



CLAAS



Rewarding Success and Innovation

A competition for students and young people
across Europe and Africa

How can I support the prize?

What is included in this pack?

Thank you for supporting the Farming by Satellite Prize!

The purpose of the prize is to spread awareness of “free” satellite technology in the agriculture and horticulture communities.

This resource pack contains the following information:

1. Some thoughts on how to support the prize.
2. The official promotional material of the prize (leaflet and poster).
3. Launch press releases (in pdf format) for you to use in spreading the news for the prize.
4. Website banner.
5. The prize logo .
6. A supporter’s badge.
7. Text you could use to describe the prize.
8. Links to our Facebook and Twitter pages.

Spread the news for the prize!

On your website

- Upload the prize logo and the supporter's banner on your website.
- Attach the official supporter's badge on your website.



Spread the news for the prize!

Through your own network of contacts

- Disseminate the Launch Press Release in your network of contacts (Press release available for download on multiple languages [here](#)).
- Guide your contacts to relevant newsletters and press articles (see [here](#)).
- Download and distribute promotional material
 - The Farming by Satellite Prize leaflet can be found [here](#) in pdf format.
 - The Farming by Satellite Prize poster can be found [here](#) in pdf format.

Spread the news for the prize!

Through social media:

- Like us on [Facebook](#).
- Follow us on [Twitter](#).

Don't forget to invite your contacts to do the same.

The screenshot shows the Facebook profile for 'Farming by Satellite Prize'. The cover photo features a green tractor in a field with the text 'Rewarding success and innovation' and 'A competition for students and young people'. A yellow callout bubble says 'Now with a special Africa prize!'. The main post area has the text 'Spread the news!' and the 'Farming by Satellite Prize' logo. Below the post, there are 'Liked' and 'Message' buttons. The page footer includes a description of the competition, a 'SIM' logo, and social media icons for Facebook (199 likes) and Twitter.

The screenshot shows the Twitter profile for '@FbS_prize'. A cookie consent banner is at the top. The profile card includes the 'Farming by Satellite Prize' logo and a bio: 'A €13,000 EU competition seeking ideas for improving agricultural production, efficiency and reducing environmental impact using satellite technologies.' It also lists contact information: 'info@farmingbysatellite.eu · farmingbysatellite.eu'. The profile statistics show 243 tweets, 63 following, and 115 followers. Below the profile card, there are sections for 'Tweets' and 'Photos and videos'. The first tweet is from 3 hours ago, mentioning the 3rd #GNSS Market Report. The second tweet is from 4 hours ago, mentioning the relaunch of the 'Farming By Satellite' prize in Africa.

Overview of the prize

Farming by Satellite Prize

The aim of the competition is to promote the use of the Global Navigation Satellite System (GNSS) in agriculture and its benefits to farmers, consumers, food security and geo-traceability, remote sensing technologies, sustainable land management, and the environment. Individuals or teams can contribute new ideas and innovations, particularly those relying upon the European Geostationary Navigation Overlay Service (EGNOS) and the forthcoming GALILEO system.

Entries can be about any type of agriculture in any part of Europe or Africa. You don't need to be a satellite specialist to take part and you don't have to be a farmer! But the idea you come up with must apply to agriculture, food production or land use, and it must use satellite services to provide benefits.

For more information see: <http://www.farmingbysatellite.eu>

Last year's winners



Winners left to right:

Second-placed Jonathan Bradbeer, first-placed Robert Fillingham and third-placed Verónica Sáiz Rubio

Last year's 1st prize winner, Robert Fillingham, commented:

“Entering the competition provides a great chance to have your innovative ideas heard by leading industry experts and potentially taken on for further development. Winning the Farming by Satellite prize was an amazing experience which has opened up lots of opportunities, so don't hesitate and get writing!”

Last year's winners

2nd prize winner, Jonathan Bradbeer declared:

"It's an excellent opportunity for anyone who has an interesting or innovative idea of how to use satellite navigation services in agriculture, no matter how big or small, or no matter how complex or simple. It's an excellent opportunity for anyone to put across their ideas for new uses of satellite navigation services in agriculture. My impression is that the judges look for a good solid idea reinforced by evidence; you don't have to be the next Einstein. A good idea doesn't have to be horrendously complex, it could be very simple."

3rd prize winner, Veronica Saiz Rubio added about her success:

"Regarding the experience of the prize, it is always a satisfaction that your work is recognized out of the frontiers of your country of origin and at a European level. Also, a prize is a unique merit, not only to include it in a CV (which is important indeed), but also for your career as a researcher: if you win a prize like this, people will be interested in your work and, what is more, they can be interested in offering you future collaborations. My winning idea is going to be further developed in a European Research Project."

Contact us



We are here to help!

If you have any further questions please contact us in:

info@farmingbysatellite.eu

**Don't forget to inform us that you are supporting the prize
so as to acknowledge your support via our social media
channels!**