D7.6: Dissemination Pack
WP7 – Exploitation and Communication

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Executive summary

This deliverable reports on the APOLLO Dissemination Pack: a collection of communication, dissemination and marketing material to promote greater awareness of the project.

The Dissemination Pack is comprised of:

- The APOLLO Brochure
- The APOLLO Leaflet
- The APOLLO Website
- The APOLLO Newsletter
- The APOLLO Fact Sheets
- The APOLLO Press Kit

The brochure and website are available in their first versions (the brochure is undergoing finalisation based on comments received from partners). The newsletter is operational and the first edition has been delivered. In agreement with the project coordinator, the fact sheets have been postponed due to the current maturity level of the technical solution. The leaflet is still in production but is expected to be delivered within the next month. The full press kit will be made available upon the completion of the full set of documents, in the meanwhile, a partial press kit will be delivered to journalists.
1 Introduction

This deliverable introduces the items comprising the APOLLO Dissemination Pack. The APOLLO Dissemination Pack is comprised of:

- The APOLLO Brochure
- The APOLLO Leaflet
- The APOLLO Website
- The APOLLO Newsletter
- The APOLLO Fact Sheets
- The APOLLO Press Kit

Each of these communication products is described in the sections below along with screenshots.

2 Brochure

The APOLLO Brochure is an 8-page, A4 portrait, glossy communication product. It provides a detailed overview of the benefits and advantages of the APOLLO service with a view to creating brand awareness and attracting new customers. It is intended for distribution in print and via the web to farmers, farmers' associations, agricultural consultants, the research community and the general public.

The brochure is currently in the final stages of lay-out, with minor changes pending to some of the iconography, including the final decision on the front cover. The images which follow display the various spreads comprising the brochure.
This project is co-funded by the European Union

**D7.6: Dissemination Pack**

**HOW TO GET INVOLVED**

**SIGN UP TO BECOME A TRIAL USER**

APOLLO will launch initial services in April 2017. Sign up to become a trial user for APOLLO's 2017-2018 services.

**SUBSCRIBE TO OUR NEWSLETTER**

We publish a bi-weekly newsletter to announce events and project updates. Subscribe here to stay informed.

http://apollo-k2920.eu/newsletter

**CONTACT US**

http://apollo-k2920.eu/contact/

E: APOLLO_AppliedSci LOL Technol

A: APOLLO (LOL) project

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**APOLLO**

Bringing the benefits of precision agriculture to smallholder farmers

http://apollo-k2920.eu/

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**Figure 1:** APOLLO Brochure – Spread 1 - Front and back covers

**Figure 2:** APOLLO Brochure – Spread 2 - Pages 1 and 2

**APOLLO** is an EU-funded innovation project aiming to develop a market-ready platform of agricultural advisory services aimed primarily, but not exclusively, at smallholder farmers.

The APOLLO project aims to bring the benefits of precision agriculture to smallholder farmers through affordable information services, making use of a combination of free and open Earth Observation data, such as those provided by the European Union’s Copernicus programme.

Innovative satellite services are being tested and disseminated to farmers in order to overcome their limited remittances, expansion potential, and local access to advanced technology.

APOLLO services couple advanced satellite services with ground-based advisory services, to provide comprehensive, tailor-made solutions.

Through the provision of high-precision services, APOLLO aims to transform smallholder farmers' farming practices, improving their knowledge and productivity.

The APOLLO platform offers a wide range of advisory services directly to farmers, in order to support them in their journey towards more efficient and sustainable agricultural practices.

APOLLO services are designed to be accessible and affordable, allowing smallholder farmers to benefit from current advances in technology.

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**APOLLO**

Bringing the benefits of precision agriculture to smallholder farmers

http://apollo-k2920.eu/
This project is co-funded by the European Union

APOLLO's four services support better decision-making and optimised use of agricultural inputs, reducing waste and increasing yields.

TILLAGE SCHEDULING

- When and where it's in cycle?

The optimal solution is the one that balances crop growth and soil conditions. This is done through various models that simulate the physical and biological processes governing soil behaviour and plant growth. The models are calibrated and validated on a large number of farms and regions across Europe. The solution is then presented to the farmer in a user-friendly format, allowing for further refinement.

IRRIGATION SCHEDULING

- When and where is it needed?

Aptose's advanced algorithms predict crop water needs and soil moisture conditions, ensuring that irrigation is applied efficiently and accurately. The irrigation system is designed to operate optimally, reducing water waste and improving crop yield.

SOWING PROGRESSION

- What is the current status of all crops?

The APSO system provides detailed information on the progress of all crops, including sowing dates, planting depths, and crop health. This information is used to optimise future planning and decision-making.

CROP GROWTH MONITORING

- What is the current status of all crops?

