CHAMELEON

A Holistic Approach to Sustainable, Digital EU Agriculture, Forestry, Livestock and Rural Development based on Reconfigurable Aerial Enablers and Edge Artificial Intelligence-on-Demand Systems

CHAMELEON D7.1. Communication and Dissemination Strategy and Plan

Work package	WP7: Market shaping, scale-up business models and socio-economic impact & Chameleon outreach and awareness generation
Task	Task 7.5: CHAMELEON Dissemination and Communication plan
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GLOSSARY OF TERMS

Term	Description
Agency	European Research Executive Agency (REA)
Consortium	A consortium is a group made up of two or more individuals, companies, or governments that work together to achieve a common objective.
Dissemination procedures	Agreed procedures among CHAMELEON partners for dissemination, to ensure high quality publications and presentations, avoid overlaps and possible disclosure of confidential information, and to assist in monitoring project dissemination activities. They involve the partner instigating a dissemination action to provide an advance draft for comments/approval by the relevant dissemination task leaders and the Executive Board. The procedures are available to CHAMELEON partners on the SharePoint.
Green deal 2030	With the 2030 Climate Target Plan, the Commission proposes to raise the EU's ambition on reducing greenhouse gas emissions to at least 55% below 1990 levels by 2030.
LinkedIn	LinkedIn is a social networking site designed specifically for the business community.
SharePoint	Internal project management and file sharing platform at https://acceligence.sharepoint.com/sites/CHAMELEON (accessible by Chameleon partners only).
Twitter	Twitter is a free social networking site where users broadcast short posts (text, videos, photos, or links) known as tweets.
YouTube	Online video sharing and social media platform
Viral Video	A viral video is a video that becomes popular through a viral process of Internet sharing, typically through video sharing websites such as YouTube as well as social media and email.

LIST OF ABBREVIATIONS AND ACRONYMS

Abbreviation	Meaning
AI	Artificial Intelligence
AR	Augmented Reality
CEN	European Committee for Standardisation
COST	European Cooperation in Science and Technology
COTS	Commercial off-the-shelf
D&C	Dissemination and Communication
DCM	Dissemination and Communication Manager
DIAS	Data and Information Access Services
DoA	Description of Action
EC	European Commission
EO	Earth Observation
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
HEU IAs	Horizon Europe Innovation Actions
HTTPS	Hyper Transfer Protocol Secure
ICT	Information Communication Technology
IoT	Internet of Things
ISO	International Organisation for Standardisation
IPR	Intellectual Property Rights
KPIs	Key Performance Indicators
NGOs	Non-Governmental Organizations
R&D	Research and Development

RPAS	Remotely Piloted Aircraft Systems	
S&R	Search and Rescue	
SMEs	Small and Medium-sized Enterprises	
TRL	Technology Readiness Levels	
UAS	Unmanned Aircraft Systems	
UAV	Unmanned Aerial Vehicle	
VCs	Venture Capitalists	
WP	Work Package	

1   EXECUTIVE SUMMARY

The CHAMELEON Project activities have set ambitious targets to address a common challenge among EU countries: to support key areas such as agriculture, forestry, livestock, and rural development towards their conversion to sustainable and digital sectors, through the development of an integrated network of collaborating agents, equipped with advanced sensing and cognitive capabilities that can support multiple - missions at tactical level. The communication and dissemination activities are part of Work Package 7 (WP7) and will run from the first day of the project.

Therefore, a concise communication and dissemination strategy is essential to promote awareness about the benefits of the project to the concerned audiences and disseminate the results of the project, in order to accelerate adoption within the agriculture, forestry and livestock sectors; the authorities with an impact on rural development; and the general society (both from urban and rural areas). The strategic achievement of the target objective to communicate with local communities and to engage local stakeholders on pilot cases will establish a much-needed connection between agriculture, forest, and livestock - based industry actors, rural development actors, and environmental and nature management organisations - actively engaging people in the rural development and innovation process.

This document defines the general strategic approach for communication and dissemination of the CHAMELEON project and shows the channels and material planned and designed for this purpose.

The Dissemination and Communication (D&C) strategy describes the objectives for the D&C activities of the project. These are being achieved by reaching the defined target groups through specific dissemination channels. The ways to reach the target audiences and create relevant messages for each depend on the Consortium's work progress stage. Within this Deliverable, the D&C objectives are established, target audiences of CHAMELEON are defined, and specific messages concerning each of them are drafted. Additionally, an in-depth explanation of the dissemination material and channels is included and plans for future activities are shown.

In the initial steps of the project, the D&C tasks are focused on presenting the idea and concept of the work to be deployed and ensuring users' and communities engagement into pilot actions. In subsequent steps, the D&C effort will be destined to extensively disseminate the results of CHAMELEON, to transfer knowledge to the industrial and scientific communities and to catalyse the wider European economy. All these steps are described in the D&C roadmap, which outlines the respective activities and the information promoted in every stage of the project.

The D&C activities are also crucial for the Consortium on a partner level. The services of each partner can be promoted by publicising the competencies of the Consortium partners. It is expected that all partners will participate in the D&C activities, regardless of the partnership in the specific project Work Package (WP7). To this end, this Deliverable serves as a handbook for partners to efficiently allocating time and resources to achieve maximum impact creation.

In CHAMELEON, the WP7 leader manages the D&C activities at a project level and is responsible for monitoring, recording, and reporting all the activities performed to the European Commission (EC). Specific procedures are established to ensure the quality of the CHAMELEON

presentations, publications, and other promotional material to avoid the disclosure of restricted information and assist the WP7 leader in the reporting tasks.

Furthermore, a clear set of Key Performance Indicators (KPIs) has been identified to regularly evaluate the performance of the communication and dissemination strategy and activities, and thus ensure their effectiveness to maximize CHAMELEON's impact. These KPIs and evaluation processes are thoroughly described in D7.1.

A set of annexes are also included in this Deliverable, including: (a) a list of relevant events; (b) a list of relevant projects; (c) a list of journals; (d) an initial stakeholders' analysis; (e) the approval processes; and (f) the first CHAMELEON press release. The lists of relevant events and journals will be regularly updated, to add new opportunities to help partners in planning their D&C activities.

The strategic approach for D&C is designed according to the Horizon Europe guidelines. The work described in this Deliverable was accomplished as part of WP7: *Market shaping, scale-up business models and socio-economic impact & CHAMELEON outreach and awareness generation.*

2 INTRODUCTION

2.1 AIM OF THE DOCUMENT

The Dissemination and Communication (D&C) activities require time and financial resources by the Consortium partners. Hence, all the partners of the Consortium will contribute to these activities, and to this end specific budget has been allocated. Consequently, it is fundamental to establish a clear D&C strategy with a correct scope and accurate objectives. This Deliverable aims to clarify the strategy and plan for informing and engaging relevant stakeholders and the public to guide the Consortium to efficiently allocate time and resources to achieve the D&C objectives.

Additionally, this Deliverable constitutes the CHAMELEON response to the requirement established in the Grant Agreement (GA art. 17) to "*promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic, coherent, and effective manner*".

2.2 TARGET READERSHIP

This Deliverable is communicated internally within the project consortium and externally to any interested parties outside the project.

The target readership primarily comprises the members of the CHAMELEON Consortium and the European Commission (CHAMELEON Project Officer). It serves as a guide for the CHAMELEON partners to comprehend the scope of the communication and dissemination initiatives, their roles in communication, dissemination, and impact creation activities, and the way they can actively contribute.

As this deliverable is public, it is also openly accessible to external stakeholders through the project website upon its official acceptance by the European Commission.

2.3 LIAISON WITH OTHER CHAMELEON DELIVERABLES

This Deliverable is closely linked to the following deliverables:

Table 1: CHAMELEON Deliverables related to D7.1

Deliverable	WP	Lead partner	Type	Dissemination level	Due date
D7.2. CHAMELEON Outreach, Dissemination, Standardisation and Communication Activities v1	7	USAL	R – Document, report	PU – Public	M12

D7.4. CHAMELEON Outreach, Dissemination, Standardisation and Communication Activities v2	7	USAL	R – Document, report	PU – Public	M24
D7.6. CHAMELEON Outreach, Dissemination, Standardisation and Communication Activities v3	7	USAL	R – Document, report	PU – Public	M36

3 DISSEMINATION AND COMMUNICATION STRATEGY

3.1 DEFINITION

The D&C strategy of CHAMELEON and its intended impacts will raise awareness, understanding and action to benefit CHAMELEON during the project and, in particular, an accelerated adoption of a drone platform as multi-purpose vehicle – including some years after the funding period. In order to achieve this, the D&C strategy will provide targeted content, at the opportune moment, with the appropriate frequency to a wide range of professional audiences, the end user communities, and the media across Europe.

The definition of the D&C strategy, based on Lasswell's model[1] and the EC's Quick guide and tools for Communication, Dissemination and Exploitation[2], includes the answers to some essential questions: who, what, in which way, to whom, with what effect, why, how and when. In this Deliverable, these questions are answered as in the following list and Table 2:

- Why: This includes the definition of the D&C objectives of the CHAMELEON project (Section 4 – Objectives).
- When: This includes the meticulous planning of cost-efficient ways to correctly disseminate and communicate the project advances in each project stage to the different target groups (Section 5 – Roadmap).
- To Whom: This includes the identification of the target audiences related to the CHAMELEON solutions (Section 6 – Approach).
- In Which way: This includes the description of the channels and strategy that will be used to communicate with the specified audiences (Section 7 – Communication tools).
- With What effect: This includes the monitoring of the effectiveness of the Communication and Dissemination Plan. For this purpose, specific KPIs have been established in (Section 10 – Progress and quality control).
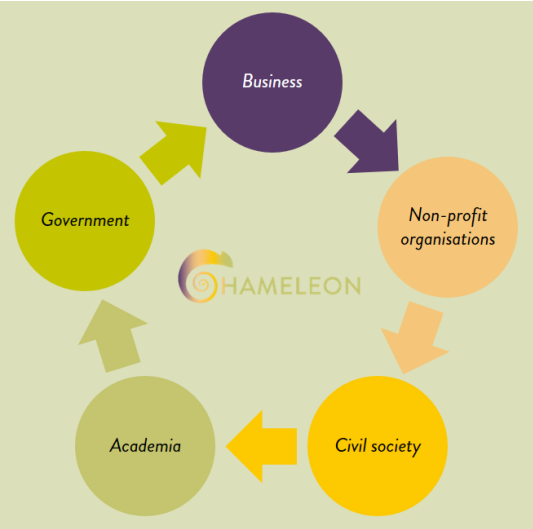
Table 2: Outline of the essential questions and answers of the Dissemination and Communication strategy

CHAMELEON Dissemination and Communication strategy essentials	
WHAT to communicate and disseminate: • Compelling, credible, and trusted written content. • Clear results and experiences.	To **WHOM**: A quintuple helix ecosystem (see figure below) of interdependent and connected audiences, each one with their own

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[1] Lasswell, Harold D. (1948). Bryson, L. (ed.). The structure and function of communication in society. The communication of ideas. New York: Institute for Religious and Social Studies.

[2] European Commission. Quick guide and tools for Communication, Dissemination and Exploitation. Retrieved on 20/08/2022 from https://ec.europa.eu/research/participants/docs/h2020-funding-guide/imgs/quick-guide_diss-expl_en.pdf

- Potent and appealing visual content.
- Educative and interactive opportunities with CHAMELEON.

Features, Advantages, Challenges and Benefits of CHAMELEON actions for each specific target audience.

viewpoints, storylines, objectives, testimonials, and target audiences at both European and local/regional level.

HOW to communicate and disseminate (channels):

Awareness. The goal of this direction will be to make the project and its vision known in the relevant target groups. Primary instruments will be the partnering end user, the project brand and communication items and the presence in digital media (i.e., CHAMELEON website, social media accounts, e-newsletters, video, etc.), the presentation to relevant conferences and industry events, the press, and media activities.

Scientific and technological achievements. Primary instruments will be the presentation of research articles and technical demonstrations at key conferences and workshops, peer-reviewed publications, articles in Research and Technology focused media, the liaison and cross fertilisation activities with other EU projects and relevant organisations/associations, standardisation as well as community building activities aiming to inform and engage a wide range of key stakeholders. Team members will be encouraged and coordinated to prepare public results in a form suitable for publication. This will include preparation for conferences in the UAV, industry, and research areas. It is important to highlight that the leader of WP7, USAL, leads Drones Journal (**https://www.mdpi.com/journal/drones**). An international journal indexed within the Top10 better journals in Remote Sensing in Journal Citation Reports and being Q1 in five fields in Scopus. Therefore, specific Special Issues related with the project could be proposed in order to boost scientific and technological achievements.

Demonstrators. The third direction is dedicated to evaluating the CHAMELEON ecosystem developed in the project as a proof of concept. Primary target groups will be UAV manufacturers, robotic systems, navigation technologies, as well as sensor, technology organisations and standardisation bodies. The goal is to demonstrate to the target groups the benefits provided by CHAMELEON, as well as the numerous opportunities offered by the underlying framework through target workshops and pilot training activities. This part will be also reinforced with the Open Call action associated to the project.

3.2 CHAMELEON DISSEMINATION ACTIVITIES

CHAMELEON Consortium will work together, and with other similar projects and local initiatives, for the purpose of creating a broad socio-ecological transition by engaging with a quintuple helix of interdependent and connected audiences (see figure above), with their own individual viewpoints, storylines, objectives, testimonials, and target audiences at both European and local / regional level. Dissemination content will be more relevant and solid as long as the five key audiences are considered: civil society, academia, government, business and non-profit organisations.

Further to this, a detailed list of EU and international stakeholders and agencies will be built, and several collaboration activities will be organized as already described in T7.4.

3.3 CHAMELEON INTERNAL COMMUNICATION

The success of the D&C activities entirely depends on the establishment of effective internal communication channels, first within the WP7 key actors and then between the different WPs and the WP7.

The following channels have been chosen and accepted by the Consortium:

Meetings

- **Participation of USAL to regular pilot meetings** will be useful in fine-tuning, assisting, and monitoring local efforts.
- **GA meetings** (dedicated workshops to inform partners on the work progress).

SharePoint

- Separate folders will be created for file sharing and storage within WP7 Channel.

Mailing list

- A dedicated mailing list was created to improve the communication with the right people.

    Chameleon-all@accelligence.tech: for sending messages to all members

    Chameleon-admin@accelligence.tech: for admin issues

    Chameleon-pmb@accelligence.tech: for the PMB member

    Chameleon-WP1@accelligence.tech: for WP1 activities

    Chameleon-WP2@accelligence.tech: for WP2 activities

    Chameleon-WP3@accelligence.tech: for WP3 activities

    Chameleon-WP4@accelligence.tech: for WP4 activities

    Chameleon-WP5@accelligence.tech: for WP5 activities

    Chameleon-WP6@accelligence.tech: for WP6 activities

    Chameleon-WP7@accelligence.tech: for WP7 activities

Regarding horizontal activities, the WP7 will also work closely with the other WPs to follow developments and present them appropriately through the available channels to the corresponding audiences.

