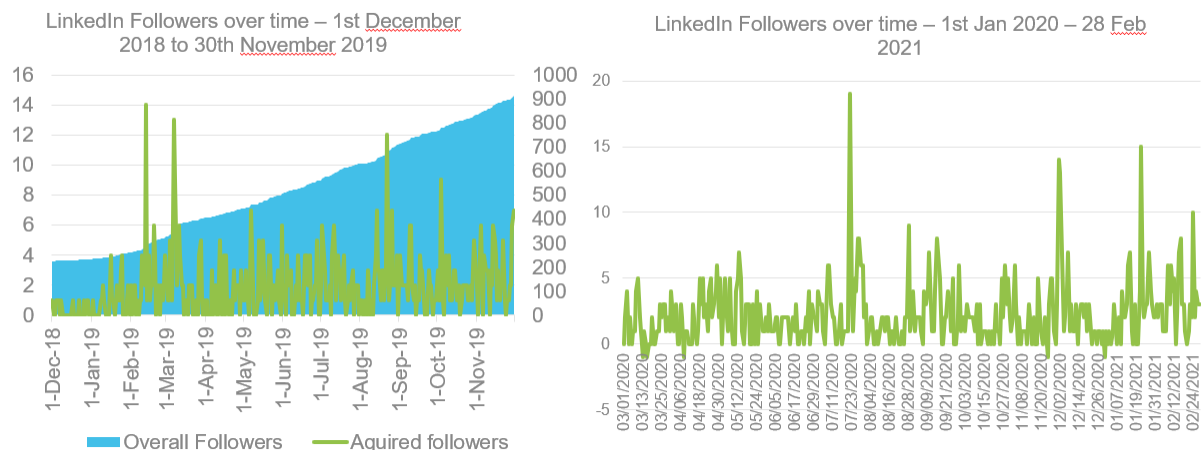


The new followers’ spike in November can be explained by a couple of communication campaigns we launched: the Use case drawings, the Volta TV Use case videos, the Gender Week and Gender Fridays as well as Wednesday Webinars.

For Women’s Day on 8 March 2021, a collaborative project was launched by SmartAgriHubs and IoF2020: followers were encouraged to share selfies of themselves with the message “I support women leading in agritech”. Project partners and individuals shared their photos, tagging both projects. This type of interaction can help increase the visibility of the project and to encourage an active interaction between the official accounts and its followers.

- LinkedIn

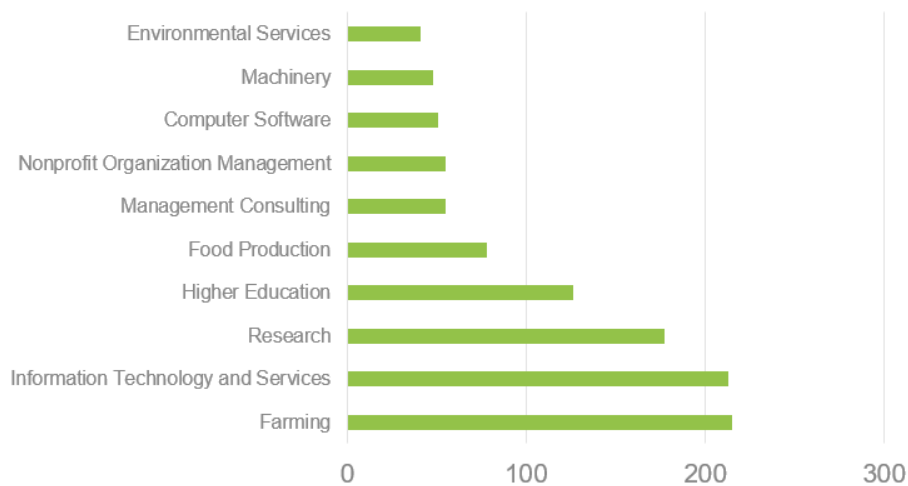
LinkedIn is the main social media platform for professionals around the world. On this platform, the goal was to increase the visibility of IoF2020 to the private sector, and attract the attention of start-ups as well as larger companies. The IoF2020 official LinkedIn account was created in August 2018, significantly later than the other social media account. However, it is the most performant in terms of following growth and interaction.



The follower growth on the platform was steady, with a noticeable acceleration in March 2019. The spike in new followers on 23 July 2020 coincides with the publication of the LinkedIn post the most viewed in the past year: a post related to the Use Case Big Wine Optimization published on 22nd July 2020. This post was shared 14 times by other users on the platform. It was also the most shared post for this year,

along with a post related to a webinar on smart farming published in September 2020, which reached 14 shares as well. More recently, a peak new followers in December 2020 is related to posts celebrating the holidays, and peaks in January to February are related to the publication of use case drawings, Volta TV use case videos and posts related to the IoF2020 Final event.

