Ref. Ares(2025)3526682 - 30/04/2025

D7.2 – C&D MONITORING TOOL

WP7 DEFINITION OF THE STRATEGY FOR BOOSTING RENOVATE RESULTS AND IMPACTS

ARTICA INGENIERÍA E INNOVACIÓN, S.L. (artica+i)

April 2025

RENOVATE

Funded by the European Union

Funded by the European Union under GA101134024. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.

DELIVERABLE INFORMATION	
Status (F: final; D: draft; RD: revised draft: RD)	F
Planned delivery date	30.04.2025
Actual delivery date	28.04.2025
Dissemination level (*)	PU
Type: Report, Website, Other	Report

(*) PU = Public; PP = Restricted to other programme participants; RE = Restricted to a group specified by the consortium; CO = Confidential, only for members of the consortium)

DOCUMENT HISTORY			
Version	**Date (DD/MM/YYYY)**	**Created/Amended by**	**Changes**
1	April 2025	artica+i	

QUALITY CHECK REVIEW	
Reviewer (s)	**Main changes**

DISCLAIMER AND COPYRIGHT

© 2025, **RENOVATE** CONSORTIUM. All rights reserved.

This document and its content are protected by copyright. Unauthorized reproduction, distribution, or use of any part of this document without the express written consent of RENOVATE Consortium is strictly prohibited.

This publication has been provided by members of the **RENOVATE** consortium. The content of the publication has been reviewed by the **RENOVATE** consortium members but does not necessarily represent the views held or expressed by any individual member of the consortium.

While the information contained in the document is believed to be accurate, **RENOVATE** members make no warranty of any kind regarding this material, including, but not limited to, the implied warranties of merchantability and fitness for a particular purpose. None of the **RENOVATE** members, their officers, employees, or agents shall be responsible or liable in negligence, or otherwise, in respect of any inaccuracy or omission herein. Without derogating from the generality of the foregoing, neither the **RENOVATE** members, their officers, employees, nor agents shall be liable for any direct, indirect, or consequential loss or damage caused by or arising from any information, advice, or inaccuracy or omission herein.

For permissions or any inquiries regarding this document, please contact RENOVATE Consortium partners.

RENOVATE has received funding from the European Union's Horizon Europe Research and Innovation programme under grant agreement No 101134024. The same disclaimers as they apply to the consortium members equally apply to the European Union employees, officers, and organizations.

TABLE OF CONTENTS

TABLE OF CONTENTS **3**
1. About RENOVATE **4**
2. Introduction: C&D Monitoring Tool **5**
3. Document format and structure **6**
Completing the RENOVATE C&D Monitoring tool 7
4. RENOVATE C&D Monitoring Tool Tabs **8**
Cover 8
Progress 9
Calendar 10
T8.1.1. Events 13
T8.1.2. Demodays 14
T8.1.3. Networking 15
T8.1.4. Communication Events 16
T8.1.5. EU Synergies 17
T8.1.6 Scientific Articles 18
T8.1.7 Technical Articles 19
T8.1.8 Practice Abstracts 20
T8.1.9 Guidelines 22
T8.1.10 Videos 23
T8.2.4 Social Media Set up & KPIS 24
T8.2.5 Audio-Visual 25
T8.2.6 Newsletter & Press Release 26
Website & App KPIS 27
Partner Social Media Activities 28

1. ABOUT RENOVATE

RENOVATE is a European project that aims to foster the exchange of know-how among farmers in order to boost innovation, digitalisation and sustainability in crop management. In this way, it hopes to address one of the greatest challenges of modern agriculture: improving efficiency in the use of plant protection products while reducing their environmental impact. To achieve this, the project envisages the creation of a digital platform available to farmers to access specialised, innovative and practical training.

The consortium developing RENOVATE is made up of 16 entities from 8 European countries, under the coordination of the Agricultural Mechanisation Research Group of the Polytechnic University of Catalonia (UPC). It is expected to last 4 years and has a budget of 3 million euros funded within by Horizon Europe programme.

2. INTRODUCTION: C&D MONITORING TOOL

As part of the RENOVATE project's objective to ensure effective outreach and stakeholder engagement, a Communication and Dissemination Monitoring Tool has been developed. This tool serves as a central document designed to collect, track, and evaluate all communication and dissemination (C&D) actions undertaken by the project partners.

The tool has been established to meet the following goals:

- Centralize reporting of communication and dissemination activities across all project partners.
- Ensure alignment with the project's overall communication strategy and objectives set by the Grant Agreement.
- Monitor the impact and reach of actions such as publications, social media posts, events, press releases, newsletters, attendance to congresses, networking actions and other outreach efforts.
- Facilitate transparency and continuous improvement in dissemination efforts.
- Facilitate the preparation of internal reports, related deliverables and project progress reports, including those required as part of the reporting obligations set in the Grant Agreement (RP1, RP2, RP3 and the *Continuous Reporting* section within the Funding & Tenders Portal of the EC platform).

This document contains first a brief introduction of the RENOVATE C&D Monitoring Tool, its format, structure and explanation on how to complete the document.

The next pages reflect each of the document tabs that contain all the information being registered by partners.

3. DOCUMENT FORMAT AND STRUCTURE

The document is structured to allow each partner to regularly input their C&D activities, including details such as the type of action, target audience, date, communication channel used, geographic reach, and any measurable outcomes (e.g., engagement metrics, media coverage, etc.). It also includes qualitative feedback to support impact evaluation.

