



NOSTRADAMUS

D1.5 DISSEMINATION, EXPLOITATION & COMMUNICATION PLAN



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Project funded by



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Grant Agreement No.: 101134888
Call: HORIZON-CL6-2023-GOVERNANCE-01
Topic: HORIZON-CL6-2023-GOVERNANCE-01-13
Type of action: HORIZON Research and Innovation Actions

D1.5 DISSEMINATION, EXPLOITATION & COMMUNICATION PLAN

Work package	WP1
Task	Task 1.3
Due date	28/02/2025
Submission date	28/02/2025
Deliverable lead	F6S IE
Version	0.5
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Abstract	Deliverable 1.5 presents the Nostradamus Dissemination, Exploitation & Communication Plan, outlining the strategies, tools, and activities designed to ensure a cohesive and impactful representation of the project both internally and externally. The plan aims to enhance awareness, engage key stakeholders, and maximize the visibility of project outcomes across the EU and beyond. This document details the communication strategy, including the project's brand identity, outreach materials, online presence, and engagement methods tailored to target audiences. Additionally, it introduces the dissemination strategy to ensure timely and effective knowledge transfer, fostering collaboration with relevant European initiatives. The deliverable also sets the foundation for the exploitation strategy, outlining the initial approach for sustainable impact and the long-term use of project results. This document will be continuously monitored and updated throughout the



	project's duration to align with evolving needs and opportunities.
Keywords	Dissemination, Exploitation, Communication, Social Media, Target Groups, Website, Printed Materials, Strategy.

Document Revision History

Version	Date	Description of change	List of contributor(s)
0.1	18.12.2024	ToC Defined	Violeta Naydenova (F6S), Vukasin Orsic (F6S)
0.2	10.01.2025	The first two chapters finished.	Vukasin Orsic (F6S)
0.3	07.02.2025	Deliverable ready for review	Violeta Naydenova (F6S), Vukasin Orsic (F6S)
0.4	22.02.2025	Revised final draft	Violeta Naydenova (F6S), Vukasin Orsic (F6S), Christina Eisfelder (DLR), Thomaïda Polydorou (ECoE)
0.5	26.02.2025	Minor editing/formatting	Thomaïda Polydorou (ECoE)

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ABBREVIATIONS

AKIS	Agricultural Knowledge and Innovation System
AMP	Agricultural Market and Policy
API	Application Programming Interface
CAP	Common Agricultural Policy
C&D	Communication and Dissemination
DCs	Data Cubes
DMP	Data Management Plan
EC	European Commission
EO	Earth Observation
EU	European Union
FAIR	Findable, Accessible, Interoperable and Reusable
F2F	Farm to Fork Strategy
GA	Grant Agreement
GDPR	General Data Protection Regulation
GUI	Graphical User Interface
HPC	High Performance Computing
IoT	Internet of Things
IP	Intellectual Property
KER	Key Exploitable Results
KPI	Key Performance Indicator
TCP	Transmission Control Protocol
WP	Work Package



1. INTRODUCTION

1.1 PROJECT OVERVIEW

The Nostradamus Project, funded under the Horizon Europe programme, aims to advance food security and reduce dependency on agrochemical inputs across the European Union (EU). Aligning with key EU strategies such as the Farm to Fork Strategy (F2F), the Common Agricultural Policy (CAP), and the European Strategy for Data and utilizing multi-actor collaboration, the project focuses on developing a scalable and robust digital platform for near-real-time data collection and analysis to support sustainable agricultural practices. By integrating multi-source datasets – including Copernicus Earth Observation (EO) data, Internet of Things (IoT) technologies, and open-access databases – Nostradamus seeks to deliver actionable insights that enhance the sustainability, competitiveness, and resilience of the agricultural sector. Central to this initiative are the Data Cubes (DCs) as one-stop-shops, designed to provide continuous support for stakeholders, empowering informed decision-making and effective policy development. The project leverages cutting-edge technologies to foster an inclusive, data-driven approach that addresses key challenges, unlocks opportunities, and contributes to sustainable ecosystems and resilient communities. Nostradamus seeks to enhance agricultural productivity through the development of edge-, cloud-, and mixed digital solutions, while simultaneously reducing input costs and mitigating environmental impacts, including areas with limited connectivity infrastructure. Furthermore, the project will strengthen administrative and monitoring capacities, making agricultural practices more efficient and transparent. Guided by a commitment to ethical standards, gender sensitivity, and cultural inclusion, the Nostradamus Project ensures that its processes and outcomes are accessible to diverse user groups, paving the way for a more sustainable and equitable future.

1.2 PURPOSE OF THIS DELIVERABLE

Deliverable 1.5 introduces the Nostradamus Dissemination, Exploitation & Communication Plan, that outlines the tools, channels, and activities to be used throughout the entire project to ensure a consistent visual representation of the Nostradamus both internally and externally. The overall goal of Communication and Dissemination (C&D) activities is to raise and enhance awareness of the project activities and to publicly disclose the results within EU Member States and wider.

The plan includes the overall project communication strategy to be used by the consortium as a reference guide, including the Nostradamus project brand identity, communication materials, the online presence strategy, and a dedicated plan for our main target audiences to get their involvement in the project. Communication activities consist of strategic measures to inform and promote the project activities, actions, and results to a wider audience, showcasing the impact and benefits of the Nostradamus project.



This deliverable outlines the activities for a successful dissemination strategy, that aims to ensure that the project's advancements are widely diffused to the intended targeted audiences with appropriate mechanisms in a timely manner. This includes activities that promote alignment and synchronization with European relevant initiatives and projects, aiming to build links, networks, and clusters. This document, Deliverable 1.5 is an output of Task 1.3.

Strategies to ensure sustainable post-project use of project exploitable assets will also be developed and detailed along the project progress, including Intellectual Property assessment. This document sets the baseline for the Exploitation strategy, while the uptake of project results for sustainable impact will be strategically formulated in Deliverable D1.7 Dissemination, exploitation & communication Plan due in M48.

1.3 DELIVERABLE STRUCTURE

This document consists of the following sections:

Chapter 1: The first chapter provides a brief introduction to the Nostradamus project and the main objectives of this deliverable.

Chapter 2: This chapter introduces the main objectives of dissemination and communication activities as well as the methodology and approach used in designing the Dissemination and Communication Plan.

Chapter 3: The third chapter offers an overview of the Nostradamus Communication Strategy with a detailed description of the project's visual identity and the channels and tools to be used. It also details networking and liaison activities with other initiatives.

Chapter 4: In this chapter, the Nostradamus dissemination strategy is presented, alongside the expected outputs to be disseminated and the engagement strategy.

Chapter 5: This chapter outlines the steps and methodology for development of the exploitation strategy and the plan for the project Key Exploitable results (KERs).

Chapter 6: This chapter will focus on Nostradamus partners' roles and their individual plans.

Appendix: A list with all Nostradamus Communication and Dissemination Key Performance Indicators (KPIs).

The strategy and plan of dissemination, communication and exploitation will be continually monitored and reported during the project, and it can be updated if necessary.



1.4 SYNERGIES WITH OTHER TASKS AND DELIVERABLES

Deliverable D1.5 is cross-connected with all work packages and all partners participating in Nostradamus. Therefore, important content and findings made in other Work Packages (WPs) are to be used and relied upon to update the strategies in this document and draft the final version.

The connection between Nostradamus Task 1.3 and Deliverable 1.5 as its output is clear and heavily supported by the rest of WP1. Plus, WP1 is strongly connected with:

WP2 (Preliminary Actions for Digital Solutions and Needs-Driven Requirements): WP1 leverages the needs and data requirements identified in WP2 to tailor dissemination and engagement strategies. WP2 outputs, such as workflows and reference architecture, directly inform WP1's communication and exploitation plans, ensuring stakeholders are aware of and prepared for the forthcoming digital applications.

WP3 (Development of Cohesive Data Production Pipelines): WP1 amplifies the visibility of the data pipelines and multi-source integration frameworks developed in WP3. Dissemination efforts in WP1 promote technical advancements and encourage adoption within the agricultural and scientific communities.

WP4 (Deployment of Core Modules for EU Food Security and Independence): WP1 ensures widespread awareness and uptake of WP4's core modules, such as tools for drought forecasting, crop suitability estimation, and sustainable pest management. Stakeholder engagement activities in WP1 emphasize the modules' relevance to addressing EU food security and independence.

WP5 (Development and Implementation of Data Cubes): The Data Cubes developed in WP5 are central to the project's technological ecosystem. WP1 supports their dissemination by showcasing their utility to stakeholders, particularly during case studies and exploitation activities, and encouraging their integration into broader agricultural practices.

