



## Deliverable 5.2

# Communication Kit and Project Website

March 2024



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### Project funded by



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## Disclaimer

The author of this document has taken any available measure to ensure that the information contained in this document is accurate, consistent, lawful, and up to date.



## Executive Summary

Farms are at the forefront of the data economy, propelled by digitalisation, robotics, and smart algorithms. However, these advancements exacerbate societal pressures on soil health, demanding cleaner water, healthier soils, increased carbon storage and biodiversity. Current solutions are costly and unsuitable for farmers. With this in mind, the EU-funded SQAT project will develop a smart soil mapping service. Combining multi-level, multi-technology approaches, SQAT offers high-resolution soil property maps and tailored solutions for farmers. Using autonomous robot-mounted sensors and innovative in situ analysis tools, the SQAT system enhances productivity while reducing costs. Co-developing with SMEs, SQAT aims to commercialise its solutions, empowering farmers with variable-rate applications for liming, fertilisation, seeding, tillage, and carbon farming.

The purpose of this document is to provide guidance on how to use communication tools made available within the SQAT project – known collectively as communication kit.

This deliverable is designed to assist project partners in communicating about the project to stakeholders as well as wider audiences. It contains a range of ready-made elements for producing high quality materials that convey the project’s brand identity and its general idea. Usage of communication kit can help to ensure that SQAT communications are always clear, consistent, and engaging. This will help SQAT project to become recognised and capture the interest of the different audiences with which we need to communicate.

The communication kit is closely linked to deliverable 5.1 Exploitation, Dissemination, and Communication strategy, which will set out the role of communications in supporting all the project’s work packages and their activities (allowing time for specific WP needs to become known).

This document should not be regarded to be a final version. It is intended as a “living” document and as such, it will evolve throughout the duration of the project. This deliverable advice that all the project partners should get familiar with its content and ensure its effective utilisation throughout the project duration.

All relevant materials related to this deliverable will be located in the document repository of the SQAT project. This repository will serve as a central location for storing and accessing documents, providing team members with an easy way to find and review documents.



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## Abbreviations

ABE	Association of Balkan Eco-Innovation
EU	European Union
WP	Work Package



# 1 Introduction

## 1.1 Aims of The Document

This communication kit has been specifically designed to visually represent the project as well as enhance the impact of project's communication and dissemination activities by ensuring coherent, extensive, and timely transmission of its concepts, objectives, and solutions.

The communication kit of SQAT project is composed of its:

- Brand Identity
- Website
- Social Media
- Roll Up
- Two Pager Document
- Official Project Templates
- Email Account

These communication tools are not intended to remain static. Upon request and as need, they will be updated and improved throughout the project, thus multiplying its impact and better adaption to both target and general audiences.

## 1.2 Responsibilities of The Consortium

The communication kit will be used throughout the whole life cycle of the SQAT. Project partners are expected to contribute and take advantage of the communication kit as a support in promoting the project, with a focus on use case regions and the European level.

Association of Balkan Eco-Innovation (ABE) is the leader of work package 5 and it is responsible for the delivery of the project communication tools. After creating the project's communication channels (which will always contain the latest version of this document and project partners will be promptly notified as soon as some updates become available), ABE will oversee the development of the communication tools that are described in this deliverable – from content drafting to graphic development. The following sections describe responsibility procedures per each of previously mentioned tools.



## 2 Communication Kit

### 2.1 Brand Identity

The SQAT brand identity is devised to promote the consistent visual style of the project among its audiences. The logo of SQAT project (a selection process was done online between 4 different options, with 17 participants) is intended to be an eye-catching and modern design that reflects the core purpose of the project – challenges related to soil quality and sustainability issues of the agricultural sector. It helps to differentiate the SQAT from more traditional brands found in the agricultural sector – helping the project to stand out and attract attention.

To achieve maximum visibility, the logo has the capability to make the project recognisable and forms the basis for rest of the project’s design, which will be used for the different promotional as well as communication and dissemination materials.

The SQAT logo is made up of two main elements – the symbol and the logotype. The symbol and logotype should always be used in the proportions shown below (Figure 1):



*Figure 1: SQAT Logo*

It is imperative to consistently use the original copy of the logo to uphold the design and quality of electronic and printed materials. For electronic materials, the png version is recommended, while for printed materials, the jpg or eps CMYK version is the most suitable.

