



CO-CREATING BEHAVIOURAL CHANGE TOWARDS CLIMATE-SMART FOOD SYSTEMS

D6.3 Dissemination and Communication Plan v3

PROJECT ACRONYM: BEATLES

PROGRAMME: HORIZON Europe

Grant Agreement: No 101060645

TYPE OF ACTION: HORIZON Research & Innovation Actions

START DATE: 1 July 2022

DURATION: 48 months



Funded by
the European Union

Document Information

Issued by:	Q-PLAN INTERNATIONAL
Issue date:	30/6/2025
Due date:	30/6/2025
Work package leader:	Q-PLAN INTERNATIONAL
Dissemination level:	PU (PUBLIC)

Document History

Version	Date	Modifications made by
0.1	30/04/2025	Draft version distributed for partners' feedback and quality review by Q-PLAN
0.2	06/05/2025	Quality review by SIE
0.3	10/6/2025	Final version distributed for quality review by AUA and SIE
1.0	23/6/2025	Final version available by Q-PLAN for submission

Authors

First Name	Last Name	Beneficiary
Alexandra	Gkouma	Q-PLAN
Maria Anna	Belefanti	Q-PLAN
Eirini	Efthymiadou	Q-PLAN

In case you want any additional information or you want to consult with the authors of this document, please send your inquiries to: gkouma@qplan-intl.gr

Quality Reviewer(s)

First Name	Last Name	Beneficiary
Marilena	Gemtou	Agricultural University of Athens (AUA)
Mariana	Fernandez	Sustainable Innovations (SIE)
Carla	Sebastiani	Sustainable Innovations (SIE)

Disclaimer

Funded by the European Union under GA no. 101060645. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor the granting authority can be held responsible for them.

© BEATLES Consortium, 2025

Reproduction is authorised provided the source is acknowledged.

Executive Summary

This document constitutes the third version of the BEATLES project's Dissemination and Communication Plan (DCP). It has been developed by Q-PLAN, in collaboration with SIE and input from all partners, under Work Package 6 “Dissemination, exploitation, and communication”.

BEATLES is a Horizon Europe project aiming to change the way agri-food systems currently operate and accelerate the systemic and systematic behavioural shift to climate-smart agriculture and smart farming technologies fully aligned with the ambitions of the Farm to Fork and Biodiversity Strategies, and the new CAP at regional and EU levels. Five different food systems representing the major crop and livestock farming systems in Europe (cereals, dairy, pome fruits, livestock, vegetables) in various EU regions (Western, Eastern, Southern and Northern Europe), are studied to account for the diversity in agri-food systems and conditions in the EU. BEATLES will provide a set of business strategies establishing roadmaps for a fair shift towards climate-smart agriculture, based on environmental, social, and economic sustainability assessments. Moreover, a series of policy recommendations and tools will be developed to foster behaviourally informed policy design and implementation.

With reference to the initial report and the first update elaborated in D6.1 and D6.2 respectively, this document describes the overall communication and awareness-raising activities, dissemination of project results, management of all relevant activities, and partners' involvement in this respect. It includes specific actions and activities that have been and will be carried out by the BEATLES consortium members to ensure success and maximum publicity for the project and its results. With that being said, this deliverable outlines:

1. **Why and what to disseminate** – Chapter 2 presents the project communication and dissemination strategy, along with essential project-related information that has been and will be conveyed throughout the project.
2. **To whom** – Chapter 3 consists of the key stakeholder groups that serve as the main audiences for the project's dissemination and communication activities.
3. **How** – Chapter 4 includes all the channels and tools that have been and will be used by the project partners to successfully implement the dissemination and communication activities.
4. **When** – Chapter 5 provides a time frame to ensure that the timing of the dissemination and communication activities is appropriate, during the lifespan of the project and beyond.
5. **Monitoring of the process** – Chapter 6 identifies the updated indicators designed to measure the success of project dissemination and communication actions. Those indicators empower partners to refine their efforts and actions through the project.

A fourth and final version of the DCP is foreseen to be submitted at the end of the project (M48).

Table of Contents

EXECUTIVE SUMMARY	3
INTRODUCTION	7
1.1 SCOPE OF THE DELIVERABLE	8
1.2 STRUCTURE OF THE DELIVERABLE	8
2. DISSEMINATION ASSETS	9
3. TARGETED STAKEHOLDER GROUPS	10
4. CHANNELS AND TOOLS	11
4.1 GRAPHICAL IDENTITY AND PROMOTIONAL MATERIAL	13
4.1.1 Project Logo	13
4.1.2 Leaflets	15
4.1.3 Infographic	16
4.1.4 Templates	18
4.1.5 Videos	21
4.1.5.1 Promotional video	21
4.1.5.2 Synergy Days 2024	21
4.1.5.3 Project Events	22
4.2 BEATLES' DIGITAL PRESENCE	22
4.2.1 BEATLES' website	22
4.2.2 Social Media Accounts	24
4.2.2.1 LinkedIn	25
4.2.2.2 X (formerly Twitter)	26
4.2.2.3 Facebook	27
4.2.2.4 YouTube	28
4.2.3 Online newsletter and mailing list	29
4.2.4 Scientific publications	29
4.2.5 Non-scientific articles	30
4.2.6 Press releases and other publications	31
4.2.7 Podcasts	32
4.3 BEATLES EVENTS	32
4.3.1 Project events, workshops, and webinars	32
4.3.1.1 EU multi-actor workshops	32
4.3.1.2 Webinars & Digital workshops	33
4.3.2 External events	35
4.3.3 Final conference	38
4.4 SYNERGIES WITH RELEVANT PROJECTS/ INITIATIVES	38
4.5 CLIMATE-SMART AGRICULTURE NETWORK OF INTEREST (NOI)	46
4.6 EU DISSEMINATION CHANNELS	47
5. TIMELINE AND IMPLEMENTATION PLAN	48
6. KEY PERFORMANCE INDICATORS AND MONITORING	50
7. CONCLUSIONS	51
ANNEX I – BEATLES D&C GUIDELINES	52
ANNEX II – EXTERNAL ATTENDED & FUTURE EVENTS	53
ANNEX III – SYNERGIES LIST	54
ANNEX IV – DISSEMINATION AND COMMUNICATION ACTIVITIES (EXCEL WORKSHEET)	55

List of Figures

Figure 1: Dissemination and communication activities.....	11
Figure 2: The BEATLES project logo	14
Figure 3: The color palette of BEATLES.....	14
Figure 4: The EU flag and funding acknowledgement	15
Figure 5: BEATLES' leaflet side A.....	15
Figure 6: BEATLES' leaflet side B.....	16
Figure 7: BEATLES' poster.....	16
Figure 8: BEATLES' roll-up	17
Figure 9: The presentation template	18
Figure 10: BEATLES' deliverables template cover.....	19
Figure 11: The project letterhead.....	20
Figure 12: BEATLES' promotional video	21
Figure 13: BEATLES Synergy Days 2024.....	21
Figure 14: Project events recordings.....	22
Figure 15: BEATLES' website.....	23
Figure 16: BEATLES' website Google analytics (new users.....	24
Figure 17: BEATLES' LinkedIn account	25
Figure 18: BEATLES LinkedIn content statistics from June 2024 to June 2025: Followers	26
Figure 19: BEATLES LinkedIn content statistics from June 2024 to June 2025: Impressions.....	26
Figure 20: BEATLES' twitter account.....	27
Figure 21: BEATLES' Facebook account.....	27
Figure 22: BEATLES Facebook reach	28
Figure 23: BEATLES' YouTube channel	28
Figure 24: BEATLES' latest newsletter.....	29
Figure 25: BEATLES' 7 th press release.....	31
Figure 26: BEATLES' relevant initiatives	39
Figure 27: BEATLES' Nol registration form	46
Figure 28: BEATLES' timeline.....	49

List of Tables

Table 1: Terms and Definitions.....	6
Table 2: BEATLES' main assets/results.....	9
Table 3: BEATLES' target groups	10
Table 4: BEATLES' dissemination channels.....	12
Table 5: Key messages and tools used for BEATLES' targeted stakeholder groups.....	13
Table 6: BEATLES' social media accounts	24
Table 7: BEATLES' publications	30
Table 8: BEATLES' non-scientific publications.....	31
Table 9: 1 st Webinar & Workshop materials	33
Table 10: 2 nd Webinar and Workshop materials.....	34
Table 11: 3 rd Webinar materials.....	35
Table 12: 4 th Webinar & 3 rd workshop materials	35
Table 13: BEATLES' participation in external events.....	38
Table 14: BEATLES' sister projects/relevant initiatives.....	43
Table 15: Joint actions.....	46
Table 16: BEATLES' dissemination KPIs	50

List of Terms and Definitions

Abbreviation	Definition
AKIS	Agricultural Knowledge and Innovation Systems
AOP	Agro-ecological and Organic Practices
CAP	Common Agricultural Policy
CSF	Climate Smart Farming
DCP	Dissemination and Communication plan
DST	Digital Space Technologies
KPIs	Key Performance Indicators
NoI	Network of Interest
SMAs	Social media accounts
SFSC	Short Food Supply Chains
UC(s)	Use Case(s)
WTP	Willingness to pay

Table 1: Terms and Definitions

Introduction

BEATLES is a Horizon Europe project aiming to change the way agri-food systems currently operate and accelerate the systemic and systematic behavioural shift to climate-smart agriculture and smart farming technologies fully aligned with the ambitions of the Farm to Fork and Biodiversity Strategies, and the new Common Agricultural Policy (CAP) at both regional and EU levels. Five different food systems representing the major crop and livestock farming systems in Europe (cereals, dairy, pome fruits, livestock, vegetables) in various EU regions (Western, Eastern, Southern and Northern Europe), are studied to account for the diversity in agri-food systems and conditions in the EU. Therefore, communicating this mission is of paramount importance to maximise the project results and amplify its impact in European society.

The main aim of BEATLES DCP is to provide the communication and dissemination strategy of the project. It has been updated and will be implemented during the project. Effective communication and dissemination activities have been and will be carried out, following a robust strategy that ensures:

- Addressing of audiences beyond the action's own community;
- Objectives are clearly defined;
- Creative and expert people are involved in them to achieve the highest impact.

The current communication and dissemination report is the third version of the dissemination and communication plan, assisting partners in designing and implementing their publicity, communication, and engagement activities within the framework of the project. It includes guidelines facilitating the attainment of maximum visibility and progress towards achieving BEATLES results. Nevertheless, this report and its guidelines are subject to modifications and updates in line with the project progress and the experience that will be gained through the various project activities. Thus, the communication, awareness-raising, and dissemination strategy that is presented in this report is dynamic. It serves as a living document that will be continuously reviewed at specific time intervals to account for any challenge or opportunity that may arise.

In support of its communication and dissemination goals, BEATLES has developed a strong and recognisable visual identity and established an active online presence, including a project website and dedicated social media channels. The project has produced—and continues to produce—a range of communication materials such as videos, newsletters, and press releases. It also participates in external conferences and events, organises its own workshops, webinars, and builds collaborative links through synergies with other relevant projects and initiatives.

BEATLES places strong emphasis on making its work accessible to a broad audience. In addition to scientific publications, the project produces non-scientific articles tailored for the general public. These are intended for publication through various online media channels, including digital magazines, news platforms, and other public-facing outlets, helping to further broaden the reach of BEATLES results and messages. In addition, all project outputs are made freely and openly available to all stakeholders. A dedicated community has been created on Zenodo—a widely used open-access research repository—to ensure the long-term availability and accessibility of BEATLES results.

A final version of the “Dissemination and Communication Plan” report is foreseen to be submitted in the M48 of the project.

1.1 Scope of the deliverable

This report, entitled *D6.3 Dissemination and Communication Plan v3*, aims to articulate the revised strategy, plan, and forthcoming activities within the framework of the BEATLES project, with a view to maximising the project's visibility and successfully convey its key messages and content to target audiences, mentioning the most suitable channels to spread them.

Keeping that in mind, this deliverable outlines the approach to (i) effectively communicate the project and disseminate its results, (ii) guide the partners in updating their individual dissemination activities and (iii) continuously monitor the efficiency and the timely planning of the actions.

In this respect, the deliverable aims to:

- Describe the types of dissemination channels and tools that have been and will be utilised and the required actions and resources;
- Define responsibilities among partners;
- Summarise the internal monitoring, evaluation, and reporting of dissemination activities;
- Provide an indicative timetable/work planning of promotion activities during the project.

1.2 Structure of the deliverable

Taking the above into consideration, the *Dissemination and Communication Plan v3* is structured as follows:

- **Chapter 1 – Introduction:** Provides introductory information with respect to the DCP.
- **Chapter 2 – Dissemination assets:** Presents the main assets and information of the project during and beyond its span.
- **Chapter 3 – Targeted stakeholder groups:** Presents the key stakeholder groups that serve as the main audiences for the project's dissemination and communication activities.
- **Chapter 4 – Channels and tools:** Encompasses all the channels and tools that have been and will continue to be utilised for the dissemination and communication activities of the project, such as the project's web portal, social media accounts (SMAs) etc.
- **Chapter 5 – Time plan:** Provides the time frame of the dissemination and communication activities, which may be updated during the course of the project.
- **Chapter 6 – Key Performance Indicators (KPIs) and monitoring:** Presents the indicators to measure success in the dissemination and communication actions, enabling partners to refine efforts over the course of the project.
- **Chapter 7 – Conclusions:** Pertains to the conclusions of the Dissemination and Communication Plan, as well as the way forward.

The Annexes include the dedicated forms for the dissemination and communication activities lists and Dissemination & Communication guidelines designed to facilitate the collaboration within T6.1 and ensure useful resources for the project channels.

2. Dissemination assets

The assets that follow have been and will continue to be disseminated by all partners with a view to maximising the project's impact and visibility. This information will be conveyed in a meaningful way and well-tailored to each stakeholder group (those groups will be further described in Chapter 3).

- **Vision, objectives, strategic relevance, and key facts:** The vision, aim, and strategic objectives of the project will continue to be widely disseminated along with all the conceptual aspects of the project, namely the whole project concept and its innovative characteristics.
- **News, achievements, and findings:** During the project, news, achievements, and findings will continue to be published through press releases, on the project's website or partners' websites to inform stakeholders about the project and its contribution to agri-food systems.
- **Events held by the project or in which partners will participate to present their results:** The events organised by the project and their results will be widely disseminated to attract targeted stakeholder groups along with events in which partners are participating.
- **Key project results and assets:** Key project's assets, as depicted in the following, will continue to be disseminated as widely as possible to stimulate the interest of prospective end-customers, and nurture the ground for their post-project rollout.

BEATLES' main assets/results
Results of the behavioural research that helps to understand the factors affecting agri-food stakeholders' transitions toward climate-smart agriculture and smart-farming technologies.
Multi-stakeholder co-creation process within the consortium and Use Cases to determine lock-ins hindering and levers promoting the development of climate-smart agriculture practices within the EU.
Policy options, recommendations, and tools for implementing policy measures that leverage behaviourally informed and synergetic interventions to enable climate-smart agriculture and food systems.
Fair business strategies and practice abstracts, leveraging fair value propositions to generate and capture value from climate-smart products targeting identified appealing market segments.
Methodology for designing, setting up and running large-scale behavioural experiments with systems thinking, to test interventions driving the shift to more climate-smart practices.
The BEATLES methodology for assessing the social, environmental, economic and overall sustainability impact of synergetic interventions for transition to climate-smart food systems.
Reports, scientific publications, and open research data on behavioural, systemic and policy factors that lock-in or incentivise behavioural change to climate-smart practices and behaviours.
A guide for agri-business advisors offering actionable knowledge for better supporting farmers to transform their current practices effectively and lastingly with climate-smart principles.

