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**GATES**  
SMART FARMING SIMULATION PLATFORM

# **GATES COMMUNICATION & DISSEMINATION STRATEGY & PLAN**

## Document Summary

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Author(s): **Maite Zarranz (Iniciativas Innovadoras)**

Contributor(s): **Mladen Radisic. (Inosens)**

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## Abstract

*This deliverable defines and describes the **Dissemination & Communication Strategy & Plan** that will guide partners in the communication & dissemination of the GATES project goals so as to guarantee broad and effective visibility, promotion and up-take of the project's outcomes. The **Strategy & Plan** describes the communication & dissemination objectives of the GATES project, the identification and analysis of target groups, the definition of key messages and outputs, tools and materials, and the strategy mix of dissemination tools and activities proposed in order to achieve the expected dissemination goals. The role of partners in the dissemination activities, an indicative work plan and monitoring system of all dissemination activities is also proposed.*

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## Introduction

The **GATES Communication & Dissemination Plan** has been designed by INICIATIVAS INNOVADORAS, in close interaction among all project partners, for efficiently developing and implementing dissemination activities with the overall objective of contributing to achieve the project expected technical and commercial impacts. The **GATES Communication & Dissemination Plan** will be treated as a living document, and it will be reviewed and adapted by INICIATIVAS INNOVADORAS during the project on a regular basis, in accordance to the results of the different activities, the dissemination needs of the individual partners and the communication opportunities that may emerge. During the project lifetime, INICIATIVAS INNOVADORAS will also act as a coordinator and facilitator of the dissemination activities, materials and events planned. At the same time, all partners will take active involvement in the dissemination activities and promotion of the projects and its results later on, providing information to the targeted audiences to ensure the visibility of the project and EU funding.

The **GATES Communication & Dissemination Plan** will include, along with the objectives and methodology for its efficient implementation, detailed information on Target Groups, Results and Outputs, Activities and Tools, an Action Plan and a Monitoring and Evaluation procedure including impact indicators. The **Communication & Dissemination Plan** is divided into 4 main sections and 6 Annexes.

- **Chapter 1.** The first chapter describes the overall GATES strategy and plan: the GATES project and dissemination principles and goals to be achieved, the target groups who will be informed and engaged, main messages to convey in the dissemination activities, the products and deliverables that will be the subject of the dissemination activities, and the strategy mix of dissemination tools and activities.
- **Chapter 2.** The second chapter describes the dissemination tools put in place by the GATES project for different audiences: visual identity, publicity materials, webportal, social media strategy, and the delivery of press releases, publications and digital newsletters.
- **Chapter 3.** A third chapter is devoted to the dissemination activities planned, including project and non-project events, and the outreach of key target groups through networking activities and person to person meetings. The GATES Dissemination Plan will also include a specific section for the dissemination of the validated learning cycles, supporting their planning and development in the different countries and disseminating their results with specific tools and activities targeting the most relevant stakeholders.
- **Chapter 4.** The fourth chapter addressed the implementation of the strategy and plan, where the governance system is introduced in order to ensure an effective coordination of all dissemination efforts. A detailed **Working plan and a Monitoring and Evaluation system** are described including foreseen actions, consortium resources and responsibilities and time-plan in order to achieve the widest possible dissemination and exploitation of results, and a balance scorecard (BSC) with a set of indicators, including an estimate of the indicators to be achieved.
- **Annexes: i)** Visual Identity Handbook; **ii)** Webportal content & architecture, **iii)** Dissemination Work Plan template, **iv)** Partners Dissemination Report template, **v)** GATES Dissemination Report template, **vi)** Dissemination Balanced Scorecard.

## 1. Communication & Dissemination Strategy

### 1.1 Communication & Dissemination Strategy

The **GATES Communication & Dissemination Plan** has been designed as a **practical toolkit** in order to provide the appropriate means to ensure efficient visibility of the project activities and dissemination of its outputs throughout its life cycle. At the same time, the **GATES Communication & Dissemination Plan** seeks to create a **multiplier effect** by identifying and engaging the relevant stakeholders in order to better reach the potential customers and end-users for the game. The **GATES Communication & Dissemination Plan** also support project partners in maximising the impact of their individual activities, while ensuring the sustainability of project results as a whole and the continuation of the collaboration among project partners and between partners and stakeholders.

Dissemination of the project will take place at 2 levels, on both of which all partners will get involved:

- **Regional/national level**, 3 national workshops (1 per country) will be organised in Greece (P1 – AUA), Serbia (P2 – INO) and Spain (P5 – ANSEMAT) with the aim of presenting and validate the GATES serious game. These workshops will allow to better engage the pilot actors (university students and farmers in Greece; agricultural consultants and advisors and farmers in Serbia, and SFT industry staff and farmers in Spain), as well as to get interest from other national/regional stakeholders.
- **EU level**, INI will play a coordinator role on this level, contacting the main projects, programme, networks and initiatives which might act as multiplications in order to engage the EU wide target communities. A final dissemination event that will be organised in Athens, will allow presenting the project's outcomes not only to the local target audience (farmers' groups, agricultural consultants, Smart Farming and gaming industries, policy makers, etc.), but also to European organisations, associations and federations that will allow for multiplying the impact of the project at an European level. GATES partners will also take part in international and local conferences/meetings outside the project in order to disseminate the project and promote the serious game for facilitating market entry.

The active involvement of stakeholders and target groups is thus, one of the key success factors of the GATES project, given that their **collaboration and feedback are vital for the development of the GATES serious game**. Therefore, the GATES Dissemination Plan will take special care in designing suitable dissemination tools and activities for involving and engaging the target groups (farmers, agricultural consultants and public advisors, students, SFT industry staff) in the project activities since the very beginning, allowing for the achievement of fruitful collaborations between the private and public sectors involved so as to better tailor the GATES game and increase its chances for market uptake. To that end, a **multi-step and multi-channel dissemination strategy** is proposed in order to maximize the impact of the dissemination activities, carefully adjusting the activities, the materials and tools to the specific needs, interests and degree of involvement of the target groups. In order to make a better use of resources while increasing the impact of the Dissemination Plan, the dissemination activities of GATES will be carried out in two subsequent phases.

Phase	Project months	Results and outputs	Main target groups	Key dissemination activities and tools
Phase I	M01-M16	<b>Approach-oriented content:</b> project general presentation, objectives, expected results. Promotion of the pilots.	Universities, advisors, agricultural consultants, SFT industry	Printed and digital material (brochure, posters), web portal, first e-newsletter, press releases, social media, personal interaction.
Phase II	M16-M30	<b>Result-oriented content:</b> project intermediate and final results. Dissemination of the results of the pilots.	Farmers, advisors, agricultural consultants, SFT industry, industrial associations, policy makers, NGOs, other networks	Focused publications, second e-newsletter, press releases, videos, social media, personal interaction, conferences, workshops, exhibitions, trade fairs.

**Table 1. Phases of the dissemination strategy**

The overall dissemination strategy within GATES will rely on the following key principles, applicable both at the disseminate activities at a **regional/national** and EU level:

1. **Localisation of dissemination actions and materials.** Starting from pan-European dissemination tools and materials produced in English, a translation into the local languages of the pilot sites will be made, also including the customisation of the materials to the respective target groups (students in Greece, advisors in Serbia and SFT industry staff in Spain) in order to increase effectiveness of the Dissemination strategy. GATES partners will have a direct say in defining the most effective national/regional dissemination strategies and materials.
2. **Representativeness.** The entire national and regional agricultural value chain, including farmers, agricultural consultants, advisors, extension services, SFT industry staff and agronomy university students will be mobilized and engaged to take active involvement during the GATES serious game development and dissemination of project outputs.
3. **Communication will be based in practical demonstrations and “previews”:** Key regional and national stakeholders will be directly involved in three validated learning cycles, testing the GATES serious game and evaluating its functionality. Potential customers and end-users will be presented with a sample of the GATES serious game (“showing” rather than “telling”), for example, by introducing a game simulator on the web portal and presenting screenshots of mock playing screens in the brochure, posters and e-newsletters.
4. **Pilot participants in the validated learning cycles and early adopters will become showcases for the purposes of communication:** the benefits of the service will be highlighted using quotes and stories from the pilots and early service users, in order to direct demonstrate the value of the service rather than merely making claims about it.

5. **Multiplier and network effects will be leveraged to maximise the impact of dissemination activities:** networks, associations and other groupings offer an opportunity for amplifying communication efforts with relatively little effort; therefore, identifying these “meta-targets” will be one of the outcomes of WP6 (complementing the already broad partners’ knowledge and information). In this respect, the associative character of the GATES project stakeholders (farmers, advisors, industry) will allow the impact of the Dissemination Plan to be multiplied beyond the initial actors targeted by the dissemination activities.
6. **The entire chain of private and public economic and environmental benefits** of the service will be taken into account, i.e. starting from the farmer, to agricultural consultants and advisors, students, SFT industry, along to the general public.

## 1.2 GATES Objectives

The overall objective of GATES is to develop a **serious game-based training platform**, making use of different gaming technologies, in order to train **professionals across the agricultural value chain on the use of Smart Farming Technology**, thus allowing deploying its full economic and environmental potential in European agriculture. GATES will develop a **near-to-market (TRL7) serious game-based training platform** that, through the use of a range of gaming technologies (3D scenarios, interactive storytelling, modelling and data), will train professionals and other stakeholders in the value chain in the use of Smart Farming Technology. Evolving from an existing game prototype at TRL4 (SPAN), GATES will develop a cross-platform (Desktop/Mobile/Web) serious gaming available for Android, iOS and Windows featuring online and offline synchronized modes. GATES will feature learning and behavioural triggers for stimulating players’ engagement, creativity and collaborative behaviours, while caring for gender and environmental issues related to the use of SFT. The gaming platform will be marketed as a **white-label app**, and will function either as a stand-alone or as a complementary tool to traditional training methods, covering a wide range of agricultural settings in order to cater for the needs of different professionals in the SFT value chain.

The **Specific Objectives** of the GATES project are:

- **Objective 1: Gather potential customers and end-users needs and develop the game mechanics.** The requirements of the potential customers and end-users (SFT industry staff, advisors, agricultural consultants, university students and professors and farmers) will be gathered in order to develop the game pedagogical contents, the competencies to acquire and the knowledge areas to cover. The methodology for teaching and improving learners/trainees’ SFT skills will be created in order to ensure high learners’ engagement, personalized learning opportunities and an environment for authentic and relevant assessment. Data will be gathered on the current SFT on the market, converted to algorithms and modelled for developing the main game mechanics of GATES. Attractive game design, layout, functionalities, user’s interactions and interfaces will be created. Basic content and services for the different proposed gaming scenarios will be analysed following MDA (mechanics, dynamics and aesthetics), covering the rules of the game, how they act in motion (“run-time” behaviour of the game) and the player’s experience of the game (enjoyment, frustration, discovery, fellowship, etc). This objective will be addressed in Work package 2.



- **Objective 2: Develop tools, functionalities and contents tailored to the needs of potential customers and end-users.** The tools, functionalities and educational content for increasing the learning process, game experience, knowledge adoption and learning outcomes of the GATES gaming platform will be defined, establishing the pedagogical methodology with its mechanisms and developing the storyboarding, in order to provide the opportunity for appropriate guidance for helping players meet the next challenges. Similarly, the contents and level of interactions of GATES in-game interactive guides and puzzles will be defined in order to allow players to receive knowledge and skills regarding SFT in an efficient and attractive way while adapting their knowledge to varying situations. The GATES gaming platform library will be developed not only for helping players completing the various game tasks, but also for providing an educational tool to help them in deepening their knowledge on SFT. The library will be enriched with educational multimedia content (info tips, images, animations and diagrams) and its functionality contents will be updated and improved for offering end-users /players an effective and useful tool helping them in their successful training. This objective will be addressed in Work package 3.
  
- **Objective 3: Evolve a current game prototype (TRL4) into a serious game platform (TRL7) with significant market potential.** The current game prototype deriving from the FI-WARE SPAN game will be evolved, developing a cross platform (Android/iOS/Windows) offline game with online capabilities and developing the main components of the GATES serious gaming platform: game engine, 3D/2D environment, data module, user interface and artwork. Together with the game engine and main functionalities, additional features will be developed to form a complete module ecosystem, including a basic module (farming module) but also more advanced functionalities, such as: 3D environment that will simulate training with the realistic interfaces of the SFT; scenario creation mechanism that will allow users to customize their training experience by creating fresh challenges and sharing their scenarios with other players; a Statistics Module that will illustrate complex information as simply as possible and will allow the game to showcase the authentic effects of SFT in a comprehensive and precise way. A “white-label” use-case creation mechanism for allowing SFT industrial customers to promote their products will also be developed. The game will use real set of past years agricultural data from different parts of Europe (weather data, yield data, soil data, pest infestation data, etc.) for modelling the real agricultural environment through game mechanics. A server architecture, allowing cross platform use, synchronization between the devices and the game server and the use of social features like the integration of user generated content and connection to social networks (Facebook, Twitter, LinkedIn and YouTube) will also be developed. This objective will be addressed in Work package 4.
  
