Increasing Resilience of Smallholders with Multi-Platforms Linking Localized Resource Sharing

Deliverable D4.1e

Third year report on communication and dissemination activities

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DOCUMENT REVISION HISTORY

Version	Date	Changes
V1.1	June 30th, 2025	PUBLIC RELEASE
V1.0	June 28th, 2025	FIRST DRAFT VERSION FOR INTERNAL APPROVAL
V0.1	June 4th, 2025	FIRST RELEASE FOR REVIEW

EXECUTIVE SUMMARY

Deliverable D4.1e summarizes the communication, dissemination & engagement activities conducted during the third year of RESILINK project (from June 1st, 2024 to May 31st, 2025).

The RESILINK web site, the RESILINK YouTube playlist are the main channels where all communication, dissemination & engagement documents are published and listed. This deliverable D4.1e will link to these resources.
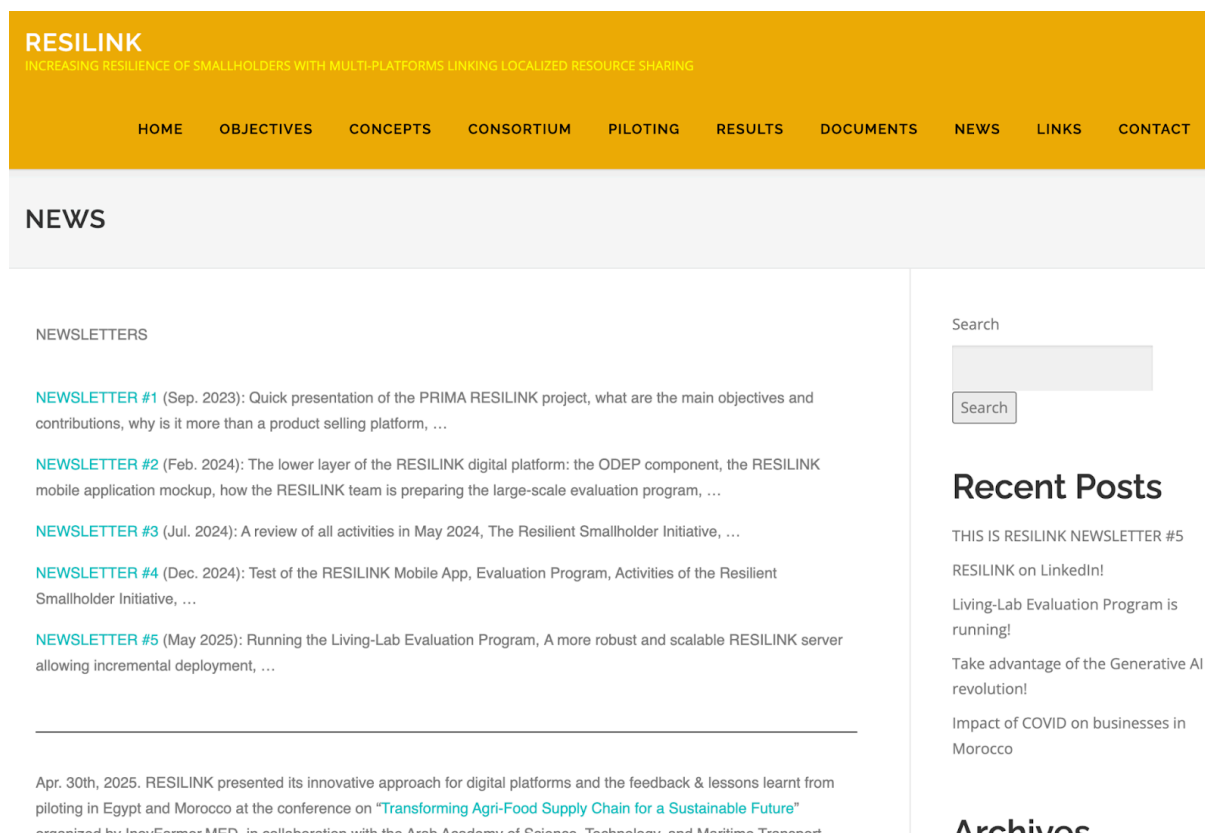
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1. DISSEMINATION ACTIVITIES

All dissemination activities are listed in the NEWS section on the project web site:

https://resilink.eu/news

1.1. Scientific events

RESILINK participated or organized the following scientific events:

- On Oct. 3rd, 2024, C. Pham from UPPA participated in the EURO-MEDITERRANEAN INNOVATION MARKETPLACE in Cairo. Discussions on collaboration opportunities and how both EU and PRIMA foreseen & plan innovation in Africa were highly interesting! Putting priority in reaching the smallholder farmer communities has never been so important to increase inclusiveness when talking about innovation.

- On Oct. 22nd, 2024, RESILINK is more than ever engaged in the Resilient Smallholder Initiative by setting up the RSI's web site: https://resilient-smallholder.resilink.eu/
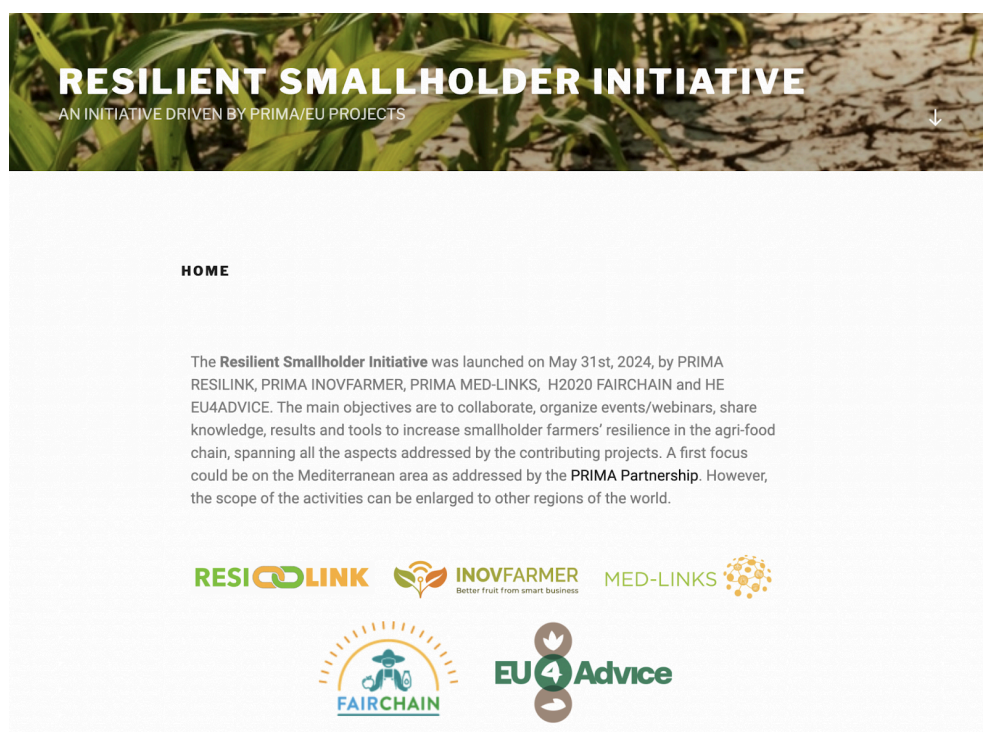
- Oct. 29th, 2024. The RESILINK's objectives, approach and mobile app was presented by Dr. Seham El Gamal from ARC at the International Conference of the Patent Contact Office in the Fields of Agriculture and Food Security. Beyond the presentation of RESILINK's approach, the ARC team is leading a study on how digital tools should be designed and introduced to maximize technology adoption: "A New Vision for Enhancing the Resilience of Small Farmers in North Africa in Accessing Resources and Markets During Crises: The RESILINK Platform as a Model".

