



**Harnessing the Power of Digital Technologies to
Protect Plants & the Environment**

D6.1: Dissemination, Exploitation & Communication Plan

Responsible Author: Ilias Tsaparelis (Foodscale Hub)



**Funded by
the European Union**

Grant Agreement No.	101134750
Project Acronym	STELLA
Project Title	Harnessing the Power of Digital Technologies to Protect Plants & the Environment
Type of action	HORIZON Research and Innovation Actions
Horizon Europe Call Topic	HORIZON-CL6-2023-GOVERNANCE-01-16
Start – ending date	1 st of January 2024 – 31 st of December, 2027
Project Website	stella-pss.eu
Work Package	WP6: Impact Maximisation and Capacity Building
WP Lead Beneficiary	Foodscale Hub (FSH)
Relevant Task(s)	T6.2: Ecosystem building and stakeholder engagement
Deliverable type Dissemination level	R PU
Due Date of Deliverable	30 April 2024
Actual Submission Date	30 April 2024
Responsible Author	Ilias Tsaparelis (Foodscale Hub)
Contributors	Dimitris Fotakidis, Despoina Kampouridou, Christopher Kennard, Alexia Mastora (Foodscale Hub)
Reviewer(s)	Ioannis Zafeiriou (AUA)

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

Copyright message

This document contains unpublished original work unless clearly stated otherwise. Previously published material and the work of others has been acknowledged by appropriate citation or quotation, or both. Reproduction is authorised provided the source is acknowledged.

Document History

Date	Version	Changes	Contributor(s)
12/04/2024	V0.1	Table of contents	Ilias Tsaparelis, Dimitris Fotakidis (Foodscale Hub)
15/4/2024	V0.2	Added section 1	Ilias Tsaparelis, Dimitris Fotakidis (Foodscale Hub), Despoina Kampouridou (Foodscale Hub)
18/4/2024	V0.3	Added section 2-3	Ilias Tsaparelis, Dimitris Fotakidis (Foodscale Hub), Christopher Kennard (Foodscale Hub)
22/04/2024	V0.5	Translated website content added and added section 4, annexes	Ilias Tsaparelis, Alexia Mastora (Foodscale Hub)
29/04/2024	V.08	Full version ready for review	Ilias Tsaparelis, Alexia Mastora (Foodscale Hub)
29/04/2024	V0.9	Internal Review	Ioannis Zafeiriou (AUA)
30/4/2024	V1.0	Deliverable ready for submission	Ilias Tsaparelis, Alexia Mastora (Foodscale Hub)

STELLA Consortium			
No.	Participants organisation name	Short name	Country
1	GEOPONIKO PANEPISTIMION ATHINON	AUA	EL
2	UNIVERSITA CATTOLICA DEL SACRO CUORE	UCSC	IT
3	EIGEN VERMOGEN VAN HET INSTITUUT VOOR LANDBOUW- EN VISSERIJONDERZOEK	EV ILVO	BE
4	UNIVERSITAET FUER BODENKULTUR WIEN	BOKU	AT
5	GREEN & DIGITAL IDIOTIKI KEFALAIOUCHIKI ETAIREIA	GREEN & DIGITAL	EL
6	FOODSCALE HUB GREECE ASSOCIATION FOR ENTREPREUNERSHIP AND INNOVATION ASTIKI MI KERGOSKOPIKI ETAIREIA	FSH	EL
7	ACTA ASSOCIATION DE COORDINATION TECHNIQUE AGRICOLE - LES INSTITUTS TECHNIQUES AGRICOLES	ACTA	FR
8	HORTA SRL	HORTA SRL	IT
9	PESSL INSTRUMENTS GMBH	PESSL	AT
10	GREEN SUPPLY CHAIN DIGITAL INNOVATION HUB ASTIKI MI KERGOSKOPIKI ETAIREIA	GSC	EL
11	AgriFood Lithuania DIH	AFL	LT
12	EDENCORE TECHNOLOGIES IKE	EDENCORE	EL
13	INSTITUT FRANCAIS DE LA VIGNE ET DU VIN	IFV	FR
14	LINCOLN AGRITECH LIMITED	LincolnAgritech	NZ

Executive Summary

This report outlines the establishment of STELLA's website, detailing the considerations taken into account during its development. The website's structure is laid out, along with a description of its contents and functionalities that were set in place. Lastly, the report describes the measures that were adopted to ensure data protection (Annex I).

Serving as the primary reference point for the project, the website fulfills multiple roles: informing visitors about STELLA's objectives, providing updates and downloadable documents, and facilitating access to STELLA's social media accounts.

Table of Contents

1 Introduction	9
1.1 Site Map	11
1.2 Backend	12
1.2.1 Ease of Use and Flexibility:	12
1.2.2 Customization and Scalability	13
1.2.3 SEO and Mobile Optimization	13
1.2.4 Content Management and Quality Control	13
1.2.5 Sustainability and Community Support	13
2 Section Contents	15
2.1 STELLA PROJECT [Home menu]	15
2.1.1 About Us [sub-menu]	16
2.1.2 Our Vision [sub-menu]	17
2.1.3 Results [sub-menu]	18
2.1.4 Target Groups [sub-menu]	19
2.2 Partners [menu]	19
2.3 Use Case Pilots [menu]	21
2.4 Newsroom [menu]	22
2.5 Resources [menu]	23
2.6 Contact Us [menu]	24
2.7 PSS Platform [link]	25
3 Browsing	26
4 Conclusions	28
Annex I: Cookie and Privacy Policy	30
Cookies	30
1. What are Cookies?	30
2. What are Cookies for?	30
3. What type of Cookies do we use?	30
4. For what purposes do we use Cookies?	30
5. How can you manage Cookies?	31
6. What happens when Cookies are disabled?	31
7. The Cookies used on this web page	32
8. Additional guarantees and withdrawal of acceptance	34
9. Cookie policy update	34
10. More information on Cookies	34
Privacy Policy	34
1. Who is responsible for the processing of your personal data?	35
2. What categories of personal data do we process?	35
3. For what purpose do we use your personal data?	36
4. Why is our processing of your personal data legitimate?	37
5. What are our quality assurances?	38

6. What are your rights?

38

List of Figures

Figure 1: Screenshots from website's translated pages (GR, IT, FR)	10
Figure 2: Screenshots from website's translated pages (DE, NL, LT)	11
Figure 3: STELLA site map	12
Figure 4: STELLA Homepage	15
Figure 5: About Us [sub-menu]	16
Figure 6: Our Vision [sub-menu]	17
Figure 7: Results [sub-menu]	18
Figure 8: Target Groups [sub-menu]	19
Figure 9: Partners' Map	20
Figure 10: Partners' main page	21
Figure 11: UCPs' Overview	22
Figure 12: Newsroom [menu]	23
Figure 13: Deliverables [sub-menu]	24
Figure 14: STELLA contact persons	24
Figure 15: Top graphical and textual elements	26
Figure 16: Side graphical and textual elements	26
Figure 17: Bottom graphical and textual elements	27
Figure 18: CORDIS Link	29

List of Tables

Table 1: Partners - Translation languages	10
Table 2: Website KPIs	28

Glossary of terms and abbreviations used

List of Abbreviations and Acronyms			
AI	Artificial Intelligence	IPR	Intellectual Property Rights
DMP	Data Management Plan	MS	Milestone
EC	European Commission	NGO	Non-Governmental Organisations
EI	Expected Impact	PLRV	Potato Leafroll Virus
EO	Expected Outcome	PSS	Pest Surveillance System
ER	Expected Result	R&D	Research and Development

EU	European Union	RNQP	Regulated Non-Quarantine Pests
GDPR	General Data Protection Regulation	RPAS	Remotely Piloted Aerial Systems
GIS	Geographic Information System	SME	Small and Medium Enterprises
GLV	Grapevine Leafroll Disease	SOTA	State of the Art
HE	Horizon Europe	TG	Target Groups
IoT	Internet of Things	UCP	Use Case Pilots
IP	Intellectual Property	VM	Verification Means
IPM	Integrated Pest Management	WP	Work Package

1 Introduction

The project's website, accessible at stella-pss.eu, serves as the central hub for communication and dissemination. Designed to facilitate access for target groups and stakeholders, it provides a comprehensive overview of the project's developments and results. Visitors can explore the innovative pest surveillance solutions developed by STELLA, gaining insights into its added value and impact on the field.

The chapters below describe the overall site architecture, given that STELLA's website will be the cornerstone of all communication activities related to the project. The website will also serve the purpose of disseminating all public material produced during the implementation process, including, but not limited to, the project's basic information, deliverables that are characterized as appropriate for public viewing, project news and events etc. STELLA's website will be online during the entirety of the project's lifetime and, moreover, it will remain available three years after the project completion, to ensure its sustainability and to make certain that STELLA's results will be disseminated for as long as possible.