Specifically, the document has the format of an Excel spreadsheet separated into different tabs that contain the following information:

- **Tab 0 Cover:** details of the deliverable itself, project partners, and instructions to use.
- **Tab 1 Progress:** summary tab that contains the progress achieved per subtask, considering the KPIs established in the Grant Agreement and the M18, M36 and M48 milestones.
- **Tab 2 Calendar:** initial calendar of actions, as a plan of C&D per month and subtask.
- **Tab 3 T8.1.1. Events:** details of attendance to events per partners.
- **Tab 4 T8.1.2. Demodays:** details of the organisation of demodays (linked to the Project AKTAs).
- **Tab 5 T8.1.3. Networking:** details of the networking events organised in the framework of the project to create synergies with other projects.
- **Tab 6 T8.1.4. Communication Events:** details of the Communication events organised in the framework of the project addressed to public administrations.
- **Tab 7 T8.1.5. EU Synergies:** details of the synergies obtained with other EU projects.
- **Tab 8 T8.1.6 Scientific Articles:** details of the scientific articles produced in the framework of the project.
- **Tab 9 T8.1.7 Technical Articles:** details of the technical articles produced in the framework of the project.
- **Tab 10 T8.1.8 Practice Abstracts:** details of the Practice Abstracts prepared in the framework of the project according to the different

batches planned.

- **Tab 11 T8.1.9 AKTA Guidelines:** details of the guidelines prepared for each AKTA and their dissemination.
- **Tab 12 T8.1.10 Videos:** details of the videos prepared in the framework of the project, including the 15 AKTAs' videos.
- **Tab 13 T8.2.4 Social Media Setup & KPIs:** details of the social media accounts performance.
- **Tab 14 T8.2.5 Audio-Visual:** details of audiovisual material produced.
- **Tab 15 T8.2.6 Newsletter & Press Conf:** details of newsletters and press releases.
- **Tab 16 Website & App KPIs:** details of web performance according to KPIs.
- **Tab 17 Partner Social Media Activities:** details of partners actions on social media that refer to RENOVATE C&D.

COMPLETING THE RENOVATE C&D MONITORING TOOL

The RENOVATE C&D Monitoring Tool can be accessed online through the project SharePoint, following this link:

_MONITORING TOOL

Or accessing the following route on RENOVATE SharePoint

Documentos > WP7 – Definition of the Strategy for boosting RENOVATE results and impacts > _MONITORING TOOL.

When a significant action of C&D has been carried out by the project partners, they shall register the information of the action in the corresponding Tab of the Monitoring Tool (according to the category of action).

Alternatively, they shall provide this information in written by email to partner artica+i as the leader of WP7, so artica+i can register the information in the tool accordingly.

The information contained in the C&D Monitoring Tool will be used to assess the project performance according to KPIs and to prepare the Progress Reports for C&D and for Project overall monitoring. The idea is that this will serve as a tool to periodically measure the impact obtained from the C&D actions, so that corrective measures can be taken if necessary.

4. RENOVATE C&D MONITORING TOOL TABS

COVER

Funded by the European Union
Project 101134024 — RENOVATE

RENOVATE

Communication and Dissemination Monitoring Tool

Deliverable 7.2 C&D Monitoring Tool (description):
At the outset of the project a C&D Monitoring Tool will be developed that will bring together a tracking system for all communication and dissemination activities performed throughout the project. This tool will be nourished with all the activities and experiences provided by the partners, specifying relevant information such as the type of activity (dissemination days, matchmaking events, scientific congresses, etc.), tools used, target audience and results obtained. The idea is that this will serve as a tool to periodically measure the impact obtained from the C&D actions, so that corrective measures can be taken if necessary and this will be the base for the report on C&D performance planned for the end of the project.

Instructions to use:
The tool has been divided into different tabs, according to the type of action. When carrying out a C&D action, select the tab accordingly and include as many details about your action as possible so that we can keep a track of all the C&D actions within the project. It is mandatory to include the title of the action, date and link if available.

