AgriCaptureCO_2

Regenerating soils for climate and farmers.

2nd July 2021

Communication, dissemination & exploitation strategy

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List of abbreviations

ARL	Arthur's legal
AZCEEs	Aspiring zero-carbon emissions entities
AUA	The Agricultural University of Athens
C	Carbon
CAP	Common Agricultural policy
CO_2	Carbon dioxide
CSOs	Civil society organisations
DEFRA	Department for Environment, Food and Rural Affairs
EC	European Commission
EEB	European Environmental Bureau
ELGO	Hellenic Agricultural organization
ENMX	EnvirometriX
EO	Earth Observation
EU	European Union
F&FAs	Farmer and farmers association
FrOils	Farrington's Mellow Yellow
GILab	Geographic Information LABoratory
GWCT	Game & Wildlife Conservation Trust
ICT	Information, Communication and Technology
IPR	Intellectual Property Rights
KPIs	Key Performing Indicators
LEAF	Linking Environment and Farming
MEPs	Members of the European Parliament
MRV	Monitoring, Reporting and Verification
OCW	One Carbon World
SPs	Strategic Plans
UNFCCC	United Nations Framework Convention on Climate Change
UPOR	Association of Farmers of the Municipality of Ruma (Serbia)
VCS	Verified Carbon Standard
WP	Work package
ZCCs	Zero Carbon Certifier Companies

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Introduction

This document outlines a coherent strategy for the communication, dissemination and exploitation of the AgriCaptureCO2 project and its results. The strategy is aligned with the Engagement Strategy (D2.3) to ensure optimal synergy between these related activities.

A coherent strategy for communication, dissemination and exploitation which is deliberately integrated with the engagement strategy is important for a successful project. Effectively reaching the project's audiences and engaging them in the project's activities relies on high-quality strategic communications and will be an important determinant in the success of the project.

The EEB is responsible for T6.1 Communication & dissemination and thus has the overall responsibility to plan and coordinate the communication and dissemination activities in the project. Exploitation falls under T6.2 (OCW) and T6.3 (GILab) but is included in this document as it is closely related. All project partners are responsible for contributing to the communication and dissemination. Throughout this document, responsibilities are detailed when relevant under the sub-headings 'Who does what?'.

This document is relevant to 4 of the project's core objectives as listed in the Grant Agreement. In particular, this document directly supports the achievement of Objective 5: "**Identify key audiences** relevant to the project, and undertake **communication and dissemination activities** to raise awareness, stimulate interest and encourage uptake of results." It is also instrumental for the success of Objective 2: "Support market uptake by **creating and energising a network of Regenerative Agriculture (Reg Agri) actors**, the European Reg Agri Network, to provide a support ecosystem for farmers and to provide a potential customer base for AgriCapture"; objective 3: "Systematically **involve end-users** in the co-development of the platform, to ensure that AgriCapture effectively addresses user needs, delivers value and meets industrial demands"; and objective 4: "Effectively plan continued operation and commercial **exploitation** of AgriCapture after the project, and support a transition to service provision." Regarding the latter, however, a detailed exploitation strategy will be developed separately under T6.2 so this document only contains some general lines.

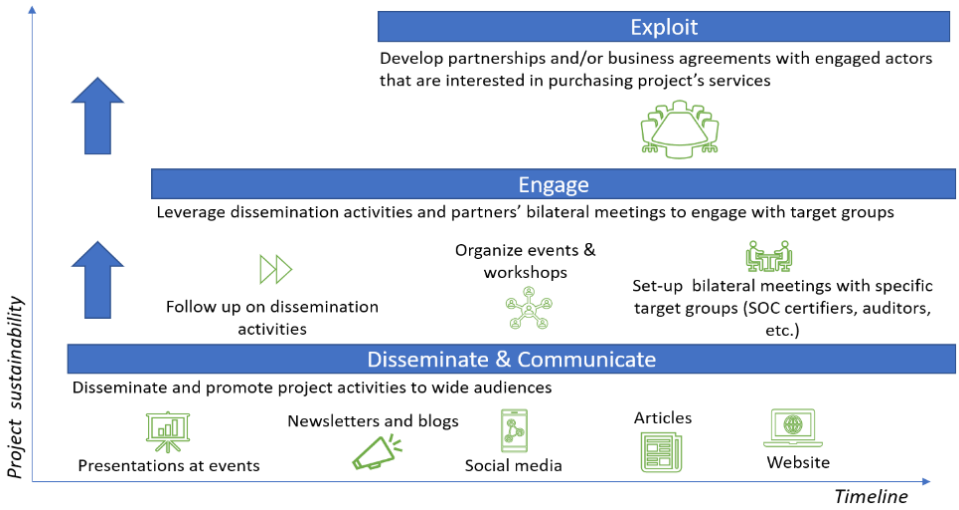

Figure 1: Interactions between communications, dissemination, engagement, and exploitation

This strategy document aims to provide a framework to guide communication, dissemination and exploitation activities throughout the project, in order to:

1. Create awareness of the existence of the project, its objectives, activities and results. This will promote an adequate engagement with the project by relevant stakeholders (cf. chapter 1) providing valuable feedback and increasing the chance of positive impact on policy and practice.
2. Promote knowledge about and appreciation of the climate change mitigation potential of regenerative agriculture and the many associated benefits for biodiversity, soil fertility and resource efficiency. Also, to promote awareness of and interest in the potential for carbon farming as a way to exploit this potential.
3. Generate interest in the AgriCaptureCO_2 commercial services amongst potential future users – both the credit-producing (carbon farmers) and credit-consuming (companies).

