



D5.2 PROJECT WEBSITE

WP 5

June 21th, 2017



IoF2020 has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 731884. Visit iof2020.eu for more information about the project.

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1. INTRODUCTION

The aim of Internet of Food & Farm (IoF)2020 project is to facilitate the up-take of Internet of Things (IoT) technologies in the European food and farming sectors.

Besides providing advanced technical solutions together with end-users, IoF2020 also communicates about their added value for the farmers' daily practice. This communication process started with the development of the IoF2020 **project identity (D5.1)** and continued with **the ecosystem building strategy (D 5.3)**.

To complete the visual image and make the information about the project in general, but also about its 5 trials and 19 use cases in detail, more available to the general and informed public, **the project website (D5.2)** was created.

The website's layout, content and entire development process will be outlined in detail in the following chapters.

2. WEBSITE DEVELOPMENT PROCESS

Within IoF2020 project governance, the Work package (WP) 5 on eco-system building was tasked with developing the IoF2020 project website.

As a main digital communication tool, the first (1.0) version of the IoF2020 website was already launched in the beginning of February 2017.

The first version of the website allowed WP5 to measure the interest of the project target groups (identified in the deliverable 5.3.) in the project in general terms (www.iof2020.eu).

The full-version of the website (1.1) was launched in the first week of June 2017 to complement with the project's activities in the framework of the IoT Week in Geneva, where IoF2020 explained its expected contribution to the United Nations Sustainable Development Goals (UN SDGs).

This early launch, prior to the end-of-June deadline allowed WP5 to receive additional feedback from the project consortium, but also members of the IoF2020 ecosystem. All their inputs were gathered and will be used in the upcoming update of the IoF2020 website to the version 1.2.

3. WEBSITE LAYOUT AND CONTENT

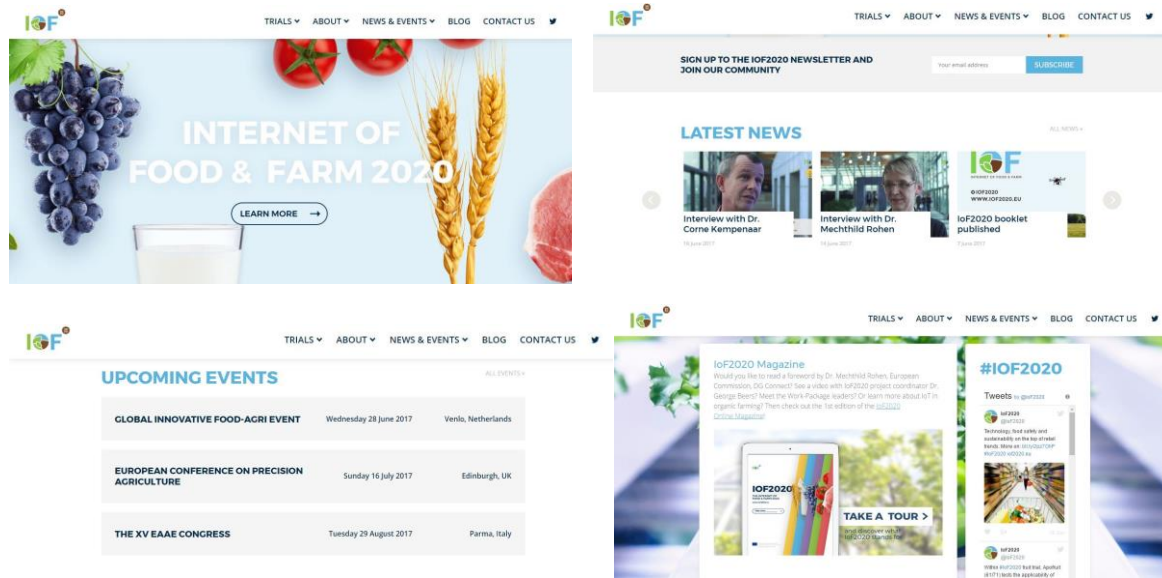
The full-version of the website (1.1) is user-friendly and allows users to access all the necessary details about the IoF2020 project in only a few clicks.

