D8.1 Dissemination and Communication Plan

Symbiosyst

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Executive Summary

The present Deliverable D8.1 outlines the Dissemination, Communication and Training strategy implemented during the SYMBIOSYST project and defines the framework guiding activities for the remaining duration of the action. In alignment with the project's objectives and expected impacts, the plan supports the overarching ambition of SYMBIOSYST: enabling a sustainable, scalable and socially accepted integration of agrivoltaics across diverse European landscapes.

The document details the project's visual identity, key messages, stakeholder mapping, and the portfolio of communication and dissemination tools deployed so far, including press releases, newsletters, social-media outreach, events, scientific publications and engagement initiatives in the demonstration sites. A set of Key Performance Indicators (KPIs) monitors progress in line with the commitments made in the Description of Action and ensures compliance with Horizon Europe visibility and dissemination obligations.

Looking ahead, the deliverable presents a roadmap for the continuation and reinforcement of communication, dissemination and training activities for M18–M48, including the release of fact sheets, video materials, additional training webinars, national events and the integration of results emerging from the demonstration sites and technical work packages. These actions ensure the effective transfer of project knowledge, support the exploitation pathways prepared under WP7 and contribute to the consolidated impact of SYMBIOSYST at European level.

The document starts with providing an overview of the Symbiosyst's visual identity. It lists in section 2 the objectives and key messages identified by the project. It reports on the target audiences and specific stakeholders that can be involved in section 3. In section 4 the document indicates the set of communication and dissemination tools, presented in detail and accompanied by a set of Key Performance Indicators. In the final section 5 a schedule of activities is presented.

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1. PROJECT'S VISUAL IDENTITY

This section presents a general overview of the project visual identity. The visual identity includes the project's logo (Figure 1.1), text fonts, color palettes (Figure 1.2) and graphic elements and provides to partners the visual elements to be used in Communication and Dissemination activities and publications. The logo graphic design is inspired by the three main components object of the research: sun in yellow, photovoltaic panels in blue, and agriculture in green.

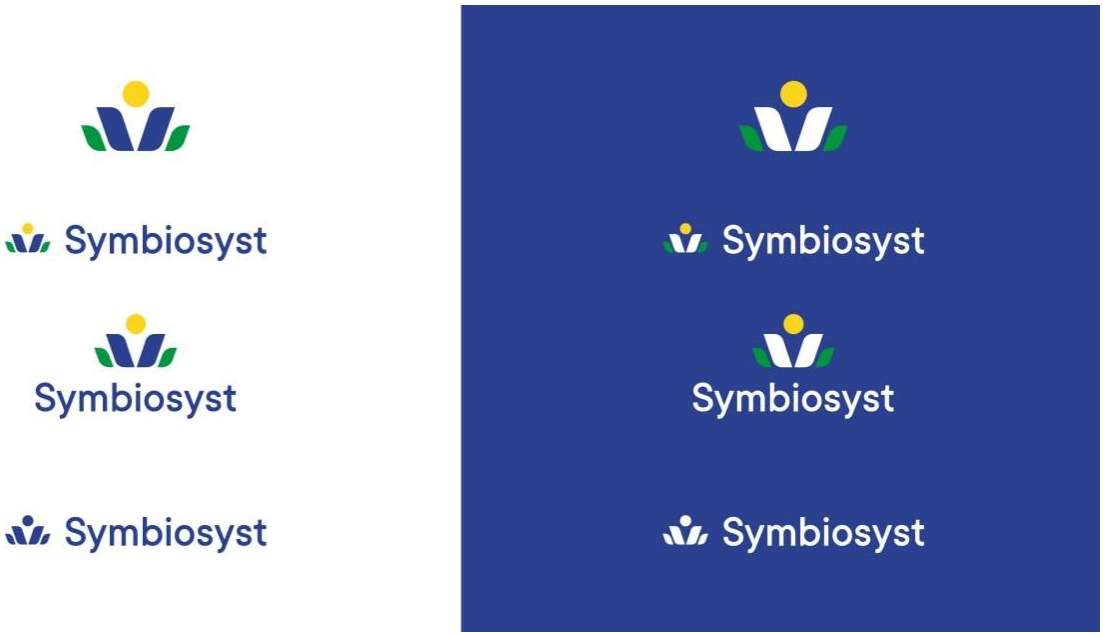


Figure 1 Vertical and horizontal version of the project logo, both on white/blue screen.