4 OBJECTIVES

The main D&C objective of the CHAMELEON Consortium is to share the CHAMELEON advances and outcomes to multiple audiences, ensuring continuity of knowledge and maximising impact. Efficient internal communication channels and processes, that assist WP7 leader in receiving all the information needed to communicate the project news and advances timely, are required in order to have a strong presence in the world. Thus, the main objective of the Communication and Dissemination strategy is twofold: (i) internal, among the Consortium partners; and (ii) external, towards any involved and interested stakeholders.

All partners will be regularly updated with the progress of the project, to achieve an optimal impact through actions targeting third parties. CHAMELEON will reach the largest possible number of relevant stakeholders and generate an adequate flow of information and publicity about the project results. It will also highlight its contribution to European knowledge and scientific excellence, the value of collaboration on a Europe-wide scale, and most importantly, how it will benefit the EU citizens.

The CHAMELEON key dissemination objectives are:

Dissemination stakeholders' analysis according to influence and interest at European and local levels with targeted actions and desired 'monitor, inform, satisfy, manage' relationship statuses attributed:

- To build awareness and trust in project ambitions with high quality content and credible performance results across multiple channels.
- To develop targeted messages for professional stakeholder segments at European and local levels.
- To profile skills, knowledge and experiences generated by CHAMELEON and support them with transparency and detail.
- To create a favourable environment for industrialisation, replication and exploitation in target markets and technologies.
- To support CHAMELEON open innovation methodologies to aid dissemination.
- To embody the EC Open Access Strategy to better build on previous research results, achieve greater efficiency, avoid duplication, and accelerate innovation – particularly towards (Small and Medium-sized Enterprises) SMEs.

The specific objectives for all communication actions of CHAMELEON are consistent with the relevant EU recommendations for Horizon Europe funded projects, where communications measures are recommended to be:

- Adequate to **promote the project** and its findings **throughout the full lifespan** of the project.
- Strategically planned with clear objectives.
- That clearly define the main message, tool(s) and channel(s) that will be used to reach out to target groups.
- To promote the project and its results beyond the projects own community.
- To communicate the research in a way that is understood by non-specialist, e.g., the media and the public.

- To inform EC in advance of communication activities expected to have a major media impact.

The timeframe to achieve the aforementioned objectives and the channels and tools that will be used by both the Task 7.5 leader and the Consortium are outlined in *Section 5 - Roadmap*.

5 ROADMAP

Relevant target audiences should be identified and reached through the means, channels and media selected as most suitable, in order to establish a successful communication strategy. However, in order to achieve the best results on time, a realistic roadmap should be defined, based on the available timeframe and resources to enhance the impact monitoring and assessment during the different technical developments and different implementation stages of the project. The implementation phases of the project can be organised as follows: 1/ Framework design and preparation; 2/ technical development and innovation; 3/ integration and validation; 4/ demonstration and evaluation. Therefore, the implementation stages are:

- **Initial Stage** (first year): Raising awareness and communicate the project objectives, idea, and its approach.
- **Intermediate Stage** (second year): Creating stakeholder community and disseminate all results of the project.
- **Final Stage** (Third year and beyond): Presenting results, promoting CHAMELEON's final solution and explore commercialization opportunities.

Table 3 provides an overview of the specific targets of CHAMELEON's different development stages. The available information and the means that will be used to inform the specified target audiences are also included.

Table 3: Overview of the specific targets of CHAMELEON's different development stages

		Initial Stage	Intermediate Stage	Final Stage
Content		*Objectives, Concept, Approach, Expected Impact*	*Intermediate results,* *System advances,* *Updates on trials*	Final Results, Evaluation outcomes, Countable value
Scope	Raise awareness	X	X	X
	Engage, communicate		X	X
	Disseminate, exploit		X	X
Means	Brand ID	X	X	X
	Website	X	X	X
	Social media	X	X	X
	Press activities	X	X	X

e-Newsletters	X	X	X
Communication Material	X	X	X
Peer-reviewed publications		X	X
Conference papers	X	X	X
Conference and other events participation	X	X	X
Project events and workshop	X	X	X
Stakeholder Community	X	X	X
Clustering activities	X	X	X
Citizens Journalism		X	X
Awareness Campaigns	X	X	X
Videos	X		X

6 APPROACH

6.1 TARGET AUDIENCES

The target audiences have been discussed and selected with the consortium and include the main types of interlocutors to whom the project will be distributing news and communicate CHAMELEON's results and benefits.

6.1.1 FARMING AND RURAL COMMUNITIES

Communication activities, such as social media activities, e-Newsletter distribution, project presentations in Conferences and other events, will be used to create awareness about the project solutions and what benefits will bring to the respective practitioners. More specifically, the local and regional authorities, Non-Governmental Organizations (NGOs), farming associations and forestry owners' associations that CHAMELEON will manage to connect with will be informed about the latest research results and the latest development in standardisation. Exchange of experience, development of expert network, relevant presentations and training material, workshops for rural citizens and workers, and informative brochures will be some of CHAMELEON main D&C tools used to improve the recommendations for the different applications that the CHAMELEON solution can have: forest fires defence plans for rural areas, tracking and health assessment of livestock, tracking water status and health assessment of crops for the generation of ecosystem services.

6.1.2 ACADEMIA AND RESEARCH

The academic and research community, to whom the project is targeting, consists of Experts and Researchers working on rural development; agriculture, forestry, rural development, and management; and livestock development. Additionally, EU Research and Technology Institutes can also be considered as a prominent target audience. Presentations in high prestigious Scientific conferences and peer-reviewed publications in selected and high-impact journals and magazines on cloud computing, robotics, networking, advanced user interfaces, AR technology, forestry, agriculture, rural policy, environmental, ecology, etc. are some of the major dissemination actions of the project regarding the academia and research communities. Finally, clustering activities with related Horizon Europe and other projects will ensure knowledge exchange between researchers working in the same sectors.

6.1.3 RELATED INDUSTRY AND SERVICES TO INDUSTRY

Specific communication and dissemination activities will keep the relevant industry audience informed on the latest technologies and research and innovation progresses, as their involvement in the project will help them create a better offer for their clients. Industries and services to Industry, able to develop innovative solutions, will connect with external and internal stakeholders in CHAMELEON Workshops, planned to be co-located with known events, including those regularly promoted by the CHAMELEON partners, and with CHAMELEON small-scale pilots and demonstrations, in order to ensure higher audiences and sound participation of users in the CHAMELEON validation activities. The objectives will be: (i) to foster the dialogue between public authorities, policymakers, and industry suppliers on the topic of supporting and

extending holistic rural development and rural defence; (ii) to discuss the best approaches for integrated new technology to Europe; and (iii) to promote the audience's commitment to adopt the CHAMELEON Drone Innovation Platform and support the digital transformation of the agriculture, forestry and livestock sectors in Europe.

6.1.4 PUBLIC AUTHORITIES AND POLICY MAKERS

In the specific field of UAV development, there is a desynchronization between research and innovation policies at many levels. This requires policy coordination across European, national, regional, and local levels, based on a shared vision on European added value and critically, engagement from national and regional government in decision-making for impacts from Horizon Europe to be recognised and legitimated. Through CHAMELEON all levels of policy making dealing with Rural Development issues will be benefited, from the EU level to municipalities and city councils. Indirectly but significantly, National ministries/ regional authorities responsible for defining, financing, or managing programmes in relevant topics will get the appropriate support since the project will promote its outcomes to public authorities, including how CHAMELEON will contribute to the development (digitalization) of farming industries and the defence of the rural environment from its main menaces (fires and adaptation to climate change); and creating a sustainable future development goal.

6.1.5 GENERAL PUBLIC AND THE MEDIA

CHAMELEON website, social media strategy, press releases, intro video and other publicity activities will enhance the project's visibility to the general public. CHAMELEON will take advantage of the consortium's communication channels and the already established distribution networks not only to promote the project's activities and results but also to diffuse its advances to the public and the media. Followingly, CHAMELEON media campaigns will visibly contribute to the local awareness of the importance to preserve and promote rural development. A continuous flow of relevant news and content will be delivered to multiple communication channels, along with the creation of a local journalism program to give a voice to people and organisations from across the social spectrum and explore a range of behaviours, motivations and patterns of engagement and change. CHAMELEON will organise workshops with different techniques, aiming at exploring different ways to approach the interested audience, all with a more open style in common (with the objective of collecting inputs, ideas, etc.). Particularly, the active participation of the public in the project will raise awareness and will lead to increased levels of trust and security between CHAMELEON and the external participating communities.

6.1.6 STANDARDISATION BODIES

Regarding European standardization in this field, only a few ISO standards exist in the unmanned aircraft systems business (for developers and consumers). CHAMELEON will propose improvements to existing standards, will propose new standardization deliverables (if feasible), and will develop standardization related to the project's domain. It will enrich the reference market framework (actors, roles, and interfaces), so that it is widely accepted and can evolve in time and could be adopted as a reference in terms of policy efforts at EC level. As the development of standards is mainly initiated by market needs, a specific agreement among

the CHAMELEON stakeholders, defining general requirements that facilitate their technical, commercial, or managerial activities will be made, compliant with the guaranteeing rules of European standardisation bodies such as European Committee for Standardisation (CEN) and international organisations, such as The International Organisation for Standardisation (ISO).

6.2 STAKEHOLDER GROUPS

Given the various challenges associated with the CHAMELEON related research, the Consortium has acknowledged the importance of consulting and exchanging know-how with key relevant organisations and stakeholders who are not part of the consortium.

This list will be integrated and finalized by M18 to provide the CHAMELEON **Stakeholder Community**. The aim is to ensure that CHAMELEON reaches out to all stakeholders and maximizes the exploitation of the project results, by recognizing in terms of technology aspects, ethical concerns and systemic effectiveness, the relevant needs, and gaps.

Within Task 7.5 a list of potential Stakeholders has been already identified at an initial stage and included in Annex 4: Initial stakeholders' analysis, for the report.

The CHAMELEON stakeholders will be further specified as part of the CHAMELEON Stakeholder Community and will be actively involved to the activities of the project through direct communications to achieve the required impact. Below the CHAMELEON initial stakeholders' analysis is currently presented.

Table 4: Stakeholders' analysis and CHAMELEON strategic Dissemination & Exploitation goals

Stakeholder group	Example actor	Relevance to CHAMELEON	Example CHAMELEON outcome short & long term
ENABLER Framework instigator	Regional government; Local authority agency; EU and International policy maker.	Identify bottlenecks & optimise system; Economic development & financing; Environmental sustainability.	Testing and validation of CHAMELEON business modelling techniques; Replication of CHAMELEON.
PROVIDER Knowledge ecosystem	University; Research & Technology Organisation; Innovation professionals.	Knowledge application and distribution; Grow body of knowledge; Support new technology, awareness.	Attend CHAMELEON capacity training; New innovative integration of smart IoT sensors for new digital services.
UTILISER	ICT company & developers; Start-ups, SMEs &	Primary users in new markets and of innovation; Improve	FIWARE application development for Sustainable, Digital EU

Value partners	industries; Consultancy firms.	products, profitability, and skill in field; Collaborators and catalysts for delivery.	Agriculture, Forestry, Livestock and Rural preservation solutions; New business development.
END USER Point of delivery & uptake / failure	Citizens and directly concerned residents; local and regional authorities; NGOs, civil society.	Key to sustainable service and product design; Provides feedback and improvement loops; Definitive to success or failure of project.	Use of CHAMELEON co-designed products; services or scenarios; Sustainable behaviour change over time.
FACILITATOR Financial provisions	Investors and Venture Capitalists (VCs); Public and private finance institutions; Crowd funding platforms.	Navigate complex financing issues; Ensure CHAMELEON and replication projects are sustainable and achievable.	Effective solutions for Integrated Sustainable, Digital EU Agriculture, Forestry, Livestock and Rural preservation solutions; Proven models, results and relationships to facilitate finance.

6.3   CORE MESSAGES

The following are core messages, valid at the start of the CHAMELEON project, focusing on expected outputs. Clearly, as the project progresses there will be changes, most notably messages related to actual achievements and results, which will be added to this section in terms of their relevance to different target groups in the final update of this Deliverable.

The main messages at a project level consist of the value that the project is expected to bring in general to the concerned communities:

- CHAMELEON proposes an ecosystem-oriented Artificial Intelligence (AI) development and Big Data platform, allowing the innovation of agriculture, forestry, and livestock services.
- CHAMELEON mission is to address the needs of most complex agricultural, forest, livestock ecosystems and rural environments, through an on-demand and multi-purpose Drone hardware and software platform.
- Under a changing socio-ecological context, CHAMELEON consortium is establishing a Drone Innovation Platform to maximize the contribution of existing ICT-systems in rural areas.
- CHAMELEON introduces an advanced large-scale agriculture and forestry surveying, mapping, and assessment framework with inter-communication between different platforms (UAVs, RPAS, satellite).

- CHAMELEON builds upon cutting-edge technologies to improve operations in agriculture (e.g., smart irrigation, fertilization), forestry (e.g., fire defence), and livestock (e.g., health monitoring).

6.4 SYNERGIES

Some of the projects that have synergies with CHAMELEON are:

- TREEADS:

Project overview: TREEADS is an H2020 project consisting of 47 partners from 12 EU countries, 1 associated country (Norway) and Taiwan. Motivated by the need for a more effective, science-based wildfire management and risk-informed decision-making, the TREEADS consortium will build upon state-of-the-art high TRL products and unite them in a holistic Fire Management platform that optimizes and reuses the available Socio-technological Resources in all three main phases of Wildfires. By adopting a multi-stakeholder, multi-actor approach at its core, the TREEADS solutions will contribute to sustainable development as an inclusive societal process and secure sustainability and resilience of natural environment, as well as local human societies. TREEADS advances will be demonstrated and validated under actual operating conditions in eight complex pilot cases in seven EU countries (Romania, Spain, Italy, Greece, Norway, Austria, Germany) and Taiwan.

Project website: https://treeads-project.eu/

- CALLISTO:

Project overview: CALLISTO aims to bridge the gap between Copernicus Data and Information Access Services (DIAS) providers and application end users through dedicated AI solutions. It will provide an interoperable Big Data platform integrating Earth Observation (EO) data with crowdsourced and geo-referenced data and observations from Unmanned Aerial Vehicles. CALLISTO will be pilot-tested in real environments, providing geolocation-based services in applications relevant to agricultural policymaking, water management, journalism, and border security.

Project website: https://callisto-h2020.eu/

- ISOLA:

Project overview: ISOLA will develop, integrate, test, deploy, demonstrate, and validate a systematic and fully automated security approach by incorporating innovative technologies for sensing, monitoring, data fusion, alarming and reporting real-time during illegal incidents.

Project website: https://isola-project.eu/

- CA16219 – Harmonious:

Project overview: Environmental monitoring plays a central role for the management of natural and agricultural systems. On this context, Unmanned Aerial Systems (UAS) are radically evolving offering an extraordinary opportunity to bridge the existing gap between field observations and traditional air - and space - borne remote sensing.