The language of the website was intentionally created in a less technical manner to allow all IoF2020 target groups to grasp the main idea behind the project and catch up with the latest project developments without any additional technical knowledge. Indeed, the website also refers visitors interested in finding more about the technical details to the right content pages and contact persons.

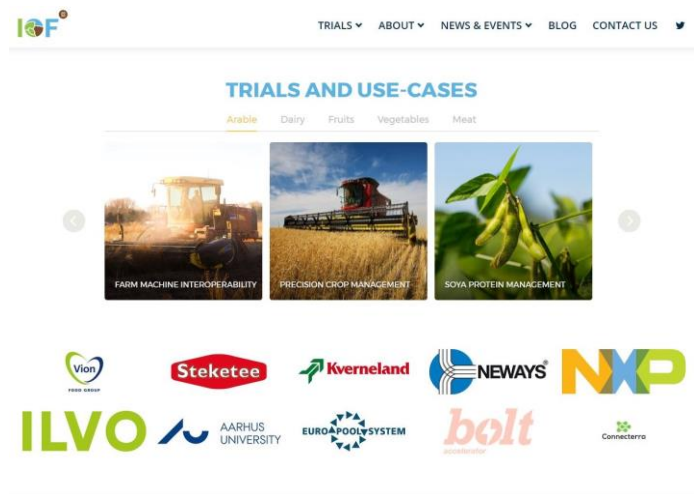
In the following lines, layout of the IoF2020 website will be presented together with the explanation about its main features/sections.

3.1. HOMEPAGE

Homepage is clear and offers users possibility to immediately learn more about the IoF2020 project without having to click for additional content. Next to this, the homepage allows users to sign up to the project newsletter for more information, but also to follow the latest news and the upcoming sector-relevant events. In the end, the homepage also provides for an opportunity to connect with the IoF2020 project through different mediums, including the IoF2020 online magazines and Twitter account.



Besides more general information about the project, homepage offers advanced users more information about the IoF2020 trials and use cases, as well as project partners.



In the end, the homepage outlines the contact details of the responsible persons, who can be contacted for additional details.