1. Visual identity

Logo

Available in both long or short formats and various colours. It should usually sit at the top left or footer of project communications and be displayed in contrast to the background.

Colours

Deep green (#4a8522), grey (#575757) and white (#ffffff). A full colour palette is included in the template for deliverables.

Font

AgriCaptureCO2 uses the standard Microsoft Verdana font (size 10, black) for general text and in green or grey for headings as per the styles in this template. Montserrat will also be used for public-facing communications materials.

Photography

Photos of trees in agricultural settings, farmers or dark healthy soil with visible organic matter are available free of charge at Pexels, Unsplash, Pixabay and Wikimedia Commons. All photos should depict a European climate context or something similar. Photos that clearly depict non-European situations should be avoided.

2. AgriCaptureCO2's target audiences

Accurate audience mapping is an essential part of strategic communications. Different audience groups have different interests, values and levels of knowledge, meaning that the right angle, language and level of detail is critical to successfully reach them. In this section, we characterise the project's target audiences, distinguishing between "primary" and "secondary" audiences in function of their importance for the success of the project.

2.1 Primary target audiences

Farmers and land managers

As AgriCaptureCO2 is at its core about promoting changes in farming practices, those who manage the land, farmers, landowners, and other land managers (further referred to in short as "farmers"), are a crucial group to target with our communication, dissemination and exploitation activities. Farmers are not a homogenous group of people, and within this group, a key distinction should be made between:

- *"Innovators"* (typically farmers who have already adopted a broad range of regenerative practices, who are compelled by environmental motivations and like to experiment).
- "Curious observers" (those on the edge, who are aware of regenerative agriculture and interested in changing but haven't quite made the first step yet, for a diversity of reasons).
- *"Conventionals"* (those who have no awareness of, or interest in, regenerative agriculture, and will likely only be triggered by economic arguments/incentives).

These groups are all relevant to AgriCaptureCO2. The *innovators* are crucial to sharing knowledge and helping convince others of the value of regenerative agriculture as part of demo farms. They could be test-users for AgriCaptureCO2 services, and will be crucial members of the Reg Agri Community. The *çurious observers* are a priority group of potential end-users of the AgriCaptureCO2 services, as the digital solutions developed by the project could be what they need to make the step towards regenerative agriculture. The *conventionals* will be harder to influence through communications and as such they are considered as lower priority for this project, although they are a very important group to reach in the long-term.

We will resolve the challenge of reaching local farmers through engagement with national project partners and their respective networks.

The communication and dissemination activities aimed at farmers and land managers aim to:

- Raise awareness of the benefits of regenerative agriculture and soil carbon sequestration.
- Empower the audience to adopt regenerative farming practices.
- Raise awareness of the AgriCaptureCO2 services and their benefits for farmers.

EU and national policymakers

Policymakers are a crucial audience as public policies which promote the adoption of regenerative farming practices or which regulate climate action in agriculture could have large impacts on the future of farming in Europe and the results of AgriCaptureCO2.

At the European Union (EU) level, the most important institution is the European Commission (EC), due to its role in the approval of CAP Strategic Plans, in drafting new climate legislation related to agriculture and land-based removals, and in the development of a regulatory framework for carbon removals. Members of the European Parliament (MEPs) are also a relevant audience, in particular those on the Environment Committee and the Agriculture Committee, due to their role in amending legislative proposals on climate and carbon removals during the duration of AgriCaptureCO2. The other co-legislator, the Council of the EU, is best targeted at national level, where Member States' positions are developed.

At national level in the EU, Agriculture Ministries are an important audience due to their role in developing CAP Strategic Plans (SPs) in 2021 (which can be amended in later years), which are a crucial financing mechanism for regenerative agriculture, as well as on agriculture-related climate policies. Environment Ministries are also important, as they often contribute to the development of CAP SPs and tend to lead on climate policies.

In the UK, the Department for Environment, Food and Rural Affairs (DEFRA) will be the primary target audience for policy-related communication and dissemination activities.

The communications and dissemination activities towards this audience aim to:

- Raise awareness of the importance of supporting regenerative farming practices through public policies.
- Inform about the work of the AgriCaptureCO2 and feed into the development of carbon sequestration policies and regulatory framework
- Inform the work of AgriCaptureCO2 by gaining intelligence on the development of relevant public policies, in particular the EU's forthcoming regulatory framework for carbon removals.

Aspiring zero-carbon emissions entities (AZCEEs)

AZCEEs are organisations that have committed to either become carbon neutral or take actions towards sustainability and climate neutrality, representing a key audience for AgriCaptureCO2. Moreover, these private and public actors are already seeking solutions to mitigate their climate footprint around the world, including offsetting schemes and nature-based solutions.