LinkedIn followers – Top 10 industries - Today



The followers of IoF2020 on LinkedIn are in majority working in the farming sector, ICT and Research sectors.

- Social media campaigns

Every Wednesday, content referring to webinars was posted on all social media channels under “#WednesdayWebinar”. Every Friday, content or resources related to women in agriculture, agrifood, agritech or in STEM was posted under #GenderFriday.

The #GenderFriday campaign was developed as a collaboration with the SmartAgriHubs project, after the success of the Gender Week communication campaign in October 2020.

These campaigns helped to structure the communication on all social media channels, to not only relay information related to the project (upcoming events, demonstration and webinars) but also provide more general content and reach to different communities. The #GenderFriday posts often gather the highest engagement rate on Twitter and LinkedIn.

3.4. THE PROJECT NEWSLETTERS AND TRIAL UPDATES

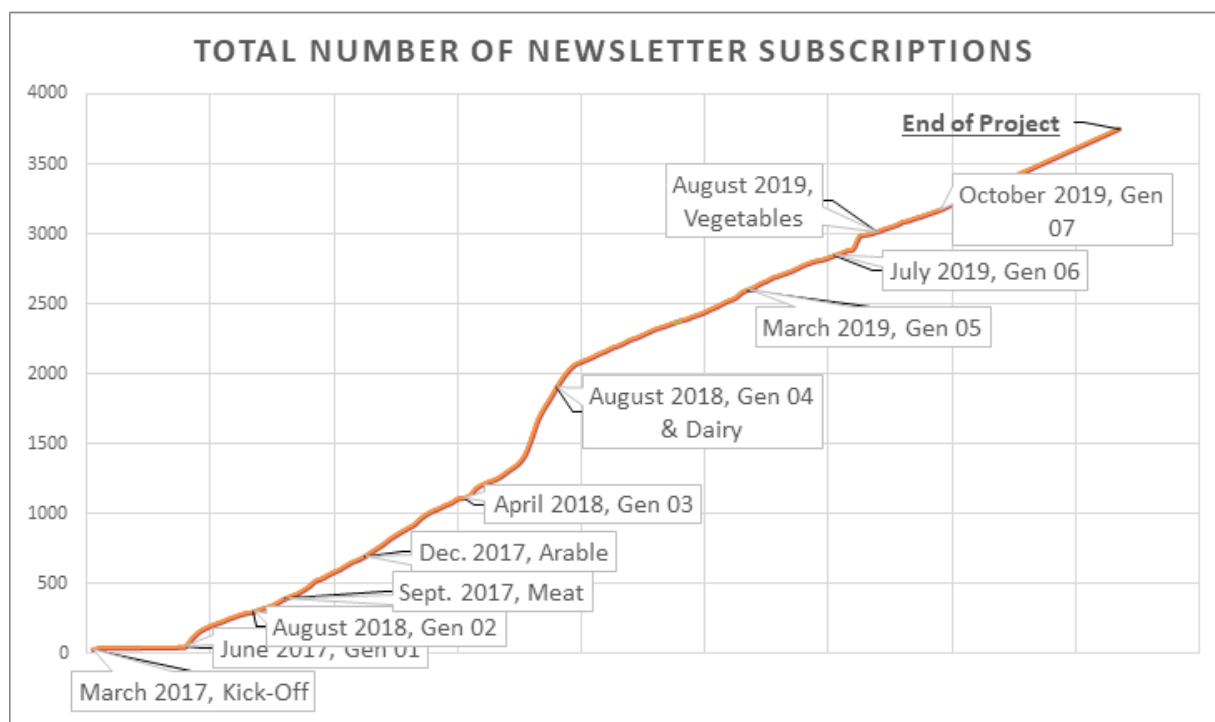
IoF2020 has 2 online magazines: one dedicated to the activities of the project on a general level (attendance to an event, IoT catalogue, etc...) and another publication which focusses on the activities taking place in a particular Trial: The Trial Updates. Trial updates are the occasion to truly go deeper into the sector’s issues and solutions. They showcase the use cases to a larger extent than the “general” magazine.

The “general” IoF2020 magazine and the Trial updates were sent to all newsletter subscribers. The number of newsletter subscribers constantly increases and now reached more than 3000 readers (see Figure 4). The IoF2020 online magazines were an important part of the implementation of our outreach strategy as it gives us the possibility to easily reach out to many individuals and other initiatives. In the

course of its realisation, we regularly ask identified target stakeholders to contribute to our newsletter, thus reinforcing the “sense of community”.

In these regards, projects such as NEFERTITI or EURAKNOS, organisations and initiatives like CEJA, EIP-Agri, AIOTI or even press groups such as Contexte-agri were given the chance to share their news with the IoF2020 community. Reciprocally, WP5 also reached out to the IoF2020 community when there are important announcements such as an event organisation. Next to that, the editorial line of the newsletters also follows the strategy of highlighting the activity of the use cases. The animated format of the online magazines allowed for an attractive display of the demonstrations, taking place in the fields and on the testing sites.

