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# **D7.3 : Midterm report on dissemination and communication plan implementation**





## Document Summary

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Project coordinator: **Adrien Guichaoua**

## Abstract

*The current report will give an overview of what has been done through the NEFERTITI Project on dissemination and communication activities since the start of project up to 30.11.2019. The Plan describes the dissemination activities that have been done so far by partners. It also contains the level of achievement of NEFERTITI dissemination and communication objectives. The report also presents how the NEFERTITI project has reached up to the main targets: farmers and members of the farming community; state, private and public advisory service; commercial companies within the agriculture and Agri-forestry sectors; policy makers at national and European levels; education and agricultural schools; research and higher education institutes, European Network for Rural Development (ENRD) and National Rural Networks (NRNs), Focus Groups, Operational Groups and Thematic networks, EIP national/regional networks and enterprises.*



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# 1

## Introduction

NEFERTITI 



## 1. Introduction

NEFERTITI is a unique project that establishes 10 thematic networks that bring together regional clusters (hubs) of Demo-activities and the involved actors. NEFERTITI focuses on creating added value from the exchange of knowledge, actors, farmers and technical content over the networks in order to boost innovation, to improve peer to peer learning and improve network connectivity between farms actors over Europe. A monitoring and learning program supports the systematic extraction of lessons learnt, lessons to be shared with wide audiences including AKIS actors and public authorities. A web-based platform unlocks the experience, actors, demonstration details and the related content for wide spread sharing, enhanced by dedicated production of relevant material in each language of the partners.

The Midterm report on dissemination and communication plan includes information how the plan was implemented from January 2018 up to November 2019 including implementation on communication strategies (EU, national level), using of tools for dissemination and dissemination approaches. The report also presents how the NEFERTITI project has reached up to the main targets: farmers and members of the farming community; state, private and public advisory service; commercial companies within the agriculture and Agri-forestry sectors; policy makers at national and European levels; education and agricultural schools; research and higher education institutes, European Network for Rural Development (ENRD) and National Rural Networks (NRNs), Focus Groups, Operational Groups and Thematic networks, EIP national/regional networks and enterprises.

NEFERTITI dissemination and communication plan is including:

- Extended interaction
- Direct communication
- Indirect communication.

This report is divided into 3 sections and 1 annex. The first section reports the overall implemented dissemination activities and applied approaches with NEFERTITI Project: developed Local level web-based platform (website); organized NEFERTITI network events and non-network events; implemented activities in Social media, e-mail mail communication. In the second section the dissemination tools are outlined: visual identity; FarmDemo logo; practice abstracts; newsletters; press releases; publicity printed promotional materials; multimedia materials. Finally, the third one summarizes what has been done so far and what should be done by the end of the project to achieve the various targets.

# 2

## **Implemented Dissemination Activities and Applied Approaches with NEFERTITI Project**

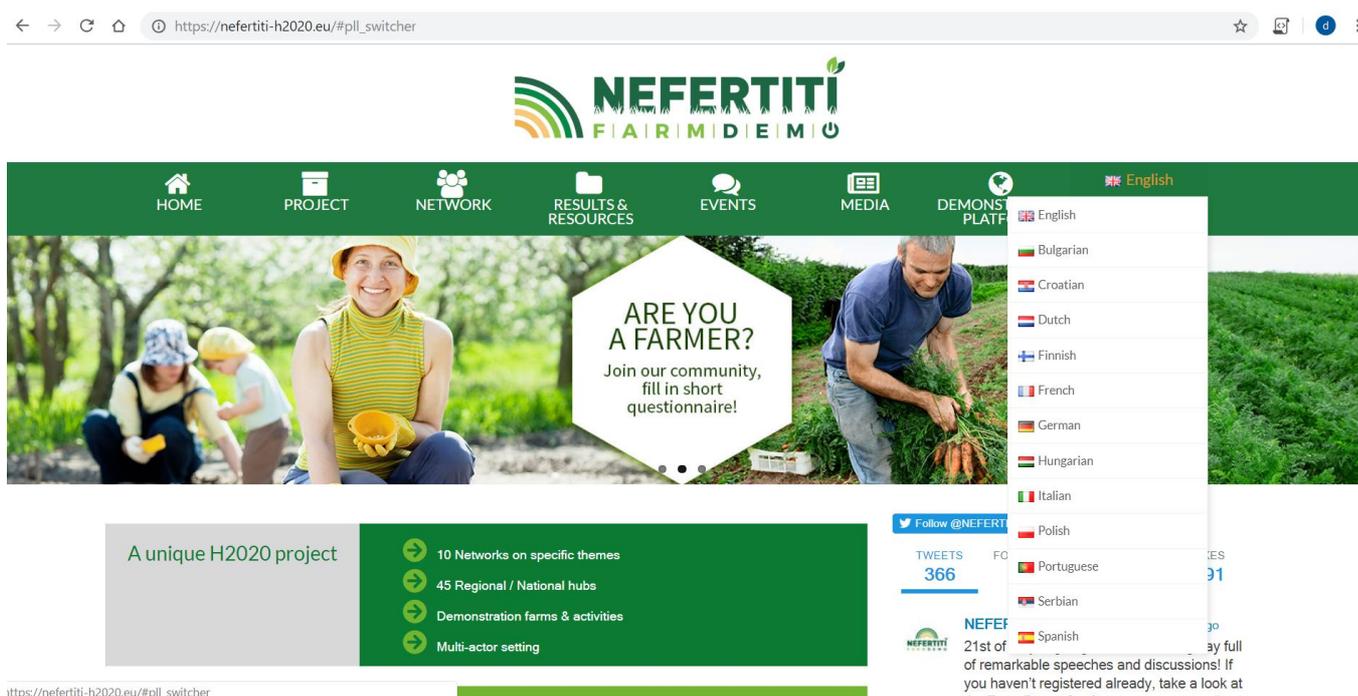


## 2. Implemented Dissemination Activities and Applied Approaches with NEFERTITI Project

The dissemination activities have been reported by the project partners regularly during the project.

### 2.1. Local level web-based platform (website)

NAAS, BIOS and ACTA with the support of other partners developed a website with key information about the project including. NEFERTITI website (<https://nefertiti-h2020.eu>) was developed based on description in the project DoA and the requirements and suggestions presented during skype meetings and project annual meeting (June 2018). The website is with open access and it is available on English and on all partners' languages and can be reached on this [link](#).



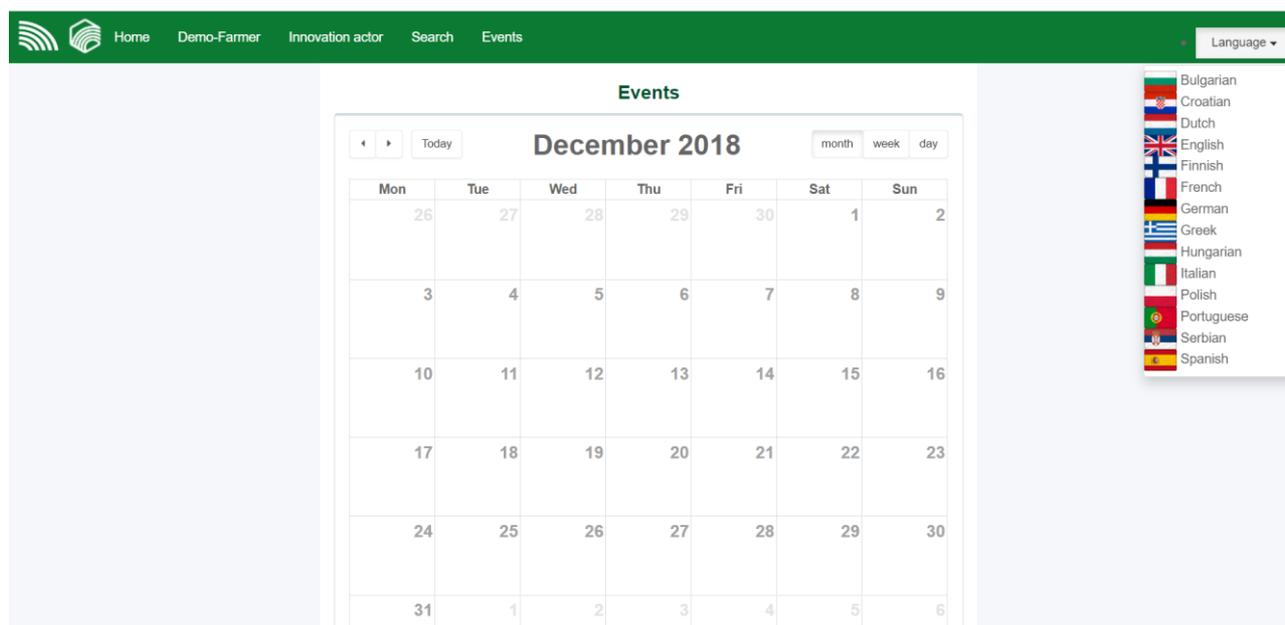
The website is running and is operational on the all partners' languages. On the website it is uploaded key information about the project. From the website can be reached:

- General information about the project (Project objectives; Working packages and deliverables; Consortium members, Advisory board);
- Networks description (4 sections for every Networks type - Animal production, Arable crops; Horticulture; Farm attractiveness);
- Practical abstracts for NEFERTITI project activities and results;
- Useful links related to NEFERTITI project;
- Information for projects related to NEFERTITI project;



- Calendar of events;
- News for NEFERTITI project;
- Videos;
- Link to Demonstration platform.

Access is given to the coordinator and communication officers to upload events and news related to the project on the partners' languages.



➤ **Partner’s websites**

Partner’s websites echo NEFERTITI news and events, positively impacting on the traffic of NEFERTITI website and platform. Some partners and third parties (as for example NAAS, COEXPHAL, ACTA, IFV, INAGRO, etc.) put on their website’s specific sections for the NEFERTITI project.

**2.2. NEFERTITI network events**

The network events enable to strengthen the links between NEFERTITI partners and target groups. Several meetings were held, gathering various audiences, at different scales:

- NEFERTITI Executive Committee Meetings: monthly online meetings with Work Package leaders and meeting during some NEFERTITI Network events;
- Kick-Off Meeting: 16 & 17 January 2018-Almería, Spain;
- First Annual meeting: 5 – 7 June 2018 Toulouse, France;
- Second Annual Meeting - Alberese (Italy) on February 28, 2019;
- 2 ExCom / Network leaders’ meetings (2 days meetings named “Winter meetings”) – in The Hague (The Netherlands) on November 25 - 26, 2018 and in Ghent (Belgium) on November 18 – 19, 2019;



The joint conference between PLAID, AgriDemo-F2F and NEFERTITI projects (FarmDemo Conference) was organized on 21st of May in Brussels, Belgium. The three projects organized the FarmDemo Conference to showcase the set of tools and best practices produced by PLAID and AgriDemo-F2F (before these two projects end in June 2019) and the ways in which these tools and best practices will be implemented by NEFERTITI. This conference gathered no less than 170 outstanding European experts, including farmer organizations, advisory services, research organizations, agricultural cooperatives, actors from the agricultural industries, NGOs, and policy makers.



Different sessions and workshops were organized during the conference:

- Round table about the 3 projects actions and results: how the results from PLAID and AGRIDEMO projects could be operationally translated into NEFERTITI project;
- Round tables dedicated to the voice of farmers, advisers and Policy makers;
- Workshops on the main characteristics of demonstration activities;
- Walking tour to discover the main tools produced by the projects;
- Closing round table for prospects, use of the Farm Demo tools and training kit and policy perspectives.

The full report of the conference can be found here:

[https://farmdemo.eu/farmdemoconference/FarmDemo\\_Conference\\_Report.pdf](https://farmdemo.eu/farmdemoconference/FarmDemo_Conference_Report.pdf)

The video report of the conference can be found here:

<https://www.youtube.com/watch?v=ICXVuiObBFU&feature=youtu.be>

### **2.3. Non-network events**

Most partners have organized events relating to EU projects, demonstration farm, innovation, etc. and the NEFERTITI project was presented with the different results delivered at this time

From the start of the project, activities, results and good practices of NEFERTITI, also NEFERTITI networks, have been presented 85 times in conferences, workshops, events and fairs in order to disseminate the project



results, as well as to collect feedback from key stakeholders about NEFERTITI's ongoing work. A diversity of presentations took place, as well as workshop, poster presentation, lectures etc. These events were held at local, regional, national and international level. Partners used their specific communication channels to organize national activities linked to NEFERTITI Project. It was the opportunity to discuss the project activities, to present the NEFERTITI Networks and to distribute flyers and other promotion materials for the project. In Annex 1, the complete list is available.

## 2.4. Social media

In order to make the social media content viral, under NEFERTITI project it is developed the **Social Media Strategy (SMS)** which will act as a guideline for all further actions. The social media content is creating in one of three formats - text, picture and video and it is distributed to social medias according to relevance and preferred content type of the network (e.g. text and live videos on Facebook; short videos on YouTube channels set-up for both NEFERTITI project as well as for RUR-11 AgriDemo-F2F and PLAID projects ("Farm Demo" YT Channel); pictures on Twitter, etc.). An aggressive growth hacking approach is implemented in terms of actively pushing content to relevant users in an organized way, to ensure maximum outreach and engagement of farmers in the project activities. The visually appealing material have relevant content and they are easy to understand and in accordance with languages and mind sets of the project partners' countries. All partners participate in social media activities, so the synergetic effect has been ensured widespread of NEFERTITI's goals.

