Deliverable 5.2: Communication and Dissemination plan

WP	5	Exploitation, Dissemination and Communication		
Task	5.1	Communication and Dissemination plan		
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[1] Dissemination level: **PU** = Public, **PP** = Restricted to other programme participants (including the JU), **RE** = Restricted to a group specified by the consortium, **CO** = Confidential, only for members of the consortium
[2] Nature of the deliverable: **R** = Report, **P** = Prototype, **D** = Demonstrator, **O** = Other

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Deliverable abstract

The Communication and Dissemination plan (D5.2) gives an overview on the whole communication and dissemination activities to be carried out by VISCA consortium. It defines the dissemination objectives, key messages, target audiences, as well as specific objectives for each identified target group. In addition, D5.2 identifies the dissemination channels to be used, promotional materials as well as the training workshops. Details on the financial & human resources and timing are provided. The annex of the document provides more details on the stakeholders targeted by WP5 'Exploitation, Dissemination and Communication'.

Finally, this plan is conducted in order to achieve the maximum impact and reach the relevant audiences. All partners in VISCA partners are expected to use it as a guideline for their dissemination activities throughout the duration of the project.

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[3] Creation, modification, final version for evaluation, revised version following evaluation, final.

Copyright and legal notice:

List of acronyms and abbreviations

CDP: Communication and Dissemination Plan

CS: Climate Service

DSS: Decision Support System

EC: European Commission

GA: Grant Agreement

R&I: Research and Innovation

VISCA: Vineyards´ Integrated Smart Climate Application

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1. VISCA project overview

Climate change is threatening different varieties of agriculture species; the wine-grapes are especially sensitive to subtle differences in micro-climate impacts causing changes in the crops (i.e. decrease of the grape quality and quantity, changes in alcohol, acid, sugar, etc.), which directly affects the European wine industry.

VISCA 'Vineyards´ Integrated Smart Climate Application' is an R&I project co-funded under the Horizon 2020 programme for a period of 3 years starting from May 2017. VISCA consortium is led by Meteosim and is composed of 11 members from different fields including end-users (Codorniu, Mastroberardino and Symington).

VISCA will provide a Climate Service (CS) and Decision Support System (DSS) that integrates climate, agricultural and end-users´ specifications in order to design medium- and long-term adaptation strategies to climate change. The project will be validated by real demonstrations with end-users, who are included in the consortium, on three demo sites in Spain, Italy and Portugal.

The main objective of VISCA is making European wine industries resilient to climate changes, minimizing costs and risks through an improvement of the production management (quality and quantity of final product), while evaluating its replicability to other high-added value agriculture sectors. The integration of climatic and phenological data supplied by 3 demo core groups into a DSS tool - co-designed with relevant South-European wine companies - capable of supplying well-founded decisions for an appropriate crop planning (i.e. prunning, ripening, harvesting, fertilization, pest-control, etc.), with the ultimate goal of making the wine production industry resilient to effects due to climate change. The objectives to be achieved:

- Development of a tool that supplies climate-informed decisions to the wine industry
- Demonstration of the strategic adaptation decisions supplied by this tool in 3 areas where wine business is most sensitive to climate change (Spain, Italy and Portugal)
- Definition of an action plan to tackle barriers and opportunities derived from the full deployment of VISCA on the 3 demo areas.
- Evaluation of the replicability potential in other relevant sectors (forestry, food security, etc.) at international level.

2. Document objectives

The current document contains the communication and dissemination plan conducted and organized by WP5 leader: SEMIDE. The objective of this document is to organize the communication activities that are carried out for the entire duration of VISCA project to attract and inform the targeted audience/stakeholders and general public on project services, activities, progress and results.

This is achieved through identifying the following points: objectives (why), target audience (who), key messages (what), media supports and information distribution channels (how), materials (with what), timing (when) and resources (both financial and human resources).

Furthermore, the plan contains the methodology of the external dissemination management and the implementation plan. Also, it has set some achievement indicators to evaluate the effectiveness and the success of these activities.