The IoF2020 use cases have become even more visible in the 2020 editions of the newsletter. The frequency of the general newsletter publication was set to every 6 months at the beginning of the project. Now, the newsletter is published every 3 months as to reflect on the project actuality more accurately and keep a stronger link with the community. It alternates with trial updates, which are similar online magazines but focused on one of IoF2020’s agricultural sectors each time, also released every 3 months.



The newsletters/magazine remain accessible on the new version of the website.

3.5. ATTENDANCE AND ORGANISATION OF EVENTS

IoF2020 organized a series of general events gathering all project members and beyond (entities and policy makers part of the ecosystem). The growing notoriety of the project was accompanied by a growing attendance of these events. The IoF2020 final event was organized online due to covid restrictions and it gathered more than 550 attendees (for more than 950 registrations).

Next to the “homemade” events, IoF2020 was also invited and represented in a series of events with a European or global reach.

This section will take a look back at some of the events highlights that helped IoF2020 increase its visibility and consolidate its ecosystem.

The European Congress of Farmers

Our links with the COPA-COGECA office in Brussels resulted in an invitation extended to our WP5 leader to join as speaker and panelist. This was a great opportunity to introduce IoF2020 to the EU farmers' congress that took place in Linz, Austria in October 2018. Among discussions about the future CAP and measures to protect farmers' activities, our WP5 leader presented the ambitions of IoF2020 for each trials and handed out the newly produced brochure to EU Agriculture Commissioner Phil Hogan (see Figure below). Thus achieving 2 goals simultaneously: raising awareness about the smart farming technology development among the farmer community and informing policy makers about IoF2020 achievements.

 **IoF2020** @IoF2020 · 11 oct.
 #IoF2020 Ecosystem Development Leader, Edwin Hecker, is handing over our new #booklet to @PhilHoganEU at the @COPACOGECA #FarmersCongress18 in Linz. If you want to get your hands on it too now, at least digitally, this link will be enlightening: bit.ly/2CAr84k




European Commission  IoT European LSP Programme, COPA COGECA - FOOD et 6 autres

Figure 14: WP5 leader Edwin Hecker handing the IoF2020 brochure to Agriculture commissioner Hogan

The IoF2020 & SmartAgriHubs synergy event – March 2019

IoF2020 organised its own event in Prague, Czech Republic, in collaboration with the “sister” project SmartAgriHubs. In its design, the purpose of the event was to ensure the long-term impact of IoF2020, and give IoF2020 use cases the opportunity to present their solutions to an extended network of stakeholders, while benefiting from WP trainings. The collaboration was facilitated by the complementary purposes of IoF2020 and SmartAgriHubs, and a same entity coordinating both projects. The event gathered more than 300 participants. The program was planned over 3 days (2 days of UC presentations and trainings, 1 “synergy day”). The focus was put on the use cases, providing networking opportunities and highlighting the complementarity of the projects. Also, the venue could host an exhibition of the technologies and solutions developed within the projects: visitors could discover what was deployed in the Flagship Innovation Experiments of SmartAgriHubs and at the same time what was developed by the IoF2020 use cases.



Figure 15: participants at the IoF2020-SmartAgriHubs synergy event

The ICT Vienna congress 2018

Since the outreach strategy emphasizes raising awareness amongst policy makers and the IoT community at large, IoF2020 participated jointly with other IoT large-scale pilots (Synchronicity, Activage) and with CSAs (U4IoT & Create IoT) to the ICT2018 event in Vienna, Austria. IoF2020 coordinated the organization of the booth and the Large Scale Pilot program was well represented with an [interactive exhibition](#). In the figure below, Pearse O'Donohue, Director of Future Networks in the European Commission DG CONNECT, is visiting the IoT large-scale pilots booth and wearing the IoF2020 Virtual Reality goggles.



Figure 16: Director of EC-DG CNECT Pearse O'Donohue trying out the IoF2020 VR goggles

F&A Next conference

Against the background of enlarging the scope of stakeholders and supporting the use cases in reaching their commercial stage, IoF2020 & SmartAgriHubs jointly participated to the F&A Next investor forum that took place on May 15th 2019 in Wageningen, Netherlands (see Figure below). IoF2020 installed a booth and engaged with the visitors with brochures, VR goggles and other dissemination items. In the official program, Sjaak Wolfert presented IoF2020 use cases and SmartAgriHubs flagship innovation experiments to the audience.