A network of scientists is currently cooperating within the framework of a COST (European Cooperation in Science and Technology) Action named "Harmonious". The project's intention is to promote monitoring strategies, establish harmonized monitoring practices, and transfer most recent advances on UAS methodologies to others within a global network.

Project website: https://www.costharmonious.eu/

- AURORAL:

Project overview: AURORAL focuses on increasing connectivity and delivering a digital environment of smart objects interoperable services platforms able to trigger dynamic rural ecosystems of innovation chains, applications, and services. Thus, AURORAL contributes to increase economic growth and create jobs in rural areas and to tackle significant societal challenges, contributes to overcoming digital divide between rural and urban areas and to develop the potential offered by increased connectivity and digitisation of rural areas. AURORAL digital environment is demonstrated by cost-efficient and flexible cross-domain applications through large-scale pilots in five European regions. It builds on an open, API-based, interoperable, and federated Internet of Things (IoT) architecture and includes a reference implementation supporting flexible integration of heterogeneous services, bridging the interoperability gap of the smart object platforms and creating markets for services in rural areas.

Project website: https://www.auroral.eu/

- Search and Rescue:

Project overview: Apart from earthquakes that usually result to catastrophic structural collapses, with many people entrapped or killed (e.g., Indonesia 2018, Japan 2011, Haiti 2010, Italy 2009, Greece 1999), there are also other causes that may result into a building's collapse, such as an accidental explosion or a terrorist attack (e.g., 9/11) in public areas or critical infrastructures (airports etc.). Moreover, natural disasters like earthquakes may trigger technological disasters, such as industrial chemical release or even fires; this dynamic or "domino effect", as it is called may pose tremendous risks to the countries and communities and hence it is a great challenge to cope with by the first responders and relevant organizations of civil protection. First responders and rescuers need specialized instrumentations, available to all times, easily accessible that meet stringent requirements in terms of detection accuracy, quick localization, and reduction of false alarms.

The Search and Rescue (S&R) project will design, implement, and test through a series of large-scale pilot scenarios a highly interoperable, modular open architecture platform for first responders' capitalising on expertise and technological infrastructure from both COncORDE and IMPRESS FP7 projects. The governance model of S&R will be designed to operate more effectively, and its architectural structure will allow to easily incorporate next generation R&D and COTS solutions which will be possibly adopted in the future disaster management systems. The Model will also support a unified vision of the EU role and will provide a common framework to assess needs and integrate responses. The framework will enable supportive approach using a wider range of decisional support features and monitoring systems and will also give to first responders an effective and unified vision of (a) the dynamic changes going on during event's lifetime and (b) the capabilities and resources currently deployed in the field.

Project website: https://search-and-rescue.eu/

- CA20118 – 3DForEcoTech:

Project overview: 3DForEcoTech project aims to establish a strong network of scientists and stakeholders (i.e., practitioners) and sensor manufacturers to synchronise the knowledge, to develop general protocols and algorithms for forest ecosystem state survey and forest functioning, and to make these novel technologies available to a broad audience.

Specifically, 3DForEcoTech will develop protocols for data acquisition, processing, fusion for forest inventory and ecological applications, and will establish an open-data and open-source algorithm databases.

Project website: https://3dforecotech.eu/

7 COMMUNICATION TOOLS

The impact of the communication activities will be amplified thanks to a set of specifically defined communication tools. These tools will guarantee a coherent, wide, and timely communication of the CHAMELEON concept, objectives, and solutions to multiple audiences and the public. The following list summarises the communication tools that will support all communication and dissemination activities.

7.1 BRAND IDENTITY AND STYLE

A strong brand identity has been crafted for the CHAMELEON project from the start. This includes the already designed logo, which was polished by a professional designer to fulfil the project communications and dissemination needs.

Accompanied style guidelines were also created in the form of the CHAMELEON Brand Book to assure high quality and consistency of communication material. Project templates have been developed based on the brand identity and will be used by the partners' both for internal and external activities to ensure the consistency of the presented material.

7.1.1 THE LOGO

Through a minimalist approach, the logo combines the shape of the body of the animal with its eye at the same time that it forms the initial of the CHAMELEON name, shaded in a gradient of purple, yellow and green, which are very common colour variations of the reptile.

The CHAMELEON project logo focuses on the physiology of the CHAMELEON's body that is changing and getting embodied in the environment by adopting its skin colour accordingly. The device is using a similar technique by adapting its technologies and shapes according to the environmental demands to support diverse functionality and cover the requirements of different operational missions in agriculture, livestock, forestry, and rural areas.

Original Logo: Primarily the logo should be used on a white background in its original design for maximum impact and clarity. This primary format is used on every occasion except from the cases it is not feasible.

Figure 1: CHAMELEON original logo

Other versions that are available for usage are:

Negative: Used when placing the logo on an image, a coloured background, or a pattern.

Figure 2: CHAMELEON negative logo

Grayscale: Used for grayscale printing, such as newspapers or internal documents that will be printed on black and white printers.

Figure 3: CHAMELEON grayscale logo

The CHAMELEON project logo can be found here.

COLOURS

The core colours of CHAMELEON are shown in Figure 4.
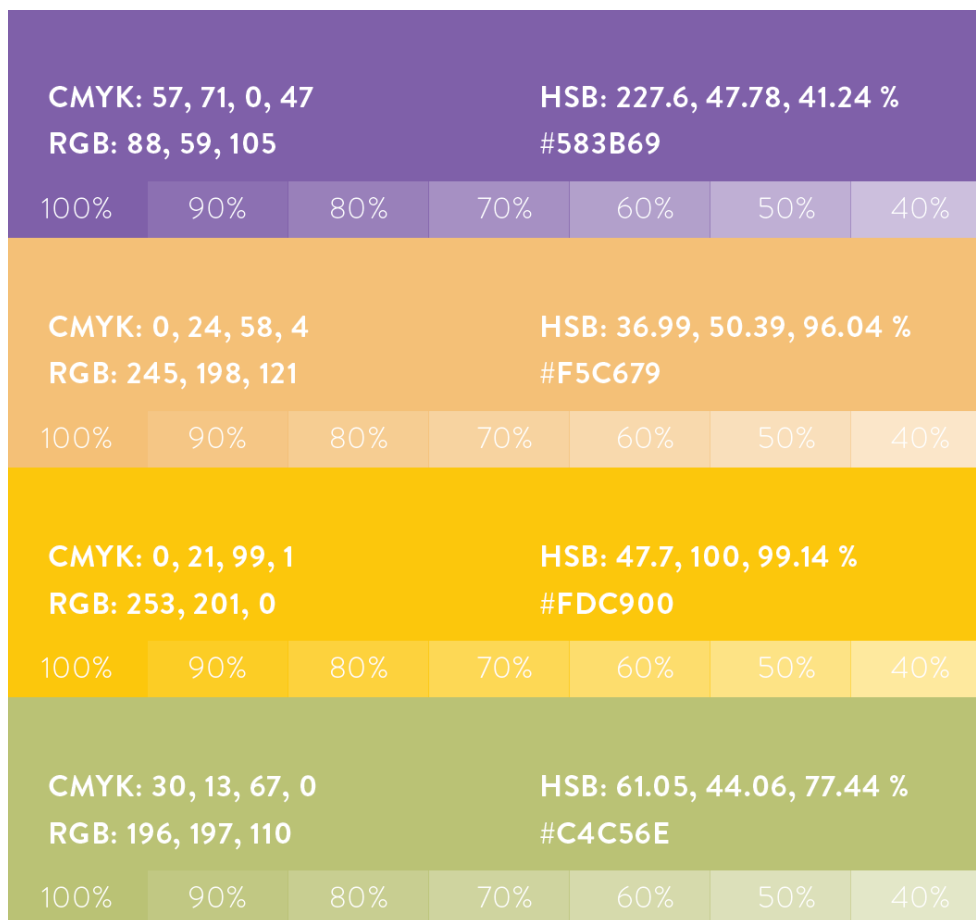
Figure 4: CHAMELEON core colours

Text should always be set in black, white and the referenced colours in the 100%.

Secondary colours (Figure 5) can also be used, but this should be limited.
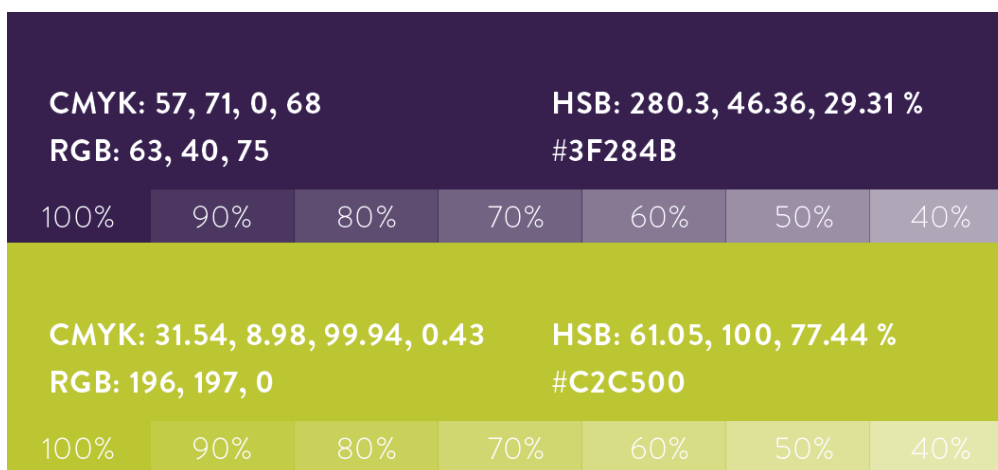
Figure 5: CHAMELEON secondary colours

Original colour logos should be used only on white and black coloured backgrounds.

It is essential that there is enough contrast between the logo and the background (Figure 6).

The logo must not be placed on backgrounds that distract from or compete with the logo.

Figure 6: CHAMELEON logo use on backgrounds

TYPEFACES

The primary typeface is Brandon Grotesque with a secondary Avenir Next to complement the primary (Figure 7). These two typefaces have been carefully selected to give prominence to project, and must be always used to retain consistency, especially within the logo. These fonts should not be replaced under any circumstances. It is strongly recommended to use these two typefaces for any type of promotional material and in web media and applications.

Primary typeface
Brandon Grotesque
AaBbCcDdEe123

abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
£!@#$%^&*()_+-=[]{};'\,./:"|<>?

Thin	AaBbCcDdEe123
Thin Italic	AaBbCcDdEe123
Light	AaBbCcDdEe123
Light Italic	AaBbCcDdEe123
Regular	AaBbCcDdEe123
Regular Italic	AaBbCcDdEe123
Medium	AaBbCcDdEe123
Medium Italic	AaBbCcDdEe123
Bold	AaBbCcDdEe123
Bold Italic	AaBbCcDdEe123
Black	AaBbCcDdEe123
Black Italic	AaBbCcDdEe123

Secondary typeface
Avenir Next
AaBbCcDdEe123

abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
£!@#$%^&*()_+-=[]{};'\,./:"|<>?

Ultra Light	AaBbCcDdEe123
Ultra Light Italic	AaBbCcDdEe123
Regular	AaBbCcDdEe123
Italic	AaBbCcDdEe123
Medium	AaBbCcDdEe123
Medium Italic	AaBbCcDdEe123
Demi Bold	AaBbCcDdEe123
Bold Italic	AaBbCcDdEe123
Heavy	AaBbCcDdEe123
Heavy Italic	AaBbCcDdEe123

Avenir Next can be used in Condensed typeface whenever is necessary

Figure 7: CHAMELEON primary and secondary typefaces

CORRECT USE

To allow the CHAMELEON logo to breathe and be noticed, clear space rules have been defined.

The horizontal logo is the primary logo and should be used in most instances. The CHAMELEON logo is for large-scale use.

Avoiding its use at small sizes is recommended, as it can become illegible.

Figure 8: CHAMELEON horizontal logo with spacing

Figure 9: CHAMELEON stacked logo with spacing

There is a specific logo for small sizes and should be used when the logo is rendered at minimum 90 px (31.75 mm) wide, so it is legible.

The small logo mark (stacked logo) should be used at a size between 25 px tall and 30 px tall.

Only the horizontal logos are appropriate for small use. It is suggested not to use the stacked logo for small use.

Table 5: CHAMELEON minimum sizing for small use logo

Format	Size	Logo
Horizontal Long	90x26 px max, approx Approx 31.75x9.35 mm	
Stacked Logo: Mini	25x25.58 px max, approx Approx 9.02x8.81 mm	
Stacked Logo: Small	30x30.7 px max, approx Approx 10.83x10.58 mm	

INCORRECT USE

CHAMELEON logo should not be rotated, skewed, scaled, redesigned, reproduced, altered, or distorted in any way. Some examples of an incorrect use of the CHAMELEON logo are shown in Figure 10.
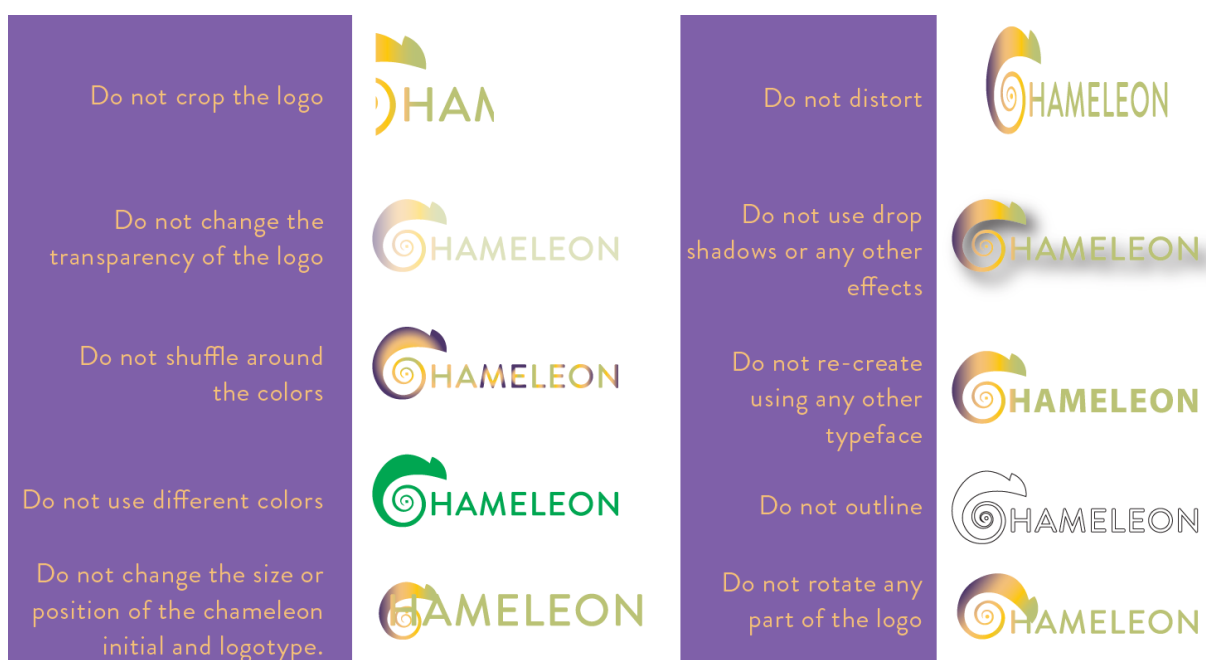
Figure 10: CHAMELEON logo misuse

7.2   PROJECT TEMPLATES

Standard templates have been developed and are available on the CHAMELEON SharePoint (here) for any internal and/or external use. These templates are listed below:

- Dissemination templates:
    - PowerPoint Presentation (available here)

− Press Release (available [here](#))
− Dissemination activity report (available [here](#))
− Non-European Travel Report (available [here](#))

- Project templates:

  − Deliverable Template (available [here](#))
  − Peer Review Template (available [here](#))
  − Meeting Agenda Template (available [here](#))
  − Meeting Minutes Template (available [here](#))

Partners must use these templates during the lifetime of the project.