The APSO system provides real-time crop growth data, allowing farmers to monitor the health and development of their crops. This information is used to optimise crop management strategies and improve yield.

CROP YIELD ESTIMATION

- Forecast the crop yield before the harvest

Aptose's advanced algorithms predict crop yields based on historical data, soil conditions, and weather patterns. This information is used to optimise crop management strategies and improve yield.

APOLLO services will be piloted during the project in three countries of continental Europe: Greece, Serbia and Spain. The pilots will provide an opportunity for users to contribute to the creation of the services and their validation.

PELIA, GREECE

APOLLO services will be piloted at the Organic Farm of Pelia Agricultural Cooperative in Pelia, Greece. The farm is a model for sustainable agriculture, with a focus on organic farming practices. The farm is part of the European Organic Agro-Food Network (EOAN) and is a member of the Organic Food and Agriculture Organisation of the European Union (FOA). The farm is also certified by the Greek Organic Agricultural Association (EOON). The farm is located in a region with a mild climate and fertile soil, providing ideal conditions for organic farming.

GUMLI, SERBIA

APOLLO services will be piloted at the Agricultural Cooperative of the Municipality of Gumlja, Serbia. The cooperative is a member of the European Organic Agro-Food Network (EOAN) and is a member of the Organic Food and Agriculture Organisation of the European Union (FOA). The cooperative is located in a region with a mild climate and fertile soil, providing ideal conditions for organic farming.

TARGET MARKETS

APOLLO services are aimed at (primarily) small farmers, farmers' associations and agricultural consultants.

SMAALL FFAARRMMERS

The project will target small farmers in protected cultivation with an average of 10 ha of land, which is the dominant farming system in the region. The services are designed to improve the efficiency and profitability of small-scale farming.

AGRICULTURAL COOPERATIVES

Since agricultural cooperatives are the backbone of the region's economy, the project will target these cooperatives to improve their sustainability and efficiency.

AGRICULTURAL CONSULTANTS

The project will target agricultural consultants who are involved in the supply chain of agricultural products, such as input suppliers and market consultants.
3 Leaflet

The APOLO Leaflet will be an A4 landscape, matte communication product, to be folded into a triptych (outside thirds folded inwards) in its printed form. The purpose of the leaflet is attracting the attention of target audiences with a small number of key messages, triggering brand awareness and encouraging visitors to the website. It is intended for distribution in print and via the web to farmers, farmers’ associations, agricultural consultants, the policy and research communities and the general public.

The content of the leaflet will be a highly summarised version of certain key sections within the brochure. It will emphasise some of the main messages of the APOLO narrative, such as:

- The main strapline: “APOLLO services are affordable, accessible and easy-to-use”
- “Any time or place, for many crops on multiple devices - APOLLO services are readily accessible”.
- “Built for farmers, by farmers: APOLO is designed with the help of real farmers to make it user-friendly and easy to navigate.”

The leaflet is still in production but is expected to be delivered within the next month.

4 Website

The APOLO website (www.apollo-h2020.eu) serves as the online marketing tool of the project. Its key purpose is raising awareness of the project's goals, activities and results and promoting the APOLO platform to the main target audience: farmers, farmers’ associations and agricultural consultants. It provides key information about the project and the future commercial services, in a concise and appealing manner, including:

- Description of project objectives, partners and funding;
- Public deliverable documents, results and latest news;
- Announcements on project activities and involvement opportunities;
- Promotional materials.

The APOLO website was first released for comment on 28 August 2016, and formally made public in September 2016 (M05). In its first version, the website is focused on communicating the project-related aspects of APOLO, whilst the second release (M12) will focus on promoting the commercial services.

Several snapshots of the website's homepage are available in the figures below.
Figure 5: APOLLO Website – Homepage – 1

THE APOLLO SERVICES

The four APOLLO services support farmers at all stages of the growing cycle. The services will be made available on the APOLLO platform over the internet through the desktop, or via the dedicated APOLLO mobile/tablet application.

- **Tillage Scheduling**
  - Know when to till for best results, avoiding soil degradation and saving energy.

- **Irrigation Scheduling**
  - Find out when and how much to water your crops, reduce waste and avoid over-irrigating.

- **Crop Growth Monitoring**
  - Keep an eye on the state and health of crops from emergence to harvest.

- **Crop Yield Estimation**
  - Analyse field productivity and make better-informed decisions on whether to sell or store.

Figure 6: APOLLO Website – Homepage – 2
5 Newsletter

The APOLLO project publishes a **regular, trimonthly newsletter** to inform subscribers of upcoming events, project milestones, and relevant news stories linked to the broader fields of precision agriculture and smart farming. The main purpose of the newsletter is to announce project-related events, communicate project news, and maintain the interest and awareness of subscribers as the project progresses.
The newsletter was designed, and is distributed, using the online service MailChimp. The first APOLLO Newsletter was released in October 2016.