3. Dissemination Activities

3.1. *Over all dissemination objectives*

The main objective of VISCA project is to make European wine industries resilient to climate changes, minimizing costs and risks through an improvement of the production management (quality and quantity of final product), while evaluating its replicability to other high-added value agriculture sectors.

Dissemination plays an important role in achieving these objectives through achieving the targeted audience (mainly farmers and vineyard managers, policy makers, scientific community) by using a wide variety of channels such as websites, newsletters, brochures, and workshops, articles in press, international conferences and exhibitions. This is crucial to the project's success and the uptake of its results and products (VISCA climate services and DSS) in the market. Furthermore, dissemination is a tool to demonstrate the implementation and influence of the European directives and policies.

The communication and dissemination plan (CDP) should be used as a **manual for the dissemination activities during the project** and it will be continuously updated.

The general objectives of the dissemination activities of VISCA project include:

- Ensuring that the project objectives, activities and outcomes reach the relevant target groups, especially end-users, in and beyond the demo site countries.
- Facilitating the market deployment and exploitation of VISCA solution in South-European wine industries as well as internationally with other relevant sectors (e.g. high value agricultural production such as olives oil).
- Involving European policy-making and policy-supporting institutions.
- Ensuring transparency and visibility of the project activities to acquire the needed support from crucial stakeholders.
- Establishing links, synergies with other climate- related projects and other European Union funding mechanisms;
- Showing the role of the EC in supporting R&I in building Europe's future as a competitive and sustainable society.

3.2. *Target audience*

A stakeholder analysis to identify the target audiences of VISCA project was made to map the end-users and prioritize them according to their influence and interest in the project. Annex 1 contains the stakeholder analysis: the type of stakeholders, category, role and influence on the project and the potential strategy to approach them. Also, a database of the targets' contacts has been set in order to collect the contacts and reach them when needed (such as inviting them for workshops, sending VISCA newsletters, etc.). **The partners are expected to update the list continuously during performing a dissemination activity by sending the WP5 (SEMIDE) the contacts (e.g. after the participation of events, organizing an event, etc).** SEMIDE will send the partners the list to fill it up and will send a reminder to update it before the follow-up meetings of WP5 every three months (see section 3.9).

Name of the contact	Organisation	Position	Email	Phone number	Location	Category (choose the best option from the dropdown menu)

Figure 1 The information collected for the stakeholders of VISCA (header of the list)

The main categories of the target audience of VISCA project are:

- Farmers and farming associations of vineyards and other crops very sensitive to climate such as olives.
- Agriculture public entities.
- Wine producers and Wine distributors and upstream operators
- Policy-makers such as ministries of agriculture and EC bodies
- Scientific community such as scientists, universities and educational & training organizations, including EU working groups and think-tanks (EIP Agri, Wire from the EIP-water)
- Environmental organizations
- Society as a whole

3.3. *Key messages*

Key messages will be tailored according to the type of stakeholder. The key messages will be integrated in all communication materials and activities and reviewed with the project results during the implementation. VISCA key messages are:

Table 1 VISCA dissemination key messages according to the stakeholder

Stakeholder	Key messages
Farmers, farming associations and agriculture public entities	VISCA is a smart climate application which suggests crop management strategies that enhances the quality, productivity and value of wine harvest.
Wine producers, wine distributors and upstream operators	- VISCA offers a timely and guaranteed delivery of grapes due to an improved predictability of yields (in both quantity and quality). - VISCA guarantees a better planning of resources through the provision of online forecasting information at different geographical scale.

Stakeholder	Key messages
Policy makers	- VISCA support Climate Adaption for the agricultural sector, starting with the wine segment - VISCA contributes to maintaining the high profile of the European Wine industry and limit its climate vulnerability - VISCA contribute to the development of European leadership in the provision of Climate services.
Scientific community	- VISCA provides new datasets as well as irrigation and phenology models validation that will support further research for growing grapes - VISCA is creating business opportunities for the technological, consultancy and marketing companies in the Climate application and services sector.
Environmental organisations	- VISCA is improving knowledge and prediction on climate change impacts in the agricultural sector. - Beyond the agricultural sector, VISCA tools can provide suitable solutions to mitigate the impact of extreme events on the environment in particular for forestry management (e.g. fire vulnerability)
Society as a whole	- European Union is supporting the transfer of research to innovation with projects for a better European competitiveness and adaptation to climate change. - VISCA is enhancing the life standard of European citizens by providing climate-related tools to improve the quality and productivity of wine harvesting.

