



Sustainable Precision Agriculture: Research and Knowledge for Learning how to be an agri-Entrepreneur



INTERMEDIATE DISSEMINATION REPORT

The document reports all dissemination outputs developed in the first year of the project

WP 9 (R9.3)

UNIFI

Deliverable R9.3; Work package 9, Dissemination Level: public

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Note:

For anyone interested in the detailed outputs of the WP9 package, such as: a specific phase of the research process, or detailed findings, the project consortium can provide the additional information required. Please contact us at info@sparkle-project.eu

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INTRODUCTION

This document aims to report all the dissemination outputs developed in the first year of the project.

The outputs to be reported during this first year include:

- The project logo
- The website
- The project leaflet
- The social media profiles
- A summary of the contents published:
 - by SPARKLE official website
 - by individual partners
- A summary of the events organized:
 - by the Consortium as a whole or in collaboration with different Consortium partners
 - by individual partners
- The SPARKLE newsletter publications

Therefore, the following sections will provide an overview of each of these elements.

1. PROJECT LOGO

This is the official logo of the project:

Figure 1. Project official logo



The logo includes the acronym of the full title of the project:
“Sustainable Precision Agriculture:
Research and Knowledge for Learning how
to be an agri-Entrepreneur”

This is the logo used in all official documents and materials produced during the development of the project.

2. WEBSITE OF THE PROJECT

The website contains information on the project, partners, results and links to social platforms:
www.sparkle-project.eu

From the launch of the website on February 2018 until June 2019, more than 2240 unique visitors were registered for the website (Table 1). As shown in Table 2 most visitors come from Spain, Italy, Greece, United States and Portugal whereas it is worth noting that 37% of users is very young, namely between 25-34 years old (Table 3). Besides, the most visited page reveals an interest especially in the news section where partners collect activities, news on the project and contents regarding precision agriculture.

[INTERMEDIATE DISSEMINATION REPORT – R9.3]

Table 1. Users number

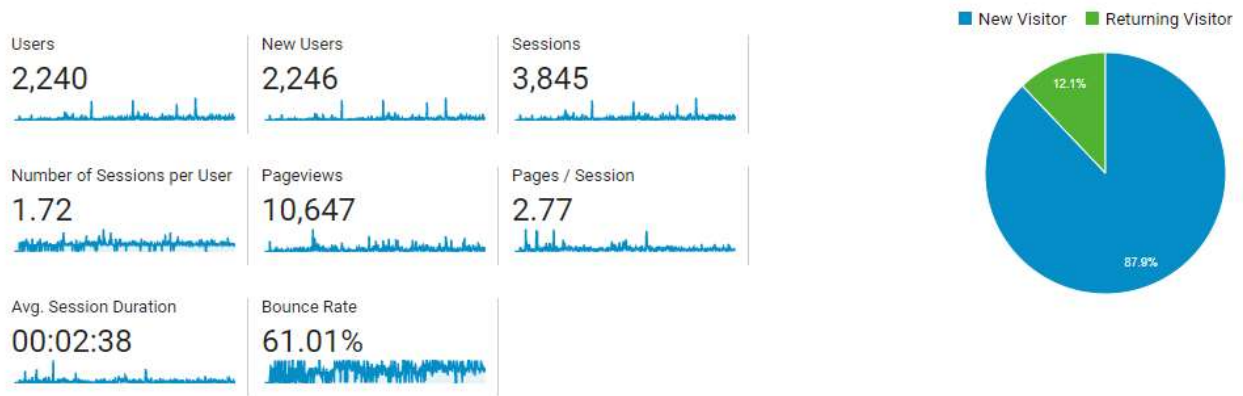


Table 2. Where users come from

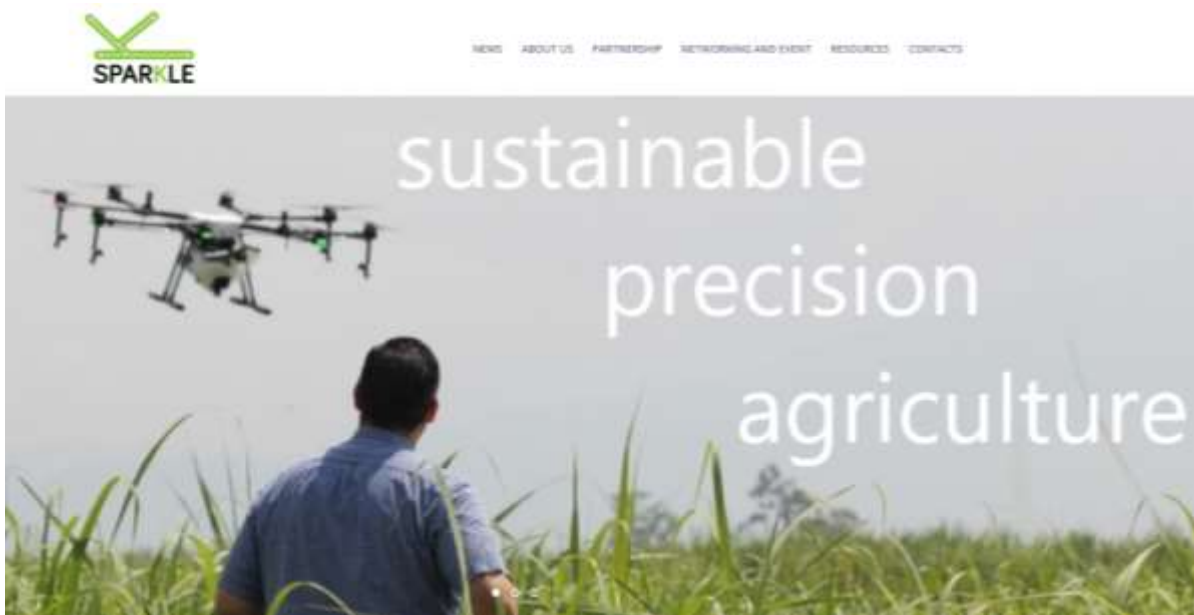
Country	Users	% Users
1. Spain	336	14.87%
2. Italy	291	12.88%
3. Greece	246	10.88%
4. United States	232	10.27%
5. Portugal	189	8.36%
6. Canada	100	4.42%
7. India	83	3.67%
8. Brazil	77	3.41%
9. Germany	55	2.43%
10. United Kingdom	40	1.77%

[view full report](#)