A snapshot of the first issue of the newsletter is presented in the image below.

Agricultural advisory services for European farmers

Welcome to the first newsletter of the APOLLO project, an EU-funded initiative aiming to build affordable, accessible and easy-to-use agricultural advisory services for European farmers - especially smallholders.
6 Fact Sheets

A set of fact sheets is planned as part of the communication toolkit of the APOLLO project. The purpose of the fact sheet is to summarising key information on the four services offered by APOLLO: Soil workability, irrigation scheduling, crop growth monitoring and crop yield estimation.

Due to the current maturity level of the project, the fact sheets will be delivered at or before M12, coinciding with the release of the pre-operational services.

7 Press Kit

The APOLLO Press Kit will be a collection of published materials on the APOLLO project, including:

- The set of 4 APOLLO fact sheets
- The APOLLO Brochure
- The APOLLO Leaflet
- The most recent APOLLO Press Release
- An information sheet containing:
  - Links to the project’s website and social media accounts
  - A synthetic summary of the project
  - Key points and messages to be highlighted in a published article
  - Links to the previous press releases of the project

The full press kit will be made available upon the completion of the leaflet and the fact sheets. In the meanwhile, a partial press kit, containing the rest of the items listed above, will be delivered.

The first Press Release of the project is included in the image below.
The APOLO EU project sets out to bring affordable precision agriculture to smallholder farmers

FOR IMMEDIATE RELEASE
Brussels, Belgium, 5th July 2016

APOLLO is an EU project aiming to develop agricultural advisory services aimed primarily, but not exclusively, at smallholder farmers. The project aims to bring the benefits of precision agriculture to farmers through affordable information services, making extensive use of free and open Earth Observation data, such as those provided by the EU’s Copernicus programme. These services will help farmers to make better decisions by monitoring the growth and health of crops, providing advice on when to irrigate and till their fields and estimating the size of their harvest. Ultimately, these interventions should lead to less waste and higher yields - and therefore increased profitability and competitiveness.

The APOLO project brings together nine partners from five European countries (Greece, Spain, Austria, Belgium and Serbia), and combines expertise in agronomy, agricultural services, soil science, remote sensing and Earth Observation. The consortium is proud to include two farmers’ associations – the Agricultural Cooperative of Pella in Greece, and the Association of Farmers of the Municipality of Ruma in Serbia, who will pilot and test early versions of the services. A third pilot will be carried out in Spain.

APOLLO responds to a series of challenges facing the agricultural sector as a whole, and smallholder farmers in particular. Global population growth means that farmers will need to grow twice as much as they do today in order to feed the planet’s 9 billion inhabitants1. At the same time, there is less land available for agricultural production, thanks to the expanding population, soil erosion and water scarcity. Finally, there are social and regulatory pressures on farmers to reduce their environmental impact: in other words, to use less pesticides, fertiliser, water and fuel.

Precision agriculture can help to address these challenges. Detailed information about the state and health of crops allows farmers to apply chemicals and water in the precise quantities required, where and when they are needed. This approach is extensively used by large-scale farm managers, but is still relatively new to small-scale farmers, who often cannot afford heavy investments in new technologies. APOLO aims to open up the precision agriculture market by making affordable and easy-to-use agricultural advisory services available to farmers, farmer associations and agricultural consultants.

The APOLO project was successfully launched at its inaugural meeting, held in Thessaloniki on the 12th and 13th of May 2016. The pace and output of the meeting reflected the complementarity of the partners and the strength of the several working relationships which already exist between many of them. The discussions converged on issues such as the nature and variety of the target users in the different countries, how best to approach the collection of user requirements, and the technical issues to be overcome in developing the services. A special visitor to the kick-off meeting was a Serbian farmer, invited by the Ruma farmers’ association, who shared his views on the opportunities and challenges of introducing new technological solutions to smallholder farmers.

1 http://www.worldwildlife.org/stories/freezing-the-footprint-of-food
Since its launch, the project has been represented at several geospatial and space-related events: the Geospatial World Forum, the European Space Solutions conference, the NEREUS event “What can Sentinels do for regions?” and the Copernicus Agriculture and Forestry Applications User Requirements Workshop.

Preparations are now underway for the collection of user requirements for the APOLO services through a survey and focus groups. The project team invites interested parties (farmers, agricultural consultants, associations) to get in touch in order to express their views, participate in the survey, and subscribe to the project’s mailing list.

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This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 687412.
8 Conclusion

The APOLLO Dissemination Pack is a collection of documents aimed at enabling the promotion and awareness-raising of the project through print and digital media.

The Dissemination Pack is comprised of:

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