WP6 (Third-Party Funding for Digital Applications and Capacity Building): WP1 aligns closely with WP6 by promoting open calls, third-party engagement, capacity-building activities, and the validation of applications developed in the project. WP1 also disseminates outcomes from training activities and supports networking efforts to expand the project's impact.

WP7 (Project Management): WP1 operates in synergy with WP7 to ensure seamless coordination of dissemination, communication, and exploitation activities. WP7's oversight guarantees the alignment of WP1's strategies with the project's overarching goals, maintaining quality and coherence across all outputs.

By connecting the project's technical achievements (WP2–WP6) with its outreach, communication, and sustainability efforts, WP1 ensures that Nostradamus delivers not only innovative solutions but also lasting impacts on European agriculture and beyond.



2. COMMUNICATION AND DISSEMINATION ACTIVITIES

2.1 OBJECTIVES OF COMMUNICATION AND DISSEMINATION ACTIVITIES

Dissemination and communication are horizontal activities delivered throughout the project's lifetime to engage a diverse range of existing and potential stakeholders. These activities aim to create a lasting impact beyond the project timeline, ensuring that the practical experience and insights generated by the project benefit a broad spectrum of actors, both within the European Commission and beyond EU Member States.

Communication activities focus on promoting the Nostradamus project and its results to multiple audiences, including the media and the general public. These efforts aim to showcase the impact and benefits of EU-funded activities while addressing fundamental societal challenges such as food security, agricultural independence, and climate resilience. Strategically planned from the project's inception, these activities will ensure clear and effective communication between project partners and the broader community.

Dissemination activities aim to publicly share the project's results, enabling stakeholders to understand and apply them. Target audiences for dissemination include the scientific community, industrial and technical partners, policymakers, and other stakeholders with a vested interest in the project's outcomes and potential applications.

Nostradamus dissemination and communication efforts are deeply rooted in the project objectives and corresponding Key Performance Indicators (KPIs). The strategy ensures the promotion of the project's activities, the achievements of its partners, and the active involvement of key stakeholders to drive exploitation and market uptake. The Consortium is committed to implementing a well-structured and impactful strategy for dissemination, communication, and exploitation from the early stages of the project, ensuring the long-term success and scalability of its results.

2.2 NOSTRADAMUS TARGET GROUPS

To ensure the successful dissemination, communication, and exploitation of project results, the NOSTRADAMUS project has identified key target groups whose engagement will maximise the project's impact. Each group stands to benefit significantly from the innovative tools, data integration, and sustainable practices developed throughout the project.

An initial list of these target groups, along with their respective benefits, is as follows:



TABLE 1 NOSTRADAMUS TARGET GROUPS AND THEIR RESPECTIVE BENEFITS

Target Group	Benefits
Land Managers and Farmers' Associations	• Access to user-friendly tools like the Data Cube GUI and digital applications for better farm management. • Improved understanding of EU strategies and policies to align practices with sustainability goals. • Enhanced ability to make informed decisions based on social, economic, and environmental data. • Increased efficiency and productivity through the adoption of Earth Observation (EO) services.
Agricultural and Investment Advisors	• Insights into innovative business models and digital solutions that enhance advisory services. • Strengthened capacity to train and support farmers with cutting-edge technologies. • Improved alignment with EU agricultural strategies, fostering sustainable and resilient farming practices.
Agricultural Holdings and SMEs	• New opportunities to improve productivity and profitability through innovative business models. • Greater competitiveness in the market by addressing key social, economic, and environmental factors. • Enhanced capacity for sustainable agricultural practices that align with EU priorities.
IT Experts and Providers, Ag-tech Industry	• Opportunities to develop and deploy open-source digital tools for agricultural decision-making. • Expanded role in supporting data-driven policies and farm operations through advanced technologies. • Active participation in the digital transformation of the agricultural sector.
Policy Makers	• Access to accurate, data-driven insights to inform sustainable agricultural policies. • Utilization of project tools like the Data Cube GUI and core modules to shape effective strategies. • Enhanced ability to address critical challenges such as food security and climate resilience.



All Project Participants	● Strengthened collaboration and knowledge exchange across the consortium. ● Access to centralized agricultural data through Data Cubes for research and innovation. ● Capacity to leverage advanced tools for EU Food Security and agricultural independence. ● Increased potential for upscaling and replicating project outcomes across Europe and beyond.

By addressing the specific needs and priorities of these target groups, Nostradamus ensures that its results are accessible, impactful, and widely adopted. This strategic focus empowers stakeholders to drive sustainability, resilience, and innovation within the agricultural sector, contributing to a transformative future for European farming.

2.3 PRINCIPLES AND METHODS

The Nostradamus Dissemination, Exploitation & Communication Plan is implemented through close collaboration among all consortium members. This approach ensures a multiplier effect on engaged stakeholders while expanding the reach to potential end-users of the project outputs and results.

To maximize the impact of communication and dissemination (C&D) activities, the following principles guide the project's strategy:

Core Principles

1. Simplicity and Consistency
 - All project outputs, materials, and engagements are designed to be clear and consistent, tailored to the needs of the target audiences at the appropriate time and in the right context.
2. Long-Term Relationship Building
 - Nostradamus prioritizes cultivating trust and confidence among stakeholders by leveraging sector-specific expertise and experience. This fosters recognition and establishes a supportive ecosystem for the project's long-term success.
3. Individualized and Multi-Channel Communication
 - Tailored messages and relevant content will be delivered through diverse channels to engage and build meaningful connections with targeted audiences, across topics critical to the agricultural sector.

Dissemination and Communication Levels

The Nostradamus C&D strategy is structured across three levels of activity, depending on the type of action and target audience:

1. Dissemination for Awareness
 - Aimed at the general public and broad stakeholders who should be aware of Nostradamus but do not require detailed knowledge of the project.
2. Dissemination for Understanding
 - Targets specific audiences, such as policy makers, IT providers, and agricultural advisors, who may benefit from Nostradamus results but are not directly involved in the project.
3. Dissemination for Action
 - Focuses on stakeholders, such as farmers and agricultural holdings, are directly affected by the project's outcomes. These activities encourage the adoption of tools, methods, and technologies developed by Nostradamus and foster changes in practice.

To achieve meaningful engagement, the C&D strategy aligns its channels, language, and messages with the profiles and needs of both targeted stakeholders and project partners. Key considerations include:

- **Accessibility of Language:**
Avoiding overly technical terminology to ensure the project findings and tools are comprehensible to a wider audience.
- **Gender-Inclusive Communication:**
The language and visuals used in CD materials actively avoid stereotypes, ensuring inclusivity and promoting equality.
- **Cultural Sensitivity:**
Messages are adapted to resonate with diverse regional and cultural contexts across the European region.

By adhering to these principles, the Nostradamus Communication and Dissemination Plan ensures its results are effectively disseminated, understood, and adopted, contributing to the project's long-term sustainability and impact.

2.3.1 DISSEMINATION AND COMMUNICATION PROCEDURES FOR INTERNAL AND EXTERNAL EVENTS

Project partners must report to T1.3 lead (F6S) both the project-related events they organize and their participation in external events (e.g. external conferences, workshops etc.) in a timely and regular manner using the tools and channels foreseen. This will allow to follow-up their activities

with well-designed dissemination and communication measures. If dissemination activities include any project results protected through Intellectual Property Rights (IPR), review and approval of the Nostradamus coordinator and consortium representatives will be required. Additionally, as stated in the GA (Annex 5):

“The beneficiaries must disseminate their results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests. A beneficiary that intends to disseminate its results must give at least 15 days advance notice to the other beneficiaries (unless agreed otherwise), together with sufficient information on the results it will disseminate. Any other beneficiary may object within (unless agreed otherwise) 15 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the results may not be disseminated unless appropriate steps are taken to safeguard those interests.”

The C&D procedure has been set up to:

- Produce high-quality Nostradamus publications and presentations;
- Avoid overlaps and possible disclosure of restricted or confidential information;
- Monitor and record the dissemination activities of the project appropriately.

Table 2 presents a detailed step-by-step plan for events execution that every partner must follow.

