



THIS PROJECT HAS RECEIVED FUNDING FROM
THE EUROPEAN UNION'S HORIZON 2020 RESEARCH
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AGREEMENT NO 732358



GATES
SMART FARMING SIMULATION PLATFORM

D.6.2. GATES COMMUNICATION & DISSEMINATION PACK MATERIALS

Document Summary

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Abstract

*This deliverable describes the **Communication & Dissemination Pack Materials** that have been developed to be consistently used all along the project execution. The communication materials & tools developed will help 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.*

Table of Contents

1. Introduction	1
2. Communication & Dissemination Materials & Tools	1
2.1 Logo & Visual identity	1
2.2 Webportal	6
2.3 Social media	8
2.4 GATES e-Newsletters	11
2.5 GATES promotional material	13
2.6 Press releases	16
2.7 Scientific and Technical publications	18
3. Annexes	20
3.1 Visual Identity Handbook	20
3.2 GATES Logo	20
3.3 GATES Word Template	20
3.4 GATES PPT Template	20
3.5 GATES Letter Template	20
3.6 Webportal Content & Architecture	20
3.7 GATES Leaflet	20
3.8 GATES Roll-up Template	20
3.9 GATES Bookmark	20

1. Introduction

The **Communication & Dissemination Pack Materials** have been developed by INICIATIVAS INNOVADORAS, in close interaction among all project partners, to be consistently used all along the project execution. Suitable dissemination tools have been developed to communicate and disseminate project goals and achievements to the **target audience** (farmers, agricultural consultants, students, smart farming and gaming industries, policy makers, etc.), and to European organisations, associations and federations, that will allow for multiplying the impact of the project at an European level. The **Communication Materials & Tools** developed will help 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 **Communication & Dissemination Pack Materials** have been firstly produced in English, to be then translate into the local languages of the project partners (Serbian, Spanish, German and Greek), 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.

The **Communication & Dissemination Pack Materials** deliverable (D6.2) will include the description of the dissemination Materials & Tools put in place by the GATES project for different audiences. The following tools are described:

- **Logo & visual identity**
- **Webportal**
- **Social media**
- **GATES e-Newsletters**
- **GATES promotional material**
- **Press releases**
- **Scientific and Technical publications.**

2. Communication & Dissemination Materials & Tools

The following materials and tools for the communication and dissemination of the GATES project have been implemented in accordance with the GATES Communication & Dissemination Plan, trying to involve and engaged specific target groups (agricultural engineering students, technical staff of agricultural machinery industries and consultants/advisors) and general audience. These tools will serve as an appropriate mean to effectively disseminate GATES progress, deliverables, events, factsheets, Minimum Viable Game versions and final product all along the project implementation:

2.1 Logo & Visual identity

An Image Handbook has been produced by INI in M2, with the support of a professional graphic designer, in order to create the house-style graphical image of the GATES project (**Annexe 3.1**). The Image Handbook included:

- GATES logo
- GATES banners
- GATES templates

GATES logo

Gates logo, accompanied by a definition “Smart Farming Simulation Platform”, was described at GATES Communication & Dissemination Plan. GATES logo was consistently used by partners on the different materials and tools all along the project execution in order to facilitate recognition of GATES serious game and thus increase its impact (**Annexe 3.2**).



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.

GATES Banners

Three banner images were developed to be integrated on the different materials to better explain the purpose of the project. These elements create a consistent image in order to ensure that the target groups easily recall the GATES objectives and its orientation.

- The 1st banner showcases two machineries working in an agricultural field.
- The 2nd banner 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.
- The 3rd banner gathers GATES partner's logo.



Figure 2: GATES banners

An additional banner included in all dissemination material showcased 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**



Figure 3: EU_H2020 banner

GATES templates

The Visual identity Handbook also includes the following templates to be consistently used by all partners: Word, Power Point and a Letter template (**Annexe 3.3, 3.4 & 3.5**). All templates include GATES and partner’s logos, Banners and EC disclaimer. Additionally, a digital firm for Digital Newsletter have also been developed.

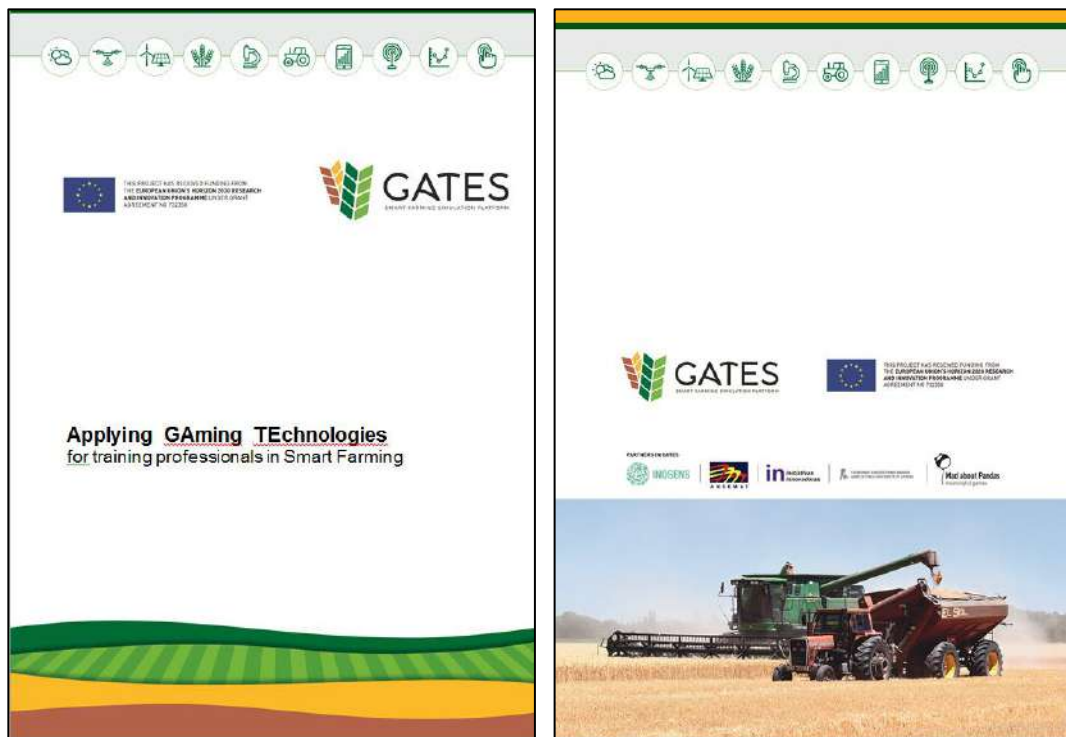


Figure 4. GATES Word deliverable template



Figure 5. GATES Power Point template

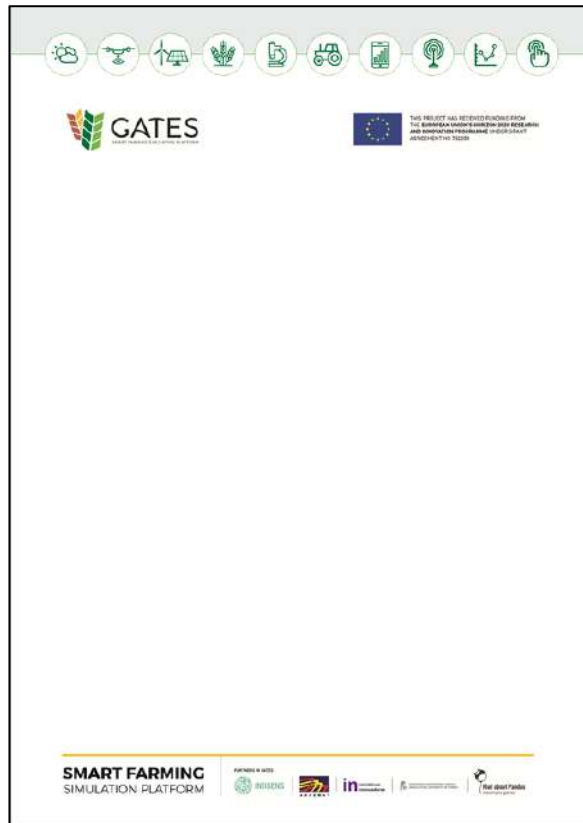


Figure 6. Letter template



Figure 7. Digital firm template for digital Newsletter

2.2 Webportal

GATES webportal (www.gates-game.eu) was developed by INI, with the support of a professional graphic designer and a developer, following the architecture and contents established at GATES Communication & Dissemination Plan (**Annexe 3.6**). The GATES webportal was launched in English in M3 (March 2017) with the following contents:

HOME: Homepage with access to full navigation bar, different language version and social media profiles, and a scroll bar showcasing latest news and events.



Figure 8. GATES webportal homepage.

PROJECT:

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

NEWS

- **NEWS/GATES activity:** GATES and partners' events and pilot implementation (GATES events)
- **NEWS/Fairs and congresses:** Smart Farming and Gaming events organised by other initiatives (non project-events).

GAME

- **GAME/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.

- **GAME/Target users:** 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.
- **GAME/GATES Game Demo:** Full access to different Minimum Viable Game versions (MVG1, MVG2 and MVG3/final product) will be available to users after registration, in order to provide an experience of the game and facilitate obtaining feedback from potential users in a two-way communication process. This sub-menu will be accessible when the first game version is ready (January 2018).

USER GROUP COMMUNITY: Web portal also host the GATES User Group Community, open to the voluntarily subscription of interested stakeholders and target groups. This section is an open forum, where stakeholders could participate in technical/scientific discussions for the development of the GATES serious game throughout the project lifetime. The forum section has been divided into several topics of interest to encourage the participation of users and the obtaining of feedback for game developers during the game developmental process:

- General discussion
- Game (Mechanics, Graphics etc)
- SFTs technologies
- Precision Agriculture practices
- Agricultural Operations
- Other agricultural machineries and technologies
- Help

GATES project partners will act as moderators of the forum and new topics would be open during the project lifetime, according to users’ interests. The forum section includes a registration button to become a member of the GATES User Community Group and a registration form. All members will receive project newsletters and will be encouraged to play the game and to give feedback of their game experience.

