



GREENPATROL – GA 277663

Galileo Enhanced Solution for Pest Detection and Control in Greenhouse Fields with Autonomous Service Robots

5.2 Version 1.0

Communication Plan – Public Version

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Abstract:
This document contains the current communication plan. It is a live document that will be updated as new dissemination events of relevance for the project are considered.

Document Control

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Executive Summary

The dissemination and exploitation activities play an important role in GreenPatrol, as we aim for commercialising the robot.

The Communication Plan describes how results and knowledge will be exchanged with other projects, the scientific community and with business investors, clients and partners. It includes an overview of all events, workshops, conferences and exhibitions that seem interesting for attendance.

The dissemination plan includes tables with the most important events where project presentations, posters and/or demonstrations, or visits are considered. Every important dissemination moments and actions are and will be publicly available through the GreenPatrol website

This document also includes a description of the organization of the web page and social networks.

The following document contains a Public Version of the communication plan for the GreenPatrol project.

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List of Acronyms and Abbreviations

Term	Description
GNSS	Global Navigation Satellite System
IPM	Integrated Pest Management
EU	European Union
GPS	Global Positioning System
INS	Inertial Navigation System
SME	Small and Medium Enterprise
IT	Information Technology
GSA	GNSS Supervisory Authority

1. Introduction

This document includes the Communication Plan for the GreenPatrol project.

A statement of the publication of project results through diverse means such as conferences, press releases, or workshops, be it during the execution of the project or as future plans after its finalization. It is envisaged that the consortium will make pragmatic use of new opportunities for dissemination that will arise later in the projects lifetime. An updated version of this document will also be included in the Interim and Final Project Report.

The main communication activities will be conducted to present the project results and to emphasize the role of new technologies in a traditional sector such as the agriculture through the participation in workshops or demonstrations. The plan has been designed to identify objectives, messages, target audience, strategy and tools.

The purpose and scope of this plan is to facilitate the interaction between the consortium and GSA as well as within the consortium about the dissemination activities planned and the involvement of the partners in it. The regular updates allow the consortium to evaluate and adjust the plan where needed.

This Plan comprises a variety of measures to ensure wide awareness by the scientific community, industry, public authorities and general public within the field of precision agriculture and global navigation satellite system applications. The main communication activities will be conducted through the contribution to standards, public authorities' workshops, industry advertisements and product demonstrations, etc., in order to present the project results and to emphasize the role of new technologies in a traditional sector, such as the agriculture sector.

Dissemination strategy will be defined in a separate deliverable *D5.1 Dissemination and Exploitation Plan*.

D5.4 Communication and dissemination activity report will describe the results of the activities conducted.

2. Communication strategy

2.1 Objectives

The communication strategy of GreenPatrol project has three main goals:

1. **Project traceability:** Tracing the project implies constantly and coherently communicating its development, the main milestones reached and the most relevant results. Openness has been a priority, but at the same time issues regarding IPR protection have been taken into account.
2. **Broader socialization.** The use of robotics in agriculture, as well as precision agriculture technologies, face strong cultural barriers, mainly due to the very traditional characteristics of this sector. The socialization goal can be stated as “promoting robot assistants in agricultural applications as a possible, sustainable and positive future”.
3. **Raise awareness of the European brand: promoting the use of European GNSS** and contribute to the improvement of **EU dependency from other GNSS**, such as the US GPS. Additionally, the project consortium will make an effort in order to spread a general knowledge of the huge investment that European institutions are making towards the improvement of the European community in terms of R&D, and how this improvement has an impact on the wellbeing and prosperity of European societies.

This dissemination plan details the instruments intended to be used by the GreenPatrol Consortium to reach the above mentioned dissemination goals. Dissemination activities will be monitored and if necessary adjustments will be made in the planned dissemination actions.

It will be ensured that all project related publications can be read online, downloaded and printed. However, as any additional rights such as the right to copy, distribute, search, link, crawl, and mine increase the utility of the accessible publication, efforts will be made to provide for as many of them as possible. In particular, several open access schemes will be proposed for use to all consortium members. Depending on the nature, the importance, the cost and the available budget, a decision will be taken by the coordinator in cooperation with the proposing partner as to the best open access scheme which is to be followed.

