



D1.2 – Dissemination, exploitation and communication plan

digi4live.eu



Funded by
the European Union

D1.2 – Dissemination, Exploitation and Communication plan

Author(s)/Organisation(s)	FSH
Contributor(s)	Mladen Radišić (FSH), Aleksandra Tolmačev (FSH), Dušan Čenejac (FSH), Tamara Trninić (FSH), Una Bosnić (FSH)
Work Package	WP1
Delivery Date (DoA)	28.03.2024.
Actual Delivery Date	31.03.2024.
Abstract:	The dissemination, exploitation and communication (DEC) plan represents a strategic roadmap for effectively transferring project's results and achievement to the key target groups, but also serves as a good internal guideline for monitoring and planning. This document is the first iteration of the DEC plan which will be updated to monitor the plan's implementation. This document is supported by another deliverable (D1.3), which presents Digi4Live's co-creation strategy.

Document Revision History

Date	Version	Author/Contributor/ Reviewer	Summary of main changes
11.03.2024.	V1	Aleksandra Tolmačev (FSH), Dušan Čenejac (FSH)	1 ST Draft
12.03.2024.	V2	Mladen Radišić (FSH), Tamara Trninić (FSH)	Internal review
14.03.2024.	V3	Aleksandra Tolmačev (FSH), Dušan Čenejac (FSH)	Feedback and comments included
20.03.2024.	V4	Tomas Norton (KUL), Hämäläinen Susanna (LUKE)	Peer-review
22.03.2024.	V5	Aleksandra Tolmačev (FSH), Dušan Čenejac (FSH)	Implemented suggestions
29.03.2024.	V6	Jarkko Niemi (LUKE)	Finalization
09.02.2026	V7	Aleksandra Tolmačev (FSH), Dušan Čenejac Šimpraga (FSH)	Implemented changes after the review process of the reporting period 1
22.02.2026.	V7	Jarkko Niemi (LUKE)	Finalization

Dissemination level

PU	Public	X
PP	Restricted to other programme participants (including the EC Services)	
RE	Restricted to a group specified by the consortium (including the EC Services)	
CO	Confidential, only for members of the consortium (including the EC)	
SEN	Sensitive — limited under the conditions of the Grant Agreement	

Participant Number	Participant organisation name	Short name	Country
1.	LUONNONVARAKESKUS	Luke	Finland
2.	EUROPEAN FORUM OF FARM ANIMAL BREEDERS	EFFAB	Netherlands
3.	GEOPONIKO PANEPISTIMION ATHINON	AUA	Greece
4.	UDRUZENJE ZA PREDUZETNISTVO I INOVACIJE FOODSCALE HUB	FSH	Serbia
5.	INSTITUT NATIONAL DE RECHERCHE POUR L'AGRICULTURE, L'ALIMENTATION ET L'ENVIRONNEMENT	INRAE	France
6.	KATHOLIEKE UNIVERSITEIT LEUVEN	KUL	Belgium
7.	JOHANN HEINRICH VON THUENEN-INSTITUT, BUNDESFORSCHUNG INSTITUT FUER LAENDLICHE RAEUME, WALD UND FISCHEREI	Thuenen	Germany
8.	STICHTING WAGENINGEN RESEARCH	WR	Netherlands
9.	INSTYTUT GENETYKI I BIOTECHNOLOGII ZWIERZAT POLSKIEJ AKADEMII NAUK	IGBZ	Poland
10.	INSTITUT DE L'ELEVAGE	IDELE	France
11.	TEKNOLOGISK INSTITUT	DTI	Denmark
12.	INTERNATIONAL COMMITTEE FOR ANIMALRECORDING	ICAR	Netherlands
13.	AGDATAHUB	ADH	France
14.	RUOKAVIRASTO	FFA	Finland
15.	TEKNOLOGIAN TUTKIMUSKESKUS VTT OY	VTT	Finland
16.	WAGENINGEN UNIVERSITY	WU	Netherlands

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 European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



Funded by
the European Union

Title: Supporting the potentials of digital, data-driven solutions for livestock tracking

Type of action: HORIZON Coordination and Supporting Action

Topic: HORIZON-CL6-2023-GOVERNANCE-01-14

Start date of project: 1 January 2024 • Duration: 54 months

© Digi4Live Consortium, 2024

Reproduction is authorised provided the source is acknowledged.

Table of Contents

Executive Summary	6
1. Introduction.....	7
1.1. Project summary.....	7
1.2. Document scope.....	7
1.3. Document structure	7
2. Overview of the project.....	8
2.1. Project aims and outcomes	8
2.2. Methodology	11
2.2.1. Multi-actor approach.....	12
2.3. Specific objectives and time plan	12
2.4. Target groups.....	13
2.5. Case Studies and end-user engagement	14
3. Dissemination and communication channels, tools and activities	15
3.1. Visual identity	15
3.1.1. Logo and branding book.....	15
3.1.2. European Union emblem and funding statement.....	16
3.1.3. Disclaimer for publications	16
3.1.4. Templates	17
3.2. Communication materials	18
3.3. Digi4Live channel mix	20
3.3.1. Website.....	20
3.3.2. Social media.....	21
3.3.2.1. LinkedIn.....	22
3.3.2.2. Facebook.....	23
3.3.2.3. Instagram	23
3.3.2.4. X	24
3.3.2.5. YouTube	25
3.3.2.6. SlideShare.....	25
3.3.3. Newsletter	25
3.3.4. Press outreach	26
3.3.5. Publications	27
3.3.5.1. Peer reviewed paper.....	27
3.3.5.2. Tech briefs.....	27
3.3.5.3. Policy briefs	27
3.3.6. Event planning	28
3.3.7. Networking and synergies	28

D1.2 – Dissemination, Exploitation and Communication plan

3.3.8.	Videos	29
3.3.9.	Exploitation and communication tools.....	29
4.	Monitoring and evaluation.....	30
4.1.	Key performance indicators	30
4.2.	Reporting templates.....	31
5.	Sustainability, exploitation and IPR management strategy	32
5.1.	Methodology	32
5.2.	Overview of the Digi4Live results.....	34
5.3.	IPR and innovation management strategy	35
6.	The Roadmap.....	37
6.1.1.	Raising awareness.....	37
6.1.2.	Demonstration of clear benefits to end-users and farmers.....	37
6.1.3.	Simplify access to results.....	38
6.1.4.	Create enabling policies.....	38
6.1.5.	Concluding thoughts.....	38
7.	Conclusion	39

List of figures

Figure 1	Digi4Live workflow diagram.	8
Figure 2	Digi4Live Pert chart.....	9
Figure 3	Objectives of Digi4Live project.	10
Figure 4	The SOSTAC model.	11
Figure 5	An illustration of multi-actor approach.....	12
Figure 6	Digi4Live dissemination, communication and exploitation phases.	13
Figure 7	Digi4Live logo.....	15
Figure 8	Digi4Live color palette.....	16
Figure 9	The EU emblem and the funding statement.	16
Figure 10	Digi4Live Powerpoint template	17
Figure 11	Digi4Live Deliverable template.....	17
Figure 12	Digi4Live communication materials.	18
Figure 13	Digi4Live roll-up.....	19
Figure 14	A snapshot from Digi4Live website.	20
Figure 16	Digi4Live hashtag cloud	22
Figure 17	Content of the Digi4Live social media posts.....	22
Figure 18	Digi4Live LinkedIn page.	23
Figure 19	Digi4Live Facebook page.	23

D1.2 – Dissemination, Exploitation and Communication plan

Figure 20 Digi4Live Instagram page.....	24
Figure 21 Digi4Live Twitter page.	24
Figure 22 Digi4Live YouTube page.....	25
Figure 24 Digi4Live newsletter subscription button.....	26
Figure 25 Press release template.	26
Figure 26 Digi4Live event selection flow.	28
Figure 27 Exploitation and communication tools.....	29
Figure 28 Dissemination & communication KPIs.....	30
Figure 29 Digi4Live communication & dissemination activity report.	31
Figure 30 Digi4Live intellectual property rights.	32
Figure 31 Digi4Live characterization of exploitable results.....	35
Figure 32 Digi4Live IPR methodology.	36
Figure 33 Digi4Live Roadmap	37

List of tables

Table 1 List of abbreviations, acronyms and terms.....	5
Table 2 Digi4Live target groups.	14
Table 3 List of languages for press release distribution.	27
Table 4 Digi4Live key results.....	34
Table 5 Digi4Live data & outputs.	34

Table 1 List of abbreviations, acronyms and terms.

List of abbreviations and acronyms	
Actor	A person, group or entity who has an interest towards a topic. Stakeholders are actors, but not all actors are stakeholders.
AKIS	Agricultural knowledge and innovation system
DIH	Digital innovation hub
DEC	Dissemination, exploitation and communication
EU	European Union
IP	Intellectual property
KPI	Key performance indicator
KR	Key result
Stakeholder	A person, group, company or entity who is (likely) affected by the outcome of a topic.
WP	Work package

Executive Summary

Data serves as the driving force behind innovation within the EU's food systems, acting as a valuable currency. The Food 2030 strategy of the EU places a significant emphasis on fostering innovation through investments in research and enhanced consumer communication. Addressing the current lack of consumer engagement and acceptance in novel market ventures is crucial. The integration of digital technologies is reshaping societal norms, mandating the adoption of data-driven approaches in food systems.

Digi4Live will chart digital and data routes for European livestock and foster interactive innovation across diverse regions, animals, and economic opportunities by engaging:

1. Farmers
2. Data and digital technology providers
3. Researchers and experts
4. Policy makers, public bodies, advisors, and standardisation bodies
5. Agri-food Digital Innovation Hubs (DIHs) and Agriculture Knowledge and Innovation System (AKIS) actors
6. General public

Digi4Live represents a strong shift by enabling continuous monitoring of animals on a large scale, diverging from traditional isolated observations. Leveraging big data more effectively and harnessing artificial intelligence (AI) present significant opportunities for enhancing the sustainability of food systems. Through collaborative efforts across the consortium and various European regions, including France, Belgium, Germany, the Netherlands, Denmark, Poland, Finland, and Greece, Digi4Live aims to consolidate research and innovation endeavors. This initiative seeks to develop frameworks that facilitate the integration of diverse data sources through innovative case studies via the Case Study Hub.

A comprehensive outline detailing the communication, dissemination, and exploitation phases throughout the project's lifecycle is presented in D1.2, the dissemination, exploitation, and communication (DEC) plan. This deliverable aims to furnish an overview of the initial DEC plan designated for the inaugural phase of the Digi4Live project, along with the tools designated to engage the project's audience and fulfill DEC's KPIs. This deliverable summarizes a diverse array of pivotal activities, along with their respective timelines, set to be executed to fulfill the dissemination, communication, and exploitation objectives. All consortium members will actively participate in the communication and dissemination efforts of Digi4Live, with the overarching goal of ensuring the effective exploitation of the project's outcomes and maximizing its impact. Subsequently, the second Dissemination, exploitation, and communication plan that will be prepared by M26 (D4.1), will provide updates to this plan. This iteration will assess the current plan, outline its strengths and points that deserve further attention in terms of applied activities and tools. Furthermore, it will review objectives for dissemination, exploitation, and communication and define concrete actions for the period after M24, up to the third iteration of the plan that will take place at M54 of the project.

1. Introduction

1.1. Project summary

Digi4Live boosts the creation of standards and harmonised regulations, thus eliminating technical and non-technical barriers for data and new data-generating technologies, provides evidence on economic, social and environmental impacts of data-driven solutions in the livestock sector and boosts collaboration between R&I initiatives across all EU member states and beyond. It will point out how public administration, policy stakeholders, businesses and consumers can benefit from digital technologies. Concepts for greater exploitation of data will be co-developed and examined in six thematic case studies that are gathered under one case study hub and brought to the attention of end users. Such an integrated approach can make a difference by enabling substantially improved use of data for the benefit of science, policy and business. The project will provide policy and business conclusions.

1.2. Document scope

The first iteration of the Digi4Live dissemination, exploitation and communication plan has been developed as a comprehensive guideline for efficiently implementing dissemination, exploitation and communication activities to achieve the project's multifold goal to raise awareness about the project, promote it across local, European and global community and make results available and usable to different groups of stakeholders and actors.

