



Deliverable [5.3]

Periodic engagement report M21

October 2025



Co-funded by  
the European Union

**Project funded by**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

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



## Document Information

Delivery Title	Periodic engagement report
Delivery Number	D5.3
Type	R- document, report
Lead Beneficiary	ABE
Work Package Title	Promote
Work Package Number	WP5
Dissemination level	PU - public
Due Date	31.10.2025.
Full Name of Initial Author(s)	Sara Matković (ABE)
Full Names of Initial Contributor(s)	All partners

## Revision History

Version	Date	Full Name of Author / Short Name of Organization	Remarks
v0.1	15.10.2025.	Sara Matković (ABE)	Initial draft
V0.2	20.10.2025.	Srđan Pavlović (ABE); Erik Bootsma (AEROVISION)	Collaboration and review
V0.3	25.10.2025.	Sara Matković (ABE)	Updated based on collaboration and review
V0.4	27.10.2025.	Srđan Pavlović (ABE)	Final review
v1.0	28.10.2025.	Sara Matković (ABE)	First version
V2.0	17.12.2025	Sara Matković (ABE), Federico Cavallari (OFI), Andrea Padula (OFI)	<ul style="list-style-type: none"><li>• Pg 11,12 added information about KPIs,</li><li>• Pg 12,13,14, added information about lessons learned and next steps</li><li>• Pg 24 added information about stakeholder mapping and data base use</li><li>• Pg 24 added information about criteria for selection of companies</li><li>• Pg 32,33 added information about initial market testing</li></ul>



## 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.

This document takes stock of the work and achievements of Work Package 5 – PROMOTE: Engagement, Communication and Dissemination in the first half of the SQAT project. It reviews the key activities delivered under all ongoing tasks of WP5 and evaluates progress against the key performance indicators established in the Exploitation, Dissemination, and Communication Strategy (Deliverable 5.1). The report provides an overview of actions implemented to enhance the project’s visibility, stakeholder engagement, and uptake potential, reflecting the coordinated efforts of all partners to position SQAT within the European smart farming and agri-data innovation landscape.



## Table of Contents

Document Information .....	1
Revision History .....	1
Disclaimer.....	2
Executive Summary.....	3
Table of Contents.....	4
Table of Tables .....	5
Table of Figures.....	5
Abbreviations .....	6
1 Introduction .....	7
2 Communication and dissemination .....	10
2.1 KPI adjustment .....	11
2.1.1 Revised Communication and Dissemination KPIs .....	12
2.2 Lessons Learned and Next Steps toward achieving the revised KPIs .....	12
2.3 Events .....	17
2.4 Promo materials .....	20
3 Exploitation .....	24
4 Conclusion.....	34



## Table of Tables

Table 1 WP5 milestones and deliverables due in the first 21 months. ....	7
Table 2 Overview of KPIs.....	10
Table 3 Progress against the different communication and dissemination activities from D5.1.....	16
Table 4 The Events tracking table .....	18
Table 5 Agritech relevant events .....	27

## Table of Figures

Figure 1 Website analytics .....	14
Figure 2 Website traffic downloads .....	15
Figure 3 News & Events page screenshot from SQAT website .....	19
Figure 4 Roll up .....	21
Figure 5 SQAT beach flag .....	22
Figure 6 SQAT infographic.....	22
Figure 7 SQAT flyer.....	22
Figure 8 Various SQAT illustrations.....	23
Figure 9 SQAT branded T-shirts (photo from Precision Days event) .....	23



## Abbreviations

ABE	Association of Balkan Eco-Innovations
AGRILAB	Agrilab limited liability company
ATB	Leibniz Institute of Agricultural Engineering and Bioeconomy e.V.
EC	European Commission
EV ILVO	Eigen vermogen van het instituut voor landbouw-en visserijonderzoek
HSG-IMIT	Hahn-schickard-gesellschaft fur angewandte forschung ev
ILT-OST	Institute for Lab Automation and Mechatronics
OFI	Officine innovazione s.r.l.
TERRATMD	Terra controlling tmd d.o.o
VDBORNE	Van den borne projecten bv
WP	Work Package



# 1 Introduction

The overall objective of Work Package 5 (WP5) – PROMOTE: Engagement, Communication and Dissemination is to maximise the visibility, uptake, and impact of the SQAT project and its results. Specific objectives outlined in the Grant Agreement include:

- To raise awareness and interest in the SQAT project among key target groups, encouraging engagement and participation in its activities and use cases.
- To disseminate key insights and outcomes to targeted stakeholders, including farmers, agritech companies, researchers, and policymakers.
- To ensure consistent and coherent communication across all project partners and channels through the implementation of a common visual identity and communication tools.
- To support exploitation and market readiness by positioning SQAT results for further adoption, commercialisation, and sustainability beyond the project’s lifetime.

Overall, WP5 has made significant progress towards achieving these objectives. The project has established a strong communication foundation through the launch of its visual identity, website, and social media presence, while also initiating targeted engagement activities to reach both technical and non-technical audiences. Overall, WP5 has made large progress in relation to the specific objectives. The project has delivered all key deliverables and milestones due in the first half of the project (Table 1).

*Table 1 WP5 milestones and deliverables due in the first 21 months.*

Milestone/deliverable	Due date	Partner responsible	Status
First meeting of the Digital Alliance for Healthy Soils	M12	ABE	Done
D5.1 Exploitation, dissemination, and communication strategy	M03	ABE	Done
D5.2 Communication kit and project website	M03	ABE	Done
D5.3 Periodic engagement report	M21	ABE	Done



This document provides an overview of the activities and results achieved under Work Package 5 (WP5) – PROMOTE: Engagement, Communication and Dissemination, structured across its four interlinked tasks:

### **Task 5.1 – Exploitation, Dissemination & Communication Strategy**

(Leader: ABE; Duration: M1–M3)

This task established the strategic framework for all WP5 and WP6 activities through the development of the Exploitation, Dissemination and Communication Strategy (EDCS). The strategy defines target audiences, objectives, key messages, KPIs, communication channels, and collaboration mechanisms with other projects. It also includes the SQAT Communication Kit, providing partners with a coherent visual identity, guidelines, and key messaging materials.

### **Task 5.2 – Communication & Marketing**

(Leader: ABE; Participants: all partners; Duration: M4–M42)

This task oversees the implementation of communication and marketing activities, aiming to raise awareness of SQAT, promote project progress and results, and engage target audiences. Activities include the design and maintenance of the project website, social media management, production of videos and visuals, organisation of events and demonstrations, and coordination of partner-level outreach in use case regions.

### **Task 5.3 – Key Stakeholder Engagement & Involvement**

(Leader: OFI; Participants: ABE, AeroVision, Senus, Exobotic, vdBorne, TerraTMD, AgriLab; Duration: M4–M42)

This task focuses on stakeholder involvement across all levels — from local use case actors to European networks. It begins with stakeholder mapping and engagement workshops in each use case and now expands to building connections with relevant EU-level organisations and initiatives. It also includes the establishment and animation of the Digital Alliance for Healthy Soils.

