GATES

SMART FARMING SIMULATION PLATFORM

D.6.5. FINAL REPORT ON COMMUNICATION & DISSEMINATION ACTIVITIES & TOOLS
(January 2017-June 2019)

Document Summary

Deliverable Title: **Final Report on Communication & Dissemination Activities & Tools**

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Abstract

Report summarising the Communication & Dissemination Materials & Tools delivered since the beginning of the project as well as the Dissemination Activities carried out by GATES partners, including project and non-project events attended by GATES partners.

Table of Contents

1. Summary of Dissemination Activities & Tools

6.372	Total number of visitors in GATES webportal
27	News posted at GATES webportal
764	Followers in Twitter
974.992	People outreached in Facebook
418	Number of LinkedIn connections
284	Readers of GATES Newsletters
18	International events where GATES has been disseminated
18	News and articles of GATES on partners webs and mass media
8.555	People attending events where GATES has participated.
2.080	People played GATES-game free version.

2. Communication & Dissemination Pack Materials

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.

INICIATIVAS INNOVADORAS has compiled and produced the "**Communication & Dissemination Pack Materials deliverable (D6.2)**" in M11, which included the description of the dissemination Materials & Tools put in place by the GATES project for different audiences. The following materials and tools were described:

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

2.1 Visual Image Handbook

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. 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.

Figure 1. GATES logo

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 GATES project.
- The 3rd banner gathers GATES partner's logos.

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. All templates include GATES and partner's logos, Banners and EC disclaimer. Additionally, a digital firm for Digital Newsletter has also been developed.
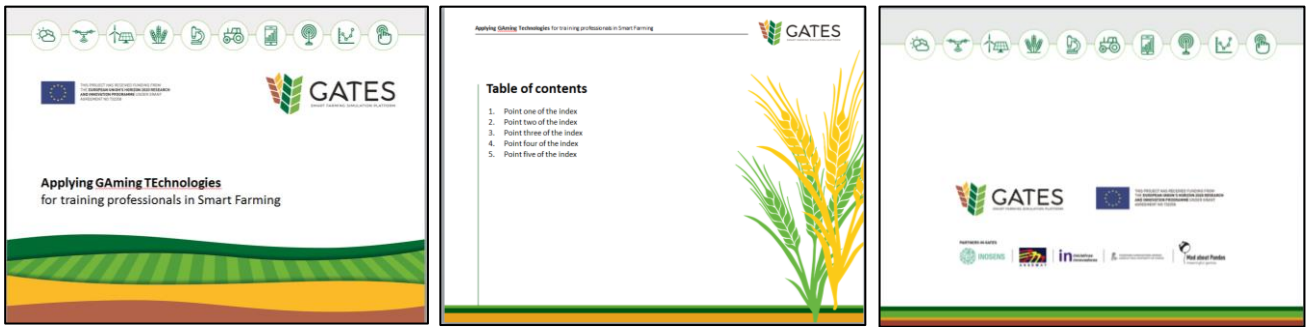

Figure 4. GATES Word deliverable template.
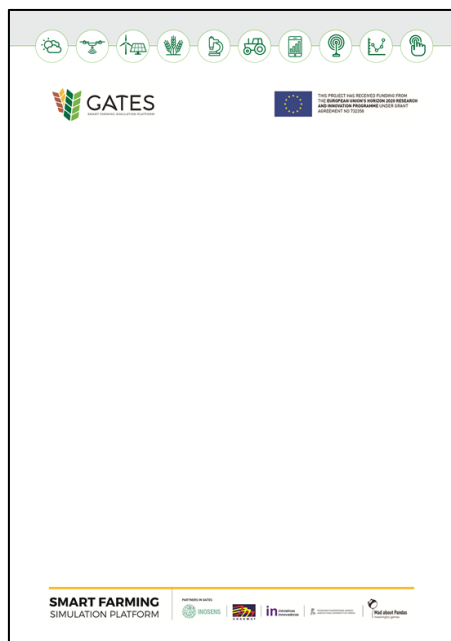
Figure 5. GATES Power Point template

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. 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.
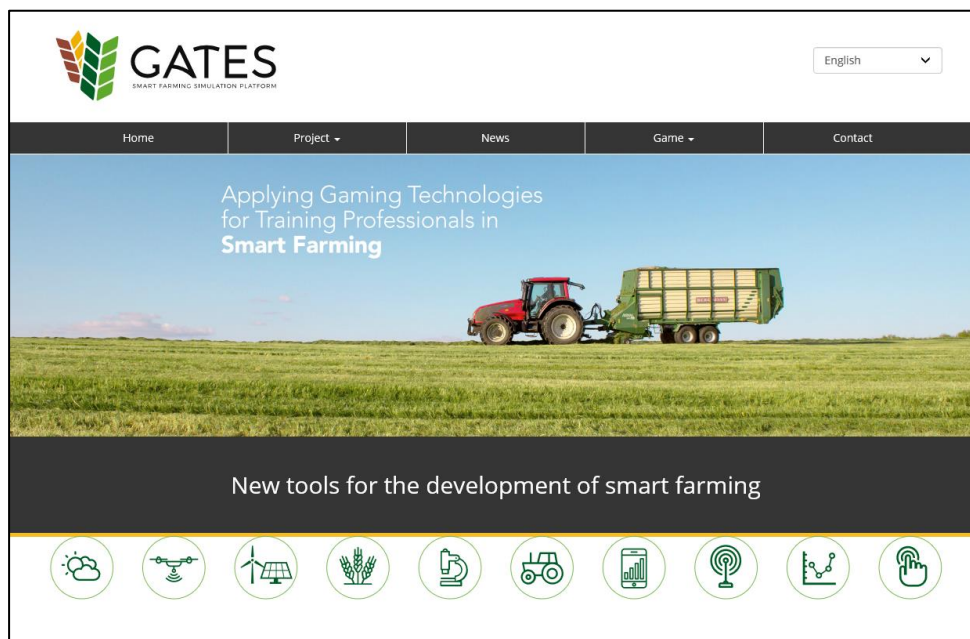

Figure 8. GATES webportal homepage.

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:** Description of Innovation and Horizontal WPs.
- **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 Versions**: 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. Game versions have been updated as they have been developed

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 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 participate in technical/scientific discussions for the development of the GATES serious game throughout the project lifetime. 200 end-users were initially foreseen to be registered in the User Group Community and it was established as a dissemination indicator in the Communication plan. However, event thought dissemination efforts to spread this communication channel, no great success has been achieved as only 11 users have registered to the group (see Dissemination Balance Scorecard, page 38). We can conclude that social media such as Facebook, Linkedlin and/or Twitter have been more effective on dissemination GATES game and news related with Smart farming technologies and serious games, and that this Forum is somehow outdated nowadays. However, some users established contact with GATES partners through this channel, and their doubts and questions were properly solved:
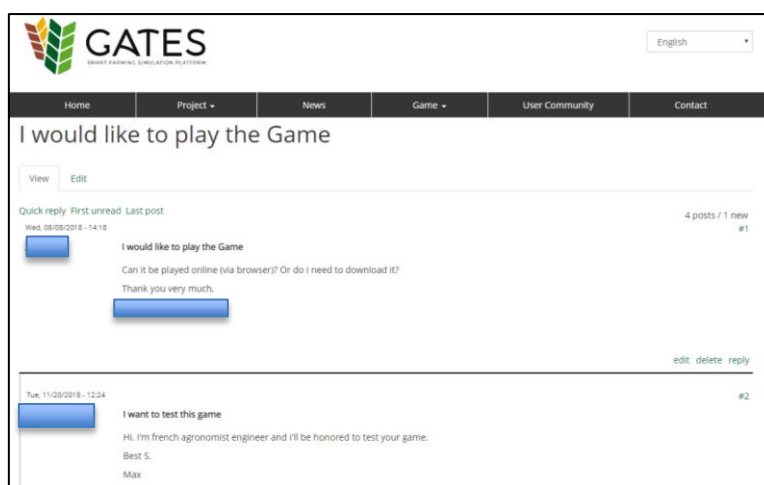

Figure 9. GATES User Group Community.

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. A total of 27 news were posted at GATES webportal since the beginning of the project. 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 from Deliverable "D.6.2 Pack materials".
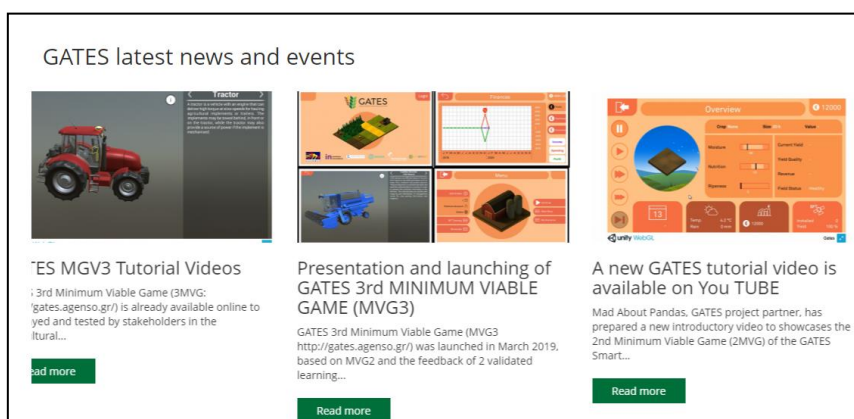
Figure 10. GATES webportal news and events.

Webportal performance

Google Analytics allowed the ongoing monitoring of the number of visitors and the traffic on the webportal sections. The following table includes a summary of the total and monthly average number of sessions, visitors and pages visited since the beginning of the project.

Webportal	TOTAL	Monthly AVERAGE
Nº of sessions	6.372	191
Nº of users (total)	4.816	135
Nº of new users	4.452	124
Nº of pages visited	14.604	490

Table 1. Summary of Webportal statistics by Google Analytics.