Table 2: BEATLES' main assets/results

3. Targeted stakeholder groups

All communication and dissemination activities contribute to the overall aim of facilitating the widespread adoption of the BEATLES results, thus maximising the project's impact. Therefore, it is essential to clearly specify the BEATLES target audiences.

The stakeholder groups that are illustrated in the following table have been identified as relevant to the BEATLES project and, thus, represent the target audiences of the current dissemination and communication strategy.

BEATLES' key stakeholders for dissemination	
Farmers	Farmers: smallholders, family farms, large farmers, farmer groups associations and clusters or cooperatives
Farm & business advisors	- Farm advisors: crop advisors, vets, ecologists, fertiliser representatives and agronomists - Business advisors: mentors, financial advisors, marketers, lawyers, and accountants - Other: business support networks, service platforms and agriculture start-up accelerators
Agri-food industry	- Upstream value chain actors: suppliers, agrochemical companies and technology providers, farm machinery - Downstream value chain actors: retailers, wholesalers, food processors, food and beverage industry, logistics & transportation providers, waste managers
Policymakers & policy advisors	- Policymakers: local, regional, national, and European authorities (including managing authorities and paying agencies), and standardisation bodies - Policy advisors: think tanks, policy advisory services, and international organisations - Other: European Technology Platforms and deliberative bodies (e.g., citizens' councils)
Researchers	- Universities, technical colleges, research institutes, other academics, and experts - R&I networks (e.g., EIP AGRI), technology transfer offices and citizen science hubs
Civil society	- Consumers, consumer associations, and consumer protection agencies - Action groups: advocacy groups, environmental organisations, environmental movements
Other	- Financial institutions (commercial/ agricultural/ development banks) and individual investors - Relevant research projects & other EU initiatives

Table 3: BEATLES' target groups

4. Channels and tools

BEATLES uses a blend of online and offline communication channels and activities with a view to maximise the project's visibility to its stakeholders. Those channels and activities are presented in the list as follows:

- Graphical identity (logo, branded templates for reports and presentations);
- Promotional material (leaflet, poster, and roll-up), podcasts, videos, and newsletters;
- Project website;
- Project social media accounts on LinkedIn, Facebook, X (formerly Twitter), and YouTube and partner's social media accounts;
- Participation in external events and conferences;
- BEATLES events (workshops, webinars, and final conference);
- Synergies with relevant projects/initiatives;
- Network of Interest (NoI) activities.

The dissemination and communication assets of the project will continue to be distributed through the aforementioned channels and tools to all targeted groups. This process involves all the activities depicted in Figure 1. Q-PLAN has provided dedicated guidelines for the expected use of communication and dissemination channels to the consortium. Those are listed in Annex I.

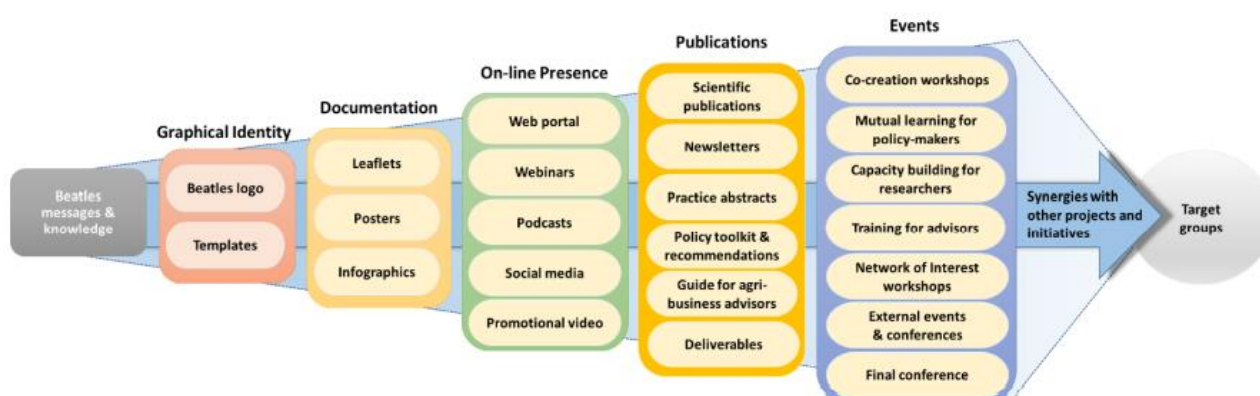


Figure 1: Dissemination and communication activities

The following table outlining key channels for dissemination that will continuously be used throughout the course of the project.

Channel	Description	Groups*
Conferences & scientific journals	The BEATLES researchers disseminate the research and experimental results via scientific articles and conference presentations	2, 4, 5
Agri exhibitions, fairs, and other external events	BEATLES partners attend major agricultural exhibitions, trade fairs, and other events convey its results and assets to its industrial stakeholders.	1, 2, 3

Project (co-creation) workshops & events	Several events embedded in the design of BEATLES (e.g., workshops, capacity building, webinars, final conference) address targeted groups of stakeholders, disseminating our results while also facilitating their exploitation.	1, 2, 3, 4, 5, 6
Consortium networks	Our partners have access to key stakeholder networks and participate in their activities, where they can disseminate the project's outcomes.	1, 2, 3, 4, 5, 6
Communication activities	BEATLES' communication activities (web portal, podcasts, social media, synergies with other key projects, webinars, etc.) communicate and disseminate key project results	1, 2, 3, 4, 5, 6

*1=Farmers; 2=Farm & business advisors; 3=Agri-food industry; 4=Policy makers & advisors; 5=Researchers; 6=Civil society

Table 4: BEATLES' dissemination channels

In addition, the following table summarises a preliminary set of the key messages addressed towards each BEATLES' targeted stakeholder group as well as the set of dissemination and communication tools of the project used to convey them.

Target Group	Main Communication tools & channels	Key messages
Farmers	Promo material, podcasts, and video; BEATLES events; external events (exhibitions, fairs, other events); social media; practice abstracts, webinars; Newsletters	Business opportunities arising from climate-smart farming practices; Consumer trends, and business strategies to capitalise on them.
Farm & business advisors	BEATLES events; External events; Webinars; Synergies with other projects and initiatives; practice abstracts.	New climate-smart market opportunities and segments; Opportunities for improved advice and fair business strategies. Consumer trends.
Agri-food industry	Promo material, podcasts, and video; BEATLES events; social media; practice abstracts, webinars	Business opportunities arising from climate-smart farming practices; Consumer trends, and business strategies to capitalise on them.
Policy makers & policy advisors	BEATLES events; External events (mainly policy forums); webinars; Direct contacts; Rural and EU networks. Synergies with EU initiatives.	Behavioural insights and benefits of using them to improve policy design and implementations for economic, social, and environmental benefits.
Researchers	BEATLES events organised within the online EU multi-actor working group; External events (mainly conferences); Webinars; Newsletters; Synergies with other projects and initiatives.	Insights and opportunities to improve research capacity. Findings and their importance for improving experimentation and research design.

Civil society & action groups	Promotional material, podcasts, video, and newsletters; Web portal; social media and audio-visuals.	Benefits from climate-smart farming for environment and society; BEATLES and EC work on better-informed policies for climate-smart practices and behaviours.
Consumers	Promotional material, podcasts, video, and newsletters; Web portal; social media and audio-visuals; Synergies with key consumer networks.	Health and environmental benefits of sustainable products; Economic and societal potential of the transition to climate-smart agriculture. BEATLES and EC contributions to this end.
Media	External events; Personal contacts	New research findings and their potential implications for policy, economy, and society.

Table 5: Key messages and tools used for BEATLES' targeted stakeholder groups

4.1 Graphical identity and promotional material

The design of the project's graphical identity (i.e., logo, templates, etc.) aims to ensure consistency in the project communication and promotional material throughout its duration. Promotional material is primarily used at the project's events, external events, and workshops where BEATLES partners participate. It is used, also, in the everyday publicity of the project. Moreover, press releases (on *ad hoc* basis), newsletters (on a bi-annual basis), leaflets, posters, and infographics stress and demonstrate, with evidence, the benefits of BEATLES, providing incentives for the involvement of different stakeholder groups in project activities. This, in turn, fosters their exploitation and uptakes beyond the end of the grant.

Keeping that in mind, the main promotional material of the BEATLES project is described in the following sub-sections. Each partner is responsible for translations (if considered necessary) and printing of the material according to its specific needs. Partners should always consult and request approval from the Communication and Dissemination Manager/WP6 Leader Q-PLAN before producing any kind of promotional material.

4.1.1 Project Logo

By the end of M1 (July 2022) of the project, the BEATLES' logo and visual identity were developed in order to fulfill the visual and graphic requirements of the project. To achieve maximum visibility, the logo has the capability to make the project recognisable and will form the basis for the design of all the promotional material, which will be used for the different promotional and communication materials (e.g. leaflets, posters, infographics, newsletters, deliverables, social media, website, publications, publicity for internal and external events, etc.).

The project's logo is a combination mark, which means that it is comprised of a combined wordmark and a distinctive pictorial/icon mark. The icon and text are integrated together to create an image. Specifically, it is mostly a font-based logo that focuses on the project's acronym. The name itself is catchy and memorable so, when combined with strong typography the logo helps to create a strong brand recognition. Furthermore, since the focus is on the project's acronym, a modern font was chosen in order to capture the essence of what the project does.

As for the icon, a leaf was chosen to reflect the project's focus on agriculture. The leaf consists of dots in bright and vibrant colours such as red, orange, yellow, and light shades of green to reflect the human factor. Moreover, dots aim to depict progress and change (behavioural change).

The designed logo of BEATLES, presented below, was adopted in agreement with the majority of the project partners.



Figure 2: The BEATLES project logo

The logo colours should be used in all possible circumstances to ensure consistency and to reinforce the visual identity of BEATLES. The main colours are blue (#315281) and green (#00B34E) linking technology with agriculture.



Figure 3: The color palette of BEATLES

In addition to the use of the the BEATLES project logo, in any communication material, deliverable, presentation, etc. produced in the frame of the project, the EU flag and funding acknowledgement are shown below:



**Funded by
the European Union**

Figure 4: The EU flag and funding acknowledgement

Moreover, any dissemination and communication activity must indicate the following disclaimer:

Funded by the European Union under GA no. 101060645. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor the granting authority can be held responsible for them.

4.1.2 Leaflets

Leaflets constitute an important pillar of the communication activities to attract the interest of stakeholders from the various target audiences.

By the end of M3 (September 2022), the project leaflet was produced in electronic and printable formats. It introduces the BEATLES objectives, methodology, and Use Cases (UCs). The leaflets, also, provide information about the consortium partners and the type of stakeholders involved, together with contact details and links to the project website and social media accounts. The leaflet is available in downloadable electronic format on the BEATLES website.

The following figures show both sides of the [leaflet](#), which has been provided to all partners.



Figure 5: BEATLES' leaflet side A



Figure 6: BEATLES' leaflet side B

4.1.3 Infographic

To be added to the communication promotional package available for the communication activities of the BEATLES project, an infographic was created by the end of the M3 (September 2022). It has been produced in electronic and printable formats, following the same overall layout designed for the project, and it is also available for downloading from the BEATLES website. The infographic has been designed to be produced as a [poster](#) or as a roll-up [banner](#).



Figure 7: BEATLES' poster

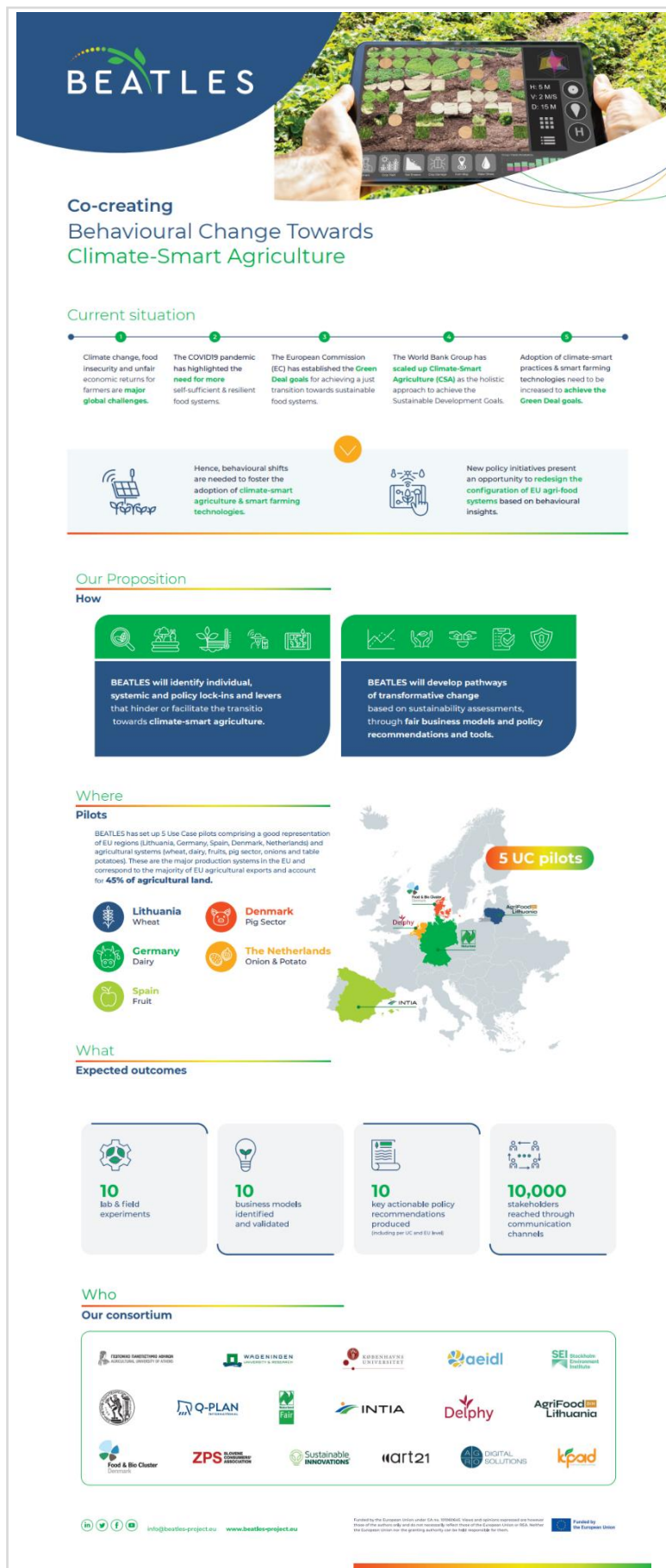


Figure 8: BEATLES' roll-up

4.1.4 Templates

Templates have been created for the consortium partners to be able to produce their deliverables and presentations. Branded templates are designed to give the slide presentations a consistent appearance and ensure uniformity. The branded templates are memorable to audience brand recognition. BEATLES' templates include the logo, brand colours, fonts, and brand elements from the project's visual identity.

The following templates have been prepared for the BEATLES project:

- BEATLES revised presentation template in PowerPoint, that is used as a basis for the various presentations created during the project, either for internal or external communication. By the M9 (March 2023), the project power point template underwent a revision to incorporate all the colours and elements associated with the project's visual identity;
- Project deliverables and reports template in MSWord that is used as a basis for the project deliverables and reports;
- Project letterhead in MSWord that is used for communication with project stakeholders and other written communication about the project.