7.3 ACKNOWLEDGEMENT AND DISCLAIMER

According to the Article 17 of the CHAMELEON Grant Agreement, any communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge European Union (EU) support and display the European flag (emblem) and funding statement: "Funded by the European Union".

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands, or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g., of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For correct use of the emblem please use the following link:

European   emblem:
https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/

Moreover, any communication or dissemination activity related to the action must indicate the following 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 the European Research Executive Agency. Neither the European Union nor the European Research Executive Agency can be held responsible for them."

Partners are prompted to consult these Dissemination Procedures, the Brand Guidelines on the use of the logo, together with the guidelines on use of the EU emblem and relevant text, and contact the Dissemination and Communication Manager (DCM) (daguilera@usal.es) for any clarifications or questions they may have **PRIOR** to publishing and/or sharing and/or participating and/or undertaking a dissemination activity.

7.4 WEBSITE AND SOCIAL MEDIA

7.4.1 CHAMELEON WEBSITE

The CHAMELEON project is putting major effort towards setting up and continuously improving the project website. The website URL address is https://chameleon-heu.eu/ emphasizing the link to the European Union. The graphic layout has been designed in line with the developed brand of the project to ensure consistency.

The website is responsive, and has been optimised for desktop, tablet and mobile devices.

At the top of the website is the header (Figure 11). It consists of: the CHAMELEON logo, the main navigation menu, the search button and the social media profiles. The CHAMELEON logo is also a link to the "Home" page. This header is always visible, as it shrinks and remains at the top when the user scrolls down.

Figure 11: CHAMELEON header

At the bottom of the website is the footer (Figure 12). It consists of two sections: the Contact section, where visitors can register their e-mail address to receive CHAMELEON newsletters, and the Disclaimer section, which includes the imprint, the EU emblem, and the acknowledgement of the EC contribution.

Figure 12: CHAMELEON footer

In addition, to ensure compliance with the requirements of the General Data Protection Regulation (GDPR), visitors are informed about the cookies policy through a bottom banner. Visitors can still visit the site securely without providing an affirmative or negative answer. The cookies consent can be changed at any moment with a wheel-shaped button at the bottom left of the page. The website is only accessible through Hyper Transfer Protocol Secure (HTTPS), which ensures secure communication between the website and potential visitors.

The CHAMELEON website sitemap is structured as follows:

PROJECT

- About
- Objectives
- Expected Impact
- Consortium

APPROACH

PILOTS

NEWSROOM

- News
- Newsletters
- Press

PUBLICATIONS

- Scientific Papers
- Presentations
- Deliverables
- Communication Material

CONTACT

The website follows the European guidelines on personal data protection and cookies. The home page of the CHAMELEON website is shown in Figures 13 and 14. It includes all relevant and important information about the project in the corresponding tabs.
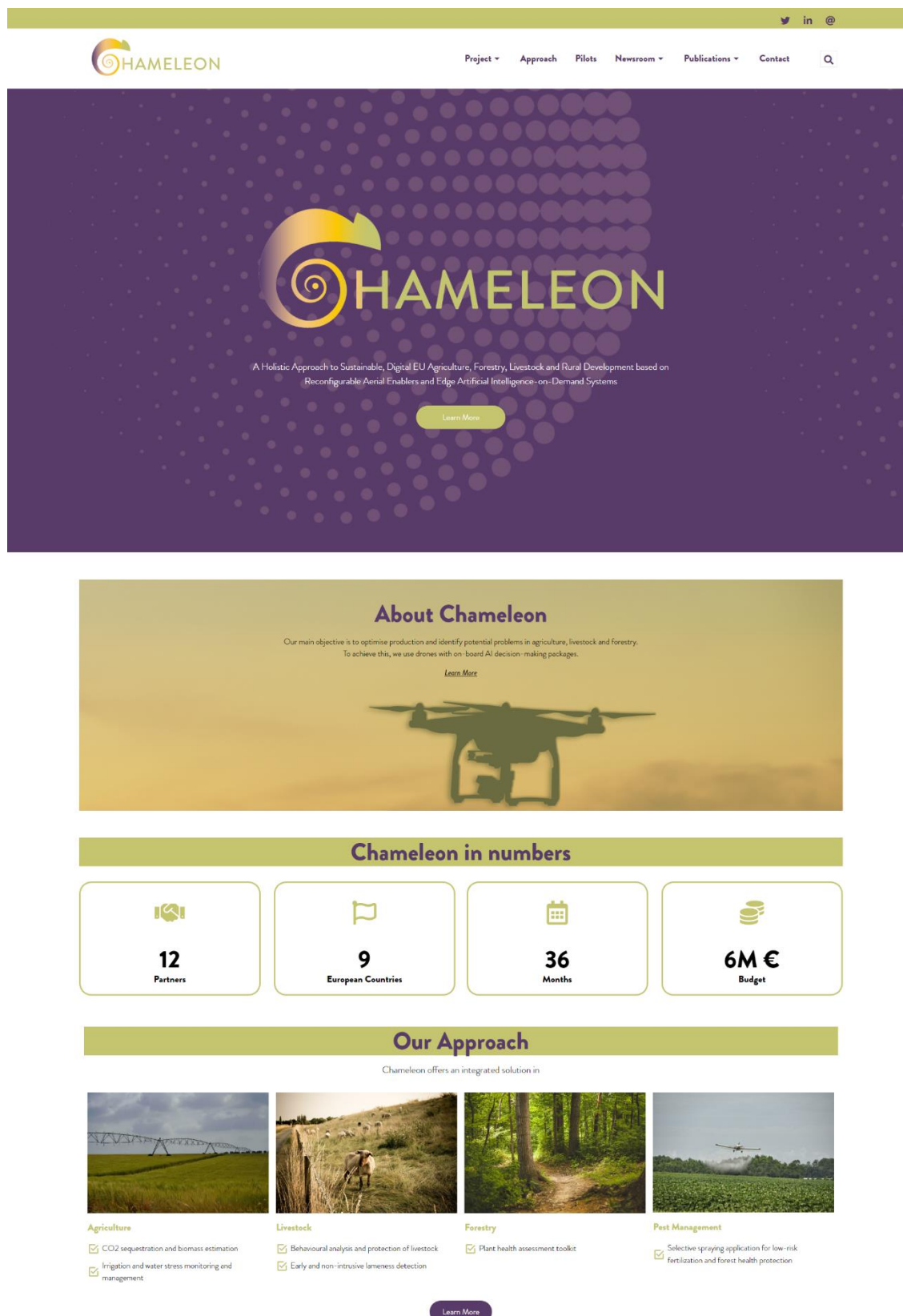
Figure 13: CHAMELEON home page (1/2)

Figure 14: CHAMELEON home page (2/2)

PROJECT

This section of the menu includes basic information about the project. The available subsections are: "About", "Objectives", "Expected Impact" and "Consortium".

APPROACH

The CHAMELEON approach (Figure 15) is presented in a separate menu section, due to its importance. Information on the specific project solutions can be found here.

Figure 15: CHAMELEON approach page

PILOTS

On this page (Figure 16) a brief overview of the 3 Pilot Use Cases is shown. All images and buttons are links to the individual pages of the Pilots, with more detailed information about each of them.
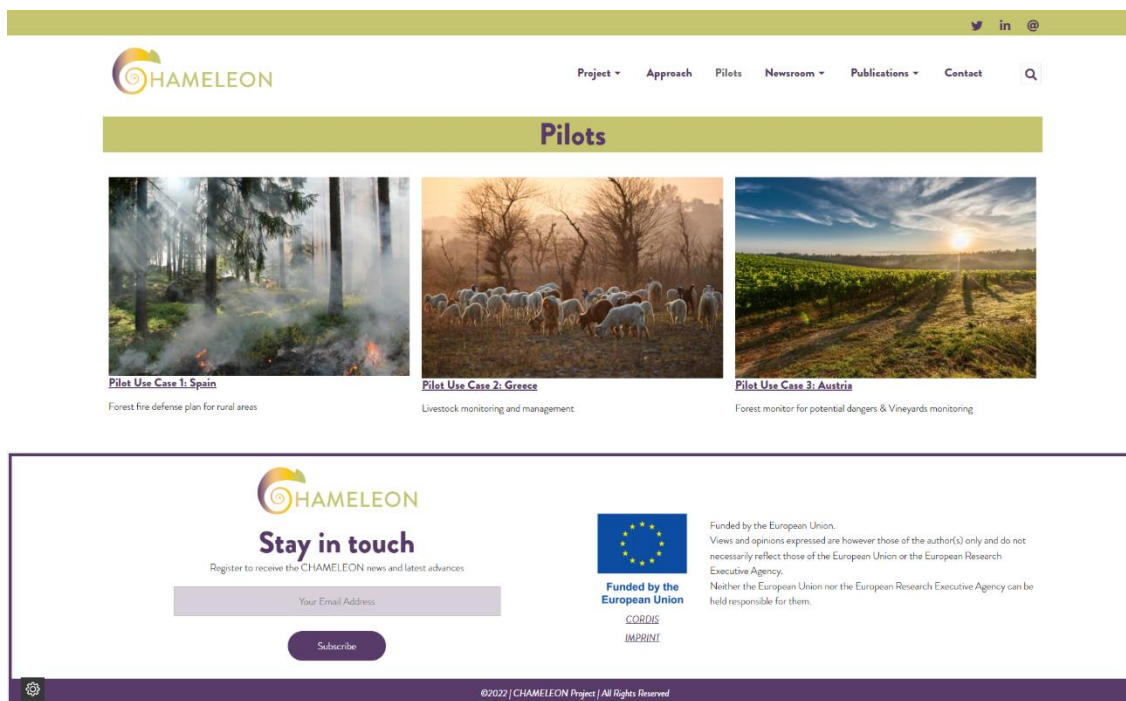
Figure 16: CHAMELEON pilots page

NEWSROOM

The Newsroom menu section consists of three subsections: News, Newsletters and Press. They contain information on the latest CHAMELEON news/newsletters/press releases.

PUBLICATIONS

In this section, public scientific papers, presentations, deliverables and communication material from the CHAMELEON project are available to the visitor.

CONTACT

Last but not least, within the "Contact" section (Figure 17), the visitor can communicate with the Project Coordinator and the Communication & Dissemination Manager. In this way, the interested visitor of the website will have the opportunity to contact the project members and inquire further information or propose possible future collaborations.
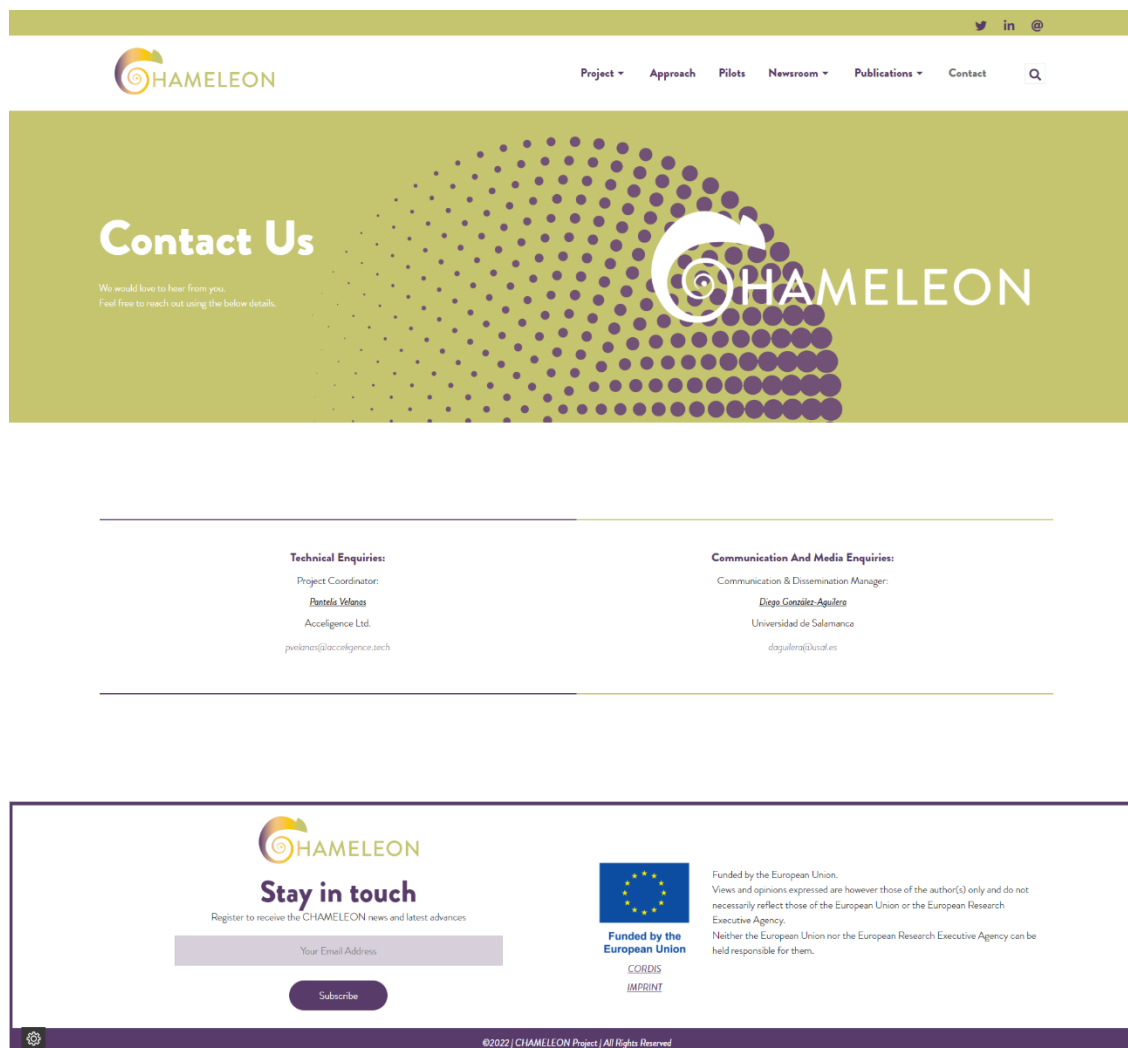
Figure 17: CHAMELEON contact page

The website was launched in September 2022.