- **Objective 4: Validate the serious game platform through the implementation of three “validated learning” cycles and integrate the end-users feedback into the development loop.** GATES will implement the Lean Start-Up methodology by which three different Minimum Viable Game iterative versions (MVGs) will be developed, deployed and tested in the respective validated learning cycles that will be conducted throughout the project. The validated learning iterations will be conducted over a period of 15 months in Greece, Serbia and Spain, each one targeting different potential end-users (university students, agricultural consultants and advisors, SFT industry staff and farmers). The validated learning cycles conducted through the Lean Start-Up methodology will facilitate the communication process between game developers and end-users, allowing to include useful feedback from game-players for the purpose of game advancement. This objective will be addressed in Work package 5.



- **Objective 5: Characterise the market and develop the most appropriate business model for the serious game platform aiming at product-market fit shortly after project implementation.** The unique selling point and market potential of the GATES gaming platform will be defined for the different potential customer segments (SFT industry, universities and advisory services / consultants) through a thorough market research (potential clients, competitors, potential commercial partners, business and pricing strategies, etc) and the identification of adaptation needs of the game functionalities and modules to the specific customer needs in the target markets. The preliminary business model of the GATES gaming platform will then be refined and updated, after the assessment of different and alternative business models resulting from market research and the partners' commercial expectations. Finally, a Business Plan for the exploitation of the GATES gaming platform during and after the life of the project will be developed aiming at market entry within 2 years' after project's end. This objective will be addressed in Work package 6.

### 1.3 Communication & Dissemination Objectives

In order to demonstrate how GATES contributes to a European “Innovation Union”, the project needs to achieve high visibility amongst public and private actors of the SFT value chain across Europe as well as the general public. To that end, the consortium proposes a dissemination, communication and exploitation approach that will leverage on activities and resources from all WPs for maximum stakeholder engagement, thus facilitating end-users' take up of the project results. The dissemination and communication activities will take into account the heterogeneity and multi-sector interests of the different stakeholders in the SFT value chain as well as the general public, while integrating gender and ethical issues. The **specific objectives** of the GATES Communication & Dissemination Plan are:

- **RAISE AWARENESS:** The economic and environment benefits of adopting Smart Farming Technologies for a more productive and sustainable agricultural production **will be extensively disseminated** through the GATES communication channels and through the serious game platform itself, targeting both the end-users of such technologies (i.e the agricultural community: students, farmers and advisors), as well as society at large. The serious game platform will include two **Game Modes** (the “Main Story” and the “Become a SFT expert” game mode) that will focus on increasing player's awareness about the existing SFT and the benefits deriving from their application, and a **Library Module** that will include information about SFT, accessible for players using the in-game library module and online through a web browser using the GATES library wiki site. For promoting the benefits of SFT to the general public and for helping on SFT adoption, the information visible to farmers through the GATES library wiki will be available for free to the general public without the need for playing the game or creating a game account. The **importance of end-user training** for a more inclusive and efficient uptake of agricultural technologies and innovations will also be highlighted among the SFT industry and policy makers through the GATES communication channels and national/regional workshops.
- **PROMOTION:** The GATES partners will actively promote project goals and results by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner, increasing the impact for a more efficient and well trained farmers' workforce. GATES project will also promote other EU and national projects and initiatives related to GATES goals, and will set up close communication channels with such projects and initiatives. The backing of the EU (Horizon 2020) on

GATES project through funding and support will also be highlighted, as well as the role of Women in Science and Agriculture by the use of non-stereotyped images and the promotion of testimonials and images featuring women farmers, researchers, IT providers, etc.

- **PARTICIPATION:** The GATES serious game requires the involvement of stakeholders, generating their understanding and obtaining their support for taking part on the iterative development process of the game, and reaching potential customers and end-users. In that way, **potential customers and end-users** (SFT industry staff, advisors, agricultural consultants, university students, professors and farmers) **will fulfil specific questionnaires** in order to gather information about their specific requirements, needed for the developing of the game pedagogical contents, the competencies to acquire and the knowledge areas to cover. Similarly, **end-users will participate in the validation of the serious game platform through three “validated learning” cycles** that will be conducted throughout the project. The validated learning cycles will facilitate the communication process between game developers and end-users, allowing to include useful feedback from game-players for the purpose of game advancement. Furthermore, the “validated learning” cycles conducted during the project’s lifetime will allow for at least 170 individuals belonging to the three target paying customers and end-user groups to test/validate the gaming platform, allowing partners to determine the usability of the game and the response of users (trainees) for better tailoring the commercial exploitation strategy of the gaming platform. The **active participation** of these target groups in the validated learning process is of key importance for obtaining meaningful feedback that will allow for the final production of a serious game matching end-users needs and capable of entering the market. Additionally, end-users will be able to participate in the evaluation and validation of the functionalities and contents of **the serious game Library Module**, through an online processes where the end-users/ players will be asked to (i) fill in quick questionnaires and to (ii) rate the contents using the star rating classification method. Involvement of actors from different stakeholder organisations will also be promote by the development of a **User Group Community**, hosted on GATES web portal, open to the voluntarily subscription of interested stakeholders and target groups who will be invited, once becoming a member of the group, to participate in technical discussions for the development of the serious game throughout the project lifetime.
- **DISSEMINATION:** Disseminate among the target groups and end-users (farming community, industry, research and academia and extension and advisory services) the GATES progress and final results, through scientific and popular articles in targeted media and events, for the introduction of new patterns of conduct in the target groups and end-users and build networks of early adopters in order to start generating market demand for the GATES game. Dissemination of GATES progress, deliverables, events, factsheets, Minimum Viable Game versions and final product, following a transparency and accountability spirit, will take all along the project implementation through a variety of dissemination activities and tools (webportal, social media profiles, newsletter, regional/national workshops, final dissemination event.. etc).
- **EXPLOITATION:** the Dissemination Plan will support the exploitation and sustainability of the GATES results through the **dissemination of the game advantages** to the target public, the **transfer of the generated scientific results** to the relevant technical and social scientific communities and the **promotion of the use of the game** as a complementary training tool in the SFT value chain. The Dissemination Plan will support the exploitation strategy by attracting potential investors and/or financial backers for the post-project market deployment of the game. Specific targeted activities, such as participation in events and

trade fairs related to SFT, a broad social media marketing strategy and presence in the local/regional press will be conducted during the project in order to engage and attract potential customers and identify organizations interested in the gaming platform.

- **NETWORKING:** GATES will foster synergies with other relevant national and EU initiatives and stakeholders, capitalising on existing dissemination channels and networks in order to ensure efficient communication and understanding of the GATES game and project results.

Following these dissemination objectives, the following targets are agreed, although some of them will be reviewed in following versions of the communication plan.

Objective	Result Indicators
<b>Awareness raising &amp; promotion</b>	<ul style="list-style-type: none"> <li>• 5.000 visitors to the project web portal</li> <li>• 300 Twitter followers</li> <li>• 200 Facebook followers</li> <li>• 150 LinkedIn followers</li> <li>• 100 YouTube followers.</li> <li>• 200 end-users/players using the “Main Story” game mode</li> <li>• 200 end-users/players using the “Become a SFT” expert game mode</li> <li>• 500 visitors to the GATES library wiki</li> <li>• 300 Universities, 150 Public advisory services, 100 Private agricultural consultants, 200 SFT companies, 5000 Farmers, 60 Farmer associations and cooperatives informed about GATES</li> </ul>
<b>Participation</b>	<ul style="list-style-type: none"> <li>• 240 questionnaires to gather user requirements and competencies</li> <li>• 100 farmers, 100 agricultural students, 20 SFT specialists and 20 company representatives fulfilled questionnaires.</li> <li>• 200 stakeholders registered in the GATES User Group Community</li> <li>• 60 participants at 1 final dissemination events</li> <li>• 170 participants in 3 “validated learning” cycles: 30 farmers, 60 agricultural students, 40 public advisors and private consultants and 40 SFT industry staff validating the game</li> <li>• 4: Level of satisfaction of participants in the project events</li> <li>• 200 end-users/players participating in the evaluation and validation of the Library Module</li> </ul>
<b>Dissemination</b>	<ul style="list-style-type: none"> <li>• 10 non-project events where GATES is presented and actively disseminated</li> <li>• 250 people outreached by digital newsletter.</li> <li>• 2 scientific papers published</li> <li>• 5 articles published in general media</li> <li>• 500 distributed printed/digital promotional materials</li> </ul>
<b>Exploitation</b>	<ul style="list-style-type: none"> <li>• 15 stakeholders, investors and/or financial backers showing interest for the project</li> <li>• 40 Universities, 30 Public advisory services showing interest for using free GATES version</li> <li>• 15 Agricultural consultants, 40 SFT companies showing interest for using sponsored GATES version.</li> <li>• 1500 downloads of the free version of the game</li> <li>• 80 orders of the sponsored version of the game</li> </ul>
<b>Networking</b>	<ul style="list-style-type: none"> <li>• 10 national and EU initiatives coordinated with</li> </ul>

**Table 2. Dissemination Results Indicators**

## 1.4 Target Groups

The GATES Dissemination Plan will allow for deploying **interactive and targeted** dissemination activities and tools to the following 5 main Target Groups:

- **FARMERS:** Including farmer's Unions, farmers' associations (including Cooperatives for the Utilisation of Agricultural Machinery) and federations, producers' organisations and Unions, Agricultural cooperatives & associations, Chambers of Agriculture. This Target Group is considered as **End-users/trainees** of the gaming platform, a key group for the exploitation of the gaming platform (see Table 3). The final aim is to increase the adoption level of smart farming technologies by this group.
- **ADVISORY SERVICES AND AGRICULTURAL CONSULTANTS,** agronomists, Chambers of agronomists, public advisory and extension services and authorities, and their associations (EFAC – The European Federation of Agricultural Consultants; EUFRAS – European Forum for Agricultural and rural advisory services); agricultural engineers and their associations (i.e. EurAgEng). Agricultural consultants will benefit from applying the GATES serious game for training their customers (farmers), allowing them to expand their advisory service portfolio while gaining new insights in the applicability of SFT, thus also improving their advisory skills and increasing job performance.
- **SMART FARMING INDUSTRY.** The Smart Farming industry comprises a wide array of multinational companies, SMEs and start-ups in different fields: developers of precision equipment and agriculture machinery, sensors, ICT tools and services (farm management software, satellite images, etc), robots, drones, etc; National and EU wide associations of SFT manufacturers (i.e. ANSEMAT in Spain, Federunacoma in Italy, AXEMA in France, CEMA EU wide). The SFT industry, despite having traditionally played an active role in training farmers and advisors, faces an increasing pressure in terms of training, due to the fast pace of development of SFT technologies and the costly equipment needed for an efficient training in real life. This target group is considered as **paying customers of the gaming platform** (see Table 3). GATES will be designed to adapt to the needs of different SMEs in the SFT market, allowing them to benefit from the application of gamification for training their staff and potential customers in a particular technology or service of their portfolio, allowing also for different combinations of SFT adapted to the pedo-climatic and agricultural settings of their choice.
- **IT INDUSTRY & ENTREPRENEURS.** This Target Group includes game development companies, computer and mobile gaming platform, game developers, designers and artists. SMEs in the game industry will benefit from the expansion of gamification as a training tool in non-leisure contexts.
- **UNIVERSITIES AND OTHER EDUCATION AND TRAINING INSTITUTIONS: faculties of agronomy, engineering and environmental sciences** of public and private Universities across the EU, vocational and technical schools in agronomy. This target group is considered as **paying customers** (see Table 3) that will employ the serious game platform to educate and train their students in the use of SFT from a systemic approach

- **AGRICULTURAL STUDENTS**, as the new professionals in the SFT value chain, need to be educated in the applicability and potential for utilisation of SFT from a systemic approach, in order to acquire knowledge and skills on the collection, integration and interpretation of information in complex and interconnected agricultural systems.

