



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

D6.3: Dissemination, Exploitation & Communication Plan

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Executive Summary

The 2nd Dissemination, Exploitation, and Communication (DEC) Plan of the STELLA project builds upon the initial strategy established in the 1st DEC Plan, refining and expanding efforts to ensure the project's visibility, engagement, and impact. This deliverable outlines the key progress made, updates dissemination and exploitation actions based on lessons learned, and sets the course for the next phases of the project.

STELLA's DEC plan is designed to maximize outreach and stakeholder engagement, ensuring that project results reach key audiences, including farmers, agronomists, policymakers, researchers, and agri-tech companies. As the project moves forward, efforts are being intensified to strengthen collaboration, increase visibility, and enhance knowledge-sharing within and beyond the consortium.

Within the 1st reporting period, significant progress has been made across multiple dissemination channels, including the publication of blog posts, press releases, newsletters, participation in EU-funded initiatives, and the organisation of joint events with other projects. The STELLA website and social media presence have seen a steady increase in engagement, contributing to a growing network of stakeholders. Furthermore, the first Capacity Building Workshops have taken place, setting the foundation for the e-learning platform and training activities. Overall, the KPIs for Reporting Period 1 were **successfully achieved**, with several targets not only met but significantly exceeded.

This updated DEC Plan introduces refinements to the project's outreach approach, including:

- A more targeted dissemination strategy to ensure better alignment with stakeholder needs
- Expanded exploitation planning to maximize the impact of STELLA's Key Exploitable Results (KERs)
- Enhanced monitoring and evaluation mechanisms to track dissemination effectiveness and engagement
- Strengthened synergies with relevant EU-funded projects and initiatives to foster collaboration

The plan remains dynamic and will be continuously adapted to ensure that communication, dissemination, and exploitation efforts align with the evolving needs of the project and its stakeholders.

This document serves as a roadmap for the second phase of STELLA's DEC activities, ensuring that the project not only meets its obligations but also leaves a lasting impact on the digital transformation of plant health management. Its next version, is scheduled to be delivered by August 2026 (D6.4 - M32)

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Glossary of terms and abbreviations used

AI	Artificial Intelligence	IPR	Intellectual Property Rights
D&C	Dissemination & Communication	MAA	Multi Actor Approach
DEC	Dissemination, Exploitation, Communication	MS	Milestone
DMP	Data Management Plan	NGO	Non-Governmental Organisation
EC	European Commission	PLRV	Potato Leafroll Virus
EI	Expected Impact	PSS	Pest Surveillance System
EO	Expected Outcome	R&D	Research and Development
ER	Expected Result	RNQP	Regulated Non-Quarantine Pest
EU	European Union	RPAS	Remotely Piloted Aerial Systems
GDP R	General Data Protection Regulation	SMEs	Small and Medium Enterprises
GIS	Geographic Information System	SOTA	State of the Art
GLV	Grapevine Leafroll Disease	TG	Target Groups
HE	Horizon Europe	UCP	Use Case Pilots
IoT	Internet of Things	VM	Verification Means
IP	Intellectual Property	WP	Work Package
IPM	Integrated Pest Management		

1. Introduction

1.1 Project Summary

STELLA aims to develop a holistic digital system (STELLA PSS) to aid in the early warning and detection of quarantine and regulated plant pathogens, together with a response strategy that uses modern sensing technology and Artificial Intelligence.

The STELLA PSS will undergo a rigorous three-year testing phase across various scales: field, farm, and regional. This evaluation encompasses six Use Case Pilots (UCPs) with diverse characteristics, as detailed in Figure 1. These UCPs include arable land, orchards, vineyards, and even large, geographically challenging areas like forests. The project tackles eight specific quarantine and regulated non-quarantine pest (RNQP) diseases across four European countries with diverse climates and geological features, extending its reach to New Zealand as well.

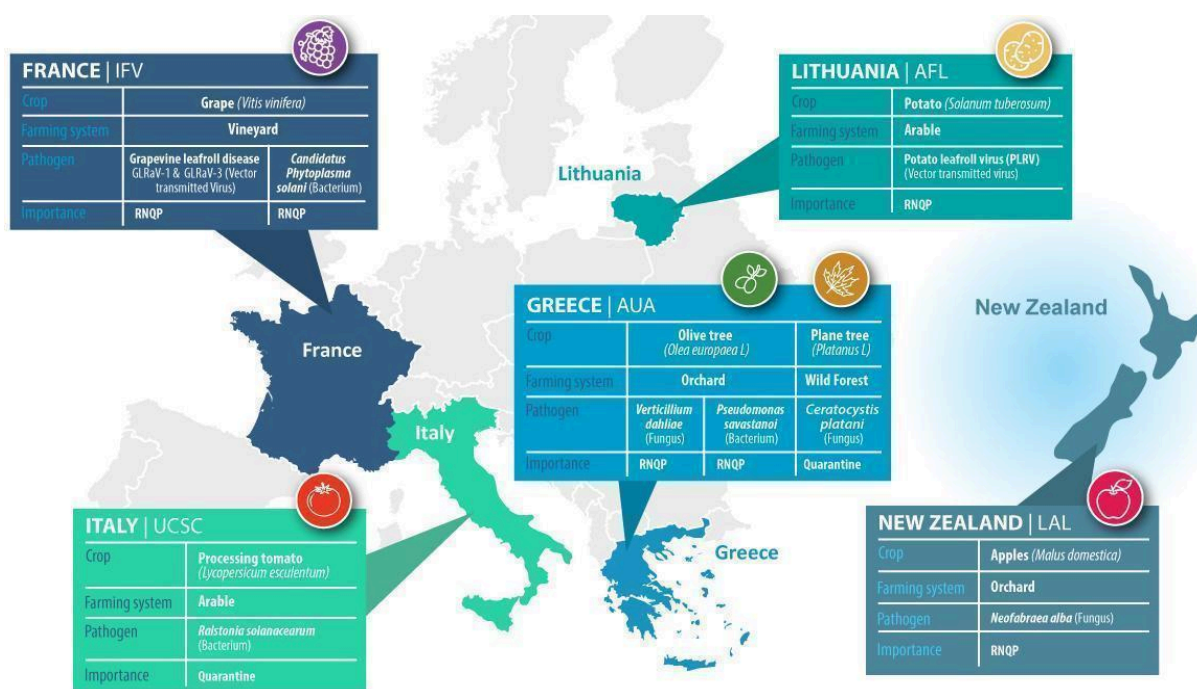


Figure 1. STELLA UCPs map

Additionally, a core component of the STELLA project is the elaboration of capacity-building activities to equip farmers, agronomists, and stakeholders with the necessary skills to use the STELLA system and encourage them to adopt eco-friendly crop protection methods. The first three capacity building workshops took place within the first reporting period of the project.

Policy recommendations generated through the STELLA PSS findings, will be targeted to policy and decision makers aiming to support the European Commission's (EC) goals of reducing pesticide use, managing outbreaks of regulated plant pests and promoting digitalisation of European Union (EU) agriculture and forestry. A networking strategy will be developed to exchange ideas, leverage existing knowledge and enable links with relevant organisations, citizens, networks, projects, and initiatives. Figure 2 showcases the six main

pillars of the project: STELLA PSS, STELLA Platform, UCPs, Capacity Building Activities, Networks and Synergies, and Policy.

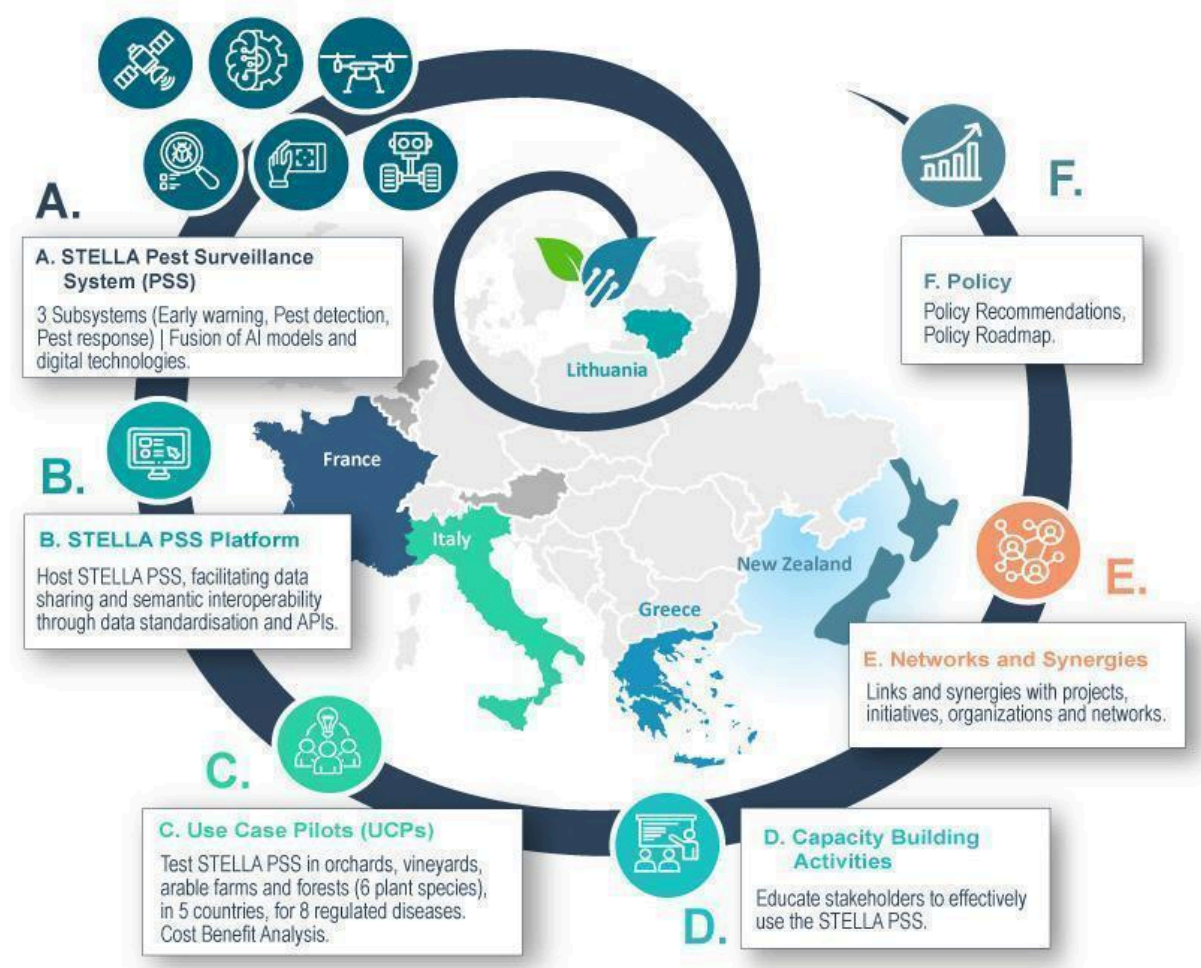


Figure 2. STELLA main pillars

1.2 STELLA Consortium

The STELLA collaboration employs a multi-actor approach, bringing together 14 partners from 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.

The consortium is well-positioned to deliver the promised results in this GA. Additionally, the consortium possesses substantial expertise in the fields of Social Sciences and Humanities, along with experience in open science practices in research and development. Moreover, the consortium partners have pledged to prioritise gender equality considerations at all stages of research and innovation and ensure implementation throughout their collaboration. To realise its vision, STELLA brings together organisations from the following sectors:

- 3 European universities (AUA, UCSC, BOKU) with significant capacity and experience in artificial intelligence, remote sensing and spectral imaging (AUA, BOKU), as well as in plant disease modelling (UCSC) and phytopathology (UCSC, AUA), capacity building (AUA, UCSC, BOKU), agricultural & environmental economics analysis (AUA, UCSC, BOKU), robotics and autonomous navigation (AUA).
- 2 Research institutes (ILVO, IFV) with significant expertise in plant and food science, digital transformation as well as expertise in earth observation, IoT, semantic enabled interoperability, data sharing (ILVO) and digital agriculture (IFV).
- 5 SMEs (ACTA, PESSL, EDEN, HORTA, LAL) with expertise in agricultural applied research (ACTA, HORTA, LAL), wireless monitoring systems (PESSL), plant disease detection, AI and data fusion (EDEN), implementation of Decision Support Systems for plant disease prognosis and management (HORTA) and R&D in science and technologies for primary industries (LincolnAgritech).
- 2 NGO Digital Innovation Hubs (AFL, GSC) with expertise in digital transformation, earth observation, IoT and semantic enabled interoperability and digital agriculture.
- 1 Policy consultancy company (GREEN & DIGITAL) with expertise in policy research and development, agriculture and food systems as well as biodiversity and environmental protection.
- 1 Non-profit impact venture studio (RFF) with expertise in impact maximisation as well as business innovation and dissemination.

1.3 Deliverable Overview and Report Structure

This report presents the second version of the Dissemination, Exploitation & Communication (DEC) Plan, developed within the framework of T6.1: Dissemination, Exploitation & Communication Plan and T6.2: Ecosystem Building and Stakeholder Engagement, under WP6: Impact Maximisation and Capacity Building.

The purpose of this deliverable is to review and update STELLA's overall DEC plan, ensuring that it remains relevant from day one, the project has a clear roadmap for defining objectives, identifying the most effective dissemination methods, and implementing targeted communication activities. The DEC Plan outlines the goals, tools, materials, and channels required to effectively share STELLA's activities, achievements, and tangible results with its key audiences.

This document serves as a reference point for all STELLA partners when carrying out DEC-related activities. The initial version (D6.2) was delivered in M6, with this updated version (D6.3) reflecting progress at M18. Further updates will be provided in M32 (update 2)

and M48 (update 3), presenting ongoing progress in meeting the Key Performance Indicators (KPIs) established in the plan.

A key aspect of the STELLA DEC plan is the creation of a vibrant ecosystem around the project. To achieve this, key stakeholders from various sectors have been identified and actively engaged, fostering synergies with relevant EU R&D projects, organisations, and initiatives. These efforts contribute to WP6's broader objective of Ecosystem Building & Stakeholder Engagement.

Furthermore, the STELLA DEC Plan establishes a structured approach to outreach, outlining a series of activities designed to effectively engage relevant actors with tailored messages delivered through targeted dissemination channels. This approach maximises stakeholder involvement, strengthens collaboration, and aligns STELLA with other projects and initiatives.

The DEC Plan is outlined in 6 chapters, structured to appropriately present the overall STELLA DEC objectives, strategy, target audiences, tools and means, channels and material for an efficient and effective implementation of dissemination, communication, and exploitation activities within and after the project lifespan.

Table 1. Structure of D6.3 and its Alignment with the STELLA Grant Agreement Tasks and Deliverable Descriptions

Deliverable D6.3 – Dissemination, Communication and Exploitation Plan Updated version presenting the project's dissemination, exploitation, and communication plan, including the results of their deployment.			
Component Title	Component Outline	Chapter	Description
D6.3: Dissemination, Communication and Exploitation Plan - 1st update	Introduction	Chapter 1	Describes the ongoing STELLA project
	DEC Methodology and Approach	Chapter 2	Describes DEC methodology and approach & DEC time plan. Target groups and key messages
	Dissemination Activities	Chapter 3	Describes STELLA's dissemination measures & activities & partners' dissemination KPIs
	Communication Activities	Chapter 4	Describes STELLA's communication measures & activities & partners' communication KPIs
	Exploitation Activities	Chapter 5	Describes STELLA's exploitation strategy, along with the project KERs and its connection to the intellectual property and sustainability plan
	Conclusion	Chapter 6	Presents the conclusions of the deliverable
	Annexes		Includes the logos, covers, proposed merchandise, templates and other material already prepared for the STELLA D&C activities

2 DEC Methodology and Approach

A well-defined Dissemination, Exploitation, and Communication (DEC) Plan is essential for maximizing the impact of the STELLA project and ensuring its long-term success. This plan serves as a strategic roadmap for all partners, guiding them in amplifying dissemination efforts, raising stakeholder awareness, and ensuring that project outcomes translate into meaningful impact across social, policy, and industry landscapes.

The STELLA DEC plan follows a multi-actor, multi-channel approach, ensuring the effective dissemination of project activities and results to all identified target groups. The plan outlines a comprehensive set of measures that support knowledge transfer, stakeholder engagement, and long-term exploitation. By integrating a robust exploitation strategy, the DEC Plan fosters ongoing engagement and enhances the value and adoption of STELLA's Key Exploitable Results (KERs).

Furthermore, the DEC Plan aligns with key ethical and regulatory frameworks, ensuring compliance with GDPR regulations and promoting gender equality and inclusivity across all dissemination efforts. These commitments reflect STELLA's broader mission of social responsibility and ethical research.

Since its initial development in M6, the DEC Plan is continuously updated to reflect new insights, challenges, and opportunities, ensuring that dissemination and exploitation activities remain effective and adaptable. This second iteration incorporates lessons learned, stakeholder feedback, and strategic refinements to further optimize outreach and engagement efforts.

As the leader of Work Package 6, RFF is responsible for coordinating or supporting the following tasks:

- T6.1 – Dissemination, Exploitation & Communication Plan - **Leader**
- T6.2 – Ecosystem Building & Stakeholder Engagement - **Leader**
- T6.3 - Capacity Building - **Participant**
- T6.4 – Sustainability & IPR Management - **Leader**

This structured approach ensures that STELLA's results are widely disseminated, actively exploited, and effectively communicated, both during and beyond the project's lifespan.

2.1 STELLA DEC Time plan

The STELLA DEC plan (Figure 3) is implemented in four distinct phases, each with specific objectives and activities:

- **Phase 1: Vision (M1 - M6)**

The first phase from M1 to M6 of the project, refers to the vision of the STELLA project, to set the foundation for all subsequent communication, dissemination, and exploitation of STELLA's results. The timeline to develop a comprehensive Dissemination, Exploitation & Communication Plan is set in M06. During this phase, partners mapped and outlined the target groups for the STELLA ecosystem & engagement bootstrap. In addition, STELLA's visual identity was developed as well as the communication materials for the target audiences.

- **Phase 2: Raise Cognition (M07 - M36)**

This phase prioritises intensive communication efforts to raise awareness of the project and its benefits among stakeholders. During the second phase, partners will democratise knowledge & enhance the capacities of stakeholders by organising capacity building workshops (2 per UCP), citizen science and demonstration activities.

- **Phase 3: Multiplier Effect (M37 - M48)**

This third phase focuses on disseminating STELLA PSS, the e-learning platform and the other project results. Partners will organise demonstration events, engage with policymakers, and promote the adoption of project solutions. Additionally, this phase will explore viable exploitation scenarios and raise awareness of intellectual property rights.

- **Phase 4: Sustainability (Year 5 - Year 8)**

This final phase focuses on maximising the project's impact beyond its lifespan. During this phase partners will focus on long term exploitation by following the Sustainability plan (outlined in D6.9), to identify how the project results are sustained and exploited in the long term and keeping the interest for the STELLA Pest Surveillance System by uploading high-quality content in project's social media platforms and website. Also contributes to further expanding of the STELLA innovation ecosystem.

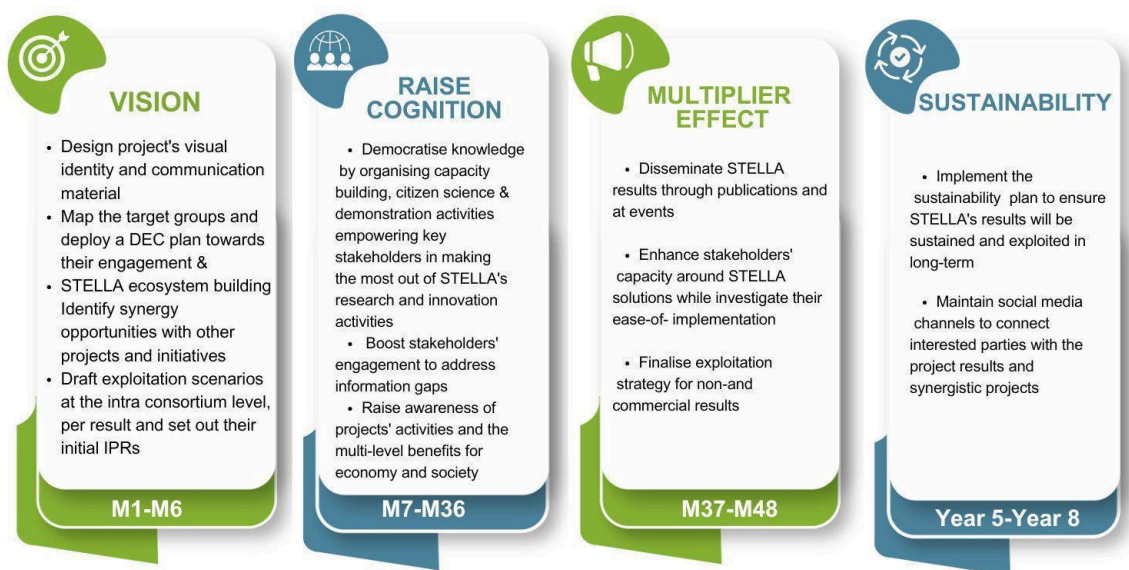


Figure 3. STELLA DEC implementation time plan

The four-phase implementation of STELLA's DEC plan strategically integrates ecosystem building, targeted stakeholder engagement, and a multi-actor approach to maximise DEC impact. Through a comprehensive dissemination and communication strategy, the plan ensures effective knowledge sharing and project visibility. Planning and reporting procedures guarantee transparency and facilitate continuous improvement. Even after project completion, dissemination and communication activities will sustain momentum.

Furthermore, a robust exploitation strategy, coupled with a well-defined sustainability plan and an IPR management framework will ensure the long-term viability and value of STELLA's results.

2.2 Target Groups and messages

To maximise engagement and the reach of project results, the STELLA project has identified and segmented its target audience into distinct groups. A clear understanding of these target groups, their needs, locations, and characteristics is crucial for developing appropriate communication and dissemination channels, as well as effective activities. Activities across various work packages are designed to gather valuable insights into the needs, expectations, and motivations of key stakeholders. This information is integrated into the engagement strategy, which is elaborated in later the DEC plan.

Six target groups have been identified to comprehensively categorise all parties who may benefit from the project and its outcomes. For each target group, key messages have been crafted to clearly communicate the project's value proposition (Table 2). Additionally, a general breakdown of activities and channels designed to engage each group has been established (Figure 4). These initial steps will pave the way for the development of more comprehensive engagement strategies in future DEC plan updates.