1.3. Document structure

This document is divided into six chapters:

Chapter 1 lays out the project's synopsis, defines the document's scope, and outlines its overall framework.

Chapter 2 delves into the project's objectives and accomplishments, along with its strategy for dissemination, communication, and target audience engagement.

Chapter 3 provides an in-depth examination of dissemination and communication strategies, encompassing various activities, tools, and communication channels, such as visual branding, communication materials, and channel diversity.

Chapter 4 presents the procedures and tools for reporting and monitoring progress, emphasizing key performance indicators (KPIs) for DEC and outlining the specific activities slated for the project's inaugural year.

Chapter 5 explains the initial exploitable outcomes of the project and the plan for further development and elaboration on them in future deliverables. Furthermore, it provides an overview of the IPR management strategy.

Chapter 6 outlines a user-centric approach to raise awareness, demonstrate benefits, simplify access to results, and support policies that enable the adoption of digital livestock solutions across Europe.

Chapter 7 presents the deliverable's conclusions.

2. Overview of the project

2.1. Project aims and outcomes

Digi4Live will increase the capacity of livestock sector actors across Europe to benefit from data generation and digital technologies. In short, the ambition of Digi4Live is to create, validate and demonstrate novel added-value opportunities that promote and enable greater use of current and new livestock data and digital technologies in livestock tracking and tracing, boosting the creation of standards and harmonised regulations, thus eliminating technical barriers for data and new data-generating technologies.

By bringing all stakeholders in livestock production into the designing of the new livestock data and digital technologies, Digi4Live is ensuring that what is produced delivers optimum value for producers, distributors and industry representatives, who will benefit from Digi4Live case studies.

To test the technologies, collect data and provide solutions that can help in the European livestock sector, Digi4Live will launch 6 case studies, and conduct studies in Belgium, Germany, France, Netherlands, Denmark, Finland, Poland, and Greece. The case studies will provide new datasets or solutions in different fields such as animal health and welfare, resilience and transparency, robust artificial intelligence methods for sensor based animal tracking, integration of different technologies (including animal breeding), data digitalization for environmental impact assessments using life cycle analysis, and policy monitoring, on tracking the main livestock species (pigs, poultry, cattle, sheep).

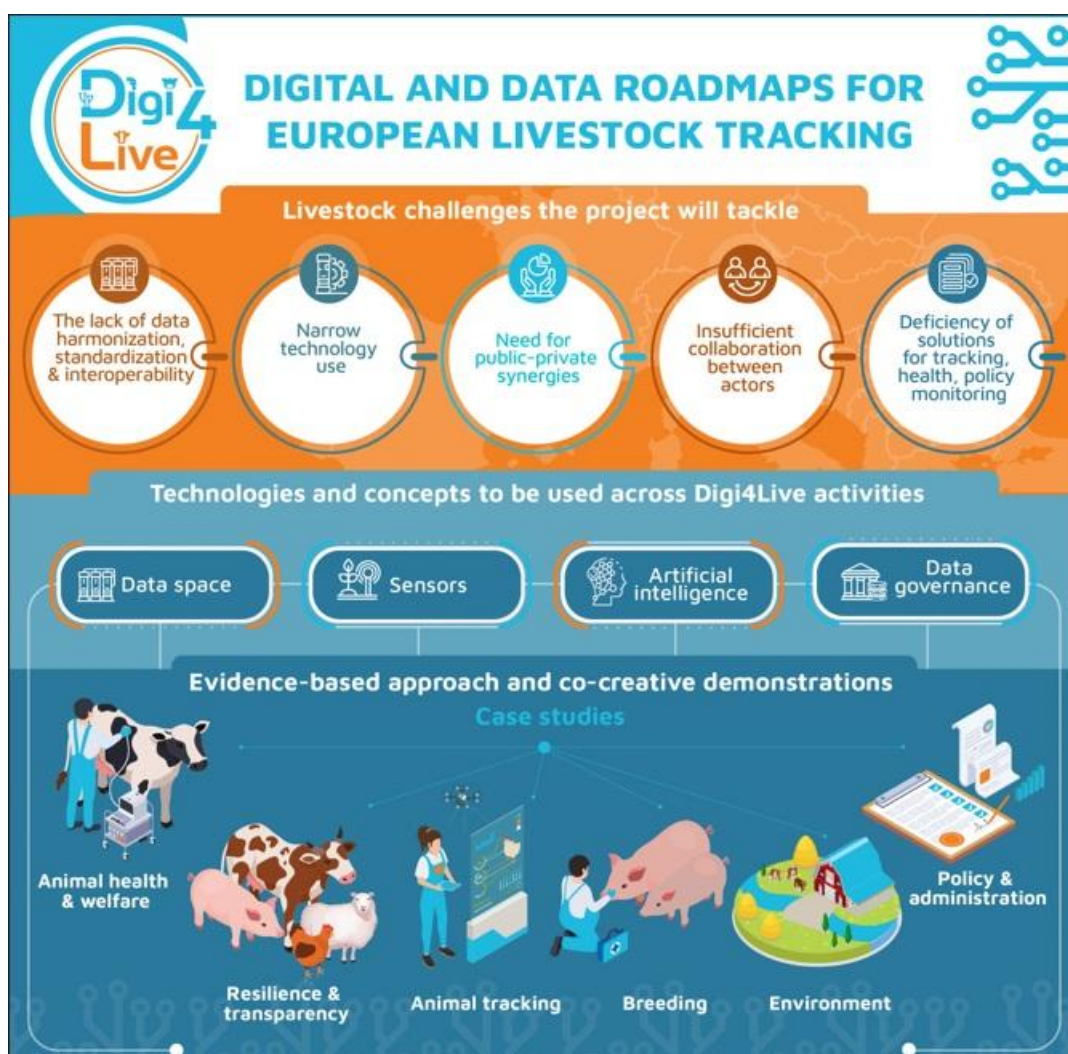


Figure 1 Digi4Live workflow diagram.

D1.2 – Dissemination, Exploitation and Communication plan

The Consortium consists of 16 partners across 9 countries: 8 research and technology organisations, 3 non-governmental organizations, 3 universities, 1 small or medium-sized enterprise, and 1 competent authority. To enable sustainable workflow and efficient cooperation among partners, Digi4Live follows a multi-actor approach, that is represented through the PERT chart below.

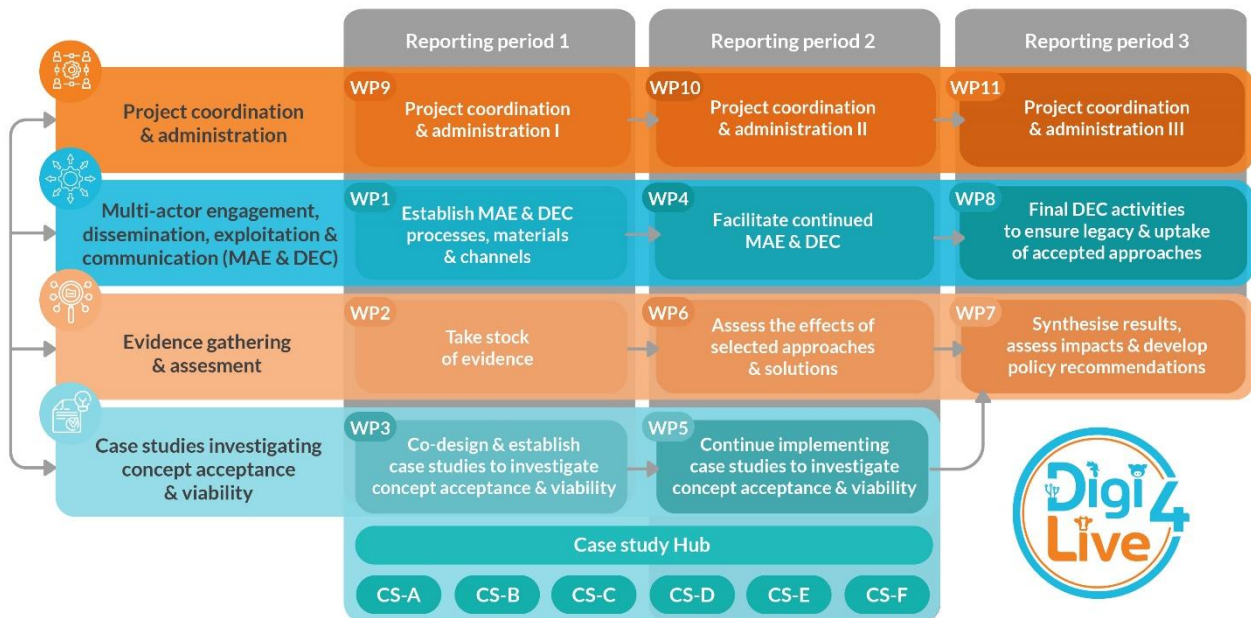


Figure 2 Digi4Live Pert chart.



Figure 3 Objectives of Digi4Live project.

2.2. Methodology

Effectively promoting the project and its outcomes necessitates a meticulously crafted DEC plan. This plan serves as a comprehensive roadmap delineating the methods, timing, and target audience for conveying key messages. Its overarching objective is to bolster ecosystem development, raise awareness among crucial stakeholders and target demographics, and magnify its societal, industrial, and policy-making impact.

The proposed approach for modeling the Digi4Live DEC plan adopts the SOSTAC model. This model incorporates critical elements such as situation analysis, objectives, stakeholder strategy, methods & activities, and control, all of which will be gauged through Key Performance Indicators (KPIs).

Situation analysis: This involves scrutinizing the prevailing challenges that the project seeks to tackle, emphasizing the consortium's strengths and expertise, evaluating the potential scientific, societal, and economic impacts, both during and post-completion, and elucidating any associated intellectual property rights.

Objectives: The DEC plan is geared towards augmenting productivity by delineating specific and measurable objectives achievable through tailored communication, dissemination, and utilization strategies.

Stakeholder strategy: This entails identifying pivotal stakeholders, crafting compelling messages, and devising engagement strategies tailored to each stakeholder group.

Methods and activities: The DEC plan integrates activities, tools, and channels outlined in the proposal, along with partner participation and distribution throughout the project's duration. Additionally, it integrates principles of Open Science across all plan execution aspects.

Control: The KPIs outlined in the proposal will serve as the cornerstone for closely tracking the advancement of the DEC implementation. Distinct templates will be employed for internal planning, executing tasks, and monitoring activities, alongside partners' reporting.



Figure 4 The SOSTAC model.

2.2.1. Multi-actor approach

Digi4Live will adopt a multi-actor strategy, engaging a diverse array of partners, stakeholders and other actors to harness varied experiences and insights. This inclusive approach aims to effectively realize project objectives and foster transparent communication from the outset. This ethos extends to the development and implementation of the DEC plan, encompassing:

- Adapting materials into pertinent languages for partners where viable.
- Disseminating relevant information tailored to the target audience.
- Employing language, terminology, and communication channels that resonate with and engage the intended recipients.
- Identifying collaborative opportunities and synergies with other projects, initiatives, and networks across academia, industry, society, and government sectors.
- Leveraging existing partner connections, networks, and programs.
- Facilitating knowledge exchange and discourse among partners.



Figure 5 An illustration of multi-actor approach.

2.3. Specific objectives and time plan

The DEC plan integrates communication, exploitation and dissemination objectives to ensure that the project's aims are achieved effectively, and to increase and upscale the potential of Digi4Live results. The objectives serve as the framework for the plan and are categorized into dissemination and communication goals.

Dissemination objectives are to:

- Engage key stakeholders to explore the extensive capabilities of digital and data technologies for livestock tracking across public and private sectors, including international partnerships.
- Share expertise, technological advancements, and scientific insights on Digi4Live digital solutions and livestock tracking datasets.

D1.2 – Dissemination, Exploitation and Communication plan

- Establish a collaborative platform to foster synergies with related initiatives, projects, DIHs and AKIS actors, enhancing overall impact.
- Solicit feedback from stakeholders and potential end-users to ensure sustainability and alignment of project advancements with their needs.
- Optimize the utilization of reusable assets by integrating communication and community-building activities with exploitation efforts.

Communication objectives are to:

- Heighten awareness about the project's significance in shaping the future of agriculture among the target audience and ecosystem stakeholders.
- Engage the core audience through interactive communication channels to systematically communicate project progress, ensuring that stakeholders become informed and engaged.
- Communicate the advantages of the Digi4Live solution and its relevance to potential users, stakeholders, and broader audiences.