TABLE 2 DETAILED STEP-BY-STEP PLAN FOR EVENTS EXECUTION THAT EVERY PARTNER MUST FOLLOW

Planning
● Communicate with T1.3 leader (F6S) to align with the event organiser at least one month in advance ● Determine event goals and objectives ● Define date and location ● Create event name and theme ● Prepare registration forms ● If needed, secure event suppliers (e.g., photographer/videographer, catering) ● If applicable, prepare printed materials to distribute ● Talk regularly with the consortium to discuss important matters ● If applicable, look for possible partnerships ● Prepare social media templates and content to use during the event (F6S responsibility)
Promotion
● Announce the event on the website (F6S) ● Produce social media and blog content (F6S alongside the partners involved in the event) ● Spread the message through all partners, channels and stakeholders (F6S)



● Make pre-event information available for attendees (F6S alongside the partners involved in the event) ● If applicable, write and send an event Press Release (F6S alongside the partners involved in the event).	
During the event	
In person event	● Double-check that the necessary components are available ● Test Wi-Fi connection ● Keep a list of attendees and check upon their arrival ● Make sure there are indications for all locations ● Ensure that all attendees and/or speakers have an updated schedule ● Keep information updated: posts on social media using diverse visuals, such as photos, videos and live streams ● Go over the social media guidelines in the intro session and ask for participants' engagement
online event	● Double-check that the necessary components are available ● Test Wi-Fi connection ● Ensure that all attendees and/or speakers have an updated schedule ● Keep information updated: posts on social media using diverse visuals, such as photos, videos and live streams.
Post-Event	
● Report the activity via email to F6S and in the Dissemination and Communication master sheet (Section 2.4) ● Analyse which activities worked well and where improvements can be made. ● Create at least one blog post about the event. ● Share event photos and other audiovisual materials. ● Share all material with F6S. ● If applicable, publicly thank all attendees for their participation. ● Post different contents and, if inform about possible future events.	

2.4 MONITORING, EVALUATION AND REPORTING

Project monitoring is the continuous and systematic process carried out during the project, which will generate data and insights from the project implementation and help assess whether the C&D activities were carried out properly and successfully.

The achievement of KPIs (Appendix A) and the impact of the Nostradamus C&D activities will be monitored on an ongoing basis and reported in any relevant deliverables.

For those purposes, a monitoring system was designed to ensure the proper collection of relevant C&D inputs from project partners, monitoring results and reporting on C&D activities. These tools

aim to provide evidence on whether the Nostradamus Dissemination, Communication, and Exploitation Plan is being implemented as initially planned and scheduled.

The monitoring system will also support decision-making regarding possible implementation problems and identify whether further action is required to ensure that objectives are met. Emphasis is given to the pre-assessment of information needs, the monitoring frequency and the method of collecting evidence.

To ensure that all C&D-related activities are timely and efficiently implemented and reported, we have established several different methods and mechanisms:

- Collecting inputs from project partners

C&D activities require constant information gathering from project beneficiaries for various purposes, such as: updating the project's website, preparation of newsletter content and blog posts, creating social media posts, gathering market-related insights, etc. Depending on the type of activity, Nostradamus will use different methods for input collection, such as online spreadsheets, forms, questionnaires, interviews, etc. As part of input collection, a planning document for C&D activities is shared with all consortium members, allowing them to fill it with information. The Nostradamus C&D management team (lead by F6S) will keep track of the planned activities of partners, while leaving space for other ad hoc events that may occur.

- Monitoring of C&D activities

For the careful monitoring of C&D activities and to ensure that the project is on the right track of accomplishing the project's KPIs (Appendix A) and related milestones, the C&D team will rely on specific tools such as Matomo Analytics, online databases, etc.

- Reporting processes

Nostradamus will establish reliable reporting procedures on a consortium level, which allow the team to quickly gather all the relevant information from the project partners, to be able to prepare detailed deliverables on the work done, in a timely manner.

An overview of the methods used for C&D purposes is presented in Table 3.

TABLE 3 OVERVIEW OF THE METHODS AND MECHANISMS USED FOR CD PURPOSES

Method	Description	Related C&D activity
Inputs' collection		
Online Excel spreadsheet	A document for planning C&D activities is available to all Nostradamus partners. All partners shall regularly update the sheet with information.	Events/Scientific outreach & publications/Networking and synergies
Google Sheet	For planning (and monitoring) social media posts	Social media performance



Monitoring		
Online KPI distribution Excel spreadsheet	An Excel sheet for tentative KPI distribution, both per period and per partner, is available for the whole consortium to track	All C&D KPIs
Matomo Analytics	For insight into website performance	Website performance
LinkedIn analytics	For insight into LinkedIn performance	Social media performance
Twitter/X analytics	For insight into Twitter/X performance	Social media performance
Mailchimp	For insight into Mailchimp performance	Newsletter performance
<u>Social media platforms</u> (LinkedIn, YouTube, Twitter/X)	Social media pages of Nostradamus partners are monitored for Nostradamus-related events	Events/ Scientific outreach & publications/ Networking and synergies/ Videos/Blog posts/ Editorial backlinks/ Media outreach
Google Sheet	For monitoring (and planning) social media posts	Social media performance
Reporting		
Online reporting Excel spreadsheet	Excel sheet for consortium members to report on certain C&D activities that have occurred	Events/ Scientific outreach & publications/ Networking and synergies/ Videos/Blog posts/ Editorial backlinks/ Media outreach/Podcast
Google Sheet	For storing Matomo Analytics reports for the purpose of website KPIs	Website performance and downloads



3. NOSTRADAMUS COMMUNICATION STRATEGY

The Nostradamus communication strategy is designed as a proactive and strategically planned effort, employing tailored messaging to address the diverse needs of its target groups. The primary objectives are to showcase the project's impact and benefits, foster networking and experience sharing, and amplify the dissemination of key outputs. To achieve this, the communication strategy implements a funneled approach, ensuring both broad and targeted outreach to the Nostradamus audience. This approach actively engages partners, stakeholders, and third parties to secure efficient communication of the project's outcomes. A mix of communication tools and tailored messages will be used to effectively reach specific target groups.

A coherent visual identity is central to the Nostradamus communication strategy. Consistent and easy-to-understand visual content will enhance the recognisability of the project and its benefits, making it easier for stakeholders to identify and engage with the project. This coordinated approach ensures alignment across the consortium and strengthens the project's branding.

With 16 partners in the Nostradamus consortium, each contributing unique expertise and outputs, the communication plan emphasizes the collection of valuable knowledge from project deliverables, partner publications, and interactions with target audiences. This knowledge will be shared through the project's communication networks to highlight achievements and progress.

Communication responsibilities are distributed among partners based on their domain expertise and existing relationships with stakeholders. This ensures optimal results by leveraging the strengths of each partner and addressing the specific objectives and expectations of the target audiences.

A wide range of communication tools will be employed to engage different stakeholder groups effectively. The content shared with these groups will be tailored based on the project's progress, status, and the unique needs of each audience segment. Continuous monitoring of the communication impact will be conducted throughout the project's lifetime. This ensures that the communication strategy remains adaptive and responsive, achieving maximum effectiveness in promoting Nostradamus results, as detailed in Section 2.4.

By aligning communication efforts with the project's goals and stakeholders' needs, the Nostradamus communication plan ensures the dissemination of results is impactful, targeted, and aligned with the project's overarching mission.

3.1 NOSTRADAMUS CHANNELS AND TOOLS

To achieve efficient communication both among the Nostradamus consortium and externally, Nostradamus focuses on the creation of channels and resources that will be used throughout in day-to-day interaction with audiences of interest.

Communication templates have been developed to present the project on its social media channels. The visuals are developed and suited to project channels' needs, using the Nostradamus visual identity as the base. The project logo is present in every template, to maintain coherence throughout all communication efforts.

All templates are accessible to the consortium partners through a shared directory and can be updated and/or adjusted over time while respecting suggestions made by Consortium members.

3.1.1 VISUAL IDENTITY

To inform on the existence of the project and raise awareness about its work and outcomes, it is crucial to have a coherent visual identity from the very beginning of the project. The visual identity will serve as the foundation for all communication products and tools, establishing a strong brand, including the project logo and style.

All dissemination and communication materials (presentations, posters, roll ups, banners, documents, memos, etc.), channels (Nostradamus website, LinkedIn, Twitter, YouTube), as well as the deliverables will adhere to the visual identity developed for the project. This guarantees a professional and consistent appearance across all deliverables, internal as well as external presentations of the project, and its outputs.

Logo

The Nostradamus logo was developed in M1 by F6S and selected by the Coordinator and the Communications Manager. The logo is presented in the following Figures.



FIGURE 1 NOSTRADAMUS BLACK AND WHITE LOGO



NOSTRADAMUS



The height of the capital letters define
the ideal space around the logotype

Barlow
for printed and digital
visual materials

Available for free
www.fonts.google.com

Arial Nova
for deliverables

Available for free
apps.microsoft.com

FIGURE 2 NOSTRADAMUS LOGO AND SELECTED FONTS

Colour Palette

In addition to the logo, colour is the first visual clue that represents the project. The specified colours are a visual indication of the project and support the communication and representation of the Nostradamus brand, as they ensure the above-mentioned coherent approach to visual identity.