### 2.4.1. Twitter



Figure: NEFERTITI Twitter profile, @NEFERTITI\_EU

For spreading news and information about the project we use the Twitter profile- @NEFERTITI\_EU. By using Tweets the NEFERTITI team disseminates variety of topics of great concern to our followers, referring to the



topics in relation to our thematic networks such as data driven decisions for dairy producers, optimizing soil quality, organic production, arable crop sensing and variable rate applications, etc.

Tweets are posted in English, however, Social Media Officers are regularly encouraged to translate relevant social media posts to their circles and post them on their institutional social media accounts.



Figure: Example of Tweet on NEFERTITI Twitter profile, @NEFERTITI\_EU

We use, but not limited to, the following trendy hashtags: #agtech, #aginnovations, #technology #NEFERTITIEU, #farmdemo, #H2020 #agbots, #AKIS, #demonstration, #knowledge, #agriculture, #farming, #smartfarming, #eipagri, #multiactor, #networking, #thematicnetworks, etc.

**NEFERTITI partners** help the WP7 leader to identify topics and interesting tweets, by adding “@NEFERTITI\_EU” when they tweet something that could be also shared on NEFERTITI’s account.

Up to now followers of NEFERTITI Twitter account are 911. Posts on the account up to 30.11.2019 are 650 (238 – year 2018 and 412 – year 2019). Addition info is given bellow.

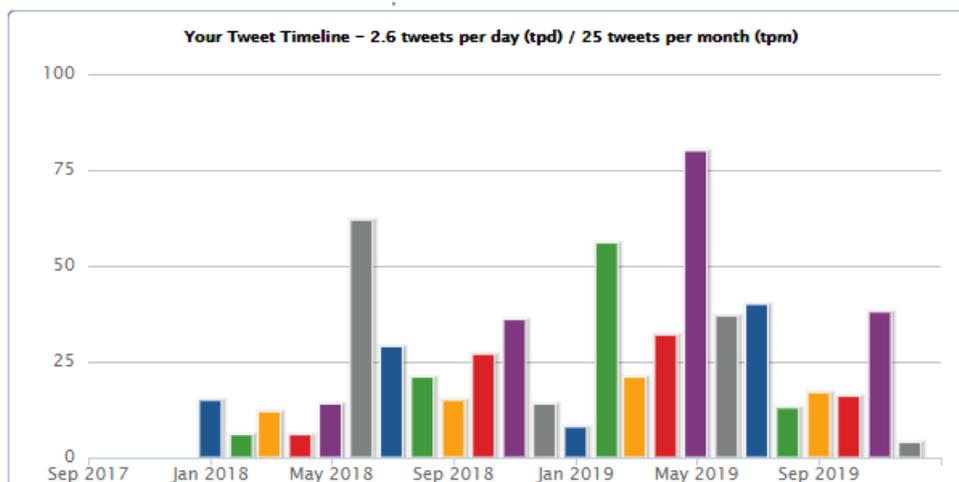


Figure: data for tweets related to NEFERTITI Twitter profile, @NEFERTITI\_EU



2.4.2. Facebook

A dedicated Facebook page has been created: “Nefertiti – Networking European Demonstration Farms” (@NEFERTITI.EU).



Figure: NEFERTITI Facebook page, @NEFERTITI.EU

Facebook page of NEFERTITI project is public and mainly used to disseminate NEFERTITI project results, events, recommendations, pictures, illustrations, white papers, cheat sheets or articles with content relevant to the thematic networks and our followers. The page is updated regularly with relevant content. Administrator of the page is BIOS. The official language of this page is English, even though posts in other languages are shared.

Up to now followers of NEFERTITI Facebook account are 315. Posts on the account up to 30.11.2019 are 250 (111 – year 2018 and 139 – year 2019)

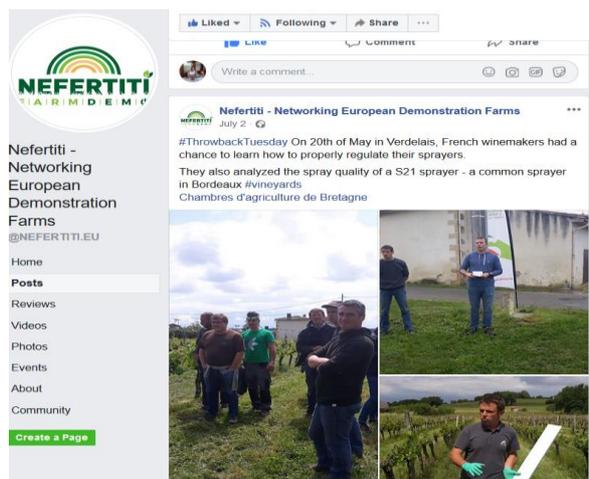


Figure: Example of post on NEFERTITI Facebook page, @NEFERTITI\_EU



**2.4.3. LinkedIn**

In order to reach even more diverse target audiences, a dedicated group to NEFERTITI topics has been set up on LinkedIn platform – **NEFERTITI H2020**. It is open to everyone interested in Exchange of know-how, networking opportunities for farmers, innovation actors and researchers, policy makers and other representatives of farming community or policy recommendations and guidance.

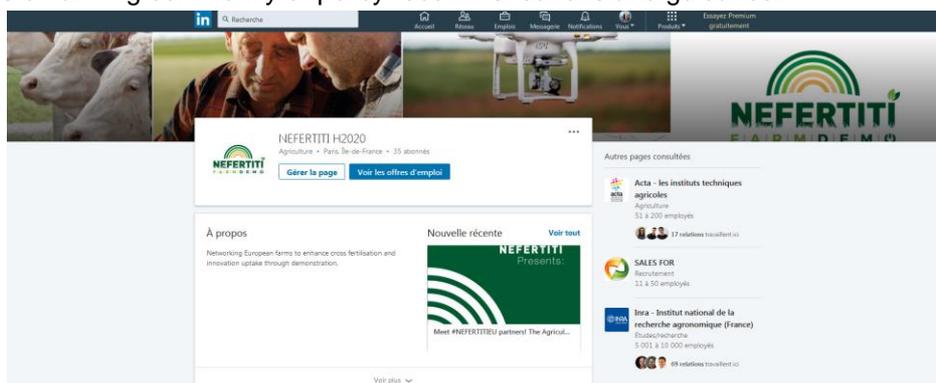


Figure: NEFERTITI LinkedIn page, @NEFERTITI H2020

Up to now followers of NEFERTITI LinkedIn account are 154. Posts on the account up to 30.11.2019 are 138 (6 – year 2018 and 132 – year 2019)

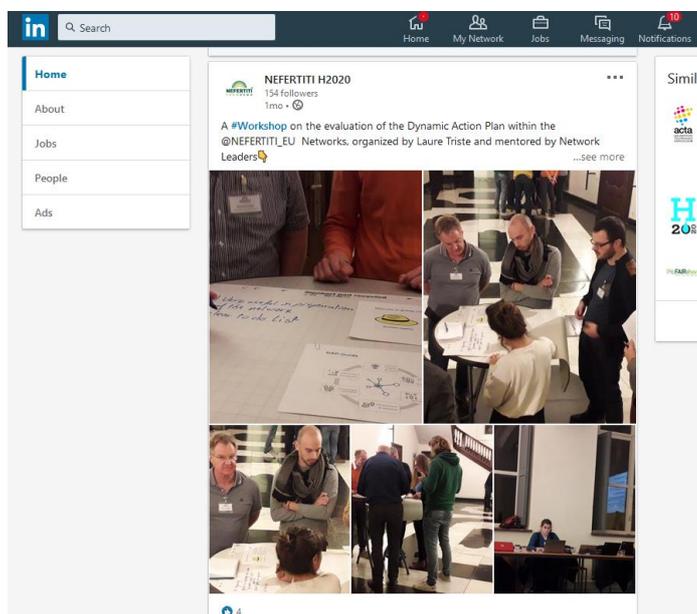


Figure: Example of post on NEFERTITI LinkedIn page, @NEFERTITI H2020

**2.4.4. YouTube channel**

All videos created by the project are uploaded to the YouTube FarmDemo channel set up by the RUR-11 project PLAID and AgriDemo F2F.

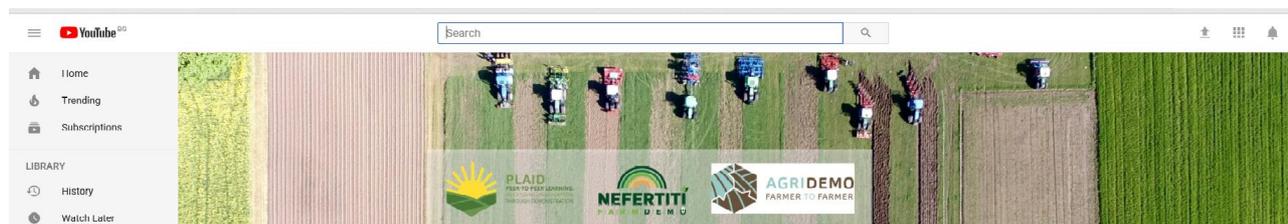


Figure: FarmDemo YouTube channel

Up to 30.11.2019 23 videos are realized for NEFERTITI project and they are available in the FarmDemo YouTube Channel.

#### **2.4.5. Partners' social media**

Various contents have been posted using “@NEFERTITI\_EU” and “#FARMDEMO” by partners. The main language used for content is on local languages on partners. Partners' social media profiles helped increase the impact of NEFERTITI Project through publications and such as sharing events, pictures and news related to NEFERTITI networks/hubs demo events.

Partners are sharing information related to NEFERTITI project mainly on Twitter and Facebook.

#### **2.5. Email list and email communication**

Under the project there is the table with e-mail list of communication contact among partners and it is used for sending the interesting news and events.

#### **2.6. Other communication activities**

The WP7 has produced “Communication guidelines” for hub coaches which included description of the main steps which are recommended to be followed by the hub coaches before, during and after the demo event in order to reach the expected audience in all steps of the demonstration activities. The templates for the invitation /agenda of the demo events and the templates for the Press release of the forthcoming and the past events were also developed, discussed and shared among the partners.

A general presentation of NEFERTITI presenting the project characteristics, objectives, partners, expected impacts and communication channels was also developed in the first quarter of the project to allow all partner to communicate and raise awareness about the project.

The close link with the EIP-AGRI was established at EU level (EIP-AGRI Service Point) to support the efficiency and to spread the project results to countries not represented in the project. Also, most of the partners started to establish link with National Rural networks to spread the project results. The project platform will be linked to the EIP-AGRI platform. On the EIP-AGRI website (European Commission > EIP-AGRI > News > Latest news) special information on NEFERTITI project were published: (<https://ec.europa.eu/eip/agriculture/en/news/connecting-farm-demonstration-activities-europe>).

On the EIP-AGRI website (European Commission > EIP-AGRI > VIDEO European demonstration farm networking) the video presentation of NEFERTITI project was also uploaded: <https://ec.europa.eu/eip/agriculture/en/news/vdeo-european-demonstration-farm-networking>.

A specific article on NEFERTITI project was published in the EIP-AGRI newsletter on 2018/09.

# 3

## Dissemination tools



### 3. Dissemination tools

#### 3.1. Visual identity

##### 3.1.1. NEFERTITI logo

NEFERTITI program promotes the creation of interactive thematic networks related to the agriculture sector to promote knowledge, learning and the adoption of innovative techniques through the exchange of information between different actors and live demonstrations.

With this idea, the **NEFERTITI logo** has been conceived.

- **A colorful rainbow** creates a fertile horizon that is also graphically identified with the idea of “projection” and “network”.
- Under it, the silhouette of a cultivated field cuts the name “**NEFERTITI**”.
- The graphic treatment of the **Claim “Farm Demo”**, in a compartmentalized way, brings a more technical and scientific aspect to the logo.

**It is therefore a brand that tries to graphically balance the main elements of the NEFERTITI project: agriculture, learning and technology.**

Two versions of the logo have been designed, vertical (to use preferably) and horizontal (to use exceptionally if the conditions demand it).



All dissemination materials showcase NEFERTITI logo, EU emblem and a clear statement that the project has received funding from Horizon 2020 program:



THIS PROJECT HAS RECEIVED FUNDING FROM  
THE **EUROPEAN UNION'S HORIZON 2020 RESEARCH  
AND INNOVATION PROGRAMME** UNDER GRANT  
AGREEMENT N. 772705

##### 3.1.2. Corporate colors

NEFERTITI color palette: dark green, medium green, light green, yellow yolk and sand are colors very present in Nature and can be related to Agriculture, main focus of the Network. It is a combination of warm colors providing dynamism and vitality to the corporate image. Any graphic element that we build around the brand: icons, backgrounds, graphics, etc., should preferably use this color combination.



