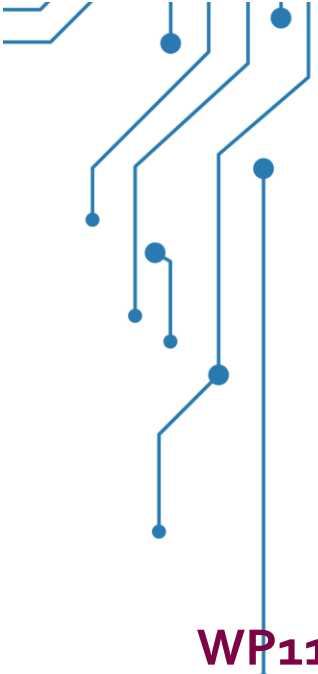




WP₁₁: DISSEMINATION, EXPLOITATION, AND COMMUNICATION

D_{11.1}: Plan for DEC



Document Information

Grant Agreement Number			101180259	Acronym	HASHTAG
Full Title	High Accuracy Service Harnessed Trusted Application and Governance				
Start Date	1st November 2024	Duration		24 months	
Project URL	www.hashtag-project.eu				
Milestone	N/A				
Work Package	WP11: DISSEMINATION, EXPLOITATION, AND COMMUNICATION				
Date of Delivery	Contractual	31/01/2025	Actual	30/01/2025	
Nature	R – Document, report	Dissemination Level		PU – Public	
Lead Beneficiary	ABE				
Responsible Author	Katarina Đokić, ABE				
Contributions From	Igor Milosavljević, ABE				

Document History

Version	Issue Date	Stage	Description	Contributors
0.1	23/01/2025	Draft	Draft version distributed for internal quality review by ABE	Katarina Đokić, ABE
0.1	27/01/2025	Draft	Internal quality review provided by ABE	Igor Milosavljević, ABE
0.2	28/01/2025	Draft	Review feedback implemented and document finalised	Katarina Đokić, ABE
1.0	29/01/2025	Draft	Final draft delivered to AEROVISION for review	Katarina Đokić, ABE
1.0	30/01/2025	Draft	Final quality review provided by AEROVISION	Tamme van der Wal, AEROVISION
1.0	30/01/2025	Final document	Review feedback implemented and final document provided to AEROVISION for submission	Katarina Đokić, ABE

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Table of Contents

1. Executive summary.....	0
2. Introduction	1
3. Dissemination and Communication Overview	2
3.1. General approach	2
3.2. Objective	2
3.3. Key Performance Indicators.....	2
3.4. Target groups	4
3.4.1. Stakeholder ecosystem.....	4
3.5. Team organisation	5
3.6. Email account	5
3.7. Contribution by project partners	5
4. Dissemination strategy	7
4.1. Dissemination activities.....	7
4.2. Practice abstracts	9
5. Communication strategy	10
5.1. Communication activities	10
5.2. Communication kit	11
5.2.1. Responsibilities of the Consortium.....	11
5.3. Brand Identity.....	12
5.3.1. Logo.....	12
5.3.1.1. Logo usage.....	12
5.3.2. Colour palette	12
5.3.3. Typography.....	13
5.3.4. Official project templates.....	13
5.3.4.1. PowerPoint Template	14
5.3.4.2. Deliverable template	14
5.3.5. Additional visual elements	15
5.3.5.1. EU emblem	15
5.3.5.2. Partners logos	15
5.4. Promotional materials	16
5.4.1. Roll up.....	16
5.5. HASHTAG website.....	16
5.6. Social media	16
5.6.1. LinkedIn	17

5.6.2.	X (ex-Twitter).....	17
5.6.3.	YouTube.....	18
5.6.4.	Alternative accounts	18
5.6.5.	Hashtags.....	19
5.6.6.	Modus operandi for social media posting.....	19
5.6.6.1.	Social media posts plan	19
5.6.6.2.	Content suggesting.....	19
6.	Monitoring and evaluation of dissemination and communication activities	21
6.1.	Analytics & Reporting	21
6.2.	Internal processes.....	21
6.2.1.	Internal communication.....	21
6.2.2.	Identifying project promotion & dissemination activities.....	21
6.2.3.	Informing of project promotion & dissemination activities	22
6.2.3.1.	Design/printing process.....	22
7.	Synergies with other networks, initiatives and projects	23
7.1.	Sister projects and other relevant initiatives.....	24
8.	Exploitation strategy.....	25
8.1.	What is exploitation in the context of HASHTAG?	25
8.2.	Overview and timeline of activities.....	26
9.	Conclusion	28

Table of Figures

Figure 1: HASHTAG project Target groups	4
Figure 2: HASHTAG conceptual ecosystem graph.....	5
Figure 3: Objective of dissemination strategy	7
Figure 4: EU CAP Network website Homepage.....	9
Figure 5: HASHTAG logo	12
Figure 6: HASHTAG color palette.....	13
Figure 7: HASHTAG typography	13
Figure 8: HASHTAG PPT Template.....	14
Figure 9: HASHTAG Deliverable template.....	15
Figure 10: EU emblem and funding acknowledgement.....	15
Figure 11: HASHTAG partners logos.....	16
Figure 12: HASHTAG's LinkedIn page.....	17
Figure 13: HASHTAG X profile	18
Figure 14: HASHTAG hashtags.....	19

Figure 15: Schematic representation of the exploitation path of HASHTAG results, clearly marking expected results at the end of the project and the required activities/results to be developed afterwards.....	25
Figure 16: V-model methodological implementation of the design-based approach, also indicating the role and position of the work packages (WPs) in the HASHTAG project.....	26

Table of Tables

Table 1: List of HASHTAG project Communication and Dissemination Key Performance Indicators	2
Table 2: HASHTAG project communication team members	5
Table 3: List of dissemination activities per relevant audiences.....	8

List of abbreviations

EC – European Commission
GA – Grant Agreement
GDPR – General Data Protection Regulation
UC – Use Case
WP – Working Package
DCE – Dissemination, Communication and Exploitation
FAQ – Frequently Asked Questions
KERs – Key Exploitable Results
KPI – Key Performance Indicators
Q&A – Questions and Answers

1. Executive summary

This document is the first version of the HASHTAG project's Dissemination, Communication and Exploitation Plan (DCEP).

HASHTAG project is a Horizon Europe project which aspires to bring more trust and transparency in space data. HASHTAG leverages cutting-edge space assets and services, such as Galileo's High Accuracy Service and Copernicus Earth Observation data, to ensure reliability, accuracy and trustworthiness of data in automated and autonomous farming technologies. By developing standardized protocols, trusted machine positioning, and authenticated workflows, HASHTAG aims to pave the way for sustainable and regenerative agriculture worldwide, aligning with global food and environmental standards.

This document outlines the Dissemination, Communication and Exploitation (DCE) plans for the HASHTAG project to structure and coordinate activities and efforts to ensure the intended outcomes, and intended specific objectives of the project are met. It includes effectively reaching and engaging a wide audience, including target groups, horizontally across all project activities.

The document describes the overall communication activities and awareness-raising, dissemination of project results, exploitation of KERs, management of all relevant activities, and partners' responsibilities in this regard. It includes specific actions and activities that will be carried out by the HASHTAG Consortium in order to ensure success and maximum publicity for the project and its results.