### **Task 5.4 – Dissemination & Policy Contributions**

(Leader: EV ILVO; Participants: ABE, AeroVision; Duration: M4–M42)

This task ensures the dissemination of project insights and outcomes to policymakers, researchers, and the wider scientific and professional communities. Activities include the preparation of policy notes, contributions to EU and national policy dialogues, and the publication of scientific papers. The task also supports open data sharing within ethical and legal boundaries, reinforcing transparency and policy relevance.



The activities presented in this report primarily cover progress achieved in Tasks 5.1 to 5.3, which have been active since the start of the project. Task 5.4 has been initiated during this reporting period, with initial coordination steps toward policy note planning and data-sharing pathways.

This report also complements other WP5 deliverables — notably D5.1 – Exploitation, Dissemination and Communication Strategy and D5.2 – Communication Kit and Project Website — which jointly provide the foundation for all communication and engagement actions. As dissemination, communication, and stakeholder engagement are closely interlinked, some overlap between deliverables is inevitable.

Nonetheless, the current report is structured as a top-down overview of progress until M21, summarising key achievements, results, and early impacts.



## 2 Communication and dissemination

To measure the effectiveness and reach of SQAT’s communication and dissemination activities, a set of Key Performance Indicators (KPIs) was defined. These indicators serve as a benchmark for monitoring progress across digital channels, events, media visibility, and stakeholder engagement. The following overview presents the status of these KPIs up to M21, highlighting both quantitative achievements and qualitative impacts that reflect the growing awareness, visibility, and recognition of the SQAT project within the European agri-data and smart farming ecosystem.

*Table 2 Overview of KPIs*

Key performance indicators	Target	Achieved by M21	Explanation
An active and informative website	> 7.500 visits; 500 downloads	>1968 visits; 36 downloads	Although the total number of visits is still below the project’s mid-term target, this reflects the natural ramp-up period before the release of scientific and policy outputs that drive traffic and downloads. As more results become available (e.g. deliverables, videos, policy briefs), website engagement is expected to increase significantly during the second half of the project.
Judicious use of printed materials for promotion	> 1.000 readers	>100	
An engaging and responsive Social Media presence	> 2.000 followers; 500 posts and replies	>358 followers, >140 posts	
An active presence in the local & European media	>12 presence on podcasts or radio	1	During the first half of the project, the focus was on building the project’s communication foundations and digital visibility. Broader media engagement is planned for the next phase, supported by the growing number of demonstrations and real-world use case stories.
	>20 instances in print/online media	3	Three media appearances have been achieved to date, mainly linked to partner participation at



			events. A stronger communication push is foreseen for the next period, with dedicated press releases and media partnerships accompanying the rollout of demonstrator activities and project milestones.
Leverage on field demonstration events to engage customers	≥10 events with ≥350 farmers	3	
Strategic presence at events to promote project	Presence at ≥12 large events	9	
Relevant scientific papers published on thematic areas	≥6 scientific papers published	2	
Policy briefs used to disseminate key findings to policy makers	≥3 policy briefs prepared	/	The preparation of policy briefs is planned for the second half of the project, in line with the timeline of Task 5.4 – Dissemination & Policy Contributions (M4–M42). The current focus has been on technical and use case development. The first brief is planned for early 2026, the second for late 2026, and the third for early 2027, following the validation of project results.

## 2.1 KPI adjustment

During the Mid-term Review process, the relevance and realism of several communication and dissemination KPIs defined in the original Exploitation, Dissemination and Communication Strategy (EDCS) were reassessed. While the achieved figures during RP1 confirm a steady and positive ramp-up of project visibility and engagement, it was recognised that some of the originally defined KPI targets were overly ambitious when compared to the actual communication landscape and the project’s maturity level.

In particular, changes in communication practices since the proposal preparation phase (e.g. reduced reliance on printed materials, increased emphasis on targeted digital communication) and the reviewer’s assessment during the Mid-term Review highlighted the need to adjust selected KPIs downward. This revision aims to ensure that KPIs remain realistic, measurable, and meaningful indicators of project impact over the full project duration.



The following adjustments have therefore been agreed by the consortium:

### 2.1.1 Revised Communication and Dissemination KPIs

- **An active and informative website**  
*Previous target:* >7,500 visits; 500 downloads  
*Revised target:* **>5,000 visits; 300 downloads**
- **Judicious use of printed materials for promotion**  
*Previous target:* >1,000 readers  
*Revised target:* **>500 readers**
- **An engaging and responsive social media presence**  
*Previous target:* >2,000 followers; 500 posts and replies  
*Revised target:* **>500 followers; 500 posts and replies**
- **Active presence in local and European media**  
*Previous target:* >12 podcast/radio appearances; >20 print/online mentions  
*Revised target:* **>6 podcast/radio appearances; >10 print/online mentions**
- **Leverage on field demonstration events to engage customers**  
*Previous target:* ≥10 events with ≥350 farmers  
*Revised target:* **≥6 events with ≥350 farmers**

The remaining KPIs related to **strategic presence at events, scientific publications, and policy briefs** remain unchanged, as they are considered realistic and aligned with the expected evolution of technical results in the second half of the project.

Overall, this KPI revision strengthens the robustness of the monitoring framework by aligning targets with realistic engagement patterns, reviewer feedback, and the project's phased development approach, without altering the overall ambition or impact objectives of WP5.

## 2.2 Lessons Learned and Next Steps toward achieving the revised KPIs

The activities carried out during RP1 provided valuable insights into the effectiveness of the communication, dissemination, and stakeholder engagement approaches defined in the Exploitation, Dissemination and Communication Strategy (EDCS). While the achieved figures confirm a positive ramp-up of project visibility, they also highlight the importance of aligning communication intensity and formats with the project's maturity and audience behaviour.

### Lessons Learned (RP1)

- Early awareness-building activities and the establishment of a strong visual identity were essential to create initial visibility for SQAT in the absence of mature technical results.
- Digital communication channels (website and social media) proved more effective and measurable than printed materials, confirming a shift toward online-first dissemination practices.



- Cross-project synergies (e.g. HASHTAG, AgriBot) significantly amplified visibility and engagement during the early project phase.
- Initial stakeholder outreach demonstrated that direct interaction and visually supported communication are more effective than generic, email-only approaches.
- Centralised coordination and tracking of communication activities improved coherence but require further partner engagement to fully exploit their potential.