PROGRESS

MONITORING of the Tasks' progress | RENOVATE WP8 - Boosting RENOVATE results and impacts - Project communication and dissemination													
Subtask No.	Title	Subtask Description	KPI target number	Progress at M18			Progress at M36			Progress at M48		
				Achieved at M18	% Achieved	Comments	Achieved at M36	% Achieved	Comments	Achieved at M48	% Achieved	Comments
SubTask 8.1.1	**Participation in at least 6 relevant Conferences/Congress and/or Industry Events linked with the topic**	Partners are required to participate in at least six relevant conferences, congresses, and/or industry events that are pertinent to the project's topic. This includes, but is not limited to, the following events: SUPROFRUIT, IAPA, EURAGENG, ICPA, FIMA, EIMA, SITEVI, and AGRITECHNICA. Attendance at these events is crucial for networking, knowledge exchange, and showcasing the project's progress and results to a broader audience.	**6**	0	0%			0%			0%	
SubTask 8.1.2	**15 Practical Demo days, to promote the adoption of the RENOVATE App, amongst new users.**	Partners will organize 15 practical demo days aimed at promoting the adoption of the RENOVATE App among new users. These demo days will be strategically planned and executed to support the agricultural sector in adopting innovative digital tools and practical information, thereby enhancing sustainability.	**15**	0	0%			0%			0%	
SubTask 8.1.3	**Participation in at least 10 networking activities among key actors to raise awareness of RENOVATE results**	Partners are required to engage in at least ten networking activities aimed at raising awareness of the RENOVATE project's results among key stakeholders. These activities may include attending industry meetups, participating in workshops, engaging in panel discussions, and other relevant events that facilitate interactions with influential actors in the sector. The objective is to disseminate project findings, share insights, and foster collaborations that could further enhance the impact of RENOVATE. Each partner should document their participation and the outcomes of these networking efforts to contribute to the project's overall visibility and outreach strategy.	**10**	0	0%			0%			0%	
SubTask 8.1.4	**8 communication events (one per country) aimed at public administrations with decision-making capacities**	Partners are tasked with organizing eight communication events, with one event held in each participating country. These events will be targeted at public administrations that possess decision-making capacities. The primary objective is to present the RENOVATE project's goals, progress, and outcomes to these key stakeholders, fostering awareness and support for the project's initiatives. Each event will include presentations, discussions, and networking opportunities to facilitate knowledge exchange and promote the integration of RENOVATE's results into public policy and administrative practices.	**8**	0	0%			0%			0%	
SubTask 8.1.5	**Establishment of networks for intensive communication with other relevant EU initiatives and RENOVATE**	Partners are tasked with establishing networks to facilitate intensive communication with other relevant EU initiatives and the RENOVATE project. The goal of this activity is to create a collaborative environment where knowledge, best practices, and advancements can be shared and integrated across different EU projects.	**2**		0%			0%			0%	
SubTask 8.1.6	**At least 3 scientific articles in JCR based on crop protection and on educational aspects**	Partners are required to publish at least three scientific articles in journals covered by the Journal Citation Reports (JCR), focusing on crop protection and educational aspects. For crop protection, the articles should be submitted to journals such as Science of the Total Environment (STOTEN), Pest Management Science (PMS), and Plant Pathology (PA). For educational aspects, the articles should be published in journals like Agricultural Systems, the International Journal of Sustainability in Higher Education, and the International Journal of Agricultural Sustainability (IIAS).	**3**	0	0%			0%			0%	
SubTask 8.1.7	**Preparation of at least 16 technical articles (2 per country) about RENOVATE activities.**	Partners are responsible for preparing at least 16 technical articles, with a minimum of two articles per participating country, detailing the activities and advancements of the RENOVATE project. These articles should provide in-depth technical insights and updates on the project's progress, methodologies, and outcomes. The objective is to disseminate valuable information to the scientific and professional communities, fostering a better understanding and appreciation of RENOVATE's contributions to the field. The articles will be published in relevant technical journals and platforms, ensuring broad visibility and impact within the targeted audiences.	**16**	0	0%			0%			0%	
SubTask 8.1.8	**Preparation of 100 Practice Abstracts (EIP Agri) about topics related to the RENOVATE results.**	Partners are required to prepare 100 practice abstracts, in line with the EIP-AGRI format, covering various topics related to the RENOVATE project's results. These abstracts will distil complex research findings and practical experiences into concise, easily understandable summaries aimed at farmers, advisors, and other stakeholders in the agricultural sector. Each abstract will highlight key insights, practical applications, and potential impacts of the project's outcomes, facilitating the uptake of innovative practices and technologies developed by RENOVATE.	**100**	0	0%			0%			0%	
SubTask 8.1.9	**Guidelines collected from AKTAs in WP4 will be disseminated through website, newsletter, social media.**	Partners will disseminate guidelines collected from AKTAs in Work Package 4 (WP4) through multiple channels, including the project website, newsletters, and social media platforms. These guidelines will encapsulate best practices, innovative methods, and key findings from the RENOVATE project, making them accessible to a wide audience. The dissemination strategy aims to enhance visibility, foster engagement, and promote the adoption of these guidelines across the agricultural community.	**15**	0	0%			0%			0%	
SubTask 8.1.10	**Dissemination of 15 multimedia material developed on every AKTA**	Partners will develop and disseminate 15 multimedia materials related to each AKTA. These materials will include videos, infographics, podcasts, and other digital content aimed at effectively communicating the project's innovations and findings. The dissemination will occur through various platforms such as YouTube, Twitter, LinkedIn, and other relevant social media and digital channels. This approach aims to reach a broad audience, engaging stakeholders, and promoting the RENOVATE project's insights and advancements in an accessible and visually appealing format. Each partner is expected to contribute to the creation and sharing of these multimedia materials, ensuring a consistent and coordinated communication strategy.	**15**	0	0%			0%			0%	
SubTask 8.2.1	**Preparation of the internal communications manual visual identity of the project and branding**	Partners will prepare an internal communications manual that defines the visual identity and branding of the RENOVATE project. This manual will serve as a comprehensive guide outlining the project's logos, color schemes, typography, and overall visual style to ensure consistency across all internal and external communications. It will include guidelines on the use of branding elements in various formats such as presentations, reports, digital media, and promotional materials.	**1**	1	100%			0%			0%	
SubTask 8.2.2	**Contents calendar and monitoring tool to track communications and dissemination according to KPI's**	Partners will develop and implement a contents calendar and monitoring tool to track all communications and dissemination activities related to the RENOVATE project. This tool will be designed to align with the project's Key Performance Indicators (KPIs), ensuring that all communication efforts are effectively planned, executed, and evaluated. The contents calendar will schedule the release of various communication materials, including newsletters, social media posts, press releases, and event announcements. The monitoring tool will provide real-time tracking and reporting capabilities, enabling partners to measure the reach, engagement, and impact of their dissemination activities.	**1**	0,75	75%	This tool is the basis of the Calendar and the Monitoring Tool to track C&D actions, as envisaged in the Grant Agreement		0%			0%	
SubTask 8.2.3	**Engaging project website to display of project outcomes with link to download RENOVATE app**	Partners will develop and maintain an engaging project website designed to display the outcomes of the RENOVATE project. This website will serve as a central hub for all project-related information, including research findings, progress updates, publications, and multimedia content. A key feature of the website will be a direct link for visitors to download the RENOVATE app, facilitating easy access and encouraging widespread adoption. The website will be regularly updated to reflect the latest developments and ensure that stakeholders, partners, and the general public have access to the most current and relevant information.	**10.000**	0,75	0%			0%			0%	
SubTask 8.2.4	**Setup of the social media for the project**	Partners will establish and manage dedicated social media accounts for the RENOVATE project on various platforms such as Twitter, LinkedIn, Facebook, and Instagram. These accounts will be used to disseminate project updates, share research findings, promote events, and engage with stakeholders. The social media strategy will involve creating regular posts, sharing multimedia content, and running targeted campaigns to maximize reach and impact.	**2.000**	0	0%			0%			0%	
SubTask 8.2.5	**Flyers, infographics, posters and other audio-visual material. Creation and push of social media accounts**	Partners will develop a range of promotional materials, including flyers, infographics, posters, and other audio-visual content, to effectively communicate the RENOVATE project's objectives, progress, and results. These materials will be designed to be visually appealing and easily shareable, aiming to increase awareness and engagement among stakeholders and the general public. Additionally, the creation and active promotion of social media accounts on platforms such as Twitter, LinkedIn, Facebook, and Instagram will be integral to this activity. These social media accounts will be used to disseminate the developed materials, ensuring a broad reach and interactive engagement with the target audience [number of infographics, number of media to be distributed to and number of videos about RENOVATE App]	**6**	0	0%	number of infographics		0%			0%	
			50	0	0%	number of media reached		0%			0%	
			2	0	0%	number of videos		0%			0%	
SubTask 8.2.6	**Preparation and send out of Newsletter and Press Releases for a maximised number of stakeholders.**	Partners will prepare and distribute newsletters and press releases to effectively communicate the progress, results, and milestones of the RENOVATE project to a broad range of stakeholders. These communications will be designed to maximize outreach and engagement, providing key updates and insights in a concise and informative manner. The newsletters will be regularly issued, featuring project highlights, upcoming events, and relevant industry news. Press releases will be strategically timed to coincide with major project achievements and disseminated through various media channels to ensure wide coverage.	**8**	1	13%			0%			0%	
SubTask 8.2.7	**Kick off Meeting (KOM) in Barcelona (UPC) and final Conference in Brussels**	The RENOVATE project will commence with a Kick-off Meeting (KOM) hosted at the Universitat Politècnica de Catalunya (UPC) in Barcelona. This initial meeting will bring together all project partners to establish the project's goals, timelines, and collaborative efforts. It will serve as a platform to align on project objectives, define roles and responsibilities, and set the groundwork for successful implementation. Towards the end of the project, a final conference will be held in Brussels to present the project's outcomes, achievements, and future directions. This conference will invite stakeholders, policymakers, and industry experts to discuss the impact of RENOVATE and explore opportunities for further collaboration and dissemination of the project's findings.	**2**	1	50%	Kick Off Meeting celebrated in Barcelona (UPC premises) on 21 and 22 May 2024		0%			0%	