Table 3. Audience's age

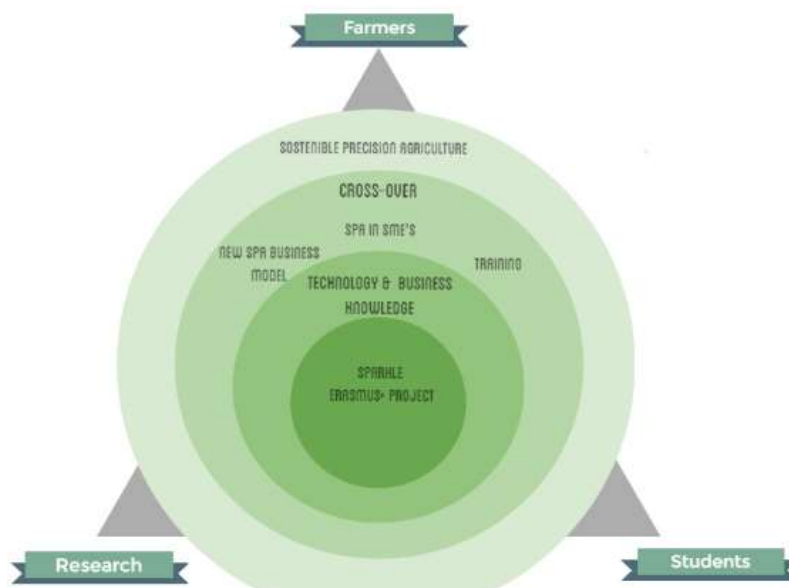
Age	Users
	914 % of Total: 40.80% (2,240)
<input checked="" type="checkbox"/> 1. 25-34	359 (37.55%)
<input checked="" type="checkbox"/> 2. 35-44	253 (26.46%)
<input checked="" type="checkbox"/> 3. 45-54	144 (15.06%)
<input checked="" type="checkbox"/> 4. 18-24	94 (9.83%)
<input checked="" type="checkbox"/> 5. 55-64	80 (8.37%)
<input checked="" type="checkbox"/> 6. 65+	26 (2.72%)





Figure 2. Home page of the official website



SPARKLE

SPARKLE, an acronym standing for Sustainable Precision Agriculture: Research and Knowledge for Learning how to be an agri-Entrepreneur, is a Knowledge Alliance project, co-financed under the ERASMUS+ project.



			
11	4	775,566	2018 - 2020
Partners	Countries	euros (€) EU Grant	Project Duration



3. THE PROJECT LEAFLET

The SPARKLE leaflet has been designed and published in English. The purpose is to communicate the objectives and planned activities of the project. An Italian translation has been provided for the dissemination at national level. A poster was also created and shared among the partnership.

Figure 3. Four sided leaflet in English



SPARKLE, an acronym standing for Sustainable Precision Agriculture: Research and Knowledge for Learning how to be an agri-Entrepreneur, is a Knowledge Alliance project, co-financed under the ERASMUS+ project.

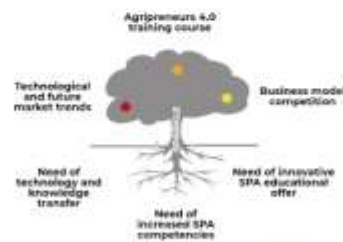
SPARKLE is a partnership focusing on **Mediterranean countries**. It is the result of cooperation between universities and farms in four different fields (arable crops, fruit, viticulture, olive culture) from Italy, Spain, Greece and Portugal, which have already adopted **precision agriculture (PA) technologies**.

SPARKLE takes on the challenge of **filling the gap between entrepreneurship and effective application of sustainable precision agriculture (SPA)** among researchers, agricultural enterprises (small and medium enterprises) and students.



To tackle this challenge, **SPARKLE**:

- will **define future technological and market trends** in three relevant farm sectors
- will collect the **business models of successful farms**, which are already adopting PA technologies, to be presented as business case for students
- will build a **methodological and a theoretical framework** for educating future-oriented agripreneurs
- will elaborate a **new blended training course** (traditional classes and e-learning), for the purpose of creating the farmers and agricultural business managers of the future.



Contacts

- <http://sparkle-project.eu/>
- info@sparkle-project.eu
- facebook.com/sparkleerasmus
- twitter.com/sparkleerasmus/
- linkedin.com/company/sparkle-project/

Partners



The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

4. DISSEMINATION STRATEGY AND PRELIMINARY OUTPUTS

Networking, the organisation of events and the publication of specified contents are important to disseminate SPARKLE results. Therefore, a dissemination plan has been created at the very beginning and shared with the partnership. It presented a guideline concerning social channels, planning of dissemination conferences at national and European level, newsletters etc.

In this section, it is possible to have an overview of the strategy chosen for spreading the overall goal of the project.

4.1 THE SOCIAL MEDIA PROFILES

Three social media platforms have been created for the dissemination and promotion of the project. The social networking is an important component of communicating information and of reaching a wider audience. For those reasons, following channels have been activated: Facebook, Twitter and LinkedIn.



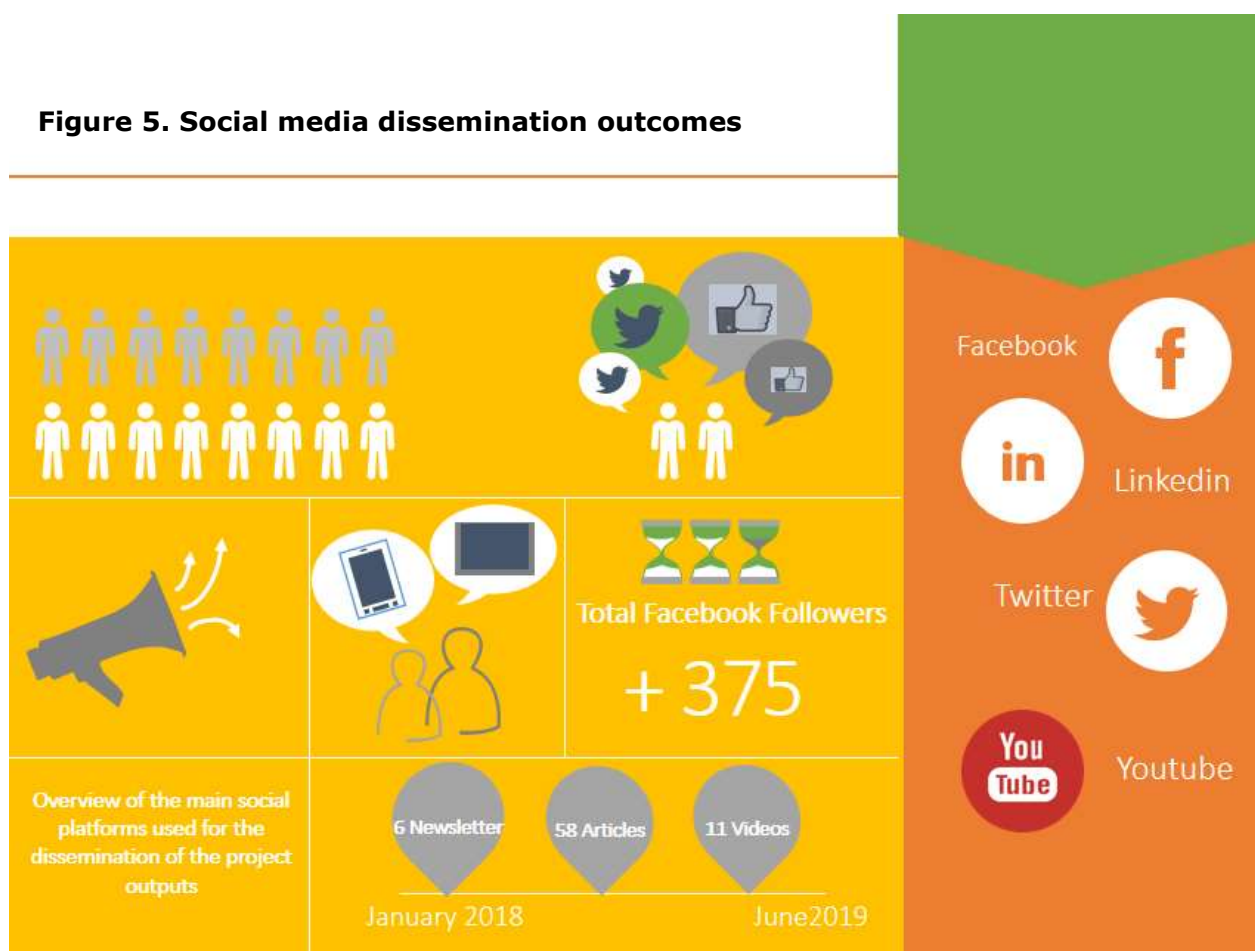
Figure 4. Icons of the social media channels used.