### Next steps for the second half of the project (RP2)

To achieve the revised communication and dissemination KPIs, WP5 activities will focus on the following priorities:

- **Strengthening result-oriented communication:**  
Progressively shifting content from general awareness to concrete use-case progress, field demonstrations, and validated results as technical work advances across the project.
- **Increasing engagement efficiency:**  
Prioritising digital channels and targeted outreach over high-volume printed materials, in line with the revised KPI targets and observed audience behaviour during RP1.
- **Expanding media engagement through partner networks:**  
Leveraging consortium partners' established connections with **local and regional agricultural media** to reach farmers and advisors more effectively, while continuing targeted outreach to relevant European-level media outlets linked to project milestones, publications, and demonstrations.
- **Innovative use of podcasts and audio formats:**  
Building on scientific publications produced within SQAT, WP5 will explore the use of **AI-supported tools (e.g. NotebookLM)** to generate podcast-style content derived from peer-reviewed outputs. This approach will help translate scientific results into accessible formats while remaining resource efficient.
- **Optimising use of existing networks and collaborations:**  
While the Digital Alliance for Healthy Soils was successfully launched during RP1, further development of new standalone platforms has been assessed as exceeding available resources and budget. Therefore, WP5 will focus on **maximising the use of existing networks and communities**, including collaboration with sister projects and relevant initiatives, to reach target audiences more efficiently.
- **Enhancing stakeholder interaction:**  
Supporting structured engagement activities such as field demonstrations, workshops, and participation in sector events to reach the revised targets for stakeholder and farmer engagement.
- **Joint communication activities with sister projects:**  
Building on collaborations initiated during RP1, including discussions on **joint podcast formats and shared communication actions**, which will be prioritised for implementation in the next reporting period to benefit from shared audiences and complementary expertise.
- **Aligning dissemination and exploitation:**  
Using feedback from stakeholder engagement and market-facing activities to refine messaging, support exploitation pathways, and ensure that dissemination activities contribute directly to uptake and impact.



These actions ensure that the revised KPIs remain achievable, relevant, and closely aligned with the project’s development stage, while maintaining the overall ambition and impact objectives of WP5.

