



# SMART AGRI HUBS



## INDEX

- Chapter 1  
SmartAgriHubs corporate  
pag 4
- Chapter 2  
Communication examples  
SmartAgriHubs corporate  
pag 26
- Chapter 3  
SmartAgriHubs regional clusters  
pag 40



## PREFACE

These guidelines describe all the components of the SmartAgriHubs corporate identity. It is intended for both internal and external use so that project partners, designers and web builders implement the corporate identity in the right way. This creates unity in the communication expressions of all project partners and increases recognisability. If in doubt about the application of this corporate identity, always contact the SmartAgriHubs communication team via the email address below.

Send an email to:  
**[communications@smartagrihubs.eu](mailto:communications@smartagrihubs.eu)**



# 1. SMART AGRI HUBS CORPORATE

SmartAgriHubs aims to build a pan-European network of Digital Innovation Hubs to foster a digital transformation in the agri-food domain.

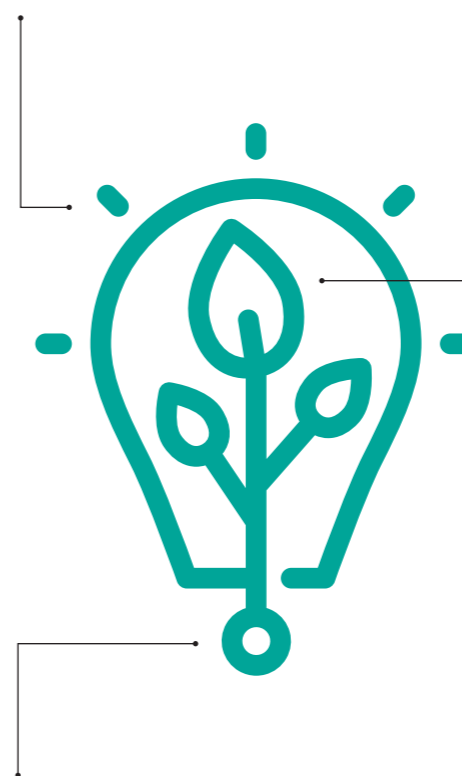
SmartAgriHubs will strengthen, leverage and connect existing local Digital Innovation Hubs and expand the network with new Digital Innovation Hubs. Thus, SmartAgriHubs is an ecosystem of local ecosystems, in which the various expertises needed to unleash the potential of digital solutions for the agri-food sector are combined. The farming community, regional and sector specific knowledge, business model expertise and technology find each other in Digital Innovation Hubs and learn from each other in the SmartAgriHubs network.

## Smart

Light stands for innovative, smart and bright ideas.

## Agri

The abstract plant refers to agriculture and at the same time symbolizes the growth of ideas and knowledge.



# SMART AGRI HUBS

## Hubs

Hubs are widespread across Europe. From the hubs, innovation finds its way to a variety of end users.

## Wordbrand

Font: Bebas



## LOGO USE

The logo is the basis of a corporate identity. This chapter explains the guidelines for colour use, placement and dimensions of the logo.

### Logo Colours

#### 1. Colour logo

The colour logo is preferred in all communication expressions. Only when the colour logo cannot be used, the black or the diapositive logo is used.

For print: The CMYK (Cyan, Magenta, Yellow and Black) colour code is used for print applications. Sometimes a printer office needs the PMS colours instead of CMYK.  
For online use: The colours of the logo are also defined in RGB for use on screens.

Pantone®	3272 U
CMYK (print)	C95 M5 Y50 K0
RGB (screen)	R59 G158 B152

#### 2. Black logo

In black and white prints, when no colour is available, the black logo is used.

#### 3. White / diapositive logo

This logo is only applied when the logo is used on a coloured background and ONLY when there's enough contrast between the background colour and the logo.



## Logo placement

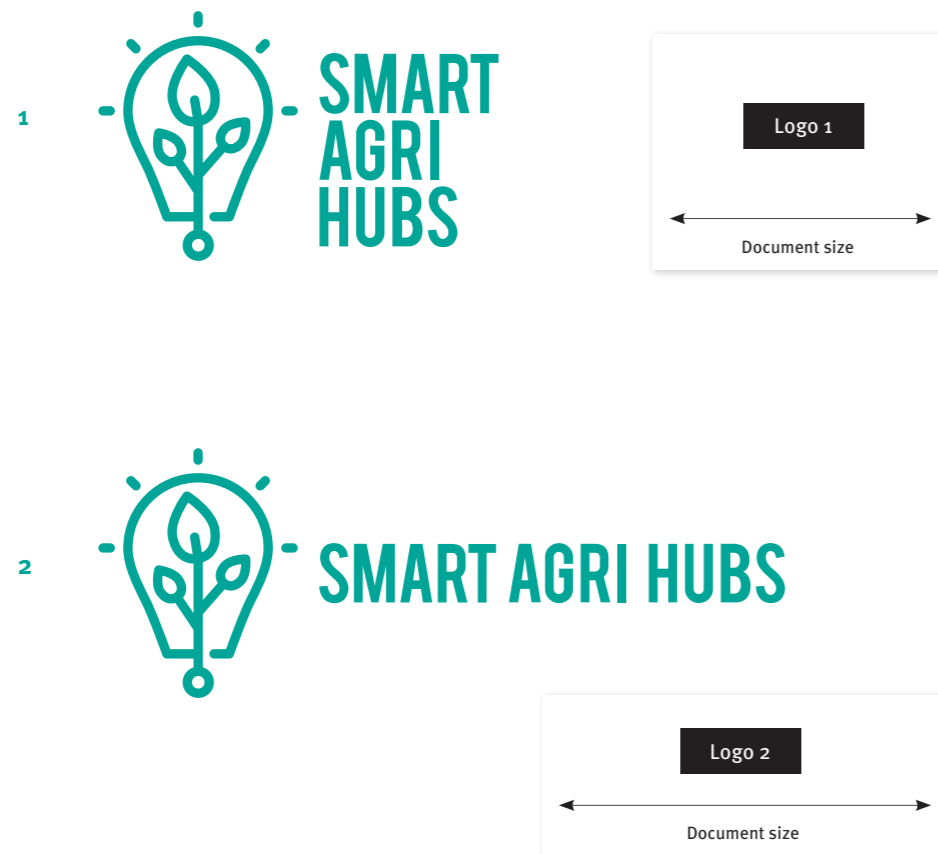
The SmartAgriHubs logo is preferably placed at the top centre of a page. To accommodate for different page widths, two versions exist: the basic logo and the wide logo. The basic logo is always preferred, while the wide logo may only be used when vertical space is limited or when the basic logo would become too small to be legible.

### 1. Basic logo

This version is preferred and placed at the top centre of a page.

### 2. Wide logo

The wide logo is used when there is little vertical space for placing a logo and when the basic logo would become less than 30 mm wide.



## Logo dimensions

The minimum width of the complete logo with light bulb and SmartAgriHubs text in print and digital use is 30 mm. Below 30 mm the readability of the text 'Smart Agri Hubs' is compromised and may not be used.

The minimum dimension of the logo with only the light bulb and no text for both print and digital use is 8 mm. The width of the logo must always be between 1/3 and 1/5 of the width of the document, to ensure the proper proportion.