Table 2. Target groups and their key messages

Target Group	Members	Key Message
Agriculture & forestry actors	Individual farmers, foresters, farmers' and forestry cooperatives and associations, agronomists, farmers' advisors	<i>"Get access to cutting-edge technologies and enhance the adoption of plant health, early detection and phytosanitary measures, prevent pest outbreaks and reduce crop losses towards maximised performance, efficiency and stable profit increase"</i>
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)	<i>"Create evidence-based policies facilitating the transition towards a more digitised agriculture and a neutral-pesticide era for an advanced pest surveillance system for quarantine and regulated pests, which are priority pests in EU and globally"</i>
Industry & Technology	Ag-tech companies, SMEs, start-ups, and corporations providing smart agriculture equipment, early warning systems and plant health services, industry associations	<i>"Build upon the STELLA's novel solutions and exploit the STELLA PSS to integrate new smart solutions to gain competitive advantage benefits"</i>
Research & Academia	Universities, students, faculties and research institutes focused on agriculture and forestry, climate change, smart farming, individual scientists	<i>"Utilise STELLA's outputs for enhancing scientific knowledge and contribute to the development of cutting-edge early warning, detection, and control system technologies"</i>
Society	Consumers and their associations, citizens and citizens groups, NGOs	<i>"Gain insights on how the deployment of digital technologies can significantly contribute to the reduction of pesticide use supporting plant health and leading to fair, healthy and resilient agriculture and forestry"</i>

Figure 4 illustrates the comprehensive range of tools and channels employed in STELLA to support dissemination, communication, and ecosystem building efforts. These tools are strategically aligned with the needs of key stakeholder groups, namely: **Agriculture & Forestry Actors**, **Industry & Technology Professionals**, **Policy Makers & Regulators**, **Research & Academia**, and **Society at large**.

Each category of output — from scientific and technical publications to capacity building activities, policy contribution, branding, online presence, and multimedia content — is tailored to engage specific audiences, as represented by the colour-coded dots. This visual representation showcases how the project ensures that each stakeholder group is reached through appropriate and targeted formats, contributing to awareness, knowledge exchange, uptake, and long-term impact of STELLA's results.

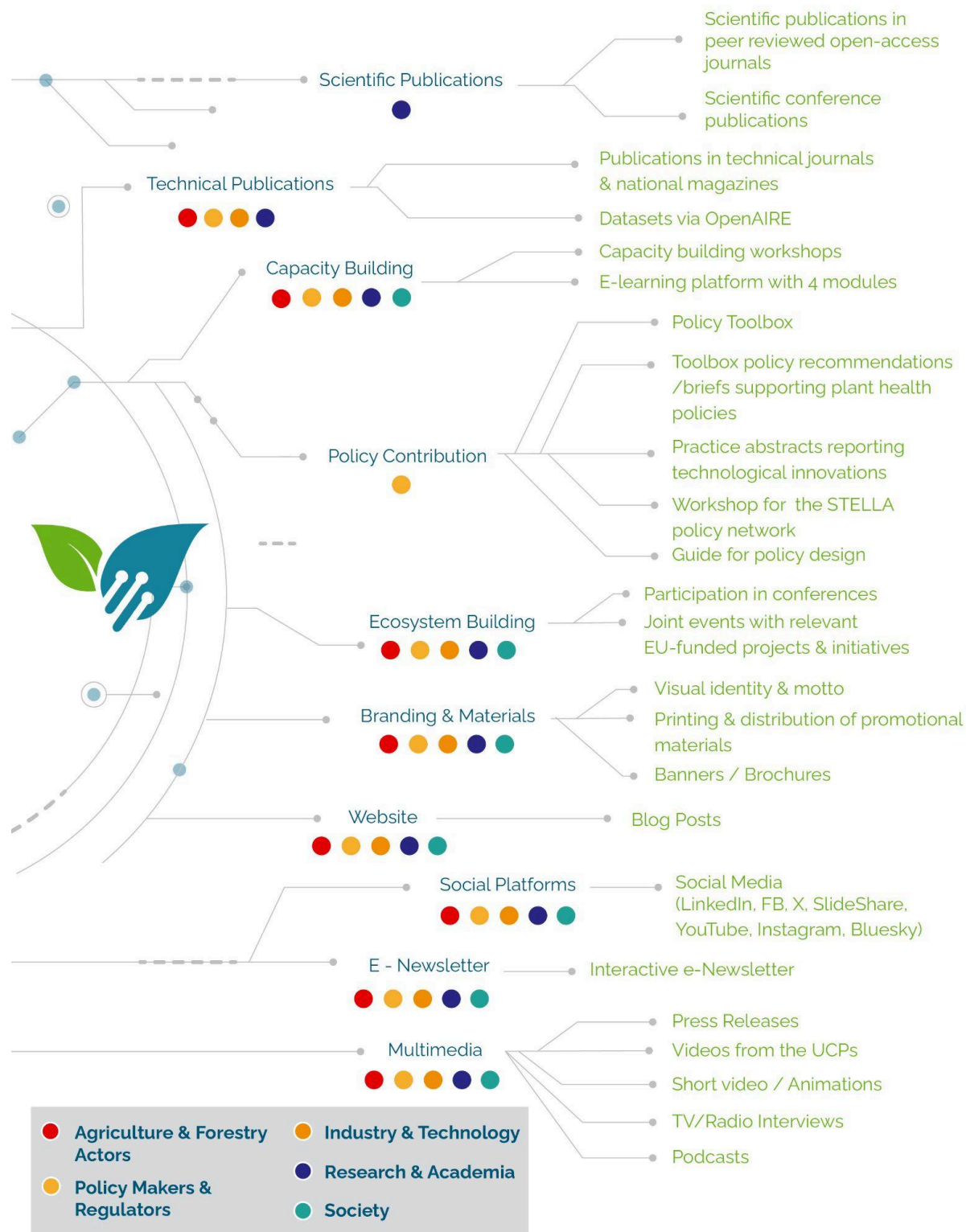


Figure 4. STELLA's Ecosystem building approach - Dissemination & Communication tools

2.3 STELLA DEC Objectives

Within STELLA, dissemination and communication activities aim to achieve the desired visibility of the project and build a multi-actor approach ecosystem addressed to all target groups. This will follow a hybrid approach that combines both electronic and non-electronic tools and channels.

- **Dissemination Objectives**

The main objective of the STELLA dissemination strategy is to ensure the project's outcomes, knowledge, and opportunities are effectively diffused to the appropriate target communities, making research results widely accessible. More specifically, the dissemination strategy's objectives are to:

- **Engage Stakeholders:** Bring together a critical mass of stakeholders and maximise outreach opportunities for STELLA with targeted messaging and customised content.
- **Knowledge Diffusion:** Disseminate scientific and technological knowledge generated in the project and put it to productive use via capacity building under the STELLA E-learning platform.
- **Utilise Feedback:** Receive and utilise feedback from key stakeholder segments and potential users to ensure project developments are aligned with their needs.
- **Integrate Activities:** Align and integrate dissemination, communication, and community-building activities with exploitation efforts to ensure the sustainability of our reusable assets.
- **Promote Synergies:** Foster synergies with other research, policy, and communication initiatives, leveraging existing networks and channels.

- **Communication Objectives**

STELLA aims to raise public awareness of the project through a range of strategically planned actions that are accessible to internal and external stakeholders, the media, and the general public. The communication strategy includes:

- **Content Marketing and Community Building:** Pair focused content marketing with community-building strategies.
- **Raise Awareness:** Raise awareness and facilitate information exchange on data-driven, sustainability-oriented technology innovations.
- **Encourage Acceptability:** Promote the acceptability of these innovations by farmers, their advisors, and policymakers.
- **Reflect Inclusivity:** Ensure that gender equality and inclusivity are reflected in the approach, tools, and channels used.

- **Exploitation objectives**

STELLA's exploitation strategy focuses on capturing the innovation potential of the project's results, promoting scale-up, replication, and long-term adoption. Key objectives include:

- **Create Feasible Pathways:** Develop practical and sustainable pathways to deliver, implement, and scale up STELLA's results among stakeholders, ensuring widespread use and reuse.

- **Define Key Exploitable Results (KERs):** Identify, elaborate on, and define new KERs, setting the foundation for further development, commercialization, and broader adoption where applicable.

2.4 Multi Actor Approach methodology

The STELLA project employs a Multi-Actor Approach (MAA) to ensure the successful development and implementation of innovative pest management and plant health solutions. This approach is central to STELLA's mission of promoting sustainable agriculture and enhancing biosecurity measures across various agricultural sectors. Here are some key aspects of STELLA's multi-actor approach (Figure 5):

- **Inclusive Stakeholder Engagement:** STELLA brings together a diverse range of stakeholders, including farmers, researchers, industry experts, policymakers, and end-users. This inclusive engagement ensures that the project addresses real-life needs and challenges, leading to practical and effective solutions.

Stakeholder engagement is monitored through multiple channels, including participation forms at workshops, survey responses, and social media analytics that help assess the level and diversity of interaction. These inputs are continuously reviewed to guide the design and adaptation of project activities.

- **Citizen Science and Crowdsourcing:** The project utilises citizen science and crowdsourcing via a smartphone app to capture images and collect human observations at the field level. This approach not only enhances data collection but also broadens stakeholder engagement by involving citizens directly in the monitoring and surveillance of pests.

The STELLA app is now operational and is being actively presented to stakeholders during Capacity Building Workshops and other outreach events, where hands-on demonstrations and feedback sessions help assess usability and improve adoption.

- **Interactive Innovation Model:** The MAA emphasises the importance of interactive innovation, where the most valuable resources are the diverse types of knowledge and their links. The interactive learning processes that will take place during the UCPs, along with the E-learning platform are central to this model, facilitating collaboration and co-creation among various actors.

In parallel with the development of the E-learning platform, STELLA promotes interactive knowledge exchange through project videos, capacity building workshops, and participation in external events and exhibitions, where tools and insights are openly discussed with diverse audiences. These interactions are documented and feed into the refinement of the project's content and strategy.

- **Participatory Bottom-Up Approach:** STELLA adopts a participatory bottom-up approach, allowing stakeholders to influence project outcomes from decision-making to evaluation. This social process contrasts with traditional top-down scientific approaches, fostering greater stakeholder involvement and ownership.

During the first reporting period, this approach was operationalised through dedicated surveys targeting various stakeholder groups to gather expectations regarding the PSS platform, and through structured interviews with policy makers

to better align the project with regulatory and institutional frameworks. The collected insights are being used to refine both technical development and engagement strategy.

- **Integrated Work Packages:** The project designates specific work packages and tasks to stimulate discussion with stakeholders from the beginning and utilise their input throughout the project. This integration ensures that end users are included across all work packages, enhancing the relevance and applicability of the project's outcomes.

This cross-WP integration is supported through regular coordination meetings, shared planning tools (such as the internal KPI monitoring sheet), and collaborative deliverables that require input from both technical and engagement-focused partners. Through this structure, stakeholder feedback is progressively embedded into technical development and piloting activities.

- **Cross-Sector Collaboration:** STELLA's multi-actor approach facilitates cross-sector collaboration, bringing together diverse yet complementary knowledge and skills. This collaboration is essential for addressing complex agricultural challenges and developing holistic solutions. The project actively seeks synergies and collaboration opportunities with other projects, initiatives, and networks across academia, industry, society, and government.

To date, this has been reflected in the signing of Memoranda of Understanding (MoUs) with related projects, joint events with relative EU-funded projects, and active presence in academic, policy, and industry-focused conferences. These cross-sector exchanges contribute to knowledge transfer, visibility, and alignment with complementary efforts across Europe.

- **Targeted Communication and Dissemination:** The approach includes targeted communication and dissemination strategies to raise awareness of project activities and results among key stakeholders. Using language, vocabulary, and communication channels that are appealing and appropriate for the audience, the project ensures effective information dispersal. Additionally, the project's website and specific communication materials are translated into the partners' languages to broaden their reach.

This strategy is operationalised through tailored social media campaigns in partner languages (e.g. Greek, Italian, French), ensuring accessibility and resonance within each regional context. The project also leverages a mix of communication platforms — such as X\Bluesky for policy and academic audiences, Facebook for outreach to farming communities, and LinkedIn for engaging innovation and industry professionals — aligning channel selection with audience behaviour.

- **Sustainable Engagement and Exploitation:** STELLA integrates its dissemination and communication efforts with a sound exploitation strategy, ensuring lasting stakeholder engagement and effective use of key project results. This includes the continuous promotion of the STELLA PSS, E-learning resources, and advanced pest and AI models.

While these key results are still under development, the project maintains a steady communication rhythm through blog posts, thematic social media content (e.g. global awareness days, scientific milestones, and relevant policy news), and timely

updates on project activities. These efforts aim to keep the audience engaged, informed, and prepared for the adoption of STELLA's tools as they become available.

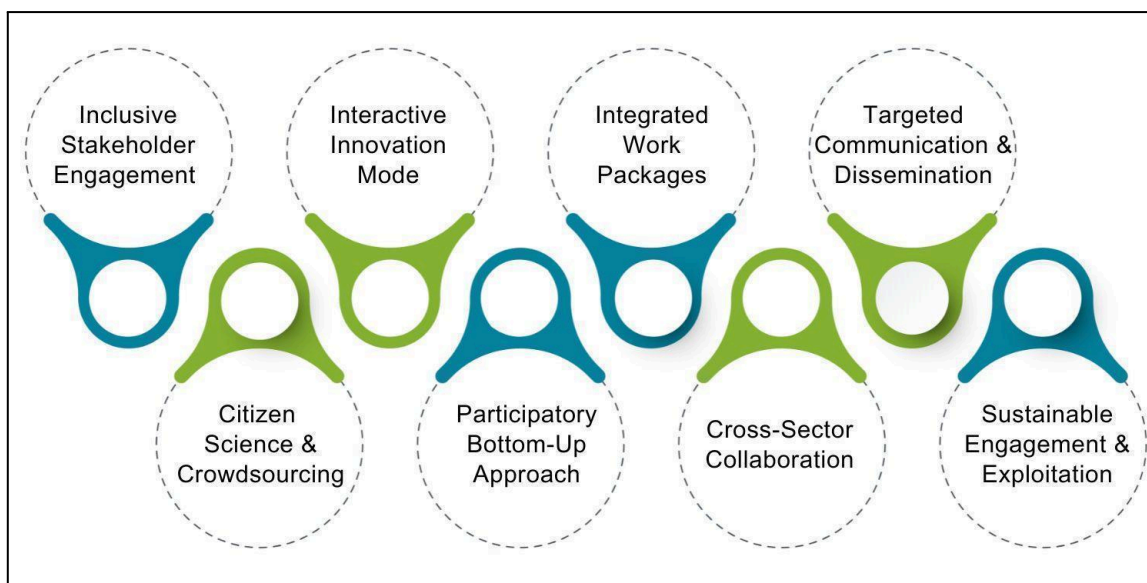


Figure 5. STELLA Multi-actor approach

By leveraging the strengths of its multi-actor approach, STELLA aims to achieve significant advancements in pest management, promote sustainable agricultural practices, and enhance the overall resilience of agricultural ecosystems. This collaborative and inclusive strategy is fundamental to the project's success and its ability to create lasting impact.

Key Scenarios

Based on the LIAISON project Practitioner Handbook¹, a series of specific scenarios (Figure 6) and tools have been identified to ensure the effective use of interactive innovation and the multi-actor approach during project implementation. This handbook will serve as a key reference, and additional tools may be utilised as needed.

¹ LIAISON (2021) Practitioner Handbook: Evaluation and Impact Assessment of Interactive Innovation. <https://liaison2020.eu/wpcontent/uploads/2021/09/LIAISON-Assessment-Tools.pdf>



MULTI ACTOR APPROACH: KEY SCENARIOS

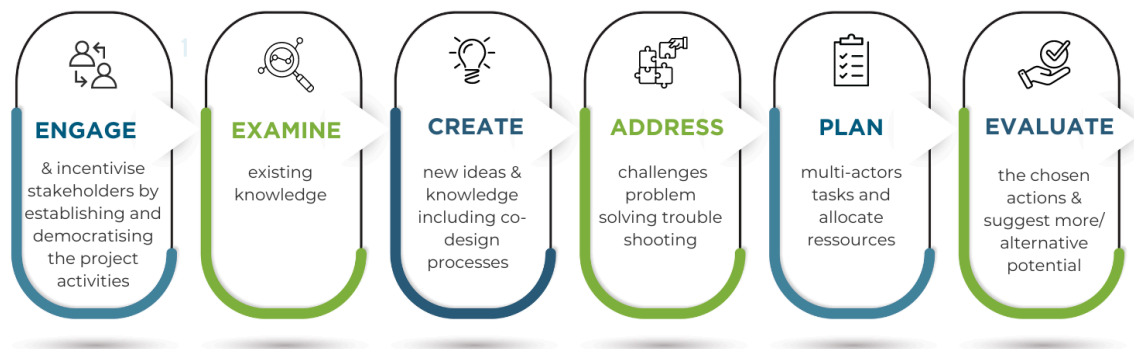


Figure 6. Multi-actor approach, key scenarios

The adopted multi-actor approach involves tailored strategies for each target group, with specific steps and customised activities designed to achieve maximum impact. This approach aims to contribute significantly to the creation of the STELLA Ecosystem and ensure the overall success and impact of the project.

2.5 Planning reporting and monitoring procedures

Three main actions for all partners are designed in order to plan and report all of their activities:

A. Planning

Partners are asked to provide a plan for their dissemination and communications activities each semester through a dedicated spreadsheet with three tables ([Annex V](#)):

1. Event Planning: Events that are already in the partner organisations' calendar with relevant local, regional and/or national events.
2. Synergy Mapping: Projects that partners are currently involved in. Working groups, networks, alliances that consortium partners are involved in. Other potential synergy opportunities could be foreseen.
3. Publication Planning: Peer reviewed journal publications, industry magazines, white papers, magazine articles and any other publication partners have planned.

B. Reporting

Each month, all partners are requested to update an online spreadsheet with any communication or dissemination activities that took place and deposit corresponding promoting material such as photos, reports, etc. in a designated folder. This procedure reinforces accountability and engagement with the dissemination and communication process. Afterwards, the results are compiled and serve to monitor targets and inform the DEC plan as the project progresses. RFF is responsible for monitoring the KPIs on a monthly basis and providing updates to the rest of the partners at relevant meetings. In case significant, or repeated deviations are recorded from certain partners, the coordinator will be officially informed. Deviations will have to be justified, discussed among partners, and changes in the DEC plan will be reported on the updated versions of the DEC plan.

The online spreadsheet ([Annex VI](#)) has been developed and uploaded on the project's shared drive and is available to all partners. This reporting form is designed for the easy input of dissemination and communication activities and helps maintain accountability and engagement with the dissemination and communication process. It includes an instructions section, a sheet with KPI description and breakdown per reporting period, breakdown per partner and one sheet dedicated to each partner. In each one of the latter, the respective participating organisations can see the dissemination and communication activities assigned to them that need to be reported, accordingly, per month of action.

C. Monitoring

For monitoring purposes, a dedicated sheet (within the reporting spreadsheet), named "3A - Monitoring" has been created ([Annex VI](#)). This dashboard collects data from partner reports and presents it in a clear and user-friendly format.

This sheet lists all Dissemination & Communication KPIs along with their targets, current status, and progress visualisations (e.g., bar charts). The sheet also includes a dedicated monitoring table for the 1st reporting period. Additional tables for the 2nd and 3rd reporting periods will be added as the project progresses.

In addition to the KPI tables, the dashboard features separate progress tables for each partner. Those tables are also included in the partner's dedicated reporting sheets for convenience.

By collecting data from partner reports and presenting it in a clear and visual format, this dashboard offers several key benefits:

- **Enhanced transparency:** All stakeholders can easily monitor progress on KPIs, fostering transparency and accountability within the consortium.
- **Early identification of issues:** Regular monitoring allows for the early identification of any potential roadblocks or areas where communication and dissemination efforts may need to be adjusted.
- **Data-driven decision making:** The dashboard provides valuable data to inform decision-making regarding resource allocation, communication strategies, and overall DEC plan effectiveness.
- **Improved collaboration:** By tracking partner contributions and progress, the dashboard facilitates collaboration and ensures all partners are working effectively towards shared goals.

In essence, this monitoring sheet acts as a critical tool for ensuring the STELLA project achieves its maximum impact through its dissemination and communication efforts.

To support this goal, several measures have been undertaken to familiarise partners with the tool and to promote its consistent use throughout the project's lifetime:

- On **March 27, 2024**, RFF organized an online walkthrough for the entire consortium, providing detailed, step-by-step guidance on the reporting procedure, addressing any questions, and offering ongoing support as needed. Additionally, RFF actively follows up with partners at the end of each month, reminding them of their reporting requirements and ensuring timely updates.
- Moreover, during the 1st Annual Consortium Meeting held **on February 13–14, 2025**, partners were invited to share their feedback on the ease of use and functionality of the reporting tool, along with any suggestions for improvement. The feedback received was overwhelmingly positive, with the majority of responses confirming that the tool is user-friendly and effective. Some partners also suggested minor refinements to further streamline the process, which have been carefully reviewed and implemented where feasible to enhance user experience.

3 Dissemination Activities

The primary goal of the STELLA dissemination strategy is to ensure that the project's outcomes, knowledge, and innovations are effectively communicated to and embraced by the relevant target communities. By making research results widely accessible, STELLA aims to maximise its impact and foster a broad understanding and adoption of its results. The dissemination strategy is designed to achieve the following specific objectives:

- **Introduce the STELLA solutions:** Showcase the STELLA Pest Surveillance System and its innovative tools to key stakeholders, enhancing visibility and understanding of the project's objectives and achievements.
- **Leverage Field Test Results:** Capitalise on the insights and impacts derived from the in-field tests, highlighting the real-world applications and benefits of STELLA solutions.
- **Promote Synergies:** Foster collaborations with other research projects, policy initiatives, and communication campaigns by utilising existing dissemination networks and channels to amplify the reach of STELLA's messages.
- **Engage and Validate:** Actively engage with targeted audiences to gather feedback, validate findings, and ensure the applicability, replicability, and scalability of project results across different contexts.
- **Support Continuous Exploitation:** Ensure the ongoing use and impact of project results in future research, public policy, and other relevant initiatives by creating a robust and sustainable dissemination framework.

3.1 Dissemination KPIs

Table 3 on the next page shows the Dissemination KPIs, including their allocation among partners and reporting periods.

The table includes a minor change—compared to the initial DEC Plan—in the distribution of dissemination KPI D3.1 – *Capacity Building Workshops*, with two of the workshops being reassigned from BOKU (the partner responsible for UCP execution and monitoring) to AUA (partner responsible for the two Greek UCPs).

This adjustment was made to better reflect the operational responsibilities of each partner, ensuring that the organisation of workshops is more closely aligned with the regions and UCPs they directly manage. It also allows BOKU to focus more effectively on the overall coordination and methodological guidance of UCP activities, while AUA leads the local engagement for the Greek pilots.

