D7.8: Dissemination Report II

WP7 – Exploitation and Communication

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D7.8: Dissemination Report II

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**Horizon 2020 Call**
EO-1-2015: Bringing EO applications to the market

**Type of Action**
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D7.8: Dissemination Report II

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Executive summary

The main objective of this deliverable is to provide a comprehensive overview of the dissemination, communication and marketing tools and activities developed during M06 – M18 of the APOLLO project. The overall objective of the dissemination and communication activities is to promote the results and benefits of the project to a range of relevant target audiences, in order to foster a sustainable customer base for the future commercial service.

The dissemination and communication material and activities that have been produced or undertaken during this period include:

- maintaining APOLLO’s website and social media account, which provide platforms for communicating APOLLO and disseminating news and material related to APOLLO to specific audiences (e.g. younger, technologically-aware farmers on Facebook), and for sharing the latest information on the APOLLO services;
- APOLLO’s newsletters, providing information, results and events related to the project;
- specific dissemination tools used and distributed at external conferences such as APOLLO brochure and leaflet and audience-focused presentations;
- representation in media and conferences as well as the publication of scientific papers, enhancing APOLLO’s visibility and enabling the development of a solid network amongst agricultural and Earth Observation (EO) academic and industrial stakeholders at both European and regional level.

During these months the scope of media presence and networking activities was to inform and raise awareness to potential users regarding APOLLO services as well as engage them to become trial users and get involved in APOLLO’s activities. In addition, networking activities aimed among others at the exchange of information and the fostering of closer scientific and technological cooperation between the project partners and other academic, industrial and governmental partners in the field of Agriculture and Earth Observation services/applications, focused primarily on Europe. Strong networks of stakeholders in both fields is a necessary and important step in the harmonisation of activities and efforts to maximise regional stakeholder’s awareness of APOLLO’s services.

This document provides short descriptions of the dissemination and communication activities reported from APOLLO partners, and carried out directly by the WP7 team. These include participation in conferences, networking events, media, publications etc. The positive impacts of these activities are already being felt, as exemplified by the requests from media representatives either in the pilot regions or in other EU countries for more information about the project (see Section 2.3) and requests from interested parties for potential cooperation.
1 Communication activities and tools

1.1 Website

The APOLLO website (www.apollo-h2020.eu) serves as the online marketing tool of the project. It provides key information about the project and the future commercial services. APOLLO’s website provides access to the following key information in a concise and appealing manner:

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

1.1.1 Website statistics

The APOLLO website was put online on the 29th of August 2016, and officially launched in September (M05). Data on website traffic since then have been monitored using Google Analytics. The major statistic indicators are the following:

- **Sessions**: Session is defined as a group of interactions taken by one user within a given time frame (30 minutes) on the website. The number of sessions is an indicator of how many times the site has been visited.
- **Users**: Visitors that have had at least one session within the selected date range (includes both new and returning visitors).
- **Page views**: the total number of times a page has been viewed. Repeated views of a single page are counted.
- **Pages/Session**: average number of pages viewed during a session. Repeated views of a single page are counted.
- **Average Session Duration**: Average time spent by visitors browsing the site.
- **Bounce Rate**: the percentage of single-page visits (i.e. visits in which the visitor enters and leaves the site from the same page, without interacting with the rest of the site).
- **Percentage of New Sessions**: estimate of the percentage of first-time visitors.

The values of the above indicators for all users¹ are recorded in the following table, Table 1.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sessions</td>
<td>2762</td>
</tr>
<tr>
<td>Users</td>
<td>1620</td>
</tr>
<tr>
<td>New users (M06-M12)</td>
<td>720</td>
</tr>
<tr>
<td>Page views</td>
<td>7529</td>
</tr>
<tr>
<td>Pages/Session</td>
<td>2.73</td>
</tr>
<tr>
<td>Average Session Duration</td>
<td>00:03:04</td>
</tr>
</tbody>
</table>

¹ In the first version of this deliverable, a segmentation of users was applied in order to remove the influence of automated web “crawlers” on the data, by counting only sessions longer than 30 seconds. Due to the limitations of Google Analytics when such segmentation is applied (90-day period only), we have been obliged to remove the filter. As such, the results now represent “all users”, which may include some non-human actors.
Information on the visitors’ behaviour and areas for improvement can be extracted from the statistical data provided by Google Analytics.