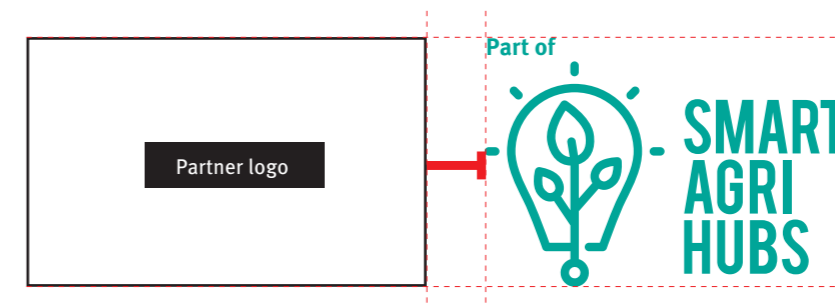
### Whitespace around the logo and dimensions

The whitespace surrounding the logo should be at least 1x 'T' of the SmartAgriHubs logo. This dimension ensures that the white space is always in proportion to the logo size.



### The logo in combination with partner logo

The SmartAgriHubs logo is placed on the right side of the partner logo. The whitespace surrounding the logo is at least 1x 'T' of the SmartAgriHubs logo. The partner logo and the Smart Agri Hubs logo should be similar in height.



## Animated logo

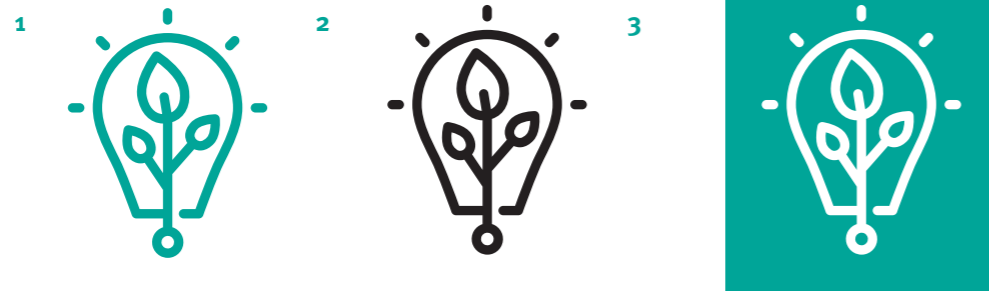
The logo animation of the SAH logo:



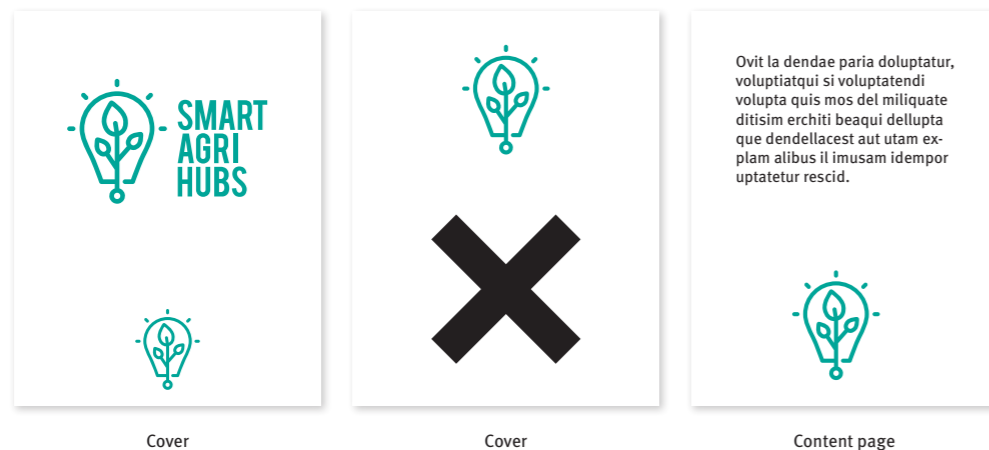
## Use of the logo 'light bulb'

The 'light bulb' can also be used as an illustrative element, but only in combination with the entire logo or on content pages of brochures, leaflets, etc. For the 'light bulb' the same colour scheme applies as to the entire logo.

1. Four colours (CMYK) logo / or PMS color
2. Black logo
3. White / DIAP logo



Examples of using the 'light bulb' as an illustrative element:



Cover

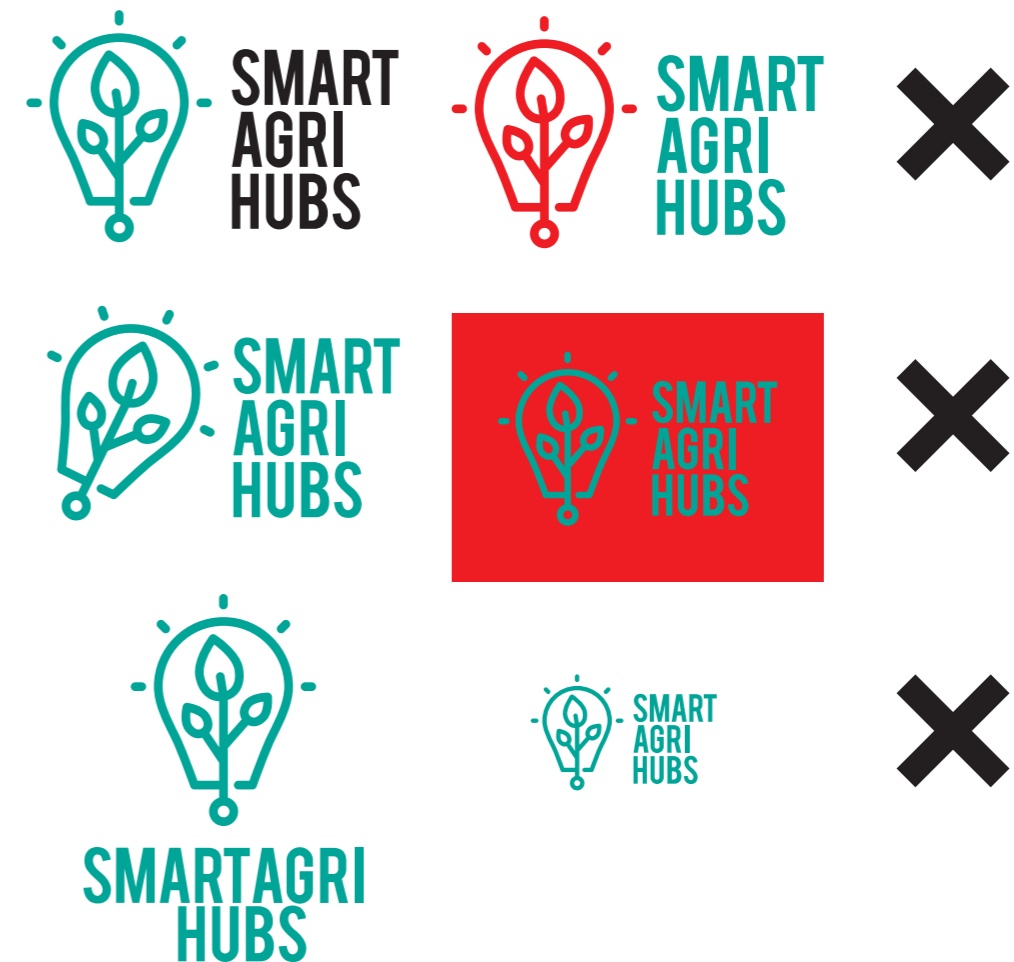
Cover

Content page

## Logo do's and don'ts

The following rules apply to the use of the logo:

- The shape and size of the logo may not be manipulated and the proportions of the light bulb and text may not be changed. Never change the position of the text in relation to the light bulb.
- The light bulb may only be used without the text 'SmartAgriHubs' when the logo is used in a size below 30 mm width.
- The logo may never be used in outline or be provided with a shadow.
- The logo can only be used in the three colours explained earlier. Light bulb and text always have the same colour.
- The coloured logo is always preferred. When the background is coloured, the diapositive logo must be used.
- The logo may only be used horizontally. The logo or parts thereof may never be rotated or used vertically.