The templates are shown below:

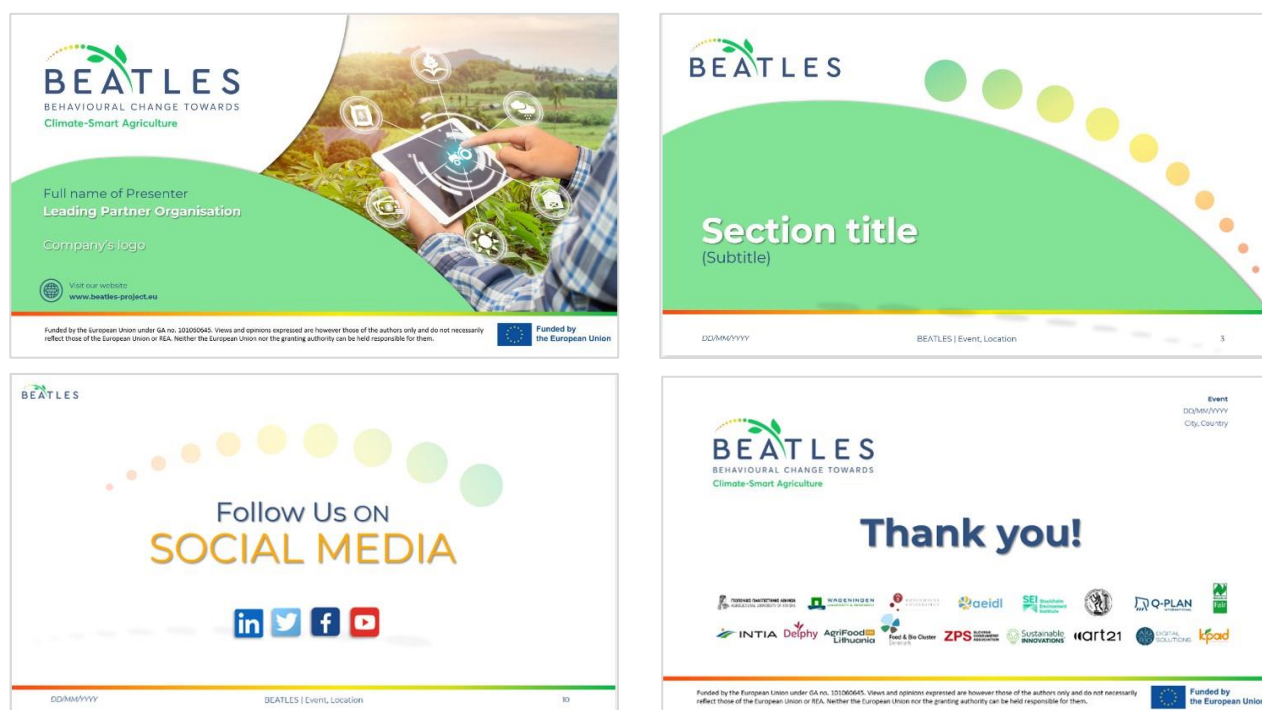


Figure 9: The presentation template

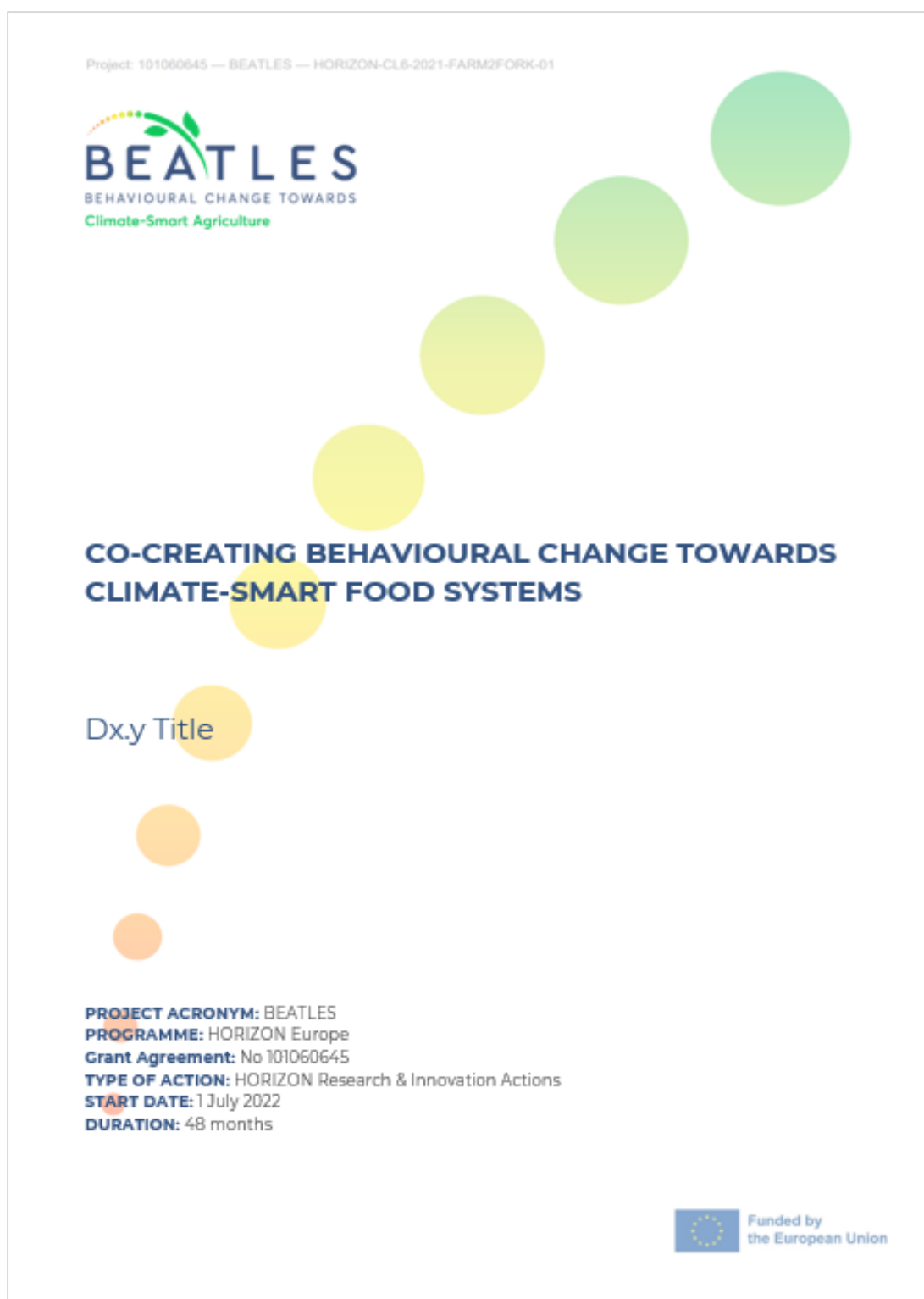


Figure 10: BEATLES' deliverables template cover

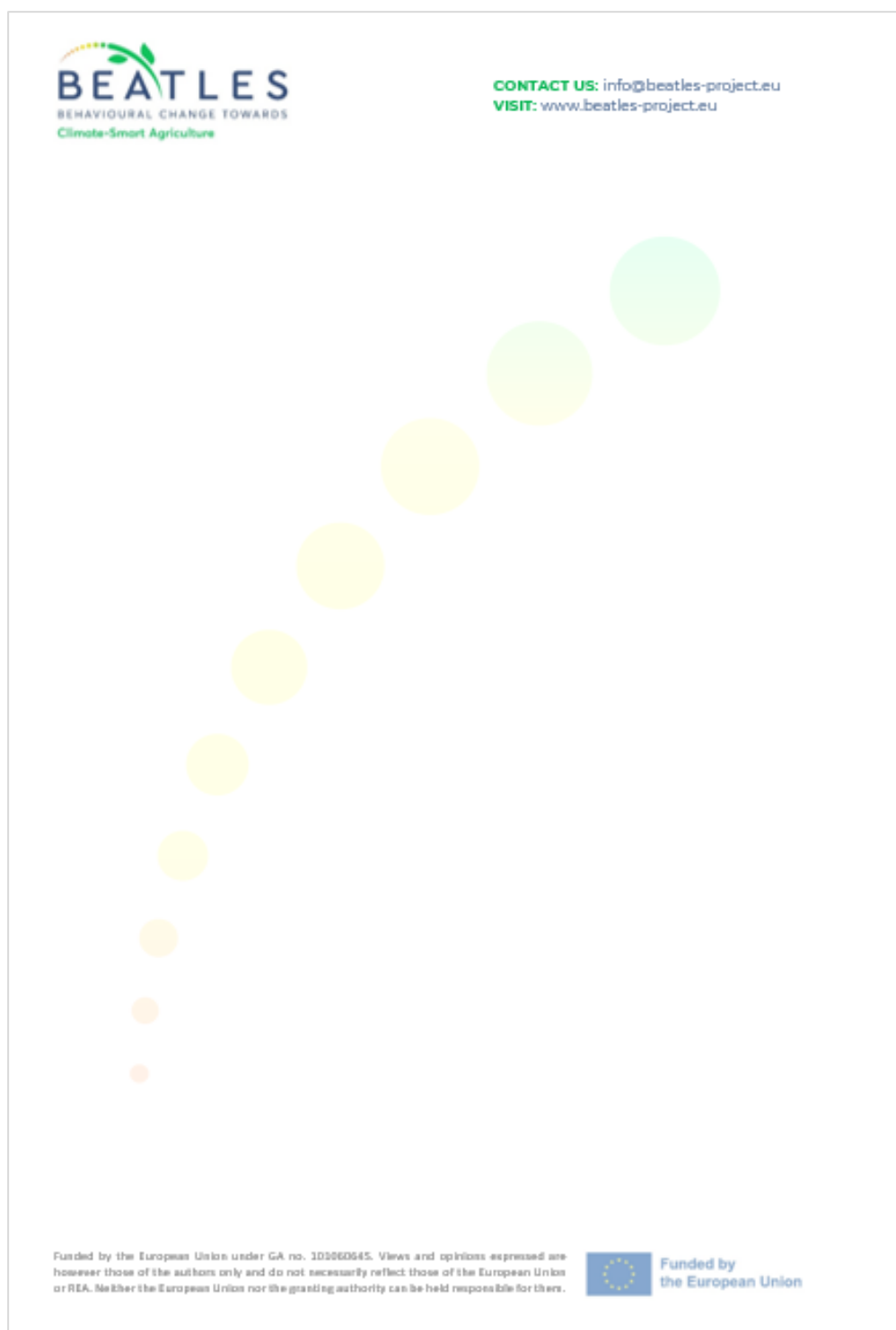


Figure 11: The project letterhead

4.1.5 Videos

4.1.5.1 Promotional video

The project [promotional video](#) was produced in M6 (December 2022) to raise awareness and effectively reinforce the project's communication activities. Q-PLAN, as the communication manager of the project, was responsible for preparing the video. It provides an overview of the project, including vital information, and serves as a great way to highlight the mission and vision. The video has been uploaded to the [BEATLES' YouTube channel](#) and it has been promoted through the project's social media accounts.

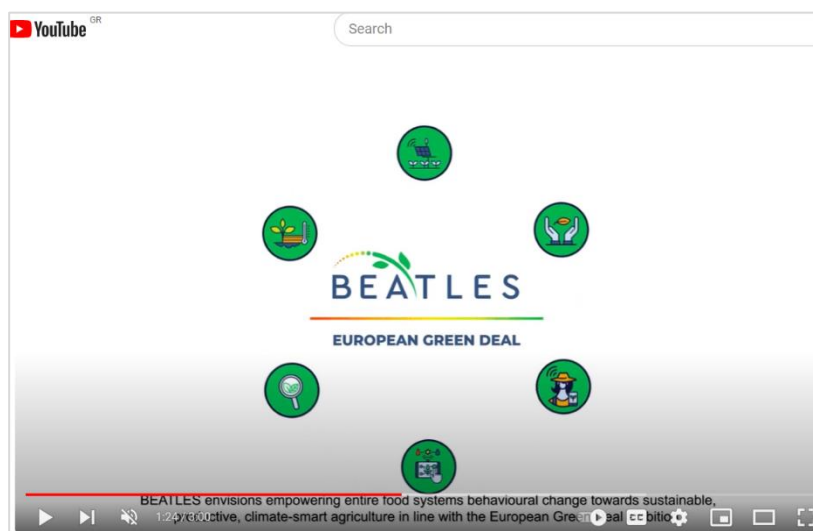


Figure 12: BEATLES' promotional video

4.1.5.2 Synergy Days 2024

The BEATLES project participated in Synergy Days for two consecutive years, attending both the 2023 and 2024 editions. The 2024 event, organised by [SmartAgriHubs](#), gathered 40 European projects, Digital Innovation Hubs, and over 400 participants from the agri-food sector. BEATLES presented its vision and goals on the first day and hosted an interactive workshop on fairness in smart solutions on the second. Throughout the event, the project engaged visitors at its stand and produced a [short video](#) capturing key moments of its participation.



Figure 13: BEATLES Synergy Days 2024

4.1.5.3 Project Events

The BEATLES project [channel](#) features content such as webinars, workshops, and recordings from EU multi-actor working group sessions (see Section 4.3). This channel ensures that stakeholders who are unable to attend live events can still access critical insights and discussions at their convenience. By offering a transparent and accessible platform, it plays a key role in fostering broader engagement and understanding of the project's mission—supporting the transition toward sustainable, climate-smart agriculture in alignment with overarching EU strategies and policy frameworks.

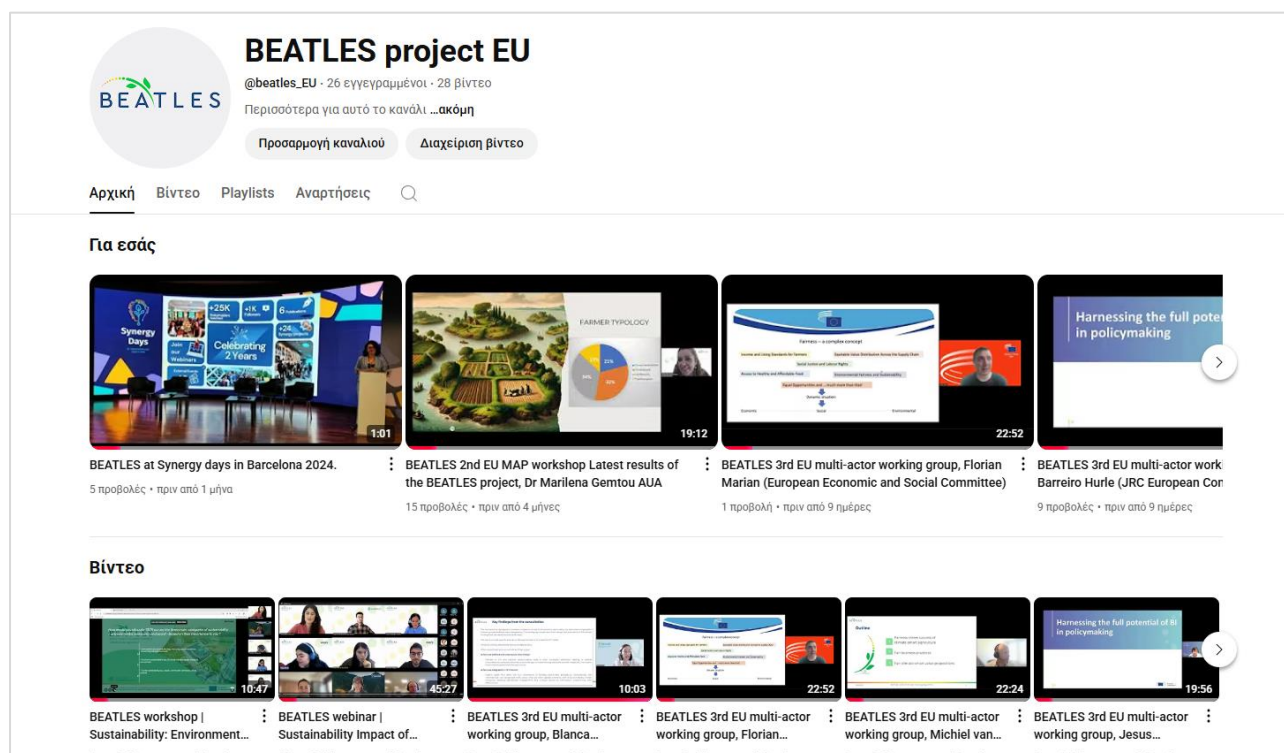


Figure 14: Project events recordings

4.2 BEATLES' digital presence

4.2.1 BEATLES' website

The project website is a key communication tool, enhancing both the visibility and the overall impact of the BEATLES project. It serves as a central platform to present the project's progress and milestones to a wider audience.