The STELLA website aligns seamlessly with the project's overarching identity, which serves as the cornerstone for our outreach efforts. By maintaining a unified brand image across all communication channels, we ensure clarity and cohesion in conveying the project's objectives and values. This consistency not only builds trust and credibility among our partners but also instills confidence in external stakeholders and the broader community. Furthermore, a cohesive brand identity aids in recognition and recall, simplifying internal communication processes and amplifying the project's visibility and impact in the external landscape.

The website will also provide access to all of STELLA's social media channels:

- [LinkedIn](#)
- [Facebook](#)
- [X / Twitter](#)
- [YouTube](#)
- [Instagram](#)
- [Slideshare](#)

The STELLA website serves as the central repository of information for all aspects of the project, covering a wide array of topics from basic project details to specific components such as UCPs, E-learning material, and the PSS platform.

To ensure accessibility to a diverse audience, the website will be available in multiple languages. Dedicated partners have been assigned with the translation to their respective language:

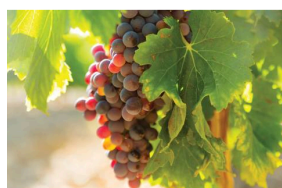
Table 1: Partners - Translation languages

EV ILVO	Dutch
BOKU	German
FSH	English & Greek
ACTA	French
HORTA SRL	Italian
AFL	Lithuanian



CP 1 - VIGNE | FRANCE

ENROULEMENT DE LA VIGNE (VIRUS GLRAV-1 & GLRAV-3) & LE BOIS NOIR (CANDIDATUS PHYTOPLASMA SOLANI - BACTÉRIE)



DÉFIS SANITAIRES

Grapevine Leafroll Disease (GLD) de la vigne est une infection virale causée par le virus Grapevine Leafroll-associated Virus (GLRAV), principalement propagée par les cochenilles et classée en tant qu'organisme réglementé non de quarantaine (ORNQ). Les symptômes de l'enroulement varient selon les espèces de GLRAV, mais le GLRAV-1 et le GLRAV-3 sont les plus sévères et cibles lors des détections réglementaires. L'identification de l'enroulement est complexe en raison de la variabilité des symptômes selon le cépage, le millésime et les facteurs environnementaux. Les principaux symptômes de l'enroulement incluent la décoloration et l'enroulement des feuilles, ce qui réduit la capacité de photosynthèse de la plante et peut entraîner une baisse du rendement de 15 à 30%, voire jusqu'à 60% dans les cas les plus graves. Les vignes atteintes de cette maladie présentent généralement une vigueur réduite et ont du mal à se remettre des dommages hivernaux en raison de la diminution des réserves en glucides. La qualité de la récolte est également compromise.

14 PARTNER - 7 PAESI



La collaborazione in STELLA adotta un sistema multi-attore, coinvolgendo 14 partner di sette Paesi per rinforzare questa metodologia. Il gruppo include istituti di ricerca e università, piccole e medie imprese (PMI) e organizzazioni non governative (NGO) nel campo dell'agricoltura, del business e delle politiche. Combinando le competenze di ricerca e innovazione, nella tecnologia e nella comunicazione e disseminazione il **consorzio STELLA farà leva su ampio spettro di conoscenze pratiche e teoriche al fine di raggiungere l'obiettivo del progetto.**

Per facilitare questo approccio multi-attore, il consorzio ha adottato un quadro organizzativo ben strutturato basato sul modulo DESCA (Development of a Simplified Consortium Agreement), che fornisce un punto di riferimento per il gruppo. L'obiettivo ultimo del partenariato STELLA è di affrontare efficacemente la sfida del rilievo delle malattie delle piante e della mitigazione coinvolgendo tutti gli stakeholder nella catena di valore.

FORMAZIONI SUI PARTNER

Figure 1: Screenshots from website's translated pages (GR, IT, FR)

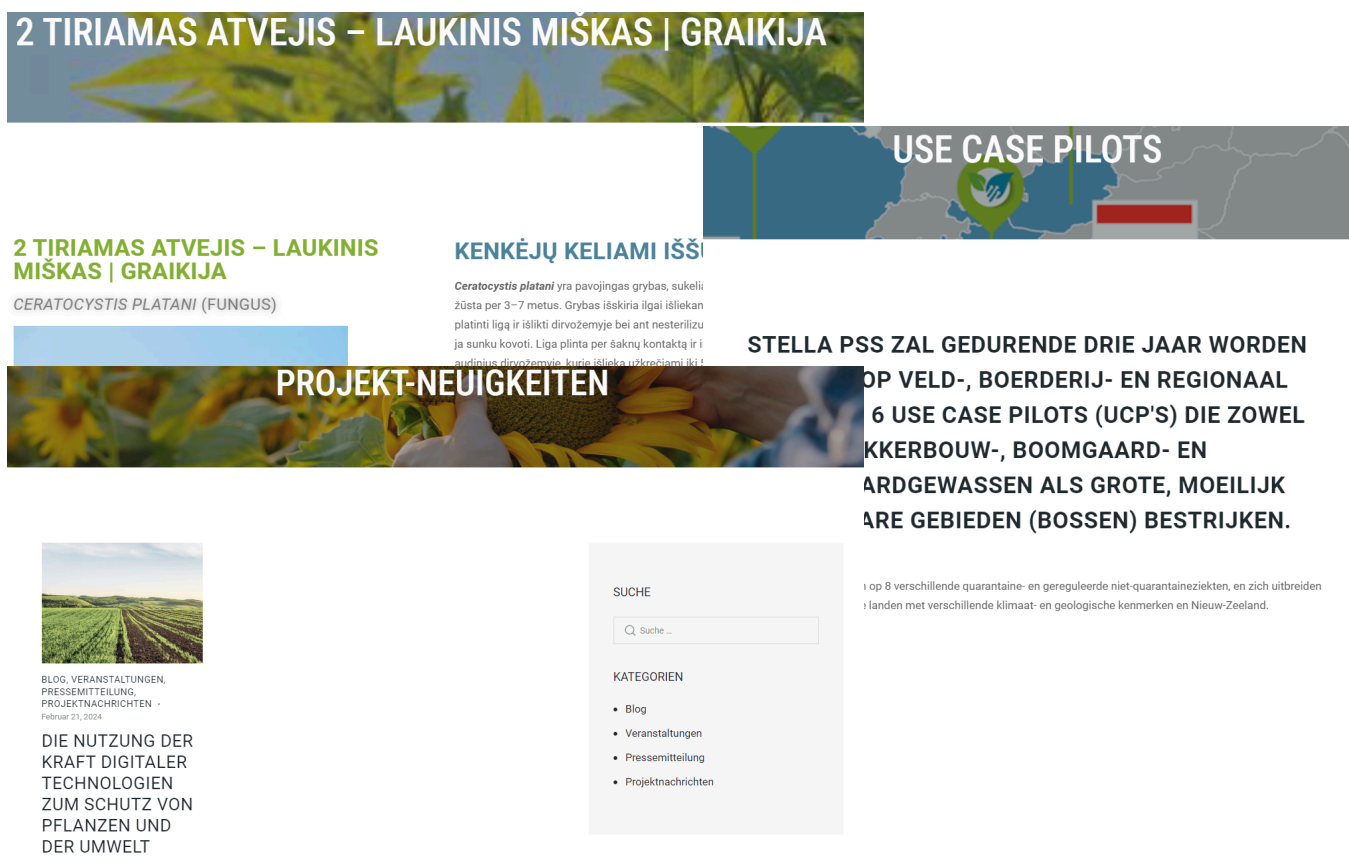


Figure 2: Screenshots from website's translated pages (DE, NL, LT)

Furthermore, the site is optimized for mobile browsing, ensuring compatibility across various devices, operating systems, and browsers, with an intuitive user interface for enhanced user experience. Additionally, the website proudly displays the official EU emblem and includes the appropriate funding statement, adhering to all publicity guidelines set forth by the European Research Executive Agency¹. To safeguard user privacy, the website features a comprehensive cookie and GDPR policy, providing users with transparency and control over their personal data.

1.1 Site Map

The STALLA website is structured across multiple levels to ensure the organization of relevant information in a clear and accessible manner.