	<b>Dark green</b> R= 0 G=53 B=25
	<b>Dark green</b> R= 11 G=122 B=50
	<b>Light green</b> R= 113 G=181 B=50
	<b>Yellow yolk</b> R= 238 G=165 B=64
	<b>Sand</b> R= 244 G=192 B=102

**RGB**

	<b>Dark green</b> C= 90 M=30 Y=95 K=30
	<b>Medium green</b> C= 85 M=10 Y=100 K=10
	<b>Light green</b> C= 50 M=0 Y=100 K=0
	<b>Yellow yolk</b> C= 0 M=30 Y=100 K=0
	<b>Sand</b> C= 0 M=20 Y=60 K=0

**CMYK**

**3.1.3. Document templates**

It has been developed project documents templates, as follows:

- Power Point template
- Deliverables template

**3.1.4. Photo database**

A photo database is created for sharing photos between NEFERTITI partners. Each partner is able to use them for promotional and informational materials in reference to the project.

**3.2. FarmDemo logo**

A common logo has been developed between the three related projects NEFERTITI, PLAID and AgriDemoF2F. The logo is a combination from the logos of the three projects and it demonstrates the links and common activities between the projects. The logo is in three variants:



A FarmDemo logo is used in joint activities on the three projects directed mainly to the 'practitioners' or 'end-users', i.e. farmers, advisors, farmers organizations, and education.

**3.3. Practice Abstracts**

All NEFERTITI hubs have started to produce 'EIP practice abstracts' that will be delivered by month 24. The development of abstracts has started during the 2nd annual meeting. NEFERTITI project has produced a set of 45 practice abstracts (one abstract for every hub) in the EIP Agri format. In the abstracts are describe the innovation topics and the challenges in every hub and the demonstration techniques which are applied in hub demo events.



### 3.4. Newsletters

NEFERTITI has created and disseminated newsletters to give concise information about project development and available project outputs. They are used for progress reports of the project and have content that is useful and easy to digest for the reader. The newsletters also include information for hubs and networks.

Two kind of newsletters have been produced during the first reporting period:

- Internal newsletter to inform the project partners about the project's development (decisions of the ExCom and the coordination) and share best practices among hubs and partners.
- External and official newsletter to inform all relevant targets about the project activities.

The first newsletters have been sent at the beginning of May 2019. The second newsletters have been sent on October 2019.



Newsletter #2

October 2019

## Networking European Farms to Enhance cCross ferTilisation and Innovation uptake Through demonstration

### Foreword

Dear readers, as coordinator of NEFERTITI, it is a great pleasure to send you the second Newsletter of the project.

*In this letter, you can learn about the objectives of different networks, the demo-farmers who make the networks live, the demonstration events carried out in the frame of the first annual demonstration campaign (2019) and the Cross -border Visits that brought together farmers, advisors and other innovation actors from different*

The newsletters are sent to all partners and identified stakeholders. Also, they are uploaded on the NEFERTITI website.

### 3.5. Press releases

NEFERTITI has disseminated several press releases (articles) with **brief information about events, circumstances or other happenings**. The press releases are developed in English and are translated by some partners into relevant local languages. For example, it was developed two press releases about the Farm Demo Conference on 21st of May 2019 in Brussels.



## Farm Demo Conference

21st May 2019, Brussels

Are you interested or involved in **on-farm demonstrations**? Do you want it to be as effective as possible? Then you are welcome to join the **Farm Demo Conference**. You will learn from others, discover the do's and don'ts in organizing demos and test and try different tools.

**For whom?** Farm Demo\* brings together all farmers, advisors, researchers, policy makers, industries and other actors that want to learn, discuss, share experiences and good practices for organising farm demonstrations with impact.

*Extract from press releases about forthcoming Farm Demo Conference on 21st of May 2019 in Brussels*

### The press releases are distributed through:

- Nefertiti's website and social media channels like Facebook, Twitter, and LinkedIn;
- Partner's information channels-websites, social media channels, email lists, agriculture related platform;
- - Farmers or NEFERTITI partners' journal.

https://nefertiti-h2020.eu/?p=2479

HOME PROJECT NETWORK RESULTS & RESOURCES EVENTS MEDIA PLATFORM JOIN US English

### FarmDemo Conference was organized in Brussels

23 MAY 2019

by Dimitar Vanev | posted in: Latest news | 0

The joint conference between PLAID, AgriDemo-F2F and NEFERTITI projects (FarmDemo Conference) was organized on 21st of May in Brussels, Belgium. About 200 people attended this event.

The FarmDemo initiative is the result of close cooperation between the three H2020 projects – PLAID, AgriDemo-F2F and NEFERTITI. NEFERTITI is a continuation of the two other projects and most of the project activities will be implemented on the basis of the experience gained and information gathered from them. They all aim to showcase peer-to-peer learning and focus on farm demonstration as a tool to boost innovation uptake.

The conference brought together farmers, advisors, researchers, policy makers, and other actors who had different opportunities during the plenary sessions and working groups to exchange their experiences and gain new knowledge. Also to the participants were given in various forms the opportunity to present their opinion and actively participate in the on-going discussions on the different aspects of the demonstration activities.

The main objective of the event was to discuss the results and lessons learned from the activities of the Horizon 2020 projects implemented so far, as well as recommendations and suggestions from the various participants in the peer-to-peer learning.

The farm demo hub gives access to the inventory of demonstration farms in Europe and register for a demonstration farm or innovation actor.

More information you can find [here](#).

NEFERTITI

NEFERTITI @NEFERTITI\_EU

2 hours ago

Dozens of farmers and students attended #farmdemo event on topic „Hygiene and hoof care of cattle“ in Croatia. Besides many agricultural tips, an important message was sent: Constant learning and exchanging experience are crucial

*Extract from press releases about held Farm Demo Conference on 21st of May 2019 in Brussels published on NEFERTITI website*

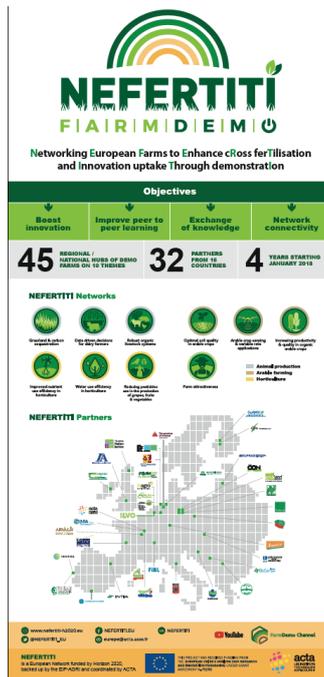


### 3.6. Other publicity printed promotional materials (brochures, booklets, posters and flyers)

Various dissemination practical oriented materials were developed, designed and created.

A template for local flyer was established and proposed to the Hub Coaches, so they could adapt the Flyer to their local specificities, constraints, taste and mindset to better attract people in the hubs. The flyer contains information about hub participants, hub location, hub demonstration activities, network and hub contacts, etc.

The translation and printing of the Project roll-up in all project languages has also been realized.



*NEFERTITI project roll-up*

It was also designed and created promotion and communication materials (goodies) useful for the field activities of the project including caps, ponchos, flags for Hubs and Networks of the NEFERTITIT project and for the FarmDemo Conference. The goodies and Hubs’ flags were distributed between the project partners and Hubs’ coaches.





### 3.7. Multimedia materials

During the reporting period, 23 videos have been produced. The videos were related to different topics and issues: a project presentation video; clips to present each NEFERTITI thematic network, practical videos from the exhibition “Les culturales”; video for the FarmDemo conference in Brussels, videoclips shot on hubs demo events. For example:

One interesting video focuses on innovative grazing in Brandenburg, East Germany, which is year-round grazing. The site conditions and the rainfall of only 550 mm per year in Brandenburg are not optimal for a year-round full pasture grazing. But the Irishman Paul Costello and his team took up the challenge and adapted the ingenious rotational grazing system to the East German conditions. [Watch this video here.](#)

Another video describes “All about Dairy Cattle” demo event in Hofgut Rengoldshausen, Germany. The topics were very varied starting with soil fertility in grassland and pasture management, maternal calf rearing and mobile slaughter. The metabolic assessment was demonstrated with the "Obsalim" method and cattle handling - using the "Low Stress Stockmanship" method. In addition, there were three different and very similar breeding topics: the "triple A" method, the breeding for life performance and the location-adapted breeding. Another post was dedicated to udder health. [Watch this video here.](#)

NEFERTITI videos are further distributed via other social media channels, such as Twitter, Facebook and LinkedIn. Also, all videos realized for NEFERTITI project are available in the FarmDemo YouTube Channel. <https://www.youtube.com/channel/UCdigVLNjyy5YrAdHI5G2frA/videos>.

# 4

## Dissemination monitoring system feedback



## 4. Dissemination planning and monitoring system feedback

### 4.1. Dissemination planning and implementation

The indicative NEFERTITI dissemination work plan was elaborated by NAAS and it is updated regularly, thanks to the communication officers' propositions.

The indicative updated NEFERTITI dissemination work plan is:

**Table. Indicative work plan**

Activity	Who	Status
<b>DISSEMINATION PLAN</b>		
Structure of dissemination and communication plan	NAAS with BIOS and ACTA. Opinion from ExCom members	Implemented: March 2018
Structure of the Social media strategy	BIOS with mainly collaboration of NAAS and ACTA.	Implemented: March 2018
Final dissemination and communication plan	NAAS with BIOS and ACTA	Implemented: May 2018
Final social media strategy	BIOS with mainly collaboration of NAAS and ACTA	Implemented: March 2018
Midterm report on dissemination and communication plan implementation	NAAS with mainly collaboration of BIOS and ACTA	Implemented: December 2019
Report on social media and growth hacking activities	BIOS with mainly collaboration of NAAS and ACTA	Forthcoming- June 2020
Final report on dissemination and communication plan implementation	NAAS with mainly collaboration of BIOS and ACTA. Additional info and data from all project partners	Forthcoming: December 2021
<b>DISSEMINATION TOOLS</b>		
NEFERTITI project logo	ACTA and NAAS	Implemented: January 2018
Deliverable template	NAAS and ACTA	Implemented: March 2018
FarmDemo Logo	ACTA and NAAS	Implemented: April 2018
Project General Flyer and Roll-up	NAAS and ACTA	Implemented: April 2018
Power Point template	NAAS and ACTA	Implemented: April 2018
Project introductory generic presentation	NAAS and ACTA	Implemented: April 2018
Multimedia materials including - a set of videos for the demonstration campaigns organised under WP3;	FIBL and all partners	Ongoing: June 2018 – December 2021



- for cross visits and for exchange with non-EU Demo-farms under WP2; - lecture-style videos (tutorials) on key findings of WP1 and WP5		
Template of flyer for each hub which will be adapted to the local languages	NAAS and ACTA	Implemented: June 2018
EIP-AGRI 'practice abstracts'	NAAS with mainly support of AAC and ACTA Additional info and data from all project partners	Ongoing: November 2018 - December 2021
Official project newsletter	NAAS and ACTA	Ongoing: On regularly basis from April 2019 to December 2021
Non-official newsletter for distribution between project partners	NAAS and ACTA	Ongoing: On regularly basis from April 2019 to December 2021
Press releases	NAAS and ACTA	Ongoing: January 2019 - December 2021
Fact sheets, booklets, leaflets and newsletter for networks and hubs activities (adapted to the local languages)	NAAS, ACTA and all other partners	Ongoing: January 2019 - December 2021
Other dissemination materials	NAAS, ACTA and all other partners	Ongoing: June 2018 - December 2021
<b>DISSEMINATION ACTIVITIES</b>		
Creation of social media accounts	BIOS with mainly collaboration of NAAS and ACTA.	Implemented: March 2018
Development structure of project website	BIOS with mainly collaboration of NAAS and ACTA.	Implemented: March 2018
Development project website on English language	BIOS with mainly collaboration of NAAS and ACTA	Implemented: May 2018
Uploading initial information and data to the project website on English language	BIOS, NAAS and ACTA	Implemented: June 2018
Translation website structure and data on all local project partners' languages.	All partners	Implemented: December 2018
Maintaining and updating the project website on English language	BIOS, NAAS and ACTA	Ongoing: June 2018 - December 2021
Maintaining and updating the project website on all local project partners' languages	All project partners	Ongoing: December 2018 - December 2021



Upload of multimedia materials on the YouTube FarmDemo channel	FIBL and other partners	Ongoing: June 2018 – December 2021
Translation practical videos on all local project partners' languages	All partners	Ongoing: January 2019 - December 2021
Organizing and holding the middle-term conference in Brussels together with Final conference under the PLAID project	ACTA and NAAS	Implemented: May 2019
Organizing and holding the Final conference in France/Brussels	ACTA and NAAS	Forthcoming: September- December 2021
Organizing other NEFERTITI events	All partners	Ongoing: January 2018 – December 2021

#### 4.2. WP7 Deliverables

The following deliverables are submitted / planned:

**Table. WP7 deliverables**

Number	Deliverable Title	Lead beneficiary	Type	Dissemination level	Status
D7.1	Social media engagement strategy	NSSZ (NAAS)	Other	Public	Submitted: Month 03
D7.2	Dissemination and communication plan.	NSSZ (NAAS)	Report	Public	Submitted: Month 05 Updated: Month 09
D7.3	Midterm report on dissemination and communication plan implementation.	NSSZ (NAAS)	Report	Public	Submitted: Month 24
D7.4	Report on social media and growth hacking activities	NSSZ (NAAS)	Report	Public	Planned: Month 45
D7.5	Final conference	NSSZ (NAAS)	Other	Public	Submitted: Month 46
D7.6	Final report on dissemination and communication plan implementation	NSSZ (NAAS)	Report	Public	Submitted: Month 48
D7.7	EIP-AGRI practice abstracts (First wave)	NSSZ (NAAS)	Other	Public	Submitted: Month 24
D7.8	EIP-AGRI practice abstracts (Second wave)	NSSZ (NAAS)	Other	Public	Planned: Month 48



### 4.3. Dissemination reporting

The dissemination activities have been reported by the project partners regularly during the project. The communication officers send to NAAS a report table for the implemented dissemination activities. The requested information, collected through the report table includes:

- Type of dissemination and communication activities;
- Number of activities;
- Type of audience reached;
- Estimated number of persons reached;
- Title of item, presentation, and meeting attended.