CALENDAR

		DEL	MS	Task 8.1.1	Task 8.1.2	Task 8.1.3	Task 8.1.4	Task 8.1.6	Task 8.1.7	Task 8.1.9	Task 8.1.10	Task 8.2.4	Task 8.2.5	Task 8.2.6	Task 8.2.7
		Deliverables regarding communication a dissemination	Milestones regarding communication a dissemination	Participation in at least 6 relevant Conferences /Congress and/or Industry Events linked with the topic (SUPROFRUIT,	15 Practical Demo days, to promote the adoption of the RENOVATE App, amongst new users.	Participation in at least 10 networking activities among key actors to raise awareness of RENOVATE results	8 communication events (one per country) aimed at public administrations with decision-making capacity.	At least 3 scientific articles in JCR based on crop protection (STOTEN, PMS, PA) and on educational aspects (Agricultural	Preparation of at least 16 technical articles (2 per country) about RENOVATE activities.	Guidelines collected from AKTAs in WP4 will be disseminated through website, newsletter, social media.	Dissemination of 15 multimedia material (YouTube, Twitter...) developed on every	Setup of the social media for the project	Flyers, infographics, posters and other audio-visual material. Creation and push of social media accounts.	Preparation and send out of Newsletter and Press Releases for a maximised number of stakeholders.	Kick Off Meeting (KOM) in Barcelona (UPC) and final Conference in Brussels
REPORTING PERIOD 1	M1 may-24											Social Media Setup			Kick Off Meeting (KOM) Barcelona (UPC)
	M2 jun-24														
	M3 jul-24												Flyers, infographics, posters and other audio-visual material (1)		
	M4 ago-24													Newsletter and Press Releases (1)	
	M5 sep-24														
	M6 oct-24		Milestone 4: RENOVATE official website launch												
		D7.1 Communication and dissemination plan, visual identity manual	Milestone 2: Communication and Dissemination strategy plan available for review				Communication event aimed at public administrations with decision - making capacities (1)				Multimedia Material (1)				
	M7 nov-24			Participation in at least 6 relevant events: EIMA											
	M8 dic-24													Newsletter (2)	
	M9 ene-25										Multimedia Material (2)		Flyers, infographics, posters and other audio-visual material (1)		
	M10 feb-25			Participation in at least 6 relevant events: FIMA											
	M11 mar-25					Networking activity (1)									
	M12 abr-25	D7.2 C&D Monitoring Tool					Communication event aimed at public administrations with decision - making capacities (2)			AKTAs collected from WP4 dissemination	Multimedia Material (3)			Newsletter (3)	
	M13 may-25														
	M14 jun-25														
	M15 jul-25										Multimedia Material (4)				
	M16 ago-25					Networking activity (2)								Newsletter (4)	
	M17 sep-25			Participation in at least 6 relevant events: SUPROFRUIT											
		D8.4 Report on communication activities impact (1)													
	M18 oct-25	D8.1 Report on prep. and publication of Practice Abstracts (10 PA)					Communication event aimed at public administrations with decision - making capacities (3)	Scientific article in JCR (1)		AKTAs collected from WP4 dissemination	Multimedia Material (5)				

