D5.2 PROJECT WEBSITE

WP 5

June 21th, 2017
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</table>
# TABLE OF CONTENTS

1. **INTRODUCTION** .............................................. 4
2. **WEBSITE DEVELOPMENT PROCESS** .................. 4
3. **WEBSITE LAYOUT AND CONTENT** ................... 4
   3.1. **HOMEPAGE** ........................................... 5
   3.2. **TRIALS SECTION** ..................................... 6
   3.3. **ABOUT SECTION** ..................................... 7
   3.4. **NEWS & EVENTS SECTION** ......................... 9
   3.5. **BLOG SECTION** ....................................... 10
   3.6. **CONTACT US SECTION** ............................. 10
4. **FUTURE DEVELOPMENTS** ................................. 11
1. **INTRODUCTION**

The aim of Internet of Food & Farm (IoF)2020 project is to facilitate the up-take of Internet of Things (IoT) technologies in the European food and farming sectors.

Besides providing advanced technical solutions together with end-users, IoF2020 also communicates about their added value for the farmers’ daily practice. This communication process started with the development of the IoF2020 **project identity (D5.1)** and continued with the **ecosystem building strategy (D 5.3)**.

To complete the visual image and make the information about the project in general, but also about its 5 trials and 19 use cases in detail, more available to the general and informed public, **the project website (D5.2)** was created.

The website’s layout, content and entire development process will be outlined in detail in the following chapters.

2. **WEBSITE DEVELOPMENT PROCESS**

Within IoF2020 project governance, the Work package (WP) 5 on eco-system building was tasked with developing the IoF2020 project website.

As a main digital communication tool, the first (1.0) version of the IoF2020 website was already launched in the beginning of February 2017.

The first version of the website allowed WP5 to measure the interest of the project target groups (identified in the deliverable 5.3.) in the project in general terms ([www.iоф2020.eu](http://www.iоф2020.eu)).

The full-version of the website (1.1) was launched in the first week of June 2017 to complement with the project’s activities in the framework of the IoT Week in Geneva, where IoF2020 explained its expected contribution to the United Nations Sustainable Development Goals (UN SDGs).

This early launch, prior to the end-of-June deadline allowed WP5 to receive additional feedback from the project consortium, but also members of the IoF2020 ecosystem. All their inputs were gathered and will be used in the upcoming update of the IoF2020 website to the version 1.2.

3. **WEBSITE LAYOUT AND CONTENT**

The full-version of the website (1.1) is user-friendly and allows users to access all the necessary details about the IoF2020 project in only a few clicks.

The language of the website was intentionally created in a less technical manner to allow all IoF2020 target groups to grasp the main idea behind the project and catch up with the latest project developments without any additional technical knowledge. Indeed, the website also refers visitors interested in finding more about the technical details to the right content pages and contact persons.

In the following lines, layout of the IoF2020 website will be presented together with the explanation about its main features/sections.
3.1. HOMEPAGE

Homepage is clear and offers users possibility to immediately learn more about the IoF2020 project without having to click for additional content. Next to this, the homepage allows users to sign up to the project newsletter for more information, but also to follow the latest news and the upcoming sector-relevant events. In the end, the homepage also provides for an opportunity to connect with the IoF2020 project through different mediums, including the IoF2020 online magazines and Twitter account.

Besides more general information about the project, homepage offers advanced users more information about the IoF2020 trials and use cases, as well as project partners.

In the end, the homepage outlines the contact details of the responsible persons, who can be contacted for additional details.
3.2. TRIALS SECTION

Trials section offers website users opportunity to consult an interactive map of project’s trials and use cases.

By clicking on a specific trial, for instance arable, the user can found more details about it and its use cases, including their precise location in Europe.
3.3. ABOUT SECTION

Next to offering a glimpse of what IoF2020 stands for About section contains more information about the story behind the IoF2020 project and precision agriculture, including project impact, deliverables, governance and overview of the partners involved.
Introducing Internet of Food & Farm 2020

The Internet of things (IoT) has revolutionary potential. A smart web of sensors, actuators, cameras, robots, drones and other connected devices allows for an unprecedented level of control and automated decision-making. The project Internet of Food & Farm 2020 (IoF2020) explores the potential of IoT technologies for the European food and farming industry. The goal is ambitious: to make precision farming a reality and to take a vital step towards a more sustainable food value chain. With the help of IoT technologies higher yields and better quality produce are within reach. Pesticide and fertilizer use will drop and overall efficiency is optimized. IoT technologies also enable better trackability of food, leading to increased food safety.

