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PROJECT NUMBER: 693171
PROJECT FULL TITLE: Personalised public services in support of the implementation of the CAP

WORK PACKAGE NUMBER & NAME:
   WP.5    Dissemination & Exploitation

DELIVERABLE NUMBER & NAME:
   D5.3    Dissemination Pack

The project has received funding from the European Union’s Horizon 2020 Research and Innovation Programme under Grant Agreement No. 693171.
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Acronym: RECAP
Project Full Title: Personalised public services in support of the implementation of the CAP
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Duration: 30 months
Project URL: www.recap-h2020.eu

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1. PROJECT VISUAL IDENTITY AND SLOGAN

“The RECAP logo is inspired by the natural environment and agriculture. The leaf is multiplied, representing land fertility, agricultural investment and enhancing the environment. Agricultural land is gradually being formed. Every leaf represents the concept of multiple information that is combined, intersected and diffused to all interested parties as a single integrated whole. This logic includes also the concept of the cross-compliance mechanism. The circle formed in the end is the position stigma, the focus, the target. The hues signify all stages of production (from young seedlings to ready for harvest). Choosing cool colors for the logo give a sense of professionalism. The green color is very close to earth; it represents a new beginning and growth, but also expresses its renewal and abundance. The blue is extensively used to represent responsibility and darker shades of blue are used in the project acronym, in order to attest credibility.”
Certain elements such as the distinctive logo, the brand motto - slogan, and the specific chromatic choices, form the RECAP visual identity. These elements create a memorable image, as well as a clear message in order to ensure that the target groups easily recall the project and its orientation. All partners are expected to apply the logo in the dissemination activities and respective publications to facilitate recognition of RECAP and thus increase its impact. The logo chosen is clear, captures the attention of the target groups and communicates the main concepts of RECAP.

In particular, all dissemination material of RECAP will demonstrate the RECAP logo, the EU emblem, and a clear statement that the project has received funding from the Horizon 2020 research and innovation programme.

The EU emblem accompanied by the text below will be added as follows:

![EU Emblem]

*This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 693171.*

In order to communicate a coherent message towards the target groups, RECAP is linked with a catchy slogan as a mean to draw attention. The majority of the RECAP partners agreed that this slogan will be the: *"Reinforcing CAP".*
Various online and offline project banners were created in order to enhance the graphical identity of the project and facilitate the communication of the main ideas of the project. The banners were developed based on their power to generate awareness, raise curiosity and motivate to participate in the project activities. It is envisioned to use these banners on the project’s website, newsletters, leaflets, social media accounts, etc.
For the needs of the preparation of the project’s deliverables, a deliverable template has been produced in an MS Word format using a certain style. The purpose of such a template is to have a consistent and recognisable layout for the project’s deliverables.

The deliverable template has a cover page that displays the project’s logo in a prominent position, its Acronym, Number, Full Title, as well as the work Package Number and Deliverable Number and Name. At the bottom of the page there is a clear statement that the project has received funding from the EU along with the emblem of the EU as required in the Article 29.4 of the Grant Agreement.

The second page of the template includes a table with the document’s information (Grant Agreement Number, Acronym, Project Full Title, Start Date, Duration, Project URL, Deliverable Number & Name, Work Package Number & Name, Date of Delivery, Nature, Dissemination Level, Lead Beneficiary, Responsible Author and Contributions from) and a table with the document’s history. Moreover, it contains a disclaimer that excludes the responsibility of the European Commission for any use that may be made of the information contained in any deliverable as required by Grant Agreement Article 29.5. In the same page a copyright message is displayed in order to protect the originality of any produced content within the RECAP project.

The third page of the template is reserved for the tables of contents and figures. The first three pages of the template remain static, do not change and contain only the information mentioned above. The header of the template for the rest of the pages contains the project logo, the EU emblem and the Deliverable and Work Package Number and Name, whereas the footer includes the numbering of the document pages.
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1. TEXT

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The RECAP presentations are part of the different dissemination tools designed to support the RECAP dissemination efforts. The presentation template will be used in the project meetings and all events and meetings where RECAP results and activities are presented and it was designed following the graphic identity orientation to facilitate the recognition of the project.
2. PRESS RELEASE

Press Release

For further information on the project please contact the ReCAP team at info@recap2020.eu

This project has received funding from the European Union’s Horizon 2020 research and innovation Programme under Grant Agreement No. 898511.
3. PROJECT WEBSITE

“WELCOME” page

PROJECT SUMMARY

Public administrations responsible for the implementation of the Common Agricultural Policy (CAP) need to monitor farmers' compliance to standards. Monitoring is performed by in-field visits and through remote sensing. Due to the high complexity and diversity of the obligations that need to be monitored, both methods have limitations, and entail a high cost for public administrations.

