



Diagnostic tool that INtegrates
Optical, infrared and SAR data

Mid-term report on communication and dissemination activities

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Deliverable abstract	
This is DINOSAR's project Mid-term Report on Communication and Dissemination activities. This deliverable summarizes the dissemination and communication activities related to project activities and results carried out by DINOSAR partners during the last 18 months, since the project kick-off in January 2024 up to the project mid-term in June 2025.	

Revision table

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V0.1	Emmanuelle MOREAU (Euronovia)	19/03/2025	First draft
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V1.0	Emmanuelle MOREAU (Euronovia)	07/07/2025	Revised version based on DELIVERABLE REVIEW SHEET (DRS) comments

List of acronyms

Acronym	Full name
CA	Consortium Agreement
EC	European Commission
GA	Grant Agreement
PDEC	Plan for the dissemination and exploitation of project results, including communication activities
WP	Work Package

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Executive summary

This document is a deliverable of the DINOSAR project, funded under the European Union's Horizon Europe research and innovation programme under grant agreement No 101129646.

This deliverable is the mid-term report of the Plan for the dissemination and exploitation of project results, including communication activities (PDEC), submitted at M18 as part of Work Package 6 on dissemination, communication, and exploitation. The scope of this document is to summarise and analyse the communication tools created, and dissemination activities performed during the first half of the DINOSAR project (M1 – M18); the outreach of the communication channels and tools; and the evaluation of performance and impact of these actions and tools, based on pre-established Key Performance Indicators (KPIs).

Several communication resources and tools were developed for DINOSAR at its launch: Euronovia created a unique project logo and the accompanying brand guidelines, as well as templates and tools to support partners to promote the project in a consistent and efficient manner: PowerPoint presentation, agenda and deliverable templates on Word, the project flyer and roll-up banner, as well as the public project website and social media (LinkedIn). All materials and tools will be maintained and updated if necessary, and further resources will be developed over the course of the project in line with the project's Description of Action (DoA) as well as in response to project results, and partners and stakeholder requirements.

To achieve a greater impact, partners were regularly invited to share project results and information in their own communication channels and through their existing networks. Great efforts were made by everybody to ensure appropriate visibility of the project and dissemination of first results over the first year and half. To keep track of all communication and dissemination actions, a collaborative spreadsheet was created and made available by Euronovia on the Google Drive area of the project since M1, that is being regularly updated by partners. This internal tool has been used to monitor and evaluate the dissemination and communication actions undertaken by the consortium during these first 18 months.

The outcomes of this evaluation process show that a high number of communication and dissemination activities were performed by all partners during the first half of the DINOSAR project. These include a massive use of social media, organisation of and participation in online and face-to-face events, online articles, videos, newsletters and many more, as detailed in the next sections of this report. An analysis of the impact of these actions using KPIs is presented in Section 4 of this report.

The document is drafted by Euronovia (WP6 leader) with inputs from all partners. The PDEC will be updated for the final technical report.

1. Communication and dissemination strategy

1.1. Objectives

The main ambition of the DINOSAR communication, dissemination plan is to maximise the project impact. This main goal is declined into five specific objectives:

- Building widespread awareness about the project, its goals, activities and successful results/ outcomes and the importance of developed DINOSAR algorithms technology based on Copernicus to support smart farming applications among the targeted audiences;
- Engage with relevant stakeholders, policy-makers and in general targeted user communities including Sugarcane industrial community and professional networks (local farmers, cooperatives, technologists association of sugarcane etc.) and Earth observation community to optimise irrigation management, drought monitoring and the use of fertilisers;
- Encourage interactions/ networking, and foster partnerships, clustering and synergies to enhance Earth observation, smart farming and agricultural crop management practices;
- Coordinate all levels and types of exploitation of the knowledge produced by the project;
- Raise awareness about the potential of DINOSAR and reach out to wide audience/society in Colombia, the EU countries and beyond and show its impact and benefits.

1.2. Phases

The planning and execution of the project dissemination activities requires a schedule closely aligned with key project deliverables and milestones. Currently, the project is organised into 3 phases:

Initial awareness phase (Month 0-6) to ensure the project is known to relevant stakeholders and the public in general. In this phase, we developed the project website and various communication and dissemination materials, including the project graphical identity (i.e., project logo, branding guidelines, templates for project documents and presentations). During this phase, we also identified an initial mapping key stakeholders to be included in the project database to optimise targeted communication and dissemination. This database is regularly updated. *This phase has ended.*

Targeted dissemination phase (Month 6-24) to encourage a better understanding of the project results leading to greater engagement of external stakeholders and better future uptake of the

project outcomes. We will disseminate project results and success stories showing how public value is created out of adaptation measures in DINOSAR. In this phase, the consortium is enriching the website and social media channels with new content. DINOSAR's knowledge is collected and analysed by all partners. The targeted communication, dissemination and exploitation activities are identified and planned and discussed during monthly consortium meetings. Discussions are coordinated by Euronovia (Leader of WP6), with support of eLEAF. eLEAF is responsible to lead exploitation discussion, activities, and potential negotiations. The targeted communication, dissemination and exploitation activities include showcasing preliminary project results to the target audiences through scientific publications, participating in relevant conferences, seminars, workshops, and webinars through oral and poster presentations as well as project booths. Impact assessment is crucial at this stage to monitor and reorientate the strategy, if necessary. The impact assessment will be monitored for the mid-term report on communication and dissemination activities (D6.3) expected to be submitted in M18. In this phase, we have also started to map the project exploitable results and defined first knowledge transfer plans, as detailed in chapter 6. *This phase is ongoing.*

Presentation of results (Month 24-36): This represents the period just prior to the end of the project when the project reaches its most significant output. This will be the most active period in the whole PDEC strategy, matching the finalisation of the project and the publications of the final project results. Exploitation of these results will also be ensured by outlining the actions required to fulfil their market potential. Final Knowledge Transfer Plans (KTPs) will be mapped, detailing customized transfer activities for the (target/end) users. This will contribute to maximizing the project's impact and legacy on a large range of stakeholders. *This phase has not started yet.*

1.3. DINOSAR messages

To ensure effective dissemination, DINOSAR has tailored its messages to different target audiences, depending on their interests, roles, and expected engagement. Below is a breakdown of the main messages conveyed to each audience group and the related actions undertaken during the first 18 months:

1. Stakeholder communities (end users, farmers, cooperatives, technicians)

- **Message delivered:** DINOSAR helps optimise the use of agricultural inputs (e.g., water, fertilisers) in sugarcane cultivation by providing EO-based insights, thus reducing environmental impact.
- **Key actions:** Organisation of end-user groups in Cali (Colombia) by AgroAp; interviews with local partner AgroAp shared via LinkedIn in Spanish with English subtitles; publication in the high-impact **Técnicaña** magazine targeting the sugarcane agro-industrial sector.