Figure 6 Digi4Live dissemination, communication and exploitation phases.

2.4. Target groups

Segmenting interested parties facilitates precise identification and categorization based on their varying levels of engagement with the project and its anticipated results. To ensure consistency across project reporting, this DEC plan applies the same terminology of actors as defined in D1.1. In Digi4Live, **target groups (TG1–TG6)** describe the broad audiences the project aims to reach and tailor engagement and communication towards. **Actors** are organisations, groups or individuals who have an interest towards the project, and **key actors** refer to the specific organisations and individuals listed in the inventory of key actors. **Stakeholders** are actors who are expected to be affected by the project. Planned key messages to be conveyed to target groups TG1-TG6 are summarised in Table 2.

Table 2 Digi4Live target groups and planned key messages by target group.

Target Groups (TG)	TGs KEY MESSAGES
TG1 – Farmers, processors and on-field livestock practitioners (livestock and feed crop producers, hatcheries, slaughterhouses, animal health experts)	Gain a better understanding of the potential of data-based tracking solutions and digital technologies in the European livestock sector. Through evidence-based case - study activities, farmers will gain direct insight into relevant solutions and novel technologies that can enhance the European livestock landscape and make the sector resilient and transparent with DDTs.
TG2 - Data and digital technology providers	Support the generation of livestock sector datasets and their exploitation in tracking and beyond, by creating and providing state-of-the-art digital technologies.
TG3 - Research institutions and experts (including veterinarians and industry experts)	Deliver elaborated concepts and research results that the livestock sector can benefit from, ensuring its sustainability, the upscaling of concepts and enabling the uptake of the industry.
TG4 - Policy Makers (including TRACES administration), Public Bodies (among others DG Sante, Animal species chambers/associations, etc.), Advisors and Standardisation Bodies	Enable the adoption of agricultural data-based technologies to improve the capacity of monitoring and evaluation of agricultural, environmental, climate, and sustainable finance policies at the EU and Member State levels.
TG5 - Agri-food DIHs and AKIS actors	Gain the knowledge to enrich your portfolio of services through Digi4Live solutions and contribute to successful transition to sustainable livestock practices.
TG6 - General public (among others retailers, consumers, NGOs)	Get acquainted with the latest trends and technologies when it comes to livestock tracking.

2.5. Case Studies and end-user engagement

The Digi4Live case studies are a central part of the project, providing a practical framework to assess, validate, and showcase data-driven livestock solutions in real-world conditions. Dedicated online forms and contact channels will be established to allow case study partners to submit updates via email throughout the implementation period.

As part of the case studies, a series of targeted webinars will be organised, directly linked to WP3 and subsequently connected to WP5. These webinars will be presented in the Deliverable D1.5 "Events & synergies report 1 & conclusions of networking". The case study webinars will facilitate knowledge transfer, engagement, and alignment between technical development, testing, and dissemination activities. In addition, upcoming WP2 analyses, upcoming WP6 survey targeting farmers and industry experts and the work of thematic expert panels that is described in more detail in D1.4, will provide information on possible barriers that may prevent farmers or other stakeholders from adopting the proposed concepts. Their conclusions will enable identifying communication measures that ensure more effective communication towards farmers and other end users of results. These insights will inform DEC activities. Moreover, deliverable D1.3 "Co-creation strategy plan" provides guidance on how the project will engage stakeholders and other actors to develop and valorise the results.

An important part of end user work will be the upscaling of case study concepts in WP5. For this purpose, WP4 and WP5 will collaborate and develop communication and exploitation activities that will mitigate barriers and reluctancies that farmers and technology suppliers may have towards adopting project's results. In particular, Digi4Live will work to identify economic incentives and other motivating factors that promote end user willingness to adopt measures and elaborate these in communication and dissemination. The project will also aim to collaborate and carry out joint dissemination events with organisations representing these actors.

D1.2 – Dissemination, Exploitation and Communication plan

Open days will be held at the case study sites to present Digi4Live solutions and project outcomes to end-users, farmers, and advisors in local languages. These events are specifically designed by taking the end users' interests into account, and they aim to lower barriers to adopting new information, increase stakeholder understanding and confidence, and promote the practical uptake of the solutions tested within the project.

Once case study results are consolidated and verified, a coordinated dissemination plan will be implemented to ensure wide circulation of findings. This will include communication through the project website, newsletters, social media channels, targeted stakeholder mailing lists, events, policy-oriented materials, Digi4Live video testimonials (1 per case study) and a catalogue of the six case studies captured from their start to their finish. More details can be found in Section 6 of the deliverable.

3. Dissemination and communication channels, tools and activities

Dissemination and communication channels, tools, and activities form the backbone of effective information sharing and engagement strategies. In this section, we delve into the essential components that enable seamless communication and outreach.

3.1. Visual identity

Our goal is to craft a dynamic and captivating visual representation of Digi4Live's values, ensuring a unified and impactful presence across all digital platforms, including our website and social media channels. This visual identity serves as a robust language, consistently conveying our ethos, demeanor, and voice to our audience, fostering a meaningful connection with them. It must embody **clarity**, **accessibility**, and **coherence**.

To establish a distinct and memorable visual identity for Digi4Live, we focus on the following priorities:

- 1) Highlighting qualities such as **reliability**, **efficiency**, and **agility** to enrich the visual appeal of our digital presence and effectively engage a diverse audience through compelling narratives.
- 2) Infusing cutting-edge elements and a personalized touch into every facet of the Digi4Live ecosystem, setting us apart and ensuring we remain at the forefront of innovation.

3.1.1. Logo and branding book

The significance of the logo and branding book cannot be overstated in their contribution to fostering visual familiarity and establishing instant association with the Digi4Live initiative. Crafted with simplicity and distinctiveness in mind, they serve as potent storytellers for the project. Embodying a clear and contemporary font, the project name is seamlessly integrated, complemented by icons symbolizing livestock, data, and technology. Various iterations of the logo have been tailored for a range of different applications, with the primary rendition showcased below.



Figure 7 Digi4Live logo.

D1.2 – Dissemination, Exploitation and Communication plan

The logo is versatile for utilization across various platforms, including digital and print mediums. It will feature prominently in all internal and external communications, spanning project websites, presentations, flyers, and press releases. This strategic integration ensures consistent branding and heightened visibility, bolstering brand recognition and outreach efforts.

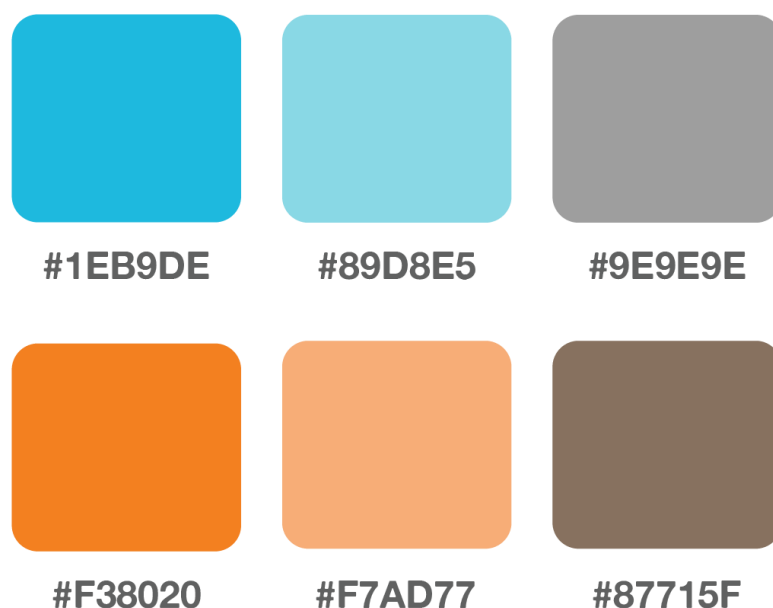


Figure 8 Digi4Live color palette.

3.1.2. European Union emblem and funding statement

All outreach efforts concerning the Digi4Live project, including but not limited to media engagements, conference participation, seminar presentations, and the creation of informational materials such as brochures, leaflets, posters, and presentations, are required to duly recognize the EU support. In accordance with the Grant Agreement, this entails the EU Emblem, which includes the European Union's flag and displaying the recognition of the EU funding (Figure 9). A longer funding statement *"This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101134866"* and the disclaimer (see section 3.1.3.) in English or in local language requirements will also be used where possible, for example in project's publications.



Figure 9 The EU emblem and the funding statement.

3.1.3. Disclaimer for publications

The dissemination and communication across the EU emblem will incorporate the subsequent disclaimer, translated into local languages where required.

"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 [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them".

3.1.4. Templates

As mentioned earlier, Digi4Live aims to share updates and outcomes of the project across various events, conferences, meetings, and similar gatherings. To ensure a professional appearance, raise awareness, and align with the visual identity of Digi4Live, we've developed a Powerpoint presentation template (PPT). The template is illustrated in Figure 10 below.



Figure 10 Digi4Live Powerpoint template

The deliverable template stands as a pivotal element within the Digi4Live visual framework, ensuring steadfast consistency and seamless coherence throughout its execution. It mirrors the graphic identity of the dissemination and communication materials, serving as the blueprint for all project deliverables among consortium members. Showing the project logo, acronym, and deliverable specifics such as deliverable number, title, work package number, document history, dissemination level, and project title, it also prominently displays a comprehensive list of consortium members alongside their legal and funding details. Complemented by a table of contents, an index of abbreviations, and meticulously allocated spaces for structured text, tables, and figures, the deliverable template embodies meticulous organization and clarity, as depicted in the accompanying image below.

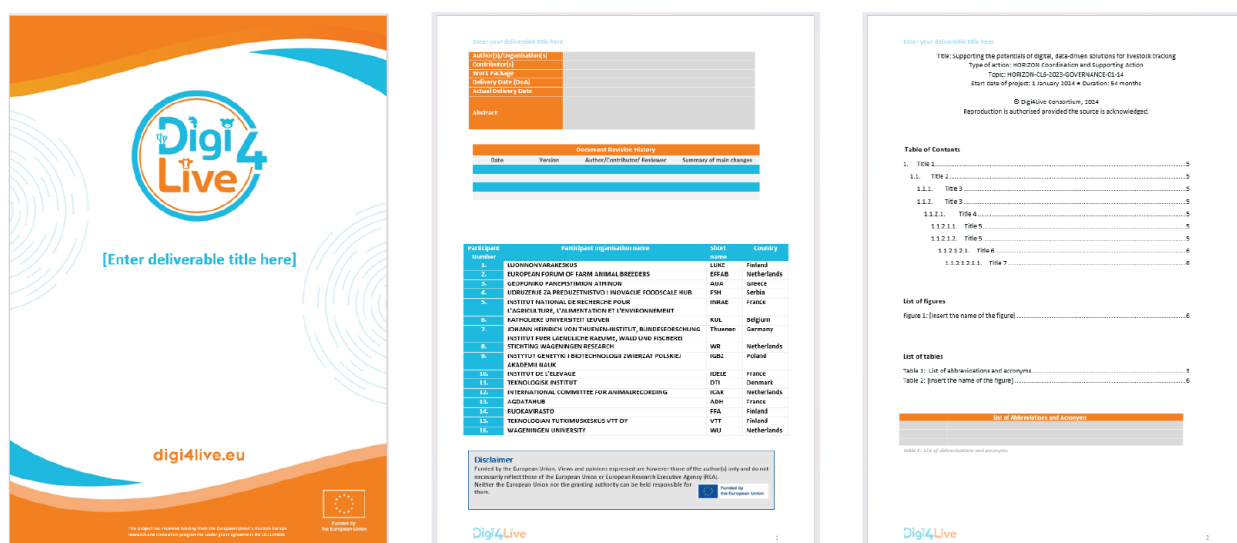


Figure 11 Digi4Live Deliverable template.

3.2. Communication materials

The promotional materials for Digi4Live have been meticulously crafted to engage diverse audiences, including various public and stakeholder groups, as well as communities on local, European, and global scales. Employing a blend of digital and physical mediums, the project has been effectively promoted to maximize its reach and resonance. A comprehensive promotional kit has been curated, featuring badges, cups, folders, notebooks, pencils, posters, stickers, and t-shirts. Additionally, a dynamic roll-up banner will be prominently displayed at events and utilized for television appearances.