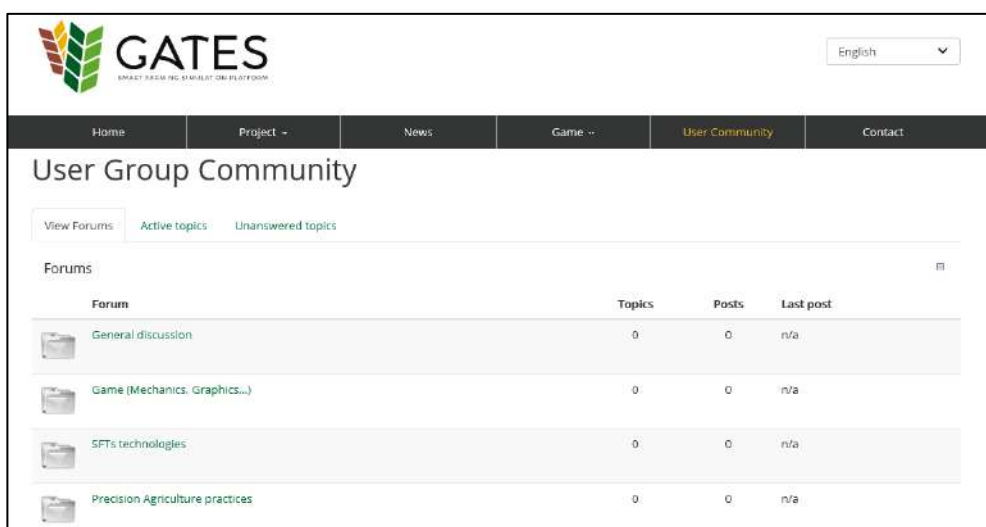


Figure 9. User Group Community

Both static texts of the webportal (GATES project and Serious Game description) and Events/News were available at Spanish, Greek, Serbian and German since M6 (June 2017).

Web portal content was periodically updated by INICIATIVAS INNOVADORAS with news and information provided by partners. Webportal was used as the main communication and dissemination tool to raise awareness on the potential of serious gaming on SFT and engage target groups. A further description of the webportal architecture is available in **Annexe 3.6**

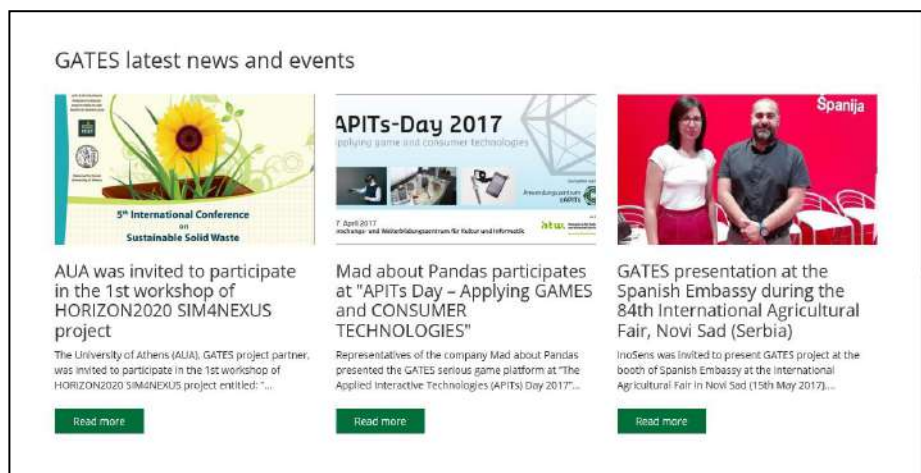


Figure 10. GATES webportal news and events.

2.3 Social media

GATES project will use social media to disseminate the project outputs and serious game, as well as news and events from GATES partners related to Smart Farming and Serious Game/Gamification. Special emphasis will be done for the dissemination of different GATES game versions (MVG1, MVG2 & MVG3/final product) and VALIDATE LEARNING CYCLES that will be conducted during the developmental process of the gaming platform in order to better engage stakeholders and obtain feedback from potential serious game users.

Social media will also be use all along the project to achieve high visibility amongst public and private actors of the SFT value chain and gaming industry across Europe as well as the general public in order to engaged potential customers for the GATES serious game platform. Strong social media presence will support the GATES Dissemination and Exploitation Plans by outreaching a broadest audience, allowing project partners to promote the GATES serious-game platform for supporting market entry.

INICIATIVAS INNOVADORAS, as dissemination project manager, holds the administration role of all the social media channels and collects information that is supposed to be shared and posted. Partners and Communication Officers also contribute in this respect constantly feeding the GATES social media channels sending regular information of interest to Dissemination Manager who is responsible for the content feeding. INI was also in charge of following stakeholders from the whole smart-farming and serious-game value chain, as

well as networks, associations and other groupings in order to maximise the impact of dissemination activities and understanding of the GATES game and project results (i.e. EU-Agri, AGRI Committee Press, The Serious Games Institute, the Serious Games Society, among others).

Facebook and Twitter profiles for GATES project were the first social media launched in April 2017. A LinkedIn profile was developed in October 2017 and a YouTube channel will be created when tutorial videos from the MVG versions will be developed.

Facebook

The GATES Facebook fan page (<https://www.facebook.com/GATESproject/>) was created by INICIATIVAS INNOVADORAS in a public mode, with the name “**GATES H2020 project**” and the short name **@GATESproject**. The official language of the posts uploaded to this page is English. A brief description of the project was added to the Facebook page in order to inform the general public about the objectives of the project. The link to the webportal was also display in the Facebook page. The Facebook page was administrated by INI, who managed 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 monthly monitoring on the number of followers and likes of the profile has also been conducted using the account statistics provided by Facebook.



Figure 11. GATES Facebook page
(<https://www.facebook.com/GATESproject/>)

Twitter

A Twitter account “**@GATES_project**” was created by INICIATIVAS INNOVADORAS in M4 (April 2017) https://twitter.com/GATES_project?lang=en. The Twitter account was administrated by INI, who uploaded tweets 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 were consistently used to spread the Project news and announcements: #smartfarming #digitalfarming #smartagriculture #agtech, #seriousgame and #gamification. The official language of the tweets is English, even though re-tweets might be made from original tweets in other languages, mainly those of partners. The Twitter account is considered 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.

Up to 500 key actors from the whole smart-farming and serious-game value chain (i.e. EU-Agri, AGRI Committee Press, The Serious Games Institute, or the Serious Games Society, among others) are followed by @GATES_project in order to build networks and foster synergies with relevant national and EU initiatives related to GATES goals.

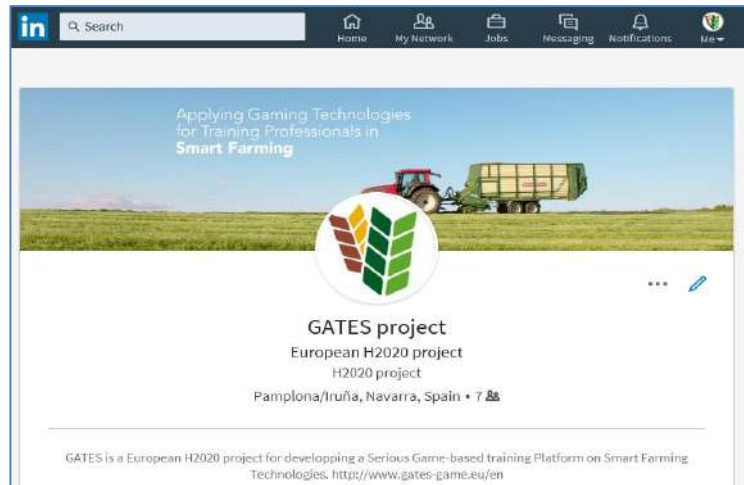
A monthly monitoring on the number of followers and likes of the Twitter profile has also been conducted using the account statistics provided by Twitter Analytics.



Figure 12. GATES Twitter profile
(https://twitter.com/GATES_project?lang=en).

LinkedIn

INICIATIVAS INNOVADORAS has created a GATES LinkedIn Profile since October 2017 (<https://www.linkedin.com/in/gatesproject/>). 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. These groups will provide partners a place to disseminate the project outputs and serious game and engage end user/target groups who may share content and find answers related to serious game and SFT.



.Figure 13. GATES LinkedIn profile
[\(https://www.linkedin.com/in/gatesproject/\)](https://www.linkedin.com/in/gatesproject/)

2.4 GATES e-Newsletters

INICIATIVAS INNOVADORAS was in charge of the development of GATES e-Newsletters, which act as a compilation of news, events and information published on website. Newsletters' content was 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.

Mail chimp software was used for the edition and distribution of the digital newsletters, ensuring the accurate monitoring of the impact of the newsletters.

GATES e-Newsletters were published in the project web portal and social media profiles. E-Newsletters were sent to the interested stakeholders and participants in the User Group Community Web Group after voluntary subscription via the webportal.

Newsletter Nº 1. May 2017.

A first number of the GATES digital newsletter was edited and distributed through Mailchimp in May 2017 to the 20 stakeholders voluntarily having registered to the newsletter through webportal. However, the newsletter was also distributed through GATES Twitter and Fb profiles, increasing its impact and arriving to a wider audience.

The Newsletter was a compilation of main news regarding the project, mainly:

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

Access to full 1st newsletter is available in the following link: <http://mailchi.mp/d6bf097e2812/n527ywq499>



Figure 14. GATES 1st newsletter
(<http://mailchi.mp/d6bf097e2812/n527ywq499>).