A more detailed analysis of the monthly traffic of GATES webportal and the origin of users is presented in the following Figures:
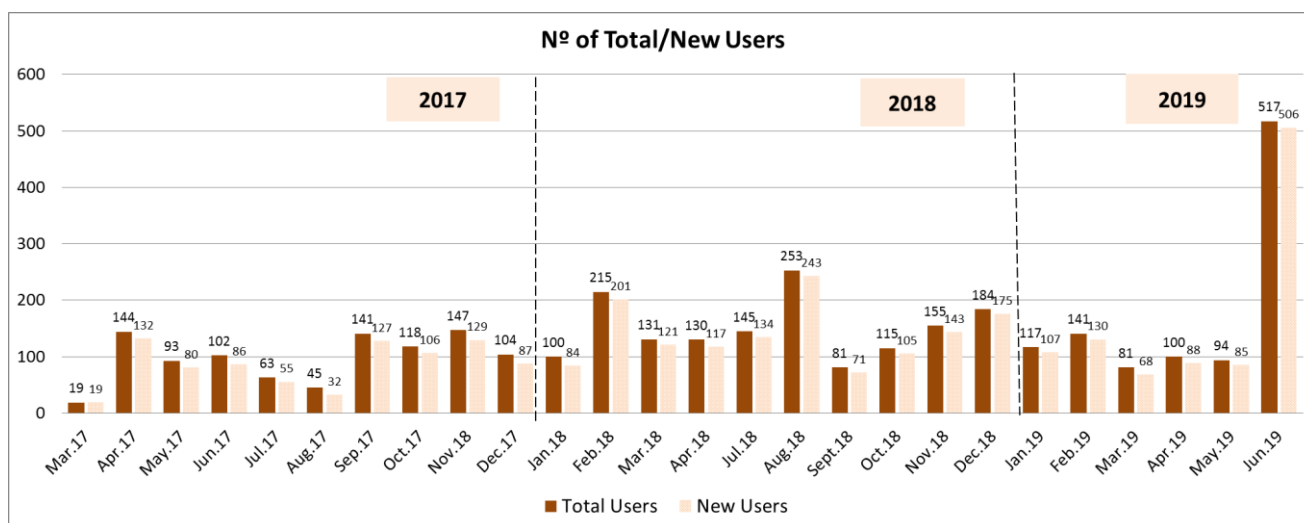

Figure 11. Nº of Total and New Webportal Users each month

(May & June 2018 have been removed from the graphic due to high probability of Spam)
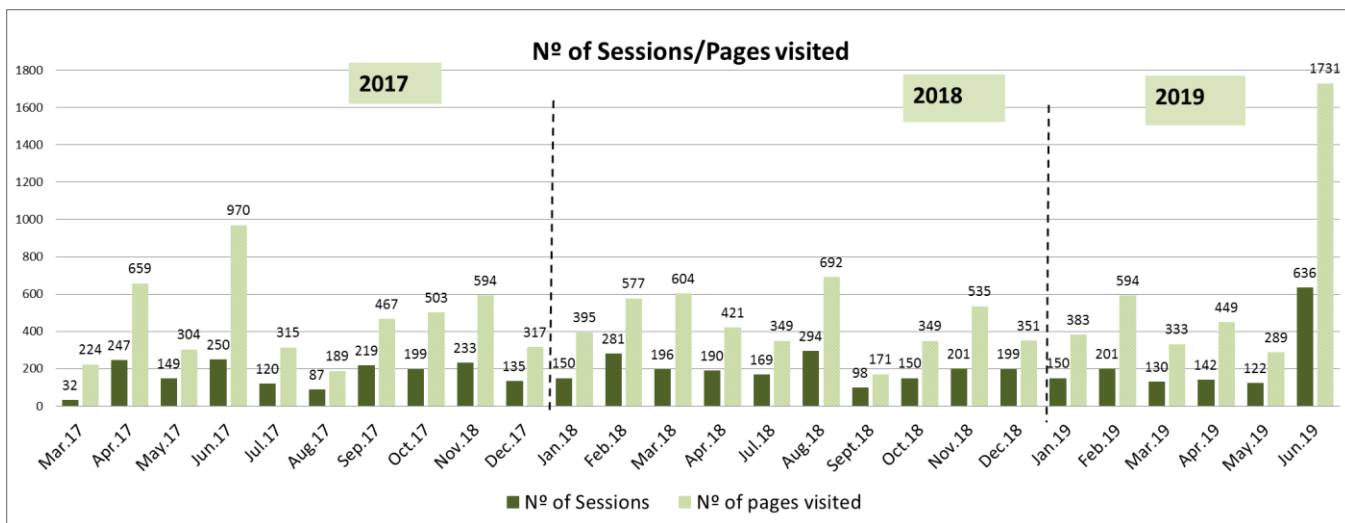
Figure 12. Nº of Sessions and Pages visited from GATES Webportal each month.

(May & June 2018 have been removed from the graphic due to high probability of Spam)
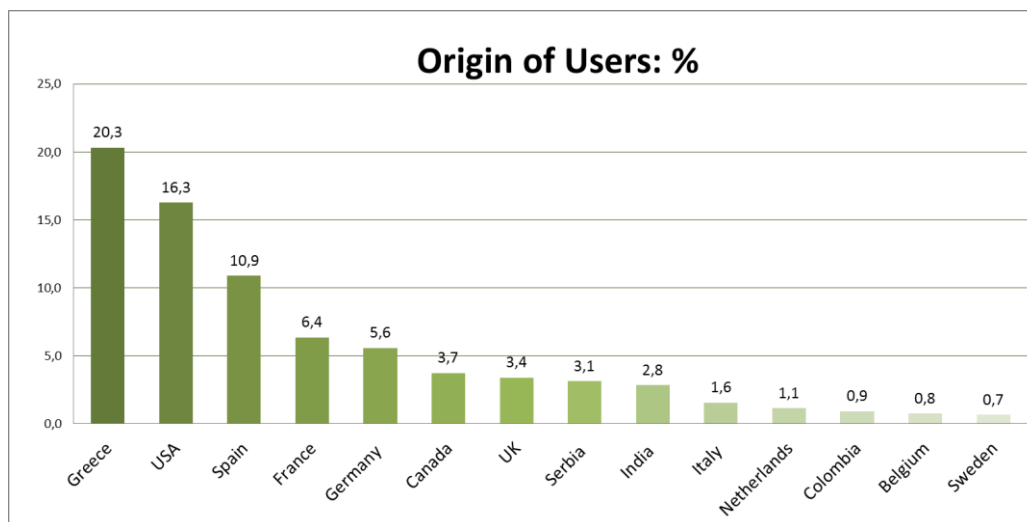
Figure 13. Origin of Webportal users

2.3 Social media

Facebook and Twitter profiles for GATES project were launched in April 2017, while LinkedIn and You Tube profile were developed in October 2017 and February 2019, respectively. GATES project 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 gamification, to engage stakeholders and obtain feedback from potential serious game users in order to improve the developmental process of the gaming platform and final product. Therefore, special emphasis was done for the dissemination of each Minimum Viable Game Version (MVG1, MGV2 and MVG3) and theirs VALIDATE LEARNING CYCLES that has been conducted during the developmental process of the gaming platform in order to better engage stakeholders and obtain feedback from potential serious game users.

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.

Figure 14. GATES Facebook page

A monthly monitoring on the number of followers and likes of the profile was also conducted using the account statistics provided by Facebook. Performance of the Facebook page at the end of the project is assessed as positive. By the end of June 2019, there are 314 Facebook followers and a total of **974.992** people were reached during the whole project.

Facebook	2017								
	April	**May**	**June**	**July**	**August**	**Sept.**	**Oct.**	**Nov.**	**Dec.**
Nº of Interactions	45	10	113	20	1	65	13	21	1
Nº of people reached (month)	218	12	936	89	24	636	67	82	7
Nº of impressions	453	21	1572	164	39	1055	121	168	12
Nº of Likes (overall)	14	14	50	50	50	59	60	71	70
Nº of Followers (overall)	2	2	47	47	47	60	61	71	70

Table 2. Facebook fan account statistics by Insights (2017)

	2018											
Facebook	**Jan**	**Feb**	**March**	**April**	**May**	**June**	**July**	**August**	**Sept.**	**Oct.**	**Nov.**	**Dec.**
Nº of Interactions	11	89	47	6	19	30	6	28	6	11	**101**	26
Nº of people reached (month)	16	392	492	46	43	229	48	190	101	68	**1.009**	188
Nº of impressions	26	672	731	114	75	353	78	332	167	124	**1.508**	380
Nº of Likes (overall)	75	80	86	90	89	92	93	94	94	94	**96**	99
Nº of Followers (overall)	75	80	87	87	90	93	94	97	97	97	**99**	103

Table 3. Facebook fan account statistics by Insights (2018).

During the last months of the project (May-June 2019), a specific campaign has been conducted in Facebook coinciding with the launching of 3rd MVG. Several ads were created promoting the game and explaining game's features to different target groups. The impact of the dissemination has dramatically increased, as can be seen in the following table.

	2019					
Facebook	**Jan**	**Feb**	**March**	**April**	**May**	**June**
Nº of Interactions	75	53	76	63	**44.308**	**21.903**
Nº of people reached (month)	251	334	909	741	**740.180**	**227.684**
Nº of impressions	5.024	678	1.556	1.272	**770.435**	**236.611**
Nº of Likes (overall)	145	145	151	173	**217**	**308**
Nº of Followers (overall)	149	153	155	177	**225**	**330**

Table 4. Facebook fan account statistics by Insights (2019).
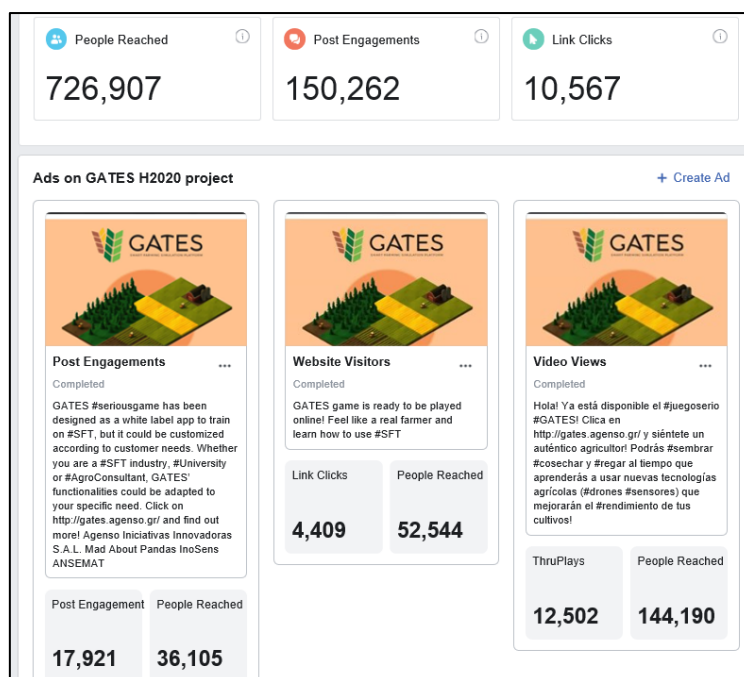

Figure 15. Adds performance in FB

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. A total of 367 twits were using the following hash tags 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 1480 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.

Figure 16. GATES Twitter profile.

A monthly monitoring on the number of followers and likes of the Twitter profile was also conducted using the account statistics provided by Twitter Analytics. Performance of the Twitter account at the end of the project is assessed as positive, confirming the Twitter account as a useful channel to disseminate project activities and news to a wide audience. By end-June 2019 there are 764 Twitter Followers, Gates profile has received 2.385 visits, and Gates twits have received 173.773 interactions.