Figure 12 Digi4Live communication materials.



Figure 13 Digi4Live roll-up.

3.3. Digi4Live channel mix

This section of the text outlines the digital communication and dissemination strategies employed by the Digi4Live project, focusing on its website, social media presence, newsletter, press outreach, publications, event planning, networking initiatives, videos, and utilization of European Commission tools.

3.3.1. Website

The Digi4Live website (<https://digi4live.eu/>) has been established, featuring its landing page launched during M1 of the project. This platform serves as the primary hub for communication and dissemination, providing stakeholders with access to project developments, outcomes, and assessments of digital solutions in the livestock sector. Continuous enhancements are essential, thus contributions from all partners are encouraged. The website will host various materials for broad distribution and promote pertinent content for key stakeholders, such as news, articles, videos, and events, to bolster their engagement.

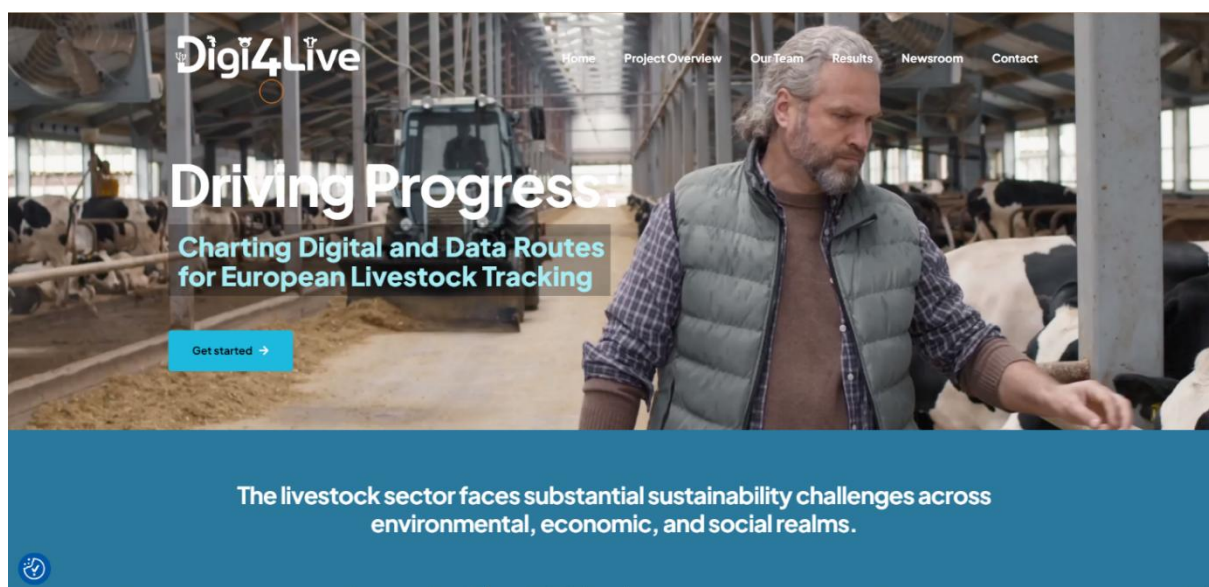


Figure 14 A snapshot from Digi4Live website.

The Digi4Live landing page was introduced in M1 of the project and underwent updates by M3. Hosted at <https://digi4live.eu/>, the website encompasses several sections and functionalities:

- **Home/landing page:** Featuring the project logo, images, project graphics, and social media icons and links (LinkedIn, Instagram, Facebook, Twitter, YouTube, Slideshare), alongside a newsletter sign-up button and a user-friendly navigation menu facilitating access to project information.
- **Project overview:** A concise summary outlining the project, its anticipated impact, and objectives.
- **Our team:** This segment showcases the consortium partners along with brief descriptions of their expertise and roles within the project.
- **Case study hub:** Detailed descriptions of ongoing case studies within the Digi4Live project. This section remains dynamic, updating as results and outcomes from case study activities unfold.
- **Results:** The Open Access publications produced during the project will increase citation rates, enhance visibility among practitioners and stakeholders, and facilitate the reuse of results in future research, improving reproducibility and continuity.
- **Newsroom:** Serving as the primary content hub, featuring press releases, news articles, and blog posts to keep stakeholders informed about project activities, progress, outcomes, and planned initiatives.
- **Contact:** Providing comprehensive contact information for easy communication with project.

Additionally, the website incorporates the Privacy Policy and Terms and Conditions, ensuring adherence to general rules and policies governing visitors' use of the platform.

3.3.2. Social media

Social media serves as a vital tool for communication and dissemination, with platforms like LinkedIn, Facebook, Twitter, Instagram, and YouTube being pivotal in sharing project news and events. Content will be curated to captivate audiences, leveraging the engaging nature of these platforms.

The benefits of using social media extend beyond immediate impact, encompassing long-term advantages such as:

- Establishing brand recognition and managing reputations actively.
- Fostering authentic interactions with target demographics.
- Showcasing thought leadership and encouraging engagement.
- Diversifying website traffic sources.

To optimize effectiveness, social media strategies align with Digi4Live's broader communication goals and principles, tailored to suit the nuances of each platform and the preferences of the target audience. Emphasis lies on fostering genuine connections and interactions, prioritizing quality content over quantity, while accentuating Digi4Live's brand identity and unique value proposition.

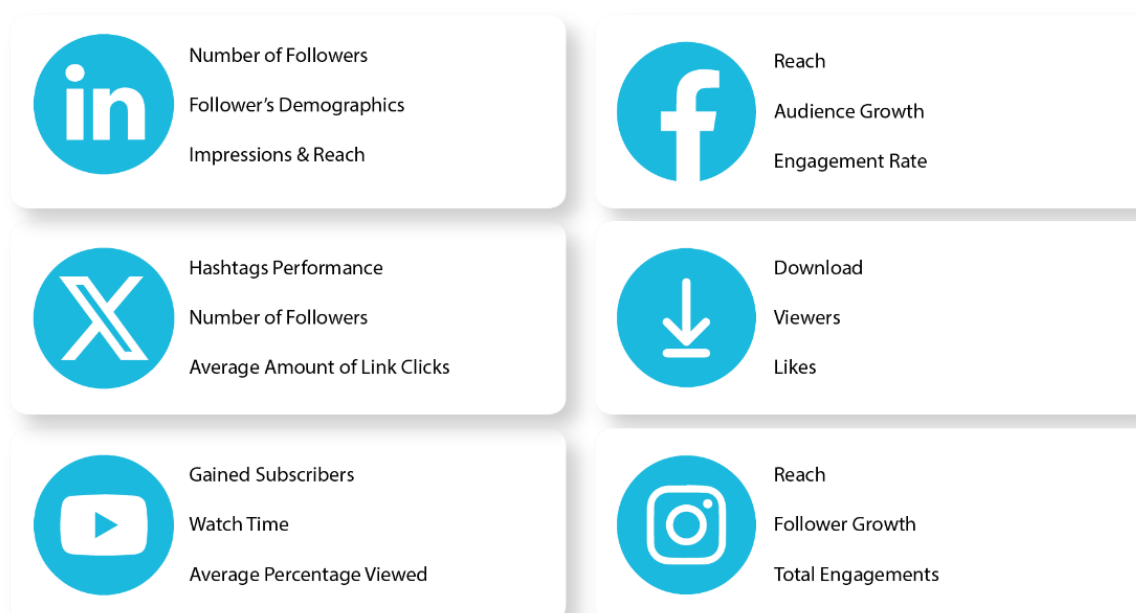


Figure 15 Different Digi4Live social media channels

Digi4Live actively monitors the performance of its social media channels through established metrics, ensuring timely adjustments when necessary. Additionally, leveraging the social networks of consortium partners amplifies the visibility and reach of project outcomes, encouraging them to share and promote Digi4Live content across various platforms.

Key considerations for posts include:

- **Interactivity:** Content is designed to facilitate engagement and comprehension among diverse audiences.
- **Relevance and clarity:** Posts are crafted to convey essential messages clearly while aligning with the interests and preferences of target groups.
- **Visual appeal:** Prioritizing visually captivating posts enhances engagement and sets Digi4Live apart online.

D1.2 – Dissemination, Exploitation and Communication plan

The development of concise, effective hashtags relevant to the project enhances visibility and facilitates audience engagement. Official hashtags such as #EuropeanLivestock, #DigitalTracking, and #PrecisionLivestockFarming are utilized to track project-related discussions, with the flexibility to adjust based on performance and feedback:

#Digi4Live **#EuropeanLivestock** **#DigitalTracking** 
 **#DataRoutes** **#PrecisionLivestockFarming**
#HorizonEurope **#ResearchImpactEU**  **#AI**
 **#SustainableLivestock** **#DataSystems**
#LivestockTracking **#EUFarmers** 

Figure 16 Digi4Live hashtag cloud

Efficient social media posts are guided by a structured process, depicted in accompanying visuals, to ensure consistent quality and impact throughout the project's duration:

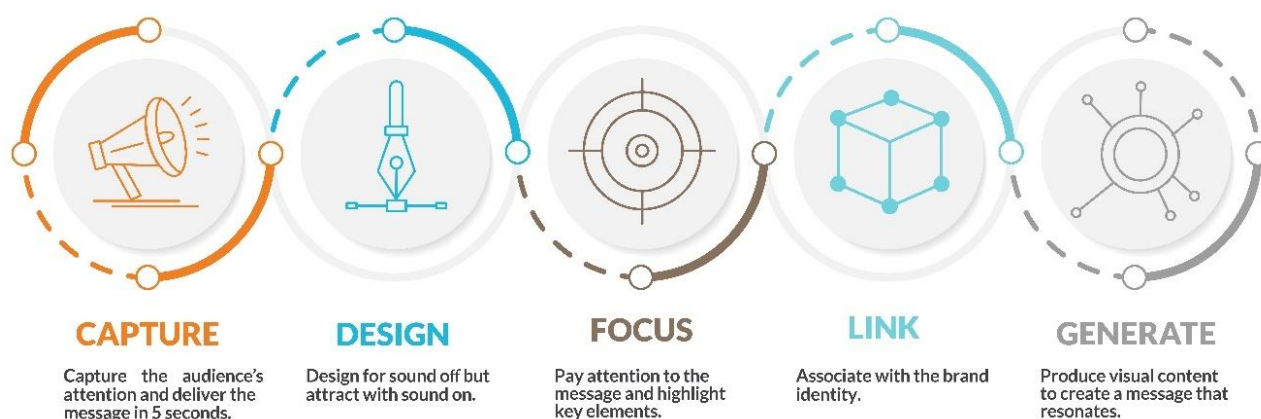


Figure 17 Content of the Digi4Live social media posts.

The content to be developed on the Digi4Live social media platforms will vary according to the targeted audience. Initially, our focus in the first phase is to bring stakeholders together under the Digi4Live banner while gathering insights into their preferences for content. Subsequently, in the second phase, the content will be tailored to specific target groups, ensuring a more refined and expanded version of the content developed in phase one, that will strengthen the projects connection with the target audience and build upon it.

3.3.2.1. LinkedIn

A LinkedIn profile (<https://www.linkedin.com/company/digi4live/>) has been established to connect with the target audience of Digi4Live and advance the project's initiatives. Consequently, the project's updates will be shared on its LinkedIn page, fostering opportunities for partners to engage in discussions on specific subjects aimed at broadening the audience reach. Refer to the illustration below for an insight into the Digi4Live LinkedIn profile.



Figure 18 Digi4Live LinkedIn page.

3.3.2.2. Facebook

Digi4Live's Facebook page (<https://www.facebook.com/profile.php?id=61554692974786>) was crafted to establish direct communication with specific audiences at a personal level.



Figure 19 Digi4Live Facebook page.

3.3.2.3. Instagram

Digi4Live's Instagram page, found at <https://www.instagram.com/digi4live/>, serves as a vital channel for engaging with the broader public. When the opportune moment arises, Digi4Live will leverage this platform to disseminate images and videos capturing pivotal meetings, significant events, and compelling case studies. Through these posts, the project's objectives and scope will be effectively communicated, ensuring successful outreach, and understanding.