Besides, GATES project also addresses 2 secondary Target Groups:

- **AUTHORITIES & POLICY-MAKERS:** Experts on regulatory issues related to the use of smart technologies in agriculture; Policy makers at European and national level in the areas of agricultural technologies, rural development and environmental impact of agriculture; EU's DG AGRI, DG INDUSTRY, DG ENV, SCAR, Public Environmental Monitoring Authorities and National and International Organizations in agriculture. There's a bested interest on the further regulation, promotion and endorsement of smart farming as a solution for the competitiveness, resource efficiency and environmental challenges of future farming where such authorities can play a key role, both as recipients of learning, best cases and recommendations drawn from GATES project as well as multiplicator agents of dissemination efforts.
- **RESEARCH & INNOVATION NETWORKS:** All kind of Research & Innovation network, project and initiative in relation to smart farming technologies is considered as a secondary target group, both in terms of their potential agency on the promotion, dissemination and endorsement of the GATES results. Amongst them, research networks and initiatives and alliances on sustainable agriculture, agricultural machinery, ICT in agriculture and smart farming (AIOTI Working Group 6 on Smart Farming); Relevant European Technology Platforms, Joint Technology Initiatives and Networks of Excellence; Environmental Advocacy Groups, NGOs etc.

GATES Target Groups can also be classified attending to “*users*” and “*paying customer*” categories.

- **PAYING CUSTOMERS** will be the organizations who want to train their employees, customers or students on the benefits of SFT and encompass three target groups: **SFT INDUSTRY/ vendors of SFT solutions** (private profit-oriented companies); **EXTENSION SERVICES AND AGRICULTURAL CONSULTANTS** (either public or private); **FACULTIES OF AGRONOMY OF UNIVERSITIES and technical and VET schools in agriculture**.
- **USERS/TRAINEES** are a key group for the exploitation of the gaming platform. Although these users are not expected to be directly paying, it is very important to take into account their needs as they will determine the value proposition/ offer and ultimate customer satisfaction. In other words, the **paying customers** will be willing to pay for the gaming platform only to the extent that **end-users** are satisfied and achieve their training targets through our platform. **End-users/trainees include: SFT INDUSTRY TECHNICAL AND SALES STAFF, FARMERS, and STUDENTS**. The following table presents the different categories of customers and users and the value proposition of GATES.

Customer categories	Value proposition of the gaming platform
<b>Paying customers</b>	
<b>SFT industry/ vendors of SFT solutions</b>	<ul style="list-style-type: none"> <li>- Train their technical and sales staff on their SFT solutions in order to improve customer relation and job performance</li> <li>- Reduce the costs associated with training with real SFT equipment</li> </ul>
<b>Extension services and agricultural consultants</b>	<ul style="list-style-type: none"> <li>- Increase their knowledge on the different SFT in the market.</li> <li>- Offer enhanced agronomic support and consultancy to farmers on the features and advantages of the different SFT available on the market</li> </ul>
<b>Faculties of Agronomy of Universities and technical and VET schools</b>	<ul style="list-style-type: none"> <li>- Educate and train their students in the use of SFT from a systemic approach</li> </ul>
<b>End-users/trainees</b>	
<b>SFT industry technical and sales staff</b>	<ul style="list-style-type: none"> <li>- Increase their knowledge on the features and functioning of the SFT offered by their companies</li> </ul>
<b>Farmers</b>	<ul style="list-style-type: none"> <li>- Acquire the skills and knowledge needed for adopting SFT, as well as for integrating the information available from different SFT equipment</li> <li>- Acquire the knowledge needed for an informed decision on the SFT most suited for their needs</li> </ul>
<b>Students</b>	<ul style="list-style-type: none"> <li>- Acquire the skills and knowledge for a sustainable utilisation of SFT in modern agricultural practice</li> <li>- Integrate and interpret the information available from different SFT in an interconnected way and through a multidisciplinary approach</li> <li>- Understand the potential for utilisation of SFT under different scenarios and with different approaches</li> </ul>

**Table 3. Customer categories and value proposition of the gaming platform**

**Target Groups Analysis**

In order to maximise the impact of GATES dissemination activities, an assessment of Target Groups have been conducted so as to identify:

- Interests and expectation on the GATES Gaming Platform.
- GATES serious game benefits for different target groups.
- Dissemination strategies to engage them in GATES project in terms of tools and activities to address

As a result of the assessment, the following findings can be highlighted:

Target Group	Expectations	GATES Serious Game benefits	Engagement strategies
<b>FARMERS</b>	<ul style="list-style-type: none"> <li>• Access to a training platform where to get a better overview on suitable smart farming technologies</li> </ul>	<ul style="list-style-type: none"> <li>• Acquire the skills and knowledge needed for adopting an informed decision on the SFT most</li> </ul>	<ul style="list-style-type: none"> <li>• Invitation to fulfilled questionnaires on user requirements and competencies.</li> </ul>



	<p>to be used in their own farm in order to increase efficiency and productivity.</p> <ul style="list-style-type: none"> <li>• Bring up front their needs during the MVG developmental process for the supply of suitable smart farming solutions.</li> <li>• Improve access to technology providers on smart farming and to available commercial solutions.</li> </ul>	<p>suitable for their needs</p> <ul style="list-style-type: none"> <li>• Becoming familiar with SFT equipment and services available on the market by learning their usage, configuration, set-up and benefits.</li> <li>• Acquire the skills and knowledge needed for integrating the information available from different SFT equipment.</li> <li>• Increase knowledge on good agricultural practices and efficient farm management.</li> </ul>	<ul style="list-style-type: none"> <li>• Invitation to take part on “validated learning” cycles and final dissemination event (Farmers will be directly recruited by InoSens Doo in Serbia).</li> <li>• Invitation to subscribe to digital newsletter and GATES User Group Community.</li> <li>• Networking &amp; personal meetings by partners.</li> <li>• Dissemination of GATES Serious Game in the framework of partner’s events and other agriculture and gamification related events, conferences, fairs and field days.</li> <li>• Information about GATES Serious Game Platform and webportal through partners’ and multipliers’ channels and specialized scientific mass media.</li> </ul>
<p><b>ADVISORY SERVICES AND AGRICULTURAL CONSULTANTS</b></p>	<ul style="list-style-type: none"> <li>• Provision of a better service to farmers, by acquiring knowledge on the different smart farming solutions on the market and their benefits.</li> <li>• Get knowledge on the economic and environmental benefits following the adoption of smart farming technologies in order to better advise farmers</li> <li>• Improve access to technology providers on smart farming and to available commercial solutions.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase their knowledge on the different SFT in the market</li> <li>• Grasp the economic and environmental benefits derived from SFT utilization</li> <li>• Offer enhanced agronomic support and consultancy by providing meaningful and up-to-date advice to farmers on the features and advantages of the different SFT available on the market.</li> <li>• Increase knowledge on usage, configuration, set-up and benefits of</li> </ul>	<ul style="list-style-type: none"> <li>• Invitation to fulfilled questionnaires on user requirements and competencies.</li> <li>• Invitation to take part on “validated learning” cycles and final dissemination event (Extension services will be directly recruited by InoSens Doo in Serbia)</li> <li>• Invitation to subscribe to digital newsletter and GATES User Group Community.</li> <li>• Networking &amp; personal meetings by partners.</li> <li>• Dissemination of GATES Serious Game in the</li> </ul>



		<p>different SFT equipment and services available on the market.</p> <ul style="list-style-type: none"> <li>• Increase knowledge on how this SFT promotes efficient farm management and good agricultural practices.</li> </ul>	<p>framework of partner's events and other agriculture and gamification related events, conferences, fairs and field days.</p> <ul style="list-style-type: none"> <li>• Information about GATES Serious Game Platform and webportal through partners' and multipliers' channels and specialized scientific mass media.</li> </ul>
<p><b>SMART FARMING INDUSTRY</b></p>	<ul style="list-style-type: none"> <li>• Access to a SFT gaming platform where to increase visibility on solutions developed by the industry.</li> <li>• Learn about farmer needs during the MVG developmental process to offer them suitable smart farming solutions</li> <li>• Encouragement for development of new smart farming solutions based on cooperation and feedback from players and end-users.</li> <li>• Access to a user community where to promote smart farming solutions and technologies.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase knowledge on the features and functioning of the SFT solutions offered by their companies, in order to improve customer relation and job performance.</li> <li>• Reduce the costs associated with real world training with the costly equipment needed for the implementation of SFT.</li> <li>• Increase knowledge on different SFT equipment by learning its usage, configuration, set-up and benefits;</li> <li>• Acquire knowledge on how SFT promotes efficient farm management and good agricultural practices</li> <li>• Understand how information of this SFT is collected, integrated and interpreted</li> <li>• Increase knowledge on market potential of this SFT and customers' relationship management.</li> </ul>	<ul style="list-style-type: none"> <li>• Invitation to fulfilled questionnaires on user requirements and competencies.</li> <li>• Invitation to take part on "validated learning" cycles and final dissemination event (technical staff of agricultural machinery industries will be directly recruited by ANSEMAT in Spain)</li> <li>• Invitation to subscribe to digital newsletter and GATES User Group Community.</li> <li>• Networking &amp; personal meetings by partners.</li> <li>• Dissemination of GATES Serious Game in the framework of partner's events and other agriculture and gamification related events, conferences, fairs and field days.</li> <li>• Information about GATES Serious Game Platform and webportal through partners' and multipliers' channels and specialized scientific mass media.</li> </ul>

<p><b>AGRICULTURAL STUDENTS</b></p>	<ul style="list-style-type: none"> <li>• Increase knowledge on SFT equipment and services</li> <li>• Acquire the skills to efficiently implement and adopt SFT</li> <li>• Access to smart farming industry, farmer community and agricultural services to better understand different realities through the SFT value chain.</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the applicability and the potential for utilization of SFT in complex and interconnected agricultural systems prior to setting out being the new professionals in the SFT value chain.</li> <li>• Understand the environmental and economic benefits for utilization of SFT under different scenarios and with different approaches.</li> <li>• Acquire knowledge and skills on the collection, integration and interpretation of the information available from different SFT sources in an interconnected way and through a multidisciplinary approach</li> <li>• Increase SFT scientific knowledge</li> <li>• Increase knowledge on SFT equipment and services that can increase farm productivity</li> <li>• Increase knowledge on the different SFT in the market and training on their market potential</li> <li>• Acquire the skills and knowledge for a sustainable utilization of SFT in modern agricultural practice</li> </ul>	<ul style="list-style-type: none"> <li>• Invitation to fulfilled questionnaires on user requirements and competencies.</li> <li>• Invitation to take part on “validated learning” cycles and final dissemination event (University students will be directly recruited by AUA in Greece)</li> <li>• Invitation to subscribe to digital newsletter and GATES User Group Community.</li> <li>• Networking &amp; personal meetings by partners.</li> <li>• Dissemination of GATES Serious Game in the framework of partner’s events and other agriculture and gamification related events, conferences, fairs and field days.</li> <li>• Information about GATES Serious Game Platform and webportal through partners’ and multipliers’ channels and specialized scientific mass media.</li> </ul>
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**Table 4. Target Groups Analysis**

### 1.5 Key Messages

The Dissemination Plan, as an integral part of WP6, will interact with other project WPs, the latter feeding the most relevant outcomes for their efficient dissemination. Dissemination of the key messages will be made following “storytelling” principles and avoiding a mere listing of facts in order to achieve greater public engagement on the basis of a rich yet realistic story, which the audience will identify as part of a broader socio-economic context. In this framework, fluent communication among partners (especially WP leaders) will be crucial in order to identify and prioritise the relevant information to disseminate as well as the most suitable tools for its efficient communication to the target groups. The **key messages** that will be conveyed to the different stakeholders’ groups are briefly presented below:

Group	Key Message to...
<p style="text-align: center;"><b>FARMERS</b></p>	<p>.... The positive impact on the adoption of SFT in agriculture has been well established for the last 10 years.</p> <p>.... In fact, many SFTs are available at present time for small and medium farms, but farmers find it difficult to grasp which are the technologies that can be used and furthermore, which are the productivity and environmental benefits brought by their adoption.</p> <p>.... GATES offers the farmer community an easy-to-use and understand gaming experience that will allow a first approach to the concept of SFT, its uses, available equipment, simulation on the adoption of such technologies on their own farms as well as more sophisticated uses once you get to grasp initial concepts. Get to know, experiment and embrace SFT for the improvement of your farmland!</p> <p>.....Once you try the serious game, provide feedback to GATES partners, so that your needs will be collected and reflect on the serious game platform, thus SFT industry will provide solutions tailored to your needs and interests.</p>
<p style="text-align: center;"><b>ADVISORY SERVICES AND AGRICULTURAL CONSULTANTS</b></p>	<p>... Some advisory services and agricultural consultants are becoming aware of the potential of SFT but they get overwhelmed by the wide array of technologies and suppliers and lack access to simple guidance and training on the concepts and available technology offer, thus missing the transfer of such knowledge to their clients, the farmer community.</p> <p>... Other advisory services and agricultural consultants are in turn familiar with different SFT available and ready to be adopted by farmers, but face big constraints on the outreach and convincing of farmers on their adoption, due to the difficulties on transferring such knowledge and benefits to the farmer community.</p> <p>... GATES allows advisory services companies and public extension agencies for training their field advisors in these technologies, who will be able in turn to communicate</p>