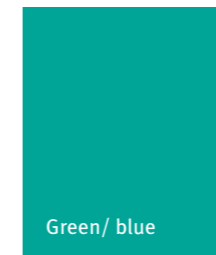


# THE COLOUR PALETTE

We have selected a broad palette of colours for the SmartAgriHubs corporate identity.

## The colour palette

Below are the colour values of SmartAgriHubs and the translation to the CMYK (for print) and RGB (for screen) values SmartAgriHubs.

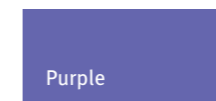


**Pantone®**  
3272 U

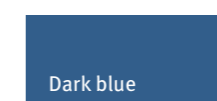
**Colour values print**  
C95 M5 Y50 K0

**Colour values screen**  
R59 G158 B152  
(#3b9e98)

## Secondary colours



**Pantone®** 267 U  
C68 M65 Y0 K0  
R109 G94 B158  
(#6d5e9e)



**Pantone®** 301 U  
C95 M45 Y15 K20  
R18 G71 B117  
(#124775)



**Pantone®** 297 U  
C55 M0 Y5 K0  
R116 G202 B214  
(#74cad6)



**Pantone®** 375 U  
C70 M0 Y100 K0  
R77 G172 B39  
(#4dac27)



**Pantone®** 373 U  
C40 M0 Y85 K0  
R153 G209 B54  
(#abce59)



**Pantone®** 108 U  
C0 M25 Y90 K0  
R255 G191 B22  
(#ffbf16)



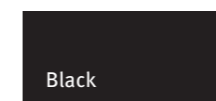
**Pantone®** 136 U  
C0 M55 Y100 K0  
R255 G115 B0  
(#ff7300)



**Pantone®** 183 U  
C0 M55 Y15 K0  
R248 G117 B157  
(#f8759d)



**Pantone®** Red 032 U  
C0 M90 Y70 K0  
R251 G27 B42  
(#fb1b2a)



**Pantone®** Process Black U  
C0 M0 Y0 K100  
R0 G0 B0  
(#000000)



## TYPOGRAPHY

In the corporate identity of SmartAgriHubs two font types are defined. The 'Meta Pro' is used for all printed and offline communication tools. The 'Verdana' is used for all on screen communication tools.

## The typography

We use two different font types within the SmartAgriHubs identity.

### Font for printed communication tools

The font 'Meta Pro' is the primary font for all printed communication tools, such as brochures, posters, banners and correspondence material. The font is applied in headings, body text and streamers.

### Example Font FF Meta

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

### Font for digital communication tools

The font 'Verdana regular' for body text and 'Verdana bold' for headers are the two primary fonts for all communication tools used on screens. These fonts are used in powerpoint presentations, newsletters and other online applications.

### Example Font Verdana

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**





## ILLUSTRATIVE ELEMENTS

Icons are effective tools to further clarify our story and grab the audience's attention. Icons guide our readers and help them to quickly identify important information.

They illustrate concepts that will be used often in the coming years when explaining the project to a variety of target groups. Therefore, all the main building blocks of the project are represented by their own icon.

### Illustrative elements

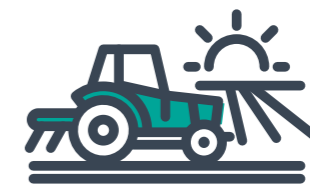
The illustrative elements are complementary to the corporate identity of SmartAgriHubs.

### The 5 sectors

SmartAgriHubs is covering a variety of agricultural activities in 5 sectors: aquaculture, arable farming, livestock, fruits and vegetables.