- On Nov. 5th, 2024, Pr. Congduc Pham from UPPA gave a keynote at the workshop on Smart Farming that was organized as part of the IEEE EDiS 2024 international conference on Embedded and Distributed System, Béchar, Algeria, Nov. 3-5, 2024. He gave a keynote entitled "TRANSDISCIPLINARY RESEARCH FOR SUSTAINABLE DEVELOPMENT: illustration with PRIMA INTEL-IRRIS et PRIMA RESILINK" where he presented the transdisciplinary approach adopted by RESILINK to take into account smallholder farmers' specificities to develop and propose adapted technological solutions.
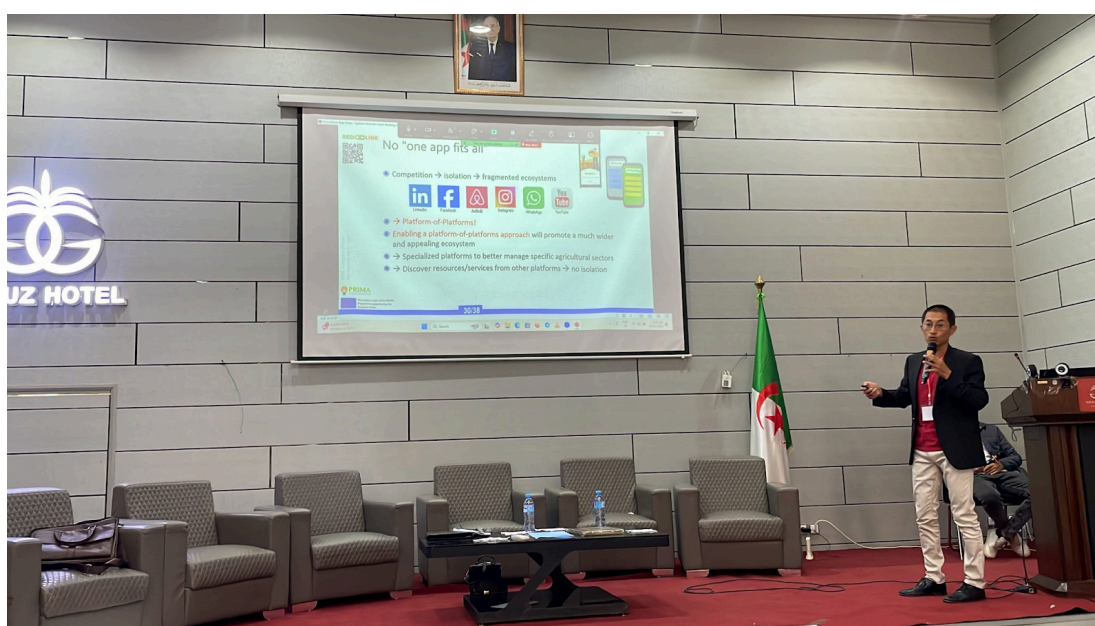
- On Nov. 19th, 2024. Pr. Abdendi Elaloui from the USMS team (Morocco, Beni-Mellal) organized a workshop exhibiting the Al Moutmir initiative for smallholder farmers. RESILINK is proud to be part of this event to demonstrate how digital technologies can contribute to increase smallholder farmers' resilience.

- On Nov. 18-19, 2024, at the 18th Scientific Association for Agricultural Guidance Conference that took place at the Center for Sustainable Development of Matrouh Resources, Desert Research Center, Marsa Matrouh City, Dr. Tamer Mansour from

ARC research team presented a research note as well as a poster to explain how RESILINK's approach of digital platforms for sharing localized resources in crisis situation can bring more resilience in the smallholder farmer communities.

- Dec. 26, 2024. The RESILINK USMS project team organized a scientific day dedicated to training farmers in technological innovations applied to resilient agriculture. This initiative aimed to promote modern techniques among farmers and

provide them with practical training tailored to their needs. The event took place in a participatory and enriching atmosphere, bringing together experts, farmers, and members of the RESILINK team.

- Apr. 30th, 2025. RESILINK presented its innovative approach for digital platforms and the feedback & lessons learnt from piloting in Egypt and Morocco at the conference on "Transforming Agri-Food Supply Chain for a Sustainable Future" co-organized with InovFarmer.MED, in collaboration with the Arab Academy of Science, Technology, and Maritime Transport (AASTMT), in Alexandria, Egypt.