**Impact/Progress**: According to the key performance indicators defined in D7.1 “1st Dissemination, communication and marketing plan”, the overall target is to reach 5000 visitors to the APOLLO webpage. The target for M12 was set to be 500 unique visits. APOLLO not only has achieved to reach 500 unique visitors but has attract during M06-M12 (current reporting period) more than 700 new users. This is a result of the participation of all partners in dissemination activities and well-placed communication activities. As result is very promising for the next phase of the APOLLO project as the project aims to enter a commercial phase.

**Sessions**

Since launching, the APOLLO website has received 2762 visits (sessions) from 1620 users. As can be seen in Figure 1, immediately following the publication of the Newsletters, APOLLO increases the number of its visitors. Visits seem to be stabilised, with a few noticeable peaks occurring as a consequence of various other activities like media presence.

As evident in Figure 2, 58% of total visitors to the website were new. At this point, the number of returning visitors is assumed to reflect mainly the project partners. It can be assumed that new visitors are mainly stakeholders interested in learning more about the APOLLO project, coming from the growing network of contacts established via activities such as conferences, media appearances and publications.

**Geolocation statistics**
As can be seen in Figure 3, the majority of visits came from three countries: Greece (22.63% of the total sessions), Serbia (19.30% of the total sessions), Belgium (18.14% of the total sessions) reflecting the home countries of project partners. Spanish visitors represented 6.70% of total sessions. A noticeable number of visits came from other European countries; Italy 3.04% and UK 2.79% as well as Netherlands and Austria. In addition, there are noteworthy visits from the USA 4.09%.

These statistics will increased through the duration of the project as the APOLLO intensifies its dissemination and communication activities and builds solid networking channels and enters a marketing phase.

1.2 Newsletter

During M06-M18 two newsletters were published:

- Newsletter #2, February 2017 (M10),
- Newsletter #3, June 2017 (M14).

<table>
<thead>
<tr>
<th>Newsletter Issue</th>
<th>No of Subscribers/Recipients <em>(incl. the APOLLO team, 28 individuals)</em></th>
<th>Open rate</th>
<th>Click rate</th>
<th>Clicks per unique opens</th>
<th>Total clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter #1</td>
<td>2 *30</td>
<td>*56.7% (17)</td>
<td>*23.3% (7)</td>
<td>41.2</td>
<td>143</td>
</tr>
<tr>
<td>Newsletter #2</td>
<td>48 *76</td>
<td>*39.5% (30)</td>
<td>*14.5% (11)</td>
<td>36.7</td>
<td>20</td>
</tr>
<tr>
<td>Newsletter #3</td>
<td>52 *80</td>
<td>*41.8% (33)</td>
<td>*16.5% (13)</td>
<td>40</td>
<td>27</td>
</tr>
<tr>
<td>Newsletter #4</td>
<td>62 *91</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Table 2: Newsletter subscribers (launch-M18).
As shown in Figure 4, APOLLO has quadrupled its subscribers over the past year. Top subscriber locations are also shown in the Figure below.