		DEL	MS	Task 8.1.1	Task 8.1.2	Task 8.1.3	Task 8.1.4	Task 8.1.6	Task 8.1.7	Task 8.1.9	Task 8.1.10	Task 8.2.4	Task 8.2.5	Task 8.2.6	Task 8.2.7
		Deliverables regarding communication a dissemination	Milestones regarding communication a dissemination	Participation in at least 6 relevant Conferences /Congress and/or Industry Events linked with the topic (SUPROFRUIT,	15 Practical Demo days, to promote the adoption of the RENOVATE App, amongst new users.	Participation in at least 10 networking activities among key actors to raise awareness of RENOVATE results	8 communication events (one per country) aimed at public administrations with decision-making capacity.	At least 3 scientific articles in JCR based on crop protection (STOTEN, PMS, PA) and on educational aspects (Agricultural	Preparation of at least 16 technical articles (2 per country) about RENOVATE activities.	Guidelines collected from AKTAs in WP4 will be disseminated through website, newsletter, social media.	Dissemination of 15 multimedia material (YouTube, Twitter...) developed on every	Setup of the social media for the project	Flyers, infographics, posters and other audio-visual material. Creation and push of social media accounts.	Preparation and send out of Newsletter and Press Releases for a maximised number of stakeholders.	Kick Off Meeting (KOM) in Barcelona (UPC) and final Conference in Brussels
M19	nov-25			Participation in at least 6 relevant events: AGRITECHNICA		Networking activity (3)									
				Participation in at least 6 relevant events: SITEVI					Two technical article (1)						
M20	dic-25													Newsletter (5)	
M21	ene-26				Practical Demo Day (1)						Multimedia Material (6)		Flyers, infographics, posters and other audio-visual material (1)		
M22	feb-26					Networking activity (4)									
M23	mar-26				Practical Demo Day (2)				Two technical article (2)						
M24	abr-26						Communication event aimed at public administrations with decision - making capacities (4)			AKTAs collected from WP4 dissemination	Multimedia Material (7)			Newsletter (6)	
M25	may-26				Practical Demo Day (3)										
M26	jun-26														
M27	jul-26				Practical Demo Day (4)	Networking activity (5)					Multimedia Material (8)		Flyers, infographics, posters and other audio-visual material (2)		
M28	ago-26								Two technical article (3)					Newsletter (7)	
M29	sep-26				Practical Demo Day (5)										
M30	oct-26						Communication event aimed at public administrations with decision - making capacities (5)			AKTAs collected from WP4 dissemination	Multimedia Material (9)				
M31	nov-26				Practical Demo Day (6)										
M32	dic-26					Networking activity (6)									
M33	ene-27				Practical Demo Day (7)				Two technical article (4)		Multimedia Material (10)		Flyers, infographics, posters and other audio-visual material (3)		
M34	feb-27														
M35	mar-27				Practical Demo Day (8)		Communication event aimed at public administrations with decision - making capacities (6)			AKTAs collected from WP4 dissemination					
M36	abr-27	D8.5 Report on communication activities impact (2)				Networking activity (7)					Multimedia Material (11)				
		D8.2 Report on prep. and publication of Practice Abstracts (30 PA)			Practical Demo Day (9)			Scientific article in JCR (2)	Two technical article (5)					Newsletter (8)	

REPORTING PERIOD 2

		DEL	MS	Task 8.1.1	Task 8.1.2	Task 8.1.3	Task 8.1.4	Task 8.1.6	Task 8.1.7	Task 8.1.9	Task 8.1.10	Task 8.2.4	Task 8.2.5	Task 8.2.6	Task 8.2.7
		Deliverables regarding communication a dissemination	Milestones regarding communication a dissemination	Participation in at least 6 relevant Conferences /Congress and/or Industry Events linked with the topic (SUPROFRUIT,	15 Practical Demo days, to promote the adoption of the RENOVATE App, amongst new users.	Participation in at least 10 networking activities among key actors to raise awareness of RENOVATE results	8 communication events (one per country) aimed at public administrations with decision-making capacity.	At least 3 scientific articles in JCR based on crop protection (STOTEN, PMS, PA) and on educational aspects (Agricultural	Preparation of at least 16 technical articles (2 per country) about RENOVATE activities.	Guidelines collected from AKTAs in WP4 will be disseminated through website, newsletter, social media.	Dissemination of 15 multimedia material (YouTube, Twitter...) developed on every	Setup of the social media for the project	Flyers, infographics, posters and other audio-visual material. Creation and push of social media accounts.	Preparation and send out of Newsletter and Press Releases for a maximised number of stakeholders.	Kick Off Meeting (KOM) in Barcelona (UPC) and final Conference in Brussels
REPORTING PERIOD 3	M37 may-27														
	M38 jun-27				Practical Demo Day (10)										
	M39 jul-27					Networking activity (8)					Multimedia Material (12)				
	M40 ago-27				Practical Demo Day (11)				Two technical article (6)					Newsletter (9)	
	M41 sep-27														
	M42 oct-27				Practical Demo Day (12)		Communication event aimed at public administrations with decision - making capacities (7)			AKTAs collected from WP4 dissemination	Multimedia Material (13)				
	M43 nov-27					Networking activity (9)									
	M44 dic-27				Practical Demo Day (13)				Two technical article (7)					Newsletter (10)	
	M45 ene-28										Multimedia Material (14)		Flyers, infographics, posters and other audio-visual material (1)		
	M46 feb-28				Practical Demo Day (14)										
	M47 mar-28														
		D8.6 Report on communication activities impact (3)			Practical Demo Day (15)	Networking activity (10)									
	M48 abr-28	D8.3 Report on prep. and publication of Practice Abstracts (60 PA)					Communication event aimed at public administrations with decision - making capacities (8)	Scientific article in JCR (3)	Two technical article (8)	AKTAs collected from WP4 dissemination	Multimedia Material (15)			Newsletter and Press Releases (11)	Final Conference in Brussels

T8.1.1. EVENTS

TASK 8.1.1 - Attendance to relevant events

Please insert information regarding each relevant event where RENOVATE was present, including the number of people reached at each event. Participation in at least 6 events is expected. These events include but are not limited to (SUPROFRUIT, IAPA, EURAGENG, ICPA, FIMA, EIMA, SITEVI, AGRITECHNICA)