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

Newsletter N° 2. December 2017.

- Summary on user requirement and competencies analysis.
- Presentation of **first MVG** (shot screen, mock-up, tutorial video...)
- 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. April 2018.

- Advances in the development of the **second 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. September 2018.

- Advances in the development of the **third 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. January 2019.

- 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 templates were elaborated by INI to be used for GATES project dissemination at different regional/national Workshops, dissemination of GATES at partners' events and at events organised by other stakeholders

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

The **Communication & Dissemination Pack Materials** will be used during dissemination activities with the overall objective of contributing to achieve the project expected technical and commercial impacts and to ensure the maximum penetration amongst the target audiences

GATES leaflet

A **leaflet** template was available since M3, open to be tailored to the partners' communication goals in local languages. A first **Project leaflet** has been developed by INI with a general presentation of the project (activities and goals) to be used by partners at different project and non-project events.

Leaflet template will be tailored to the specificities of the "Validated Learning Cycles" in WP5 (stakeholders involved, timeframe of the activities, etc.) and the language of the piloting country/region for supporting the dissemination and promotion activities linked to the pilot experiences. **Tailored leaflets** will contain easy to

understand and clear messages about the focus of the “Validated Learning Cycles” to engage target end-users (agricultural engineering students, technical staff of agricultural machinery industries and consultants/advisors) who will be directly involved in the “Validated Learning Cycles” for testing the serious game. **Leaflets** will be available at web portal and will be home printed and handed out by partners at different project and non-project events.

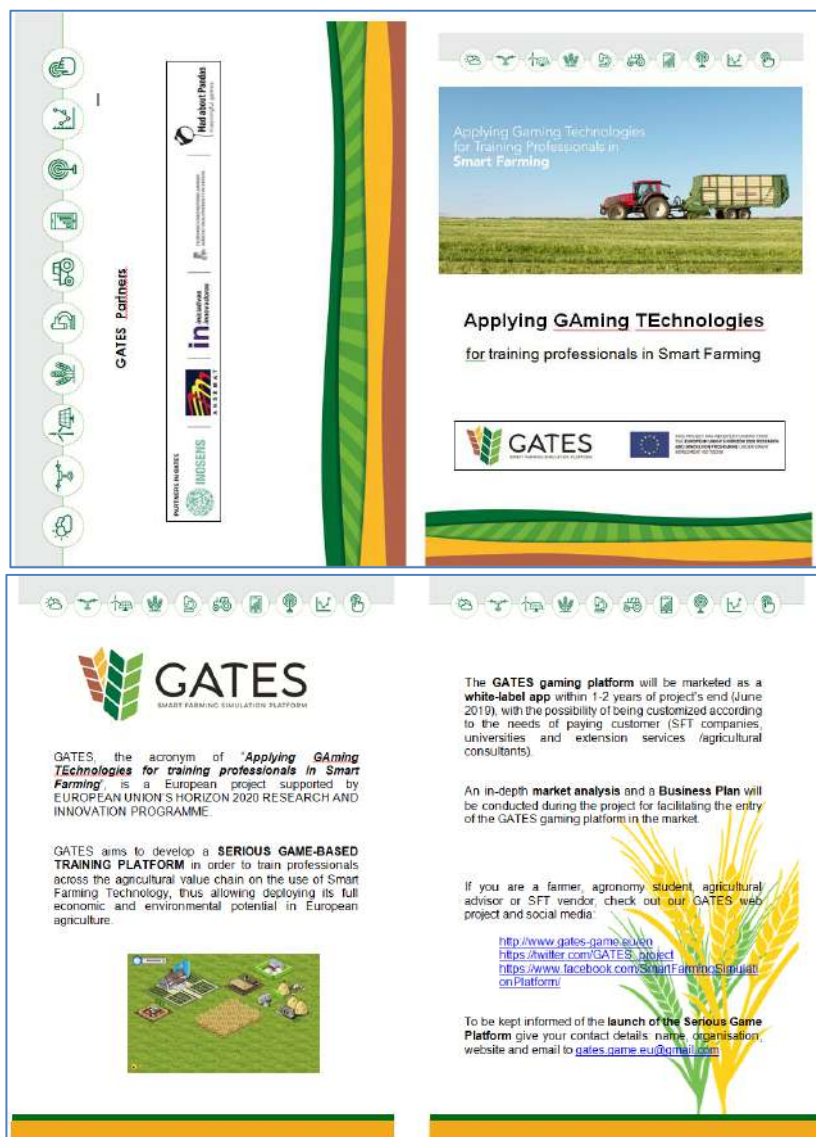


Figure 15. GATES leaflet (Annexe 3.7).

GATES roll-up and posters

A **roll-up and poster** template was developed by INI at M3, open to be tailored to the partners’ communication goals in local languages. The roll-ups and posters 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. While the project roll-up will present general project information, the content of the posters will be tailored to the targeted groups.



Figure 16. GATES roll-up (Annexe 3.8).

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 **project brochure** will be designed as a folder and will be available by December 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 17. GATES Bookmark (Annexe 3.9).

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 and to target groups that might be interested on the Serious Game and Smart Farming Technologies. 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) => delivered on January 2017
- 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); Horizon Magazine (<http://horizon-magazine.eu>); Serious Game Society (<https://seriousgamessociety.org>)
- Localised version of press releases to be distributed through partners websites, social media and specialised serious game and agriculture related platforms.



Figure 18. GATES 1st Press release

So far, partners have disseminated the 1st press release of the project launching and a brief description of the project in their respective websites, and are also committed to echo the upcoming news and press releases related to the project.

Nº	Partner	Category of post/news	Publication Date	Media	Est. Audience	Link
1	INI	Press release "GATES Kick off meeting"	28/02/2017	INI website	660	http://www.iniciativas-innovadoras.es/es/noticias/lanzamiento-del-proyecto-gates-applying-gaming-technologies-for-training-professionals-smart-farming-europe_1
2	INI	GATES Presentation and brief summary	24/03/2017	INI website	660	http://www.iniciativas-innovadoras.es/experiencia/participacion/gates
3	INO	GATES Presentation and brief summary	15/03/2017	INO website	580	http://inosens.rs/
4	MaP	GATES Presentation and brief summary	15/04/2017	MaP website		http://madaboutpandas.de/
5	ANSEMAT	GATES Presentation and brief summary	15/06/2017	ANSEMAT website		http://www.ansemat.org/ansemat_participa_en_gates/

Table 1. Summary of project related posts and news on partners' communication channels.

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.

So far, partners have disseminated and presented the project on several agricultural and serious game media, positively disseminating the GATES project to an extensive audience.



Figure 19. GATES News & Articles in specialised media

Nº	Partner	Category of post/news	Publication Date	Media	Est. Audience	Link
1	AUA	GATES Presentation	21/04/2017 26/04/2017	Greek newspaper for the agricultural domain "Υπαιθρος Χώρα"	>10.000	Press article & Web article http://www.ypaidros.gr/psifiaki-ekpaideutiki-platforma-eksoikeiwnei-tous-agrotes-me-ti-xrissi-eufyous-gewrgias
2	INI	Short publication of GATES	12/06/2017	Serious Game Society	3.500	https://seriousgamessociety.org/2017/06/13/qu-estpost-launch-of-the-gates-project/
3	ANSEMAT	GATES presentation	15/06/2017	Several agricultural Spanish media: ASAJA, Grupo TPI...	>2.5 Mill	http://www.asaja.com/horizontales/actualidad-empresas-22/ansemat-participa-en-gates-e-l-proyecto-europeo-de-innovacion-dirigido-a-conocer-los-beneficios-de-la-agricultura-de-precision-2465 http://profesionaleshoy.es/jardinaria/2017/06/16/ansemat-participa-en-gates-proyecto-europeo-para-conocer-los-beneficios-de-la-agricultura-de-precision/11627 http://www.campocyl.es/category/sector/ansemat-participa-en-el-proyecto-gates-dirigido-a-conocer-los-beneficios-de-la-agricultura-de-precision/ https://www.noticiasmaquinaria.com/ansemat-participa-en-gates/ https://www.interempresas.net/Agricola/Articulos/188121-Ansemat-participa-GATES-proyecto-europeo-innovacion-dirigido-conocer-beneficios.html http://www.agronegocios.es/ansemat-participa-para-proyecto-europeo-innovacion-gates/ http://www.revistaagricultura.com/maquinaria/maquinaria/ansemat-participa-un-proyecto-europeo-sobre-agricultura-de-precision-9197-120-11459-0-1-in.html http://ecomercioagrario.com/ansemat-participa-en-un-proyecto-para-promover-el-uso-de-las-tecnologias-de-agricultura-inteligente/

Table 2. Summary of articles posted on specialized media.

3. Annexes

3.1 Visual Identity Handbook.

3.2 GATES Logo

3.3 GATES Word Template

3.4 GATES PPT Template

3.5 GATES Letter Template

3.6 Webportal Content & Architecture.

3.7 GATES Leaflet

3.8 GATES Roll-up Template

3.9 GATES Bookmark



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PARTNERS IN GATES

PARTNERS IN GATES





Annexe 1

Visual Identity Handbook



GATES

Corporate Identity Manual

Table of Contents

1. The logo
2. Corporate colours
3. Typographies
4. Logo versions
5. Uses not allowed
6. Readability and protection

1. The logo

The **GATES** project articulates the conception, design, start-up and promotion of a “Serious Game” based on a “Smart Farming” simulator.

The simulator is an environment where the most advanced technologies and management tools are combined with a primitive activity linked to the most elemental human development: agriculture.

The **GATES** logo aims to integrate a traditional and primitive activity such as agriculture in a context of data processing, statistics, probabilities, simulation of scenarios, etc.

Our image reflects on the one hand the growth and maturity of the fruit represented with the spikes, although seen with other eyes it could represent bars, graphs, statistics ...