Figure 17: booths from IoF2020 & SAH at the F&A Next event

The IoT Week 2019

In a similarly collaborative vein, IoF2020 WP5 coordinated the Smart Farming track during the IoT Week 2019 in Aarhus, Denmark. The event was the occasion to launch the new IoF2020 brochure which was redesigned and updated. The update included the new use cases starting in 2019 and updated information about pre-existing use cases. In addition to providing speakers from different WPs and use cases for 3 sessions, WP5 also provided a booth and organized a showcase of 5 use cases. A major highlight of the showcase on the venue site: 2 tractors were parked in front of the building and tagged with IoF2020 logos for an increased visibility (see Figure below)! [Read this article](#) for a full description of IoF2020 participation to this event. The IoT Week is organized yearly and it is the occasion for all IoT large-scale pilots to gather in a coordinated way, showcasing the state of the art of the EU IoT deployment to the worldwide IoT community and the industry.



Figure 18: the IoF2020 labelled tractor in the entrance of IoT Week Aarhus

EuroTier 2018

EuroTier 2018 was amongst milestone events that IoF2020 actively participated to. While Meat and Dairy use cases gave workshops to visitors, [WP5 live streamed](#) them on the website and advertised them on all social media channels.

EU Research & Innovation Days 2019

To combine the target audiences of policy makers with the general public, IoF2020 together with SmartAgriHubs shared a booth during the EU R&I days in September 2019 (see Figure 15). The idea was to take an active part in this EU research policy milestone event, presenting the purpose of smart farming and its contribution to the EU ambitions for agriculture. The audience showed a lot of interest in the use of precision farming technologies, although students were a bit over-represented in the overall attendance.



Figure 19: Students getting acquainted with IoF2020 use cases

EIP Agri seminar 2018

The EIP-Agri seminar “Multi-level strategies for digitizing agriculture and rural areas” took place on 12-13 December 2018 in Antwerp, Belgium (see Figure below). Participation to the seminar was by invitation only, and IoF2020 was part of the selected guests. The seminar aimed at raising awareness about the importance of multi-level strategies for digitizing agriculture and rural areas that take into account the specific regional context. IoF2020 WP5 participated to the discussion and workshops. WP5 shared its inputs about the role and importance of strategic planning to foster the digitization of agriculture in rural areas, in the context of the proposed CAP Strategic Plans. The report of the EIP Agri seminar is [available here](#).



Figure 20: Workshop ongoing during the EIP Agri event

Agritechnica 2019

The dissemination actions towards the farmer community were also greatly supported by the opportunity to be visible at Agritechnica 2019. This event is the major agricultural fair in Europe. It gathers half a million visitors during a week, most of which are farmers and advisors, ensuring a better reach of these communities which are not often present at events.

IoF2020 organized 2 different activities to showcase the use cases: presentations of 3 use cases in 3 different languages (9 presentations in total) and 2 walking tours of the IoF2020 consortium members represented at the event. The activities were advertised before and during the event [in the online magazine](#) and on all social media channels. The use cases were given the opportunity to pitch their solutions in front of a passing crowd, using the “social café” and giant screen in the booth of our WP5 member 365FarmNet. In addition to that, the tours were planned to end at the 365FarmNet booth, giving even more visibility to the use case pitches (see Figure 17). The tour also incorporated a stop at the SmartAgriHubs booth, in order to emphasize the connection and synergy between both projects.



Figure 21: Use case pitch in front of visitors at Agritechnica

Datagri 2018 and 2019

In a similar vein, WP5 partners Spanish Co-operatives and Hispatec, organized Datagri. In November 2018 in [Córdoba](#) Datagri held its first edition, with the intervention of commissioner Phil Hogan and more than 1500 attendees (1 day of conference and 1 day of demonstrations). A second edition was held in November 2019, in Zaragoza. DATAGRI 2019 hosted [6 IoF2020 use cases](#). The use cases could present their technology and pitch in front of an audience composed of farmers, advisors, policy makers and other agri-tech stakeholders. Notably, the Spanish General Secretary for Agriculture and Food gave the keynote speech, testifying of the high-level status of the event. Datagri 2019 was attended by about 1500 visitors.



Figure 22: Audience at plenary session for Datagri 2018

BioFach 2019

To reach the stakeholders of the rapidly growing organic market, IoF2020 organized a discussion with two use-cases, at the major organic trade fair Biofach in February 2019. Entitled ‘*Next generation technologies in organic food and farming - New developments and use cases of the Internet of Food and Farm 2020*’, the session gathered organic farmers, processors and companies interested in olive and wine production. Rafael Angel Ferrer from the Automated olive chain use case presented the first findings of using IoT in olive growing and olive oil production.

High-level event in the European Parliament

On the 29th of January 2020, Internet of Food and Farm 2020 and SmartAgriHubs organised a high-level event in the European Parliament named ‘*Smart Farming: Digitalisation of Agriculture and Vision for the CAP*’. The event gathered over 200 participants, mainly individuals with EU parliament access. The crowd was composed of representatives from Member States (permanent representations) as an important portion of event publicity was directed towards them. In the program, EU representatives from the agri-tech industries and farmers were represented, debating alongside guests from the EU institutions (EU Commission and EU Parliament) under the moderation of project members.