○ The RESILINK digital platform and the platform-of-platforms approach to share local resources, presented by Pr Yasser Dessouky, AASTMT and ACICT, Egypt. In person in Alexandria. https://resilink.eu/wp-content/uploads/2025/04/RESILINK-presentation-inovfarmer.pdf

○ Smallholder's readiness to adopt platforms linking local resource-sharing in Egypt, presented by Dr. Seham El Gamal, Agricultural Research Centre, Egypt. In person in Alexandria. https://resilink.eu/wp-content/uploads/2025/07/SehamEl-Gamal-et-al-ARC-Egypt_-INOVfarmer-30-4-2025-Alex.pdf

○ Assessing the challenges of adopting digital platforms for localized resource sharing in agriculture, presented by Hayat Lionboui, National Institute of Agronomic Research, Morocco. https://resilink.eu/wp-content/uploads/2025/07/Lionboui-et-al.-30_Ap_25_alexandria.pdf
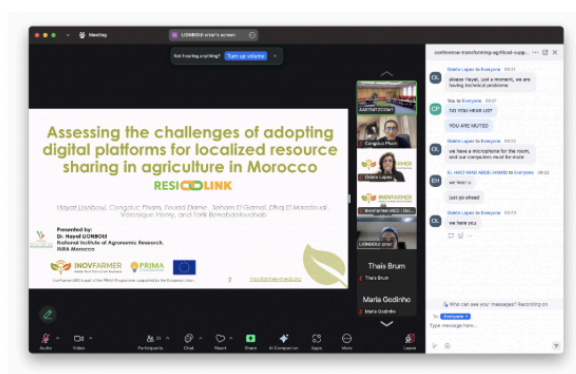
2. COMMUNICATION ACTIVITIES & MATERIALS

2.1. Posters for Living-Labs and dissemination events

42cm x 60cm posters in .pdf illustrating the main features of the RESILINK framework. They are customized for Algeria, Egypt and Morocco, and used in Living-Labs and dissemination events.

- https://resilink.eu/wp-content/uploads/2025/03/RESILINK-framework-poster-Algeria.pdf
- https://resilink.eu/wp-content/uploads/2025/03/RESILINK-framework-poster-Egypt.pdf
- https://resilink.eu/wp-content/uploads/2025/03/RESILINK-framework-poster-Morocco.pdf

Below is the Algeria version.

2.2. Posters for scientific events

Poster presented on Nov. 18-19, 2024, at the 18th Scientific Association for Agricultural Guidance Conference that took place at the Center for Sustainable Development of Matrouh Resources, Desert Research Center, Marsa Matrouh City, Dr. Tamer Mansour from ARC research team presented a research note as well as a poster to explain how RESILINK's approach of digital platforms for sharing localized resources in crisis situation can bring more resilience in the smallholder farmer communities.

Poster presented on Oct. 29th, 2024 where the RESILINK's objectives, approach and mobile app was presented by Dr. Seham El Gamal from ARC at the International Conference of the Patent Contact Office in the Fields of Agriculture and Food Security.

3. ONLINE & SOCIAL MEDIA

3.1. Web site

The RESILINK web site is the main channel for disseminating information related to the achievement of RESILINK: https://resilink.eu.
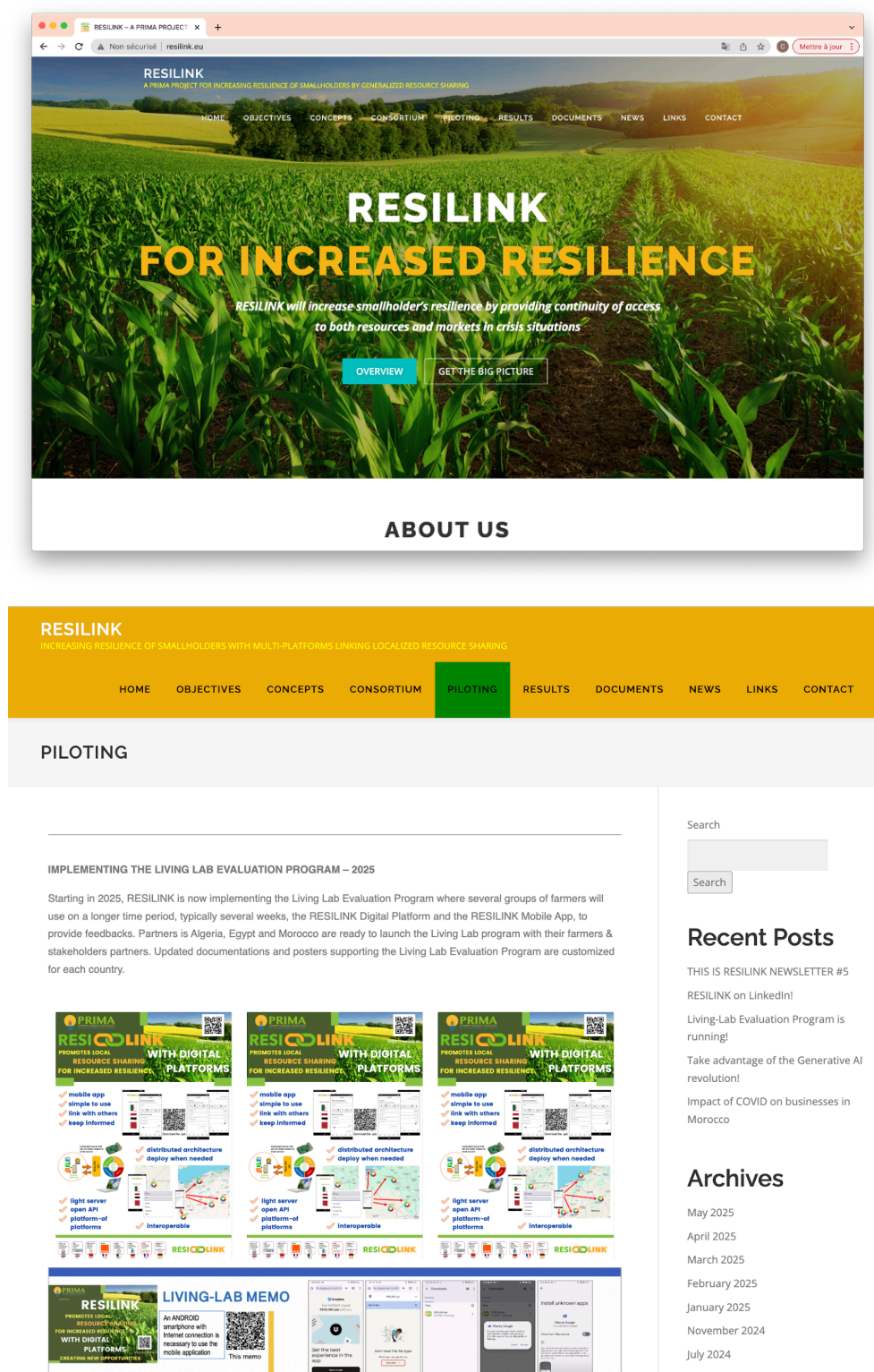
3.1.1.Posts

Recent posts are clearly visible from the home page of the web site as "LATEST NEWS". A post typically publishes some news or some events for quick display on the web site. Visitors can reply to posts and receive answers.

