




Deliverable D8.7

First report on communication activities

V 1.0



The research leading to these results has received funding from the European Union's Horizon 2020 Research and Innovation Programme, under Grant Agreement n° 730074

	D8.7 – First report on communication activities		
	Date: 25 January 2018	Version: 0.1	Revision: 1
	H2020 GA N° 730074		Page: 3/6

Document information

Project Number	730074	Acronym	SENSAGRI
Full Title	Sentinels Synergy for Agriculture		
Project URL	http://sensagri.eu		
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Deliverable	Number	D8.7	Title	First report on communication activities
Work Package	Number	WP8	Title	Exploitation and dissemination of services

Date of Delivery	Contractual	M1	Actual	M1
Status	Version 1.0		Final <input checked="" type="checkbox"/>	
Type¹	R <input checked="" type="checkbox"/>	DEM <input type="checkbox"/>	DEC <input type="checkbox"/>	OTHER <input type="checkbox"/> ETHICS <input type="checkbox"/>
Dissemination Level²	PU <input type="checkbox"/>	CO <input type="checkbox"/>	EU-RES <input type="checkbox"/>	EU-CON <input type="checkbox"/> EU-SEC <input type="checkbox"/>

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

Version Log			
Issue Date	Rev. No.	Author	Change
31 January 2018	1.0	A. Ruiz-Verdú	First version

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 preliminarily defined in D8.5, during the first year of the project.

2. Communication Plan

The performances on each communication activity are listed in Table 1. It should be indicated that, communication measures such as the SENSAGRI newsletters and the social community 2.0 set-up were foreseen but not carried out so far. As this document will be modified and further enhanced along the project life, new updates of progress monitoring will be added.

Table 1. SENSAGRI communication activities

Communication Measures	Progress monitoring/1 st year reporting
SENSAGRI web portal	<ul style="list-style-type: none"> - Public access contents are: a general description and main objectives of SENSAGRI; a project team section, which includes contact information and weblinks to each SENSAGRI consortium member website; a news 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.
SENSAGRI Newsletters	<ul style="list-style-type: none"> - The two first newsletters, foreseen for the first year of the project, will be prepared in the first semester of 2018
SENSAGRI social community 2.0.	<ul style="list-style-type: none"> - The strategy for the presence of SENSAGRI in the social networks needs to be defined, taking into account that the main target user group of the project are the Copernicus EE.
Networking	<ul style="list-style-type: none"> - The SENSAGRI project has been presented in several international events: <ul style="list-style-type: none"> • UVEG participated in the ESA FLEX 2017 Workshop in ESA-ESRIN (Frascati, Italy), that took place from 17th to 19th January 2017. • CESBIO and ITACyL submitted their project contributions to the ESA WorldCover 2017 Conference in ESA-ESRIN (Frascati, Italy), that took place from 14th to 16th March 2017. • ITACyL and UVEG attended the workshop “Copernicus applications for the Agricultural Sector” held in Seville (Spain) the 11th of May of 2017, and made a presentation of the SENSAGRI project. • ITACYL presented SENSAGRI in the 52nd Pantha Rei conference, held in El Escorial (Spain), from 25th to 27th October 2017.

	<ul style="list-style-type: none"> - The links with JECAM were enhanced, through the incorporation of two test sites (Ukraine and South Africa) and the mediation of Heather McNairn, member of the EEAB and manager of the Canadian JECAM sites. - Promoted by the SENSAGRI Project Officer, Massimo Ciscato, two meetings were held with close H2020 projects (EcoLaSS and Multiply) and an incipient information exchange was established with the aim of exploiting synergies and complementarities.
Series of user local workshops linked to the Living Lab approach	<ul style="list-style-type: none"> - The methodology of the Living Lab approach has been already defined in Deliverable D8.1. Workshops aim to develop the service design according to the interaction and feedback received from the user's community. Activities carried out so far: - A workshop demonstration, which involved all project partners, took place during the second project meeting. This workshop helped to define specifications of the different products and services developed in WPs 3,4,5 and 6. - Three workshops were driven in France, with two different user communities: Agrodoc (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. (More details will be provided in D8.4).