2. Public authorities (local, regional, national)

- **Message delivered:** Emphasising the importance of involving institutional actors to ensure project uptake and long-term sustainability of EO-based agricultural solutions.

- **Key actions:** Participation in strategic policy-aligned events (e.g., GEOGLAM meetings); promotion of the project through accessible communication materials (flyers, banner, video); encouraging their involvement via targeted messaging on the website and newsletters.

3. Scientific and research communities

- **Message delivered:** Presentation of the innovative EO methodology combining optical and SAR data for biomass estimation and crop monitoring.
- **Key actions:** Participation in scientific events with poster/oral presentations (e.g., GEO Global Forum, ESA Living Planet Symposium); ongoing preparation of a peer-reviewed scientific article by the University of Alicante; future open-access publications via Zenodo.

4. Industry and professional networks (precision agriculture, Earth Observation)

- **Message delivered:** Demonstrating DINOSAR's technical advancements and potential applications in operational EO-based agricultural services.
- **Key actions:** Showcasing at industry events such as the Geospatial World Forum; clustering activities with sister projects (e.g., COMUNIDAD and UDENE); publication in the ISPA magazine; joint technical sessions and cross-promotion strategies.

5. General public and citizens

- **Message delivered:** Raising awareness on the broader societal relevance of sustainable agriculture and the role of Earth Observation technologies.
- **Key actions:** Launch and regular updates of the project website (1,310 visitors from 70+ countries); production of a motion design video; wide dissemination via newsletters (x3) and LinkedIn (40 posts), building a community of more than 375 followers.

By aligning these messages with the specific motivations and contexts of each audience, DINOSAR aims not only to share factual information but also to embed the project's work into broader socio-economic and policy discussions, thereby enhancing relevance and engagement.

2. Communication activities

2.1. Visual identity

The project branding was created at the start of the project (during the first three months).

Specific guidelines on how to use the logo both on a white and dark background, as well as indications on its placement, font and colors have been described in a specific brand manual created in the first months of the project. This charter is also accessible on the [DINOSAR website- Communication Material](#) and can be downloaded.

This logo and its variations are being used in all communications (written deliverables, journal papers, presentations, invitations etc.) to ensure project recognition and visibility. The logo kit is also accessible on the [DINOSAR website- Communication Material](#) and can be downloaded.

Figure 1: DINOSAR project logo and its variations



Templates for the project deliverables and meetings have also been produced during the first months of the project. A PowerPoint template was also created to be used by partners for all presentations on DINOSAR both in internal and external events (See annex 5.1).

2.2. Website

The official website was launched in May 2024 (M5) at the following address: <https://www.dinosarproject.eu/>. It is of crucial importance to enhance the visibility of DINOSAR as it serves as the main communication tool for the wide dissemination of the project activities, deliverables, and outcomes. The deliverable D6.2 submitted at M5 describes the website construction and content.

It is kept regularly updated, with new content regarding the events, deliverables, and other resources. At M18, **14 news items have been published on the DINOSAR website.**

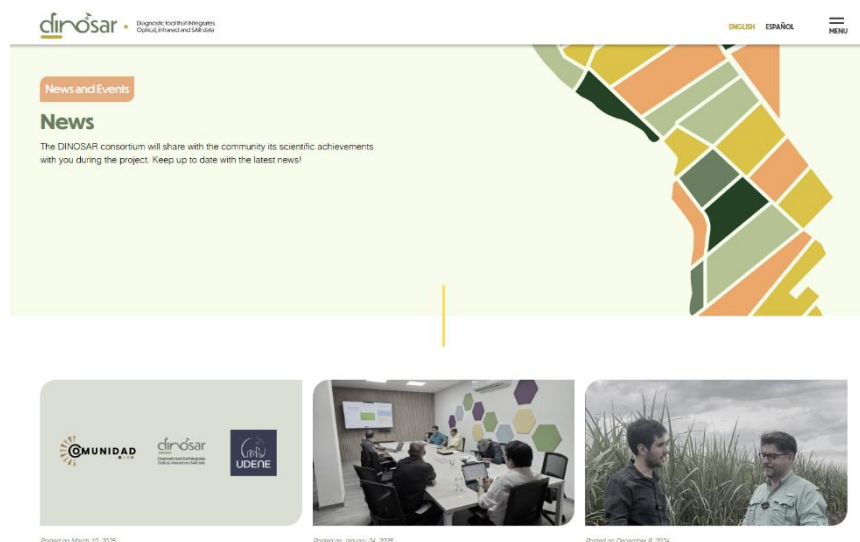


Figure 2: DINOSAR website 'News' section

The impact of the website is monitored using Google Analytics. In the period from 24/05/2024 to 09/06/2025*, the website counts **1.310 visitors**, with an average visit duration of **1'08 minutes**.

*Given that this document will be submitted before the end of M18, the date of 09/06/2025 has been chosen for calculating statistics. The actual figures for the whole month can be provided later.

The website received excellent worldwide coverage, with visitors spread over all continents (**70 countries mapped**), demonstrating a global interest in the project outside of the consortium. The top 10 countries of origin of the website's visitors are: United States, Netherlands, France, Ireland, Colombia, Finland, Spain, Austria, United Kingdom and Czechia.

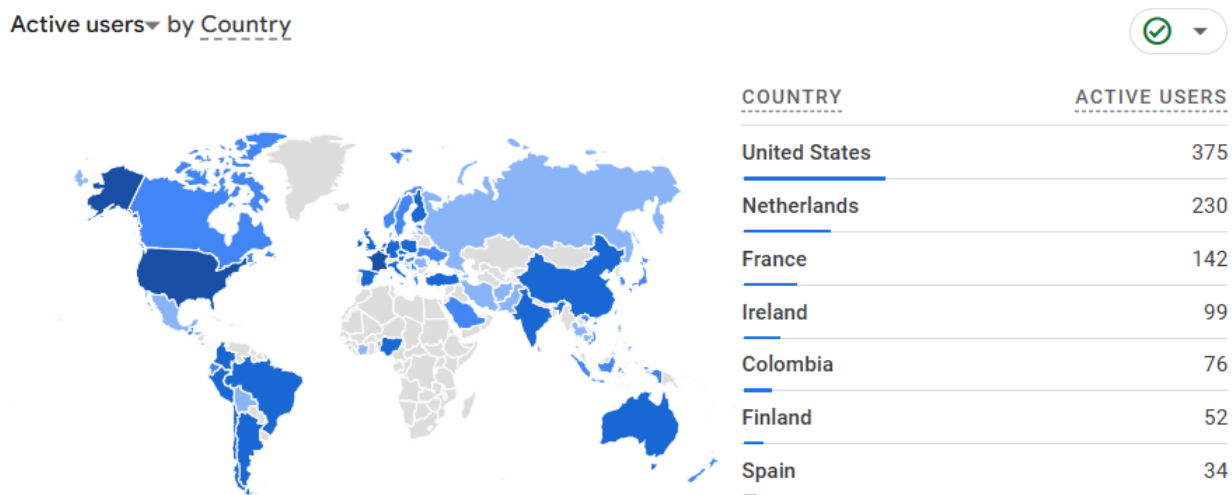


Figure 3: Demographic details of DINOSAR's website users

After the 1st submission of the PDEC, and the feedback from the Project Officer, the decision was made to create a dedicated page [Synergies with other projects and initiatives](#) (see section

3.4). This page gathers two sister projects, and their website. Further notices will be addressed on this section.