D1.2 – Dissemination, Exploitation and Communication plan

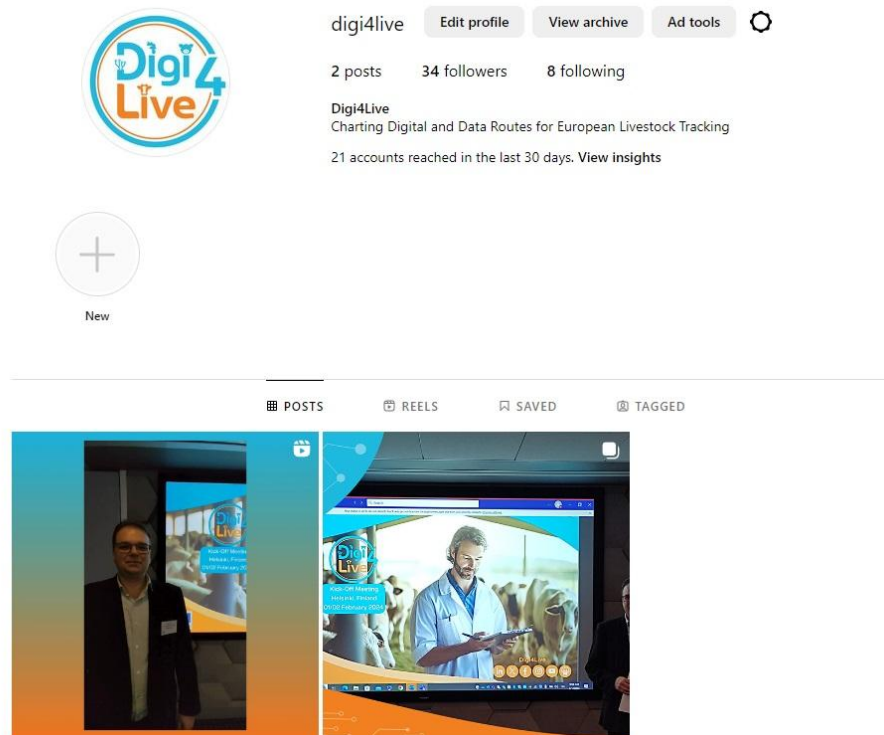


Figure 20 Digi4Live Instagram page.

3.3.2.4. X

To enhance project visibility and engage key stakeholders like policymakers and advisors, we established a X presence at (<https://twitter.com/Digi4Live>). Digi4Live will utilize concise messages (under 280 characters) to share news, events, and project updates.

X's widespread adoption and clear format make it invaluable for educating and engaging Digi4Live's target audience and their communities.



Figure 21 Digi4Live Twitter page.

3.3.2.5. YouTube

The Digi4Live YouTube channel (link: <https://www.youtube.com/channel/UCnY-UwE8-JibINZaeW9SOBA>) is dedicated to showcasing a diverse array of content. Engaging interviews, promotional videos, and insightful glimpses into real-life case studies will be published on YouTube. This platform serves as a hub for hosting and promoting these videos, ensuring they reach a broad audience.

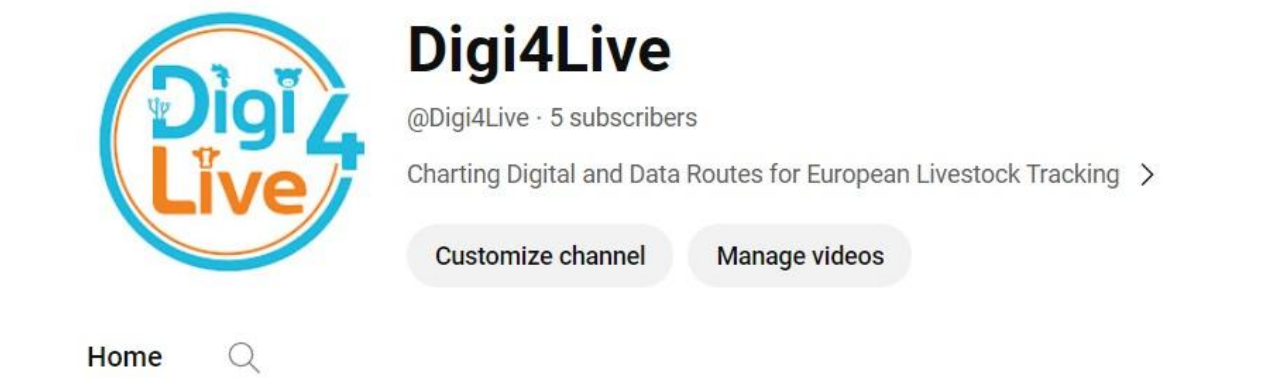


Figure 22 Digi4Live YouTube page.

3.3.2.6. SlideShare

A SlideShare profile (<https://www.slideshare.net/Digi4Live>) has been established, aiming to showcase content in visually engaging formats. This approach seeks to forge deeper connections with readers, attract an audience interested in Digi4Live material, and cultivate opportunities for future collaborations.

3.3.3. Newsletter

The digital newsletter aims to furnish subscribers and consortium members with pertinent updates and information. Publication frequency may fluctuate during the project, and content will be refreshed as needed to ensure its relevance and informativeness. It will encompass details regarding project advancements, scientific breakthroughs, pilot outcomes, various activities, and forthcoming events such as workshops and demonstrations.

The Digi4Live website offers a subscription option for the Digi4Live bulletin, ensuring adherence to privacy and confidentiality regulations concerning users' personal data, with a firm commitment to security. Project-related information will only be disseminated with explicit consent from newsletter subscribers, in compliance with relevant national, European, and international laws, notably the General Data Protection Regulation 2016/6798 of the European Union. Data collected will be securely stored on partner servers, and inaccessible to third parties. Subscribers retain the autonomy to opt in or out of the newsletter at their discretion. Partners are encouraged to promote the newsletter to broaden its reach and engage a diverse range of stakeholders.

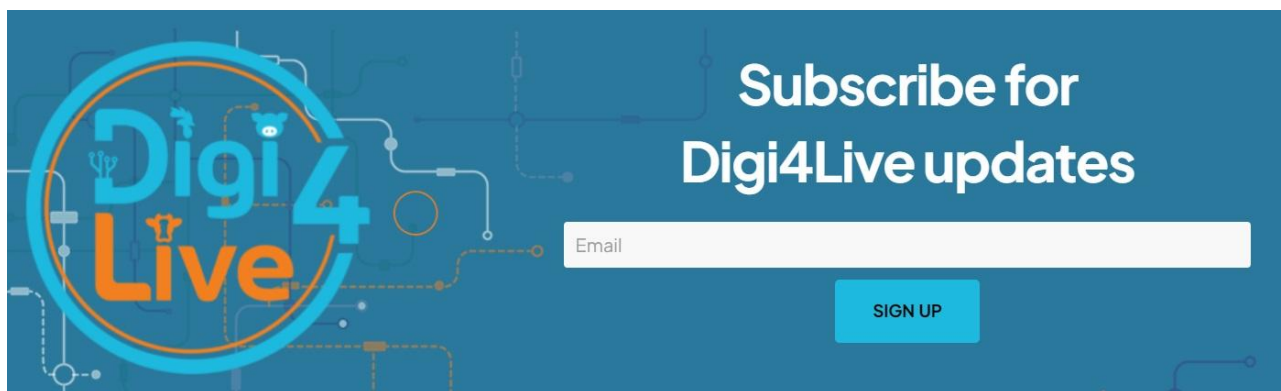


Figure 24 Digi4Live newsletter subscription button.

The initial draft of the newsletter will be authored by FSH with contributions from partners. Following completion, it will undergo review by all consortium members. FSH will then publish the bulletin online and distribute it via the project's social media channels, incorporating feedback from members. An archive of past newsletters will be maintained on the project website. Newsletters will be published two times a year, with a target of 600 subscribers by during the project.

The tentative structure for each newsletter includes:

1. Introduction
2. Project update/key news, deliverables, and project events
3. News & events
4. Spotlight features
5. Further reading resources (recommended by partners and sourced from social media input)

This structure is subject to potential alterations based on consortium consensus and generated content.

3.3.4. Press outreach

Press releases are slated for composition and distribution across national, regional, and EU media platforms to enlighten diverse stakeholder communities about the project's latest developments and progress. Consequently, in Month 1, a template for press releases was formulated. Furthermore, the consortium will undertake the translation of all press releases into the languages of each consortium partner.

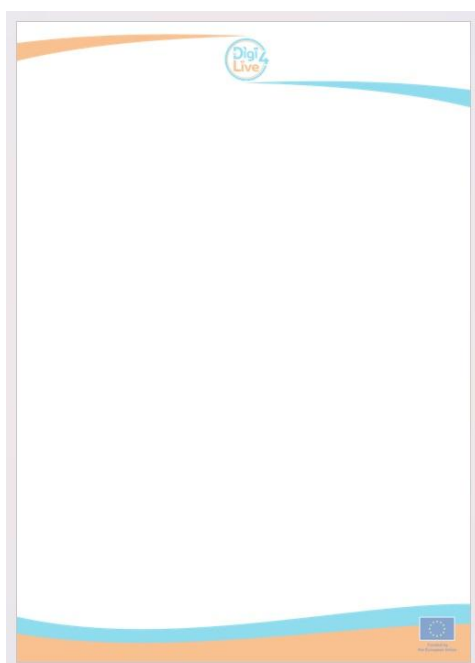


Figure 25 Press release template.

Table 3 List of languages for press release distribution.

#	Language
1.	German
2.	English
3.	French
4.	Dutch
5.	Greek
6.	Danish
7.	Polish
8.	Finnish
9.	Serbian

3.3.5. Publications

To significantly influence the scientific community, Digi4Live aims to develop an extensive communication and distribution strategy. The consortium will actively engage in crafting various technical publications tailored to its stakeholders, including scientific journals, industry analyses, and policy briefs. Complying with EU regulations, most of these publications will cling to Open Access and transparent peer review standards, making them accessible via platforms like Open Research Europe and open-access journals.

Embracing Open Science principles, such as data accessibility while safeguarding personal information, will be central to these endeavours. Making project outputs available through Open Access will yield several benefits:

1. Enhanced citation rates for academic papers and reports.
2. Increased visibility among practitioners and broader stakeholder groups, notably farmers and advisors involved in the project.
3. Facilitation of future research and analysis, enabling easier building upon and reuse of findings, thus bolstering research reproducibility and continuity.

3.3.5.1. Peer reviewed paper

Digi4Live aims to disseminate a minimum of 25 peer-reviewed papers across esteemed academic journals and scientific magazines. Scholarly publications serve as a pivotal avenue for sharing the project's discoveries with the research community, thereby bolstering its scientific integrity. The bulk of these endeavours will be undertaken by the university and research collaborators. These publications will span a spectrum of topics relevant to the Digi4Live initiative, encompassing the results of pilot studies, as well as the assessment and feasibility of the innovative technologies developed within the project framework.

3.3.5.2. Tech briefs

Digi4Live will contribute 6 technology briefs to data solutions and livestock publications. These briefs aim to condense vital data, recommendations, and practices on applying deep data technology in the livestock sector. The goal is to empower end users with actionable insights to enhance the sustainability and competitiveness of the livestock industry.

3.3.5.3. Policy briefs

Digi4Live will produce at least 3 Policy Briefs dedicated to the activities and outcomes of the case studies that will take place in Germany, France, Greece, Belgium, Netherlands, Denmark, Finland and Poland. The goal will be to provide concise and clear information about the policy in the Digi4Live field of expertise, to support

D1.2 – Dissemination, Exploitation and Communication plan

stakeholders' decision-making process. Policy briefs will be used to share the main findings and recommendations of a policy or research study within the Digi4Live project.

3.3.6. Event planning

The event planning process comprises two stages. Initially, partners will be furnished with an event planning form that will be completed biannually. This form will enable them to list upcoming events on their schedules, offering key details such as date, venue, target audience, event objectives, and preliminary suggestions for Digi4Live participation and influence. Participation in and organization of major events will be coordinated by the executive board of Digi4Live. Subsequently, responses from partners who have submitted the form will be collected via an online reporting platform to ensure efficient record-keeping and easy access.

In the second phase, event selection will be conducted in accordance with specified guidelines. The timing of these pivotal phases will ensure that event participation aligns with the project's objectives and financial constraints.