	<p>and engage farmers in the understanding of such technologies.</p> <p>.... Let's try the game and discover how useful it could become to improve your professional performance!</p>
<p><b>UNIVERSITIES AND OTHER EDUCATION AND TRAINING INSTITUTIONS</b></p>	<p>... Current education and training curricula in agricultural studies showcase a lag on the mainstreaming of Smart Farming Technologies.</p> <p>.... Furthermore, the complexity of the subject at hand due to the combination of technology disciplines involved (IT, sensor technology, GIS, etc) and fields addressed (agricultural economic, environmental), demands new and innovative approaches for which teaching staff of education and training institutes often lack necessary skills. On this regards, serious gaming has seldom been used in educational and training offer, overlooking the digital experience of the current generation of digitally native students.</p> <p>... GATES offers education and training institutes an open to be tailored gaming platform that will allow the introduction of both preliminary and sophisticated training on the adoption of SFT to agricultural students, allowing them to grasp, experiment and simulate the use of SFT on an educational environment.</p> <p>... The potential use of serious gaming is enormous not only on corporate setting but also in formal educational settings. GATES provides a new example on how to use these methods for the training and awareness raising on a complex subject that specifically benefits from the simulation, peer competition, and virtual environment functions that serious gaming offer, that might be easily translated to further training efforts in other subjects and disciplines demanding such innovative approaches to achieve the intended educational objectives</p>
<p><b>SMART FARMING INDUSTRY</b></p>	<p>... SFT and agricultural equipment and machinery companies face barriers in the commercialization of their equipment due to the lack of knowledge and training of the farmer community.</p> <p>... Furthermore, the SFT industry sales workforce often lacks awareness and training skills leading to an effective outreach of potential purchasers among the farmer community.</p> <p>... GATES offers an innovative training platform that thanks to the use of serious gaming design will allow both the training of the industry sales force in the dissemination of their portfolio of SFT and equipment, and the training in turn by this sales force of potential purchasers in the benefits of their companies technology supply.</p> <p>... GATES offers you the possibility of grasp new business opportunities for the delivery of new products and services by being aware of farmers' needs.</p>

	<p>... GATES offers you the possibility of customise the game platform to your specific needs, allowing your company to test and validate your new smart farming products and services with communities of end-users all along Europe, as well as to increase sales by showcasing your commercial offer outreaching a wide number of potential end-users, the EU farmer community.</p>
<p><b>IT INDUSTRY &amp; ENTREPRENEURS</b></p>	<p>... Serious gaming can be applicable as an androgenic training tool and method, applicable to a wide number of fields, both in formal and informal settings, in the framework of educational and training, corporate or community based environments.</p> <p>... Serious gaming is specifically a noteworthy model to consider on the training of complex and multidisciplinary subjects, as it offers the chance of missing virtual environments and worlds, personalized tutorial tools, competition between peers, wide personalization potentiality to real life and simulated case scenarios, etc.</p> <p>... GATES provides a successful example on the use of serious gaming on a complex subject such as SFT, addressing a target group, the farmer community, traditionally facing access to training constraints.</p> <p>... GATES offers you the possibility of grasp new business opportunities for the development of gamification services and gamebased learning applications to the agricultural sector and other related sector.</p>

**Table 5. GATES Key Messages**

### 1.6 Outputs Assessment

GATES will produce a number of outputs and deliverables, most of them confidential (only available at the consortium level), taking into account that the final objective of the GATES project is to produce a **serious game-based training platform** capable of entering the market, as well as partner commitment to exploited de results produced in the project. However, is of crucial importance to disseminate the Minimum Viable Game (MVG) during the game development process to obtain direct feedback from target end-users. The target end-users (agricultural engineering students, technical staff of agricultural machinery industries and consultants/advisors) will directly be involved in the “validated learning” cycle for testing the serious game. The MVG-validated learning-feedback cycle will enable partners to process and modify different aspects of the game producing at every iteration an increasingly complex and complete MVG aligned with end-users’ requirements. Therefore, specific dissemination strategies for the Minimum Viable Game (MVG) and Final Product are developed. The following table summarises GATES’s main outputs, the target group they are aimed at and the dissemination strategies to be followed so their contents are widely disseminated to target groups.

Outputs	Target Group	Dissemination Strategy
<p><b>MVG1 (WP4)</b></p>	<ul style="list-style-type: none"> <li>• Farmers</li> <li>• Advisory services and agricultural consultants</li> <li>• Smart Farming Industry</li> <li>• Universities and other education and training institutions</li> </ul>	<p>The MVG1 will be available for target groups through the FIRST VALIDATION CYCLE</p> <ul style="list-style-type: none"> <li>• STUDENTS in Athens will be engaged by AUA through direct contact or mailing to evaluate the GATES gaming platform as an educational tool.</li> <li>• FARMERS and ADVISORS in Serbia will be invited by an extension service to evaluate the GATES gaming platform as a method for promoting the use of SFTs.</li> <li>• FARMERS and SFT INDUSTRY staff in Spain will be asked by their employers (at least 5 SFT industries belonging to ANSEMAT) to evaluate the game as a method of learning the features of a new product before they attempt to sell it.</li> </ul> <p>MVG1 will be available in desktop mode; therefore, the first validation cycle will be carried out in a computer room. QUESTIONNAIRES for the evaluation of the game version will be available for target groups during the validation cycle.</p> <p>The MVG1 will also be available at GATES webportal, open to receive feedback from potential users through the Community User Group in a two way communication process.</p> <p>The MVG1 will be the subject of the contents of pieces of news, digital newsletter and popular articles. Developmental process and results will be presented in regional/national events and Workshops. There will be an extensive dissemination of the MVG1 through all communication tools and at all activities.</p>
<p><b>MVG2 &amp; MG3 (WP4)</b></p>	<ul style="list-style-type: none"> <li>• Farmers</li> <li>• Advisory services and agricultural consultants</li> <li>• Smart Farming Industry</li> <li>• Universities and other education and training institutions</li> </ul>	<p>The MVG2 &amp; MG3 will be available for target groups through the SECOND and THIRD VALIDATION CYCLE</p> <ul style="list-style-type: none"> <li>• STUDENTS in Athens will be engaged by AUA through direct contact or mailing to evaluate the GATES gaming platform as an educational tool.</li> <li>• FARMERS and ADVISORS in Serbia will be invited by an extension service to evaluate the GATES gaming platform as a method for promoting the use of SFTs.</li> <li>• FARMERS and SFT INDUSTRY staff in Spain will be asked by their employers (at least 5 SFT industries belonging to ANSEMAT) to evaluate the game as a method of learning the features of a new product before they attempt to sell it.</li> </ul> <p>MVG2 &amp; MG3 will be available online, through the target groups personal mobile phones, tablets (Android/iOS) or PCs (web-based html version). QUESTIONNAIRES for the evaluation of the game version will be available for target groups during the validation cycle.</p> <p>MVG2 &amp; MG3 will also be available at GATES webportal, open to receive feedback from potential users in a two way communication process.</p> <p>MVG2 &amp; MG3 will be the subject of the contents of pieces of news, digital newsletter and popular articles. Developmental process and results will be presented in regional/national events and Workshops. There will be an</p>

		extensive dissemination of the MVG2 & MVG3 through all communication tools and at all activities
<b>Final Product (WP4)</b>	<ul style="list-style-type: none"> <li>• Farmers</li> <li>• Advisory services and agricultural consultants</li> <li>• Smart Farming Industry</li> <li>• Universities and other education and training institutions</li> <li>• Authorities &amp; policy makers</li> <li>• R&amp;I networks</li> <li>• Public in general</li> </ul>	<p>Final serious game-based training platform will be available at GATES webportal</p> <p>MAIN RESULTS presented in GATES Final dissemination event, other events and at personal meetings with key stakeholders at national and EU level.</p>

**Table 6. GATES Output assessment**

### 1.7 Dissemination Strategy Mix

The combined assessment of the Stakeholders Analysis, Key Messages and main dissemination worthy outputs or deliverables, has allowed defining a dissemination strategy mix, composed of a combination of Dissemination Tools and Activities, described in sections 2 and 3 that will allow successfully engaging the target groups and achieve planned results Indicators:

Target Groups	Dissemination tools	Dissemination activities
<ul style="list-style-type: none"> <li>• Farmers</li> <li>• Advisory services and agricultural consultants</li> <li>• Smart Farming Industry</li> <li>• Universities and other education and training institutions</li> <li>• IT industry &amp; entrepreneurs</li> <li>• Agricultural students</li> <li>• Authorities &amp; policy makers</li> <li>• R&amp;i networks</li> <li>• Public in general</li> </ul>	<ul style="list-style-type: none"> <li>• Logo and visual identity</li> <li>• Webportal</li> <li>• Social media</li> <li>• Digital newsletter</li> <li>• Promotional material</li> <li>• Press releases</li> <li>• Scientific and Technical publications</li> </ul>	<ul style="list-style-type: none"> <li>• Project events or workshops</li> <li>• Non-project events</li> <li>• Networking &amp; personal meetings</li> </ul>

**Table 7. GATES Dissemination strategy mix**



## 2. Communication & Dissemination Materials & Tools

The GATES Communication & Dissemination Plan will outline a number of communication materials & tools that will be selected and adapted to the specific needs, interests and involvement of the target groups. Already established dissemination channels and practices of GATES partners, such as partners' own newsletters, websites or Social Media will also be used to disseminate the project activities and outcomes to the broadest audience.

### 2.1 Logo & Visual identity

An Image Handbook has been produced early in the project with the support of a professional graphic designer, in order to create the house-style graphical image of the GATES project (logo, templates for different types of documents and e-newsletters).

The logo of GATES (font, colors, etc) and its use on different documents is described in Annex 5.1.



**Figure 1. GATES logo**

The logo chosen (Figure 1) is clear, captures the attention of the target groups and communicates the main concepts of GATES:

- Two spikes in its process of growth and maturation reflect the agriculture context of the project.
- The technological design of the spikes could also represent bars, graphs and statistics that could be related to gamification and SFT serious game
- Green and brownish colours link the logo to earth and nature, scene of the agricultural and cattle activities

Furthermore, in order to communicate a coherent message towards the target groups, as the GATES name is not self-explanatory on its nature, the logo is accompanied by a definition “Smart Farming Simulation Platform”, that explicitly refer to the serious game platform object of the project.

Additionally, two banner images will be consistently used on the different materials to better explain the purpose of the project. The first banner showcase two machineries working in an agricultural field and the second one present several icons related to SFT, information and communication technologies, R&D, or renewable energy encompassing thus the smart farming and gaming subject of the GATES project.



**Figure 2: GATES banners**

These elements create a consistent image in order to ensure that the target groups easily recall the GATES objectives and its orientation. All partners are expected to apply the logo in the dissemination activities and respective publications to facilitate recognition of GATES serious game and thus increase its impact.

In particular, all dissemination material will showcase the GATES logo, the EU emblem, and a clear statement that the project has received funding from the Horizon 2020 research and innovation programme, through the following text: THIS PROJECT HAS RECEIVED FUNDING FROM THE **EUROPEAN UNION’S HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME** UNDER GRANT AGREEMENT NO 732358

The use of the logo is described in Annex 5.1, where the Visual identity Handbook also includes the flowing templates to be consistently used by all partners:

Deliverables template



Figure 3. GATES deliverable template.

Power Point template

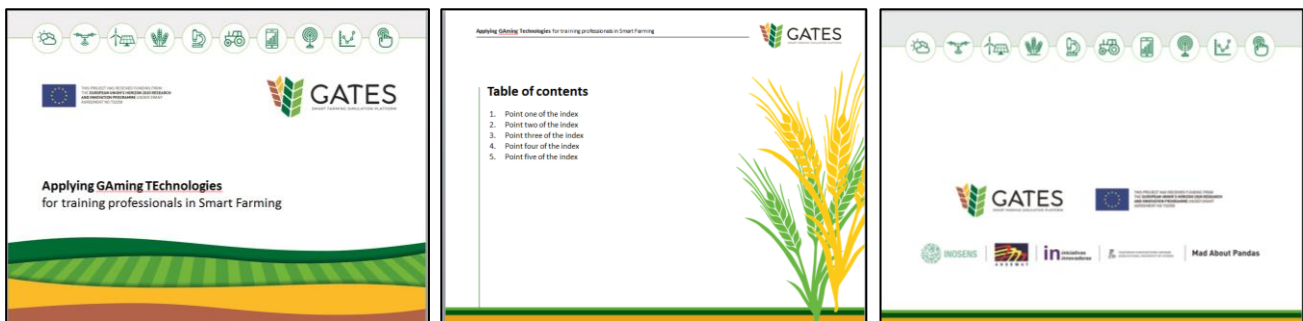


Figure 4. GATES Power Point template

Letter template



Figure 5. Letter template.