7.4.2 CHAMELEON SOCIAL MEDIA

The official social media accounts of the Project are available on LinkedIn and Twitter.

WP7 Leader is responsible to update the social media accounts of the project to include posts related to partners' achievements, and other relevant public information following the approval of the material according to the already established dissemination procedure whenever is needed.

During the first year of the project, the goal of the CHAMELEON social media activities will be to create awareness. This will be done by publishing posts and content to:

- Demonstrate **facts** and **figures** in respect to the effects on rural ecosystems and what will be achieved through the project that it would be otherwise possible to be achieved.
- Present the **objectives** and **concepts** of CHAMELEON.
- Present the Ecosystem and the use of the different technologies that will be implemented for each application: agriculture, forestry, livestock, and rural development.

- **Publish partners interviews** – through e-news.
- Present the pilot cases and prepare the audiences for the pilot activities with a focus on their direct engagement.
- Demonstrate project partners expertise and credibility through respective posts and blog articles sharing.

LINKEDIN

A project-specific LinkedIn Company page called "CHAMELEON" was created at the beginning of the project and is available at https://www.linkedin.com/in/chameleonheu/. So far, the LinkedIn page of CHAMELEON is followed by 91 people. A screenshot of the projects LinkedIn page is shown in Figure 18.

Main purpose: CHAMELEON LinkedIn is mainly used to build networks with some of CHAMELEON's target groups, including environmental organisations, policy makers, local government officials, citizens' associations, individuals, and entities involved in any of the fields relevant to the project, such as agriculture, forestry, livestock, rural development, and others. People and organisations connected to CHAMELEON via LinkedIn will help form valuable networks for increasing engagement. Project news and related news articles will be published both on the website and on LinkedIn. There will be fewer parallels with the content tailored for Twitter. Partners will have the opportunity to initiate conversations on particular themes and topics (e.g., environmental or technical), thus attracting relevant academic, policy and industry stakeholders. CHAMELEON will follow relevant experts and other Horizon Europe initiatives to keep up to date with the latest news, topics and thought leadership in key areas. All partners are requested to suggest and create content on particular topics within their area of expertise, while also attracting relevant academic, policy and industry stakeholders.
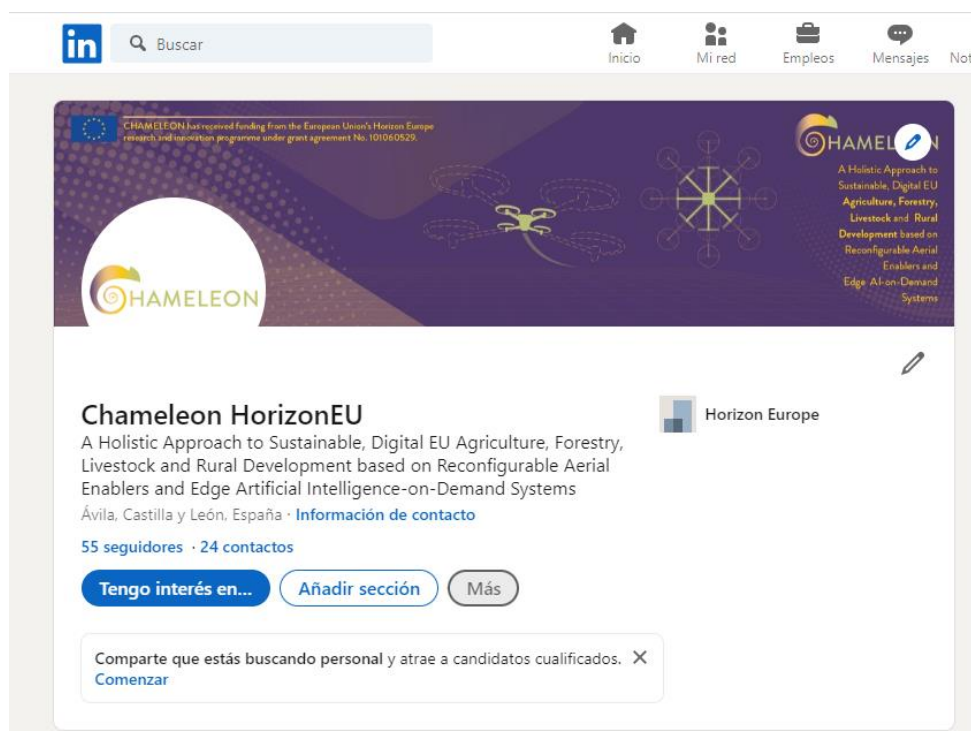

Figure 18: CHAMELEON LinkedIn account

TWITTER

A twitter account for the project called CHAMELEON HEU (@Chameleon_HEU) has been created from the project start. A screenshot of the project's Twitter account is shown in Figure 19.

<u>Main purpose</u>: The channel primarily functions as a news source and a real-time conversation hub for trending topics. In CHAMELEON, we use it to raise awareness about the project and its progress among key stakeholders, interact and build relationships with them, disseminate project news and results, as well as highly relevant news in the area of wildfires management. Twitter accounts of stakeholder groups of high relevance include those of EU institutions, agencies and officials, policy officers and staff linked to environmental, technology and Horizon Europe themes, scientific research organisations, high-level policy influencers, NGOs and international bodies, industry representatives and authorities, citizens' associations, as well as other Horizon Europe Innovation Actions (HEU IAs) and other European or national rural development projects.

Current **Twitter statistics**, as at 15/9/2022 are:

- Number of followers: 27
- Number of accounts followed by CHAMELEON: 69
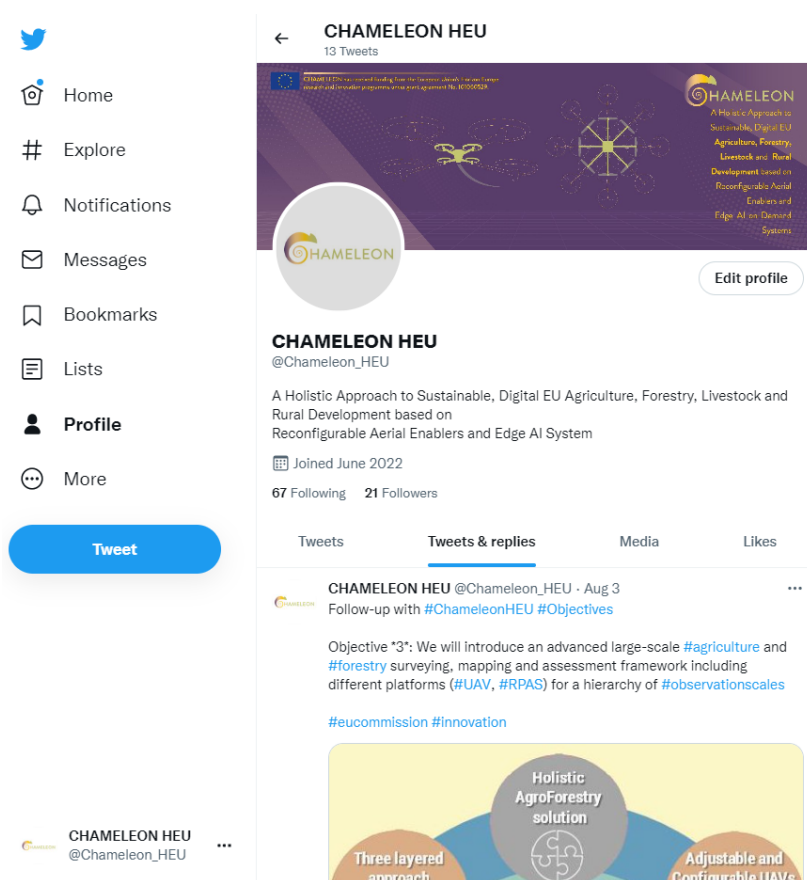- Total number of tweets and retweets: 65

Figure 19: CHAMELEON Twitter account

7.4.3 PRESS RELEASES AND ARTICLES

Press releases will be published by the consortium around key milestones during the lifetime of the project and will be distributed by all members of the consortium to their media contacts to raise awareness and generate positive media coverage for the project at a local, national, and European level. The effort will be coordinated by the Task 7.5 leaders, and the content will be approved according to the approval procedures already established and described in *Annex 5: CHAMELEON dissemination procedures*. In total four press releases will be published. The last one will be issued at the end of the project to announce the final results.

The first press release was already issued by the T7.5 leader in September 2022 aiming to announce the project start, its main objectives and expected impacts. The press release, which is available in *Annex 6: CHAMELEON first press release*, was distributed to the consortium with the request to translate if needed and inform their media contacts. The press release was published also at the "Newsroom-Press" sub-category on the CHAMELEON website.

Partners can also propose and prepare public output (news, articles, press releases, presentations, or papers at events, etc.). In that case, the CHAMELEON dissemination procedures must be followed.

7.5   PROJECT PUBLICATIONS

7.5.1 SCIENTIFIC PAPERS

CHAMELEON results will be published in peer-reviewed scientific journals, in relevant prestigious scientific magazines, and technical papers will be submitted in conferences, workshops and other events.

Open access of CHAMELEON publications will be prioritised, for example through open access journals and inclusion of the CHAMELEON papers in the OPEN Research Europe and link to the CHAMELEON project profile, the EC's Open Access Publishing Platform will be ensured whenever possible. A project profile has also been created at Research Gate, one of the most popular platforms for research results sharing, and can be found here.

The open access publications will be also made available on the CHAMELEON website. For other publications, at least an abstract will be provided together with a link to the appropriate journal. A selection of suitable journals that may be targeted for publications have been drafted by the CHAMELEON consortium and are shown in *Annex 1: Potential scientific journals for CHAMELEON publications*.

In total 8 publications (by all partners) are expected during the course of the project on internationally recognised scientific and academic journals. One scientific paper has already been published prior the publication date of this Deliverable.

CHAMELEON presentations in Conference and other events will also be included on the CHAMELEON website at the respective sub-section.

7.5.2 COMMUNICATION MATERIAL

These will include a project brochure (leaflet), electronic newsletters, a roll up banner, a journalistic description of the project understandable for the public, and a short project film. A

series of infographics and project illustrations will be created to visually depict the project solutions in a simple and eye-catching way.

CHAMELEON BROCHURE

CHAMELEON brochure is being designed and will be made available on the project website to provide short information about the project to any interested visitors. The brochure will also be printed by the project partners and will be distributed in every available occasion, to support partners' awareness creation activities. The brochure will be updated by the project end to include key results and achievements.

It may be decided by the consortium that the flyer or subsequent brochure will be translated into other languages to better impact local and national audiences. The local news desks will be responsible for the translation and printing of the brochure in local languages.

Figure 20: CHAMELEON first Brochure (1/2)
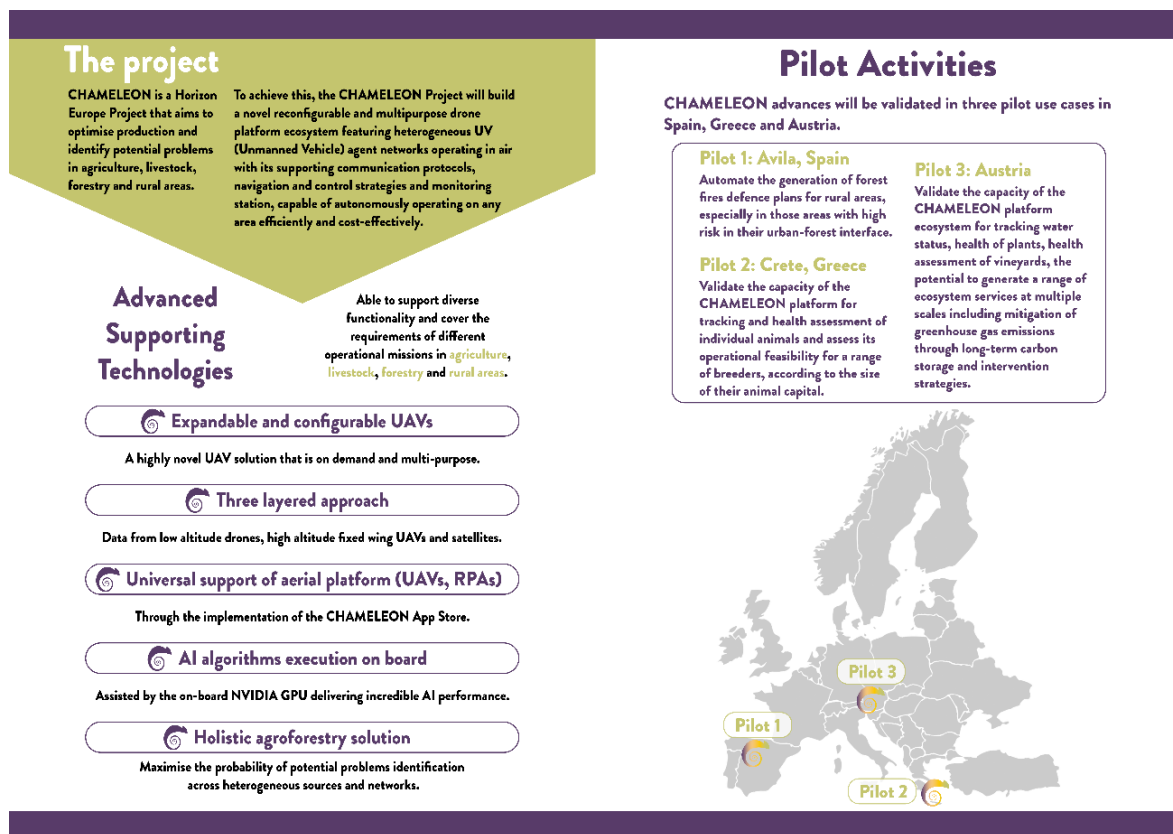
Figure 21: CHAMELEON first Brochure (2/2)

CHAMELEON ROLL-UP BANNER

A roll-up banner containing the main information of the CHAMELEON project has also been produced in line with the graphical ID of the project to support partners' exhibition activities. The roll-up banner will be updated for different events within the project, in order to include key results and achievements: Figure 22 shows the roll-up banner designed for general uses.

The roll up banner is available at the project website and can be found at the following link:

CHAMELEON roll-up banner.

Figure 22: CHAMELEON Roll-up Banner designed for general uses

PROJECT E-NEWSLETTER

Electronic newsletters will be issued during the project to highlight CHAMELEON status, progress, and next steps. These will commence in Month 3 (September 2022) and will be distributed by both partners and WP7 leader to different contacts and the Stakeholder community quarterly and will also be archived on the CHAMELEON website.

The newsletter issues will include the latest project news, articles on the technical solutions, and other related content to provide up-to-date information in different developments phases, inform the Stakeholder Community of CHAMELEON about the latest project news, distribute call for action announcements for stakeholders' engagement in the different pilot demonstrations, events invitations and attract visitors to the website to increase traffic.

PROJECT VIDEO

A short introductory animated video will also be produced by USAL in Month 7 (January 2023) to present the CHAMELEON concept and solutions.

The video will be accessible on the [CHAMELEON website](#), the [CHAMELEON YouTube channel](#), and used by the project partners after the project ends to showcase its solutions in a simple and attractive way.