Aquaculture



Arable farming



Livestock



Fruits



Vegetables

**Work package**



**Work Package 1**  
Ecosystem Building



**Work Package 4**  
DIH Capacity Building and Monitoring



**Work Package 2**  
Network Expansion by Open Call



**Work Package 5**  
Competence Centres (CCs)



**Work Package 3**  
Monitoring and Evaluation of IEs



**Work Package 6**  
Project management

**Icons**



**Farmer**



**People**



**Flagship Innovation Experiments**



**Innovation Experiments**



**Best projects**



**Partners**



**Money**



**Open calls**

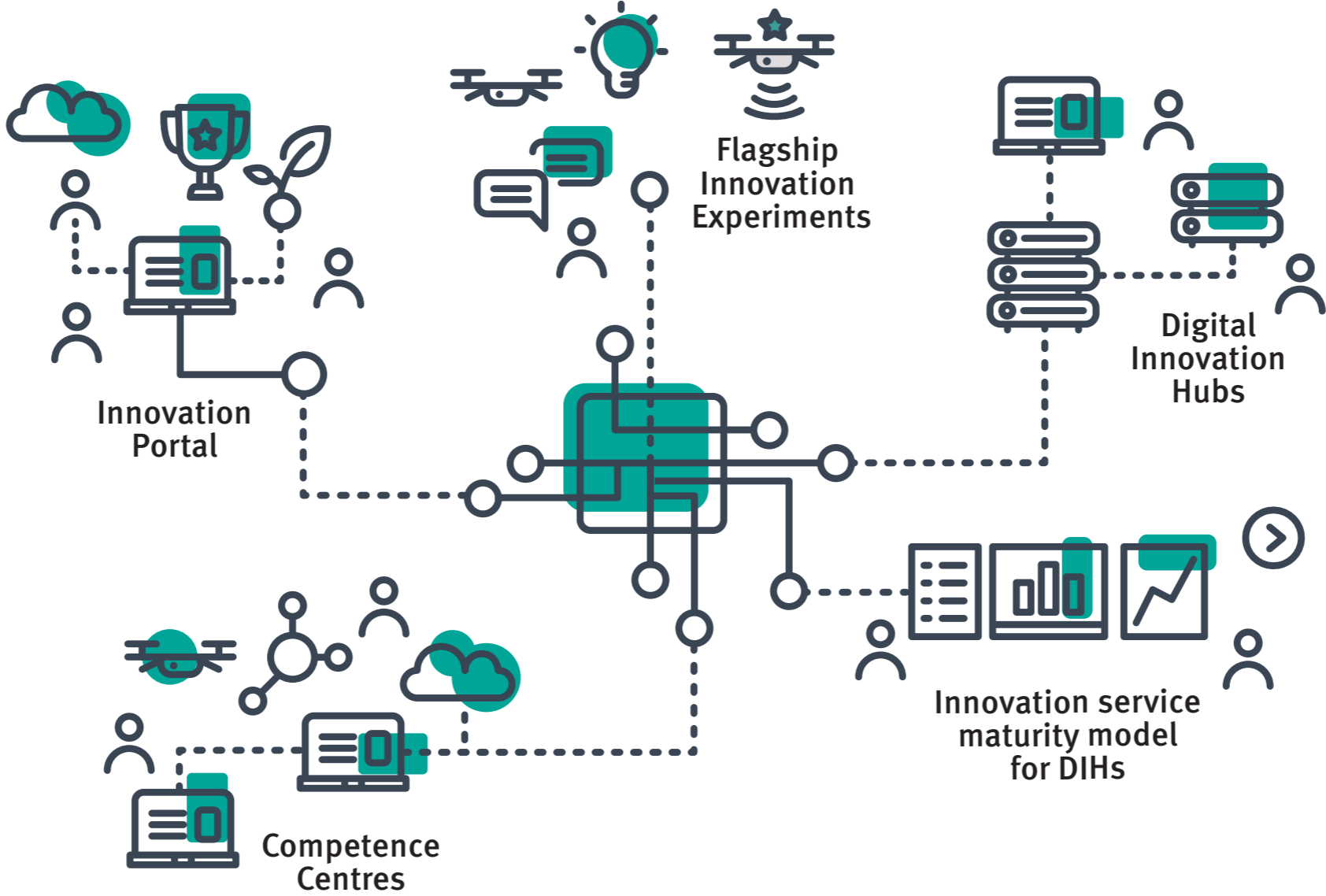


**Europe**



**Impact**

Basic concepts of SmartAgriHubs and their correlation



### Connection map Europe

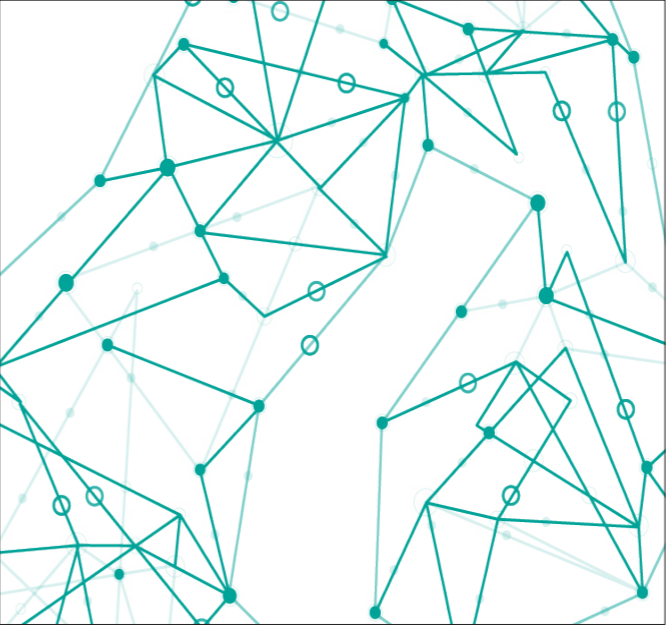
All the countries participating in the project are represented on this map. The lines and dots illustrate the connections that will be made through this project.



### Region Cluster close-up

A close-up of the map of a specific region Cluster can be used as an illustrative element in the background.

**Example close-up Region Cluster**  
Scandinavia (Sweden, Norway, Finland, Denmark)



### Close-up as a background





## IMAGES

A special distinction must be made between standard images and real ones coming from the vast network of SAH.

The standard photographs (from online stock) form the corporate image of SmartAgriHubs and will be used as branding material to position the network.

Real images will be provided by Flagship Innovation Experiments, Digital Innovation Hubs and other relevant stakeholders from the SAH. These will be used to strengthen the identity of SAH and increase its visibility.

## Imagery

The SmartAgriHubs header image.



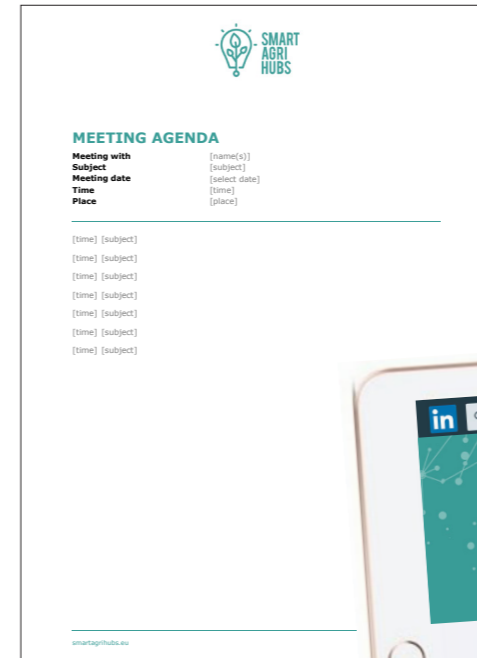


2.

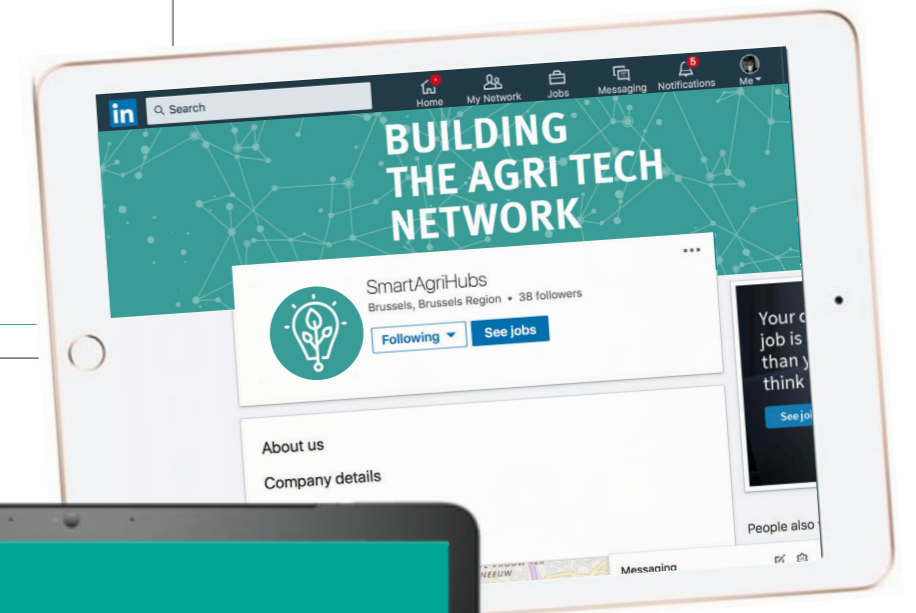
## COMMUNICATION EXAMPLES

- Dissemination of the SAH visual identity
- Tone of voice
- Word templates
- Powerpoint template
- Social media
- Email signature

### Examples of communication means



Word templates



Social media



Powerpoint template

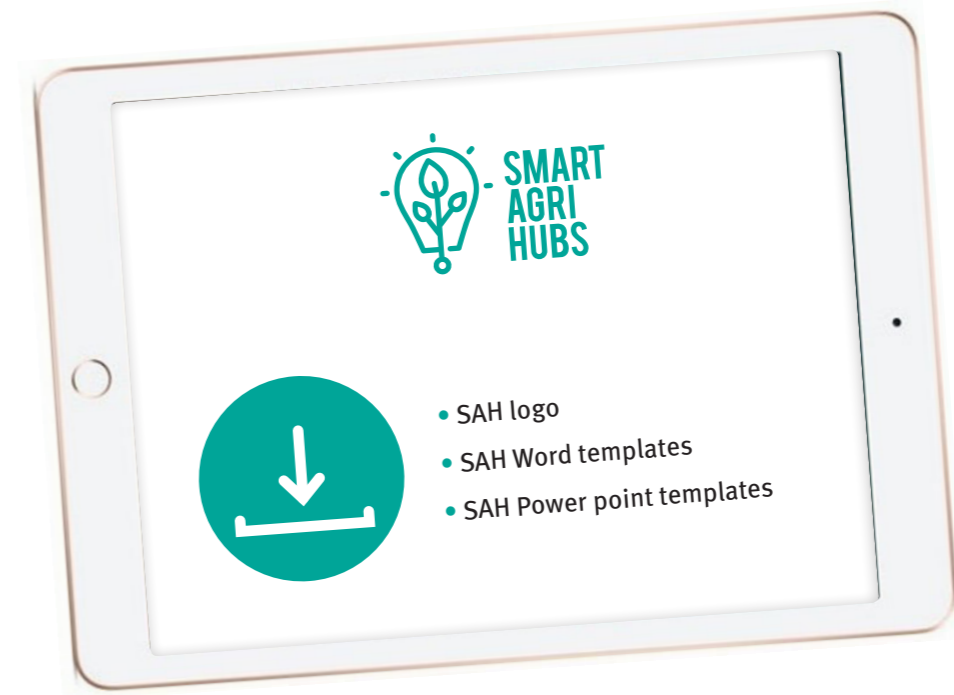


## DISSEMINATION OF THE SAH VISUAL IDENTITY

The deployment of the SAH visual identity to the partners/users will be done through several channels. The visual identity package will be available on the SmartAgriHubs website, once this is launched. Partners together with other users will be able to download the visual according to their needs. A personalised package will be available for the Regional Cluster users.