	2017								
Twitter	**April**	**May**	**June**	**July**	**August**	**Sept.**	**Oct.**	**Nov.**	**Dec.**
Nº of followers	32	36	97	140	164	187	230	260	269
Nº of visits to profile	99	1	218	155	70	84	58	69	19
Nº of impressions	1.702	211	4.748	3.787	1.858	4.224	4.520	3.495	1.046
Nº of clicks	9	2	9	1	0	6	3	5	6
Nº of mentions	0	0	12	7	0	0	3	3	0
Nº of Likes	3	1	53	15	10	13	10	20	1
Engagement Rate	1,3	1,5	1,2	1	0,4	0,5	0,8	0,6	1,3

Table 5. Twitter account statistics by Twitter Analytics (2017)

2018											
TWITTER	**Jan**	**Feb**	**March**	**April**	**May**	**June**	**July**	**August**	**Sept.**	**Oct.**	**Nov.**	**Dec.**
Nº of followers	272	298	307	328	337	446	461	506	535	551	583	612
Nº of visits to profile	31	71	54	16	15	362	43	175	63	66	256	132
Nº of impressions	780	6618	3817	1345	1192	12.600	3.568	14.500	8.696	7.327	16.600	14000
Nº of clicks	1	13	4	0	2	6	2	5	6	3	45	40
Nº of mentions	0	7	3	1	0	13	1	11	7	6	19	9
Nº of Likes	1	49	32	0	2	66	13	90	50	19	77	65
Engagement Rate	0,3	1,1	1,3	0	0,2	0,8	0,4	1	0,6	0,7	1,4	0,7

Table 6. Twitter account statistics by Twitter Analytics (2018).

2019					
TWITTER	**Jan**	**Feb**	**March**	**April**	**May**	**June**
Nº of followers	633	659	694	719	731	764
Nº of visits to profile	0	4	105	60	101	58
Nº of impressions	9870	12500	10200	7937	9629	6803
Nº of clicks	12	20	18	5	19	10
Nº of mentions	0	0	9	10	8	5
Nº of Likes	42	76	42	19	53	30
Engagement Rate	0,7	1,4	0,7	0,4	0,7	0,5

Table 7. Twitter account statistics by Twitter Analytics (2019).

The following Figure represents the linear increase in the number of Twitter followers during the first 2.5 years of the project.
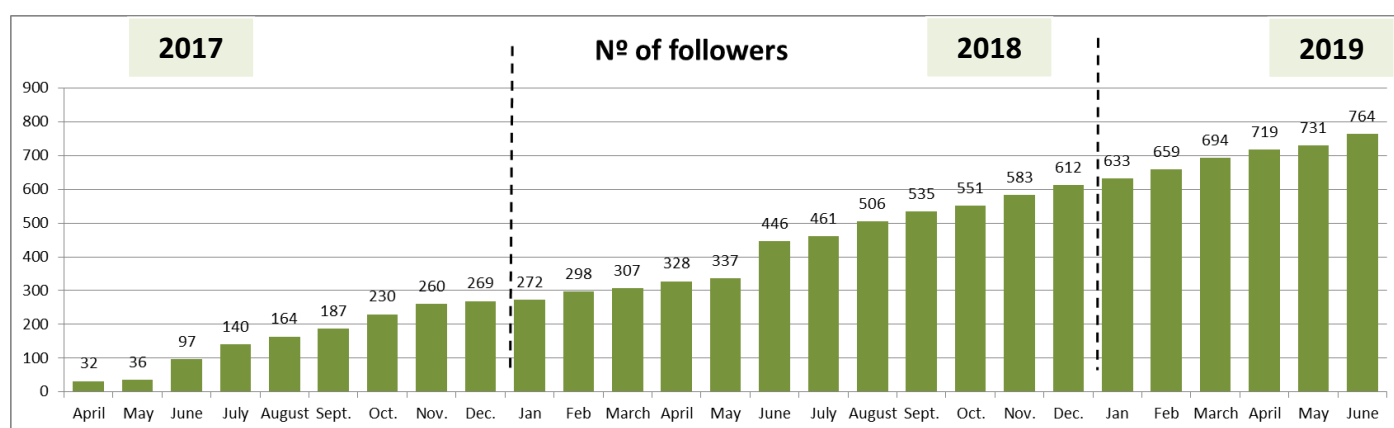

Figure 17. Nº of Gates followers since the beginning of the project.

The number of impressions (Figure 18), meaning the number of times users saw the Twits on Twitter, has dramatically increased during the last half of the project. It was due to specific campaigns coinciding with the launching of 2nd and 3rd MVG.
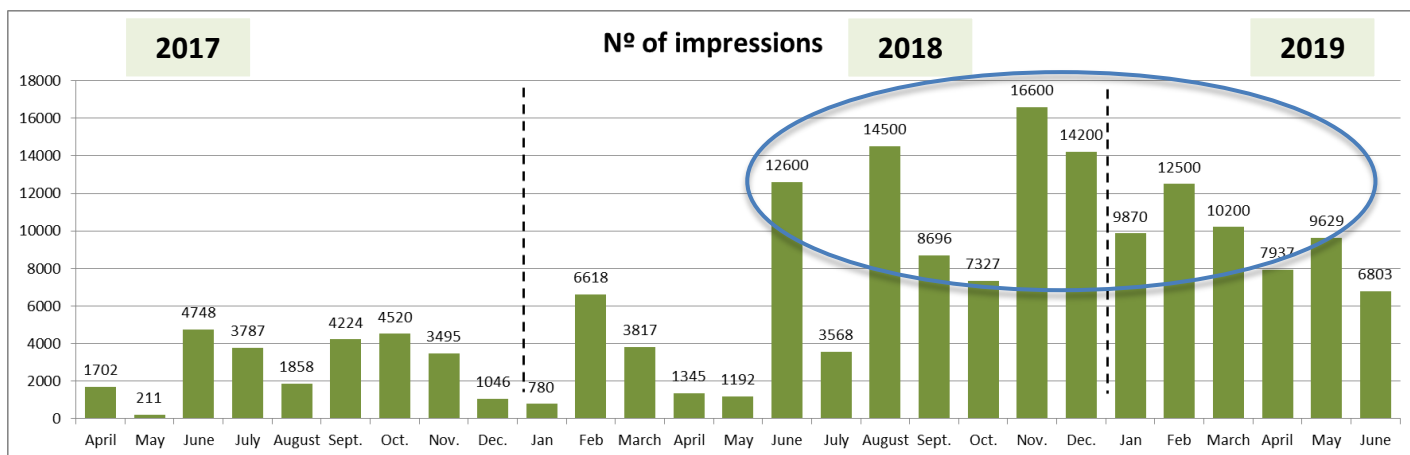
Figure 18. Nº of impressions received by GATES twits in a monthly basis

LinkedIn

INICIATIVAS INNOVADORAS has created a GATES LinkedIn Profile since October 2017 (https://www.linkedin.com/in/gatesproject/). INI has managed GATES profile and has participated 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, Serious Game Society and Serious Games People. These groups 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.
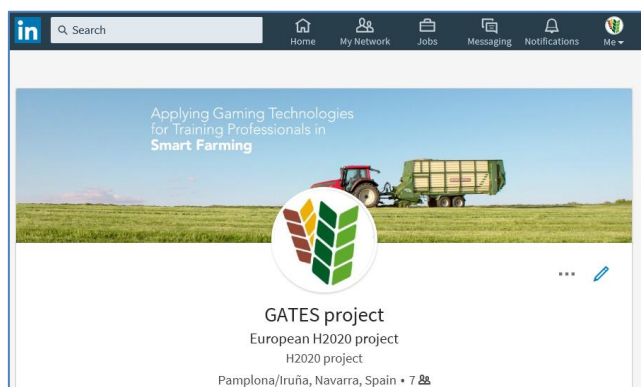

Figure 19. GATES LinkedIn profile
(https://www.linkedin.com/in/gatesproject/)

LinkedIn profile allows us to make a track of GATES posts, showing the following total numbers:

LinkedIn Performance	TOTAL
Total nº of Views to GATES posts	16.055
Total nº of Visits to GATES profile	369
Total nº of Followers	418
Total nº of Profiles Followed by GATES	411

Table 8. LinkedIn account statistics.

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Some emails have been received through LinkedIn from professional profiles and stakeholders showing interest on GATES game. All of them have been responded accordingly, providing the required information.
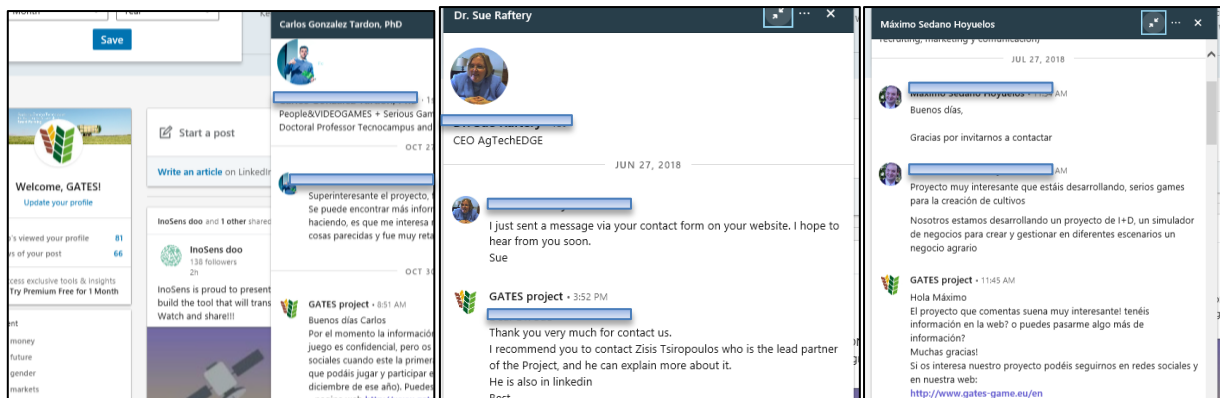

Figure 20. Emails from interested stakeholders

You Tube Channel

INICIATIVAS INNOVADORAS has created a GATES YouTube Profile since February 2019 in order to upload video tutorials and help players to understand the game.
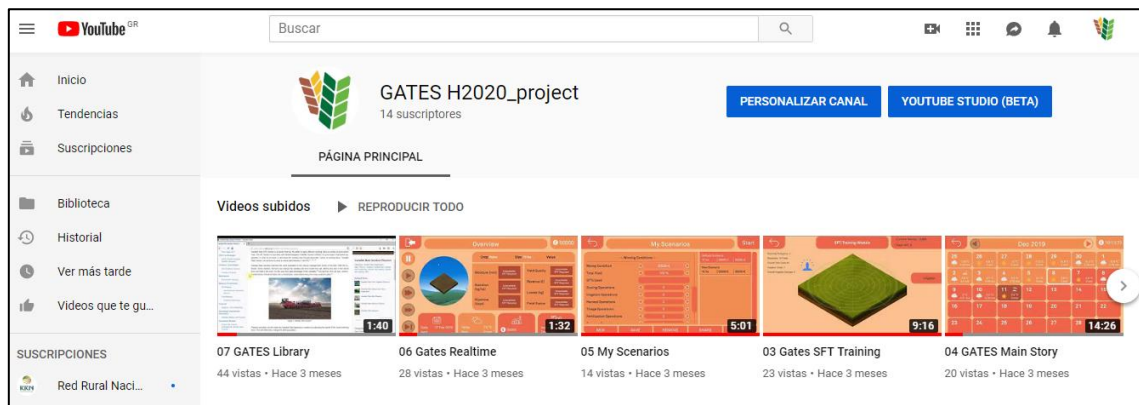