9 posts have been published in the third year. In total, 32 posts have been published with key results/events for RESILINK.

The last post for this third year was on May 31st, 2025 for the release of the NEWSLETTER #5. A post on Apr. 13th, 2025 announced the creation of a LinkedIn account for the project as X channel is not used anymore.

3.1.2. News & Newsletters

The News section (https://resilink.eu/news) is complementary to the Posts section. However, while for instance a post can be published to announce a Design Thinking session, the News section is more dedicated to important results or project milestones, to events such as webinars/seminars with the associated program and links to presentations.

For the third year, **18 News** have been announced: from "June 24th, 2024. The RESILINK mobile app has a new User Interface and will provide a more intuitive User Experience!..." to "Apr. 30th, 2025. RESILINK presented its innovative approach for digital platforms and the feedback & lessons learnt from piloting in Egypt and Morocco at the conference on "Transforming Agri-Food Supply Chain for a Sustainable Future" organized by InovFarmer.MED, in collaboration with the Arab Academy of Science, Technology, and Maritime Transport (AASTMT), in Alexandria, Egypt."

In total, there are 39 News from the start of the project.

The News section also keeps on top of the page the list of NEWSLETTERS for quick access. The first Newsletter was produced and published in September 2023 to cover the first year period. The second Newsletter was published in February 2024.

NEWSLETTER #1 (Sep. 2023): Quick presentation of the PRIMA RESILINK project, what are the main objectives and contributions, why is it more than a product selling platform, …

NEWSLETTER #2 (Feb. 2024): The lower layer of the RESILINK digital platform: the ODEP component, the RESILINK mobile application mockup, how the RESILINK team is preparing the large-scale evaluation program, …
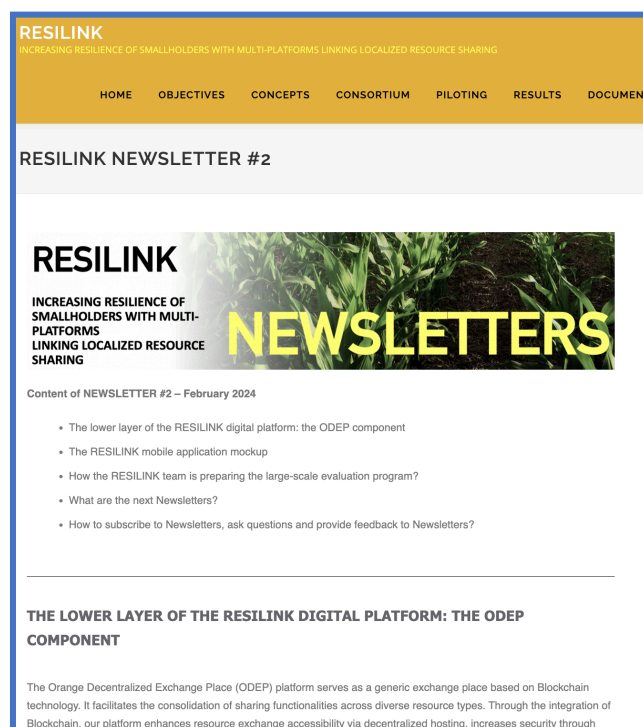
During the third year, we published 3 additional NEWSLETTERS.
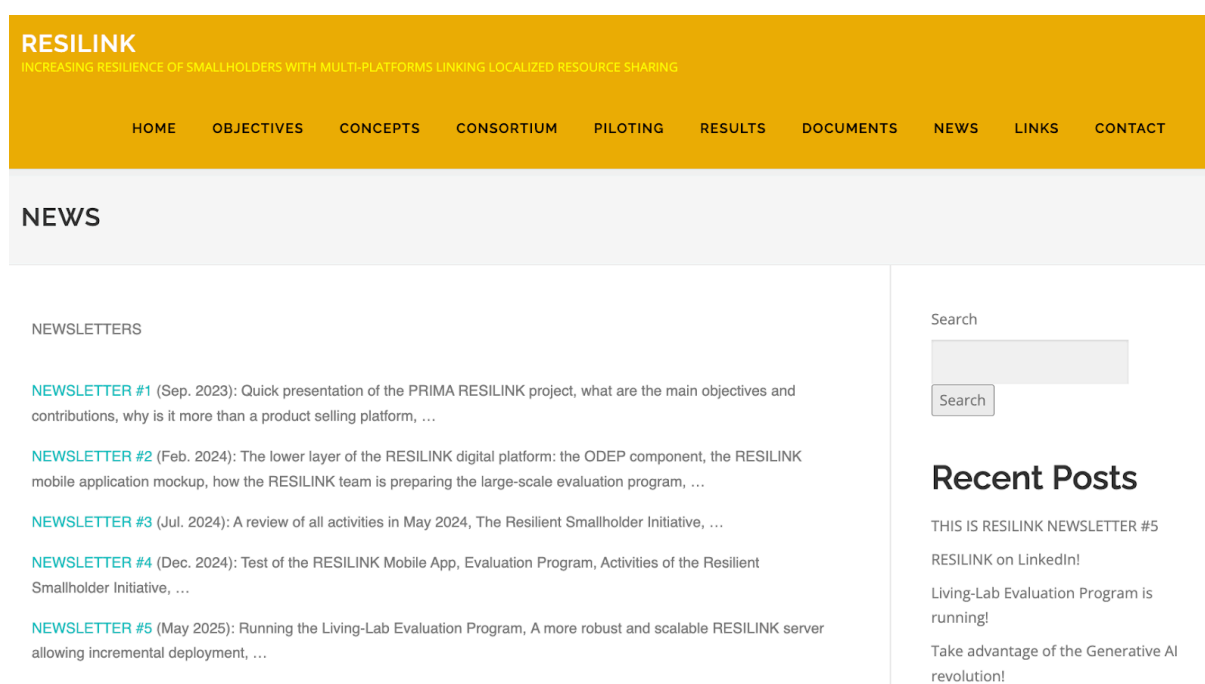
NEWSLETTER #3 (Jul. 2024): A review of all activities in May 2024, The Resilient Smallholder Initiative, …