Figure 26 Digi4Live event selection flow.

3.3.7. Networking and synergies

The DEC plan places significant emphasis on fostering the Digi4Live ecosystem and cultivating synergistic relationships. A key focus lies in leveraging the expertise, information, and data generated by previous collaborations. This inclusive approach extends to a four-step process within the DEC framework.

Phase 1: Identification

Initiating with the identification stage, potential collaborative opportunities and synergies will be pinpointed, drawing upon a supplied list (see Figure below). Partners will be prompted to complete a template every six months, detailing any ongoing or forthcoming projects, networks, or initiatives pertinent to Digi4Live. Engaging with projects nearing completion enables Digi4Live to broaden its network, aiding other projects in achieving sustainability goals while bolstering its own momentum. Simultaneously running projects offer avenues for enhancing communication and facilitating joint endeavors.

Phase 2: Evaluation

Ensuring alignment with Digi4Live objectives, potential collaborations will undergo evaluation based on qualitative and quantitative criteria, including relevance, estimated impact, feasibility, and collaboration terms. Evaluation outcomes, combined with partner inputs, will inform final decisions by the consortium.

Phase 3: Contact

Following selection, tailored approaches will be devised for each chosen project or initiative, considering their unique characteristics.

Phase 4: Action

Communication channels and joint activities will be determined through negotiations with project representatives and the Digi4Live consortium. These activities encompass joint communication, dissemination, policy events, research coordination, data sharing, and participation in each other's events.

The overarching goal is to engage industry associations and groups (such as EIP-AGRI, AKIS, DIH), fostering partnerships through the exchange of open datasets, insights, and project-derived assets.

3.3.8. Videos

Interactive videos showcasing the progress of the project, cutting-edge technologies, and relevant topics in European livestock tracking will be created and shared on the Digi4Live YouTube channel. These videos will not only involve all project partners but also feature leading experts in the Digi4Live domain, fostering engagement and knowledge exchange.

3.3.9. Exploitation and communication tools

Digi4Live aims to leverage various resources provided by the European Commission to facilitate the dissemination (D), exploitation (E), and communication (C) of the project's outcomes.

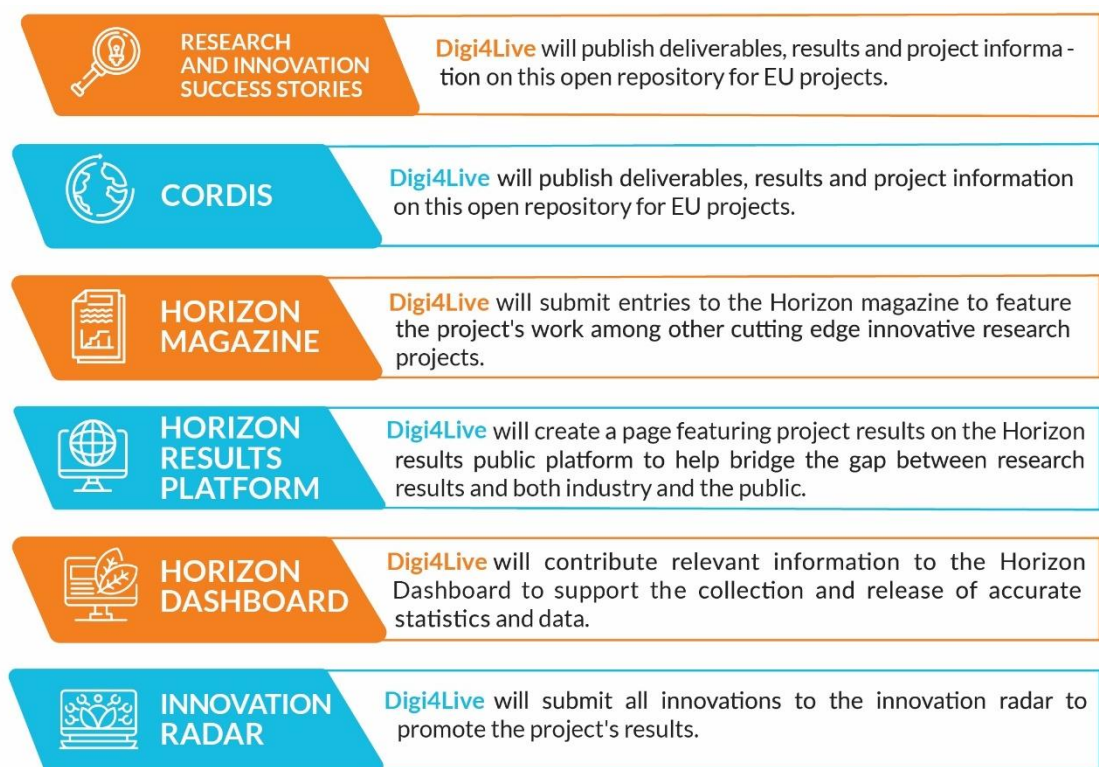


Figure 27 Exploitation and communication tools.

4. Monitoring and evaluation

4.1. Key performance indicators

Key Performance Indicators (KPIs) constitute precise, measurable objectives employed for tracking and evaluating the advancement and triumph of a project. During the proposal phase, a set of dissemination and communication KPIs were meticulously chosen and categorized as illustrated in the accompanying images.

Dissemination KPIs



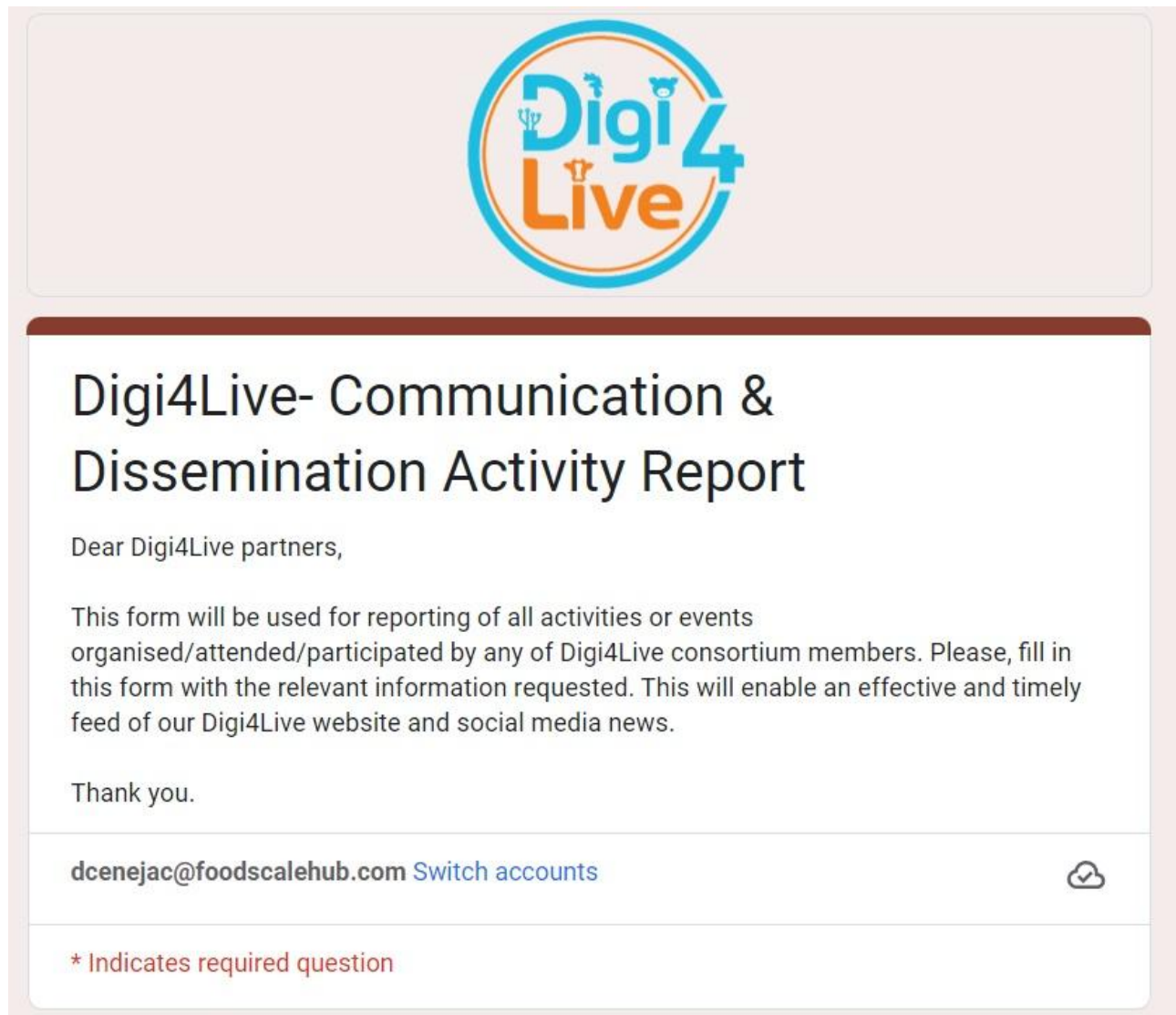
Communication KPIs



Figure 28 Dissemination & communication KPIs.

4.2. Reporting templates

To ensure consistent monitoring and oversight of all dissemination and communication endeavors within WP1, a monthly Digi4Live D&C activity report has been devised and circulated among partners. This report meticulously documents events, publications, social media engagements, conference participations, scientific contributions, and more.



The image shows a screenshot of a web-based form titled "Digi4Live- Communication & Dissemination Activity Report". At the top, there is a circular logo for "Digi4Live" with a blue border and orange text. Below the logo, the title is displayed in a large, bold, black font. The form contains a greeting "Dear Digi4Live partners," followed by a paragraph explaining the purpose of the form: "This form will be used for reporting of all activities or events organised/attended/participated by any of Digi4Live consortium members. Please, fill in this form with the relevant information requested. This will enable an effective and timely feed of our Digi4Live website and social media news." Below this is a "Thank you." message. At the bottom of the form, there is a footer area containing the email address "dcenejac@foodscalehub.com", a link "Switch accounts", and a small cloud icon. A red asterisk followed by the text "* Indicates required question" is also present in the footer area.

Digi4Live- Communication & Dissemination Activity Report

Dear Digi4Live partners,

This form will be used for reporting of all activities or events organised/attended/participated by any of Digi4Live consortium members. Please, fill in this form with the relevant information requested. This will enable an effective and timely feed of our Digi4Live website and social media news.

Thank you.

dcenejac@foodscalehub.com [Switch accounts](#)

* Indicates required question

Figure 29 Digi4Live communication & dissemination activity report.

Partner feedback will be solicited and integrated to monitor the progression of DEC's development, adapt plans as needed, and maintain partners' accountability.

5. Sustainability, exploitation and IPR management strategy

Many Key Results (KRs), both non-commercial and commercial, will be produced by Digi4Live. This chapter provides an overview of these findings, and outlines potential pathways for their sustainability, and discusses KPIs for monitoring their impact. By M26, an updated strategy for exploitation and sustainability will be developed to build upon initial approach and offer a concrete roadmap for the Digi4Live duration and beyond.

5.1. Methodology

To facilitate widespread utilization of the project outcomes and enhance the overall impact, it is essential to strategically plan and develop a robust methodology for sustainability, exploitation and Intellectual Property Rights (IPR) management. This methodology provides a comprehensive outline of crucial activities to be executed. The upcoming deliverables will utilize this methodology as a foundation, with the flexibility to be further developed and adjusted as needed to optimize the implementation of the Digi4Live solutions.