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TRIALS

- Arable
- Dairy
- Fruits
- Vegetables
- Meat

NEWS & EVENTS

- News
- Events
- Press releases
- Contact
- Privacy

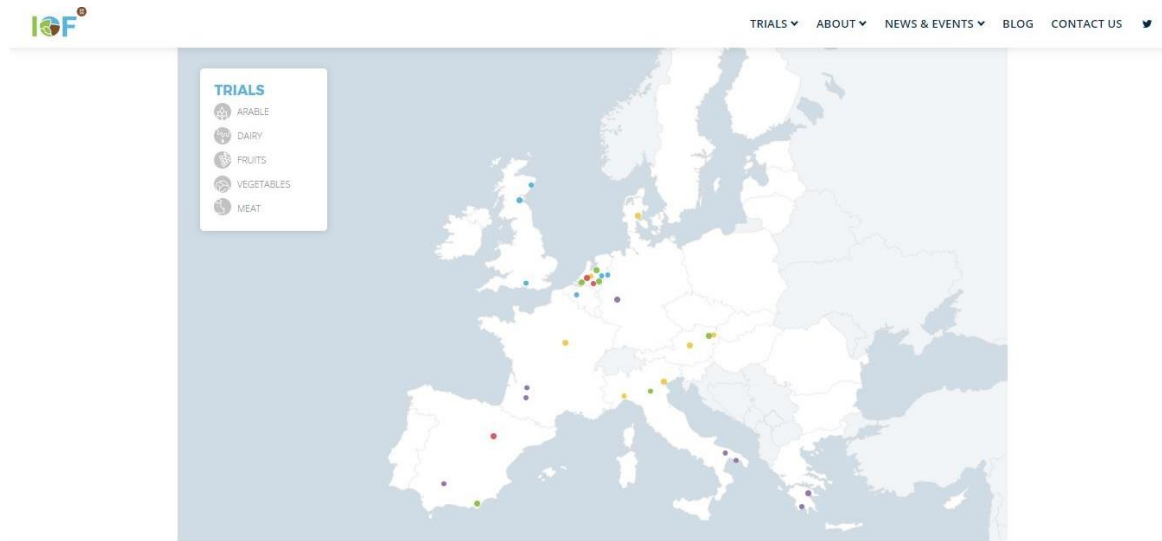
ABOUT

- Our Story
- Expected impacts
- Governance
- Deliverables
- Partners

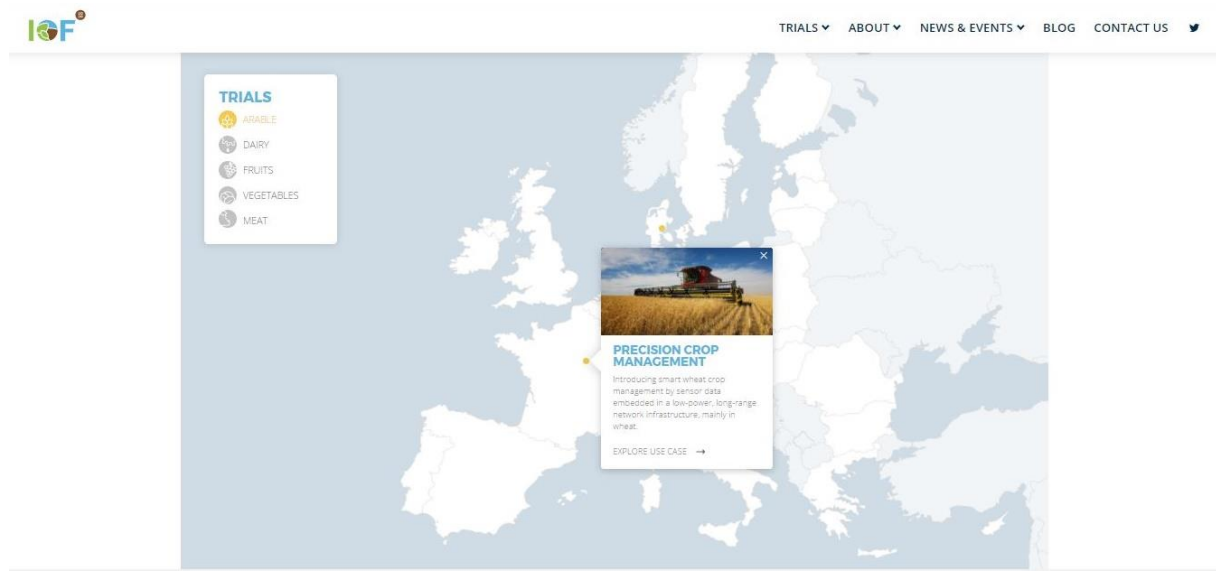
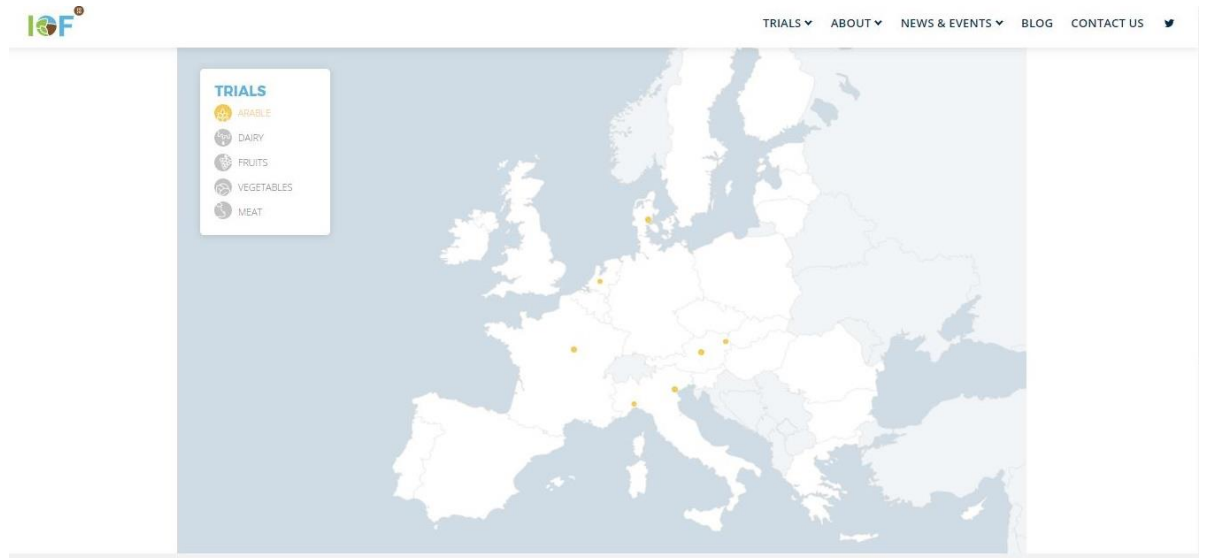
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3.2. TRIALS SECTION