NEWSLETTER #4 (Dec. 2024): Test of the RESILINK Mobile App, Evaluation Program, Activities of the Resilient Smallholder Initiative, …

NEWSLETTER #5 (May 2025): Running the Living-Lab Evaluation Program, A more robust and scalable RESILINK server allowing incremental deployment, …

3.1.3. Documents

The Document section is further divided into 5 sub-sections. This section contains most of RESILINK's contributions.
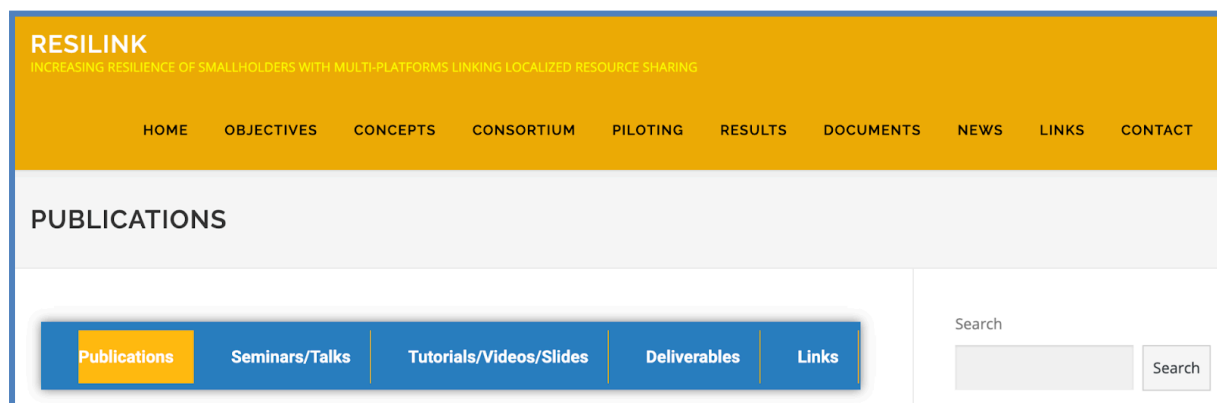
3.1.3.1.   Publications

Both scientific articles and communication materials such as flyers, posters, roll-up are in the Publications section.

In the third year, RESILINK published 2 journal articles and 2 short abstracts in conferences.

- Smallholder's readiness to adopt platforms linking local resource-sharing in Egypt, presented by Dr. Seham El Gamal, Agricultural Research Centre, Egypt. In person in Alexandria. Abstract accepted at the conference on "Transforming Agri-Food Supply Chain for a Sustainable Future" organized by InovFarmer.MED, Apr. 30th, 2025. Download the presentation.
- Assessing the challenges of adopting digital platforms for localized resource sharing in agriculture, presented by Hayat Lionboui, National Institute of Agronomic Research, Morocco. Abstract accepted at the conference on "Transforming Agri-Food Supply Chain for a Sustainable Future" organized by InovFarmer.MED, Apr. 30th, 2025. Download the presentation
- C. Pham, T. Mansour, H. Lionboui, Z. Fawzy, S. Shairra, N. Awad, S. El-Gamal, "Smallholder's readiness to adopt platforms linking local resource sharing in Egypt", Journal of Ecohunamisn, vol. 3, no. 8, 2024. Creative Publishing House. https://doi.org/10.62754/joe.v3i8.5702
- H. Lionbui, C. Pham, F. Elame, S. El Gamal, E. El Maadoudi, V. Henry, T. Benabdelouahab, "The challenges and opportunities of adopting digital platforms for localized resources sharing in agriculture: issues, perceptions, and influencial factors", to be published in International Journal of Sustainable Agricultural Management and Informatics, InderScience Publishing.

3.1.3.2. Seminars/Talks

The Seminars section lists all the presentations given by RESILINK partners at various events organized by the project (webinars, seminars, scientific days,...). Note that presentations given at events organized by other entities are listed in the dissemination section.

1 additional seminar/talk has been given by RESILINK partners.

- On Nov. 21st, 2024, RESILINK presented its activities, main outcome and how it can contribute to increase smallholder farmers' resilience at the 1st webinar of the Resilient Smallholder Initiative: https://resilientsmallholder.live-website.com/79-participants-for-the-1st-webinar-of-resilient-smallholder-initiative

3.1.3.3. Tutorials/Videos/Slides

The Tutorials/Videos/Slides section lists all the tutorials materials produced by RESILINK partners. Pinned materials are listed on top of page for easy access when necessary.

In the third year, the main tutorial materials are related to the RESILINK mobile app Evaluation Program and Living-Lab.

LIVING-LAB MEMO

RESILINK PROMOTES LOCAL RESOURCE SHARING FOR INCREASED RESILIENCE WITH DIGITAL PLATFORMS — CREATING NEW OPPORTUNITIES

An ANDROID smartphone with Internet connection is necessary to use the mobile application

This memo

RESILINK aims to increase smallholder's resilience by providing continuity of access to both resources and markets in crisis situations. It promotes localized usage of resources
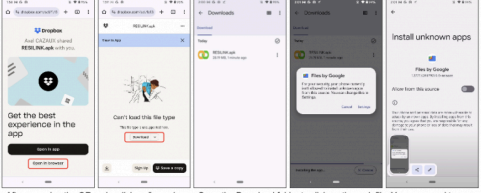
The RESILINK mobile application will allow you to publish & search for resources

It connects smallholders to new supply, sharing opportunities & distribution channels, keeping you informed of news/alarms/regulations from government agencies

As a beta tester, you are asked to use daily the mobile application: search for offers from other farmers, create & publish offers based on your activity, read the news channels, …

If you are not a farmer, you are asked to test as if you were a farmer… do your best!