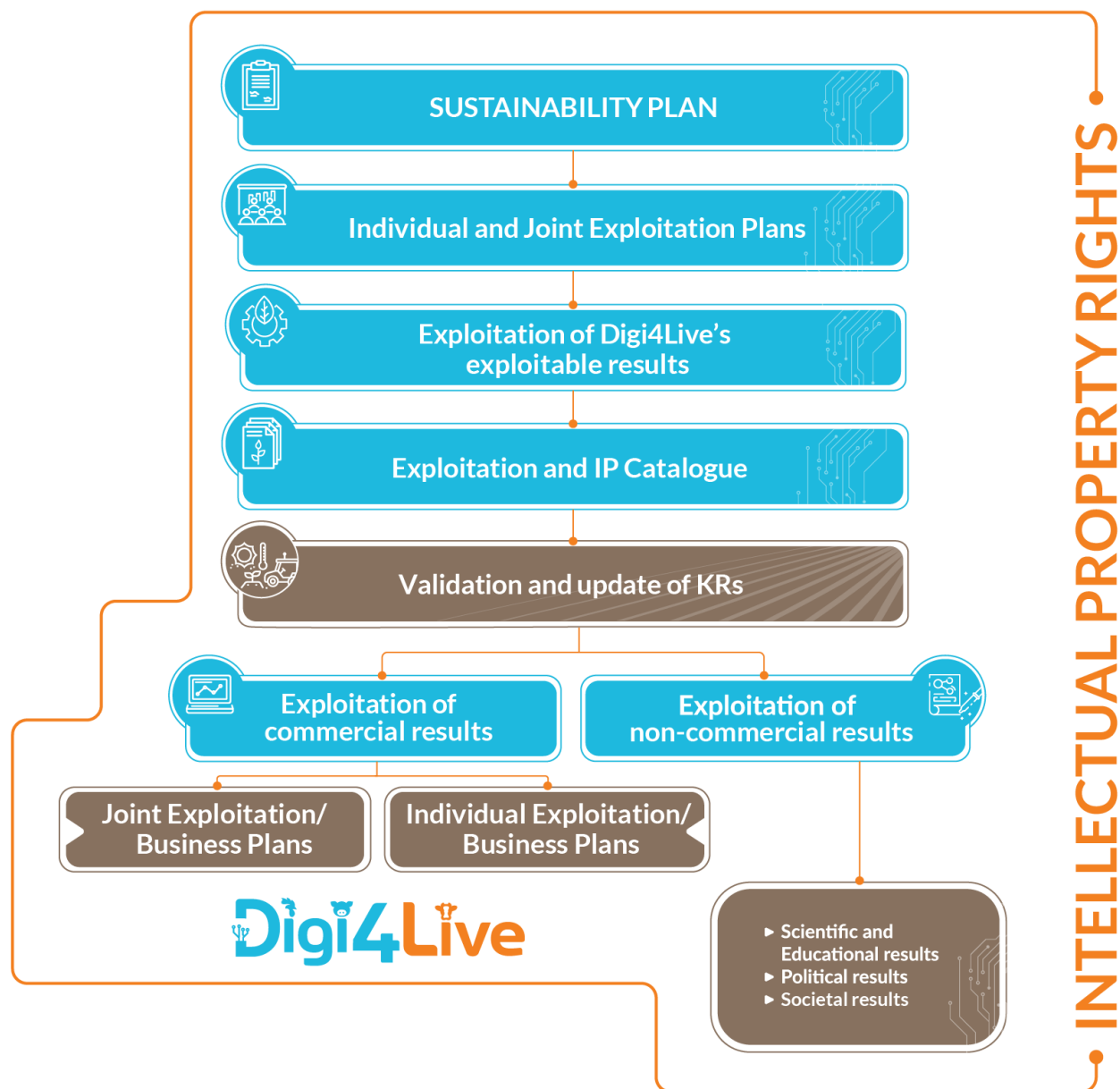


Figure 30 Digi4Live intellectual property rights.

D1.2 – Dissemination, Exploitation and Communication plan

The Figure 30 presents the overall Sustainability, IPR management and Exploitation approach of the Digi4Live project. Its main segments are briefly described below.

Sustainability Plan

The sustainability plan outlines a distinct set of measures and activities to be enacted to guarantee the continued exploitation and utilization of both commercial and non-commercial outcomes of the project. These activities aim to ensure that project results are exploited by partners and stakeholders, thus contributing to increase of the sustainability and impact beyond the project's conclusion. It is important to recognize that sustainability of a project involves long-term planning to foster stakeholder involvement and attract potential investors.

Exploitation and IP catalogue

Digi4Live foresees the development of a number of commercial and non-commercial results that are initially identified in the proposal preparation phase and presented in the Grant Agreement.

It is crucial to systematically capture, monitor and manage results throughout the entire project lifespan, and not only by the end of the project. To validate previously recorded information and sustain ongoing monitoring of exploitation outcomes during the project implementation phase, Digi4Live Exploitation and IP catalogue will be established. This catalogue will serve as the primary repository for compiling all project results and critical information describing them.

The Digi4Live Exploitation Catalogue is envisioned to be a comprehensive, iterative and continuing process. The schedule for updating the Catalogue during the project lifetime will be established to align with the timelines of project activities.

Exploitation of non-commercial results

Non-commercial results will also be investigated and elaborated in the context of sustainability, exploitation and IPR management strategy and appropriate exploitation routes will be developed. Non-commercial results can have **scientific, educational, societal and political exploitation**:

- **Scientific advances/re-use:** Scientific outputs such as models, methods, prototypes, and any available data generated throughout the course of the project can be utilized by the scientific community for future research.
- **Policy-making:** Project results may provide policy-makers and regulators with evidence-based information that can be useful in the process of forming new policies or changing existing ones.
- **Training and education:** Some of the results can be used to develop education and training programs for students, professionals and/or the general public.
- **Contribution to new standards** related to agricultural practices/technologies, etc.

Exploitation of commercial results

The Digi4Live project envisions development of project results that are aimed to be introduced into the general market and generate revenues. In order to prepare project partners interested in commercialization of their assets for market entry, the following needs to be elaborated:

- **Market analysis** - Scanning market state and trends, dynamics and competition, as well as mapping out key stakeholder segments and their needs;
- **Go-to-market strategy** – Focusing primary on defining the product-market fit, target audience and distribution channels;
- **Funding opportunities exploration** - Mapping the investment landscape will be conducted with the goal of supporting project beneficiaries in securing funding that can ensure financial sustainability of their business solutions;

D1.2 – Dissemination, Exploitation and Communication plan

- **Joint and individual business plans** – Joint exploitation plan that will be used by the whole consortium (and possibly more joint exploitation plans for KRs that will be developed by two or more project partners) will be developed, while at the time preparing individual exploitation plans for each organization that is a KR owner. Individual exploitation plans will be structured in a unified manner including descriptions of value proposition(s), relevant market insights derived from previously conducted market analysis, operations, IPR considerations and lean business models collaboratively generated with consortium partners through lean business canvas, as a final visualization of organization's business concept.

The consortium will consistently provide updated versions of the Digi4Live solution to stakeholders, with each iteration building upon the previous one and integrating insights gained from experience. The iterative process will be flexible, adjusting to the progress of the case studies and optimizing the approach based on the specific circumstances of each case study. By the project's end, the final agreements on exploitation and sustainability for all generated results, and individual exploitation pathways will be presented in the final deliverable D8.4 Strategy for exploitation, sustainability and legacy uptake in M54.

5.2. Overview of the Digi4Live results

Digi4Live has identified 9 Key Results that will be available for (re)use by partners and target groups and is represented in the table below. Key Results will be regularly monitored, validated according to the above-mentioned sustainability plan, and appropriate intellectual property management strategy will be developed, to ensure its viability and sustainability once the project ends. To evaluate progress towards turning initial results into a viable possibility, concrete and measurable steps will be implemented.

Table 4 Digi4Live key results.

KR1	Data-enhanced Life Cycle Analysis models for environmental impact assessment
KR2	Digi4Live DataSet – an inventory of livestock tracking
KR3	A data-driven Welfare Quality framework
KR4	Smart Labelling Loop
KR5	Guidelines for TRACES improvement
KR6	Data acquisition and exchange procedures ensuring data interoperability
KR7	Digital tool for supporting policy monitoring
KR8	Guidelines for policy recommendation/best practices replicability
KR9	A digital product passport to store and share relevant information throughout a life of an animal

Alongside key results, Digi4Live has identified potential data and outputs and will be regularly updated within outlined data management plan, as well as sustainability, exploitation, IPR and innovation strategies.

Table 5 Digi4Live data & outputs.

Data/output	Partner responsible
Open-source software from case studies: Artificial intelligence models data sharing platforms & data spaces, software for dynamic Life Cycle Analysis	Luke, KUL, AUA
Digi4Live information model	INRAE, ICAR
Registry-based animal welfare environment and subsidy monitoring data	INRAE, AUA, Luke
Sensor data on animal behavior, microclimate and emissions	IDELE, KUL, Luke, AUA
Survey, workshops & interview data	AUA, KUL, Luke, WU

D1.2 – Dissemination, Exploitation and Communication plan

Additional results beyond the once above listed may potentially be generated and become subject to IPR management. In such cases, a characterization table will be provided to evaluate results.

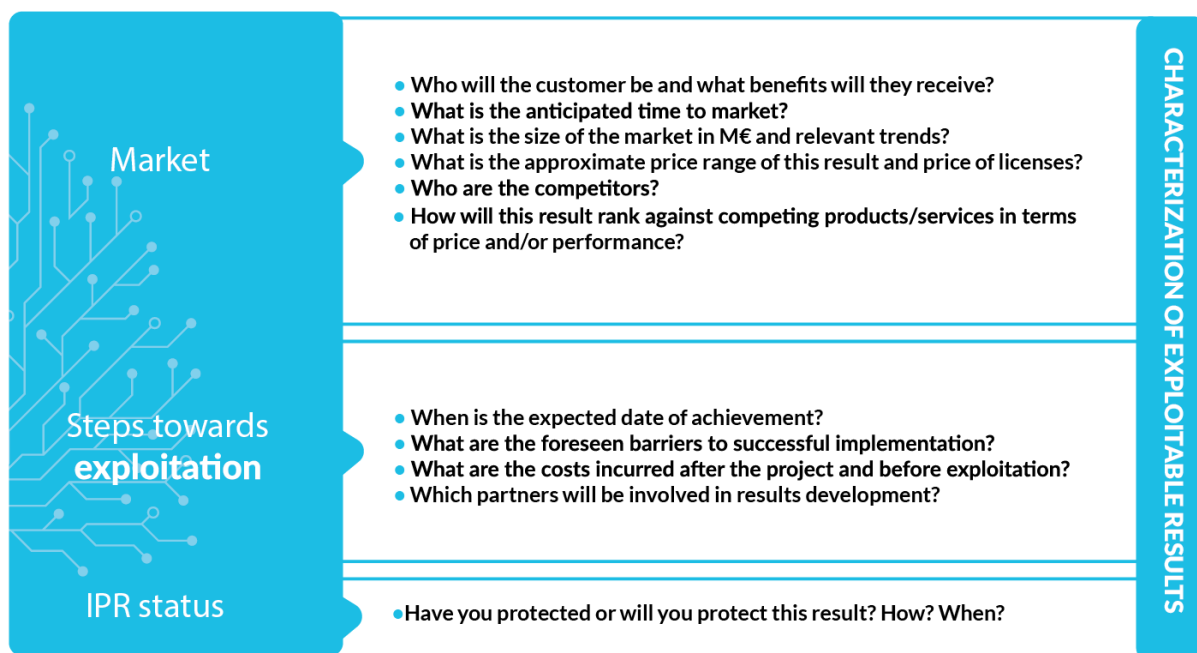


Figure 31 Digi4Live characterization of exploitable results.