Large AZCEEs have started leading the way and inspiring others to join their efforts globally. For instance, Microsoft has recently announced its commitment to be carbon negative by 2030, and, by 2050, to remove from the environment all the carbon the company has emitted either directly or by electrical consumption since it was founded in 1975. This creates a good opportunity for offsetting schemes and nature-based solutions in order to respond to the increasing demand for carbon credits, coupled with a growing awareness of the urgent need for climate action.

AZCEEs has the ability to support farmers by committing to acquiring carbon credits and enhancing commercial relations with AgriCaptureCO2. As such, AZCEEs is able to align social responsibility and global environmental targets and commitments through direct

support to regenerative agriculture practices. Therefore, the aim of communications and dissemination activities towards this audience should be based on the following:

- Creating awareness and promoting the commercial services and carbon credit methodology developed by AgriCaptureCO2.
- Convince of the robustness and value of the AgriCaptureCO2 services, structure, and methodology.
- Showcasing AgriCaptureCO2 as a true and comprehensive project that not only benefits carbon capture but also supports local producers throughout five countries.

2.2 Secondary target audiences

Agri-food value chain actors

Agri-food value chain actors include farmer suppliers, advisers, contractors, processors, and retailers, among others. These could be influenced by AgriCaptureCO2 services and eventually finance carbon sequestration, improving not only the performance of their value chains but also strengthening AgriCaptureCO2 as a viable and tangible set of solutions.

Nowadays, these actors experience an increasing requirement for their value chains to be more sustainable (both upstream and downstream), coupled with a large movement towards transparent and comprehensive product labels, as well as sustainable packaging and logistics, among others.

For instance, although it is very challenging for retailers to influence suppliers that are not under their financial and operational control, they would benefit from their value chain transformation through rewarding farmers for applying regenerative agriculture practices. This would mean that the value chain would be overall more sustainable and the carbon footprint of their products would be considerably reduced and balanced. Moreover, these rewards would also bring more incentives to share data, which will lead to a more accountable and transparent value chain.

Aim of communications and dissemination activities towards this audience:

- Inform of the benefits of regenerative agriculture with a view to indirectly reaching farmers (especially for upstream actors);
- Inform of the soil carbon sequestration potential of regenerative agriculture to inspire supply chain initiatives for carbon farming (especially for downstream actors);
- Make aware of the commercial services and carbon credit methodology being developed by AgriCaptureCO2.

ICT Companies

AgriCaptureCO2 technological advances are of great interest for other ICT companies around the world. Solutions adopted and proven during the project may result valuable to (i) develop businesses and technologies in other sectors; (ii) enhance further development of solutions within the agriculture domain; (iii) spur the usage of satellite data for Monitoring, Reporting, Verifying (MRV) technologies.

Hence, disseminating project successes, as well as failures, with the European and International ICT community will maximize the exploitation potential of the project itself. The ICT community will mostly be reached through targeted social media posts,

participation at tech events, release of articles about AgriCaptureCO2 findings in tech magazines.

Researchers

AgriCaptureCO2 adopts, tests, and advances the latest scientific findings related to Earth Observation, geoinformatics, data science applied to agriculture. The project is already fomenting widespread interest among the scientific community and in this direction project partners will participate at scientific conferences and produce academic articles to both prove the strength of the project methodology and to disseminate in open access journals the acquired knowledge. This will in turn enable further research upon the usage of satellite data for MRV technologies beyond the project duration.

Civil society organisations (CSOs)

CSOs are non-governmental organisations representing different societal interests, such as environmental protection, public health, conservation, etc. Those most relevant to AgriCaptureCO2 are those working on environmental, climate, and agriculture. CSOs are often considered as a reference on environmental matters by the general public, the media, and some of the audiences presented above. As representative of non-commercial interests, they often act as independent assessors of the quality of environmental policies and projects and as such, as an important influencer of public opinion. They are important to AgriCaptureCO2 for these reasons.

In addition, CSOs often implement projects in collaboration with businesses, farmers, or other key target audiences for this project, and could therefore act as a bridge to other relevant audience groups.

Aim of communications and dissemination activities towards this audience:

- Convince of the robustness of the AgriCaptureCO2 methodology for carbon sequestration monitoring to gain support / avoid criticism when launching the commercial platform.

3. Communication

This chapter sets out the most important aspects of AgriCaptureCO2's external communication strategy. It covers the 'what', 'how', and 'when' – i.e. content, channels, and timeline – setting out a framework and set of basic principles to guide the consortium's communications activities strategically throughout the project duration.

3.1 What: Content and core messages

The main content of AgriCaptureCO2's communications is:

- General information about the project and its objectives, directing people to the website.
- Promoting project events.
- Producing and Disseminating project deliverables and outcomes.
- Project-relevant policy developments.
- Relevant events or developments from project partners or related projects.