Figure 21. GATES YouTube profile
https://www.youtube.com/channel/UCdqvJxwDcJwNPz6Sfrgg6Aw?view_as=subscriber

MVG1. A specific video tutorial was developed by MaP and uploaded on YOUTUBE (https://youtu.be/O_m4OdC3l9M) to present and explain how to play MVG1. The video describes how to set up a new scenario (country, tile size, crop…) and how to proceed with basic farming operations, such as irrigation and harvesting, including the description of 16 SFTs to be used in order to increase crop yield and/or irrigation efficiency.
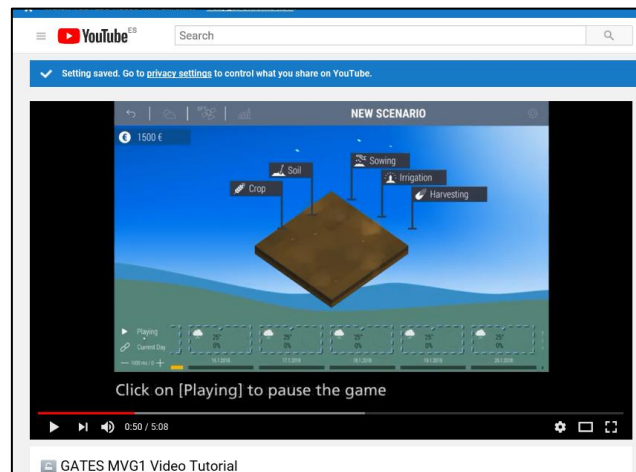
Figure 22. GATES video tutorial from MVG1
https://www.youtube.com/watch?v=O_m4OdC3l9M&feature=youtu.be

MGV2. Another video tutorial was developed by AUA in February 2019 showcasing the 2nd Minimum Viable Game (2MVG) of the GATES Smart Farming Simulation Platform. This video introduces players to the basic features of the game. It shows how to create new scenarios, how to perform different farming operation (tillage, sowing, irrigation, fertilization, spraying and harvest), and how to use SFTs to increase yields.
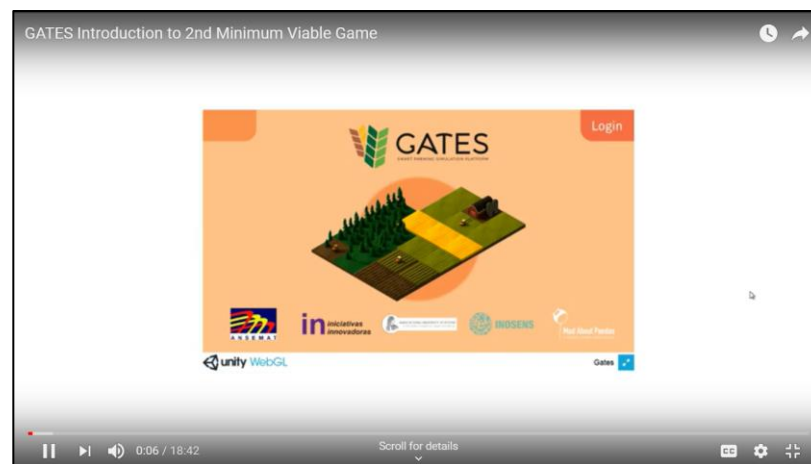

Figure 23. GATES video tutorial from MVG2
https://youtu.be/DJECtwkxuuc

MVG3. Significant development has been achieved in MGV3, where many features have been optimized and new ones have been developed. In order to show the progress and new game functionalities in MVG3, some tutorial videos have been developed by GATES partners. More specifically, the videos present:

(i)   **01_Gates_Account_Basics.mp4**: It presents the basics on how to login and create a new account https://youtu.be/afOR62629T0

(ii)   **02_Gates_SFT_Showcase.mp4**: This video presents the new module of the Smart Farming Technologies (SFT) showcase https://youtu.be/ZMcLZ3uxgIc

(iii)   **03_Gates_SFT_Training.mp4**: This video presents the new SFT training module, which aims to show the basic principles behind some SFT. https://youtu.be/ULqvvx-I17o

(iv)   **04_GATES_Main_Story.mp4**: This video presents the Main Story module where 8 scenarios have been created to explain different aspects of the game https://youtu.be/2LNHqU5L17I

(v)   **05_My_Scenarios.mp4**: This video presents how to create new custom scenarios to play the game https://youtu.be/R15NEsRsKo4

(vi)   **06_Gates_Realtime.mp4**: This video presents how to play real time mode. https://youtu.be/47lSVRBOtNk

(vii)   **07. GATES Library.mp4**: This video presents GATES library http://gates-library.agenso.gr/, where the player could access to multimedia information regarding the SFT. https://youtu.be/3efVcFCOxFU
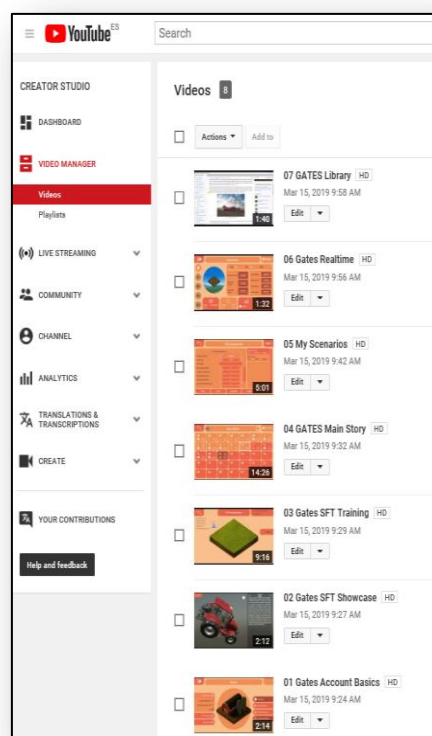
YouTube profile allows us to make a track of GATES videos, showing the following total numbers:

YouTube Performance	Views	Likes
00 GATES Introduction to 2nd MVG	77	14
01 Gates Account Basics	17	1
02 Gates SFT Showcase	15	2
03 Gates SFT Training	22	0
04 GATES Main Story	19	3
05 My Scenarios	14	1
06 GATES Realtime	26	2
07 GATES Library	42	2
Total	**232**	**25**

Table 9 Statistics from YOUTUBE videos.

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.

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Mail chimp software was used for the edition and distribution of the digital newsletters, ensuring the accurate monitoring of the impact of the newsletters. E-Newsletters were sent to the interested stakeholders after voluntary subscribed via the webportal. GATES e-Newsletters were also published in social media profiles.

A total of 6 newsletters were initially foreseen in the communication plan (see Dissemination Balance Scorecard, page 38). However, it was considered appropriate to merge newsletter 2 and 3 as not enough content were available to be published at that time.

Newsletter Nº 1. May 2017.

A first number of the GATES digital newsletter was distributed in May 2017 to the 12 stakeholders voluntarily having registered to the newsletter through webportal and subsequently sent to new subscribers (up to 28). The Newsletter was edited and distributed through Mailchimp with 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 23. GATES 1st newsletter
(http://mailchi.mp/d6bf097e2812/n527ywq499).

Performance of GATES Newsletter Nº 1 was moderate, as the number of registered stakeholder was low. However, the newsletter, initially distributed through Mailchimp, was also distributed through GATES Twitter and Fb profiles, increasing its impact and arriving to a wider audience.
Mailchimp report:
- Number of recipients through Mailchimp: 28
- Number of readers through Mailchimp: 15
- Number of readers through Social Media: 30
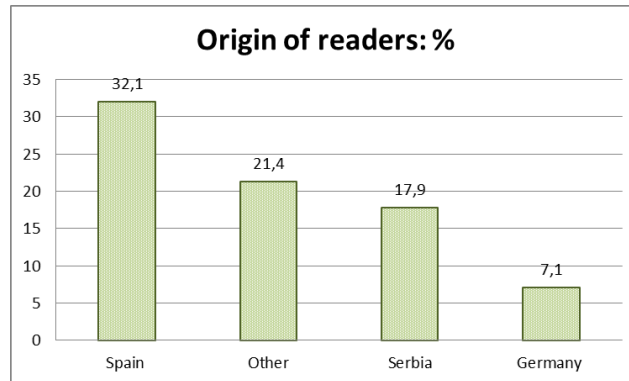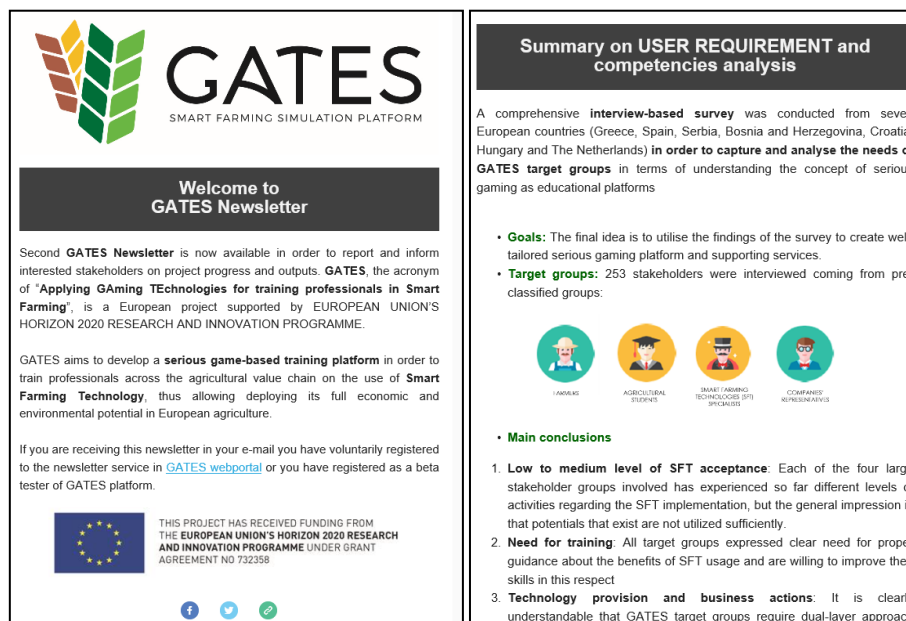- Total number of readers: 45

- Origin of readers:

Figure 24. Origin of readers of 1st GATES Newsletter

Newsletter Nº 2. February 2018.