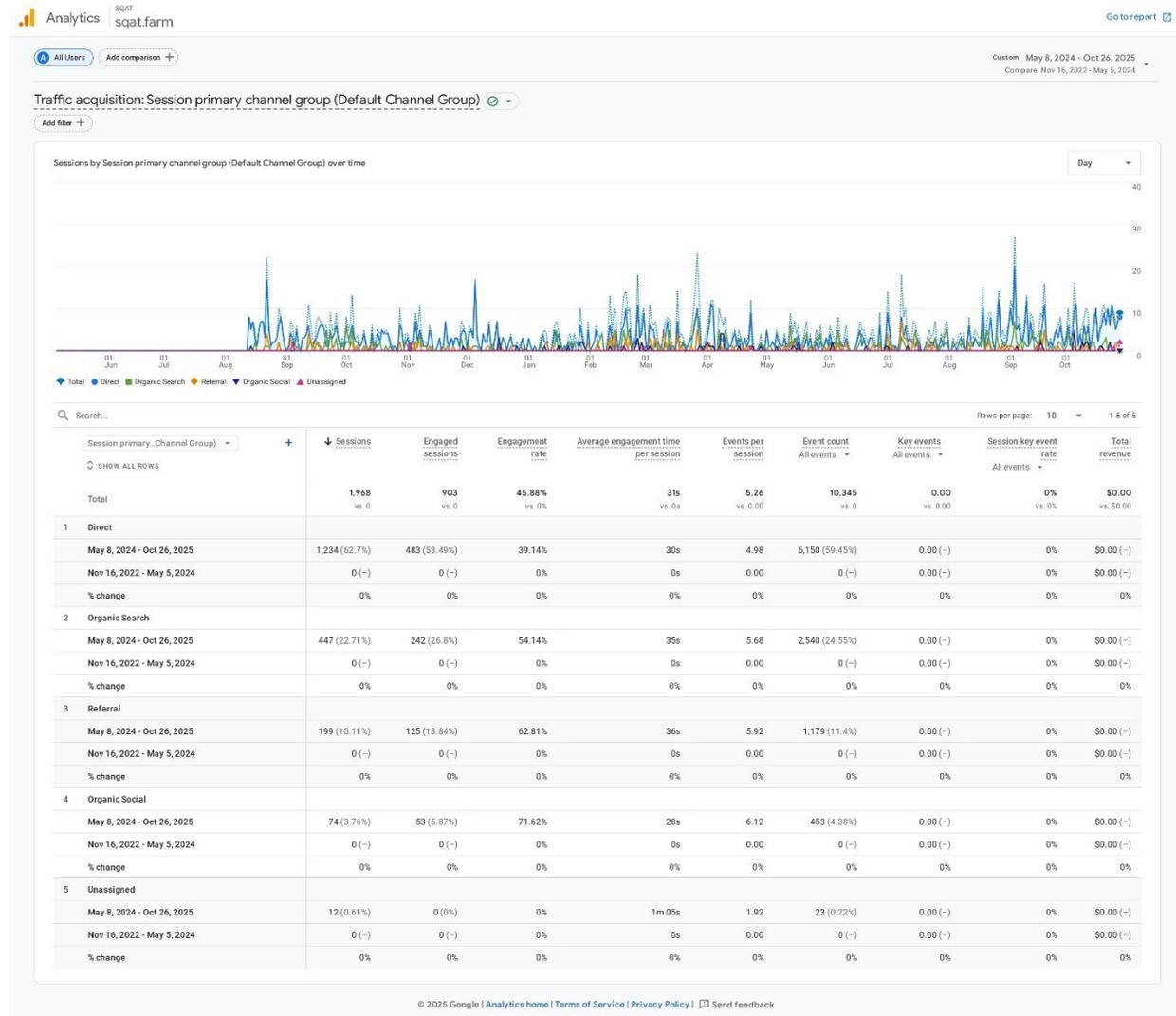


Figure 1 Website analytics

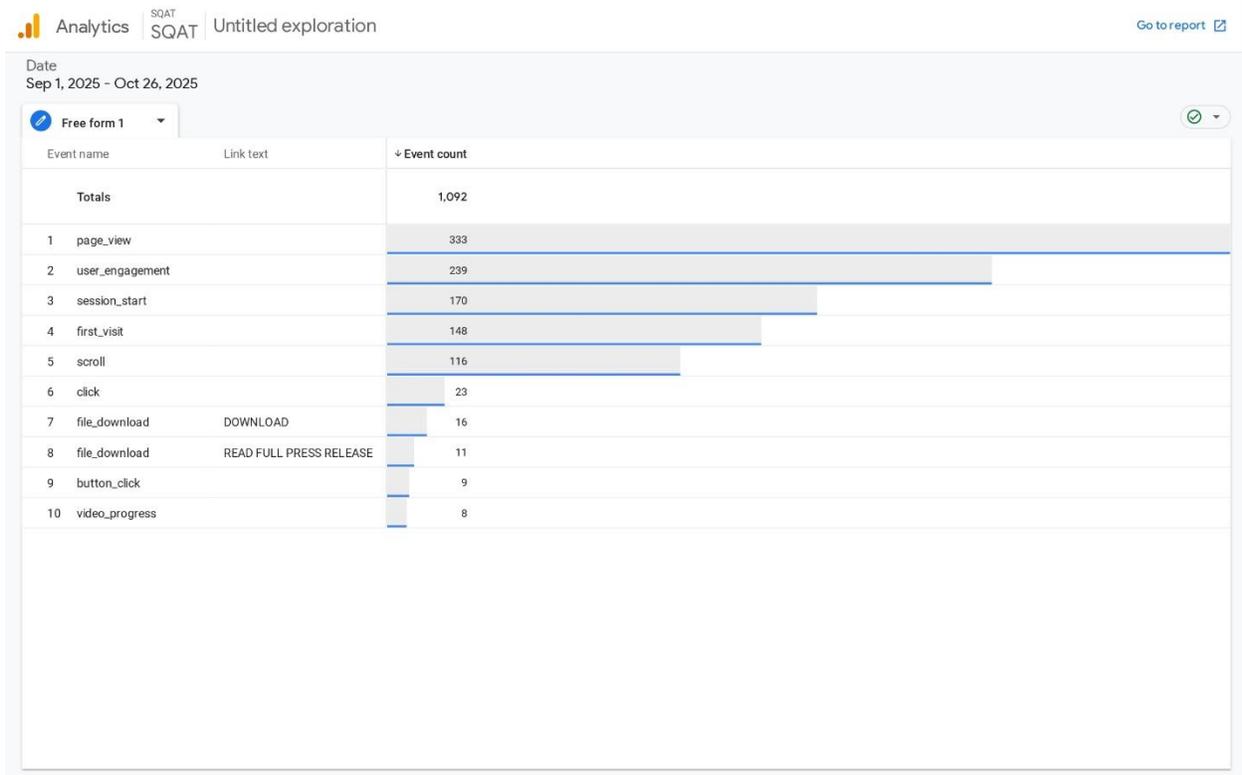


Figure 2 Website traffic downloads

Overall, the results demonstrate that communication and dissemination activities in SQAT are progressing in line with expectations. While the overall quality and impact of communication cannot be fully captured through quantitative KPIs alone, several metrics - such as the increasing number of events, demonstrations, and the growth of the project's LinkedIn followers - clearly indicate a rising level of engagement and visibility across key target groups.

In addition to these indicators, Deliverable 5.1 established a phased timeline for communication activities, divided into three broad stages: Inception (M1–M3), Development (M4–M39), and Uptake (M40–M42). The progress achieved within each of these phases up to Month 21 is presented below, providing an overview of the project's evolution in outreach and stakeholder engagement. A more detailed and final analysis will be provided in D5.3 – Periodic Engagement Report (M42).



Table 3 Progress against the different communication and dissemination activities from D5.1.

Phase	Task	Activities	Progress	Explanation
<b>Inception phase (M1–M3)</b>	T5.1	Visual identity (logo, templates, brand guide) – D5.2	Done	
	T5.1	Communication strategy (EDCS) – D5.1	Done	
	T5.1	Establish communication processes & internal coordination	Done	
	T5.1	Partner communication guidelines & templates	Done	
	T5.1	Two pager to support communication of key points about the project	Done	
<b>Development phase (M4–M39)</b>	T5.2	Launch and maintain website	Done/ Ongoing	Project website ( <a href="http://www.sqat.farm">www.sqat.farm</a> ) launched and regularly updated with news, deliverables, and media...
	T5.2	Social media channels setup and management	Done/ Ongoing	LinkedIn and X accounts active; steady growth in followers and impressions.
	T5.2	Production of promotional content (to drive engagement in use cases to be used by partners at events. )	Done /Ongoing	First promo video released; Production of promo material also available upon request.
	T5.2	Communication materials for events and partners	Done/ Ongoing	Flyers, posters, infographics and partner presentation materials produced and distributed. Production also available upon request.
	T5.2	Organisation of events and demonstrations	Ongoing	Field demonstrations and project presentations initiated
	T5.3	Stakeholder engagement in use cases	Ongoing	Initiated. Through demonstrations and



				events, but very early phase
	T5.2	Mobilise ambassadors, enthusiastic use case participants, to promote SQAT at events & via testimonials.	Early stage	Planned but not yet initiated
	T5.3	Establish synergies and project collaborations	Ongoing	Links with project (e.g. AgriBot, HashTag) established. Seeking more synergies.
	T5.2	Promote the project in print/new media & events at the EU/national/regional level	Done/ Ongoing	Through interviews, events and published article on Cordis.
	T5.3	Digital Alliance for Healthy Soils	Done/ Ongoing	First meeting held. LinkedIn group active.
	T5.4	Dissemination & policy contributions	Early stage	Discussion and planning with ILVO initiated.
	T5.2	Business portfolio promotion & pre-sales preparation	Early stage	Planned
<b>Uptake phase (M40–M42)</b>	T5.2	Final launch event	n/a	
	T5.2	Transition to commercial operations	n/a	
	T5.4	Final dissemination package	n/a	

Overall, progress across all tasks of WP5 shows a solid advancement toward achieving the project’s communication and dissemination objectives. The Inception phase successfully established a foundation through the completion of core materials, tools, and strategic documents. During the Development phase, activities are expanding substantially - with consistent online visibility and growing social media engagement and with planned stakeholder collaboration in use cases, and initial policy and scientific dissemination actions underway. The upcoming Uptake phase (M40–M42) will focus on consolidating results through a high-profile final event, final dissemination outputs, and a smooth transition toward exploitation and post-project sustainability.

### 2.3 Events

During the reporting period, SQAT partners actively participated in both international and local events, including conferences, exhibitions, workshops, and stakeholder meetings. These activities have been instrumental in raising awareness about SQAT, disseminating project objectives and early results, and



fostering connections with relevant initiatives and stakeholders in the smart farming and soil innovation domains.

The Event Tracking Table, maintained by the Communication Team, has been continuously updated with all partner contributions. It records key details such as event name, date, organiser, location, type of participation, and relevant outcomes. This shared and regularly updated resource, stored in the project's internal repository, ensures coordinated visibility and helps partners identify new opportunities to promote SQAT.

The table below summarises all events attended or organised by consortium partners up to Month 21, illustrating the project's growing outreach and engagement footprint.