Additionally, from the logo, a colour palette has been extracted (Figure 2), serving as the guiding principle for the design of various project materials. These colours have been carefully selected to maintain consistency and coherence across all communication channels, ensuring a unified brand identity for the SQAT.

Furthermore, considering the agricultural focus of the project, the selected colours are not only aligned with that theme, but also there was a fresh and modern twist to the traditional agricultural colour palette, with an aim of emphasising the innovative approach of the SQAT.

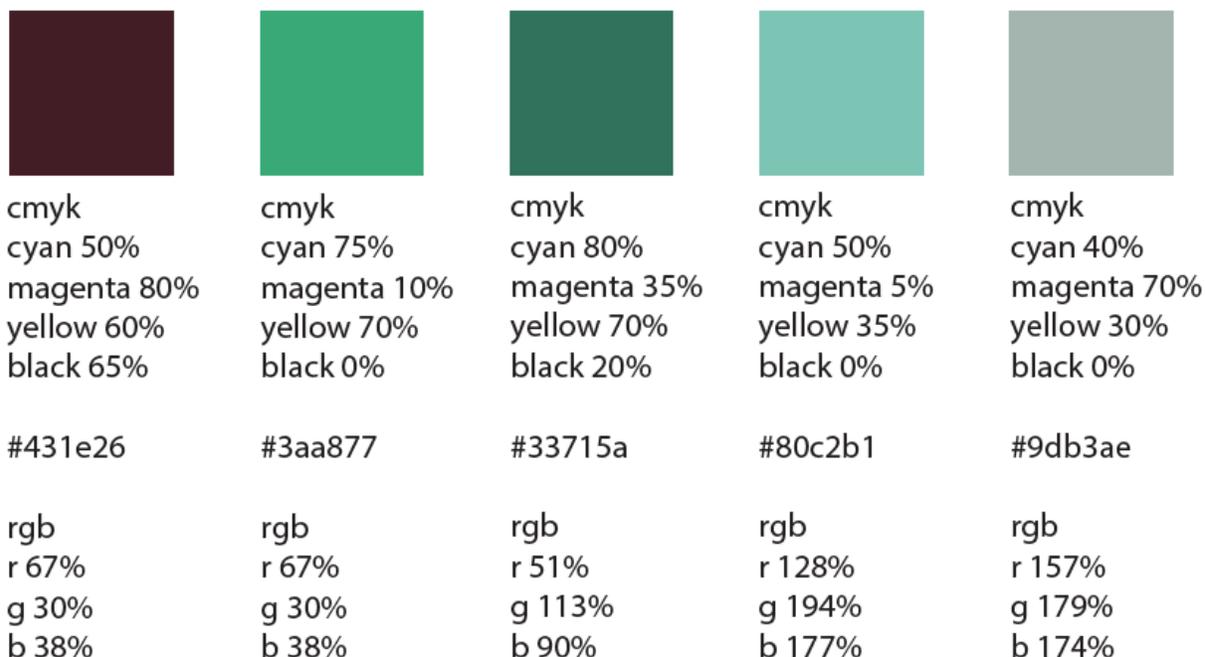


Figure 2: Colour Palette

### 2.1.1 Additional Visual Elements

All public project materials must include the EU emblem (Figure 3), as per the provisions established in the project's Grant Agreement, which contains the acknowledgment text for EU co-funding. Additionally, a formal acknowledgment text of funding from the Swiss Confederation, followed by its emblem (Figure 3), should be provided in all public project materials as well.



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Schweizerische Eidgenossenschaft  
Confédération suisse  
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Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
**State Secretariat for Education,  
Research and Innovation SERI**

Figure 3: Emblems and Acknowledgments



### 2.1.2 Partner's Logos

Partner's logos (Figure 4) will be incorporated into project communication materials and may also be included in additional project-related content and presentations. Partners' logos will be utilised solely for project-related activities. Furthermore, partners' logos must be used in accordance with the order specified in the Grant Agreement.