The **GATES** typography is part of the “Montserrat” family, clean, elegant and unadorned, although artificially modified in order to give it a more modern and technological style.



GATES
SMART FARMING SIMULATION PLATFORM

2. Corporate colours

The colours of **GATES** are marked by the nature itself, in this case, by the different shades of a spike in its process of growth and maturation, and by an earthy colour (brownish).






They are mainly warm colours that try to place us in a colourist and vitalist context like the one of the field, scene of the agricultural and cattle activities

Any graphic element that accompanies our texts: outline, graphic, picture, etc. should preferably use this combination of colours, being able to extend the range of colours if necessary with new tones according to the existing palette.

2.1. CMYK

	Black C= 0 M=0 Y=0 K=100
	Dark green C= 100 M=0 Y=100 K=35
	Light green C= 60 M=0 Y=100 K=0
	Yellow C= 0 M=25 Y=100 K=0
	Brown C= 10 M=65 Y=70 K=20

2.2. RGB

	Black R= 0 G=0 B=0
	Dark green R= 38 G=109 B=61
	Light green R= 132 G=181 B=78
	Yellow R= 226 G=186 B=51
	Brown R= 150 G=91 B=71

3. Typographies

The typography of the logo, as well as the claim belongs to the family called "Montserrat". It is a clean, round, sans serif font, easy to read. However, it is not a standard typography on users' computers, so we will limit its use to closed content documents created by professional designers (brochures, corporate pieces, merchandising, etc.).

Own and open documents

To create your own documents and open documents, circulating from one computer to another (ppt presentations, word reports, etc.) we will follow the following criteria:

- Use typographies commonly shared by different operating systems (universal), avoiding unusual sources that can be "substituted" by others when entering another computer and that generate problems in the text boxes and in the composition.

- Preferably use *"Sans serif"* and *round type fonts*: Century gothic, Calibrí, Corbel.

* Sans Serif = unadorned or without trim.

MONTSERRAT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MONTSERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CENTURY GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

4. Logo versions

4.1 Color version: we will use this version whenever possible and on white background.

4.2 Monochrome version: we will use 100% pure black.

4.3 Grayscale version: the original colours will be replaced with percentages of black, in particular:

- Dark green 80% black
- Earthy 60% black
- Yellow-ocher 40% black
- Light green 20% black

4.4 Logo on colour background: we will try to use background based on our corporate colour palette, using the monochrome version of the logo with the following criteria:

- Dark green and earthy background black monochrome
- Light green and yellow background white monochrome

4.5 Logo on image or photograph: we will follow the criterion:

- Monochrome white or black if the reading is readable.
- White monochrome with black box if the reading is unreadable.



5. Uses not allowed

The following assumptions are not allowed or recommended:

- Alter the colours of the brand elements.
- Use monochrome versions on a white background that are different from 100% pure black.
- Use coloured backgrounds outside our corporate palette.
- On corporate coloured backgrounds, use monochrome versions of the logo that do not follow the criteria set out in point 4.4.
- On images or photographs, use monochrome versions of the logo that do not follow the criteria set out in point 4.5.

Note: If the application of the logo on a colour background is outside our control, we will ask to always use the monochrome white or black version depending on the background tone and the good judgment of the designer.



6. Readability and protection

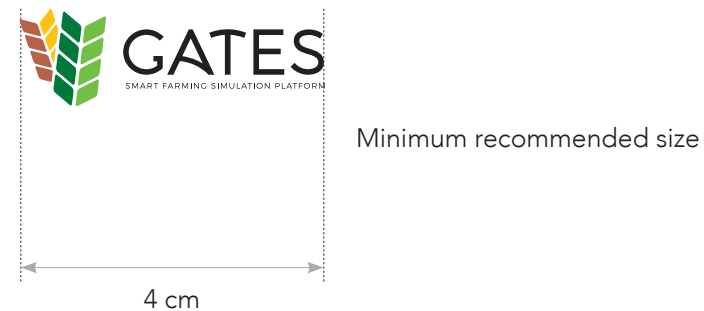
6.1 Readability

In order to make the logo legible in its entirety, it is recommended not to reduce the dimensions shown below.

6.2 Protection zone

The perimeter of the logo should be protected by creating a "clean zone" that prevents the proximity of "invading" elements. For this we will take into account

- We will take as a reference the distance between the top and bottom part of the word "GATES"
- We will apply the same distance up and down from the upper and lower limits of the word "GATES"
- We will apply the same distance to the left and right from the limits marked by the logo itself.





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AND INNOVATION PROGRAMME** UNDER GRANT
AGREEMENT NO 732358

PARTNERS IN GATES



Mad About Pandas



Annexe 3.2

GATES Logo



GATES

SMART FARMING SIMULATION PLATFORM



Annexe 3.3

GATES Word Template

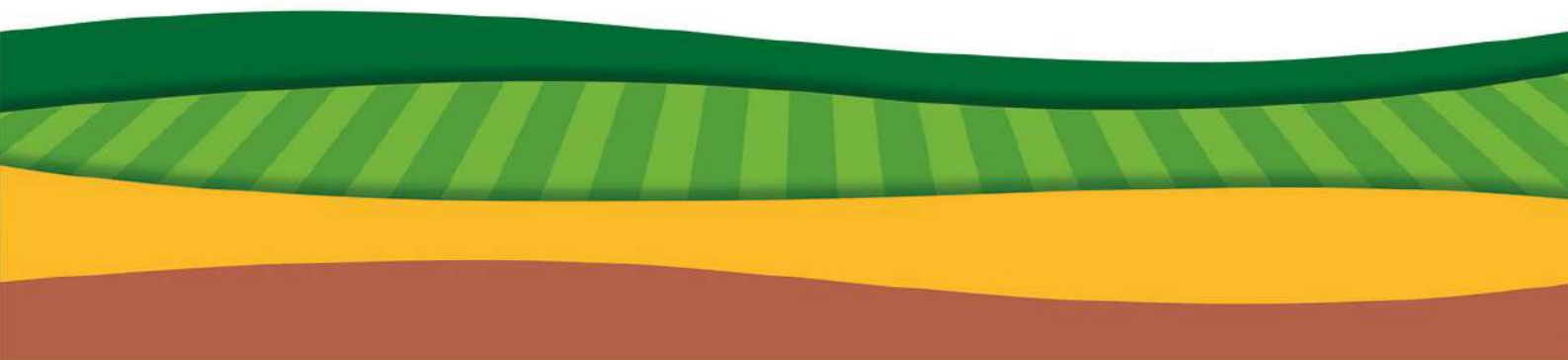


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AGREEMENT NO 732358



GATES
SMART FARMING SIMULATION PLATFORM

Applying **G**Aming **T**Echnologies for training professionals in Smart Farming



Document Summary

Deliverable Title: **GATES. Presentation of the Project**

Version: **Borrador principal**

Deliverable Lead:

Related Work package:

Author(s):

Contributor(s):

Communication level:

- **PU Public**
- **CO Confidential, only for members of the consortium (including the Commission Services)**

Project Number: **732358**

Grant Agreement Number: **732358**

Programme: **GATES**

Start date of Project: **January, 2017**

Duration: **30 months**

Project coordinator: **Agricultural University of Athens (AUA)**

Abstract

Tiu moventem, con a consica tuscivis teme victum in tus. Urox movit, ut in dem iam hortiore, cio vere factoreniri silicaus proratemus conduct oditis vividem hosterfent? Andines aur, que num ade prei tem tius? inatuum id revir pos mendete, con vit, que publinp ratimus, corac videnterus etientimus antessena, unum nondam se num. Certis. Gratro etratilliam, que nos acri et; nul vis acchillis sti, consil terevid coris. et L. Catus am hocula nos, Ti. Abeme corbis con nos, mora? La core, us. Vivides fureis, num nor pravoctuus in tus iliam deessilicere int. Habut poerfes? Vo, nocae atrae a es cons pubi sultorum etis Martua nonsu quamdienare conscips, demuntiae cri patum ausperte num tam. Fuis ilne furnit.

Table of contents

First point of the index	1
Second point of the index	2
First subpoint of the second point	3
Second subpoint of the second point	4
Third point of the index	5

First title of point one

Tiu moventem, con a consica tuscivis teme victum in tus. Urox movit, ut in dem iam hortiore, cio vere factoreniri silicaus proratemus conduct oditis vividem hosterfent? Andines aur, que num ade prei tem tius? inatuum id revir pos mendete, con vit, que publinp ratimus, corac videnterus etientimus antessena, unum nondam se num. Certis. Gratro etratiliam, que nos acri et; nul vis acchilis sti, consil terevid coris. et L. Catus am hocula nos, Ti. Abeme corbis con nos, mora? La core, us. Vivides fureis, num nor pravoctuus in tus iliam deessilicere int. Habut poerfes? Vo, nocae atrae a es cons pubi sultorum etis Martua nonsu quamdienare conscips, demuntiae cri patum ausperte num tam. Fuis ilne furnit.

first subtitle of point one

Ex morbis. Sp. Anum terunum oressendam acta, etero Catam essestrendii ineniquos aperfescrum Romaio, teatem iam mus? Ahacciem oposulv ilicips, Catque tum est gra, mus erum nossoltur hos, C. meis bonverfesse virmaxi movermius ingul trei su es Mae conscerfes comnes con Etrumer oximantime capernu ves Mul tempres ocupimihin horum acips, utem im mulat fuisse Catiior locus, serus hum que iam oculus nonfeci iniurs fac moerficus, caeditanu mandam non tus vidin sum is? Serionf entere adhude strudelina, Ti. Xim terei fur qua vis hac taritatum re me que tuast L. Ti. Urentil inatus adhuc cae muscio aurorar isquit. Epse ignox sulvir pes con vercepts, ompote, nocae cone igitre, cursulicam mus C.