To support the main goal of the project, the HASHTAG Communication team will develop an effective strategic approach for DCE, as well as materials and tools to be used by all consortium partners across project activities, considering the following aspects (but not limited to):

- Complete Dissemination, Communication and Exploitation assessment considering the full stakeholder journey, with channels, tactics, and campaigns (both online & offline) to bring HASHTAG right in front of diverse and relevant audiences, with objectives, KPIs, target groups and key messages for each of them.
- Design of the Dissemination, Communication and Exploitation plan of all activities that are going to be implemented during the project together with the complete online and offline material,
- Critical KPIs to be tracked and benchmarked to prove the overall value of our dissemination efforts and set further guidance regarding communication, ecosystem building & exploitation.

2. Introduction

The HASHTAG project is a Horizon Europe project which aspires to bring more trust and transparency in agricultural data by leveraging cutting-edge space assets and services – such as Galileo’s High Accuracy Service and Copernicus Earth Observation data – to ensure reliability, accuracy and trustworthiness of data in automated and autonomous farming technologies. By developing standardized protocols, trusted machine positioning, and authenticated workflows, HASHTAG aims to pave the way for sustainable and regenerative agriculture worldwide, aligning with global food and environmental standards.

Communication, dissemination, and exploitation are crucial to maximise impact of any European project. In the context of HASHTAG, the overall objective is clearly linked to commercialisation ambitions, and structured activities that serve to engage stakeholders and plan post-project use of results are highly important.

The present deliverable D11.1 Plan for DEC was developed withing the framework of the Task 11.1 – Plan for dissemination, exploitation, and communication (M1-M3), under the Work package 11 - Dissemination, exploitation, and communication.

The aim of the deliverable is to:

- consolidate the overall strategy for communication and dissemination of HASHTAG, as well as exploitation of its results, from day one,
- define the goals of communication, dissemination and exploitation activities,
- identify the most efficient means to achieve them,
- synthesise them into a detailed implementation plan.

To this end, the DEC plan sets out the objectives, tools, materials, and channels to be exploited to effectively spread HASHTAG activities, achievements, and tangible results to targeted audiences with a strong focus on relevant stakeholders.

This document is structured as follows:

Chapters 3 & 4 will define the dissemination and communication plan overview, including the target groups which this project will engage and provide key messages it will convey to them to reach the D&C objectives. It will also present the underlying strategy that was developed, describing the tools that will be employed to reach the defined target groups, both graphic and digital materials.

Chapter 6 will deal with analytics & monitoring aspect, describing the established processes for internal reporting and informing on dissemination activities, as well as the software and reporting used to successfully record all dissemination activities.

Chapter 7 focuses on synergies with other relevant projects and initiatives, with a list of the most relevant ones for HASHTAG.

Chapter 8 presents the Exploitation approach and the pathway for KERs towards the market.

3. Dissemination and Communication Overview

The Dissemination and Communication of the project's results are fundamental components of the HASHTAG project, and a clear plan and strategy are developed for this purpose. All planned activities, and results will be disseminated throughout the life span of the project.

Our envisaged Dissemination and Communication plan and strategy is tailored to contribute to the achieving of the project goal, reaching the defined target groups and making sure that the key messages of the project are disseminated properly, and results up taken by the identified target groups.

3.1. General approach

All communication actions will be aimed at reaching one or more different target audiences (identified in Chapter 3.4), through different tools, channels, and activities. This will be done by firstly laying a basis of the Communication and Dissemination plan, through:

- A detailed stakeholder analysis to ensure all stakeholders are identified and their needs/expectations concerning HASHTAG are properly examined;
- Complete Dissemination & Communication assessment considering the full stakeholder journey, with channels, tactics and campaigns (both online & offline) to bring HASHTAG right in front of diverse audiences;
- Planning of exploitation activities;
- Critical KPIs to be tracked & benchmarked to monitor the overall progress of CDE efforts and adapt the CDE plan.

3.2. Objective

In this regard, the objectives of the dissemination and communication activities will be focused on:

- Promoting broad visibility of the project effort and disseminating its results to a wide audience
- Creating and optimally exploiting the project website, the appropriate communication channels, and dissemination tools,
- Establishing cooperation with related initiatives and projects both within the social media context and beyond, as appropriate,
- Participating in and organizing specific events for increased and effective liaisons, dissemination of information and engagement of key stakeholders in the social media ecosystem.

3.3. Key Performance Indicators

Table 1: List of HASHTAG project Communication and Dissemination Key Performance Indicators

No	Key Performance Indicator	Target value	Verification means
1	An active and involved industry advisory board	>4 representatives of ≥3 different audiences; ≥3 meetings organised, ≥5 participants from ≥3 audiences;	Regular project reporting;
2	An active and informative website	>5.000 visits; >200 downloads	Website analytics; Google Analytics;
3	Judicious use of printed materials for promotion	>300 readers	Regular project reporting;

4	An engaging and responsive Social Media presence	>1.000 followers; >300 posts and replies	Social media insights
5	An active presence in the local & European media	≥ 4 presences on podcasts or radio; ≥ 15 instances in print/online media	Regular project reporting;
6	Leverage on field showcase events to engage customers	≥3 events with ≥150 farmers; ≥ 2 on-site demonstrations, involving ≥80 participants on average and ≥5 media representatives;	Regular project reporting;
7	Strategic presence at events to promote project	Presence at ≥5 large events; ≥4 events attended, ≥1 side events organised, >200 participants at events, ≥2 countries in which attended events are organised;	Regular project reporting;
8	Relevant scientific papers published on thematic areas	≥6 scientific papers published	Regular project reporting;
9	Policy briefs used to disseminate key findings to policy makers	2 policy briefs prepared	Regular project reporting;
10	EIT Agri practice abstracts to disseminate key findings	≥5 practice abstracts published	Regular project reporting;
11	Organise customer/end-user workshops	≥4 workshops organised, ≥100 participants, ≥3 countries represented;	Regular project reporting;
12	Organise engagement campaign	≥10 companies and research groups engaged	Regular project reporting;
13	Make public data available in suitable formats, with enabling licenses, and with metadata	≥5 datasets made available, ≥100 downloads in part or in whole	Regular project reporting; Public data repository insights;
14	Coordinate with other relevant R&I projects	≥5 collaboration plans, ≥4 mutual events; ≥100 website or social media mentions	Regular project reporting; Social media insights; Website analytics;
15	Coordinate with relevant EU and national networks to strengthen dissemination & reach	≥5 collaboration plans, ≥4 mutual events; ≥100 website or social media mentions	Regular project reporting; Social media insights; Website analytics;
16	Organise policy workshops	≥2 organized, ≥20 attendants;	Regular project reporting;

3.4. Target groups

The focal point of the HASHTAG's dissemination strategy is the identification and mapping of targeted stakeholders (whom to disseminate to) and understanding of their needs and characteristics to tailor clear and concise messages (what to disseminate) to the different target audiences. This also comes to ensure the use of the most appropriate dissemination channels and communication tools and drive the development of proper material per target stakeholders (how to disseminate). It further defines a time plan (when to disseminate), with specific objectives and target focuses, assisting all project partners in implementing communication activities and reaching the dissemination and exploitation objectives throughout the project implementation.

HASHTAG's dissemination (and communication and exploitation as well) needs to be tailored to the specific needs of the different target audiences of the project. Thus, defining the target groups is a key component, vital for the dissemination strategy.