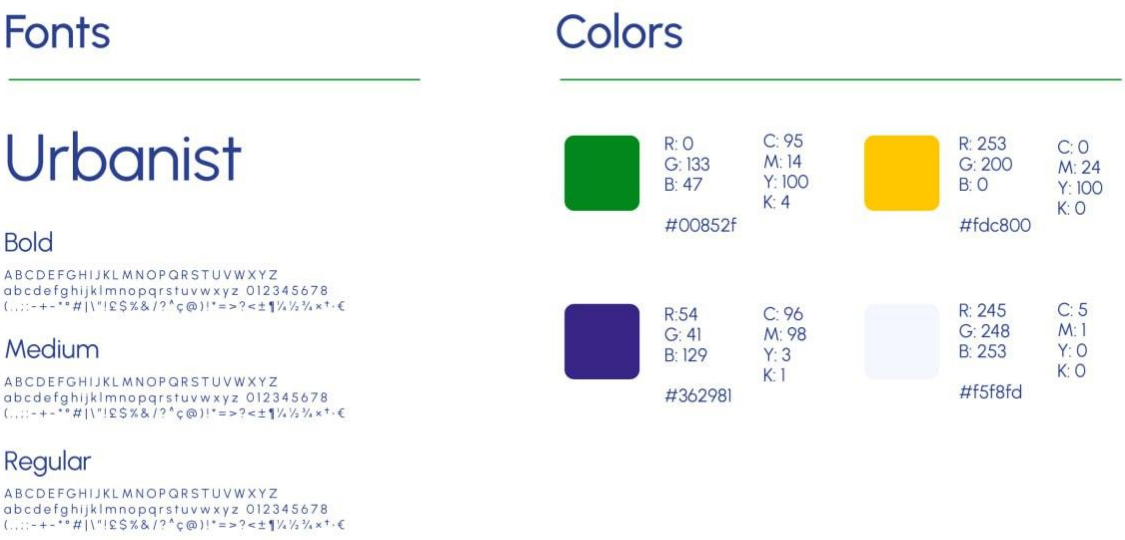


Figure 2 Font and color codes.

1.1 DISSEMINATION AND COMMUNICATION MATERIALS: PREVIEW

The figure below presents some examples of how Dissemination and Communication materials look like (Figure 1.3), while Figure 1.4 shows the graphic design of deliverables cover and layout.

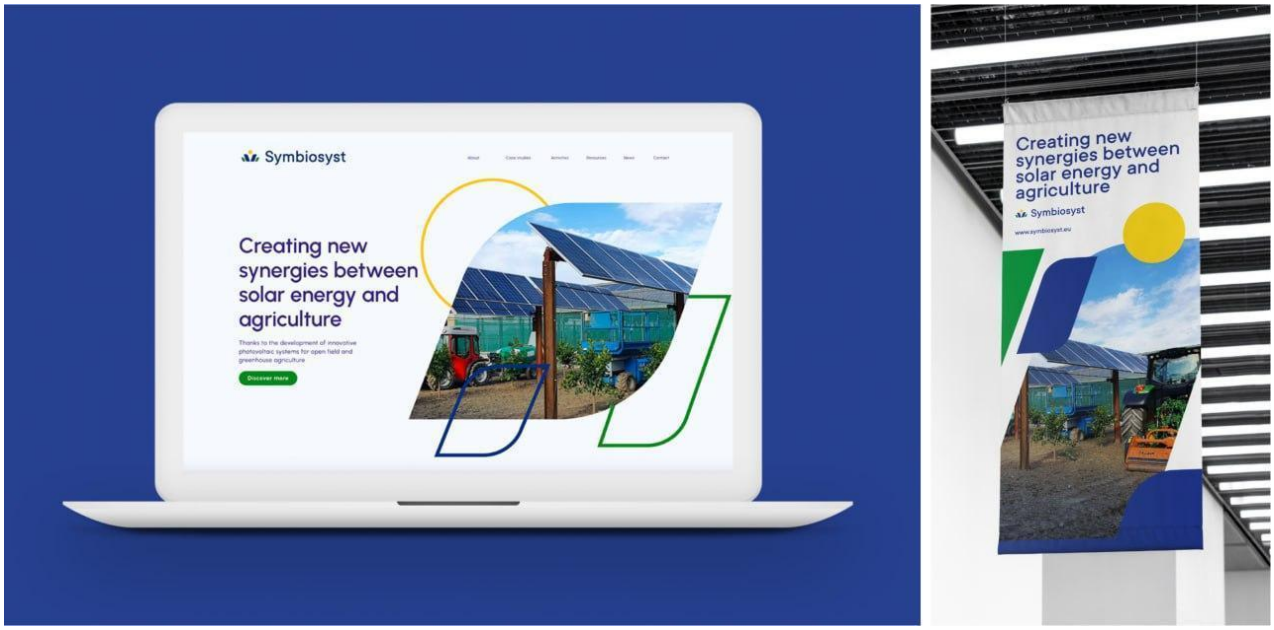


Figure 3 On the left an image of the website graphic design, on the right an image of the Roll-ups graphic design.