Figure 4: Partner's Logos

## 2.2 Website

The structure and content of the website were designed to be aligned with the project's concept and brand identity. The website contains relevant information about the project and its real time progress, thus keeping the audiences constantly updated. Besides, the portal encompasses all publishable project's outcomes, such as reports, publications, deliverables, promo videos and further resources of interest (including links to websites of third parties). In addition, the website reflects the work happening in use case activities, along with real life applications of SQAT tools and services. In that respect, all partners contribute to the content development process with news and updates.

Finally, the portal presents in detail the use case regions of the project, in which the activities are operationalised. Additionally, the website is the most significant digital component of the communication kit. Figure 5 presents some indicative current website's sections snapshots ("Home", "About The Project", "Media", "Contact").

Lastly, it should be notified that these snapshots currently display website's initial version and that further updates may be expected as the project progresses.

### Main Sections:

*Home* – This section represents the landing page of the website, and it introduces SQAT project and gives relevant information about its objectives.

*About the project* – This section represents page of the website that provides in detailed understanding about the project and its official documents.

*Media* – This section represents page of the website that provides easy access to all media produced during the project.

*Contact* – This section represents page of the website that considers all the necessary information about the coordinator of the project and communication management.

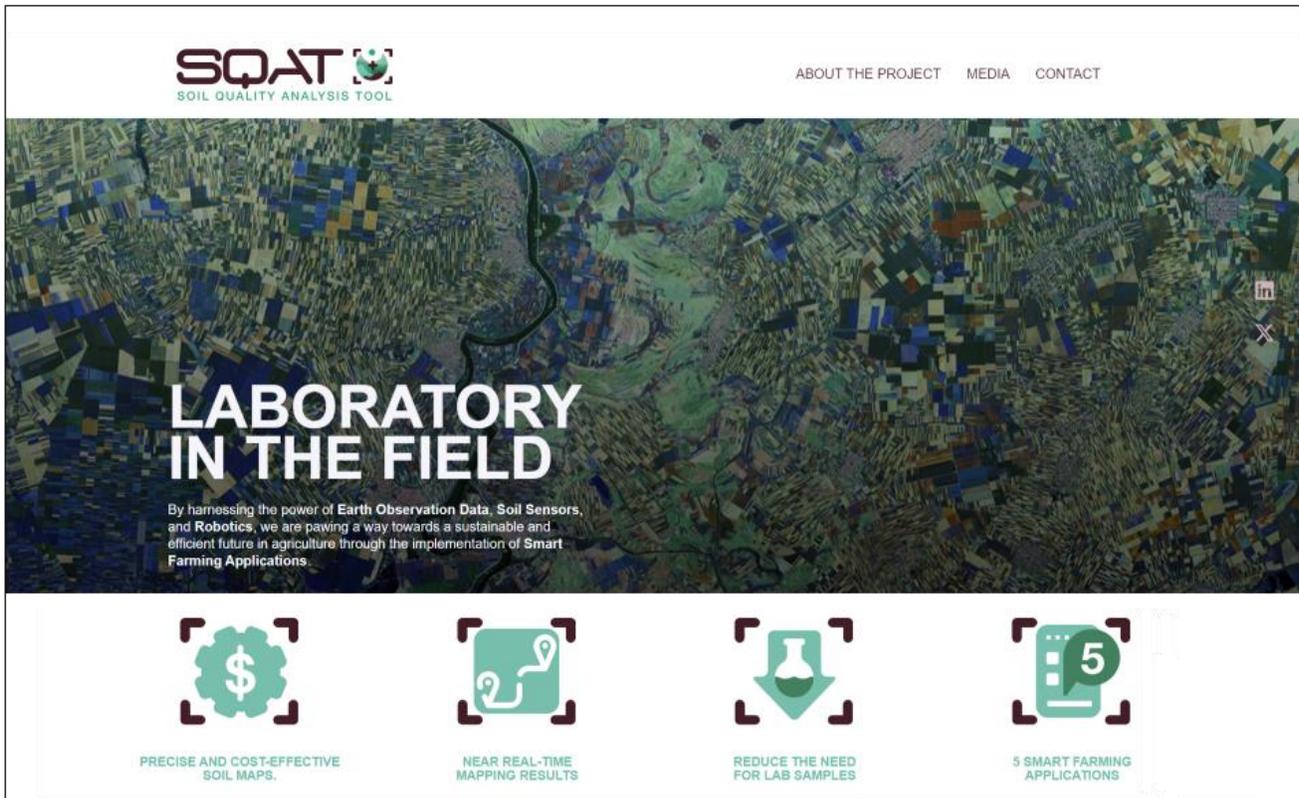


Figure 5: SQAT Website



## 2.3 Social Media

A valuable aspect of the communication kit is the presence on social media platforms because they serve as a bridge between project's audiences and the activities in a visually appealing and interactive manner. The goal is to cultivate an online community of followers who will actively support the project and continue to exist beyond its conclusion. Through regular posting and meaningful interaction with targeted and general audiences, it is expected that SQAT's social media accounts will maximize the SQAT's awareness, relevance, and impact, thereby expanding the stakeholder base.

In its communication and dissemination activities, SQAT will be supported by two social media platforms (LinkedIn and X), with plans to launch a dedicated channel on a video platform (YouTube) in the near future.

Through carefully prepared content on social media platforms, aiming to guide SQAT's audiences towards project's website, thereby increasing both website traffic and audience engagement, lead to a deeper understanding of the project.

### 2.3.1 LinkedIn

The leader of work package 5 has been created a dedicated LinkedIn account for SQAT project. At this stage (April 2024), SQAT has 44 followers in this social media network. LinkedIn is a dynamic space for engaging with a broader network of professionals interested in project's goals, objectives, and progress. It also strives for a more institutional approach to initiate discussions on issues of common interest and possibly involve corporations, start-ups, green entrepreneurs, innovators, research organisations, and support networks. Additionally, it aims to facilitate knowledge exchange among experts both within and outside the SQAT community. Figure 6 features the SQAT LinkedIn account snapshot and its current state.