2.3. Newsletter

At M18, 3 newsletters (out of 6 planned over the whole project duration) were sent out to our ever-growing subscribers list (41 subscribers as of June 2025). The newsletters are published regularly every 6 months and include the latest project news with links to the website in order to drive more traffic. All newsletters are also made available on the project website and are disseminated through our social media platform:

[Newsletter 1](#): June 2024

[Newsletter 2](#): December 2024

Newsletter 3: June 2025 (the third newsletter of the project is being drafted for M18).

The next newsletter will be published in December 2025. On average, the opening rate for the DINOSAR newsletter is 55% and the click rate 47.5%.

2.4. Communication materials

2.4.1. E- printed communication materials

During the first months of the project, a flyer and roll-up were prepared and distributed to project partners to ensure effective communication and increase public awareness of the project (See annex 5.2 and 5.3). These communication materials have been used by partners for events in which they participated to promote the project and its early results.

For various events, some communication materials were modified or created. For instance, in May 2025, the partner HCP International went to the GEO Global Forum in Rome (Italy) and showcased a poster dedicated to DINOSAR under the European Commission booth. An e-Poster (see Figure 3) was then created to fit in with the requested format and content. Another case would be the creation of the advert for the Técnicaña review magazine. In order to enhance the visibility of DINOSAR, the consortium has decided to buy some space on 2 editions of the Técnicaña magazine. For the first edition, DINOSAR is on the second cover of the magazine (See Annex 5.4). Although the visual was already created for the flyer and the roll-up, it had to be updated to feature key elements.



DINOSAR: Integration of Copernicus Optical and Radar Satellite Images for Sugar cane Monitoring in the Cauca Valle (Colombia)

DINOSAR goal

- Develop Copernicus based algorithms to support smart farming applications that can be used worldwide, clouds or no clouds
- Support farmers to match agricultural inputs (fertilisers, pesticides, water) to what the crop needs
- Decrease the environmental footprint
- Start with one specific case-study: sugar cane in Colombia

Features

- Use of in situ data for development of a crop monitoring algorithm with Sentinel-1 and -2
- Complete chain in the project: from university, service providers, precision agriculture company and the user group
- User groups involvement in product development: farm managers, harvest managers, mill managers, farmers, farmer associations, technical associations
- No vendor lock-in to a portal: Every client can connect to services in their own portal

Actions

- One-year long field work campaign carried out in 30+ distributed fields with four different sugar cane varieties, three different environments and at diverse stages of the cultivation cycle.
- Development of a physical model that links the sugar cane features with the radar observations and refinement of the optical model.
- Development of an integrated algorithm for a crop growth model and decision-making tools for sugar cane to increase productivity, reduce fertilisation costs and decrease environmental impact.
- Transfer the methodology to other geographical areas and crop types.

Logos: eleaf, agroAP, SAR VISION, Universitat d'Alacant, HCP international, euronovia

Follow us! @dinosar, EuroGEO, Funded by the European Union



Figure 4: (left) e-Poster created for the GEO global forum, (right) Mark Noort from HCP international presenting the e-Poster during the event, under the EU stand.

2.4.1.1. Audio-visual material

Motion design video

A motion design video to present the project activities in an attractive and dynamic way is being prepared by Euronovia and will be ready at the end of M18. The process is not yet finished, nevertheless, we already have some key elements to present:

- A consolidated script (summary with key words):
 - o Introduction to the issues (intensive farming, agricultural inputs, EO-based smart agriculture, data collection)
 - o Aim and methodology of the DINOSAR project (Copernicus, optical and synthetic aperture radar data, ground measurements, biomass estimation, involvement of end-users)
 - o Long-term impact for the project (expand the method, designed for global use)

- Conclusion and opening (Call to action: Log on to DINOSAR, providing crops data to make use-case)
- A story board which matches the script and the visual proposition.
- A global board to summarise the motion-design animation, (see extract with Figure 5)

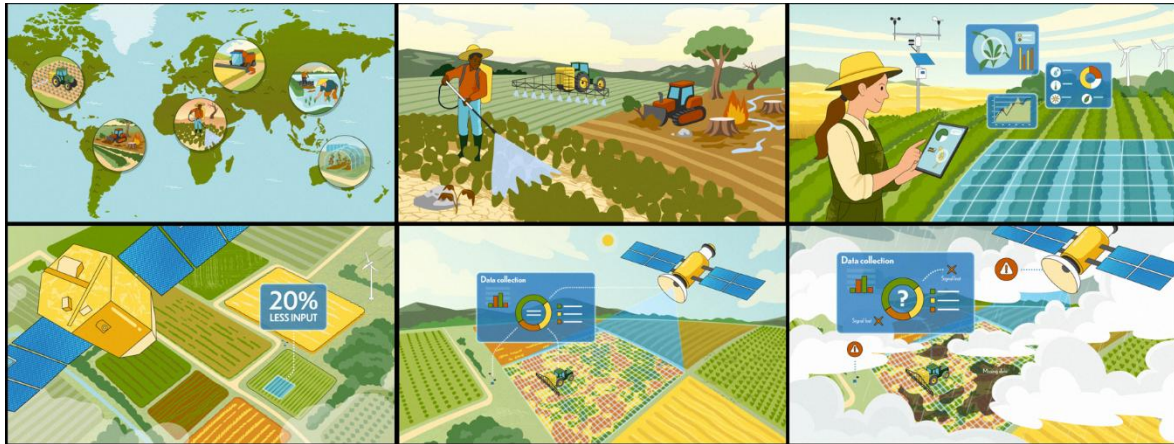


Figure 5: Extract from the global board of the motion-design Video of DINOSAR

As a reminder, for the motion design video, we are expected to reach **300 viewers**. This will be monitored thanks to the YouTube and the LinkedIn analytics.