Figure 4 Deliverable cover and layout.

2. OBJECTIVES AND KEY MESSAGES

The project aims to promote innovative Agri-photovoltaic (Agri-PV) systems with the ambition to create a symbiosis where PV (solar energy generation) and agriculture (crops production) can have a mutually beneficial relationship, with positive ecological and cultural impacts on the landscape. Symbiosyst develops integrated solutions, from design to implementation, that aims at:

- Demonstrating the feasibility of Agri-PV systems;
- Adopting monitoring and controlling systems for PV modules and crop yields;
- Limiting the impact of PV on crop yields;
- Digitalizing farming tools;
- Improving systems for water supply and mitigation of climate change impact;
- Conducting sustainable agriculture;
- Enlarging and strengthening social acceptance through participatory approach;
- Protecting and enhancing biodiversity;
- Realizing guidelines for Agri-PV systems landscape integration.

The definition of core messages is essential for creating an effective communication strategy and promoting social acceptance. Simple, clear, and impactful messages, in fact, can help in prioritizing and defining information and driving key contents to the different target groups, by adapting language and depth of information. Key statements will be paired with clear, impactful, and understandable visual content to increase their attractiveness. After the publication of the Position Paper at the end of October 2023, the Consortium identified the following key messages to be shared with target groups. The Table below (Table 1) summarizes the key messages, the communication tool, and the date of first key message release.

Table 1 Key messages

N.	Key Message | Agri-PV definition	Target group	Communication tool	When
1	⬡ #Photovoltaics is widely seen as one of the key #technologies to drive the #energytransition, yet due to different reasons large utility-scale photovoltaic installations in #openfields are not an option in many regions. 🌾 Here #Agrivoltaics, making dual use of land for both #agriculture and #PV generation, is our future #challenge, yet the existing deployments of a large variety of novel agrivoltaic projects and the diverse range of #interpretations and #definitions for Agrivoltaics is causing huge debate in many economic and socio-cultural #fields.	All	LinkedIn post plus effective picture	November 3rd, 2023
2	👉 Large utility-scale PV installations in open fields are not an option in many regions, among	All	LinkedIn post plus effective picture	November 14th, 2023

	the other issues due to competition with agriculture -> #Agrivoltaic systems consist in a dual use of land for both food production and solar energy generation.			
3	👉 The Agri-PV system #principle consists in subtracting the excess of solar #radiation that can damage the food #crop to generate #solarenergy	All	LinkedIn post plus effective picture	November 27th, 2023
4	👉 Agri-PV systems safeguard water saving and protect cultivations from adverse weather conditions.	All	LinkedIn post plus effective picture	December 5th, 2023
5	👉 Agri-PV systems provide additional revenue streams for #farmers and contribute to the sector decarbonization and place-keeping.	All	LinkedIn post plus effective picture	December 13th, 2023

The messages summarized in Table 1 have been reported in 2023-2024 on LinkedIn dedicated posts, and will be also reported in a documentary video on the two project demos in Viladecans, Spain, and Ora/Auer, Italy that ETA will release in 2026.

3. TARGET AUDIENCE AND KEY STAKEHOLDERS

Symbiosyst targets four main audience groups: market actors, scientific community, policy actors, and local stakeholders. The table below (Table 2) reports a list of specific subjects that the Communication and Dissemination activities want to reach. In collaboration with WP6 activities, the civil society/citizens and general public will be involved with local stakeholders in thematic open webinars and events in different Member States.
The mapping of stakeholders will be implemented by ETA in collaboration with EURAC, ENEA, UPC and Südtiroler Bauernbund throughout the whole project.