Open rates are demonstrated in Figure 6. The first Newsletter shows the best performance so far. This was expected since the first Newsletter subscribers were mainly all consortium members. Therefore, excluding the first Newsletter, it is evident that Newsletter performance increases with time as well as the number of subscribers, as shown above. Based on these statistics we can conclude that this last 12 months APOLLO has succeeded in maintaining a solid audience and reach new individuals as well, across the pilot countries and in the EU in general. These findings are promising for APOLLO’s next dissemination phase, which will be more marketing focused.
Impact/Progress: According to the key performance indicators defined in D7.1 “1st Dissemination, communication and marketing plan”, the overall target is to attract 3000 subscribers. Currently APOLLO Newsletter has 62 new subscribers and 50 more during M06-M12 (current reporting period). Although subscriber rate is increasing through time it seems that the Newsletter might not be the major tool to promote APOLLO services to new audience. However, it is a great tool to promote APOLLO to its existing community and retain their interest while engage them as we enter the commercial phase to get more involved in APOLLO and retain them as a pool of early adopters and potential customers.

1.3 APOLLO on Social Media

Both Facebook and Twitter were designed to augment and complement the website as the central channel of stakeholders and potential customer engagement. In addition, a LinkedIn group has been created in order to stimulate debate and discussion around the APOLLO services.

1.3.1 Twitter

APOLLO has established a Twitter presence under the username @APOLLO_Agri for amplifying the propagation of news, announcements and publications.
At the end of M06, the APOLO Twitter account was following 101 other accounts related to the Agricultural sector (i.e. projects, private companies, agricultural professionals, EU agricultural institutions and decision makers) and was being followed by 23 other accounts. Currently (M18) @APOLLO_Agri is following 213 accounts in total, related to the Agricultural and Remote sensing sectors, i.e. 112 more in twelve months, and is being followed by 130 accounts mainly related with Agriculture, Remote sensing (including mainly decision makers, large organisations, academia, projects, scientists) and media. It is evident that APOLO has increased its target audience by a factor of five over the course of a year.

**Impact/Progress:** According to the key performance indicators defined in D7.1 “1st Dissemination, communication and marketing plan”, the overall target is to attract 50 followers. Currently APOLO Twitter has achieved to double the targeted value, yet in its first year. During M06-M12 100 more accounts have followed APOLO reflecting the results of the dissemination and communication efforts from all partners. A solid network around APOLO is being established and Twitter seems to be a very good tool to promote the project’s activities, news and attract more interest. Supported by and supporting all partner activities, twitter campaign will be considered to be launch after the validation and commercialisation of the APOLO platform.

### 1.3.2 Facebook

APOLO has established a Facebook page for the purpose of reaching out to groups and networks (such as Agri.EU - The Social Network of European Farmers) and for engaging in public conversations with a younger generation of technologically-aware farmers. The APOLO Facebook page is currently being followed by 102 accounts and has been liked by 104 accounts. Both account groups are mostly individuals related to agriculture such as farmers, crop consultants, non-professional farmers, university students studying agri-related topics, etc. A strong Facebook campaign will follow in the upcoming months as a marketing tool to promote APOLO platform and services.

**Impact/Progress:** According to the key performance indicators defined in D7.1 “1st Dissemination, communication and marketing plan”, the overall target is to achieve 300 page “likes”. As indicated above, currently (M12) APOLO has received 104 “likes”. People seem interested in what APOLO has to offer and during the period of the life of the project this performance indicator is planned to be achieved and surpassed. Facebook, like the other social channels will complement
other marketing activities and is planned to be mainly used to engage existing network and be used as a tool to spread the news for APOLLO’s commercial service.

1.4 Press Kit

A press kit was developed aimed for circulation to journalists. APOLLO’s Press Kit is a dedicated sheet for media containing a brief description of the project and its objectives as well as all dissemination material for media and APOLLO’s contact point for interviews. The Press Kit is available on the APOLLO website via this link.

![APOLLO Press Kit Information Sheet](image)

Figure 8: APOLLO Press Kit.

1.5 Dissemination activities

Representatives from all APOLLO project partners have promoted the project using the means and channels at their disposal.