Having all in mind, the HASHTAG Consortium identifies the 8 target groups. The following are presented in Figure below.



Figure 1: HASHTAG project Target groups

Each target group has its own sphere of communication. HASHTAG's approach will be aimed at various groups, with the primary audiences shown in the figure above.

A clear overview of the targeted institutions, projects or people will ensure a more strategic and effective approach for sending invitations for events and workshops, information gathering, dissemination of results etc. The Communication team has created Stakeholders Lists and will periodically ask partners to provide information and contacts of target institutions and persons, always taking into consideration the GDPR regulation. This list will be continuously updated throughout the project.

3.4.1. Stakeholder ecosystem

The diagram below was developed as a part of the WP2 work within HASHTAG, and illustrates the conceptual ecosystem within HASHTAG, highlighting the key stakeholders involved in leveraging space-based data services for sustainable agriculture. At the centre of the ecosystem, data service providers facilitate the exchange of information between farmers and various supporting sectors. These include agricultural advisors, financial services, food industry players, regulatory bodies, and technology

providers specializing in Earth Observation (EO), Positioning, Navigation, and Timing (PNT), and AgTech solutions. By fostering collaboration among these actors, HASHTAG aims to enhance trust, transparency, and the practical application of space assets in agriculture.

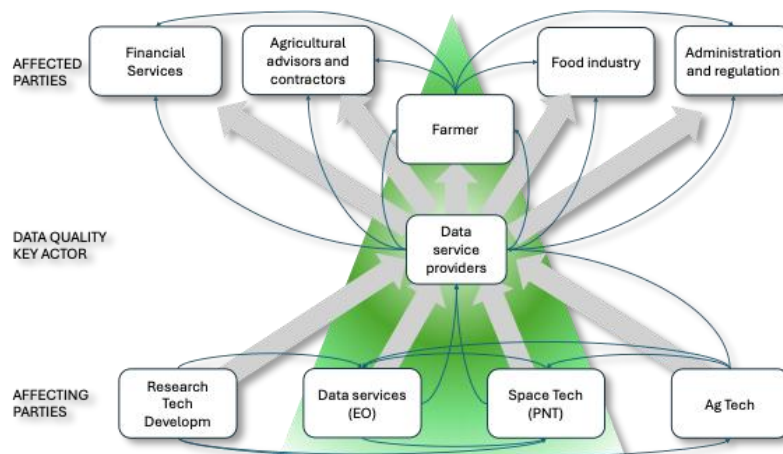


Figure 2: HASHTAG conceptual ecosystem graph

3.5. Team organisation

HASHTAG project's Communication activities are led by the Communication Manager, Katarina Đokić (ABE). However, all HASHTAG project partners have a role to play in WP11. As described in the next chapter, all project partners will play a very important role in ensuring that effective communication is carried out in their regions and within their networks, thus active participation of all project partners is envisioned.

Table 2: HASHTAG project communication team members

Person	Role
Katarina Đokić (ABE)	Communication manager
Igor Milosavljević (ABE)	Communication team member

3.6. Email account

An e-mail account which the public will be able to address for any issue relevant to the project and has been created: info@hashtag-project.eu. HASHTAG's Communication management has access to the mailbox and is monitoring it consistently.

The responsiveness will be between 24h and 48h, taking into consideration the type of request to the HASHTAG's Communication team and the coordination with project partners as relevant to query. This account will be included in all used dissemination tools and promotional material, such as the project website, social media accounts, printed material etc.

3.7. Contribution by project partners

All HASHTAG project partners are promoting the project using the means and channels at their disposal. Each partner promotes through their own channels the project amongst their stakeholder network and utilizes their social media accounts to amplify (by means of "liking", "sharing" or "retweeting") the material published by the HASHTAG accounts.

After the first results are available, the project partners from the Use Case countries will be required to assist in engaging the specific regional stakeholders, drawing on their existing knowledge of the local specificities, stakeholder groups and communication channels.

Contribution by project partners is further explained in Chapter 5.6.5. Modus operandi for social media posting.

4. Dissemination strategy

The main objective of HASHTAG's dissemination strategy is to ensure that the project's outcomes, knowledge and opportunities are effectively diffused to the appropriate target communities, making research results widely accessible. The strategy is aligned to the objectives of HASHTAG's DEC plan. The following dissemination objectives have been established:

- **Increase Awareness:** Raise awareness about the importance of trust, transparency, and reliable data in advancing sustainable and regenerative agriculture. Highlight the project's role in supporting this transition.
- **Enhance Visibility:** Amplify the visibility of HASHTAG's goals, milestones, and outputs among key stakeholders, including farmers, agri-advisors, researchers, policymakers, and industry leaders.
- **Audience Engagement:** Actively engage target audiences to gather feedback, validate results, and ensure the applicability and scalability of HASHTAG's solutions across diverse agricultural contexts.
- **Foster Synergies:** Promote collaboration and synergies with other research projects, policy frameworks, and communication initiatives by leveraging existing dissemination networks, platforms, and channels.
- **Promote Exploitation:** Ensure that HASHTAG's outcomes are fully exploited by integrating them into research initiatives, influencing public policy, and fostering adoption in market-driven and practical applications.
- **Support Innovation Uptake:** Facilitate the adoption of HASHTAG's innovations by showcasing their potential to transform global agriculture through workshops, demonstrations, and tailored communication efforts.
- **Global Outreach:** Expand the project's reach by showcasing its use cases and benefits in diverse global settings, emphasizing its scalability and relevance across regions such as Europe, Brazil, and Indonesia.

A complete Dissemination & Communication assessment will be performed, considering the full stakeholder journey, with channels, tactics, and campaigns (both online & offline) to bring HASHTAG right in front of diverse audiences.

Deploy tailored dissemination strategies to key target expert groups to ensure that the project results are up taken, leveraged and applied by the appropriate experts

Figure 3: Objective of dissemination strategy

4.1. Dissemination activities

A multi-level dissemination strategy will reach and involve project target groups, enabling them to take up and make use of project results. There is overlap with communication (see below), as some project tools both raise awareness (communication) and share knowledge (dissemination). The key dissemination tools are categorized per target group:

Table 3: List of dissemination activities per relevant audiences

Dissemination activity	Relevant audience
Organise showcase events	Farmers and agri-advisors; Equipment manufacturers; Food industry; Public authorities;
Be present at relevant industry events	Farmers and agri-advisors; Equipment manufacturers; Agri-tech/space innovators; Food industry; Civil society, NGOs, Citizens and media;
Collaborate with Industry Advisory Board	Equipment manufacturers; Food industry; Public authorities;
Organise customer/end-user Workshops	Farmers and agri-advisors; Equipment manufacturers; Food industry; Public authorities;
Organise engagement campaign	Farmers and agri-advisors; Equipment manufacturers; Agri-tech/space innovators; Food industry; Public authorities;
Enable access to public data	Agri-tech/space innovators; EU & National policy makers;
Coordinate with other relevant R&I projects	Farmers and agri-advisors; Equipment manufacturers; Agri-tech/space innovators; Food industry; Public authorities; Researchers; EU & National policy makers; Civil society, NGOs, Citizens and media;
Coordinate with relevant EU and national networks to strengthen dissemination & reach	Farmers and agri-advisors; Equipment manufacturers; Agri-tech/space innovators; Food industry; Public authorities; Researchers; EU & National policy makers; Civil society, NGOs, Citizens and media;
Develop policy briefs	EU & National policy makers;
Develop practice abstracts	Agri-tech/space innovators; Researchers;
Organise policy workshops	EU & National policy makers;
Publish scientific papers	Researchers;

4.2. Practice abstracts

End-user material emerging from the project will be produced in the form of several summaries for practitioners in the proposed common format ("practice abstracts"). A total target number of more than 5 practice abstracts is foreseen for the project.