To access these profiles, click on the following links:

- Facebook account: <https://www.facebook.com/sparkleerasmus/>
- Twitter account: <https://twitter.com/sparkleerasmus>
- LinkedIn account: <https://www.linkedin.com/company/sparkle-project/>

Since the creation of the website and social platforms, as agreed with the partnership, 55 articles have been published every week and many of the original articles have been used for the creation of new contents mainly published on Facebook, Twitter and Youtube as shown in Figure 5.

Figure 5. Social media dissemination outcomes



4.1.1 A SUMMARY OF THE CONTENTS PUBLISHED

In this part, 58 “news” concerning the SPARKLE project or related information such as sustainable precision agriculture, entrepreneurship and educational needs, have been published on the website. They are schematically reported in Table 4. below:

Table 4: Publications made on the website

<i>TITLE OF THE CONTENT</i>	<i>DATE</i>	<i>LINK</i>	<i>PARTNER</i>
Kick Off Meeting	12.02.18	http://sparkle-project.eu/kick-off-meeting/	University of Florence
RIS3 Cross-regional Learning	25.02.18	http://sparkle-project.eu/?s=RIS3+Cross-regional+Learning	Quinta da Cholda SA
E-learning solutions to create new digital agronomist profiles on European students.	14.05.18	http://sparkle-project.eu/?s=E-learning+solutions+to+create+new+digital+agronomist+profiles+on+European+student	University of Florence

[INTERMEDIATE DISSEMINATION REPORT – R9.3]

Farmers' typology on precision agriculture adoption: Evidence from Greece	30.05.18	http://sparkle-project.eu/?s=Farmers%E2%80%99+typology+on+precision+agriculture+adoption%3A+Evidence+from+Greece	Aristotle University of Thessaloniki
Tradition in innovation	05.06.18	http://sparkle-project.eu/tradition-in-innovation/	Mazzei 1435
Are our technicians skilled in Precision Agriculture?	11.06.18	http://sparkle-project.eu/?s=Are+our+technicians+skilled+in+Precision+Agriculture%3F	Universidad Politécnica de Madrid
What we have done so far – report from the first two project meetings	18.06.18	http://sparkle-project.eu/?s=What+we+have+done+so+far+%E2%80%93+report+from+the+first+two+project+meetings	ValueDo
The SPARKLE project in a nutshell	19.06.18	http://sparkle-project.eu/the-sparkle-project-in-a-nutshell/	ValueDo
ISOBUS – Revolutionizing Agriculture	09.07.18	http://sparkle-project.eu/isobus-revolutionizing-agriculture/	Rezos Brands
What will the future of sustainable precision agriculture be like?	16.07.18	http://sparkle-project.eu/what-will-the-future-of-sustainable-precision-agriculture-be-like/	ErreQuadro
Agro-digital literacy	22.07.18	http://sparkle-project.eu/agro-digital-literacy/	University of Évora
On-going Systems for Crop Characterization Using RGB-D Cameras and UAV-Imagery	24.07.18	http://sparkle-project.eu/on-going-systems-for-crop-characterization-using-rgb-d-cameras-and-uav-imagery/	Agencia Estatal Consejo Superior De Investigaciones Científicas
Precision agriculture: Quinta da Cholda	31.07.18	http://sparkle-project.eu/precision-agriculture-quinta-da-cholda/	Quinta da Cholda SA
Sustainable precision agriculture needs a new business approach	31.07.18	http://sparkle-project.eu/sustainable-precision-agriculture-needs-a-new-business-approach/	University of Florence
But... how was SPARKLE financed?	03.09.18	http://sparkle-project.eu/but-how-was-sparkle-financed/	Value
Bio-based economy brings new innovation challenges	12.09.18	http://sparkle-project.eu/bio-based-economy-brings-new-innovation-challenges/	Soluciones Agrícolas de Precisión S.L.

[INTERMEDIATE DISSEMINATION REPORT – R9.3]

Exploring educational needs of «Young Farmers» in Precision Agriculture in Greece	19.09.18	http://sparkle-project.eu/exploring-educational-needs-of-young-farmers-in-precision-agriculture-in-greece/	Aristotle University of Thessaloniki
A bit of foresight on Sustainable Precision Agriculture	03.10.18	http://sparkle-project.eu/a-bit-of-foresight-on-sustainable-precision-agriculture/	ErreQuadro
The use of convolutional neural networks can improve Precision Agriculture	10.10.18	http://sparkle-project.eu/the-use-of-convolutional-neural-networks-can-improve-precision-agriculture/	Agencia Estatal Consejo Superior De Investigaciones Cientificas
Holistic Approach in Sustainable Precision agriculture: High quality, deontological and ethical issues in fostering technological innovation	20.10.18	http://sparkle-project.eu/holistic-approach-in-sustainable-precision-agriculture-high-quality-deontological-and-ethical-issues-in-fostering-technological-innovation/	University of Florence
Do you want to save fuel working with your tractor? Trust your automatic gearbox. Not convinced? Ask your ISOBUS data.	24.10.18	http://sparkle-project.eu/do-you-want-to-save-fuel-working-with-your-tractor-trust-your-automatic-gearbox-not-convinced-ask-your-isobus-data/	Universidad Politécnica de Madrid
Internet development as a change driver in rural Greece: Potentials and pitfalls	31.10.18	http://sparkle-project.eu/?s=Internet+development+as+a+change+driver+in+rural+Greece%3A+Potentials+and+pitfalls	Aristotle University of Thessaloniki
Quinta da Cholda uses a new technique of application of herbicide in post-emergence.	06.11.18	http://sparkle-project.eu/quinta-da-cholda-uses-a-new-technique-of-application-of-herbicide-in-post-emergence/	Quinta da Cholda SA
The sparkle team at the EIMA INTERNATIONAL in Bologna	07.11.18	http://sparkle-project.eu/the-sparkle-team-at-the-eima-international-in-bologna/	Value
Drones for Precision Agriculture	02.12.18	http://sparkle-project.eu/drones-for-precision-agriculture/	Soluciones Agrícolas de Precisión S.L.
Soil apparent electrical conductivity	02.12.18	http://sparkle-project.eu/soil-apparent-electrical-conductivity/	University of Évora
Precision Agriculture on a vertical business model.	10.12.18	http://sparkle-project.eu/precision-agriculture-on-a-vertical-business-model/	Rezos

[INTERMEDIATE DISSEMINATION REPORT – R9.3]

