



Deliverable D8.13

Second report on communication activities

V 1.0



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Abstract (for dissemination)	This document describes measures and actions taken to promote the already defined communication activities, during the second year of the project.
Keywords	Communication activities, networking, Living Lab, SENSAGRI web portal

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¹ R = Document, report; DEM = Demonstrator, pilot, prototype; DEC = Websites, patent filings, videos, etc; OTHER; ETHICS = Ethics requirement

² PU = Public; CO = Confidential (Consortium and Commission Services); EU-RES = Restreint UE; EU-CON Confidential UE; EU-SEC = Secret UE (Commission Decision 2005/444/EC)

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1. Introduction

The communication plan encompasses a list of measures identified by the consortium, whose main objectives are to increase the impact of the project, by generating new partnerships and promoting the SENSAGRI developed products. This document describes the progress and main achievements of the communication measures, as defined in D8.5, during the second year of the project.

2. Communication Plan monitoring

The performances on each communication activity are listed in Table 1.

Table 1. SENSAGRI communication activities

Communication Measures	Progress monitoring/2 nd year reporting
SENSAGRI web portal	<ul style="list-style-type: none"> - Public access contents are: a general description and main objectives of SENSAGRI; a <i>project team</i> section, which includes contact information and weblinks to each SENSAGRI consortium member website; a <i>project overview</i> section (new), with a summary of project activities and achievements; a <i>news</i> section to keep users informed and updated of recent events, workshops and project meetings. - Registered users can log in and access submitted deliverables, templates files and available field data. Up-to-date tracking tables of milestones (reached/not reached) and actions (open/closed) are also provided. For held meetings, WP presentations, agenda and minutes are available. - The public part of the webpage has been enriched with more information of the project (<i>project overview</i> section), following recommendation #3 from the first periodic review of the project - The news section has been updated, with more graphical material. - The project Twitter account is accessible through the public area - A downloadable project brochure is also accessible in the public part - Information of CNR-IREA (formerly CNR-ISSIA) has been updated
SENSAGRI web GIS	<ul style="list-style-type: none"> - The project web GIS, containing sets of maps for the project prototypes for all European sites, is already accessible through the project web page. For the moment only through Partners Area, with the idea of a fully open access after revision from REA. - The web GIS has a friendly interface and several reference map layers. It allows visualization and overlay of different products and display of time series. Several additional tools for extraction of information will be added soon.
SENSAGRI Newsletters	<ul style="list-style-type: none"> - A project brochure, summarizing the activities performed in SENSAGRI so far, written for a broad public and including an interview with the Project Coordinator and Project Manager, can be downloaded from the web page

SENSAGRI social community 2.0.	<ul style="list-style-type: none"> - A SENSAGRI twitter account has been recently created. The strategy for achieving the widest outreach is based in retweeting relevant information to attract attention of Copernicus Entrusted Entities officers, similar projects and other stakeholders.
Networking	<ul style="list-style-type: none"> - The SENSAGRI project has been presented in several international events: <ul style="list-style-type: none"> • Copernicus for Agriculture Workshop, that took place on February 5th 2018, Brussels. The project was presented by Virginia Puzzolo (EC-REA) • LPVE2018-Workshop on Land Product Validation and Evolution in ESA-ESRIN (Frascati, Italy), that took place from February 27th to March 1st 2018 • Several presentations in the IGARSS 2018 conference, held in Valencia (Spain), from 22nd to 27th of July 2018 • INSPIRE 2018 conference, held in Antwerp (Belgium from 18th to 21st of September, 2018 - The links with JECAM were strengthened, through the interaction with the two additional test sites (Ukraine and South Africa). In addition, during IGARSS 2018 conference there was a parallel JECAM activity, which involved several SENSAGRI partners - The links with CLMS-related H2020 projects were kept. Informal meetings were held with representatives of ECoLaSS and MULTIPLY projects in the Copernicus for Agriculture Workshop, in INSPIRE 2018 and during IGARSS 2018.
Series of user local workshops linked to the Living Lab approach	<ul style="list-style-type: none"> - The Living Labs were carried out in France during 2018. Three workshops were held with two different user communities: Agrodóc (agricultural cooperative of 995 farmers) and CACG (regional water management and semi-public company), which play the role of B2C actors. From each company, three employees participated. The main objective of these workshops consisted in reporting user requirements on SENSAGRI products and services. End-users needs were identified by asking B2C actors, who translate user demands into data and core service requirements. On the other hand, testing three workshops allows to validate the right format to ensure the Living Lab Process transferability to other test sites. The deliverable D8.4 summarized the results of the workshops. - The transfer process of the Living Lab from France to other SENSAGRI has already started. CESBIO-E2L prepared a transfer procedure document, presented before the PM-4 meeting and discussed during the meeting. ITACyL will start the process in Spain, acting as a mid-user.