Table 3. Partners' Dissemination KPIs

KPI	Target	AUA	UCSC	EV ILVO	BOKU	G&D	RFF	ACTA	HORTA SRL	PESSL	GSC	AFL	EDEN CORE	IFV	LAL
D1 - Scientific Publications															
D1.1 - Peer reviewed open access journal publications	>12	3	3	3	2									2	
D1.2 - Scientific conference publications	>15	4	3	3	4									2	
D2 - Technical Publications															
D2.1 - Technical journals and national magazine publications	>10	2	1	2	1			1	1				1	1	1
D2.2 - Datasets via OpenAIRE	>50		51												
D3 - Capacity Building															
D3.1 - Capacity building workshops	>12	4	2		1							2		2	2
D3.2 - Number of participating stakeholders	>150	52	26		26							26		26	26
D3.3 - E-learning platform with 4 modules	1	1													
D3.4 - E-learning platform hours of training material	>12	13													
D4 - Policy contribution															
D4.1 - Policy Toolbox	1					1									
D4.2 - Toolbox policy recommendations/briefs supporting plant health policies	>5					6									
D4.3 - Practice abstracts reporting technological innovations	>60					61									
D4.4 - Guide for policy design	1					1									
D4.5 - Workshop for the STELLA policy network	1					0.5	0.5								
D5 - Ecosystem Building															
D5.1 - Participation in conferences	>10	1	1	1	1	1	1	1	1	1	1	1	1	1	1
D5.2 - Joint events with relevant EU funded projects and initiatives	>8	4	1	1	1		1							1	

All the KPIs have been distributed in the relevant reporting periods based on the project's timeline and in accordance with the DEC plan strategy. Table 4 shows the targets and status for the first reporting period.

Table 4. Dissemination KPIs, Target and status for the 1st reporting period

KPIs	1st Reporting Period			
	Target	Status	Progress	
D1.1 - Peer reviewed open access journal publications	0	0	0%	✓
D1.2 - Scientific conference publications	0	2		✓
D2.1 - Technical journals and national magazine publications	2	2	100%	✓
D2.2 - Datasets via OpenAIRE	0	0	0%	✓
D3.1 - Capacity building workshops	3	3	100%	✓
D3.2 - Number of participating stakeholders	75	107	143%	✓
D3.3 - E-learning platform with 4 modules	0	0	0%	✓
D3.4 - E-learning platform hours of training material	0	0	0%	✓
D4.1 - Policy Toolbox	0	0	0%	✓
D4.2 - Toolbox policy recommendations/briefs supporting plant health policies	0	0	0%	✓
D4.3 - Practice abstracts reporting technological innovations	20	25	125%	✓
D4.4 - Guide for policy design	0	0	0%	✓
D4.5 - Workshop for the STELLA policy network	0	0	0%	✓
D5.1 - Participation in conferences	3	12	400%	✓
D5.2 - Joint events with relevant EU funded projects and initiatives	3	5	167%	✓

3.2 Dissemination Measures and Tools

The dissemination measures of STELLA are tailored to address the specific needs and interests of diverse target groups, including scientists, public authorities, policymakers, industry representatives, and stakeholders from relevant sectors. The approach is based on customised and strategic actions, such as scientific and technical publications, capacity-building initiatives, and contributions to policy development.

Below is a detailed explanation of each dissemination KPI, along with its overall target, the target for the first reporting period (RP1), and the current status.

3.2.1 Scientific Publications

This KPI category aims to democratise scientific knowledge by making publicly available STELLA's results for the research community for future research on digital technologies supporting plant health early detection, territory surveillance and phytosanitary measures. It includes:

- **>12 Peer reviewed open access journal publications**

Scholarly papers that have undergone evaluation by field experts. These research papers should be open access.

- **> 15 Scientific conference publications**

Conference contributions not necessarily in peer reviewed journals that can fall within other scientific, policy and/or industry platforms.

Table 5. Scientific Publications KPIs per partner

KPI	Target	1. AUA	2. UCSC	3. EV ILVO	4. BOKU	13. IFV
D1 - Scientific Publications						
D1.1 - Peer reviewed open access journal publications	>12	3	3	3	2	2
D1.2 - Scientific conference publications	>15	4	3	3	4	2

Table 6. Scientific Publications KPIs per reporting period

KPI	Target	RP1 (1-18)	RP2 (19-36)	RP3 (37-48)
D1 - Scientific Publications				
D1.1 - Peer reviewed open access journal publications	>12	0	6	7
D1.2 - Scientific conference publications	>15	0	8	8

Table 7. Scientific Publications status for RP1

KPI	1st Reporting Period		
	Target	Status	Progress
D1.1 - Peer reviewed open access journal publications	0	0	0% ☒
D1.2 - Scientific conference publications	0	2	☒

Given the nature of scientific research and publication cycles, peer-reviewed journal articles typically require mature and validated project results before submission. As STELLA is currently in its early to mid-implementation phase, most such high-quality findings are still under development and expected to materialise in the second and third reporting periods.

Nevertheless, KPI D1.2 – Scientific conference publications has already been achieved, reflecting the project's early efforts to disseminate findings through conference participation. These contributions, which include abstracts and presentations featured in official conference materials, have enhanced the project's visibility within the scientific and professional community.

Specifically, the Agricultural University of Athens has contributed to the **21st Panhellenic Phytopathological Congress 2024** and the **XX International Plant Protection Congress (IPPC) 2024**.

KPI D1.1 – Peer-reviewed scientific publications is expected to be addressed in the next phases, once more validated data is available from the pilot activities and technical development.

3.2.2 Technical Publications

Technical publications for Agriculture and forestry actors, Policy makers, Industry and Technology, Research & Academia to technical blog posts, articles, position/white papers, catalogues, books and other publications for relevant innovations and research derived from project activities, workshops, Use Case Pilots. This category includes:

- **>10 Technical journals and national magazine publications**

Publication of technical briefs in renowned national magazines that specialise in the relevant project fields.

- **>50 Datasets via OpenAIRE**

Image & numeric/ tabular datasets about pest/disease occurrence, site specifications, and management shared via OpenAIRE platform.

Table 8. Technical Publications KPIs per partner

KPI	Target	AUA	UCSC	EV ILVO	BOKU	ACTA	HORTA SRL	EDEN CORE	IFV	Lincoln Agritech
D2 - Technical Publications										
D2.1 - Technical journals and national magazine publications	>10	2	1	2	1	1	1	1	1	1
D2.2 - Datasets via OpenAIRE	>50		51							

Table 9. Technical Publications KPIs per reporting period

KPI	Target	RP1 (1-18)	RP2 (19-36)	RP3 (37-48)
D2 - Technical Publications				
D2.1 - Technical journals and national magazine publications	>10	2	5	4
D2.2 - Datasets via OpenAIRE	>50	0	25	26

Table 10. Technical Publications status for RP1

KPIs	1st Reporting Period		
	Target	Status	Progress
D2.1 - Technical journals and national magazine publications	2	2	100% 
D2.2 - Datasets via OpenAIRE	0	0	0% 



Figure 7. Technical journals and national magazine publications

Achievements so far

Lincoln Agritech contributed to issue 163 (March/April 2024) of [Agribusiness](#), a well-established New Zealand magazine dedicated to agricultural innovation and industry news. Similarly, **IFV** published an article in [Vitisphere](#), a widely read online French magazine specialising in viticulture and wine-related developments (Figure 7).

These early contributions support national-level outreach and sectoral engagement, particularly in New Zealand and France, and help raise awareness about STELLA in targeted communities.

As for the datasets (D2.2), while data collection is actively underway through the UCPs, most datasets are still in the process of validation and structuring. Sharing them via OpenAIRE will follow once they reach the required quality and interoperability standards. The majority of these uploads are therefore expected during RP2 and RP3, as results from remote sensing, pest detection, AI models, and field trials are consolidated and made available in open-access format.

3.2.3 Capacity Building

Stella project will strengthen stakeholders' capacity to capitalise STELLA PSS and its three subsystems through capacity building workshops and a multimodal asynchronous e-learning platform:

- **>12 Capacity building workshops**

Interactive sessions designed to provide participants with practical skills, knowledge, and experiences. Workshops will take place within the UCPs (1 per year) in order to increase

digital technologies deployment and support key factors (e.g. data, training needs) needed for adopting these technologies.

- **>150 Participating stakeholders**

More than 25 stakeholders are expected to be involved in each UCP.

- **1 E-learning platform with 4 modules**

Multimodal platform offering free, online training material towards strengthening the capacities of stakeholders in adopting STELLA's results.

- **>12 E-learning platform hours of training material**

Asynchronous learning material for targeted stakeholders combining visual elements, images, figures and text.

Table 11. Capacity Building KPIs per partner

KPI	Target	AUA	UCSC	BOKU	AFL	IFV	Lincoln Agritech
D3 - Capacity Building							
D3.1 - Capacity building workshops	>12	4	2	1	2	2	2
D3.2 - Number of participating stakeholders	>150	52	26	26	26	26	26
D3.3 - E-learning platform with 4 modules	1	1					
D3.4 - E-learning platform hours of training material	>12	13					

Table 12. Capacity Building KPIs per reporting period

KPI	Target	RP1 (1-18)	RP2 (19-36)	RP3 (37-48)
D3 - Capacity Building				
D3.1 - Capacity building workshops	>12	3	10	0
D3.2 - Number of participating stakeholders	>150	75	107	0
D3.3 - E-learning platform with 4 modules	1	0	1	0
D3.4 - E-learning platform hours of training material	>12	0	5	8

Table 13. Capacity Building KPIs status

KPIs	1st Reporting Period		
	Target	Status	Progress
D3.1 - Capacity building workshops	3	3	100% 
D3.2 - Number of participating stakeholders	75	107	143% 
D3.3 - E-learning platform with 4 modules	0	0	0% 
D3.4 - E-learning platform hours of training material	0	0	0% 

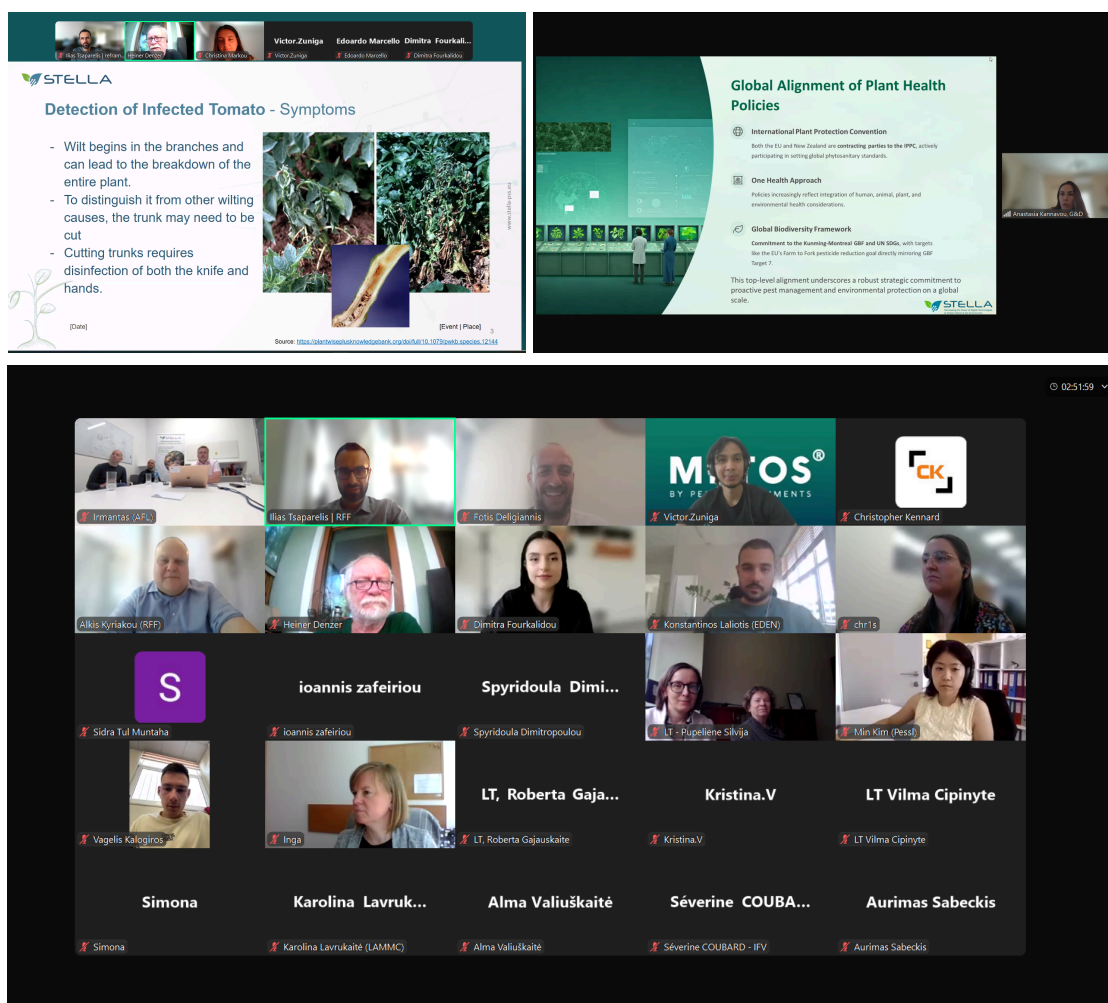


Figure 8. Screenshots from the capacity building workshops.

Achievements so far

The STELLA project has already met its first-round targets for D3.1 (Capacity Building Workshops) and D3.2 (Number of Participating Stakeholders), with three workshops successfully organised within the first reporting period. These events served as key early engagement points, raising awareness among stakeholders and providing foundational insights into STELLA's objectives, technologies, and anticipated impact.

Each workshop introduced the STELLA project and its overarching goals, with a dedicated focus on the various subsystems of the STELLA Pest Surveillance System and their implementation across the Lithuanian, Greek, and Italian use case pilots. Technical partners presented the tools and methodologies deployed, while participants were also introduced to other established platforms supporting pest detection, crop monitoring, and response.

Additionally, the workshops featured sessions on the policy dimensions of pest management, along with insights from regional plant health services and forest research institutes on recent developments in agro-forestry and pest control. These sessions fostered dialogue, encouraged feedback, and promoted knowledge exchange with local stakeholder ecosystems.

As for **D3.3** and **D3.4**, development of the e-learning platform and associated training content is ongoing. The first two modules are expected to be finalised by M20, with the full platform and at least 12 hours of learning material scheduled for deployment across the second and third years of the project. These components will constitute a central pillar of STELLA's sustainability and capacity-building strategy.

3.2.4 Policy contribution

To achieve high-scale and long-lasting impact, a toolbox, including policy recommendations and practice abstracts, will be developed towards the empowerment of EU's and Associated Countries' policies on safeguarding plants' health, as well as on the promotion of the digitalization of agriculture. Guidelines will be provided for entering the non-pesticide usage era, while frameworks for managing priority plant pest outbreaks will be elaborated. This category includes the following KPIs:

- **1 Policy Toolbox**

Aimed at policymakers operating at different levels, and covering the importance of effective plant-health management, embracing new technologies in territory surveillance, establishing diagnostic networks, and the use of digital technologies in supporting plant health policies.

- **>5 Toolbox policy recommendations/briefs supporting plant health policies**

To achieve high-scale and long-lasting impact, a toolbox, including policy recommendations and practice abstracts, will be developed towards the empowerment of EU's and Associated Countries' policies on safeguarding plants' health, as well as on the promotion of the digitalization of agriculture.

- **>60 Practice abstracts reporting technological innovations**

Practice abstracts reporting technological innovations, according to the EIP AGRI common format

- **1 Guide for policy design.**

Policy roadmap to assist policy makers adopting digital technologies to support plant health policies and ensure that policy interventions are based on sound research.

- **1 Workshop for the STELLA policy network**

A workshop for the STELLA policy network and beyond will be organised in Brussels, bringing policy makers together to discuss and learn about the policy recommendations.

Table 14. Policy Contribution KPIs per partner

KPI	Target	GREEN & DIGITAL	RFF
D4 - Policy contribution			
D4.1 - Policy Toolbox	1	1	
D4.2 - Toolbox policy recommendations/briefs supporting plant health policies	>5	6	
D4.3 - Practice abstracts reporting technological innovations	>60	61	
D4.4 - Guide for policy design	1	1	
D4.5 - Workshop for the STELLA policy network	1	0.5	0.5

Table 15. Policy Contribution KPIs per reporting period

KPI	Target	RP1 (1-18)	RP2 (19-36)	RP3 (37-48)
D4 - Policy contribution				
D4.1 - Policy Toolbox	1			1
D4.2 - Toolbox policy recommendations/briefs supporting plant health policies	>5			6
D4.3 - Practice abstracts reporting technological innovations	>60	20		41
D4.4 - Guide for policy design	1			1
D4.5 - Workshop for the STELLA policy network	1			1

Table 16. Policy Contribution KPIs status

KPIs	1st Reporting Period		
	Target	Status	Progress
D4.1 - Policy Toolbox	0	0	0% 
D4.2 - Toolbox policy recommendations/briefs supporting plant health policies	0	0	0% 
D4.3 - Practice abstracts reporting technological innovations	20	25	125% 
D4.4 - Guide for policy design	0	0	0% 
D4.5 - Workshop for the STELLA policy network	0	0	0% 

Achievements so far

Under the **Policy Contribution** category, the STELLA project has made strong early progress, particularly with the **D4.3 Practice Abstracts**, where the target for the first reporting period has already been surpassed. Specifically, 25 practice abstracts have been prepared and uploaded to the EU CAP Network [website](#), exceeding the initial target of 20. These abstracts cover a wide range of STELLA innovations, including pilot-level use cases, pest and disease management strategies, and digital tool integration.

The remaining KPIs — including the **Policy Toolbox (D4.1)**, **Policy briefs (D4.2)**, the **Guide for Policy Design (D4.4)**, and the **STELLA Policy Network Workshop (D4.5)** — are scheduled for development and implementation primarily in the third reporting period. These activities are intended to translate the project's technical and scientific outputs into actionable, evidence-based recommendations that can inform and support plant health policies at EU and national levels.

3.2.5 Ecosystem Building

A vibrant, expanding community of stakeholders will be nurtured with engagement stimulated through an extensive presence in national, European and international trade fairs and exhibitions and facilitate strategic synergies and partnerships with other EU-funded projects, R&I networks/ platforms, incl EIP-AGRI & Thematic Networks; EIP-AGRI Operational Groups:

- **10 Participations in conferences**

Representation of STELLA at various events: poster or speaker at a conference, presentation, brochure distribution, banner or booth at fairs/expos, panelist or discussion participant in forum.

- **>8 Joint events with relevant EU funded projects and initiatives**

Engage in collaborative endeavours with EU initiatives/projects to leverage collective expertise, share best practices, and maximise the impact of efforts in the field of the relevant fields.

Table 17. Ecosystem Building KPIs per partner

KPI	Target	AUA	UCSC	EV ILVO	BOKU	GREEN & DIGITAL	RFF	ACTA	HORTA SRL	PESSL	GSC	AFL	EDEN CORE	IFV	Lincoln Agritech
D5 - Ecosystem Building															
D5.1 - Participation in conferences	>10	1	1	1	1	1	1	1	1	1	1	1	1	1	1
D5.2 - Joint events with relevant EU funded projects and initiatives	>8	4	1	1	1		1							1	

Table 18. Ecosystem Building per reporting period

KPI	Target	RP1 (1-18)	RP2 (19-36)	RP3 (37-48)
D5 - Ecosystem Building				
D5.1 - Participation in conferences	>10	3	6	5
D5.2 - Joint events with relevant EU funded projects and initiatives	>8	3	4	2

Table 19. Ecosystem Building KPIs status

KPIs	1st Reporting Period		
	Target	Status	Progress
D5.1 - Participation in conferences	3	12	400% 
D5.2 - Joint events with relevant EU funded projects and initiatives	3	5	167% 

Achievements so far

STELLA has demonstrated substantial progress in the area of **Ecosystem Building**, with both KPIs under this category either met or significantly exceeded during the first reporting period.

In regards to **D5.1 – Participation in conferences**, the target was set at 3 participations. By June 2025, STELLA partners have contributed to 12 conferences, showcasing the project's activities, results, and innovations at national and international level. This broad visibility has helped reinforce the project's presence in the wider research and agri-digitalisation community. Table 20 provides an overview of the aforementioned events:

Table 20. Conferences & Events participation

Number	Partner	Event
1	AUA	Presentation at XX International Plant Protection Congress (IPPC)
2	AUA	50th Anniversary International Symposium and the 91st Regular Meeting of Japanese Society of Mycotoxicology
3	AUA	21st Panhellenic Phytopathological Congress 2024
4	G&D	Feedback to Policy Cluster event
5	RFF	Synergy Days 2024
6	AFL	FARM OF THE YEAR. Prienai regional annual fest
7	AFL	AGRIFOOD FORUM '24
8	IFV	STELLA's presentation during an Alsatian technical event
9	IFV	French UCP presentation during a forum of the Vinitech Sifel
10	UCSC	BriAS Conference on Smart Agriculture
11	UCSC	XXVIII CONGRESSO NAZIONALE ITALIANO DI ENTOMOLOGIA
12	BOKU	Living Planet Symposium 2025



Figure 9. Stella's participation in conferences and events

Achievements so far

Referring to **D5.2 – Joint events with relevant EU funded projects and initiatives**, the target of 3 has been surpassed by 2 events, with collaboration established and co-hosted events held alongside projects various EU wide and regional projects such as ICAERUS, GEORGIA and RENOV and others and also sister projects CERBERUS and FORSAID. These synergies support knowledge exchange, community building, and alignment of efforts across Europe. Table 21 includes more details about the specific joint events where STELLA participated.



Figure 10. Stella's participation in Joint Events

Table 21. Joint events

Number	Partner	Event
1	RFF	Participation in "ICAERUS" project Demo Day
2	AUA	Participation in joint event with 13 EU projects organised by AUA
3	AUA	Participation in the 1st Joint Young Scientists Meeting organised between sister projects "CERBERUS", "STELLA", and "FORSAID".
4	UCSC	Presentation of the STELLA in Carbon Farming Initiative along with the projects "CARBON FARMING" and "Climate Farm Demo
5	IFV	Participation in PNDV Tour Pédagogique Alsace with the French national project "RENOV"

4 Communication Activities

A comprehensive communication strategy is essential to ensure that all relevant stakeholders receive clear and consistent messages. This strategy outlines the communication activities to be undertaken throughout the project's duration and beyond, aiming to foster public engagement, disseminate knowledge, and maximise the project's overall impact. Key Components:

- **Stakeholder Engagement:** Identify key stakeholders and tailor messages to meet their needs for active participation.
- **Communication Channels and Tools:** Utilise traditional media (press releases, print) and digital media (social media, website, newsletters). Organise events and workshops for direct interaction.
- **Content Development and Dissemination Strategy:** Develop clear core messages and create content (articles, blogs, infographics, videos) to effectively disseminate them. Plan dissemination timing, frequency, and channels.
- **Monitoring and Evaluation:** KPIs (e.g., website traffic, social media engagement, event participation) and track them to implement feedback mechanisms. Refine efforts, assess, and adjust strategies for maximum impact.
- **Sustainability and Continuity:** Ensure ongoing communication post-project and facilitate knowledge transfer to other initiatives.