### 4.4. Result indicators

A set of result indicators has been selected to follow the achievement of the dissemination plan. The indicators are presented at the table below.

**Table. Result indicators**

Indicators	Target value	Progress state
NEFERTITI dissemination strategy		
<b>N° of consortium members</b>	150	184
<b>N° of Participants to the Hubs and networks activities</b>	2000	7 764 (number of visitors of Hubs and networks demo events) About 400 members of Hubs and networks
<b>N° of participants to the International Advisory Board</b>	6	7
<b>N° of elaborated / updated indicative dissemination work plan</b>	4	2
<b>N° of Midterm dissemination reports</b>	1	1
<b>N° of Final dissemination reports</b>	1	0
<b>N° of Social media strategy</b>	1	1
Dissemination activities – NEFERTITI events		
<b>N° of participants to the middle-term conference</b>	100	170
<b>N° of participants to the final Conference</b>	200	n.a.
<b>N° of participants to other NEFERTITI network events</b>	2000	259



Dissemination activities – other events		
<b>N° of conferences where NEFERTITI outputs have been disseminated</b>	50	29
<b>N° of fairs or exhibitions where NEFERTITI outputs have been disseminated</b>	10	32
<b>N° of people outreached by these and other non-network events</b>	10 000	572 260
Dissemination tools		
<b>N° of fact sheets, booklets, leaflets and other dissemination materials for networks and hubs activities (adapted to the local languages)</b>	300	33
<b>N° of Official project newsletters</b>	6	2
<b>N° of other dissemination materials</b>	100	54
<b>N° of NEFERTITI web-site visitors (average/year)</b>	1000	4 832
<b>N° of social media (including Twitter and Facebook) followers (at the end of the project)</b>	50 000	1 380
<b>N° of YouTube videos views (at the end of the project)</b>	50 000	13 794
<b>N° of videos in the Youtube FarmDemo channel</b>	50	23
<b>N° of articles published in partner’s and other media</b>	100	17
<b>N° of press releases issued</b>	10	16
<b>N° of practice abstracts produced</b>	72	45
<b>N° of people reached by NEFERTITI articles</b>	1000	173 336
<b>N° of policy makers reached by NEFERTITI recommendations</b>	100	49
<b>N° of people reached by NEFERTITI activities</b>	100 000	Over 2.5 million



# 5

## Annexes



## 5. Annexes

### 5.1. Summarized NEFERTITI Partners' activity report

#### Dissemination and communication activities

Type of dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Title of item, presentation, meeting attended etc.	Place	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)					
Flyers	Other	Industry	Scientific Community (higher education, Research)	Farmers	100	AAC	XXIV International Fairs of Agricultural Techniques AGROTECH	Kielce, Poland	2018
Flyers	General Public	Other	Scientific Community (higher education, Research)	Farmers	100	AAC	National agricultural exhibition	Poznan, Poland	2018
Flyers	Other	Other	Scientific Community (higher education, Research)	Farmers, Advisors	100	AAC	EkoGala Fairs	Rzeszow, Poland2018	2018
participation to conference	Other	Other	Scientific Community (higher education, Research)	Advisors, Farmers	120	AAC	Challenges of water management in rural areas	Polanica-Zdroj, Poland	2018



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Type of dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Title of item, presentation, meeting attended etc.	Place	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)					
posters Training	Other	Scientific Community (higher education, Research)	Policy makers	Advisors	120	AAC	Challenges for agricultural advisory after 2020 / EUFRAS Annual Assembly	Warsaw, Poland	2018
posters Training	Scientific Community (higher education, Research)	Industry	Policy makers		150	AAC	British Embassy: PL-UK Science Forum in international cooperation	Warsaw, Poland	2018
posters Training	Other	Other	Scientific Community (higher education, Research)	Advisors, Farmers	160	AAC	III Forum on Knowledge and Innovation	Warsaw, Poland	2018
Flyers	General Public	Customers	Scientific Community (higher education, Research)		100	AAC	National Harvest Festival	Kowno	2019
Flyers	Customers	Scientific Community (higher education, Research)	Policy makers		100	AAC	Environmental challenges in agriculture	Warsaw	2019
Magazine/article	General Public	Customers	Scientific Community (higher education, Research)		100	AAC	NEFERTITI project - A network of European demonstration farms		2019

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Type of dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Title of item, presentation, meeting attended etc.	Place	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)					
participation to conference	Scientific Community (higher education, Research)	Policy makers	Other	Farmers/advisors	100	AAC	Linking research and the needs of farmers and #demonstration farms	Jyuvaskyla	2019
participation to event other than conference or workshop	General Public	Customers	Scientific Community (higher education, Research)		150	AAC	Mazowieckie Days of Agriculture	Plonsk	2019
participation to event other than conference or workshop	Other			Farmers	30	AAC	Cross visit Network 4	Zamosc, Poland	2019
participation to workshop	General Public	Scientific Community (higher education, Research)	Other	Farmers/advisors	100	AAC	Demonstration farms as an effective instrument of knowledge transfer and innovation in agriculture	Skrzelew	2019
pitch event	Scientific Community (higher education, Research)	Policy makers	Other		50	AAC	Innovative solutions for Polish agriculture	Warsaw	2019
Roll-up	Scientific Community (higher education, Research)	Policy makers	Other	Farmers/advisors	200	AAC	4th Knowledge and Innovation Forum	Warsaw	2019

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	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)					
trade fair	General Public	Customers	Industry		200	AAC	Central Agricultural Fair	Nadarzyn	2019
trade fair	General Public	Customers	Industry		200	AAC	International Fair of Agricultural Techniques AGROTECH	Kielce	2019
video/film	General Public	Other		Farmers/advisors	100	AAC	Practical showcase of introducing soybean cultivation in organic farming		2019
exhibition	Scientific Community (higher education, Research)	General Public	Other	farmers	5000	ACTA	4 Exhibitions events (SPACE - SIA - Culturales - Innov&Moi)	France	2018
exhibition	Scientific Community (higher education, Research)	General Public	Other	farmers	5000	ACTA	5 Exhibitions events (SPACE - SIA - Culturales - Innov&Moi)	France	2018
Flyers	Scientific Community (higher education, Research)	General Public			500	ACTA	Printing of flyers and share during events	France	2018
Non-scientific and non-peer reviewed publications	Scientific Community (higher education, Research)	General Public	Policy makers		400	ACTA	Publications (ACTA website)	France	2018

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	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)					
Non-scientific and non-peer reviewed publications	Scientific Community (higher education, Research)	General Public	Policy makers		400	ACTA	Publications (ACTA website)	France	2018
Roll-up	Scientific Community (higher education, Research)				200	ACTA	Printing of 1 roll-up	France	2018
participation to workshop	Scientific Community (higher education, Research)	Other		farmers	70	ACTA	Workshops (FEUGA EIP 2018)	Spain, Portugal, France	2018.2
exhibition	Scientific Community (higher education, Research)	General Public	Other	farmers	5000	ACTA	6 Exhibitions events (SPACE - SIA - Culturales - Innov&Moi)	France	2019
exhibition	Scientific Community (higher education, Research)	General Public	Other	farmers	5000	ACTA	7 Exhibitions events (SPACE - SIA - Culturales - Innov&Moi)	France	2019
Newspaper/journal	Scientific Community (higher education, Research)				2000	ACTA	1 article in Terra	France	2019

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	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)					
Non-scientific and non-peer reviewed publications	Scientific Community (higher education, Research)	General Public	Policy makers		400	ACTA	Publications (ACTA website)	France	2019
Non-scientific and non-peer reviewed publications	Scientific Community (higher education, Research)	General Public	Policy makers		400	ACTA	Publications (ACTA website)	France	2019
participation to conference	Scientific Community (higher education, Research)				350	ACTA	Conference (ENRD NetworX 2019)	Brussels	2019
participation to conference	Scientific Community (higher education, Research)				250	ACTA	Conference (IoT week 2019)	Aarhus (DK)	2019
participation to conference	Scientific Community (higher education, Research)				100	ACTA	Conference (ESEE 2019)	Acireale (IT)	2019
participation to conference	Scientific Community (higher education, Research)				100	ACTA	Conference (IoF2020 2019)	Prague (CZE)	2019

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Type of dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Title of item, presentation, meeting attended etc.	Place	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)					
participation to conference	Scientific Community (higher education, Research)				200	ACTA	Conference (AIS 2019)	Lisieux (FR)	2019
participation to workshop	Scientific Community (higher education, Research)	Other		farmers	70	ACTA	Workshops ( EUFRAS 2019 )	Spain, Portugal, France	2019
participation to workshop	Scientific Community (higher education, Research)	Other		farmers	70	ACTA	Workshops (Carbon storage)	Spain, Portugal, France	2019
Press release	Scientific Community (higher education, Research)	Policy makers	Other	Farmers	10000	ACTA	Press release (RRN)	Paris	2019
Press release	Scientific Community (higher education, Research)	Policy makers	Other	Farmers	10000	ACTA	Press release (ENRD)	Paris	2019
Press release	Scientific Community (higher education, Research)	Policy makers	Other	Farmers	10000	ACTA	Press release (ALIMAGRI )	Paris	2019

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	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)					
Press release	Scientific Community (higher education, Research)	Policy makers	Other	Farmers	10000	ACTA	Press releases (Toute L'Europe )	Paris	2019
video/film	Scientific Community (higher education, Research)	Other		farmers	500	ACTA	1 Video Presentation NEFERTITI in French	Worldwide	2019
Non-scientific and non-peer reviewed publications	Other			Farmers & advisers		BIOLAND	Terminankündigungen zu den Feldbegehungen		2019
Other	Other			Farmers & advisers		BIOLAND	Terminankündigungen zu den Feldbegehungen		2019
Other	Other			Farmers & advisers		BIOLAND	Einladungen zu den Feldbegehungen		2019
Flyers	Industry				100	CEMA	EIMA International Fair	Bologna	2018
Organisation of Conference	Industry	Policy makers	Scientific Community (higher education, Research)		140	CEMA	The Future of Agriculture in Europe: Smart Farming Leads the Way	Brussels	2018
Press release	Industry	Medias	General Public		522	CEMA	H2020 NEFERTITI project: Innovation in Demo Farms!	CEMA website	2018



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	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)					
trade fair	Industry				30	CEMA	EIMA International Fair	Bologna	2018
Flyers	Industry				30	CEMA	CEMA Product Group meeting	Alpen	2019
Other	Industry				11	CEMA	For information & dissemination - WANTED: Industry to get involved in Farm Demonstration Activities	Mailing	2019
participation to workshop	Industry				30	CEMA	CEMA Product Group meeting	Alpen	2019

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	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)					
participation to conference	Other			advisors	30	DEMETER	Demeter Beratertagung	Loheland	2018
Organisation of Workshop	Other			Farmers, advisors	25	DEMETER	Demeter Milchviehtagung	Celle	2019
Other	Other	Scientific Community (higher education, Research)	Industry	Farmers, advisors	11000	DEMETER	Ökofeldtage	Kassel	2019
Other	Other	Scientific Community (higher education, Research)		Farmers, advisors	350	DEMETER	Praktikertag rund ums Milchvieh	Überlingen	2019
Other	Other	General Public		Farmers, advisors	30	DEMETER	Seminar muttergebundene Kälberaufzucht	Völkleswaldhof	2019
Other	Other	Industry		Farmers, advisors	15	DEMETER	Feldtag Milchvieh auf die Weide	Ingoldingen	2019
participation to conference	Other	Policy makers	General Public	Advisor community	50	EUFRAS	57th IALB   7th EUFRAS conference	Mosonmagyaróvár, Hungary	2018

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	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)					
participation to event other than conference or workshop	Other	General Public	Policy makers	Advisor community	50	EUFRAS	EUFRAS Annual Assembly 2018	Warsaw, Poland	2018
participation to conference	Other	Policy makers	General Public	Advisor community	100	EUFRAS	58. IALB/ 8. EUFRAS Conference	Salzburg, Austria	2019
participation to event other than conference or workshop	Other	General Public	Policy makers	Advisor community	100	EUFRAS	EUFRAS Annual Assembly 2019	Lisbon, Portugal	2019
brochures	Scientific Community (higher education, Research)	Industry	Customers		500	EVILVO	FarmDemo Design Guide	Europe	2019
Organisation of Conference	Scientific Community (higher education, Research)	Industry	Civil Society		208	EVILVO	FarmDemo Conference	Brussels	2019
Organisation of Workshop	Scientific Community (higher education, Research)				15	EVILVO	ESEE conference. Workshop: Reflexive M&E as a tool to stimulate P2P learning and impact during on –farm Demonstrations	Sicily	2019
Organisation of Workshop	Scientific Community (higher education, Research)				20	EVILVO	How to catch the farmer's eyes and ears in your demonstration	Merelbeke, Belgium	2019