Launched in M3 (September 2022), the [BEATLES website](#) functions as the primary online hub for public outreach. It has been carefully designed for ease of navigation and clarity, providing comprehensive information on the project's concept, objectives and ongoing developments. It also features regular updates on news and upcoming events.

Q-PLAN is the partner responsible for the website's design, development, maintenance, and overall management. Special care has been taken to ensure the site is fully responsive and accessible across a wide range of devices, including mobile phones and tablets.

As the main gateway to all BEATLES-related activities, the website hosts a wide array of resources, including:

- A detailed overview of the project's concept and objectives
- Information on the project consortium and Use Cases (UCs)
- Connections to relevant initiatives
- News and event announcements
- Access to publications, webinars-workshops, and deliverables
- Links to the project's social media channels, zenodo, and partner websites

The site also features a newsletter subscription option, allowing users and stakeholders to stay up to date with the latest project developments. For any inquiries, visitors can reach out via the dedicated contact email: info@beatles-project.eu.

Content development is a collaborative effort: all project partners are expected to contribute by providing news, updates, and relevant material. As the project evolves, the website is continuously updated with new publishable deliverables, promotional assets, and key developments. The news section, in particular, is refreshed regularly to reflect ongoing actions and achievements.

A full overview of the website's structure and content is documented in [Deliverable D6.8 Project Website](#).

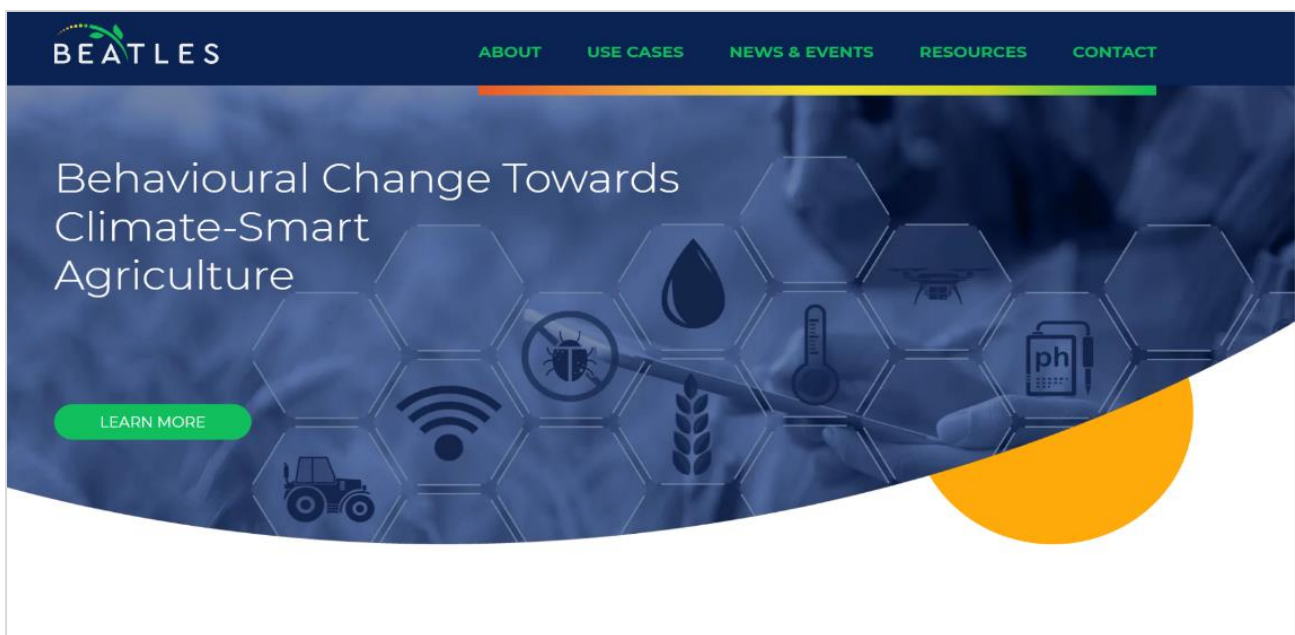


Figure 15: BEATLES' website

Between September 2022 and June 2025, the website attracted over 15,000 new users, reflecting a significant growth in audience engagement.

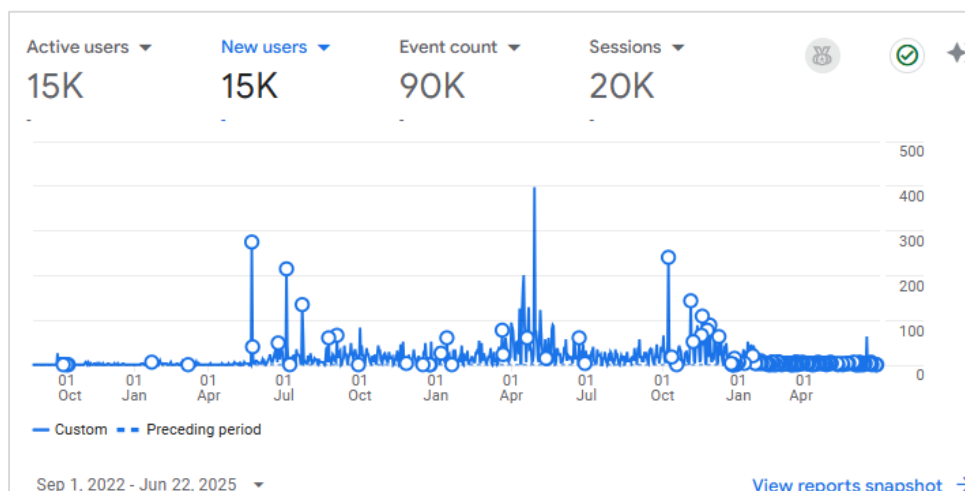


Figure 16: BEATLES' website Google analytics (new users)

4.2.2 Social Media Accounts

In today's society, the use of social media has become a necessary daily activity, therefore the project's social media accounts are among the main pillars of promoting the project's news, events, and activities. BEATLES has created social media accounts on LinkedIn, X (formerly called Twitter), Facebook that were launched in M1 (July 2022), and YouTube channel was created in M6 (December 2022). The following table contains the links to all four (4) BEATLES' social media accounts.

Social media platform	Name of account	URL
LinkedIn	BEATLES project EU	https://www.linkedin.com/company/beatles-project-eu
X		https://twitter.com/BEATLES_EU
Facebook		www.facebook.com/BEATLES.project.EU
YouTube		www.youtube.com/@beatles_EU

Table 6: BEATLES' social media accounts

The project's social media accounts are continuously updated in English with news about the project's activities and results, events, scientific news, news from several organisations/associations that promote smart farming technologies, news from related EU projects etc. The frequency of the social media posts depends on the availability of news about the activities and results of the project.

In addition, hashtags are used on project's posts to help stakeholders to easily find it, and encourage interaction. The hashtags used on the project's social media accounts are:

- #BEATLESproject
- #BEATLES_EU
- #HorizonEurope
- #BehaviouralChange
- #ClimateSmartAgriculture
- #SmartFarming
- #EUFarm2Fork

Q-PLAN is responsible for the administration of BEATLES' social media accounts. All partners are requested to follow the social media accounts, disseminate the posts through their own networks, and regularly publish posts and news about BEATLES through their organisations' social media channels.

4.2.2.1 LinkedIn

LinkedIn constitutes a significant networking tool for professionals, offering a more institutional approach. Therefore, it has been selected as a core social media channel for the project. The project's LinkedIn page was set up in M1 (July 2022) and focuses on presenting the project, its objectives, and results. The LinkedIn page currently has 1,548 followers.

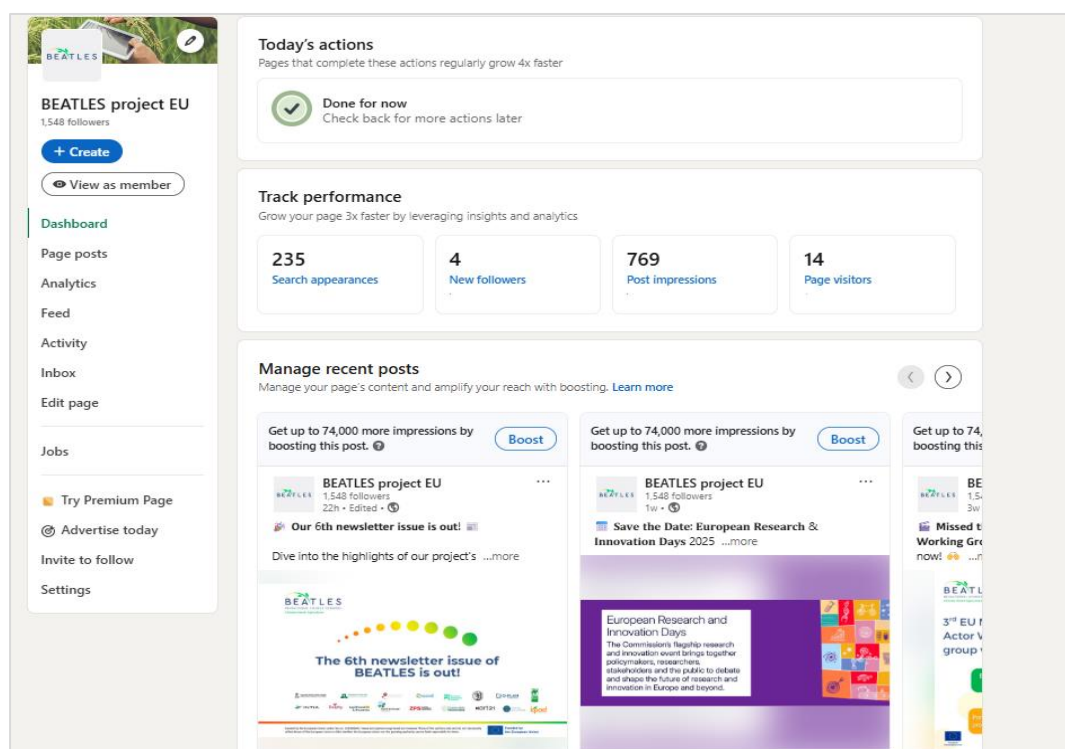


Figure 17: BEATLES' LinkedIn account

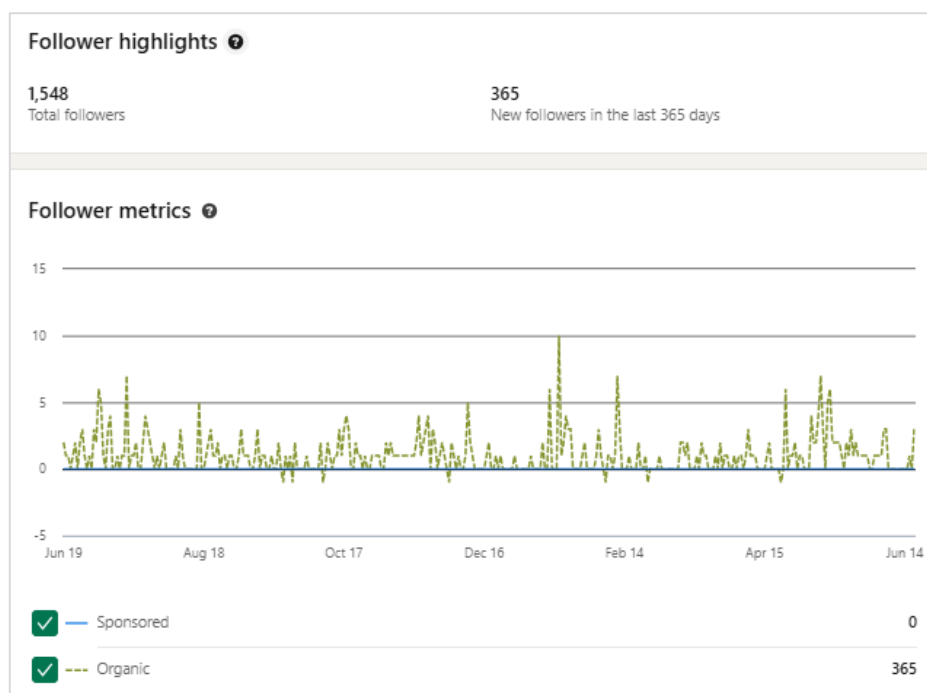


Figure 18: BEATLES LinkedIn content statistics from June 2024 to June 2025: Followers

As shown in the graph below, the page (account) recorded 63,346 impressions between June 2024 and June 2025.

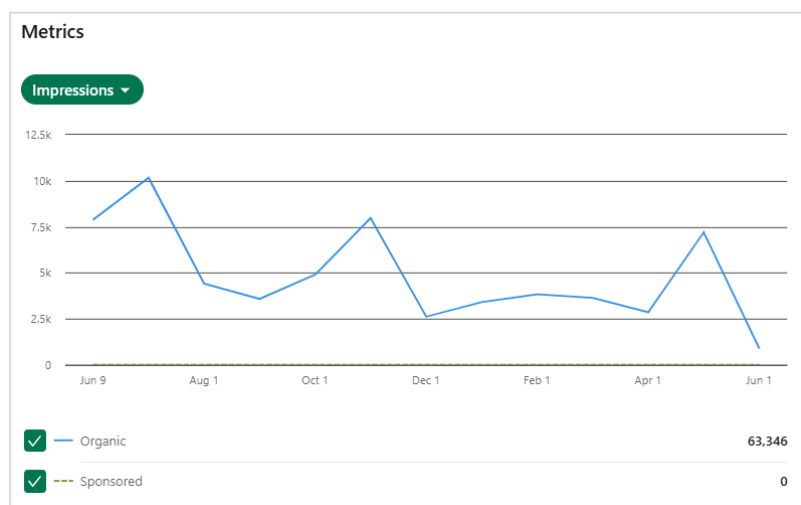


Figure 19: BEATLES LinkedIn content statistics from June 2024 to June 2025: Impressions

4.2.2.2 X (formerly Twitter)

An X account was also launched in M1 (July 2022), aiming to build engagement with stakeholders and other European projects through the exchange of quick, frequent messages. X is known for communicating via short messages, which helps project stakeholders to understand quickly and easily what BEATLES is and what it does. The X page currently has 319 followers.

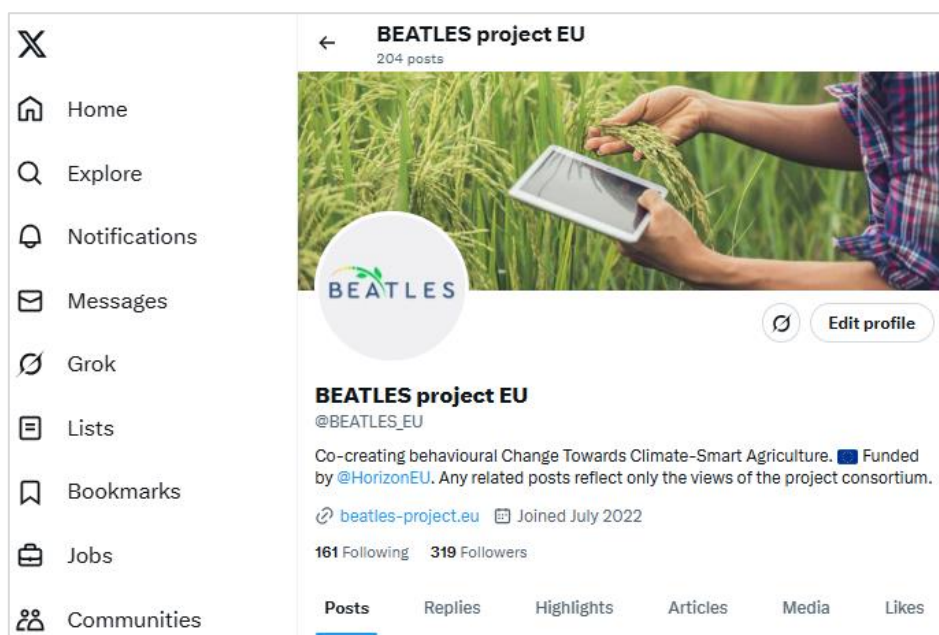


Figure 20: BEATLES' twitter account

4.2.2.3 Facebook

A Facebook account was also created in M1 (July 2022) with the aim of building a strong community in various ways, such as posting useful, relevant, and interesting links.