A brief literature analysis related to harvesting and pruning in precision viticulture.	19.12.18	http://sparkle-project.eu/a-brief-literature-analysis-related-to-harvesting-and-pruning-in-precision-viticulture/	ErreQuadro
SPARKLE dissemination day in Madrid	20.12.18	http://sparkle-project.eu/sparkle-dissemination-day-in-madrid/	Universidad Politécnica de Madrid
On the use of 3D modeling in Precision Agriculture: A Spanish-German meeting.	28.12.18	http://sparkle-project.eu/on-the-use-of-3d-modeling-in-precision-agriculture-a-spanish-german-meeting/	Agencia Estatal Consejo Superior De Investigaciones Científicas
VRT Subsoiling	09.01.19	http://sparkle-project.eu/vrt-subsoiling/	Quinta da Cholda SA
Sparkle dissemination day in Thessaloniki	20.01.19	http://sparkle-project.eu/?s=Sparkle+dissemination+day+in+Thessaloniki	Aristotle University of Thessaloniki
Conscious wine: our land, innovation and technology in a bottle	22.01.19	http://sparkle-project.eu/conscious-wine-our-land-innovation-and-technology-in-a-bottle/	Mazzei 1435
Agricultural innovation it is not just about a new technological approach but also the business one	30.01.19	http://sparkle-project.eu/agricultural-innovation-its-not-just-about-a-new-technological-approach-but-also-the-business-one/	University of Florence
The power of agricultural data... for non-obvious applications	04.02.19	http://sparkle-project.eu/the-power-of-agricultural-data-for-non-obvious-applications/	Universidad Politécnica de Madrid
Sparkle Retos	14.02.19	http://sparkle-project.eu/sparkle-retos/	Soluciones Agrícolas de Precisión S.L.
3rd SPARKLE project meeting in Thessaloniki, Greece	19.02.19	http://sparkle-project.eu/3rd-sparkle-project-in-thessaloniki-greece/	Value
Soil Nutrition – VRT Maps	26.02.19	http://sparkle-project.eu/soil-nutrition-vrt-maps/	University of Évora
Drones: new rules for safer skies across Europe	05.03.19	http://sparkle-project.eu/drones-new-rules-for-safer-skies-across-europe/	Rezos
Main technological trends in arable crops' precision agriculture	14.03.19	http://sparkle-project.eu/main-technological-trends-in-arable-crops-precision-agriculture/	ErreQuadro

[INTERMEDIATE DISSEMINATION REPORT – R9.3]

Presentatio of ValueDo company	18.03.19	http://sparkle-project.eu/valuedo/	Value
Presentation of Errequadro company	18.03.19	http://sparkle-project.eu/erre-quadro-sparkle/	ErreQuadro
Why was Agrosap involved in the European SPARKLE project?	18.03.19	http://sparkle-project.eu/why-was-agrosap-involved-in-the-european-sparkle-project/	Soluciones Agrícolas de Precisión S.L.
The Sparkle generative learning community	18.03.19	http://sparkle-project.eu/the-sparkle-generative-learning-community/	University of Florence
The Cycle of Precision Agriculture	02.04.19	http://sparkle-project.eu/the-cycle-of-precision-agriculture/	Quinta da Cholda SA
Agricultural advisory (extension) services under the Erasmus+ SPARKLE project	03.04.19	http://sparkle-project.eu/agricultural-advisory-extension-services-under-the-erasmus-sparkle-project/	Aristotle University of Thessaloniki
Process monitoring for an excellent wine	08.04.19	http://sparkle-project.eu/process-monitoring-for-an-excellent-wine/	Mazzei 1435
Spraying technologies, electronic sensors... and a little bit of magic light	18.04.19	http://sparkle-project.eu/spraying-technologies-electronic-sensors-and-a-little-bit-of-magic-light/	Universidad Politécnica de Madrid
What's happening in SPARKLE?	03.05.19	http://sparkle-project.eu/whats-happening-in-sparkle/	Valuedo
Be prepared to communicate the Sustainable Precision Agriculture (r)evolution	06.05.19	http://sparkle-project.eu/be-prepared-to-communicate-the-sustainable-precision-agriculture-revolution/	Soluciones Agrícolas de Precisión S.L.
Farming with satellites – How do satellites work and how can we take advantage of them in agriculture?	09.05.19	http://sparkle-project.eu/farming-with-satellites-how-do-satellites-work-and-how-can-we-take-advantage-of-them-in-agriculture/	University of Évora
Precision Agriculture benefits from satellite-based Earth Observation (EO)	16.05.19	http://sparkle-project.eu/precision-agriculture-benefits-from-satellite-based-earth-observation-eo/	Rezos
Precision agriculture: companies and experts meet students at GATE Centre	20.05.19	http://sparkle-project.eu/precision-agriculture-companies-and-experts-meet-students-at-gate-centre/	ErreQuadro

[INTERMEDIATE DISSEMINATION REPORT – R9.3]

Agriculture of the Future: Mobility	29.05.19	http://sparkle-project.eu/agriculture-of-the-future-mobility/	Agencia Estatal Consejo Superior De Investigaciones Cientificas
Sustainable Precision Agriculture and Lean Farming	04.06.19	http://sparkle-project.eu/sustainable-precision-agriculture-and-lean-farming/	University of Florence
Rational Fertilization	10.06.2019	http://sparkle-project.eu/rational-fertilization/	Quinta da Cholda SA
Educational needs of the sustainability of precision agriculture: evidence from Greece	18.06.19	http://sparkle-project.eu/educational-needs-of-the-sustainability-of-precision-agriculture-evidence-from-greece/	AUTH
Production through drones	27.06.19	http://sparkle-project.eu/production-through-drones/	Mazzei 1435

Furthermore, much of the material has also been used to create posts on social platforms with the aim of raising awareness about precision farming and networking among the followers.

The material provided has been translated in the partners' languages too (Italian, Spanish, Portuguese and Greek) in order to multiply the impact on the target groups and to reach more people.

The topics have been divided into three categories:

- Did you know that
- Farmer's opinion
- Advantages on PA (precision agriculture)

Figure 6. presents some examples of the contents published on Facebook, Twitter and LinkedIn.

Figure 6. Examples of the contents published

 **Sparkle Project**
24 follower
4m • Modificato



Drones have become a promising technology in precision agriculture, offering new perspectives and opportunities. Today, it is still difficult to say whether the use of this technology is profitable, widespread for all farmers. There is a multi ... vedi altro

 [Vedi traduzione](#)

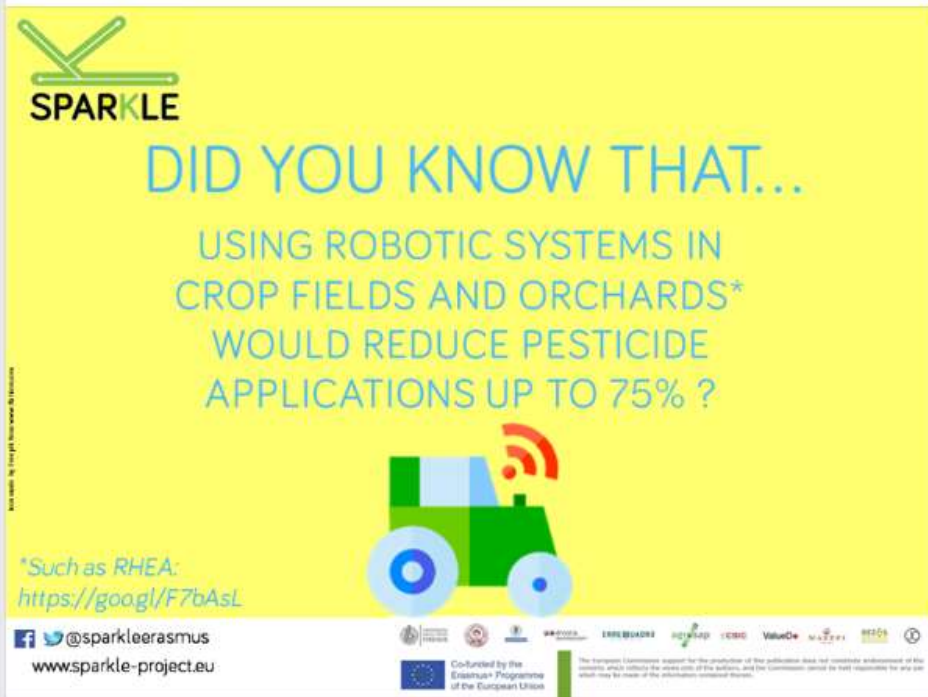


Drones for Precision Agriculture

sparkle-project.eu 

 **Sparkle Project**
Published by Frau Violetta [?] · 28 November 2018 · 

Watch the RHEA Project video: <https://goo.gl/F7bAsL>





SPARKLE













DID YOU KNOW THAT...