4.1 Communication KPIs

To achieve the desired impact for the STELLA project, a hybrid approach is applied, integrating both traditional and digital tools, methods, and channels. Specific Key Performance Indicators guide our efforts as defined in the project's Grant Agreement. By monitoring these KPIs, we can continuously refine and optimise our communication activities to ensure maximum impact and outreach. All the Communication KPIs have been distributed in the relevant reporting periods based on the project's timeline and in accordance with the DEC plan strategy and will be executed as follows:

Table 22. Communication KPI s distribution per partner

KPI	Target	AUA	UCSC	EV ILVO	BOKU	GREEN & DIGITAL	RFF	ACTA	HORTA SRL	PESSL	GSC	AFL	EDEN CORE	IFV	Lincoln Agritech
C1 - Branding & material															
C1.1 - Visual identity & motto	1						1								
C1.2 - Banners	>7						8								
C1.3 - Brochures	>7						8								
C1.4 - Printing & distribution of promotional materials	>2000	150	150	150	150	150	150	150	150	150	150	150	150	150	150
C2 - Website															
C2.1 - Website unique visitors	>15000	0					15100								
C2.2 - Blog posts	>50	6	1	2	1	2	26	1	2	1	4	2	1	1	1
C2.3 - Bounce Rate	<50						49								
C3 - Social Platform															
C3.1 - Social media channels	6						6								
C3.2 - Total audience	>1500						1520								
C3.3 - Social media posts	>160						165								
C3.4 - Total interactions	>10000						10500								
C3.5 - Hashtags	5						5								
C4 - Interactive e-newsletter															
C4.1 - E-newsletter subscriptions	>300						310								
C5 - Multimedia															
C5.1 - Press releases	>8						9								
C5.2 - Press release translations	63			9	9		18	9	9			9			
C5.3 - Videos from the UCPs	>6	2	1		1							1		1	1
C5.4 - Short video/animations	>10						11								
C5.5 - TV/radio interviews	>5	1	1		1		1					1		1	
C5.6 - Podcasts (New KPI)	6						6								

Table 23. Communication KPIs, target and status for the first reporting period

KPIs	1st Reporting Period			
	Target	Status	Progress	
C1.1 - Visual identity & motto	1	1	100%	✓
C1.2 - Banners	1	7	700%	✓
C1.3 - Brochures	1	1	100%	✓
C1.4 - Printing & distribution of promotional materials	300	385	128%	✓
C2.1 - Website unique visitors	3000	4346	145%	✓
C2.2 - Blog posts	15	26	173%	✓
C2.3 - Bounce Rate	49	49%	-	✓
C3.1 - Social media channels (LinkedIn, Facebook, Twitter, YouTube, SlideShare, Instagram)	6	7	117%	✓
C3.2 - Total audience	400	952	238%	✓
C3.3 - Social media posts	50	917	1834%	✓
C3.4 - Total interactions	3000	10446	348%	✓
C3.5 - Hashtags	5	7	140%	✓
C4.1 - E-newsletter subscriptions	100	102	102%	✓
C5.1 - Press releases	3	3	100%	✓
C5.2 - Press release translations	18	18	100%	✓
C5.3 - Videos from the UCPs	0	1		✓
C5.4 - Short video/animations	3	5	167%	✓
C5.5 - TV/radio interviews	1	1	100%	✓
C5.6 - Podcasts	0	0	0%	✓

4.2 Communication Measures and Tools

STELLA is implementing a comprehensive communication strategy to ensure that project results are widely disseminated, and stakeholder engagement is maximised. This strategy adopts a multi-channel approach, incorporating targeted promotional materials such as brochures and banners, a dynamic and informative online presence through a website, newsletters, and multimedia content, including videos and interviews.

4.2.1 Branding & material

STELLA's branding strategy focuses on creating a strong, memorable identity that visually represents the project's goals and values. This involves developing a cohesive visual identity and producing high-quality communication materials. The branding strategy includes the creation of a distinctive logo, consistent colour schemes, and typography guidelines.

Additionally, templates for presentations, deliverables, reports, and other documentation have been produced to ensure uniformity. Communication materials such as banners and brochures have been designed to reinforce the project's presence at events and online.

- **1 Visual identity & 1 moto**

The visual identity of STELLA is crafted to be distinct and easily recognisable, incorporating specific colours, fonts, and logo designs that reflect the project's innovative spirit ([Annex II](#)). The project's motto: “**Cultivating the Future with AI for Plant Health**”, encapsulates its mission and vision, serving as a succinct representation of its core objectives.

- **> 7 Banners**

Eye-catching and informative banners ([Annex II](#)) are essential promotional tools for the STELLA project. They are strategically designed to enhance the project's visibility and effectively communicate its objectives, activities, and achievements during various events and stakeholder engagements. The overall goal is to produce more than seven banners in accordance with the project's dissemination strategy.

Achievements so far

During the first reporting period, **7 banners were developed**: One comprehensive banner introducing the STELLA project, the Use Case Pilots (UCPs) and relevant diseases, along with 6 additional banners, each focusing on specific elements to provide deeper insights into the individual UCPs.

- **>7 Brochures**

Brochures are a crucial tool for disseminating information about the STELLA project, as they detail its objectives, methodologies, and expected outcomes. These brochures are distributed during events and meetings, as well as through digital channels, to maximise the project's visibility and outreach ([Annex II](#)). The overall target is to produce more than 7 different brochures, in line with the project's dissemination strategy.

Achievements so far

Within the first reporting period, the first project brochure has been created. To ensure the broadest possible reach, the brochures will be translated by the responsible partners into their respective languages - Dutch, French, German, Greek, Italian, and Lithuanian.

This approach guarantees that the project's key messages are effectively communicated and accessible to diverse audiences across different regions.

- **>2,000 Printing & distribution of promotional materials**

Printed materials are essential tools for raising awareness of the STELLA project. These materials are strategically distributed at relevant events, conferences, and workshops to maximise visibility and engagement with key audiences. The overall target is to produce more than 2,000 printed materials.

Achievements so far

From January 2024 to June 2025, **385 printed items have** been produced and shared - 345 by RFF, 30 by ACTA, and 10 by IFV. In addition to physical distribution, digital versions of promotional materials are available on the STELLA website and social media channels. This combined approach ensures broader dissemination and enhances engagement with stakeholders across various sectors and regions.

By combining traditional print media with digital outreach and local partnerships, the STELLA project aims to create a comprehensive and inclusive communication strategy that engages diverse communities and stakeholders across various regions.

Table 24. Branding & material KPIs per partner

KPI	Target	AUA	UCSC	EV ILVO	BOKU	GREEN & DIGITAL	RFF	ACTA	HORTA SRL	PESSL	GSC	AFL	EDEN CORE	IFV	Lincoln Agritech
C1 - Branding & material															
C1.1 - Visual identity & motto	1						1								
C1.2 - Banners	>7						8								
C1.3 - Brochures	>7						8								
C1.4 - Printing & distribution of promotional materials	>2000	150	150	150	150	150	150	150	150	150	150	150	150	150	150

Table 25. Branding & material KPIs per reporting period

KPI	Target	RP1 (1-18)	RP2 (19-36)	RP3 (37-48)
C1 - Branding & material				
C1.1 - Visual identity & motto	1	1	0	0
C1.2 - Banners	>7	1	6	1
C1.3 - Brochures	>7	1	6	1
C1.4 - Printing & distribution of promotional materials	>2,000	300	950	850

Table 26. Branding & material KPIs status for RP1

KPIs	1st Reporting Period			
	Target	Status	Progress	
C1.1 - Visual identity & motto	1	1	100%	✓
C1.2 - Banners	1	7	700%	✓
C1.3 - Brochures	1	1	100%	✓
C1.4 - Printing & distribution of promotional materials	300	385	128%	✓

4.2.2 Website

The STELLA website (Figure 11) is the main access point for project information, updates, and resources. It is user-friendly and regularly updated with the latest news, publications, and events related to the project. Visitors can easily navigate the website to find specific information and subscribe to receive updates via email. Additionally, the website facilitates communication through a dedicated contact form.



Figure 11. STELLA website

Website Menu Description

Home Screen: The home screen features the STELLA project logo, full name, and motto, and presents the project's primary objectives. This page also includes a project overview, highlighting its innovative approaches and impact. At the bottom, visitors can find partner logos with clickable links, social media icons, a newsletter signup option, and contact information for the Project Coordinator, Project Manager, and Communication Manager. In addition, home page menu includes the following sub-menus:

- **About Us:** This section provides detailed information about the STELLA project, including its aims, mission, and the challenges that STELLA project has to face.
- **Our Vision:** This section outlines the project's vision, focusing on the Holistic Digital System, Novel Monitoring Strategies, real-life UCPs, and how it will strengthen stakeholders' capacity.
- **Results:** This section showcases the project's outcomes, including key findings, data, and the impact of implemented solutions on pest management and plant health.
- **Target Groups:** Information about the specific groups targeted by the project, such as agriculture and forestry actors, policy makers and regulators, industry and technology, research and academia, and society.

Partners: This section showcases a comprehensive list of all project partners, highlighting the collaborative efforts driving the initiative. It features their logos, detailed descriptions, roles within the project, and links to their respective websites. Additionally, contact information for their communication representatives is provided.

Use Case Pilots: This section details the various UCPs that will be conducted in different regions, showcasing real-world applications and testing of STELLA's solutions in vineyards, forests, arable lands, and orchards across Europe and New Zealand.

Newsroom: This section features project news, press releases, blog posts, and newsletters to keep stakeholders informed about the latest developments and progress.

Resources: Visitors can access a wealth of resources here, including public deliverables (once approved), future publications, and a media kit designed to provide comprehensive information about the project.

Contact: This section offers detailed contact information for the project team, including the Project Coordinator, Project Manager, and Communication Manager along with a contact form for facilitating direct communication with stakeholders.

PSS Platform: This section will provide information about the STELLA PSS platform, its functionalities, and how it supports the project's objectives.

- **> 15,000 Website unique visitors**

The website's performance is monitored using Google Analytics 4 to track unique visitors, referred to as "*New Users*" (Figure 12). This metric represents the number of distinct visitors accessing the STELLA website.

Achievements so far

From January 2024 to June 2025, a total of **4,346 users** visited the STELLA website, demonstrating its reach and engagement among stakeholders. This data provides valuable insights into audience interest and helps optimise the website's content and outreach strategies.

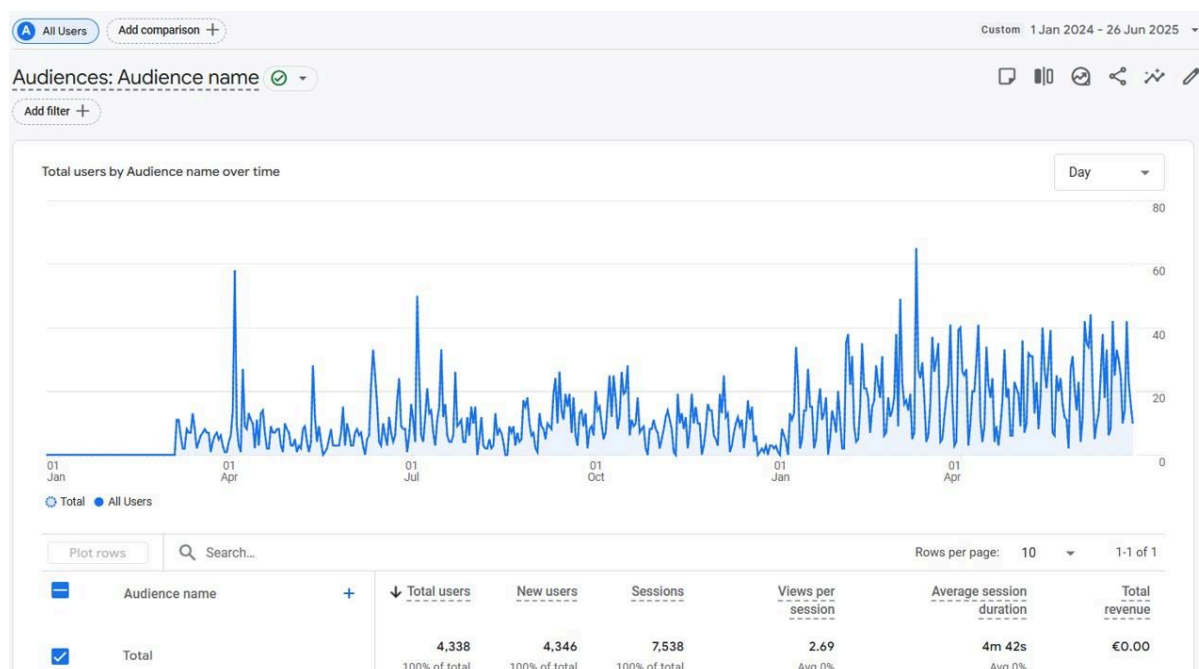


Figure 12. Website analytics

- **>50 Blog posts**

Regular blog posts are published on the STELLA website, offering in-depth insights into project developments, case studies, and expert perspectives. These blog posts aim to keep stakeholders informed and engaged with the project's progress. The overall objective is to publish over 50 blog posts throughout the project's duration, including 15 during the first reporting period.

Achievements so far

From January 2024 to June 2025, **26 blog posts** have already been published, with contributions from our AUA, UCSC, ILVO, BOKU, GREEN & DIGITAL, RFF, HORTA, PESSL, AFL, EDENCORE, and LINCOLN AGRITECH.

In addition, five blog posts have been translated into French by our partners IFV and ACTA, while two have been translated into Greek. These have been published on the respective French and Greek sections of the STELLA website, enhancing accessibility and user experience for local audiences. This multilingual approach also fosters greater engagement with stakeholders across regions. Additional translations are planned, further extending the project's reach and inclusivity. Maintaining a steady stream of content will help sustain engagement and ensure timely dissemination of relevant information to all interested parties.

- **<50 Bounce Rate**

The bounce rate is a key metric in website traffic analysis that measures the percentage of visitors who land on a single page and leave without exploring other pages. In other words, it indicates the proportion of users who "bounce" away after viewing only one page. It is

calculated by dividing the number of single-page sessions by the total number of sessions on the website and is typically expressed as a percentage.

Achievements so far

Currently, the bounce rate for the STELLA website stands at **49.00%** (Figure 13). To reduce the bounce rate and enhance user engagement, the STELLA website is regularly updated with fresh content, encouraging visitors to explore further.

Additionally, the website has been translated into several languages, including Dutch, French, German, Greek, Italian, and Lithuanian. This multilingual approach enhances accessibility and appeals to a broader audience, fostering inclusivity and improving user retention across different regions.

Moreover, seven translated blog posts have been uploaded to the website, positively impacting the bounce rate and enhancing accessibility and engagement especially for French and Greek-speaking visitors.

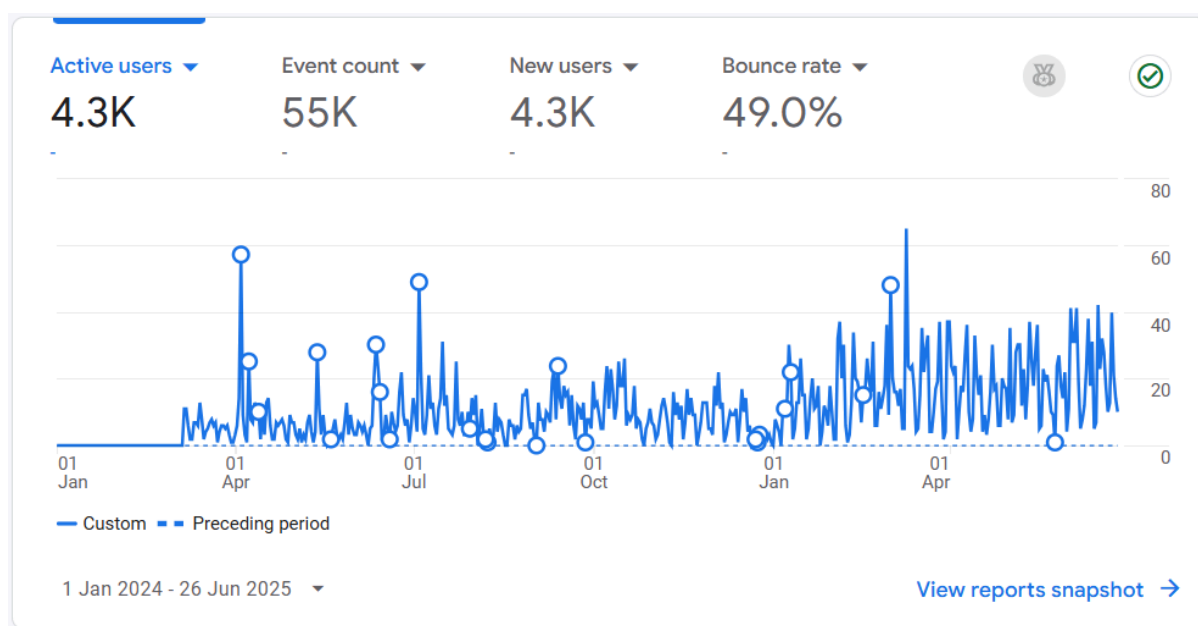


Figure 13. STELLA website

Table 27. Website KPIs per partner

KPI	Target	AUA	UCSC	EV ILVO	BOKU	GREEN & DIGITAL	RFF	ACTA	HORTA SRL	PESSL	GSC	AFL	EDEN CORE	IFV	Lincoln Agritech
C2 - Website															
C2.1 - Website unique visitors	>15000						1510								
C2.2 - Blog posts	>50	6	1	2	1	2	26	1	2	1	4	2	1	1	1
C2.3 - Bounce Rate	<50						49								

Table 28. Website KPIs per reporting period

KPI	Target	RP1 (1-18)	RP2 (19-36)	RP3 (37-48)
C2 - Website				
C2.1 - Website unique visitors	>15,000	3,000	7,000	5,100
C2.2 - Blog posts	>50	15	20	16
C2.3 - Bounce Rate	<50	49	49	49

Table 29. Website KPIs status for RP1

KPIs	1st Reporting Period			
	Target	Status	Progress	
C2.1 - Website unique visitors	3,000	4,346	145%	✓
C2.2 - Blog posts	15	26	173%	✓
C2.3 - Bounce Rate	49	49	-	✓

4.2.3 Social Platforms

- **6 Social media channels**

STELLA leverages multiple social media platforms to maximise outreach and deepen stakeholder engagement.

Achievements so far

While the initial objective was to establish six accounts - LinkedIn, Facebook, X (formerly Twitter), YouTube, SlideShare, and Instagram - the project has gone a step further by launching a **seventh account** on the emerging platform **Bluesky**.

These channels serve as vital tools for sharing project updates, disseminating key information, and fostering interaction with a broad range of stakeholders.

Through a strategic mix of informative content and multimedia materials, STELLA maintains a dynamic online presence that promotes dialogue and knowledge exchange. By continually expanding its digital footprint, the project ensures that its messages reach a diverse and engaged audience—amplifying its visibility and reinforcing its impact across sectors.

- **>1,500 Total audience**

The total audience across all social media channels is continuously monitored to evaluate the reach and impact of STELLA's communication efforts. The project aims to engage over 1,500 users, with a target of 400 for RP1.

Achievements so far

From January 2024 to June 2025, the audience currently **stands at 952**.

Tracking these metrics helps to assess the effectiveness of outreach strategies and informs necessary adjustments to enhance engagement, visibility, and overall impact. Regular content updates, interactive posts, and videos are actively implemented to attract new followers and encourage meaningful participation. By fostering a dynamic and engaging online presence, STELLA aims to build a strong community around its objectives, ensuring sustained interest and interaction.

- **>160 Social media posts**

Regular social media posts are strategically scheduled to maintain visibility and active engagement with the audience. These posts feature updates on project milestones, event announcements and participation, overall project progress, and more. The project aims to publish at least 161 posts throughout its duration, with 50 posts scheduled from January 2024 to June 2025.

Achievements so far

A total of **917 posts** have already been published, with contributions from various consortium partners such as GREEN & DIGITAL, ACTA, PESSL, GSC, AFL, IFV, and LINCOLN AGRITECH. This consistent and proactive posting strategy ensures ongoing interaction, keeps stakeholders well-informed, and reinforces STELLA's presence across social media platforms.

- **>10,000 Total interactions**

The total interactions on social media posts, including likes, shares, comments, and views, are monitored to assess the effectiveness of the communication strategy. The overall target is to achieve more than 10,000 interactions.

Achievements so far

For the 1st reporting period, the target was 3,000 interactions. This has been significantly exceeded, with a total of 10,446 interactions recorded between January 2024 and June 2025 — more than triple the original target. Notably, this figure already surpasses the total project target of 10,000 interactions set for the entire duration of the project. This strong performance reflects growing audience engagement with the project's content. Regular monitoring of these metrics supports the continuous refinement of the communication strategy, helping STELLA better connect with stakeholders and increase its overall visibility.

- **5 Hashtags**

When the project started, it aimed to improve its discoverability by using a set of targeted hashtags such as #pests, #planthealth, #quarantinepests, #pathogendetection, and #phytosanitary, along with #HorizonEU and #ResearchImpactEU, following guidance from the European Commission.

However, based on recent research conducted during this reporting period, it was found that some of the original hashtags had limited visibility and engagement across key social media platforms. To enhance the effectiveness of our outreach and ensure that our content reaches a broader and more relevant audience, we decided to refine our hashtag strategy for the upcoming dissemination period.

Achievements so far

Moving forward, the project has already adopted a revised set of hashtags that reflect current digital trends and demonstrate higher levels of engagement within the agri-tech and plant health communities. These are:

#STELLAProject (already in use by project partners and gaining traction), #DigitalAgriculture, #AgTech, #PlantHealth, #PestManagement, and #PathogenDetection (all highly trending and relevant to the project's thematic focus), and #CropProtection (resonating strongly on a sentimental level).

In addition, #HorizonEU and #ResearchImpactEU will continue to be used, as recommended by the European Commission.