¹ Art. 17 of the HE MGA, available [here](#)

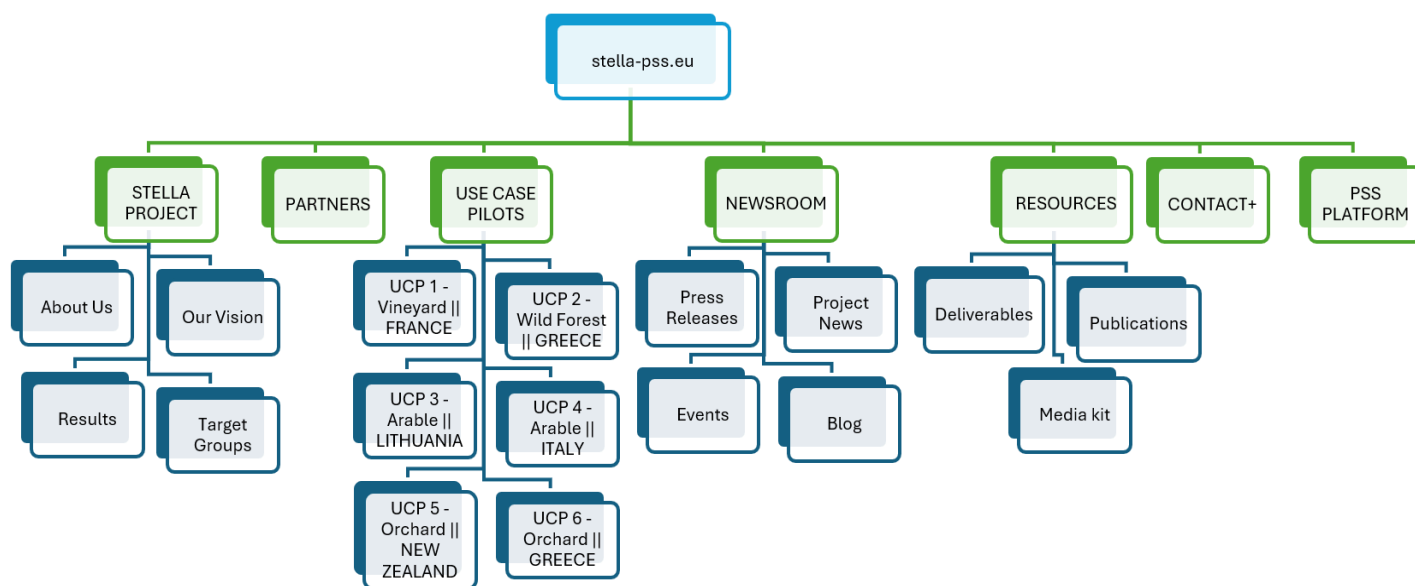


Figure 3: STELLA site map

1.2 Backend

STELLA's website was developed with WordPress Content Management System². WordPress stands out as an exemplary platform for developing the STELLA project's website, aligning seamlessly with the project's intricate requirements and ambitions.

1.2.1 Ease of Use and Flexibility:

WordPress is renowned for its user-friendly interface, making it accessible for both novices and seasoned web developers. This flexibility is crucial for a project like STELLA, which requires a dynamic website to communicate and disseminate project developments, results, and impacts effectively. WordPress's intuitive dashboard allows for easy updates and management of content, ensuring that the website remains a vibrant and up-to-date resource for all stakeholders. Moreover, its flexibility allows for the incorporation of various functionalities, from social media integration to multimedia galleries, facilitating a comprehensive presentation of the project's scope and achievements.

² wordpress.com

1.2.2 Customization and Scalability

With thousands of themes and plugins available, WordPress offers unparalleled customisation options, enabling the creation of a unique website that aligns with STELLA's overall project identity and branding strategy. This ability to customise and scale is vital for maintaining a coherent brand image that fosters trust, credibility, and recognition among the project's target audience. As STELLA evolves, the website can easily be scaled and adapted to include new functionalities or content, ensuring it effectively supports the project's communication and dissemination activities throughout its lifecycle and beyond.

1.2.3 SEO and Mobile Optimization

WordPress sites are designed with search engine optimization (SEO) in mind, which is essential for increasing visibility and attracting targeted traffic to the STELLA website. This built-in SEO capability ensures that the project's innovations and results are easily discoverable. Additionally, WordPress's responsive design guarantees that the website is optimized for browsing on all mobile devices, an essential feature given the increasing prevalence of mobile internet usage. This ensures that the website provides a seamless user experience, regardless of the device or browser used to access it.

1.2.4 Content Management and Quality Control

The STELLA project's need for a robust Content Quality Control scheme is well-supported by WordPress's user role management system. This system allows for the assignment of different roles and permissions to team members, facilitating a collaborative yet controlled environment for content creation, review, and publication.

1.2.5 Sustainability and Community Support

WordPress is supported by a vast community of developers and users who continuously contribute to its development, offering an extensive repository of resources, support forums, and updates. This community support ensures that the STELLA website remains secure, up-to-date, and innovative, even after the project's completion. The platform's widespread use and ongoing development guarantee long-term sustainability and support, ensuring that the project's results will continue to be disseminated effectively to a global audience. In

conclusion, WordPress offers the ideal blend of ease of use, customization, and scalability, coupled with strong SEO and mobile optimization features. Its robust content management capabilities and the support of a vast community make it the perfect choice for developing and maintaining the STELLA project's website, ensuring that it effectively serves its purpose as the cornerstone of the project's communication and dissemination activities.

2 Section Contents

The STELLA website is organized into five main sections: **Stella Project**, **Partners**, **Use Case Pilots**, **Newsroom**, and **Resources**. Additionally, it features a **"Contact Us"** section and a link to the **PSS Platform** for easy access to relevant -resources available through the platform. In the next paragraphs, we provide a breakdown of each section with further descriptions.

2.1 STELLA PROJECT [Home menu]

The "STELLA PROJECT" menu encompasses four sub-menus: "About Us," "Our Vision," "Results," and "Target Groups." STELLA's homepage prominently features the project's title, "Harnessing the Power of Digital Technologies to Protect Plants & the Environment," along with the project logo, a concise description of the project, its objectives, and other pertinent information.

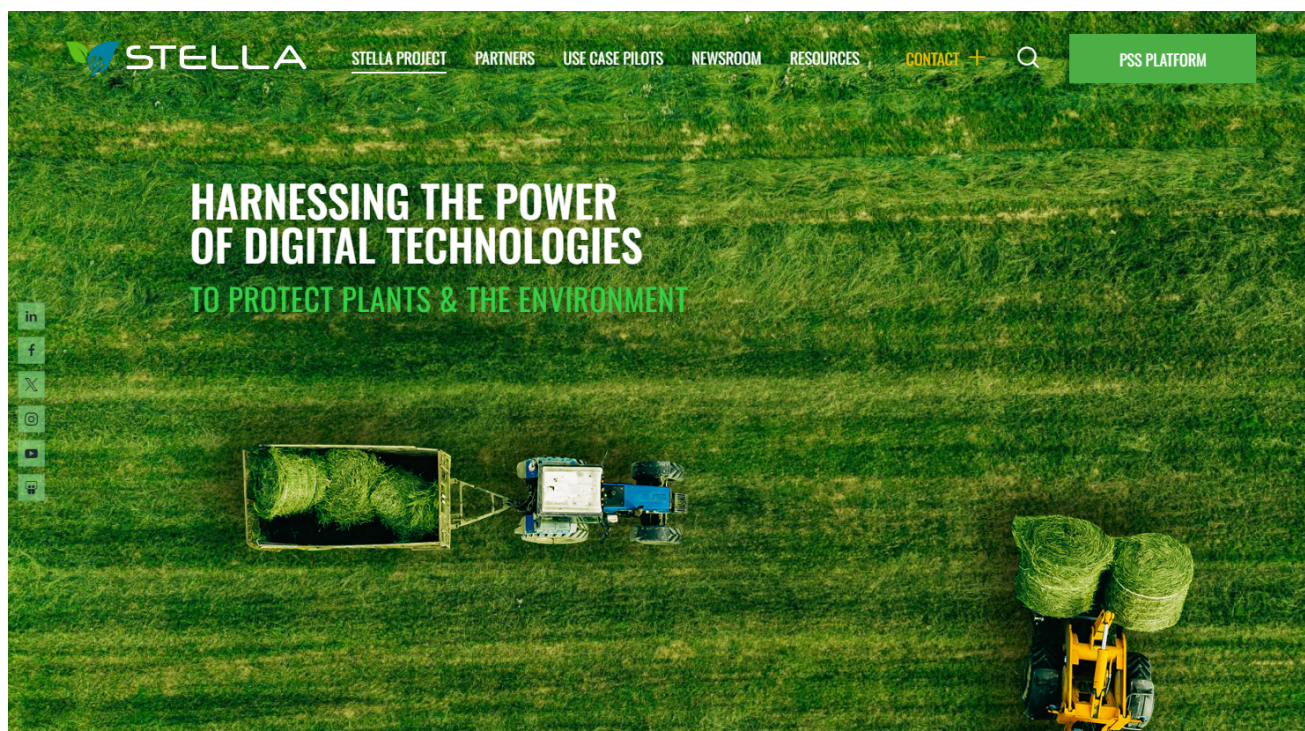


Figure 4: STELLA Homepage

2.1.1 About Us [sub-menu]

The "About Us" section offers a comprehensive overview of the STELLA project, delving into its background, the core challenges it aims to address, and key figures involved. Visitors will find detailed information regarding the project's scope, including its number, type of action, duration, funding, and other pertinent details. Through this section, we provide a deeper understanding of the project's origins, objectives, and overall framework, offering insights into its significance and potential impact on the agricultural and environmental sectors.