Series of interviews during Field work

From 15 to 20 July 2024, two members of the University of Alicante traveled to the Cauca Valley in Colombia to achieve some fieldwork related to sugarcane crops. The Euronovia team asked the University of Alicante to conduct short interviews with our Colombian partner, Carlos Mosquera, from AgroAp, in order to feed the social network and enhance the project's communication. Three posts on LinkedIn (see Figure 4) and a [News](#) item were created. The results were very good: the series of videos published was a huge success, with lots of interaction on LinkedIn. As the series of videos was made in Spanish and edited with English subtitles, this was a good way of capturing the audience in Europe, but also in Latin America.



Figure 6: Screenshot of the LinkedIn post of the interview of AgroAp

2.5. Social media and online presence

At the start of the project, one social media account was opened for DINOSAR: a [LinkedIn page](#). Managed by Euronovia with the aim to disseminate official project information among a professional audience. Partners regularly contribute to share posts on LinkedIn using their personal/institutional LinkedIn accounts: this way they can raise awareness of the project among their contact networks, and the consortium reaps the benefits of the partners' combined

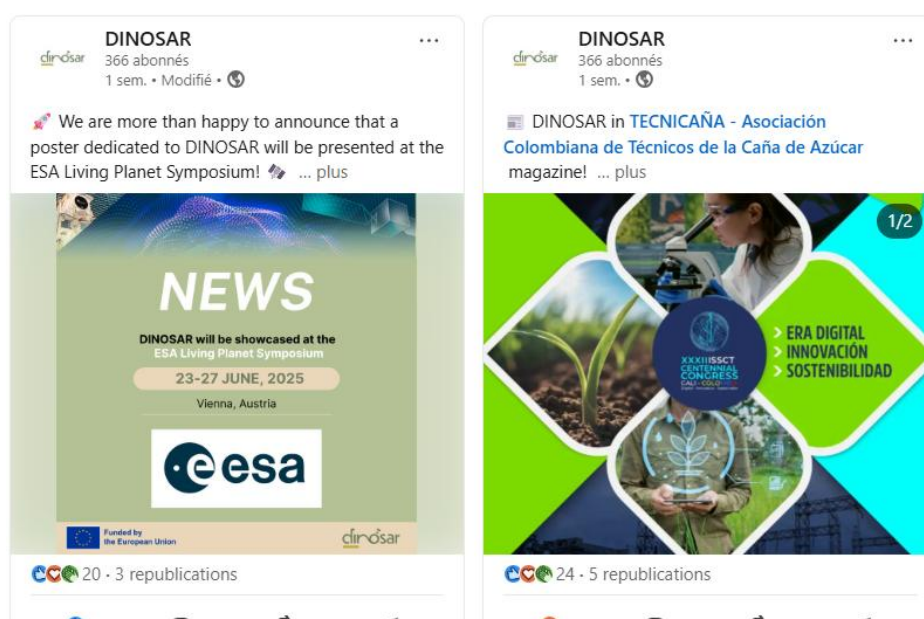
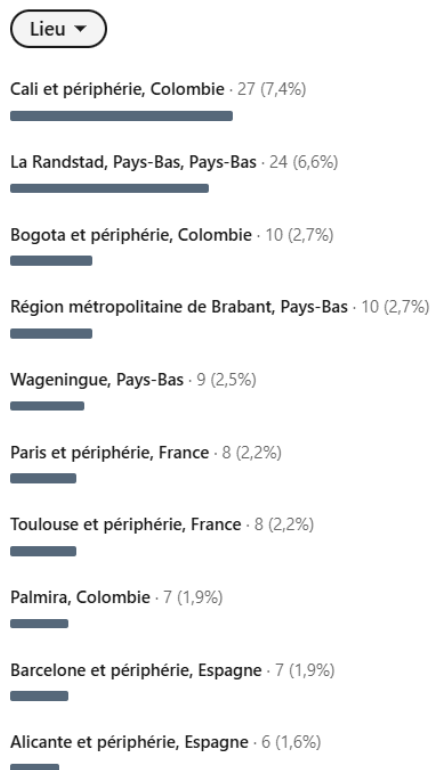


Figure 7: Example of post on the LinkedIn account

networks to reach a wider audience. At M18, the account has **375 followers with 29 543 impressions and 40 posts**.

Données démographiques des abonnés ⓘ



The social media account contributes to the continuous development of a community of people interested in how the project is tackling sustainable agriculture and to raising awareness on the project and its objectives while allowing for more interaction with related initiatives. DINOSAR has successfully met the challenge of establishing itself internationally, particularly in Colombia. Thanks to appropriate communication and the presence of a Colombian partner, we have noticed an increase in the Colombian audience over the months that have passed. Today, statistics show that the LinkedIn page is widely consulted by Colombian visitors (see Figure 8).

Finally, we have noticed an increase in the number of views and reactions to our posts during joint communication campaigns with the COMUNIDAD and UDENE projects.

The impact of the **DINOSAR social media account** is regularly monitored by using the different social media statistic tools: statistics of the LinkedIn page is accessible by the group administrators.

Figure 8: Subscriber demographics of the LinkedIn account

2.6. Press relation

Specific efforts are dedicated to press relations to ensure good media coverage about the DINOSAR project at national, and European levels. Press releases will be uploaded on the DINOSAR website on Communication materials. As a reminder, here are the expected actions to be done:

- **2 press releases** (M6 and M36)
- **2 articles in specialised magazines** (Y2 and Y3).
- **Public relations and media coverage** (national/international press, communication to citizens and authorities). EUR will manage these actions in partnership with the press department of the partners.
- **1 final media press kit** to be done at the end of the project (M36) and disseminated to the press.

At M18, no press releases have been released as it was agreed (after M6) with the consortium that the 1st press release will be done between M20-21, to capitalize on the ISSCT2025 Congress. The second press release will be made for M36.

Also, an article was published in a specialised magazine, the [International Society of Precision Agriculture](#) (ISPA) to present DINOSAR and its objectives.

Finally, as mentioned in section 2.4.1, DINOSAR is showcased in the **Técnicaña** review. It is more than relevant for the project as Técnicaña magazine is a high-reach magazine in the sugar cane agro-industrial sector, aiming at a segmented audience. With more than 33,000 views per year and 11,000 per edition, it has an outstanding impact, especially in Colombia, where it has 6,900 active users who visit the editions constantly. In the framework of the 32nd Congress and Centenary of the ISSCT 2025, the most important event of the sugarcane agro-industrial sector worldwide, Técnicaña magazine will be available in print and digital formats. The print edition will consist of more than 1,000 copies, which will be distributed among national and international attendees.