Social Platforms & Guidelines

Each platform is utilised for its unique strengths (Figure 14): LinkedIn for professional networking, Facebook for broader community engagement, X for real-time updates, YouTube for video content, SlideShare for presentations, Instagram for visual storytelling,

and Bluesky for fostering niche discussions and content sharing. These efforts ensure a comprehensive and multi-faceted approach to stakeholder communication.

STELLA is also leveraging the consortium's established social media networks by tagging and mentioning relevant partners, to maximise the visibility and impact of the project's progress and outcomes. Partners are expected to share and publish content from the project's social media accounts and website. This is mutually beneficial, as it increases traction for project-related work and boosts traffic on partners' pages and social media.

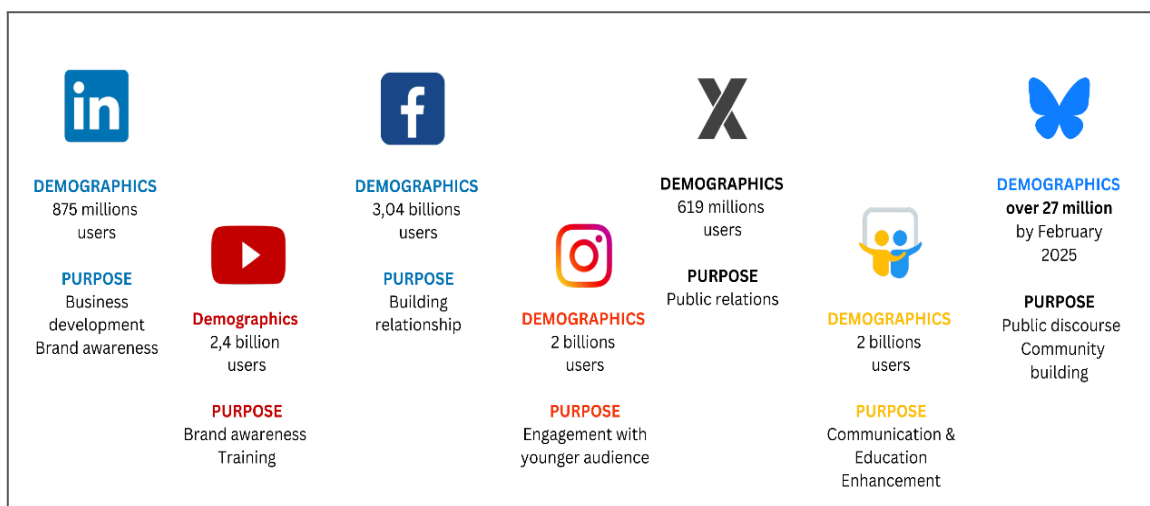


Figure 14. Social media platforms demographics and purpose

Social Media DOs & DON'Ts

A set of social media recommendations (Figure 15) has been compiled to assist partners and facilitate their effective use of social media in order to increase the project's visibility.

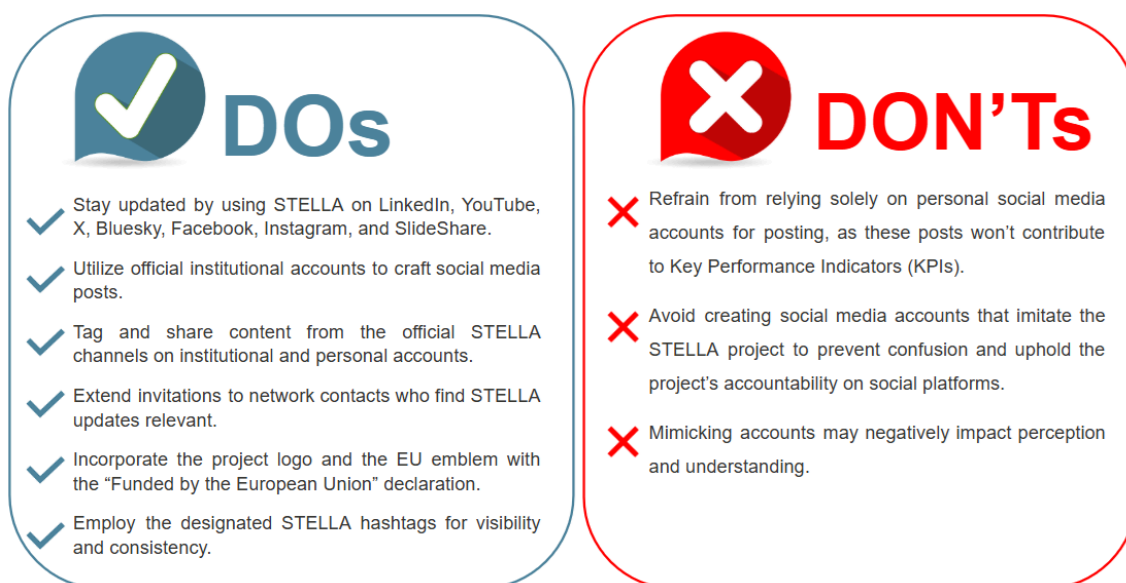


Figure 15. Social media DO's & DON'Ts

STELLA's Social media channels

LinkedIn stands out as a premier social media platform for connecting with and engaging professionals. It facilitates sharing information on current trends, innovations, and best practices across various fields. LinkedIn also serves as a platform for connecting academia and industry. STELLA utilises LinkedIn to provide project updates such as partner activities, results progress, publications, and more. STELLA's LinkedIn page (Figure 16) can be accessed [here](#).

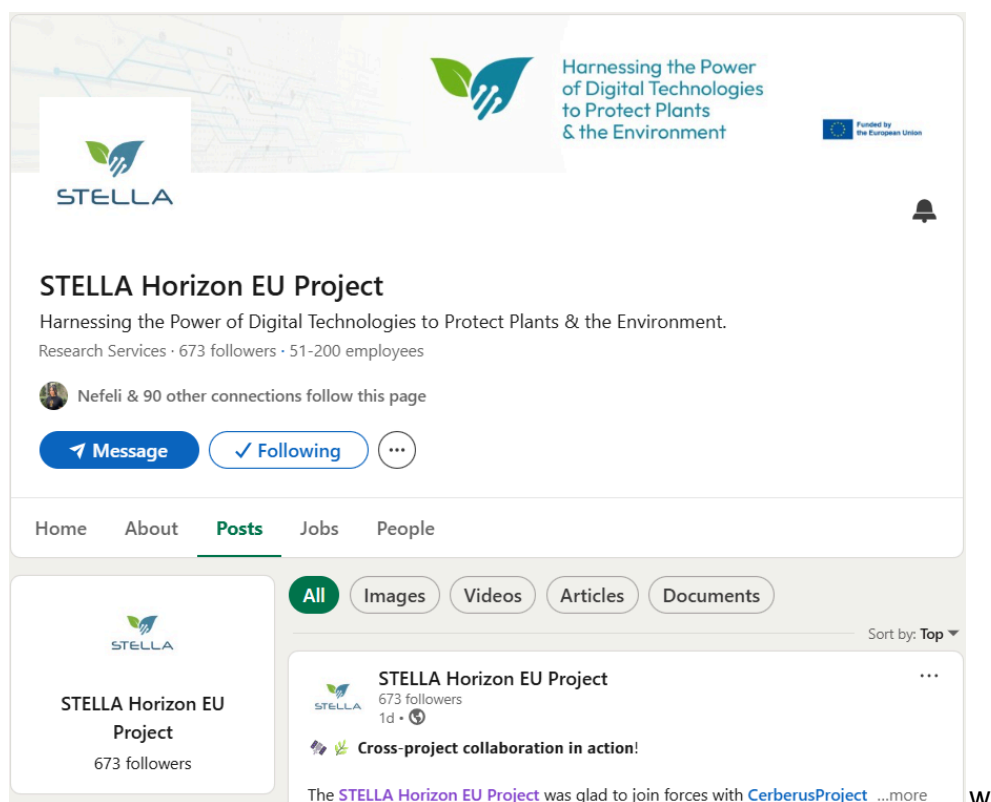


Figure 16. STELLA's LinkedIn page

LinkedIn Analytics offer data on professional network and content performance, including:

- **Followers:** The number of professionals following a company's page for updates and insights.
- **Engagement:** User interactions with content, such as likes, comments, shares, saves, and reactions, indicating audience interest.
- **Impression:** refers to the number of times STELLA's content appears on a user's screen. This metric measures visibility and reach, regardless of whether the viewer engages with the post by liking, commenting, or sharing. Impressions play a vital role in strengthening STELLA's professional presence, as they indicate the extent of content exposure. A high impression count increases the likelihood of attracting new connections, fostering collaborations, and expanding stakeholder engagement.
- **Demographics:** Information about followers, including job titles, seniority, company size, industry, and location.

Achievements so far

Figure 17 presents the total insights recorded during the first reporting period, supported by three screenshots, as LinkedIn provides cumulative data for up to one year. It illustrates the total number of **interactions** on the STELLA LinkedIn page from January 2024 to June 2025, which has reached **5,481**. This high level of engagement reflects the strong resonance of STELLA's content with its audience, effectively sparking discussions and generating interest. Additionally, by June 2025, the STELLA LinkedIn page had **673 followers** and had achieved **78,833 impressions**, demonstrating its growing reach and visibility.

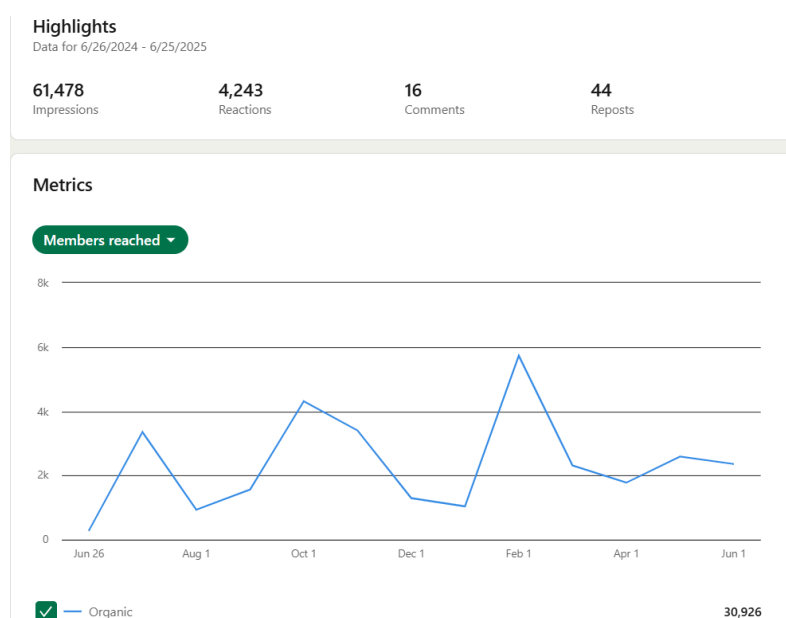


Figure 17. LinkedIn insights

Figure 18 presents the follower **demographics** of the STELLA LinkedIn page, categorised by industry.

The largest segments of followers belong to Research Services, comprising 12.3% (83 followers). These are followed by Higher Education (11.7%), professionals in Farming (8%), Non-Profit Organisations (6.8%), and Government Administration and Environmental Services (4%).

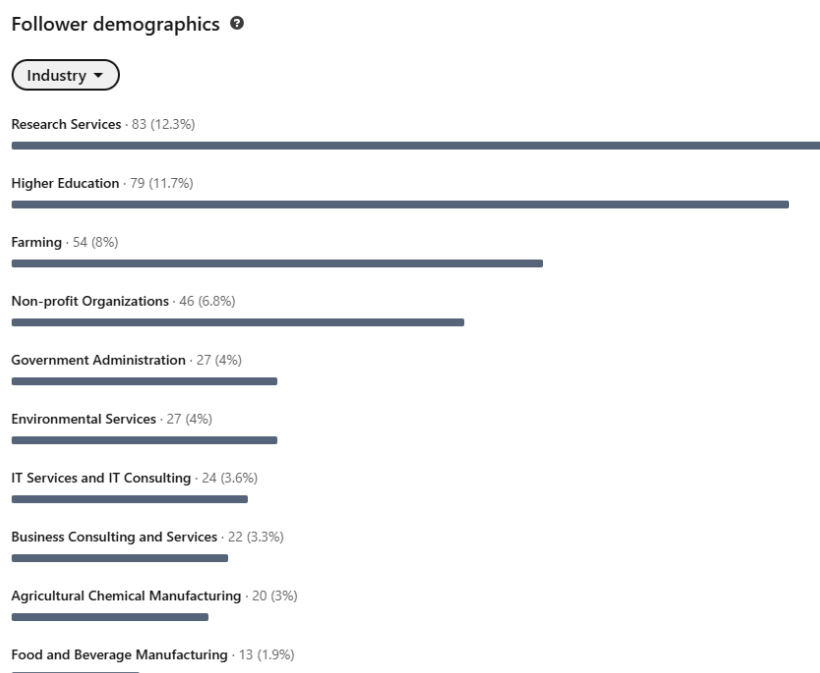


Figure 18. LinkedIn demographics

Other notable sectors include Business Consulting and Services (3.3%), and IT Services and IT Consulting (3.6%). The diversity of followers highlights STELLA's broad reach across multiple sectors, particularly in academia, research, and agriculture.

Facebook (Figure 19) is one of the world's largest social media platforms, with approximately 2.93 billion monthly active users as of the second quarter of 2022. Its audience has an even gender distribution, and the majority of users are aged between 18 - 44². This demographic is dynamic, actively involved, and more likely to engage with new technologies. STELLA's Facebook page can be accessed [here](#).

²Statista. (2024, May 22). *Facebook: distribution of global audiences 2024, by age and gender*. <https://www.statista.com/statistics/376128/facebook-global-user-age-distribution/>



Figure 19. STELLA's Facebook page

Meta Business Suite is a tool that provides page statistics about the project's audience. Statistics can be retrieved for any time range from the creation of the page until the present. Metrics include:

- **Facebook views:** The number of times that STELLA's content was played or displayed. Content includes videos, posts, stories and ads.
- **Facebook reach:** This metric measures the reach of STELLA's page content through both organic and paid distribution, including posts, stories, and ads. It also includes reach from other sources, such as tags, check-ins and Page or profile visits. This number also includes reach from posts and stories that were boosted. Reach is only counted once if it occurs from both organic and paid distribution (*this metric is estimated*).
- **Content interactions:** The number of likes or reactions, saves, comments, shares and replies on STELLA's page. Content can include formats such as posts, stories, reels, videos and more.

Achievements so far

Figure 20 provides an overview of the content performance for the first reporting period (January 2024 – June 2025). The insights highlight **7.8K views**, a **reach of 2,704** and **2,028 content interactions**. The total interactions amount to **2,028**, with 1,904 coming from followers and 124 from non-followers, indicating strong engagement primarily from existing followers.



Figure 20. Facebook Analytics

Instagram (Figure 21) has over 2 billion monthly active users³, with an almost equal gender split. Dominated by Millennials and Gen Z, it serves as a hub for trends and visual content. This large and diverse user base solidifies Instagram's position as one of the leading social media platforms. STELLA's Instagram page can be accessed [here](#).

³ Dean, B. (2023, August 18). 133 Super interesting social Marketing media stats (2023). Backlinko. <https://backlinko.com/social-media-marketing-stats>

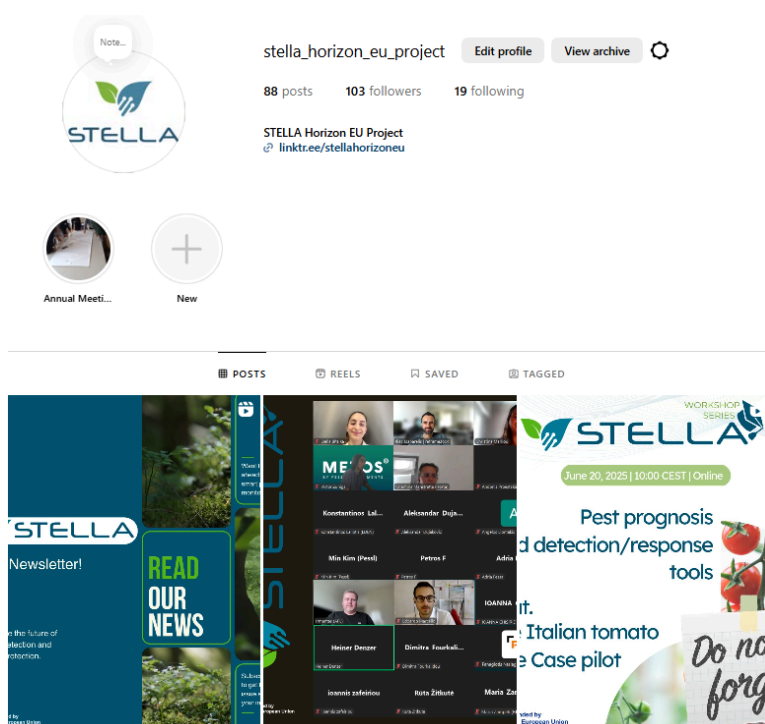


Figure 21. STALLA's Instagram page

Instagram Insights is a powerful tool to track our audience's engagement with STALLA's page content. The metrics are available through the Meta Business Suite tool. Key metrics include:

- **Instagram Views:** The number of times your content (posts, stories, reels, videos, and ads) was viewed.
- **Instagram Reach:** Measures how many unique accounts have seen your content, including organic and paid reach. This also includes reach from tags, mentions, and profile visits.
- **Content Interactions:** Tracks likes, comments, saves, shares, and replies on your posts, stories, reels, and videos.

Achievements so far

Figure 22 presents an overview of Instagram insights for the STALLA project over the first reporting period. The data reveals a total of 982 content interactions, a reach of 3,099, and 8,963 views. These metrics demonstrate robust engagement, with a significant reach and high view count, indicating effective content visibility and audience engagement.

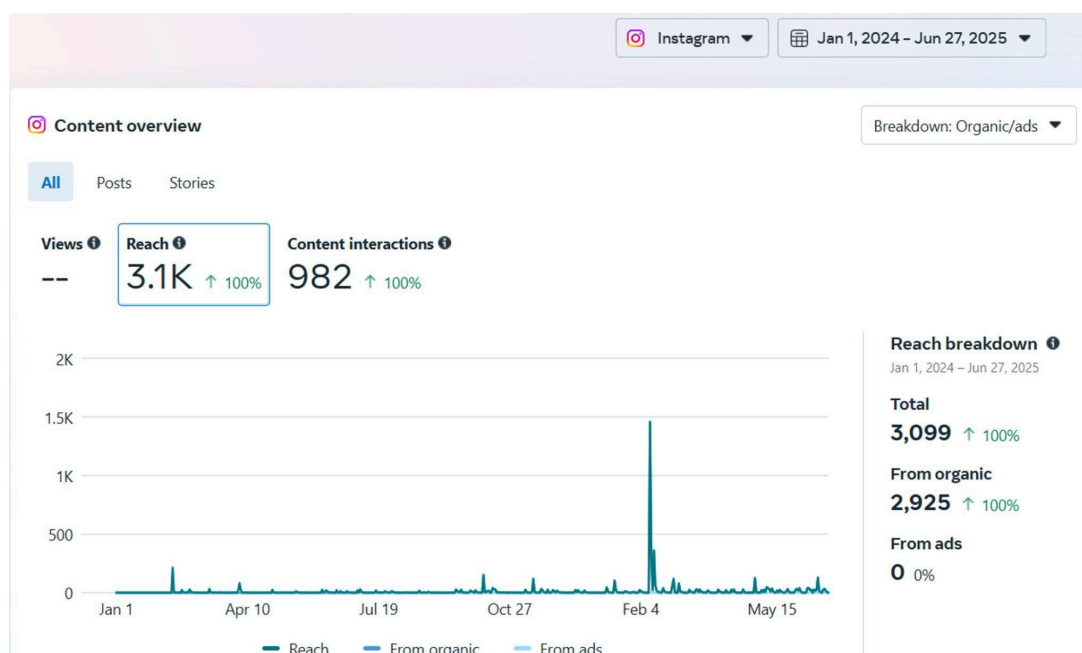


Figure 22. STELLA Instagram page insights

X (former Twitter) is an optimal platform for sharing the latest news and trends on varied topics and starting online conversations with audiences worldwide. X's 280-character limit makes news updates quick and easy to digest, and with an average of 330 million active monthly users it is a valuable social media channel for answering project questions with immediacy. STELLA's page X (Figure 23) can be accessed [here](#).



Figure 23. STELLA's X page

X Insights

- **X Views:** The total number of times STELLA's content has been viewed, including posts, stories, reels, and videos.
- **X Interactions:** Tracks user engagement through likes, comments, shares, and other interactive actions on content.
- **X Followers:** Represents the number of users who have chosen to follow STELLA's page, indicating sustained interest and a growing community.

Achievements so far

Figure 24 presents a summary of the X insights for the STELLA project from January 2024 to June 2025, showing **5620 views, 1007 interactions, and 62 followers**. (Due to recent changes in the X analytics tool, screenshots of analytics data are no longer available.)

STELLA -X				STELLA -X			
	Views	Like	Repost		Views	Like	Repost
2024				2025			
February	196	8	1	January	23	3	
	652	9	2		40	16	
	58	12			25	9	
	47	10			41	12	
	53	9		February	48	16	1
March	54	11			61	15	
	48	11			16	3	
	83	14			20	6	
April	46	14			23	5	
	69	12			14	5	
	313	11	1		29	9	
June	43	12			46	15	
	107	13	1		17	5	
	73	13		March	37	14	
	109	13	1		37	13	1
	108	9	2		43	11	1
July	55	12			26	12	1
	87	5			25	7	
	71	15			23	8	1
August	86	12		April	34	6	1
	48	10			41	14	1
September	74	10	2		54	11	1
	24	11			50	9	
	21	8			43	10	1
October	31	9		May	88	11	1
	35	11			93	12	2
	20	9			47	11	1
	62	13			78	12	1
	51	14	1		126	12	4
	35	12			44	9	1
	41	11			43	14	1
	39	14			53	11	1
November	70	19			49	13	1
	70	14		June	49	9	1
	91	17	2		33	7	
	101	14	2		40	11	1
	116	15	1		45	5	1
December	61	13			34	6	1
	128	13			19	4	1
	79	14			32	7	1
	84	16	1		65	8	1
	48	16	1		28	8	1
	35	10			34	10	2
Sum	50	12			32	12	1
	3772	530	18	Sum	1848	426	33

Figure 24. X insights

Bluesky (Figure 25) is an emerging platform well-suited for sharing the latest news, insights, and trends across various topics, while fostering meaningful conversations with audiences worldwide. Although still growing compared to larger platforms, Bluesky offers valuable opportunities for reaching specialised audiences and encouraging direct interaction. STELLA's Bluesky page is used to share project updates, engage with stakeholders, and participate in relevant discussions. STELLA's Bluesky page can be accessed [here](#).