KPI: 6 events 0%

EVENT DETAILS										PEOPLE REACHED						
No.	Event name	Type	Description	Partner	Contact(s)	Status	Location	Date	LINK	FARMERS	ADVISORS	AGRICULTURE RELATED INDUSTRY	TRAINING AUTHORITIES	EU POLICYMAKERS	SOCIETY	OTHERS
1																
2																
3																
4																
5																
6																
7																
8																
9																
10																
11																
12																
13																
14																
15																
16																
17																
18																
19																
20																
21																
22																
23																
24																
25																

T8.1.2. DEMODAYS

TASK 8.1.2 - Organization of AKTA Demodays

Insert detail about the practical Demo days, carried out to promote RENOVATE app amongst new users. At least 15 Demo Days are expected.

KPI: 15 0%
Events

EVENT DETAILS								PEOPLE REACHED						
No.	Event name	Description of activities	Partner	Country	Location	Date	LINK	FARMERS	ADVISORS	AGRICULTURE RELATED INDUSTRY	TRAINING AUTHORITIES	EU POLICYMAKERS	SOCIETY	OTHERS
1														
2														
3														
4														
5														
6														
7														
8														
9														
10														
11														
12														
13														
14														
15														
16														
17														
18														
19														
20														
21														
22														
23														
24														
25														

T8.1.3. NETWORKING

TASK 8.1.3 - Networking activities

Insert detail about the networking activities carried out among key actors to raise awareness of RENOVATE results. Participation in at least 10 networking activates is expected.

KPI: **10** 0%
networking events

ACTIVITIES DETAILS									PEOPLE REACHED						
No.	Event name	Description of activities	Partner	Country	Location	Actors who participated	Date	LINK	FARMERS	ADVISORS	AGRICULTURE RELATED INDUSTRY	TRAINING AUTHORITIES	EU POLICYMAKERS	SOCIETY	OTHERS
1															
2															
3															
4															
5															
6															
7															
8															
9															
10															
11															
12															
13															
14															
15															
16															
17															
18															
19															
20															
21															
22															
23															
24															
25															

T8.1.4. COMMUNICATION EVENTS

TASK 8.1.4 - Communication Events

Insert detail about the communication events. At least 8 events are expected (one per country), aimed at public administrations with decision-making capacities.

KPI: 8 0%
communication events (one per country)

EVENTS DETAILS									PEOPLE REACHED						
No.	Event name	Description of activities	Partner	Country	Location	Public administration aimed at	Date	LINK	FARMERS	ADVISORS	AGRICULTURE RELATED INDUSTRY	TRAINING AUTHORITIES	EU POLICYMAKERS	SOCIETY	OTHERS
1															
2															
3															
4															
5															
6															
7															
8															
9															
10															
11															
12															
13															
14															
15															
16															
17															
18															
19															
20															
21															
22															
23															
24															
25															

T8.1.5. EU SYNERGIES

TASK 8.1.5 - Synergies with EU Projects

Please insert information from EU Projects related with RENOVATE.

KPI:

PROJECT DETAILS									PEOPLE REACHED						
No.	Synergy with RENOVATE	Linked with Partner (if applicable)	Contact(s)	Project Acronym	Project Title	Project description	Date	LINK	FARMERS	ADVISORS	AGRICULTURE RELATED INDUSTRY	TRAINING AUTHORITIES	EU POLICYMAKERS	SOCIETY	OTHERS
1				INNOSETA											
2				OPTIMA											
3				SMART-AKIS											
4				NEFERTITI											
5				EU FARM BOOK											
6				IPM WORKS											
7				MODERNAKIS											
8				NOVATERRA											
9															
10															
11															
12															
13															
14															
15															
16															
17															
18															
19															
20															
21															
22															
23															
24															
25															

T8.1.6 SCIENTIFIC ARTICLES

TASK 8.1.6

Please insert the information from the scientific articles published regarding crop protection, educational aspects, or other related topics. The publication of at least 3 articles is expected.

KPI: 3 0%

ARTICLE DETAILS									PEOPLE REACHED						
Number	Title of the article	Article Topic	Partner	Contact(s)	Status	Publication Date	Publication site	LINK	FARMERS	ADVISORS	AGRICULTURE RELATED INDUSTRY	TRAINING AUTHORITIES	EU POLICYMAKERS	SOCIETY	OTHERS
1															
2															
3															
4															
5															
6															
7															
8															
9															
10															
11															
12															
13															
14															
15															
16															
17															
18															
19															
20															
21															
22															
23															
24															
25															

T8.1.7 TECHNICAL ARTICLES

TASK 8.1.7

Please insert the information regarding the technical articles prepared regarding RENOVATE activates. At least 2 articles per country (16 total) are expected.

KPI: 16 0%

2 articles per country

ARTICLE DETAILS										PEOPLE REACHED						
Number	Title of the article	Article Topic	Partner	Contact(s)	Status	Country	Publication Date	Publication site	LINK	FARMERS	ADVISORS	AGRICULTURE RELATED INDUSTRY	TRAINING AUTHORITIES	EU POLICYMAKERS	SOCIETY	OTHERS
1																
2																
3																
4																
5																
6																
7																
8																
9																
10																
11																
12																
13																
14																
15																
16																
17																
18																
19																
20																
21																
22																
23																
24																
25																

T8.1.8 PRACTICE ABSTRACTS

TASK 8.1.8

Please insert the information regarding the EIP practice abstracts, at least 100 are expected, 10 during the first reporting period (M1-M18), 30 during the second reporting period (M19-M36), 60 during the last reporting period (M37-M48).