1.6 Dissemination material

Dissemination tools finalized and developed during the period M06-M12 comprise the APOLLO brochure and leaflet. The material was designed and developed in line with the APOLLO visual identity and is available both in printable and digital (web-ready) formats. Both the brochure and the leaflet were developed in three different languages, Serbian, Spanish and Greek. So far, approximately 200 copies of brochure, have been disseminated at two major agricultural events InfoAg and ECPA.
1.6.1 Brochure

The APOLOLO brochure was designed with the aim of providing a detailed overview of the benefits and advantages of the APOLOLO services, with a view to creating brand awareness and attracting new customers. The brochure is also available online on the APOLOLO website (here), whilst the translated versions can be found in the relevant APOLOLO mirror sites (GR, ES, SR).

![Figure 9: APOLOLO’s Brochure (April 2017).](image)

1.6.2 Leaflet

The APOLOLO leaflet was designed with the aim of attracting the attention of target audiences with a small number of key messages, triggering brand awareness and encouraging visitors to the website and other social media. The leaflet is also available online on APOLOLO’s website, (here) – the translated versions can be found in the relevant APOLOLO mirror sites (GR, ES, SR).
Impact/Progress: According to the key performance indicators defined in D7.1 “1st Dissemination, communication and marketing plan”, the overall target is to distribute 2500 copies of the printed communication material. Taking into account that the dissemination material was ready during M06-M12 (current reporting period) the results should be considered as very optimistic. Mainly because, the 200 copies were distributed in major agricultural events where APOLLO was represented by consortium partners (see Table 3). Updated versions of the dissemination material are planned for the time before APOLLO enters its commercial phase. This targeted indicator is expected to be increased during the next months of the project.
1.7 Conferences

A strategic campaign of event and conference attendance was planned for the lifetime of the APOLLO project and is registered in “D7.1 Dissemination Communication and Marketing Plan”. The aim is to maximise the effect of direct interaction with relevant stakeholders, present the AROLLO solution as part of the programme of speakers and to distribute AROLLO marketing material to attendees. Dedicated presentations were produced by the participating partners to facilitate the promotion of AROLLO in the context of each event. A dedicated Dissemination Report form is used to collect reports from partners on the activities in which they have been involved (See Annex I).

1.7.1 Third party conferences, events and workshops

Table 3 summarises the events at which AROLLO was represented, totalling eight conferences and workshops.

<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
<th>AROLLO’s involvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>“EU RESEARCH AND INNOVATION IN SUPPORT OF THE EARTH OBSERVATION MARKET”, Brussels, 21-22 September 2016</td>
<td>The overall objective of this workshop was to explore Research and Innovation (R&amp;I) actions needed for the development of a dynamic Earth observation (EO) market in Europe in relation to the Copernicus and GEO initiatives (Group on Earth Observations). More about the event and AROLLO’s ppt can be found here.</td>
<td>The AROLLO project was presented in order to initiate contacts and to build a network across Europe with the members of the EO community. The session was attended by EO data providers, geospatial industrial sector and ICT sector representatives. Presentation title: “An advisory platform for small farms based on EO, AROLLO”, Stelios Kotsopoulos (DRAXIS).</td>
</tr>
<tr>
<td>InfoAg2017 St.Louis, Missouri (US), 25-27 July 2017</td>
<td>InfoAg is the premier conference on the practical application of precision agriculture. It features an educational program that includes plenary, breakout, and workshop sessions along with an extensive exhibit hall of leading</td>
<td>Most InfoAg attendees are crop consultants or involved in agricultural retail and farmers. Agribusiness people, university researchers, scientists and government workers. AgriSat representatives had the chance to network with crop consultants and agribusiness people.</td>
</tr>
</tbody>
</table>