Figure 23: Audience at the IoF2020 & SAH event in the EU Parliament

The IoF2020 final event

On March 16-18 2021, IoF2020 held its final event. 40 live sessions showcased the various trials and tribulations faced by the project. With over 500 visitors, 35 interactive booths, 120 speakers and guests, the event was a great opportunity to achieve 3 objectives:

- Present the audience with the technology and the results, but also the frictions and issues generated by IoT technology
- Highlight the impact of the project in terms of data sharing, security, business and standardisations
- Invite stakeholders to stay in touch, and discuss policy recommendations for the digitalization of agriculture.



Final Event: Policy recommendations for future of digitalization for Agriculture

Eduardo Cuoco
Director of Organics Europe

Jerome Bandy
Secretary General of CEMA (EU Agricultural Machinery Industry)

Bert-Jan Ruissen
Member of the European Parliament, Agriculture committee

Daniel Azevedo
Director Commodities, Trade and Technology, COPA - COGECA

IoF Day 3 -18 March 13.00 to 14.00 CET

Figure 24: one of the visuals used for the promotion of the plenary session at the virtual IoF2020 final event

3.6. OTHER PROMOTIONAL ACTIVITIES

The gender task force

On the premise that change begins from within, the project management teams of IoF2020 and SmartAgriHubs set up a Gender Task Force with two connected teams of communications and analysis. Some preliminary internal analysis was carried out in both projects. We found some uncomfortable truths. Only 14% of project coordinators were women within IoF2020. Research teams in SAH consisted of 25% women. In total, women represented 21% in Use Cases and 32% in Innovation Experiments. All this, although both project teams include women and men committed to gender balance.

Two communication campaigns were created, based on the work of the gender task force: the Gender Equality Week and the International Women’s day.

The Gender Week took place from 26 October 2020 to 30 October 2020. The launch of the Gender Equality Week took place at the same time than the launch of the very first European Gender Equality Week by the European Parliament. For this week, IoF2020 published every day on all social media channels visuals and content that were specifically designed to represent the Gender Task Force. The content created included a Gender Equality toolbox which consisted of few easy steps to encourage the use of gender-neutral language. 3 blog interviews from women working in the agritech and agrifood sector were published, along with a podcast interview of a woman working on a winery.

The last day of the week was a call to the general public to contact IoF2020 and become a “Gender Ambassador”. This call was successful, with several applications. 2 interviews of women farmers were drafted with 2 of the selected “Gender ambassadors”. Following the success of the Gender Equality Week, the first #GenderFriday was launched: a social media campaign consisting of recurring posts, every Friday, on gender equality in the agricultural sector. The posts can be related to key figures about women working in agriculture, interviews or more general resources about sexism in the workplace or women in tech.

With regular meeting of the taskforce, the topic of gender equality was put front and centre of key events. It is following discussions of this taskforce that a session on gender inclusion in agritech was added to the program of the IoF2020 Final Event.

The policy podcasts

The idea was to connect the use cases and policy maker, in an entertaining and remote set-up. After explaining and promoting this concept to the use cases, we used an online open form to collect the questions from the use cases to policy makers.

Underlying to the realization of the policy podcasts was the objective of reaching out to policy makers involved in agriculture and raise their awareness about the use of IoT in agriculture. Unfortunately, the initiative being launched at the same moment than intense CAP negotiations, it was difficult to confirm the participation of a large number of MEPs. IoF2020 nevertheless interviewed 2 members of the EU parliament and the results are posted on all streaming platforms



Figure 25: example of IoF2020 policy podcasts

4. THE ECOSYSTEM BUILDING

Phase 1 also produced the ecosystem building strategy. The implementation of this strategy is the core activity of WP5. Further from the visual elements and social networking, it is important that IoF2020 builds trust relationships with similar initiative and relevant stakeholders. The first 9 month of activity have been dedicated to identifying the key actors and what added value they could bring to IoF2020. This stakeholder mapping and approach strategy is detailed in D5.3 (which has changed its status from “confidential” to “public” after decision of the consortium). It serves as a guidance document for establishing strategic contacts and leads for new partnerships. Thanks to this strategy, IoF2020 accounted major supporting partners with whom frequent and helpful dissemination actions were undertaken. These collaborations with other networks and initiatives were crucial to reinforce the IoF2020 ecosystem. It gave the project an increased outreach and visibility. At the same time IoF2020 also promoted relevant news from its partners in a constant relationship building. The IoF2020 ecosystem building applied the multi-actor approach and was involving identified value-added actors (the end-users such as farmers/farmer groups, supply chain actors, advisors, enterprises, etc.) all along the projects: from participation in the work planning and experiments, via project execution to dissemination of the final results.