In addition, an email containing the SAH logo and different Word and Power point templates will be distributed among the partners.

### Dissemination of the SAH visual identity







## STONE OF VOICE

The tone of voice is the style in which we communicate SmartAgriHubs with all the different target groups. It is literally the voice of the project. To ensure a recognizable 'voice' a few guidelines should be followed.

### Tone of voice of SmartAgriHubs

The tone of voice is not what we say, but how we say it. It encompasses not only the choice of words, but also their order, rhythm and pace. Many people and many organisations will communicate in written text about the SmartAgriHubs project. The guidelines below help the project partners and others to find a uniform 'voice' when explaining the project to a wider audience.

#### Use first person over third person

Within the SmartAgriHubs project we are building a network of actual people and organisations. As such, we want to be personal without being informal.

Write like this: **'We invite you to apply for the open call.'**

*Not like this: 'SmartAgriHubs would like to inform its partners of the new opportunity to enter the open call.' (too formal)*

*Or like this: 'Hey there, did you know the open call is available now?' (too informal)*

#### Use active voice over passive voice

Innovation requires hard work and lots of effort. An active voice underlines this.

Write like this: **'Read the latest updates on Internet of Things technology on our website.'**

*Not like this: 'The latest updates on Internet of Things technology can be found through the news section on our website.'*

#### Always write the full term before abbreviating

Even though a large part of the audience may be familiar with technical abbreviations like IoT, VR and AI, always write the whole term at least once at the beginning of your article. This applies also to abbreviations that we have come accustomed to in the project itself (CCs, DIHs, IEs, etc.)

Write like this: **'The Competence Centre (CC) offers a training on different business models for Software as a Service (SaaS) providers.'**

*Not like this: 'Training on different business models is offered by the CC to SaaS providers.'*

#### Try to avoid commas

A comma is a small pause in a sentence and makes the reader hesitate for a fraction of a second. Often, commas also separate two parts of a sentence that could easily be two sentences. Short sentences with minimal use of commas keep your reader engaged. Especially online.





# WORD TEMPLATES

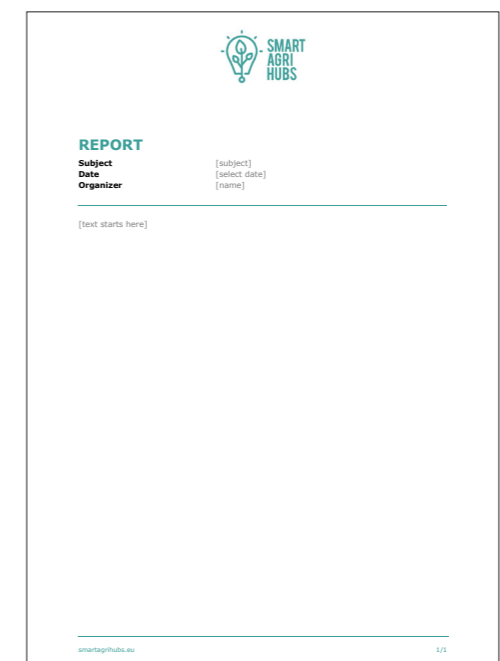
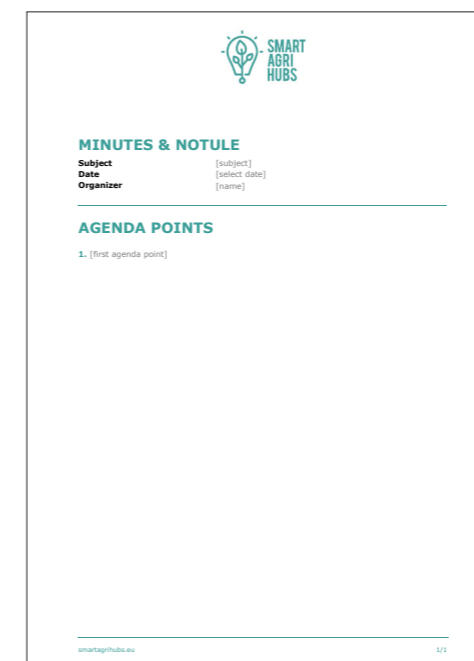
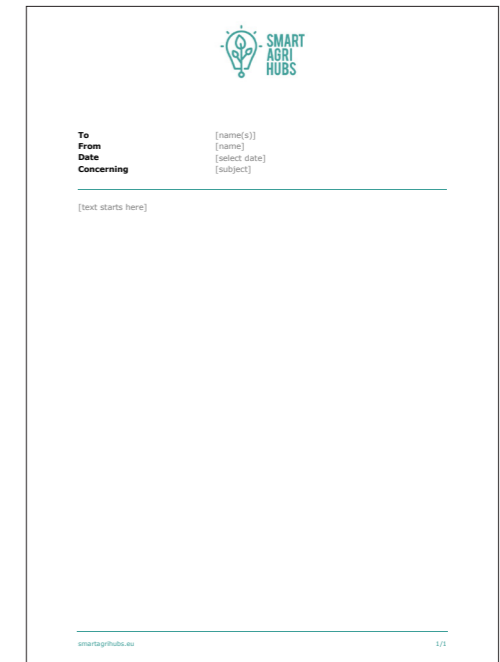
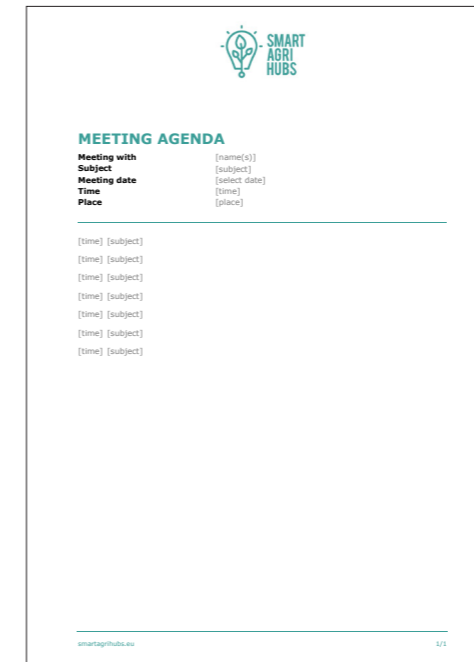
Word templates supply overall consistency by having a pre-determined structure and layout. All documents produced within the SmartAgriHubs project should use one of the word templates.

## Word templates

We have designed different templates for the following purposes:

- Meeting/ Agenda
- Minutes
- Memo
- Report

### Example word templates



## Use of font and font size

### Headers

We have 4 types of headers in the communication for SmartAgriHubs.