KPI: 100 0%

ABSTRACTS DETAILS								PEOPLE REACHED						
Number	Title of EIP abstracts	Topic	Partner	Contact(s)	Status	Publication Date	LINK	FARMERS	ADVISORS	AGRICULTURE RELATED INDUSTRY	TRAINING AUTHORITIES	EU POLICYMAKERS	SOCIETY	OTHERS
1														
2														
3														
4														
5														
6														
7														
8														
9														
10														
END OF REPORTING PERIOD 1														
11														
12														
13														
14														
15														
16														
17														
18														
19														
20														
21														
22														
23														
24														
25														
26														
27														
28														
29														
30														
31														
32														
33														
34														
35														
36														
37														
38														
39														
40														
END OF REPORTING PERIOD 2														
41														
42														
43														
44														
45														
46														
47														
48														
49														
50														

TASK 8.1.8

Please insert the information regarding the EIP practice abstracts, at least 100 are expected, 10 during the first reporting period (M1-M18), 30 during the second reporting period (M19-M36), 60 during the last reporting period (M37-M48).

KPI: 100 0%

ABSTRACTS DETAILS								PEOPLE REACHED						
Number	Title of EIP abstracts	Topic	Partner	Contact(s)	Status	Publication Date	LINK	FARMERS	ADVISORS	AGRICULTURE RELATED INDUSTRY	TRAINING AUTHORITIES	EU POLICYMAKERS	SOCIETY	OTHERS
51														
52														
53														
54														
55														
56														
57														
58														
59														
60														
61														
62														
63														
64														
65														
66														
67														
68														
69														
70														
71														
72														
73														
74														
75														
76														
77														
78														
79														
80														
81														
82														
83														
84														
85														
86														
87														
88														
89														
90														
91														
92														
93														
94														
95														
96														
97														
98														
99														
100														
END OF REPORTING PERIOD 3														

T8.1.9 GUIDELINES

TASK 8.1.9

Please insert the information regarding the guidelines collected from AKTAs and their dissemination.

KPI: 15 0%

GUIDELINES DETAILS										PEOPLE REACHED						
Number	Guideline name	Guideline description	Partner	Contact(s)	Status	AKTA collected from	Dissemination channel	Date	LINK	FARMERS	ADVISORS	AGRICULTURE RELATED INDUSTRY	TRAINING AUTHORITIES	EU POLICYMAKERS	SOCIETY	OTHERS
1																
2																
3																
4																
5																
6																
7																
8																
9																
10																
11																
12																
13																
14																
15																
16																
17																
18																
19																
20																
21																
22																
23																
24																
25																

T8.1.10 VIDEOS

TASK 8.1.10

Please insert the information regarding multimedia (videos) developed on every AKTA. The dissemination of at least 15 multimedia material is expected.

KPI: 15 0%

MULTIMEDIA DETAILS										PEOPLE REACHED						
Number	Multimedia title	Multimedia description	Partner	Contact(s)	Status	AKTA developed on	Dissemination channel	Date	LINK	FARMERS	ADVISORS	AGRICULTURE RELATED INDUSTRY	TRAINING AUTHORITIES	EU POLICYMAKERS	SOCIETY	OTHERS
1																
2																
3																
4																
5																
6																
7																
8																
9																
10																
11																
12																
13																
14																
15																
16																
17																
18																
19																
20																
21																
22																
23																
24																
25																

T8.2.4 SOCIAL MEDIA SET UP & KPIS

TASK 8.2.4 Social Media Setup and KPIs

FACEBOOK

DETAILS	
Username	Renovate Project EU
Link	https://www.facebook.com/RenovateprojectEU
KPIs	
Impressions: Number of times content is displayed.	
Reach: Number of unique users who have seen content	
Likes: Number of likes on posts.	
Shares/Retweets: Number of times content is shared or retweeted.	
Comments: Number of comments on posts.	
Engagement Rate: Ratio of engagements (likes, comments, shares) to the total reach.	
Follower Count: Total number of followers.	
Follower Growth Rate: Increase in followers over a specific period.	
Content Types: Performance by type (images, videos, stories, etc.).	
Referral Traffic: Number of visitors to website from social media.	
Page Views: Number of views on page.	
Page Likes: Total number of page likes.	
Post Reach: Number of people who saw posts.	
Post Engagements: Total interactions (likes, comments, shares) on posts.	

INSTAGRAM

DETAILS	
Username	renovateprojecteu
Link	https://www.instagram.com/RenovateprojectEU/#!
KPIs	
Impressions: Number of times content is displayed.	
Reach: Number of unique users who have seen content	
Likes: Number of likes on posts.	
Shares/Retweets: Number of times content is shared or retweeted.	
Comments: Number of comments on posts.	
Engagement Rate: Ratio of engagements (likes, comments, shares) to the total reach.	
Follower Count: Total number of followers.	
Follower Growth Rate: Increase in followers over a specific period.	
Content Types: Performance by type (images, videos, stories, etc.).	
Referral Traffic: Number of visitors to website from social media.	
Conversion Rate: Percentage of social media users who complete a desired	
Profile Visits: Number of visits to profile.	
Website Clicks: Number of clicks on the website link in bio.	
Story Views: Number of views on Instagram Stories.	
Saves: Number of times posts are saved.	
Direct Messages: Number of direct messages received.	

LINKEDIN

DETAILS	
Username	Renovate Project EU
Link	https://www.linkedin.com/company/renovateproject
KPIs	
Impressions: Number of times content is displayed.	
Reach: Number of unique users who have seen content	
Likes: Number of likes on posts.	
Shares/Retweets: Number of times content is shared or retweeted.	
Comments: Number of comments on posts.	
Engagement Rate: Ratio of engagements (likes, comments, shares) to the total reach.	
Follower Count: Total number of followers.	
Follower Growth Rate: Increase in followers over a specific period.	
Content Types: Performance by type (images, videos, stories, etc.).	
Referral Traffic: Number of visitors to website from social media.	
Conversion Rate: Percentage of social media users who complete a desired	
Page Views: Number of views on company page.	
Followers: Total number of followers.	
Follower Demographics: Information on follower industries, job functions,	
Post Clicks: Number of click son posts.	
Engagement Rate: Ratio of engagements (likes, comments, shares) to the total reach.	
Employee Shares: Number of times employees share company content.	
Engagement from Employees: Interactions from employees on company posts.	