Digital firm for Digital Newsletter



Figure 6. Digital firm template.

## 2.2 Webportal

GATES webportal ([www.gates-game.eu](http://www.gates-game.eu)) will be the main communication and dissemination tool to raise awareness on the potential of serious gaming on SFT, engage target groups and disseminate the commercial arrangements agreed by partners. Taking into consideration the nature of the project result, a serious game, it will heavily rely on interactive and audio-visual materials, showcasing the GATES game videos, tutorials and testimonials by end-users. Web portal content will be periodically updated by INICIATIVAS INNOVADORAS and partners following agreed standard operating procedures.

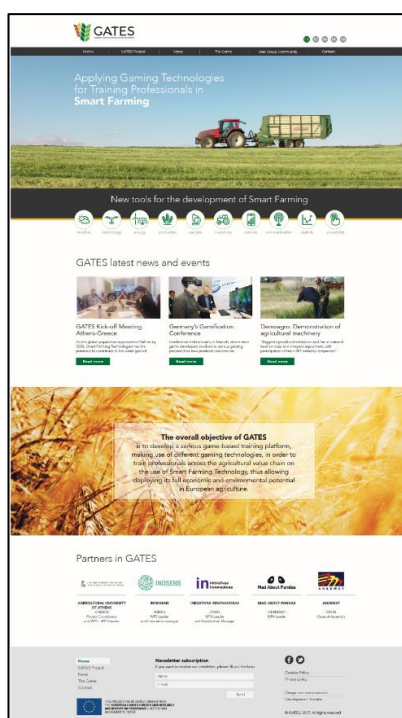


Figure 7. GATES webportal homepage.

The architecture of the designed webportal, fully described in Annex 5.2 is the following:

**HOME:** Homepage with access to full navigation bar, different language version and social media.

### GATES PROJECT:

- GATES project/ overview: Description of GATES project, goals, activities, results and figures, benefits of adopting SFT, and benefits of using digital games and gamification
- GATES project/ Partners: Information on GATES consortium partners.
- GATES project/ Project Structure & Work packages
- GATES project/ Results: Downloadable versions of public results from GATES project, reports and deliverables, once available.

## NEWS

- NEWS/NEWS&NEWSLETTER: News from the project, partners, SFT and serious game, updated bi-monthly, and Downloadable version of project newsletter
- NEWS/EVENTS: two categories of events will be advertised: GATES and partners' events and pilot implementation (GATES events), and smart farming and gaming events organised by other initiatives (NON PROJECT-events).

## GATES SERIOUS GAME PLATFORM

- GATES SERIOUS GAME PLATFORM/Overview: Detailed description of Gates Serious Game Platform and different game modes: Main Story Game Mode, Become a SFT Expert Game Mode and Simulation Game Mode.
- GATES SERIOUS GAME PLATFORM/Target groups: Description of 4 primary target groups (farmers, agricultural consultants, SFT companies, agriculture students) and benefits of the serious game for the user: abilities and skills to develop.
- GATES SERIOUS GAME PLATFORM/ GATES Game Demo. An interactive section for presenting mock-ups and demos of the game which allow visitors to play an active role in engaging with the material, in order to provide an experience of the game and facilitate obtaining feedback from potential users in a two-way communication process.

## USER GROUP COMMUNITY

- Web portal will also host the GATES User Group Community, open to the voluntarily subscription of interested stakeholders and target groups (farmers, agricultural consultants, SFT companies, gamers community, agriculture students, etc). Acceptance to the community will be conducted by GATES partners taking into consideration their interest and potential support to the game definition and validation. Participation in the User Group community will be heavily promoted through the dissemination activities of the project. All members will receive project newsletters and will be encouraged to participate in technical/scientific discussions through the project web portal. Data Protection Laws in the participating countries will be followed and consent from the participants in the User Group will be obtained prior to sending any information related to the project. This section will include a registration button to become a member of the GATES User Community Group and a registration form.

The webportal is managed by INICIATIVAS INNOVADORAS by WordPress who will feed regularly the News & Events section with the collaboration of appointed Communication Officers from partners. Google Analytics will allow the ongoing monitoring of the number of visitors and the traffic on the webportal sections, and such intelligent information will be used for improving the impact of the webportal. The project web portal will be kept alive for 2 years after the project's end and links to it will be made from the partners' own websites. Once the project web portal will be closed, a static page with info on the project and links to the serious game website will be created in partners' own websites.



Partners’ webportals will also echo GATES news and events, positively impacting on the traffic of the webportal. To that end, partners’ webportals showcase a relevant outreach on their areas of influence:

Partner	Webportal	Monthly visits
<b>AUA</b>	<a href="http://www.aua.gr">http://www.aua.gr</a>	226.000
<b>InoSens</b>	<a href="http://www.inosens.rs">www.inosens.rs</a>	580
<b>Mad about Pandas</b>	<a href="http://madaboutpandas.de/">http://madaboutpandas.de/</a>	-
<b>Iniciativas Innovadoras</b>	<a href="http://www.iniciativas-innovadoras.es">www.iniciativas-innovadoras.es</a>	630
<b>ANSEMAT</b>	<a href="http://www.ansemat.org">www.ansemat.org</a>	600

**Table 8. GATES partners websites**

### 2.3 Social media

Social media profiles for GATES will be created in a number of social networks such, as Facebook, Twitter, LinkedIn and YouTube. Strong social media presence will support the GATES Dissemination and Exploitation Plans, by outreaching a broadest audience, allowing project partners to get feedback from a large number of stakeholders and promoting the serious game for supporting market entry. During the first steps of the project the activity on social networks is expected to be relatively low, gradually increasing as the project progresses in order to build a growing community around the project.

GATES project will use social media with the following goals:

- Disseminate the project outputs and serious game, webportal services and events, as well as those from GATES partners related to Smart Farming and gamification.
- Engage stakeholders in the regional/national Workshops for the Validate learning Cycles.
- Obtain feedback from potential serious game users in order to improve the developmental process of the gaming platform and final product.

The following four social media tools will be used from the start of the project:

#### LinkedIn

INICIATIVAS INNOVADORAS will create and manage a GATES LinkedIn Profile. This profile will provide partners a place to disseminate the project outputs and serious game and engage end user/target groups. INI will manage GATES profile and will participate in some interesting groups to help in the dissemination of project activities and results including: Precision Agriculture, Agribusiness & Precision Agriculture, Precision Farming Technology, Serious Games Group and Serious Games People.



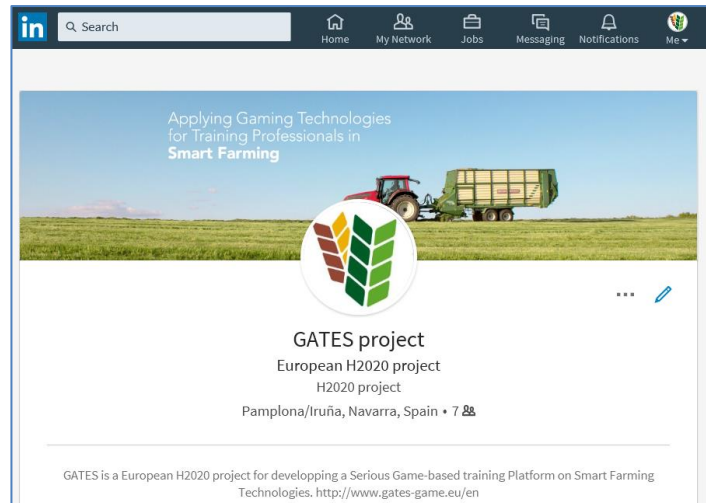


Figure 8. GATES LinkedIn profile

### Facebook

The GATES Facebook fan page will be created in a public mode, under the community field, with the name “**GATES H2020 project**” and the short name **@GATESproject**. The official language of the posts uploaded to this page will be English, even though posts in other languages, mainly those of partners will also be shared. INICIATIVAS INNOVADORAS will be the administrator of the Facebook page. The administrator’s role is to manage all aspects of the page including messages dispatch and publication of posts, the confirmation of posts and comments, and the posting and sharing of events, including those of the Project, partners and other events of interest. A brief description of the project will be added to the Facebook page in order to inform the general public about the objectives of the project. The link to the webportal will also display in the Facebook page.



Figure 9. GATES Facebook page

### Twitter

A Twitter account “@GATES\_project” will be created and managed by INICIATIVAS INNOVADORAS as a useful channel to immediately disseminate project activities and news to a wide audience, as well as to raise awareness about the latest news and trends in the Smart Farming and Gaming field. In the Twitter account, tweets will be uploaded in a regular base, referring to results and news on the project, and any important information institutional or scientific that is relevant to the smart farming and gaming field. Thus, the following hash tags will be consistently used to spread the Project news and announcements: #Farmbots #agdrones #smartfarming #digitalfarming #farmnerds #smartagriculture #agtech, #EIPAgri, #seriousgame, and #gamification. The official language of the tweets will be English, even though re-tweets might be made in English, from original tweets in other languages, mainly those of partners will also be shared. Account will follow not only main corporate and institutional players from academia, industry and national and EC agricultural and serious game field, but also individual accounts by influencers in the Smart Farming and Agricultural Innovation and gamification fields. A monthly monitoring on the number of followers and likes of the profiles will be conducted.



Figure 10. GATES Twitter profile.

### YouTube GATES channel

A GATES YouTube channel will be created and managed by INICIATIVAS INNOVADORAS. Different GATES Demos will be uploaded as new Game Version will be developed to effectively disseminate project results enabling the project partners to outreach a broadest audience.

In order to achieve a relevant positioning and number of followers, the profiles will be linked with partners' social media profiles, who will also echo the GATES publications and the other way round, further increasing the combined impact and outreach of the project:

Partner	Social media	Profile	Followers/Likes
<b>AUA</b>	Facebook	<a href="https://www.facebook.com/esnaua.athens/">https://www.facebook.com/esnaua.athens/</a>	2034
<b>INSENS</b>	Twitter	<a href="https://twitter.com/inosens_rs">https://twitter.com/inosens_rs</a>	245
	Facebook	<a href="https://www.facebook.com/inosensrs/">https://www.facebook.com/inosensrs/</a>	273
<b>INICIATIVAS INNOVADORAS</b>	LinkedIn	<a href="https://es.linkedin.com/company/iniciativas-innovadoras">https://es.linkedin.com/company/iniciativas-innovadoras</a>	1471
	Twitter	@iniciativas_in	269
<b>ANSEMAT</b>	Twitter	<a href="https://twitter.com/ansematt?lang=es">https://twitter.com/ansematt?lang=es</a>	1375
	Facebook	<a href="https://es-es.facebook.com/ANSEMAT-222665184417573/">https://es-es.facebook.com/ANSEMAT-222665184417573/</a>	514

**Table 9. GATES partners social media**

## 2.4 GATES e-Newsletters

E-Newsletters will be published in the project and partners web portal on a semi-annual basis. Subscription to the newsletter will be voluntary via the webportal. E-Newsletters will be sent to the interested stakeholders and participants in the User Group Community Web Group after giving its consent. Mail chimp software will be used for the management and distribution of the digital newsletters, ensuring the accurate monitoring of the impact of the newsletters.

Newsletter will act as a compilation of news, events and information published on website. Newsletters' content will be based upon posts by INICIATIVAS INNOVADORAS in webportal based upon the information provided by partners on events to which the project is presented; key updates on the development of the serious game; presentations, workshops and demonstrations; reports, publications and media interest.

GATES partners will be encouraged to forward the digital newsletter to those contacts who might be interested on the Serious Game. An offline version of the newsletters will also be available in English and local languages in webportal.

The planned timetable for the distribution of the newsletters and planned contents, are the following:

### Newsletter Nº 1. May 2017.

- GATES presentation and launch.
- Description of GATES project, goals, activities, results and figures.
- Brief description on SFT and serious game.

### Newsletter N° 2. July 2017.

- Summary on user requirement and competencies analysis.
- Dates and details of the **first validated learning cycle**.
- Serious game and Smart Farming related news and events at EU and global level.

### Newsletter N° 3. December 2017.

- Advances in the development of the **first MVG**
- Summary and results of the development of the first validation learning cycle.
- Dates and details of the second validated learning cycle.
- Serious game and Smart Farming related news and events at EU and global level.

### Newsletter N° 4. June 2018.

- Advances in the development of the **second MVG**
- Summary and results of the development of the second validation learning cycle.
- Dates and details of the third validated learning cycle.
- Serious game and Smart Farming related news and events at EU and global level.