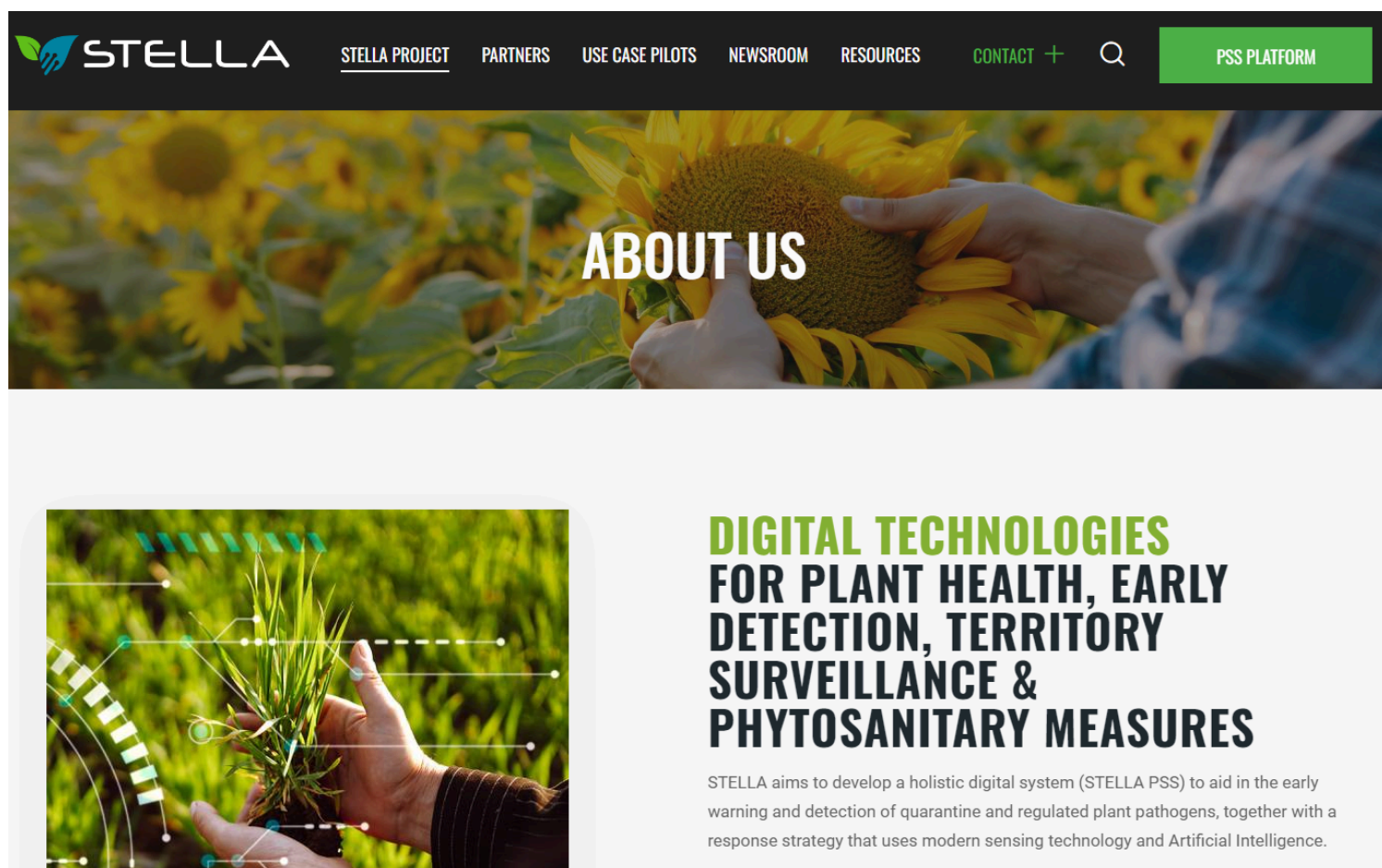


Figure 5: About Us [sub-menu]

2.1.2 Our Vision [sub-menu]

“Our Vision” sub-menu includes a detailed description of the project’s aim accompanied with specific targets in order to advance the current state-of-the-art (SOTA). Here, we outline our collective vision for leveraging digital technologies to protect plants and the environment. By articulating our vision with clarity and conviction, we inspire confidence and alignment among all stakeholders, fostering a shared sense of purpose and direction in our pursuit of excellence.

STELLA’s vision consists of the following four main fields:

- Holistic digital system
- Novel monitoring strategies
- Real life UCPs
- Strengthen the capacities of stakeholders



Figure 6: Our Vision [sub-menu]

2.1.3 Results [sub-menu]

The "Results" sub-menu presents the anticipated outcomes and targets set for the STELLA project. This section outlines the expected achievements and key performance indicators that guide the project's progress and impact assessment. By detailing the projected results aligned with the project's objectives, stakeholders gain insight into the anticipated advancements and contributions to the realm of digital agriculture and environmental safeguarding. Through clear articulation of expected outcomes and targets, this section provides a roadmap for tracking the project's success and measuring its effectiveness in achieving its overarching goals.

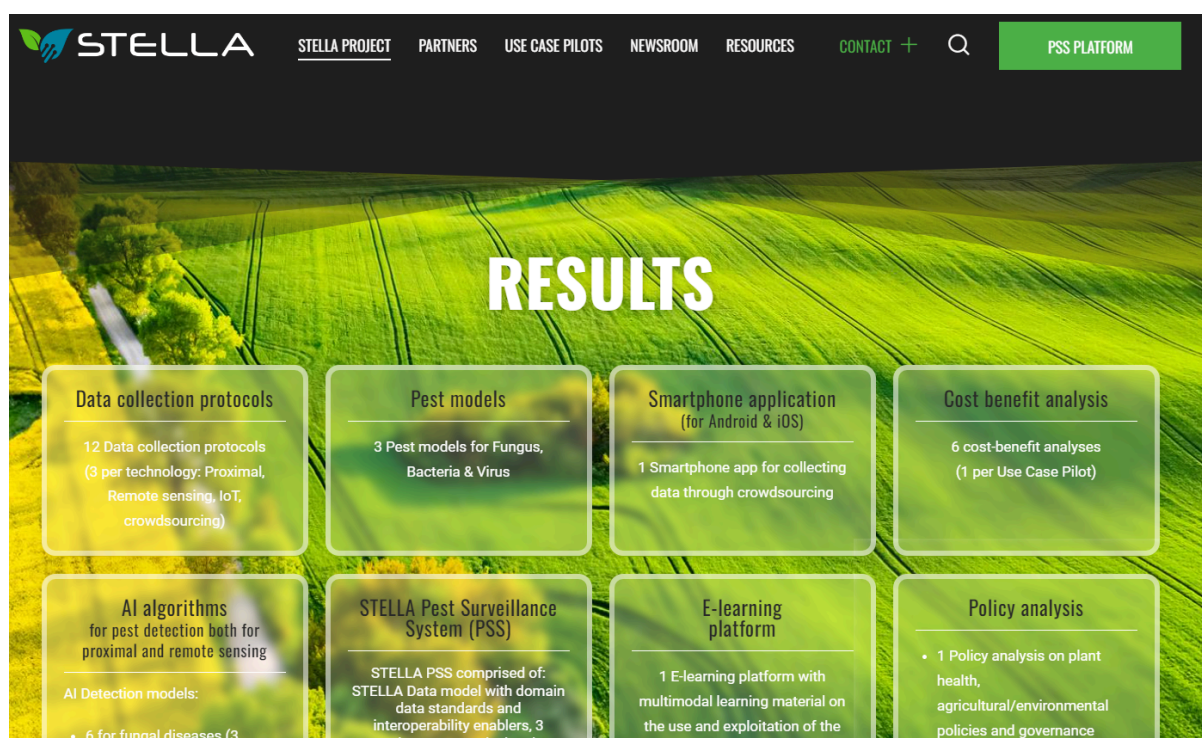


Figure 7: Results [sub-menu]

2.1.4 Target Groups [sub-menu]

The "Target Groups" sub-menu of the STELLA project encompasses a diverse range of stakeholders and entities identified as focal points for project engagement and collaboration. These target groups represent various sectors and interests within the agricultural and environmental domains, each playing a crucial role in advancing the objectives of the STELLA project. From researchers and policymakers to farmers, industry professionals, and environmental advocates, the target groups are instrumental in shaping the project's direction, implementation, and ultimate impact. By understanding and addressing the unique needs and perspectives of each target group, STELLA aims to foster meaningful partnerships, knowledge exchange, and collective action towards the shared goal of harnessing digital technologies for sustainable plant protection and environmental conservation.