#### Heading 1

Bold | Caps | 18 Pt

**EXAMPLE OF A TITLE**

#### Heading 2

Bold | Caps | font 14 Pt

**EXAMPLE OF A TITLE**

#### Heading 3

Regular | Caps | font 12 Pt

**EXAMPLE OF A TITLE**

#### Heading 4

Regular | Caps | font 11 Pt

**EXAMPLE OF A TITLE**

### Body

We have 5 types of body text in the communication for SmartAgriHubs.

#### Body 1

Regular | font 10 pt | line distance 15 pt

The quick brown fox jumps over a lazy dog, lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ut libero ipsum.

#### Body 2

Italic | 10 pt | line distance 15 pt

*The quick brown fox jumps over a lazy dog, lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ut libero ipsum.*

#### Body 3

Bold | 10 pt | line distance 15 pt

**The quick brown fox jumps over a lazy dog, lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ut libero ipsum.**

#### Body 4

Bold | 10,5 pt | line distance 15 pt

**The quick brown fox jumps over a lazy dog, lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ut libero ipsum.**

#### Body 5

Bold | 10,5 pt | line distance 15 pt

The quick brown fox jumps over a lazy dog, lorem ipsum dolor sit amet. Lorem ipsum dolor sit dolor ma num nobitatum ut aut am nem voluptiam vel imusdam endissimagni cullores dolor

#### Caption

Italic | font 9 pt | line distance 11 pt

*The quick brown fox jumps over a lazy dog, lorem ipsum dolor sit*

#### Footnote text

Bold | font 9 pt | line distance 11 pt

**The quick brown fox jumps over a lazy dog, lorem ipsum dolor sit**

#### Underlist

Bold | font 11 pt | line distance 15 pt

- 1. List number - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ut libero ipsum.**

#### Underlist 2

Bold | font 11 pt | line distance 15 pt

- List Bullet - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ut libero ipsum.**



## POWER POINT

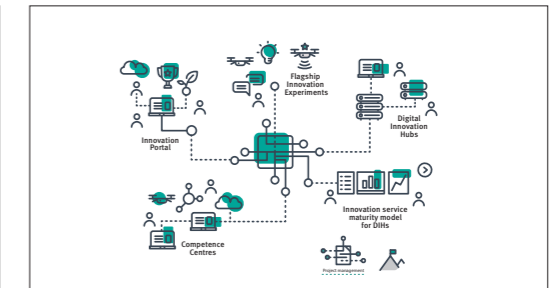
We use PowerPoint to create presentations. The slide deck, with a few slides explaining the project, may be used for both formal and informal gatherings. The PowerPoint template includes a background colour, a standard font, and a choice of several slide layouts.

### Powerpoint template

The PowerPoint template is available in a 16x9 widescreen version. The template starts with a logo animation and contains several layout and content functions. The present template is a standard corporate power point that serves all SAH partners. An exception is being made for the Regional Clusters, which have a personalised power point template according to their own identity in the SAH project.

### Example powerpoint

Different layouts for text and images are available in the template. Within the template the size and placement of the font 'Verdana' is pre-set.





## SOCIAL MEDIA

Social media is a collective term for online platforms where users provide content, without (or with only minimum) intervention of a professional editor. Interaction and dialogue between users are key features of social media platforms.

### Social Media

We use various social media platforms. Below you find an overview with the corresponding dimensions.



Twitter 'Smart Agri Hubs'

<https://twitter.com/smartagrihubs>



Cover Photo 1500 x 500 pixel

Profile Photo  
400 x 400 pixel



Facebook 'Smart Agri Hubs'

<https://www.facebook.com/smartagrihubs>



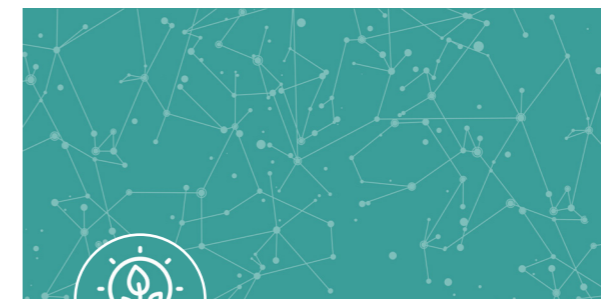
Cover Photo 820 x 310 pixel

Profile Photo  
180 x 180 pixel



LinkedIn 'Smart Agri Hubs'

<http://www.linkedin.com/smartagrihubs>



Cover Photo 1536x 768 pixel

Profile Photo  
400 x 400 pixel



## EMAIL SIGNATURE

Partners can set up an email signature within the SmartAgriHubs visual identity, for all correspondence concerning the project.

## Email signature

### Use the following text elements

- Always finish your email with 'Kind regards' in the language in which the email is written.
- Fully write your first name and last name. Don't use your initials.
- Always mention your job title, Business Unit/ department, the trade name of your organisation and your email address.
- Only write the actual web address: [smartagrihubs.eu](http://smartagrihubs.eu)

#### 1. Name

Font: Verdana Bold  
Colour: black  
Size: 11 pt

#### 2. Job title

Font: Verdana Regular  
Colour: black  
Size: 11 pt

#### 3. Business Unit / department

Font: Verdana Regular  
Colour: black  
Size: 11 pt

#### 4. Smart Agri Hubs

Font: Verdana Bold (All caps)  
Colour: Green-blue (RGB 59/158/152)  
Size: 11 pt

#### 5. Website (link)/ phone number

Font: Verdana Regular  
Colour: black  
Size: 11 pt

### Example

Kind regards,

1. Firstname Lastname
2. Job title
3. Business unit / department / organisation
4. **SMART AGR HUBS**
5. XXXX@smartagrihubs.eu  
+00 (0)00 000 00 00



### 3. SMART AGRICULTURE HUBS REGIONAL CLUSTERS

SmartAgriHubs is using a regional cluster approach. Each cluster represents a group of DIHs and CCs within a region.

9 regional clusters:

- UK & Ireland
- Scandinavia (Sweden, Norway, Finland, Denmark)
- France
- North West Europe (Germany, Belgium, The Netherlands)
- Central Europe (Austria, Czech Republic, Swiss, Slovakia, Hungary)
- North East Europe (Poland, Baltic countries)
- Iberia (Spain, Portugal)
- Italy & Malta
- South-East Europe (Greece, Balkan countries)

## SmartAgriHubs regional clusters

Each regional cluster has its own colour out of a palette of nine. The complete logo, SmartAgriHubs + regional cluster, take the colour of the specific region.



## Regional cluster logo's

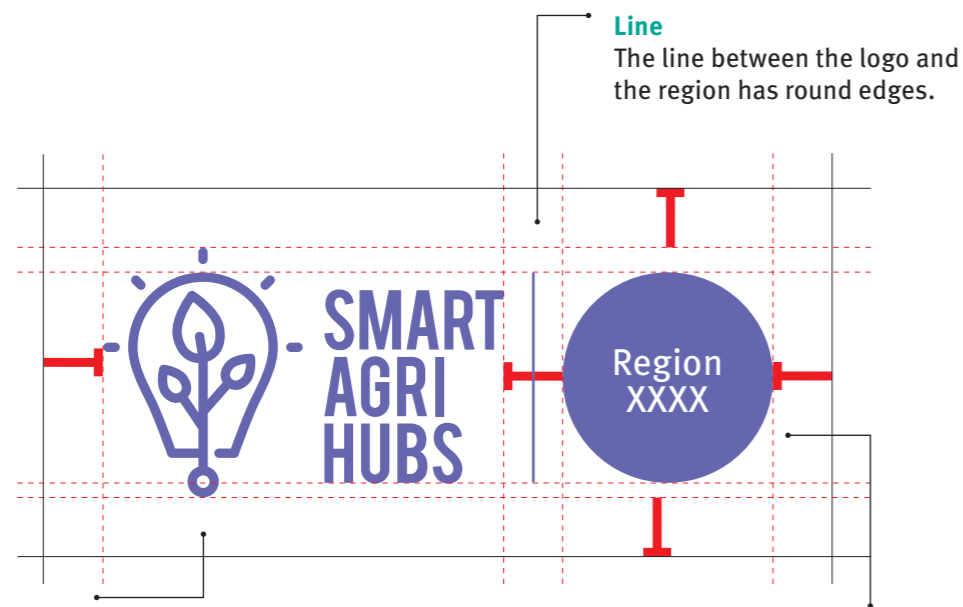
SmartAgriHubs consists of 9 regional clusters. Each regional cluster has a place in this corporate identity.