\[2\] A preview of the Google form can be found in Annex I.
<table>
<thead>
<tr>
<th>Event</th>
<th>Details</th>
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</thead>
</table>
| **Smart AKIS Regional Innovation Workshop**  
Novi Sad, Serbia, 14 March 2017  
Participation: UBFCE  
Session: Group 2: Remote Sensing  
Materials: PPT presentation  
**No. of attendees:** 50, representatives of companies that develop smart solutions in agriculture and farmers, representatives of government | Smart AKIS Regional Innovation Workshop aimed at demonstrating the smart farming technologies currently and potentially available in the regional market. Companies that develop smart solutions in agriculture, farmers, representatives of government.  
More information from the event can be found [here](#) and the program of the workshop is available [here](#). |
| **1ST Regional Innovation Workshop:**  
Application of new technologies in agriculture (Smart AKIS)  
Giannitsa, Greece, 29 May 2017  
Participation: DRAXIS, AC Pella  
Session: Presentation of selected new technologies  
Materials: PPT presentation | This first wave has allowed partners to contrast the findings on farmers' interest and needs on relation to Smart Farming, to showcase some Smart Farming technologies tailored to the farmers' need, and most of all, to start building trust among farmers, researchers, the industry and advisors for the identification of specific innovation projects that will.  
APOLLO coordinator Dr. Machi Simeonidou (Draxis) attended this event in order to showcase APOLLO and collect observations relevant to the project and make connections with the stakeholders present.  
Presentation title: “An advisory platform for small farms based on EO, APOLLO”, Machi Simeonidou, DRAXIS. |

硬件，软件和服务供应商为精确农业。更多关于该活动的信息可以在这里找到。
<table>
<thead>
<tr>
<th><strong>No. of attendees:</strong> &gt;49</th>
<th>come up in the second wave of Workshops. The first wave of Innovation Workshops will be followed by 2 more rounds. More information from the event can be found <a href="#">here</a>.</th>
</tr>
</thead>
</table>

### 4th Satellite Soil Moisture Validation and Application Workshop and the CCI Soil Moisture User Workshop

**Vienna, 18 September 2017 CCI Soil Moisture User Workshop**

**19-20 September 2017 Satellite Soil Moisture Validation and Application Workshop**

Participation: TUW  
Session: n/a  
Materials: n/a  
No. of attendees: 110 from 21 nations

The Satellite Soil Moisture and Application Workshop brings together experts from all around the world to discuss and reconcile recent methodological advances in the development, validation and application of global satellite soil moisture data.

The CCI Soil Moisture User Workshop is similar in scope, but focuses on users of the CCI Soil Moisture products. Users from any relevant application area are invited to present their experiences with the data and provide ideas for future product improvements.

More information as well as images from the event can be found [here](#).
### BioFest 2017: International festival of organic products
11-13 October 2017, Subotica, Serbia

**Participation:** UPOR, UBFC

**Session:** n/a

**Materials:** Article in BioFest’s brochure

**No. of attendees:** n/a

The aim of the event is to promote organic production. This year’s theme is "IT - an organic vision of the future". More information and the event’s program can be found [here](#).

Ugljesa Trkulja (UPOR) attended the event in order to promote APOLLO. In addition, an article focusing on APOLLO project was included in BioFest’s brochure (see Figure 11). More than 500 copies of the brochure were available for all attendees.

### 11th European Conference on Precision Agriculture (ECPA 2017)
16-20 July, Edinburgh, UK

**Participation:** Bronze sponsor AgriSat

**Session:** Exhibition booth

**Materials:** ECPA exhibition booth with poster & flyers APOLLO

**No. of attendees:** n/a

In addition to a strong academic programme, the conference feature strong links to industry with practical input through commercial participants and the UK’s new Centres of Excellence in Innovation. More information about the event can be found [here](#).

AgriSat was a bronze sponsor of this event and was also present at an exhibition booth. Networking with commercial participants.

### 11th European Conference on Precision Agriculture (ECPA 2017)
16-20 July, Edinburgh, UK

**Participation:** AUA

**Session:** n/a

**Materials:** PPT presentation based on scientific paper

**No. of attendees:** n/a

A well-attended and highly appreciated conference in Precision Agriculture sector. The theme for 2017 was ‘Innovating through Research’ aimed to enable all involved in Precision Agriculture to participate. Oral and poster presentations on any precision agriculture topic were included.