STELLA's impact extends to a diverse array of stakeholders, each with distinct interests and perspectives. To effectively engage with our stakeholders, we have identified and categorized them into five specific target groups:

AGRICULTURE & FORESTRY ACTORS

Individual farmers, foresters, farmers' and forestry cooperatives and associations, agronomists, farmers' advisors

INDUSTRY AND TECHNOLOGY

Ag-tech companies, SMEs, start-ups, and corporations providing smart agriculture equipment, early warning systems and plant health services, industry associations



RESEARCH & ACADEMIA

Universities, students, faculties and research institutes focused on agriculture and forestry, climate change, smart farming, individual scientists

POLICY MAKERS & REGULATORS

Local, regional and national authorities (e.g. ministries and governments) and EU-DGs (AGRI, ENVI, SANTE, CONNECT, CLIMA), EP Committees (AGRI, ENVI, AIDA)

SOCIETY

Consumers and their associations, citizens and citizens groups, NGOs



Figure 8: Target Groups [sub-menu]

2.2 Partners [menu]

Within the "Partners" menu, we showcase the esteemed consortium members collaborating on the STELLA project. Here, visitors will find an array of logos representing each partner

organization, accompanied by active links that direct users to individual partner profiles where more details about each partner's organisation, role and contacts are provided.

This comprehensive display not only acknowledges the invaluable contributions of our partners but also serves as a testament to the collaborative spirit and collective expertise driving the success of the STELLA project.

14 PARTNERS - 7 COUNTRIES



The STELLA collaboration employs a multi-actor approach, bringing together 14 partners from seven (7) countries to reinforce this methodology. The group includes academic and research institutions, small and medium-sized enterprises (SMEs), and non-governmental organisations (NGOs) in agriculture, business, and policy. By combining the research and innovation expertise, the technological capabilities as well as the expertise in dissemination and communication, the **STELLA consortium can leverage a diverse range of theoretical and practical knowledge to achieve the project's objectives.**

To facilitate this multi-actor approach, the consortium has adopted a well-structured organisational framework based on the DESCA (Development of a Simplified Consortium Agreement) project module, which provides a reliable reference point for the group. The ultimate goal of the STELLA partnership is to **effectively address the challenges of plant disease detection and mitigation** by engaging all relevant stakeholders in the value chain.

Figure 9: Partners' Map

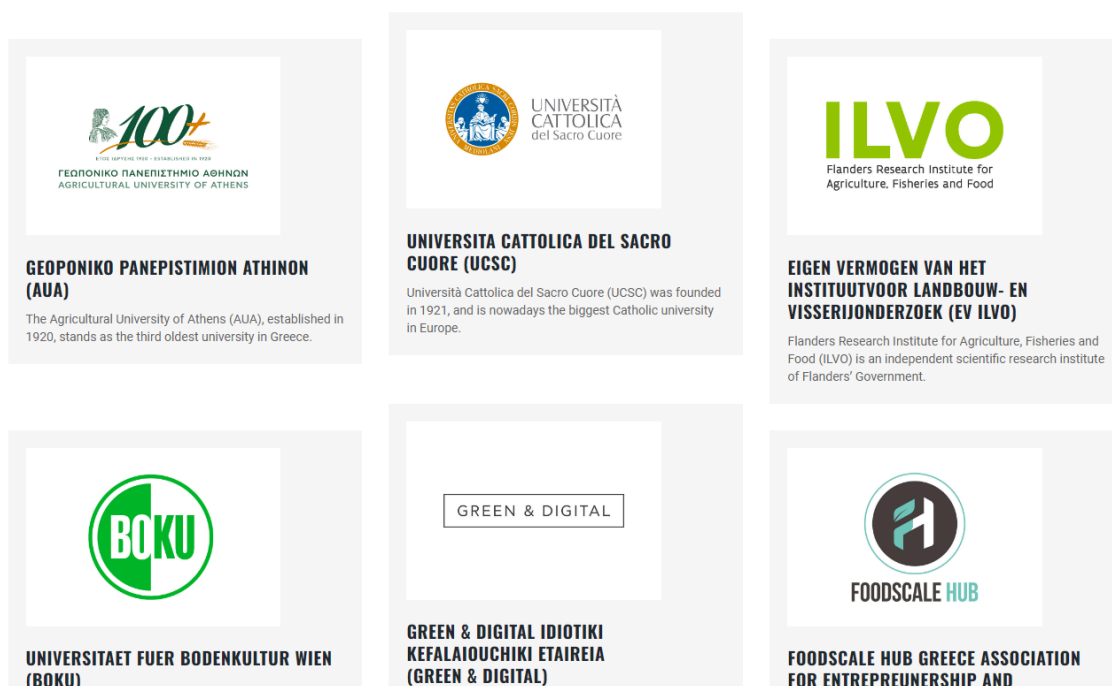


Figure 10: Partners' main page

2.3 Use Case Pilots [menu]

The 6 Use Case Pilots are demonstrated on this section of the website. Here, visitors will discover a comprehensive overview of each pilot, including the overarching plan, an interactive map showcasing the geographical locations of the UCPs, and detailed descriptions highlighting the unique challenges posed by pests and regions within each UCP. Through this section, we provide a deeper understanding of the real-world scenarios where the STELLA platform's innovative solutions are put to the test, illustrating the project's tangible impact on plant protection and environmental sustainability across diverse agricultural landscapes.

Stella Project UCPs:

- UCP 1 - Vineyard | FRANCE
- UCP 2 - Wild Forest | GREECE
- UCP 3 - Arable | LITHUANIA
- UCP 4 - Arable | ITALY
- UCP 5 - Orchard | NEW ZEALAND
- UCP 6 - Orchard | GREECE

STELLA PSS WILL BE TESTED OVER THREE YEARS ON FIELD, FARM, AND REGIONAL LEVELS ACROSS 6 USE CASE PILOTS (UCPS) COVERING ARABLE, ORCHARD, AND VINEYARD CROPS AS WELL AS LARGE, DIFFICULT-TO-REACH AREAS (FORESTS).

The project will focus on 8 different quarantine and regulated non-quarantine pest (RNQP) diseases, expanding across 4 European countries with different climate and geological characteristics and New Zealand.



Verticillium dahliae



Ceratocystis platani



Ralstonia solanacearum



Pseudomonas savastanoi

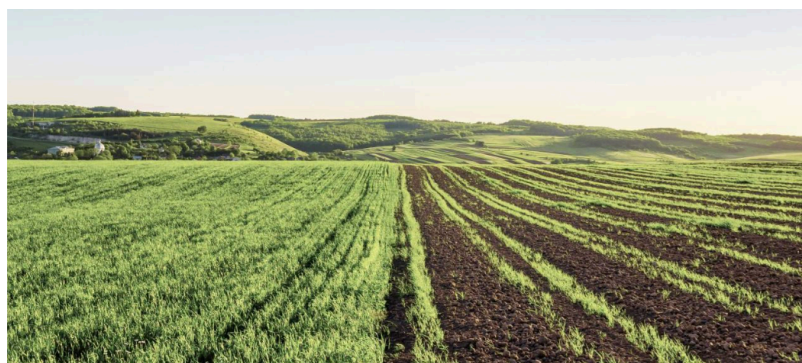


Figure 11: UCPs' Overview

2.4 Newsroom [menu]

The "Newsroom" menu of the STELLA website serves as a dynamic platform for engaging with our stakeholders and the wider community. Here, visitors can explore the latest updates and developments within the project through distinct sub-menus, including **"Project News"**, where highlights and significant milestones are showcased. The **"Press Releases"** section offers official statements and announcements, providing insights into STELLA's achievements and contributions to the field. Additionally, the **"Events"** subsection keeps visitors informed about upcoming conferences, workshops, and other relevant gatherings, facilitating opportunities for networking and collaboration. Lastly, the **"Blog"** sub-menu features insightful posts contributed by various partners, offering diverse perspectives and

expert insights on relevant topics Through the Newsroom, we aim to keep our audience informed, engaged, and connected to the latest happenings within the STELLA project and beyond.



HARNESSING THE POWER OF DIGITAL TECHNOLOGIES TO PROTECT PLANTS AND THE ENVIRONMENT

Blog, Events, Press Release, Project news • February 21, 2024

STELLA is a new project funded under the Horizon Europe Programme, aiming to develop a holistic digital system (STELLA PSS) to aid in the early warning and detection of quarantine...