Table 2 Target groups of Dissemination and Communication actions

Group	Key stakeholder
Market actors	Business Europe (general market), Eurelectric and its national members (electricity market), ENTSO-E and its national members (electricity market), ESCOs (electricity market), Solar power Europe (SPE) and its national members (solar energy market), PV manufacturers (solar energy market), CEMA (agriculture market), Copa-Cogeca (agriculture market), Farm-Europe (agriculture market), IFOAM Organics Europe (agriculture market), Slow food (agriculture market), Agri-PV initiatives/networks active in the member states (solar energy market and agriculture market),
Scientific community	Research community in the field of photovoltaics, Research community in the field of agriculture sciences, Research community in the field of landscape sciences, Partners from similar H2020 and EU projects, Leading research institutes/organizations (CREA, ENEA, CEA, CERTH, Fraunhofer, TNO) European Technology Platform for Photovoltaics, EIP-Agri platform.
Policy actors	EC DG Energy, EC DG AGRI, EC DG Research, ED DG Environment, European Parliament (ENVI and ITRE committees), ACER,
Local stakeholders	National/regional farmers associations, Trade Associations in Agriculture, National and regional/local NGOs active in landscape and environment maintenance and recreation, landscape architecture and planning (in particular those active in the regions of the demo cases), Citizens, High Schools Students and Teachers, Local experts, (historians, archaeologists, agronomists, landscape architects, urbanists, botanists), officers of regional and local administrations from different sectors (cultural heritage, agriculture, landscape planning, ecology, energy).

4. COMMUNICATION AND DISSEMINATION TOOLS

The aim of the communication activities is a broader public relationship type activity reaching out to society as a whole, while demonstrating the project's contributions towards societal challenges thanks to EU funding. Communication tools enable strategic and targeted measures for promoting the research itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange.
The goal of dissemination activities is to share research results with potential users as peers in the research field, industry, other commercial players and policymakers at national and regional levels. So, dissemination is focused on promoting and facilitating the use of the project research results. Dissemination tools enable the public disclosure of project results for raising awareness and the transfer of knowledge to the key actors and stakeholders of the target groups identified. The table below shows the Communication and Dissemination tools that Symbiosyst adopts to safeguard an effective communication first and dissemination then (Table 3).

Table 3 The Symbiosyst Communication and Dissemination tools and the related Key Performance Indicators (KPI).

Tool	Channel	KPI
Press release to announce the start of the project and the IPV conferences	LinkedIn, Website, Press	4 press releases during the project lifetime
Newsletter to report on project updates	Website, Mailing List	2 newsletters/year, totalling 500 views each
Factsheets series on different Agri-PV applications	Website, social media, events	2 factsheets delivered per case study, available in multiple languages
Short clips for social media sharing, presenting some key facts about Agri-PV and its potential	Website, social media, YouTube	Release of 3 video clips (2-3 min) or 6 shorter clips (40 sec)
Continuous social media posting	Website, social media	60 posts by M48
Outreach articles published in specialized magazines	Website, Other media	10 outreach articles in written media over 4 years (e.g. PV magazine, QualEnergia, Südtiroler Landwirt, Informatore Agrario, Solar energy, Agriculture & Food research)
Info sessions/presentations/workshops in relevant International Conferences	Online/ In-person/ hybrid presentations	Total of 10 info sessions/presentations/workshops held along the project's life
Online webinars	Website, social media	8 online webinars along the project's life
National events	Events (on-site & online)	One event to be organized in each country where demonstrator projects are sited: Italy, Spain, The Netherlands along the project's life
Project Demonstrator field visit and co-design workshops	Events (on-site & video-documentary available on the website)	Four project demonstrator field visits held in each demo site, and production of a video-documentary to be published on the website. In the demonstrator of Ora/Auer, (Italy), and Viladecans (Spain), the field visit is completed

		by a co-design workshop on the integration of agrivoltaic systems in the local context with local/regional target groups.
YouTube "multiplier" videos	Online, social media	At least 2 video documentaries on the project demonstrator sponsored by external YouTube scientific divulgation channels
Scientific papers	Online	10 scientific papers published by M45

4.1 RELEVANT CONFERENCES AND OTHER EVENTS

At different levels conferences and exhibitions represent proper events to increase the impact of the project and disseminate its results. At this purpose the following table (Table 4) lists the most relevant events identified by partners at European and National levels. The events are distinguished per main topic. Topics vary in between the solar technology science domain and the agricultural and landscape sciences domains. The events may take place in the scientific sectors (conferences) and commercial sector (fairs and exhibitions).
The Table is conceived to guide partners' participation in such events or to keep track of these events for eventual participation.

Table 4 A list of relevant events for the Symbiosyst research Communication and Dissemination.