### Newsletter N° 5. December 2018.

- Advances in the development of the **third MVG**
- Summary and results of the development of the third validation learning cycle.
- Dates and details of the Final Dissemination Event.
- Serious game and Smart Farming related news and events at EU and global level.

### Newsletter N° 6. June 2019.

- Presentation of **Final GATES Serious Game Product**
- Final results from Dissemination Event in Athens and from regional/national Workshop.
- Serious game and Smart Farming related news and events at EU and global level.

## 2.5 GATES promotional material

The following publicity materials will be elaborated and distributed to disseminate the project and game at events, both in paper and digital versions, as in English and project partner languages (Spanish, Greek, Serbian and German) in order to ensure the maximum penetration amongst the target audiences. The translated versions will also be “localized”, prioritising messages and topics, and taking into account cultural differences between countries.

### GATES leaflet

**Project leaflets** will be created for supporting the dissemination and promotion activities linked to the validated learning cycles in WP5, thus, they will be tailored to the specificities of the pilots (stakeholders involved, timeframe of the activities, etc.) and the language of the piloting country/region. A **leaflets** template will be available at the start of the project, open to be tailored to the partners’ communication goals in local languages.

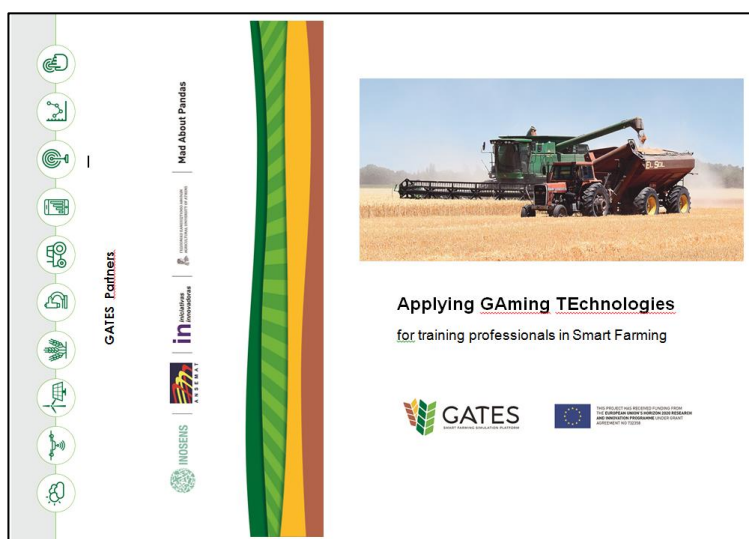


Figure 11. GATES leaflet

### GATES roll-up and posters

A **project roll-up and posters** will be produced for presentation at project’s own events as well as for external conferences and workshops. While the project roll-up will present general project information, the content of the posters will be tailored to the targeted groups. A roll-up **and poster** template will also be available at the start of the project, open to be tailored to the partners’ communication goals in local languages. The roll-ups will be produced locally by partners following the general template and consistently used in the framework of regional/national Workshops, dissemination of GATES at partners’ events and at events organised by other stakeholders.

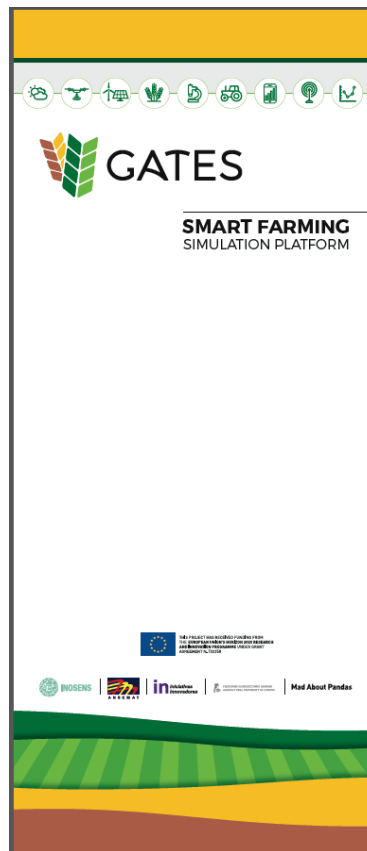


Figure 12. GATES roll-up

### GATES brochure

The **project brochure** will be one of the main promotional materials of the project to be delivered and sent to the various stakeholders. It will present general information of the project and will allow for a fast understanding of the project's aims, activities, and expected results. A brochure designed as a folder will be available on the third quarter of 2017 in English and local languages, to be locally printed by partners. It will deliver information of the project, partnership and future serious game platform, and it will be used on the regional/national Workshops as well as on any kind of dissemination meeting and event.

### GATES bookmark

A bookmark has also been designed to be used as a friendly reminder of the GATES image, webportal and social media, and will also be disseminated in the framework of workshop, events and personal meetings with key stakeholders.



Figure 13. GATES Bookmark

## 2.6 Press releases.

Press releases will be elaborated and delivered by INICITIVAS INNOVADORAS when project milestones have been achieved throughout the project's lifetime. Partners will be asked to translated them to local languages and distribute press releases to relevant media within their own regions/countries. If the press releases are related to a specific event, host partner will be charged with the local distribution of the press release among national mass media. Press releases will also be produced and distributed by partners with occasion of the holding of the validated learning cycles.

The elaboration and distribution of the following press releases is planned:

- GATES project launch with occasion of project kick-off meeting (1).
- Holding of regional/national Workshop for launching the validated learning cycles in 3 countries (9).
- GATES Final serious game platform developed (1)
- GATES Final Dissemination Event (1).

Press releases will be distributed through the following channels:

- GATES web portal and social media.
- EU media platforms related to Serious Game and Smart Farming Technologies, such as Farmers Guardian: <http://www.farmersguardian.com/>); Cordis Wire (<https://cordis.europa.eu/wire/>); European Union Information Website (EurActiv: [www.euractiv.com](http://www.euractiv.com)); Horizon Magazine (<http://horizon-magazine.eu>).
- Localised version of press releases to be distributed through partners websites, social media and specialised serious game and agriculture related platforms.

## 2.7 Scientific and Technical publications

Scientific and technical publications in an innovation project with research components, such as GATES, represent an important means for the dissemination of project results. All partners will actively promote the GATES serious game platform through the publication of ed/ops or articles on GATES goals and results. Publications in two kinds of media can be differentiated:



### Scientific journals

It is expected that at least one scientific paper will be published during the project, most likely on Smart Farming technologies modelling, targeting academia members, researchers and professionals in this area. Some relevant international scientific journals in Smart Farming technologies and the serious games fields are the following: Precision Agriculture, Journal of Computers and Electronics in Agriculture; International Journal of Advanced Agricultural Science and Technology, International Journal of Computer Games Technology, International Journal of Game-Based Learning.

### European and national technical extension magazines

Articles in technical magazines, newsletters or publications of relevant EU, national associations and bodies relevant to the areas of the project will also be published in order to reach out to the target audiences (especially Smart Farming industry, agricultural consultants and engineers and extension services). Examples of these platforms that will be targeted are: Farmers Guardian: <http://www.farmersguardian.com/>); European Federation of Agricultural Machinery Associations – CEMA (<http://cemaagri.org/publications/6/download>); EurAgEng Newsletter (<http://www.eurageng.eu/newsletters>). The publication of periodic news on relation to the project progress will be coordinated between the GATES Dissemination Manager and appointed partners' Dissemination Officers, who will report in turn all the pieces of news published in specialised magazines.

## 3. Communication & Dissemination Workshops & Events

### 3.1 GATES project Events

All along the project, the following GATES Events will be held:

#### National/ Regional Workshops

3 National/**Regional** workshops (1 per country) will be organised for launching the “Validated Learning” phase in the framework of WP5 in the piloting countries (Greece, Serbia and Spain). These regional workshops will aim at presenting the GATES serious game as it will be tested, along with the logistics of the Validated Learning process, allowing the involved partners (P1 – AUA, P2 – INO and P5 – ANSEMAT) to better involve the pilot actors (players) as well as get the interest from other national stakeholders. These 3 regional workshops will be held at each location between October and December 2017. GATES partners organising the events will have freedom to choose the most suitable dates following the local agendas. In spite of the technical nature of the Workshops, they will also serve a dissemination purpose, as general information on the GATES goals, activities and upcoming results will be presented. Whenever possible, GATES partners will organize the dissemination workshops in connection to others Fairs and “Open Field Days” so as to attract the broadest possible audience.

#### Final Dissemination Event

A final dissemination event will be organised in June 2019 by the project coordinator (P1- AUA) in connection to the final project meeting, ideally as a satellite to a larger event in the field of smart farming technologies or gaming technologies. This event will allow presenting the project’s outcomes together with the evaluation of the pilots and will allow for launching the GATES gaming platform. All target groups will be addressed (farmers’ groups, agricultural consultants, Smart Farming and gaming industries, policy makers, etc.), especially aiming at umbrella organisations, associations, federations and representatives with a broad European presence that will allow for multiplying the impact of the event.

### 3.2 Non- GATES project events

Project partners will actively disseminate project activities and outputs beyond the partnership and involved territories by participating in relevant related events such as meetings, workshops and conferences at local, regional, national or international level. GATES partners will take part in international and local conferences/meetings outside the project in order to disseminate the project and promote the serious game for facilitating market entry, either through a presentation included on the event’s programme, participation through a stand or the distribution of GATES materials. INICIATIVAS INNOVADORAS will encourage the participation of partners on such events and will coordinate the partner’s efforts on this regard, ensuring that a proper dissemination of the GATES project takes place and that a report on the attendance is made available. The coordinator will also coordinate with the Project Officer in order to make use of the Commission’s own research and innovation events and conferences to disseminate project results and activities.

The dissemination through these events will target primarily the Smart Farming and gaming industry, agricultural consultants and advisors, members of the public administration in the field of agriculture, as well as farmers/producers organisations. The table below provides a list of indicative relevant events.

SERIOUS GAMES AND GAMIFICATION EVENTS			
Event	Description	Location/period	Participants' profile
<b>Germany's Gamification Conference</b>	Conference held annually in Munich, where main game developers involved in serious gaming present their new products and services. <a href="http://www.gamify-con.de/">http://www.gamify-con.de/</a>	Munich (Germany) March 9, 2017	IT companies, Start-Ups and entrepreneurs, game developers
<b>CeBIT Expo &amp; Conferences</b>	The largest and most internationally represented computer expo annually holds the Serious Games Conference (SGC). <a href="http://www.cebit.de">http://www.cebit.de</a>	Hannover (Germany) March 20-24, 2017	IT companies, Start-Ups and entrepreneurs, game developers
<b>The Applied Interactive Technologies (APITs) Day</b>	"The APITs Day gives innovative enterprises from the game industry the opportunity to present their work to the audience to highlight the potential of cross-cluster cooperations" <a href="http://apits.berlin/">http://apits.berlin/</a>	Berlin (Germany) 27 April 2017	IT companies, Start-Ups and entrepreneurs, game developers
<b>Quo Vadis Conference within International Games Week Berlin</b>	The most important international game developers' conference in Germany, the developer-focused conference provides an insight into industry trends and is the centerpiece of the concurrent international Games Week <a href="http://qvconf.com/">http://qvconf.com/</a>	Berlin (Germany) April 24-26, 2017	IT companies, Start-Ups and entrepreneurs, game developers.
<b>LEARNTEC, Karlsruhe</b>	Conference and Trade fair for e-learning-solutions of any kind. <a href="http://www.learntec.de">www.learntec.de</a>	Karlsruhe (Germany) Annually.	Developers and users of any kind of e-learning.
SMART FARMING TECHNOLOGIES EVENTS			
Event	Description	Location/period	Participants' profile
<b>Demoagro</b>	"Biggest agricultural exhibition and fair at national level on crop and vineyard equipment, with participation of main SFT industry companies" <a href="http://www.demoagro.es">www.demoagro.es</a>	San Clemente, Cuenca (Spain) May 9-11, 2017	Smart Farming Industry, farmers, advisors, agricultural consultants
<b>International Agricultural Fair</b>	One of the largest agricultural fairs in South-East Europe, which takes place every May at Novi Sad Fair, Serbia. It is among five most important agricultural fairs in Europe. <a href="http://www.sajam.net/live/">www.sajam.net/live/</a>	NoviSad (Serbia) May 2017	All agricultural value chain participants
<b>ECPA. 11th European Conference on Precision Agriculture</b>	<a href="http://www.ecpa2017.com/">http://www.ecpa2017.com/</a>	Edinburgh, Scotland 16-20 July 2017	Smart Farming Industry, farmers, advisors, agricultural consultants