3.4. *Dissemination channels*

Dissemination channels are the tools used to spread the key messages of the project to the target audience; they define 'how' the project will be communicated. These tools will ensure a two-way communication approach and they will include:

a) **VISCA official website, social media and Research Gate:**

VISCA official website (www.visca.eu) presents general information about the project: its objectives, the consortium, news, calendar of events, publications (e.g. promotional materials, articles, public deliverables) and press releases as well as contact information. It has links to VISCA pages on the social media: Twitter [link], Facebook [link], LinkedIn [link] where the project news will be constantly published. Furthermore, a profile of the project was created on Research Gate [link] to disseminate the scientific publications and the news of the project. The management of online channels for the external dissemination is managed by SEMIDE.

b) **Participation in dedicated events:**

VISCA consortium will participate at dedicated events on wine industry and sustainable agriculture such as conferences, exhibitions, workshops and seminars at national, EU and international levels.

Participation in events will be monitored and evaluated in a systematic way. The project intends to participate in at least 3 international exhibitions (with booths) as well as other conferences and seminars. An online list of events has been created by SEMIDE and is shared with the partners to keep track on the participation and facilitate the monitoring of this activity.

Name of the Event	Date	About the event	Targeted Audience	Location	Website	Participation from VISCA	What will be presented?
			2017 (October to December)				
EIP Water Conference 2017	27-28 September 2017	A rich mixture of presentations, expert panels, debates and competitions awaited delegates who bridged innovation gaps in Europe's water sector.	scientific community and EU bodies	Porto, Portugal	https://www.eip-water.eu/eip-water-conference-2017-water-innovation-bridging-gaps-creating-opportunities	SEMIDE	Oral presentations and networkinh with potential stakeholders in the scientific secotr and the EU bodies
VIII International Agriculture Symposium "AGROSYM 2017"	5-8 October 2017	During AGROSYM the dissemination of knowledge and good practices to all actors of the agrofood chain (e.g. farmers, extension agents, researchers, policy makers) as well as the general public about the importance of agriculture and food science, one of the most important strategic areas of many national research strategies.	Agriculture industry, scientific community, private sector and public sector	Bosnia and Herzegovina	http://www.agrosym.rs.ba/agrosym_download/agrosym_jahorina/First_Announcement_2017.pdf		
Agritechnica 2017	12-18 November 2017	Agriculture and irrigation industry: AGRITECHNICA is the innovations forum for the entire agricultural sector. The leading technologies and new developments shown make the exhibition a unique information platform helping to solve all problems encountered in farming and questions related to agricultural equipment and machinery.	Agriculture and irrigation industry	Hanover, Germany	https://www.agritechnica.com/en/		
SITEVI	28-30 November 2017	SITEVI is the international equipment and expertise exhibition for the vine-wine, olive, fruit-vegetable productions.	Agriculture industry	Montpellier, France	https://en.sitevi.com/salon-SITEVI/about		
			2018 (January to December)				
2018 Unified Wine & Grape Symposium	January 23-28, 2018	The Unified Wine & Grape Symposium hosts more than 700 10 ft. x 10 ft. booths and 28 large vineyard and winery machinery areas. The exposition encompasses a wide range of products related to the wine and grape industry and includes international representation in both sessions and exhibits	Growers, vintners, distributers and allied wine industry members	California, USA	http://www.unifiedsymposium.org/program		

Figure 2 VISCA list of events

c) Organisation of workshops:

VISCA project will organise two workshops targeting irrigation communities, vineyards companies, advisory board members, policy makers, legislations bodies, etc. Two workshops will be held at the Spanish and Italian demonstration sites, back-to-back with advisory board meetings, with the objective to explore with potential buyers (problem holders)/users/legislators the value, the risks and barriers and market opportunities. The first workshop, celebrated at M07, will take place in Porto aiming at presenting the first results to end-users and stakeholders plus feedback on exploitation opportunities, while the final workshop will take place in M31, will make public and cover the results and outcomes of the complete project, open to anybody but primarily directed at main stakeholders and end-users.

d) Online and printed magazines and newsletters:

Publishing articles on the activities and achievement of VISCA project and VISCA's tool added value will be published indifferent magazines focused on wine harvesting and sustainable agriculture. At

least 3 scientific articles and 6 press releases will be published. All publications derived from the VISCA project will contain an acknowledgement of the European Commission for project funding and confirm with the visibility rules of the EC.

Relevant magazines where VISCA could be disseminated:

Additional magazines and newsletters will be added to this list during the project implementation

- Tecnoambiente Magazine (Tecnología Internacional del Agua, S.A. Editorial – Spain) ;
- FuturEnviro Magazine (Alarcón, Barreto y Asociados Editorial Group –Spain);
- GeoMedia (An online and printed magazine)
- EOmag newsletter
- Actas de Horticultura (SECH, Spain)
- The grapevine magazine
- The wine business monthly
- Wine & Viticulture Journal
- The Wine Land magazine
- The American vineyard magazine
- Editorial Agrícola Española (Spanish Agricultural Editorial);
- La France Agricole
- Agriculture today
- Horizon magazine
- EU Research
- Newsletter and technical reports from the International Organisation of Vine and Wine

e) Online platforms:

Other channels to disseminate the project are the online platforms in relation to wine industry and innovation. SEMIDE will ensure the presence of VISCA project on these platforms, such as, WineTech network, Wine Technology Platform, European Innovation Partnerships, RuralCat platform, European Climate Adaptation Platform, etc.

3.5. *Dissemination materials*

Creating promotional materials in a visually-appealing way throughout the whole duration of the project, distributed within the Consortium, and spread by the project participants during conferences and other events is vital for the dissemination.
VISCA communication materials include:

a) Printed materials:
- Brochures (at least 3000 copies in English)
- Posters (at least 4 posters: 1 in English, 1 in Italian, 1 in Spanish and 1 in Portuguese), roll-ups (1 photo-based, 1 text-based)
- A factsheet.

b) Digital materials:
- Presentations
- Newsletters (2),
- Case studies and
- 2 short videos.

3.6. *Timing and frequency*

Dissemination activities should be performed throughout the 36 months project period. The online and printed channels will be used throughout the project period. The timing and frequency of each dissemination activity and promotional material is summarized below according to the target audience:

Table 2 Timeline and frequency of VISCA dissemination activities

Channels and materials	Timing	Frequency	Reach	Target
Dissemination Activities				
Participation at events	M01-M36	3/year	Global	Farmers, Wine producers and Wine distributor, Upstream operators and retailers, Policy makers and scientific community
Organisation and participation of one-to-one meetings	M01-M36	2/year	Local	Farmers
Organisation of Workshops	M06, M31	2	Regional	Farmers, Wine producers and Wine distributor and policy makers
Management of VISCA website, social media and Research Gate	M03-M36	-	Global	All
Publishing press releases	M07-M36	2/year		All
Publishing scientific articles	M07-M36	4/ 3 years	Global and national	Scientific community
Communication Materials				

Channels and materials	Timing	Frequency	Reach	Target
Brochures	M06-M36	Throughout the project	Global, national and local	All
Posters and rollups, factsheet and case studies	M06-M36		Global	All
Newsletters	M18, M36	2		All
Video	M30	1		All

3.7. Resources

a) Financial resources:

The financial resources of the dissemination and communication activities is divided among the consortium where information is shared internally in the intranet, figure 3 shows the list on the intranet where the specification of the financial resources for dissemination is explained.