To ensure consistent and targeted communication across the project, we developed below communications guidelines, materials as well as core messages, which will be reviewed throughout the project. This will allow the project's communications officers to communicate about the project autonomously, which brings agility and allows for more responsiveness. This will also ensure project partners share a common narrative about the project when engaging with a given audience. Our national–level partners will be able to adapt the messages and al templates to the necessary language in such a way as to comply with the expected level of pre-knowledge, the specific interests, awareness of context and jargon of the primary target audiences.

Generic

The project wants to come across as **solution-oriented**, working in **collaboration with** our target audiences to achieve positive change. As a research project, we put great importance on the **scientific grounding** of our solutions. However, science cannot provide all the answers and we need to hear from and listen to the real-life experience of the farmers and all other stakeholders. The core ide of this project is built on the central role that the farmers play in finding climate-proof solutions. This is the main message we want to convey, and also that we are here to support farmers on their climate journey.

Key words include:

- Journey
- Support
- Solutions
- Evidence(-based)
- Joint effort / Collaboration
- Real-life experience

Examples of core messages:

- We are here to make it easier and more profitable for farmers to adopt regenerative farming practices.

- Farmers are part of the solution to climate change, they only need the right kind of support.
- We bring innovative digital solutions to support farmers and businesses on their climate journey.

For farmers and land managers

We put the emphasis on the **positive role** that farmers can play in the fight against climate change, on the **benefits** which regenerative farming practices can bring them and the **business case** for regenerative farming, on the importance of **collaboration** with and between farmers, and on the idea of gradually **moving towards** more sustainable and resilient farming.

Key words include:

- Climate heroes
- Power / superpower
- Regenerative agriculture / farming practices
- Reward
- Resilience
- Profitability
- Win-win situation
- Joint effort
- Joint effort
- Unity
- Common good

Example of core messages:

- Access our digital solutions and make your own decisions about the profitability of regenerative practices.
- Your profit and your regenerative farming go hand in hand.
- You can have easy access to earth observation data and rewards in the form of public schemes and carbon credits.

For AZCEEs

We want AZCEEs to see the AgriCaptureCO_2 potential in developing **tangible projects** and nature-based solutions that **improve brand recognition and reputation**. In other words, we should emphasise that organisations can become **carbon neutral** through their support to farmers and regenerative agriculture practices, and showcase the **benefit of all sides**.

Keywords include:

- Nature-based solutions
- Brand recognition and reputation
- Environmental commitment and social responsibility
- Aligning to national and global targets
- Carbon neutrality
- Mutual benefits

Example of **core messages**:

- Support regenerative agriculture to fight climate change. Strengthen your 21st century reputation by taking charge of your environmental and social responsibility.
- AgriCaptureCO2 is here for businesses and public authorities to help them fight against climate change and meet emission reduction targets.
- Show climate leadership and inspire others to support farmers.

For policymakers

We want to emphasise that regenerative agriculture is a key solution for **climate mitigation and adaptation** in agriculture and show the wider benefits for the **environment and society**, hence the importance of **public policies** that **support and reward farmers** who choose to do the right thing. We also want to "sell" the AgriCaptureCO2 services as providing useful **solutions** to public authorities.

Key words include:

- Climate / nature-based solutions
- Carbon farming
- Resilience
- Co-benefits
- Digital solutions
- Simple and effective monitoring

Example of core messages:

- The AgriCaptureCO2 digital solutions facilitate the monitoring of carbon farming with the help of first-class Earth Observation data and algorithms.
- Farmers need public policies that empower them to adopt regenerative farming practices and they should be rewarded for the climate solutions they deliver.
- Society wants farmers to do more for the climate crisis and regenerative farming is a tried and tested nature-based solution, which should be supported through public money.

3.2 How: Communication channels

Communication activities will take place through various complementary channels: the project website, Twitter, partners' social media accounts, LinkedIn, events and emails.

Website

The project website (www.agricaptureco2.eu) is a cornerstone of project communication. It functions as a central point for general information about the project, specific information about the pilot use cases, library for all resources produced by the project, overview of the project's future services and bulletin board for news and events.

The main features of the website are:

Home page	Designed to take visitors through a summary of the key aspects of the projects as they scroll down. The home page tells the story of AgriCaptureCO2 in an engaging way, by making use of attractive visuals alongside short blocks of text and hyperlinked buttons which encourage people to find out more and get involved.
About	This presents the basics of the project: • Why AgriCaptureCO2 • What is regenerative agriculture • Project partners • Project plan and deliverables
Info Portal	Crucial part of the website which will be used for the project's engagement, communications and dissemination activities. It includes a search function, where visitors can search by key words, filter by categories, or filter by tag words
Pilot farms	This presents the six use cases of the project, including text descriptions of each use case as well as pictures of the farms or areas included in the use case and a schematic map of the country of the use case.
Digital solutions	The page includes information on each of the four commercial "services" developed by AgriCaptureCO2: Explore, Quantify, Verify, and Support.
Get involved	Here, visitors can find three ways to engage with the project: • Information about upcoming events • An embedded mailing list sign up form • An embedded contact form

Figure 2: Summary of key website components

Who does what?