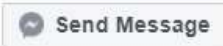
USING ROBOTIC SYSTEMS IN CROP FIELDS AND ORCHARDS* WOULD REDUCE PESTICIDE APPLICATIONS UP TO 75% ?

*Such as RHEA: <https://goo.gl/F7bAsL>

  @sparkleerasmus
www.sparkle-project.eu

 Co-funded by the Erasmus+ Programme of the European Union





All partners are responsible for providing content material and for proposing articles related to the work. Partners can copy the content of different news items and distribute them using their existing communication materials such as their own email lists and their websites, as long as the SPARKLE Visual Identity is followed (logo and URL).

In addition to these publications, partners have used their own social media channels and websites too (see Figure 7. below).

Figure 7. Some examples of partners' social media posts

Agricultura de precisión y emprendimiento

El proyecto Sparkle, apoyado por el programa europeo Erasmus+, celebra el día 20 de noviembre una jornada de difusión en la ETSIAAB para exponer su labor de vínculo entre investigación, empresas agrícolas y estudiantes.

15.11.18

El desarrollo del espíritu emprendedor y la aplicación de la agricultura de precisión, son los ejes sobre los que gira el proyecto europeo Sparkle, que aspira a conectar investigación, empresas agrícolas y estudiantes. El día 20 de noviembre celebrará una jornada de difusión en la Escuela Técnica Superior de Ingeniería Agronómica, Alimentaria y de Biosistemas (ETSIAAB) bajo el lema *Conociendo agricultura de precisión y emprendimiento para una agricultura sostenible*. Está organizada por el grupo de investigación LPI-Tragata, a través del cual participa en el momento la Universidad Politécnica de Madrid (UPM).

El proyecto Sparkle (en inglés de agricultura de precisión sostenible: investigación y conocimiento para aprender a ser un emprendedor agrícola) cuenta con un presupuesto de 800.000 euros y el apoyo del programa Erasmus+ de la Unión Europea como asociación estratégica en el ámbito de la educación superior. Sus 11 socios, encabezados por la Universidad de Florencia, son instituciones y empresas de Italia, España, Grecia y Portugal.

Entre los resultados que se promueven las responsables del proyecto está definir las tendencias vendidas del mercado y de la tecnología en el sector agrícola. También recibir modelos de negocio sostenibles de empresas que ya están aplicando tecnologías de precisión para mostrarlos a los estudiantes, así como construir un marca valores y metodológica para formar a futuros emprendedores. Otra de las tareas será elaborar un curso de formación que combine las clases tradicionales y el aprendizaje virtual para preparar a los gerentes y los agricultores del futuro.

El grupo de Investigación LPI-Tragata, perteneciente al Departamento de Ingeniería Agroforestal, trabaja desde 1983 en soluciones tecnológicas destinadas al sector agroalimentario. Una parte de su labor consiste en el desarrollo de dispositivos electro-mecánicos avanzados para la mejora de la maquinaria agroindustrial. El análisis geoespacial de parámetros de calidad y la robótica para el seguimiento del cultivo conforman también otras líneas de trabajo. Toda esta labor ha permitido a la ETSIAAB ser el centro universitario pionero en la enseñanza de la agricultura de precisión en España.

Link: <https://tinyurl.com/y5bnpiac>

Mi piace Segui Condividi

Marchesi Mazzei - Castello di Fonterutoli
10 ottobre 2018

Mazzei aderisce a Sparkle Project, un progetto di cooperazione tra università e aziende che hanno adottato sistemi di agricoltura sostenibile di precisione. SPARKLE fa parte del progetto ERASMUS+ ed è supportato dalla Commissione Europea.

“Periodo di vendemmia per noi e per tutto il territorio del Chianti Classico, siamo quasi alla fine ormai con i sangiovesi e possiamo parlare, nonostante l’annata molto complessa ed impegnativa dal punto di vista climatico, di un grande risultato qualitativo.

Obiettivo raggiunto grazie ad un grande lavoro agronomico e con il supporto dell’agricoltura di precisione, che ha permesso di lavorare con estrema accuratezza sulle varie parcelle del vigneti, valorizzando al meglio potenzialità e qualità.

Possiamo affermare con grande soddisfazione che l’applicazione di sistemi di agricoltura di precisione nella nostra azienda ha dato degli ottimi risultati, a conferma che la grande qualità ed unicità dei vini si ottiene cercando il massimo anche nel più piccolo dettaglio.”

Gionata Pulgnani, Enologo Marchesi Mazzei

Link: <https://tinyurl.com/y5q34mwd>



Link: <https://tinyurl.com/y2487r2n>

On top of this, 10 videos have also been realised and published on Youtube for providing information about partners meeting or about activities carried out during specific work package.

The list is shown here below:

- [2nd Meeting in Pisa, Italy](#)
- [Interview with Professor Marco Vieri](#) – University of Florence
- [Interview with Riccardo Apreda](#) from Errequadro Engineering
- [Micro-workshop on SPA](#) in Montalcino, Italy
- [Interview with Dionisio Andujar](#) – CSIC
- [Business Model Canvas at MAZZEI Spa](#)
- [National Conference at EIMA 2018](#)
- [Designing Business Model Canvas](#)
- 3rd [Meeting in Thessaloniki, Greece](#)
- Topics of the [e-learning course](#)



4.2 A SUMMARY OF THE EVENTS

As the project is focused in precision agriculture and the aim of this work is to design a specific e-learning course for agricultural students aiming to enhance their entrepreneurial skills, it had been considered very important to have the opportunity to present and to share the first results of the project over the first year and a half. Therefore, four National Dissemination Conference took place in each partners' country at national level (See Table 5).

Table 5. National Dissemination Conference organised by partners

EVENT TITLE	DATE & LOCATION	EVENT OFFICIAL WEBSITE	PARTNER IN CHARGE
National Conference at EIMA 2018	09.11.18 Bologna, Italy	www.eima.it/en/	University of Florence
Official Sparkle National Conference Event	20.11.18 Madrid, Spain	http://tinyurl.com/yydgnov5	Universidad Politécnica de Madrid
National Dissemination Conference	10.12.18 Thessaloniki, Greece	n/a	Aristotle University of Thessaloniki
National Dissemination Conference	08.05.19 Évora, Portugal	n/a	University of Évora



Besides, many initiatives have been organized by the partners around Europe during 2018 and the first six months of 2019 at both national and international level, such as relevant conferences, seminars and workshops, whether to find a major exposure for the project or to identify possible stakeholders (Table 6.).