Then, you will be asked to provide feedback on the User Interface, the User experience, the functionalities, …

After scanning the QR code, click on "open in browser". Then click on "Download"

Open the Download folder to click on the .apk file. You may need to allow "install from unknown source" in the Settings of your smartphone

Download app (.apk package)

View evaluation feedback form

Without an account, you can only view & search for offers

With an account you can publish offers and get access to all functionalities

Latin alphabet MUST BE used for username and password

Choose a simple username, ex: tdupont, abenghazi, mmalouf, …
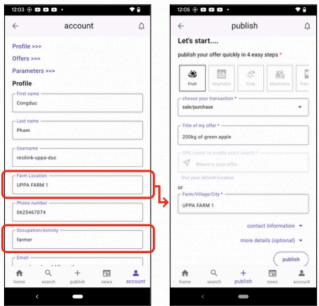
Choose a password, between 8 and 12 characters. Letters, numbers, special characters

You can enter a fake phone number: 123456789. But if you want to use WhatsApp for contact it is better to use your real phone number

You can indicate a fake email but the format must follow an email format. Ex: mytest@star.com
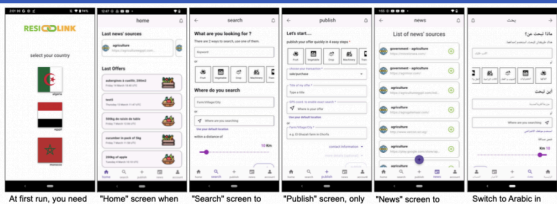
LIVING LAB MEMO

QUICK START

Enter the name of your farm in your account and it will automatically be used when you publish an offer

Enter your main activity to facilitate identification of offers that might be interesting for your activity

At first run, you need to select your country
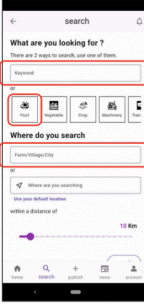
"Home" screen when not logged in with user account

"Search" screen to search for offers

"Publish" screen, only available when logged in with user account

"News" screen to select News sources you want to bookmark

Switch to Arabic in the Account/ Language menu

You can quickly search by "Keyword", for instance "apple"

or search by category

you can also indicate a location, for instance "UPPA", to get all offers with location matching "UPPA"

→ UPPA FARM 1
→ Near UPPA
→ At UPPA close to Pau

In the "Title of my offer", try to indicate in a synthetic manner what your offer is:

→ 200kg of green apple
→ 5 cold storage rooms
→ 1 tractor with driver

If you are where your offer is, you can click or ◁ to set the GPS coordinates of where you are now. Otherwise, simply indicate the location in "Farm/Village/City"

→ Sidi Ali farm
→ El Ghazali farm in Chorfa

In "more details" you can add more information & photo:

→ gala apple
→ to be picked yourself

THE EVALUATION PROGRAM GUIDE

THE EVALUATION FORM

RESILINK

INCREASING RESILIENCE OF SMALLHOLDERS WITH MULTI-PLATFORMS LINKING LOCALIZED RESOURCE SHARING

EVALUATION PROGRAM
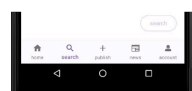
https://resilink.eu/wp-content/uploads/2024/11/RESILINK-evaluation-program.pdf

What you need to do?

- As a beta tester, you are asked to use daily the mobile application: search for offers from other farmers, create & publish offers based on your activity, read the news channels, …

- If you are not a farmer, you are asked to test as if you were a farmer
- Then, you will be asked to provide feedback on the User Interface, functionalities, …
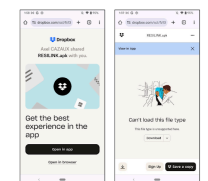
5/16

Installation of the RESILINK mobile app

- An ANDROID smartphone with Internet connection is required
- Use a QR code scanner app or just the camera on recent phones to scan the following QR code. You will be directed to Dropbox where the app is stored
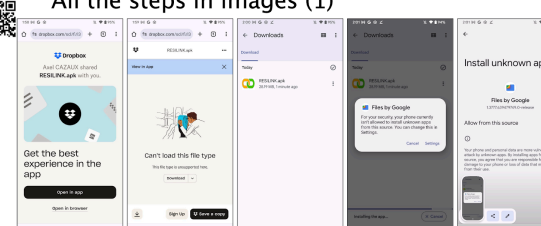
8/16

All the steps in images (1)

After scanning the QR code, click on "open in browser" | Click on "Download" | Open the Download folder to click on the .apk file | You may need to allow "install from unknown source" in the Settings of your smartphone
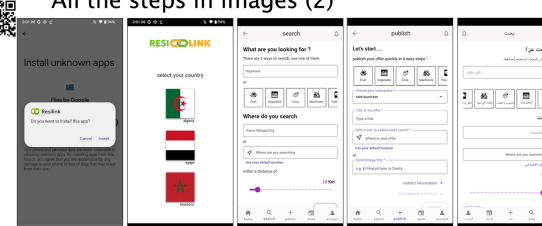
9/16

All the steps in images (2)

Click on "Install" | At first run, you need to select your country | The "Search" screen | The "Publish" screen | You can switch to Arabic in the Account/Language menu

10/16

Create & publish an offer

- There are only 4 mandatory steps!
- In the "Title of my offer", try to indicate in a synthetic manner what your offer is. Ex:
  - 200kg of green apple
  - 5 cold storage rooms
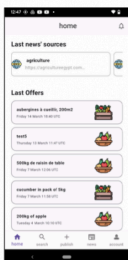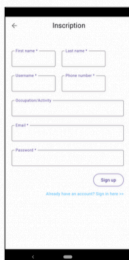 - 1 tractor with driver
- If you are where your offer is, you can click on ◁ to set the GPS coordinates of where you are now
- Otherwise, simply indicate the location in "Farm/Village/City". Ex:
  - near Rabat
  - Sidi Ali farm
  - El Ghazali farm in Chorfa

We design the app to publish an offer in less than 1min, with as few mandatory information as possible.
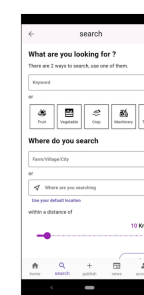
12/16

Search for offers

- Enter a Keyword. Ex: Apple, Tractor, …
- Or, select a category
- Then click on Search
- Optionally, you can:
  - Indicate a location in "Farm/Village/City". Ex:
    - Rabat
    - Douar Smara
  - If you are where you want to search for offers, you can click on ◁ to set the GPS coordinates of your search location. Or use your default location defined in your account
  - With GPS information, you can use the cursor to set the maximum distance in km

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3.1.4. Results

The Results section (https://resilink.eu/results) lists RESILINK important achievements and milestones. The main contributions in this third year are the Evaluation Program and the continuous improvement of the RESILINK platform to implement a decentralized architecture.