Dissemination and Communication activity/material	Partner(s) Involved	Budget/ partner	Total	Comments
		Dissemination Activities		
Travel: Participation at events + Organisation and participation of one-to-one meetings	MET	147,000		Travels for general meetings, workshops, demo-sites, conferences. Expenses for the travels of the Advisory Board to workshops and Project Advisory Board Meetings
	COD	15,000		Travels to meetings, congresses, workshops and relevant events
	IRTA	137,000		Travel to Spanish demo site; international travel to demo sites in PT and IT; international congresses; car renting; international congresses; travels for project meetings
	NAP	127,500		Travels to the Italian demo site; international travel to demo sites in PT and SP; international congresses; car renting
	MBD	14,000		Travels to meetings, congresses, workshops and relevant events
	SV	12,000		Travels to meetings, congresses, workshops and relevant events
	SEM	145,000		Meetings, VISCA workshops, Participation to 3 exhibitions (I 9.420) + Exhibition booths (14.000)

Figure 3 Financial Resources for Communication and Dissemination activities-VISCA project

b) Human Resources:

Dissemination and communication activities are performed by all the partners of the project under the leadership of WP5 responsible (SEMIDE).

The total number of person/month for WP5 'Exploitation, Dissemination and Communication' is **86** (which includes both the dissemination and exploitation).

The details of the tasks of this WP with the responsible partner(s) on the dissemination and communication are and involved partners are listed below:

Task 5.1 –Communication and Dissemination plan (M01-M06), Participants: SEMIDE (leader), all partners

Task 5.2 –Communication and Dissemination Activities (M1-M36), Participants: SEMIDE, all partners

> *Subtask 5.2.1 Dissemination activities, products and tools (M1-M36)*

> *Subtask 5.2.2 Organisation of workshops at demonstration sites (M01-M30)*

> *Subtask 5.2.3 Organisation of final conference (M30-M36)*

Task 5.3. Exploring replicability, synergies, and EU funding mechanisms for further deployment (M01-M36), Participants: SEMIDE, all partners

3.8. *Implementation and monitoring*

The process of dissemination activities follows a cycle:

- Definition of the general and specific objectives of the dissemination;
- Definition of the key messages of the dissemination;
- Selection of the targeted groups;
- Choice of the communication channels and materials;
- Establishment of the qualitative and quantitative indicators to evaluate the success of the dissemination activities thoroughly.

Having dealt with the different components of the external dissemination and communication activities of VISCA project, the methodology for their performance is explained as follows:

- **Management of the dissemination:**

- SEMIDE is the leader of the WP5 (Exploitation, Dissemination and Communication). Therefore, any performed dissemination activity; e.g. publishing articles and attending, events must be reported to SEMIDE as well as the project coordinator METEOSIM in the timeframe of the activity (before and after).
- Any dissemination activity done by a member of the consortium must reinforce the objectives of the dissemination defined in this plan.
- Regarding the engagement of stakeholders including the general public, exchanges through the different events and Medias will be essential in order to collect feedbacks. This monitoring is also a part of the CDP.

- **Events and one-to-one meetings:**

- Dissemination during events should not only try to promote the project but also gather some feedback and interest in VISCA services or likely uptake/adoption and engagement in the process. For collecting contacts, a database has been created, which will be used to send the newsletters and invitations on the workshop and final event. Each partner participating in a dissemination event should give some information to what will be presented and send it to SEMIDE.

- For the dissemination activities done for local stakeholders; the disseminator partner should be in charge of it and, thus, report it by a press release or even a draft with full information and send it to the dissemination manager and project managers for checking and validation. Beneficiaries will check press releases for validation with SEMIDE, but if it is a local event it is up to the partner to identify the local media to target and to send it to them, while SEMIDE will be in charge of the regional/international ones.
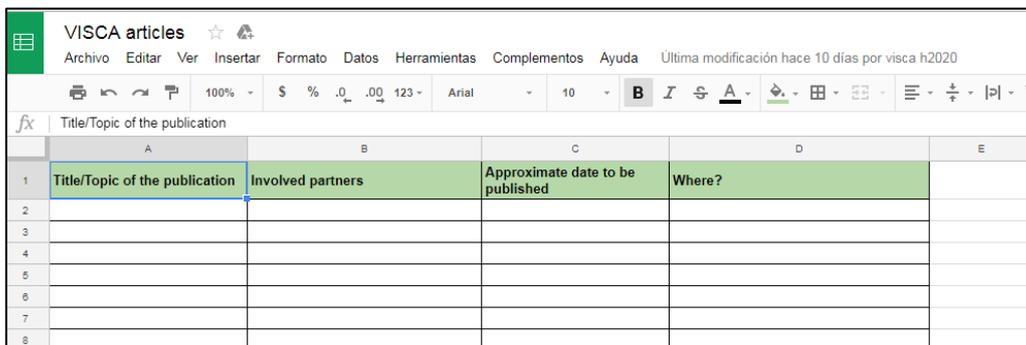
- **Publications:**