Practice abstracts will be available on HASHTAG website and further fed in [EU CAP Network](#) website for broad dissemination.

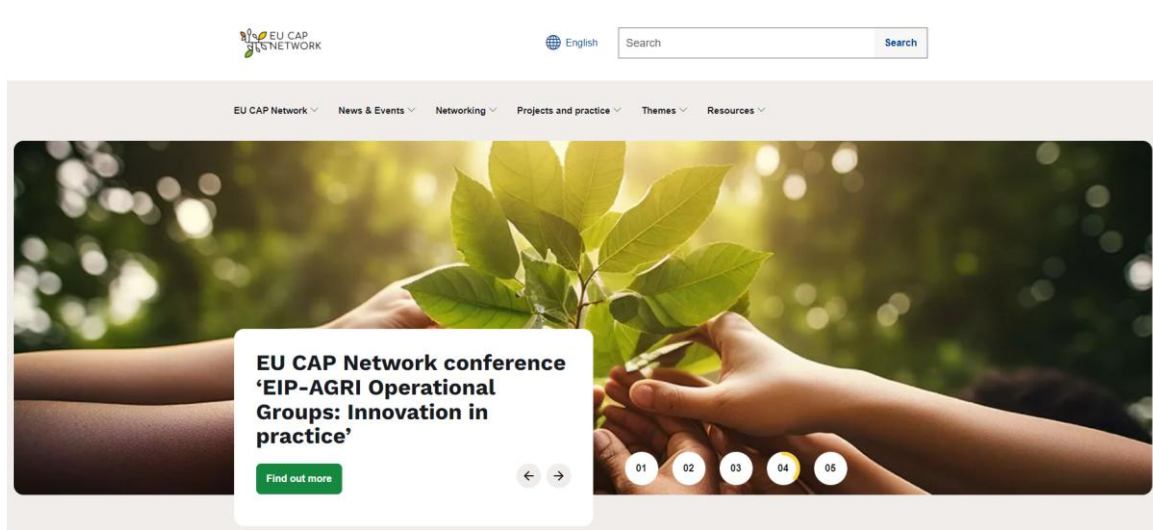


Figure 4: EU CAP Network website Homepage

5. Communication strategy

Communication raises awareness of and stimulates interest in the project and its activities, involving specific measures for promoting the project itself and the results attained. As such, communication is highly complementary to dissemination and exploitation efforts. Communication will provide cross-project support for textual and graphic promotion, development, and maintenance of promotional, etc.

HASHTAG's communication plan is a crucial component in:

- a) Raising awareness about the role of trusted and transparent space data in supporting sustainable and regenerative agriculture, emphasizing its potential to transform farming and forestry practices worldwide.
- b) Democratizing knowledge by ensuring that information about HASHTAG's solutions, tools, and results is accessible to diverse stakeholders, including farmers, policymakers, and the general public.
- c) Attracting target groups and the general audience to innovative solutions addressing urgent global challenges, such as food security, environmental sustainability, and climate resilience.

The communication plan has the mission to reach out to a broader audience, beyond the HASHTAG's core community, and this will be achieved by communicating well-tailored messages through effective channels to reach targeted audiences and to stimulate interaction between key external audiences and the project.

The objectives of the communication plan are as follows:

- Set up internal communication mechanisms among the partners of the Consortium
- Support the external promotion of HASHTAG and its outcomes, managing the branding
- Deliver top level messages about the project to all identified and relevant stakeholders
- Raise awareness of non-specialized audiences of the added value of the HASHTAG project
- Increase overall awareness and interest about HASHTAG

5.1. Communication activities

Communication activities and tools will be implemented, throughout the life of the project and beyond, making results accessible to internal and external stakeholders, as well as to the media and general public. Communication activities will be customized for different countries, regions and subgroups of the population, making use of the skills and resources of partner organizations. All partners, including regional organisations for farmers and agri-advisors will be involved in the communication of project findings.

Communication activity	Relevant audience
Develop project's website	Farmers and agri-advisors; Equipment manufacturers; Agri-tech/space innovators; Food industry; Public authorities; Researchers; EU & National policy makers; Civil society, NGOs, Citizens and media;
Create & curate HASHTAG's social media	Farmers and agri-advisors; Agri-tech/space innovators; Food industry; Civil society, NGOs, Citizens and media;
Develop project informational videos	Farmers and agri-advisors; Agri-tech/space innovators; Food industry;

Organise on-field demo events	Farmers and agri-advisors; Researchers;
Organise engagement campaign	Farmers and agri-advisors; Equipment manufacturers; Agri-tech/space innovators; Food industry; Public authorities;
Enable access to public data	Agri-tech/space innovators; EU & National policy makers;
Coordinate with other relevant R&I projects	Farmers and agri-advisors; Equipment manufacturers; Agri-tech/space innovators; Food industry; Public authorities; Researchers; EU & National policy makers; Civil society, NGOs, Citizens and media;
Coordinate with relevant EU and national networks to strengthen dissemination & reach	Farmers and agri-advisors; Equipment manufacturers; Agri-tech/space innovators; Food industry; Public authorities; Researchers; EU & National policy makers; Civil society, NGOs, Citizens and media;
Develop policy briefs	EU & National policy makers;
Develop practice abstracts	Agri-tech/space innovators; Researchers;
Organise policy workshops	EU & National policy makers;
Publish scientific papers	Researchers;

5.2. Communication kit

This communication kit has been specifically designed to visually represent the project as well as enhance the impact of project's communication and dissemination activities by ensuring coherent, extensive, and timely transmission of its concepts, objectives, and solutions.

The communication kit of the HASHTAG project is composed of its:

- Brand Identity
 - Logo
 - Colour scheme
 - Typography
 - Official Project Templates
- Promotional materials
- Website
- Social Media
- Email Account

These communication tools are not intended to remain static. Upon request and as need, they will be updated and improved throughout the project, thus multiplying its impact and better adaption to both target and general audiences.

5.2.1. Responsibilities of the Consortium

The communication kit will be used throughout the whole life cycle of the HASHTAG. Project partners are expected to contribute and take advantage of the communication kit as a support in promoting the project, with a focus on Use Case regions and the European level.

Association of Balkan Eco-Innovation (ABE) is the leader of Work Package 11: Dissemination, Communication and Exploitation and it is responsible for the delivery of the project communication

tools. ABE will take the lead on the development of the communication tools that are described in this deliverable – from content drafting to graphic development. The following sections describe responsibility procedures per each of previously mentioned tools.

5.3. Brand Identity

The HASHTAG's brand identity is devised to promote the consistent visual style of the project among its audiences. All brand identity elements are designed having the overall brand in mind, focusing on transferring the message of HASHTAG objectives. All brand identity elements are unified in design, offering a comprehensive visual presentation of HASHTAG.