The selected particular set of colours was inspired by the different domains that the project tackles, mainly focusing on crops, soil, digital, cloud, edge and mixed solutions. Therefore, the colours chosen to represent the Nostradamus brand are green, blue and brown.



FIGURE 3 NOSTRADAMUS COLOUR PALETTE

Document Templates (Word and PowerPoint)

All Nostradamus consortium partners have at their disposal Word and PowerPoint templates, to ensure the coherence of the project documentation and representation in line with visual identity.

Partners will use the Word template both to write meeting minutes, press releases, blog posts, simple reporting, etc.; and to write complex reports, strategies, and deliverables. They will use the PowerPoint and Word templates whenever applicable, in particular when presenting the project's objectives, values, strategies and outcomes, both internally and externally.

Additional presentation and/or document templates can be created on an as-needed basis by the Communication Manager.

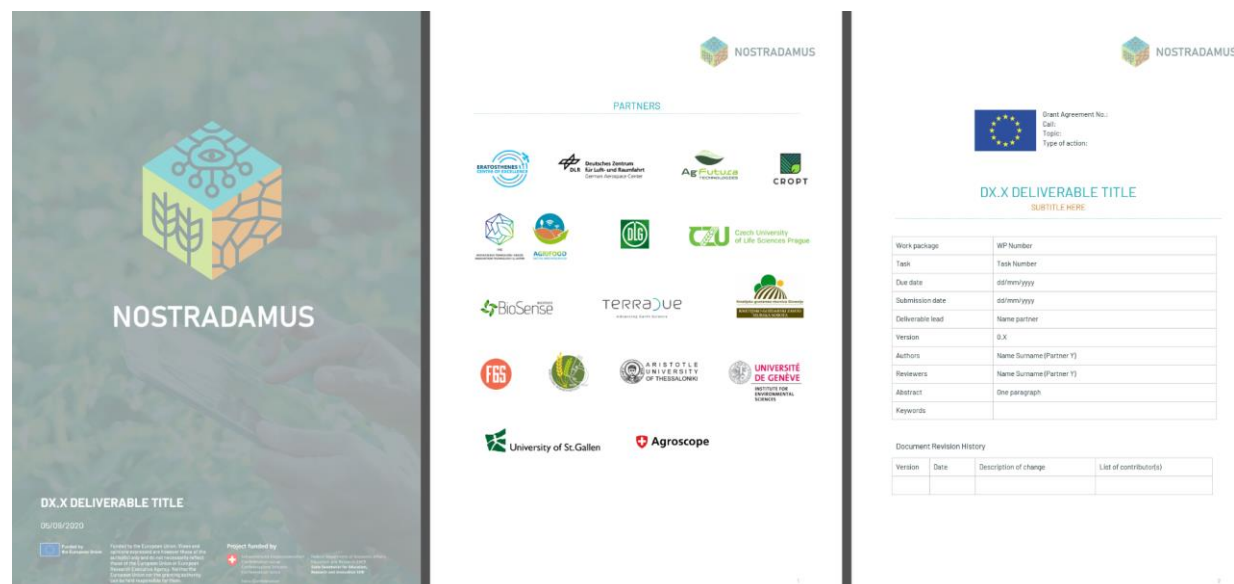


FIGURE 4 NOSTRADAMUS WORD TEMPLATE

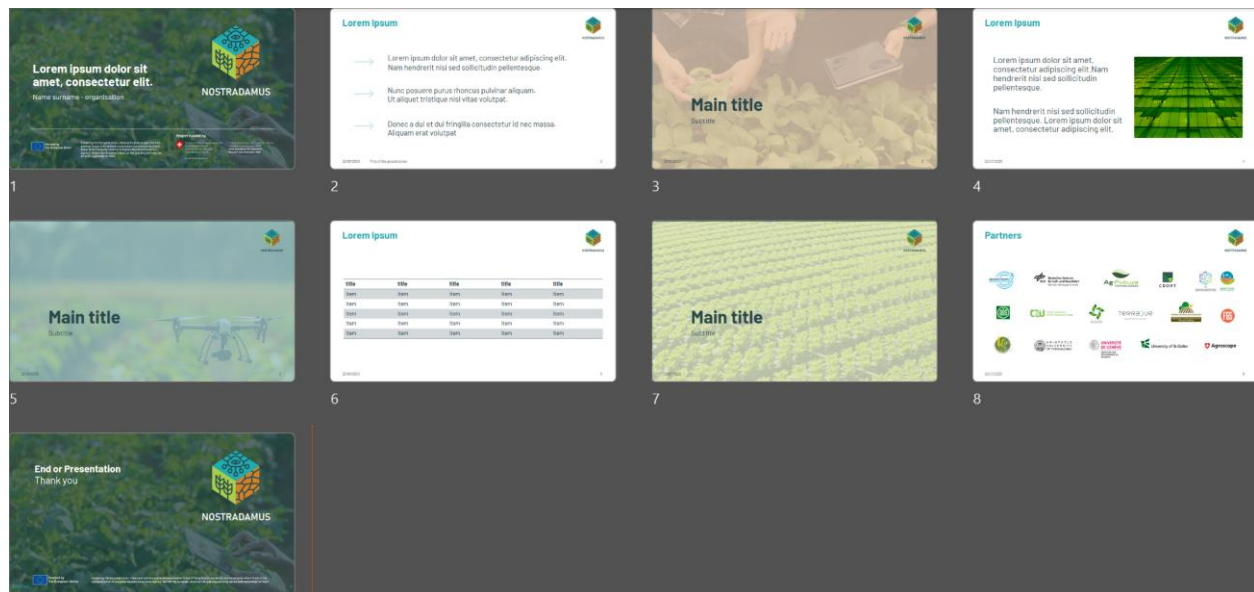


FIGURE 5 NOSTRADAMUS POWERPOINT TEMPLATE

3.1.2 PRINTED/PROMOTIONAL MATERIALS

In addition to the Word and PowerPoint templates, several templates and visuals were prepared to present the project on events and social media channels. Based on the project visual identity, the templates are adapted to the context or social networks as needed. The mandatory element is the project logo, present in every template to maintain coherence throughout all communication efforts, which is crucial for its recognition.

A set of templates for printing materials were designed to exhibit at partners' premises and to use at events where Nostradamus is presented. Additionally, an attractive large-size roll-up is available, which presents a general image of the project, aiming to arouse initial interest/attention. Finally, electronic and hard copies of the project leaflets and flyers, providing a general overview of the project, its challenges and expected impacts, were designed. In the following figures, templates for all printing materials are provided (Figures 6, 7, 8 & 9). These templates serve as the foundation for various dissemination and communication materials that will be used throughout the NOSTRADAMUS project. The content of all materials will be continuously updated with relevant information as the project progresses, ensuring that they reflect the latest developments, findings, and key messages. Additionally, the templates will be adapted for specific events, allowing for tailored content that aligns with the target audience and the focus of each occasion.



NOSTRADAMUS



NOSTRADAMUS

Data Cube and Copernicus data for Food Security and European Independence



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Project funded by



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Confédération suisse
Confederazione Svizzera
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Swiss Confederation



Federal Department of Economic Affairs,
Education and Research (EKA)
State Secretariat for Education,
Research and Innovation (SERI)

FIGURE 6 NOSTRADAMUS FLYER TEMPLATE



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Swiss Confederation



Federal Department of Economic Affairs,
Education and Research (EKA)
State Secretariat for Education,
Research and Innovation (SERI)



NOSTRADAMUS

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FIGURE 7 NOSTRADAMUS LEAFLET TEMPLATE



NOSTRADAMUS



NOSTRADAMUS

**Data Cube and Copernicus data for
Food Security and European
Independence**

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Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAIR
State Secretariat for Education,
Research and Innovation SERI

FIGURE 8 NOSTRADAMUS ROLL-UP TEMPLATE



FIGURE 9 NOSTRADAMUS POSTER TEMPLATE

3.1.3 FUNDING ACKNOWLEDGEMENT

Across all outputs of the Nostradamus project, alongside with the logo, a text concerning the source of the project's funding will be provided with the EU flag and State Secretariat for Education, Research and Innovation (SERI) logo (funding authority responsible for funding Swiss partners), as shown below:



FIGURE 10 FUNDING ACKNOWLEDGEMENT



Moreover, any communication or dissemination activity related to the action must indicate the following disclaimer, as stated in the Grant Agreement (GA): *“Funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.”*

3.1.4 ONLINE PRESENCE

NOSTRADAMUS WEBSITE

The Nostradamus website¹ will play a pivotal role in enhancing the visibility of the project and emphasise dissemination and communication activities to its target audiences, as well as the stakeholders’ insight into the state of the project development. It is the main interface for communication with the public, as it is particularly suitable for addressing the various target audiences in Nostradamus.