5.3. IPR and innovation management strategy

Digi4Live will adopt a comprehensive IPR management strategy taking into account all five distinct project phases working in lockstep with the sustainability and exploitation strategy. The phases of the IPR management strategy and the corresponding activities are represented in the figure below:

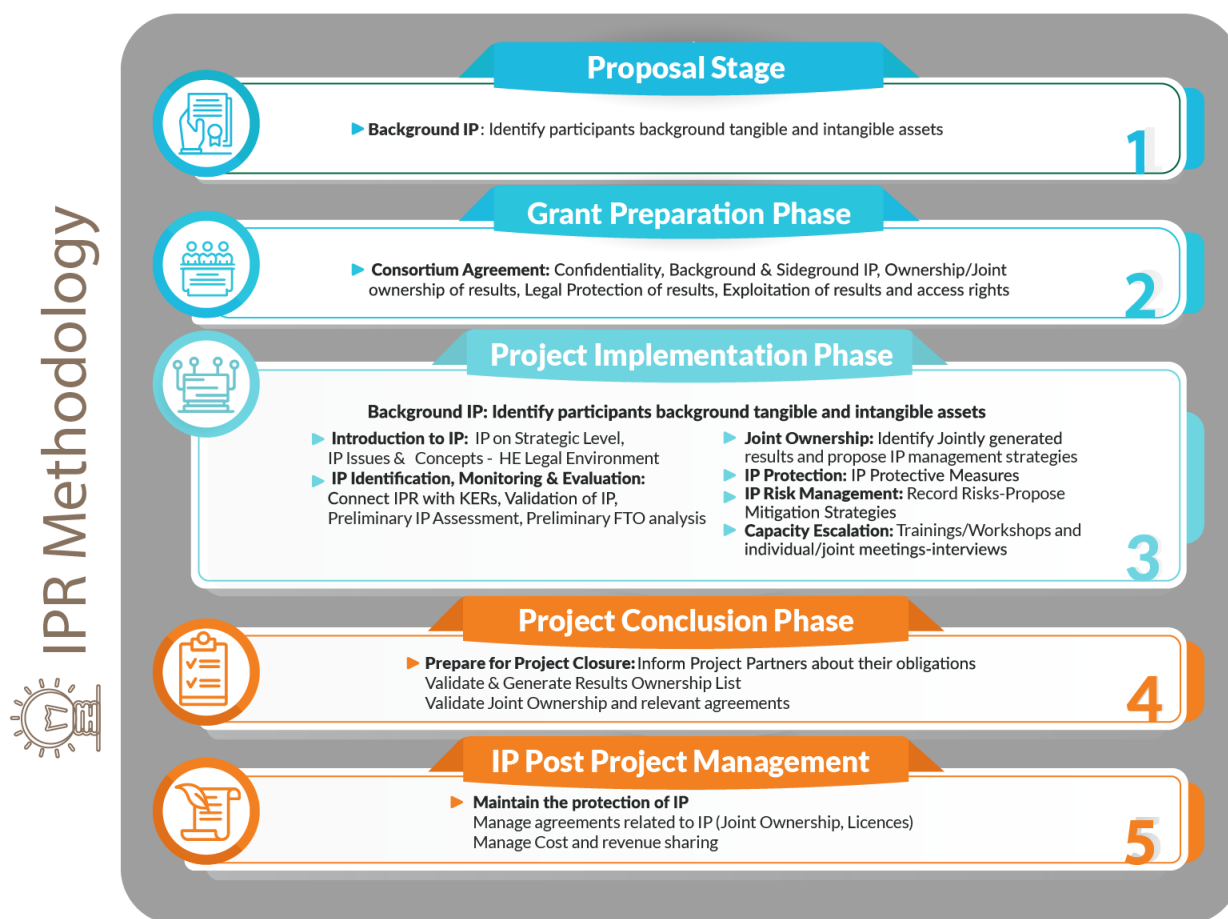


Figure 32 Digi4Live IPR methodology.

- IPR management at the proposal preparation phase** – a comprehensive analysis was conducted using EUIPO (European Union Intellectual Property Office), EUIPN (European Union Intellectual Property Network) and WIPO (World Intellectual Property Organization) to make sure that there are no trademarks on Digi4Live acronym, full title, and the logo. More importantly, FSH found that blocking point with the Freedom to Operate (FTO) analysis is not existent. Also, all project participants' background, tangible and intangible assets and the potential IPRs attached to them (i.e., patent, copyright), likely to be needed for the implementation of the project and/or for the use of the expected results subject to IPR have been already taken under consideration during the proposal formulation.
- Grant preparation phase** - Matters related to management of knowledge and IPR handling (Confidentiality, Background & Sideground IP, Ownership/Joint ownership of results, Legal Protection of results, Exploitation of results and access rights) are defined in section 8 of the Consortium Agreement (CA). **Results ownership:** Each participant will own the results it generates. **Joint ownership:** When results are generated jointly, the partners in question will determine their respective share of the innovation and a **Joint ownership** agreement will be signed establishing the basis for future exploitation.
- Project implementation phase** – This phase includes numerous activities, such as introducing project partners to IPR, IP Identification, Monitoring & Evaluation, IP Protection measures and IP Risk Management.
- Project conclusion phase** - When approaching the end of the Project, all Project Partners will be informed about their obligations and next steps while will also **verify the results ownership list**.
- IP post project management** – After the project ends, certain IP-related obligations will remain active for project partners.

D1.2 – Dissemination, Exploitation and Communication plan

Innovation management will keep track of and monitor all innovative developments across all WPs. WP leaders will shoulder the responsibility of identifying innovative results at an early stage, initiating discussions on their further development, facilitating their adoption, and strategizing for commercial implementation. Furthermore, company representatives will be encouraged to engage in innovation management discussions, contributing to the generation of new ideas for additional products and services. Innovation management will be addressed at executive board and general assembly meetings.

6. The Roadmap

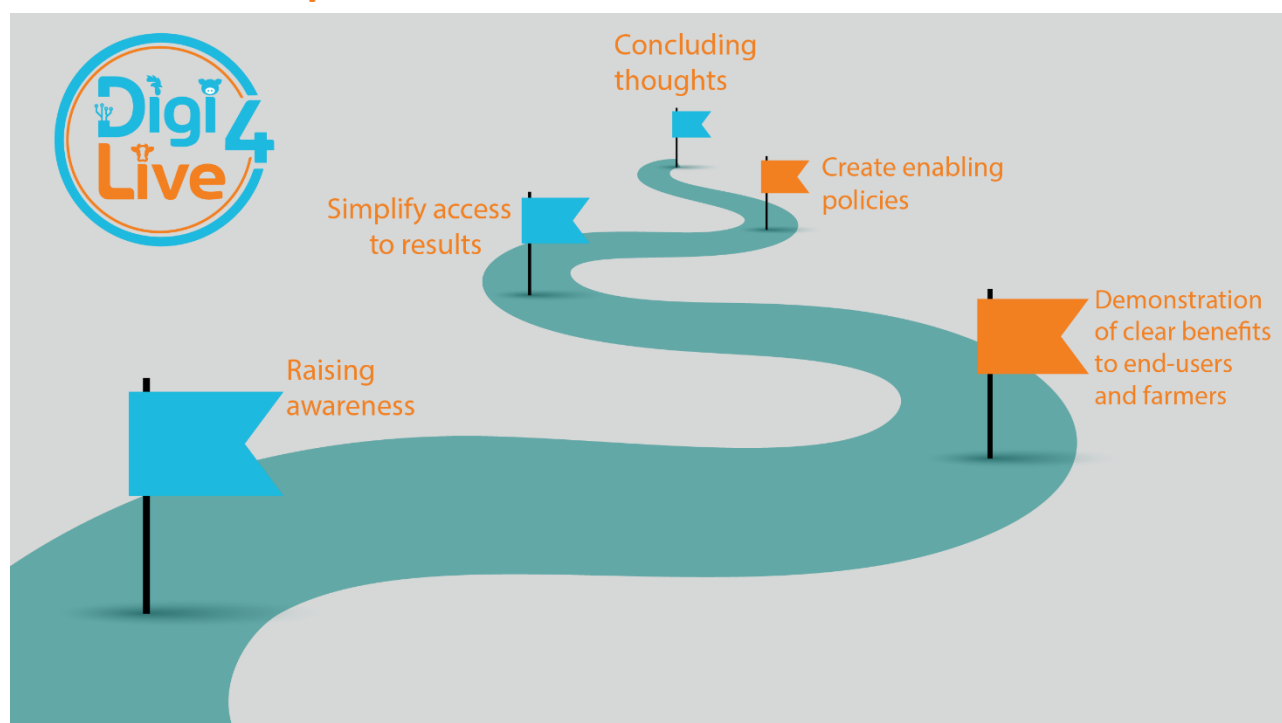


Figure 33 Digi4Live Roadmap

6.1.1. Raising awareness

This level focuses on fostering farmers' knowledge and engagement with Digi4Live solutions by providing clear, relevant, and engaging information. To achieve this, Digi4Live implements targeted dissemination and communication strategies through carefully selected channels. Active interaction with advisors, research institutions, agricultural technology providers, and regional innovation hubs ensures that information is exchanged effectively and aligns with broader innovation and livestock management systems.

The first stage of these activities aims to increase understanding by leveraging social media, newsletters, explainer videos, infographics, scientific publications, workshops, and conferences. The second stage seeks to enhance awareness by highlighting the practical benefits of digital livestock solutions and providing foundational knowledge through training webinars and interactive workshops, designed to encourage early exploration and adoption.

By tailoring communication to farmers' digital literacy levels and preferences, and providing practical guidance, success stories, and localized materials, Digi4Live translates technical outputs into actionable insights. A series of 6+ webinars, 8 project videos, and regularly updated website, blog, and social media content will reinforce awareness and engagement.

6.1.2. Demonstration of clear benefits to end-users and farmers

Digi4Live implements **case studies and open days** to showcase the real-world application of digital solutions, engaging a broad network of farmers, including small and medium-sized enterprises. These activities provide evidence of tangible benefits such as:

D1.2 – Dissemination, Exploitation and Communication plan

- Enhanced animal welfare
- Improved environmental performance
- Optimized breeding outcomes
- Increased traceability
- Low-cost, continuous monitoring for compliance and impact assessment
- Resource optimization and economic advantages

By demonstrating practical value, case studies and open days build trust, confidence, and motivation to adopt solutions, while fostering knowledge sharing, community building, and scalable uptake across Europe. The Open Days will be conducted in the local language, facilitating greater farmer engagement and fostering trust.

6.1.3. Simplify access to results

In Digi4Live, most results are non-commercial and publicly available, ensuring that stakeholders can easily access and benefit from the project's outputs. By providing open access to datasets, inventories, and knowledge resources, Digi4Live supports evidence-based decision-making for farmers, advisors, researchers, and policymakers. Some results are expected to influence policies and best practices at both national and EU levels, while others provide practical benefits to end users such as improved livestock management, traceability, and sustainability monitoring.

Simplifying access ensures that the project's outcomes are widely disseminated, easy to find, and actionable, enabling a broad range of stakeholders to engage with, apply, and build upon Digi4Live solutions. This approach also fosters transparency, collaboration, and long-term impact beyond the project's lifetime.

6.1.4. Create enabling policies

Digi4Live will carry out targeted activities, including policy-focused events, webinars presenting case studies and applications of digital solutions, policy briefs contributing to CAP discussions, and EIP-Agri Abstracts. These initiatives are designed to communicate the value of outcomes to decision-makers, demonstrate long-term economic and sustainability benefits, and guide policy frameworks that encourage investment and adoption. Collaborating with agricultural associations and networks will ensure that outcomes are widely disseminated, helping farmers and advisors understand the impact of innovation and enabling informed decisions about implementing new technologies.

Through this approach, Digi4Live contributes to creating policies that reduce adoption barriers, support innovation, and scale the impact of digital livestock solutions across the EU.

6.1.5. Concluding thoughts

To ensure that dissemination and communication efforts result in tangible adoption of digital technologies, Digi4Live will implement a structured roadmap focused on enhancing the engagement of final users, particularly farmers, throughout the project lifecycle. This approach builds upon the project's existing KPIs and planned activities, aligning them with a user-centric vision. It needs to be kept in mind that these strategies are prone to change due to diverse needs, interests and levels of understanding. Effective engagement requires continuous dialogue, feedback and adaptation, responding to changing circumstances, priorities, and insights rather than following fixed process.

7. Conclusion

A comprehensive outline detailing the communication, dissemination, and exploitation phases throughout the project's lifecycle is presented in D1.2, the Dissemination, exploitation, and communication plan. The purpose of this deliverable is to furnish an overview of the initial DEC plan designated for the inaugural phase of the Digi4Live project, along with the tools designated to engage the project's audience and fulfill DEC's KPIs.

This deliverable summarizes a diverse array of pivotal activities, along with their respective timelines, set to be executed to fulfill the dissemination, communication and exploitation objectives. All consortium members will actively participate in the communication and dissemination efforts of Digi4Live, with the overarching goal of ensuring the effective exploitation of the project's outcomes and maximizing its impact.

Subsequently, the second dissemination, exploitation and communication plan (D4.1), due by M26, will provide an updated rendition of the plan. This iteration will assess the current plan, outline its strengths and weaknesses in terms of applied activities and tools. Furthermore, it will establish objectives and define concrete actions extending beyond M26, up to the third iteration in M54.