Trials section offers website users opportunity to consult an interactive map of project's trials and use cases.



By clicking on a specific trial, for instance arable, the user can find more details about it and its use cases, including their precise location in Europe.



3.3. ABOUT SECTION

Next to offering a glimpse of what IoF2020 stands for About section contains more information about the story behind the IoF2020 project and precision agriculture, including project impact, deliverables, governance and overview of the partners involved.

Introducing Internet of Food & Farm 2020

The Internet of things (IoT) has revolutionary potential. A smart web of sensors, actuators, cameras, robots, drones and other connected devices allows for an unprecedented level of control and automated decision-making. The project Internet of Food & Farm 2020 (IoF2020) explores the potential of IoT-technologies for the European food and farming industry. The goal is ambitious: to make precision farming a reality and to take a vital step towards a more sustainable food value chain. With the help of IoT technologies higher yields and better quality produce are within reach. Pesticide and fertilizer use will drop and overall efficiency is optimized. IoT technologies also enable better traceability of food, leading to increased food safety.

IoF2020 is part of Horizon2020 Industrial Leadership and supported by the European Commission with a budget of EUR 30 million. The aim of IoF2020 is to build a lasting innovation ecosystem that fosters the uptake of IoT technologies. For this purpose key stakeholders along the food value chain are involved in IoF2020, together with technology service providers, software companies and academic research institutions.

Nineteen use-cases organised around five sectors (arable, dairy, fruits, meat and vegetables) develop, test and demonstrate IoT technologies in an operational farm environment all over Europe. The first results are expected in the first quarter of 2018. Follow us on twitter or subscribe to our newsletter to get the latest updates on IoF2020.

[HOME](#) > [ABOUT](#) > IMPACT

Impact

IoF2020 is designed to generate maximum impact right from the outset and in the long run, bringing closer together and integrating the supply and demand sides of IoT technologies in the agri-food sector:

- From the supply side, the project contributes to securing Europe's leading position in the global IoT industry by fostering a symbiotic ecosystem of technology providers and players from the agri-food sector, as well as promotes innovative/disruptive business models.
- From the demand side, the project helps accelerate the virtuous cycle of adoption and maturation of IoT technologies in the agri-food sector to guarantee safe and adequate food for upcoming generations of European citizens.

In this manner, IoF2020 paves the way towards data-drive farming that is capable of providing higher production yields in a more sustainable and environmentally-responsible fashion, while also making the European farming sector more competitive in an increasingly globalized world.