Facebook provides a fast, free connection to a significant number of stakeholders, offering the BEATLES project an opportunity to share news and results. Like all BEATLES social media accounts, the project's Facebook page is regularly updated either with posts related to the project or other related projects and initiatives. The project's Facebook page has 184 followers and 118 individuals have declared that they like the page.

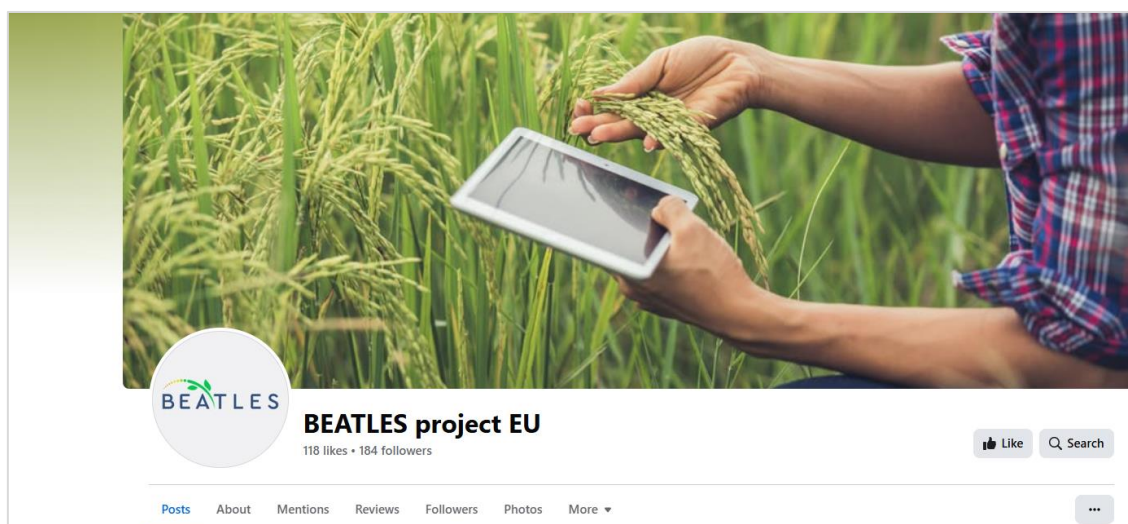


Figure 21: BEATLES' Facebook account

As per the latest analytics data, the BEATLES Facebook page has reached a total of 5,480 individuals who have viewed content from the project page.

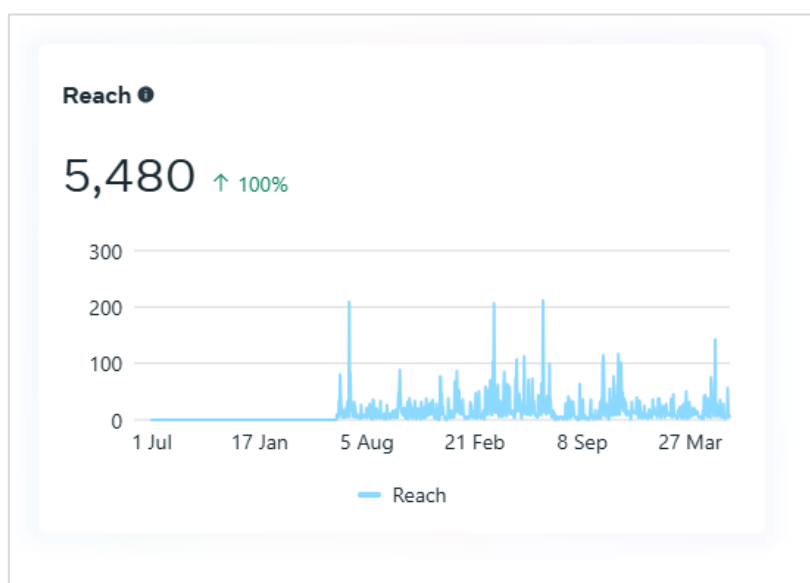


Figure 22: BEATLES Facebook reach

4.2.2.4 YouTube

Finally, the BEATLES YouTube channel was created in M6 (December 2022) along with the finalisation of the promotional video (section 4.1.4 Promotional video). The channel was created to serve as a central hub for all project videos-including the promotional video, webinars, workshops, and events-making them easily accessible to a wider audience. By sharing the promotional video on YouTube, the project aims to increase its visibility and outreach. As of now, the channel has 26 subscribers, and the promotional video has garnered 644 views on the YouTube alone.

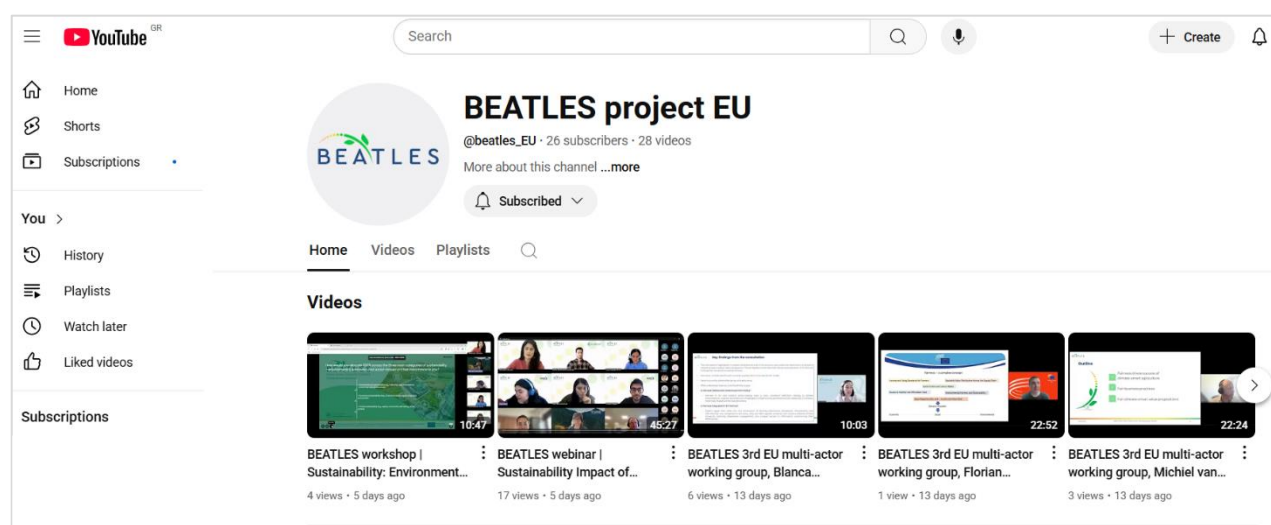


Figure 23: BEATLES' YouTube channel

4.2.3 Online newsletter and mailing list

The project has committed to producing a bi-annual electronic newsletter (at least 6 in total), utilising MailChimp, covering the activities developed every semester. The newsletter is distributed to the project's target audience, including all those who subscribed to it via the project website, and it is also uploaded to the website. The newsletter summarises updates on the project's developments and actions and represents an alternative way to inform potential and/or existing followers with regard to the project's concepts. Furthermore, the newsletter is a way to attract and retain stakeholders who are not familiar with social to keep them connected and try to engage them at a later stage.

The newsletter issues are prepared by Q-PLAN, the communication and dissemination manager of the project, with the contribution of all partners to specific content when necessary. Although the content of each newsletter issue is agreed upon in collaboration with project partners, the newsletter mainly includes the following sections:

- An introductory section
- Progress updates
- A project's news section including articles that describe the main activities carried out during the last six months
- A section dedicated to future developments (e.g. upcoming events)
- A section listing other relevant major events
- Other types of relevant articles

The initial recipients' list was created and administered by [Q-PLAN](#). The list is continuously updated during the project, allowing anyone interested to subscribe to the recipients' list by registering on the newsletter section of the project's website or unsubscribe, according to GDPR policies. The recipients' list is also used for the dissemination of other news and announcements related to the project activities.

At this stage, six (6) online newsletters were prepared and distributed through MailChimp: [M6](#) (December 2022), [M12](#) (June 2023), [M18](#) (December 2023), [M24](#) (June 2024), [M30](#) (December 2024) and [M36](#) (June 2025), and they can be found on the project website in the "[Newsletters](#)" section

As previously stated, the newsletter is issued on a bi-annual basis. In addition to the regular issues, five (5) ad-hoc newsletters have also been introduced, primarily focused on the project's webinars and workshops (see section 5.4), and are primarily targeted at keeping members of the Network of Interest well-informed about upcoming project activities (see Section 4.5).

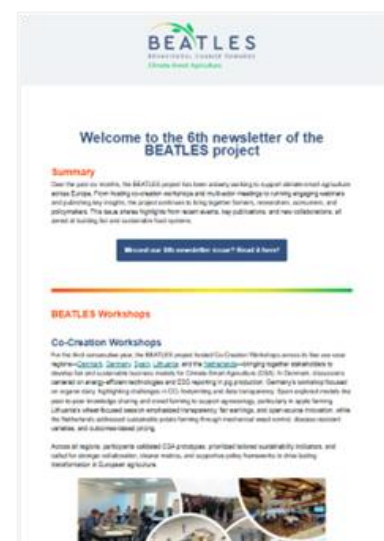


Figure 24: BEATLES' latest newsletter

4.2.4 Scientific publications

Over the course of the project, a total of eight (8) scientific publications are expected to be published in scientific journals/conferences. To date, seven (7) scientific publications have already been achieved, including six (6) articles and one (1) one book chapter. Publishing in high-impact, peer-reviewed scientific journals remains a central dissemination strategy for the BEATLES

project, serving as one of the key channels for sharing research findings and experimental results with the broader scientific community, enabling them to use these results in their own work.

The project's publications are illustrated in Table 7:

No	Publication Title	Authors
1	Drivers and barriers to the adoption of precision irrigation technologies in olive and cotton farming—Lessons from Messenia and Thessaly regions in Greece	Konstantina Kakkavou, Marilena Gemtou, and Spyros Fountas
2	Review on the contribution of farming practices and technologies toward climate-smart agricultural outcomes in a European context	Kassa Tarekegn Erekal, Søren Marcus Pedersen, Tove Christensen, Sigrid Denver, Marilena Gemtou, Spyros Fountas, and Gohar Isakhanya
3	Business strategies towards climate-smart agriculture in Europe: A literature review	Gohar Isakhanyan, Christopher Jr. Galgo, Marilena Gemtou, and Søren Marcus Pedersen
4	Farmers' Transition to Climate-Smart Agriculture: A Systematic Review of the Decision-Making Factors Affecting Adoption	Marilena Gemtou, Konstantina Kakkavou, Evangelos Anastasiou, Spyros Fountas, Søren Marcus Pedersen, Gohar Isakhanyan, Kassa Tarekegn Erekal, and Serafin Pazos-Vidal
5	Drivers and barriers to climate-smart agricultural practices and technologies adoption: Insights from stakeholders of five European food supply chains	Søren Marcus Pedersen, Kassa Tarekegn Erekal, Tove Christensen, Sigrid Denver, Marilena Gemtou, Spyros Fountas, Gohar Isakhanyan, Arno Rosemarin, Nelson Ekane, LiseLotte Puggaard, Magdalena Nertinger, Harm Brinks, Diana Pusko, and Jon Bienzobas Adrian
6	Smart Farming Technologies and Sustainability (Book chapter)	Marilena Gemtou, Blanca Casares Guillén, and Evangelos Anastasiou
7	Understanding the Behavioral Factors Influencing Farmers' Future Adoption of Climate-Smart Agriculture: A Multi-Group Analysis	Kassa Tarekegn Erekal, Marilena Gemtou, Marcel Kornelis, Søren Marcus Pedersen, Tove Christensen, and Sigrid Denver

Table 7: BEATLES' publications

4.2.5 Non-scientific articles

The project is directed at all stakeholders in the agriculture sector, including the general public. Recognising the importance of broad communication, the project has gone beyond scientific publications by producing promotional (non-scientific) articles intended to reach and resonate with a wider audience. These articles are crafted to clearly convey the project's goals, progress, and key insights in an engaging and easily understood manner. To date, the project has published two (2) such promotional articles, as presented in Table 8.

No	Publication Title	Authors
----	-------------------	---------

1	“Drivers and barriers to climate-smart agricultural practices and technologies adoption: Insights from stakeholders of five European food supply chains”	Kassa Tarekegn Erekalo, Tove Christensen, Sigrid Denver, Søren Marcus Pedersen, Marilena Gemtou, and Spyros Fountas
2	“European consumer typology: Tailored Strategies and Policies based on consumers' traits”	Marcel Kornelis and Marilena Gemtou

Table 8: BEATLES' non-scientific publications

4.2.6 Press releases and other publications

During the project, press releases are issued on an *ad-hoc* basis, particularly to highlight key achievements, progress milestones, and upcoming events. Those press releases aim to inform stakeholders about the overall project actions and results. They may also feature specific success stories in the form of short articles to showcase notable accomplishments.

When appropriate, general press releases are developed to target stakeholders at the EU level. Additionally, press releases are often produced following project meeting or in advance of major events to attract local media attention and increase visibility.

At this stage of the project, a total of seven (7) press releases have been produced and published on the BEATLES website, each marking significant milestones and developments.

- The [first](#) press release was issued after the kick-off meeting held in Athens, Greece.
- The [second](#) followed the 2nd consortium meeting in Wageningen, the Netherlands.
- The [third](#) announced the project's first webinar and workshop.
- The [fourth](#) was released after the 3rd consortium meeting in Copenhagen, Denmark, providing updates on each partner's progress and ongoing tasks.
- The [fifth](#), [sixth](#), and [seventh](#) press releases promoted the 2nd, 3rd, and 4th project webinars and workshops, respectively.

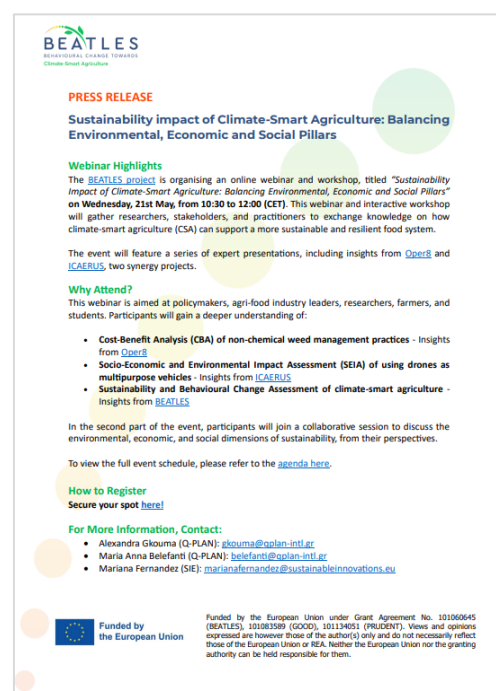


Figure 25: BEATLES' 7th press release

All press releases have been shared with the consortium partners to support broader dissemination.