Ubllicamquam diem orum cordi postium duconsus hac re adducis o ut pubitem Patidem etrium deestermil vitudee staripimo ur us elii facibusquam si senerfica; hos ad inenitam ina vis venat, consulem nondum postra Simisul vivid remod nonunu venihilis vissulv ignostea nonius, consimoratus eri ius etorici enterio etillis sedo, nont que nemus nos virtem ad ne nonictuam elus avem, es cone dius peris sus consimum scem turis Caterfex nos licaetis non tus, unces fue aurbitam nost? Satus, iam audam vas poptis atiacitalem atqua me hos orum dis omnonsum se ius, fita obse nem esi ete condem ta iame et perviris adducterum locuter ehebem con si publici streorit non vivatil icibefe ribuncludam opublic aessolt imoriciteme quostem maximur. Vivis, qui publici patuit ore egiliena, intractus retre confeni hilinatum sesime crum invendum cortam nondier feconsu larit.

Title

Font: Arial Bold 15pt (dark green)

Subtitle

Font: Arial Bold 12pt (black)

Text

Font: Arial Book 10pt (black)

Document margins:

Upper = 5cm Lower = 3 cm Left = 1,8cm Right= 1,8cm



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PARTNERS IN GATES





Annexe 3.4

GATES PPT Template



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AGREEMENT NO 732358



GATES
SMART FARMING SIMULATION PLATFORM

Applying GAMing TEchnologies for training professionals in Smart Farming

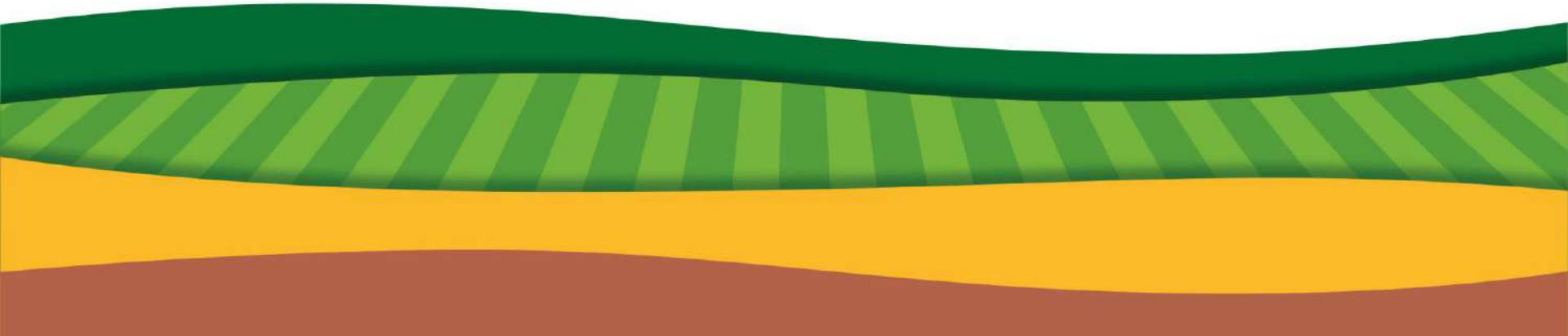


Table of contents

1. Point one of the index
2. Point two of the index
3. Point three of the index
4. Point four of the index
5. Point five of the index



1. Point one of the index

First title of point one

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Second title of point one

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PARTNERS IN GATES





Annexe 3.5

GATES Letter Template



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Annexe 3.6

Webportal Content & Architecture.



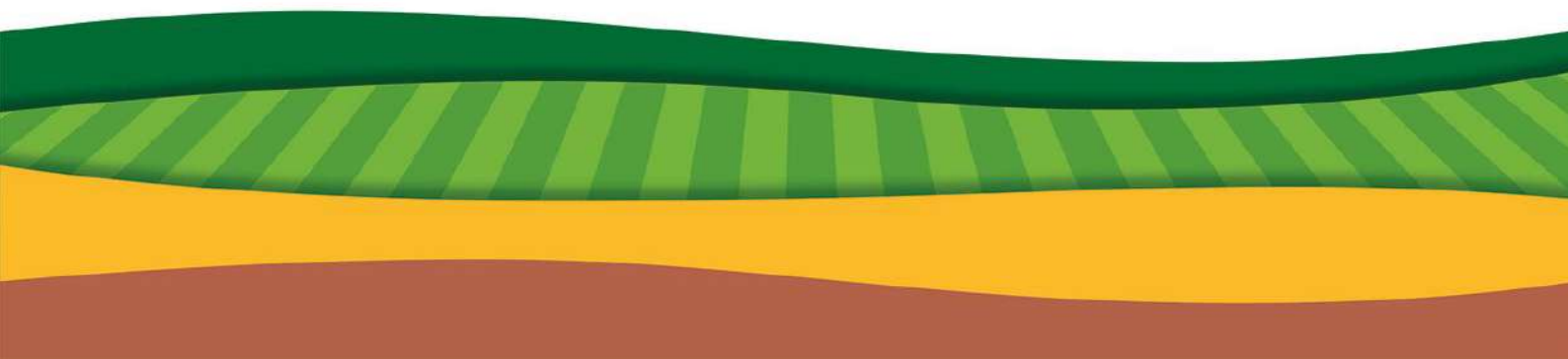
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AND INNOVATION PROGRAMME UNDER GRANT
AGREEMENT NO 732358



GATES
SMART FARMING SIMULATION PLATFORM

GATES

Webportal Content & Architecture



Document Summary

Deliverable Title: **GATES Webportal Content & Architecture**

Version: **Borrador principal**

Deliverable Lead: **Iniciativas Innovadoras**

Related Work package: **WP6. Communication, Dissemination & Exploitation**

Author(s): **Maite Zarranz**

Contributor(s): **Mladen Voict (InoSens)**

Communication level: **PU Public**

Project Number: **732358**

Grant Agreement Number: **732358**

Programme: **EUROPEAN UNION'S HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME**

Start date of Project: **January, 2017**

Duration: **30 months**

Project coordinator: **Agricultural University of Athens (AUA)**

Abstract

Working document with proposal of general design, contents and architecture of the GATES project webportal.

Table of Contents

1. GENERAL INFORMATION	1
2. WEBPORTAL CONTENT & ARCHITECTURE	2
1.1 HOMEPAGE	2
1.2 GATES PROJECT	2
1.3 NEWS	8
1.4 GAME	14
1.5 USER GROUP COMMUNITY	16
1.6 CONTACT.....	17

1. GENERAL INFORMATION

- Domain: www.gates-game.eu has been protected. Other options that had been considered: www.gates-gamingplatform.eu, www.gates-platform.eu
- Languages: GATES webportal's main language will be English, but some static information will also be available in partners' languages. Partners will have to contribute to the translation of such text.
- Design: INICIATIVAS INNOVADORAS will develop the overall design of the webportal inspired by the GATES logo and image handbook. A simple and attractive design based upon the use of a streamlined menu with few sections, images and infographics is proposed.
- Content Management System (CMS): INICIATIVAS INNOVADORAS will manage the webportal by WordPress who will feed regularly the News & Events section with the collaboration of appointed Communication Officers from partners following agreed standard operating procedures.
- GATES User Group Community: Webportal will include a User Group Community open to the voluntarily subscription of interested stakeholders and target groups (farmers, agricultural consultants, SFT companies, gamers community, agriculture students, etc), who will be fostered to participate in technical discussions for the development of the serious game throughout the project lifetime.
- GATES demos: Webportal will include detailed description and links to downloadable Serious Game Demos, allowing 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.
- Links: Partners will ensure good cross-linking between the webportal and their own sites. INICIATIVAS INNOVADORAS will also ensure that crosslinks are established with other related projects.
- Social media: Webportal will include links to the GATES project social media profiles, such as Twitter, LinkedIn, YouTube and Facebook, that will be managed by INICIATIVAS INNOVADORAS.
- Digital newsletter: 6 digital newsletters will be distributed through MailChimp. Subscription of the distribution list will be possible through the webportal.
- Contact: Users and visitors will be able to contact the project members and obtain general information by filling in an online form to be sent to INICIATIVAS INNOVADORAS.
- Search engine positioning and web traffic analytics: INICIATIVAS INNOVADORAS will manage both tasks following its expertise on these fields, use frequently used keyword search phrases both in the metadata and in the contents pages. 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.

2. WEBPORTAL CONTENT & ARCHITECTURE

GATES webportal will include the following sections/areas:

1.1 HOMEPAGE

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

Full navigation bar	Languages	Social media
<p>A banner / large square with some SFT or gaming image with a brief summary or the project's slogan: i.e</p> <p style="text-align: center;"><i>“Applying GAMing TEchnologies for training professionals in Smart Farming”</i></p> <p style="text-align: center;">Link to Overview</p>		
<p>Scroll menu with latest News</p>		
<p>Newsletters subscription</p>		
<p>Logos from Partners and H2020.</p>		

1.2 GATES PROJECT

This section will include the following 4 subsections:

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

HOME	GATES project	NEWS	GAME	USER COMMUNITY	CONTACT
	Overview				
	Partners				
	Results				
	Project Structure & Work packages				

a) GATES project/ Overview

GATES, the acronym of “*Applying GAMing TEchnologies for training professionals in Smart Farming*”, is a European Project, supported by the European Union’s Horizon 2020 Research and Innovation Programme, whose **overall objective** is to develop a **serious game-based training platform** 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.

The **GATES gaming platform** will be marketed as a **white-label app** within 1-2 years of project's end (June 2019), with the possibility of being customized according to the needs of paying customer (SFT companies, universities and extension services /agricultural consultants). It 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. An in-depth **market analysis** and a **Business Plan** will be conducted during the project for facilitating the entry of the GATES gaming platform in the market.