In specific, IoF2020 aims to generate the following impacts:

- Validation of technological choices, sustainability and replicability, of architectures, standards, interoperability properties, and of key characteristics such as security and privacy;
- Exploration and validation of new industry and business processes and innovative business models validated in the context of the pilots;
- User acceptance validation addressing privacy, security, vulnerability, liability, identification of user needs, concerns and expectations of the IoT solutions;
- Significant and measurable contribution to standards or pre-normative activities in the pilots' areas of action via the implementation of open platforms;
- Improvement of citizens' quality of life in the public and private spheres in terms of autonomy, convenience and comfort, participatory approaches, health and lifestyle, and access to services.
- Creation of opportunities for entrepreneurs by promoting new market openings, providing access to valuable datasets and direct interactions with users, expanding local businesses to European scale, etc.
- Development of secure and sustainable European IoT ecosystems and contribution to IoT infrastructures viable beyond the duration of the pilot.

[HOME](#) > [ABOUT](#) > DELIVERABLES

Deliverables

IoF2020 is expected to produce 40 deliverables:

Work Package 1 - Project Management and Coordination

- D1.1: IoF2020 Open Call;
- D1.2: Catalogue of Use-Cases, Project Management and Quality Assurance Guidelines;
- D1.3: Detailed Work Plan;
- D1.4: Data Management Plan;
- D1.5: Data Management Plan and Support pack;
- D1.6: Consolidated Report on Synergies with other IoT Large Scale Projects.

Work Package 2 - Trial Management

- D2.1: Trial Implementation Guidelines;
- D2.2: Trial Implementation Plan;
- D2.3: Installation, Customization and Integration Report;
- D2.4: Annual Implementation and Performance Monitoring Report;
- D2.5: Recommendations for Open Calls;
- D2.6: Technical Improvements Report;
- D2.7: Scale-Up Demonstration Report.

Work Package 3 - IoT

- D3.1: Guidelines for Use-Case Analysis & Design;
- D3.2: The IoF2020 Use-Case Architectures and overview of the related IoT Systems;
- D3.3: Opportunities and Barriers in the present regulatory situation for system development;
- D3.4: Policy Recommendations;
- D3.5: Guidelines for the use of IoT related Standards in Smart Farming and Food Security;
- D3.6: Enhancement and Configurations of Open Platforms and Reusable Components;
- D3.7: Compilation of Use-Case Requirements;

HOME > ABOUT > GOVERNANCE

Governance

IoF2020 comprises 70+ partners from 14 countries. The project is led by Wageningen University & Research. Among the consortium partners are:

- 58 partners directly participating in at least one of the operational use-cases;
- 34 partners involved in facilitating the use-case in governance and business support;
- 21 partners supporting specific IoT technologies, covering the expertise and capabilities for the complete IoT value chain;
- 48 partners with their roots in the agri-food sector;
- 38 partners from the private sector, of which 24 are SMEs;
- 32 partners from the not-for-profit sector, of which 12 public academic institutes;
- 1 strategic partner from Korea (whose budget is covered by the Korean government).

IoF2020 is structured in 6 Work Packages, developed to help IoF2020 deliver its results:

- **Work Package 1 'Project Management and Coordination'** oversees the project as a whole and ensures the objectives are met on time and within budget.
- **Work Package 2 'Trial Management'** organizes the execution of the trials, demonstrating/validating the business case of IoT technologies for a large number of application areas as found in the use-cases.
- **Work Package 3 'IoT'** guides use-cases on how to leverage existing IoT technologies, approaches, methodologies and guidelines to facilitate their collaboration and enable technology uptake by end-users and IoT solution providers.
- **Work Package 4 'Business Support'** assesses the use-case innovations' market readiness, defines business models and prepares market entry.
- **Work Package 5 'Ecosystem Development'** conceptualizes and implements the IoF2020 communication/dissemination activities in view of a sustainable ecosystem for the long-term application of IoT technologies in the agri-food sector.
- **Work Package 6 'Ethics requirements'** defines and monitors the ethics requirements that the participants/partners of IoF2020 must comply with.