A second number of the GATES digital newsletter was distributed in February 2018, coinciding with the launch of the first version of the game. This second newsletter contained the following subjects:

- Summary on user requirement and competencies analysis.
- Presentation and launching of first MVG
- Dates and details of the first VLC
- GATES participation at Serious Game and SF related events at EU level

Access to full 2nd newsletter is available in the following link: https://mailchi.mp/2f4dd169fa59/gates-2nd-newsletter

Figure 25. GATES 2nd newsletter

Performance of GATES Newsletter Nº 2 has moderately increased, accordingly to the number of registered stakeholders. The newsletter was distributed through Mailchimp, as well as through GATES Twitter, LinkedIn and Fb profiles, increasing its impact and arriving to a wider audience.
Mailchimp report:

- Number of recipients through Mailchimp: 100
- Number of readers through Mailchimp: 34
- Number of readers through Social Media: 89
- Total number of readers: 123
- Origin of readers:
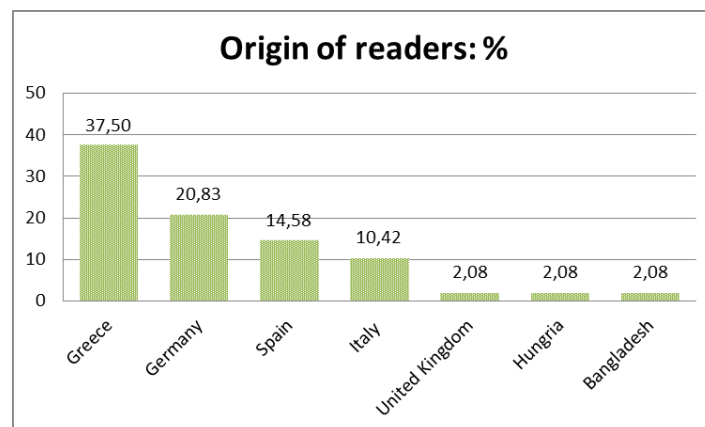
Figure 26. Origin of readers of 2nd Newsletter

Newsletter Nº 3. November 2018.

A third number of the GATES digital newsletter was distributed in November 2018, coinciding with the launch of the second version of the game. This third newsletter presented readers a brief summary of the following topics:
- Summary and results of the FIRST VALIDATION LEARNING CYCLE
- Presentation and launching of the second MVG
- Dates and details of the SECOND VALIDATION LEARNING CYCLE
- EU'S INNOVATION RADAR
- INNOVATION RADAR PRIZE 2018
- GATES participation at Serious Game and Smart Farming related events at EU and global level.

Access to full 3rd newsletter is available in the following link: https://mailchi.mp/ce170851739d/3rd-gates-newsletter
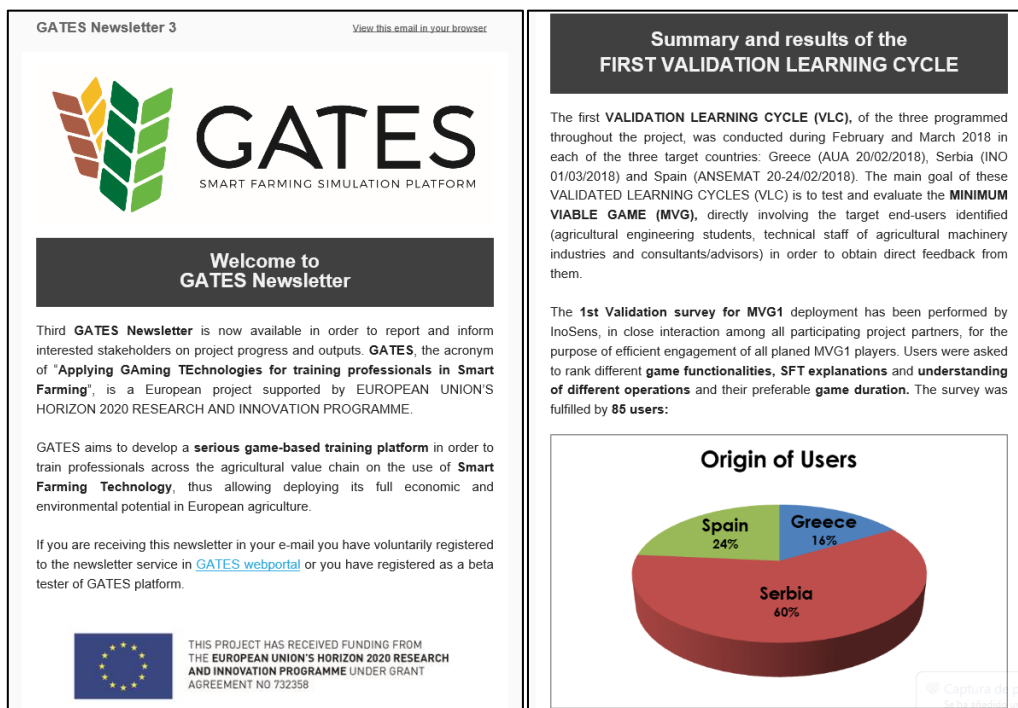
Figure 27. GATES 3rd Newsletter

Performance of GATES Newsletter Nº 3 is a bit lower than the previous one, even though it was distributed through Mailchimp, as well as through GATES Twitter, LinkedIn and Fb profiles to increase its impact.
Mailchimp report

- Number of recipients through Mailchimp: 80
- Number of readers through Mailchimp: 20
- Number of readers through Social Media: 45
- Total number of readers: 65
- Origin of readers:
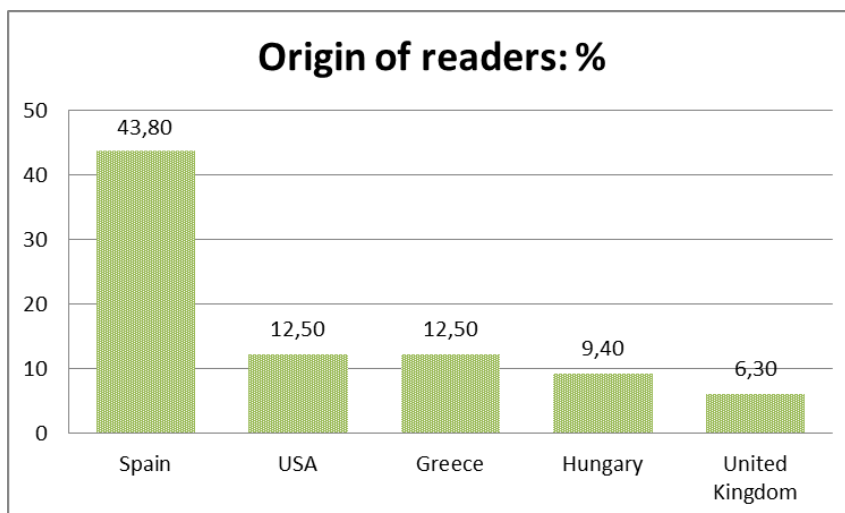
Figure 28. Origin of readers of 3rd Newsletter

Newsletter Nº 4. March 2019.

A fourth number of the GATES digital newsletter was distributed in March 2019, coinciding with the launch of the third version of the game. This fourth newsletter presented readers a brief summary of the following topics:

- Presentation and launching of GATES 3rd MINIMUM VIABLE GAME (MVG3)
- NEW GATES MGV3 TUTORIAL VIDEOS
- Dates and details of the THIRD VALIDATION LEARNING CYCLE
- Summary and results of the SECOND VALIDATION LEARNING CYCLE
- GATES participation at Serious Game and Smart Farming related events at EU and global level.
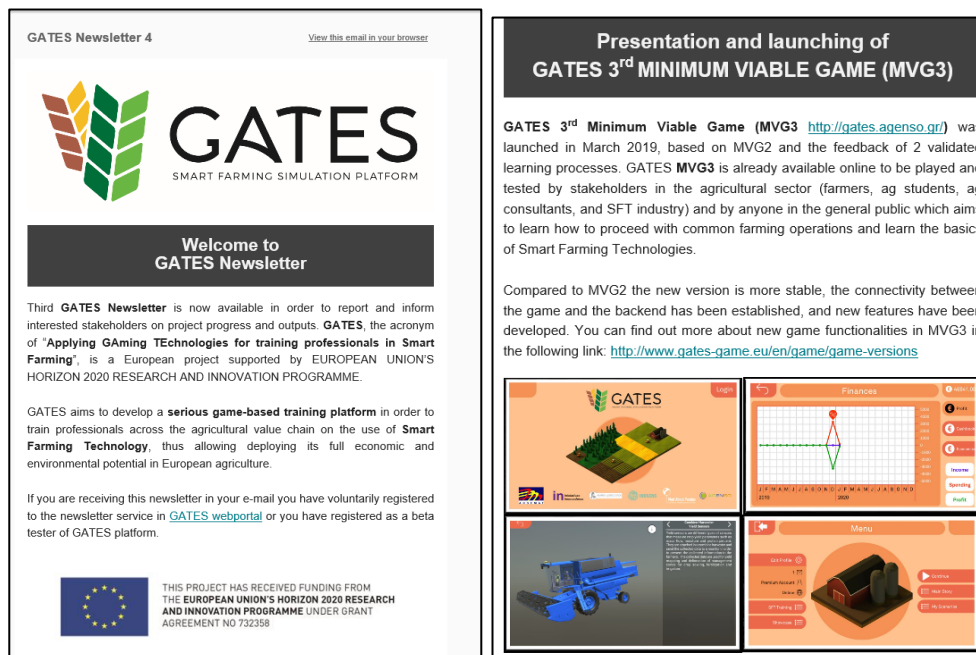
Figure 29. GATES 4th Newsletter

Access to full 4th newsletter is available in the following link: https://mailchi.mp/9c4259d3d143/gates-newsletter-n4

Performance of GATES Newsletter Nº 4 is still low as registered stakeholders remain low. The newsletter was distributed through Mailchimp, as well as through GATES Twitter, LinkedIn and Fb profiles.

Mailchimp report
- Number of recipients through Mailchimp: 85
- Number of readers through Mailchimp: 17
- Number of readers through Social Media: 35
- Total number of readers: 52

Facebook Insights
- Total reach: 123
- Total Impressions: 180
- Engagement: 11

Origin of readers:
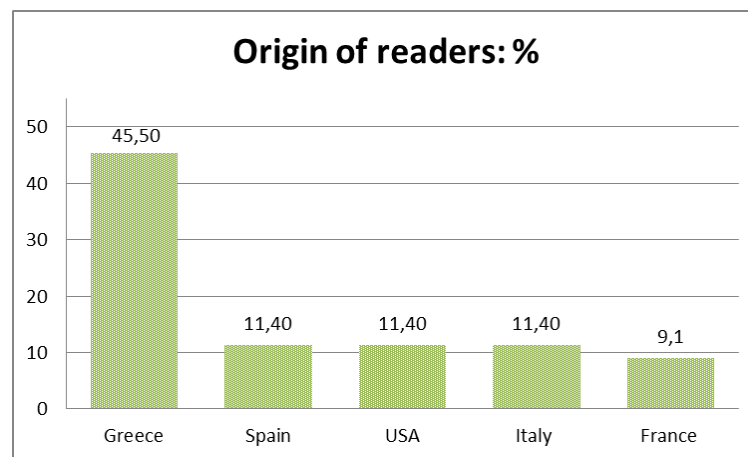
Figure 30. Origin of readers of 4ᵗʰ Newsletter

Newsletter Nº 5. July 2019.