As a key management tool, the website is considered a living platform that will continue to change and grow throughout the project. F6S updates the project website based on contributions from all partners. The website displays information on the aims, objectives, members and consortium, Open Calls, etc. This online platform will also include important information about the project (testimonials, working materials and activities, downloadable promotional material, deliverables, PowerPoint presentations and videos), events, reports announcements, photos, news and links to downloads.

To achieve the most efficient updates/changes on the Nostradamus website, the consortium is set to follow the instructions that are detailed below:

- Requests for updates and changes are sent by email to the F6S team: a description of the required integration/change should be given in an attached file in .docx format (not in the text of the request email);
- If the integration/change refers to documents or files to be uploaded to the public website, these must be attached to the e-mail;
- The description should contain a clear distinction of the type of the requested integration/change, specifying which part(s) of the website need(s) to be changed, providing the link(s) of the webpage(s) to be updated;
- The use of abbreviations should be avoided; however, if included, abbreviations must be made explicit, at least the first time they are quoted in the description of the required integration/change; and

¹ <https://nostradamus-project.eu/>



- Events to be integrated into the Events Section must be sent with all the necessary information (date, title, location, program and link), to provide a homogeneous level of detail and information content.



FIGURE 11 SCREENSHOT OF THE NOSTRADAMUS WEBSITE

SOCIAL MEDIA CHANNELS (LINKEDIN, TWITTER/X, YOUTUBE CHANNEL)

Nostradamus will disperse its communication efforts on a wide array of communication channels, as this has proved to be an effective method for raising awareness of the project and fruitfully connecting target audiences and relevant stakeholders.

The project has established two social media channels: a LinkedIn page and Twitter/X, and we will leverage our social media channels to actively engage with audiences and foster discussions and exchanges within online communities. The content for these Social Media Networks will either be created by F6S or provided by the partners.

Some hashtags were also defined and will be used to support recognizability: #NostradamusProject #DigitalAgriculture #Sustainability #Innovation

The **LinkedIn project page** is leveraged for targeting content at very specific industries, policymakers and organizations, all of which are connected through this channel for networking with more than 1 billion members.

Posts will be launched once to twice per week throughout the project, depending on the phase of the project, increasing in frequency during phases such as events, Open Calls and results sharing.



NOSTRADAMUS



FIGURE 12 NOSTRADAMUS LINKEDIN PAGE

The **Twitter/X page** will increase the outreach of the project, as it remains a channel with easy reach to the stakeholders, which is essential for the project's success.



FIGURE 13 NOSTRADAMUS TWITTER/X PAGE

A **YouTube Channel** was also created and will be used to communicate project videos.

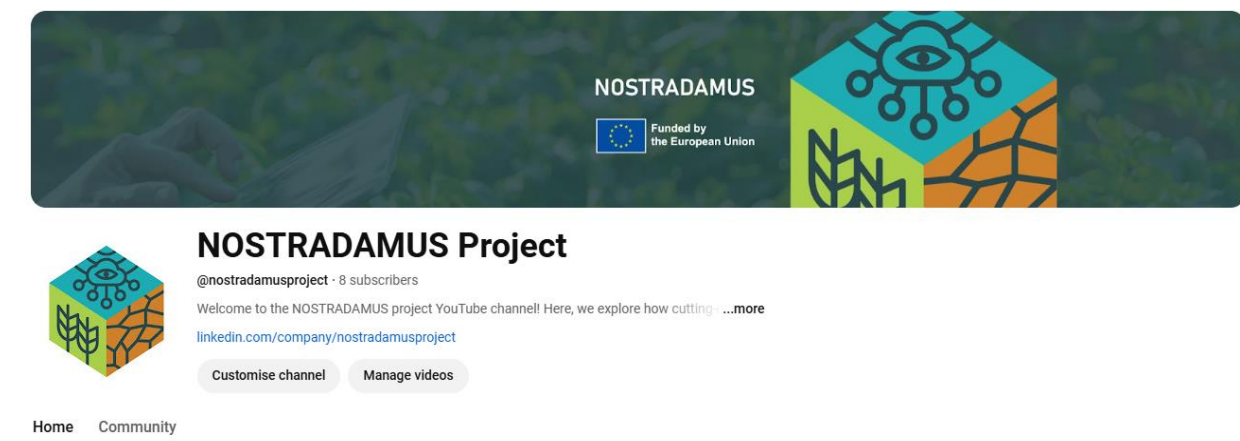


FIGURE 14 NOSTRADAMUS YOUTUBE CHANNEL

3.1.5 OTHER COMMUNICATION METHODS

Articles

This includes tailor-made articles and interviews for publications and other targeted media channels (e.g. EC newsletters, specialized national magazines etc.). The focus will be on digital agriculture technologies, food security, crops security, etc.

Newsletters

Periodic and online newsletters will be developed and delivered according to the most important moments of the project, such as the conclusion of any phase of the project or a remarkable event or activity. The newsletters will be published and distributed to all the participating partners, conference attendees, website visitors, and other perceived stakeholders. They will also include the latest news from the field or from other projects working on relevant topics.

The Nostradamus project partners will be the contributors to the newsletters by providing interesting content or feedback, by indicating important trends and updates that could be turned into articles. A new newsletter will be released biannually (approximately every 6 months), to ensure the inclusion of upcoming Nostradamus events and workshops.

The newsletters will be carefully designed to be appealing and engaging, maximising their reach and assuring that the opening rate is high, and the bouncing rate is low. The subscription process will be very straightforward: website visitors may subscribe to the project's newsletter through the subscription button on the footer of the website. Anyone will also be able to unsubscribe at any given point from the Nostradamus Newsletter (through a link provided in each issue of the newsletter) and all the collected data will be stored and saved in accordance with the GDPR compliance. This data will not be accessible to other third parties.



To stay engaged and competitive in interactions, Nostradamus will consider the following:

- Responsive email design for better engagement: Mailchimp, a real-time e-mail marketing automation platform will be used to design and distribute responsive, targeted e-mail campaigns, with enhanced reading experience. Additionally, the platform will facilitate reporting and analytics.
- Data minimisation: To sign up for the newsletter, Nostradamus will collect only the email address of the subscribers.

The newsletters will be sent by email to subscribers and shared on Nostradamus social networks. There will also be an archive for the newsletters on the news part of the website, where the newsletters can be read by anyone at any time. To achieve a broader distribution and facilitate the engagement of as many stakeholders as possible, the Nostradamus partners will be encouraged to distribute the newsletters to their network of contacts.

The project team will also consider the possibility of creating and launching a dedicated LinkedIn newsletter as part of its communication and dissemination strategy. This initiative would serve as an additional channel to extend the project's reach to a broader audience, including professionals, industry experts, policymakers, and other stakeholders active on the platform. By leveraging LinkedIn's extensive network and engagement features, the newsletter could effectively share updates, insights, and key achievements of the project, ensuring wider visibility and encouraging active participation from diverse audience groups.

Press releases

Press releases will be developed by the Communication Team and the project coordinator, at key project milestones (kick-off, major achievements, etc.). They will be generated as newsworthy items and distributed to both specialised and general media channels. A press/media kit will be developed containing detailed press releases, videos (e.g. of project pilots), publishable images from the project, and a few short papers (devoted to some key themes/topics of the project).

All project partners will actively collaborate with the press releases dissemination to relevant media in their own countries and regions, as well as to their professional networks and websites. For news related to project pilots, it can be appropriate to disseminate results in local, regional, and national newspapers, journals, and magazines. In those cases, project-related information can be written primarily in the national language of the partners.

All press releases will be accessible on the Nostradamus project website through the project's resources page.

The first issue of the press release (Figure 15) was published in M1 to commemorate the start of the project.