IoF2020 is part of Horizon2020 Industrial Leadership and supported by the European Commission with a budget of EUR 30 million. The aim of IoF2020 is to build a lasting innovation ecosystem that fosters the uptake of IoT technologies. For this purpose key stakeholders along the food value chain are involved in IoF2020 together with technology service providers, software companies and academic research institutions.

Nineteen use-cases organized around five sectors (arable, dairy, fruits, meat and vegetables) develop, test and demonstrate IoT technologies in an operational farm environment all over Europe. The first results are expected in the first quarter of 2018. Follow us on Twitter or subscribe to our newsletter to get the latest updates on IoF2020.

Impact

IoF2020 is designed to generate maximum impact right from the outset and in the long run, bringing together and integrating the supply and demand sides of IoT technologies in the agri-food sector:

- From the supply side, the project contributes to securing Europe’s leading position in the global IoT industry by fostering a cohesive ecosystem of technology providers and players from the agrifood sector, as well as a network of users.
- From the demand side, the project helps accelerate the circular cycle of adoption and mobilization of IoT technologies in the agri-food sector to guarantee safe and reliable food for upcoming generations of European citizens.

In this manner, IoF2020 paves the way towards online farming that is capable of providing higher production yields in a more sustainable and environmentally-friendly manner, while also saving the European farming sector more comparatively in an increasingly globalized world.

In specifics, IoF2020 aims to generate the following impacts:

- Validation of the technical choices, sustainability and replicability of architectures, protocols, interoperability, and of key characteristics such as security and privacy.
- Validation and verification of new industry and business models and innovative business models validated in the context of the pilots.
- User acceptance validation acheiving privacy, security, vulnerability, liability, identification of user needs, concerns and expectations of the IoT solutions.
- Signifi cant and measurable contribution to standards or normative documents in the pilot areas of action via the implementation of open platforms.
- Improvement of overall quality of life of the public and private parties in terms of economy, convenience and safety.
- Development of new business models and services.
- Creation of opportunities for entrepreneurs by promoting new market openings, providing access to valuable datasets and new interactions with users, expanding our businesses to new markets, etc.
- Development of secure and sustainable European IoT ecosystems and contribution to IoT infrastructure viable beyond the duration of the project.

Deliverables

IoF2020 is expected to produce 40 deliverables:

Work Package 1 - Project Management and Coordination

- D1.1: Project Management Plan
- D1.2: List of Use Cases, Project Management and Quality Assurance Guidelines
- D1.3: Detailed Work Plan
- D1.4: Data Management Plan
- D1.5: Cross Management Plan and Support Plan
- D1.6: Consolidated Report on Synergies with other IoT Large Scale Projects

Work Package 2 - Trial Management

- D2.1: Trial Implementation Guidelines
- D2.2: Trial Implementation Plan
- D2.3: Trials, Customisation and Trials Reports
- D2.4: Annual Implementation and Performance Monitoring Report
- D2.5: Recommendations for Open Calls
- D2.6: Technical Improvements Reports
- D2.7: Scale-up Demonstration Reports

Work Package 3 - IoT

- D3.1: Guidelines for Use Case Analysis & Design
- D3.2: The IoT User Profile Architecture and overview of the related IoT Systems
- D3.3: Opportunities and Themes in the present regulatory situation for system deployment
- D3.4: Policy Recommendations
- D3.5: Guidelines for use of IoT related Barcodes in Smart Farming and Food Supply
- D3.6: Enforcement and Conformity of IoT Platforms and Interoperability Components
- D3.7: Implementation of Use Case Requirements
**3.4. NEWS & EVENTS SECTION**

News & events section provides the users with an overview of the latest project news, upcoming sector-relevant events and press releases published as a part of the overall IoT2020 media outreach. This section aims at showcasing activities organized or which partners participate in, and features updates on the project and use case activities.
3.5. BLOG SECTION

Blog section presents the latest blogs on the IoF2020 powered solutions and ecosystem development, but also allows for the project partners and external contributors to contribute to the up-take of IoT in the European food and farming sector with their visionary notes on the future of precision farming.

3.6. CONTACT US SECTION

Contact us section allows users to contact the project management (e.g. WP1) and/or communication team (e.g. WP5) through the contact form or directly through the designated e-mail addresses.
4. **FUTURE DEVELOPMENTS**

The project website has been designed in a way to allow future developments and to ensure a dynamic evolution of this IoF2020 product, throughout the project duration.

The future technical and design updates of the website will aim at addressing key steps of the project e.g. open call, dissemination and communication of the project results.

When planning future developments, WP5 will involve the WP leaders and project partners for contribution and inputs.