Scale	Topic	Event name	Frequency	Place
International level	Rural landscape planning, landscape and rural policies, landscape and rural management	XII BARCELONA INTERNATIONAL LANDSCAPE BIENNIAL	November - biannual	Barcelona, Spain
		30th Jubilee Session of the Permanent European Conference for the Study of the Rural Landscapes	September - annual	itinerant
		IALE-Europe, International Association of Landscape Ecology 2023 Congress	August - annual	itinerant
		UNISCAPE, the European network of Universities dedicated to landscape studies and education according to the principles of the European Landscape Convention	October - annual	itinerant
		IFLA-Europe, International Federation of Landscape Architects, Conference 2023	October - annual	itinerant
	PV Technology	EU PVSEC	September - annual	itinerant
		AgriVoltaics - World Conference	Spring - annual	itinerant
		Annual AgriVoltaics Europe	November - annual	itinerant
		ETIP PV Conference	May - annual	itinerant
		Intersolar Europe Conference	June - annual	itinerant
		Solar Power Summit	March - annual	itinerant

		ENLIT Europe	November - annual	itinerant
		IEEE Photovoltaic Specialists Conference	June - annual	itinerant
		Large Scale Solar Southern Europe 2023	July - annual	itinerant
		Large Scale Solar Central and Eastern Europe Summit 2023	November - annual	Itinerant
		EUBCE	June - annual	Itinerant
		Conference IFV - Rete Italiana Fotovoltaico	Spring	Itinerant, Italy
		IPV - Integrated Phtovoltaic Conference	November - annual	Florence, Italy
		KeyEnergy - Energy transition, technologies, efficiency, policies	March - annual	Rimini, Italy
		Energyear Italy	October - annual	Itinerant, Italy
		Forum Italia Solare	December - annual	Itinerant, Italy
		Solarplaza Summit Italy	July - annual	Itinerant, Italy
		CIES Congreso Ibérico y Congreso Iberoamericano de Energía SolaR	Spring - annual	Spain and Portugal
	Agriculture, Green Technology	FIERAGRICOLA	January – February annual	Verona, Italy
		AGRIALP	November - annual	Bolzano/Bozen, Italy
		ECOMONDO	November - annual	Rimini, Italy
		MACFRUT	May - annual	Rimini, Italy
		Klimahouse	February - annual	Bolzano/Bozen, Italy

4.2 DEMO FIELD VISIT, SOCIAL ENGAGEMENT AND TRAINING ACTIVITIES

On-site project demonstrator field visits are organized in each demo site in close cooperation with WP6, SBB, Eurac, ENEA and UPC. In two cases, Ora/Auer, Italy and Viladecans, Spain, field visits are combined with the testing of co-design workshops. In the Symbiosyst project, one of the research objectives is to test effective methods for engaging local communities in co-designing agrivoltaic systems. The set of the workshop are the sites where Symbiosyst project agrivoltaic demonstrator has been built, so to take participants closer to a real and functioning agrivoltaic systems in their territory. To facilitate a broader civil society participation, the workshop is held on a Saturday and in the local language, and the communication mood is set-up as a typical promotion of local recreational activities, such as those of environmental associations (Figure 4.1). The workshop approach and methodology focus on landscape issues as an intermediary between different social profiles and a living environment that unites everyone and invites everyone to dialogue and discussion at the local level; through the landscape, the physical environment where people “live, work, and recreate” (Stremke

et al., 2022), citizens come in contact with the energy transition; this therefore plays a fundamental role in the decision-making process, but has until now been little considered, except for the environmental impact assessment (EIA), which focuses more on ecological than social and cultural aspects.



Figure 5 The poster promoting the workshop in Viladecans, Catalunya, Spain. This was promoted through the project official channels and also printed and hanged at local level to invite citizens.

In Symbiosyst, ENEA has developed a GIS based methodology for analysing the landscape pattern and suggesting some preliminary features (size, shape) of agrivoltaic patches which can be well integrated into the existing landscape pattern. Moreover, "Guidelines for landscape integration of agrivoltaics" (partners ENEA and SBB) are being elaborated in the project, too (Campana et al., 2025). For this purpose, the study of design criteria and solutions for agrivoltaic systems integration into the local landscape systems is a research challenge that Symbiosyst tests in Task 6.4, shared among WP6 and WP8. Agrivoltaic systems represent a concrete opportunity to integrate solar energy generation into local landscapes (Toledo and Scognamiglio, 2021, Sirnik et al., 2023, Kitti Biró-Varga et al., 2024; Fatturoso et al., 2024; Picchi et al., 2025).
Agrivoltaic systems research and implementation is in an early stage, and there is a need to empower the main actors and stakeholders, first of all farmers, with the available knowledge. Yet in literature, apart from studies in social sciences investigating social attitudes towards agrivoltaic systems, e.g. in Pascaris et al. (2022), there are no examples of approaches and methods in design to incorporate such knowledge in agrivoltaic systems projects. Local community engagement is widely used in landscape studies and design to gather and incorporate the knowledge, skills, and preferences of local actors and stakeholders. Local community engagement has been successfully applied in the planning and design of landscape integrated renewable energy systems (Arler, 2011; Picchi et al., 2022, 2025).
In line with the project's objectives, the community workshop aims at the sharing of themes and values of the landscape to orient possible future transformations of the landscape with the agrivoltaic system. The final aim is to enhance community engagement and provide socially accepted design principles for the integration of the agrivoltaic system in the local landscape. Local community engagement has been