Evangelos Anastasiou and Spyros Fountas (AUA) attended this event in order to present the scientific publication entitled “User requirements for a satellite-based advisory platform” which was published under the work done in the context of the APOLLO project. APOLLO representatives were also involved in the networking activities promoting APOLLO’s science and concept.
Impact/Progress: According to the key performance indicators defined in D7.1 “1st Dissemination, communication and marketing plan”, the overall target is to attend 15 events. APOLLO representatives had already attended 12 events in the first six months of the project’s lifetime. As mentioned above, during M06-M12 APOLLO representatives have attended 8 more events at international, national and regional level. Being a market driven project, APOLLO partners will continue promoting successfully APOLLO services and its science in more events during the next months.

1.8 Publications

Publishing articles in qualified publications guarantees the effective dissemination of specific project results, targeting groups of experts in the sectors addressed by APOLLO. For this reason, a set of conferences and scientific journals were identified. In the scientific domain publishing results in peer-reviewed journals, and in peer-reviewed conferences is the dominant mechanism for knowledge transfer. During the reported period, two scientific conference papers were accepted in peer-reviewed conferences.


The publication “User requirements for a satellite-based advisory platform” was presented by its lead author PhD candidate Mr. Evangelos Anastasiou at the ECPA conference in Edinburg in July 2017 (as reported in Table 3).
The number of publications and conference papers is expected to increase as the project’s technical team will have more data from technological advances and data from the pilots.

1.9 Media

Since the start of the project on the 1st of May 2016, representatives of the consortium have promoted the project in the media, through regional TV interviews and articles in national news. During the period M06 to M18, APOLLO representatives have promoted APOLLO in several occasions through traditional media including TV, radio and press. The following subsections describe the activities held per country.
1.9.1 Serbia

- **TV coverage and interview** in Agro Panorama program (episode 133) on Agro TV channel, published on the 24th April 2017. Dr Dragutin Protic (UBFCE) presented APOLLO services.
- **Interview** for Domacin program at TV Prva (national coverage), 18 March 2017, Belgrade. Dr Dragutin Protic (UBFCE) presented APOLLO services.
- Interview in the agricultural show “Farmland of Srem” on Fruska Gora Radio (regional Vojvodina coverage), 10 August 2017, Mr Ugljesa Trkulja (UPOR) presented APOLLO and how farmers actively contribute to APOLLO’s services development.
- **Interview** for the agricultural show “Farmland of Srem” on Fruska Gora TV (regional Vojvodina coverage), 09 August 2017, Mr Ugljesa Trkulja (UPOR) presented APOLLO.
- Interview on radio station Klik917 (regional Vojvodina coverage), 15 October 2017, Dr Drautin Protic (UBFCE) presented APOLLO and how farmers actively contribute to APOLLO’s services development.

1.9.2 Greece

- Article and interview on ΥΠΑΙΘΡΟΣ, a Greek journal focused on agriculture, published the 23rd June 2017. Dr Machi Simeonidou (DRAXIS, coordinator) presented how APOLLO is developing services based on farmer needs, how farmers are involved and APOLLO’s pilot phase.

  (EN Title: “APOLLO: A platform developed based on farmer needs”)
Από τις ανάγκες των αγροτών

APOLLO
Μια πλατφόρμα «φτιαγμένη» από τις ανάγκες των αγροτών

Μείωση του διορθωτικού, θα δίνουν οικονομικές οδηγίες για την παραγωγή του τομέα, ανάλογα με τις διαφορετικές σειρές του μετασχηματισμού

Η πλατφόρμα APOLLO δημιουργήθηκε για να διασχίσει τη διάφορα υποδοτικά πλαίσια και να επιμεληθεί τις ανάγκες των αγροτών. Οι τροποποιήσεις που προκύπτουν από την πλατφόρμα APOLLO διαφέρουν σε ανάλογο με τις διαφορετικές σειρές του μετασχηματισμού και τη συγκεκριμένη ημερομηνία. Με την εφαρμογή της πλατφόρμας APOLLO, οι αγροτοί μπορούν να ενημερωθούν ανάλογα με τις οικονομικές οδηγίες. Η σειρά των προκλήσεων και οι τροποποιήσεις που προκύπτουν από τη σειρά, επιβεβαιώνονται με τον τρόπο που επεξεργάζεται τα διάφορα πλαίσια.