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Type of dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Title of item, presentation, meeting attended etc.	Place	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)					
Participation to conference	Scientific Community (higher education, Research)	Other		advisory services	40	EVILVO	ESEE conference. presentation: The Dynamic Action Plan as a tool for network development and project management in the NEFERTITI project	Sicily	2019
Press release	Other	Scientific Community (higher education, Research)	Medias	subscribers of the ILVO newsletter	2800	EVILVO	1.400 demofarms in Europa in kaart: Europees onderzoeksproject verbetert recepten voor succesvolle demonstraties	Belgium	2019
participation to conference	Scientific Community (higher education, Research)				75	FiBL	Challenges of knowledge sharing networks in a European context	Trondheim	2019
Organisation of Workshop	Scientific Community (higher education, Research)				50	GLZ	Presentation	Oldenburg	2019
Organisation of Workshop	Scientific Community (higher education, Research)	Industry			50	GLZ	Presentation	University Göttingen	2019
Organisation of Workshop	Civil Society	Scientific Community (higher education, Research)			50	GLZ	Presentation	Eckflether Kroog	2019

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Type of dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Title of item, presentation, meeting attended etc.	Place	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)					
Organisation of Workshop	Civil Society	Industry			50	GLZ	Presentation	J.Müller	2019
Organisation of Workshop	Civil Society	Industry			50	GLZ	Presentation	J.Müller	2019
Organisation of Workshop	Scientific Community (higher education, Research)				50	GLZ	Training Tool	LWK Oldenburg	2019
Organisation of Workshop	Customers				50	GLZ	Presentation	Ovelgönne	2019
Organisation of Workshop	Customers				50	GLZ	Presentation	Ovelgönne	2019
Organisation of Workshop	Customers				50	GLZ	Presentation	Loxstedt	2019
Organisation of Workshop	Customers				50	GLZ	Presentation	Glückstadt	2019
participation to conference	Customers	General Public			50	GLZ	Conference	Brake	2019
participation to workshop	General Public				50	GLZ	Presentation	LEB, Golzwarden	2019

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Type of dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Title of item, presentation, meeting attended etc.	Place	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)					
participation to workshop	General Public				50	GLZ	Presentation	LEB, Sandfeld	2019
Press release	Scientific Community (higher education, Research)	Industry	Investors			GLZ	Press release	NWZ Newspaper	2019
Press release	Customers					GLZ	Press release	Elite	2019
exhibition	Industry	Policy makers	General Public		100	HUTTON	Do you want to be a farmer or crofter?' Wraparound banner at Royal Highland Show, Ingliston, Edinburgh.	First available for distribution at: James Hutton Institute marquee, Royal Highland Show, Ingliston, Edinburgh.	2019
Flyers	Industry	Policy makers	General Public		1000	HUTTON	New Pathways - New People: Securing the Sustainability of Scottish Farming	First available for distribution at: James Hutton Institute marquee, Royal Highland Show, Ingliston, Edinburgh.	2019
Flyers	Industry	Policy makers	General Public		1000	HUTTON	From the Ground Up: Experiences of new entrant farmers across the UK	First available for distribution at: James Hutton Institute marquee, Royal Highland Show, Ingliston, Edinburgh.	2019

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Type of dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Title of item, presentation, meeting attended etc.	Place	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)					
Other	Industry	Scientific Community (higher education, Research)			12	HUTTON	Supporting On-Farm Demonstration to Encourage New Entrants to Agriculture in Scotland: NEFERTITI project 'Scottish Hub'; presentation to participants of LEAF 'Speak Out' training course.	James Hutton Institute, Invergowrie, Dundee, Scotland.	2019
participation to event other than conference or workshop	Industry	Policy makers	Scientific Community (higher education, Research)		100	HUTTON	'Arable Conversations: New entrants to arable farming: opportunities and obstacles'	Balruddery Farm, James Hutton Institute, Dundee.	2019
participation to event other than conference or workshop	Industry	Policy makers	Civil Society		40	HUTTON	Supporting On-Farm Demonstration to Encourage New Entrants to Agriculture in Scotland: NEFERTITI project 'Scottish Hub'	Ernespie Farm Centre, Castle Douglas, Dumfries and Galloway, Scotland	2019
participation to event other than conference or workshop	Other	Scientific Community (higher education, Research)		Farmers	40	HUTTON	Cross visit Network 10	Scotland	2019
Press release	Scientific Community (higher education, Research)	Industry	General Public		2400	IDELE	press release (RRN - IDELE MAG)	France	2018
Organisation of Workshop	Other			farmers	25	IDELE	working group on attractivity and transmission in livestock farming	Paris	2019

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Type of dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Title of item, presentation, meeting attended etc.	Place	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)					
Organisation of Workshop	Scientific Community (higher education, Research)				30	IDELE	working group on attractivity and transmission in livestock farming	Paris	2019
participation to conference	Scientific Community (higher education, Research)				500	IDELE	international conference initiative 4/1000	Poitiers	2019
participation to workshop	Scientific Community (higher education, Research)				200	IDELE	French researchers working on C storage in France	Paris	2019
Press release	Other			farmers	1000	IDELE	farmers of the region pays de la Loire, weekly newspaper	Region Pays de la Loire	2019
Organisation of Workshop	Scientific Community (higher education, Research)	Industry			12	IfA	Carbon Meeting	Warwickshire	2019
Trade fair	Industry	Scientific Community (higher education, Research)	Policy makers		3000	IfA	Scot Grass	Scotland	2019

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D7.3: Midterm report on dissemination and communication plan implementation



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Trade fair	General Public	Industry	Policy makers		91000	IfA	Devon County Show	Devon	2019
Trade fair	Industry	Scientific Community (higher education, Research)	Policy makers		4000	IfA	Beef Expo 2019, Cumbria	Cumbria	2019
Trade fair	General Public	Industry	Scientific Community (higher education, Research)		3300	IfA	Surrey County Show	Surrey	2019
Trade fair	General Public	Industry	Medias		90000	IfA	Suffolk County Show	Suffolk	2019
Trade fair	General Public	Industry	Medias		65000	IfA	South of England	Peterborough	2019
Trade fair	General Public	Industry	Medias		96000	IfA	Royal Three Counties Show	Herefordshire	2019
Trade fair	Industry	Scientific Community (higher education, Research)	Policy makers		2000	IfA	Groundswell'	Hertfordshire	2019
Trade fair	General Public	Industry	Medias		95000	IfA	Hampshire & New forest Show	Hampshire	2019

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Trade fair	Industry	Scientific Community (higher education, Research)	Policy makers		9000	IfA	UK Dairy Day	Somerset	2019
Trade fair	General Public	Industry	Medias		60000	IfA	Royal Berkshire Show	Berkshire	2019
Trade fair	Industry	Scientific Community (higher education, Research)	Policy makers		6000	IfA	The Dairy Show	Somerset	2019
Trade fair	Scientific Community (higher education, Research)	Scientific Community (higher education, Research)	Policy makers		100	IfA	Nottingham University Presentation	Nottingham	2019
Trade fair	Industry	Scientific Community (higher education, Research)	Policy makers		3000	IfA	Future Farm technology Expo	Birmingham	2019
Trade fair	Scientific Community (higher education, Research)	Industry	General Public		100	IfA	Hartpury University	Gloucestershire	2019

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Trade fair	Scientific Community (higher education, Research)	Industry	Policy makers		200	IfA	Antibiotic Stewardship Conference	Manchester	2019
Organisation of Workshop	Scientific Community (higher education, Research)	Industry	Other	farmers	140	IFV	1 demonstration day "INNOSETA" on vineyard spraying (presentation of a poster of NEFERTITI project)	Montpellier	2019
Organisation of Workshop	Other			Advisory services	50	IFV	1 international Cross visit for hub leaders	Bordeaux	2019
Newspaper/journal	General Public				500	INTIA	Los productores ecológicos en Navarra aumentan un 12,8% en el último año	Villava	2018
Other	Other			Farmers/Advisors	3500	INTIA	NTIA participa en estos momentos en 39 proyectos de I+D en colaboración con 246 entidades de 30 países	Villava	2018
Other					60	INTIA	Un centenar de personas acuden a la jornada organizada por INTIA sobre Biodiversidad y producción ecológica	Villava	2018
participation to event other than conference or workshop	Other			Farmers	15	INTIA	Curso 1º instalación	Villava	2018
Newspaper/journal	General Public				68000	INTIA	Reducing pesticides use	Pamplona	2019

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Newspaper/journal	General Public				50000	INTIA	Línea Clave', una metodología para afrontar los problemas climáticos y asegurar la viabilidad agraria	Pamplona	2019
Other	Other			Farmers/Advisors	4500	INTIA	La importancia de aprender a gestionar y diseñar el cultivo de las parcelas agrícolas para optimizar los recursos hídricos	Villava	2019
pitch event	Other			Advisors	25	INTIA	Presentación proyecto Nefertiti técnicos INTIA	Villava	2019
pitch event	Policy makers				10	INTIA	Presentación proyecto Gobierno de Navarra	Pamplona	2019
Press release	General Public				3500	INTIA	E- Newsletter	Villava	2019
Roll-up	General Public				500	INTIA	Roll-up	Villava	2019
video/film	General Public				100	INTIA	Video presentación Nefertiti	Villava	2019
participation to conference					400	ISA/ULisboa	NetworX	Belgium	2019
participation to conference					200	ISA/ULisboa	Alentejo Viticulture Symposium (Simpósio de Viticultura do Alentejo)	Alentejo, Portugal	2019
participation to event other than conference or workshop					60	ISA/ULisboa	DEMO event	Évora, Portugal	2019

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brochures	General Public	Scientific Community (higher education, Research)	Customers		1000	NAAS	NEFERTITI Project	Bulgaria	2019
Flyers	General Public	Scientific Community (higher education, Research)	Customers		1000	NAAS	NEFERTITI Project	Bulgaria	2019
Organisation of Workshop	Policy makers	Scientific Community (higher education, Research)	Other	Advisors	30	NAAS	NEFERTITI Project	Sofia, Bulgaria	2019
Organisation of Workshop	Policy makers	Scientific Community (higher education, Research)	Other	Advisors	50	NAAS	NEFERTITI Project	Sofia, Bulgaria	2019
Other	Policy makers	Scientific Community (higher education, Research)	Industry		60	NAAS	NEFERTITI Project	Chiflik, Bulgaria	2019
participation to conference	General Public	Scientific Community (higher education, Research)	Policy makers		100	NAAS	NEFERTITI Project	Loznitsa, Bulgaria	2019

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participation to conference	General Public	Policy makers	Medias		100	NAAS	NEFERTITI Project	Gavrailovo, Bulgaria	2019
participation to workshop	Scientific Community (higher education, Research)	Medias	Customers		120	NAAS	NEFERTITI Project	Plovdiv, Bulgaria	2019
trade fair	General Public	Policy makers	Customers		70	NAAS	NEFERTITI Project	Plovdiv, Bulgaria	2019
trade fair	General Public	Customers	Investors		150	NAAS	NEFERTITI Project	Rakovski, Bulgaria	2019
Flyers	Policy makers	Scientific Community (higher education, Research)			80	ÖON	Apple Variety-tasting event at Ministry for agriculture in Lower Saxony	Hannover, Ministry of Agriculture Lower Saxony	2019
Magazine/article	Scientific Community (higher education, Research)	Other	Customers	Organic Fruit Farmers	100	ÖON	FarmDemo - Demonstrationskampagnen des EU-Projektes NEFERTITI gehen in die erste Runde	Magazine	2019
participation to event other than conference or workshop	Other	Scientific Community (higher education, Research)		Organic Fruit Farmers	40	ÖON	ÖON General Assembly	Jork	2019

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Roll-up	Other	Policy makers	Medias		120	ÖON	ÖON 20-years Anniversary	Jork	2019
Flyers	Industry	Medias	Civil Society		30	ProAgria EP	NEFERTITI Prpjct	Finland	2018
Magazine/article	Customers	Industry	Civil Society		5000	ProAgria EP	NEFERTITI Prpjct	Southern Ostrobothnia area, Finland	2018
trade fair	Customers	Industry	General Public		30	ProAgria EP	Pohjanmaan Peltopäivä	Ylistaro, Finland	2018
Magazine/article	Customers	Industry			5000	ProAgria EP	TÄSMÄVILJELYSSÄ ALOITTAMISEN KYNNYS VOI TUNTUA KORKEALTA	Southern Ostrobothnia area, Finland	2019
participation to conference	Industry	Scientific Community (higher education, Research)			50	ProAgria EP	Uudistuva Maatalous seminaari	Seinäjoki, Finland	2019
pitch event	Scientific Community (higher education, Research)				60	ProAgria EP	Henkilöstöpäivät	Finland	2019
Press release	Medias	Industry	Civil Society		10000	ProAgria EP	H2020 NEFERTITI project: Innovation in Demo Farms!	Finland	2019