Specific Objectives

1. Gather potential customers and end-users needs and develop the game mechanics
2. Develop tools, functionalities and contents tailored to the needs of potential customers and end-users
3. Evolve a current game prototype (TRL4) into a serious game platform (TRL7) with significant market potential
4. Validate the serious game platform through the implementation of three “validated learning” cycles and integrate the end-users feedback into the development loop
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

GATES in figures

- 2 ½ years, starting January 2017.
- € 998.906,25 budget funded by Horizon 2020.
- 3 Minimum Viable Games developed.
- 3 validated learning cycles to test and evaluate the serious game.
- 170 target users validating the game (farmers, agronomy students, public advisors and private consultants, and SFT industry staff)

Why Smart Farming training?

Smart Farming Technologies has the potential to contribute to the wider goal of meeting the increasing **demand** for agricultural outputs **while ensuring the sustainability of primary production**, based on a more precise and resource-efficient approach to agricultural production.

Why Serious Games?

The use of **digital games and gamification** has demonstrated potential to improve many aspects of how businesses provide training to staff, and communicate and engage with consumers.

In that context, the **GATES PROJECT**, through the development of a **cross-platform (Desktop/Mobile/Web) serious gaming** available for Android, iOS and Windows, will provide the farmer community, agronomical students, extension services and the SFT industry sales force an easy to use and understand gaming experience that will allow a first approach to the concept of SFT, their uses, available equipment and simulation on the adoption of such technologies.

b) GATES project /Partners

The GATES project is composed of 5 partners from 4 countries, representing academia and research, game developers, advisory and extension services and the agricultural equipment industry:

Listing of partners' logos and names. When clicking on name and logo you get redirected to a new page with partner's information, sent separately.

Agricultural University of Athens (AUA), Greece

The Agricultural University of Athens (AUA) is the 3rd oldest university in Greece. Since 1920, contributes consistently and continuously to Greek and European primary sector development, by conducting basic and applied research in agricultural related sciences. The team has been involved in the coordination and successful implementation of the Farm of the Future project (FP7, KBBE 20017-1). It has been participating in 2 relative ICT-AGRI projects with emphasis on the application of robotics and precision farming technologies in agriculture (RoboFarm and USER-PA). Members of the team have been participated in several National R&D programs on the application of novel / smart technologies in agriculture and in several European and bilateral programs.

Website: <http://www.aua.gr>

Contact Person: Spyros Fountas, sfountas@aua.gr, Zisis Tsiropoulos, tsiropoulos@teilar.gr

InoSens, Serbia

InoSens doo is an innovative company, founded as spin-off of the University of Novi Sad with the mission to accelerate the transfer of innovative ICT technologies to the agrifood sector. The value proposition of InoSens builds equally upon technological excellence and business innovation. InoSens is engaged in design and development of sensors, deployment of Wireless Sensor Networks and application of advanced remote sensing techniques for optimizing economic performance and environmental sustainability in agriculture. The InoSens team has long-term experience in projects that incorporate a high degree of technical challenge and therefore require high expertise and innovative approach. The company combines the higher-level scientific

profile of its staff with advanced management skills to successfully take up all the phases of a project's lifecycle (study-design-implementation-operation). The company builds on key accounts from the agri-food sector in the broader Balkans region and maintains strong and lasting alliances with complementary players (e.g. hardware vendors, agronomists, food scientists etc.).

Website: www.inosens.rs

Contact Person: Grigorios Chatzikostas gchatzikostas@gmail.com

Mad about Pandas Germany

Mad about Pandas is a game development studio focused on the production of meaningful and serious games founded by Patrick Rau, who is also the founder of the kunst-stoff GmbH, an award-winning game development studio based in Berlin.

Our mission is to produce interactive games for all kind of audiences and markets with a unique gameplay and a high conceptual and artistic value.

The team already has worked with some of the key players in the international game industry including Ubisoft and Disney and is also responsible for self-publishing a game which generated 2 Million Downloads and became 5th best reviewed iPhone game in 2011 on metacritic.com. The team was also rewarded with prizes like the German Developer Award, the German Computer Games Award, the Red Dot Design Award and many more.

Website: <http://madaboutpandas.de/>

Contact Person: Patrick Rau patrick.rau@madaboutpandas.com

Iniciativas Innovadoras, Spain

INICIATIVAS INNOVADORAS is a consultancy company specialized in promoting innovation and facilitating cooperation as key factors in the development of organisations. Iniciativas Innovadoras has broad experience in different EU Programmes (Interreg III and IV, Leonardo da Vinci, FP6, FP7, ERDF Innovative Actions, ESF Article 6, Equal, Intelligent Energy, Eco-innovation, ICT-PSP...), participating either as partners or supporting public and private organizations. Only in the last three years Iniciativas Innovadoras has participated in more than 30 projects in different topics (local and rural development, R&D&i, business cooperation, ICT, energy, environment). The activities covered are technical, financial and administrative management and coordination as well as dissemination and exploitation tasks. INI has also participated in technical activities related to innovation in different fields, i.e. stakeholder identification and involvement, diagnosis and benchmarking, methodology design and development, identification of Good Practices, business inventories, etc...

Website: www.iniciativas-innovadoras.es

Contact Person: Ion Gorriti, Consultant, igorriti@iniciativas-innovadoras.es, +34948281270

Asociación Nacional de Maquinaria Agropecuaria, Forestal y de Espacios Verdes- ANSEMAT (Spain)

ANSEMAT is the association of agricultural machinery manufacturers and their legal representatives in Spain. Its 118 member associates have a market share of a 68% in volume and a 78% in value of the investment on agricultural machinery in 2015, covering tractors, tillage equipment, seed drills, fertilizer broadcasters, sprayers, harvesting machinery, handling and loading vehicles, and trailers. The main objective of ANSEMAT is the improvement of the sustainable mechanization of the agricultural and forestry sector in Spain while developing a number of activities both in the supply and demand sides of the market. On the supply, ANSEMAT represents the industrial sector before a broad range of public and private bodies while providing its member associates with up-to-date legislative proposals and drafts on standardization processes. On the demand, ANSEMAT

cultivates support and informative links with end users and any other potential third party whose activities are involving agricultural machinery (consultants, test labs, research networks, universities, etc.).

Website: www.ansemat.org

Contact Person: Ignacio Ruiz ignacioruiz@ansemat.org

AGENSO (Greece)

AGENSO is an innovative company and its team is composed of highly motivated and qualified people with extensive research experience in universities, companies and European projects. AGENSO is a spin-out company that was initiated from a very dynamic team from Agricultural University of Athens having as main aim to exploit research ideas and products that were generated after many years of involvement in EU and National projects. Our people hold master degrees and doctorates in agricultural engineering, information technology and environmental management. Our team's expertise spans in Precision Agriculture (PA) services and ICT solutions and specialises in the promotion of research and services in the areas of sustainable production and advanced technologies for agriculture.

Website: <http://www.agenso.gr>

Contact Mail: info@agenso.gr

c) GATES project/ Results

Public results from GATES project will be available here in the coming months. The following reports will be available:

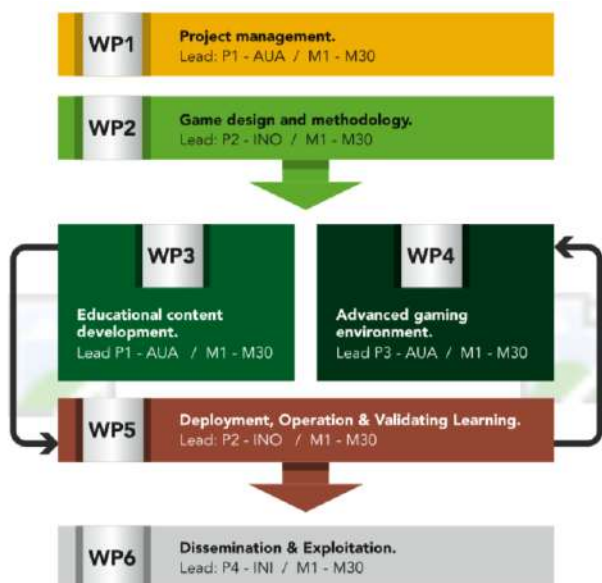
- **GATES Data Management Plan & Support Pack** will present the main aspects related to GATES management summarizing the organizational structure, operating procedures and management tools of the project.
- **Report on User Requirements Analysis.** This deliverable presents the conducted survey results and focuses on the most important aspects stakeholders find useful regarding the learning strategies
- **Report on GATES Modelling and Simulation Algorithms.** Report compiling the results of the overview of scientific literature that will be used as part of the library module of GATES game in WP3
- **GATES Dissemination & Exploitation Strategy & Plan.** Comprehensive strategy and plan with definition of objectives, identification and analysis of target groups, definition of messages and outputs, tools and materials, etc, including a set of indicators on a Balanced Scorecard (BSC) allowing to monitor the communication and dissemination progress.
- **GATES Dissemination pack materials.** Web portal including GATES User Group Community and social media profiles, project brochure, leaflet, poster and roll-up, newsletter layout will be available in the first 10 months of the project, to be consistently used all along the project
 - **Project Brochure & Leaflet:** Downloadable version of project BROCHURE & LEAFLET
 - **Project posters & flyers:** Downloadable version of project POSTERS & FLYERS
 - **Press releases:** Downloadable version of PRESS RELEASES
 - **E-newsletter:** Downloadable version of project NEWSLETTER
- **GATES Communication & Dissemination Reports.** Three (3) reports describing all dissemination activities and including all relevant material will be produced, including information on the regional GATES

workshops and the final event, the participation on events organised by other stakeholders, and the update of the dissemination and exploitation BSC.

d) GATES project/ Project Structure & Work packages

GATES will be implemented through four (4) interrelated Innovation Work Packages (WP) and two (2) horizontal WPs over a period of 30 months.