<b>InfoAg 2017 from the ISPA</b>	InfoAg is the premier conference on the practical application of precision agriculture. It features an educational program that includes plenary and breakout sessions along with an extensive exhibit hall of leading hardware, software, and services vendors to precision agriculture. <a href="https://www.ispag.org/event_details/">https://www.ispag.org/event_details/</a>	St. Louis MO US 25-27 Jul 2017	Smart Farming Industry, agricultural consultants
<b>6th EUFRAS Meeting - 56th IALB Conference</b>	"Agriculture and Advice in Change: New paths between globalised markets and regional demands" European Forum for Agricultural and Rural Advisory Services holds annual conferences specifically focusing on the certification of training skills of advisory services in Europe. <a href="http://www.eufRAS.eu">http://www.eufRAS.eu</a>	Münster (Germany) 18-22 June 2017	Advisory services
<b>CEMA conferences</b>	CEMA, the European Agricultural Machinery association periodically organizes conferences focusing on smart farming technologies. <a href="http://www.cema-agri-org">www.cema-agri-org</a>	Location 2017	Smart Farming Industry, agricultural consultants
<b>Agrotica Thessaloniki</b>	An international exhibition for agricultural machinery, equipment and material, and one of the largest fairs of its kind in the world. Takes place biennially. <a href="http://agrotica.helexpo.gr/en">http://agrotica.helexpo.gr/en</a>	Thessaloniki (Greece) January 2018,	Agricultural machinery vendors and farmers
<b>FIMA 40 International Fair of Agriculture Machinery</b>	FIMA is the major showcase for the agricultural world in Southern Europe. The event focuses particularly on the agriculture of the Mediterranean Basin. <a href="http://www.feriazaragoza.es/fima_agricola.aspx/">http://www.feriazaragoza.es/fima_agricola.aspx/</a>	FIMA Zaragoza (Spain) 20-24 February 2018	Smart Farming Industry, farmers, advisors, agricultural consultants

**Table 10. Relevant Events**

### 3.3 Networking and informal person-to-person meetings

In order to engage stakeholders more directly, personal interaction will also be a key means for dissemination. Networking, informal personal meetings with relevant stakeholders at national level, and whenever possible official presentations will be used to present the project results and activities at different stages of project development. Personal interaction will mainly take place at regional/national Workshops and final dissemination event organised in GATES (project own workshops). The consortium will also network with other relevant initiatives and projects, such as AIOTI's Smart Farming Working Group (<http://www.aioti.eu>) and the trade fairs, exhibitions, workshops and conferences identified in section 3.2. Meetings with other EU projects related to Smart Farming and gaming technologies will be held by the coordinator and the relevant WP leaders to identify commonalities and avoid repetition, as well as to identify collaboration areas and allow for cross-fertilization of ideas and concepts. Engaged partners in person to person meetings will report on their progress to GATES Dissemination Manager through the delivery of six-monthly Dissemination Activity Report, in order to keep track on the number of target groups reached.

## 4. Communication & Dissemination Work Plan

GATES will be implemented through four (4) interrelated Innovation Work Packages (WP) and two (2) horizontal WPs over a period of 30 months. The horizontal **Dissemination & Exploitation** Work Packages (WP6) overarch the whole project spanning across the 30 month project duration. WP6 will carry out both dissemination activities of the project and its results, as activities leading to the exploitation of the scientific and commercial results of GATES gaming platform.

### 4.1 Dissemination Governance

INCIATIVAS INNOVADORAS is the leader of Work package 6, but all partners will be engaged on the on-going dissemination of the project. Thus, INICIATIVAS INNOVADORAS will mainly play a Coordinator/Facilitator role, ensuring that the Dissemination Strategy and Plan is collectively implemented by all partners. To that end, The Dissemination Strategy will be implemented by all partners, following a governance system composed of the following bodies:

#### a. Dissemination and Exploitation Manager

The Dissemination and Exploitation Manager will be Maite Zarranz from INICIATIVAS INNOVADORAS. She will be responsible for the coordination of the dissemination and exploitation activities of GATES and will ensure the value of the project outcomes towards commercialisation and sustainability. She will be in close communication with the Project Management Support Team (MST) in order for both to be constantly updated on project developments.

Her role will be the following:

- Planning and coordination of dissemination activities with appointed Dissemination Officers on a six month basis.
- Reporting on dissemination activities compiling the information received from Dissemination Officers on a six month basis.
- Webportal content management: news & events.
- Social media community manager: Facebook, Twitter LinkedIn and YouTube
- Edition of 6 digital newsletters with the contribution from Dissemination Officers.
- Coordination of the publicity materials design and layout and printing (by partners).
- Coordination of the participation of GATES partners on non-project targeted events.
- Presentation of GATES project at non-project targeted events and to key stakeholders through personal meetings.
- Coordination with Dissemination Officers the publication of popular articles on partners' media and on specialised magazines.
- Elaboration of GATES related press releases and coordination of local press releases by Dissemination Officers.
- Coordination of the programme and logistics, with AUA, of GATES Final Conference.

### b. Dissemination Officers and Work Group

All partners have appointed a Dissemination Officer to be part of the Work Dissemination Group that will be responsible for the overall communication and dissemination activities in the project

Partner	Name	Last name	Email
<b>AUA</b>	Zisis	Tsiropoulos	tsiropoulos@teilar.gr
<b>InoSens</b>	Mladen	Radisic.	mladen.voict@gmail.com
<b>Mad about Pandas</b>	Tim	Hutzenlaub	tim.hutzenlaub@madaboutpandas.com
<b>Iniciativas Innovadoras</b>	Maite	Zarranz	mzarranz@iniciativas-innovadoras.es
<b>ANSEMAT</b>	Victoria	Ruiz	desarrollo@ansemat.org

**Table 11. Partners Dissemination Officers.**

The specifically role of Dissemination Officers will be the following:

- Production of localised publicity materials: translation, localisation and printing of leaflet, brochure, roll-up and bookmark.
- Dissemination of GATES activities on partners' mass media and on specialized magazines.
- Delivery of pieces of news and events of interest to GATES Dissemination Officer for feeding up the webportal, social media and digital newsletters.
- Presentation of GATES project at non-project targeted events and to key stakeholders through personal meetings.
- Proposal of dissemination activities to be conducted each semester and reporting of dissemination activities implemented by the delivery to GATES Dissemination Officer of Dissemination Activity Reports.
- Elaboration and distribution of local press releases.

The Dissemination Work Group will have a closely interaction through telephone, email and Skype on a day to day basis. Additionally, the Dissemination Work Group will meet through a Skype meeting each six-month with the following goals:

- Review or update if necessary of the overall **Dissemination Strategy & Plan**.
- Review and agreement on the **Dissemination Work Plan** elaborated by GATES Dissemination Manager.
- Review and agreement **Dissemination Activity Report** compiled with the whole of activities conducted in the previous semester by GATES Dissemination Officers.



## 4.2 Dissemination Working Plan

GATES Dissemination Officers will elaborate each six months a **Dissemination Working Plan** taking into consideration the overall time plan described in following pages, as well as Dissemination Officers contributions. Each semester, the Dissemination Working Plan will be reviewed and agreed by Dissemination Work Group.

Contents of the Working Plan will be very simple, and are included on Annex 5.3:

- Description of the expected dissemination outputs for the semester
- Description of the activities to be carried out following a set of categories, with indication of the expected time for their implementation and the partners responsible for carrying them out.
- A Gantt chart with indication of the timeline of the activities planned.

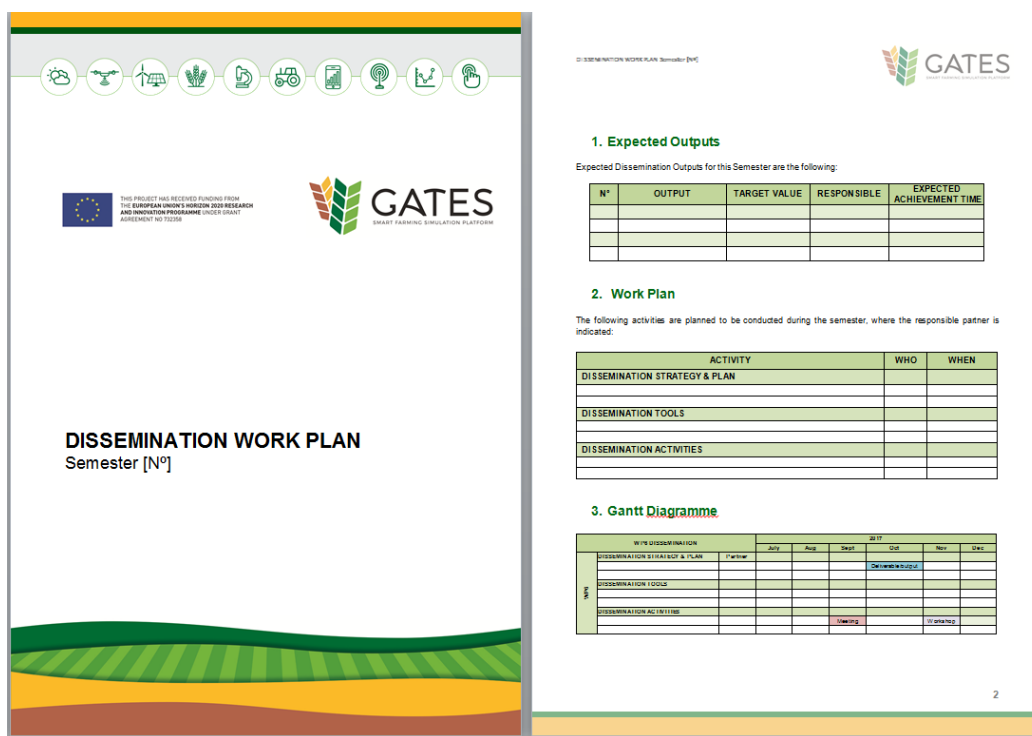


Figure 14. Dissemination Work Plan template

Indicative work plan by semesters:

**Semester 1. January – June 2017.**

ACTIVITY	DATE
<b>DISSEMINATION STRATEGY &amp; PLAN</b>	
Target Groups analysis and assessment of partners' dissemination tools	February 2017
Elaboration of Dissemination Plan	March 2017
Definition of Dissemination Work Plan Semester 1	March 2017
Definition of Dissemination Work Plan Semester 2	June 2017
<b>DISSEMINATION MATERIALS &amp; TOOLS</b>	
GATES Visual Identity	February 2017
Press release: Kick-off meeting	February 2017
Creation of Social media accounts	May 2017
Edition and distribution of digital newsletter N° 1	May 2017
Launch of GATES webportal	May 2017
Publication of Scientific and Technical articles	January-June 2016
<b>DISSEMINATION ACTIVITIES</b>	
Participation at non-project targeted events	January-June 2016
Networking and person to person meetings	January-June 2016

Table 12. Work Plan Semester 1

**Semester 2. July 2017 – December 2017.**

ACTIVITY	DATE
<b>DISSEMINATION STRATEGY &amp; PLAN</b>	
Dissemination Work Group meeting	July 2017
Elaboration of Dissemination Report Semester 1	July 2017
Definition of Dissemination Work Plan Semester 3	Dec. 2017
<b>DISSEMINATION MATERIALS &amp; TOOLS</b>	
Update of GATES webportal with news & events feeds	July 2017 – Dec. 2017
Management of social media accounts	July 2017 – Dec. 2017
Graphic design of leaflet, roll-up and bookmark templates	September 2017
Graphic design and printing of GATES brochure	September 2017
Communication & Dissemination pack materials (Deliverable D.6.2)	October 2017
Edition and distribution of digital newsletter N° 2	July 2017
Press release: Holding of regional/national Workshop	Dec. 2017
Publication of Scientific and Technical articles	July 2017 – Dec. 2017
<b>DISSEMINATION ACTIVITIES</b>	
Participation at non-project targeted events	July 2017 – Dec. 2017
Networking and person to person meetings	July 2017 – Dec. 2017
Holding of regional/national workshops	July 2017 – Dec. 2017

Table 13. Work Plan Semester 2

**Semester 3. January – June 2018.**

ACTIVITY	DATE
<b>DISSEMINATION STRATEGY &amp; PLAN</b>	
Dissemination Work Group meeting	January 2018
First Update Report on Communication & Dissemination (Deliverable D.6.3)	January 2018
Elaboration of Dissemination Report Semester 2	January 2018
Definition of Dissemination Work Plan Semester 4	June 2018
<b>DISSEMINATION MATERIALS &amp; TOOLS</b>	
Update of GATES webportal with news & events feeds	January – June 2018
Management of social media accounts	January – June 2018
Edition and distribution of digital newsletter N° 4	June 2018
Press releases: launch of regional/national workshops.	March 2018
Publication of Scientific and Technical articles	January – June 2018
<b>DISSEMINATION ACTIVITIES</b>	
Holding of regional/national workshops	March – June 2018
Participation at non-project targeted events	January – June 2018
Networking and person to person meetings	January – June 2018