SEARCH

CATEGORIES

- Blog
- Events
- Press Release
- Project news

Figure 12: Newsroom [menu]

2.5 Resources [menu]

The 'Resources' menu serves as a comprehensive repository housing a wealth of valuable materials pertinent to the STELLA project. Here, stakeholders and interested parties can access a diverse array of “**Deliverables**”, ranging from technical reports to research findings. Additionally, “**Publications**” showcasing the project's contributions to the field of pest surveillance and management are available for review and dissemination. Moreover, the section features the project's “**Media kit**”, providing essential assets and information for media representatives and communication endeavors such as STELLA's brand book, logo, banners brochures etc.

With easy navigation and organized categorization, the 'Resources' section offers a one-stop destination for accessing essential project materials and insights.

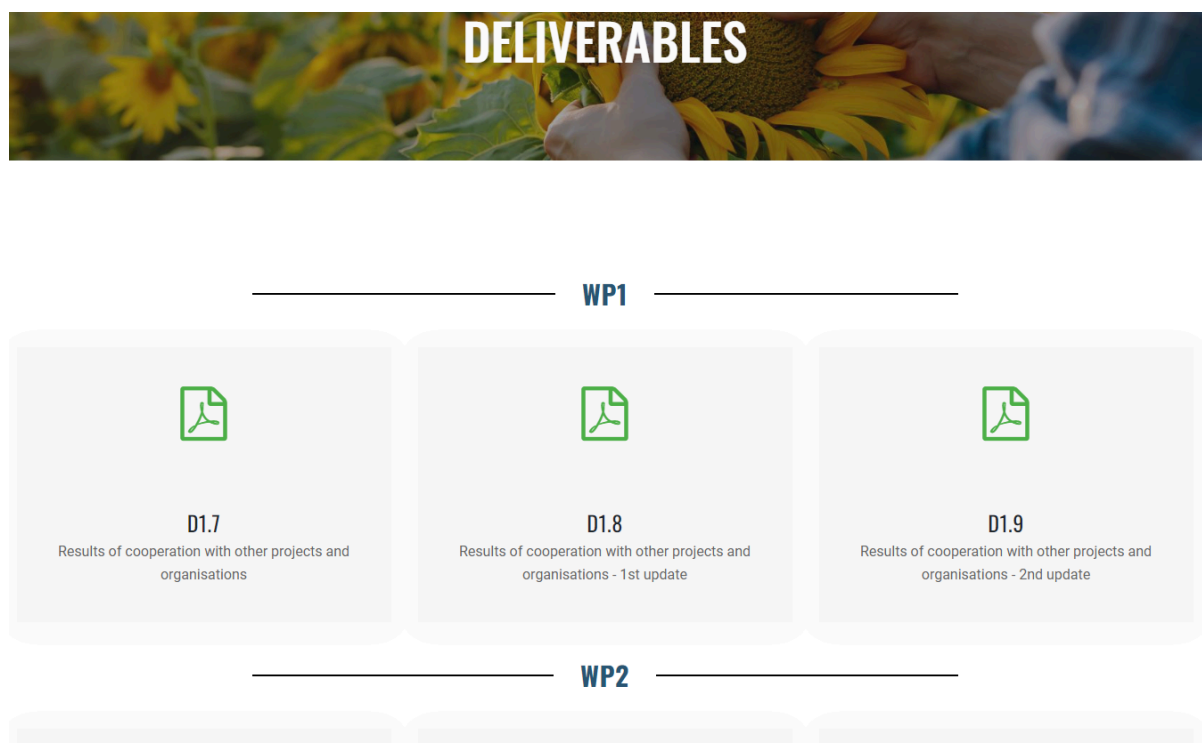


Figure 13: Deliverables [sub-menu]

2.6 Contact Us [menu]

The **Contact Us** menu provides visitors with an opportunity to connect directly with the site operator and the Coordinator. Whether there are any inquiries about the project, collaboration opportunities, or simply wish to provide feedback, we encourage visitors to reach out. The menu features three active fields for entering their name, email address, and message, along with an option to consent to STELLA's Privacy Policy. Once completed, the visitor simply clicks the submit button to send the message. Additionally, below the contact form, there are details for the Project Coordinator, Project Manager and Communication Manager, providing easy access to key individuals within the project.

PROJECT COORDINATOR DIMITRIOS TSITSIGIANNIS Agricultural University of Athens Iera Odos 75, 11875, Greece dimtsi@aua.gr	PROJECT MANAGER IOANNIS ZAFEIRIOU Agricultural University of Athens Iera Odos 75, 11875, Greece j.zafeiriou@gmail.com	COMMUNICATION MANAGER DIMITRIS FOTAKIDIS Foodscale Hub Greece L. Sofou 20, 57001, Thessaloniki, Greece dimitris@foodscalehub.com
--	--	---

Figure 14: STELLA contact persons

2.7 PSS Platform [\[link\]](#)

This final section is dedicated to the STELLA **Pest Surveillance System (PSS)**, which will be including the following three subsystems:

1. An early warning system using novel pest forecasting models and Internet of Things (IoT) sensors
2. A pest detection system using remotely piloted aerial systems (RPAS), remote and proximal sensing as well as citizen science and traps, and
3. A pest response system

The prototype version of the PSS platform is expected to be launched in May 2025 (M17).

3 Browsing

The website menu is available through all pages, allowing visitors to find information they are after, regardless of the page they are currently viewing or how they arrived on the website. Moreover, the menu remains visible at the top part of the website when the user scrolls again up (sticky menu).

The overall design and layout include the following graphical and textual elements:

- TOP
 - STELLA's Logo
 - The navigation menu
 - A search option depicted by a magnifying glass



Figure 15: Top graphical and textual elements

- SIDE
 - Social Media Links (LinkedIn, Facebook, X/Twitter, Instagram, YouTube, Slideshare)



Figure 16: Side graphical and textual elements

- BOTTOM
 - STELLA's logo
 - Project title
 - Contact information
 - Follow us on social media prompt
 - EU emblem & funding statement
 - Active links for STELLA's Cookie and Privacy Policies