*Table 4 The Events tracking table*

TYPE OF EVENT	TITLE OF EVENT	DATE OF EVENT	LOCATION	PARTNER ATTENDING	ESTIMATED NO OF PARTICIPANTS
Agricultural mechanisation fair	Supplier Day - Agribusiness 2024.	21-May-2024	Novi Sad Fair, Hall 3, Serbia	Terra	3000
Panel discussion	LOESS-zajedno za zdravo zemljište (together for healthy soil)	25-Oct-2024	Belgrade, Serbia	ABE	60
Stakeholder event	HORIZONS OF INNOVATION - EU Research Collaboration Forum	5-Dec-2024	Osijek, Croatia	Terra	>150
Stakeholder event	Training session	1-Feb-2025	Merelbeke Belgium	ILVO	150
Network seminar	Robotics and AI in farming and forestry	19-Feb-2025	Utrecht (The Netherlands)	Aerovision	400
Network seminar	CAPIGI 2025   Space Data for Dataspaces	12-May-2025	Amersfoort, NL	ABE, Aerovision	100
Network seminar	DigitalSynergyDays	28-May-2025	Den Bosch, NL	Aerovision	1000
Stakeholder event	Demodag proefplatform Agro-ecologie Hansbeke	19-Jun-2025	Hansbeke Belgium	ILVO, Exobotic	250



Precision farming fair/show	Precision Days 2025	28-30 Aug-2025	Reusel, NL	AeroVision, ILVO, vandenborne	1000
Agricultural mechanisation fair	Werktuigendagen	27-Sep-2025	Oudenaarde Belgium	ILVO, Exobotic	50000
Company open day	VOKA Open Bedrijvendag	5-Oct-2025	Merelbeke Belgium	ILVO	1500
Swiss agriculture fair; OLMA,	OLMA	09-Oct-25	St. Gallen, Switzerland	OST	340 000

Figure 3 News & Events page screenshot from SQAT website



## 2.4 Promo materials

Throughout the first half of the project, SQAT has developed a diverse set of promotional materials designed to support visibility and engagement across events, online channels, and partner activities. These materials follow the project's unified visual identity and are used consistently across communication platforms to ensure recognisable and coherent branding.

To date, the Communication Team has prepared a comprehensive suite of materials, including:

- Project flyer – introducing SQAT's objectives, concept, and use cases;
- SQAT infographic – visually summarising the project's technological workflow;
- Roll-up banner and beach flag – used at conferences, workshops, and field demonstrations;
- Presentation templates, posters, and branded visuals – supporting partner representation at national and international events.
- SQAT branded T-shirts
- [SQAT promo video](#)
- Various SQAT illustrations

All materials are available in digital format within the project's shared repository and may be adapted by partners for local use and language versions. The consortium continues to prioritise digital dissemination to minimise environmental impact while maintaining flexibility for high visibility printed materials when needed (e.g. exhibitions and field events).

The visuals showcased below illustrate the project's promotional toolkit and its role in ensuring a professional and consistent representation of SQAT.



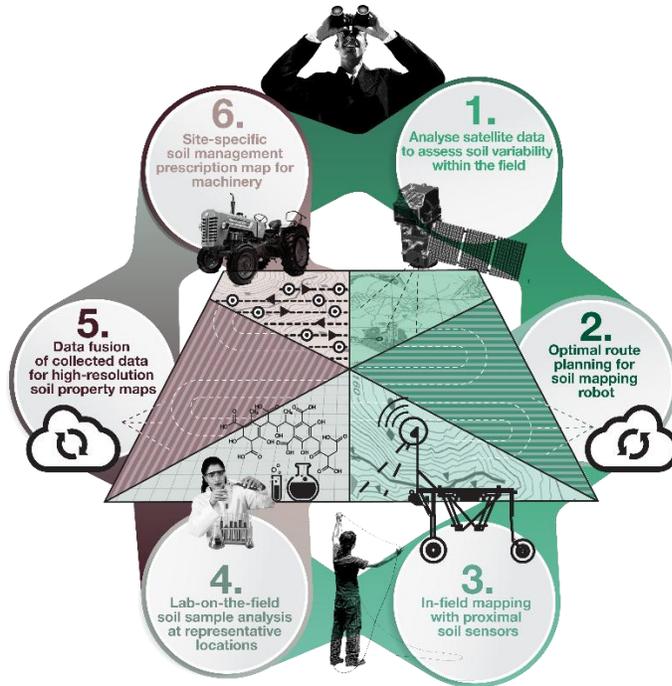


Figure 6 SQAT infographic



Figure 5 SQAT beach flag

# SQAT

SOIL QUALITY ANALYSIS TOOL

## Smart soil mapping service

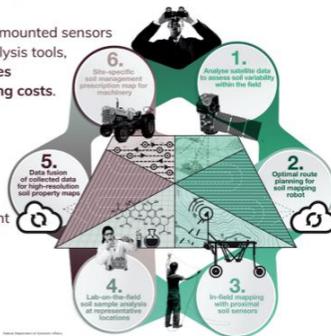
### What is SQAT?

We are developing 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**.

### Benefits

- ✓ Efficient use of measurement equipment
- ✓ Lower costs
- ✓ Higher precision
- ✓ Top-quality soil maps

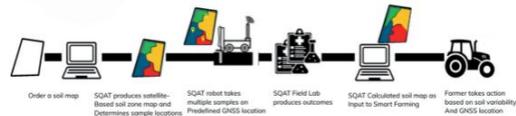


# SQAT

SOIL QUALITY ANALYSIS TOOL

Co-funded by the European Union

## Smarter soil insights. Better farming decisions.



### How it works:

- Farmer / advisor selects parcel and orders a soil map;
- SQAT provides a-priori knowledge (zones) from satellite data;
- SQAT selects sampling points;
- The SQAT soil robot goes in the field and takes samples;
- The SQAT field lab provides on the spot analyses of soil samples;
- SQAT software calculates variable rate task map;
- Farmer / contractor applies task map.

### Expected Outcomes

- ✓ High-Resolution Soil Maps
- ✓ Improved Resource Use Efficiency
- ✓ Better adjustments to variable soil properties
- ✓ Scalable, cost-effective soil monitoring
- ✓ Increased awareness of soil variability