Several other short videos and video viral content will be produced in the course of the project on a local and EU level as part of the awareness campaigns in collaboration with the local news desks structures.

7.6 EVENTS

The planning of the CHAMELEON Workshops and other events has been undertaken by USAL since it is the main part of the responsibilities under Task 7.4.

CHAMELEON Task 7.4 (CHAMELEON Workshops and Clustering Events) has multiple objectives: facilitating scientific and technical discussions; promoting collaboration between partners; bringing together the CHAMELEON partners and key stakeholders; and disseminating the results. In this context, different internal workshops will be planned virtually and in person during the lifetime of the project. These workshops could be focused on specific aspects such as: pilots, technical, financial, end-users. The output of these workshops can be further discussed in physical meetings. The initial idea is to have three physical workshops focusing on the main WPs of CHAMELEON.

In addition to the internal workshops, CHAMELEON started networking with other fellow EU funded projects like TREEADS, CALLISTO, ISOLA, CA16219: Harmonious, AURORAL, Search and Rescue, CA20118: 3DForEcoTech.

7.6.1 CHAMELEON OPEN CALLS

The main objective of the open calls in CHAMELEON is selecting the top practitioners, stakeholders and service providers (SMEs, Academia) in Europe aiming at executing highly innovative prototype implementation using the research infrastructures. Secondly, to enable the expansion of the CHAMELEON innovation platform in regions and countries that currently are not on-board thus achieving a Pan-European network of UAV and agriculture/forestry/livestock practitioners.

CHAMELEON has been designed as an experiment programme in which the selected applicants will be offered a set of technical and business services to develop a pan-European climate-resilient forest adaptation and development hub for degraded forest ecosystems restoration. The objective of the programme is facilitating the uptake of restoration, afforestation, reforestation, and forest protection addressing forest composition and forest management practices whilst increasing the practical knowledge and best practices of the selected end users (forests).

Aiming to further advertise the open calls and to attract the interest of practitioners, end users, technological SMEs and Academia, CHAMELEON will organise 5 specialised events in Lithuania, Austria, Portugal and Greece.

7.6.2 EXTERNAL EVENTS

A detailed information of the upcoming relevant external events related with the CHAMELEON project is presented in Annex 2: Potential events for CHAMELEON participation.

8   POST-PROJECT PLAN

The project website will be maintained after the end of the project to provide information about the project publishable results and contact information of the project for those who are interested to learn more. The website is estimated to remain online for at least 5 years post project conclusion, with potential extension of lifetime, upon requirements.

After the completion of the project, appropriate action will be taken regarding the commercialization of the CHAMELEON solutions, the generated results and the new knowledge created during the project lifetime. The aim will be at improving public awareness about the actual effects of the project, continue sharing these outcomes with the development and scientific community and preventing them from being left unknown and forgotten.

9   REPORT OF ACTIVITIES

CHAMELEON project has established the following procedures to ensure proper reporting of all activities and results related to WP7.

9.1   APPROVAL (PRE-ACTIVITY)

Every dissemination activity related to CHAMELEON has to be approved beforehand by the Project Coordinator.

The objectives of this procedure are to provide high quality CHAMELEON publications and presentations, avoid overlaps and possible disclosure of restricted or confidential information, and to monitor and record the dissemination activities of the project in a sufficient way. CHAMELEON consortium partners are requested to follow a specific approval process prior to the realization of every dissemination activity and after its completion. The Task 7.5 Leader is responsible for initiating and monitoring the procedures and recording the performed activities on an efficient manner. A procedure for the approval of Non-European Travel is also foreseen and available in the CHAMELEON repository. The detailed CHAMELEON dissemination procedures are available here and can be also found in Annex 5: CHAMELEON dissemination procedures.

9.2   RECORD (POST-ACTIVITY)

Partners should provide detailed information about each D&C activity performed shortly after its competition to the Task 7.5. A Dissemination Activity Report must be filled in by the leading partner of every dissemination activity that has taken place. The report along with the presented material should be sent to WP7 leader for publishing the activity on the CHAMELEON website and social media and for reporting to the European Commission.

Project dissemination records are available at CHAMELEON SharePoint here (accessible to project partners only).

Lists of future events and of related journals are available on the Annexes 1 and 2.

10 PROGRESS AND QUALITY CONTROL

10.1 KPIs

The WP7 leader and the Task 7.5 leader will periodically review the performance with respect to the D&C objectives, the KPIs and the validation measures for results' acceptance. USAL regularly monitors the progress against KPIs as set out in the DoA throughout the whole project duration. The KPIs measure the effectiveness of the CHAMELEON D&C activities. This is reported to project partners at project meetings. Exact measurements are provided in periodic reports. The specific KPIs for WP7 are presented in Table 6 below.

Table 6: CHAMELEON Dissemination and Communication KPIs

Activity	Year 1	Year 2	Year 3
Communication Strategy and Plan: Annual project review	Positive	Positive (update)	Positive (update)
Website: number of visitors (unique, returning)	250/month	400/month	400/month
Social media: total number of followers	250	550	800
Social media: total members of posts	200	200	200
Social Media Campaigns: total number	1	>=2	>=2
No of project video views: total number	>=0	>=1	>=1 (Updated)
Video views on YouTube		5,000	>=500
Communications kit: brochures and posters	>=2	>=2 (Updated)	>=2 (Updated)
Printed material distributed	300	300	500
No. of e-Newsletter: total number	>=1	>=2	>=2
Quantity of media coverage achieved	>=10	>=10	>=40
No. of peer reviewed publications	>=3	>=7	>=8
Readership results	150	200	350
No. of CHAMELEON Workshops	1	>=1	>=1
No. of End Users attending CHAMELEON Workshops	40	>=60	>=80

No. of project events in conferences/congresses	>=1	>=2	>=2
No. of presentations	>=10	>=18	>=20
No. of demonstrations/exhibitions		>=1	>=2
No. of Awareness Campaigns	>=2	>=2	>=2
No. of final event attendees			>=150
No. of public and Media attending Final event			>=30
No. of End Users Engaged	>=50	>=100	>=300
No. of industry representatives involved	>=25	>=40	>=100
No. of associations and organisations involved	>=3	>=5	>=6
No. of projects contacted	>=8	>=8	>=10
No. of liaison activities performed	>=5	>=10	>=10
No. of discussions in fora, committees and organisations	>=5	>=5	>=5
No. of Standardisation bodies reached	>=2	>=2	>=2
No. of discussions in fora, committees and organisations/associations	>=5	>=5	>=5

10.2 RISK MANAGEMENT AND COMPLIANCE

Describing all the steps required to identify and mitigate risks falls outside the scope of this deliverable. A few elements specific to risks in communications are, however, worth mentioning. Queries from the stakeholders will be responded to without delay. Within USAL, a moderator will be nominated for filtering out irrelevant and inappropriate content and comments posted on any of CHAMELEON's social media accounts. As the project's resources are limited, however, there is a heavy reliance on all partners and networks, who are expected to flag any content they spot that needs to be attended to. This includes content in partner countries' languages, i.e., languages other than English.

There is also a need to be prepared for the unexpected. A sudden, unexpected event related to the project's team or a publication in a high-ranking journal may call for an instant reaction from the CHAMELEON consortium. Here, again, all partners need to keep up to date, follow turns of event and notify the relevant members of the consortium.

As stated in the GA (Art. 17), the beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner. This does not change the dissemination obligations in Article 17, or the confidentiality and the security obligations in Article 13, all of which still apply. Before engaging in a communication activity expected to have a major media impact, the beneficiaries must inform the Agency (see GA - Article 17). Any communication activity that is expected to have a major media impact (i.e., media coverage (online and printed press, broadcast media, social media, etc.) that will go beyond having a local impact and which could have the potential for national and international outreach) must be first notified to the EC. The CHAMELEON partners are fully aware of and compliant with this requirement.

As for Intellectual Property Rights (IPR), appropriate protection procedures will be implemented. Specific activities within WPs are foreseen for innovation knowledge and intellectual property management: (i) IPR applications for new systems and solutions prepared by Consortium partners; (ii) information disseminated within the project and to external bodies, such as publications, presentations, and regulatory/ standards bodies, only after the required actions for ensuring the protection of IPRs have been performed. The protection and the management of the acquired knowledge and IPR will be under the Innovation and Exploitation Manager's responsibilities.

10.3 TIMETABLE OF DELIVERABLES AND MILESTONES

10.3.1 DELIVERABLES

- **D7.1**: CHAMELEON Dissemination and Communication Plan (M3: September 2022).
- **D7.2**: CHAMELEON Outreach, Dissemination, Standardisation and Communication Activities v1 (M12: July 2023).
- **D7.3**: Market Shaping, Scale-up Business Models and Socio-Economic Impact v1 (M18: January 2024).
- **D7.4**: CHAMELEON Outreach, Dissemination, Standardisation and Communication Activities v2 (M24: July 2024).
- **D7.5**: Market Shaping, Scale-up Business Models and Socio-Economic Impact v2 (M36: January 2025).
- **D7.6**: CHAMELEON Outreach, Dissemination, Standardisation and Communication Activities v3 (M36: July 2025).

10.3.2 MILESTONES

- MS7: CHAMELEON Website available (M3: September 2022).
- MS8: Dissemination activities, standardisation, public participation, and awareness (M36: July 2025).
- MS9: Business models, open fair repository, socio-economic impact & final plan for the use and exploitation of foreground available (M36: July 2025).

11 CONCLUSIONS

Awareness and impact creation activities are of major importance for the CHAMELEON project. Therefore, a significant number of such activities have already been planned from an early stage. A concise Dissemination and Communication strategy and plan is needed to coordinate the activities efficiently, considering all available resources to achieve the project objectives.

In this deliverable (D7.1), the strategic approach for all the CHAMELEON Dissemination and Communication planning and performance is presented in detail. The goals have been set; the target groups have been specified; the different Dissemination and Communication channels that will be used and the material that will be produced have also been defined. These aspects are combined in a concise roadmap that the WP7 Leader supervises according to the already established Dissemination and Communication procedures.

The tools and materials of the first phase of the project have been described in detail. A significant focus is given to the project website, which is designed to be as user-friendly and attractive as possible. CHAMELEON social media activities, and plans for engaging as many followers' communities as possible, are described. The brand ID and associated elements and guidelines are also thoroughly described as the primary vehicle to provide a concrete and comprehensive recognisable image of CHAMELEON to the outer world. The first version of the project brochure and the project roll-up banner is also described. The initiation of the CHAMELEON press activities is also mentioned with a look at the future actions and their expected impact.

In addition, the different tools and messages concerning each of the defined audiences are thoroughly described, along with the respective plans to reach them in the subsequent phases of the project deployment. Since all Dissemination and Communication activities will be executed on different levels, namely: on a project level by USAL, on a local and regional level by the local news desks and on a partners' level through individual partners' activities; the creation of strong internal communication links and the monitoring and coordination of all activities is essential to ensure success. The coming months will also add clarity to how communication and dissemination will interact and support fellow work packages in practice.

Finally, the deliverable contains the basic procedures for organising, monitoring, recording, and evaluating the consortium's Dissemination and Communication efforts.

12 REFERENCES

1. Lasswell, Harold D. (1948). The structure and function of communication in society. The communication of ideas, 37,1,136-139.

2. European Commission. Quick guide and tools for Communication, Dissemination and Exploitation. Retrieved on 20/08/2022 from https://ec.europa.eu/research/participants/docs/h2020-funding-guide/imgs/quick-guide_diss-expl_en.pdf

Table 7: Potential scientific journals for CHAMELEON publications

Name of journal	Publisher	Topics	Open access	URL
Drones	MDPI	Drones is an international, peer-reviewed, open access journal published monthly online by MDPI. The journal focuses on design and applications of drones, including unmanned aerial vehicle (UAV), Unmanned Aircraft Systems (UAS), and Remotely Piloted Aircraft Systems (RPAS), etc. Likewise, contributions based on unmanned water/underwater drones and unmanned ground vehicles are also welcomed.	Open Access	https://www.mdpi.com/journal/drones
Agriculture	MDPI	Agriculture is an international, scientific peer-reviewed open access journal published monthly online by MDPI. The aim of Agriculture is to publish research on the science and technology of crop and animal production, biosecurity, and postharvest handling of produce, agricultural technology, management of the natural resource base for agricultural production (land, soil and water), rural management and agricultural development, and agriculture in changing environments.	Open Access	https://www.mdpi.com/journal/agriculture
Applied Sciences	MDPI	Applied Sciences is an international, peer-reviewed, open access journal on all aspects of applied natural sciences published bi-monthly online by MDPI. The journal provides an advanced forum on all aspects of	Open Access	https://www.mdpi.com/journal/applsci

		applied natural sciences. It publishes reviews, research papers and communications.		
Sensors	MDPI	Sensors is the leading international, peer-reviewed, open access journal on the science and technology of sensors. Sensors is published bi-monthly online by MDPI. The journal provides an advanced forum for the science and technology of sensor and its applications.	Open Access	https://www.mdpi.com/journal/sensors
Computers and Electronics in Agriculture	Elsevier	Computers and Electronics in Agriculture provides international coverage of advances in the development and application of computer hardware, software, electronic instrumentation, and control systems for solving problems in agriculture, including agronomy, horticulture (in both its food and amenity aspects), forestry, aquaculture, and animal/livestock farming.	Options available/Hybrid	https://www.sciencedirect.com/journal/computers-and-electronics-in-agriculture
Smart Agricultural Technology	Elsevier	The journal publishes original papers and reviews of smart technology applications pertaining to algorithm development, sensors integration, on-farm decision systems, IoT systems, as deployed on machinery, computers, or smart phones, for field and enclosed controlled environmental spaces. Production modelling using farm collected data and theoretical models tested in a production environment will be considered. Relevant areas of technology include artificial intelligence, sensors, imaging, internet of things, controls, and robotics.	Open Access	https://www.sciencedirect.com/journal/smart-agricultural-technology

