DELIVERABLE D.C.1.3
CONTRIBUTION TO THE CE WEBSITE

Version 1
03 2022

1. Introduction

Transfarm 4.0 has approached the domain of the transnational networks of industrial specialization in Precision Agriculture across the Central Europe region. The traditional local-based knowledge approach to technology transfer has limited the competitiveness of advanced manufacturing supply chains. The project ambition has been to produce a set of relevant outputs whose combination will boost the development of new business models and technological solution. Against this backdrop, the project has designed a communication strategy which encompassed the design, development and feed of a website based on the structured given by the Interreg Central Europe Programme and managed through the Gentics content management system

The website has been functional to the project's objectives of promoting innovation in Precision Agriculture in the Central Europe region. Coherently with the structure of the project, the website has contributed to:

- Establish a suitable point of reference for the news, events and knowledge generated by the project for the knowledge and technology transfer in the Central Europe region;

- Show to participants and external stakeholders how technology and machinery providers get better insights into the needs of farmers in the Central Europe region, so as to better tailor their offer in the target regions;

- Support industrial players of the Precision Farming sector in the access to open innovation approaches from other parts of the world;

- Provide constant updates on three pilot actions promoting three innovation domains of the precision agriculture sector: the ISOBUS protocol, sensing technologies and big data.

The project website has been the central point of reference of the online communication campaign and worked as the main repository of relevant information about the project. The outreach has been extended and amplified through social media campaigns and online communication channels targeting the project audience segments.

2. The website

The project website was set up at the very beginning of the project and is the entry point to the project activities and achievements for the scientific and professional communities and other stakeholders' categories including practitioners and the general public. It contains all the institutional information about Transfarm 4.0.

Furthermore, the website works as a communication and dissemination channel for the project's results and for the involvement and enlargement of the stakeholder's community.

The website is managed by COMA and supervised by CREA. All partners contribute to the contents of the website.

The navigation within the website is easy and straightforward with sections accessible from the top menu. The website has a light but essential structure that has been enhanced and enlarged as more contents were generated by the project.

The main structure and the main features of the website are presented in the following sections.

- About;
- Gallery;
- News;
- Deliverables;
- Pilot Actions;
- Publications;
- Contacts.

3. About

The section "About" provides a short and clear description of the project ambition, activities and policy context where the project has been conceived and the direction it has undertaken.