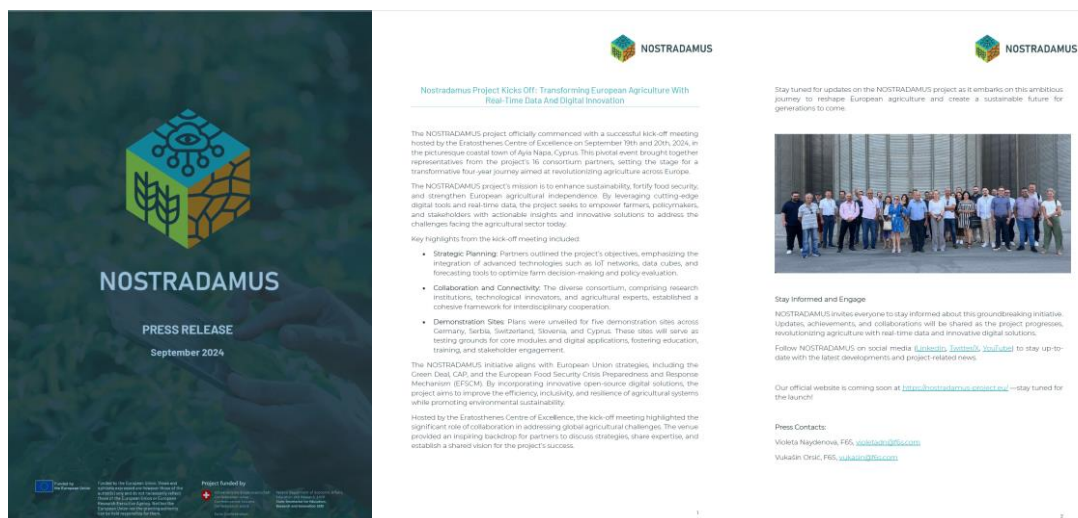


FIGURE 15 FIRST ISSUE OF THE NOSTRADAMUS PRESS RELEASE

4. NOSTRADAMUS DISSEMINATION STRATEGY

The Nostradamus project will implement a comprehensive scientific, public, and industrial dissemination strategy to effectively communicate key messages and share project results with relevant stakeholders and the broader public. Throughout the project lifecycle, a series of targeted activities will be organized to ensure the successful dissemination of outputs and achievements. The dissemination strategy aligns with the EU Guidelines for the successful dissemination of HORIZON EU project results and adheres to the obligations outlined in the Grant Agreement (GA).

The primary objective of the dissemination activities is to transfer the knowledge and results generated within the project to enable stakeholders and end users to adopt and utilize these outcomes effectively. By doing so, the project aims to maximize the impact of EU-funded research. Through open communication of its findings, Nostradamus will highlight the economic, social, and environmental benefits of integrating its data-driven solutions and technologies into agricultural practices. Additionally, it will showcase the significant business opportunities that arise from leveraging Nostradamus-derived data to develop innovative products and services in new markets and sectors.

As stipulated in the GA, all project partners are required to communicate and disseminate project results to the public, except in cases where dissemination may conflict with intellectual property protection, security regulations, or legitimate interests. Specific provisions governing dissemination, including restrictions, confidentiality obligations, and exceptions, are outlined in the GA and the Consortium Agreement (CA).

Partners are reminded that it is mandatory to disseminate results promptly and in a publicly accessible format, subject to the aforementioned restrictions. In alignment with the CA, any partner intending to disseminate project results must notify the other beneficiaries at least 15 days in

advance (or as otherwise agreed). This notification should include sufficient details about the content to be disseminated, ensuring transparency and safeguarding the interests of the consortium.

Through this structured and collaborative approach, Nostradamus will ensure its dissemination strategy not only reaches the intended audience(s) but also fosters the adoption of its results, amplifying the project's impact across multiple domains.

4.1 DISSEMINATION ACTIVITIES

Ensuring an active engagement with the Nostradamus targeted audiences is crucial not only for achieving extended visibility of the project but also for long-term impact and market uptake of the project results. Nostradamus will leverage the strong position of its partners, including their participation in events/initiatives, different ecosystems, and platforms, as well as their active involvement in conferences and in reaching and influencing various target groups.

All partners will plan their dissemination activities. Every month during the project consortium meeting, they will report their accomplishments compared to their planned activities. The primary dissemination activities are outlined in the following subchapters.

4.1.1 SCIENTIFIC CONFERENCES AND EVENTS

The Nostradamus project will actively engage with the scientific, industrial, and public communities by participating in international and local conferences, workshops, and meetings. These engagements, conducted both virtually and in person, will serve as key opportunities to disseminate project findings, showcase achievements, and foster collaboration with relevant stakeholders.

Two main types of events and activities are planned for the dissemination strategy:

1. **Exhibition Stands at Industry Innovation Fairs**
Nostradamus partners will showcase the project's outcomes at prominent industry fairs and exhibitions, such as:
 - Smart Agry Hubs Synergy Days
 - GEO Week 2025
 - European Sustainable Development Week

These events will allow the project to reach large audiences, including policymakers, industry leaders, and other stakeholders, to demonstrate the application and benefits of Nostradamus' innovations.



2. **Contributions to International Peer-Reviewed Conferences**

Project partners will present Nostradamus' findings at renowned scientific and technical conferences, such as:

- International Conference on Remote Sensing and Geoinformation of Environment
- Global Food Security Conference

These venues provide an opportunity to contribute to academic discourse and share insights with researchers, policymakers, and practitioners in agriculture, environmental science, and digital technologies.

Each partner will be responsible for identifying conferences and events relevant to their expertise and the project's objectives. Particular attention will be paid to events held in European cities with strong agricultural and technological ecosystems. This strategic focus ensures that Nostradamus' results gain visibility within high-impact networks, including start-up communities and research hubs.

To maximize the effectiveness of these activities, the consortium will monitor participation in conferences and events, track the reach of dissemination efforts, and assess feedback from attendees. This iterative process will refine the project's dissemination strategy to ensure continued alignment with the project's objectives and stakeholder needs.

By actively participating in scientific conferences and events, Nostradamus will amplify the visibility and impact of its research, foster collaborative relationships, and promote the adoption of its solutions across Europe and beyond.

4.1.2 PUBLICATIONS IN SCIENTIFIC JOURNALS

The Nostradamus project will prioritize the dissemination of its research findings through high-impact publications in scientific journals, adhering to the principles of Open Science and the European Union's Open Access guidelines. Publications will be guided by the FAIR principles (Findable, Accessible, Interoperable, and Reusable) to ensure broad accessibility and usability of project outputs.

To facilitate open and transparent sharing of knowledge, the consortium will adopt the following practices:

1. **Open Access Publishing:** All project-related publications will be submitted to fully open-access journals or platforms such as Open Research Europe, ensuring unrestricted availability to the scientific and technological communities. Targeted journals may include topics such as covered by Agricultural Systems, Earth System Science Data, Remote Sensing of Environment, Precision Agriculture, and Computers and Electronics in Agriculture.



2. Preprints and Early Sharing: Research findings will be shared early via preprints on discipline-specific repositories such as AgriXiv, engrXiv, and Zenodo, ensuring timely access to cutting-edge results.
3. Open Data and Tools: Alongside publications, datasets, software, and algorithms developed during the project will be made available through Zenodo and other certified repositories, fostering reproducibility, replication, and reusability.
4. Stakeholder Engagement: Publications will be designed to engage not only the academic community but also stakeholders in agriculture, technology, and policymaking. This will include co-authored contributions from partners and stakeholders to ensure relevance and applicability.
5. Open Peer Review: Where possible, Nostradamus publications will participate in open peer review processes to enhance transparency and credibility.

All scientific publications will be systematically monitored and documented under WP1 and WP7 ensuring compliance with EU regulations and project objectives. The project will also encourage active discussions among consortium members and stakeholders through forums and secure online platforms to further enrich the quality and relevance of its publications.

Through this comprehensive approach, Nostradamus aims to contribute to the advancement of knowledge in agriculture, environmental science, and digital technologies while supporting the EU's objectives for open and collaborative research.



5. EXPLOITATION STRATEGY

The task related to the exploitation of the Nostradamus project results (T1.4) starts in M7, therefore the detailed strategy and methodology will be defined and implemented in the following months of the project.

The goal of Nostradamus exploitation strategy is to:

- (i) boost and facilitate the uptake and scale up of the project deliverables and developed solutions (incl. digital applications)
- (ii) promote uptake by different target groups using the “led by example” approach
- (iii) maximize the adoption of internally developed digital tools and services beyond the project duration.

The strategy hereafter presented is the baseline of a living document that will be updated, improved, and extended throughout the entire duration of the Nostradamus project. The exploitation strategy will follow the evolution of the scientific and technological domains providing the analysis of collective and individual (partner) exploitation trajectories according to the facts and figures that will become available further in the project.

However, as a general rule, the exploitation task will follow the steps as described below:

- establishment of an Exploitation Committee (formed by consortium members), led by F6S in capacity of Exploitation Leader;
- initial and periodical review of the Key Exploitable Results (KERs), pre-defined in the GA, by the consortium and evaluation of their potential for uptake by external stakeholders and after the project end;
- continuous research and identification of all exploitable assets and investigation of the interest of the project partners to hold ownership and exploit them further;
- organization of two Exploitation Workshops (M24 and M48) and (co-)design of exploitation strategy by the consortium (led by Exploitation Leader - F6S);
- development of an Exploitation plan (joined and/or individual per partner) for the verified KERs.