### 1. Colour of the logo

Each regional cluster has its own colour out of a palette of nine. The complete logo, SmartAgriHubs + regional cluster, take the colour of the specific region.

### 2. Regional cluster

The regional cluster name is placed in a circle next to the SmartAgriHubs logo.



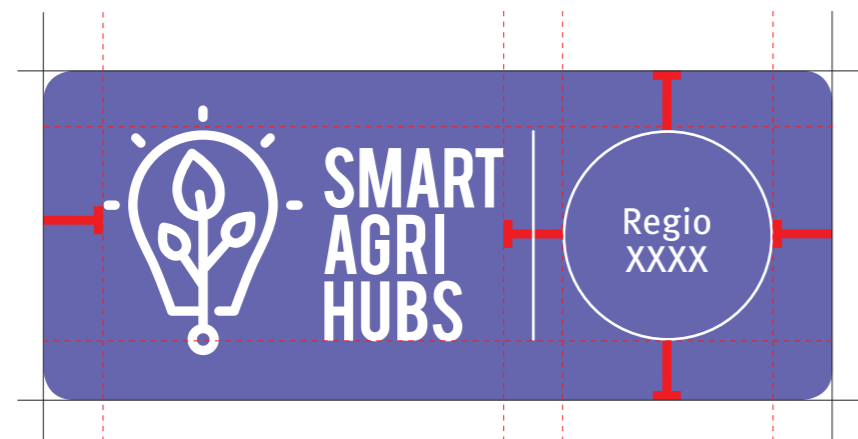
**Line**  
The line between the logo and the region has round edges.

#### SmartAgriHubs logo

The logo takes the colour of the regional cluster.

#### Regional cluster name

Font: Meta Pro book



## Regional cluster colours

Within SmartAgriHubs nine regions are defined. Each region has a name + colour, which can be seen below:



Pantone® 267 U  
C68 M65 Y0 Ko  
R109 G94 B158  
(#6d5e9e)



Pantone® 108 U  
Co M25 Y90 Ko  
R255 G191 B22  
(#ffbf16)



Pantone® 301 U  
C95 M45 Y15 K20  
R18 G71 B117  
(#124775)



Pantone® 136 U  
Co M55 Y100 Ko  
R255 G115 B0  
(#ff7300)



Pantone® 297 U  
C55 M0 Y5 Ko  
R116 G202 B214  
(#74cad6)



Pantone® 183 U  
Co M55 Y15 Ko  
R248 G117 B157  
(#f8759d)



Pantone® 375 U  
C70 M0 Y100 Ko  
R77 G172 B39  
(#4dac27)



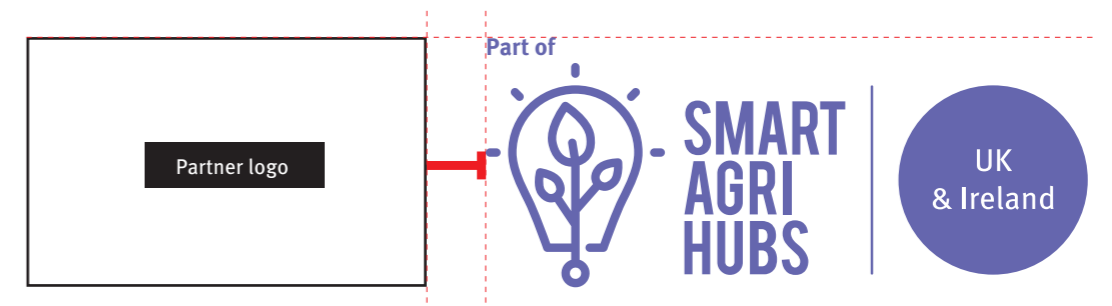
Pantone® Red 032 U  
Co M90 Y70 Ko  
R251 G27 B42  
(#fb1b2a)



Pantone® 373 U  
C40 M0 Y85 Ko  
R153 G209 B54  
(#abce59)

### The logo in combination with partner logo

The SmartAgriHubs regional cluster logo is placed to the right of the partner logo. The whitespace surrounding the logo is at least 1x 'T' of the SmartAgriHubs logo. The height of the partner logo and SmartAgriHubs regional cluster logo is similar.



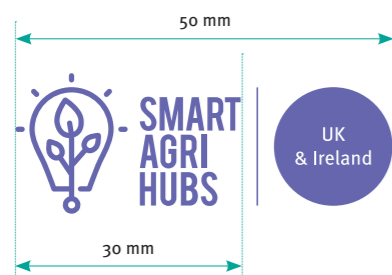
## Use of the logo colours

The coloured logo is preferred in all applications. Only when colours are not available, the black logo is used (and not a gray-scale version of the logo). On coloured backgrounds the diapositive logo is used.



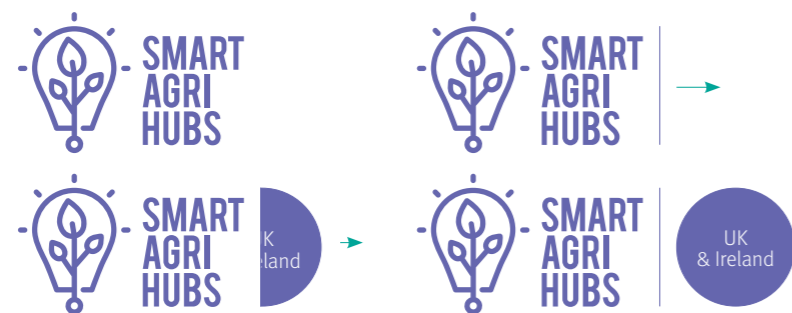
## Dimensions of the logo

The minimum size of the logo for print and digital use is 50 mm. With an application below 50 mm width, the readability is too low.