4. Gallery

The section "Gallery" gives an overview of the project activities through a set of pictures related to relevant activities carrying out during the project lifetime.
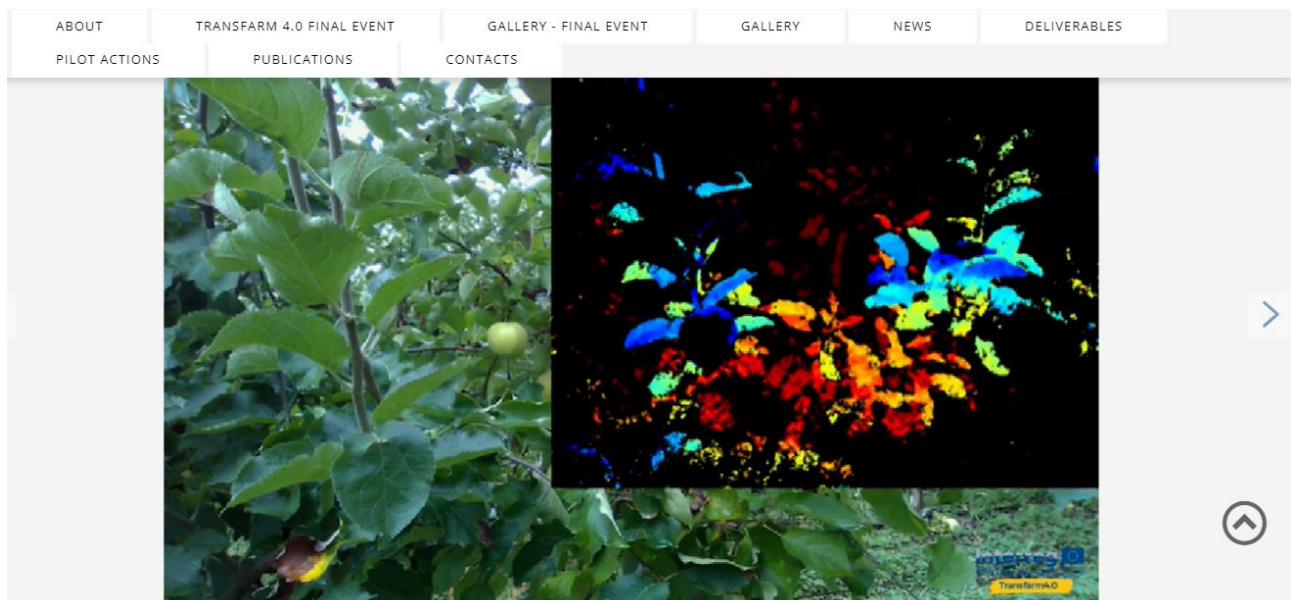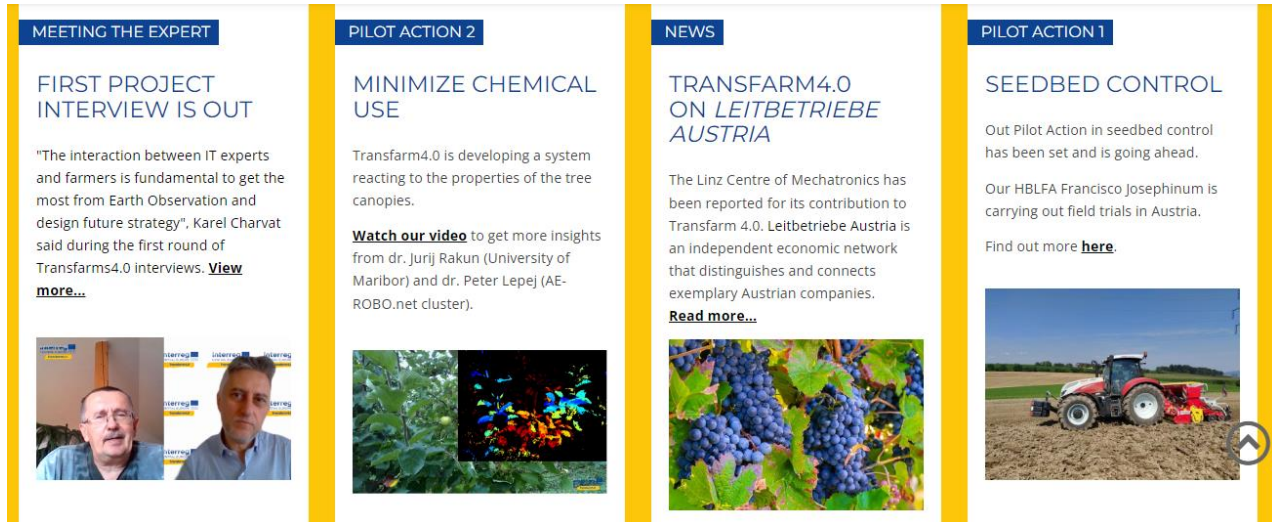

5. News

The section "News" takes a wide portion of the project website. It provides consistent information on the project activities and events organised by or attended y the project partners.

The news are in the form of short articles with pictures and links to the main article in WWW.INTERREG-CENTRAL.EU > HOME > RESULTS > TRANSFARM4.0 > NEWS.

Figure 1. Screenshot of the project website section "News"

6. Deliverables

The section "Deliverables" hosts the deliverables produced by the project activities according to the application form.

7. Pilot actions

The section "Pilot actions" includes all the relevant information concerning the pilot actions that have been designed, developed and deployed by the project partners within the framework of the indications provided by the application form.

8. Publications

The section "Publications" gives access to the relevant information material produced by the project partners to provide general information to the external audience.

9. Contacts

The section "Contacts" provides the contact details of the project manager and the communication manager.