RE.CAP proposes a methodology for improving the efficiency and transparency of the compliance monitoring procedure through a cloud-based Software as a Service (SaaS) platform which will make use of large volumes of publicly available data provided by satellite remote sensing and user-generated data provided by farmers through mobile devices (geo-referenced and time-stamped photos).
NEWS & EVENTS

February 8, 2017

Published by Ioanna Antypaoui
Categories

Blueprint for sectoral cooperation on skills: Space (Geo Information)

A new framework for strategic cooperation to address short and medium-term skills needs in a given economic sector.

Read more

February 7, 2017

Published by Ioanna Antypaoui
Categories

Environmental Implementation Review: New way to help Member States apply EU rules benefits citizens, administrations and economy

Read more

Copernicus programmes in agriculture, was decided on Monday 23rd January at International Grain Week in Berlin.

Read more
“ABOUT” section

The overall objective is to develop and pilot test a platform for the delivery of public services that will enable the improved implementation of the CAP, targeting public funding agencies, agricultural consultants and farmers. The platform will collect information:

- From agri-environmental data.
- Through farmers’ mobile devices.
- From commercial channels of satellite data providers.

**Background**

The EU policy tool for integrating environmental requirements into the Common Agricultural Policy is the Cross Compliance Scheme. EU farmers shall respect cross-compliance rules, legislative standards and obligations, in order to receive payments, but more importantly, cross-compliance enhances awareness among them and helps European farming to become more compatible with the expectations of society. Farmers’ non-compliance with standards may lead to reduction or even termination of their agricultural support and rural development payments.

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**WORK PACKAGES**

- WP1 - Project Management
- WP2 - User needs analysis & co-production of services
- WP3 - Service integration and customization
- WP4 - Deployment and operation
PARTNERS

DRAXIS
INSTITUTO NACIONAL DE TECNOLOGÍA E INFRAESTRUCTURAS AEROESPACIALES SL.
PAYMENT AND CONTROL AGENCY FOR GUARDIAN AND EU FUNDING COMMUNITY AIDS (EU FUSE PLC). 
NATIONAL PAYING AGENCY OF LITHUANIA

STRUTT
INOSENS
University of Reading

ADVISORY BOARD

Dr. Nektarios Chrysoulakis

Director of Research

Dr. Nektarios Chrysoulakis is a Director of Research at the Foundation for Research and Technology - Hellas (FORTH) in Heraklion, Greece. He holds a Ph.D. in Physics, a MSc in Environmental Physics and a Ph.D. in Remote Sensing from the University of Athens. He has been involved in R&D projects funded from organisations such as the European Union, the European Space Agency and the Ministries of Environment, Development, Culture and Education.
"PILOTS" section

The REoCAP platform will be tested and validated in an operational environment in 5 countries, within the active participation of public organizations, agricultural consultants, and farmers. In particular, the pilot implementation in Spain, Greece, and Lithuania will focus on the public service delivery, with the participation of 6 public organizations which are members of the project consortium: ENPA, OFFERE, NAA, and LAAK and responsible for the implementation of the CAP in these countries. In UK and Serbia, the delivery of personalized services will be tested with private companies that offer agricultural consultancy services (partners STRUTT & PARKER and ING).

Partners and farmers associations and cooperatives will be involved in all pilots through various channels, as described in detail for each pilot below. The Communication Platform supports the launching of the pilots in the 3 participating countries: Spain, Greece, Lithuania, England and Serbia. In Spain, Greece and Lithuania public service delivery will be tested with ENPA, OFFERE, NAA and LAAK. In UK and Serbia with agricultural consultants STRUTT & PARKER and ING.

Details for the pilots will be available in the 2nd quarter of 2017.