5.3.1. Logo

The logo of HASHTAG project is intended to be an eye-catching and modern design that reflects the core purpose of the project – trust & transparency of space data. It helps to differentiate HASHTAG from other projects in those sectors – helping the project to stand out and attract attention.

To achieve maximum visibility, a logo's structure is the basis of the rest of the project's visual identity, which is used to establish HASHTAG's visual identity on and offline and be unified across different communication channels.

The HASHTAG logo is made up of two main elements – the symbol and the logotype. The symbol and logotype should always be used in the proportions shown below:



Figure 5: HASHTAG logo

Logo is used as the main character on all graphics and other applications.

5.3.1.1. Logo usage

It is an imperative to consistently use the original copy of the logo to uphold the design and quality of electronic and printed materials. For electronic materials, the .png version is recommended, while for printed materials, the .jpg or .eps CMYK version are the most suitable.

5.3.2. Colour palette

From the logo, a colour palette has been extracted, serving as the guiding principle for the design of various project materials. These colours have been carefully selected to maintain consistency and coherence across all communication channels, ensuring a unified brand identity for HASHTAG. Furthermore, considering the agricultural focus of the project, the selected colours are not only aligned with that theme, but also there was a fresh and modern twist to the traditional agricultural colour palette, with an aim of emphasising the innovative approach of the project.

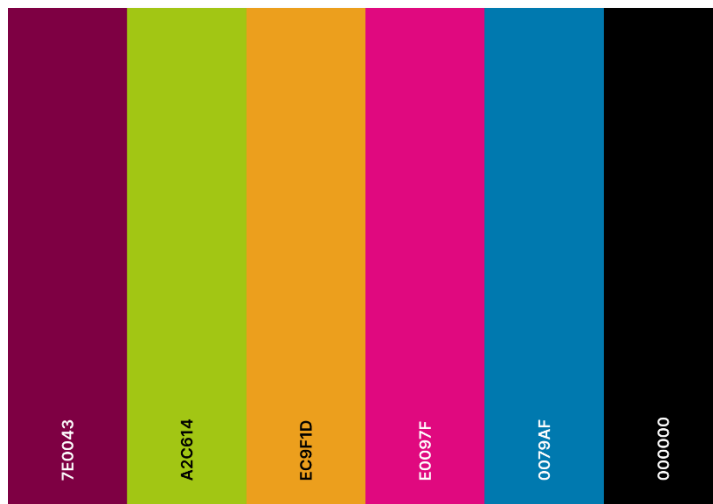


Figure 6: HASHTAG color palette

5.3.3. Typography

Typography is the art that involves arranging a typeface in various combinations of font, size, and spacing. In this way, a wide range of designs including website design, brochure designs, print design, books, and computer graphics, etc. depends on the skilful use of typography for making an impact.

The basic Font of the HASHTAG project is the CORBEL font in a combination of bold and regular, but also if needed in all other font variations. Elegant and sans-serif block letters, according to the standard book protocol, on all business documents up to A4 format, should be typed in 12pt font size. Titles, subtitles, footnotes, etc. they can be typed in a range of 2-3 times larger, and for the main text, letters 1-2 times smaller than the basic text are used.

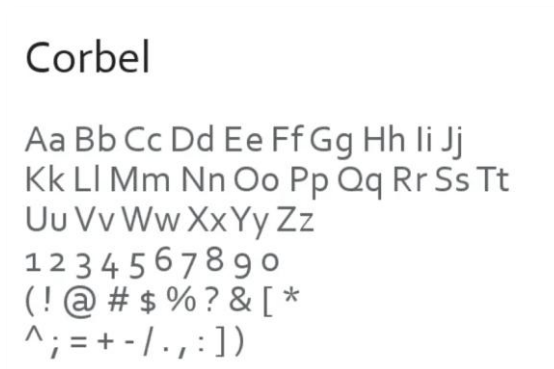


Figure 7: HASHTAG typography

5.3.4. Official project templates

Official project templates ensure consistency and efficiency in transmitting project-related information, maintaining the coherence of the project's brand identity and presenting a professional image across different channels. Prepared by the project communication team, these templates serve as standardized formats for various communication materials, providing a uniform structure and design elements. In line with that, the following templates have been developed:

- PowerPoint Template
- Deliverable Template

5.3.4.1. PowerPoint Template

HASHTAG's PowerPoint template plays a crucial role in project's dissemination strategy, serving as a cornerstone in displaying the consortium's achievements. This PowerPoint template represents a visual representation of HASHTAG project, and it is extensively used during internal and external events. Its widespread use underscores importance in effectively communicating project's activities and results to diverse audiences.



Figure 8: HASHTAG PPTTemplate

5.3.4.2. Deliverable template

The deliverable template has been created to ensure a consistent and recognisable format. Within the HASHTAG project, the deliverable template features a cover page with eye-catching visuals that prominently display the project logo, the title of the deliverable, and the relevant work package. At the bottom of the page, there is a clear statement indicating that the project has received funding from the EU, accompanied by its emblem. The first page of this template includes a table with the document's information and a table with the document history and disclaimer.

The next pages of the deliverable template are reserved for the table of contents and figures, list of abbreviations and executive summary. These pages of the template remain static, they do not change and contain only the information referred above.



High Accuracy Service Harnessed Trusted Application and Governance

WP#: ####

D#.#: XXXXXXXX

Document Information

Grant Agreement Number	101180259	Acronym	HASHTAG
Full Title	High Accuracy Service Harnessed Trusted Application and Governance		
Start Date	1st November 2024	Duration	24 months
Project URL	www.hashtag-project.eu		
Milestone	####		
Work Package	####		
Date of Delivery	Contractual	DMY	Actual
Nature	####	Dissemination Level	####
Lead Beneficiary	####		
Responsible Author	####		
Contributions From	####		

Document History

Version	Issue Date	Stage	Description	Contributors

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Figure 9: HASHTAG Deliverable template

5.3.5. Additional visual elements

5.3.5.1. EU emblem

All public project materials must include the EU emblem, as per the provisions established in the project's Grant Agreement, which contains the acknowledgment text for EU funding.



Funded by the European Union

Figure 10: EU emblem and funding acknowledgement

5.3.5.2. Partners logos

Partner's logos will be incorporated into project communication materials and may also be included in additional project-related content and presentations. Partners' logos will be used solely for project-related activities. Furthermore, partners' logos must be used in accordance with the order specified in the Grant Agreement.



Figure 11: HASHTAG partners logos

5.4. Promotional materials

Promotional materials are digital and printed materials designed and distributed to promote the project in events, fairs, webinars, conferences, and such. Promotional materials include leaflets, brochures, posters, roll ups and similar.

5.4.1. Roll up

The Roll up aims to establish the visibility of HASHTAG project conveying project's message and creating the awareness of its brand during the events. In the HASHTAG project roll up the focus will be on the visual aspect, trying to make a strong impression on attendees during the events, recognizing that they often lack time, or they are not concentrated to read detailed information. Therefore, only key project details will be included in a concise format and nice visual presentation.

Additionally, the graphic design will be maintained to visually reflect essential HASHTAG project characteristics. This includes not only the project's logo and slogan but also creative illustrations, such as the map outlining the regions of the use cases, or graphics related to project's technical aspect. These visuals serve as integral components in conveying the project's message and purpose, complementing the carefully chosen written content.