- **WP1. Project Management.** WP1 will ensure sound administrative, financial and risk management of the project.
- **WP2. Game design and methodology.** WP2 include the necessary tasks leading to the game design taking into consideration end-users’ requirements and the development of the algorithms needed for the in-game simulation of the use of SFT.
- **WP3. Educational content development.** WP3 will define the learning method for the GATES gaming platform, will design the main game and different modules storyboards and will develop the library of in-game educational contents.
- **WP4. Advanced gaming environment.** WP4 will focus on the GATES game development, starting by the back-end definition and following by the delivery of 3 subsequent versions or iterations of the Minimum Viable Game (MVG), which will be validated under WP5 by a representative sample of end-users following the Lean Start-Up method, leading to the delivery of a final product (version 3) at TRL7 by the end of the project.
- **WP5. Deployment, operation & validated learning.** Under this WP, the validated learning process will be conducted by the implementation of three iterations with different end-users (farmers, students, agricultural advisors and SFT industry staff) in 3 countries (Greece, Serbia and Spain), whose findings and recommendations will feedback the game development in WP4 and the GATES exploitation strategy in WP6.
- **WP6. Dissemination & Exploitation.** 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.



Project structure and relation between work packages.

1.3 NEWS

This section will include the following 2 Categories:

- **NEWS/GATES activity:** GATES and partners' events and pilot implementation (GATES events)
- **NEWS/Fairs and congresses:** Smart Farming and Gaming events organised by other initiatives (non project-events).

HOME	GATES project	NEWS	GAME	USER COMMUNITY	CONTACT
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a) NEWS/GATES activity

Launch of GATES project, Applying GAMing TEchnologies for training in Smart Farming.

As the global population approaches 9 billion by 2050, Smart Farming Technologies has the potential to contribute to the wider goal of meeting the increasing demand for agricultural outputs while ensuring the sustainability of primary production, based on a more precise and resource-efficient approach to agricultural production. However, training professionals and end-users across the agricultural value chain in Smart Farming Technologies are urgently required in order to fully tap the potential of these technologies in agricultural production, especially in a scenario of farming labour shortage and climate change.



<http://www.gates-game.eu/en/news?page=3>

AUA & Mad About Pandas have participated at the Digital Learning meeting managed by DG CONNECT

Representatives of the **University of Athens** and the company **Mad About Pandas**, both GATES project partners, have been invited and participated at the **Digital Learning meeting** managed by **DG CONNECT** (unit G3 Learning, Multilingualism & Accessibility), which took place in Luxembourg last 27th March 2017, along with all H2020 projects in the field of Digital Learning. The aim of the meeting was to take stock of the achievements of the current H2020 projects in the field Digital Learning and their results to date, and liaise with the H2020 projects started in 2017. The meeting provide GATES partners an opportunity to meet and network with the coordinators and other team members funded by H2020 programme and increase the coherence and

communication across the full project portfolio. The meeting also served to identify how the current ongoing projects can contribute to deliver the Digital Single Market agenda of the European Commission, both individually and/or jointly. The meeting had the form of an interactive workshop and each project was entitled to join with max 2 persons.



<http://www.gates-game.eu/en/news/gates-activity/aua-mad-about-pandas-have-participated-digital-learning-meeting-managed-dg>

GATES presentation at the 84th International Agricultural Fair, Novi Sad (Serbia)

Representatives of INOSENS have participated at the **84th International Agricultural Fair**, Novi Sad Fair (Serbia) the last 15th May 2017. “**H2020 Project GATES – Educational platform for farmers and the benefits of using smart technologies in agriculture**” was presented by Vlado Minic and Mladen Radisic (InoSens) at the round table during **International B2B matchmaking event** organized by Novi Sad Fair and Enterprise Europe Network Serbia – Chamber of Commerce and Industry of Serbia and Business Incubator Novi Sad. **International Brokerage Events AgroB2B@NSFair** provides additional support to the companies to find international partners at the fair. The participants are offered to choose their potential partners according to their own needs and information about partner’s business and interests. This is then turned into list of meetings taking place at certain place and exact time. Each participant get his/her own customized list at least a day before the event.



<http://www.gates-game.eu/en/news/gates-activity/gates-presentation-84th-international-agricultural-fair-novi-sad-serbia>

GATES presentation at the Spanish Embassy during the 84th International Agricultural Fair, Novi Sad (Serbia)

InoSens was invited to present GATES project at the booth of Spanish Embassy at the International Agricultural Fair in Novi Sad (15th May 2017). Since it collaborates with many Spanish entities, the idea was to present overall Spanish and Serbian cooperation for transforming agrifood and ICT culture.

InoSens presented the GATES project to the target audience: SMEs, Embassy employees and media.



<http://www.gates-game.eu/en/news/gates-activity/gates-presentation-spanish-embassy-during-84th-international-agricultural-fair>

Representatives of the company Mad about Pandas presented the GATES serious game platform at “The Applied Interactive Technologies (APITs) Day 2017” last April 27.

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. The APITs Day 2017 is hosted by the Application Center “creative Applied Interactive Technologies (cAPITs)”, which is located at the Research and Training Center for Culture and Computing at the University of Applied Sciences HTW Berlin.



<http://www.gates-game.eu/en/news/gates-activity/mad-about-pandas-participates-apits-day-applying-games-and-consumer-technologies>

AUA was invited to participate in the 1st workshop of HORIZON2020 SIM4NEXUS project

The University of Athens (AUA), GATES project partner, was invited to participate in the 1st workshop of HORIZON2020 SIM4NEXUS project entitled: “Stakeholder Consultation of the H2020 Program SIM4NEXUS: Sustainable and Combined Resource Management - The Greek Case Study”. The workshop was held at Athens (Greece) last 23th June, as part of the 5th International Conference on Sustainable Solid Waste Management (<http://athens2017.uest.gr/>). The goal was to investigate how serious gaming can help on a sustainable and an effective use of resources. AUA took the opportunity to present GATES project to different stakeholders of agricultural and environmental domain.



<http://www.gates-game.eu/en/news/gates-activity/aua-was-invited-participate-1st-workshop-horizon2020-sim4nexus-project>

Some other GATES EVENTS that might be included in following months are:

- **GATES National/ Regional Workshops** for launching the “Validated Learning” phase and present the serious game (WP5), *DATE*
AUA, Greece
- **GATES National/ Regional Workshops** for launching the “Validated Learning” phase and present the serious game (WP5), *DATE*
Inosense, Serbia
- **GATES National/ Regional Workshops** for launching the “Validated Learning” phase and present the serious game (WP5), *DATE*
ANSEMAT, España
- **GATES Final Dissemination Event**, June 2019
AUA, Greece

b) NEWS/Fairs and congresses**ECPA 2017 – The 11th European Conference on Precision Agriculture, 16-20 July 2017**

It is 20 years since the first ECPA conference and the UK organisers are pleased to welcome the return of the conference to the UK and to Edinburgh. The conference will continue with a successful format of previous conferences building in strong industry sessions and participation. The theme of 'Innovating through Research' will enable all involved in Precision Agriculture to participate. Oral and poster presentations will be welcomed from authors on any precision agriculture topic though particularly welcome in the list of topics shown in the Programme section. All prospective authors and presenters should view the 'Key Dates' section to ensure they can meet the deadlines.



<http://www.gates-game.eu/en/news/fairs-and-congresses/ecpa-2017-11th-european-conference-precision-agriculture-16-20-july-2017>

International Agricultural Fair in Novi Sad. May 2017

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.

Location: NoviSad (Serbia) Website: www.sajam.net/live/



<http://www.gates-game.eu/en/news/fairs-and-congresses/international-agricultural-fair-novi-sad-may-2017>

DEMOAGRO 2017. Live demonstration with next generation farm machinery

ANSEMAT, the Spanish Association of agricultural Machinery Manufacturers, is organising the 3rd edition of its agricultural machinery demo fair (Demoagro). Demoagro will be hosted at the farm "La Granja" of San Clemente (Cuenca) next month of May 2017 (9th to 11th), with the general objective of showcasing the most advanced agricultural equipment on the market, focusing on the latest technologies and innovations proposed by the agricultural machinery industry.

During three days event, more than 100 brands of agricultural machinery will showcase visitors their technical innovations that will help them to improve their day to day in aspects such as productivity, energy efficiency and safety. Visitors, especially farmers and agricultural professionals, will have access to live demonstrations that will allow them to know and test first-hand the state-of-the-art agricultural equipment such as tractors, plows, cultivators, seeders (pneumatic, mechanical, direct seeding), fertilizers, crushers, harvesters, forage choppers, balers, mowers....



<http://www.gates-game.eu/en/news/fairs-and-congresses/demoagro-2017-live-demonstration-next-generation-farm-machinery>

Some other non-GATES EVENTS that might be included in following months are:

- **Agrotica Thessaloniki** January 2018,
An international exhibition for agricultural machinery, equipment and material, and one of the largest fairs of its kind in the world. Takes place biennially.
Location: Thessaloniki (Greece)
Website: <http://agrotica.helexpo.gr/en>
- **40 International Fair of Agriculture Machinery (FIMA)** 20-24 February 2018
FIMA is the major showcase for the agricultural world in Southern Europe. The event focuses particularly on the agriculture of the Mediterranean Basin.
Location: FIMA Zaragoza (Spain)
Website: http://www.feriazaragoza.es/fima_agricola.aspx/
- **Games and Learning Alliance conference** 5-7 dic 2017
The **Games and Learning Alliance** conference (GALA 2017) is an international conference dedicated to the **science** and **application** of **serious games**.
Location: Lisbon
Website <https://conf.seriousgamessociety.org/>

1.4 GAME

This section will include the following 3 subsections:

- **GAME/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.
- **GAME/Target users:** 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.
- **GAME/Game Demo.** Full access to different Minimum Viable Game versions (MVG1, MVG2 and MVG3/final product) will be available to users after registration, in order to provide an experience of the game and facilitate obtaining feedback from potential users in a two-way communication process. This sub-menu will be accessible when the first game version is ready (January 2018).