2.2 Target audience

The main roles of the project target groups are as follows:

Table 1: GreenPatrol target roles						
Audience	Scientific Community	Users	Policy makers	Public bodies	General Public	Agrifood Industry and associations
Increase project visibility	✓	✓	✓	✓	✓	✓
Give input/feedback on project development	✓	✓	✓	✓	✓	✓
Generate Market opportunities	X	✓	✓	X	X	✓
Support project development	✓	✓	✓	✓	X	✓
Advance Collaboration	✓	✓	✓	✓	X	✓

2.3 Key message

Different groups have been identified to communicate with, for example stakeholders: space-actors, farmers, policy makers, press, farm advisors, greenhouse builders etc. GreenPatrol's communication strategy is to use a mix of different tools and channels for different groups or different messages for different group's for example on the website.

The key message is that the use of the European GNSS Galileo technology can help by providing IPM strategies in greenhouses allowing producers to increase their productivity, decrease the environmental impact and to increase their competitiveness achieving a more sustainable business.

3. Communication material

3.1 Visual identity

A visual identity will be developed for the project comprising a logo (see below) and style in different formats, in line with the H2020 visual guidelines.

The logo has been designed as a word-picture-brand, taking into account the planned usage in both printed and digital media. The logo is built around the name including a clear symbol of a GNSS satellite and vegetables in bright colours, with the purpose of making the objectives of the GreenPatrol easy to identify and also creating an visually attractive logo to catch the final user attention, It is a very recognizable and distinctive logo, which gives a good image of the content of the project:



Figure 1: GreenPatrol logo

A short **design guideline** for using the visual identity will be developed and delivered to the whole consortium. It is a document which gives details and rules of use about the different elements of the visual identity of the project. For example, it explains what the main colours to be used on all communication tools are, as well as the font for all written text.

3.2 Dissemination Guidelines

3.2.1 GSA dissemination guidelines

Based on the dissemination guidelines of the GSA we have compiled our projects' dissemination guidelines. The intention of these guidelines is to maintain coherence and uniformity in our dissemination and at the same time ensure compliance to EU requirements. These guidelines are based on the communication received from GSA, reflecting the obligations and recommendations from GSA.

The obligations are based on the Grant Agreement. The communication is summarised below:

Mandatory (as in grant agreement)

- Dissemination material shall always display GSA emblem prominently;

- Dissemination material shall always mention that the project has received Community research funding;
- See <https://www.gsa.europa.eu/about/gsa-identity> for more information on the use of the GSA logo;
- Dissemination materials shall always display European emblem prominently;
- See https://europa.eu/european-union/abouteuropa/legal_notices_en for more information on the use of the European emblem;

Recommended (not specified in grant agreement)

- Before public dissemination, beneficiaries should share the document/brochure/web page with the project officer and obtain approval;
- All public publications should be made available as a minimum via the project website;

Optional (not specified in grant agreement)

- Beneficiaries may mention that the project is carried out in the context of Horizon 2020 Programme (H2020);
- Beneficiaries may mention that the project is supervised by GSA or that the project is carried out in the context of the Horizon 2020 programme supervised by the GSA;
- Beneficiaries may display logos such as:
 - H2020
 - GSA
 - EGNOS

3.2.2 GreenPatrol additional dissemination guidelines

In addition to the required, recommended and optional guidelines by the Commission and GSA, the project has confirmed their own guidelines. When in doubt or in the unexpected case of conflict, Commission guidelines always have priority.

- *Notification prior to dissemination*

All dissemination activities will be announced prior to dissemination to the Project leader.
- *Announcements and publication through GreenPatrol website*

All dissemination activities and products will be made available through the GreenPatrol website.
- *Reference to website*

All dissemination activities will refer to the website URL of the project.
- *Authorship*

All reports and deliverables will name the first author and when appropriate supporting authors; Reports and deliverables refer to the project as publisher of the report;

Concerning articles in scientific journals and/or professional magazines, we will follow the common practice in scientific publications. The first author is the one who did the work and wrote the paper, the last author is the supervisor, and the other co-authors are significant contributors to the work described in the paper.
- *Compliance to style*

In dissemination activities where project members present the project or on behalf of the project, all will use the GreenPatrol house style as much as possible over the affiliations house style (logo, and templates)

3.2.3 Acknowledgement

The project will include the following acknowledgement in all its communications:

'This GreenPatrol project has received funding from the European GNSS Agency under the European Union's Horizon 2020 research and innovation programme under grant agreement No 776324. For more information see <http://www.greenpatrol-robot.eu/>.