Information Processing in Agriculture	Elsevier	The Journal's topics of interest include, but are not limited to, the following aspects: • Unmanned aerial vehicles (UAVs) for sensing, imaging, and agricultural aquacultural applications; • Internet of things, cloud computing, and precision farming; • Big data, data mining, and data analysis for agricultural applications; • Decision support systems, intelligent systems, and artificial intelligence; • Smart sensors, biosensors and bioelectronics, material and molecular innovations for chemical and biological sensing, sensors, and automation and control systems for agriculture.	Open Access	https://www.sciencedirect.com/journal/information-processing-in-agriculture
Livestock Science	Elsevier	The journal promotes the sound development of the livestock sector by publishing original, peer-reviewed research and review articles covering all aspects of the broad field of animal production. The journal welcomes submissions on the avant-garde areas of animal genetics, breeding, growth, reproduction, nutrition, physiology, and behaviour in addition to genetic resources, welfare, ethics, health, management and production systems.	Options available/Hybrid	https://www.sciencedirect.com/journal/livestock-science
Agricultural Systems	Elsevier	Agricultural Systems is an international journal that deals with interactions - among the components of agricultural systems, among hierarchical levels of agricultural systems, between	Open Access	https://www.sciencedirect.com/journal/agricultural-systems

		agricultural and other land use systems, and between agricultural systems and their natural, social and economic environments.		
Agroforestry Systems	Springer	This international scientific journal publishes results of novel, high impact original research, critical reviews, and short communications on any aspect of agroforestry. The journal particularly encourages contributions that demonstrate the role of agroforestry in providing commodity as well non-commodity benefits such as ecosystem services. Papers dealing with both biophysical and socioeconomic aspects are welcome. These include results of investigations of a fundamental or applied nature dealing with integrated systems involving trees and crops and/or livestock.	Hybrid	https://www.springer.com/journal/10457
Forests	MDPI	Forests is a peer-reviewed, open access journal of forestry and forest ecology published monthly online by MDPI.	Open Access	https://www.mdpi.com/journal/forests
Advances in Engineering Software	Elsevier	The objective of this journal is to communicate recent and projected advances in computer-based engineering techniques. The fields covered include mechanical, aerospace, civil and environmental engineering, with an emphasis on research and development leading to practical problem-solving.	Options available/Hybrid	https://www.sciencedirect.com/journal/advances-in-engineering-software
Electronics	MDPI	Electronics is an international, peer-reviewed, open access journal on the science of electronics and its applications published semi-monthly online by	Open Access	https://www.mdpi.com/2079-9292/9/2/260

		MDPI. The Polish Society of Applied Electromagnetics (PTZE) is affiliated with Electronics and their members receive a discount on article processing charges.		
IEEE Xplore	IEEE	Digital library which contains material published mainly by the Institute of Electrical and Electronics Engineers (IEEE)	Subscription	https://ieeexplore.ieee.org/Xplore/home.jsp
iForest - Biogeosciences and Forestry	SISEF Publishing	The journal encompasses a broad range of research aspects concerning forest science: forest ecology, biodiversity/ genetics and ecophysiology, silviculture, forest inventory and planning, forest protection and monitoring, forest harvesting, landscape ecology, forest history, wood technology.	Open Access	https://iforest.sisef.org
European Journal of Forest Research	Springer	The journal covers a broad range of subjects, from natural sciences to socioeconomics, which are represented by a board of subject editors with different fields of expertise (see section 'Editorial Board'). Irrespective of their specific field, articles published in this journal always provide generalizable knowledge that goes beyond pure description	Hybrid	https://www.springer.com/journal/10342
Journal of Applied Ecology	British Ecological Society	Journal of Applied Ecology publishes novel, broad-reaching and high-impact papers on the interface between ecological science and the management of biological resources. The journal includes all major themes in applied ecology, such as conservation biology, global change, environmental pollution, wildlife and habitat management, land use and management,	Subscription-based	https://besjournals.onlinelibrary.wiley.com/journal/13652664

		aquatic resources, restoration ecology, and the management of pests, weeds, and disease.		
Remote Sensing of Environment	Elsevier	*Remote Sensing of Environment* serves the Earth observation community with the publication of results on the theory, science, applications, and technology of remote sensing studies. Thoroughly interdisciplinary, RSE publishes on terrestrial, oceanic and atmospheric sensing. The emphasis of the journal is on biophysical and quantitative approaches to remote sensing at local to global scales.	Hybrid	https://www.journals.elsevier.com/remote-sensing-of-environment
Remote Sensing	MDPI	*Remote Sensing* publishes regular research papers, reviews, technical notes, and communications covering all aspects of remote sensing science, from sensor design, validation / calibration, to its application in geosciences, environmental sciences, ecology and civil engineering.	Open Access	https://www.mdpi.com/journal/remotesensing
International Journal of Geographical Information Science	Taylor & Francis	Innovations and novel applications of GIScience in natural resources, social systems, and the built environment. Relevant developments in computer science, cartography, surveying, geography, and engineering. Fundamental and computational issues of geographic information. The design, implementation, and use of geographical information for monitoring, prediction and decision making.	Hybrid	https://www.tandfonline.com/journals/tgis20

International Journal of Applied Earth Observation and Geoinformation	Elsevier	The *International Journal of Applied Earth Observation and Geoinformation* publishes original papers that apply earth observation data to the inventory and management of natural resources and the environment. In this context, earth observation data are normally those acquired from remote sensing platforms such as satellites and aircraft, complemented and supplemented by surface and subsurface measurements and mapping. Natural resources include forests, agricultural land, soils, water resources, mineral deposits, and land itself as a foundation for infrastructure and housing.	Hybrid	https://www.journals.elsevier.com/international-journal-of-applied-earth-observation-and-geoinformation
Journal of Systems Science and Systems Engineering	Springer	Helps decision makers to understand the mechanism and complexity of economic, engineering, management, social and technological systems, and learn new developments in theory and practice that could help to improve the performance of systems. Publishes papers that address the theory, methodology and applications relating to systems science and systems engineering; applications and practical experience of systems engineering in various fields of industry, agriculture, service sector, environment, finance, operating management, E-commerce, logistics, information systems.	Hybrid	https://www.springer.com/journal/11518

Air, Soil and Water Research	Sage Publications	Related to environmental concerns. Properties and analysis covering all areas of research into soil, air and water individually as well as how they interact with each other and different components of the environment. Soil hydrology and microbiology. Changes and consequences of environmental change, chemicals, and pollution.	Open Access	https://journals.sagepub.com/home/asw

ANNEX 2: POTENTIAL EVENTS FOR CHAMELEON PARTICIPATION

Table 8: Potential events for CHAMELEON participation

Title of event	Date(s)	Place	URL
ICDT 2022: International Conference on Drone Technology	September 20-21, 2022	Lisbon, Portugal	https://waset.org/drone-technology-conference-in-september-2022-in-lisbon
ISAG 2022: International Symposium on Applied Geoinformatics	October 12-14	Chania, Greece	https://isagsymposium.org/
ICADT 2022: International Conference on Agricultural Drone Technology	October 13-14, 2022	Rome, Italy	https://waset.org/agricultural-drone-technology-conference-in-october-2022-in-rome
ICDALAPPA 2022: International Conference on Digital Agriculture, Latest Advances, Prospects and Precision Agriculture	October 20-21, 2022	Barcelona, Spain	https://waset.org/digital-agriculture-latest-advances-prospects-and-precision-agriculture-conference-in-october-2022-in-barcelona
ICDTA 2022: International Conference on Drone Technology for Agriculture	October 27-28, 2022	Paris, France	https://waset.org/drone-technology-for-agriculture-conference-in-october-2022-in-paris
ICADTCM 2022: International Conference on Agricultural Drone Technology and Crop Monitoring	December 9-10, 2022	Kuala Lumpur, Malaysia	https://waset.org/agricultural-drone-technology-and-crop-monitoring-conference-in-december-2022-in-kuala-lumpur
ICANNAMASA 2022: International Conference on Artificial Neural Networks in Agriculture and Model Application for Sustainable Agriculture	December 20-21, 2022	Bangkok, Thailand	https://waset.org/artificial-neural-networks-in-agriculture-and-model-application-for-sustainable-agriculture-conference-in-december-2022-in-bangkok
ICARD 2023: International Conference on Agriculture and Rural Development	February 16-17, 2023	Istanbul, Turkey	https://waset.org/agriculture-and-rural-development-conference-in-february-2023-in-istanbul

ICADT 2023: International Conference on Agricultural Drone Technology	April 3-4, 2023	Cancun, Mexico	https://waset.org/agricultural-drone-technology-conference-in-april-2023-in-cancun
ICRATMSPLFLS 2023: International Conference on Recent Advancement in Technology and Management Systems in Precision Livestock Farming and Livestock Sensors	June 15-16, 2023	Venice, Italy	https://waset.org/recent-advancement-in-technology-and-management-systems-in-precision-livestock-farming-and-livestock-sensors-conference-in-june-2023-in-venice
ICAF 2023: International Conference on Agriculture and Forestry	June 22-23, 2023	Paris, France	https://waset.org/agriculture-and-forestry-conference-in-june-2023-in-paris
ICAF 2023: International Conference on Agriculture and Forestry	July 8-9, 2023	Prague, Czechia	https://waset.org/agriculture-and-forestry-conference-in-july-2023-in-prague
ICRATMSPLFLS 2023: International Conference on Recent Advancement in Technology and Management Systems in Precision Livestock Farming and Livestock Sensors	August 12-13, 2023	Venice, Italy	https://waset.org/recent-advancement-in-technology-and-management-systems-in-precision-livestock-farming-and-livestock-sensors-conference-in-august-2023-in-venice
ICDT 2023: International Conference on Drone Technology	August 16-17, 2023	Barcelona, Spain	https://waset.org/drone-technology-conference-in-august-2023-in-barcelona
ICANNAMASA 2023: International Conference on Artificial Neural Networks in Agriculture and Model Application for Sustainable Agriculture	September 16-17, 2023	Zurich, Switzerland	https://waset.org/artificial-neural-networks-in-agriculture-and-model-application-for-sustainable-agriculture-conference-in-september-2023-in-zurich
ICDT 2023: International Conference on Drone Technology	September 20-21, 2023	Lisbon, Portugal	https://waset.org/drone-technology-conference-in-september-2023-in-lisbon
ICADT 2023: International Conference on Agricultural Drone Technology	October 18-19, 2023	Rome, Italy	https://waset.org/agricultural-drone-technology-conference-in-october-2023-in-rome

ICDALAPPA 2023: International Conference on Digital Agriculture, Latest Advances, Prospects and Precision Agriculture	October 25-26, 2023	Barcelona, Spain	https://waset.org/digital-agriculture-latest-advances-prospects-and-precision-agriculture-conference-in-october-2023-in-barcelona
ICDTA 2023: International Conference on Drone Technology for Agriculture	October 28-29, 2023	Paris, France	https://waset.org/drone-technology-for-agriculture-conference-in-october-2023-in-paris
ICANNAMASA 2023: International Conference on Artificial Neural Networks in Agriculture and Model Application for Sustainable Agriculture	December 16-17, 2023	Bangkok, Thailand	https://waset.org/artificial-neural-networks-in-agriculture-and-model-application-for-sustainable-agriculture-conference-in-december-2023-in-bangkok
ICARD 2024: International Conference on Agriculture and Rural Development	February 15-16, 2024	Istanbul, Turkey	https://waset.org/agriculture-and-rural-development-conference-in-february-2024-in-istanbul
ICADT 2024: International Conference on Agricultural Drone Technology	April 5-6, 2024	Cancun, Mexico	https://waset.org/agricultural-drone-technology-conference-in-april-2024-in-cancun
ICAF 2024: International Conference on Agriculture and Forestry	June 24-25, 2024	Paris, France	https://waset.org/agriculture-and-forestry-conference-in-june-2024-in-paris
ICAF 2024: International Conference on Agriculture and Forestry	July 8-9, 2024	Prague, Czechia	https://waset.org/agriculture-and-forestry-conference-in-july-2024-in-prague
ICDT 2024: International Conference on Drone Technology	August 16-17, 2024	Barcelona, Spain	https://waset.org/drone-technology-conference-in-august-2024-in-barcelona
ICDT 2024: International Conference on Drone Technology	September 20-21, 2024	Lisbon, Portugal	https://waset.org/drone-technology-conference-in-september-2024-in-lisbon
ICADT 2024: International Conference on Agricultural Drone Technology	October 18-19, 2024	Rome, Italy	https://waset.org/agricultural-drone-technology-conference-in-october-2024-in-rome

ICDTA 2024: International Conference on Drone Technology for Agriculture	October 28-29, 2024	Paris, France	https://waset.org/drone-technology-for-agriculture-conference-in-october-2024-in-paris

ANNEX 3: SYNERGIES WITH OTHER PROJECTS

Table 9: Synergies with other projects

Name of the project	URL
TREEADS	https://treeads-project.eu/
CALLISTO	https://callisto-h2020.eu/
ISOLA	https://isola-project.eu/
CA16219: Harmonious	https://www.costharmonious.eu/
AURORAL	https://www.auroral.eu/
Search and Rescue	https://search-and-rescue.eu/
CA20118: 3DForEcoTech	https://3dforecotech.eu/

ANNEX 4: INITIAL STAKEHOLDERS' ANALYSIS

Table 10: Initial stakeholders' analysis

Potential External Partner	User Community	Desired Relationship	Current Relationship	Connection
FAFCYLE	Practitioner	Liaison	To be initiated	AVILA
COSE	Practitioner	Liaison	To be initiated	AVILA
CESEFOR	Practitioner	Liaison	To be initiated	AVILA
Asociación Forestal de Galicia	Association	Liaison	To be initiated	AVILA
Junta de Castilla y León	Regional/ Local Administration	Liaison	To be initiated	AVILA
Asociación Pedro Bernardo Siempre Verde	Association	Liaison	To be initiated	AVILA
Instituto Tecnológico Agrario de Castilla y León - ITACYL	Research Institute	Liaison	To be initiated	AVILA
Instituto Técnico Agronómico Provicial - ITAP	Research Institute	Liaison	To be initiated	UCLM
Coordinadora de Organizaciones de Agricultores y Ganaderos - COAG	Industry	Liaison	To be initiated	AVILA
Asociación Agraria Jóvenes Agricultores - ASAJA	Industry	Liaison	To be initiated	AVILA / UCLM
Unión de Campesinos de Castilla y León - UCCL	Industry	Liaison	To be initiated	AVILA
Unión de Pequeños Agricultores y Ganaderos - UPA	Industry	Liaison	To be initiated	AVILA / UCLM
Centro da Biomassa para a Energía - Portugal	Association	Liaison	To be initiated	AVILA

Office National des Forêts - France	Public company/ Industry	Liaison	To be initiated	AVILA
Barrax Rural Innovation Hub	Industry	Liaison	To be initiated	UCLM
Federación Nacional de Comunidades de Regantes de España – FENACORE	Association	Liaison	To be initiated	UCLM
Asociación Española de Riegos y Drenajes - AERYD	Association	Liaison	To be initiated	UCLM
Junta Central Regantes Mancha Oriental – JCRMO	Association	Liaison	To be initiated	UCLM
Empresa Pública de Gestión Ambiental de Castilla – La Mancha - GEACAM	Public company	Liaison	To be initiated	UCLM
Italian National Institute for Environmental Protection and Research (ISPRA)	National administration	Liaison	To be initiated	USAL
Italian National Agency for New Technologies, Energy and Sustainable Economic Development (ENEA)	Research institute	Liaison	To be initiated	USAL
Italian National Research Council (CNR)	Research institute	Liaison	To be initiated	USAL
Neorurale Hub	Industry	Liaison	To be initiated	USAL
Regional Agency for Prevention, Environment and Energy of Emilia-Romagna (ARPAE)	Regional/local administration	Liaison	To be initiated	USAL
Bonifique Ferraresi	Industry	Liaison	To be initiated	USAL

CHAMELEON

A Holistic Approach to Sustainable, Digital EU Agriculture, Forestry, Livestock and Rural Development based on Reconfigurable Aerial Enablers and Edge Artificial Intelligence-on-Demand Systems

DISSEMINATION PROCEDURES

Contents

1 DESCRIPTION AND PURPOSE

The participation of any Partner in any event as well as the performance of every dissemination & communication activity related to CHAMELEON project has to be approved beforehand by the Project Coordinator and the Project Management Board (PMB).