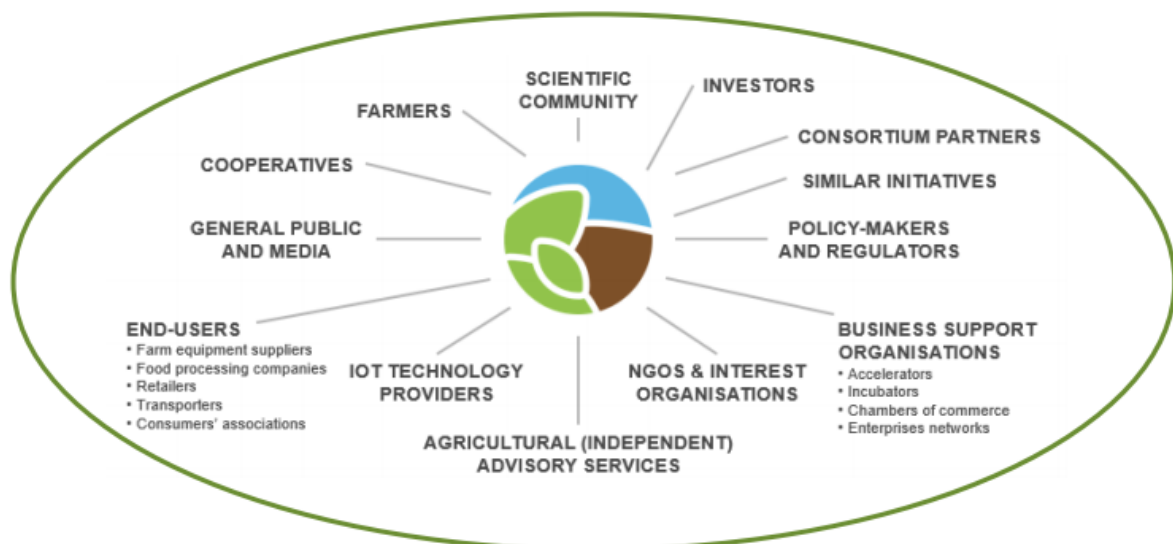


Figure 26: the IoF2020 internal ecosystem

The IoF2020 events were a good occasion to assess the popularity of the initiative and to gather the feedback from the participants about the ongoing research.

The strategy also relied on internal communication and dissemination. As the projects evolved and Use-Cases yield the first research results, the dissemination activities were evolving in parallel. At the beginning of phase 2, the dissemination activities focused on making the Agri-food community aware of the project. As the project progressed, the focus progressively switched to highlighting the project results. Special editions of the newsletter were produced to give each trial the opportunity to present their main achievements. Also, constant contacts were made with “ecosystem chairs” to efficiently relay the information. These contacts were monthly and new actions points were created according to the dissemination strategy in order to align the activities. The feedbacks of the “ecosystem chairs” meeting were then discussed in the WP5 partners meetings which followed the same frequency.