successfully applied in the planning and design of renewable energy plants in the landscape, in particular wind and solar (Arler, 2011).
The community workshop is lasting a full day. In the morning, a landscape exploration walk takes place near the demonstrator. The walk consists of an open walk with all the participants in the workshop to experience the local landscape and understand the landscape systems where the agrivoltaic demonstrator is set. This is an Open Walk in the way each participant can take the floor and make specific observations on the context of the landscape or on qualities or critical issues based on their own experience, both as a stakeholder, and therefore linked to their own interests, and as an expert. The nature of the walk is an "open narrative walk", characterized by open listening and not driven conversations, therefore during the walk it is important to discuss and bring out the past, present and near future dynamics of the landscape.
After the landscape walk, participants visit the Symbiosyst Agri-PV demonstrator guided by experts. The field visit objectives are:

1. Introduce renewable energy as an ecosystem service (Haines-Young and Potschin, 2011);
2. Introduce agrivoltaic systems as a natural evolution of renewable technology towards increasingly integrated forms in agricultural, ecological and socio-cultural systems (Toledo and Scognamiglio, 2021; Picchi et al., 2025);
3. Explain the project demonstrator agrivoltaic system functioning and what are the current challenges.

After the visit, the lunch is functional to further enable exchange among participants in view of the organization of the afternoon working tables. The afternoon second part foresees a workshop with a first moderated Focus Group Sessions and a second not moderated World Café Session.

With regards to training activities in agreement with the WP6, ETA and ENEA organize a series of online training webinars (in English) for Electricity Small and Medium-sized Enterprises (SMEs), farmers, farmers cooperatives, trade association in agriculture, environmental and landscape associations, owners, and the scientific community concerning different aspects of Agri-PV solutions (biodiversity, participatory approaches, monitoring systems, sustainable farming). The webinars are also intended as training events for the community of the Cross-European Cooperation (D 8.2). The webinars also include a presentation of key published deliverables and feature project partners from the different work packages and will be made accessible (upon registration) via the project website, and they will remain available. At M36 ETA and ENEA organized 5 webinars on topics selected according to partners training demand and topics and issues coming from subscribers to the Cross-European Cooperation (D 8.2). The webinars and topics are summarized in the following table (Table 5). The next planned webinar, number 6, will be on the electricity uses in agriculture.

Table 5 The training webinars organized at M36.

Webinar title	Date	Description	Speakers
Open Science in Horizon Europe	2023.06.08	The webinar presents the key requirements for Open Science in HEU proposals and projects.	• Maria Bellantone & Liise Lehtsalu (RSO)
Biodiversity and agrivoltaics: above and below the ground line	2023.11.09	The webinar presents theoretical approaches and experiences on possible implications of agrivoltaics on both fauna and flora biodiversity, above and below the ground line.	• Anna Maria Bevivino, Division Biotechnologies and Agroindustry, ENEA, Italy; • Leonardo Latella, Head of the Natural History Collections of the Verona Museum, Italy • Lisa Bunge, Renewable Energies Chair, University of Evora, Portugal
Benefits for sustainable farming and ecosystem	2024.06.06	How can we calculate benefits agrivoltaic systems add to sustainable farming and ecosystems functioning? And	• Francesco Marinello, University of Padua, Italy • Giuseppe Ferrara, University of Bari 'Aldo Moro, Italy

functions in agrivoltaic systems		how can those benefits enter a business model? The webinar will discuss on how agrivoltaic systems can induce more sustainable practices in farming as the minimum tillage and the water saving, and in addition support the ecosystems functioning as the ecological corridors and the biodiversity in agricultural systems.	• Gabriele Canali, Catholic University Piacenza, Italy
Parameters and tools for monitoring Agrivoltaic system	2024.10.17	Every Agrivoltaic system is an innovation project. Innovation requires testing and data collection to confirm its usefulness and efficiency, therefore we need to monitor the designed systems. This training webinar will open insights on the main parameters emerging in research and the monitoring systems offered in industry.	• Ivan Foglia, I-Pergola • Nolan Picard, Weenat
Participatory approaches in Agrivoltaic sys tems	2025.07.24	Agri-PV systems research and implementation is in an early stage and there is a need to empower the main actors and stakeholders, first of all farmers, with the available knowledge. The aim of this webinar is to open insights on community engagement in designing agri-PV systems as social-ecological systems by three speakers: a social scientist investigating the social acceptance of agri-PV, and an ethic developer making using of co-design approaches to develop agri-PV	• Alexis Pascaris, NREL, National Renewable Energy Laboratory, Golden, Colorado • Tommaso Barsali and Begona Rodrigo, Starlight Energy