## Regional clusters Animated logo

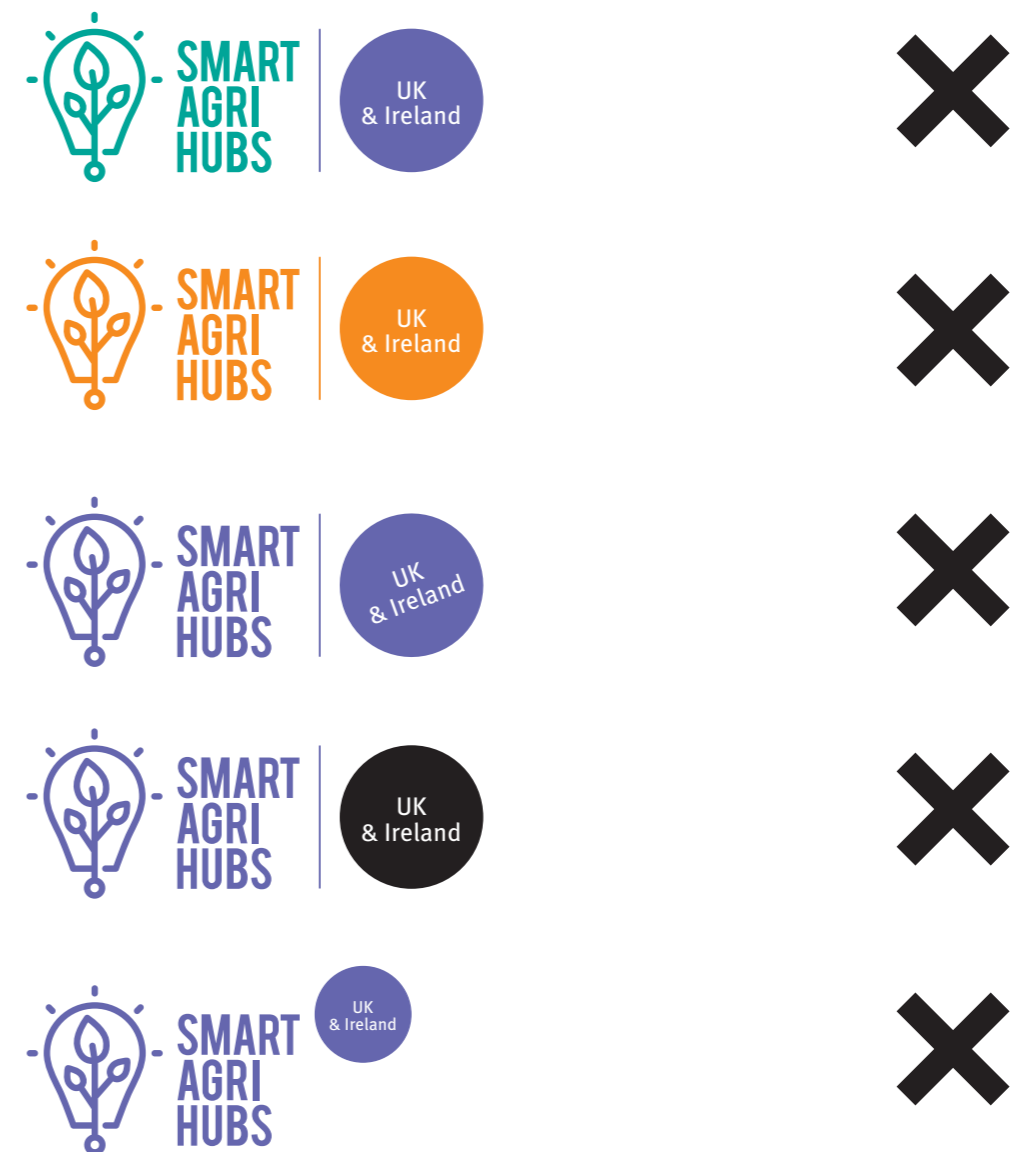
The logo animation for regional clusters starts the same as the animation for the standard SmartAgriHubs logo. The circle with the name of the regional cluster appears from behind the SmartAgriHubs logo.



## Applications of the Regional cluster logo

The use of the SmartAgriHubs regional cluster logo follows the same rules as the application of the standard logo:

- The shape and size of the logo may not be manipulated and the proportions of standard logo and regional cluster may not be changed. Never change the position of the regional cluster in relation to the standard logo.
- The logo may never be used in outline or provided with a shadow.
- The logo can only be used in the three colours explained earlier. Light bulb and text always have the same colour.
- The coloured logo is always preferred. When the background is coloured, the diapositive logo must be used.
- The logo may only be used horizontally. The logo or parts thereof may never be rotated or used vertically.





## REGIONAL CLUSTERS IMAGES

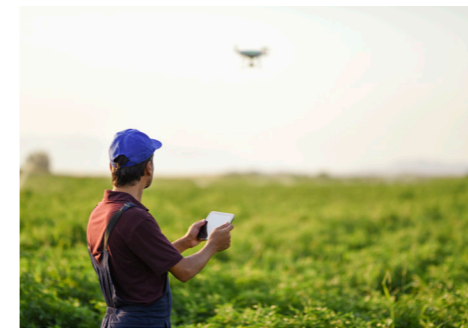
A special focus will be given to real pictures stemming from the Regional Clusters including Digital Innovation Hubs, Innovation experiments and from farmers. These will be added to the image gallery as the project unfolds.

In addition, I-stock campaign images might be used to supplement the image bank of SAH. If this is the case the photographs may be used freely on all expressions of the SmartAgriHubs regional clusters. Campaign photos may not be used by third parties, even if the source is mentioned

### Regional Clusters images

The SmartAgriHubs images content:

- Real people in their work space
- Different angles than a straight forward level angle
- European landscape and people
- People are working, busy on a nice project, not overly 'posed'
- Fresh real image, no filter
- The subject of the image is in focus
- Innovation and/or technology is visible



### Example illustrative elements Region Clusters

A close-up of the map of a specific region can be used as an illustrative element in the background.





## POWER POINT

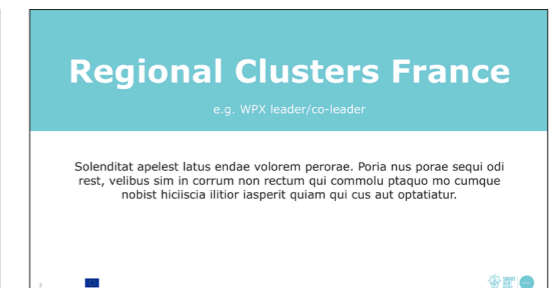
We use PowerPoint to create presentations. The slide deck, with a few slides explaining the project, may be used for both formal and informal gatherings. The PowerPoint template includes a background colour, a standard font, and a choice of several slide layouts in the colour of the regional cluster.

### Powerpoint template

The PowerPoint template is available in a 16x9 widescreen version. The template contains several layout and content functions and starts with a logo animation. This power point template is dedicated uniquely to the Regional Clusters. The design follows the same colour code and visual image of the Regional Clusters logo/identity.

#### Powerpoint example, Regional Clusters France

Different layouts for text and images are available in the template. Also, the size and placement of the font 'Verdana' is pre-set.





## EMAIL SIGNATURE

Partners associated with the regional clusters can set up an email signature within the SmartAgriHubs visual identity.

### Email signature

#### Use the following text elements

- Always finish your email with 'Kind regards' in the language in which the email is written.
- Fully write your first name and last name. Don't use your initials.
- Always mention your job title, Business Unit/ department, the trade name of your organisation and your email address.
- Only write the actual web address: [smartagrihubs.eu](https://smartagrihubs.eu)

#### 1. Name

Font: Verdana Bold  
Colour: black  
Size: 11 pt

#### 2. Job title

Font: Verdana Regular  
Colour: black  
Size: 11 pt

#### 3. Business Unit / department

Font: Verdana Regular  
Colour: black  
Size: 11 pt

#### 4. Smart Agri Hubs Regio

Font: Verdana Bold (All caps)  
Colour: Regio collar (RGB)  
Size: 11 pt

#### 5. Website (link)/ phone number

Font: Verdana Regular  
Colour: black  
Size: 11 pt

#### Email signature example, Regional Clusters South-East Europe

Kind regards,

1. Firstname Lastname
2. Job title
3. Business unit / department / organisation
4. **SMART AGR HUBS | South-East Europe**
5. XXXX@smartagrihubs.eu  
+00 (0)00 000 00 00



#### CONTACT

[communications@smartagrihubs.eu](mailto:communications@smartagrihubs.eu)

SmartAgriHubs has received funding from the European Union.  
Visit [smartagrihubs.eu](http://smartagrihubs.eu) for more information about the project.



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