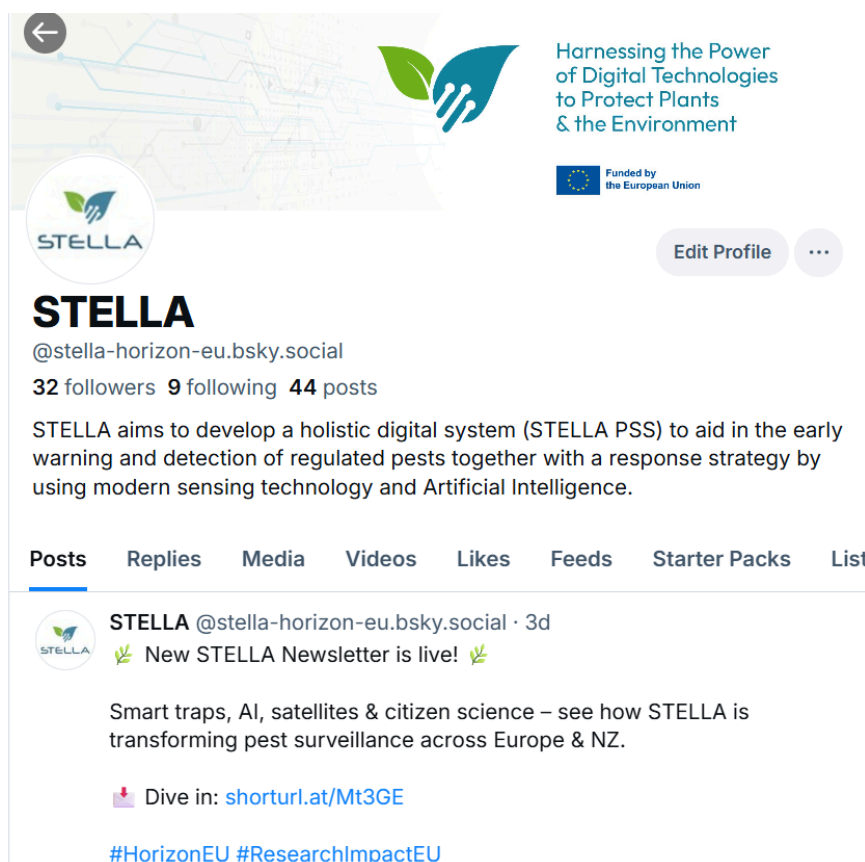


Figure 25. STELLA's Bluesky page

Bluesky Insights

- **Bluesky Interactions:** Tracks user engagement through likes, replies, reposts, and other interactive actions on content.
- **Bluesky Followers:** Represents the number of users who have chosen to follow S
- STELLA's updates on the Bluesky platform.

Achievements so far

Figure 26 presents a summary of the Bluesky insights for the STELLA project from January 2024 to June 2025, showing **327 interactions** and **32 followers**. (As Bluesky does not provide an analytics tool, screenshots of analytics data are not available.)

Blue Sky		
	Like	Repost
From January 2025 to April 2025	15	
	9	
	8	
	5	
	5	
	5	
	7	
	4	
	10	
	10	
	8	
	8	1
	5	1
	5	1
	9	1
	8	1
	6	
	6	1
	3	1
	9	1
	5	
	8	1
	3	1
	4	2
May	8	1
	8	1
	5	1
	5	1
	8	1
	7	1
	6	1
	7	1
	9	2
June	7	1
	5	
	6	
	6	1
	7	1
	4	1
	5	1
	6	1
	7	2
Sum	8	1
	295	32

Figure 26. Bluesky insights

YouTube has over 2.5 billion monthly users⁴, making it the world's second largest search engine after Google. With billions of daily views, it solidifies its position as the top platform for engaging video content. The STELLA project account currently has 26 subscribers. STELLA's YouTube channel page can be accessed [here](#).

⁴ Kemp, S. (2022, May 4). *Digital 2022: YouTube's ad reach passes 2.5 billion* — DataReportal – Global Digital Insights. DataReportal – Global Digital Insights. <https://datareportal.com/reports/digital-2022-youtube-headlines?rq=youtube>

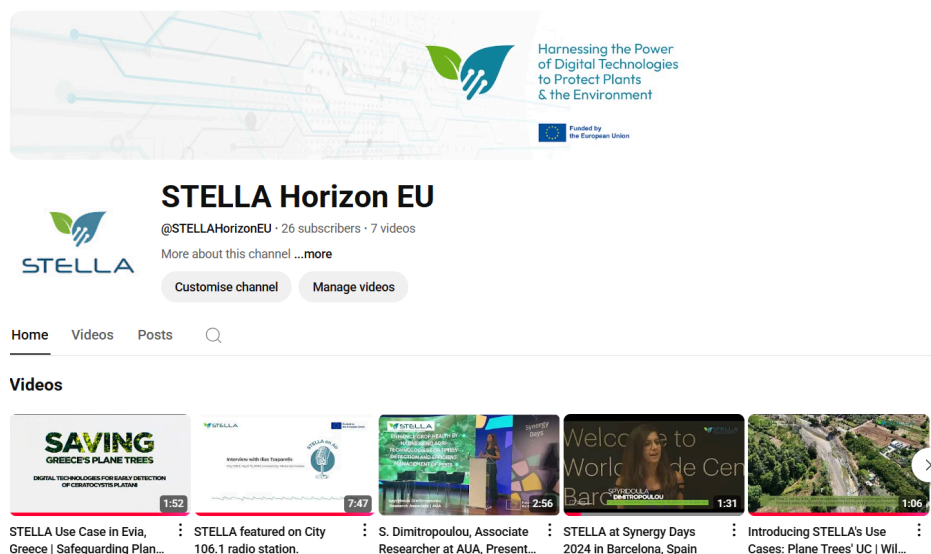


Figure 27. STELLA's YouTube channel

YouTube Studio provides comprehensive analytics for evaluating the performance of the STELLA Horizon EU channel. Metrics can be accessed for the entire lifetime of the channel, offering insights into content visibility, audience engagement, and viewer behaviour. Key indicators include:

- **Video views:** The total number of times STELLA's videos have been watched. This includes all public video content published on the channel, such as interviews, project presentations, and event coverage.
- **Watch time:** The total amount of time viewers have spent watching STELLA's videos. This metric provides insight into content relevance and audience interest.
- **Subscribers:** The number of users who have subscribed to the STELLA channel. Subscriber growth reflects the channel's ability to attract and retain viewers.
- **Engagement:** This includes interactions such as likes, comments, and shares on individual videos. It indicates the extent to which content resonates with the audience and encourages further dissemination.

Achievements so far

The STELLA YouTube channel (Figure 27) currently hosts seven videos, serving as a visual communication tool to enhance outreach and stakeholder engagement. From January 2024 to June 2025, the channel has built a modest but steadily growing presence, with **26 subscribers** and a collective total of **331 views** across all content, amounting to **4.1 hours** of watch time. The videos showcase various aspects of the project, including participation in high-profile events, project overviews and interviews. This platform effectively complements STELLA's broader dissemination strategy by offering accessible, multimedia-rich insights into the project's objectives, activities, and outcomes.

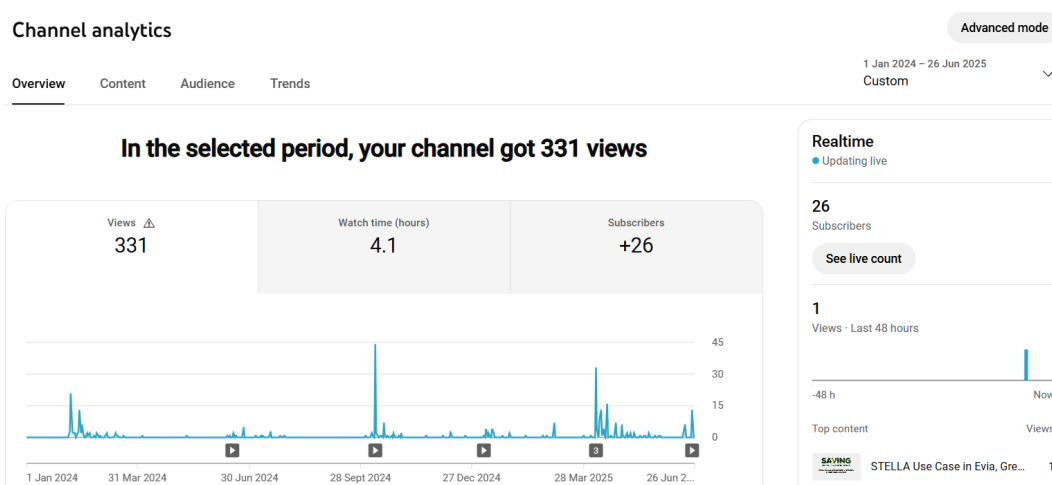


Figure 28. Youtube Analytics

SlideShare (Figure 29) is an online platform for sharing professional content through presentations, infographics, documents, or videos. With forty content categories, users can easily find information on their topics of interest. It is a valuable channel for professionals and academics to share research findings, industry insights, or educational materials with a global audience. STELLA's SlideShare account can be accessed [here](#).



Figure 29. STELLA's slideshare page

Table 30. Social Platforms KPIs per partner

KPI	Target	RFF
C3 - Social Platform		
C3.1 - Social media channels (LinkedIn, Facebook, Twitter, YouTube, SlideShare, Instagram)	6	6
C3.2 - Total audience	>1,500	1,520
C3.3 - Social media posts	>160	165
C3.4 - Total interactions	>10,000	10,500
C3.5 - Hashtags	5	5

Table 31. Social Platforms KPIs per reporting period

KPI	Target	RP1 (1-18)	RP2 (19-36)	RP3 (37-48)
C3 - Social Platform				
C3.1 - Social media channels (LinkedIn, Facebook, Twitter, YouTube, SlideShare, Instagram)	6	6	0	0
C3.2 - Total audience	>1500	400	500	620
C3.3 - Social media posts	>160	50	60	55
C3.4 - Total interactions	>10000	3,000	4,500	3,000
C3.5 - Hashtags	5	5	0	0

Table 32. Social Platforms KPIs status

KPIs	1st Reporting Period			
	Target	Status	Progress	
C3.1 - Social media channels (LinkedIn, Facebook, Twitter, YouTube, SlideShare, Instagram)	6	7	117%	✓
C3.2 - Total audience	400	952	238%	✓
C3.3 - Social media posts	50	917	1,834%	✓
C3.4 - Total interactions	3,000	10,446	348%	✓
C3.5 - Hashtags	5	7	140%	✓

4.2.4 Interactive e-newsletter

While the Grant Agreement originally envisioned the publication of **8 newsletters**, scheduled on a quarterly basis starting from M6, the STELLA consortium has strategically rescheduled their release to every four months. This adjustment ensures that each newsletter aligns more closely with key project developments, providing richer and more meaningful content to stakeholders. As a result, and given the 48-month duration of the project, this revised frequency is expected to result in **more than 8 issues** over the course of the project, thereby **exceeding the initial target** and further enhancing STELLA's outreach and engagement impact.

Each issue features the latest developments, activities, upcoming events, milestones, and insightful reports and publications pertinent to the project. The target audience includes Agriculture & Forestry actors, Policy Makers & Regulators, Industry & Technology professionals, Research & Academia, and Society at large. Newsletter subscription is facilitated through the project's website via an easy fill-in box for a friendly user experience. MailChimp platform is used to distribute newsletters.

- **>300 E-newsletter subscriptions**

Strategic efforts are currently underway to increase subscriptions to the STELLA e-newsletter through various dissemination channels. This approach aims to ensure that a growing number of stakeholders are regularly informed about the project's developments and achievements. The overall goal is to exceed 300 subscribers by the end of the project, with a minimum target of 100 subscribers set for the 1st reporting period.

Achievements so far

Between January 2024 and June 2025, the newsletter attracted **102 subscribers** (Figure 30).

Contacts

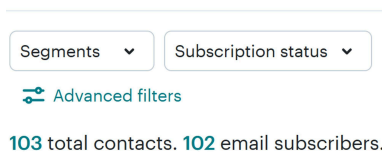


Figure 30. Newsletter subscribers

Achievements so far

Additionally, during the 1st reporting period, 4 newsletters have been published as part of STELLA's ongoing communication strategy. Each issue has served to inform stakeholders and the wider public about key developments, project milestones, partner's activities, and upcoming activities (Table 33).

Table 33. STELLA newsletters issued on RP1

<u>1st Newsletter</u> Date: June 2024 Summary: The 1st STELLA newsletter introduces the project and its mission to develop an integrated Plant Surveillance System (PSS) for early detection and management of plant pests and diseases. It highlights the project's kickoff meeting held in Athens, presents the international consortium of 14 partners from seven countries, and provides an overview of key activities, including the launch of six Use Case Pilots (UCPs) and the project's presence at Agrotica 2024, a major agricultural exhibition in Thessaloniki.	 Welcome to the first edition of the STELLA Newsletter! We are thrilled to bring you the first newsletter for the STELLA Horizon EU project! Our journey has just begun, and we are eager to share the promising developments and exciting activities we have embarked upon. Join us as we harness the power of digital technologies to protect plants and the environment. Introducing the STELLA Project STELLA aims to develop a holistic digital system, the STELLA Plant Surveillance System (PSS), to aid in the early warning and detection of plant pathogens. By employing modern sensing technology and Artificial Intelligence, STELLA PSS will formulate effective response strategies. Focusing on eight different Regulated Non-Quarantine Pests (RNQP) and quarantine diseases transmitted in various ways, STELLA PSS will be tested across 4 European countries with diverse climates and geological characteristics, as well as New Zealand. 
<u>2nd Newsletter</u> Date: October 2024 Summary: The 2nd STELLA newsletter shares updates on the project's technological progress and stakeholder engagement. It highlights the installation of weather stations in Greece and pest traps in Lithuania and announces STELLA's participation in Synergy Days 2024 in Barcelona. It also features the project coordinator's presentation at the XX International Plant Protection Congress, showcasing STELLA's digital approach to plant health monitoring.	 Welcome to the 2nd STELLA Newsletter! We are pleased to share the latest updates and insights from the STELLA Horizon EU Project. Stay informed about our recent news, progress, and upcoming events! Synergy Days 2024: Just Around the Corner! STELLA will be actively participating in the Synergy Days 2024, taking place at the World Trade Center in Barcelona, Spain on October 14–15, 2024. This key event connects the dots in the agri-food sector, bringing together EU projects, policy-makers, European and Digital Innovation Hubs, farmers, and other key stakeholders. It provides an excellent opportunity for fostering innovation and collaboration in agriculture and digital solutions. Make sure to attend our pitch presentation on the 1st day of the conference, October 14, at 15:15, and visit us at Booth 11 to explore potential partnership opportunities. 

[3rd Newsletter](#)

Date: February 2025

Summary: The 3rd STELLA newsletter, released in February 2025, highlights the project's ongoing efforts to enhance plant health monitoring through digital technologies. It showcases STELLA's active participation in key events across Europe, including presentations at the Prienai Farmers' Festival and the AgriFood Forum 2024 in Lithuania, the VINITECH-SIFEL Conference in France, and the Panhellenic Phytopathology Conference in Cyprus. Additionally, the newsletter covers the first annual consortium meeting held in Vienna, where partners reviewed progress and coordinated upcoming activities.

[4th Newsletter](#)

Date: June 2025

Summary:

The 4th STELLA newsletter highlighted the project's progress in pest monitoring, featuring two capacity-building workshops in Lithuania and Greece, the conclusion of a stakeholder survey, and new blog posts on AI, citizen science, and plant health. It also reports on outreach efforts, including a new press release, radio feature, and the first STELLA practice abstracts on the EU CAP Network.



Welcome to the 3rd STELLA Newsletter!

We are pleased to share the latest updates and insights from the STELLA project. Stay informed about our recent news, progress, and our latest engaging blog posts!

1st Annual Meeting at BOKU University

The STELLA Horizon EU project held its **1st Annual Meeting** on February 13-14, 2025, at BOKU University, Austria, fostering engaging discussions, strategic planning, and collaboration.

Our partners discussed the project's progress, key developments, and upcoming milestones, exchanging dynamic insights. The meeting also set the stage for the next steps in STELLA's implementation, ensuring alignment on forthcoming activities and strategies.



[View this email in your browser](#)



Newsletter issue #4

Updates on pest monitoring technologies, real-world pilots, and digital innovation, advancing plant health and resilient ecosystems across Europe and New Zealand.

Capacity Building | in action

Our first two Capacity Building Workshops explored how cutting-edge tools can transform pest detection and prediction on both farmland and forest landscapes.

Pest Detection Tools
feat. The Lithuanian Pilot.

[1st Workshop Highlights](#)

Pest Prediction Tools
feat. The Greek Plane Tree Forest Pilot.

[2nd Workshop Highlights](#)

Shaping STELLA | stakeholder voices

To align STELLA Pest Surveillance System with real sector needs, the Agricultural University of Athens launched a multilingual survey on pest monitoring practices and challenges. It was shared across our social media channels in:

English

Greek

Italian

Learn more in our blog:

- Citizen science in [Pest Management](#)
- [Data Sharing](#) with DjustConnect
- Redefining [Pest Detection](#) with AI
- [A United Front](#) Against Orchard Disease
- [The Plane Tree Disease](#)
- [Grapevine Threats](#) in France
- STELLA's Research Tackles [Apple Challenges](#)

Collaborations | driving change

New collaborations sealed through MoUs with:



Table 34. Interactive e-newsletter KPIs per partner

KPI	Target	RFF
C4 - Interactive e-newsletter		
C4.1 - E-newsletter subscriptions	>300	310

Table 35. Interactive e-newsletter KPIs per reporting period

KPIs	Target	RP1 (1-18)	RP2 (19-36)	RP3 (37-48)
C4 - Interactive e-newsletter				
C4.1 - E-newsletter subscriptions	>300	100	120	90

Table 36. Interactive e-newsletter KPIs status

KPIs	1st Reporting Period		
	Target	Status	Progress
C4.1 - E-newsletter subscriptions	100	102	102% 

4.2.5 Multimedia

STELLA uses multimedia content, including videos and animations, to effectively communicate complex information in an engaging and accessible manner.

- **>8 Press releases**

The STELLA project aims to produce a total of at least 8 press releases, with 3 scheduled for the first reporting period. These press releases will be used to communicate key activities and share important updates related to project milestones, among other topics. In the first reporting period, 3 press releases have already been issued.

Achievements so far

The first press release, published by RFF (Figure 31), was featured on the [agro 24 website](#) on February 27, 2024, following the successful kick-off meeting held in Athens, Greece. The [second press release](#), issued on May 9, 2025, by AFL, focused on advancing pest surveillance in Lithuania's agricultural landscape. The third press release, published on June 2, 2025, and posted at several news websites including [eleftherostypos.gr](#), highlighted STELLA's deployment of advanced pest detection technologies and the launch of capacity-building workshops designed to promote sustainable plant health surveillance across Europe and New Zealand.

agro24

Δημοσιογραφικό portal για τον αγροτικό τομέα

ΕΠΙΚΑΙΡΟΤΗΤΑ • ΠΡΟΪΟΝΤΑ • ΕΦΟΔΙΑ • ΑΓΟΡΑ • ΟΡΓΑΝΩΣΕΙΣ • ΣΥΜΒΟΥΛΕΣ •

ΚΑΙΝΟΤΟΜΙΑ | 27.02.2024 | 15:05

Ευρωπαϊκό Έργο STELLA: Ανάπτυξη ψηφιακών τεχνολογιών για τη βελτίωση της φυτοϋγείας



Το έργο STELLA αποτελεί μια νέα πρωτοβουλία, χρηματοδοτούμενη από το Πρόγραμμα "Horizon Europe", με βασικό στόχο την ανάπτυξη ενός ολοκληρωμένου ψηφιακού συστήματος, ονομαζόμενου STELLA PSS. Το σύστημα αυτό αποσκοπεί στην έγκαιρη ανίχνευση και προειδοποίηση για φυτοπαθογόνους επιβλαβείς οργανισμούς καραντίνας και ρυθμιζόμενων επιβλαβών οργανισμών μη καραντίνας. Παράλληλα το έργο προωθεί την ανάπτυξη μιας στρατηγικής απόκρισης, βασισμένη σε σύγχρονες τεχνολογίες ανίχνευσης και ταχέως νομιμοποίησης.

Το έργο επιδιώκει να αναπτύξει και να προωθήσει λύσεις για την παρακολούθηση και επιτήρηση επιβλαβών οργανισμών, να εφαρμόσει καινοτόμες μεθοδολογίες πρόληψης και διάγνωσης και να επιβεβαιώσει

A A ΜΕΤΕΩΡΟ ΚΕΙΜΕΝΟΥ

ΕΚΤΥΠΩΣΗ

MAIL

Print

Share

Σχόλια

ΔΕΙΤΕ ΑΚΟΜΑ

Από 9/5 αιτήσεις για ανάπτυξη συνεργασιών Επιχειρησιακών Ομάδων της Ευρωπαϊκής Σύμπραξης Καινοτομίας

Εκπαιδευτική ημερίδα στην Αρκαλία για καινοτόμες τεχνολογίες στην παραγωγικότητα και βιωσιμότητα της γεωργίας

Υπερβολή πρόγραμμα χρηματοδότησης για ανάπτυξη Επιχειρησιακών Ομάδων

Verslas : Agronaujienos

2025 m. gegužės 9 d. 12:04

Šiltos lietuviškos vasaros patinka ir naujoms kenkėjų rūšims

Rukla

Pavasariu spaudėjo tradiciškai padaugėja žinučių apie tai, jog dėl švelnių žiemų Lietuvoje sunkias ligas platinantys nariuotakojai – erkės – aktyvūs išlieka ištisus metus. Pavojingi ne tik žmonėms, bet ir naminiams gyvūnams kenkėjai savo suaktyvėjimu nerimą kelia plačiam šalies gyventojų ratui. Dėl kintancio klimato mūsų šalyje atsiranda ir daugiau naujų kenkėjų rūšių ir ligų, kurios gali būti pavojingos ne tik žmonėms, bet ir daryti neigiamą įtaką ekonominei veiklai, užkrėsti pasėlių laukus, sunaikinti užaugintą derlių. Ar jau laikas sunerinti?



Figure 31. Press Releases

● 54 Press release translations (in total)

A total of 54 press releases will be translated into the partners' languages, with 18 translations scheduled for the first reporting period. This effort aims to ensure that information is accessible to a wide audience across different regions. This strategy enhances outreach and engagement with diverse stakeholders. By providing translations, we aim to keep all relevant audiences well-informed about the project's milestones and developments, thereby fostering greater understanding and support for STELLA's initiatives.