1.1 OBJECTIVES

The objectives of the Dissemination Procedures are to ensure:

a) Production of high-quality publications & presentations.
b) Avoid overlaps or disclosure of restricted information.
c) Consistency in presentation of the Project to both internal and external audiences.
d) Ensuring that Brand Guidelines are followed (professional image).
e) Monitor & Record dissemination activities in a sufficient way.

For effective and successful dissemination and communications activities, all partners need to be fully involved and pursue opportunities in:

a) Presenting project concept, ideas & findings in every available occasion.
b) Publishing work at conference proceedings, scientific journals and other publications.
c) Initiate bilateral discussions.
d) Organise Local dissemination and communication activities to involve respective authorities, stakeholders and end-users.
e) Share project news and information in your social media accounts.
f) Inform your media contacts about project advances.

All of the above need to be reported prior and post completion to the WP7 leader and CHAMELEON Dissemination and Communication Manager (daguilera@usal.es), in accordance with the Dissemination Procedures and using the relevant reporting templates.

The Dissemination and Communication Manager (DCM) is responsible to examine all the provided information and material, to initiate the approval process and to ensure that all information is properly collected and presented through the project website and social media prior and after the competition of the activity.

2 NOTIFICATION PROCEDURE

2.1 APPROVAL PROCEDURE (PRIOR TO THE ACTIVITY)

1. Fill in the **Dissemination Activity Report** template available here.
2. Store your material (abstract, draft paper, poster, presentation etc.) to the Dissemination Requests here.

CHAMELEON

3. Submit your dissemination request allowing **for minimum <u>two weeks</u> before submission** deadline by email to the DCM (daguilera@usal.es).
4. DCM has **<u>two days</u>** to react and send the request to the Project Coordinator/PMB for approval, modification or rejection.
5. The Project Coordinator/PMB decision send to the DCM **within <u>five working days</u>**; If no answer is received by the set deadline, then it may be considered as an approval.
6. DCM informs the initiator of the dissemination activity along with the involved partner(s) about the decision.

In case of:

- **Approval**: When approval is given through the DCM, the partner(s) is (are) free to proceed with the realisation of the proposed dissemination activity.
- **Conflict/objection**: Any PMB member can reject the proposed dissemination activity if they have objections, related to overlaps or possible disclosure of restricted or confidential information concerning the work performed in the different WPs. In case of conflict, the issue will be discussed among the coordinator, the DCM and the involved partners.

**If a conflict is created or further material is needed then the DCM informs the partner that modifications or additions are required. Then the material is proposed again to the DCM and if significant changes (that might provoke conflicts among partners' interests) must be made, the previous procedure is followed.

2.2 FOR ALREADY APPROVED MATERIAL

If partners wish to present or release material already approved as public presentation and other communication material, then no formal approval is required. However, the DCM (daguilera@usal.es) has to be informed. If there are no objections, then the DCM notifies the authors to proceed with the dissemination activity.

2.3 FOR ORGANISATION OF CHAMELEON EVENT

In case a partner wishes to organise a workshop or a special event related to CHAMELEON, the approval of the DCM and the information of the Project Coordinator and the PMB is also needed **<u>two months</u>** before the realisation of this type of dissemination activity.

2.4 FOR NON-EUROPEAN TRAVEL

For non-European travels the Project Coordinator should be informed and an approval from his side is required. Please, fill-in the **Non-European Travel Report Template (available here) at least **<u>two months</u>** before the travel and send the form to the Project Coordinator (pvelanos@accelligence.tech) so as to inform the EC. For possible enquiry by the auditors in the future it is recommended to keep the form and EC's response with the respective travel documents.

2.5 REPORTING PROCEDURE (AFTER THE ACTIVITY)

Within __ten working days__ after the realisation of the dissemination activity/participation at the relevant event, Partners should provide the DCM with:

a) A fully completed __Dissemination Activity Report__ (template provided _here_).
b) The presented dissemination material (final paper, presentation, poster, press release, etc.).
c) Snippets from the online media and social presence.
d) Relevant photos from the event.

The filled-in report and all the material received will be archived by the DCM on the Project's Microsoft Teams _here_ on the respective folders. The DCM will use the information to populate the activity on the project digital media and efficiently report it to the EC.

3 GUIDELINES FOR THE USE OF THE PROJECT LOGO & EU EMBLEM

According to the Article 17 of CHAMELEON Grant Agreement, any communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement: "Funded by the European Union".

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For correct use of the emblem please use the following link:

- European emblem: https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/

Moreover, any communication or dissemination activity related to the action must indicate the following 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 the European Research Executive Agency. Neither the European Union nor the European Research Executive Agency can be held responsible for them."

Partners are prompted to consult these Dissemination Procedures, the Brand Guidelines on the use of the logo, together with the guidelines on use of the EU emblem and relevant text, and contact the DCM (daguilera@usal.es) for any clarifications or questions they may have __PRIOR__ to publishing and/or sharing and/or participating and/or undertaking a dissemination activity.

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4 BRAND CONSISTENCY

4.1 PROJECT LOGO, BRAND GUIDELINES AND TEMPLATES

All Partners are requested to follow the Project's Brand Guidelines as their main reference point for the use of the project logo and variations, colour palette and general presentation imagery throughout the duration of the project.

For any questions or clarifications, and prior to any sharing and/or publication of material, Partners are requested to contact the DCM (daguilera@usal.es) to assist them.

The Project Brand Guidelines can be found here and the logo in different variations here.

The Project Dissemination Templates can be found here.

For the purposes of the Project and for a coherent presentation of the deliverables, the Project Coordinator and the DCM have prepared the relevant templates to be used by Partners in preparing their own work/deliverables.

Specifically, these include:

- *PowerPoint Presentation template.*
- *Dissemination Activity Report template.*
- *Non-European Travel Report template.*
- *Press Release template.*

All templates can be found on the online repository of the Project and can be downloaded and edited by each Partner. Templates can be edited (to the extent permissible), however the general layout, formatting and style must be adhered to by all partners.

4.2 PROJECT WEBSITE & SOCIAL ACCOUNTS

The Project's official website can be found at: https://chameleon-heu.eu/

Partners are requested to include the link to the project website in every announcement they make about CHAMELEON to their individual websites and on other media (newsletters, e-blasts etc.) they may use to present it.

The official social media accounts of the Project are available on LinkedIn and Twitter.

https://twitter.com/CHAMELEON_HEU

https://www.linkedin.com/in/chameleonheu/

Partners' achievements and dissemination activities will be shared on the official social media accounts of the Project, together with other relevant public information.

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When share information about the project on your individual social media accounts please ensure to use at least the following @tags and #hashtags:

For Twitter:

@Chameleon_HEU

#HEU, #Chameleonproject

For LinkedIn:

@chameleonheu

#HEU, #Chameleonproject

as well as any other hashtags that would be relevant to the post shared and which would increase activity and visibility to the official accounts of the Project.

5   ENQUIRIES AND CONTACT DETAILS

Partners are encouraged to contact the Project Coordinator and/or the DCM for any assistance or clarifications they may require.

Project Coordinator: Pantelis Velanas Acceligence Ltd.	pvelanas@accelligence.tech
Dissemination and Communication Manager: Diego González-Aguilera Universidad de Salamanca	daguilera@usal.es

CHAMELEON

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A Holistic Approach to Sustainable, Digital EU Agriculture, Forestry, Livestock and Rural Development based on Reconfigurable Aerial Enablers and Edge Artificial Intelligence-on-Demand Systems

Contact Information

[Company |Name of Individual]   *[put company logo here]*

[Contact information]

PRESS RELEASE

FOR IMMEDIATE RELEASE

[Place], [Date]

CHAMELEON – A Holistic Approach to Sustainable, Digital EU Agriculture, Forestry, Livestock and Rural Development based on Reconfigurable Aerial Enablers and Edge Artificial Intelligence-on-Demand System.

CHAMELEON is a Horizon Europe project that brings together a consortium of 12 partners established in 9 different EU countries, involved in the supply chains from drone technology developers to users. CHAMELEON will introduce a new business model and ecosystem-oriented AI development and Big Data platform, allowing the innovation of agriculture, forestry and livestock services, and enabling new forms of communication and transactions between actors within the agriculture, forestry and livestock's business process. In this way, CHAMELEON will address the needs of most complex agricultural, forest, livestock ecosystems and rural environments, through a drone hardware (Drone Innovation Platform) and software system (CHAMELEON Service store and CHAMELEON APIs) that is on-demand and multi-purpose.

Climate change is having a major impact on food security. More than 815 million people are chronically hungry and 64% of the chronically hungry are in Asia. The world needs to increase food production by almost 50% by 2050 to feed a population of nine billion, yet resources such as land and water are becoming more and more scarcer. Farming communities and others involved in agriculture have to adapt agriculture to climate change and other challenges. On the other hand, the continuous shrinking and fragmentation of ecosystems, the decline of biodiversity and ecosystem services lay the path towards a series of negative impacts for humanity. Forested areas that are legally designated and managed for long-term nature conservation are the primary victims of human encroachment through systematic deforestation, mainly by means of destructive uncontrolled wildfires accompanied by illegal construction

activities. Illegal hunting and logging, soil, and water pollution set the grounds for disrupting the ecosystem balance thus leading to a direct or indirect damage to the homoeostasis and income of rural communities. In this context, ICT-driven tools and technologies needed to enhance decision-making through accurate, reliable, and timely information have an important role to play. Agriculture, Forestry, and Livestock ecosystems must look towards emerging technologies for solutions to overcome some of the challenges they face.

The **CHAMELEON project**, funded by the Horizon Europe Program, aims to address a number of major challenges using near-real-time decision-making packages related to agriculture, livestock and forestry, empowered with artificial intelligence, exploiting information derived from heterogeneous monitoring equipment that can be configured for each use case. The CHAMELEON solution involves the design and use of adjustable and configurable drone, that will be able to choose from several available services or applications through the CHAMELEON App store. The drones will benefit from a universal support, including AI algorithms execution on-board. The latter will facilitate the provision of real time results without the need for network connection, even in remote rural locations. The applications will provide solutions to important challenges such as selective spraying of medicines for vegetation; quantification of carbon sequestration and biomass estimation in vineyards, olive trees and almond crops; irrigation and water stress monitoring and management; plant health assessment toolkit; and livestock health monitoring.

The CHAMELEON solution will be validated under relevant operating conditions in 3 pilot sites in 3 European countries: Spain, Greece, and Austria. These pilots will demonstrate the impact and potential of CHAMELEON approach towards digitalizing and boosting European Agro-business.
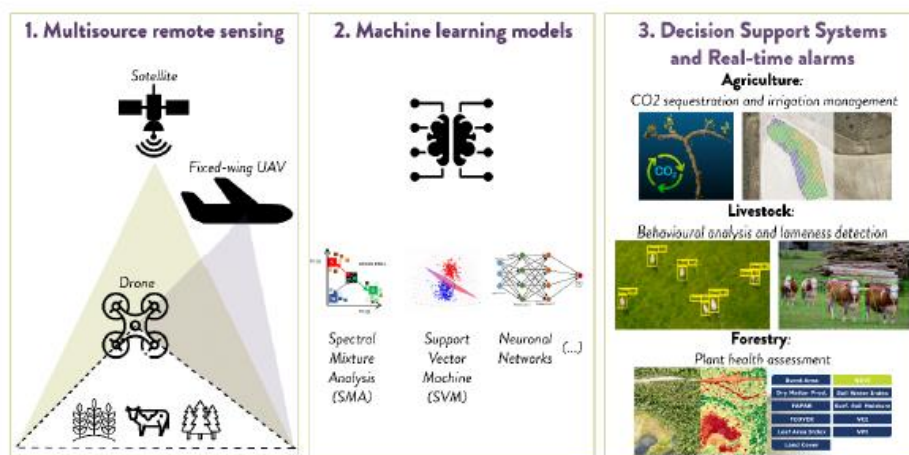
The official **Kick-Off Meeting** of the CHAMELEON project took place in Athens, Greece, on July 12th and 13th, 2022, with the participation of more than 30 experts that will work closely for the next 3 years to deliver an impactful and fully adaptable solution for sustainable, digital EU agriculture, forestry, livestock, and rural development.

[PLEASE ADD ONE PARAGRAPH HERE regarding your work within the project. Please use simple language and avoid the use of terms like WPx, Task x.x etc. which are only known by project partners, to be understandable to non- technical audiences and the public.]

NOTES TO THE EDITOR

PROJECT SUMMARY

CHAMELEON is a Horizon Europe Project that aims to optimise production and identify potential problems in agriculture, livestock, forestry and rural areas. To achieve this, the CHAMELEON Project will use a novel reconfigurable drone, able to modify its configuration and sizing upon demand, which can be deployed in homogeneous or heterogeneous groups to support complex scenarios, as well as a set of existing heterogeneous, modular, interoperable, networked unmanned vehicles systems. The CHAMELEON Consortium consists of 12 partner organisations distributed in 9 European Countries, with a high participation of innovative SMEs (6 in total), 3 universities and 3 end users. CHAMELEON advances will be validated in three pilot use cases in Spain, Greece and Austria. In addition, CHAMELEON will organise two open calls for SMEs to generate AI supported solutions with financial, technical and business mentorship from the project partners.

GENERAL INFORMATION

Duration: 36 months | **Starting date:** 1st July 2022

Total cost: €5.9 million

Coordinator: Acceligence Ltd.

Website: https://chameleon-heu.eu |

Twitter: @Chameleon_HEU | **LinkedIn:** @chameleonheu

CHAMELEON Consortium: Acceligence Ltd (CY)| Universidad de Salamanca (ES)| Adrestia Research and Development Private Company (EL)| AIDEAS OU (EE)| Diputación de Ávila (ES)| Security & Defense chez Delair (FR)| Unparallel Innovation Lda (PT)| Mediterranean Agronomic Institute of Chania (EL)| Lithuanian Research Centre for Agriculture and Forestry (LT)| Universidad de Castilla-La Mancha (ES)| Johanniter Osterreich Ausbildung und Forschung gem GmbH (AT)| Squaredev (BE).

Contact:

Project Coordinator:	Dissemination and Communication Manager:
Pantelis Velanas	Diego González-Aguilera
Acceligence Ltd	Universidad de Salamanca
pvelanas@accelligence.tech	daguilera@usal.es

A Holistic Approach to Sustainable, Digital EU Agriculture, Forestry, Livestock and Rural Development based on Reconfigurable Aerial Enablers and Edge Artificial Intelligence-on-Demand Systems

The Members of the CHAMELEON Consortium:

Contact:

Project Coordinator: Pantelis Velanas Acceligence Ltd.	pvelanas@accelligence.tech
Dissemination and Communication Manager: Diego González-Aguilera Universidad de Salamanca	daguilera@usal.es

Disclaimer