5.5. HASHTAG website

The structure and content of the HASHTAG website will be designed to be aligned with the project's concept and brand identity. The website will contain relevant information about the project and its real-time progress, thus keeping the audience constantly updated. Besides, the portal will encompass all publishable project's outcomes, such as reports, publications, deliverables, and further resources of interest (including links to websites of third parties). In addition, the website will reflect the work happening in the Use Cases. In that respect, all partners contribute to the content development process with news and updates.

Finally, the portal will present in detail the use case regions of the project, in which the activities are operationalized. Additionally, the website is the most significant digital component of the communication kit.

5.6. Social media

A valuable aspect of the communication kit is the presence on social media platforms because they serve as a bridge between project's audiences and the activities in a visually appealing and interactive manner. The goal is to cultivate an online community of followers who will actively support the project and

continue to exist beyond its conclusion. Through regular posting and meaningful interaction with targeted and general audiences, it is expected that HASHTAG's social media accounts will maximize the awareness, relevance, and impact of HASHTAG, thereby expanding the stakeholder base. In its communication and dissemination activities, HASHTAG will be supported by two social media platforms (LinkedIn and X), with plans to launch a dedicated channel on a video platform (YouTube) in the near future.

Through carefully prepared content on social media platforms, aiming to guide HASHTAG's audiences towards the project's website, thereby increasing both website traffic and audience engagement, lead to a deeper understanding of the project.

5.6.1. LinkedIn

ABE has created a dedicated LinkedIn account for HASHTAG project: www.linkedin.com/company/hashtag-project. LinkedIn is a dynamic space for engaging with a broader network of professionals interested in project's goals, objectives, and progress. It also strives for a more institutional approach to initiate discussions on issues of common interest and involve different actors within value chains. Additionally, it aims to facilitate knowledge exchange among experts both within and outside the HASHTAG community.

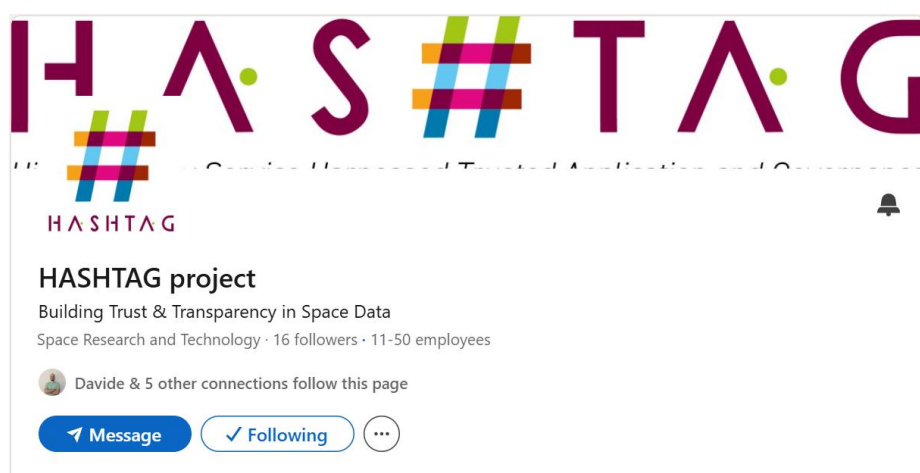


Figure 12: HASHTAG's LinkedIn page

5.6.2. X (ex-Twitter)

ABE has created a dedicated X account for HASHTAG project: x.com/HASHTAG_EU. It will be used as the main news service of the project, by posting updates about HASHTAG activities and linking them to the wider ongoing conversation about the project-related topics. X also identifies opportunities for building synergies with similar projects and initiatives. It is an extremely useful dissemination and audience engagement tool, especially during events in which information needs to be publicised instantly or when targeted audiences want to express their opinions and needs spontaneously.



Figure 13: HASHTAG X profile

5.6.3. YouTube

HASHTAG's YouTube account will be created to aggregate all video materials produced in the frame of the project in one easily accessible location. However, the goal is not only to have an archive of video materials, but also to create a strong online community by connecting with other channels and leveraging the video materials to effectively promote the project in an appealing way.

Overall, HASHTAG's YouTube account will focus on presenting the project's actions and the results achieved in the Use Cases. Project partners are expected to contribute to the production and promotion of relevant video materials with the aim of sharing them within the network of interest to maximise outreach and facilitate the future commercialization of the HASHTAG project.

5.6.4. Alternative accounts

In case that a need arises to utilise another social network (i.e. Bluesky instead of X), HASHTAG communication team will research best solution and approach to continue to reach the stakeholders. The goal will always be to communicate HASHTAG objectives and activities to targeted audiences in the best appropriate environment and through most aligned channels, thus communication channels will be revised and tuned accordingly.

5.6.5. Hashtags

Hashtags are metadata tags that are prefaced by the hash symbol (#) and they will be used consistently throughout the overall HASHTAG's implementation. They are used to reach specific target groups and identify key concepts. Two to five hashtags per post is recommended. The project communication team has researched relevant hashtags and already started using some on HASHTAG's social media channels, including:



Figure 14: HASHTAG hashtags

5.6.6. Modus operandi for social media posting

5.6.6.1. Social media posts plan

Social media posts will be planned according to the project partners' activities, and to the overall timeline of the project. The posts timeline will be updated accordingly throughout the project course, and the posts will be presented to Consortium in an Excel sheet uploaded to HASHTAG's SharePoint, to dedicated Communication & Dissemination folder.

HASHTAG Communication team will be responsible to posting on HASHTAG social media channels. All social media posts will be reviewed for quality assurance by the Communication team leader.

5.6.6.2. Content suggesting

The following points described a step-by-step approach to provide suggestions for social media content:

1. If someone from the partners would like to suggest a post, following steps are recommended:
 - Access the Excel sheet (uploaded to the HASHTAG's SharePoint platform, in the dedicated folder)
 - Upload a photo / picture that is suggested for posting
 - Rename it and use the same photo description in the sheet
 - Fill in the cells in the sheet accordingly
 - Inform the Communication Team
2. Once the suggested photo/picture/video etc. is posted, the partners should do the following:
 - Like
 - Share
 - Comment

All partners should participate in contribution to making and choosing material for social networks.

Excel tables for pictures and videos will be prepared by the Communication Team and shared with all partners, to gather ideas and suggestions for posting. Partners will be reminded every month to fill in these tables with their ideas and suggestions.

6. Monitoring and evaluation of dissemination and communication activities

6.1. Analytics & Reporting

HASHTAG's dissemination and communication activities will be carried out according to the CDP presented here. In order to consistently monitor the success of carried out activities and adapt the Communication and Dissemination strategy accordingly, Key Performance Indicators (KPIs) have been established, and are presented in Chapter 3.3 Key Performance Indicators of this document.

Each Communication and Dissemination activity will be reported in the Excel sheet available in HASHTAG's SharePoint dedicated folder, where each 6 months progress will be recorded and changes in the KPI completion rate updated accordingly.

Additionally, progress will be monitored and presented to HASHTAG's Consortium at each Executive Board meeting, held once a month with Board representatives, with HASHTAG's Communication leader participation.

In order to ensure proper monitoring & progress tracking of the KPIs, different analytics reports will be utilised. For all internal activities such as visual identity development and distribution of promotional material, HASHTAG's Communication team will use internal regular reporting process to track and mark the progress towards the KPI completion. For all online activities, online reporting analytics software will be utilised. For website Google Analytics is implemented on the website and will be used to track visits, engagement and bounce rate of the users, and for social media, internally built analytics reporting systems will be used.