4.3 CROSS-EUROPEAN COOPERATION ON AGRIVOLTAICS

With the support of all partners, ETA is actively searching for relevant Agri-PV experiences and pilot project in all EU Member States. In every conference and events where Symbosyst takes part, the cooperation is promoted, and other participants are welcome to subscribe.
This search includes other research projects on the topic of Agri-PV development funded by Horizon EUROPE (as for example REGACE, SEAMLESS-PV), stakeholder networks, pilot developers, etc. (figure 4.2). The organizations and projects reached out are whenever possible involved in knowledge sharing activities, good practices exchanges and presentations, being them potential guests for the webinars and events. The aim is to start building a truly European community on Agri-PV that could live beyond the end of the project and create new synergies and projects. The community gathered during the lifespan of the project will be invited to the final event, where the Strategy for the European Agri-PV community (D8.2) will be presented in public.

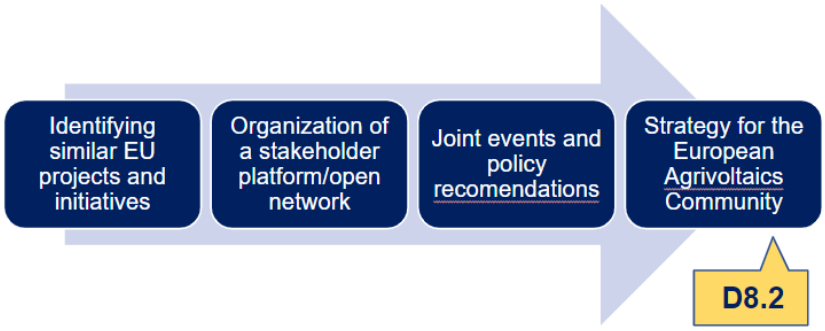


Figure 6 The framework for the creation of a Cross-European Cooperation on Agrivoltaics.

SCHEDULE OF ACTIVITIES

The table below (Table 6) summarizes the activities conducted by partners during the first 18 months and those planned for the upcoming months.

Table 6 Schedule of activities

Activity	When
First press release of the Symbiosyst project, titled: *"A new frontier for Agrivoltaics: the launch of the SYMBIOSYST project"* and published on the official page of the project and partners' communication channels	M1
Project Presentation at the Bioland Seminar 2023, January 26, Bozen (Italy)	M1
Article in the UPC newspaper, titled "La UPC contribuye a generar energía limpia para el sector agrícola en Europa"	M2
Article in SBB's biweekly magazine "Südtiroler Landwirt" for SBB members (farmers), titled *"under the same sun"*	M2
Project presentation at Confragricoltura, Bozen	M2
National event at the KlimaHouse 2023 together with Italian Network Sustainable Agrivoltaics, March 8-11, Bozen (Italy)	M3
First project event at K.EY 2023 with the other EU funded projects, March 22-24, Rimini (Italy) **[MILESTONE #3]**	M3
Website launch **[MILESTONE #1]**	M4
Info session on SYMBIOSYST at the European Biomass Conference 2023, 5-9 June, Bologna (Italy)	M6
Demo tour in Italy, at Laimburg Research Centre, on 20th June 2023	M6
Project presentation in a hybrid seminar on Solar Energy in EU and Japan	M7
First cross-European cooperation event **[MILESTONE #11]** and Project presentation at EUPVSEC 2023, 18-22 September, Lisbon	M9
Mention during the Jornada Renovables Paisatge Urbanisme COAC Tarragona, Catalunya, Spain	M10
Poster presentation at the Agrialp Fair 2023, November 23-26, Bozen (Italy)	M11
Panel discussion at Agrialp Fair 2023, session: „Photovoltaik auf allen Dächern und wo noch?"	M11
Symbiosyst position paper on Agri-PV	M11