3. Dissemination

3.1. Deliverables

The list of the 31 deliverables will be accessible on the project's website, with the level of dissemination determining the extent of public availability (Public or Sensitive). When deliverable is classified as "sensitive", a condensed yet informative publishable summary will be provided on the DINOSAR website (<https://dinosarproject.eu/outputs/deliverables/>). At M18, **11 deliverables** have been published and validated by the EU Commission:

- D1.1 Initial version of use cases (executive summary)
- D2.1 Detailed in-situ data collection plan (executive summary)
- D3.1 Report on the baseline physical and observational model (executive summary)
- D3.2 Baseline physical and observational model (code) (executive summary)
- D3.3 Report on the empirical, physical and observational model and its performance. Version 1 (executive summary)
- D3.7 Report on the integrated model and assessment of its performance. Version 1 (executive summary)
- [D6.1](#) Plan for the dissemination and exploitation of project results, including communication activities
- [D6.2](#) Project Website
- D7.1 Inception report (executive summary)
- D7.2 Change management register (executive summary)
- D7.4: Risk management plan and registry (executive summary)

To maximise the visibility of the project, all the summaries have been translated into Spanish.

3.2. Publications (scientific and technical)

The consortium will actively disseminate its results and outcomes through several scientific publications in science, industry, and social science journals: the partners are confident to publish **at least 4 scientific publications in peer-reviewed journals**.

The full list of scientific publications will be available in open access (refer to Section 1.3.1) and therefore be uploaded in the DINOSAR Zenodo community: <https://zenodo.org/communities/dinosar-project>. They will also be available in the Publications section of the website. DINOSAR partners will collaborate in submitting and publishing the results of DINOSAR in peer-reviewed articles in top-tier scientific journals and as contributions to international conferences/symposiums.

By M18, no scientific publications had been drafted yet, as the initial phase of the project focused primarily on groundwork and data collection. Nevertheless, our partner UA is currently writing a scientific paper describing the new integrated model. In this paper, they will describe the overall integration (optical + SAR) approach of the project, the ground campaign, and the results obtained so far. They are planning to submit it before August.

Table 1 shows which relevant journals, technical magazines, conferences and events the consortium has already identified.

Table 1: Targeted journals and magazines for DINOSAR's dissemination

Dissemination channel	Identified journals and events
Scientific Journals	Remote Sensing of Environment
	Journal on GIScience & Remote Sensing
	International Journal of Applied Earth Observation and Geoinformation
Industry/Technical Magazines	International Society of Precision Agriculture (ISPA) magazine
	Cenicaña and Tecnicaña Magazine
	Associação Brasileira de Agricultura de Precisão e Digital (ASBRAGP)

3.3. Participation in events

Since the beginning of the project, partners have taken part in several events (workshops, conferences, exhibitions) to promote DINOSAR activities and disseminate the results and outcomes of the project. As a reminder, the consortium has agreed on the following objectives:

- **12 scientific events (workshops, conferences, exhibitions, fair trades)**
- **5 technical workshops** in Colombia with potential end users

At M18, the consortium took part in 9 events (see section 3.4 for the other events):

- **[Workshops]**
 - ESA Workshop 2024 “EO for agriculture under pressure”, 13-15.05.2024, Frascati, Italy. **HCP international, eLEAF**
 - Participation in the GEO Symposium and Open Data and Open Knowledge workshop, including discussion on how DINOSAR could contribute to GEO and fit in the GEO structure, through GEOGLAM, 23-27.09.2024 Hangzhou, China. **HCP International**
 - Participation in the EuroGEO workshop, including the Agricultural Action Group meeting, where a study on the future of the action group was presented, including reference to DINOSAR, 07-10.10.2024, Cracow, Poland. **HCP International**
 - GEOGLAM Essential Agricultural Variables and Executive Committee meeting, 13-15.05.2025, Ispra, Italy. **eLEAF, HCP International**
 - Presentation of the DINOSAR project in the agriculture summit of the Geospatial World Forum, moderated by Mark Noort (**HCP International**), 23-25.04.2025, Madrid, Spain
- **[Poster presentation]**
 - Global Forum of the Group on Earth Observations (GEO), poster for the EU booth, 13-15.05.2025, Rome, Italy. **HCP International**

- ESA Living Symposium Planet 'EO for Agriculture Under Pressure' 23.06.2025.
UA, eLEAF

Regarding the technical workshops with Colombian potential end-users, it has not occurred until M18. However, we already 2 appointments during our week in Colombia (end of August 2025) with key stakeholders: Cenicaña and Providencia Mill. Besides, we are confident in achieving this KPI as our partner AgroAP expects to have some Workshops in November and the rest in the first half of 2026 to show the operational tool. Fixed dates are not defined as it will depend on the advance of the model and online platform.

Table 2 below is listing targeted external events and scientific conferences, workshops, seminars and webinars. This list is kept regularly updated by all project partners through a shared Excel file on the project's document repository.

Table 2: List of targeted external events and scientific conferences, workshops, seminars and webinars

Name	Partners attending	Date	Venue
Industrial workshops, symposium			
Congreso International Society of Sugar Cane Technologists 2025	All partners	22-31.08.2025	Cali, Colombia
Congresso Brasileiro de Agricultura de Precisão e Digital (ConBAP)	AgroAp	July 2026	Porto Alegre, Brasil
Geomatica Week	AgroAp	TBC, 2026	Bogota, Colombia
ATAGUA Congreso Azucarero	AgroAp	September, 2026	Antigua, Guatemala
Academic/scientific conferences			
IEEE Geoscience and Remote Sensing Symposium (IGARSS)	UA	09-14.08.2026	Washington DC, USA
European Geosciences Union (EGU) General Assembly 2026	UA, eLEAF	03–08.05.2026	Vienna, Austria
European Conference on Synthetic Aperture radar (EUSAR2026)	UA, eLEAF	8-11.06.2026	Baden-Baden, Germany
GEO events			
EuroGEO workshop	HCP, eLEAF, SarVision	13 – 15.10.2025	The Hague, the Netherlands
GEO symposium and Open Data and Open Knowledge workshop	HCP	May 2026	Nairobi, Kenya
AmeriGEO workshop	HCP, AgroAp	August 2026	To be determined
EuroGEO workshop	HCP	October 2026	To be determined

3.4. Clustering and synergies

Initiatives with EU-funded projects

As a R&I action, the DINOSAR project recognises the key role of clustering activities. The project aims not only to maximise its impact by promoting its activities and results, but also to improve the efficiency of its actions and activities by learning from the experiences of other organisations. Therefore, the DINOSAR consortium places particular emphasis on knowledge sharing and networking, seeking to collaborate with individual organisations and experts, as well as with analogous projects with similar funding structures. This collaborative approach is in line with the project's strategy of using collective expertise and experience to optimise its outcomes.

On the first draft of the PDEC, the Euronovia team has decided to expect at least **6 Joint actions with EU-funded projects**. After identifying the main EU projects having a relation with Earth Observation and/or agriculture, the decision was made to emphasize clustering activities with two sister projects: [COMUNIDAD](#) (mainly) and [UDENE](#).