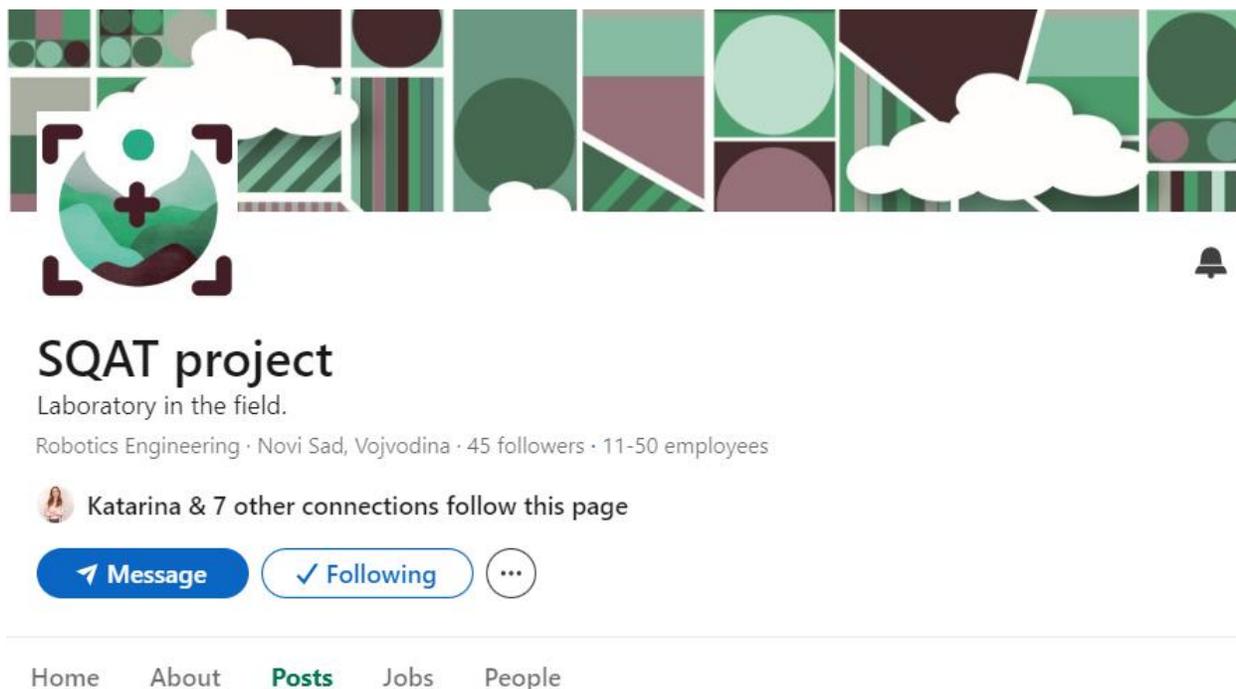


Figure 6: SQAT LinkedIn Account



### 2.3.2 X (formerly called Twitter)

Similar to the LinkedIn account, the leader of work package 5 has been created a dedicated X account for SQAT project as well. At this stage (April 2024), SQAT has 7 followers in this social media network. It will be used as the main news service of the project, by posting updates about SQAT activities and linking them to the wider ongoing conversation about the project-related topics. X also identifies opportunities for building synergies with similar projects and initiatives. It is an extremely useful dissemination and audience engagement tool, especially during events in which information needs to be publicised instantly or when targeted audiences want to express their opinions and needs spontaneously. A snapshot of the current state of the X account is provided in Figure 7.



Figure 7: SQAT X Account

### 2.3.3 YouTube

SQAT YouTube account will be created to aggregate all video materials produced in the frame of the project in one easily accessible location. However, the goal is not only to have an archive of video materials, but also to create a strong online community by connecting with other channels and leveraging the video materials to effectively promote the project in an appealing way.

Overall, SQAT YouTube account will focus on presenting the project's actions and the results achieved in the 7 use case regions. Project partners are expected to contribute to the production and promotion of relevant video materials with the aim of sharing them within the network of interest to maximise outreach and facilitate the future commercialization of the SQAT project.



### Hashtags:

Hashtags are metadata tags that are prefaced by the hash symbol (#) and they will be used consistently throughout the overall SQAT implementation. They are used to reach specific target groups and identify key concepts. Two to five hashtags per tweet is recommended. The project communication team has researched relevant hashtags and already started using some, including:

- #SQAT
- #remotesensing
- #agriculture #soilsensors
- #smartfarming
- #regenerativeagriculture
- #soil #copernicus
- #horizoneurope
- #innovation
- #InnovationInFarming