Table 6. A summary of the events organised by partner and in which partners participated

EVENT TITLE	LOCATION	EVENT OFFICIAL WEBSITE
Congress <i>La Meccania Agraria oggi</i>	Bolzano (Italy)	n/a
Study day <i>Agricoltura e Industria 4.0</i>	Florence (Italy)	http://tinyurl.com/y3sg7pmc
Meeting with school students within the conference <i>Eco-sostenibilità e cambiamenti climatici in viticoltura</i>	Pontedera (Italy)	n/a
Presentation of the project within the conference <i>Profumo di vino</i> at the Agricultural Technical Institute	Pescia (Italy)	http://tinyurl.com/y6bu8vz9
Dissemination of the project among wine producers, regional governments and IOF2020 delegates	Montalcino (Italy)	http://tinyurl.com/yypm94tn
Presentation of the project at <i>CIGR World Congress 2018</i>	Antalya (Turkey)	http://www.cigr2018.org/
Presentation of the project at the European conference <i>Watify - AgriTech: Agriculture at the Centre of the Digital Economy</i>	Florence (Italy)	https://ec.europa.eu/eip/agriculture/en/event/watify-agritech-agriculture-centre-digital-economy
Project Presentation at the European Conference <i>EurAgEng</i>	Wageningen (Netherlands)	www.eurageng.eu
Presentation of the project at the conference <i>Bright 2018 European Researchers' Night</i>	Florence (Italy)	http://www.bright-toscana.it/bright/
Project Presentation within the annual event of Tuscany <i>ERIAFF</i>	Florence (Italy)	http://www.eriaff.com/
Jornadas de innovación docente en grados y postgrados en ciencias experimentales e ingenierías	Mostoles (Madrid, Spain)	http://tinyurl.com/ydhdhsb
Agribusiness Congress promoted by Vida Rural	Estoril (Portugal)	n/a
Workshop <i>Agricoltando com Imagens de Satélite</i>	Beja (Portugal)	http://tinyurl.com/y6yrazo
Workshop <i>MechSmart Forrages</i>	Elvas (Portugal)	n/a

In these events SPARKLE's work has been presented in multi-formats: regular papers presenting the progress and results of the project; panels with invited speakers on the project's topics; demonstration workshops strengthening the business landscape, creating synergies among enterprises and R&D centres, carrying out transfer actions and the early validation of products and services through open innovation processes. An internal database on conferences and events has been set up and regularly updated.

THE PRIMARY TARGET

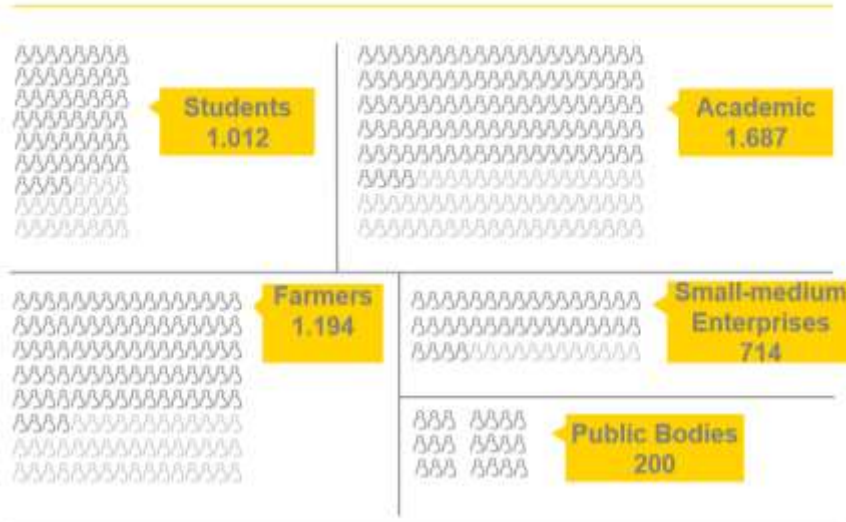


Figure 8. Primary target

A broad audience may have been reached but often it concerned a specific target audience already sensitive to the issue. Indeed, Figure 8. and Table 7. show the number of people potentially reached through these events and underline the primary target composed of academics, farmers, students and small-medium enterprises (SME). It is important to highlight that it's an ongoing process that will be implemented throughout the project.

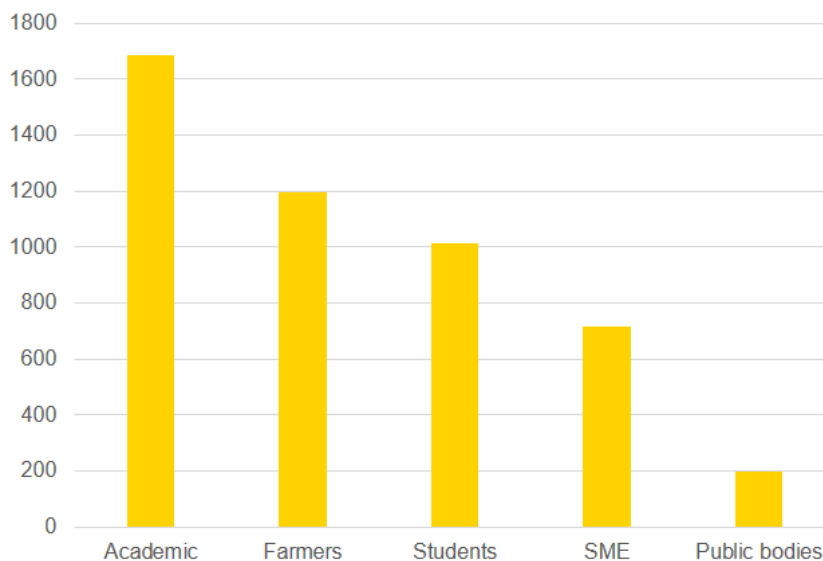


Table 7. Primary target represented graphically

Figure 9. A sample of pictures that highlights the events



4.3 PUBLICATIONS

Here below it is possible to find a summary of papers, which have been published by SPARKLE partners whether in agricultural journals or in conference proceedings:

Table 8: Papers published from the partnership

Title	Author	Corresponding partner	When	Where (Conference or Review)
SPARKLE Project: e-Learning Solutions to Create New Digital Agronomist Profiles on European Students	Jorge Martínez-Guanter, Daniele Sarri, Marco Vieri, Stefania Lombardo, Manuel Pérez-Ruiz	Soluciones Agrícolas de Precisión S.L. and University of Florence	July 8-12, 2018	<i>AgEng Conference</i> . Wageningen, The Netherlands
Sparkle: mejorando la formación en nuevas tecnologías para una agricultura digital	C. Valero, A. Krus, M. Vieri	Universidad Politécnica de Madrid And University of Florence	September, 2018	Proceedings of workshop: "1st Jornadas de Innovación Docente en Grados y Postgrados en Ciencias Experimentales e Ingenierías". Page 40. ISBN: 978-84-09-05194-6 Madrid, Spain
Investigating the Educational Needs of University Students in Precision Agriculture: the case of the agricultural schools in Greece.	Paltaki A. and Michailidis A.	Aristotle University of Thessaloniki	November 1-2, 2018	Proceedings of the 15th National Conference on Agricultural Economics in "Redefining Rural Development in the Modern Contemporary Psychological Age". Thessaloniki, Greece
Divulgación del Proyecto Sparkle en Madrid	C. Valero	Universidad Politécnica de Madrid	February 2019	AgIng society bulletin
Keeping it smart: Training in Precision Agriculture.	Paltaki A. and Michailidis A.	Aristotle University of Thessaloniki	February 2019	International Journal of <i>Sustainable Agricultural Management and Informatics</i>
University students' attitudes and training needs of precision agriculture: evidence from euro-	Michailidis A.	Aristotle University of Thessaloniki	March 18-21, 2019	7th International Conference on <i>Remote Sensing and Geoinformation of Environment</i> . Paphos, Cyprus

mediterranean region.				
Proyecto SPARKLE: una mirada al futuro ingeniero agrónomo	Jorge Martínez-Guanter and Manuel Pérez-Ruiz	Soluciones Agrícolas de Precisión S.L.	2019	Tierra Agricultura , n. 271