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Flyers	Policy makers	Industry	Scientific Community (higher education, Research)		20	PZH	ERIAFF/S3 thematic platforms	Florence	2019
Flyers	Policy makers				5	PZH	S3 Thematic Platform meeting	Malaga	2019
participation to conference	Policy makers	Industry	Scientific Community (higher education, Research)		100	PZH	ERIAFF/S3 thematic platforms	Florence	2019
participation to conference	Policy makers	Industry	Scientific Community (higher education, Research)		30	PZH	S3 High Tech Farming meeting	Malaga	2019
participation to conference	Policy makers	Industry			30	PZH	PIC meeting	Naaldwijk (NL)	2019
participation to event other than conference or workshop	Policy makers	Industry			30	PZH	ERIAFF technical meeting	Brussels	2019
participation to event other than conference or workshop	Policy makers	Industry			25	PZH	ERIAFF technical meeting	Brussels	2019

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brokerage/event	Investors	Scientific Community (higher education, Research)	Policy makers		10	RT	Digitalisation and New Technologies in Agri-food	Malaga	2019
participation to event other than conference or workshop	Scientific Community (higher education, Research)	Policy makers			15	RT	Agrolink Board meeting	Brussels	2019
participation to workshop	Scientific Community (higher education, Research)	Investors	Policy makers		80	RT	Innovazione tecnologica nell' Agrifood	Firenze	2019
participation to workshop	Scientific Community (higher education, Research)	Investors	Policy makers		50	RT	Digital Innovation in Agri-food	Bolzano	2019
Flyers	Scientific Community (higher education, Research)	General Public	Policy makers		100	SZE	hub flyer HU		2019

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Magazine/article	Scientific Community (higher education, Research)	General Public	Policy makers		2000	SZE	eip-agri agrinnovation 2019 / 6 FarmON: embracing innovation through demonstration		2019
Organisation of Conference	Scientific Community (higher education, Research)	Policy makers	Industry		100	SZE	SMARTFARM conference	Babolna, Hungary	2019
participation to conference	Scientific Community (higher education, Research)				150	SZE	FarmDemo Conference 21.05.2019	Brussels	2019
participation to event other than conference or workshop	Scientific Community (higher education, Research)				100	SZE	Regional Charolais Meeting	Penzesgyor, Hungary	2019
posters Training	Scientific Community (higher education, Research)	General Public	Policy makers		100	SZE	posters of hub events		2019

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trade fair	Scientific Community (higher education, Research)	General Public	Policy makers		2000	SZE	Field Days and Agricultural Machinery Show in Mezofalva; 2 events (network 5 and 10)	Mezofalva, Hungary	2019
trade fair	Scientific Community (higher education, Research)	General Public	Policy makers		2000	SZE	Babolna International Farmers' Days	Babolna, Hungary	2019
trade fair	Industry	General Public	Policy makers		1000	SZE	Karcag Field Day	Karcag, Hungary	2019
trade fair	General Public	Industry	Policy makers		2000	SZE	OMÉK trade fair	Budapest, Hungary	2019
Flyers	Industry	General Public			500	Teagasc	Network #10 careers in dairying flyer	NEFERTITI events	2018
Roll-up	Industry	General Public	Medias		500	Teagasc	Network #10 roll up banner for publicity at events	NEFERTITI events	2018
exhibition	Industry	Scientific Community (higher education, Research)	Medias		10000	Teagasc	<a href="https://www.facebook.com/Teagasc/photos/a.125645577514285/2290121131066708/?type=3">https://www.facebook.com/Teagasc/photos/a.125645577514285/2290121131066708/?type=3</a>	Moorepark open day	2019
Press release	General Public	Industry	Medias		1500	Teagasc	'You Can Farm' farm demonstration event as part of NEFERTITI project	Teagasc.ie	2019
Roll-up	Industry	General Public			500	Teagasc	Network #1 roll up banner for publicity at events	NEFERTITI events	2019

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video/film	General Public	Industry	Medias		1150	Teagasc	<a href="https://www.youtube.com/watch?v=vIEBKNgSNek">https://www.youtube.com/watch?v=vIEBKNgSNek</a>	Youtube	2019
video/film	General Public	Industry	Medias		1100	Teagasc	<a href="https://www.youtube.com/watch?v=zwN1RaiSG2I">https://www.youtube.com/watch?v=zwN1RaiSG2I</a>	Youtube	2019
video/film	General Public	Industry	Medias		1000	Teagasc	<a href="https://www.youtube.com/watch?v=emMwkyNkLlk">https://www.youtube.com/watch?v=emMwkyNkLlk</a>	Youtube	2019
Magazine/article	Civil Society	Scientific Community (higher education, Research)	Industry		500	UAL	Tie in of Operating Group H3 to Nefertiti	Almería, Spain	2018
Non-scientific and non-peer reviewed publications	Industry	Civil Society	Scientific Community (higher education, Research)		4100	UAL	Nefertiti project	Almería, Spain	2018
Press release	Civil Society	Scientific Community (higher education, Research)	Industry		700	UAL	Nefertiti project	Almería, Spain	2018
Communication campaign (e.g. radio, tv)	General Public	Industry			7000	UAL	TV program Parcela 24	Almeria, Spain	2019
Communication campaign (e.g. radio, tv)	General Public	Industry			3500	UAL	H2020 projects	Almería, Spain	2019

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Communication campaign (e.g. radio, tv)	General Public	Industry			3500	UAL	Nefertiti week	Almería, Spain	2019
Communication campaign (e.g. radio, tv)	General Public	Industry			3500	UAL	Nefertiti workshop on transfer of agricultural knowledge	Almería, Spain	2019
Magazine/article	Civil Society	Scientific Community (higher education, Research)	Industry		500	UAL	Smart Agrihubs	Almería, Spain	2019
Magazine/article	Scientific Community (higher education, Research)	General Public			800	UAL	Almería SmartAgriHub	Málaga, Spain	2019
Magazine/article	Industry	Policy makers	General Public		136	UAL	Almería smartAgrihub	Cádiz, Spain	2019
Magazine/article	Scientific Community (higher education, Research)	General Public			25000	UAL	How knowledge and innovation are transferred	Almería, Spain	2019
Magazine/article	Industry				4100	UAL	Nefertiti week	Almería, UAL	2019
Magazine/article	Industry				4100	UAL	Nefertiti workshop on knowledge transfer	Almería, UAL	2019



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Newspaper/journal	General Public	Industry			5500	UAL	Nefertiti workshop on knowledge transfer	Almeria, Spain	2019
Organisation of Workshop	Industry				105	UAL	Workshop on efficient use of Nitrogen	El Ejido, Spain	2019
Other	Industry				40	UAL	Nefertiti activities	Almería, Spain	2019
Other	Industry	Civil Society	Scientific Community (higher education, Research)		600	UAL	Nefertiti news in social networks	Almería, Spain	2019
participation to event other than conference or workshop	Industry	Scientific Community (higher education, Research)	General Public		20	UAL	Research, Innovation and Transfer in the Almería horticultural sector	Huelva, Spain	2019
Press release	Scientific Community (higher education, Research)	General Public			250	UAL	Nefertiti workshop on knowledge transfer	Almería, Spain	2019
Roll-up	Industry	General Public	Civil Society		45000	UAL	Infoagro exhibition	Aguadulce, Spain	2019

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Roll-up	General Public	Civil Society	Scientific Community (higher education, Research)		11000	UAL	la noche de los Investigadores	Almería, Spain	2019
Flyers	Industry	customers	Scientific Community (higher education, Research)		250	WR	Flyer about Cover Crop Day	Vredepeel, The Netherlands	2019
Non-scientific and non-peer reviewed publications	Industry	General Public	Policy makers		1000	WR	Preisector stelt toekomst centraal	Nieuwe Oogst - agricultural newspaper	2019
Non-scientific and non-peer reviewed publications	Industry				500	WR	Zaadontsmetting van preirassen Seminis blijft mogelijk	Groenten & Fruit - growers magazine	2019
participation to conference	Policy makers	Industry			200	WR	Farmdemo: farmers learn from farmers	Amersfoort, Netherlands	2019
participation to conference	Policy makers	Industry			200	WR	Farmdemo: farmers learn from farmers	Amersfoort, Netherlands	2019
Press release	Industry	Customers	Scientific Community (higher education, Research)		1000	WR	Article about Nefertiti Demo	Lelystad, The Netherlands	2019





Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	97	AAC	Twitter	2018
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	97	AAC	Twitter	2018
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	180	AAC	Facebook	2018
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	180	AAC	Facebook	2018
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	180	AAC	Facebook	2018
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	180	AAC	Facebook	2018
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	180	AAC	Facebook	2018
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	180	AAC	Facebook	2018
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	180	AAC	Facebook	2018
post on website	General Public	Other	Scientific Community (higher education, Research)	Advisors	1 904	AAC	Website	2018



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	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on website	General Public	Other	Scientific Community (higher education, Research)	Advisors	1 907	AAC	Website	2018
post on website	General Public	Other	Scientific Community (higher education, Research)	Advisors	688	AAC	Website	2018
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	97	AAC	twitter	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	296	AAC	twitter	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	97	AAC	twitter	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	97	AAC	twitter	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	97	AAC	twitter	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	97	AAC	twitter	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	97	AAC	twitter	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	97	AAC	twitter	2019



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post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	97	AAC	twitter	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	97	AAC	twitter	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	97	AAC	twitter	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	97	AAC	twitter	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	114	AAC	twitter	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	97	AAC	twitter	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	147	AAC	twitter	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	97	AAC	twitter	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	97	AAC	twitter	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	146	AAC	twitter	2019



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post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	97	AAC	twitter	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	180	AAC	facebook	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	180	AAC	facebook	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	180	AAC	facebook	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	180	AAC	facebook	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	180	AAC	facebook	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	180	AAC	facebook	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	180	AAC	facebook	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	180	AAC	facebook	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	180	AAC	facebook	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	180	AAC	facebook	2019



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	180	AAC	facebook	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	180	AAC	facebook	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	138	AAC	facebook	2019
post on social media	General Public	Other	Scientific Community (higher education, Research)	Advisors	54	AAC	facebook	2019
post on website	General Public	Other	Scientific Community (higher education, Research)	Advisors	1 088	AAC	website	2019
post on website	Scientific Community (higher education, Research)	Policy makers	Other	farmers	3 000	ACTA	Website	2018.2
other on-line activity	Scientific Community (higher education, Research)	Industry	Policy makers	Farmers	10 000	ACTA	Newsletter	2019
other on-line activity	Scientific Community (higher education, Research)	Industry			10 000	ACTA	EIP-AGRI	2019
other on-line activity	Scientific Community (higher education, Research)	Industry	Policy makers		2 000	ACTA	Website	2019
post on social media	Scientific Community (higher education, Research)	Policy makers	Other	farmers	5 000	ACTA	Twitter LinkedIn	2018, 2019



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on social media	Scientific Community (higher education, Research)	Industry	Policy makers	farmers	2 720	ARVALIS	Twitter	2019
post on social media	Scientific Community (higher education, Research)	Industry	Policy makers	farmers	2 720	ARVALIS	Twitter	2019
post on social media	Scientific Community (higher education, Research)	Industry	Policy makers	farmers	1 689	ARVALIS	Twitter	2019
post on website	Scientific Community (higher education, Research)	Policy makers		farmers	1 333	ARVALIS	Twitter	2019
post on website	Farmers	Advisors	General Public		92 000	ASC	website	2019
post on website	Farmers	Advisors	General Public		92 000	ASC	website	2019
post on website	Farmers	Advisors	General Public		92 000	ASC	website	2019
post on website	Farmers	Advisors	General Public		92 000	ASC	website	2019
post on website	Farmers	Advisors	General Public		92 000	ASC	website	2019
post on website	Farmers	Advisors	General Public		92 000	ASC	website	2019
post on website	Farmers	Advisors	General Public		92 000	ASC	website	2019
post on website	Farmers	Advisors	General Public		92 000	ASC	website	2019
post on website	Farmers	Advisors	General Public		92 000	ASC	website	2019
post on website	Farmers	Policy makers	General Public		92 000	ASC	website	2019
post on website	Farmers	Scientific Community (higher education, Research)	Advisors		92 000	ASC	website	2019
post on website	Civil Society	Other	Customers	Farmers & advisers	45 000	BIOLAND	Website	2019