In general, the exploitation of Nostradamus results by our various stakeholders depends on the effective, multi-pronged dissemination strategy, as described above. In essence, the envisaged use of the project results focuses on their non-commercial use and **replicability** of the developed solutions, as well as on their uptake by a self-sustaining community of practice and multipliers involved throughout the project.



On the other hand, the results will generate a range of data and knowledge, some of which will be openly, publicly available, some proprietary and some of which will be for dissemination and communication to the public. Although the envisaged use of the KERs pre-defined in the GA is principally non-commercial, the ownership and access to key knowledge (IPR, data etc.) is agreed among the partners in the signed Consortium Agreement that also defines the IPR management strategy. It allows partners, collectively and individually, to pursue market opportunities arising from the project's results (if the case).

As mentioned above, to capture, assess further and deliver this potential, a deep understanding and revisit of the project exploitable assets will be performed continuously throughout the project implementation. In general, the exploitation strategy foreseen in the Nostradamus project pre-defines a set of **Key Exploitable Results** as listed below:

TABLE 4 NOSTRADAMUS KEY EXPLOITABLE RESULTS AND DESCRIPTION OF THE EXPLOITATION STRATEGY

No.	Description and Exploitation Goal	Marketability:	By whom (partner)	Target group(s) as to the GA
KER 1	Data Cubes: consolidated open-source data repositories as one-stop-shops incorporating EO, IoT, agricultural market and socio-economic data, and existing databases; Support the development of multi-functional digital applications for farm decision making & policy creation/evaluation.	Non-commercial (N)	UNIGE TRD ECoE	TG1, TG2
KER 2	Graphical User Interface for Data Cubes: User-friendly and multi-dimensional visualization of data incorporated into the Data Cubes.	Non-commercial (N)	AUTH, HSG, UNIGE, DLG, CPT, MARDE, KGSZ, ECoE	TG2, TG3, TG4, TG5, TG6, TG7, TG8
KER 3	Core modules (as prototype and as part of the visualization platform): supporting environmentally friendly and precise control management and the informed decision-making for achieving EU Food	Non-commercial (N)	DLR, BIOS, ECoE, ITC, WBF, DLG, AUTH, CPT, KGSZ, MARDE, AGFT, CZU	TG1, TG2, TG3, TG4, TG5, TG6, TG7, TG8



	Security and independence from agrochemical imports.			
KER 4	Application Generation Engine: supporting the further development of digital applications incorporating the architecture for edge-, cloud-, and mixed applications.	Non-commercial (N)	AUTH, UNIGE, HSG	TG1
KER 5	Digital Applications by Third Parties: open-source multi-functional digital applications considering the provision of digital applications for areas with weak connectivity, for increasing the competitiveness of the EU agricultural sector, support the effective farm decision making and policymaking.	Non-commercial (N)	Third-Parties, ECoE, UNIGE, DLR, ITC, BIOS, TRD, CZU, HSG, AGFT, WBF, DLG, MARDE	TG2, TG3, TG4, TG5, TG6, TG7
KER 6	Training material: translating the produced knowledge into comprehensive training activities and materials for different target groups in the agricultural sector to strengthen knowledge transfer and foster digital and management skills.	Non-commercial (N)	All consortium partners	TG1, TG2, TG3, TG4, TG5, TG6, TG7
KER 7	Multi Actor Platforms (MAPs): from partner's innovation ecosystems, facilitating interdisciplinary cross-border collaborations, co-creation and code-design, cross-fertilisation of ideas, knowledge and skills.	Non-commercial (N)	All consortium partners	All target groups and partners
KER 8	Databases and data dictionary: will be accessible in Data Cubes and through the Graphical User Interface; Incorporate data into decision making or product/service development;	Non-commercial (N)	All consortium partners	TG1, TG2, TG3, TG4, TG5, TG6, TG7, TG8



	Expand knowledge and understanding; comprehensive information about the data used elements.			
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The next versions of the exploitation plan will deepen the strategy for sustaining the partners' results beyond the end of the project, including and considering: a tentative overall exploitation strategy, partners who have identified or will claim exploitable results, exploitable results that partners will not claim but will be held jointly by partners to be taken up by other Third Parties. Details and progress will be presented in the second version of the DEC Plan: Dissemination, Exploitation & Communication Plan (due in M24). Finally, the Exploitation plan adopted by the consortium will be integrated in the D1.7 "Dissemination, Exploitation & Communication Plan" (M48), where a detailed assessment of Nostradamus exploitable assets will be provided with the goal of identifying their sustainable use, re-use, uptake, and post-project exploitation.

The project will focus specifically on sustainability in the last third of the total duration (M32-M47) in which it will develop the D1.8 Post-project Sustainability plan and will implement the first steps of the sustainability strategy within T1.5.



6. PARTNERS ROLES AND RESPONSIBILITIES

All partners will engage in general communication and dissemination activities, both at the consortium level and as part of their Work Package activities and areas of their respective expertise and responsibility. They will integrate dissemination and communication actions into all Nostradamus activities, bringing forward good stories to create synergies with other partners and channel them to a wider audience. Partners are also encouraged to welcome local and national media (press, radio, TV), offering interviews, visits and demonstrations.

According to the GA, partners are obliged to communicate and disseminate the project and its results making them available to target audiences and the general public. The GA and Consortium Agreement (CA) also set out specific dissemination restrictions that must be followed.

All deliverables marked as public will be made available for preview and download on the Nostradamus website after they have been reviewed and approved by the consortium and the European Commission (or clearly marked as pending approval, if possible).

Dissemination and Communication of results from deliverables classified as either confidential or restricted need to be approved by the consortium or any partner that produced and/or is affected by the publication of such results.

Partners will work together in mapping out and organising relevant activities and participate in events of special importance to the development of the project, cooperating with target audiences, as well as other related projects and initiatives.

The partners' responsibilities regarding communication activities have been defined as follows:

- All partners have efforts dedicated to communication and dissemination activities, through the channels and tools described in this document.
- The dissemination lead (F6S) will support partners in the implementation of the dissemination and communication activities.
- All partners are responsible for providing content related to their project activities to enable the creation of blog posts on the project website, as well as content to be used throughout different Nostradamus channels.
- The development of the project newsletters is a responsibility of F6S, while all partners provide information and content related to their project activities.
- The management of the social media networks is a responsibility of F6S.
- All partners are responsible for actively interacting with the project social media networks.
- All partners are responsible for regular and timely reporting of their communication activities.



7. CONCLUSIONS

The Nostradamus Project Dissemination, Exploitation & Communication (DEC) Plan establishes a structured and strategic approach for engaging stakeholders, maximizing project visibility, and ensuring the long-term impact of project results. This document outlines key communication strategies, dissemination efforts, and exploitation pathways that will drive the adoption of project innovations across multiple sectors, including agriculture, digital technology, and policymaking.

By implementing a multi-channel communication strategy, the project ensures broad awareness and effective knowledge transfer. The use of branding, outreach materials, social media engagement, and stakeholder-specific messaging enhances project visibility while ensuring alignment with EU policies and research priorities. The dissemination strategy fosters the timely transfer of knowledge to relevant scientific, industrial, and policy-oriented audiences, supporting collaboration with other Horizon Europe initiatives.

Furthermore, the exploitation strategy sets the foundation for long-term sustainability and market adoption of project results. Through structured intellectual property (IP) assessment, stakeholder engagement, and business model development, the Nostradamus project aims to drive the uptake of digital agricultural solutions beyond the project's duration. The Key Exploitable Results (KERs) framework ensures that critical project innovations, such as Data Cubes, digital applications, and decision-support tools, are successfully transferred to target groups, including farmers, agricultural advisors, policymakers, and IT solution providers.

The DEC Plan will be continuously monitored and updated throughout the project's implementation to align with evolving needs, stakeholder feedback, and market trends. A structured evaluation framework will track the effectiveness of communication, dissemination, and exploitation efforts, ensuring that the project achieves its intended impact.

In conclusion, the Nostradamus Dissemination, Exploitation & Communication Plan serves as a critical foundation for ensuring the visibility, usability, and sustainability of project outcomes. By fostering strong stakeholder engagement, supporting policy alignment, and creating long-term pathways for exploitation, this deliverable contributes to the project's goal of advancing food security, sustainability, and digital innovation in European agriculture.