    All publications derived from the VISCA project will contain an acknowledgement of the European Commission for project funding and confirm with the visibility rules of the EC.

Press releases:

- It is usually better to validate the press release with SEMIDE and METEOSIM. Nonetheless if it is a local event it is up to the partner to identify the target local media and to send the press release, while SEMIDE will be in charge of the regional/international ones.

Articles:

VISCA project deals with operational ICT aspects; therefore, the articles which are planned to be published by the partners in different magazines whether ICT-related magazines, wine/vineyards - related, agriculture, or EU research and innovation, have to be listed in the list prepared by SEMIDE. Partners who are planning to co-author a scientific publication need to read the article 20 of the GA and state the subject and expected date - **in advance**- of publishing an article in the framework of VISCA.

Figure 4 List of publication to be filled by VISCA partners

- **Design and language of the communication materials and presentations:**

- Beneficiaries will make sure to follow the visibility rules and corporate image design defined in **sections 4 & 5** of this document.
- Science's "lingua franca" is English. However, when dealing with local audiences and the public at large, a multi-language approach could be used, e.g. Spanish, if needed.
- All documents, websites, brochures and audio-visual material need to be presented in clear, simple and jargon-free language (adapted to the targeted audience).

SEMIDE will set a monitoring action every 6 months to evaluate and measure the dissemination and communication activities through several quantitative and qualitative indicators. The aim of this monitoring is to ensure that the process of dissemination is performing well and the objectives of the CDP are met.

3.9. *Monitoring and Evaluation*

An e-meeting for the dissemination and communication activities will be organised by SEMIDE every three months to follow up the dissemination and communication actions of the consortium.

Several quantitative and qualitative indicators to evaluate the process of the dissemination and communication activities are set. Such indicators are established to measure the success factors and barriers where the latter will be overcome through the flexibility of managing the dissemination activities.

Table 3 Indicators to evaluate dissemination activities

Evaluated process/asset	Indicators of achievement / Comments
Target audience	All targeted audience is reached, and there is an interaction and engagement in the dissemination process. It will be evaluated through the reporting of the dissemination activity by the disseminator partner and the feedback from potential end-users via different tools including surveys and interviews.
Website	Number of visits to the website (At least 500/month of page views).
Social Media (Facebook, Twitter, and LinkedIn)	Number of likers and viewers for the page and the regularity of updating it. There should be at least 100 likers for the Facebook page, 100 followers for Twitter and 25 members for the LinkedIn group.
External events	Attending at least the 25 events in relation to vineyards and related sectors.
Brochures	At least 3000 of brochures are expected to be distributed.
Posters, roll-ups, factsheets	At least 4 posters: 1 in English, 1 in Italian, 1 in Spanish and 1 in Portuguese printing and roll-ups, 2 roll-ups (1 photo-based, 1 text-based) and a factsheet
Articles	Frequency of VISCA mentioned in scientific magazines. At least, 3 publications.

Evaluated process/asset	Indicators of achievement / Comments
Press releases	Frequency of VISCA mentioned in news. At least, there will be 6 press releases
Video	Number of views. At least 150 views.
Presentations	At least 4 PowerPoint presentations.