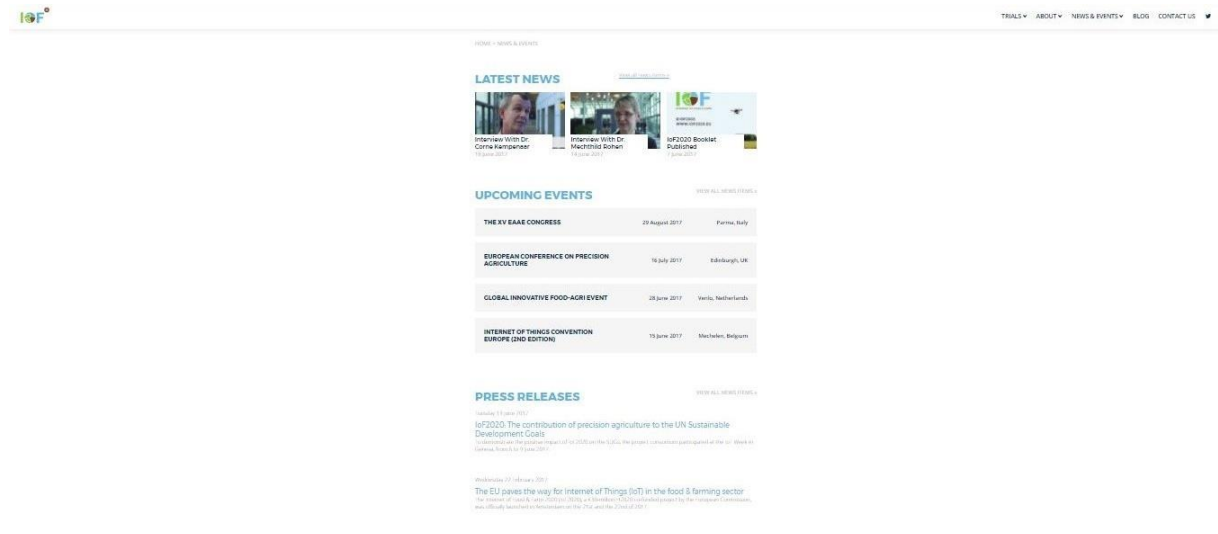
HOME > ABOUT > PARTNERS

The consortium has its roots in the EU FIWARE program with projects such as SmartAgriFood, Ftspace, Finish and Fractals, which were and are very successful in targeting the agri-food sector with Future Internet (FI) applications. Through this portfolio of R&D and accelerator projects, a strong and coherent ecosystem was developed over the years. For IoF2020, the leading partners of the FIWARE agri-food projects leveraged this installed ecosystem to bring the agri-food sector to the next level: a large-scale IoT pilot. To that end, the existing ecosystem was upgraded by bringing in new complementary partners, in particular end-users and their representative organizations such as Copacogeca, CEMA, IFOAM EU in order to ensure user acceptability and large-scale take-up. Also a substantial number of farmers are involved as end users and test beds through cooperatives such as Spanish Co-ops, ZLTO, DCOOP, Pegasus, NILEAS and Coexphal. The technologic base of the ecosystem was extended by large IoT suppliers such as NXP Semiconductors, ST Microelectronics, Philips and large Telecom and ICT providers such as Orange and KPN in order to cover the whole IoT value chain and maximise the project's impact and sustainability. The IoF2020 consortium represents 70+ partners from 14 EU countries.

1. [STICHTING WAGENINGEN RESEARCH](#)
2. [INSTITUT FÜR ANGEWANDTE SYSTEMTECHNIK BREMEN GMBH \(ATB\)](#)
3. [BIOSENSE INSTITUTE \(BIOS\)](#)
4. [SCHUITELAAR & PARTNERS, CONSULTANCY FOR FOOD AND LIFESCIENCES NV \(Schuit & P\)](#)
5. [EIGEN VERMOGEN VAN HET INSTITUUT VOOR LANDBOUW EN VISSERIJONDERZOEK \(EV II VO\)](#)
6. [COOPERATIVAS AGRO-ALIMENTARIAS DE ESPAÑA U DE COOP SOCIEDAD COOPERATIVA \(Spanish Co-ops\)](#)
7. [INTERNATIONAL FEDERATION OF ORGANIC AGRICULTURE MOVEMENT \(IFOAM EU GROUP\)](#)
8. [COMITE EUROPEEN DES GROUPEMENTS DE CONSTRUCTEURS DU MACHINISME AGRICOLE \(CEMA AISBL\)](#)
9. [KUHNE LOGISTICS UNIVERSITY GMBH \(KL U\)](#)
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15. [STMICROELECTRONICS SRL \(ST-I\)](#)
16. [HINDABATI ET INNOVATIONEN IN HINDABATI ELY](#)