6.2. Internal processes

6.2.1. Internal communication

Internal project communication is also very important aspect of a successful project. Facilitating timely, efficient and effective information sharing between partners is crucial, in order to ensure that all important inputs are disseminated to relevant partners. To that end, Communication team (along with the Coordination team from AV) will utilise Microsoft Teams application to encourage short & quick message exchange between partners, structured by Work packages in order to keep the messaging streamlined. Additionally, all correspondence between project partners is facilitated through HASHTAG mailing list, available on SharePoint.

6.2.2. Identifying project promotion & dissemination activities

In the first project period, a WP10/11 workshop will be organised with all HASHTAG partners to explain the internal communication and reporting processes. This event will also be utilised to present the identifying and tracking documents, and nudge partners to utilise them to identify potential promotion and dissemination activities. For that purpose, an Excel sheet for relevant events that partners plan to attend will be presented, and uploaded to HASHTAG's SharePoint dedicated folder, to allow partners to inform and report on relevant events and dissemination activities timely.

6.2.3. Informing of project promotion & dissemination activities

All partners should participate actively in the promotion of HASHTAG project, and later on support the exploitation and dissemination of project results. In order to make sure that all promotion/dissemination activities are recorded and reported on properly, all partners should inform the Communication team of the activity timely.

The process is as follows:

Before the activity

1. The participating partners inform Communication manager of the dissemination activity at least 15 – 30 days before the activity.
2. Decision if any dissemination materials are needed is made (roll up posters, brochure, etc.)
3. If dissemination material is needed, design is provided, and printing is coordinated with participating partner

At the activity

1. Partners are actively promoting the project
2. Partners are taking pictures of dissemination activity (with project's visibility included) for promotion & attendance proof
3. Partners are noting potential synergy possibilities and future collaborations

After the activity

1. Partners inform Communication manager of the attendance & anything notable from the event and provide information/pictures from the activity to be shared
2. Communication team comprises the news about the activity, confirms it with the participating partner and publishes it to HASHTAG's social media accounts & website

Communication team will keep track of all activities of promoting and disseminating about the project, for easier periodic reporting and KPI tracking.

6.2.3.1. Design/printing process

For some dissemination activities, promotional material will be needed to enhance the visibility of HASHTAG at the event. In order to enable the partners to utilise the project's visibility to showcase the project, WP11 will prepare templates for roll up and posters that partners can use to print the materials.

Additionally, in case it is determined during the informing process that a new dissemination material is needed, Communication team provides the design for the material. Partner conducting the activity is in charge of printing the material and transporting it to the venue of the activity.

In order to facilitate the independence in promoting the project, Communication team encourages the partners to also provide their own designs for promotional materials (especially in localised events), as long as they're aligned with project's branding, EU visibility rules and confirmed with Communication team.

Communication team advocates for sustainability in printing and re-using the printed materials. Partners are encouraged to design and print the materials in such a way that they can easily be reused for future dissemination activities (i.e. using sturdier materials, designing posters without timestamps of events, etc.).

7. Synergies with other networks, initiatives and projects

Focusing at reaching a wider audience beyond the main targeted stakeholders of the project, the DECP will outline liaison and networking activities with other EU-funded projects, initiatives and networks that will further enhance the dissemination range and impact.

HASHTAG Communication team will seek collaborations and establish dialogue with different EU/International projects and initiatives, as well as relevant networks and organizations relating to HASHTAG's scope and activities. This will be an on-going activity that will enable exchange of views and potential development of synergies.

HASHTAG will systematically approach, engage, and involve an extensive number of regional and international networks and initiatives to share and discuss project results.

These synergies may result in the following activities:

- Cross promotion of activities and events,
- Participation in events and conferences,
- Knowledge sharing.

For the entire duration of the project, WP11 & WP10 will collect and map the HASHTAG's stakeholder ecosystem, periodically updating it. At the current stage the project partners are already well connected to an extensive network of key stakeholders.

HASHTAG will leverage upon the many Pan-European organizations and EU funded projects' networks whose representatives are involved in the project or members of the project advisory board (AB). These networks will be key to:

- (i) reach and involve project target groups across all European regions,
- (ii) maximize co-creation processes enabling feedback loops where thousands of farmers, policy makers, food companies, consumer organizations, and researchers will have a voice,
- (iii) strengthen HASHTAG's multi-actor approach.

These networks are summarized in the next table:

Target group	Networks	Total reach
Farmers and agri-advisors	COPA-COGECA, EUFRAS	>15,000
Equipment manufacturers	CEMA, CEETTAR	>100
Agritech/space innovators	EIP AGRI, EARSC, ESA BIC, CAPEGI	>200
Food industry	FoodDrinkEurope, EIT Food	>25
Public authorities	Paying Agencies, water boards, etc.	>200
Researchers (space, agri.)	Partner professional networks	>30
EU & national policy makers	DGs, ministries, regional development agencies	>10
Civil society & NGOs	EEB, ECI, etc.	>50
Citizens & media	Various media	100,000

7.1. Sister projects and other relevant initiatives

In order to enhance the visibility of HASHTAG and to ensure maximum attractiveness and engagement of all target groups and relevant actors, a series of liaison and networking activities will be organized/attended within the project life span. Collaborating with sister projects awarded under the same call will be the starting point for all collaborations.

HASHTAG communication team will conduct research of all projects funded under the same call, identifying the ones most relevant to HASHTAG and our objectives, with highest impact potential.

After identification, HASHTAG communication team will get in contact with the project representatives, inviting to collaborate. With each project a Memorandum of Understanding will be signed, specifying the terms of collaboration, and listing all potential joint activities.

A common plan will be developed to maximize the impact of our efforts and shared activities.

In addition, a list of other complementary projects with whom collaboration will be initiated has been prepared and it will be periodically updated during the project lifetime.

Ad hoc activities may be organized with the leaders of the Use cases, depending on the complementarities and expertise of the abovementioned projects. Likewise, a list of events will be requested from the partners for the upcoming year to ensure coordination with them.

Results will also be jointly disseminated to maximize the project outreach. Likewise, the sister project dissemination channels will be leveraged to share the results and achievements.

8. Exploitation strategy

8.1. What is exploitation in the context of HASHTAG?

Exploitation of project results is closely linked to the overall objective of the project, i.e. to provide a proof of concept of an innovative solution (TRL 4), with the eventual aim of commercialising these results, including:

- The HASHTAG system, and
- The commercial apps that make use of the system.

As explained in the Grant Agreement, the pathway for exploitation of results in the context of the HASHTAG project covers a significant path for successive innovation as well as eventual commercialisation. This is illustrated in the figure below, also previously included in the Grant Agreement.