www.sqat.farm

info@sqat.farm

Figure 7 SQAT flyer

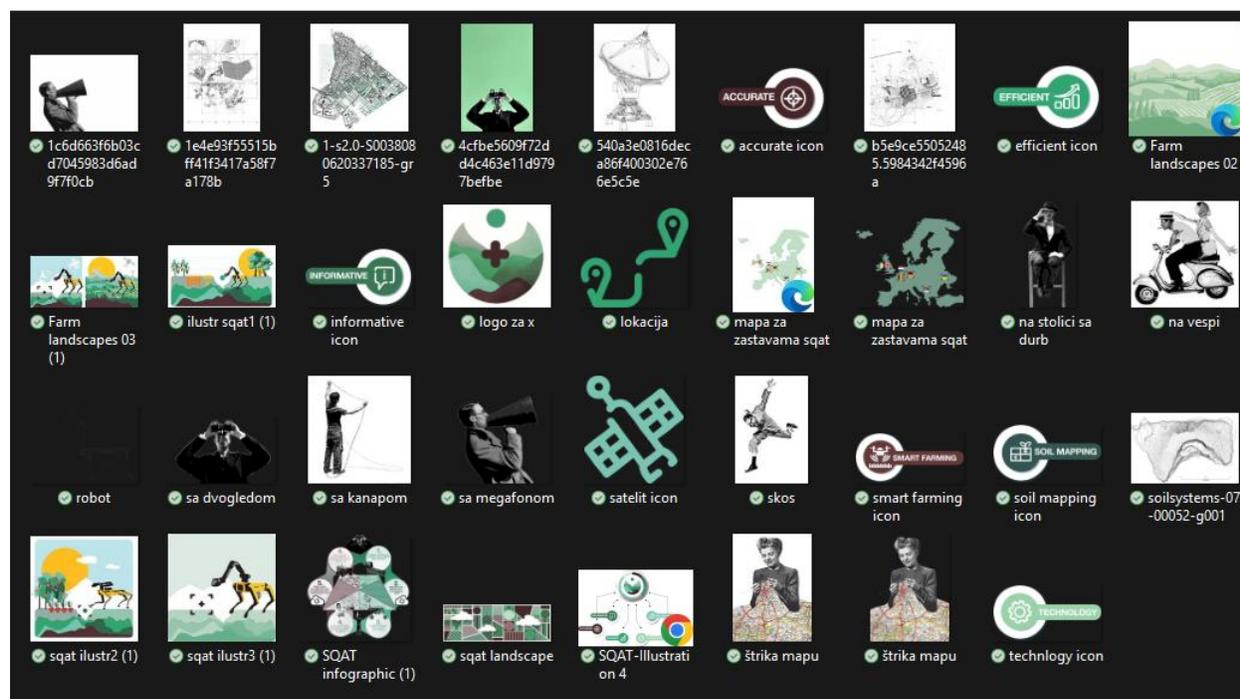


Figure 8 Various SQAT illustrations



Figure 9 SQAT branded T-shirts (photo from Precision Days event)



### 3 Exploitation

The focus during this reporting period has been on preparing the groundwork for SQAT’s market outreach, stakeholder engagement, and business development, aligned with the project’s exploitation objectives.

Progress until M21:

During the first half of the project, the exploitation team has focused on mapping, prioritising, and initiating contact with potential market and industry stakeholders to assess early interest and identify collaboration or pre-sale opportunities. Detailed analysis available in D6.3.

**Key activities carried out include:**

***Stakeholder mapping and database development:***

A comprehensive stakeholder database was consolidated, encompassing over 1,000 companies active in digital agriculture, soil monitoring, smart farming, and related technology sectors. This list was refined into a shortlist of approximately 100 high-potential companies, prioritised according to their communication relevance and potential market fit with SQAT services.

Strategic Use for Exploitation: The prioritised shortlist identifies potential adopters for targeted engagement, aligning with activities such as European project synergies and promotion of SQAT’s business portfolio. Database tracking enables monitoring of engagement progress, from leads obtained at events and workshops to collaboration plans and potential pre-sales opportunities. This ensures that outreach activities generate actionable feedback and support the uptake of project innovations.

In addition to quantitative mapping, an initial qualitative prioritisation was performed to identify early adopters, innovation-driven companies, and organisations with demonstrated interest in soil analytics or precision agriculture solutions. This refinement process also informed the selection of stakeholders contacted during the first outreach wave.

The exploitation team also coordinated with SQAT technical partners to ensure alignment between stakeholder categories and the expected availability of SQAT use cases, so that outreach activities could be launched with coherent messaging.

Stakeholder	Rationale for prioritization
1Spatial (LON: SPA)	Geospatial data governance/quality; essential for EO–soil integration.
30MHz	On-farm sensing platform; microclimate/soil data for QA.
4DiXplorer	Geophysics/proximal mapping; complements soil variability mapping.
7Analytics	Environmental risk analytics; integrates geospatial/soil signals.
Abaco Group	FMIS + precision modules; strong EU farmer footprint.
Abel Sensors	Field sensors; soil moisture/conditions at scale.
ACRI-ST	Copernicus/EO processing; mature agri downstream pipelines.



ADAS	UK agri R&D/testbeds; direct access to end-users.
AdAstra Sustainability	Sustainability analytics; MRV/impact framing for KERs.
Aerial Insights (Spain)	Drone imagery to agronomic insights; fast field coverage.
Aero41	UAV spraying/ops; link to VRA demonstrations.
Affinitus Group	FMIS/operations; integrates agronomic data streams.
AgData (Czech Republic)	Farm data platform; Central-EU access and interoperability.
Agdir	Nordic farm data; weather/soil decision support.
Agerpix	Vision analytics in orchards; adds ground-truth layers.
agfutura technologies	EO/DSS for farms; Balkan/EU reach.
Agranimo	Microclimate/soil sensors; irrigation/health indicators.
Agreed Earth	EO carbon/soil insights; supports MRV pathways.
AGreen Service	Precision services provider; deploys sensing/VRA locally.
AgreenCulture	Field robotics/RTK; variable-rate actuation enabler.
Agremo	EO analytics for VRA; proven agronomic workflows.
Agri-EPI Centre	UK testbeds/living labs; pilots and adoption.
AgriBIOME	Soil microbiome focus; soil-health indicators.
Agricarbon	Soil carbon baselining/MRV; core to exploitation.
AgriCircle	Sustainability/soil-carbon platform; farm-level KPIs.
Agricision	Guidance/lightbar tools; low-cost precision adoption.
Agricolum	Farm management; integrates ops and agronomic data.
Agricolus	Full DSS (soil/irrigation); strong Italian network.
Agricon	VRA expertise/proximal sensing; European deployment.
AgriData Innovations	Proximal imaging; complements EO for soil mapping.
Agridatalog	Italian agri data platform; integration potential.
Agrieye	Drone/EO service; scalable mapping capacity.
Agrikola.AI	AI agronomy; model layer for KER services.
Agrinium Technologies	Sensors/IoT; field-level data capture.
AgriOpt	Decision optimization; aligns with exploitation logic.
AgriRobot	Robotic platforms; bridges sensing to actuation.
AGRIVI	FMIS widely used; integration/sales channel.
Agrobit	EO+AI for Mediterranean crops; strong agronomy fit.
Agrobot	Robotic operations; reduces soil disturbance.
Agrodat	Data services; compatibility with farm systems.
AgroExact	Hyperlocal weather/soil; QA/validation support.
Agrointel	Precision farming services; local deployment capacity.
Agrointelli	Robotic implement carrier; VRA field trials.
Agroop	Farm analytics; irrigation/soil modules.
Agroptima	FMIS app; SMB farmer adoption lever.
Agrorobotica	Proximal/robotic sensing; targeted soil insights.
Agrosense	EO agri platform; soil variability analytics.
Agrosmart Solutions	Farm telemetry; decision support readiness.
AgroSolar Europe	Agrivoltaics; soil protection/sustainability co-benefits.
Agrow Analytics	EO analytics; supports zoning/VRA.