Achievements so far

All three press releases published during the first reporting period have been translated into all partner languages, ensuring broader outreach and inclusivity across target regions.

● >6 Videos from the UCPs

Videos produced for the Use Case Pilots (UCPs) are intended to introduce each pilot's context, highlight key challenges, and present the technologies being deployed. The goal is to create at least six videos—one per UCP—offering insights into the local conditions and the planned implementation of STELLA solutions.

Achievements so far

While no videos were initially scheduled for the first reporting period, the first video—focusing on the Greek UCP and the threat of *Ceratocystis platani* to plane trees—was published on STELLA's YouTube channel in June 2025. The video presents

the regional challenges, outlines the objectives of the pilot, and provides an overview of the digital tools that will be introduced.

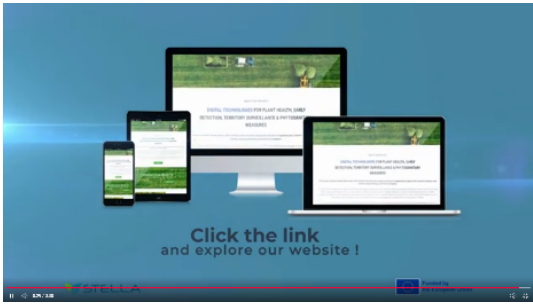
- **>10 Short videos/animations**

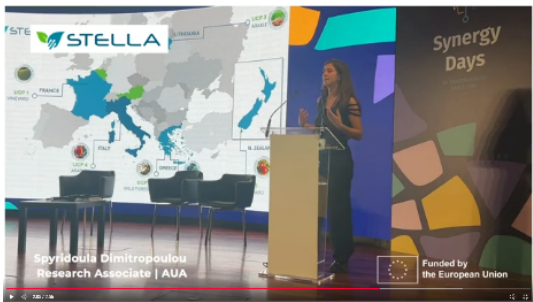
Short videos or animations are created to explain important concepts and results in a visually appealing and concise manner. This content is shared on the project's website and social media channels. The overall target is to produce more than 10 videos, with 3 planned for the 1st reporting period.

Achievements so far

5 videos/animations have already been produced by RFF covering general presentations of the project, its website and participation in events.

Table 37. Short videos/animations

1 Website presentation Date: June 17, 2024	
2 Short presentation of the project Date: October, 2024	
3 Introducing STELLA's Use Cases: Plane Trees' UC Wild Forests, Evia, Greece Date: January, 2025	

4 STELLA at Synergy Days 2024 Date: April, 2025	
5 Pitch presentation of STELLA by S. Dimitropoulou at Synergy Days Date: April, 2025	

- **>5 TV/radio interviews**

TV and radio interviews with project representatives will be conducted to reach broader audiences and increase public awareness about STELLA's objectives and achievement. This approach allows us to effectively disseminate project findings and advancements, while fostering public interest and support for STELLA's goals.

Achievements so far

On April 15, 2025, Ilias Tsaparelis from RFF was featured in an interview on the Greek radio station City 106.1. During the discussion, he presented the vision of the STELLA project, highlighting its contribution to a more sustainable and resilient agricultural sector. The full interview is available in STELLA's youtube channel: [Interview on city radio](#).

- **6 Podcasts**

Achievements so far

This is a **newly added KPI** that was not included in the original Dissemination, Communication and Exploitation Plan, introduced to further diversify STELLA's outreach activities. The project aims to produce and publish at least six podcast episodes that highlight milestones, use cases, and expert insights from partners. These audio stories will support engagement with a broader audience, making project content more accessible to non-expert stakeholders and enhancing the project's visibility across new communication channels.

Table 38. Multimedia KPIs per partner

KPI	Target	AUA	UCSC	EV ILVO	BOKU	RFF	ACTA	HORTA SRL	AFL	IFV	LAL
C5 - Multimedia											
C5.1 - Press releases	>8					9					
C5.2 - Press release translations	54			9	9	9	9	9	9		
C5.3 - Videos from the UCPs	>6	2	1		1				1	1	1
C5.4 - Short video/animations	>10					11					
C5.5 - TV/radio interviews	>5	1	1		1	1			1	1	
C5.6 - Podcasts	6					6					

Table 39. Multimedia KPIs per reporting period

KPI	Target	RP1 (1-18)	RP2 (19-36)	RP3 (37-48)
C5 - Multimedia				
C5.1 - Press releases	>8	3	4	2
C5.2 - Press release translations	54	18	24	12
C5.3 - Videos from the UCPs	>6	0	5	2
C5.4 - Short video/animations	>10	3	5	3
C5.5 - TV/radio interviews	>5	1	3	2
C5.6 - Podcasts	6	0	4	2

Table 40. Multimedia KPIs status

KPIs	1st Reporting Period			
	Target	Status	Progress	
C5.1 - Press releases	3	3	100%	✓
C5.2 - Press release translations	18	18	100%	✓
C5.3 - Videos from the UCPs	0	1		✓
C5.4 - Short video/animations	3	5	167%	✓
C5.5 - TV/radio interviews	1	1	100%	✓
C5.6 - Podcasts	0	0	0%	✓

5 Exploitation Activities

STELLA will produce several commercial and non-commercial Key Exploitable Results (KERs) over the duration of the project. This chapter will introduce the preliminary results identified during the proposal stage and outline potential pathways for their exploitation. Additionally, it will describe the procedure for identifying new KERs during project implementation. A set of clear measures to ensure sustainability and effective IPR management of STELLA results will be developed by M17 in D6.9, expanding upon this initial plan and providing a concrete roadmap for the duration of the project and beyond.

5.1 STELLA Exploitation strategy and measures

Initial exploitation strategy was established by M6 as part of the DEC plan, designed to bring STELLA results to all target groups and deliver sustainable outputs that extend beyond the project lifetime. Exploitation plan will effectively:

- Ensure the use, re-use and extensive dissemination of knowledge created during the project.
- Highlight the added value of the project to promote further scientific development.
- Promote sustainable growth

This implies that exploitation does not only refer to commercialisation but includes several non-commercial pathways as well.

- **Scientific:** Scientific outputs such as the STELLA pest and AI models, datasets, methods, prototypes, and any available data generated throughout the course of the project that can be utilised by the scientific community for future research.
- **Commercial:** STELLA PSS, technological foundations, prototypes, and research data are some of the products that can be exploited for commercialisation reasons. These are outputs that can be used to create, expand, or influence markets. Innovative technologies or methods that are developed as part of the project can serve as the first step towards creating a new start-up and entering the market.
- **Policymaking:** Project results may provide policymakers and regulators with evidence-based information that can be useful in the process of forming new policies or changing existing ones. Results and new knowledge emerging from the projects can serve decision-makers while forming strategies in various fields such as environment, security, and industry.
- **Training and education:** STELLA E-learning platform and potentially other project results can be used to develop education and training programs for professionals and/or the general public. They can provide skills and knowledge and bring about societal transformation.
- **Other:** Anything that does not fit the above categories.

The STELLA exploitation strategy aims to maximise the value and uptake of the project's innovations by actively involving partners and stakeholders in a structured, multi-phase process. The goal is to ensure that the Key Exploitable Results (KERs)—whether commercial or non-commercial—are effectively leveraged to support sustainable pest and disease management across Europe and beyond.

The exploitation strategy follows a structured three-cycle approach:

Cycle 1 – Investigate: Partner Mapping and KER Identification

The first phase focused on exploring partner expectations, initial ambitions, and existing capabilities for future exploitation. As a key outcome of this phase, the “**KER & IPR Validation & Identification Tool**” was developed and circulated across the consortium. This tool serves as a structured online spreadsheet enabling all partners to:

- Identify their initial Key Exploitable Results (KERs)
- Provide details about potential IPRs
- Specify target user groups
- Suggest potential exploitation pathways

Each KER has a dedicated worksheet for input from associated partners, allowing clear tracking of ownership, roles, and exploitation maturity. This tool will remain active throughout the project and will be updated iteratively as new KERs are identified and refined.

Cycle 2 – Co-Create: Continuous Mapping and Collaborative Validation

The second phase builds on the initial mapping and moves towards validating potential exploitation pathways and refining use scenarios. This includes both **commercial and non-commercial options**, aiming to identify optimal market or policy fit for each result.

To support the continuous enrichment of STELLA's exploitation framework, a dedicated procedure has been established for the identification, submission, and validation of new KERs (Figure 32). This process ensures that all emerging results are systematically captured, assessed for their exploitation potential, and integrated into the overall strategy. When a new KER is identified by a partner, the following steps are followed:

1. **Notification:** The identifying partner informs the WP6 Leader (RFF) and the Project Coordinator (AUA) about the newly identified result.
2. **Initial Submission:** The partner completes the relevant sections of the "KER & IPR Validation and Identification Tool", providing detailed information on:
 - The scope of the result and its relevance to the project goals;
 - Target stakeholder groups;
 - Proposed exploitation pathways (commercial, non-commercial, public, open-access);
 - Potential intellectual property rights (IPR) and ownership considerations.
3. **Consortium Validation:** The proposed KER is reviewed by the WP6 team and, where necessary, by relevant partners. Input is collected to assess its exploitability, align it with STELLA's strategic objectives, and identify any potential overlaps or IP conflicts.
4. **Revision:** Based on consortium feedback, the KER entry is revised and finalised.
5. **Integration:** Once validated, it is formally added to the updated list of STELLA KERs, ensuring its inclusion in the exploitation strategy and future planning.

This structured, collaborative approach ensures transparency, fosters early alignment on ownership and use rights, and maximises the exploitation potential of all project results.



Figure 32. STELLA New KER identification steps

To enrich this process, RFF hosted the **1st IPR and Exploitation Strategy Workshop** (November 13, 2024), introducing the methodology and tools for KER identification and exploitation planning. This was followed by a dedicated **interactive session during the Annual Consortium Meeting in Vienna** (February 13–14, 2025), where partners assessed existing KERs, suggested new ones, and explored exploitation challenges and opportunities collaboratively.

Cycle 3 – Accelerate: Consolidation and Agreements

The final phase focuses on maturing exploitation plans, solidifying joint or individual strategies, and defining sustainability and scale-up paths. It will include:

- Agreement on exploitation roles and responsibilities
- Assessment of replication and upscaling potential
- Identification of public-private synergies or business models (where applicable)

The final version of the Exploitation Strategy (M48) will present a consolidated vision for post-project impact, supported by both the STELLA Pest Surveillance System (PSS) and other core results (AI models, pest models, and the e-learning platform).

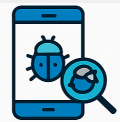
This ongoing multi-actor process ensures STELLA's results are not only technically sound, but also positioned for real-world uptake and long-term value generation.

5.2 STELLA Results

This section provides an updated mapping and assessment of the STELLA project's exploitable results, building on the initial identification of Key Exploitable Results (KERs) outlined during the first reporting period. The objective is to analyse the commercial and non-commercial potential of each result, taking into account partner input, market relevance,

and alignment with stakeholder needs. This updated evaluation helps shape targeted exploitation strategies for individual and joint follow-up after the project's completion.

Table 41. Commercial Potential of the project results

	Result	Potential (1–10)	Rationale
	Data collection protocols	3	Valuable for standardisation and replication, but typically shared openly as public goods.
	Pest models	7	High value if integrated into tools or platforms; could be licensed or sold as a service component.
	Smartphone application (Android/iOS)	6	Moderate-to-high potential, especially if scaled or adapted for commercial uses (e.g. agri-coops, NGOs).
	AI models	7	Technologically advanced, but currently viewed by partners as research-oriented components without standalone market pathways.
	STELLA Pest Surveillance System (PSS)	9	Flagship platform with high uptake potential in public and private sector digital pest management initiatives.
	Cost-benefit analysis	2	Informative and valuable internally or for policymakers, but not inherently commercial.
	E-learning platform	8	Stronger commercial outlook for use in certified training programs, agricultural advisory systems, or integration with institutional curricula.

	STELLA Datasets	4	May hold value for specific third parties, but most likely to be shared under open science principles.
	Guidelines for system implementation	2	Supporting material; important for replication but low commercial potential.
	Policy analysis	2	Targeted toward public decision-making and influence, not direct commercial use.
	Policy toolbox	3	Slightly higher if used by external institutions or embedded in advisory services.
	Policy design roadmap	2	Strategic resource for public-good outcomes, with minimal commercial exploitation expected.

The project has already started generating a range of results — from digital tools and technical models to training platforms and policy resources — each with distinct exploitation profiles. In table 41, all twelve identified project results are presented, rated on a scale from 1 (very low) to 10 (very high), for their commercial potential, along with a brief justification of each rating. This assessment considers the market relevance, uniqueness, replicability, readiness level, and the interest expressed by partners for each result. The ratings are not definitive but rather indicative of current perceptions at the end of RP1.

While many results are primarily intended as public goods (e.g., policy guidance, datasets, or implementation guidelines), others show clearer prospects for market-driven exploitation or service-based deployment. Notably, four results were initially flagged as having the strongest commercial relevance:

- **STELLA Pest Surveillance System (PSS)** – the project's core platform for pest monitoring, integrating multiple data sources and AI capabilities.
- **E-learning Platform** – a modular, scalable environment for stakeholder training, with potential for certification and institutional integration.
- **Pest Models** – technical components that may be embedded into advisory or prediction tools

Conversely, technical components such as the **AI-models**, while highly innovative, are currently perceived by partners as valuable internal assets or enablers rather than exploitable products in themselves.

This internal evaluation is continuously refined through partner consultations, dedicated workshops, and feedback from stakeholders, ensuring that the most promising results receive appropriate support in terms of exploitation planning and resource allocation.

5.3 KERs

As of the end of the first reporting period, the STELLA project has not yet initiated concrete exploitation actions. This is consistent with the project's overall timeline, as several of the most promising results are still under development or early validation. Nevertheless, a preliminary set of **Key Exploitable Results (KERs)** has been identified, based on their potential for sustained use, replication, or commercial application. At the time of writing, STELLA has identified the following four key exploitable results (KERs). Tables 29-33 present each of the KERs, the partners that will contribute to their development, a description, the target groups, the scope (commercial, non-commercial) and means of exploitation as well as the unique value proposition. This brief statement clearly explains the benefits, how it solves a particular challenge and how it is different and unique. As the project progresses, each of the KERs will be revisited and analysed in further detail.

5.3.1 KER1: STELLA PSS

Table 42. STELLA KER1

KER 1: STELLA PSS	
Contributing Partners	AUA, ILVO, BOCU, GD, ACTA, PESSL, GSC, AFL, EDEN, IFV, LincolnAgritech
Description	A real time pest and disease monitoring alert and response system, consisting of an early warning tool, a pest detection system and a pest response system.
Target Groups	Agriculture & forestry actors, Policy makers & Regulators, Industry and Technology, Research & Academia
Exploitation Type	Agriculture & forestry actors: Adopt the STELLA PSS for accessing insights for early warning surveillance, detection and mitigation of RNQP & quarantine diseases. Policy makers & Regulators: Access policy recommendations towards accelerating the adoption of digital technologies in agriculture. Industry and Technology: Enable the build of new applications and services. Research & Academia: Exploitation of the scientific breakthroughs under other existing research activities, new research projects and for educational/training purposes.
Scope of exploitation	Commercial (C) & Non-commercial (N)
Unique Value Proposition	A comprehensive system for plant monitoring and disease risk warnings will translate AI models, output into actionable information, towards informed decisions and proactive measures for minimisation of plant health risks.

5.3.2 KER2: E-learning platform

Table 43. STELLA KER2

KER 2: E-learning platform	
Contributing Partners	All Partners
Description	Multimodal platform offering free, online training material towards strengthening the capacities of stakeholders in adopting STELLA's results.
Target Groups	Agriculture & forestry actors, Policy makers & Regulators, Research & Academia, Society
Exploitation Type	Increase capacity, build skills and fill the knowledge gaps that limit stakeholder engagement of harnessing the power of digital technologies to protect plans & the environment.
Scope of exploitation	Commercial (C) & Non-commercial (N)
Unique Value Proposition	Convenient open access to high quality training materials, featuring multidisciplinary modules, specifically designed to support the confident and efficient use of STELLA's solutions.

5.3.3 KER 3: Pest models

Table 44. STELLA KER3

KER 3: Pest models	
Contributing Partners	Research Partners
Description	Multimodal platform offering free, online training material towards strengthening the capacities of stakeholders in adopting STELLA's results
Target Groups	Agriculture & forestry actors, Industry and Technology, Academia
Exploitation Type	Implement effective measures for pest control by understanding the epidemiological traits of pests and by making a better quantification of the risks associated with their spread
Scope of exploitation	Non-commercial (N)
Unique Value Proposition	Offer insights for further development of targeted pest control methods and strategies

5.3.4 KER 4: AI models

Table 45. STELLA KER4

KER 4: AI models	
Contributing Partners	Research Partners
Description	Development of AI models for end-to-end data collection and estimation for pest detection and prediction integrated in STELLA PSS
Target Groups	Agriculture & forestry actors, Industry and Technology, Academia
Exploitation Type	Exploit the tailor-made AI models for predictions in real time and for pest-specific estimations in the field
Scope of exploitation	Non-commercial (N)
Unique Value Proposition	AI models will support multi-modal input data (images, text, numbers), and are designed to provide macro-predictions and model more complicated phenomena regarding pest presence.

Each of these KERs is at a different stage of readiness and will continue to evolve through as the project progresses. A more detailed exploitation strategy — including partner roles, sustainability pathways, and uptake mechanisms — will be developed in the second reporting period, in coordination with the finalisation of technical components and user feedback.

5.4 Sustainability plan and IPR strategy

5.4.1 Sustainability plan

The STELLA sustainability plan, as detailed in Deliverable D6.9, defines the strategic actions needed to ensure the long-term relevance, usability, and impact of the project's results beyond its funded duration. The plan covers the institutionalisation of key outcomes—including the STELLA PSS platform, e-learning modules, pest and AI models—into agricultural systems and practices.

It outlines capacity-building initiatives, engagement with policy frameworks, collaboration with Digital Innovation Hubs and advisory services, and mechanisms for continuous improvement. Importantly, it identifies opportunities for post-project funding and partnerships that can support the ongoing maintenance, uptake, and evolution of STELLA tools. The sustainability plan is structured around six objectives:

- Institutionalise STELLA solutions in agricultural systems and policy.
- Build stakeholder capacity for long-term use and impact.
- Foster strategic partnerships and ecosystem engagement.
- Promote continuous improvement through feedback loops.
- Leverage funding opportunities for scaling and maintenance
- Enhance alignment with policy for broader structural integration.

The plan is monitored through a set of defined KPIs (e.g., training activities, stakeholder engagement, policy contributions), with periodic updates foreseen in D6.10 (M31) and D6.11 (M48).

5.4.2 IPR Strategy

The Intellectual Property Rights (IPR) framework of STELLA, also outlined in D6.9, ensures that project results are properly protected, managed, and—where appropriate—exploited. It defines the rules around access, ownership, publication, and licensing of results and background knowledge, following the provisions of the Grant Agreement and Consortium Agreement. A dedicated IPR monitoring process has been established, including:

- Background IP validation by all partners.
- Identification of Key Exploitable Results (KERs) with associated rights.
- Appointment of IPR Managers by each partner to oversee internal compliance.
- Workshops and tools to build consortium capacity and assess exploitation readiness.

The strategy includes a dispute resolution mechanism, partner obligations regarding publication and open access, and guidance on handling sensitive data and third-party rights.

6 Conclusion

Deliverable D6.3: *Dissemination, Communication and Exploitation Plan – 1st Update* presents the refined strategy for communicating, disseminating, and exploiting the results of the STELLA project during its second implementation phase. This updated plan emphasises the importance of intensified communication activities to raise awareness about STELLA's objectives, outcomes, and value among target stakeholders.

It sets out clear timelines, tools, and actions for achieving the project's Key Performance Indicators (KPIs) and outlines how all partners contribute to the visibility and uptake of STELLA results. The emphasis remains on maximising impact through targeted messaging, active stakeholder engagement, and tailored dissemination channels.

Looking ahead, the third iteration of the Dissemination, Communication, and Exploitation Plan—due in M32—will build upon the progress achieved so far. It will assess the effectiveness of the current approach, identify key strengths and areas for improvement, and establish strategic actions for the final phase of the project. These efforts will be closely aligned with the continued growth of the STELLA ecosystem and its long-term sustainability.

6. Annexes

- **Annex I: STELLA Templates**
 - i. **Deliverable template**



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

D[x.y]: [Deliverable Title]

Responsible Author: [Author Name and Surname (Partner's short name)]



D[x.y]: [Deliverable Title]

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	WPx: Title of the WP
WP Lead Beneficiary	Partner's full name (Short name)
Relevant Task(s)	Txx: Title of the Task
Deliverable type / Dissemination level	R – Report; DEC: Websites, press & media actions, videos, etc.; OTHER: Software, etc. PU: Public; SEN: Sensitive; CI: Classified
Due Date of Deliverable	DD Month 20YY
Actual Submission Date	DD Month 20YY
Responsible Author	[Author Name and Surname (Partner)]
Contributors	[Contributors' Name and Surname (Partner)]
Reviewer(s)	[Reviewer's Name and Surname (Partner)]

Disclaimer
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2



D[x.y]: [Deliverable Title]

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Glossary of terms and abbreviations used

List of Abbreviations and Acronyms	
Abbreviation #1	Acronym #1

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6

ii. Meeting Minutes



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

Meeting Minutes

[Meeting Title]
DD Month 20YY,
[Place of the Meeting]

Organised by: [Partner]

Dissemination Level	
P	Public
C	Confidential, only for members of the consortium and the Commission Services

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Meeting Minutes

	101134750
Grant Agreement No.	
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 - End date	January 1 st , 2024 – December 31 st , 2027
Project Website	stella-pss.eu
Work Package	[WPx: Title of the WP]

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Meeting Minutes

Participants

No	Organisation	Name	Email
1.			
2.			
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20.			