4.4 SPARKLE NEWSLETTER PUBLICATIONS

Five Newsletters have been distributed by e-mail through the Mailchimp platform, which gives also the possibility to create and manage landing page and mailing lists.

The first newsletter was published in July 2018 and at the time we drafted it, we had 289 recipients.

For getting more subscriptions, some landing pages have been created (Figure 10) and published on social media, but also an initiative have been taken from the University of Florence, inviting students to get a selfie with a projects' mascot that was created and to subscribe the newsletter (Figure 11).

Also thanks to this action, the contacts number has increased from 289 to 333.

Finally, the average of the 6 newsletters open rate has varied between 35% and 40,7% namely more than 400 total opens. The target groups are mostly stakeholder groups such as students, researchers, entrepreneurs and the scientific community that may benefit from the outputs.



Figure 10. Sample of landing page

Figure 11. Action for increasing subscriptions



The first newsletter (Figure 12) described the overall project goals, a brief video showing some interesting moments during the second partners meeting and the three most read articles.

In the second newsletter (Figure 13), sent on November 2018, a video interview of the project coordinator Professor Marco Vieri, talking about sustainable precision agriculture, was added.

The third one (Figure 14) was a Christmas newsletter in which two scientific articles were promoted.

Newsletters n.4 and n.5 (Figure 15) focused on two specific topics:

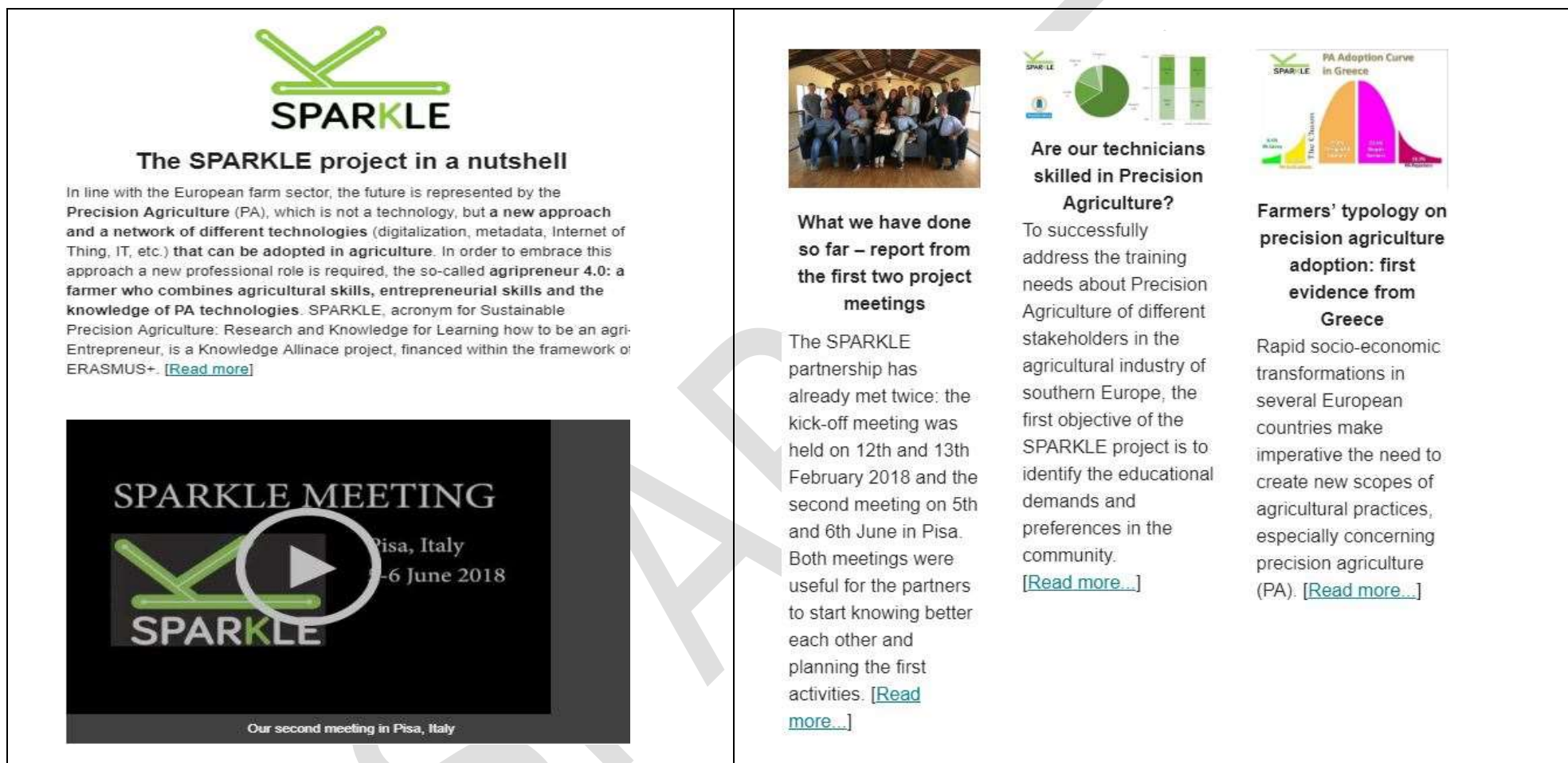
- Farmer partners
- Small-Medium Enterprises partners (SME)

Finally the last sixth newsletter (Figure 16) containing mainly update on upcoming events.

All newsletters are available to download on the website: <http://sparkle-project.eu/blog/>

Besides being received by subscribers, the SPARKLE partners were asked to forward the newsletters within their network.

Figure 12. A screenshot of 1st Newsletter



The screenshot displays the first newsletter, which is divided into several sections. At the top left is the SPARKLE logo, consisting of a stylized green 'X' shape above the word 'SPARKLE' in bold, black, uppercase letters. Below the logo is the section header 'The SPARKLE project in a nutshell'. The text in this section describes Precision Agriculture (PA) as a new approach and a network of different technologies, and defines the 'agripreneur 4.0' as a farmer who combines agricultural skills, entrepreneurial skills, and knowledge of PA technologies. It also mentions that SPARKLE is an acronym for Sustainable Precision Agriculture: Research and Knowledge for Learning how to be an agri-Entrepreneur, and that it is a Knowledge Alliance project financed within the framework of ERASMUS+. A blue link labeled '[Read more]' is provided at the end of the text.