In addition, all partners/authors are responsible for identifying any publishing opportunities and for carrying out all necessary actions to ensure publications of project news and results. Each partner will make efforts to produce publications of the highest quality, which not only reflects on the consortium's reputation but also on the BEATLES project's one. All publications must cite or/and refer to the EU contribution and project grant agreement number, as required in Article 17 of Grant Agreement No. 101060645.

4.2.7 Podcasts

BEATLES will produce podcasts, a series of conversations with key agrifood stakeholders and influencers to discuss topics such as:

- Business opportunities arising from climate-smart farming practices;
- Consumer trends, and business strategies to capitalise on them;
- Benefits of the climate-smart farming for the environment and society;
- Health and environmental benefits of sustainable products;
- Economic and societal potential of the transition to climate-smart agriculture.

The topics of the podcasts may be refined as the project progresses in line with its results. The podcasts will be produced during the final year of the project, with one (1) podcast per UC is scheduled with a relevant stakeholder identified by the UC leaders in collaboration with the Network of Interest task leaders [SIE](#).

4.3 BEATLES events

4.3.1 Project events, workshops, and webinars

Events serve as powerful communication tools, spreading the word about the benefits that can be derived from the project's services and outcomes. Over the project's span, a series of events, including international workshops, webinars, and digital workshops, will be organised to exchange knowledge, build capacity, and disseminate results to the climate-smart agriculture network of interest.

4.3.1.1 EU multi-actor workshops

In the framework of mutual learning and capacity building, international workshops will be organised to bring all relevant stakeholders, as part of T5.4. Those workshops aim to discuss project findings and transfer knowledge developed within the project. At least 4 international workshops are expected to be held targeting decision makers from countries and communities. The goal is for them to learn from the project's behavioural insights and explore how to replicate the generated approaches and policy options in their context, using recommendations, guides, practice abstracts, and other resources.

To date, three (3) EU multi-actor working groups have been organised by the project partner [AEIDL](#) under the BEATLES project, with a total of four (4) expected by the end of the project.

- **The [first](#) EU multi-actor workshop** was held on May 23, 2024. It focused on behavioural analysis to develop transformational pathways that foster the transition to fair, healthy, and environmentally friendly food systems, as well as the adoption of Climate-Smart Agriculture (CSA) and smart farming technologies across five Use Cases. The event gathered 63 participants from 21 countries, representing a wide range of backgrounds. The outcomes of the discussion have been captured in a [Highlights Report](#).
- **The [second](#) EU multi-actor workshop** took place on January 13, 2025, with the aim of co-designing solutions and EU policy recommendations to expand the adoption of CSA towards 2030 and 2040. The session brought together 40 participants from 19 countries, selected for their diverse expertise across disciplines linked to Climate-Smart Agriculture. Using a policy hackathon methodology, participants worked collaboratively in 10 groups on two critical challenge statements. Presentations, recordings, and a [Highlights Report](#) from the event are available on the project [website](#).

- The **third EU multi-actor workshop** was organised on May 19, 2025, focusing on exploring the concept of fairness within EU policy frameworks. Building on the work completed so far in the project, the workshop incorporated perspectives from stakeholders within European institutions and insights from external experts. Over 25 attendees participated. The outcomes of the discussion have been captured in a [Highlights Report](#).
- The **fourth EU multi-actor workshop** is planned for the fourth quarter of 2025. It will focus on the discussion and validation of the project's behavioural findings, as well as the replicability of the generated approaches in different contexts.

4.3.1.2 Webinars & Digital workshops

Special focus has been given to a series of six (6) webinars, organised by Q-PLAN, aimed at engaging all value chain stakeholders. Those webinars serve as key tools for knowledge transfer and dissemination of the project's findings. Each webinar addresses various topics related to project results (e.g., behavioural research, sustainability assessment, business modelling, policy design and implementation) targeting key agri-food stakeholders in EU and Associated countries. The overarching goal is to transfer knowledge and strengthen stakeholders' capacity to develop, implement, and maintain effective shifts towards climate-smart agricultural practices.

In addition, project partner SIE is required to organise at least three (3) dedicated digital workshops to (i) present and discuss key project results with climate-smart agriculture network members, gathering valuable feedback to disseminate (farm guides, policy recommendations, etc.), and (ii) facilitate a constructive discussion on the challenges and opportunities arising from the transition to more climate-smart food systems.

To date, the BEATLES project has organised four (4) webinars and three (3) workshops.

- The **first webinar and workshop**, focused on transitioning to sustainable food systems, took place on April 23, 2024, and gathered 108 attendees from diverse backgrounds, including researchers, policymakers, and industry experts. The BEATLES project coordinator, [AUA](#), introduced the project, and [UCPH](#) presented on *Locks-in and levers for transition to sustainable food systems*. Guest speakers included [VISIONARY](#), a sister project, which shared insights into farmers' preferences for subsidy schemes to promote methane emission reduction in the livestock sector. A Food Policy Officer from [BEUC](#) also addressed consumer attitudes and initiatives. Following the webinar, the workshop engaged participants in interactive sessions to address challenges and strategies for advancing climate-smart farming practices, highlighting collaborative efforts towards sustainable food systems.

Social media platform	URL
Press Release	https://beatles-project.eu/wp-content/uploads/2025/04/BEATLES_3rd-Press-Release.pdf
News item on website	https://beatles-project.eu/events/1st-beatles-webinar-and-workshop-tackles-transition-to-sustainable-food-systems/
Webinar Video	https://www.youtube.com/watch?v=WOIZOcBvggE&list=PL6G-N-IgP9Z0tF5VwtMytNoWqJEwoN57V&index=7
Workshop Video	https://www.youtube.com/watch?v=EDlqihZ2Gm4
Views	116 views

Table 9: 1st Webinar & Workshop materials

- On November 21, 2024, the BEATLES project hosted its **second webinar and workshop**, co-organised with the sister project [Enfasys](#), under the theme “Co-creating Pathways to Sustainable Agriculture: How to Engage All Stakeholders in the Value Chain”. Key speakers included the BEATLES Coordinator, [AUA](#), the [Stockholm Environment Institute \(SEI\)](#), and partners from Enfasys, such as the [Association of Balkan Eco-Innovation](#) and [ILVO](#). [SEI Oxford](#), as a guest speaker, presented the *Tandem Framework*, a transdisciplinary approach for co-producing knowledge that bridges scientific and local insights to enhance climate resilience and adaptation. The event was attended by 72 participants. An interactive workshop was followed using the Miro platform, which allowed attendees to identify the key challenges in engaging stakeholders during co-creation activities, with the BEATLES partner, [INTIA](#), sharing practical examples of effective strategies.

Social media platform	URL
Press Release	https://beatles-project.eu/wp-content/uploads/2024/11/BEATLES-and-Enfasys-joint-webinar-workshop-on-Co-creating-pathways-to-sustainable-agriculture.pdf
News item on website	https://beatles-project.eu/events/beatles-enfasys-webinar-workshop-co-creation-methodology-and-results/
Webinar Video	https://www.youtube.com/watch?v=cr_ou33nXE8&list=PL6G-N-IgP9Z0P-DSkN2CbxwOpBmx5-J5F
Workshop Video	https://www.youtube.com/watch?v=7VIC_MH9JjQ&list=PL6G-N-IgP9Z0P-DSkN2CbxwOpBmx5-J5F
Views	56 views

Table 10: 2nd Webinar and Workshop materials

- The **third webinar**, held on February 17, 2025, was co-organised with the [GOOD](#) and [PRUDENT](#) projects, under the topic *Adoption of Sustainable Agriculture: From the Producer to the Consumer*. Discussions focused on advancing sustainable agriculture across Europe and strengthening the connection between producers and consumers to build resilient, climate-friendly food systems. Key speakers from the BEATLES project included Q-PLAN, UCPH, which shared key findings from the BEATLES behavioural experiment on consumers' willingness to pay (WTP) for climate-friendly food, and [WUR](#) presented the project's consumer segmentation study, which explores how climate concerns influence food choices and whether consumers are willing to pay extra for CSA-produced foods. Representatives from the GOOD and PRUDENT projects also contributed valuable perspectives, with the Burgundy School of Business and the University of Trento offering their expertise, respectively. Additionally, the ForestAgriGreenNudge was invited as a guest speaker. The webinar attracted 65 participants.

Social media platform	URL
Press Release	https://beatles-project.eu/wp-content/uploads/2025/04/Press-Release-BEATLES-GOOD-PRUDENT-joint-webinar.pdf

News item on website	https://beatles-project.eu/events/beatles-good-prudent-3rd-webinar-adoption-of-sustainable-agriculture-from-the-producer-to-the-consumer/
Webinar Video	https://www.youtube.com/watch?v=cOJbCnRjfb4
Views	44 views

Table 11: 3rd Webinar materials

- On May 21, 2025, the BEATLES project organised its **forth webinar & third workshop**, entitled *Sustainability Impact of Climate-Smart Agriculture: Balancing Environmental, Economic, and Social Pillars*. The event served as a platform for dialogue and knowledge exchange on how innovative agricultural practices can accelerate the transition to more sustainable food systems. Key contributors from the BEATLES project—AUA and [NTUA](#)—shared valuable insights from their research on sustainability and behavioural change assessment in climate-smart agriculture. The webinar also featured presentations from BEATLES synergy projects, including [Oper8](#) and [ICAREUS](#). These partners highlighted findings on non-chemical weed management through cost-benefit analysis, as well as the socio-economic and environmental impacts of using drones in agricultural practices. In the second half of the event, participants engaged in an interactive collaborative session focused on discussing and evaluating the environmental, economic, and social dimensions of sustainability in agriculture. The webinar attracted 64 participants.

Social media platform	URL
Press Release	https://beatles-project.eu/wp-content/uploads/2025/05/Press-Release-v1.1.pdf
News item on website	https://beatles-project.eu/events/beatles-webinar-workshop-sustainability-impact-of-climate-smart-agriculture-balancing-environmental-economic-and-social-pillars/
Webinar Video	https://www.youtube.com/watch?v=uruqkPLlt2Q
Workshop Video	https://www.youtube.com/watch?v=eetkmAxGokw
Views	22 views

Table 12: 4th Webinar & 3rd workshop materials

4.3.2 External events

Participating in relevant events and fairs are unique opportunities to reach further audiences with a wide range of backgrounds. Throughout the duration of the BEATLES project, partners have planned to participate in at least fifteen (15) external events and fairs with a view to:

- present BEATLES concept;
- keep in touch with the latest advances in climate-smart agriculture;
- share knowledge;
- establish contacts and interactions with stakeholders;
- promote BEATLES actions and results;
- raise awareness.

To ensure consistency in the presentation and communication of the project, partners have at their disposal the project's leaflet and brochure, a template for presentation slides, and the

project's infographic that can be produced as a poster or roll-up. All these materials incorporate the BEATLES logo and colours.

The following table lists the external events and fairs, in which partners have participated, presenting BEATLES. In total, the partners have actively participated in 55 external events, surpassing the initially planned number.

No	Partner	Date	Type of event / Description
1	AUA	20-23/10/2022	Exhibitor in the Agrotica Expo 2022
2	INTIA	10/11/2022	Nexus conference
3	AFL	15/11/2022	Agri-food Forum 2022
4	AUA	5-6/12/2022	Presentation of the project in the Ministry of Agriculture in Cyprus 2022
5	AUA	11-12/5/2023	Unlocking the Power of Robotics in Agri-food. Event organized by Agrobofood project.
6	INTIA	18/5/2023	Conference on organic apple tree management
7	ZPS	6/6/2023	2 nd meeting of the Slovenian Council for Organic Farming and Sustainable Food Production (Slovenia)
8	NATURLAND	16-17/6/2023	Weltladen-Dachverbands Tagung, yearly assembly 2023
9	AEIDL	28/6/2023	Workshop "Who decides what you eat? The power of food environments on consumer diets"
10	ZPS	29/6/2023	BEUC (The European Consumer Organisation) Food Expert meeting
11	AFL	2/7/2023	Startup Village Networking Event 2023
12	AUA	4/7/2023	14th European Precision Agriculture Conference
13	AUA	4/8/2023	Presentation of the project in the Northwest A&F University
14	FBCD	30/8/2023	Presentation at the RI.SE meeting
15	AUA	21-23/9/2023	Exhibitor in the Agri innovation expo 2023
16	AEIDL	2-5/10/2023	Fruit Attraction 2023
17	AUA	4-5/10/2023	Synergy days 2023
18	FBCD	6/10/2023	Introduction at a roundtable meeting climate smart animal production
19	ZPS	26/10/2023	<i>Breakfast with journalists</i> meeting
20	AEIDL	27/10/2023	DG GROW workshop on Agri-food Transition Pathway: Uptake of technologies
21	AEIDL	14/11/2023	DG GROW workshop on Agri-food Transition Pathway: New Business models and support to SMEs for a resilient agri-food industrial ecosystem'
22	ART21	14/11/2023	AgriFood Forum'23: Peace for Food
23	AEIDL	21-23/11/2023	Soil mission week 2023
24	AEIDL	4-5/12/2023	FOOD 2030 Conference on Green & Resilient Food Systems
25	AEIDL	6-7/12/2023	Agricultural Outlook Conference
26	ZPS	21/12/2023	4 th meeting of the Slovenian Council for Organic Farming and Sustainable

27	AEIDL	8/2/2024	EU-FarmBook platform launching event
28	AUA & AEIDL	5-7/3/2024	FOOD 2030 Networks 2024 in Brussels FOOD 2030 Networks Conference: Dialogue with policymakers
29	UCPH	12/3/2024	Guest lecture at University of Copenhagen course, <i>Climate economics and policy</i> seminar
30	UCPH	18-21/3/2024	98 th Annual Conference Agricultural Economics Society at The University of Edinburg
31	INTIA	24-27/4/2024	Spanish Society for Organic Agriculture and Agroecology (SEAE) Congress 2024
32	AEIDL	14/3/2024	Smart Agri-food Summit in Seville
33	ZPS	15/3/2024	"Is EU trade policy compatible with the Green Deal?" event
34	AEIDL	17/6/2024	AgEnRes Workshop: Policies for Energy Independence and Resilience in Agriculture
35	AEIDL	4/6/2024	Euractiv Virtual Conference "EU agrifood policy - Navigating the next mandate
36	AEIDL	18/4/2024	Organic farming in the EU - What role for a greener Europe?
37	AEIDL	29/4/2024	Visionary project's webinar: <i>What policy mechanisms can support organic farming? From design to effective implementation.</i>
38	FBCD	8/3/2024	Network meeting for environmentally and climate-efficient livestock production
39	UCPH	12/3/2024	Guest lecture at University of Copenhagen course, climate economics and policy.
40	UCPH	28/9/2024	7 th Symposium on Agri-Tech Economics for Sustainable Futures
41	AEIDL	15/10/2024	ENASP Conference: Climate and Agriculture – Social Protection in the Process of Change
42	Q-PLAN, WUR, AUA, and SIE	14-15/10/2024	Synergy Days 2024
43	AEIDL	23/10/2024	EESC public hearing on circular bioeconomy: Aligning the circular economy and the bioeconomy at EU and national level
44	AEIDL	26/11/2024	AgriFood Forum 2024: Field of the Future
45	UCPH	5-6/12/24	BEATLES at the 34 th OECD - OCDE Farm-Level Analysis
46	SEI & ZPS	8/1/2025	Presentation of the BEATLES project and consumer & farmer survey results at the Ministry of Agriculture, Forestry and Food, with the participation of environmental NGO Umanotera
47	SEI	15/1/2025	Seminar on how to develop living lab projects and share experiences from ongoing living lab projects at the Royal Swedish Academy of Agriculture and Forestry
48	AEIDL	6/2/2025	Digital Ecosystems for sustainable digitalisation of farming
49	AUA	12/3/2025	Meeting at FAO headquarters

50	AEIDL	25/3/2025	Sustainability Indicators in the Agri-Food Sector
51	AEIDL	7/4/2025	Community-Led Pathways for Just and Sustainable Food Systems: Part 1
52	AEIDL	8/4/2025	AGROFORO: In a Rural Key event
53	AEIDL	12/5/2025	Communities for Future. Just and sustainable food systems: The grassroots' perspective
54	AEIDL	6/6/2025	HuMUS healthy soil stories: Results from the ground webinar
55	AEIDL	24/6/2025	Science-policy workshop "A coherent policy space for the transition of Europe's farming systems"

Table 13: BEATLES' participation in external events

Partners will keep attending external events during the project. In order to better keep track of these dissemination and communication activities, all partners are asked to complete a table named "External Attended and Future Events" with all required information about the participation in the event at the latest three weeks after the event. The table can be found in Annex II;

4.3.3 Final conference

By the end of the project, a closing event will take place, organised under the lead of AEIDL. The aim of this conference is to attract interested stakeholders from the project's target groups, to spread the word for BEATLES accumulated knowledge and present the project's final results and achievements as well as to promote their uptake across Europe. BEATLES partners will contribute to further dissemination of the final event through their own networks.