A last number of the GATES digital newsletter will be distributed in July 2019, coinciding with the end of the project. This fifth newsletter will present readers a brief summary of the following topics:

- Presentation of Final GATES Serious Game Product
- Summary and results of the development of the third validation learning cycle.
- 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
- Brochure
- Bookmark

The **Communication & Dissemination promotional materials** have been 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. The project Leaflet is now available in English and Spanish.

Figure 31. GATES leaflet.

Leaflet template could 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 home printed and handed out by partners at different project and non-project events.

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 (Figure 32.a). While the project roll-up will present general project information, the content of the posters will be tailored to the targeted groups.

So far, a **roll up with a general description of the project** has been developed by INI at M11 to be used by partners in following events where GATES is presented (Figure 32.b). Additionally, another roll-up has been produced by ANSEMAT in local language to be used during the 40th International Fair of Agricultural Machinery (20-24 Feb 2018, Zaragoza, Spain) (Figure 32.c).

Figure 32. a) GATES roll-up template b) Roll up in English and c) Roll up in Spanish (adapted by ANSEMAT).

GATES brochure

The **project brochure** has been one of the main promotional materials of the project to be delivered and sent to the various stakeholders. It presents general information of the project and allows for a fast understanding of the project's aims, activities, and expected results. A **project brochure** was designed by INI and was available since January 2018 in English. It delivers information of the project, partnership and future serious game platform, and it has been used on the regional/national Workshops as well as on any kind of dissemination meeting and event.

Figure 33. GATES Brochure.

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 34. GATES Bookmark.

2.6 Press releases.

A first press releases informing about GATES project launch was elaborated and delivered by INICITIVAS INNOVADORAS on January 2017 with occasion of project kick-off meeting. It includes a contextualisation of the project within the current global situation, a brief project description, goals, and project partners.

GATES launching press release was distributed through GATES web portal and social media:
- GATES web: https://goo.gl/A9WVSP
- Facebook: https://goo.gl/Mp79Xy
- Twitter: https://twitter.com/GATES_project?lang=en
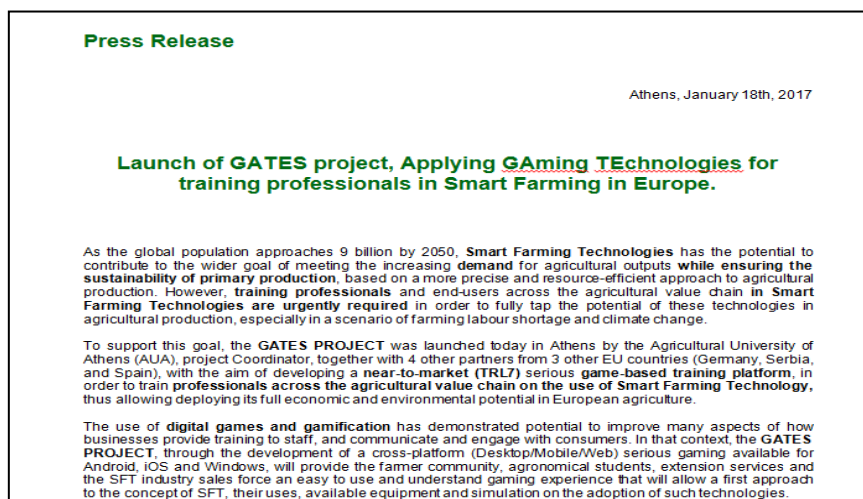
Figure 35. GATES 1st Press release

Partners were asked to translated the 1st press release to local languages and distribute it to relevant media within their own regions/countries and to target groups that might be interested on the Serious Game and Smart Farming Technologies. Partners have also included a brief description of the project in their respective websites and social media:

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	https://goo.gl/aJfA3B
2	**INI**	GATES Presentation and brief summary	24/03/2017	INI website	660	https://goo.gl/yQgHjw
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 10. Summary of project related posts and news on partners' communication channels.

A 2nd Press release was elaborated in December 2017, when holding of regional/national Workshop for launching the validated learning cycles in 3 countries https://bit.ly/2L7y7pS. **A 3rd Press release** was elaborated on March 2019 to present and launch 3rd MVG https://bit.ly/2XuK5LP. Both news were distributed though social media and GATES web. Additionally, a **formal email and letter of presentation** was distributed among stakeholders and partners' contacts to inform about GATES final serious game and platform.

Figure 36. Letter of presentation of GATES serious game

A **final Press release** was elaborated by AUA for announcing GATES Final event at the Agricultural University of Athens (June 2019) where final game and project results were presented (https://www.ypaithros.gr/paikse-san-agrotis-mathe-eyfyi-georgia/).

2.7 Scientific and Technical publications

Technical publications and news

During the reporting period, GATES partners have disseminated and presented the project on several agricultural and serious game mass media and technical magazines, thus reaching out the specific target audiences of the project (Smart Farming industry, farmers, agricultural consultants, agricultural engineers and extension services). A total of 13 articles were published in press and online mass media (Table 11), reaching an estimated audience of over 2 million readers:

Figure 37. GATES News & Articles in specialised media

Nº	Partner	Category of post/news	Publication Date	Media	Est. Audience	Link
1	AUA	GATES Presentation	21/04/17 26/04/17	Greek newspaper for the agricultural domain "Ύπαιθρος Χώρα"	>10.000	Press article & Web article https://goo.gl/ryxfuD
2	INI	Short publication of GATES	12/06/17	Serious Game Society	3.500	Serious Game Society https://goo.gl/8WZWJR
3	INI	GATES Presentation: Kick off meeting	06/04/2017	Smart Akis website		Smart Akis website https://goo.gl/NzjbFQ
4	ANSEMAT	GATES presentation	15/06/17	Several agricultural Spanish media: ASAJA, Grupo TPI, Agronegocios, …	>2.5 Mill	Asaja: https://goo.gl/mcMfsz Profesionales hoy: https://goo.gl/qsNuYe Campocyl: https://goo.gl/gJHuv7 Noticias maquinaria: https://goo.gl/xUj92R Interempresas: https://goo.gl/nJUVaQ Agronegocios: https://goo.gl/xNSzeV Revista agricultura: https://goo.gl/zyAL2t Ecomercio agrario: https://goo.gl/b7x75i
5	INO	GATES presentation "Innovative farming game aims to transform business in the field"	31/10/18	Euronews "Innovative farming game aims to transform business in the field"	>300.000	Euronews website https://www.euronews.com/2018/10/31/innovative-farming-game-aims-to-transform-business-in-the-field.
6	AUA	GATES Final Event	02/07/19	Greek newspaper for the agricultural domain "Ύπαιθρος Χώρα"	>10.000	Press article & Web article https://bit.ly/2L7y7pS

Table 11. Summary of articles posted on specialized media.

Scientific publications

Researchers from both AUA and Inosens (namely Zisis Tsiropoulos, Spyros Fountas, Panagiotis Stamatelopoulos, Evangelos Anastasiou, Mladen Radišić) jointly co-authored the abstract paper "INNOVATIVE TRAINING DELIVERY FOR AGRIFOOD PROFESSIONALS BASED ON THE SERIOUS GAMING PLATFORM" which was presented as a poster during the 4th International Congress ''Food Quality, Technology and Safety" that took place in Novi Sad, Serbia (23-25 October 2018, http://foodtech.uns.ac.rs/).

IV International Congress "Food Technology, Quality and Safety"

INNOVATIVE TRAINING DELIVERY FOR AGRIFOOD PROFESSIONALS BASED ON THE SERIOUS GAMING PLATFORM

Zisis Tsiropoulos[1]*, Spyros Fountas[1], Panagiotis Stamatelopoulos[1], Evangelos Anastasiou[1], Mladen Radišić[2]

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[2]University of Novi Sad, Faculty of Technical Sciences, Trg Dositeja Obradovića 6, 21000 Novi Sad, Serbia

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A contemporary business practice attributed to the various stakeholders participating in the agrifood sector value chain is experiencing dramatic changes and urges for a comprehensive knowledge acquisition. In order to establish and maintain a successful agricultural and food production, farmers seek new learning processes about the benefits modern technologies are bringing, while at the same time agrifood consultants and machinery manufacturers are in need to

**Figure 38. Scientific Abstract presented at 4th International Congress
''Food Quality, Technology and Safety"**
http://foodtech.uns.ac.rs/uploads/images/docs/Book%20of%20abstracts.pdf

GATES partners also presented GATES results at EFITA 2019 "European Federation for Information Technology in Agriculture, Food and the Environment" held at Rhodes (Greece) the 27-29 June 2019 (https://efita2019.com/). The abstract was called "**A serious video game for Smart Farming Technologies**" co-authored by: Spyros Fountas, Zisis Tsiropoulos, Panagiotis Stamatelopoulos, Evangelos Anastasiou, Tim Hutzenlaub, Mladen Radišić, Vladan Minic & Patrick Rau.
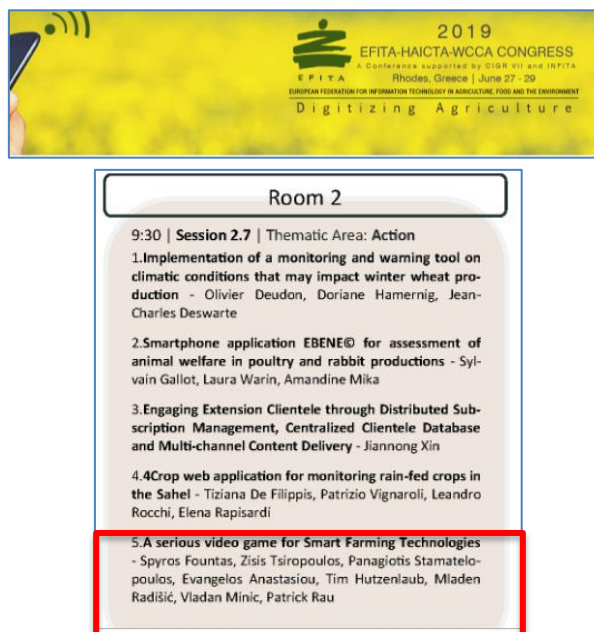

Figure 39. Scientific Abstract presented at EFITA 2019

3. Communication & Dissemination Activities

3.1 GATES project Events

All along the project, 3 **National/Regional workshops** has been organised for launching the "Validated Learning" phase in the framework of WP5 in the piloting countries (Greece, Serbia and Spain). These regional workshops 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 (AUA, INO and ANSEMAT) to better involve the pilot actors (players) as well as get the interest from other national stakeholders. In spite of the technical nature of the Workshops, they have also served a dissemination purpose, as general information on the GATES goals, activities and upcoming results were presented.

During the first year of the project, partners have been planning and organizing the Workshops and the Validated Learning Cycles (VLC), defining dates and locations, informing stakeholders, elaborating the feedback-survey and printing dissemination materials.