The EEB is responsible for keeping the website up to date: uploading resources, updating demonstration case pages, publishing events, updating the blog with relevant content etc. or to delegate to the website developer when necessary.

All project partners are responsible for contributing to the website by:

- Informing the EEB about upcoming publications or other resources, demonstration case updates, events etc. well in advance for the EEB to have time to put it on the website
- Contributing to the blog when there are relevant developments from their WPs and to suggest/contribute to posts about relevant developments in the policy landscape, research or related projects

Twitter

The project Twitter account (@AgriCaptureCO2) is one of the main communication channels of the project. Here, we will share continuous updates on what is happening in the project. The Twitter account will serve multiple functions:

- Platform for creating visibility around the project for both target audiences and a wider non-target audience;
- Advertisement for and multiplicator of participation in project events;
- Redirecting traffic to the website for further information, news and resources;
- Platform for direct engagement with target audiences through comments;
- Showing support or interest in posts/events by consortium partners, project network partners or other projects with complementary ambitions/focus.

Who does what?

The EEB has the overall responsibility to manage AgriCaptureCO$_2$'s twitter account. However, in order to harness the diversity of the voices, networks, and expertise of the partners, in light of the very diverse target audiences of the project, a system will be trialled whereby the twitter account will be jointly administrated by a "core team" made up of project partners (likely EEB, LEAF, GILab and OCW), coordinated by the EEB. This group will bring together project partners with expertise in communicating to AgriCaptureCO$_2$'s different primary audiences. This core team will work closely together to monitor and engage with relevant content. The responsibility for putting out AgriCaptureCO$_2$'s own content remains with the EEB.

Additionally, all partners are responsible for engaging with the project account (liking, retweeting, commenting, tagging) and to make relevant audiences aware of it (at presentations, meetings, conversations etc.)

All partners are responsible to inform the "core team" before the publication of a deliverable or the hosting of an event to allow for proper planning of communication activities.

Project partners' social media accounts

Although the AgriCaptureCO$_2$ twitter account has to date gathered a good number of followers, it remains tiny in comparison with the follower base of many project partners, many of who also have a presence on other social media channels. A table mapping project partners' presence on different social media can be found in Annex I of this document.

In addition to efforts to build up the follower base of the AgriCaptureCO$_2$'s twitter account, and rather than set up other social media accounts, we will therefore explicitly rely on partners' social media accounts to multiply the project's communications efforts. Communications packages will therefore be prepared and circulated to partners ahead of key communications milestones (e.g. AgriCaptureCO$_2$ events or report publication) for them to use directly or use as inspiration after adapting it to their national context. The communications package developed for the twitter and website launch is included in Annex II as an example. Partners are also expected to communicate about AgriCaptureCO$_2$ on their accounts outside of coordinated communications campaigns, for which they can use the prepared core messages and generic branded visuals.

Events

The many different online and live events and workshops that are planned throughout the project will serve as important channels for communicating about the objectives and

services of the project. They will also be important occasions for drawing attention to the website and Twitter account.

Who does what?

Partners responsible for the events are responsible for making sure that adequate promotional material is produced and distributed in due time ahead of the event and for making the website, Twitter account and other relevant project elements visible during the events.

The EEB is responsible for assisting partners responsible for events in producing promotional material with AgriCaptureCO2 branding and disseminating it through the various channels. When relevant and feasible, the twitter "core team" can support with live tweeting during the event.

Mailings

An AgriCaptureCO2 mailing list will be built over the course of the project through the sign-up form on the website and promoted on other channels listed above. The list will be used to send out project updates and developments. This channel should be used selectively to avoid spamming recipients. A maximum of four emails per year is advisable.

In addition, project partners are encouraged to use their own mailings to communicate about AgriCaptureCO2, as to tap into their well established and broad networks.

Who does what?

Regarding the AgriCaptureCO2 mailings, the EEB will manage the list and act primarily as "news editor", curating and editing content provided by project partners on their work in the project. Input from partners will be requested by the EEB in principle three weeks before a planned mailing.

LinkedIn

LinkedIn can provide AgriCaptureCO2 with a wide range of business networks that would be beneficial for the exploitation and commercialization of the project. A constant and consistent promotion of AgriCaptureCO2 services to different relevant niches would ensure a successful commercialization. This would include frequent posts showcasing the services and key facts of the project while identifying potential leads and customers.

A dedicated AgriCaptureCO2 LinkedIn account will be set up once results from the project become ready to be communicated to businesses.

Advantages of LinkedIn presence include:

- Effective exposure of AgriCaptureCO2 product/services to companies and professionals who might become customers or helpful otherwise
- Possibility to get feedback and inputs to demo versions of the product/services from potential customers or collaborators

Who does what?

As the target audience on LinkedIn is primarily businesses, and to a smaller extent policy-makers, the prime responsibility for managing this account will lie with OCW and GILab, given their lead on exploitation under WP6.