A meeting between the coordinators of DINOSAR and COMUNIDAD was organised at M14, to establish initial contact and learn more about the specific nature of each project. Then, at M15, a second meeting was organised to include the communication teams, and to start drafting a collaboration path.



Figure 9: LinkedIn post announcing the launch of the clustering activities with the sister projects

From the beginning of our collaboration, here are the different clustering activities implemented during this first part of the project:

- Mutual promotion on social media.
- Cross-promotion on each other's website with a special webpage entitled "Synergies with other projects and initiatives".
- Promotion on two issues of DINOSAR's newsletters
- A Technical meeting organized by DINOSAR dedicated to the use of EO data.

To enhance the collaboration with these sister projects, and to maximise our projects' visibility, our cluster plans to organise:

- Sharing a booth at relevant earth observation events/ smart agriculture events

- Invitation to speak at the final events of the various projects (COMUNIDAD scheduled for February 2026 and UDENE December 2025)
- 2 Webinars: suggestions for topics:
 - Bridging Rural and Urban Development with Copernicus Data: Insights from COMUNIDAD, DINOSAR and UDENE (planned for end of September/October).
 - From Data to Decision-Making: Leveraging Copernicus and EGNSS for Sustainable Development (Insights from COMUNIDAD, DINOSAR and UDENE) (planned for January/February 2026).

Clustering activities with Earth Observation

Our international partner HCP has been very active in its role as promoter of the DINOSAR project at Earth observation events. He was able to take part in two clustering events:

- Participation in the ESA-ESRIN Agriculture Science Cluster Meeting, 17.05.2025, Frascati, Italy.
- Participation in the EUSPA industry days to get familiar with EUSPA strategy and activities and to meet EUSPA staff, 25-26.03.2025, Prague, Czech Republic.

Other initiatives with national funded project(s)

Finally, a virtual meeting was held on possible cooperation between the DINOSAR and HERMANA projects (on water management in Colombia) with representatives from eLEAF, AgroAp, HCP and FutureWater in June 2024. This HERMANA project is funded by the **Netherlands Water Partnership**. Although there were no concrete immediate actions defined, we agreed to keep each other informed (link between Mark Noort (HCP) and Sergio Contreras (FutureWater)), as both initiatives take place in the same geographical area (Cauca valley).

3.5. Final event

A Final event will be organised by eLEAF with the support of Euronovia at the end of the project and co-timed with the final consortium meeting.

With an objective of engaging 80 participants, this final event (M34 or 35) aims to showcase the culmination of 3 years of research, innovation, and collaboration. This event will embrace a hybrid format to facilitate widespread accessibility. Serving as an open conference/workshop, the final event is designed to attract key stakeholders, EU policymakers, industry experts, general public, and other non-experts. The agenda will be curated to spotlight the project's accomplishments, innovations, and future implications and foster dialogue through panel discussions, and Q&A segments.

The final conference may either be co-arranged with sister projects as to allow for clustering, or sister projects from the call will be invited to the DINOSAR final conference for joint dissemination purposes.

4. Tracking actions and impact monitoring

Monitoring the impact of the different communication and dissemination activities involves a systematic collection of data and reporting of information from all partners. This information serves to deliver the final verdict on the success of the dissemination process undertaken by the project.

To measure the success of the implemented communication and dissemination activities, a detailed communication and dissemination plan was created at M6 in order to check that all activities are planned and are effectively taking place, integrating Key Performance Indicators (KPIs) to measure the impact of each dissemination and communication activity. KPIs are a measuring factor for the performance and progress of an activity, message, task, etc. towards its expected impact. Several KPIs have been defined for each activity. They are being used to assess the performance of the communication and dissemination activities through the project duration and re-orientate the communication and dissemination plan when KPIs are not matched, and the expected impact not reached.

The figure presenting the KPIs reached at M18 compared to targets that have been set to measure the success of the communication and dissemination actions at the end of the project (M36) is available below (figure 10). For this mid-term evaluation, the targets were adapted to fit the expected targets due at M18 (e.g., if 6 newsletters are expected by M36, we considered that the target at M18 is 3 newsletters).

Figure 10: Second version of the KPI monitoring tool

Actions	Metric	Objective for mid-term	Status M18	Good	Moderate	Weak
Communication materials	Number of motion design video	1	1	N/A		
	Number of motion design video viewers	N/A at M18		N/A		
Publications	No. of scientific publications in peer-reviewed journals	N/A at M18		N/A		
DINOSAR website	Number of project website's visitors	500	1310	≥ 500	≥ 400	<200
	Progression of the number of news items posted on website	15	14	≥ 15	≥ 10	<5
Events	Number of scientific events/conferences/exhibitions/fair trades or other industry in which DINOSAR is presented	6	2	≥6	≥4	2
	Number of technical workshops in Colombia	N/A at M18		N/A		
	Number of joint actions/clustering with other EU projects and initiatives	3	4	≥3	≥2	1
Social media (LinkedIn)	Progression of the number of followers on social media	150	375	≥ 150	≥100	<75

	Progression of the number of posts on social media	15	40	≥ 15	≥ 10	<5
E-Newsletter	No. of Newsletter	3	3	≥ 3	≥2	<1
Press relation	No. of Press releases	N/A at M18		N/A		
	Number of articles in specialised magazines	1	1	≥1	0,5	0
	Number of final press kit	N/A at M18		N/A		