Figure 13: APOLLO on the Greek agri - journal “ΥΠΑΙΘΡΟΣ”, published in June 2017.
1.9.3 Other countries

- **ITALY**: Article and interview video with the APOLLO coordinator Machi Simeonidou (DRAHIS) in the Italian edition of l’Informatore Agrario, 17 February 2017.
- International: Article in EARSC’s EO mag, April 2017 Issue (see figure below).

**Figure 14: APOLLO on EO mag (April 2017).**

**Impact/Progress**: According to the key performance indicators defined in D7.1 “1st Dissemination, communication and marketing plan”, the overall target is to have 45 appearances in the media. So far APOLLO has appeared in 11 articles, radio/TV shows at national and international level, while 7 during the period M06-M12. These appearances had a major effect in engaging new people to get
involved in APOLLO as shown from the other indicators above, especially in this second reporting period (M06-M12). APOLLO representatives will continue promoting APOLLO activities through media and as entering the more commercial phase, efforts are expected to be increased.

2 Conclusions

This Dissemination Report has provided an overview of the dissemination and marketing activities implemented in the scope of the APOLLO project, in accordance with the provisions of the Dissemination Plan “D7.1: Dissemination, communication and marketing plan” issued during the first months of the project (M03).

The effectiveness of these activities has been ensured by defining appropriate target groups, allowing the most relevant audiences to be reached with the most appropriate dissemination and communication tools and activities. The main aim is to keep the interested parties engaged with the project and its results, with the ultimate intention of converting them into customers.

APOLLO’s presence on the media (TV, radio and press) through consortium representatives in the pilot countries but also abroad (i.e. APOLLO’s coordinator presence in the Italian TV) has proved to be very successful. More than a dozen farmers and agricultural consultants in the pilots were interested to get involved in APOLLO and requested more information from local representatives. APOLLO also gained more than fifteen new Newsletter and trial user subscribers. In addition, representatives of relevant projects and individuals from various countries such as Sweden, Italy and Serbia, contacted the APOLLO team seeking ways of potential collaboration.

Participation in various events such as workshops, conferences and networking events is an important activity for expanding networks, creating partnerships, as well as promoting APOLLO. As a result of the various events at which APOLLO has been represented, a solid basis for future cooperation has been formed. Partners have successfully embarked on building networks of contacts who are interested in the APOLLO services regionally and in the EU. Involvement in the outreach activities mentioned above has allowed the enrichment of the market knowledge of the APOLLO team and has provided meaningful insights into the key competitors and their practices.

A wider audience has also been reached through the participation of APOLLO representatives in international conferences, as well as the publication of papers in specialised publications.
### 3 Annexes

**Annex I: APOLLO Dissemination Report**

#### APOLLO Dissemination Report

Mar-Oct 2016

This form is for reporting APOLLO dissemination activities during the above time period. Please note that events should be reported using the Event Report template available in Disse (APOLLO Toolset).

* * *

**Διεύθυνση ηλεκτρονικού τοκωδρομίου**

Διεύθυνση σε ηλεκτρονικό ταχυδρομείο...

**Partner**

Επιλογή...

**Activity type**

Επιλογή...

**Date(s) and place of activity (if applicable)**

Η καταγραφή σας...

**Description of activity**

Η καταγραφή σας...

**Audience (size/demographics)**

Η καταγραφή σας...

**Key stakeholders**

Η καταγραφή σας...

**Feedback / Impact**

Η καταγραφή σας...

**Promotional material used**

Η καταγραφή σας...

**Material produced (e.g. photos, videos, presentations etc.)**

Η καταγραφή σας...

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