2025

Feb. 2025. The architecture of the RESILINK digital platform allows for a fully decentralized approach where several servers could be deployed in an incremental manner. Setting up a RESILINK server to locally manage crisis for a dedicated geographical area can be realized in less than 1 hour!
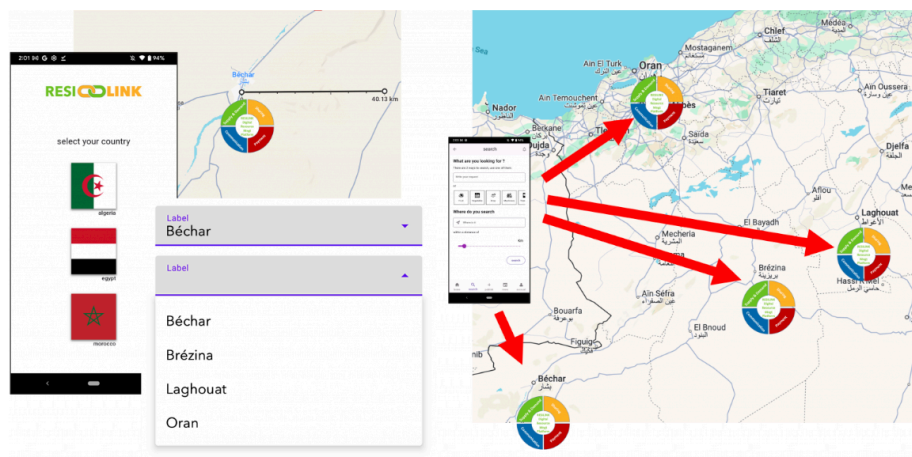
2024

Dec. 2024. With feedback from the Evaluation Program, the RESILINK mobile app has been improved for a more intuitive navigation and more simplicity in managing offers. Living-Lab piloting will start with this update version to be tested by smallholder farmers. See the Piloting section for more information.
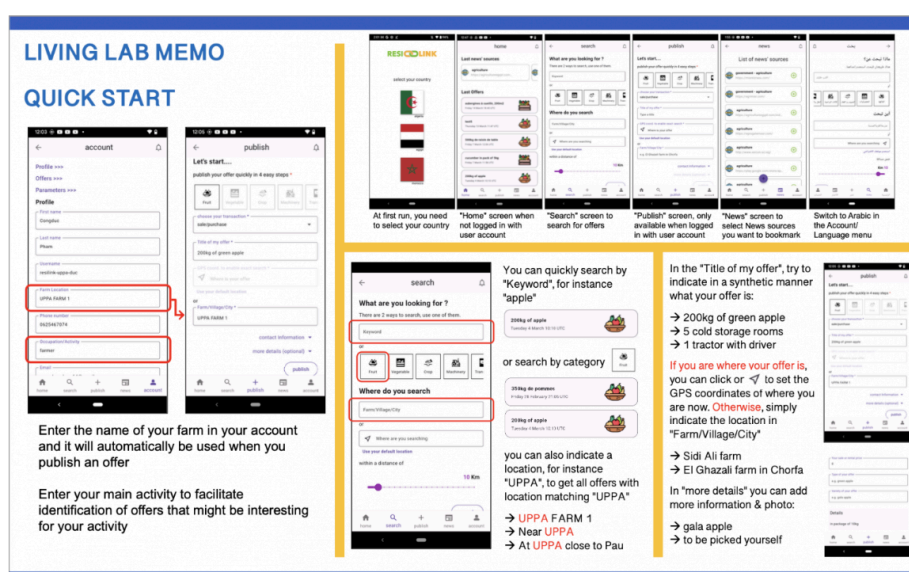
Sep. 2024. RESILINK digital platform published its open API to increase collaboration and interoperability between platforms. The open API will reduce development time & complexity of new platforms. All platforms can fully inter-operate and a new platform can benefit from all the other platforms' communities by sharing users & contents.
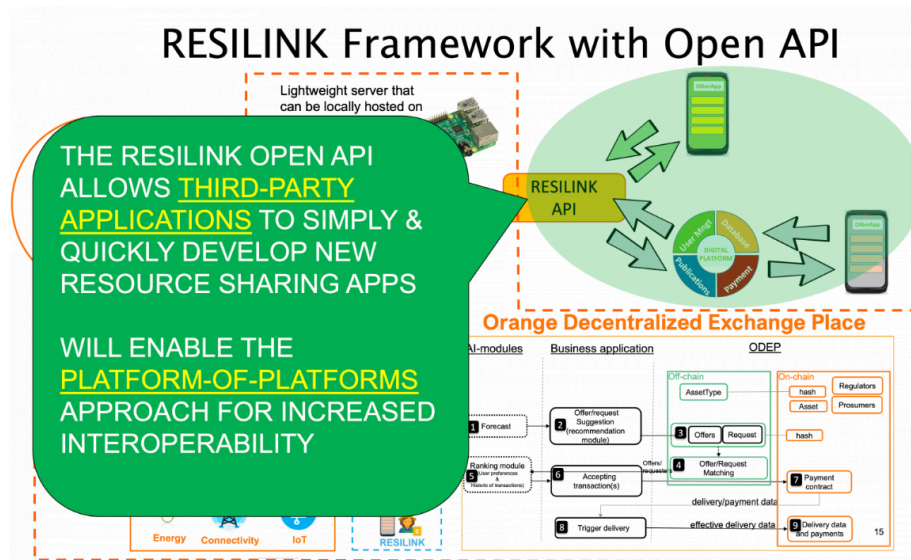
Have a glance at the open API and the offered functionalities through the proposed Swagger interface.

June 20th, 2024. The new version of RESILINK mobile app that will be used for the large-scale evaluation program of the RESILINK mobile app to prepare the piloting in Living-Lab mode has been released! Multi-language support to provide the framework for an Arabic version was identified as a critical issue and is thus implemented to offer an Arabic version! See the Piloting section for more information.
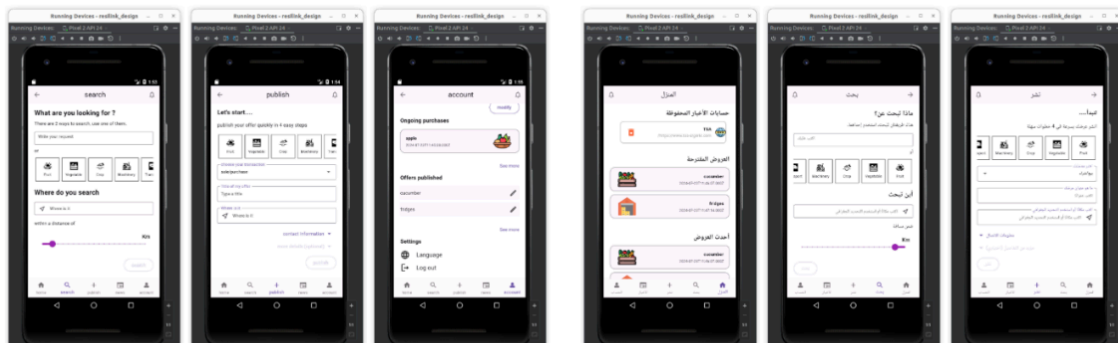
3.2. RESILINK on LinkedIn

On April 13th, 2025, we created a LinkedIn account for RESILINK, after a decision to not use the X (formely Twitter) channel anymore as X platform is not very suitable for a research project.