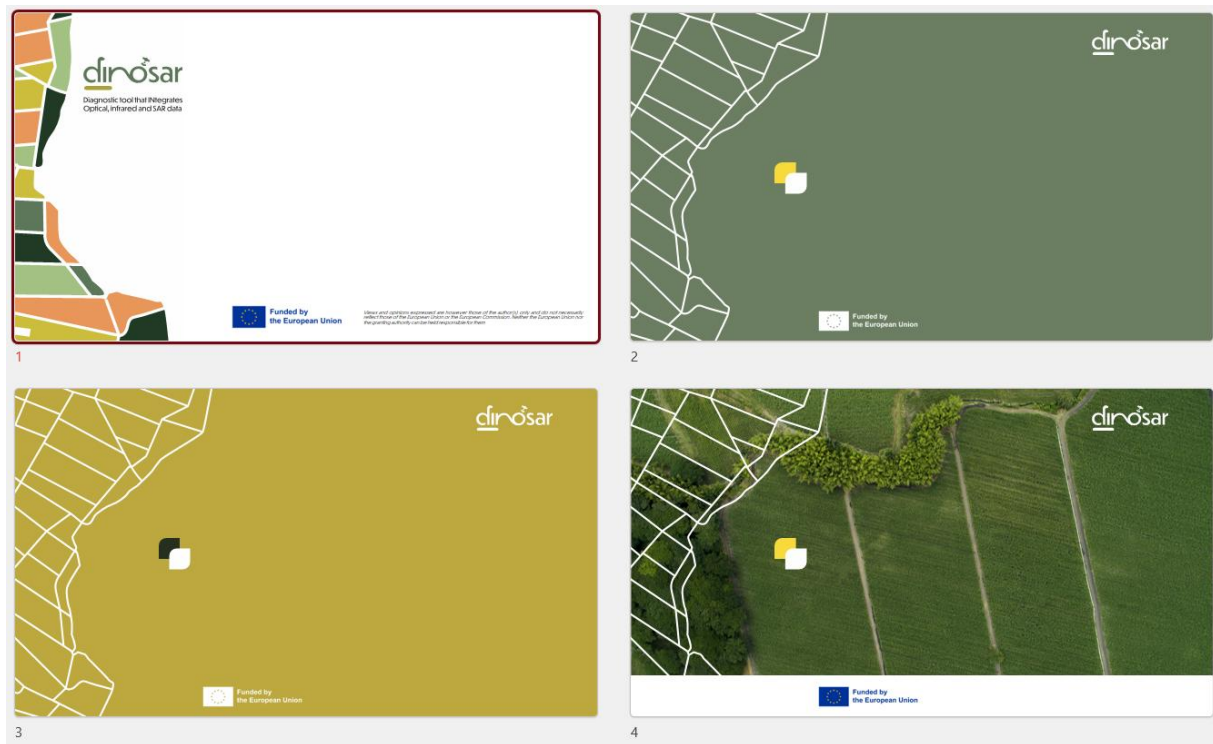
At M18, the majority of our KPIs received a 'Good' score. The activities are thus well on track with the work plan. The highest performing KPIs are related to the number of events partners have attended, the number of followers on the DINOSAR social media (LinkedIn), the number of visitors on the website and the number of posts published, the number of joint actions with projects and initiatives related to smart agriculture. The KPIs that has not reached the "Good" threshold are:

- The one dedicated to News on the website. The first part of the news published served overall, to explain the foundations of the project. The communications team will ensure that the right number of news items is published, reaching 30 by the end of the project.
- The one dedicated to the Number of scientific events/conferences/exhibitions/fair trades or other industry in which DINOSAR is presented. DINOSAR was present (thanks to its partners) and presented at 9 events (See section 3.3). However, communication and dissemination materials (poster, abstract) were created/deposited for only 2 events. We plan to step up the presence of DINOSAR and the production of project presentations/results for the second part of the project.

Particular attention will also be paid to the key performance indicator 'Number of technical workshops in Colombia', as this is one of the main indicators of the exploitation strategy. From M18 to M36, the emphasis will be on demonstrating the tool developed for end users, and the consortium will ensure that technical workshops are held for them.

5. Annex

5.1. DINOSAR templates (.pptx and. Word)



 Diagnostic tool that INtegrates Optical, infrared and SAR data DX.N. Title of deliverable Date of delivery – dd/mm/yyyy Author(s) – Name(s) Institution/Company name Funded by the European Union Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Union Agency for the Space Programme. Neither the European Union nor the granting authority can be held responsible for them.	DINOSAR – Grant Agreement N° 101129646 Document track information <table><tr><td>Project information</td><td></td></tr><tr><td>Project acronym</td><td>DINOSAR</td></tr><tr><td>Project title</td><td>Diagnostic that Integrates Optical, infrared and Synthetic Aperture Radar data</td></tr><tr><td>Starting date</td><td>01/01/2024</td></tr><tr><td>Duration</td><td>36 months</td></tr><tr><td>Call identifier</td><td>HORIZON-EUSPA-2022-SPACE-02-56</td></tr><tr><td>Grant Agreement No</td><td>101129646</td></tr></table> Deliverable information <table><tr><td>Deliverable number</td><td>DX.N</td></tr><tr><td>Work Package number</td><td>WPX</td></tr><tr><td>Deliverable title</td><td>Specify the official title mentioned in the Grant Agreement</td></tr><tr><td>Author(s)</td><td>Name (institution), Name -institution</td></tr><tr><td>Due date</td><td>dd/mm/yyyy</td></tr><tr><td>Submission date</td><td>dd/mm/yyyy</td></tr><tr><td>Type of deliverable</td><td>Please choose: Report, DEM, DATA, DMP, OTHER</td></tr><tr><td>Dissemination level</td><td>Please choose: PU (Public), SEN (Sensitive)</td></tr></table> Deliverable abstract Instructions: the abstract should provide the reader with a clear understanding of the main achievements and results presented in your deliverable. This summary will be used as the short description of the deliverable in the DINOSAR website and in communications to the targeted audiences. It must therefore be short, written in english and precise and should not contain confidential information. Use plain typed text, avoiding formulas and other special characters. It should not exceed 1000 characters (space included). Page 1 on 9 Funded by the European Union Funded by the European Union	Project information		Project acronym	DINOSAR	Project title	Diagnostic that Integrates Optical, infrared and Synthetic Aperture Radar data	Starting date	01/01/2024	Duration	36 months	Call identifier	HORIZON-EUSPA-2022-SPACE-02-56	Grant Agreement No	101129646	Deliverable number	DX.N	Work Package number	WPX	Deliverable title	Specify the official title mentioned in the Grant Agreement	Author(s)	Name (institution), Name -institution	Due date	dd/mm/yyyy	Submission date	dd/mm/yyyy	Type of deliverable	Please choose: Report, DEM, DATA, DMP, OTHER	Dissemination level	Please choose: PU (Public), SEN (Sensitive)
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Dissemination level	Please choose: PU (Public), SEN (Sensitive)																														

5.2. DINOSAR flyer

5.2.1. English version



dinosar
Diagnostic tool that Integrates
Optical, infrared and SAR data

DINOSAR aims to develop Copernicus based algorithms to support smart farming applications that can be used worldwide, even on cloudy areas. The project will support sugarcane farmers to match agricultural inputs to what the crop needs, decreasing their environmental footprint. To develop this technology, one specific case-study in Colombia: Cauca valley.

About DINOSAR

- 3 years
- January 2024
December 2026
- 1.5M€
Funding
- 6 partners
& 4 countries

The consortium

eleaf
Service for experts
LEAF, The Netherlands

SAR VISION
SAR Vision, The Netherlands

Universitat d'Alacant
Universidad de Alicante, Spain

AGROAP
AgrAP, Colombia

HCP international
HCP International, The Netherlands

euronovia
Euronovia, France



Our objectives

- ✓ To monitor sugarcane phenology and health that integrate the diagnostic power of optical, infrared and Synthetic Aperture Radar (SAR) signals.
- ✓ Operationalize the prototype of these algorithms in such a way that runs in **Near Real Time** and that can be **scaled-up geographically and extended to other crops**.
- ✓ Develop **use-cases** with international partners appropriate for various customers and market segments.
- ✓ Establish a **generic methodology** to apply this research to other crops and geographies, including a **product development roadmap** to develop the exploitation of the project.