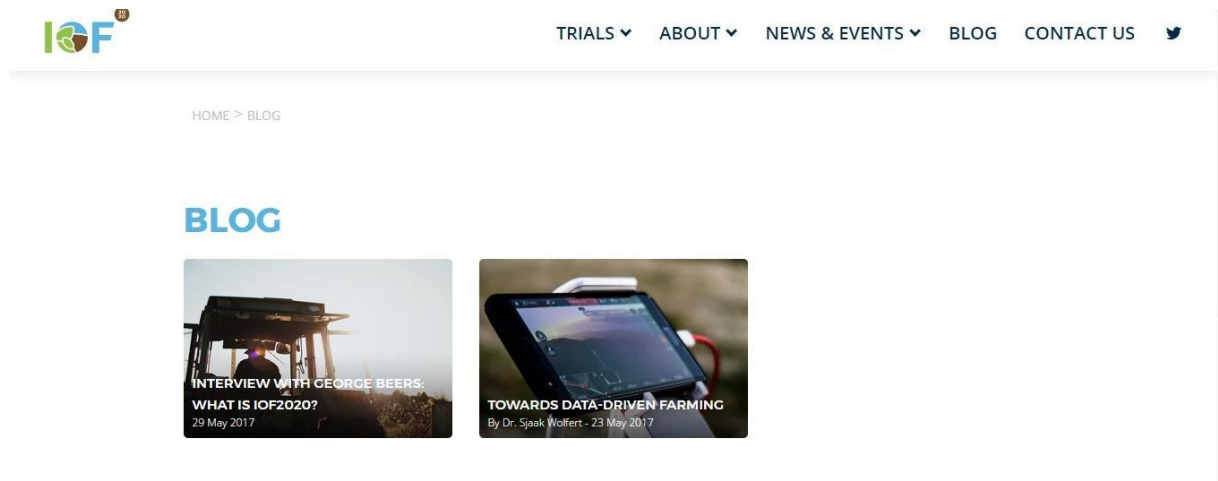
3.4. NEWS & EVENTS SECTION

News & events section provides the users with an overview of the latest project news, upcoming sector-relevant events and press releases published as a part of the overall IoF2020 media outreach. This section aims at showcasing activities organized or which partners participate in, and features updates on the project and use case activities.



3.5. BLOG SECTION

Blog section presents the latest blogs on the IoF2020 powered solutions and ecosystem development, but also allows for the project partners and external contributors to contribute to the up-take of IoT in the European food and farming sector with their visionary notes on the future of precision farming.



3.6. CONTACT US SECTION

Contact us section allows users to contact the project management (e.g. WP1) and/or communication team (e.g. WP5) through the contact form or directly through the designated e-mail addresses.

Contact

We are here to answer any questions you may have about IoF2020. If you would like to get involved in the project or require further information, please feel free to reach out to us and we will respond to you as soon as possible.

Name	Comments
<input type="text"/>	<input type="text"/>
Company	
Email	
Phone number	

SEND

4. FUTURE DEVELOPMENTS

The project website has been designed in a way to allow future developments and to ensure a dynamic evolution of this IoF2020 product, throughout the project duration.

The future technical and design updates of the website will aim at addressing key steps of the project e.g. open call, dissemination and communication of the project results.

When planning future developments, WP5 will involve the WP leaders and project partners for contribution and inputs.