"THE PLATFORM" section

The content of this page will be available in the 2nd quarter of 2017.
“RESOURCES” section

WP.1 - Project Management

- D1.1 - Project Management Handbook
- D1.2 - Report on Advisory Board meetings (1)
- D1.3 - Data Management Plan (1)

DISSEMINATION MATERIAL

The content of this page will be available in the 1st quarter of 2017.
With an annual budget of roughly €100 billion, the CAP strengthens the competitiveness and sustainability of agriculture in Europe by financing a range of support measures through the European Agricultural Guarantee Fund (EAGF) and the European Agricultural Fund for Rural Development (EAFRD), notably:

- Direct payments provide an important support for farmers in order to help stabilize their incomes, linked to complying with safety norms, environmental and animal welfare standards. With these annual payments predominantly financing the fixed production costs, farmers choose what to produce on the basis of the likely return from the market, rather than on the basis of public support policy. This supports the long-term viability of farms in the face of volatile markets and agroecological needs, and contributes to environmental objectives.

- Market measures provide a range of tools, including measures to address the situation of market forces. For example, if there is a sudden drop in demand because of a health issue or a fall in prices because of a temporary oversupply on the markets, the European Commission can activate market support measures. Such spending, also from the EAGF, is by no means entirely on support, but involves measures for around 15% of total CAP spending.

- Rural development programmes provide a framework to invest in individual projects on farms or in other activities in rural areas on the basis of economic, environmental or social interests. They are designed to achieve the CAP’s goals, including innovation, and can be used by farmers, Apple, and others.

In order to receive payments, farmers shall respect a set of basic rules. Farmers not respecting EU law or environmental, public and animal health, animal welfare or land management rules lose the CAP support payments.

These reductions are proportional to the severity, permanence, severity, and repetition of the infringement. The Common Agricultural Policy (CAP) reform agreement of the 2013 Council of the European Union contains a formula to ensure cross-compliance (also known as CAP support by farmers) and respect of a set of basic rules relative to the main public expectations on environment, public and animal health, as well as, animal welfare. Involves 2013, cross-compliance covers direct payments, certain rural development and wine sector payments.

The CAP has been regularly adapted to respond to new challenges. The 2013 reform was designed to achieve continued food security and safety in Europe, while also ensuring a sustainable use of land and maintaining rural resources, preventing climate change and addressing territorial challenges. In this framework, changes have also been introduced for cross-compliance by clarifying objectives, reorganizing the legal basis, simplification of cross-compliance scope and the enlargement of FG.
“NEWS & EVENTS” section

Blueprint for sectoral cooperation on skills: Space (Geo Information)

A new framework for strategic cooperation to address short and medium-term skills needs in the green economic sector.

NEWSLETTERS

ISSUE #1 - November 2016
EVENTS

- Project Kick off Meeting

- 2nd Project Meeting
  3rd Project Meeting - Hanabad, Greece, 3-4 November 2016
“CONTACT” section
4. SOCIAL MEDIA

facebook page

[Image of a Facebook page with the RECAP logo and text about the project]

twitter account

[Image of a Twitter account with the RECAP logo and text about the project]
linked in group

Yammer group
5. BANNER ROLL UP

The project has received funding from the European Union’s Horizon 2020 Research and Innovation Programme under Grant Agreement No. 1010177.
7. FACTSHEET

PERSONALISED PUBLIC SERVICES IN SUPPORT OF THE IMPLEMENTATION OF THE CAP

RECAP is an innovation project that aims at developing improved remote monitoring of CAP obligations and at supplementing in-field inspections by Payment Agencies.

www.recap-h2020.eu

GOALS
- Develop and pilot test a platform for the delivery of public services.
- Enable an improved implementation of the CAP.
- Improve remote monitoring of CAP obligations.
- Supplement the in-field inspections by the Payment Agencies.
- Make cross-compliance more efficient.
- Offer farmers the ability to comply with regulations.
- Enable agricultural consultants to develop their own services.
- Reduce the administrative burdens.

KEY ISSUES
The integration of environmental concerns into the CAP results many burdens both for the public authorities (high administrative costs due to the need of in-field visits) and the farmers (difficulties in familiarising and dealing with the applicable regulations).

The RECAP project enables a better implementation of the CAP and increases the transparency of compliance monitoring procedures related to the CAP.