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iii. Meeting agenda template



Meeting Agenda
[Meeting Title]
DD Month 20YY,
[Place of the Meeting]

Funded by
the European Union



[Meeting Title] Meeting Agenda

1. Project & Document Information

Grant Agreement No.	101134750
Project Acronym	STELLA
Project Title	HARNESSING THE POWER OF DIGITAL TECHNOLOGIES TO PROTECT PLANTS & THE ENVIRONMENT
Call	HORIZON-CL6-2023-GOVERNANCE-01
Start – end date Project Duration	01/01/2024 -31/12/2027 48 months
Project Website	stella-pss.eu
Project Coordinator	Agricultural University of Athens (AUA)
Address	Iera Odos 75, 11875, Greece
Reply to	[Contact person information]

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[Meeting Title] Meeting Agenda

3. Proposed Agenda

1st day of [Meeting Title] meeting: DD/MM/YY

Time*	Session	Presenter
	Tea & Coffee Break	
	Lunch Break	
	Tea & Coffee Break	

*Please specify the time zone

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iv. Presentation template



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the European Union

[Event]
Presentation
Day #

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[Date]

[Event | Place]


Meeting Agenda Day #

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[Date]
[Event | Place] 2



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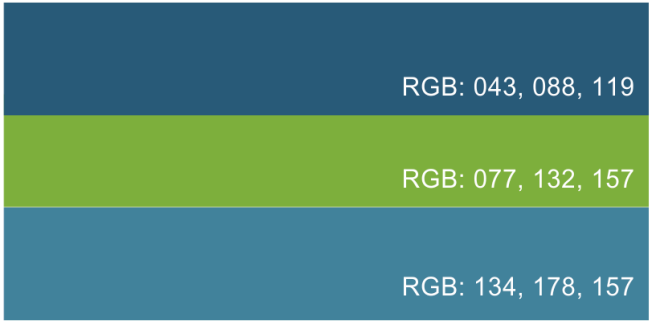
[Date]
[Event | Place] 3

○ **Annex II: Communication Material**

i. Logo Variations



ii. Colour pallet and styles

COLOURS	 RGB: 043, 088, 119 RGB: 077, 132, 157 RGB: 134, 178, 157 CMYK: 096, 053, 033, 018 PANTONE 308C WEB: 2B5877 CMYK: 065, 000, 100, 000 PANTONE 368C WEB: 86B233 CMYK: 084, 029, 027, 008 PANTONE 314C WEB: 4D849D	
	Logo font: Neuropol Title font: Zabel_X	FONTS

STELLA
La puissance des **technologies numériques** au service de la **protection des plantes et de l'environnement**

Parcelles Pilotes en France
Vigne



Utilisation de technologies de pointe pour identifier et gérer les déplacements dans la région viticole d'Alsace

Informations sur les parcelles pilotes

Culture	Vigne
Agents pathogènes	Eroulement viral GLRaV-1 & GLRaV-3 Jaunisse du Bois Noir <i>Candidatus Phytoplasma solani</i>
Catégorie de nuisible	Organisme réglementé non de quarantaine (ORNG)

Logos: EZZE, ILVO, IIRP, etc.

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STELLA
Αξιοποίηση της Δυναμικής των Ψηφιακών Τεχνολογιών για την Προστασία των Φυτών και του Περιβάλλοντος

Πilotική Εφαρμογή - Ελλάδα
Ελαιώνες



Αξιοποίηση προηγμένων τεχνολογιών για την αναγνώριση και διαχείριση ασθενειών της ελιάς στη Μεσογειακή κλιματική ζώνη

Πληροφορίες πιλοτικής εφαρμογής

Κολλέγιο	Ελιά (Olea europaea)
Ασθένειες	Βερσυκλώση ελιάς & Καρμίνωση ελιάς
Παθογόνα	<i>Verticillium dahliae</i> & <i>Pseudomonas savastanoi</i> pv. <i>savastanoi</i>
Κατηγορία	Ρυθμιζόμενο επιβλαβές οργανισμός μη καραντίνης (RNQIP)

Logos: EZZE, ILVO, IIRP, etc.

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STELLA
Αξιοποίηση της Δυναμικής των Ψηφιακών Τεχνολογιών για την Προστασία των Φυτών και του Περιβάλλοντος

Πilotική Εφαρμογή - Ελλάδα
Δασικές Εκτάσεις



Εφαρμογή προηγμένων τεχνολογιών για την αναγνώριση και διαχείριση αναδυόμενων ασθενειών για τα πλατάνια στη Μεσογειακή κλιματική ζώνη

Πληροφορίες πιλοτικής εφαρμογής

Είδος	Πλάτανος (<i>Platanus orientalis</i>)
Ασθένεια	Μεταγραμμάτιο έλκος πλατάνου
Παθογόνο	<i>Ceratostyis platani</i>
Κατηγορία	Επιβλαβής οργανισμός καραντίνης (QP)

Logos: EZZE, ILVO, IIRP, etc.

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STELLA
Sfruttare la **Potenza delle Tecnologie Digitali** per **Proteggere le Pianta e l'Ambiente**

Caso Studio Italiano
Pomodoro da industria



Utilizzare tecnologie all'avanguardia per identificare e gestire le minacce emergenti per il pomodoro da industria nella regione Emilia-Romagna

Informazioni sul caso studio

Cultura	Pomodoro da industria
Patogeno	<i>Ralstonia solanacearum</i>
Categoria	Organismi nocivi da quarantena (QP)

Logos: EZZE, ILVO, IIRP, etc.

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

New Zealand Use Case Pilot
Orchard



Utilizing cutting-edge technologies to identify and manage emerging threats to apple trees in the Oceanic climate zone

Use Case Pilot info

Crop	Apples
Pathogen	<i>Neofabraea alba</i>
Pest	
Category	Regulated Non-Quarantine Pest (RNQIP)

Logos: EZZE, ILVO, IIRP, etc.

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

Lithuanian Use Case Pilot (UCP)
Arable



Utilizing cutting-edge technologies to identify and manage emerging threats to potato crops in the Central European climate zone

UCP info

Farming System	Arable
Pathogen	Potato leafroll virus (PLRV)
Pest category	RNQP

Logos: EZZE, ILVO, IIRP, etc.

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STELLA
Skaitmeninės inovacijos augalų ir aplinkos apsaugai

Bandomasis naudojimo atvejo projektas Lietuvoje (BNAP)
Žemės ūkio naudmenos



Panaudojant pažangias technologijas, Vidurio Europos klimato sąlygomis, aptikti ir sureguliuoti bulvių pasėliuose atsirandančius naujus kenkėjus

Apie BNAP

Užtikrinimo sistema: Pasėlių žemdirbystė
Patogenas: Susisukusiu bulvių lapų virusas (angl. Potato leaf roll virus - PLRV)
Kenkėjų kategorija: Reguluojamas nekarantininis kenkėjas (angl. Regulated Non-Quarantine Pest - RNQP)

Logos: EZZE, ILVO, IIRP, etc.

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iv. Poster



v. Brochures

English



German



Greek

Η ΠΡΟΣΕΓΓΙΣΗ ΤΟΥ STELLA

Το STELLA PSS θα δομηθεί και θα ελεγχθεί με βάση τις προτεραιότητες της Ευρωπαϊκής Επιτροπής (European Commission) και της Ευρωπαϊκής Επιτροπής (European Commission) και της Ευρωπαϊκής Επιτροπής (European Commission).

ΤΟ ΜΟΝΤΕΛΟ ΤΟΥ STELLA PSS

Το μοντέλο του STELLA PSS βασίζεται στην επένδυση στην καινοτομία και στην ανάπτυξη της ψηφιακής γεωργίας.

ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΠΛΑΝΟ

Το επιχειρησιακό πλάνο του STELLA PSS περιλαμβάνει τις ακόλουθες δραστηριότητες:

ΠΙΛΟΤΙΚΕΣ ΕΦΑΡΜΟΓΕΣ ΧΡΗΣΗΣ STELLA

Οι πιλοτικές εφαρμογές της STELLA PSS θα ελεγχθούν και θα αναπτυχθούν με βάση τις προτεραιότητες της Ευρωπαϊκής Επιτροπής (European Commission) και της Ευρωπαϊκής Επιτροπής (European Commission) και της Ευρωπαϊκής Επιτροπής (European Commission).

ΚΥΡΙΟΙ ΣΤΟΧΟΙ

Οι κύριοι στόχοι της STELLA PSS είναι:

ΣΥΝΟΠΤΙΚΑ

Το STELLA PSS είναι ένα σύστημα που βοηθάει στην ανάπτυξη της ψηφιακής γεωργίας.

ΣΥΝΤΟΝΙΣΤΗΣ

Ο συντονιστής του STELLA PSS είναι:

ΕΤΑΙΡΟΙ

Οι εταιρείες που συμμετέχουν στο STELLA PSS είναι:

ΟΡΓΑΝΩΜΕΝΟΙ

Οι οργανισμοί που συμμετέχουν στο STELLA PSS είναι:

ΠΡΟΚΑΘΙΣΤΕΣ

Οι προκάθοι του STELLA PSS είναι:

ΕΠΙΚΟΙΝΩΝΗΤΕ ΜΑΖΙ ΜΑΙ

Οι επικοινωνητές του STELLA PSS είναι:

Dutch

IN ENKELE WOORDEN

STELLA richt zich op de ontwikkeling van een helix digital systeem (STELLA PSS) voor verspreiding van kennis en informatie, samen met een verantwoordelijke digitale markt van moderne sensortechnologie en kunstmatige intelligentie (AI).

STELLA DOELGROEPEN

De doelgroepen van STELLA PSS zijn:

UITDAGINGEN

De uitdagingen van STELLA PSS zijn:

PROJECTCOORDINATOR

De projectcoördinator van STELLA PSS is:

PARTNERS

De partners van STELLA PSS zijn:

NEEM CONTACT MET ONS OP

Neem contact met ons op via:

DE STELLA BENADERING

De STELLA PSS zal gedurende drie jaar worden getoond op de markt, benadering en regionale niveau in de Use Case Pilot (UCP).

HET STELLA CONCEPT

Het STELLA concept is gebaseerd op de volgende principes:

STELLA PSS PLATFORM

De STELLA PSS platform is gebaseerd op de volgende principes:

USE CASE PILOT (UCP)

De Use Case Pilot (UCP) is gebaseerd op de volgende principes:

STELLA PSS PLATFORM

De STELLA PSS platform is gebaseerd op de volgende principes:

USE CASE PILOT (UCP)

De Use Case Pilot (UCP) is gebaseerd op de volgende principes:

STELLA USE CASE PILOTS

De STELLA use case pilots zijn:

BELANGRIJKSTE DOELSTELLINGEN

De belangrijkste doelstellingen van STELLA PSS zijn:

[illegible]

○ **Annex III: Partners' social media channels**

No	Partner	LinkedIn	Facebook	Youtube	Instagram	Twitter
1	AUA	https://www.linkedin.com/in/agricultural-university-of-athens-aua-ofc-3814321aa/	https://www.facebook.com/AgriculturalUniversityofAthens/	https://www.youtube.com/channel/UCilRPTax6lrU8I5xY3Fie3g	https://www.instagram.com/agricultural_university_athens/	
2	UCSC	https://www.linkedin.com/school/unicatt/	https://www.facebook.com/unicatt	https://www.youtube.com/user/younicatt	https://www.instagram.com/unicatt/	https://twitter.com/unicatt
3	EV ILVO	https://www.linkedin.com/company/ilvo/	https://www.facebook.com/ILVOvlaanderen	https://www.youtube.com/@ILVOCOMM	https://www.instagram.com/ilvovlaanderen/	https://twitter.com/ILVOvlaanderen
4	BOKU	https://www.linkedin.com/school/bokuvienna/	https://www.facebook.com/bokuvienna/	https://www.youtube.com/user/bokuwien	https://www.instagram.com/boku.vienna/	https://twitter.com/bokuvienna
5	GREEN & DIGITAL	https://www.linkedin.com/company/green-and-digital/about/	https://www.facebook.com/profile.php?id=61556627081607		https://www.instagram.com/green.n.digital/	
6	RFF	https://www.linkedin.com/company/reframe-food/posts/?feedView=all	https://www.facebook.com/reframefoodEU	https://www.youtube.com/@reframefood	https://www.instagram.com/reframefood/	https://x.com/reframefood
7	ACTA	https://www.linkedin.com/company/acta---les-instituts-techniques-agricoles/	https://www.facebook.com/ACTA.asso	https://www.youtube.com/channel/UCqcs8wMgLVzdwYZ6wDTIITA		https://twitter.com/acta_asso
8	HORTA SRL	https://www.linkedin.com/company/horta-s-r-l/	https://www.facebook.com/Horta.srl	https://www.youtube.com/@hortasrl4273	https://www.instagram.com/hortasrl	https://twitter.com/Horta_srl
9	PESSL	https://www.linkedin.com/company/pesslinstruments/	https://www.facebook.com/pesslinstruments/	https://www.youtube.com/channel/UCai0VFEu-x34fIR_GzbLGfg	https://www.instagram.com/pesslinstruments_pi/	https://twitter.com/metos_austria

No	Partner	LinkedIn	Facebook	Youtube	Instagram	Twitter
10	GSC	https://www.linkedin.com/company/greensupplychain/	https://www.facebook.com/GreenSupplyChainDIH/			https://twitter.com/GreenSupplyCha1
11	AFL	https://www.linkedin.com/company/agrifood-lithuania-dih/	https://www.facebook.com/AgriFood.It	https://www.youtube.com/channel/UCxuZLiM7S6CeNPUNLmnX0wQ		https://twitter.com/AgriFoodDIH_LTU
12	EDEN CORE	https://www.linkedin.com/company/edenlib/	https://www.facebook.com/EdenLibraryAI/	https://www.youtube.com/@edenlibrary	https://www.instagram.com/edenlibraryai/	
13	IFV	https://www.linkedin.com/company/institut-fran-ais-de-la-vigne-et-du-vin-ifv/	https://www.facebook.com/VigneVinFrance	https://www.youtube.com/user/VignevinFrance	https://www.instagram.com/vignevinfrance	https://twitter.com/vignevinfrance
14	Lincoln Agritech	https://www.linkedin.com/company/lincoln-agritech-limited/	https://www.facebook.com/LincolnAgritech	https://www.youtube.com/channel/UCchc2JG3ITc62d01Ya4LEFg		https://twitter.com/LincolnAgritech

○ **Annex IV: D&C KPIs explanation**

KPI	Explanation
D1 - Scientific Publications	
D1.1 - Peer reviewed open access journal publications	Scholarly papers that have undergone evaluation by field experts. These research papers should be open access.
D1.2 - Scientific conference publications	Conference contributions not necessarily in peer reviewed journals that can fall within other scientific, policy and/or industry platforms.
D2 - Technical Publications	
D2.1 - Technical journals and national magazine publications	Publication of technical briefs in renowned national magazines that specialise in the relevant project fields.
D2.2 - Datasets via OpenAIRE	Image & numeric/ tabular datasets about pest/disease occurrence, site specifications and management shared via OpenAIRE platform.
D3 - Capacity Building	
D3.1 - Capacity building workshops	Workshops refer to interactive sessions designed to provide participants with practical skills, knowledge, and experiences. Workshops will take place within the UCPs (1 per year) in order to increase digital technologies deployment and support key factors (e.g. data, training needs) needed for adopting these technologies.
D3.2 - Number of participating stakeholders	Stakeholders participating the capacity building workshops
D3.3 - E-learning platform with 4 modules	Multimodal platform offering free, online training material towards strengthening the capacities of stakeholders in adopting STELLA's results.
D3.4 - E-learning platform hours of training material	Asynchronous learning material for targeted stakeholders combining visual elements, images, figures and text.

D4 - Policy contribution	
D4.1 - Policy Toolbox	Aimed at policymakers operating at different levels, and covering the importance of effective plant-health management, embracing new technologies in territory surveillance, establishing diagnostic networks, and the use of digital technologies in supporting plant health policies.
D4.2 - Toolbox policy recommendations/briefs supporting plant health policies	To achieve high-scale and long-lasting impact, a toolbox, including policy recommendations and practice abstracts, will be developed towards the empowerment of EU's and Associated Countries' policies on safeguarding plants' health, as well as on the promotion of the digitalization of agriculture.
D4.3 - Practice abstracts reporting technological innovations	Practice abstracts aimed at policymakers operating at different levels.
D4.4 - Guide for policy design	Policy roadmap to assist policy makers adopting digital technologies to support plant health policies and ensure that policy interventions are based on sound research .
D4.5 - Workshop for the STELLA policy network	A workshop for the STELLA policy network and beyond will be organised in Brussels, bringing policy makers together to discuss and learn about the policy recommendations.
D5 - Ecosystem Building	
D5.1 - Participation in conferences	Representation of STELLA at various events: poster or speaker at a conference, presentation, brochure distribution, banner or booth at fairs/expos, panellist or discussion participant in forum.
D5.2 - Joint events with relevant EU funded projects and initiatives	Engage in collaborative endeavours with EU and national initiatives/projects to leverage collective expertise, share best practices, and maximise the impact of efforts in the field of the relevant fields.

C1 - Branding & material	
C1.1 - Visual identity & moto	RFF as WP6 lead is responsible for creating the project's visual identity, including the brand book with the project's fonts, colours, logo variations and motto.
C1.2 - Banners	RFF will design the project's banners. Validation may be requested. Partners may also request specific material to be included.
C1.3 - Brochures	RFF will design the project's brochures and posters. Validation may be requested. Partners may also request specific material to be included.
C1.4 - Printing & distribution of promotional materials	All partners are expected to print & distribute the brochures at live events and online.
C2 - Website	
C2.1 - Website unique visitors	Unique visitors accessed the STELLA website
C2.2 - Blog posts	Blog posts refer to short (600-200+ word) articles, guides, project updates published on the STELLA website's newsroom. Topics will include features on results updates, partner activities, as well as feature specific topics relevant to the project. RFF will format the posts and upload them to the website. Partners will be expected to draft blog posts relevant to their expertise, organisation and/or specific project work.
C2.3 - Bounce Rate	The percentage of visitors to the Stella website who will navigate away from the site after viewing only one page.
C3 - Social Platforms	
C3.1 - Social media channels (LinkedIn, Facebook, Twitter, YouTube, SlideShare, Instagram)	RFF will create accounts on all the major Social media channels in order to promote Stella.
C3.2 - Total audience	Followers, subscribers and audience engaged to Stella social media accounts .

(continued on next page)

C3 - Social Platforms (continued)	
C3.3 - Social media posts	RFF will post through the STELLA social media channels. All partners are expected to post about the project on their organisation's social media channels and tag Stella.
C3.4 - Total interactions	Number of interactions with STELLA's social media posts.
C3.5 - Hashtags	RFF will create 5 project hashtags that are expected to be used for all STELLA posts.
C4 - Interactive e-newsletter	
C4.1 - E-newsletter subscriptions	RFF will create and distribute the bi-annual e-newsletter. Partners may provide input they would like to be included and are expected to subscribe and share within their organisation's and networks.
C5 - Multimedia	
C5.1 - Press releases	Press releases refer to short descriptions of the project/its key activities and/or key results to be shared with media outlets. Partners are expected to contribute to press release content and to share with local/regional/national/international media outlets.
C5.2 - Press release translations	Designated partners are expected to translate the press release. Translations will be made available to all partners to share with local media outlets .
C5.3 - Videos from the UCPs	Videos to provide a self-explanatory and appealing presentation of each UCP and the project, leveraging available distribution channels of promotion.
C5.4 - Short video/animations	Multimedia material for social media outreach presenting the project vision, impact, results etc.
C5.5 - TV/radio interviews	TV/radio interviews with local/regional/national media, providing reference or discussion about the project and/or its results.
C5.6 - Podcasts	Podcasts are audio and/or video episodes featuring discussions with project partners, experts, or stakeholders, aimed at sharing insights and highlights from the project in an accessible format for broader public outreach and knowledge sharing.

○ **Annex V: Event planning template**

1. Event Planning						
#	Name & type of event	Event link (if applicable)	Date & location	Scale	Target groups	Potential STELLA involvement
2. Synergy & Liaison mapping						
#	Type of initiative	Full name	Website	Initiative leader	Focus area	Potential joint activities
3. Publication Planning						
#	Type of publication	Publication website		Estimated submission date		

○ **Annex VI: D&C reporting & monitoring templates**

Reporting Month 	Activity Day (double click)	KPI (choose from the list )	Report Status 	Title / Description	Link	Proofing material uploaded (Photos, screenshots etc. )	Type of Stakeholders reached   (hover for help)	No. of Stakeholders reached	Joint Action?	If yes, with whom?	Notes 
						☐			☐		
						☐			☐		
						☐			☐		
						☐			☐		
						☐			☐		
						☐			☐		
						☐			☐		
						☐			☐		

Communication KPIs	Target	Status	Progress			Target	Status	Progress		
	Overall					RP1				
C1.1 - Visual identity & motto	1	1	100%		✓	1	1	100%	✓	
C1.2 - Banners	8	7	88%		🕒	1	7	700%	✓	
C1.3 - Brochures	8	1	13%		🕒	1	1	100%	✓	
C1.4 - Printing & distribution of promotional materials	2001	385	19%		🕒	300	385	128%	✓	
C2.1 - Website unique visitors	15001	4,346	29%		🕒	3000	4,346	145%	✓	
C2.2 - Blog posts	51	26	51%		🕒	15	26	173%	✓	
C2.3 - Bounce Rate	49%	49%			✗	49	49.00%			
C3.1 - Social media channels (LinkedIn, Facebook, Twitter, YouTube, SlideShare, Instagram)	6	7	117%		🕒	6	7	117%	✓	
C3.2 - Total audience	1501	952	63%		🕒	400	952	238%	✓	
C3.3 - Social media posts	161	917	570%		🕒	50	917	1834%	✓	
C3.4 - Total interactions	10001	10,446	104%		🕒	3000	10,446	348%	✓	

○ **Annex VII: STELLA KER & IPR validation & identification spreadsheet**

Partner	Identified Background Confirmation (This is the description in the Consortium Agreement for your organisation)	Partner's Confirmation	Link Background with STELLA KERs					
			1: STELLA PSS	2: E-learning platform	3: Pest models	4: AI models	5: (Add new KER)	6: (Add new KER)
1. AUA	No data, know-how or information of the partner is needed by another Party for implementation of the Project or Exploitation of that other Party's Results.	☐	☐	☐	☐	☐	☐	☐
2. UCSC	Modelling knowledge for pest and diseases, several models developed for non-regulated pests on grape, olive and tomato.	☐	☐	☐	☐	☐	☐	☐
3. EV ILVO	No data, know-how or information of the partner is needed by another Party for implementation of the Project or Exploitation of that other Party's Results.	☐	☐	☐	☐	☐	☐	☐
4. BOKU	COALA API and data for precision farming	☐	☐	☐	☐	☐	☐	☐
	Earth Observation Data Centre (EODC)	☐	☐	☐	☐	☐	☐	☐

Partner (By whom)	II. RESULT DETAILS														
	Result type			Potential				Audience or target group (To whom)			Exploitation				
				Does the result have a high potential?							Means of exploitation* (Please indicate means of exploitation, where relevant)				Market maturity*
	Main	Secondary (if applicable)	Notes	Main	Secondary (if applicable)	Description of high potential (max. 200 characters)		Main	Secondary (if applicable)	Notes	Main	Secondary (if applicable)		Notes	State of the market targeted by this result
1. AUA															
2. UCSC															
3. EV ILVO															
4. BOKU															