First project Newsletter	M12
Demo tour in Barcelona at Parque UPC – Agrópolis – Universitat Politècnica de Catalunya, on January 24th 2024	M13
General presentation of the project and its key activities during the Med Green Forum 2024, 14-16 February, Florence (Italy)	M14
Workshop organised by GreenGo and AIAS	M14
Presentation about Energy, Agri-PV and the Symbiosyst project at the annual meeting of the union of agronomists in South Tyrol	M15
Workshop organised by areazero cluster	M15
Interviews to partners in sectoral journals	M17
Project communication at Macfrut Exhibition 2024, May 9-10, Rimini (Italy)	M17
Training webinar on June 6th, 2024 **[MILESTONE #19]**	M18
Project presentation at EUPVSEC 2024, 23rd – 27th September, 2024, Vienna	M21
Project presentation at Expert panel on Agrivoltaics 17th September, 2024, Rome (Italy)	M21
Training Webinar on October 10th, 2025	M22
Project presentation at IPV Conference 2024, 28th November, Florence (Italy)	M24
Project presentation at a seminar on Agrivoltaics at University of Evora, 3rd February 2025, Alentejo (Portugal).	M26
Ora/Auer demo project Inauguration on 26th May 2025, Bozen (Italy)	M29
Project presentation at IFV network conference, 27th – 28th May, Naples (Italy)	M29
First Field visit and workshop to demo project on 14th June 2025 in Ora/Auer, Bozen (Italy).	M30
Project presentation at III Agropolis Conference 26th June 2025, Viladecans, Barcelona (Spain)	M30
Project multiple presentations at 6th Agrivoltaics World Conference 2025 on 1st – 3rd July 2025, Freiburg (Germany)	M31
Training webinar on July 24th, 2025	M31
Project presentation at EUPVSEC on 22nd – 26th September 2025, Bilbao (Spain)	M33
Viladecans demo project inauguration on 24th October, Barcelona (Spain)	M34
Second Fiel visit and workshop to demo project on 22nd November 2025 in Viladecans, Barcelona (Italy)	M35
Project presentation at IPV Conference 2025, 25th – 26th November 2025, Florence (Italy)	M35
N.42 posts on the official LinkedIn account	M1-M36
Continuous updating of project website	M4-M36
Future scheduled activities	When
Third Field visit to demo project to be decided	M41-48
Fourth Field visit to demo project in Scalea (Italy)	M40
National event in Spain CIES 2026 23rd - 25th March	M39
6th Training webinar	M38
7th Training webinar	M42

8th Training Webinar	M44
Final event	M45

5. CONCLUSIONS

Over the 36 months of the SYMBIOSYST project, a diverse and strategically structured set of communication, dissemination, and training and engagement activities have been successfully carried out. These actions have significantly contributed to raising awareness about the project's objectives, establishing its presence within key stakeholder communities, and fostering cross-sectoral collaboration across Europe.

In this period, the project developed and implemented a coherent visual identity, structured its messaging around the core objectives of the action, and deployed a wide range of communication tools aimed at raising awareness of agrivoltaics as a key enabler for sustainable energy and agricultural systems.

Starting with a strong launch phase that included a press release and early presentations at major industry and research events, the project rapidly gained visibility within both the agrivoltaics and broader renewable energy sectors. Key milestones such as the website launch (M4), the first cross-European cooperation event (M9), and a series of thematic workshops and training webinars have enabled the project to reach a wide and relevant audience, including researchers, policymakers, industry actors, and farmers.

The communication procedures established within WP8 have ensured message accuracy, EU-compliant visibility, and coherence across partners. The coordinated workflow—ranging from content preparation to WP8 quality control and publication—supports consistency and reliability in all public-facing outputs.

The implementation of communication tools, including sectoral publications, newsletters, social media, and demo tours in Italy and Spain, reflects the project's commitment to accessibility and stakeholder engagement. These efforts were further supported by continuous website updates and the publication of the project's first position paper, helping to build credibility and sustain interest throughout the reporting period.

Looking ahead to the next reporting period, communication efforts will increasingly integrate the emerging findings from technical work packages and the demonstration activities, enabling more evidence-based messaging and showcasing the project's scientific, technological and societal contributions. Upcoming actions include expanded multimedia content, publication of the video documentaries, enhanced social-media strategies, further engagement events such as participation in international conferences, national outreach events in the Netherlands and Spain, and strengthened synergies with similar EU-funded initiatives, contributing to the long-term visibility and impact of the project.

Overall, the communication work conducted up to now has effectively supported SYMBIOSYST's objectives, created strong visibility for the project, and built the foundations for a robust and impactful communication effort throughout the remaining duration of the action.

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