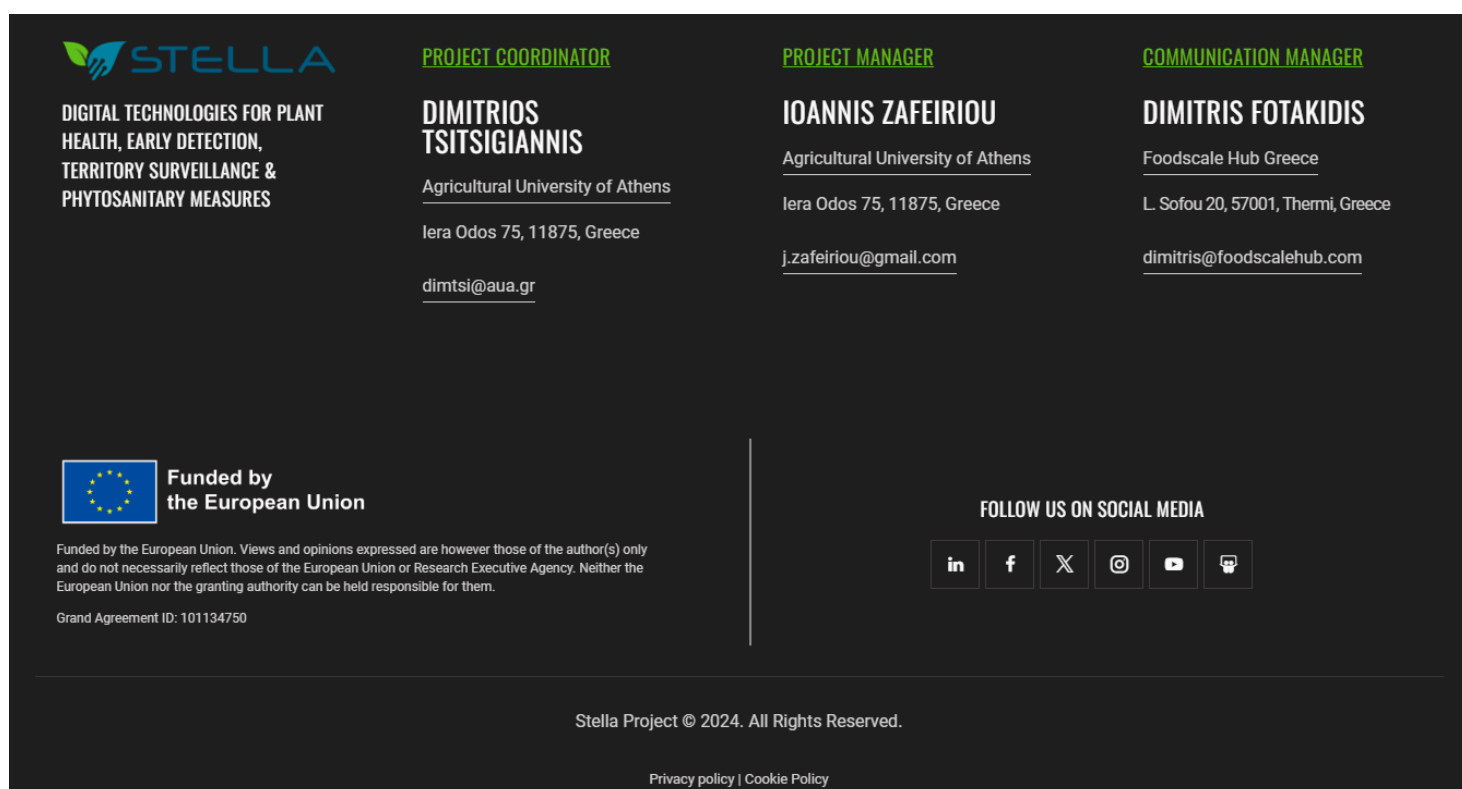


Figure 17: Bottom graphical and textual elements

A "scroll to top" button also appears in the bottom right part of the website. This button is a graphical user interface element that allows the user to quickly navigate to the top of a page or a long list.

The full text of STELLA's Cookie and Privacy Policy is listed for reference in Annex I.

4 Conclusions

To encapsulate, STELLA's website embodies a modern and captivating design that strikes a balance between being informative and comprehensive while remaining functional and intuitive. With its well-organized menus and easy navigation, the website effectively communicates the project's scope and objectives to stakeholders, end-users, and the broader audience. As highlighted earlier, the website serves as the central hub for all dissemination materials and deliverables, aiming to provide tangible added value to both the project and the dissemination endeavors.

All content published on the website adheres strictly to the project's messaging guidelines, ensuring consistency across all materials. To maintain high quality and reliability, a robust quality control mechanism has been implemented. Both the Coordinator team and the WP Leader jointly oversee content creation and upload, ensuring that only approved and accurate information is disseminated to the public. It's important to note that the specific process for content approval by these parties will be outlined in detail in the DEC Plan, providing clarity and accountability in content management procedures.

In addition, the KPIs related to STELLA's website are enumerated in the table below:

Table 2: Website KPIs

C2 - Website	Target
C2.1 - Website unique visitors	>15000
C2.2 - Blog posts	>50
C2.3 - Bounce Rate	<50

However, as above, the monitoring & reporting mechanism regarding KPIs will also be elaborated upon in the DEC Plan as well.

Lastly, it is noted here that information on the Project can also be found on the Community Research and Development Information Service (CORDIS), which is the European Commission's primary source of results, here: <https://cordis.europa.eu/project/id/101134750>; the link can be accessed from the website's footer section, along with the Cookie & Privacy Policy.

 Funded by the European Union 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 Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them. Grand Agreement ID: 101134750	FOLLOW US ON SOCIAL MEDIA in f X @ v u	NEWSLETTER SIGNUP ☒ Enter Your Email Address → ☐ I agree to the Privacy Policy.
--	---	---

Figure 18: CORDIS Link

Annex I: Cookie and Privacy Policy

Cookies

1. What are Cookies?

“Cookies” are small text files that are stored on your computer through the Internet browser, only retaining information related to your preferences and therefore not including your personal data.

2. What are Cookies for?

Cookies help determine the usefulness, interest and number of uses of your websites, allowing for faster and more efficient browsing, eliminating the need to repeatedly enter the same information.

3. What type of Cookies do we use?

There are two groups of cookies that can be used:

Permanent Cookies: These are cookies that are stored in the browser in your access equipment (PC, mobile and tablet) and are used whenever you visit our website more than once. They are generally used to direct the browsing to the user’s interests, allowing us to provide a more personalised service.

Session Cookies: These are temporary cookies that remain in your browser’s cookie file until you leave the website. The information obtained by these cookies serves to analyse patterns of web traffic, allowing us to identify problems and provide a better browsing experience.

4. For what purposes do we use Cookies?

Strictly necessary Cookies:

They allow you to browse the website and use its applications as well as to access secure areas of the website. Without these cookies, the services you have requested cannot be provided.

Functional Cookies:

They store user preferences for site usage so that you do not need to reconfigure the site each time you visit it.

Advertising Cookies:

They direct advertising according to the interests of each user so as to direct advertising campaigns, taking into account the tastes of users, and they also limit the number of times you see the ad, helping to measure the effectiveness of advertising and the success of the website organisation.

5. How can you manage Cookies?

Cookie Settings:

You can change your cookie preferences any time by clicking the above button. This will let you revisit the cookie consent banner and change your preferences or withdraw your consent right away.

In addition to this, different browsers provide different methods to block and delete cookies used by websites. You can change the settings of your browser to block/delete the cookies. Listed below are the links to the support documents on how to manage and delete cookies from the major web browsers.

Chrome: <https://support.google.com/accounts/answer/32050>

Safari: <https://support.apple.com/en-in/guide/safari/sfri11471/mac>

Firefox:

<https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox?redirectslug=delete-cookies-remove-info-websites-stored&redirectlocale=en-US>

Microsoft Edge:

<https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09>

If you are using any other web browser, please visit your browser's official support documents.

Note, however, that by disabling cookies you can prevent certain web services from functioning properly, partially or totally affecting browsing of the website.

6. What happens when Cookies are disabled?

Certain functions and services may stop working or behave unexpectedly, such as identifying the user on certain pages or receiving information that takes into account the location of the user, among others.

If you disable the cookies on this web page, you may not have access to certain areas or the quality of your browsing experience may be considerably lower.

7. The Cookies used on this web page

We use tools like Google Analytics to better understand how visitors interact with our website. This provides us with important information to enable the site to work better. The information collected is not linked to your personal data.

For more information on the cookies set by Google Analytics, please visit:

<http://code.google.com/apis/analytics/docs/concepts/gaConceptsCookies.html>

The following cookies are used:

7.1. Necessary

Necessary cookies are required to enable the basic features of this site, such as providing secure log-in or adjusting your consent preferences. These cookies do not store any personally identifiable data.

Cookie	Duration	Description
cookieyes-consent	1 year	CookieYes sets this cookie to remember users' consent preferences so that their preferences are respected on subsequent visits to this site. It does not collect or store any personal information about the site visitors.
elementor	never	The website's WordPress theme uses this cookie. It allows the website owner to implement or change the website's content in real-time.

7.2. Functional

Functional cookies help perform certain functionalities like sharing the content of the website on social media platforms, collecting feedback, and other third-party features.

Cookie	Duration	Description
trx_addons_is_retina	1 day	ThemeREX sets this cookie to determine if the user has a retina display.

7.3. Analytics

Analytical cookies are used to understand how visitors interact with the website. These cookies help provide information on metrics such as the number of visitors, bounce rate, traffic source, etc.

Cookie	Duration	Description
CONSENT	2 years	YouTube sets this cookie via embedded YouTube videos and registers anonymous statistical data.

7.4. Advertisement

Advertisement cookies are used to provide visitors with customized advertisements based on the pages you visited previously and to analyze the effectiveness of the ad campaigns.

Cookie	Duration	Description
YSC	session	Youtube sets this cookie to track the views of embedded videos on Youtube pages.
VISITOR_INFO1_LIVE	5 months 27 days	YouTube sets this cookie to measure bandwidth, determining whether the user gets the new or old player interface.
test_cookie	15 minutes	doubleclick.net sets this cookie to determine if the user's browser supports cookies.
yt-remote-device-id	never	YouTube sets this cookie to store the user's video preferences using embedded YouTube videos.
yt.innertube::requests	never	YouTube sets this cookie to register a unique ID to store data on what videos from YouTube the user has seen.
yt-remote-connected-devices	never	YouTube sets this cookie to store the user's video preferences using embedded YouTube videos.
yt.innertube::nextId	never	YouTube sets this cookie to register a unique ID to store data on what videos from YouTube the user has seen.

8. Additional guarantees and withdrawal of acceptance

STELLA project will not be held liable for the content and veracity of the privacy policies of third party components that may be included in this web page.

As an additional guarantee, the recording of cookies on this website may be subject to users accepting the cookies during their visit to the web page and the installation or update of the browser used. This acceptance may be revoked at any time in the content and privacy settings, as defined above in point 5 of this policy, or by using the link at the bottom of this page.

9. Cookie policy update

STELLA project may change this cookie policy in accordance with legal or regulatory requirements or adapt this policy to new instructions provided by law.

Whenever significant changes are made to this cookie policy, users of the web page will be notified.