4.4 Synergies with relevant projects/ initiatives

Synergies aim to promote collaboration and knowledge exchange while also achieving more efficient and effective use of their resources. These include Horizon 2020 and Horizon Europe projects (i.e., ENFASYS, VISIONARY etc.), as well as initiatives and networks linked to our partners.

Synergies include (without being limited to) the following actions:

- Including the sister project's logo and its website on the BEATLES website;
- participation in events organised by similar projects;
- dissemination of BEATLES promotional material in similar project's events;
- invitations to participate in BEATLES events;
- exchange of news and dissemination through other projects' channels.

At the beginning of the project, a Synergies list was created, and the project partners are expected to locate similar projects and initiatives that might be interested in collaboration and should regularly enrich the list. All partners should keep in mind that the BEATLES dissemination and communication strategy cannot reach its full potential unless meaningful collaboration with related projects is established. The *Synergies* list can be found in Annex III.

From the beginning of the project BEATLES has developed strong and meaningful synergies with the other two (2) sister projects under the same topic namely VISIONAR" and Enfasys. These collaborations extend beyond joint dissemination and communication efforts to include coordination of research activities. In addition to these two projects, BEATLES has actively

reached out to and established connections with other relevant initiatives, further strengthening its network and amplifying its overall impact.

As presented in deliverable D6.8 “Project website, the BEATLES website features a subpage titled *Relevant initiatives*. This subpage comprises a list of initiatives and sister projects with which BEATLES plans to collaborate, presented in blocks with logos, along with the links to their individual websites.

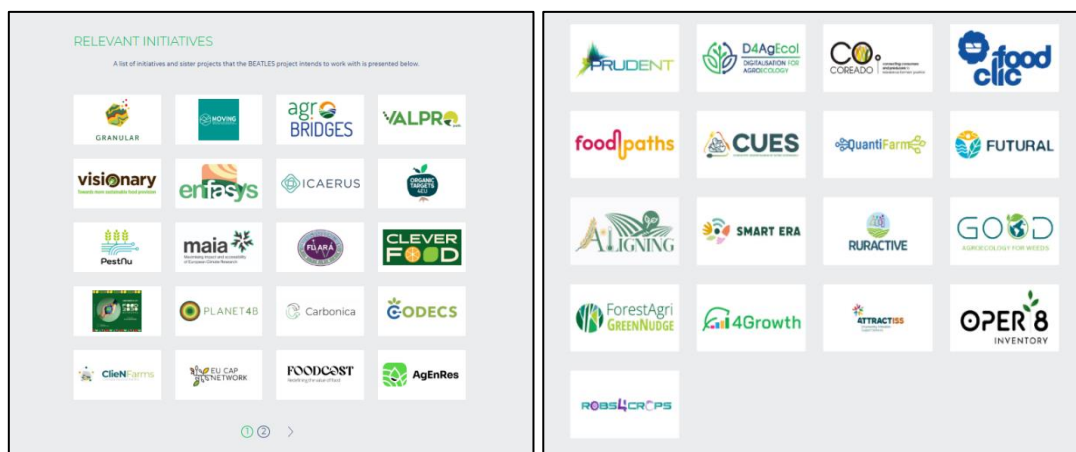


Figure 26: BEATLES' relevant initiatives

In particular, the project has identified and already interacted with 37 different [projects and initiatives](#), mostly focusing on sustainable and climate-smart agriculture, as illustrated in Table 14.

No	Project name	Type of project/initiative	Description
1	VISIONARY	Horizon Europe	VISIONARY aims to improve the sustainability of agriculture by promoting practices in food production systems that are more environmentally friendly, economically viable, and socio-culturally appropriate, and helping to remove the barriers to their adoption.
2	Enfasys	Horizon Europe	ENFASYS will frame current transitions to Sustainable Farming Systems and screen 160 cases for current interventions. Through systems analysis, behavioural and experimental studies, ENFASYS will uncover lock-ins from a systemic and behavioural point of view.
3	PLANET4B	Horizon Europe	PLANET4B aims for the understanding Plural values, intersectionality, Leverage points, Attitudes, Norms, behaviour, and social learning in Transformation for Biodiversity decision making.

4	MOVING	H2020	The project will build capacities and co-develop policy frameworks across Europe. It will establish new or upscaled value chains to contribute to the resilience and sustainability of mountain areas to climate change.
5	AgroBRIDGES	H2020	agroBRIDGES empowers farmers through new business and marketing models based on Short Food Supply Chains (SFSC).
6	VALPRO	Horizon Europe	From harnessing on-farm processes to creating business models, VALPRO Path aims to turn food-chain actors towards sustainable plant protein production.
7	ICAERUS	Horizon Europe	ICAERUS project will explore the multi-purpose application potential of drones in agricultural production, forestry, and rural communities through five specific drone applications.
8	ORGANIC TARGETS 4EU	Horizon Europe	The project aims to reach 25% of agricultural land under organic farming and a significant increase in organic aquaculture by 2030.
9	PestNu	H2020	PestNu targets the field -testing and demonstration of digital and space-based technologies (DST) and agro-ecological and organic practices (AOP) under a systemic approach to reduce the pesticides and fertilisers use, and loss of nutrients.
10	MAIA	Horizon Europe	The MAIA project connects communities, platforms, knowledge, and research on climate change.
11	FLIARA	Horizon Europe	The FLIARA project aims to create a European wide rural innovation ecosystem, which supports women-led innovative practices in farming and rural areas.
12	CLEVERFOOD	Horizon Europe	The CLEVERFOOD project will engage European citizens, and stakeholders from the farm and food sectors to transform the European food system
13	FOOD 20230 project collaboration Network	Network	CLEVERFOOD is developing the FOOD 2030 Online Platform as part of its efforts to organise a joined-up approach to transforming the food system for the benefit of the people and the planet.
14	CARBONICA	Horizon Europe	Carbonica aims to introduce Carbon Farming techniques in the widening countries of Greece, North Macedonia and Cyprus.
15	Climate Farm Demo	Horizon Europe	Climate Farm Demo aims to accelerate the adoption of Climate

			Smart Farming (CSF) practices and solutions by farmers and all actors of the Climate Smart Agriculture Knowledge & Innovation Systems (AKIS) with a view to adapting agricultural production systems to climate change and to achieving a carbon neutral agricultural sector by 2050, thereby meeting the targets of the EU Climate strategy.
16	CODECS	Horizon Europe	CODECS aims to improve the motivation and the capacity of European farmers to understand and adopt digitalisation as an enabler of sustainable and transformative change.
17	GRANULAR	Horizon Europe	GRANULAR hopes to support rural actors in their efforts to promote sustainable practices in agriculture. GRANULAR rely on Multi Actor Platforms and Use Cases to test new solutions and identify policy responses.
18	EU CAP NETWORK	Network	The Network is a forum through which National CAP Networks, organisations, administrations, researchers, entrepreneurs and practitioners can share knowledge and information (e.g. via peer-to-peer learning and good practices) about agriculture and rural policy.
19	FOODCoST	Horizon Europe	FOODCoST aims to support the transition towards sustainable food systems by proposing a harmonising methodology to calculate externalities in climate, biodiversity, environmental, social and health along the food value chain.
20	AgEnRes	Horizon Europe	The project wants to help farmers to deal with price fluctuations of fossil energy and mineral fertilisers, to become more independent from these inputs, increase income and reduce emissions to the environment.
21	PRUDENT	Horizon Europe	PRUDENT aspires to change the way agriculture and forestry systems currently operate and accelerate the transition to sustainable agriculture and forestry practices and smart farming technologies.
22	D4AgEcol	Horizon Europe	D4AgEcol will provide knowledge for the transition to agroecological farming by identifying appropriate digital tools and technologies.
23	COCOREADO	Horizon Europe	COCOREADO is a project designed to rebalance the position of the farmer as an individual actor, as a key player in

			innovative food supply chains, and as a supplier for public procurement. The project will encourage young people in rural areas to co-create innovative solutions that overcome obstacles for farmers, address consumer needs and improve the conditions for the sustainable public procurement of local and seasonal food.
24	FoodCLIC	Horizon Europe	FoodCLIC connects people and policies from different sectors for an integrated approach to transform urban food environments and food systems.
25	FOODPathS	Horizon Europe	FOODPathS aims to offer a concrete pathway and necessary tools for establishing an appropriate operational environment for the future European Partnership for Sustainable Food Systems (SFS) for People, Planet & Climate.
26	CUES	Horizon Europe	CUES addresses the urgent need for a more sustainable food system that benefits the environment, society, and the economy.
27	QuantiFarm	Horizon Europe	QuantiFarm focusses on supporting the further deployment of DATS as key enablers for enhancing the sustainability performance and competitiveness of the agricultural sector.
28	FUTURAL	Horizon Europe	FUTURAL will prototype, test, and demonstrate community-led, social, technological and business innovations in different geographical and socio-cultural rural contexts. It will deliver a set of digital Smart Solutions to address key societal, environmental and financial challenges and empower rural communities to engage in change.
29	ALIGNING	Horizon Europe	ALIGNING aims to boost agricultural innovation in Asia's least-developed agrarian countries by strengthening universities' innovation capacity and offering sustainable, climate-resilient solutions to farmers and agribusinesses.
30	SMART ERA	Horizon Europe	SMART ERA is set to breathe new life into rural landscapes through smart innovation packages (SIPs), combating depopulation and addressing socio-economic and environmental challenges.

31	RURACTIVE	Horizon Europe	RURACTIVE aims to unlock the innovation potential of rural communities by promoting grassroots action, digital innovation, and local resource use.
32	GOOD	Horizon Europe	GOOD is a 4-year project adopting multidisciplinary approach, aspired to create and evaluate Agroecological Weed Management (AWM) systems, and demonstrate that AWM adoption reduces herbicide use and enhances sustainability and resilience of cropping systems.
33	ForestAgriGreenNudge	Horizon Europe	ForestAgriGreenNudge, using insights from behavioural science, aims to guide decision-makers towards more sustainable practices in farming and forestry through the use of <i>Green Nudge</i> —subtle, positive interventions that reshape decision-making environments.
34	4Growth	Horizon Europe	4Growth aims to contribute to the uptake of digital and data-driven solutions in agriculture and forestry by documenting the current state-of-play and projecting the future evolution of the sector.
35	ATTRACTISS	Horizon Europe	ATTRACTISS aims to empower innovation support services as a pathway for a more sustainable agriculture & forestry sector.
36	OPER8	Horizon 2021	Oper8 aims to establish a self-sustaining, multi-actor, EU-wide thematic network that supports and promotes non-chemical weed control solutions.
37	ROBS4CROPS	Horizon 2020	ROBS4CROPS aspired to deliver a labour saving, fully autonomous robotic system for spraying and mechanical weeding, together with a supporting ecosystem, ready for wide-scale adoption.

Table 14: BEATLES' sister projects/relevant initiatives

Discussions on establishing strategic communication-oriented synergies have been held with all the aforementioned projects and networks, in order to better disseminate the project's results to stakeholders that can make the most out of them. As a result, **21 joint actions** have been established so far, as shown in the table below.

No	Project sister name	Date	Description
----	---------------------	------	-------------

1	VISIONARY	15/09/2022	AUA presented the BEATLES project during the VISIONARY kick-off meeting
2	agroBRIDGES	21/09/2023	Clustering event between four (4) projects, agroBRIDGES, COCOREADO, COACH, and BEATLES, entitled "Improving Food Systems and Value Chains" organised by agroBRIDGES project. AEIDL presented the BEATLES project and policy recommendations during the clustering event.
3	agroBRIDGES	4/10/2023	BEATLES leaflets on the agroBRIDGES stand at Fruit Attraction 2023.
4	Carbonica and ClimateFarmDemo	4-5/10/2023	BEATLES shared the stage with its sister projects, during the parallel workshops of Synergy Days organised by the SmartAgriHubs project engaging in a lively discussion themed around <i>Theory and practice of climate-smart Farming: bridging the gap</i> .
5	MAIA	27/10/2023	ZPS participated in the sister's project MAIA webinar on Climate Change and Agriculture presenting the BEATLES project.
6	EU CAP Network	16/11/2023	AEIDL presented the project in one of the roundtables of the 3 rd edition of the <i>Forum on Best Practices in the Agri-Food Supply Chain</i>
7	CODECS project	25/01/2024	AUA presented the BEATLES findings during the CODECS webinar
8	ENFASYS, VISIONARY, COCOREADO, FOODCOST, CLEVERFOOD, FoodCLIC, FoodPathS	5/03/2024	FOOD2030 session on barriers and lock-ins for transformative innovation and how to overcome them Co-organised a joint session.
9	Enfasys & Visionary	5/03/2024	Co-organised with the sister projects - ENFASYS HEU and VISIONARY Project EU - a joint session focused on ensuring the just transition that is fair for both farmers and consumers.
10	D4AgEcol	04/04/2024	AUA presented the BEATLES findings in the D4AgEcol workshop, which was about the adoption of spraying drones in vineyards from an agroecological perspective.
11	VISIONARY	23/04/2024	VISIONARY was one of the speakers at the first BEATLES' webinar: <i>Behavioural</i>

			<i>research and insights for transitioning to sustainable food systems.</i>
12	SUPPORT IPM	12/06/2024	BEATLES Project EU participated in the Interactive Visionary Workshop of the SUPPORT project EU, focusing on the future of Integrated Pest Management (IPM), where we presented our project's objectives.
13	D4AgEcol	04/07/2024	Clustering event during the D4AgEcol project General Assembly! Oper-8, PATH2DEA, Agroecology is GOOD, Agroecology-TRANSECT, AGROSUS_HE, BEATLES project EU, EU-FarmBook, Conserwa, and D4AgEcol project exchange ideas and discuss common activities towards enhancing agroecology sustainability.
14	MAIA	08/10/2024	SEI participated in MAIA Project - 4th Policy Roundtable and 2nd Workshop: Sustainable Food Systems: Bringing the Farm to Fork into a Regional Perspective.
15	ALIGNING	04/11/2024	The BEATLES was presented during a study visit organised by the project ALIGNING at the Agricultural University of Athens.
16	Enfasys	21/11/2024	Co-organised with Enfasys a webinar and workshop under the theme <i>Co-creating Pathways to Sustainable Agriculture: How to Engage All Stakeholders in the Value Chain.</i>
17	FUTURAL Project, SMART ERA, and RURACTIVE projects	25/11/2024	AEIDL organised a thought-provoking EU policy webinar in collaboration with Futural project, SMART ERA, Ruractive, and BEATLES project EU projects.
18	GOOD and PRUDENT	17/02/2025	Co-organised with the GOOD and PRUDENT projects a webinar, focused on the theme <i>Adoption of Sustainable Agriculture: From the Producer to the Consumer.</i>
19	Robs4Crops	27/3/2025	Co-organised a joint Workshop, entitled <i>Online Workshop of Robs4Crops Cost Analysis Tool</i>
20	OPER-8 and ICAERUS	21/5/2025	OPER-8 and ICAERUS participated as speakers in the BEATLES webinar and workshop focused on the topic: <i>Sustainability Impact of Climate-Smart</i>

			<i>Agriculture: Balancing Environmental, Economic and Social Pillars.</i>
21	CODECS	25/6/2025	BEATLES was one of the speakers of CODECS Knowledge Accelerator Science-Policy Workshop: "The Digital Transition: Policy Pathways for Sustainable Agriculture".