**Table 14. Work Plan Semester 3****Semester 4. July – December 2018.**

ACTIVITY	DATE
<b>DISSEMINATION STRATEGY &amp; PLAN</b>	
Dissemination Work Group meeting	July 2018
Elaboration of Dissemination Report Semester 3	July 2018
Definition of Dissemination Work Plan Semester 5	Dec. 2018
<b>DISSEMINATION MATERIALS &amp; TOOLS</b>	
Update of GATES webportal with news & events feeds	July 2018 – Dec. 2018
Management of social media accounts	July 2018 – Dec. 2018
Edition and distribution of digital newsletter N° 5	Dec. 2018
Publication of Scientific and Technical articles	July 2018 – Dec. 2018
<b>DISSEMINATION ACTIVITIES</b>	
Participation at non-project targeted events	July 2018 – Dec. 2018
Networking and person to person meetings	July 2018 – Dec. 2018

**Table 15. Work Plan Semester 4**

**Semester 5. January – June 2019.**

ACTIVITY	DATE
<b>DISSEMINATION STRATEGY &amp; PLAN</b>	
Dissemination Work Group meeting	January 2019
Elaboration of Dissemination Report Semester 4	January 2019
<b>DISSEMINATION MATERIALS &amp; TOOLS</b>	
Management of social media accounts	January – June 2019
Edition and distribution of digital newsletter N° 6	June 2019
Second Update Report on Communication & Dissemination (Deliverable D.6.4)	January 2019
Final Update Report on Communication & Dissemination (Deliverable D.6.5)	June 2019
Press releases: GATES Final serious game platform developed	January 2019
Press releases: GATES Final Dissemination Event	June 2019
Publication of Scientific and Technical articles	January – June 2019
<b>DISSEMINATION ACTIVITIES</b>	
Holding of GATES Final Event	June 2018
Participation at non-project targeted events	January – June 2019
Networking and person to person meetings	January – June 2019

**Table 16. Work Plan Semester 5**

**4.3 Dissemination Monitoring and Evaluation System**

Given the vital importance of the dissemination activities to the success of the project, the implementation of the GATES Dissemination Plan will be closely **monitored and evaluated** in order to ensure that the dissemination activities comply with the quality standards of the project, reach out to the relevant target audience and achieve the expected impacts. Therefore, a dissemination **monitoring** and evaluation **system** is proposed in order to provide evidence on the following fields:

- If Communication & Dissemination Plan is being implemented as initially planned and scheduled, in terms of GATES Deliverables and Output Indicators.
- If Communication & Dissemination Plan objectives are being met in terms of Results Indicators.

The intention is to correct any deviation from the dissemination objectives, and to improve the performance of such activities as well as facilitate its evaluation. In order to set up an effective monitoring system, a clear connection between objectives and indicators needs to be established taking into consideration all arrangements needed to timely collect evidence that meet reporting requirements.

**a. Dissemination & Communication Deliverables**

Following the Document of Work annexed to the project’s Grant Agreement, under WP6 the following Dissemination & Communication Deliverables are planned:

Deliverable (number)	Deliverable name	WP number	Lead participant	Type	Dissemination level	Delivery date
6.1	Communication & Dissemination Strategy & Plan	6	INI	Report	Public	M3
6.2	Communication & Dissemination Pack Materials	6	INI	Website, patents filling, etc	Public	M10
6.3	First Update Report on Communication & Dissemination	6	INI	Report	Public	M13
6.4	Second Update Report on Communication & Dissemination	6	INI	Report	Public	M25
6.5	Final Report on Communication & Dissemination	6	INI	Report	Public	M30

**Table 17. Work Package 6 Deliverables**

The number and expected delivery time of such Deliverables have been considered as Output Indicators included on the Balanced Scorecard described in next section. At the time being, no delays on their delivery is expected.

**b. Balanced Scorecard with Output & Result Indicators**

The implementation of the GATES Dissemination and Communication Plan will be monitored by the WP6 Leader (INI) with the use of a **balance scorecard (BSC)** with a set of indicators with target figures that will determine the degree of achievement of the dissemination objectives. The BSC will be updated as part of the full Dissemination Plan during the course of the project. In order to facilitate an accurate monitoring and evaluation of the dissemination activities and understand the impact of the actions carried out, all partners will report their activities to the WP6 leader. Some of the proposed indicators to include in the BSC are included in the table below.

In order to assess the success of the Dissemination Plan, a set of Key Target Indicators have been selected, extracted from the Output and Results indicators

These indicators have been integrated into a Dissemination Balanced Scorecard with a description of the indicator, the method of measurement, the verification means, the owner of the indicator, the periodicity on which it will be monitored and the target value planned. The descriptive Balanced Scorecard is attached in Annex 5.6; the following table summarises the Key Target Indicators and their target values.

INDICATOR	CATEGORY OF INDICATOR	TARGET VALUE
<b>DISSEMINATION STRATEGY &amp; PLAN</b>		
Communication & Dissemination Strategy & Plan	Output	1
N° of meetings of Dissemination Work Group	Output	5
N° of Dissemination Work Plans	Output	5
N° of six-monthly Dissemination Reports	Output	5
N° of annual Dissemination Reports	Output	3
<b>DISSEMINATION TOOLS</b>		
Communication & Dissemination Pack Materials	Output	1
N° of webportal	Output	1
N° of visits to the project web portal	Result	5.000
N° of stakeholders registered in the GATES User Group Community	Result	200
N° of publicity materials	Output	4
N° of distributed printed/digital promotional materials	Output	500
N° of digital newsletters distributed	Output	6
N° of e-newsletter recipients	Output	250
N° of social media accounts	Output	4
N° of Twitter followers	Result	300
N° of Facebook followers	Result	200
N° of LinkedIn followers	Result	150
N° of YouTube followers	Result	100
N° of scientific papers published	Output	2
N° of articles in general media	Output	5
Target groups informed about GATES	Result	5800
N° of press releases issued	Output	12
<b>DISSEMINATION ACTIVITIES</b>		
N° of regional/national Workshops held	Output	3
N° of Final Dissemination event held	Output	1
N° of non-project events where GATES is presented	Output	10
N° of participants in 3 “validated learning” cycles	Result	170
N° of participants on Final Dissemination event	Result	60
N° of people outreached at non-project events	Result	1.250
N° of national and EU initiatives coordinated with	Result	10

Table 18. Dissemination Balances Scorecard summary table



**c. Dissemination Reporting**

The reporting of dissemination activities will take place at three levels:

Nº	Report	Responsible	Periodicity
1	Partners' Dissemination Report	All partners	Six-monthly
2	Six-monthly GATES Dissemination Report compiling partners' contributions	INI	Six-monthly
3	Annual Dissemination Report – Project Deliverable	INI	M13, M25, M30

**Table 19. Dissemination reporting**

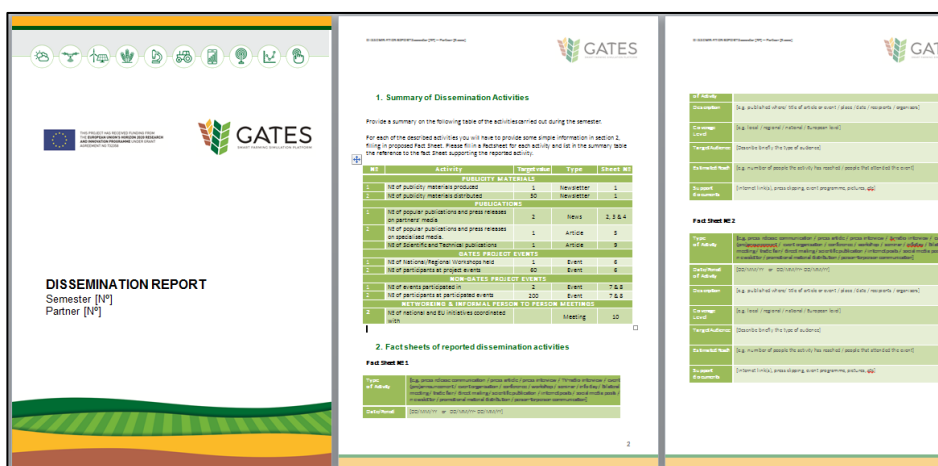
**- Partners' Dissemination Report:**

Each six months Dissemination Officers from partners will send GATES Dissemination Manager a compilation of the dissemination activities carried out by the partner, providing evidence and support materials of the activities carried out (press clippings, programmes, pictures, etc).

To that end a template has been elaborated, attached in Annex 5.4 allowing to simply providing requested information on the following fields:

- N° of publicity materials produced distributed.
- N° and outreach of popular publications and press releases on partners' media.
- N° and outreach of popular publications and press releases on specialised media.
- N° and outreach of project and non-project targeted events.
- N° of key target groups/initiatives outreached through person to person meetings.

For each of the reported dissemination activities partners will have to provide some simple information filling in a Fact Sheet to be accompanied with supporting documents.



**Figure 15. Partners Dissemination Report template**



## 4.4 Roadmap for promoting GATES

The roadmap for promoting GATES it's an easy-to-follow guideline for partners to know how to "behave" and report regarding dissemination activities. The following highlights are included:

### a. GATES Social Media posting and Website feeding

GATES puts great emphasis on social media presence. Therefore, it is important that all the partners contribute in this respect and constantly feed the GATES social media channels. It was agreed that dissemination manager holds the administration role of all the social media channels and collects information that are supposed to be shared and posted. Partners are invited to regularly send information of interest to dissemination manager who is responsible for the content feeding. The same level of importance and procedures goes for the GATES website content management. Dissemination Manager will feed regularly the News & Events section of the GATES website with information delivered by Communication Officers.

### b. Partners' Social media posting and website feeding

Each Communication Officers will also be responsible for posting GATES news and events on their own webportals and social media, after translate relevant information to their own language. Dissemination Manager will collect information coming from all partners and inform Communication Officers the need to publish it in their respective media.

### c. Press Releases and Newsletter translation and dissemination

GATES partners will be encouraged to translated press releases and newsletter to local languages and distribute them to relevant media within their own regions/countries and to target groups that might be interested on the Serious Game. Press releases and Newsletter will be elaborated and delivered by INICIATIVAS INNOVADORAS when project milestones have been achieved throughout the project's lifetime.

### d. GATES Promotional Material distribution

The following publicity materials will be elaborated and distributed by INICIATIVAS INNOVADORAS to be consistently used in the framework of regional/national Workshops, dissemination of GATES at partners' events and at events organised by other stakeholders.

- Leaflets template
- Roll-up
- Poster
- Brochure
- Bookmark

GATES partners will be encouraged to translated promotional material to their own languages (Spanish, Greek, Serbian and German) in order to ensure the maximum penetration amongst the target audience and to distribute them both in paper and digital versions.

**e. Scientific and Technical publications made by partners**

Partners will be responsible for the publication of Scientific and Technical articles in relevant magazines, newsletters or publications in order to reach out to the target audiences. The publication of periodic news on relation to the project progress will be coordinated between the GATES Dissemination Manager and Dissemination Officers, who will report in turn all the pieces of news published in specialised magazines.

**f. GATES events (co)organization**

GATES partners will inform Dissemination Manager about the organisation of workshops and events throughout the project lifetime. The description of target groups, number of participants, main goal and event objectives, and specific dissemination activities such as press release or promotional material distribution will be included in the Partners' Dissemination Report.

**g. Non project-events participation and networking**

Partners will be encouraged to participate and present GATES project at relevant non project-events, primarily focus on Smart Farming Technologies and Gaming industry, and to engage key stakeholders through person to person meetings. Dissemination Officers will report on their progress to GATES Dissemination Manager through the delivery of six-monthly Dissemination Report, in order to keep track on the number of events and target groups reached.

**h. Communication & Dissemination Reporting**

Communication Officers will compile dissemination activities carried out on a six-month basis and will report Dissemination Manager by the fulfilment of the **Partners' Dissemination Report**, providing evidence and support materials of the activities carried out (press clippings, programmes, pictures, etc). Dissemination Manager will compile Partners Dissemination Reports and produce semestrially and annually a **GATES Dissemination Report**.

## **5. Annexes**

**5.1 Visual Identity Handbook.**

**5.2 Webportal content & architecture.**

**5.3 Dissemination Work Plan template.**

**5.4 Partners Dissemination Report template.**

**5.5 GATES Dissemination Report template**

**5.6 Dissemination Balanced Scorecard.**



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PARTNERS IN GATES

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