10. More information on Cookies

More information about cookies can be found on this link: www.allaboutcookies.org.

Privacy Policy

This privacy policy governs the use of your personal data by STELLA project – this project has received funding from the European Union's Horizon Europe Programme under grant agreement No 101134750; communicate with us via e-mail, telephone, the contact form available on the website and our social media channels; e.g. LinkedIn, Twitter, Facebook, YouTube (hereafter referred to as "Social Media Channels"); or interact with us at fairs and events.

NOTE: If you want information on how we process personal data via cookies on our Website, you are kindly referred to our Cookie Policy.

1. Who is responsible for the processing of your personal data?

- 1.1. Your personal data is processed by Foodscale Hub, dissemination and communication partner of the STELLA project – this project has received funding from the European Union's Horizon Europe Programme under grant agreement No 101134750. You can contact us via email at info@stella-pss.eu.
- 1.2. Foodscale Hub reserves the right to modify, change or amend this Privacy Policy at its own discretion and from time to time. Such modifications, changes or amendments shall be communicated via the Website. In case of questions or comments with regard to the modifications, changes or amendments, you can inform us by sending an e-mail to info@stella-pss.eu.

2. What categories of personal data do we process?

- 2.1. When you fill out the contact form on our Website, or contact us via email, telephone or Social Media Channels, we collect:
 - the basic identity information you provide us with, such as name, e-mail address, postal address, telephone number, the company you work for, your function;
 - the content of your communication and the technical details of the communication itself (with whom you correspond at our end, date and time, etc.);
 - your preferences regarding receiving our email communications, such as newsletters, advertisements, etc;
 - electronic identification data, such as IP address;
 - publicly available information of your profile on Social Media Channels and any other personal data you choose to provide to us with.
- 2.2. Whenever you leave us your business card or interact with us at fairs and events at which we are present, we may collect:
 - the basic identity information you provide us with, such as name, e-mail address, postal address, telephone number, the company you work for, your

function (i.e. when such information is provided by you or shown on your business card);

- your image.

3. For what purpose do we use your personal data?

- 3.1. Foodscale Hub processes your personal data to provide you in a personalized and efficient way with the information, products and/or services you request via the Website, e-mail, telephone, Social Media Channels and fairs and events.
- 3.2. Foodscale Hub processes your personal data to communicate with you as a result of our contact at a trade fair and/or event or as a result of your approach via the Website, e-mail, telephone or one of our Social Media Channels.
- 3.3. Foodscale Hub processes your personal data to perform statistical analyses so that we may improve our Website, our products and services or develop new products and services.
- 3.4. Foodscale Hub processes your personal data to comply with legal obligations or to comply with any reasonable request from competent law enforcement agents or representatives, judicial authorities, governmental agencies or bodies, including competent data protection authorities. Your personal data may be transferred upon Foodscale Hub's own initiative to the police or the judicial authorities as evidence or if there are justified suspicions of an unlawful act or crime committed by you through your registration with or use of the Website, our Social Media Channels or other communication with us.
- 3.5. Foodscale Hub may process your personal data for the preservation of the legitimate interests of STELLA project, its partners or a third party if and when your registration with, or use of, the Website, Social Media Channels or other communication channels can be considered (a) a violation of any applicable terms of use or the intellectual property rights or any other right of a third party, (b) a threat to the security or integrity of the Website, (c) a danger to the Website or any of STELLA project's or its subcontractors' underlying systems due to viruses, Trojan horses, spyware, malware or any other form of malicious code, or (d) in any way hateful, obscene, discriminating, racist, slanderous, spiteful, hurtful or in some other way inappropriate or illegal.

- 3.6. Foodscale Hub processes your personal data mentioned under clauses 2.1, 2.2 above for marketing purposes, i.e. to provide you with targeted communications, promotions, offerings and other advertisements of STELLA project and selected partners. STELLA project will only send you communications, promotions, offerings, newsletters and other advertisements via e-mail or other person-to-person electronic communications channels if you have explicitly consented to receiving such communications, newsletters and other advertisements.

4. Why is our processing of your personal data legitimate?

- 4.1. For the processing of your personal data for the purpose outlined in clause 3.1, we ask for your consent.
- 4.2. The processing of your personal data for the purpose outlined in clause 3.4 is necessary to allow STELLA project to comply with its legal obligations.
- 4.3. The processing of your personal data for the purposes outlined in clauses 3.2, 3.3, and 3.6 is necessary for the purpose of the legitimate interests of STELLA project, which are:
- being able to appropriately respond to your requests for information and other requests;
 - communicate your personal data to our partners in the STELLA project to provide you with adequate information;
 - allowing us to defend ourselves in legal proceedings;
 - continuous improvements to the Website, our Social Media Channels, products and services to ensure that you have the best experience possible;
 - keeping our Website, Social Media Channels, products and services safe from misuse and illegal activity;
 - safeguarding our commercial and business interests and needs in light of changing market conditions;
 - marketing and promotion of our products, services, brands and overall successful commercialization of our products and services.

- 4.4. For processing your personal data for the purposes outlined in clause 3.1, Foodscale Hub as the responsible party asks for your consent. By consenting to our processing of your personal data for sending you communications, promotions, offerings, newsletters and other advertisements via e-mail or other person-to-person electronic communications channels, you agree that we are allowed to process your personal data for this purpose in the manner and under the conditions outlined in this Privacy Policy.

5. What are our quality assurances?

- 5.1. Foodscale Hub does its utmost to process only those personal data which are necessary to achieve the purposes listed under the purpose for processing.
- 5.2. Your personal data is processed only for as long as necessary for the purposes listed above or up until such time where you withdraw your consent for processing them. Foodscale Hub will de-identify your personal data when they are no longer necessary for the purposes outlined in the purpose for processing, unless there is:
- an overriding interest of STELLA project or any other third party in keeping your personal data identifiable;
 - a legal or regulatory obligation or a judicial or administrative order that prevents STELLA project from de-identifying them.
- 5.3. Foodscale Hub takes all the appropriate technical and organizational measures to keep your personal data safe from unauthorized access or theft as well as accidental loss, tampering or destruction. Access by personnel of Foodscale Hub or its third party processors will only be on a need-to-know basis and subject to strict confidentiality obligations.

6. What are your rights?

- 6.1. You have the right to request access to all personal data processed by Foodscale Hub pertaining to you. Foodscale Hub reserves the right to charge an administrative fee for multiple subsequent requests for access that are clearly submitted for causing nuisance or harm to STELLA project.

- 6.2. You have the right to ask that any personal data pertaining to you that are inaccurate, are corrected free of charge. If a request for correction is submitted, such request shall be accompanied by proof of the flawed nature of the data for which correction is asked.
- 6.3. You have the right to withdraw your earlier given consent under clause 4.4 for processing your personal data.
- 6.4. You have the right to request that personal data pertaining to you will be deleted if they are no longer required in light of the purposes which are outlined above or if you withdraw your consent for processing them. However, you need to keep in mind that a request for deletion will be evaluated by Foodscale Hub against:
- overriding interests of STELLA project or any other third party;
 - legal or regulatory obligations or administrative or judicial orders which may contradict such deletion.

Instead of deletion you can also ask that Foodscale Hub limits the processing of your personal data if and when (a) you contest the accuracy of that data, (b) the processing is illegitimate or (c) the data are no longer needed for the purposes which are outlined above, but you need them to defend yourself in judicial proceedings.

- 6.5. You have the right to oppose the processing of personal data if you are able to prove that there are serious and justified reasons connected with his particular circumstances that warrant such opposition. However, if the intended processing qualifies as direct marketing, you have the right to oppose such processing free of charge and without justification.
- 6.6. You have the right to receive from us in a structured, commonly used and machine-readable format all personal data you have provided to us with.
- 6.7. If you wish to submit a request to exercise one or more of the rights listed above, you can send an e-mail to info@stella-pss.eu for all data subject rights matters. An email requesting to exercise a right shall not be construed as consent with the processing of your personal data beyond what is required for handling your request. Such a request should clearly state and specify which right you wish to exercise and the reasons for it if such is required. It should also be dated and signed and accompanied by a digitally scanned copy of your valid identity card proving your identity.
- STELLA project will promptly inform you of having received this request. If the

request proves valid, STELLA project shall notify it as soon as reasonably possible and at the latest thirty (30) days after having received the request.

If you have any complaint regarding the processing of your personal data by Foodscale Hub, you may always contact STELLA project via the email address mentioned in the first paragraph of this clause. If you remain unsatisfied with STELLA project's response, you are free to file a complaint with the competent data protection authority, i.e. the data protection authority of the country where you reside or the Hellenic Data Protection Authority (Αρχή Προστασίας Δεδομένων Προσωπικού Χαρακτήρα). For more information, visit <https://www.dpa.gr/en>.