Our technology

The DINOSAR project will set up an innovative technology based on complementary data that will enable a complete algorithm for agricultural monitoring. The research methodology will be based on the integration of satellite imagery (Copernicus) of sugarcane fields, meteorological data and field measurements of crops.

Images **In situ data** **Algorithm coordination** **Monitoring** **ACTIONS**

Funded by the European Union

Contact
contact@dinosarproject.eu

Follow us!
@dinosar

5.2.2. Spanish version



Diagnostic tool that INtegrates Optical, infrared and SAR data

DINOSAR pretende desarrollar algoritmos basados en **Copernicus** para aplicaciones agrícolas inteligentes que puedan utilizarse en todo el mundo, incluso en zonas nubladas. El proyecto apoyará a los agricultores en la adaptación de los insumos agrícolas según las necesidades del cultivo, reduciendo así su huella medioambiental. Para desarrollar esta tecnología, DINOSAR se centrará en un caso de estudio concreto: **los cultivos de caña de azúcar en Colombia**.

El proyecto en cifras



3 años



Enero 2024
Diciembre 2026



1.5M€
Financiación



6 socios
& 4 países

El consorcio



eLeaf
Pau de Sagres



SAR VISION
Servicio, Pau de Sagres



Universitat d'Alacant
Universidad de Alicante



AGROAP
AgrarP, Colombia



HCP International
HCP International, Pau de Sagres



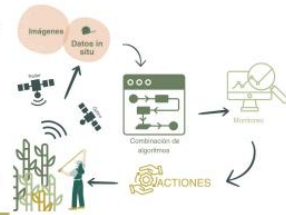
euronovia
Euronovia, Francia

Nuestros objetivos

- ✓ Supervisar la fenología y la salud de la caña de azúcar **integrando el poder de diagnóstico de los datos de satélites ópticos, infrarrojos y de radar de apertura sintética**.
- ✓ Operacionalizar el prototipo de estos algoritmos para que funcione en tiempo casi real y que pueda **ampliarse geográficamente y extenderse a otros cultivos**.
- ✓ Desarrollar **casos de uso** con socios internacionales adecuados para diversos clientes y segmentos de mercado.
- ✓ Establecer una **metodología genérica** para aplicar esta investigación a otros cultivos y geografías, incluyendo **una hoja de ruta de desarrollo de productos para la explotación del proyecto**.

Nuestra tecnología

El proyecto DINOSAR implementará una tecnología innovadora basada en datos complementarios que un algoritmo completo para la monitorización agrícola. La metodología de investigación se basará en la integración de imágenes de satélite (Copernicus) de caña de azúcar, datos meteorológicos y mediciones de los cultivos.




www.dinosarproject.eu

Contacto
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5.3. DINOSAR Roll up banner

English & Spanish version



dinosar

Diagnostic tool that INtegrates
Optical, infrared and SAR data

Our mission

DINOSAR is a three-year EU-funded project aiming to develop the Copernicus based algorithms to support smart farming applications that can be used worldwide, even on cloudy areas.

With the Earth Observation, the project will support farmers to match agricultural inputs (fertilisers, pesticides, water) to what the crop needs, decreasing their environmental footprint. To develop this technology, DINOSAR will focus on one specific case-study: the sugarcane crops in Colombia.



The project in numbers



3 years



January 2024
December 2026



1.5M€
Funding



6 partners
& 4 countries



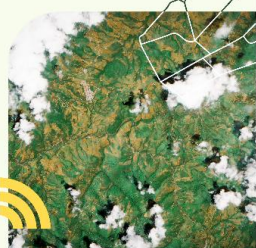
dinosar

Diagnostic tool that INtegrates
Optical, infrared and SAR data

Nuestra misión

DINOSAR es un proyecto con una duración de tres años financiado por la Unión Europea cuyo objetivo es desarrollar algoritmos basados en Copernicus para aplicaciones agrícolas inteligentes que puedan utilizarse en el mundo entero, incluso en zonas nubladas.

Con el uso de la Teledetección, el proyecto apoyará a los agricultores a adecuar los insumos agrícolas (fertilizantes, pesticidas, agua) a lo que necesita el cultivo, reduciendo así su huella medioambiental. Para desarrollar esta tecnología, DINOSAR se centrará en un caso de estudio concreto: los cultivos de caña de azúcar en Colombia.



El proyecto en cifras



3 años



Enero 2024
Diciembre 2026



1.5M€
Financiación



6 socios & 4
países

Our objectives

- ✓ To monitor sugarcane phenology and health that integrate the diagnostic power of optical, infrared and Synthetic Aperture Radar (SAR) signals.
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- ✓ Develop use-cases with international partners appropriate for various customers and market segments.
- ✓ Establish a generic methodology to apply this research to other crops and geographies, including a product development roadmap to develop the exploitation of the project.

The consortium









Nuestros objetivos

- ✓ Supervisar la fenología y la salud de la caña de azúcar integrando el poder de diagnóstico de los datos de satélites ópticos, infrarrojos y de radar de apertura sintética.
- ✓ Operacionalizar el prototipo de estos algoritmos de tal manera que se ejecute en **tiempo casi real** y que pueda ampliarse geográficamente y extenderse a otros cultivos.
- ✓ Desarrollar **casos de uso** con socios internacionales adecuados para diversos clientes y segmentos de mercado.
- ✓ Establecer una **metodología genérica** para aplicar esta investigación a otros cultivos y geografías, incluyendo una hoja de ruta de desarrollo de productos para la explotación del proyecto.

El consorcio











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5.4. DINOSAR advert in the Tecnicaña Magazine

<https://7b670768.flowpaper.com/Tecnicaa62/#page=1>



DINOSAR
Diagnostic tool that Integrates
Optical, infrared and SAR data

DINOSAR pretende desarrollar algoritmos basados en Copernicus para aplicaciones agrícolas inteligentes que puedan utilizarse en todo el mundo, incluso en zonas nubladas. El proyecto apoyará a los agricultores en la adaptación de los insumos agrícolas según las necesidades del cultivo, centrándose en un caso de estudio concreto: los cultivos de caña de azúcar en Colombia.

Nuestros objetivos

- ✓ Supervisar la fenología y la salud de la caña de azúcar integrando el poder de diagnóstico de los datos de satélites ópticos, infrarrojos y de radar de apertura sintética.
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tecnicaña
Edición No. 62, Abril 2025

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Optical, infrared and SAR data