APPENDIX A - LIST OF NOSTRADAMUS KPIS

KPI no. and name	Unit	Target value	Value RP1	Value RP2	
KPI-1.1: Awareness building for Food Security and necessity for EU autonomy in agricultural inputs for sustainable and ecofriendly agriculture. including KPI2.1-2.3 and KPI2.8-KPI2.12 (in Section 2.2.2).	Participations in large scale events	>10			Significance: >5% increase of farmers adopting sustainable and eco-friendly management practices across the countries with demonstration sites (5) in Nostradamus project;
	demonstration events in the pilots sites for demonstrating the core modules and the digital applications with the presence of at least 10 stakeholders;	>8			
	visits of young scientists (over 20 per visit) in the 5 demonstration sites	≥5			
	meetings with stakeholders;	>30			
	surveys with stakeholders;	>200			
	practice abstracts under the format of EIP AGRI;	≥8			
	user-oriented training events during which participants will also be informed for the issues in Food Security and independence in agrochemical import;	≥6			
KPI-1.2: Establishment of MAPs with key actors in the agricultural sector including stakeholders from AKIS ecosystems and other areas related to Cluster 6	workshops with 50 stakeholders;	>4			Significance: >10% of participants in MAPs to represent the TG1; >10% increase of interest in regard to AKIS ecosystem actions (visitors and views in social media, interactions on posts)
	stakeholders in each of the developed MAPs	>30			
	surveys with stakeholders	>200			
	workshops with members from AKIS platforms;	>3			
	synergies with other projects under Cluster 6 or relative;	≥5			
	joint activities with projects under Cluster 6 or relative;	≥3			
	practice abstracts under the format of EIP-AGRI	≥8 (8-12)			
KPI-1.3: Establishment of needs- Nostradamus will cover all the data requirements originating from stakeholders needs based requirements for data and continuously being updated. including KPI2.2, 2.5, 2.7 (in Section 2.2.2);	workshops with 50 stakeholders for identifying the needs-based requirements;	>4			Significance: >50% of needs-based requirements for data will be translated into data stores into the Nostradamus' one-stopshops;
	participations in events organized by initiatives and partnerships related to EU strategies for transition to sustainable agri-food systems (Green Deal /F2F, CAP, etc.);	>5			
	publication for identifying the obstacles and challenges for the implementation of EU strategies and the utilization of digital solutions;	≥1			
	surveys from stakeholders;	>500			
KPI-1.4: Establishment of multisource data pipelines for the developed data silos. including KPI2.5 (in Section 2.2.2);	open-source Data Cubes will be developed for CY, SL, RS, CH and DE;	5			Significance: >10% improved profitability for farmers with access to real-time data for efficient decision-making;
	training events producing open-source training materials, which can be reached through the exploitation platform and with over 100 participants;	≥6			
	open-source application generation engine will be developed; ECO-READY network of 10 Living Labs will also integrate with the Nostradamus network;	1			
	participations in calls for proposals (at least one for international call, and at least one specially for Middle East and North Africa – MENA region e.g., PRIMA-MED) with total budget over €50M for the exploitation and enrichment of Nostradamus' Data Cubes with futuristic generated databases;	>10			
	sources of data to feed Nostradamus' Data Cubes;	>20			
	% of the developed data-based solutions during Nostradamus project will be capable to be utilized in areas with weak connectivity;	>60%			
KPI-1.5: Data-based solutions for improving energy efficiency, reducing environmental impact, and increasing socio-economic benefits	≥4 (4-8) multi-functional digital applications will be developed for farm decision making and agrobusiness and for policy creation/evaluation;	≥4 (4-8)			Significance: >15% increased crop yields by the utilization of developed digital solutions, including the core modules and the developed by Third-Parties data based solutions; >40% reduced pesticide use; >20% reduced water consumption through the use of the developed databased solutions; ≤15% energy savings in the agricultural production through the utilization of data-based solutions.
	farmers will utilize the developed digital applications;	>1000			
	report for assessing the technical performance, socio-economic benefits and environmental impacts of the developed digital applications under various biogeographical, agroclimatic, and socio-economic conditions;	1			
KPI-1.6: Visual identity of the open-source data silos for promoting the sharing of knowledge and empowering the adoption of digital solutions. including KPI2.3 (in Section 2.2.2)	references in high impact scientific journals;	>15			Significance: ≤30% increased speed and accuracy of decision-making by the use of Nostradamus' GUI (by World Bank); <20% increased efficiency of interventions in areas with high Food Insecurity (by CGIAR)
	unique visits of the visualization platform of the developed Data Cubes;	>1000			
KPI-1.7: Awareness building through conferences, events, workshops reaching all relevant groups in Europe. including KPI2.1-2.12 (in Section 2.2.2)	surveys from representatives from all TG in Section 2.1;	>500			Significance: >10% increase consumer demand for sustainably produced food, creating market incentives for farmers to adopt sustainable practice
	synergies between the TGs across the 5 countries for tackling common challenges;	≥5			
	demonstration events in the pilots sites for demonstrating the core modules and the digital applications with the presence of at least 10 stakeholders (same as KPI 1.1);	>8			
	visits of young scientists (over 20 per visit) in the 5 demonstration sites (same as KPI1.1);	≥5			
KPI-1.8: Sharing knowledge and increasing the capacities of stakeholders toward the digital transition of the agricultural sector and the utilization of databased solutions. including KPIs 2.1-2.2.12 (in Section 2.2.2)	synergies with relative initiatives and partnerships such as national AKIS platforms;	≥5			Significance: >0.5% raise of Food Security Index in the 5 countries due to the utilization of Nostradamus' data cubes, GUI, and the developed digital applications.
	training events producing open-source training materials, which can be reached through the exploitation platform and with over 100 participants (same as KPI1.4);	≥6			
	participations in events organized by initiatives and partnerships related to EU strategies for transition to sustainable agri-food systems (Green Deal /F2F, CAP, etc.) (same as KPI1.3);	>5			



KPI2.1 Increased collaboration with other initiatives; Synergies establishment for joint research, information exchange and dissemination Increased awareness	No. of workshops organised, incl. demos:	>3		
	Nº of multi-stakeholders events (e.g. Hackathon):	1		
KPI2.2 Ideas' gathering and knowledge exchange with relevant communities and initiatives; Information about latest technologies/advantages; Liaisons with other initiatives; Increased awareness	Nº of attended events:	>3		
	Nº of events with project's presentation:	>5		
KPI2.3 Validation of the project's concept, findings and advantages; Promotion of results to scientific communities; Ideas' gathering and knowledge exchange with relevant communities and initiatives.	Nº of conference papers:	>10		
	Nº of journal papers:	>5		
	Nº of articles in industry magazines:	>5		
KPI2.4 Communication of project news, events & results; Validation of project's concept, finding and advantages; Ideas' gathering and knowledge exchange; Increased awareness.	Nº of industry contact points:	>40		
	Nº of industry communities informed about the project :	>10		
KPI2.5 Knowledge exchange; Mutual validation of results; Joint dissemination activities; Attraction of potential partners for research collaborations.	Nº of projects with synergies:	≥5		
	Nº of joint activities:	≥3		
KPI2.6 Communication of project news, events & results; Validation of project's concept, finding and advantages; Ideas' gathering and knowledge exchange; Increased awareness.	Nº of internal partners' events:	>10		
	Nº of training webinars:	(>)6		
KPI2.7 Communication of project results; Validation of project's concept, finding s and advantages; Increased awareness.	Nº of working groups:	3		
	Nº of projects presentations in standardisation meetings (online or offline):	>2		
KPI2.8 Main online information point; Communication of project news, events & results; Liaisons with other initiatives, projects through links; Increased awareness.	Nº of unique visitors:	>1000		
	Nº of page views:	>3000		
KPI2.9 Increasing visibility to stakeholders active in social media; Attainment of interest of stakeholders; Viral marketing by "word of mouth" through the followers; Direct communication mechanism with followers.	Nº of followers (Twitter & LinkedIn together):	>2000		
	Nº of engagements:	>1000		
KPI2.10 Communication of main project's concepts and advantages in an easily understandable manner	Nº of posts:	>100		
	Nº of interactions:	>1000		
KPI2.11 Communication of project news, events & results; Increased awareness.	Nº of press releases:	(>)6		
KPI2.12 Unique branding and visual identity of the project; Provision of instant information about the project; Creating unified experience for the audiences targeted; Improves communication of results and information provision during events.	Nº of podcast series (10 episodes):	1		
	Nº of project's factsheets / brochures and banners:	3		
	Nº of newsletters:	>8		
	Nº of project newsletter subscribers:	>1000		
	Nº of videos:	>8 (views per video not defined)		
	Nº of blog posts in relevant channels:	>10		