3.3 When: Communication timeline

		Activities/deliverables	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Inception phase	T6.1	Visual identity												
	T6.1	Templates for project outputs												
	T6.1	Setting up a record sheet to track progress												
	T6.1	Setting up social media accounts												
	T6.1	Setting up website												
	T6.1	Communications strategy												
	T6.1	Promotional materials												
Throughout project	T6.1	Social media content												
	T6.1	AgriCapture blog												
	T6.1	News mailings												
	T2.3	On-farm farmer-led climate panels												
	T2.3	Online engagement (webinars etc)												
	T2.4	Annual Reg Agri Network web-conference												
End of project launch	T6.3	AgriCapture high-level platform launch												
	T6.3	Demo-days (promotion)												
	T6.3	Farmers video testimonials												

Figure 3: Communications timeline year 1

		Activities/deliverables	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22
Inception phase	T6.1	Visual identity												
	T6.1	Templates for project outputs												
	T6.1	Setting up a record sheet to track progress												
	T6.1	Setting up social media accounts												
	T6.1	Setting up website												
	T6.1	Communications strategy												
	T6.1	Promotional materials												
Throughout project	T6.1	Social media content												
	T6.1	AgriCapture blog												
	T6.1	News mailings												
	T2.3	On-farm farmer-led climate panels												
	T2.3	Online engagement (webinars etc)												
	T2.4	Annual Reg Agri Network web-conference												
End of project launch	T6.3	AgriCapture high-level platform launch												
	T6.3	Demo-days (promotion)												
	T6.3	Farmers video testimonials												

Figure 4: Communications timeline year 2

		Activities/deliverables	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23
Inception phase	T6.1	Visual identity												
	T6.1	Templates for project outputs												
	T6.1	Setting up a record sheet to track progress												
	T6.1	Setting up social media accounts												
	T6.1	Setting up website												
	T6.1	Communications strategy												
	T6.1	Promotional materials												
Throughout project	T6.1	Social media content												
	T6.1	AgriCapture blog												
	T6.1	News mailings												
	T2.3	On-farm farmer-led climate panels												
	T2.3	Online engagement (webinars etc)												
	T2.4	Annual Reg Agri Network web-conference												
End of project launch	T6.3	AgriCapture high-level platform launch												
	T6.3	Demo-days (promotion)												
	T6.3	Farmers video testimonials												

Figure 5: Communications timeline year 3

4. Dissemination

"Dissemination" is defined by the Oxford Dictionaries as "the act of spreading information or knowledge so that it reaches many people". In other words, this is essentially about communication, although it is often understood to be focused specifically on spreading project results or findings to target audiences, to promote their uptake. We also see dissemination as a first and important step towards engagement. This chapter is therefore limited to specific audiences and activities which are most relevant for the dissemination of project results, however it should be seen as closely related to the chapter on communications and to the Engagement Strategy (D2.3).

The dissemination activities target roughly the same audiences as the communication activities, although the Grant Agreement places the onus on a subset of audiences, notably farmers, policymakers, and researchers. The strategy for disseminating project results to these three audiences is therefore discussed further below, while for other audiences, dissemination will take place through "standard" communications and engagement activities. All the communications channels listed above will also be mobilised for dissemination efforts to these three audiences, so only additional channels which are dissemination-specific are discussed below.

4.1 Dissemination to farmers and land managers

Materials will be developed under WP2 and WP5, such as farmers training materials, farmer testimonials, a demo farm package, etc. Which will need to be actively disseminated to farmers and land managers and to organisations representing these stakeholders as identified in the stakeholder mapping. In addition to the many activities listed under chapter 2.2 and in the Engagement Strategy, project partners will hold one-to-many meetings with farmers and training sessions throughout the project. Additionally, at the end of the project, demo days will be organised on farms participating in the project's use-cases to showcase the project findings directly to farmers.

Who does what?

Project partners involved in WP2 (ENGAGE) and WP5 (PILOT) will be most active in disseminating project outputs and results to farmers.

4.2 Dissemination to policymakers

Reports produced under task T2.1 (D2.1 EU policy context and D2.2 White paper on regenerative agriculture in the EU) are particularly important to disseminate to key policymakers identified in chapter 1.

Working closely with T2.1, project partners will hold one-to-one meetings, organise policy-focused workshops or webinars, and deliver targeted mailing campaigns to disseminate the abovementioned resources and promote the general objectives of this project to key policymakers.

Who does what?

The EEB is responsible for the dissemination to EU policymakers, GWCT for UK policymakers. All partners are responsible to help disseminate project outcomes to

national policymakers within the EU, and the EEB's network of national members will also be mobilised for that purpose.

4.3 Dissemination to the research community

The innovativeness of the methodology behind AgriCaptureCO2 solutions, the advancements beyond the state of the art, and the results of the project use cases will be analysed and leveraged to produce at least 3 open access scientific articles.

The project partners will use the scientific articles to disseminate the results of the project to the research community, providing details and data on the robustness of the AgriCaptureCO2 methodology. In addition, the project will share data collected by the project freely and openly on public open data hubs within limits and in forms that do not infringe on privacy or data governance interests of farmers. Finally, participation in scientific conferences will be crucial to bring the findings of the project to the heart of the research community.

Who does what?

This work will be led by project partners involved in the technical work of AgriCaptureCO2 (WP3).