ANSEMAT organized the first "Validated Learning Workshop" in connection to the "40th International Fair of Agricultural Machinery" that was held in Zaragoza (Spain) the 20-24 of February 2018 in order to attract the broadest specific target audience. ANSEMAT disposed a booth at FIMA where to present the project and the first Minimum Viable Game (MVG1). For the Validate Learning Cycle, ANSEMAT gathered 40 stakeholders to get involved in the development of the GATES platform.

INO organized the first "Validated Learning Workshop" in Novi Sad (Serbia) last 1st of March 2018, in connection with the "Digital Serbia 4.0". INO presented the first Minimum Viable Game (MVG1) to advisors and farmers and explained them how to participate in the first VLC.

AUA organized the first "Validated Learning Workshop" in connection with the 3rd "Smart-Akis Workshop" that was held in Greece last 20 of February 2018. AUA presented the first Minimum Viable Game (MVG1) to agricultural engineering students and other stakeholders, and encouraged them to get involved in the first VLC.

Nº	Country	Organiser	Participants (Target users)	Place	Dates of the National/Regional workshops	1st VLC period
1	Spain	ANSEMAT	Technical staff and vendors of SFT industry and farmers	Zaragoza (Spain) during the "40th International Fair of Agricultural Machinery"	20-24th February 2018	February-March 2018
2	Serbia	INO	Advisors and farmers	Novi Sad (Serbia) during the "Digital Serbia 4.0".	1st March 2018	February-March 2018
3	Greece	AUA	Agricultural engineering students	Greece during "Smart-Akis workshop"	20th February 2018	February-March 2018

Table 12. National/Regional workshops for launching the 1st Validated Learning Cycle (VLC)

The 2nd Validation Learning Cycle took place during Sep-Dec 2018, after MVG2 was released. INOSENS organised two different workshops at Krivaja D.O.O. agricultural facility in Northern Bachka region (Serbia) and at the Faculty of Sciences of the University of Novi Sad (Serbia). In those events, 2nd Minimum Viable Game

(MVG2) was presented to around 20 students and 20 farmers, respectively. Both students and farmers were taught how to use the game with a short game demonstration and were also asked to fulfil a survey provided by INO.

Figure 40. Second Validation Cycle carried out by Inosens at University of Novi Sad (Serbia)

In AUA, the 2VLC took place on October 2018 through a seminar organized for the agricultural students specialised on crop production and agricultural engineering. In the first part, a general introduction of smart farming was given by Dr. Spyros Fountas (coordinator of GATES) and then GATES game was presented to around 80 students, while it was played using the online version. Then, the questionnaires were distributed among the students and the only willingness filled in the seminar.

ANSEMAT also organised a total of 8 national/regional workshops within the framework of the 2nd Validation Learning Cycle. Different working groups were established with representatives coming from ANSEMAT associated companies (manufacturers / importers). Around 114 associated members were informed about the project and were explained how to play the game and asked to fulfil the survey. The main goal of these Validation Cycles is to collect feedback and needs from end users in order to improve GATES game. Conclusions drawn from these surveys will be taken into account for the development of the 3th Minimum Viable Game and final product that is expected to be released next June 2019.

Figure 41. Second Validation Cycle carried out by ANSEMAT.

Nº	Country	Organiser	Participants (Target users)	Place	Dates of the National/Regional workshops	2nd VLC period
1	Serbia	INO	Agricultural Students	Faculty of Sciences of the University of Novi Sad (Serbia)	1-15 Sept 2018	Sept-Dec 2018
2	Serbia	INO	Farmers	Krivaja D.O.O. agricultural facility in Northern Bachka region (Serbia)	15-30 Sept 2018	Sept-Dec 2018
3	Greece	AUA	Agricultural Students	Agricultural University of Athens	October 2018	Sept-Dec 2018
4	Spain	ANSEMAT	Tillage + Fertilizing + Planting Working Group	ANSEMAT Facilities	19/11/2018	Sept-Dec 2018
5	Spain	ANSEMAT	Harvesting equipment Working group	ANSEMAT Facilities	19/11/2018	Sept-Dec 2018
6	Spain	ANSEMAT	Forestry and gardening equipment Working Group	ANSEMAT Facilities	20/11/2018	Sept-Dec 2018
7	Spain	ANSEMAT	Handling and loading equipment Working Group	ANSEMAT Facilities	22/11/2018	Sept-Dec 2018
8	Spain	ANSEMAT	Strategic and Development Working Group	ANSEMAT Facilities	29/11/2018	Sept-Dec 2018
9	Spain	ANSEMAT	Trailers Working Group	ANSEMAT Facilities	11/12/2018	Sept-Dec 2018
10	Spain	ANSEMAT	Sprayers Working Group	ANSEMAT Facilities	11/12/2018	Sept-Dec 2018
11	Spain	ANSEMAT	Tractors Working Group	ANSEMAT Facilities	17/12/2018	Sept-Dec 2018

Table 13. Regional workshops for launching the 2nd Validated Learning Cycle (VLC)

The **3rd Validation Learning Cycle** where organized by Inosens, ANSEMAT and the Agricultural University of Athens during February-May 2019 for testing 3rd Minimum Viable Game (MVG3) by end-users from Serbia, Spain and Greece (students, farmers, SFT specialist and company representatives).

GATES partners explained end-users how to play the game with a short game demonstration, presented new games functionalities carried out in MVG3, and asked them to play the game and to fulfill the survey in order to give their feedback. Conclusions drawn from these surveys were taken into account for the development of the final product released by the end of the project.

Figure 42. Third Validation Cycle carried out by Inosens at Club of Farmers from Selença (Serbia)

Nº	Country	Organiser	Participants (Target users)	Place	Dates of the National/Regional workshops	3rd VLC period
1	Serbia	INO	Farmers from Club of farmers from Srbobran (Serbia)	Club of farmers from Srbobran (Serbia)	Feb 22nd 2019	Feb-May 2019
2	Serbia	INO	Farmers from Center for Organic production Selenča and Club of farmers from Selenča	Club of farmers from Selenča (Serbia)	March 27th 2019	Feb-May 2019
3	Spain	ANSEMAT	Technical staff and vendors of SFT industry and farmers	ANSEMAT Facilities	March 2019	Feb-May 2019
4	Greece	AUA	Agricultural Students	Agricultural University of Athens	2th May 2019 2019	Feb-May 2019

Table 14. Regional workshops for launching the 3rd Validated Learning Cycle (VLC)

3.2 Non- GATES project events

During the reporting period, GATES partners have actively taken part on 18 international, national, and local conferences and 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, the distribution of GATES materials or the making of informal contacts. The dissemination through these events allowed partners to target 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. All in all, it is estimated that more than 8.555 people have been directly reached and informed by the participation on the following events:

Nº	Partner	Event	Place	Date	Participation	Est. Audience	Link
1	**INO**	Agrokompas Event	Novi Sad (Serbia)	17/03/17	GATES team presented the serious game and educational concept to several interested SMEs	30	https://goo.gl/CY3HcJ
2	**AUA & MaP**	Digital Learning - Participatory Meeting H2020 projects	Luxembourg (Luxemb)	27/03/17	Networking and interactive workshop: 2 min to freely presents GATES project	100	https://goo.gl/vHQN5Q

3	**MaP**	The Applied Interactive Technologies (APITs) Day	Berlin (Germany)	27/04/17	20 min presentation in German about GATES project	50	https://goo.gl/yaLnYM
4	**INO**	International Brokerage Event AgroB2B@NSFair during 84th International Agriculture Fair	Novi Sad (Serbia)	17/05/17	Presentation of GATES "*H2020 Project GATES – Educational platform for farmers and the benefits of using smart technologies in agriculture*"	30	https://goo.gl/1Qv6xF
5	**INO**	84th International Agriculture Fair	Novi Sad (Serbia)	15/05/17	GATES presentation at the booth of the Spanish Embassy	10	https://goo.gl/HXNeF3
6	**AUA**	1st workshop of HORIZON2020 SIM4NEXUS project	Athens (Greece)	23/06/17	GATES presentation to different stakeholders of agricultural and environmental domain	40	http://athens2017.uest.gr/ATHENS2017agenda.pdf
7	**AUA**	College tour at Wageningen University organized by VIAS (Dutch federation of ICT in agriculture).	Wageningen (Netherland)	03/07/17	GATES presentation to students, academic staff, farmers, agronomists.	35	
9	**AUA**	"Earth Observation in Agriculture workshop" organized by the Netherlands Space Agency	The Hague (Netherland)	4-5/07/17	Keynote talk. The target was Remote sensing companies, farmers, authorities, agronomists.	120	https://www.spaceoffice.nl/agrieo
9	**AUA & MaP**	"Unconference event" from the European H2020 project GAMING HORIZONS	Brussels (Belgium)	19/07/17	GATES presentation at informal discussion groups about the future of gaming and gamification	40	https://www.gaminghorizons.eu/wp-content/uploads/sites/18/2017/05/D1.6_flagship-unconference.pdf
10	**AUA**	27th International Fair for AGRICULTURAL Machinery, Equipment and Supplies. AGROTICA	Thessaloniki (Greece)	01/02/18	Booth and roll-uo for Gates presentation	1.000	https://goo.gl/aEd91y
11	**ANSEMAT**	International Fair of Agricultural Machinery	Zaragoza (Spain).	20/02/18	Stand to inform about project goals and result. ANSEMAT disposed a roll-up with information of the project and promotional material was distributed among visitors	4.000	https://goo.gl/fBVK6c
12	**INO**	Smart-AKIS 3rd Innovation Workshop	Novi Sad (Serbia)	01/03/18	Small presentation of GATES project to audience coming from 7 Hubs: farmers, advisors, researchers and industrial partners. InoSens presented the MVG1 and asked target groups to play the game and fill the survey in order to participate in the VLC	20	https://goo.gl/M156xv
13	**INO**	Serbia in front of the fourth industrial revolution	Novi Sad (Serbia)	15/03/18	During the event, a brief presentation of GATES project was done by INO to approx. 40 people	40	http://kreativninovisad.com/foto_gallery.php)
14	**ANSEMAT**	II Foro Nacional Business Agro – Mujeres Agroprofesionales	Toledo (Spain)	27/06/18	200 flyers of GATES project were distributed among all participants	200	https://goo.gl/T7Qbkt
15	**AUA, INI & INO**	Smart-AKIS Final Conference: "The future of agriculture in Europe: smart farming leads the way"	Brussels (Belgium)	27/06/18	Networking and distribution of GATES flyers	100	https://goo.gl/kRjYo1

16	AUA	XXX International Horticultural Congress	Istanbul (Turkey)	12-16/08/18	Spyros Fountas (AUA) was Keynote speaker "Future Technologies in horticultural value chains"	2.500	http://www.ihc2018.org/files/downloads/IHC2018-Program-Outline.pdf
17	AUA & INO	IV International Congress "Food Technology, Quality and Safety"	Novi Sad (Serbia)	23-25/10/18	Poster presenting GATES entitled "Innovative training delivery for agrifood professionals based on the serious gaming platform"	40	http://foodtech.uns.ac.rs/uploads/images/docs/Book%20of%20abstracts.pdf
18	AUA, INO, MAP	EFITA 2019 "European Federation for Information Technology in Agriculture, Food and the Environment"	Rhodes (Greece)	27-29 June 2019	The abstract was called "A serious video game for Smart Farming Technologies"	200	https://efita2019.com/

Table 15. Non project events where GATES have been disseminated

3.3 Networking and informal person-to-person meetings

In order to engage stakeholders more directly, personal interaction has also been a key means for dissemination. Networking, informal personal meetings with relevant stakeholders at national level, and whenever possible official presentations have been used to present the project results and activities at different stages of project development.