AgXeed	Autonomous field robots; precise operations on soil.
Agxio	AI/ML for agriculture; model deployment for KERs.
Aigro UP	Automated operations; sensing-to-action pipeline.
Air & Space Evidence	EO compliance/legal MRV; verification use-cases.
Airinov	Drone mapping pioneer; agronomy-ready layers.
Aistech Space	EO constellation; spectral utility for soil monitoring.
Alén Space	Space payloads/data; EO downstream partnerships.
Aratos Systems	EO integrator; agri services in EU.
Ariespace	EO agriculture; Mediterranean pilots potential.
Arvalis	French agri institute; experimentation/end-user access.
Arvatec (Precision Farming)	Variable-rate hardware; direct KER deployment.
Arvesta	Benelux agri group; market access channel.
Augmenta	Real-time VRA sensing; N/inputs optimization.
AutoAgri	Autonomous platforms; repeatable soil operations.
Avia GIS	Pest/DSS platform; integrates soil/climate layers.
Axio-Net	GNSS/RTK services; precision positioning backbone.
BBLeap	Ultra-granular VRA control; strong KER synergy.
BeeOdiversity	Biodiversity indicators; complements soil-health KPIs.
Biodentify	Subsurface characterization; supports soil structure mapping.
Biomede	Soil bioremediation/health; biological metrics.
Blue Radix	AI control; automates decisions from SQAT signals.
Bluetentacles	Smart irrigation; water-soil optimization.
Bogballe	Spreaders with rate control; VRA field implementation.
Bosch BASF Smart Farming	Digital/VRA ecosystem; scale and channels.
Briggs Irrigation	Irrigation hardware; connects to soil moisture services.
Brockmann Consult	Copernicus processing leader; operational robustness.
Dacom Farm Intelligence	Sensor+DSS stack; proven deployments.
DKE-Data	Agrirouter interoperability; machine/data connectivity.
Doktar Technologies	EO analytics for farms; EU adoption.
Downforce Technologies	Soil carbon/MRV analytics; core to exploitation.
Drone Ag	Drone-to-insights workflows; scalable mapping.
e-GEOS	EO prime; data access + processing for agri.
Earth Blox	Low-code EO analytics; rapid KER prototyping.
Earth Rover	Robotics for data-driven ops; soil sampling support.
Earthbanc	Carbon finance/MRV; monetization avenue for KERs.
EcoRobotix	Precision weeding; reduced soil impact/chemicals.
Elaisian	Mediterranean DSS; strong farmer network.
eLEAF	ET/biomass indicators; soil-water balance proxies.
Ellipsis Drive	Geospatial data sharing; FAIR pipelines enablement.
Environment Systems	EO analytics; established agri portfolio.



EOX	EO infra/OGC standards; catalogue/distribution backbone.
Epsilon Italia	EO/GIS consultancy; agri-environment expertise.
Escarda Technologies	Electric weeding; soil protection benefits.
EZ Lab Blockchain Solutions	MRV/traceability; carbon/soil reporting chain.
FA Bio	Soil microbiome analytics; health indicators.
Farm21	Affordable sensors; dense field coverage.
FarmDroid	Robotic seeding/weeding; low compaction.
FarmFacts	FMIS/VRA tooling; integration with machine data.
FieldBee	RTK guidance; trials and QA precision.
Fieldwork Robotics	Robotic data capture; supports soil/plant phenotyping.

### **Event and contact tracking:**

The tracking Excel sheet for events and outreach was updated and expanded to include relevant conferences, exhibitions, and business matchmaking events across Europe. This provides an operational tool for coordinating contact efforts and scheduling participation in upcoming industry events.

*Table 5 Agritech relevant events*

	NAME	DATE FROM	DATE TO	CITY	DESCRIPTION	LINK
2	<b>Coltivato 2025: Festival Internazionale dell'Agricoltura</b>	20/03/2025	23/03/2025	Turin, Italy	The second edition of the festival will focus on the theme of water, including discussions on sustainable water resource management and soil analysis.	<a href="#">Coltivato   incontri, lezioni, dibattiti, tavole rotonde, visite guidate, interviste, spettacoli e concerti per raccontare l'agricoltura in un grande evento</a>
3	<b>Cultivating tomorrow</b>	01/04/2025	04/04/2025	Barcellona, Spain	An event dedicated to agricultural innovation, focusing on sustainability, technology, and new	<a href="#">Cultivating Tomorrow</a>



					strategies for the agri-food sector.	
5	<b>THE 2025 SOIL HEALTH NOW CONFERENCE</b>	08/04/2025	10/04/2025	Wageningen, Netherlands	A three-day international conference featuring keynote speeches, discussion forums, oral presentations, workshops, demonstrations, and field activities. The event focuses on science, technology, and business intelligence to measure, monitor, and improve soil health. EU-funded projects under the Horizon Europe program for sustainable soil management in Europe will also be presented.	<a href="#">Soil Health Now - European Conference 2025</a>
7	<b>64th IALB   14th EUFRAS   11th SEASN Annual rural advisors conference</b>	25/06/2025	26/06/2025	Bruxelles, Belgium	The annual joint conference of IALB, EUFRAS, and SEASN brings together agricultural advisors, researchers, educators, and industry professionals to discuss the latest trends, challenges, and innovations in European agriculture. The event provides a platform for exchanging knowledge, experiences, and best practices through	<a href="#">IALB / EUFRAS / SEASN Annual Conference 25-26 June, Brussels   EUFRAS</a>



					presentations, workshops, and networking sessions.	
8	<b>ECPA Precision Agriculture Conference</b>	29/06/2025	03/07/2025	Barcellona, Spain	A conference covering precision agriculture technologies, including drones, sensors, and data analysis software.	<a href="#">ECPA 2025 Barcelona: Leading Precision Agriculture Conference</a>
9	<b>5th Edition of Global Conference on Agriculture and Horticulture</b>	08/09/2025	10/09/2025	Valencia, Spain	An international event dedicated to advancements in agriculture and horticulture, focusing on sustainable farming, biotechnology, crop management, and technological innovations in the agri-food sector.	<a href="#">Agriculture Conferences 2025   Agriculture and Horticulture Conference   Agri 2025</a>
10	<b>SPACE Rennes 2025</b>	16/09/2025	18/09/2025	Rennes, France	SPACE Rennes 2025 is one of the leading international fairs dedicated to agriculture and livestock. This event gathers professionals from the livestock sector worldwide, offering a unique opportunity to discover the latest innovations, attend conferences and competitions, and network with industry experts. With over 1,200 exhibitors and	<a href="#">Exhibit at SPACE</a>