5. Path to exploitation

AgriCaptureCO2 is a highly commercial driven project that aims at maximizing the after-project exploitation of the developed solutions.

Transition to commercialisation is indeed set to start before project completion. This involves proactive outreach to customers (including through the European Reg Agri Network), developing concrete exploitation scenarios (for each use case + 3 externals), developing a commercial identity and marketing plan, formal launch events, etc. The project already counts on an initial plan for exploitation that defines the target market, key users, and economic value provided to each targeted users. This initial business plan will be used as a base for the first draft of the market analysis (D6.5, M12) and the first draft of AgriCaptureCO2 business plan (D6.8, M12).

The business plan will analyse multiple exploitable scenarios and detailed financial forecasts will be provided for each path. As well it will present a consortium consensus on operations and governance, IPR and data governance (prepared by specialists ARL), and specify concrete exploitation scenarios. A first draft of the table of contents for D6.8 is included in Annex III. A first draft of the table of contents for both deliverables has been attached in the annexes.

Both the business plan and the market analysis will be updated at the end of each year, reaching full maturity at the end of the project, when the plan will provide concrete steps on how the project technological solutions and other exploitable assets will be economically sustainable both in the short and long terms.

Currently, AgriCaptureCO2 is conceptualized and designed to target and serve at least three primary customer groups: (i) farmers and farmer associations; (ii) Aspirant "Zero Carbon Emission" certified entities (AZCEEs), which include agri-food companies, municipalities, food cooperatives, retailers; and (iii) zero carbon certifier companies. This categorisation is for analytical considerations, as there is overlap (e.g. cooperatives owning agri-food companies). As the market related to MRV technologies, carbon credit certification, and climate neutral labels is quickly developing, both bureaucratically and commercially, the yearly business plans will take into account the latest trends and how AgriCaptureCO2 services will be able to serve the market. Hence, upgrades or changes to the list of key target users hereafter shown is highly likely to ensure maximized exploitation potential.

Target users may be target audiences or not. For instance, carbon certifiers and auditors are not an audience per se, hence it is complicated to reach them through standardized dissemination or communication channels. As a result, for this type of users, project partners will establish direct contact with them, possibly organising bilateral meetings to explore further exploitation potential.

The recognised economic value, at the current market status, to key targeted customers are the following:

Farmers and farmer associations (F&FAs)	Explorative service to evaluate the benefit of Reg Agri practices for the farm/s, projected soil C sequestration and related revenue, and overall effects on farm economics.
	Generated income by sequestering C from the atmosphere, paid by stakeholders either as premium price for the farmers' zero C labelled products or as direct payment for C offsets.
	Access Support services that simplify farm and soil management, leading to increased yields, costs reduction, etc.
Aspiring zero carbon emission entities (AZCEEs)	Internal emission offsetting through Reg Agri farming practices adopted by the actors within its value chain, and exploration/overview of total amount of soil C sequestered.
	Easier and more cost-effective procedure towards zero C or green production certification.
	Improved marketing positioning of the AZCEEs through convincing climate positive projects and sales of premium ecological products or services.
Zero Carbon certifier companies/ Organisations (ZCCs)	Cost-effective soil-sampling approach.
	Highly scalable, making it uniquely suited for large areas.
	Remote verification of C projects, possibly distant and remote.
	A holistic technology solution applicable on the entire value chains rather than one-on-one client relationships.
	A methodology certified for use by UNFCCC and VCS, thus trusted in Europe & internationally.

Figure 6: Key target customers for AgriCaptureCO₂

6. Monitoring progress

6.1 Key performance indicators

The following key performance indicators (KPIs) will be used to assess progress and success in the project's communications and dissemination activities. At month 18 of the project, progress against the mid-term targets will be reviewed. This will allow to plan remedial actions in case the project is found not to be on track. Some of these KPIs were originally developed in the project proposal, however we have added more and reviewed targets to reflect the decisions made since the project started and in this strategy.

	KPI	Final target	Mid-term target
1	Number of external events at which AgriCaptureCO2 is promoted	50	25
2	Number of farmer-oriented external events at which AgriCaptureCO2 is promoted	30	15
3	Number of visits to the AgriCaptureCO2 website	10,000	5,000
4	Number of social media posts	100	40
5	Number of followers on Twitter	700	350
6	Number of newsletter subscribers	500	250
7	Number of scientific papers published about AgriCaptureCO2's work	3	n/a
8	Number of launch and demo day events	5	n/a
9	Number of farmers attending demo days	250	n/a
10	Number of attendees of the launch event	100	n/a

Figure 7: Key performance indicators and targets

6.2 Revision of the strategy

The project's grant agreement does not foresee official reviews of this strategy, however as the project evolves, revisions could be envisaged to revisit assumptions and take advantage of new opportunities. In particular, the core messages in section 2.1 will be regularly revised to adapt the project's language based on lessons learnt.