Below the text is a video player with a black background. The video title is 'SPARKLE MEETING' in large, white, uppercase letters. Below the title, it says 'Pisa, Italy' and '5-6 June 2018'. The video player includes a play button icon and the SPARKLE logo. At the bottom of the video player, it says 'Our second meeting in Pisa, Italy'.

To the right of the video player is a section titled 'What we have done so far – report from the first two project meetings'. This section includes a photograph of a group of people sitting in a room, and a paragraph of text describing the SPARKLE partnership meetings. The text states that the partnership has already met twice: a kick-off meeting on 12th and 13th February 2018, and a second meeting on 5th and 6th June in Pisa. It notes that both meetings were useful for the partners to start knowing better each other and planning the first activities. A blue link labeled '[Read more...]' is provided at the end of the text.

Below the photograph is a section titled 'Are our technicians skilled in Precision Agriculture?'. This section includes a pie chart and a bar chart. The pie chart shows the distribution of technicians' skills, and the bar chart shows the number of technicians in different categories. The text below the charts states that to successfully address the training needs about Precision Agriculture of different stakeholders in the agricultural industry of southern Europe, the first objective of the SPARKLE project is to identify the educational demands and preferences in the community. A blue link labeled '[Read more...]' is provided at the end of the text.


To the right of the 'Are our technicians skilled in Precision Agriculture?' section is a section titled 'Farmers' typology on precision agriculture adoption: first evidence from Greece'. This section includes a bell curve graph showing the distribution of farmers' typology on precision agriculture adoption. The text below the graph states that rapid socio-economic transformations in several European countries make imperative the need to create new scopes of agricultural practices, especially concerning precision agriculture (PA). A blue link labeled '[Read more...]' is provided at the end of the text.

Figure 13. A screenshot of 2nd Newsletter




How was the SPARKLE project financed?

If you ever asked yourself which organization did finance a project for creating an e-learning course for agripreneurs 4.0 and why you will be interested in reading this article. Let's start saying the SPARKLE is a project financed in the framework of ERASMUS+, which is the European Union's programme to support education, training, youth and sport in Europe. Its budget of €14.7 billion will provide opportunities for over 4 million Europeans to study, train, gain experience, and volunteer abroad. Set to last until 2020, Erasmus+ doesn't just have opportunities for students. Merging seven prior programmes, it has opportunities for a wide variety of individuals and organisations. [\[Read more\]](#)




Professor Marco Vieri (University of Florence) explains in a few words the importance of Sustainable Precision Agriculture.




Do you want to save fuel working with your tractor? Trust your automatic gearbox. Not convinced? Ask your ISOBUS data.

The use of automatic gearboxes during field work in modern tractors is hindered in many cases by the lack of trust from the tractor drivers. [\[Read more...\]](#)




Holistic Approach in Sustainable Precision agriculture: High quality, deontological and ethical issues in fostering technological innovation

The proper introduction of High Tech Farming (HTF) in the farming process and in the related agri-businesses requires a particular attention and it can be summarized in 3 essential steps.. [\[Read more...\]](#)



Exploring educational needs of «Young Farmers» in Precision Agriculture in Greece

Using clustering methodologies the "Young farmers" of the Region of Central Macedonia (Sample: 492 "Young Farmers" out of 3,875 beneficiaries) have been classified based on their educational needs in PA. [\[Read more...\]](#)



Subscribe to our newsletter

Figure 14. A screenshot of 3rd Newsletter





  <p>Soil apparent electrical conductivity</p> <p>Soil electrical conductivity (EC), measured using electrical resistivity and electromagnetic induction (EM), is among the most useful and easily obtained spatial properties of soil that influences crop productivity. As a result, soil EC has become one of the most frequently used measurements to characterize field variability for application to precision agriculture (Corwin & Lesch, 2003). Soils are electric current conductors, being usually clay soils, with finer particles and with greater points of contact between them, higher conductors when compared to sandy soils, with coarser particles and therefore with smaller points of contact between them. [Read more]</p>	 <p>Sustainable Precision Agriculture: Research and Knowledge for Learning how to be an agri-entrepreneur</p>  <p>Carrying out survey on Business Model Canvas at Giuliano Donato's farm, Italy</p> <p>A brief literature analysis related to harvesting and pruning in precision viticulture</p> <p>Digital technologies have started changing human activities and lives. Even the traditional concept of agriculture has started a revolutionary change of paradigm. We are performing a foresight analysis, based both on patents and on scientific literature as sources of information to investigate it. In this post, a small taste of the scientific literature analysis that we are conducting. [Read more...]</p>
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Figure 15. A screenshot of 4th and 5th Newsletter



SPARKLE

FOCUS ON FARMERS

In this issue: the farmer partners of our project. What do they have in common? They all adopt PA technologies, though in different ways. Let's see how!

Quinta da Cholda - Portugal
Quinta da Cholda began the implementation of precision agriculture (AP) with the aim of increasing production and to reducing time of operations, costs and CO2 emissions and Nitrous Oxide. [\[Read more...\]](#)

Mazzei - Italy
The Castello di Fonterutoli company, owned by Marchesi Mazzei S.p.a., is situated in the province of Siena, a territory historically associated with the production of DOCG (Controlled and warranted designations of origin) Chianti Classico wine. [\[Read more...\]](#)

RezOs Brands - Greece
Inspired by Hippocrates "Let food be thy medicine and medicine be thy food" REZOS BRANDS is not a typical agribusiness company. It is a food-focused SME, with expertise in superfoods, but it started backwards. [\[Read more...\]](#)



FOCUS ON SME

In this issue: the SME of our project. Find out who they are and what they do within the project!

ValueD

ValueDo srl provides consultancy and support to enterprises of all dimensions, to Local bodies and Regions, Research Centers and Universities, toward access to EU direct funding.. [\[Read more...\]](#)

agrosap

Why was Agrosap involved in the European SPARKLE project? Because at this time of transformation in the agricultural sector, companies compete for talent as a strategic factor of competitiveness. [\[Read more...\]](#)

ERREQUADRO
Research over Research

Erre Quadro is an Italian company based in Pisa and specialized in technology intelligence. The company supports the innovation process of companies, both at R&D and at strategic level, through a proper analysis of the intellectual property landscape. [\[Read more...\]](#)

Figure 16. A screenshot of 6th Newsletter

The screenshot shows a newsletter layout with the following sections:

- SPARKLE** logo at the top center.
- A grid of colorful squares (orange, yellow, red, pink, purple) with icons: a smartphone with a plant, a tractor with a Wi-Fi signal, and a tractor.
- UPCOMING EVENTS** text in a purple square.
- ECPA Montpellier 2019** announcement: "Don't miss it! Next week: 12th European Congress on Precision Agriculture. This year the European Congress on Precision Agriculture (ECPA) will be held in the lovely city of Montpellier in France! Many topics are covered at ECPA2019 ...[Read more]"
- Congreso De La Sociedad Española de AGROINGENIERÍA** announcement: "Huesca, 3-6 Septiembre 2019. Click here for details"
- What's happening in SPARKLE?** text: "After having identified the main needs of students, academics and farmers, [...] the partners are now ready for defining the contents of the course. [Read more...]"
- Have you ever heard of Lean Farming?** text: "How can this methodology have a positive influence on Sustainable Precision Agriculture? [Read more...]"
- Social media icons for Twitter, Facebook, Email, and LinkedIn.
- Subscribe to our newsletter** button.

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