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on social media	Scientific Community (higher education, Research)	Industry	Policy makers		710	BIOS	Twitter	2018
post on social media	Scientific Community (higher education, Research)	Industry	General Public		300	BIOS	Facebook	2018
post on social media	Scientific Community (higher education, Research)	Industry	General Public		400	BIOS	Facebook	2018
post on social media	Scientific Community (higher education, Research)	Industry	Policy makers		2 215	BIOS	Twitter	2019
post on social media	Scientific Community (higher education, Research)	Industry	General Public		700	BIOS	Facebook	2019
post on social media	Scientific Community (higher education, Research)	Industry	General Public		500	BIOS	Facebook	2019
post on website	Industry	Medias	General Public		727	CEMA	CEMA website	2018
post on website	Industry	Medias	General Public		27	CEMA	CEMA on-line newsletter	2018
post on website	Industry	Medias	General Public		22	CEMA	CEMA on-line newsletter	2018
post on website	Industry	Medias	General Public		31	CEMA	CEMA on-line newsletter	2018
post on website	Industry	Medias	General Public		44	CEMA	CEMA website	2018
post on website	Industry	Medias	General Public		66	CEMA	CEMA on-line newsletter	2018
post on website	Industry	Medias	General Public		38	CEMA	CEMA website	2018



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on website	Industry	Medias	General Public		522	CEMA	CEMA website	2018
post on website	Industry	Medias	General Public		45	CEMA	CEMA website	2019
post on website	Industry	Medias	General Public		39	CEMA	CEMA on-line newsletter	2019
post on website	Industry	Medias	General Public		37	CEMA	CEMA on-line newsletter	2019
post on website	Industry	Medias	General Public		24	CEMA	CEMA on-line newsletter	2019
post on website	Industry	Medias	General Public		161	CEMA	CEMA on-line newsletter	2019
post on social media	Industry	Medias	General Public		2 537	CEMA	CEMA Twitter account	2018-2019
post on website						EUFRAS	Website	2018
post on website						EUFRAS	Website	2018
post on website						EUFRAS	Website	2018
other on-line activity	Industry				not clear	EVILVO	Website	2019
post on social media	Other			Followers of NEFERTITI twitter account	909	EVILVO	Twitter	2019
post on social media	Scientific Community (higher education, Research)				269	EVILVO	Twitter	2018-2019
post on social media	Other			Farmers, advisors	4 044	FiBL	Twitter	2018
post on social media	Other			Farmers, advisors	1 920	FiBL	Twitter	2018
post on social media	Other			Farmers, advisors	1 223	FiBL	Twitter	2018
post on social media	Other			Farmers, advisors	3 824	FiBL	Twitter	2018
post on social media	Other			Farmers, advisors	1 113	FiBL	YouTube Farmdemo	2018
post on social media	Other			Farmers, advisors	1 617	FiBL	FiBLFilm YouTube	2018



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on social media	Other			Farmers, advisors	173	FiBL	YouTube Farmdemo	2018
post on social media	Other			Farmers, advisors	758	FiBL	YouTube Farmdemo	2018
post on social media	Other			Farmers, advisors	3 802	FiBL	Twitter	2019
post on social media	Other			Farmers, advisors	3 251	FiBL	Twitter	2019
post on social media	Other			Farmers, advisors	3 793	FiBL	Twitter	2019
post on social media	Other			Farmers, advisors	5 198	FiBL	Twitter	2019
post on social media	Other			Farmers, advisors	5 672	FiBL	Twitter	2019
post on social media	Other			Farmers, advisors	3 025	FiBL	Twitter	2019
post on social media	Other			Farmers, advisors	2 459	FiBL	Twitter	2019
post on social media	Other			Farmers, advisors	5 134	FiBL	Twitter	2019
post on social media	Other			Farmers, advisors	8 464	FiBL	Twitter	2019
post on social media	Other			Farmers, advisors	8 503	FiBL	Twitter	2019
post on social media	Other			Farmers, advisors	4 768	FiBL	Twitter	2019
post on social media	Other			Farmers, advisors	2 105	FiBL	Twitter	2019
post on social media	Other			Farmers, advisors	2 230	FiBL	Twitter	2019
post on social media	Other			Farmers, advisors	4 497	FiBL	Twitter	2019
post on social media	Other			Farmers, advisors	2 316	FiBL	Twitter	2019
post on social media	Other			Farmers, advisors	2 193	FiBL	Twitter	2019
post on social media	Other			Farmers, advisors	3 759	FiBL	Twitter	2019
post on social media	Other			Farmers, advisors	2 125	FiBL	Twitter	2019
post on social media	Other			Farmers, advisors	3 463	FiBL	Twitter	2019
post on social media	Other			Farmers, advisors	1 223	FiBL	FiBLFilm YouTube	2019
post on social media	Other			Farmers, advisors	1 512	FiBL	FiBLFilm YouTube	2019
post on social media	Other			Farmers, advisors	1 174	FiBL	FiBLFilm YouTube	2019



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on social media	Other			Farmers, advisors	940	FiBL	FiBLFilm YouTube	2019
post on social media	Other			Farmers, advisors	365	FiBL	YouTube Farmdemo	2019
post on social media	Other			Farmers, advisors	288	FiBL	FiBLFilm YouTube	2019
post on social media	Other			Farmers, advisors	298	FiBL	FiBLFilm YouTube	2019
post on social media	Other			Farmers, advisors	304	FiBL	YouTube Farmdemo	2019
post on social media	Other			Farmers, advisors	2 096	FiBL	YouTube Farmdemo	2019
post on social media	Other			Farmers, advisors	334	FiBL	FiBLFilm YouTube	2019
post on social media	Other			Farmers, advisors	334	FiBL	FiBLFilm YouTube	2019
post on social media	Other			Farmers, advisors	130	FiBL	YouTube Farmdemo	2019
post on social media	Other			Farmers, advisors	1 041	FiBL	FiBLFilm YouTube	2019
post on social media	Other			Farmers, advisors	972	FiBL	FiBLFilm YouTube	2019
post on social media	Other			Farmers, advisors	758	FiBL	FiBLFilm YouTube	2019
post on social media	Other			Farmers, advisors	518	FiBL	YouTube Farmdemo	2019
post on social media	Other			Farmers, advisors	82	FiBL	YouTube Farmdemo	2019
post on social media	Other			Farmers, advisors	710	FiBL	YouTube Farmdemo	2019
post on social media	Other			Farmers, advisors	19 480	FiBL	FiBLFilm YouTube	2019
post on social media	Other			Farmers, advisors	2 045	FiBL	YouTube Farmdemo	2019
post on social media	Other			Farmers, advisors	343	FiBL	YouTube Farmdemo	2019
post on social media	Other			Farmers, advisors	831	FiBL	YouTube Farmdemo	2019
post on social media	Other			Farmers, advisors	975	FiBL	FiBLFilm YouTube	2019
post on social media	Other			Farmers, advisors	432	FiBL	YouTube Farmdemo	2019
post on social media	Other			Farmers, advisors	416	FiBL	YouTube Farmdemo	2019
post on social media	Other			Farmers, advisors	1 060	FiBL	YouTube Farmdemo	2019
post on social media	Other			Farmers, advisors	691	FiBL	FiBLFilm YouTube	2019



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on social media	Other			Farmers, advisors	705	FiBL	FiBLFilm YouTube	2019
post on social media	Other			Farmers, advisors	1 481	FiBL	YouTube Farmdemo	2019
post on social media	Other			Farmers, advisors	1 138	FiBL	FiBLFilm YouTube	2019
post on social media	Other			Farmers, advisors	110	FiBL	FiBLFilm YouTube	2019
post on social media	Other			Farmers, advisors	110	FiBL	FiBLFilm YouTube	2019
post on social media	Other			Farmers, advisors	155	FiBL	YouTube Farmdemo	2019
post on social media	Other			Farmers, advisors	101	FiBL	YouTube Farmdemo	2019
post on website for farmers and advisors (french)	Other			Farmers, advisors	1 000	FiBL	Bioactualités	2019
post on website for farmers and advisors (french)	Other			Farmers, advisors	1 000	FiBL	Bioactualités	2019
post on website for farmers and advisors (french)	Other			Farmers, advisors	1 000	FiBL	Bioactualités	2019
post on website for farmers and advisors (french)	Other			Farmers, advisors	1 000	FiBL	Bioactualités	2019
post on website for farmers and advisors (french)	Other			Farmers, advisors	1 000	FiBL	Bioactualités	2019
post on website for farmers and advisors (french)	Other			Farmers, advisors	1 000	FiBL	Bioactualités	2019
post on website for farmers and advisors (french)	Other			Farmers, advisors	1 000	FiBL	Bioactualités	2019



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on website for farmers and advisors (french)	Other			Farmers, advisors	1 000	FiBL	Bioactualités	2019
post on website for farmers and advisors (german)	Other			Farmers, advisors	2 000	FiBL	Bioaktuell	2019
post on website for farmers and advisors (german)	Other			Farmers, advisors	2 000	FiBL	Bioaktuell	2019
post on website for farmers and advisors (german)	Other			Farmers, advisors	2 000	FiBL	Bioaktuell	2019
post on website for farmers and advisors (german)	Other			Farmers, advisors	2 000	FiBL	Bioaktuell	2019
post on website for farmers and advisors (german)	Other			Farmers, advisors	2 000	FiBL	Bioaktuell	2019
post on website for farmers and advisors (german)	Other			Farmers, advisors	2 000	FiBL	Bioaktuell	2019
post on website for farmers and advisors (german)	Other			Farmers, advisors	2 000	FiBL	Bioaktuell	2019
post on website for farmers and advisors (german)	Other			Farmers, advisors	2 000	FiBL	Bioaktuell	2019
post on website for farmers and advisors (german)	Other			Farmers, advisors	2 000	FiBL	Bioaktuell	2019
post on website for farmers and advisors (german)	Other			Farmers, advisors	2 000	FiBL	Bioaktuell	2019



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on website	Industry	Customers			1 000	GLZ	Website	2019
post on website	Scientific Community (higher education, Research)	Industry	General Public		1 000	GLZ	Website	2019
post on website	Industry				1 000	GLZ	Website	2019
Other on-line activity	Other	General Public	Scientific Community (higher education, Research)	Farmers, farm advisors and vets	200	HH	Website	2018
Post on website	Other	General Public	Scientific Community (higher education, Research)	Farmers, farm advisors and vets	50	HH	Website	2018
Other on-line activity	Other	General Public	Scientific Community (higher education, Research)	Farmers, farm advisors and vets	200	HH	Website	2019
post on social media	Scientific Community (higher education, Research)	Industry	Policy makers		2404 'impressions' on Twitter (i.e. number of times people saw this Tweet); 206 engagements (i.e. number of times people interacted with this tweet).	HUTTON	Twitter	2019



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on social media	Scientific Community (higher education, Research)	Industry	Policy makers		634 'impressions' on Twitter (i.e. number of times people saw this Tweet); 11 engagements (i.e. number of times people interacted with this tweet).	HUTTON	Twitter	2019
post on social media	Scientific Community (higher education, Research)	Industry	Policy makers		905 'impressions' on Twitter (i.e. number of times people saw this Tweet); 46 engagements (i.e. number of times people interacted with this tweet).	HUTTON	Twitter	2019
post on social media	Industry	Policy makers	Scientific Community (higher education, Research)		2277 'impressions' on Twitter (i.e. number of times people saw this Tweet); 35 engagements (i.e. number of times people interacted with this tweet).	HUTTON	Twitter	2019



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on social media	Scientific Community (higher education, Research)	Industry	Policy makers		4372 'impressions' on Twitter (i.e. number of times people saw this Tweet); 152 engagements (i.e. number of times people interacted with this tweet).	HUTTON	Twitter	2019
post on social media	Scientific Community (higher education, Research)	Industry	Policy makers		2804 'impressions' on Twitter (i.e. number of times people saw this Tweet); 108 engagements (i.e. number of times people interacted with this tweet).	HUTTON	Twitter	2019
post on social media	Industry	Policy makers	Scientific Community (higher education, Research)		2466 'impressions' on Twitter (i.e. number of times people saw this Tweet); 86 engagements (i.e. number of times people interacted with this tweet).	HUTTON	Twitter	2019



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on social media	Industry	Policy makers	Scientific Community (higher education, Research)		1382 'impressions' on Twitter (i.e. number of times people saw this Tweet); 14 engagements (i.e. number of times people interacted with this tweet).	HUTTON	Twitter	2019
post on social media	Industry	Policy makers	Scientific Community (higher education, Research)		1654 'impressions' on Twitter (i.e. number of times people saw this Tweet); 82 engagements (i.e. number of times people interacted with this tweet).	HUTTON	Twitter	2019
post on social media	Industry	Policy makers	Scientific Community (higher education, Research)		939 'impressions' on Twitter (i.e. number of times people saw this Tweet); 23 engagements (i.e. number of times people interacted with this tweet).	HUTTON	Twitter	2020



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on social media	Scientific Community (higher education, Research)	Other	Medias	farmers	6 000	IDELE	Twitter	2018.2
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		4 900	IFA	Twitter	2018
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		4 900	IFA	Twitter	2018
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		4 900	IFA	Twitter	2018
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		4 900	IFA	Twitter	2018
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		4 900	IFA	Twitter	2018
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		4 900	IFA	Twitter	2018
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		4 900	IFA	Twitter	2018
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		5 000	IFA	Twitter	2018
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		4 900	IFA	Twitter	2018
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		4 900	IFA	Twitter	2018



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		4 900	IFA	Twitter	2018
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		5 000	IFA	Twitter	2018
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		5 000	IFA	Twitter	2018
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		5 000	IFA	Twitter	2018
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		5 939	IFA	Twitter	2019
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		5 939	IFA	Twitter	2019
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		5 939	IFA	Twitter	2019
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		5 939	IFA	Twitter	2019
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		5 939	IFA	Twitter	2019
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		5 939	IFA	Twitter	2019