WIDENING THE ECOSYSTEM

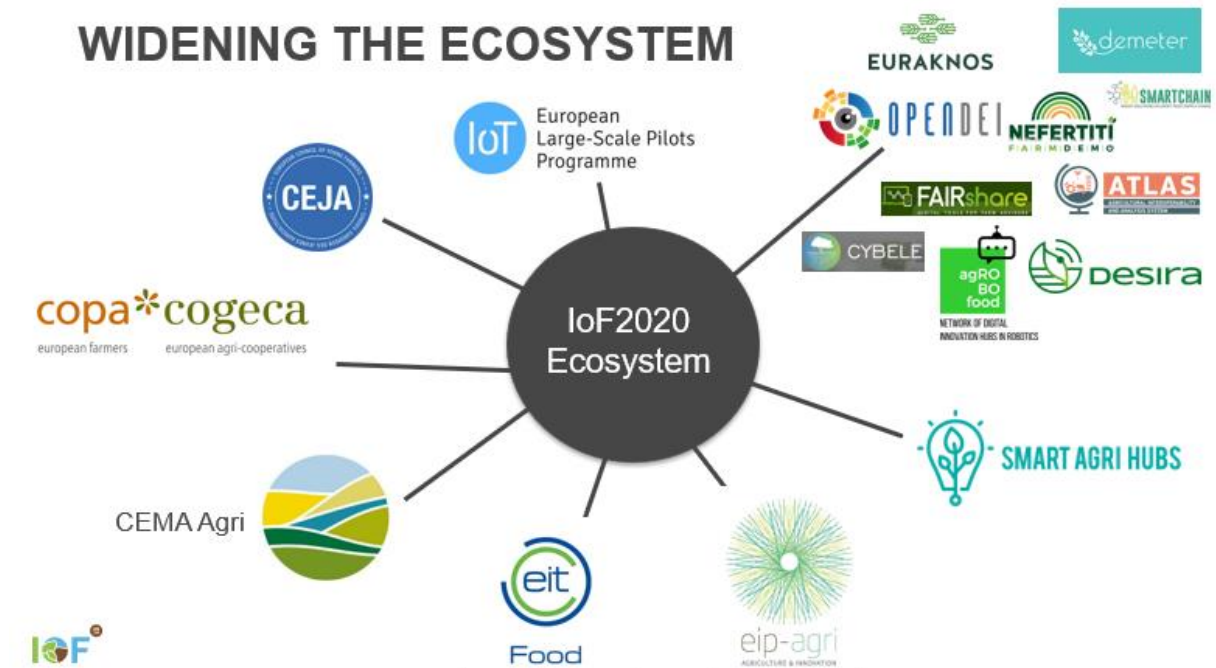


Figure 27: the IoF2020 ecosystem composed of EU initiatives and agriculture related associations

This was facilitating the communication and dissemination actions. Use-Cases were asked to produce standard forms displaying their research and the results they aim at. These formats were very condensed and gave the viewer a clear overview of what was happening within IoF2020. The official brochure of IoF2020 has therefore evolved as well to take into account the Use-Cases activity, until the last one, the IoF2020 calendar (see section 3.2) where the use cases validated KPIs are displayed.

4.1. THE OPEN CALL

Another milestone reached during Phase 2 was the launch of the Open Call. This important step in the life of IoF2020 received the utmost attention from the WP5 partners. In order to increase the visibility of the Open Call and maximize the participation, it was decided to officially open the call during the IOT Week (June 4-7, Bilbao, Spain). This event gathers a wide and diversified audience (+1000 attendees, audience from 49 countries) and its timing coincides with the planned schedule for the opening. In order to increase the visibility even further, the IoF2020 Open Call launch was aligned with 2 other large scale pilot (Synchronicity and Actvage) which also launched their open call during IoT Week. Thanks to this coordination, IoF2020 Open Call benefited from “double” exposure: self-organised presentation during the “smart farming and food security” sessions and joint LSP announcement.

IoF2020 also arranged a double booth presence for the event with the attendance of 8 Use-Cases representatives. An animated video realised by WP5 presenting the project was displayed in loops and the updated brochure was distributed along with the Open Call special format “postcard” summarizing the essential information. The IoF2020 booth was located together with the other IoT large scale pilot, forming an “IoT village”, thus also optimizing the visibility of the project and dissemination about the open call.

Participate to the Open Call and Join the IoF2020 community, the growing network in the European farming and food sector !

Who

Coherent team of IoT agri-food supply chain actor
(no single participant)

What

Projects with high impact on the supply chain, high level of technical feasibility & innovation as well as a strong economic sustainability

When

Applications are welcome from 05/06/2018 until 30/09/2018

How much

Projects are eligible to costs from €300k up to €500k

More info on:
www.iof2020.eu/opencall



Side B of the Open Call “postcard”

Of course, necessary communication before and after the event was performed. Press releases were communicated to IoF2020 partners and stakeholder groups. Information about IoF2020 participation and Open Call announcement also went through social media and website. Also, on a more technical level, the necessary developments were done by WP5 in order to enable the IoF2020 website to handle the proposal submission. No external platform was needed.

- New regions
Since especially the Eastern and Northern part of Europe were less covered by the use cases before the open call, we were welcoming new use cases from these regions. We encouraged using the experience, results and knowledge of the existing use cases, validating their application in the context of a new region.
- Post-farm use cases and other sectors
We were welcoming use cases that extend the impact of IoF2020 further downstream the supply chain. Complementary areas were in e.g. logistics, processing, retail and in particular the end-consumer. Use cases addressing other subsectors (other crops, animals, etc.) were also encouraged to join the Open Call.

When the Open Call closed on 30 September 2018, IoF2020 received nearly 100 proposals from all over Europe of which 14 were selected to join the project. This evolution offered the opportunity to test and validate IoT based solutions already successfully deployed in the initial region or in a local setting involving a specific setting of required stakeholders. The new use cases successfully achieved this objective, by adding diverse testbeds in around 22 regions – especially towards Eastern European regions.

To include the 14 new use cases seamlessly in the running project, WP5 developed all the communication materials that already existed for the initial 19 use cases. Based on their Open Call proposals we developed a dedicated website page for each of the new use cases. As for the initial use cases, the aim of this page was to display the partners involved and describe the work they are performing. Furthermore, we developed use case posters to give a detailed description of their technology, the objectives and the expected results. During the IoF2020 Partners Event which took place in March 2019 in Prague, the Czech Republic all of them were able to showcase these

communication materials in a beautiful exhibition area. To inaugurate the new use cases the last day of the event started with a warm welcome to and presentations by each one of our newcomers. The 14 new use cases took the opportunity to highlight how they will contribute to the IoF2020 project in the years to come. After the open call, the IoF2020 consortium went from 70 members to over 120.