4. Project's graphical identity

A specific corporate image has been defined with the design of a logo of VISCA project bringing the idea of vineyards by the grape icon. The logo contains also the full name of the project and is available in different resolutions, sizes and different file formats for an easy integration into electronic or printed documents. Files are available for the partners in the VISCA intranet website managed by METEOSIM.
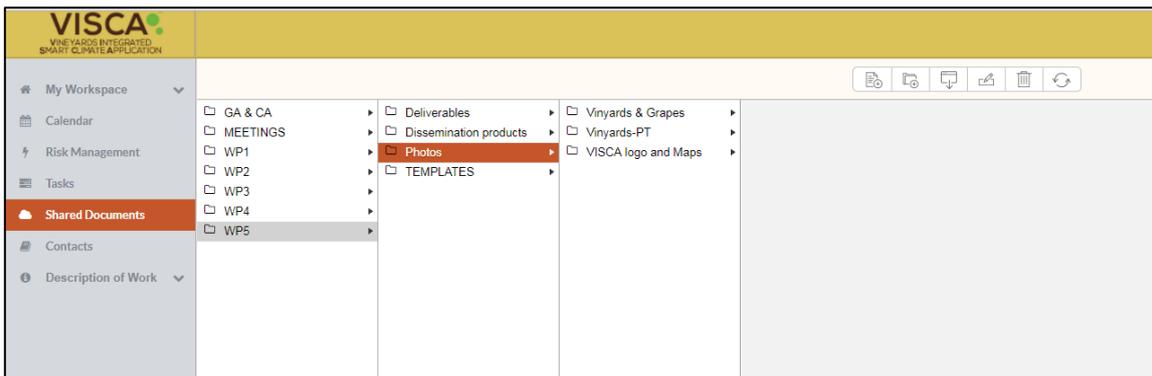

Figure 5 VISCA Intranet (WP5-Photos)

Regarding the colours of the logo, Green (dark: R -93, V-155, B-67, light: R-129, V-196, B-78) and Brown (dark: R-53, V-26, B-16, light: R-97, V-78, B-67) with a white background

Figure 6 VISCA logo

5. Visibility rules and templates

In order to apply the visibility rules for all the publications and dissemination products, the following elements should be included:

- VISCA logo
- The name of the project: acronym and/or full name.
- Acknowledge of the EU-funding:
  EU emblem and the acknowledgement statement:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 730253.

Regarding the templates, SEMIDE is responsible for preparing the templates of the dissemination materials. It has already created the templates of the following items:

- Deliverables
- Power-Point presentations
- Press releases

All the templates are found in the VISCA intranet website managed by METEOSIM.
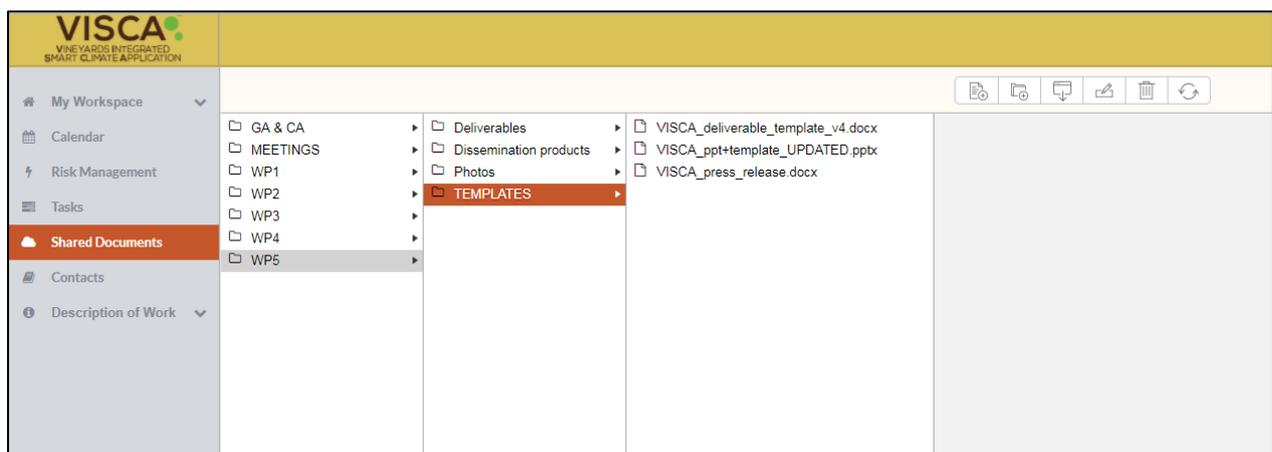