Networking: National and EU initiatives coordinated with

GATES has fostered 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. So far, the consortium has established a collaboration network with 10 relevant initiatives and projects:

- **Smart-Akis Network**: Smart AKIS is a Thematic Network on Smart Farming, promoted by EIP-AGRI and funded by EU's programme Horizon 2020. The GATES Project has established a communication channel with the Smart AKIS Thematic Network to help in the communication and dissemination of project goals and results. In that way, the Smart AKIS Thematic Network has published the first GATES press release on his web page (https://goo.gl/NzjbFQ) and has promoted the project though his social networks (https://goo.gl/C4wZ7K), thus favouring reaching a wider and specialized audience interested in agriculture and Smart farming. The GATES partner AUA also organised the first "Validated Learning Workshop" in connection with the 3rd "Smart-Akis Workshop" that was held in Greece last 20 of February 2018.
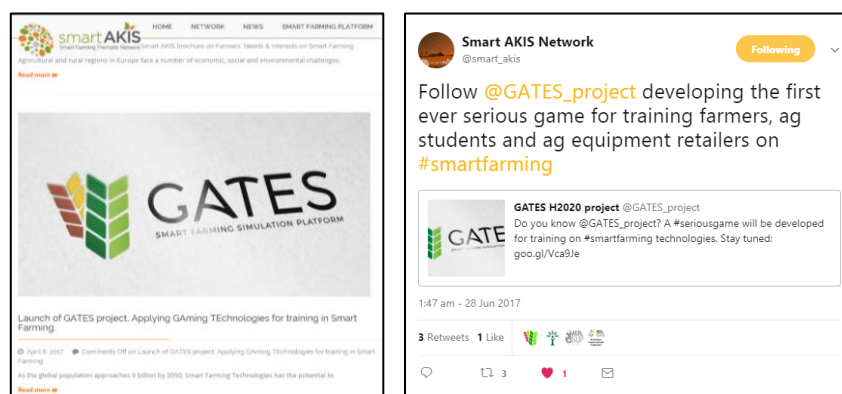

Figure 43. GATES promotion at Smart-Akis webpage and social networks

- **HYDROUSA project**. HYDROUSA is a H2020 project applied to "CIRC-02-2017 - Water in the context of the circular economy" call. GATES project will foster synergies with HYDROUSA project, as GATES white label feature will be used for disseminating the project results. More specifically, GATES engine and GATES embedded features (as weather and crop simulation models, irrigation modeling, modules for economic and environmental performance analysis etc), will be used for projecting the advantages of the 7 different water loops that will be developed at HYDROUSA project. The scope of these water loops is to reduce the demand for fresh water by, in one hand, using non-conventional water resources, e.g. rainwater for low purity water demand (toilet flushing, irrigation, washing machine, etc.), cistern storage in winter to reduce stress on aquifer during touristic season; and, on the other hand, implementing low water consumption devices (e.g. ultra-low flush toilets, air injected tabs and precision irrigation).

- **OliveArts:** Is a project for creating Precision Agricultural services based on usage of drones for viticulture and olive sector. Fruitful collaboration channels have been established though Agenso, partner at both OliveArts and Gates project.

- **SymbIoT:** Is a project for creating a low cost - high accuracy GNSS network for precision agriculture. Network and collaboration channels have been established also through Agenso, partner at both SymbIoT and Gates project.

- **Katana project:** Is an EU-funded business accelerator, searching for promising entrepreneurs who want to co-create the future of business in agrifood (https://katanaproject.eu/). INOSENS will ensure collaboration among both Katana and Gates project, increasing GATES impact by promoting GATES achievements though Katana social networks and dissemination channels.

- **Diatomic Project:** Is an exclusive network of Digital Innovation Hubs with a goal to bring new microelectronics-enabled products, processes, and business models to life. Diatomic provide access to funding opportunities, cutting-edge tech and business support services (https://diatomic.eu/) INOSENS will ensure collaboration among both Diatomic and Gates project, increasing GATES impact by promoting GATES achievements though Diatomic social networks and dissemination channels.

- **Innoseta Project- Spraying Equipment, Training & Advising**. INNOSETA is an international H2020 cooperation project between 15 partners focussing on spraying equipment, training and advising. Network and collaboration channels have been established through Agenso, partner at both Innoseta and Gates project. http://www.innoseta.eu/aim/

Figure 44. GATES promotion at Innoseta social networks

- Optima H2020 project: Optimised Integrated Pest Management to precisely detect and control plant diseases in perennial crops and open-field vegetables. Collaboration channels have been established though Agenso and AUA, partners at both projects. http://optima-h2020.eu/es/16219-2/

- European Dissemination Media Agency are specialised in the promotion of EU & Nationally funded research projects (europeandissemination.eu). They will published information about GATES project results on their next repository Journal in October 2019.

Figure 45. GATES promotion at European Dissemination Media Agency.

- EU Innovation Radar. GATES project was selected from EU's innovation radar (see point 3.4) https://www.innoradar.eu/innovation/23714

Person-to-person meetings

GATES partners have been engaged in several person to person meetings all along the project execution period. The next table summarize the informal personal meetings with relevant stakeholders at national level carried out by GATES partners. GATES partners have taken advantage of these meetings to directly present the project to interested stakeholders and to establish direct collaborations.

Nº	Partner	Event	Place	Date	Participation	Est. Audience
1	**ANSEMAT**	Meeting with a member associate of ANSEMAT	Madrid (Spain)	06/06/17	P2P COMMUNICATION. Presentation of GATES Project – State of play	2
2	**ANSEMAT**	General Assembly of ANSEMAT	Ávila (Spain)	24/03/17	Small presentation of GATES project at General Assembly of ANSEMAT	54
3	**INO**	AgriFoodTech 2018 (https://agrifoodtech.nl/home-en/)	Brabanthallen's-Hertogenbosch, (The Netherlands)	12-13/12/18	Personal interaction with people from Agribusiness Academy (https://agribusiness.academy/) They would be interested in being involved in the further development of the GATES prototype and to ensure a good product market fit.	10-15

Table 16. Person-to-person meetings where GATES have been presented

ANSEMAT has also informed about the project and MVG through mailing (1/11/2018) to their associated partners arriving to an estimated audience of 307 people.

3.4 Other initiatives

EU Innovation Radar

GATES project was selected from EU's innovation radar which goal is **to identify innovations in EU-funded research and innovation projects with the highest maturity. GATES project was characterized as a project with "Commitment" maturity**. This category includes innovations for which concrete market-oriented ideas have been put together (e.g. Market studies, business plans, end-user engagement). They are considered 'Advanced on market preparation' and their commercialization depends on progressing on technology development.

Figure 46. More info at: https://www.innoradar.eu/innovation/23714

Innovation Radar Prize 2018

INOSENS was nominated for the European Commission's Innovation Radar Prize 2018 in the Best Young SME category. This prize category aims to recognize dynamic SMEs who have been developing great innovations with EU-support. The innovation at INOSENS was driven by GATES project "a gaming tool for training professionals in Smart Farming Technologies and improve their economic and environmental benefits over time". Inosens competed with 8 other SME (Multiwaves Technologies, Lumicks, Goedle.io, Spaziodati, Energica Motor, Innosyn, Sedona Systems and Pozyx) to win the Innovation Radar Prize as Best Young SME 2018. The winner, announced on the 6th December in a special award ceremony on the closing day of ICT 2018, was finally Multiwaves Technologies, while INOSENS ended as Finalist.

Thanks to specific dissemination campaigns through social media, newsletters, press releases, and dissemination efforts made by partners through participation at international events and organisation of validation learning cycles, a total of **2.081 end-users** have played the final GATES serious-game.

Figure 48. GATES game end-users provided by google Analytics.

4. Dissemination balanced scorecard

A dissemination Balanced Scorecard with a set of Output & Result Indicators was defined in the Dissemination Plan (deliverable 6.1) in order to facilitate an accurate monitoring and evaluation of the dissemination activities and understand the impact of the actions carried out. The Balanced Scorecard has been updated with the degree of achievement of the dissemination objectives during the reporting period.

INDICATOR	CATEGORY	TARGET VALUE	PERIOD VALUE	ACHIEVEMENT %
DISSEMINATION STRATEGY & PLAN				
Communication & Dissemination Strategy & Plan	Output	1	1	100
Nº of meetings of Dissemination Work Group	Output	5	5	100
Nº of Dissemination Work Plans	Output	5	5	100
Nº of six-monthly Dissemination Reports	Output	5	5	100
Nº of annual Dissemination Reports	Output	3	3	100
DISSEMINATION TOOLS				
Communication & Dissemination Pack Materials	Output	1	1	100
Nº of webportal	Output	1	1	100
Nº of visits to the project web portal (nº of sessions)	Result	5.000	5.836	117
Nº of stakeholders registered in the GATES User Group Community	Result	200	11	6
Nº of publicity materials	Output	4	4	100
Nº of distributed printed/digital promotional materials	Output	500	5.250	1.050
Nº of digital newsletters distributed	Output	6	5	83
Nº of e-newsletter recipients	Output	250	293	117
Nº of social media accounts	Output	4	4	100
Nº of Twitter followers	Result	300	764	255
Nº of Facebook followers	Result	200	330	165
Nº of LinkedIn followers	Result	150	418	279
Nº of YouTube followers/views	Result	100	232	232
Nº of scientific papers published	Output	2	2	100
Nº of articles in specialised media	Output	5	13	260
Target groups informed about GATES	Result	5.800	8.315	143
Nº of press releases issued	Output	4	4	100
DISSEMINATION ACTIVITIES				
Nº of regional/national Workshops held	Output	3	18	600
Nº of Final Dissemination event held	Output	1	1	100
Nº of non-project events where GATES is presented	Output	10	18	180
Nº of participants in 3 "validated learning" cycles	Result	170	359	211
Nº of participants on Final Dissemination event	Result	60	60	100
Nº of people outreached at non-project events	Result	1.250	8.355	668
Nº of national and EU initiatives coordinated with	Result	10	10	100

Table 17. Updated Dissemination Balanced Scorecard.

PARTNERS IN GATES

PARTNERS IN GATES

INOSENS

ANSEMAT

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AGRICULTURAL UNIVERSITY OF ATHENS

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