4. SUMMARY OF KPIS

Dissemination and Communication Actions	KPIs and Success Indicators	Reached after 3 years
Dissemination Events	**Smallholder-oriented events** with demonstrations of RESILINK platform and app **Visits/meetings** to appropriate stakeholders (e.g., local agencies, local Policy Makers, regional agri-food associations, local Digital Innovation Hub, etc) **Number of dissemination events organized** **Aim**: organize at least **8 communication & dissemination events** to create awareness on the innovative generalized resource sharing approach for the agri-food chain 1 scientific day; 1 symposium; 1 conference "Transforming Agri-Food Supply Chain for a Sustainable Future", 1 RSI webinar, 4 raise-awareness events	8
Smallholders audience reachout	**Number of smallholders audience** **Aim**: reach at least **500 smallholders through the dissemination** events and the large-scale evaluation of the RESILINK mobile app (at least 200 smallholders for the latter)	**about 300 through exhibitions & interviews**
Small-scale farmers engaged in piloting tests	**Number of smallholders in the Living-Lab piloting program (duration 33 months)** **Aim**: engage at **least 40 small-scale farms** for Living-Lab Piloting of the RESILINK digital platform	**30 for preparation stage** **30 for Living Lab**
Smartphones	**Number of smartphones that can be lent for the Living-Labs and specific evaluation** **Aim**: RESILINK will provision to be able to **lend 100 smartphones** when necessary	**Due to financial issues, we will enrol only smallholders with their smartphones**
Scientific peer-reviewed papers in conferences and journals	**Number of published peer reviewed papers** **Aim**: publish at least **3 journals and 8 conference papers** (of which at least 40% are joint-authored papers between RESILINK partners). All publications will be open access.	**3 journal + 4 conferences**

Technical Training/Tutorial Materials	**Number of Technical Training/Tutorial presentations produced** Aim: release at least **10 Technical Training/Tutorial** presentations/slides	4
	Number of Technical Training/Tutorial video produced Aim: release at least **6 Technical Training/Tutorial video**	4
Project Newsletters	**Usage of mailing-lists** **Number of Project Newsletters produced – Aim**: release at least 6 Project Newsletters.	5
Scientific Knowledge Transfer	**Number of co-located workshops organised / or with significant presence** Aim: organisation of at least **2 co-located workshops**	1
	Aim: presence in at least 4 major events	5 (AGRO-IT Day in Meknès; 15th SIAM in Meknès; Intl. Exhibition of Agriculture and Agro-Industries in Béni Mellal 2023 & 2024; SIPSA FILAHA 2024)
	Number of attendees (registered / estimated) Aim: average number of targeted attendees per event is estimated in at least 50	
	Number of organized webinars – Aim: at least **12 organized webinars**	2
Communication Materials	**Project logo, design/branding** **Number of leaflets / brochures produced** Aim: Preparation and distribution of **4 different brochures**	2
	Number of posters – Aim: publish at least 4 posters	4
	Number of press releases – Aim: publish at least 4 press releases	1
	Number of demonstration videos produced – Aim: produce and publish at least 4 videos	2 promo video, 1 demo video
Website	**Website exposure with active cross-referencing from all partner websites** **Links to project's social network pages will also be available** **The website will sustain at least 2 further years after the end of the project.** **Audience: Number of visitors** Aim: An average of 1200 visits per year would be a positive result, with at least 40% of users spending more than 2 minutes on the site.	

	Relevant Content: Use of landing pages to measure specific dissemination actions.	
Engagement & Social Media	**a) Presence in Social Media** **Number of existing social media communities relevant to the project** Aim: use Social Media channels (e.g., Facebook, Twitter, LinkedIn, YouTube and other useful networks) **Number of videos on YouTube – Aim**: upload at least **6 Training/Tutorial videos** **Number of views for videos on YouTube** Aim: a total number of views over 150000 views would be a positive result **b) Flow of communication, number of posts – Aim**: publish continuous information **Number of Interviews on Media – Aim**: present in at least 3 major events	*GitHub, web site, YouTube and LinkedIn* **1 promo video (258 view, July 2025), 1 pitch video** **through web site (News, Post) and LinkedIn** **1 (AGRO-IT Day in Meknès)**
Project showcase events, innovation booth, etc.	**a) Project showcase events** Aim: at least **2 demonstration stands** at international events including PRIMA/EC dissemination mechanisms and events, showing the RESILINK project features. **b) Innovation Booth** Aim: at least **2 Innovation booths** at Exhibition/Fairs (e.g., ITU Telecom World, AfriLab gathering, IST-Africa,...) where RESILINK system can be advertised within a wider community of policy makers and stakeholders.	**4 (AGRO-IT Day in Meknès; 15th SIAM in Meknès; Intl. Exhibition of Agriculture and Agro-Industries in Béni Mellal 2023; SIPSA FILAHA 2024)** **not started yet**
Cooperation with external actors & partnerships	**Number of cooperations with external actors** Aim: initiate at least **5 third-party platforms using RESILINK open API** **Aim: at least 5 partnerships in the mentoring and pre-incubation program** Aim: raise interest from at least **10 entrepreneurs/startups**	**not started yet** **not started yet** **not started yet**

Liaison with other projects	Number of collaborations with other projects Aim: at least 2 other PRIMA/EC projects on agri-food chain related issues	7 (INOVFARMER; MED-LINKS; EU4ADVICE; FAIRCHAIN; RECROP; STOPMEDWASTE; FOODWASTOP)

ACRONYMS LIST

Acronym	Explanation
API	Application Programming Interface
KPI	Key Performance Indicators
ODEP	Orange Decentralized Exchange Place
UI	User Interface
UX	User Experience

Acronym	Explanation

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