Figure 2: Acknowledgement

3.3 Project website

GreenPatrol website will be the most important dissemination channel during the project. The project website will serve as a central point for all public materials: links to relevant events or publications related to the project, notes about events where consortium members are participating, press releases, news on the field, documentation generated by the project like public deliverables, online versions of any leaflets or posters, and other useful material like possible videos of eventual integration tests. Besides, the main language in the website is English, which facilitates its wider diffusion in the EU.

The domain www.greenpatrol-robot.eu has been registered and the website will be fully available and fully operative on April 2017. The project's website will remain available for at least one year after project's conclusion. Then, the results will be migrated to regular parts of the web communication available to the partners.

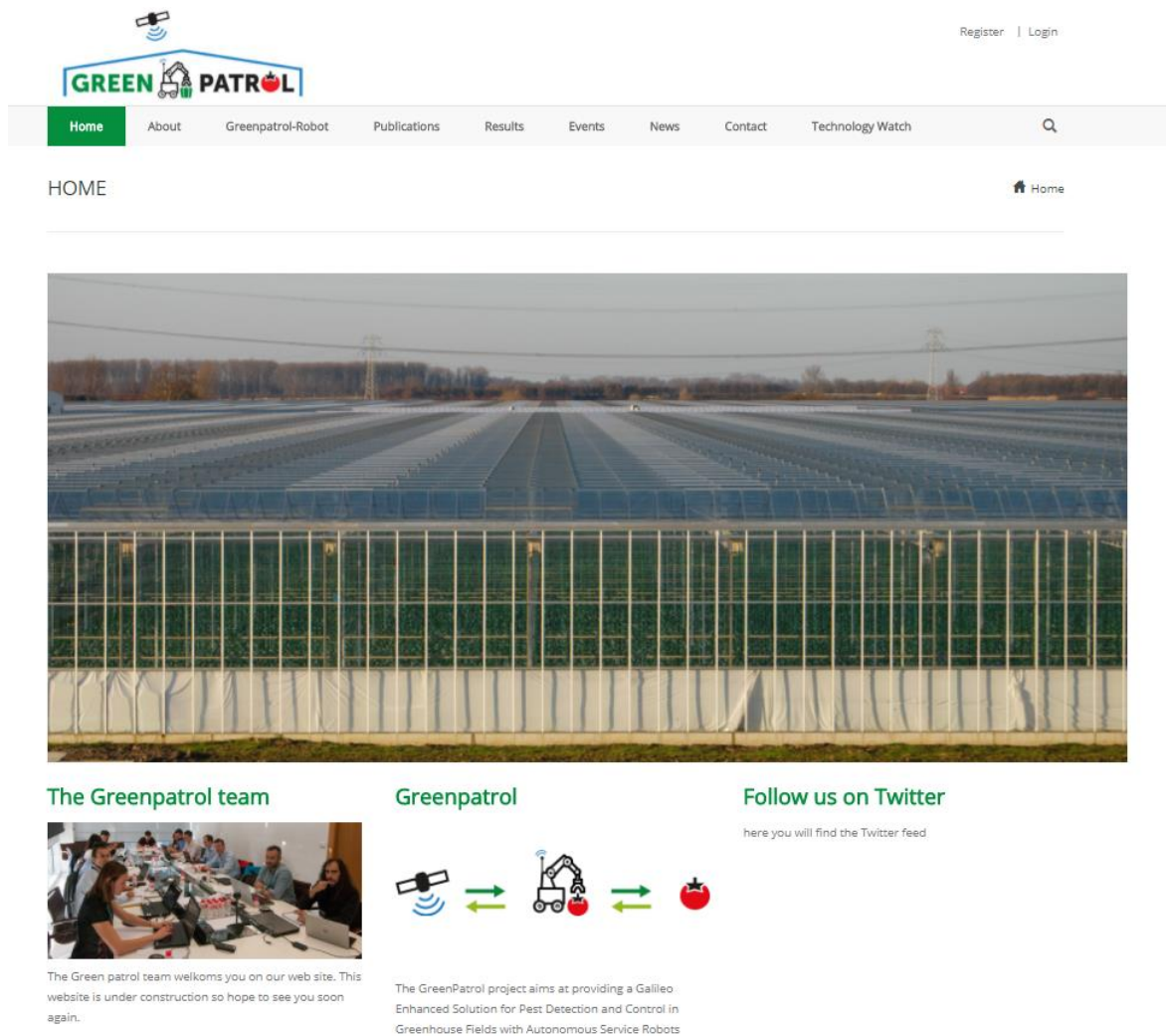


Figure 3: GreenPatrol website

3.4 Newsletter

An essential tool to keep in touch with the stakeholders is the implementation of a project newsletter. This service will become part of the project website and will inform all interested stakeholders during the project lifetime every 6 months.

Newsletters content will include:

- Project status update
- Summary of press releases published during the period.
- Future events where the consortium will be present.
- project summary
- Objectives Consortium
- State of the technologies
- Legislative framework
- Proposed solutions and results

3.5 Social networks

GreenPatrol will also make use of social media; in particular LinkedIn will be used to discuss the project amongst peers, Facebook to communicate with partners and lead users, and Twitter to create general awareness. Where possible, GreenPatrol will publish its presentations on SlideShare and its movies on YouTube.