					12,000 international visitors, SPACE Rennes is a must-attend event for agricultural professionals.	
1 1	<b>EXPO Agritech: la feria del Campo 4.0</b>	28/10/2025	30/10/2025	Malaga, Spain	The Feria del Campo 4.0 is a key event for innovation in the agricultural sector, focusing on advanced technologies, digitalization, and sustainability. The fair brings together companies, startups, farmers, and experts to explore solutions in precision agriculture, robotics, IoT, artificial intelligence, and efficient resource management. The program includes exhibitions, practical demonstrations, workshops, and conferences featuring industry leaders	<a href="#">Expo AgriTech - La Feria del Campo 4.0</a>
1 2	<b>Agritechnica 2025</b>	09/11/2025	15/11/2025	Hannover, Germany	The world's largest international exhibition of agricultural machinery, held in Hannover, Germany. The 2025 edition will focus on digital and connected technologies to enhance efficiency and sustainability in	<a href="#">AGRITECHNI CA 2025 - Agritech srl</a>



					the agricultural sector.	
1 3	<b>Future Farming Expo 2025</b>	02/12/2025	03/12/2025	Aberdeen, Scotland, UK	Future Farming Expo 2025 is a leading event for agricultural innovation, focusing on technology, sustainability, and precision farming. It brings together experts, companies, and startups to explore advanced solutions and networking opportunities.	<a href="#">Welcome to Future Farming Expo: Unleashing Innovation in Agriculture</a>
1 4	<b>6th Global Summit on Agriculture &amp; Organic Farming</b>	23/10/2025	24/10/2025	Paris, France	Brings together researchers, policymakers, and innovators to explore advances in organic farming, sustainable practices, and agri-innovation.	<a href="https://agriculture.conferences.com">https://agriculture.conferences.com</a>
1 7	<b>8th International VDI Conference – Smart Farming</b>	29/04/2026	30/04/2026	Munich, Germany	Covers automation, AI, IoT, and digital solutions for boosting productivity and efficiency in agriculture.	<a href="https://www.vdicongress.com/advanced-training-in-agricultural-engineering-and-machinery/smart-farming">https://www.vdicongress.com/advanced-training-in-agricultural-engineering-and-machinery/smart-farming</a>
1 9	<b>World Summit on Crop Science and Engineering (WSCSE-2026)</b>	26/03/2026	28/03/2026	Rome, Italy	Highlights innovations in crop science, plant engineering, and sustainable farming systems.	<a href="https://cropsciencesummit.com/">https://cropsciencesummit.com/</a>



### ***Preparation of outreach materials:***

Initial outreach content — including a concise project presentation and an email template — was prepared to facilitate first contact with potential commercial partners and customers. These materials served as a preliminary introduction to SQAT’s concept, use cases, and forthcoming applications.

### ***Initial market testing:***

A first round of exploratory outreach was conducted with selected companies to sound the market and test initial messaging. The responses received so far have been limited, reflecting the need for richer materials and more direct engagement formats (e.g. personalised contact, partner introductions, or targeted events).

Building on this, the initial testing phase provided qualitative insights into general market behaviours, showing that companies tend to be less responsive to generic cold emails, especially when not supported by visual or informative materials, while more tailored or partner-mediated approaches are generally perceived as more effective.

### **Lessons learned**

Preliminary testing highlighted that cold or generic email outreach generates limited engagement in the absence of supporting communication materials. It also underlined the importance of visual and tangible project assets, such as a dedicated brochure or short explainer, to convey SQAT’s value proposition effectively.

The insights gathered from the first outreach wave also showed that providing more structured communication assets (e.g., brochure, visual use cases, clearer articulation of service value) will be essential to strengthen credibility, stimulate interest, and enable more meaningful conversations with potential end users and partners.

### **Next steps:**

To address these findings and accelerate market engagement, the following actions are planned:

- Finalise the SQAT brochure (Deliverable 6.2, planned for January-February 2026) to support structured outreach and partner communications. Brochure content will include business cases aimed at pre-sales engagement and showcasing SQAT’s value proposition.
- Launch a broader outreach campaign, leveraging the brochure and use case stories to introduce SQAT to the identified companies and gather structured feedback on market needs and expectations. Targeted outreach will focus on the prioritised shortlist and event participation, aiming to generate qualified leads, collaboration plans, and pre-commercial contracts, thereby contributing directly to exploitation objectives and defined KPIs.
- Use feedback from these interactions to refine the project’s value proposition and exploitation pathways, ensuring alignment with end-user demand and potential early adopters.



The next outreach cycle will incorporate a more targeted and personalised approach, based on partner-mediated introductions and improved communication assets, in line with lessons learned from the initial testing phase.

As of M21, the exploitation groundwork is progressing steadily, ensuring that future engagement activities will build on a well-defined and targeted stakeholder base.



## 4 Conclusion

This document provides a top-down overview of the activities implemented under Work Package 5 – PROMOTE: Engagement, Communication and Dissemination. It complements other deliverables, notably D5.1 (Exploitation, Dissemination and Communication Strategy) and D5.2 (Communication Kit and Project Website), by summarising progress across all tasks and highlighting achievements up to Month 21. More detailed records of outputs, analytics, and materials are maintained within internal tracking sheets and partner reports.

The next version of this document, D5.3 – Periodic Engagement Report (M42), will provide a full account of activities carried out during the second half of the project. As several related deliverables will be updated in parallel, the final report will serve as a concise summary of consolidated results, lessons learned, and recommendations for post-project continuation.

Communication and dissemination activities have progressed as planned. The project has successfully established its visual identity, communication channels, and strategic framework, while achieving growing online visibility and engagement across key target groups. The website and social media presence have been actively maintained, and the first campaigns and stakeholder-focused actions have generated tangible visibility and recognition for SQAT within the European smart farming and soil data ecosystem. Continued efforts will focus on maintaining consistency, expanding content output, and ensuring all KPIs are met by the end of the project.

Exploitation activities have gained momentum during this reporting period. The business engagement team, led by OFI, has built a structured stakeholder database, initiated early market testing, and identified key lessons to refine outreach methods. These preparatory steps provide a strong foundation for the upcoming brochure-based outreach campaign and for gathering structured feedback to fine-tune SQAT's value proposition.

Overall, coordination between the central communication team (ABE) and other partners has been good. This collaborative approach ensures coherence between technical progress, communication visibility, and market positioning. Continued alignment between these components will remain essential to maximise the project's impact and support the transition from research and demonstration to operational and exploitable services in the final project phase.

### Next Steps

In the next reporting period, the focus will be on strengthening the KPIs that have shown slower progress so far. The consortium will continue to build visibility through social media, press coverage, and stakeholder engagement, while increasing output consistency across all communication channels. Special attention will be given to enhancing website traffic, expanding media presence, and supporting the preparation of the first policy brief. These actions will ensure measurable progress toward the communication and exploitation targets set for the final phase of the project.



End of document