YOUTUBE

DETAILS	
Username	Renovate Project EU
Link	//www.youtube.com/@RenovateProje
KPIs	
Impressions: Number of times content is displayed.	
Reach: Number of unique users who have seen content	
Likes: Number of likes on posts.	
Shares/Retweets: Number of times content is shared or retweeted.	
Comments: Number of comments on posts.	
Engagement Rate: Ratio of engagements (likes, comments, shares) to the total reach.	
Subscriber Count: Total number of followers.	
Subscriber Growth Rate: Increase in followers over a specific period.	
Content Types: Performance by type (images, videos, stories, etc.).	
Referral Traffic: Number of visitors to website from social media.	
Conversion Rate: Percentage of social media users who complete a desired action on website.	
Views: Number of views on videos.	
Watch Time: Total minutes watched across all videos.	
Average View Duration: Average time viewers spend watching a video.	

OTHERS

DETAILS	
Username	
Link	
KPIs	
Impressions: Number of times content is displayed.	
Reach: Number of unique users who have seen content	
Likes: Number of likes on posts.	
Shares/Retweets: Number of times content is shared or retweeted.	
Comments: Number of comments on posts.	
Engagement Rate: Ratio of engagements (likes, comments, shares) to the total reach.	
Follower Count: Total number of followers.	
Follower Growth Rate: Increase in followers over a specific period.	
Content Types: Performance by type (images, videos, stories, etc.).	
Referral Traffic: Number of visitors to website from social media.	
Conversion Rate: Percentage of social media users who complete a desired	
Views: Number of views on videos.	
Shares: Number of times videos are shared.	
Comments: Number of comments on videos.	
Likes: Number of likes on videos.	
Follower Growth: Increase in followers over time.	
Profile Views: Number of visits to profile.	

T8.2.5 AUDIO-VISUAL

TASK 8.2.5

Please insert information regarding the audio-visual material (flyers, infographics, posters, and other).

KPI:	3	0

MATERIAL DETAILS									PEOPLE REACHED						
Number	Material title	Description	Partner	Contact(s)	Status	Dissemination channel	Date	LINK	FARMERS	ADVISORS	AGRICULTURE RELATED INDUSTRY	TRAINING AUTHORITIES	EU POLICYMAKERS	SOCIETY	OTHERS
1															
2															
3															
4															
5															
6															
7															
8															
9															
10															
11															
12															
13															
14															
15															
16															
17															
18															
19															
20															
21															
22															
23															
24															
25															

T8.2.6 NEWSLETTER & PRESS RELEASE

TASK 8.2.6

Please insert information regarding the preparation and send out of newsletter and press releases to reach the maximum amount of stakeholders

KPI: #¡DIV/0!

MATERIAL DETAILS										PEOPLE REACHED						
Number	Material title	Description	Type of material	Partner	Contact(s)	Status	Dissemination channel	Date	LINK	FARMERS	ADVISORS	AGRICULTURE RELATED INDUSTRY	TRAINING AUTHORITIES	EU POLICYMAKERS	SOCIETY	OTHERS
1																
2																
3																
4																
5																
6																
7																
8																
9																
10																
11																
12																
13																
14																
15																
16																
17																
18																
19																
20																
21																
22																
23																
24																
25																

WEBSITE & APP KPIS

TASK 8.2.4

Please enter the details for the website and RENOVATE app. Regularly track the KPIs for each and update them as often as possible.

WEBSITE	
DETAILS	
Link	https://renovateproject.eu/
KPIs	
Total Visits: Number of times users visit the site.	
Unique Visitors: Number of distinct individuals visiting the site.	
Session Duration: Average time spent by users per session.	
Pages per Session: Average number of pages viewed during a single session.	
Returning Visitors: Percentage of users who come back to the site.	
Click-Through Rate (CTR): Percentage of users who click on a specific link or call-to-action (CTA). rate	
Organic Search Traffic: Number of visitors arriving through search engines.	

RENOVATE APP	
DETAILS	
App name	
Link	
KPIs	
Downloads: Number of times the app has been downloaded.	
Installs: Number of successful installations.	
Active Users: Number of active users (daily, weekly, monthly).	
Session Length: Average time spent per session.	
Session Frequency: Average number of sessions per user over a period of time.	
Churn Rate: Percentage of users who stop using the app over a period of time.	
Retention Rate: Percentage of users who return to the app after their first visit.	
Daily/Monthly Active Users (DAU/MAU): Ratio of daily active users to monthly active users, indicating stickiness.	
App Store Ratings: Average rating on app stores.	
User Reviews: Qualitative feedback from users.	
Net Promoter Score (NPS): Measure of user satisfaction and likelihood of recommending the app.	

PARTNER SOCIAL MEDIA ACTIVITIES

Partners' Social Media activities

Please insert information regarding the Social Media activities carried out during RENOVATE project.

ACTIVITIES DETAILS										PEOPLE REACHED						
Number	Publication title	Description	Topic	Partner	Contact(s)	Status	Dissemination channel	Date	LINK	FARMERS	ADVISORS	AGRICULTURE RELATED INDUSTRY	TRAINING AUTHORITIES	EU POLICYMAKERS	SOCIETY	OTHERS
1																
2																
3																
4																
5																
6																
7																
8																
9																
10																
11																
12																
13																
14																
15																
16																
17																
18																
19																
20																
21																
22																
23																
24																
25																