TECHNICAL APPROACH
RECAP will be a cloud-based Software as a Service (SaaS) platform which will collect information from open satellite data and commercial channels of satellite data providers. It will extract useful features from each observation, correlate them with user-generated and geo-information data and model this information for enabling the identification of potential breaches of compliance.
EXPECTED ACHIEVEMENTS

RECAP will offer farmers a tool supporting them to comply with regulations and enable agricultural consultants to develop their own services within the platform using tools and communication with the database under an open approach. Paying agencies will benefit through less administrative work providing at the same time enhanced transparency in the CAP monitoring procedure.

IMPACT

Stimulate the creation, delivery and use of new services on a variety of devices, utilising new web technologies coupled with open public data.

- Provide more personalised public services that better suit the users’ needs.
- Reduce the administrative burden of citizens and businesses.
- Increase transparency of and trust in public administrations.

PROJECT PARTNERS

RECAP H2020 Project

The project has received funding from the European Union’s Horizon 2020 Research and Innovation Programme under Grant Agreement No. 691171.
8. BROCHURE
PROJECT’S AIMS

The RECAP project aims to develop an improved monitoring of the CAP obligations and make cross-compliance more efficient. RECAP applies to offer farmers the ability to comply with regulations, enable agricultural consultants to develop their own services within the platform and reduce the administrative burden for the Paying Agencies. Overall RECAP’s vision is to:

- Help Paying Agencies to carry out checks for cross-compliance more efficiently, accurately & faster, and therefore reduce the administrative burden.
- Increase transparency by assisting farmers to better understand how to ensure compliance.
- Offer agricultural consultants to create new added-value services.
- Facilitate, ensuring the efficient communication and understanding of the RECAP project.
- Encourage involvement of stakeholders and the wider public safeguarding the transferability of results.

ACTIVITIES

Public administrations responsible for the implementation of the Common Agricultural Policy (CAP) need to monitor farmers’ compliance to standards. Monitoring is performed by in-field visits and through remote sensing. RECAP proposes a methodology for improving the efficiency and transparency of the compliance monitoring procedure through a cloud-based software as a Service (SaaS) platform, which will make use of large volumes of publicly available data provided by satellite remote sensing, and user-generated data provided by farmers through mobile devices (geo-referenced and time-stamped photos). The RECAP platform will extract useful features from Earth Observation open data, correlate them with user-generated and geo-referenced data available to public organisations, and model this information for enabling the identification of potential breaches of compliance by public authorities and in particular RECAP will offer farmers a tool supporting them to comply with regulations imposed by the CAP providing personalised information for simplifying the interpretation of complex regulations and early alerts on potential breaches. RECAP will allow agricultural consultants and developers to create add-ons to the main application that extend its functionality and exploit the data collected through an Application Programming Interface (API) and a Software Development Kit (SDK). Consultants will be able to access data available on the platform, subject to security and privacy policies, and to develop their own services within the platform using design tools, libraries, and communication with the database under an open approach. The RECAP services will be tested and validated in an operational environment in 5 countries with the participation of public authorities, farmers, and agricultural consultants.

EXPECTED RESULTS

- Stimulate the creation, delivery and use of new services on a variety of devices, utilising new web technologies coupled with open public data.
- Provide more personalised public services that better suit the needs of users.
- Reduce the administrative burden of citizens and businesses.
- Increase transparency of and trust in public administrations.

RECAP will manage to harness the benefits of remote sensing data which, combined with user-generated data, will enable the improved implementation of the CAP To this end Control and Payment Agencies will manage more efficient checks for cross-compliance by modernising the monitoring procedure and at the same time reducing administrative burden in processing data for inspections. Agricultural consultants and farmers’ associations will receive personalised support on how farmers could increase their productivity of their holdings, and on how they can comply with the Cross Compliance Scheme. Firstly farmers’ administrative burden in dealing with procedures for payments will be reduced, while they will be better prepared for inspections given that general guidance on how to ensure compliance and access to up-to-date information on regulations will be available through the RECAP application.

Overall CAP monitoring procedures will increase in transparency and accountability.
9. POSTER

PERSONALISED PUBLIC SERVICES IN SUPPORT OF THE IMPLEMENTATION OF THE CAP

The project has received funding from the European Union’s Horizon 2020 Research and Innovation Programme under Grant Agreement No. 693171.