In order to inspire the market players, GreenPatrol will also promote Galileo, EGNOS and GNSS-R as relevant technology. As GreenPatrol will take specific benefit of the GALILEO signals, the multi-constellation aspect of using GPS and GALILEO and other GNSSs together, it will use these aspects to promote the project and as such improving awareness.

The visibility of the GreenPatrol project will be increased through the use of a wide variety of social media channels:

Social Network	Link
Facebook	https://es-la.facebook.com/GreenPatrolProject/ https://www.facebook.com/greenpatrol.eu/
Twitter	@greenpatrol_EU
Linkedin Group	GreenPatrol Project
Youtube	Green Patrol Project

3.6 Videos

Both the GreenPatrol website and YouTube channel will host videos showing different contents. The videos will have a maximum duration of 3 minutes and will clearly update the **general public** about the main goals and current status of the project. Given that the videos will be addressed to general audience, very simple language will be used.

3.7 Press releases

With the spirit of making the consortium members and the project better known by the general public, as well as satellite navigation systems and precision agriculture in general, several press releases will be made throughout the duration of the project.

3.8 Live demonstration

During the project a live demonstration event will be set up to show the feasibility and effectiveness of the proposed solutions. The demonstration will be open to all stakeholders (including customers and governments). The exact time and place will be announced later. The live demonstration will also be used as dissemination opportunity.

4. Communication KPIs

For ensuring that all initialled communication tools will be effective it is necessary to implement Key Performance Indicators (KPIs). These indicators act as a measurement tool for all communication activities within and around the GREENPATROL project. The figure below shows which KPIs have been indicated for the project:

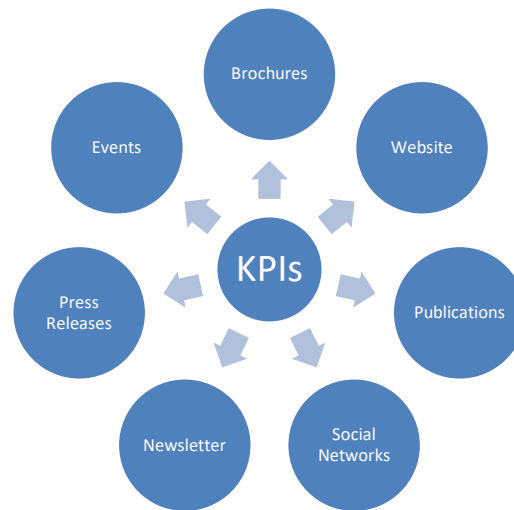


Figure 4: Communication KPIs