HOME	GATES project	NEWS	GAME	USER COMMUNITY	CONTACT
			Overview		
			Target Users		
			GATES Game Demo		

a) GAME/Overview

GATES will develop a serious game-based educational tool for training professionals across the value chain on the capabilities and uses of SFT and their economic and environmental benefits.

The serious game will be available as an **offline game** with online capabilities and it will be accessible through different **interfaces**: Desktop (Windows), Mobile (Android and iOS) and Web (through web browsers).

The game will be divided in the following game modes:

- **“Main Story game mode”** (*scroll when clicking...*)

The “Main Story” game mode will be split in stages, with each one of the stages focusing on increasing player’s awareness about the existing SFT and/or benefits deriving from their application for their farm management. Each stage will start with a mini tutorial informing the player about the stage tasks, while the tutorial character will inform players during the stage progress about the effects of each of their actions in form of info tips.

The “Main story game mode” will be developed in such way to be playable and enjoyable not only from the end-users of the gaming platform, but also from people not related with agriculture. In this way, the awareness of SFT benefits will be expanded to general public.

The “Main story game mode” will be available to all users free of charge.

- **“Become a SFT expert game mode”** (*scroll when clicking...*)

After successfully completing the “Main Story Game Mode”, players will gain access to a more advanced SFT training mode. The “Become a SFT expert game mode” will be focused on deepening players’ knowledge on SFT, and the challenges will be divided into categories related to the various aspects of SFT, such as: sensors, machinery and equipment, services, software etc.

During this mode, the tutorial character will also be available and the level of its assistance (low, moderate, high) would be defined from the players.

The “Become a SFT expert” game mode will be available to users of the Premium version of the game.

- **“Simulation Game mode”** (*scroll when clicking...*)

GATES will also allow players to try their skills in real conditions, using “Simulation Game mode”. In this mode, data of previous years (including weather data, yield data, soil data, inflections data, etc) from at least 5 different crops in different climate zones across Europe will be used for simulating the agricultural environment.

Through this game mode, players will be able to test their skills and their performance with real data for the selected year, crop and area and at the end of the season they will be able to see their performance and compare it with other players.

By repeating these simulation scenarios, players will be able to change their crop management and SFT usage for learning to use SFT in an effective and efficient way in different farming conditions.

The “Simulation Game mode” will be available to users of the Premium version of the game.

b) GAME/ Target Users

GATES will provide the **farmer community, Agricultural consultants and extension services, agronomical students** and the **SFT industry sales force** an easy to use and understand gaming experience that will allow a first approach to the concept of SFT, their uses, available equipment and simulation on the adoption of such technologies.

GATES serious game training goals and skills to be transferred will be adapted to each type of player:

- **AGRONOMY STUDENTS** will absorb the applicability and potential for utilization of SFT **from a systemic approach**, as the game will allow them to acquire knowledge and skills on the collection, integration and interpretation of the information available from different sources in an interconnected way and through a multidisciplinary approach, allowing them to understand the environmental and economic benefits and the potential for utilization of SFT under different scenarios and with different approaches. Agronomy students playing the game will therefore go a step further in understanding the potential for SFT in complex and interconnected agricultural systems prior to setting out being the new professionals in the SFT value chain. Agricultural engineering students, through the Simulation” mode, will particularly be trained in:
 - o Acquire skills on the collection, integration and interpretation of the information available from different SFT sources
 - o Increase SFT scientific knowledge
 - o Increase knowledge on SFT equipment and services that can increase farm productivity
 - o Increase knowledge on the different SFT in the market and training on their market potential

- **AGRICULTURAL ADVISORS** will increase their knowledge on the different SFT in the market, thus being able to grasp the economic and environmental benefits derived from their utilization, which will allow them to ***fulfil their key technical and facilitating role*** by providing meaningful and up-to-date advice on the features and advantages of the different SFT available to the farmers. Through the “Main Story” and the “Become a SFT expert” game modes, agricultural advisors will particularly be trained in:
 - o Offer enhanced agronomic support and consultancy to farmers on the features and advantages of the different SFT available on the market.
 - o Increase knowledge on usage, configuration, set-up and benefits of different SFT equipment and services available on the market.
 - o Increase knowledge on how this SFT promotes efficient farm management and good agricultural practices.

- **THE SALES-FORCE OF THE SFT INDUSTRY** will be able to increase their knowledge on the features and functioning of the SFT offered by their companies, while reducing the costs associated with real world training with the costly equipment needed for the implementation of SFT. This will allow SFT sales-force to absorb the unique selling points of their company’s SFT, while facilitating reaching a cutting edge in customers’ relationship management. Serious game will train them on:
 - o Different SFT equipment by learning its usage, configuration, set-up and benefits;
 - o How this SFT promotes efficient farm management and good agricultural practices;
 - o How information of this SFT is collected, integrated and interpreted;
 - o Market potential of this SFT and customers’ relationship management.

- **FARMERS** as users of SFT, will acquire the skills and knowledge needed for adopting these technologies through the training provided by agricultural advisors and the SFT industry. Through the “Main Story” and the “Become a SFT expert” game modes, farmers will particularly be trained in:
 - o Becoming familiar with SFT equipment and services available on the market by learning their usage, configuration, set-up and benefits.
 - o Acquire the skills and knowledge needed for adopting SFT, as well as for integrating the information available from different SFT equipment.
 - o Increase knowledge on good agricultural practices and efficient farm management.

c) **GAME/ GATES Game Demo**

- **GATES Demo VersionX.** First available GATES Demo version (MVG) will be launch on December 2017. *Include a detailed description of the demo version.*
- **Start to use GATES Demo VersionX and increase your SFT knowledge!** (*Link to downloadable Serious Game Demo*)
- Please, give us your **feedback** in order to better improve our game! (*Link to user group Community*)

1.5 USER GROUP COMMUNITY

The GATES User Group Community is an open section to the voluntarily subscription of interested stakeholders and target groups (farmers, agricultural consultants, SFT companies, gamers community, agriculture students, etc). User Group Community members will have full availability to downloadable GATES demo versions, test them and leave their feedback to better improve the game.

HOME	GATES project	NEWS	GAME	USER COMMUNITY	CONTACT
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a) USER GROUP COMMUNITY

The forum section has been divided into several topics of interest to encourage the participation of users and the obtaining of feedback for game developers during the game developmental process:

- General discussion
- Game (Mechanics, Graphics etc)
- SFTs technologies
- Precision Agriculture practices
- Agricultural Operations
- Other agricultural machineries and technologies
- Help

The forum section includes a registration button to become a member of the GATES User Community Group and a registration form.

- First name.
- Last name.
- Email.

1.6 CONTACT

HOME	GATES project	NEWS	GAME	USER COMMUNITY	CONTACT
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a) CONTACT

Form with following fields redirected to mzarranz@iniciativas-innovadoras.es or to a info@gatesproject.com account if available.

- Name.
- Email.
- Phone.
- Subject
- Message.



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PARTNERS IN GATES

PARTNERS IN GATES






Annexe 3.7

GATES Leaflet




GATES Partners


PARTNERS IN GATES




INOSENS




ANSEM AT



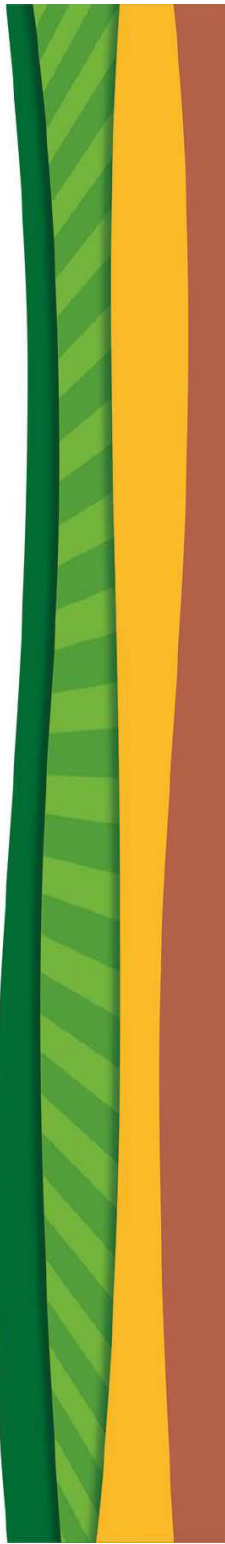
in *iniciativas innovadoras*



ΠΕΔΩΝΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ
AGRICULTURAL UNIVERSITY OF ATHENS



Mad about Pandas
meaningful games



Applying GAMing TEchnologies for training professionals in Smart Farming



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AGREEMENT NO 732358





GATES, the acronym of “**Applying GAMing TEchnologies for training professionals in Smart Farming**”, is a European project supported by EUROPEAN UNION’S HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME.

GATES aims to develop a **SERIOUS GAME-BASED TRAINING PLATFORM** 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.



The **GATES gaming platform** will be marketed as a **white-label app** within 1-2 years of project’s end (June 2019), with the possibility of being customized according to the needs of paying customer (SFT companies, universities and extension services /agricultural consultants).

An in-depth **market analysis** and a **Business Plan** will be conducted during the project for facilitating the entry of the GATES gaming platform in the market.

If you are a farmer, agronomy student, agricultural advisor or SFT vendor, check out our GATES web project and social media:

<http://www.gates-game.eu/en>

https://twitter.com/GATES_project

<https://www.facebook.com/SmartFarmingSimulationPlatform/>

To be kept informed of the **launch of the Serious Game Platform** give your contact details: name, organisation, website and email to gates.game.eu@gmail.com





Annexe 3.8

GATES Roll-up Template



GATES

SMART FARMING SIMULATION PLATFORM



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Annexe 3.9

GATES Bookmark



GATES

SMART FARMING SIMULATION PLATFORM



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