## 2.4 Roll Up

The Roll up aims to establish the visibility of SQAT project conveying project's message and creating the awareness of its brand during the events. In the SQAT project, roll-up excessive text has been avoided considering that it would be counterproductive for project promotion. Instead, the focus has been on the visual aspect, trying to make a strong impression on attendees during the events, recognizing that they often lack time or they are not concentrated to read detailed information. Therefore, only key project details have been included in a concise format (Figure 8).



Figure 8: Roll Up

Additionally, the graphic design has been maintained to visually reflect essential SQAT project characteristics. This includes not only the project's logo and slogan but also creative illustrations, such as the map outlining the regions of the use cases. These visuals serve as integral components in conveying the project's message and purpose, complementing the carefully chosen written content.



## 2.5 Two Pager Document

A concise two pager document (Figure 9) has been prepared for the SQAT project, aiming to provide audiences, potential partners, and other interested parties with a clear overview of the project's key aspects. This document serves as a quick reference guide, outlining essential information such as project main objectives, vision, expected outcomes, and all other relevant details. By offering this concise summary, the two pager leads to the more efficient communication and understanding of the project's scope and goals through its use cases and market-focused approach.



### SQAT: Soil Quality Analysis Tool

Implementing Smart Farming Applications using EO Data, Soil Sensors & Robotics

**Two pager to support communication of key points about the project**

**Main objectives:**

- Combining advanced technologies to ensure accuracy, quality, and cost-effectiveness of high-resolution soil data (using unique benefits of Copernicus and Galileo satellite data).
- To overcome the zone-based approach to precision agriculture and measure soil properties continuously instead, as they really are in reality.
- Using novel data we produce to create new precision agriculture applications.
- Commercialising project results.

**Vision:**

- To make precise soil property mapping accessible and affordable for all European farmers to enable a new generation of precision agriculture applications that:
  - Foster more efficient and informed soil management to optimise agricultural yields,
  - Deliver improvements in soil quality,
  - Support ecosystem functions, and
  - Minimise negative impacts of agriculture.