4.2. COLLABORATION WITH OTHER AGRICULTURE ACTORS

The ecosystem growth is the purpose of WP5. Over the course of the project, new contacts have been established and systematically added to the IoF2020 contact list. If no consent has been given, the GDPR regulation prevents us from storing personal data such as occupation, country, sector, etc. thus it is difficult to thoroughly assess our outreach in terms of target audiences. In addition to the new contacts, WP5 also reached out to relevant communities: interest groups such as COPA-COGECA, CEJA, CEMA, AIOTI.

The contacts are sometimes formal when it comes to invitations to take an active part in each other's events or seminars, sharing of articles or joint promotion of events, and also informal in the shape of a cup of coffee between project officers to share the latest news and agree on the next steps of collaboration. Contacts with external parties were an important part of the ecosystem growth, it helped the project results to be properly disseminated and the impact to be optimized. The contacts are now well established and this was shown all along this report (see sections 2.6, 3.3 and 3.5). Mutual invitations to take active participation in the programs of events and joint initiatives are the best proof.

4.3. LINKS WITH OTHER EU INITIATIVES

Collaboration with SmartAgriHubs

In the longer term, the ecosystem which was created within IoF2020 should not stop with the end of the project. The links established with SmartAgriHubs for instance are a guarantee that all the stakeholders will continue to have a facilitated platform for staying in touch and continue exchanging. On every possible occasion, IoF2020 and SmartAgriHubs are shown together. The promotional activities of IoF2020 strongly suggest to connect with SAH.

As many contents of different format are generated by the different work packages of IoF2020, it would be a pity to limit the visibility of the production to the IoF2020 website, which will soon be associated to an ended project. The IoF2020 website will remain online for 2 years after the end of the project. The content will be accessible.

After IoF2020 will be over, the content will also be accessible from the SmartAgriHubs innovation portal. Indeed, the legacy plan currently ongoing is listing and tracing all the relevant outputs from the project in every work package and proposing solutions for a smart display within the portal library. It is WP5 duty to ensure that the project identity will be preserved and the content made accessible and identified for the whole portal users community to be able to find.

Regular meetings are organised between WP5 and WP1 in SmartAgriHubs to align the work and decide on actions. At the moment of writing these lines, not all the products have been finalized in all the work packages of IoF2020 and the developer of the innovation portal are elaborating the search engine that will help the portal users finding the relevant item.

Content transferred not only includes deliverables, but also the webinars, the magazines, and of course the videos and use case catalogue.

IoF2020 approached also other EU initiatives in the same field: EIP-Agri, EIT-Food, NEFERTITI, CREATE-IoT, Open DEI, EURAKNOS, Demeter, AgROBOfood, Atlas, SmartAgriHubs and of course the IoT LSP programme. The collaborations and exchanges consisted in sharing news in respective newsletters, invitations to each other's conferences and support in social media promotion.

5. THE RESULTS

After 4 years of project, it is fair to say that the IoF2020 outreach reached its goals. The efforts engaged by WP5 members to make the project visible among the several target groups are visible throughout the present deliverable.

The outreach

The 3 phase approach : sowing, flowering and harvesting, deploying a progressive reach of several target audience has proven to be functional.

Today the project is widely known at EU level in the IoT community and also among precision farming actors, from SMEs to large companies, from universities to farmers and advisors, including policy makers at EU level.

The project benefited from fruitful collaboration with other entities and initiatives, which amplified its visibility. The number of followers on all social networks and subscriptions to the newsletter never ceased to grow, independently from the project maturity. Furthermore, the project members played by the rules of the community and used the project communication templates (for their demonstrations for instance) to increase the visibility even more in their local communities.

The legacy

Now that IoF2020 is officially over, what will happen to all the knowledge generated?

The core technical learnings generated at use case level has been compiled and redacted in the form of stories (see section 2.5) and lists of products called use case catalogue. This is accessible online and will stay up for another 2 years. While browsing the catalogue, one can also choose to visit the IoT catalogue, which is presenting the technical solutions and components used in each use case to give the visitor the most complete information. Next to that, all the products and deliverables generated along the project will remain accessible online in the dedicated section. But the legacy of IoF2020 is not limited to an online website. The community has been working together successfully and some use cases have [reached the commercial stage and intend to continue working together](#) and expand their businesses. This is the best kind of success and ambassador the project could have. In addition, IoF2020 has been working on a progressive integration and incitation of its community to join the SmartAgriHubs network. SAH developed an interactive platform (the innovation portal) which supports the networking activity and sharing of information. It is planned to integrate all the useful data from IoF2020 in the SAH innovation portal, for a constantly growing community to build on it.