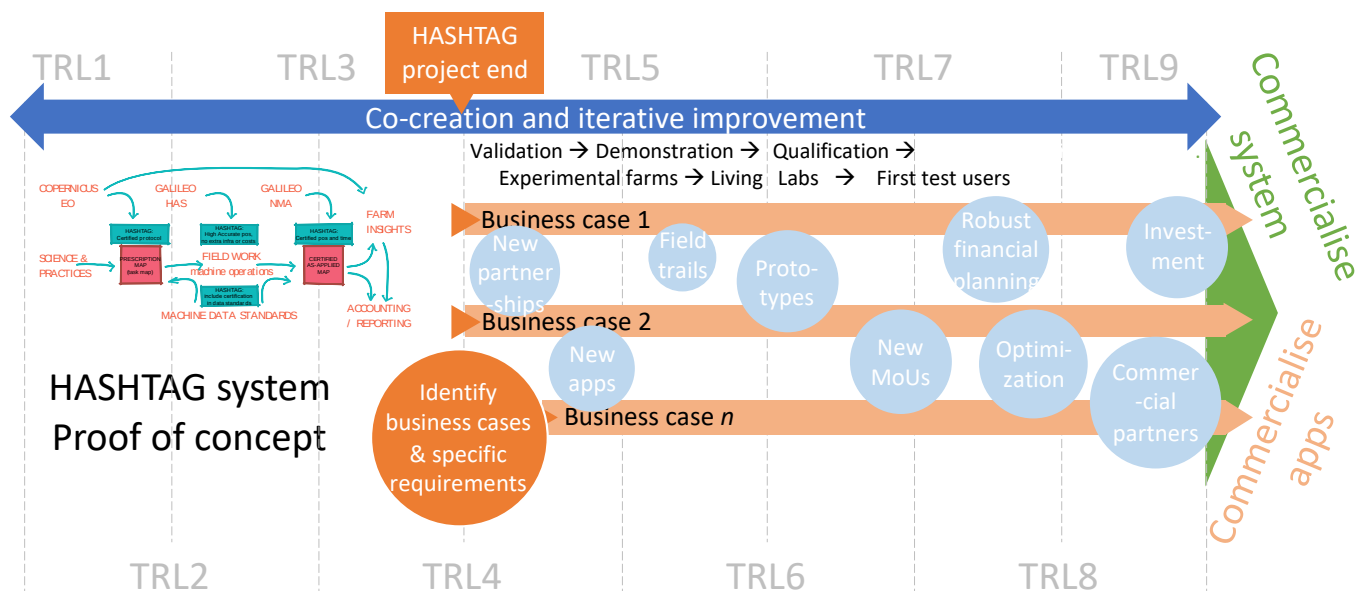


Figure 15: Schematic representation of the exploitation path of HASHTAG results, clearly marking expected results at the end of the project and the required activities/results to be developed afterwards.

Therefore, exploitation within the HASHTAG project will work with and build from the project's design-based approach to identify business cases and their specific requirements of identified users. This V-model methodological implementation of the design-based approach and how it relates to project activities is summarised with the figure below. The expected output in terms of exploitation at the project's end are therefore well-defined business cases for which HASHTAG results deliver significant value, which will form the bases for future pathways to be defined (in the long-run, medium-run, but in particular next steps after the end of the project). Thus, the final business plan must identify future pathways for follow-up activities to further develop projects towards market readiness. It is preferable that this is as specific as possible, e.g. in terms of partnerships, required resources and funding opportunities, etc.

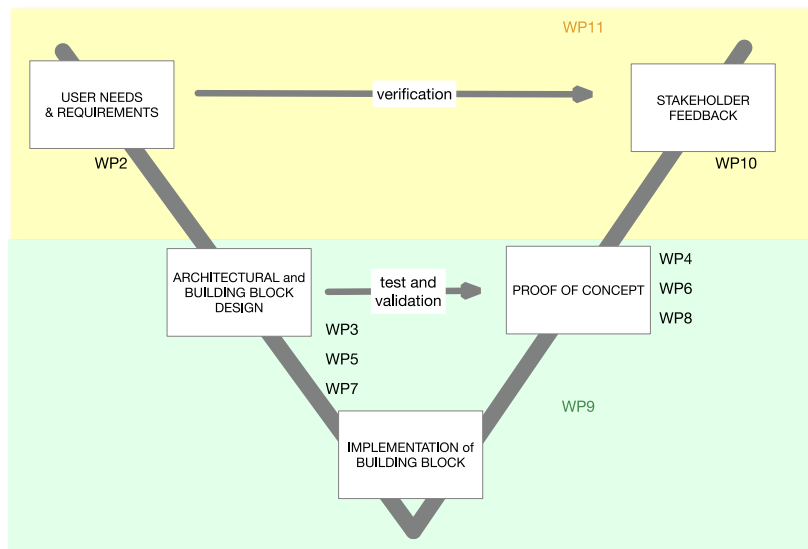


Figure 16: V-model methodological implementation of the design-based approach, also indicating the role and position of the work packages (WPs) in the HASHTAG project.

The overall approach in the project is for exploitation to provide business support and to help develop the expected results mentioned above horizontally across all project activities, in conjunction with project partners. ABE, as the exploitation lead, will appoint an Exploitation Manager which will engage with all partners for exploitation activities, this will involve:

- Clarify the scope of exploitation activities, clarify roles and expectations, and motivate partners to contribute to them.
- Organise all exploitation activities, including receiving of input/providing of output as per defined roles, and link to other project activities that relate to exploitation.
- Work with partners to identify and define opportunities, and to agree a path forward.

Exploitation is “teamwork”, and an important link for partners to accrue the innovative value to be proven during the project. All SME partners (with the exception of WUR as a scientific partner and ABE as a cluster providing support services) are market-oriented commercial entities and well-motivated to fully exploit project results.

8.2. Overview and timeline of activities

The table below provides an overview of key activities and an indicative timeline, which is subject to changes and finetuning as per the pace of progress of other project activities as well as opportunities/challenges relevant to exploitation that may arise.

Key activity	Expected results	Month
First exploitation workshop	Introduce the scope of exploitation activities and roles/responsibilities, discuss and expand initial set of exploitation scenarios	M4
Business modelling of use cases	Bilateral/multilateral meetings to assess possible business models to exploit project results as they relate to the different use cases	M11
Second exploitation workshop	Follow up on development results to assess and expand exploitation scenarios, expand business case analysis	M13

Finalise initial business cases	Final drafts of business cases are adopted (as they relate at a TRL 4 level), to be presented in the relevant deliverable	M20
Third exploitation workshop	Post-project roadmap is refined and adopted, to be presented in the relevant deliverable	M22

In addition to the discernible activities above, continuous desk research and user engagement will take place, conducted by ABE as well as other project partners.

The key deliverables related to exploitation are:

- D11.2 DEC report, due Sep. 2026
- D11.3 Initial business plan, due Aug. 2026
- D11.4 Exploitation roadmap, due Sep. 2026

9. Conclusion

Deliverable 11.1 defines a detailed plan for the DEC activities. As a living document, the information included here will be regularly updated and the strategy upgraded based on the results obtained and the feedback collected from the target groups.

This document provides the framework and guidelines for the successful implementation of dissemination and communication activities throughout the lifespan of the HASHTAG project and beyond. As the project evolves, this document will be updated and refined in order to provide a more detailed analysis of the dissemination actions and plans.

This document also provides the monitoring mechanism of the dissemination activities, which is based on targeted KPIs. By communicating the project's tangible and intangible assets through the most effective channels and tools to timely reach the targeted groups, HASHTAG will lay the foundation for the successful uptake of its outcomes.

As the project evolves, the DEC plan will be updated, results will be presented and progress against targets will be measured in the final report scheduled for the end of the project (M23).

End of Document