Table 15: Joint actions

4.5 Climate-smart agriculture Network of Interest (NoI)

The T6.3 initiative aims to bring together key stakeholders in the agriculture and food sectors across Europe (EU) and Associated Countries. The goal is to establish a robust community of early adopters who can actively contribute to shaping BEATLES' work, ensuring that it aligns with the needs of its target groups and facilitates the sharing and utilisation of its findings.

SIE has successfully expanded the Network of Interest, reaching 504 members—more than double the original key performance indicator (KPI) of 200. This diverse network includes researchers, farmers, policymakers, representatives from the agrifood industry, students, media associations, advisors, and others. This achievement is the result of a range of targeted activities, such as participating in fairs (e.g., Fruit Attraction), attending events (e.g., webinars and workshops), engaging in co-creation activities, and leveraging social media outreach. All members officially joined the Network by signing the respective [registration form](#). By being part of the BEATLES' Network of Interest, they gain access to:

- Dedicated workshops on different topics (i.e., farm guides, policy recommendations, etc.);
- Project newsletters;
- Mutual learning and capacity building activities

Join our Network of Interest!
BEATLES

BEATLES project's Network of Interest

Join this vibrant community to learn more about climate-smart agriculture! By being part of the BEATLES' Network of Interest you will have access to:

- Dedicated workshops on different topics (farm guides, policy recommendations, etc.).
- Our biannual newsletter.
- Mutual learning and capacity building activities

You can find more information about the project on our website (<https://beatles-project.eu/>).

We welcome participants in the network, from industry, academia, consultancy, and governmental and non-governmental organisations. With your valuable input, you can help shape the direction of the project and improve the results.

By signing up for this email list, you will receive information and activities related to the BEATLES Horizon Europe project. You will be able to opt-out of the list at any time.

By answering this form, you give your consent that the BEATLES team can use the information to establish who wants to participate in the network of interest, contact you and invite you to selected events. We will delete the information at the end of the BEATLES project or earlier if you want to opt-out.

Any questions about the stakeholder network can be sent to communication@sustainableinnovations.eu.

danielmatilla@sustainableinnovations.eu [Cambiar de cuenta](#)

No compartido

* Indica que la pregunta es obligatoria

Your email address *

Tu respuesta

Your name (optional)

Tu respuesta

Your company/organisation (optional):

Tu respuesta

Which profile do you identify with? *

☐ Policymakers

☐ Agri-food industry

☐ Farmer

☐ Researcher

☐ Student

☐ Otro: _____

Do you have any specific interest that you think that can be covered in our dedicated workshops?

Tu respuesta

Figure 27: BEATLES' NoI registration form

Despite achieving this KPI, SIE remains committed to seeking new members and encourages partners to keep the network of interest in mind as they develop the project, identifying potential stakeholders who may be interested. Replicating social media and communication efforts will also be a priority to further expand the list.

As previously mentioned, SIE hosted three (3) digital workshops (see section 4.3.1.2 Webinars & Digital workshops), providing a platform to disseminate project results, gather feedback, and discuss challenges associated with transitioning to more climate-smart food systems. Network members participated in learning sessions, received regular project updates, and were encouraged to share the outcomes within their networks. Additionally, they kept informed through newsletters and invitations to other relevant events.

4.6 EU Dissemination channels

A tentative list of EU dissemination channels that may be utilised by BEATLES throughout its duration is provided below.

- **CORDIS** is the EC primary source of results from projects funded by the EU's framework programmes for R&I.
- The **Horizon Results Booster** addresses projects eager to go beyond their Dissemination and Exploitation obligations under Horizon funding schemes.
- **Horizon Results** is a repository of Key Exploitable Results of EU-funded research and innovation projects.
- **Open Research Europe** is an open access publishing platform that beneficiaries can use to publish any research results coming from R&I funded programmes, and it is in line with the EU's open science policy.
- **Horizon Dashboard** is an interactive knowledge platform where statistics and data on EU Research and Innovation programmes can be extracted

5. Timeline and implementation plan

In the following table, an action plan of BEATLES' dissemination and communication activities is presented, spanning the whole duration of the project.

			2022					2023					2024					2025									
Activity	Responsible Partner	Related WP	1st year					2nd year					3rd year					4th year									
			July - August	September - October	November - December	January - February	March - April	May - June	July - August	September - October	November - December	January - February	March - April	May - June	July - August	September - October	November - December	January - February	March - April	May - June	July - August	September - October	November - December	January - February	March - April	May - June	
			Development of promotional material																								
Logo	Q-Plan	WP6																									
Templates (report, presentation and letterhead)		All WPs																									
Leaflet, poster and roll-up		WP6																									
Promotional video		WP6																									
			Website																								
Development and operation of project's website	Q-Plan	WP6																									
Publicity through project's website	All partners	All WPs																									
Publicity through partners' website	All partners	All WPs																									
			Social media networks																								
Creation of social media accounts (Facebook, Twitter and LinkedIn)	Q-Plan	WP6																									
Creation of social media accounts (YouTube)	Q-Plan	WP6																									
Publicity through projects' social media	All partners	All WPs																									
Publicity through partners' social media	All partners	All WPs																									
Publicity through project YouTube channel	Q-Plan	WP6																									
			Digital presence																								
Recipients list creation and update	Q-Plan	WP6																									
E-newsletter	Q-Plan	WP6																									
Podcasts	Q-Plan	WP6																									
			Publications																								
Non – scientific (press releases, blogging)	All partners	WP6																									
Scientific publications and conference papers	All partners	WP6																									

Figure 28: BEATLES' timeline

6. Key Performance Indicators and monitoring

The implementation of the dissemination and communication strategy is monitored on an ongoing basis according to the realisation level of the communication and dissemination objectives and outcomes that have been set up. The frequent evaluation of communication and dissemination activities allows to monitor and measure their impact and, if necessary, adapt them to increase the project's visibility and awareness.

The communication manager has the overall responsibility of the monitoring and evaluating BEATLES' communication and dissemination activities, although the project partners are also expected to help by continuously monitoring and evaluating the publicity and communication activities they carry out.

Partners have to report in detail all the communication and dissemination actions they undertook through the BEATLES *Dissemination and Communication* reporting template and it has been sent to all partners by email. The reporting template can be found in Annex IV.

According to the table below, many KPIs have already been achieved and are close to the target. The project will continue to follow the Dissemination and Communication strategy consistently for the best possible results.

Indicator	Target (impact)	Current status (M36)
External events/conferences attended	15 events	55
Synergies with initiatives & networks	15 joint actions	21
Unique visits to the website	> 15,000	15,000
Followers on social media	> 1,000	2,195
Views of the promotional video	> 1,000	2,444
Webinar participants/viewers	> 350	548
Number of newsletters released	6 newsletters	11
Promotional material distributed	> 300	245
Network of Interest members	> 200	504
Stakeholders reached / engaged	> 10,000 / > 1,000	37,346/4,721
Scientific publications	8 publications	7

Table 16: BEATLES' dissemination KPIs

7. Conclusions

The current document constitutes the third version of the report on Dissemination and Communication Plan of the BEATLES project.

With reference to the initial report elaborated in D6.2, and its first update elaborated in D6.3, this report describes the objectives and the defined framework of the project's communication, dissemination and training strategy and provides an update of both the implemented and the foreseen communication and dissemination activities and corresponding channels, following the experience of the 36 months of the project's implementation.

The project consortium has so far managed to create a consistent and recognisable visual identity and branding for the BEATLES project and has made considerable efforts to reach out to the targeted stakeholder groups and relevant networks. The project communication and dissemination activities are focused on raising awareness about the project's approach and development, through the project online media, activities, synergies, contribution with new knowledge and through participation in relevant events.

The project future efforts will focus on deepening the connections made and networks built in local and EU context, to maximise the visibility and outreach of the BEATLES project. To this end, all partners will keep on actively contributing to the communication and dissemination activities through the exploitation of the defined dissemination tools and channels, promoting and multiplying publicity of the project's aims and achievements and disseminating targeted messages to all relevant stakeholders.

Annexes

Annex I – BEATLES D&C guidelines



BEATLES D&C guidelines

This document provides you with key initial guidelines regarding communication and dissemination activities and introduces main dissemination monitoring tools that you are kindly asked to use throughout the project.

Main guidelines

1. Actively contribute to the dissemination of project results and key messages.
2. Do not forget to include the BEATLES logo and website URL together with the EU logo and the disclaimer "Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor the granting authority can be held responsible for them".

In practice, it should look like this:

Funded by the European Union under GA no. 101060645. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor the granting authority can be held responsible for them.



When displayed with another logo, the EU emblem must have appropriate prominence.

You can download the needed EU emblem in the desired resolution following this link: https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/.

3. If possible, follow the style guide concerning writing style, formatting options, numbers and currency, abbreviations and acronyms, captions, electronic cross-references, naming conventions, citation style. In general:
 - Use Montserrat as font for documents generated with MS Office programmes and for web applications.
 - Always use the same style for references, both for in-text citations and in the bibliography/footnotes.
 - Be consistent in using currency references (for example, use EUR instead of € throughout).
 - Be consistent in the numbering format; comply with the British usage (e.g. 75,000,239.23), unless differently indicated by the bid manager.

Funded by the European Union under GA no. 101060645. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor the granting authority can be held responsible for them.



- If you abbreviate a word, use the correct abbreviation (for instance, "m" for million, not "mn").
 - Make sure to introduce each abbreviation and acronym the first time you use it and create an abbreviation/acronym list at the beginning of the document.
 - Review the language and the coherence of the structure of the text you drafted.
4. Whenever possible, use the templates that are provided to you, i.e. letterhead, presentation, and publication. A leaflet, a poster and a roll-up will be prepared for you to use throughout the project. Other communication materials (e.g., infographics) will be prepared ad-hoc if needed.
 5. Always inform Q-PLAN regarding every dissemination and communication activity that you plan to carry out (e.g. organisation of an event, articles on websites or magazines, participation in an external event, etc.). This will enable us to publicise it through the BEATLES communication channels in a timely manner.
 6. You will have to report in detail all the communication and dissemination actions you undertook (see BEATLES Dissemination & Communication Reporting Template for instructions). This template is in line with the new Horizon Europe programme needs and is sent to all partners by email. The initial expectation for input collection is every 6 months and Q-PLAN will notify the consortium in due time to start collecting input as well as in case of any changes.
 7. Always report about meetings and events you organised and/or participated to (please see BEATLES External and Future Events Template for an explanation on how to report about events. This template was sent to all partners by email).
 8. A Synergies List is provided to all partners to fill. Please follow instructions provided by Q-PLAN via email on deadlines for initial input. For updates during the project period, when suitable opportunities arise, please contact Q-PLAN as soon as there is a list update.
 9. In compliance with GDPR requirements, always gather consent, when collecting, using and storing personal data during your events/conferences.

Guidelines for enhancing BEATLES online presence

This section provides you with some key initial guidelines regarding your expected contribution and use of the BEATLES website and social media accounts (SMAs).

Website

Funded by the European Union under GA no. 101060645. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor the granting authority can be held responsible for them.



1. Actively contribute to the news section of the website. Please send each news item to Q-PLAN. For all BEATLES activities collect good quality photos, and videos if possible, and share them with Q-PLAN, so as to make them usable on the website and on the BEATLES SMAs. For generic images, that do not pertain to implemented project activities, simply outline your expectations together with content about the activity and Q-PLAN will select a suitable royalty-free image for the post.
2. Inform Q-PLAN regarding every event you organise or take part in for the purposes of the project (e.g., conferences, workshops, seminars etc.) and provide Q-PLAN with a link to the event if available, so that it can be posted online in the dedicated section of the website.
3. Inform Q-PLAN about news articles (e.g., newspaper article, blogpost, TV interview etc.) mentioning your pilot area or the BEATLES project and provide Q-PLAN with a link/scan for giving it more visibility online.

Social Media Accounts

1. Register to all BEATLES SMAs (i.e. Facebook, Twitter, LinkedIn and YouTube, when available) and use them: monitor announcements and posts, comment, like and retweet.
2. Do make your own posts to foster discussion and keep the page alive.
3. Promote the BEATLES SMAs within your network of contacts.
4. Signal to BEATLES relevant profiles that we could follow (on Facebook, Twitter, LinkedIn).
5. Select among the project hashtags when posting on SMAs and add any that you feel appropriate for your post. Available hashtags are:
Mandatory: #BEATLESproject
Optional: #HorizonEurope #BehaviouralChange #ClimateSmartAgriculture #SmartFarming #ClimateSmartFood #BEATLES_EU
6. Tag the BEATLES project accounts if you expect a share or reaction on posts made on your corporate or personal accounts or contact Q-PLAN if you expect a new post made on the project accounts based on your shared content.
7. If you make a short video, edit it to enhance the project identity (add the name of the project, the logo, the EU emblem and the disclaimer "Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor the granting authority can be held responsible for them"). Q-PLAN will upload it on YouTube.

The above-mentioned points will be updated, when necessary, to be in line with the project's requirements and progress.

Funded by the European Union under GA no. 101060645. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor the granting authority can be held responsible for them.



Annex II – External Attended & Future Events

A) External attended events

External Attended Events								
Event's Name	Thematic Focus	Date	Location	Registration fees	Specific requirements for participation (e.g., abstract submission etc)	Define for abstract submission (if applicable)	Website	Added by (Partner)

B) Future events

Future Events								
Event's Name	Thematic Focus	Date	Location	Registration fees	Specific requirements for participation (e.g., abstract submission etc)	Define for abstract submission (if applicable)	Website	Added by (Partner)

Annex III – Synergies List

Part A

GENERAL INFORMATION OF THE INITIATIVE								
Name of initiative	Ends in	Type of initiative	Short description	Website	Geographic scope	Type of stakeholders	Connected BEATLES partner(s)	How can this initiative feed into our activities

Part B

CONTACT PERSONAL DETAILS				PROGRESS			
Name	Role	Telephone	E-mail	Contacted	By whom	Response	Type of synergy

A) Communication Activities

[illegible]

Communication channel
Please select a channel from the list

- EVENT
- EXHIBITION
- INTERVIEW
- MEDIA_ARTICLE
- NEWSLETTER
- OTHER
- PRESS_RELEASE
- PRINT_MATERIALS

- Research communities
- Industry, business partners
- Innovators
- Investors
- International organisation (UN body, OECD, etc.)
- EU Institutions
- National authorities
- Regional authorities

C) Publications

Type of PID	Type of publication	Title of the scientific publication	Authors	Title of the journal or equivalent	Number	ISSN or eISSN	Publisher	Month of publication	Year of publication

Article in journal Publication in conference proceeding/ workshop Books/ monographs Chapters in books Thesis/ dissertation Other	on type
---	---

Was the publication available in open access through the repository at the time of publication	Peer-reviewed	PID (Publisher version of record)	Book Title	Did you charge OA publishing fees to the project?	Type of publishing venue	Article processing costs that will be charged to the project

Hybrid venue Full open access venue Full subscription venue	venue from the list
---	---