**Our results deliver large benefits for farmers (& others):**

- Precise and cost-effective soil property maps.
- Near real-time mapping results.
- Reduce the need for lab samples (major cost and major bottleneck for soil mapping).
- 5 Smart Farming Applications delivering lower costs and/or higher yields.

**How we will achieve it:**

Develop a flexible **smart soil mapping system** by:

- *Combining satellite data and on-field sensing techniques:*
  - As a first step, use satellite images (from EU's Copernicus programme) to estimate soil variability within a field.
  - As a second step, use this estimate to more efficiently "drive" proximal sensors on the field (route width, track planning) and obtain precise measurements of field values.
  - Thirdly, combine satellite images from in field measurements (as covariates through data fusion) to generate high quality soil property maps at a lower cost than current practice.
- *Automating field operations using robotics:*
  - Autonomous sensor-based soil mapping mounted to a field robot, and





- o An on-site “laboratory in the field” with a robotic soil drill and an extraction chamber for wet chemical nutrients extraction and analysis, including ion-selective electrodes and a colorimeter for assessing soil properties.

And in turn, develop **5 Smart Farming Applications** making use of improved soil mapping to deliver novel value to farmers.

#### **7 use cases:**

We work with farmers and food companies in 7 use cases to ensure that results meet their needs. Each use case has different biophysical & socio-economic conditions, which impact information needs and thus the technical configuration of the smart soil mapping system.

We will develop an advanced prototype through 3 co-creation cycles:

- Develop and test a prototype with end-users to meet identified needs,
- Collect user feedback,
- Integrate user feedback and improve the prototype.

The use cases include:

1. **Belgium:** Prevention & remediation of soil compaction and acidity
2. **Germany:** Improve resource efficiency & optimize yields with precision liming.
3. **Ireland:** Milk supply chain sustainability with Regenerative Agriculture practices
4. **Netherlands:** Improved soil management & profitability for intensive potato farming
5. **Serbia:** Improving soil management to reverse long-term trends of declining fertility.
6. **Switzerland:** Smart soil sample collection and on-field nutrient analysis in Switzerland
7. **Ukraine:** Higher resource efficiency and yield resilience to safeguard food security.

#### **5 smart farming apps:**

1. *Variable-rate liming:* Determine high-resolution lime requirement maps for site-specific and variable-rate lime fertilization.
2. *Variable-rate macronutrient fertilization:* Automate on-field wet chemical soil property analysis for selected macronutrients to automate/optimize mapping and sampling operations.
3. *Variable-rate seeding:* Seeding density tailored according to different soil properties across the field, optimizing seed costs by equalization of field and maximum use of plant & soil productivity potential.
4. *Variable-depth tillage:* To avoid soil compaction and optimize fuel efficiency, subsoiling is performed only where needed and at the correct depth.
5. *Carbon farming MRV solution:* Estimation of soil carbon at a high resolution and accuracy to create a science-based, practical, and affordable approach to monitoring, reporting and verification of organic carbon in farm soils.

#### **Market-focused approach:**

- We actively promote the commercial uptake of results as a key part of the project.
- A pre-sales effort promotes a portfolio of our results, led by business experts from Deloitte. Our consortium involves SMEs that already work with farmers in multiple markets.
- This commercialisation push is key for the project to deliver its expected outcomes and impact – creating new Copernicus-powered data value chains & contributing to key European policies.



Figure 9: Two Pager Document



## 2.6 Official Project Templates

Official project templates ensure consistency and efficiency in transmitting project-related information, maintaining the coherence of the project's brand identity and presenting a professional image across different channels. Prepared by the project communication team, these templates serve as standardized formats for various communication materials, providing a uniform structure and design elements. In line with that, the 4 following templates have been developed:

- PowerPoint Template
- Deliverable Template
- Meeting Minutes Template
- Press Release Template

### 2.6.1 PowerPoint Template

SQAT PowerPoint template (Figure 10) plays a crucial role in project's dissemination strategy, serving as a cornerstone in showcasing the consortium's achievements. This PowerPoint template represents a visual representation of SQAT project, and it is extensively used during internal and external events. Its widespread use underscores importance in effectively communicating project's activities and results to diverse audiences.