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		5 000	IFA	Twitter	2019
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		5 000	IFA	Twitter	2019
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		5 000	IFA	Twitter	2019
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		5 939	IFA	Twitter	2019
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		5 939	IFA	Twitter	2019
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		5 939	IFA	Twitter	2019
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		5 939	IFA	Twitter	2019
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		5 939	IFA	Twitter	2019
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		5 939	IFA	Twitter	2019
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		5 939	IFA	Twitter	2019
Post on social media	Industry	Scientific Community (higher education, Research)	Policy makers		5 939	IFA	Twitter	2019



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on social media	General Public				1 108	IFOAM EU	Twitter	2019
post on social media	General Public				1 061	IFOAM EU	Twitter	2019
post on social media	General Public				2 205	IFOAM EU	Twitter	2019
post on social media	General Public				3 257	IFOAM EU	Twitter	2019
post on social media	General Public				276	IFOAM EU	Facebook	2019
post on website	General Public				9	IFOAM EU		
post on website	General Public				2	IFOAM EU		
post on website	General Public				6	IFOAM EU		
post on website	General Public				1	IFOAM EU		
post on website	General Public				56	IFOAM EU		
other on-line activity	Scientific Community (higher education, Research)				2 000	IFV	Twitter	2018.2
post on social media	other			Farmers, advisors	72	INAGRO	YouTube Farmdemo	2019
other on-line activity	Industry	Scientific Community (higher education, Research)	Other	farmers	82	INOVISA	mailchimp newsletter (english)	2018
other on-line activity	Industry	Scientific Community (higher education, Research)	Other	farmers	674	INOVISA	mailchimp newsletter (portuguese)	2018
other on-line activity	Industry	Scientific Community (higher education, Research)	Other	farmers	30	INOVISA	mailchimp newsletter (english)	2019
other on-line activity	Industry	Scientific Community (higher education, Research)	Other	farmers	465	INOVISA	mailchimp newsletter (portuguese)	2019



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
other on-line activity	Industry	Scientific Community (higher education, Research)	Other	farmers	464	INOVISA	mailchimp newsletter (portuguese)	2019
other on-line activity	Industry	Scientific Community (higher education, Research)	Other	farmers	31	INOVISA	mailchimp newsletter (english)	2019
other on-line activity	Industry	Scientific Community (higher education, Research)	Other	farmers	29	INOVISA	mailchimp newsletter (english)	2019
other on-line activity	Industry	Scientific Community (higher education, Research)	Other	farmers	430	INOVISA	mailchimp newsletter (portuguese)	2019
other on-line activity	Industry	Scientific Community (higher education, Research)	Other	farmers	1	INOVISA	mailchimp newsletter (english)	2019
post on social media	Industry	Scientific Community (higher education, Research)	Other	farmers	1 728	INOVISA	twitter	2019
post on social media	Industry	Scientific Community (higher education, Research)	Other	farmers	480	INOVISA	twitter	2019
post on social media	Industry	Scientific Community (higher education, Research)	Other	farmers	720	INOVISA	twitter	2019
post on social media	Industry	Scientific Community (higher education, Research)	Other	farmers	1 316	INOVISA	twitter	2019
post on social media	Industry	Scientific Community (higher education, Research)	Other	farmers	238	INOVISA	facebook	2019



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on social media	Industry	Scientific Community (higher education, Research)	Other	farmers	2 800	INOVISA	facebook	2019
post on website	Industry	Scientific Community (higher education, Research)	Other	farmers	546	INOVISA	Website	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		200	INTIA	Twitter	2018
post on social media	General Public	Medias	Scientific Community (higher education, Research)		200	INTIA	Twitter	2018
post on social media	General Public	Medias	Scientific Community (higher education, Research)		300	INTIA	Twitter	2018
post on social media	General Public	Medias	Scientific Community (higher education, Research)		300	INTIA	Twitter	2018
post on social media	General Public	Medias	Scientific Community (higher education, Research)		300	INTIA	Twitter	2018
post on social media	General Public	Medias	Scientific Community (higher education, Research)		300	INTIA	Twitter	2018
post on social media	General Public	Medias	Scientific Community (higher education, Research)		400	INTIA	Twitter	2018
post on social media	General Public	Medias	Scientific Community (higher education, Research)		400	INTIA	Twitter	2018



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on social media	General Public	Medias	Scientific Community (higher education, Research)		400	INTIA	Twitter	2018
post on social media	General Public	Medias	Scientific Community (higher education, Research)		970	INTIA	Twitter	2018
post on social media	General Public	Medias	Scientific Community (higher education, Research)		970	INTIA	Twitter	2018
post on social media	General Public	Medias	Scientific Community (higher education, Research)		970	INTIA	Twitter	2018
post on social media	General Public	Medias	Scientific Community (higher education, Research)		970	INTIA	Twitter	2018
post on social media	General Public	Medias	Scientific Community (higher education, Research)		970	INTIA	Twitter	2018
post on social media	General Public	Medias	Scientific Community (higher education, Research)		970	INTIA	Twitter	2018
post on social media	General Public	Medias	Scientific Community (higher education, Research)		200	INTIA	Twitter	2018
post on website	General Public	Customers			4 000	INTIA	Website	2018
post on social media	General Public	Medias	Scientific Community (higher education, Research)		1 285	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019



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	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019



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	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on social media	General Public	Medias	Scientific Community (higher education, Research)		870	INTIA	Twitter	2019
post on website	General Public	Civil Society	Customers		1 000	NAAS	website	2018
other on-line activity	General Public	Civil Society	Customers		219	NAAS	website	2019
post on social media	General Public	Civil Society	Customers		200	NAAS	website	2019
post on website	General Public	Civil Society	Customers		1 000	NAAS	website	2019
post on website	General Public	Civil Society	Customers		2 151	NAAS	website	2019
post on website	General Public	Civil Society	Customers		200	NAAS	website	2019
post on website	General Public	Civil Society	Customers		1 000	NAAS	website	2019
post on website	General Public	Civil Society	Customers		1 240	NAAS	website	2019
post on website	General Public	Civil Society	Customers		842	NAAS	website	2019
post on website	General Public	Civil Society	Customers		2 000	NAAS	website	2019
post on website	General Public	Civil Society	Customers		500	NAAS	website	2019
post on website	General Public	Civil Society	Customers		1 000	NAAS	website	2019



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on website	General Public	Civil Society	Customers		5 468	NAAS	website	2019
post on website	General Public	Civil Society	Customers		2 500	NAAS	website	2019
post on website	General Public	Civil Society	Customers		379	NAAS	website	2019
post on website	General Public	Civil Society	Customers		343	NAAS	website	2019
post on website	General Public	Civil Society	Customers		2 000	NAAS	website	2019
post on website	General Public	Civil Society	Customers		3 166	NAAS	website	2019
post on website	General Public	Civil Society	Customers		150	NAAS	website	2019
post on website	General Public	Civil Society	Customers		144	NAAS	website	2019
post on website	General Public	Civil Society	Customers		1 000	NAAS	website	2019
post on website	General Public	Civil Society	Customers		3 051	NAAS	website	2019
post on website	General Public	Civil Society	Customers		11 304	NAAS	website	2019
post on website	General Public	Civil Society	Customers		5 238	NAAS	website	2019
post on website	General Public	Civil Society	Customers		10 413	NAAS	website	2019
post on website	General Public	Civil Society	Customers		16 938	NAAS	website	2019
post on website	General Public	Civil Society	Customers		568	NAAS	website	2019
post on website	General Public	Civil Society	Customers		175	NAAS	website	2019
post on website	General Public	Civil Society	Customers		293	NAAS	website	2019
post on website	General Public	Civil Society	Customers		127	NAAS	website	2019
post on website	General Public	Civil Society	Customers		253	NAAS	website	2019
post on website	General Public	Civil Society	Customers		70	NAAS	website	2019
post on website	General Public	Civil Society	Customers		99	NAAS	website	2019
post on website	General Public	Civil Society	Customers		182	NAAS	website	2019
post on website	General Public	Civil Society	Customers		109	NAAS	website	2019
post on website	General Public	Civil Society	Customers		91	NAAS	website	2019



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on website	General Public	Civil Society	Customers		744	NAAS	website	2019
post on website	General Public	Civil Society	Customers		68	NAAS	website	2019
post on website	General Public	Civil Society	Customers		31	NAAS	website	2019
post on website	General Public	Civil Society	Customers		41	NAAS	website	2019
post on website	General Public	Civil Society	Customers		158	NAAS	website	2019
post on website	General Public	Civil Society	Customers		40	NAAS	website	2019
post on website	General Public	Civil Society	Customers		35	NAAS	website	2019
post on website	General Public	Civil Society	Customers		47	NAAS	website	2019
post on website	General Public	Civil Society	Customers		200	NAAS	website	
post on social media	General Public				40	ÖON	Facebook	2019
post on social media	General Public				40	ÖON	Facebook	2019
post on social media	General Public				40	ÖON	Facebook	2019
post on website	Policy makers	Industry	Scientific Community (higher education, Research)		50	PZH	Website	2019
post on website	Policy makers	Industry	Scientific Community (higher education, Research)		50	RT	Website	2019
post on website	General Public				500-1000	RT	Website	2019
other on-line activity	Scientific Community (higher education, Research)	General Public	Policy makers		489	SZE	YouTube Farmdemo	2019
other on-line activity	Scientific Community (higher education, Research)	General Public	Policy makers		34	SZE	Youtube	2019



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
other on-line activity	Scientific Community (higher education, Research)	General Public	Policy makers		45	SZE	YouTube Farmdemo	2019
other on-line activity	Scientific Community (higher education, Research)	General Public	Policy makers		75	SZE	YouTube Farmdemo	2019
post on social media	Scientific Community (higher education, Research)	General Public	Policy makers		619	SZE	Facebook	2019
post on social media	Scientific Community (higher education, Research)	General Public	Policy makers		276	SZE	Facebook	2019
post on social media	Scientific Community (higher education, Research)	General Public	Policy makers		801	SZE	Facebook	2019
post on social media	Scientific Community (higher education, Research)	General Public	Policy makers		276	SZE	Facebook	2019
post on social media	Scientific Community (higher education, Research)	General Public	Policy makers		190	SZE	Facebook	2019
post on social media	Scientific Community (higher education, Research)	General Public	Policy makers		187	SZE	Facebook	2019
post on social media	Scientific Community (higher education, Research)	General Public	Policy makers		173	SZE	Facebook	2019
post on social media	Scientific Community (higher education, Research)	General Public	Policy makers		156	SZE	Facebook	2019



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
post on social media	Industry	General Public	Scientific Community (higher education, Research)		300	Teagasc	Twitter	2018
post on social media	Industry	General Public	Scientific Community (higher education, Research)		150	Teagasc	Twitter	2019
post on social media	Industry	General Public	Scientific Community (higher education, Research)		200	Teagasc	Twitter	2019
post on social media	Industry	General Public	Scientific Community (higher education, Research)		250	Teagasc	Twitter	2019
post on social media	Industry	General Public	Scientific Community (higher education, Research)		300	Teagasc	Twitter	2019
post on social media	Industry	General Public	Scientific Community (higher education, Research)		300	Teagasc	Twitter	2019
post on social media	Industry	General Public	Scientific Community (higher education, Research)		300	Teagasc	Twitter	2019
post on social media	Industry	General Public	Scientific Community (higher education, Research)		300	Teagasc	Twitter	2019
other on-line activity	Industry	Medias	General Public		628	WR	Project website	2019
other on-line activity	industry	Medias	General Public		600	WR	Project website	2019
other on-line activity	Industry	Medias	General Public		1 931	WR	Project website	2019
other on-line activity	Industry	Medias	General Public		750	WR	project website	2019



Type of on-line including social media dissemination and communication activities	Type of main audience reached				Estimated number of persons reached	Lead NEFERTITI partner	Place (Website - Twitter - Facebook)	Year
	Type of FIRST main audience reached	Type of SECOND main audience reached if applicable	Type of THIRD main audience reached if applicable	Other (if selected 'other' in previous 3 columns)				
other on-line activity	Industry	Medias	General Public		1 200	WR	Project website	2019
other on-line activity	Industry	Medias	General Public		1 000	WR	Project website	2019
post on website	Industry	Customers	General Public		200	WR	website	2019
post on website	Industry	Medias	General Public		550	WR	Website Agro media	2019
post on website	Industry	Medias	General Public		530	WR	Project website	2019
post on website	Industry	Medias	General Public		450	WR	Project website	2019
post on website	Customers	Industry	General Public		n.a.	WR	website	2019
post on website	Customers	Industry	General Public		n.a.	WR	website	2019
post on website	Industry	Policy makers			n.a.	WR	website	2019
post on website	Customers	Industry	General Public		n.a.	WR	website	2019
post on website	Industry	Policy makers			n.a.	WR	website	2019

# NEFERTITI

Networking European Farms to Enhance Cross Fertilisation and Innovation Uptake through Demonstration  
D7.3: Midterm report on dissemination and communication plan implementation



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## NEFERTITI PARTNERS