Annex I: Project partners on social media

Fb – Facebook
LI – LinkedIn
In - Instagram

Partner	Twitter	Fb	LI	In	Website
GILab	@GilabRs		Link		https://gilab.rs/
SatAgro	@SatAgroPL	Link			https://satagro.pl/
OCW	@OneCarbonWorld1	Link	Link	Link	https://www.onecarbonworld.com/
EEB	@Green_Europe	Link	Link		https://eeb.org/
LEAF	@LEAF_Farming	Link			https://leafuk.org/
GWCT	@Gameandwildlife	Link			https://www.gwct.org.uk/
AUA		Link	Link	Link	https://www2.aua.gr//en
ELGO	@grafeiotypouelg				https://www.elgo.gr/
PLANET	@planet	Link	Link		https://www.planet.com/
ENMX	@envirometri		Link		https://envirometrix.nl/
FrOils	@RapeseedOilFans	Link		Link	https://www.farrington-oils.co.uk/
ARL					https://www.arthurslegal.com/
UPOR					
Lancashire County Council	@LancashireCC				https://www.lancashire.gov.uk/

Annex II: AgriCaptureCO2 website and twitter launch communications package

On 3rd May, we will be launching the public-facing side of AgriCaptureCO2: the website and the twitter account. The aim is to go out with a bang in order to quickly increase the twitter followers' base and newsletter subscriptions of the project, so that our future communication efforts can be as impactful as possible.

See below some suggested contents for you to communicate about the project on your social media accounts. We strongly encourage you to use visuals (pasted below) to increase engagement and reach: on twitter you can tag up to 10 accounts on a picture or video without spending any characters. By tagging them, you are sure they see the tweet and there's a chance they'll retweet. You can also actively ask people to RT you to spread the word.

Who to tag?

Identify key projects or organisations in your country/network to whom the project could be interesting (it's best not to tag individuals in pictures as they might feel spammed by all the notifications): farmers organisations, agricultural authorities, agri-tech companies, other H2020 projects, etc.

Suggested hashtags

(for twitter in particular, but perhaps also other platforms)

#RegenerativeAgriculture or just #regenerative

#CarbonSequestration

#CarbonFarming

#ClimatePositive

#Horizon2020

#EarthObservation, #RemoteSensing

Suggestions for tweets

Suggestion 1:

> We are thrilled to present our new #Horizon2020 project:
>
> @AgriCaptureCO2 will support farmers to adopt #regenerative farming practices by developing digital solutions using #EarthObservation, and rewarding them for the #CarbonSequestration
>
> www.agricaptureco2.eu

Suggestion 2:

> We're delighted to be one of 14 partners from 7 countries involved in @AgriCaptureCO2, a new #Horizon2020 project.
>
> Together, we'll develop digital solutions to make it easier and more profitable for farmers to adopt #RegenerativeAgriculture
>
> Find out more: www.agricaptureco2.eu/

Suggestion 3:

> Did you know? Farmers can be climate heroes: soils can soak up carbon from the atmosphere, when the right #regenerative practices are applied
>
> Our new project @AgriCaptureCO2 aims to help them on that journey. Find out how: www.agricaptureco2.eu/
>
> Please RT to help us spread the word!

Suggestions for Facebook/LinkedIn

Same as above, or if you want to be a bit less concise, you can take bits of different tweets or the post below:

> We are thrilled to announce the launch of the AgriCaptureCO2 website! This is a 3-year project funded by the EU Horizon 2020 programme that aims to support farmers with earth observation, regenerative farming practices and compensation through carbon credits.
>
> Agriculture has a significant potential to sequester and store carbon in soils through regenerative agricultural practices. To achieve this potential, farmers will need the right support and incentives. This is what @AgriCaptureCO2 aims to deliver. Find out more here

www.agricaptureco2.eu

Visuals

Annex III: First draft of the table of contents of AgriCaptureCO$_2$'s business plan (D6.8)

1. Executive Summary

- 1.1 Project Overview
- 1.3 Problem and Opportunity
- 1.2 Service Description
- 1.4 Project Goals
- 1.5 Market Landscape
- 1.6 Executive Team
- 1.7 Financial Summary

2. Project Description

- 2.1 Project History
- 2.2 Vision
- 2.3 Mission
- 2.4 Business Objectives
  - 2.4.1 Short-term Goals
  - 2.4.2 Long-term Objectives
- 2.5 Industry and Sector

3. Products

- 3.1 Product
- 3.1.1 The Technology
- 1.2 Key Features
- 3.1.3 The User Journey
- 3.2 The Problem
- 3.3 The Opportunity
- 3.4 The COVID-19 Impact
  - 3.4.1 Changing Markets
  - 3.4.2 Changing Behaviours
  - 3.4.3 Changing Timescales
- 3.5 Alternate Solutions
- 3.6 Competitive Advantage
- 3.7 IP and Patents
- 3.8 Development Roadmap

4. Traction and Validation

- 4.1 Validation
- 4.2 Key project milestones
- 4.3 Traction

5. Revenue Model

- 5.1 Overview
- 5.2 Revenue Model
  - Revenue Model 2
  - Revenue Model 3
  - Revenue Model 4
  - Revenue Model 5

Regular meetings are being held with the consortium to gain feedback and input. This is, therefore, a living document and is expected to change throughout the process.

End of document

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