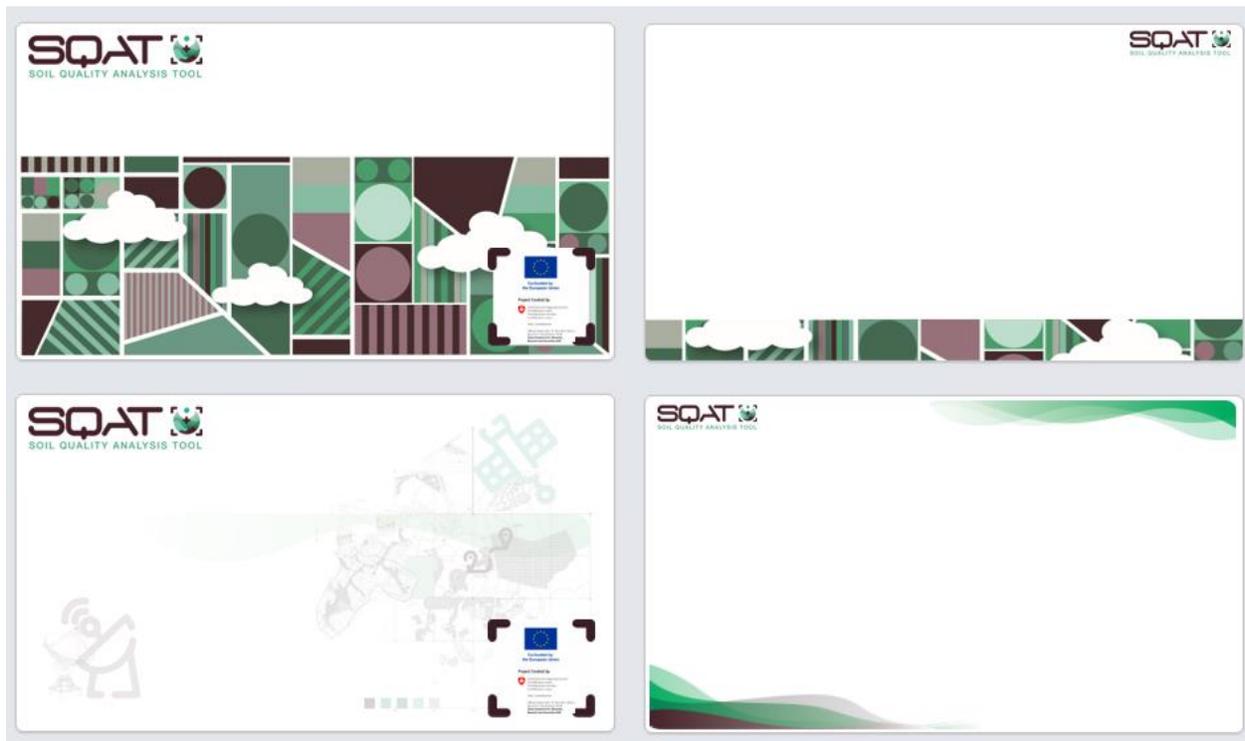


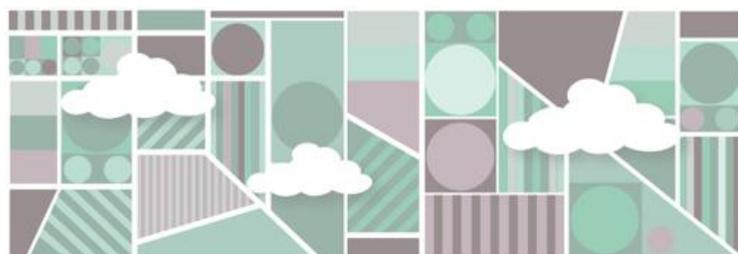
Figure 10: PowerPoint Template



## 2.6.2 Deliverable Template

The deliverable template (Figure 11) has been created to ensure a consistent and recognisable format. Within the SQAT project, the deliverable template features a cover page with eye-catching visuals that prominently display the project logo, the title of the deliverable, and the relevant work package. At the bottom of the page, there is a clear statement indicating that the project has received funding from the Swiss Confederation, accompanied by its emblem, as well as a co-funding statement from the EU, along with its emblem. The first page of this template includes a table with the document's information and a table with the document history and disclaimer.