Figure 7 VISCA Intranet (WP5-Templates)

6. Disseminating the results after the termination of the project

In order to keep disseminating the results of the project after its termination, it is recommended to keep these activities:

- Make the project website available up to 3 years after the termination of the project; it will have the contact of project and communication managers in case of any potential requests/feedback from the stakeholders.
- Form clusters with other projects of a similar scope in online platforms.
- Make the exploitable results in an open access i.e. services or products or data sets provided by partners or third parties in partnership with VISCA partners.

Annex1: Stakeholders analysis

Table 4 Stakeholder Analysis table

Stakeholder	Category	Role	Influence	Potential Strategy
Farmers and farming associations (mainly wine-gapes growers, but also others like olives and rice)	Agriculture industry	Target	High Influence	Inform them about the project and engage them with the development and use of the DSS and Climate App. Show them the added value of obtaining VISCA services.
Agriculture public entities (e.g. Agriculture chambers)	Agriculture industry	Target	High Influence	Inform them about the project and engage them with the development and use of the DSS and Climate App. Show them the added value of obtaining VISCA services.
Wine producers and wine distributors	Wine industry	Target	low Influence	Inform them about the project and engage them with application of the DSS and Climate App. Show them the added value of obtaining VISCA services.
Upstream operators and retailers	Wine industry	Target	low Influence	Inform them about the project and engage them with application of the DSS and Climate App. Show them the added value of obtaining VISCA services.
Policy makers and national authorities at the EU and member state level. (E.g. ministries of agriculture/environment /water/ industry, etc.).	Policy makers	-Target -Public authority Regulator -Policy maker	High influence	-Follow governmental policies and rules. -Conduct an environmental and socio-economic assessment to present the project's sustainability in order to ease the acceptance and support from the governments.

Stakeholder	Category	Role	Influence	Potential Strategy
Potential International, European and National funding programmes related to climate services and agriculture. (e.g. PRIMA)	Economic stakeholders	Funding organizations.	Low influence	-Inform them and send some proposals for the future.
European Commission projects which are climate-, agriculture, water-, innovation-, and technology-related. E.g. Other H2020, LIFE projects, etc.).	Scientific community	Collaborators	Low influence	-Submit all deliverables and tasks on time. -Follow all the EC rules and achieve all the goals which were foreseen in the proposal. -Conduct policy briefs and recommendations.
Project consortium/ Partners	Different sectors (technical, scientific, end-users and consultancy)	-Project managers, coordinators and partners. -Technology providers	High Influence	-Achieve all the actions of the project. -Collaborate with the overall project activities. -Communicate well with the project coordinators and among the partners.
Technological centres and scientific universities and platforms	Scientific community	Observers, learners, channels for information and expertise exchange	Medium influence	Inform them about the project and exchange with them the outputs and learning experiences.
Think-tanks and action groups (EIP-agri)	Scientific community	Channels for information and expertise exchange	Medium influence	Inform them about the project and exchange with them the outputs and learning experiences.

Stakeholder	Category	Role	Influence	Potential Strategy
Media (Press, scientific journals, networks, conferences, online media)	Medias and channels	Dissemination and communication channels.	High influence	-Press, scientific journals/technical, professional journals: Send articles/ press releases with very coherent language and interesting messages -Inform them about the project and exchange with them the outputs and learning experiences.
Environmental organizations and NGOs.	Civil Society	Observers	Low influence	Inform them and present the environmental value of the project (e.g. adaptation of climate change, etc.).
Society as a whole	Civil society	Community	Low influence	Perform dissemination and communication activities to reach as many people as possible especially in the European level.