The second page of the deliverable template is reserved for the executive summary. After the executive summary page, the subsequent pages contain the table of contents, table of tables, table of figures, and list of abbreviations. These pages of the template remain static, they do not change and contain only the information referred above.



### Document Information

Delivery Title	
Delivery Number	
Type	
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### Revision History

Version	Date	Author (Partner)	Remarks
Draft v0.1			Structural plan
			Draft with core sections complete
			Complete rough draft
			Final draft
			Revision
			Final version

### Disclaimer

The author of this document has taken any available measure to ensure that the information contained in this document is accurate, consistent, lawful, and up to date.



Deliverable [X.Y]

[name of the deliverable]

[Month Year]



Figure 11: Deliverable Template



## 2.6.1 Meeting Minutes Template

A standardized meeting minutes template (Figure 12) has been developed for documenting discussions, decisions, and action points during every SQAT project meeting. This template ensures consistency and clarity in recording key meeting details, including agenda items, discussion topics, action items, and responsibilities. By utilizing this template, project members can streamline the meeting documentation process and facilitate effective communication and accountability among team members.



### Meeting Minutes

**General Information**

Title	
Date	
Time	
Venue	
Materials	
Chairman	
Note keeper	

**Invitees**

#	First Name	Last Name	Organization	Participated
			ABE	<input type="checkbox"/>
			AEROVISION	<input type="checkbox"/>
			ATB	<input type="checkbox"/>
			EV ILVO	<input type="checkbox"/>
			FARMEYE	<input type="checkbox"/>
			ILT-OST	<input type="checkbox"/>
			HSG-IMIT	<input type="checkbox"/>



			EXOBOTIC	<input type="checkbox"/>
			VDBORNE	<input type="checkbox"/>
			TERRATMD	<input type="checkbox"/>
			AGRILAB	<input checked="" type="checkbox"/>
			OFI	<input type="checkbox"/>

**Topics**

Topic Title <i>Responsible team member</i>	
Main discussion	Action Points
•	1. Action / In Charge / Deadline

Figure 12: Meeting Minutes Template

## 2.6.2 Press Release Template

Press releases for the SQAT project will be standardized and distributed using a dedicated press release template (Figure 13). This template is designed to maintain consistency in communicating important news about the project to media and the audiences. It ensures that all key messages are effectively conveyed while upholding the project's professional image and brand identity across all communication channels.



*Figure 13: Press Realise Template*



After the kick-off meeting that was held in Novi Sad from 13<sup>th</sup> to 15<sup>th</sup> March 2024, the first press release for the SQAT project was prepared and distributed using the above-mentioned template. This press release is shown in Figure 14 , and it represents the beginning of regular communication with the media and the audiences about the project's activities.



Figure 14: The First Press Realise



## 2.7 Email Account

An email account which the audiences will be able to address for any issue relevant to the SQAT project has been created:

[info@sqat.farm](mailto:info@sqat.farm)

The responsiveness will be between 24h and 48h, taking into consideration the type of question requested from the SQAT service centre and the coordination with project partners as relevant to query. This account will be included in all used dissemination tools.



### 3 Conclusion

To ensure effective communication and engagement of the audiences in the SQAT project, it is essential to have a well-designed communication kit. This communication kit will allow our targeted audiences to stay informed about the project's progress, engage in open dialogue, and encourage them to learn more about the topic they are interested in. This is particularly important for the stakeholders as well, as they are involved in the SQAT project, they should have access to the promotional materials not only to stay informed, but also actively to be involved into shaping the project through their constructive feedback.

As the project progresses, SQAT communication team will continue to distribute content through tools from the communication kit. These promotional efforts will remain relevant throughout the project's duration and will play a critical role in ensuring the sustainability project's results even after the SQAT project concludes. It is crucial for the SQAT consortium partners to fully understand the benefits of the communication kit and utilize it to engage general and target audiences at all the three – regional, EU, and global levels.



End of document