



# Dissemination, Exploitation and Communication Plan on EU and National Levels – first revision

## Deliverable 8.6

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## List of Abbreviations

<b>CFD</b>	Climate Farm Demo
<b>CS</b>	Climate Smart
<b>CSF</b>	Climate Smart Farming
<b>CFA</b>	Climate Farm Advisor
<b>NC</b>	National Coordinator
<b>PDF</b>	Pilot Demo Farmer
<b>WP</b>	Work Package
<b>AKIS</b>	Agriculture Knowledge and Innovation Systems
<b>CS-AKIS</b>	Climate Smart AKIS
<b>PIPs</b>	Project, Flagship Initiatives and Policy Makers
<b>DEC</b>	Dissemination, Exploitation and Communication
<b>D&amp;C</b>	Dissemination and Communication
<b>KE</b>	Knowledge Exchange
<b>AMM</b>	Adaptation and Mitigation Measures
<b>LL</b>	Living Lab
<b>MRV</b>	Monitoring Reporting and Verification
<b>CSA</b>	ClimateSmartAdvisors
<b>PA</b>	Practice Abstract
<b>TL</b>	Thematic Leader
<b>TA</b>	Thematic Area

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# Abstract

Deliverable 8.6 presents the first revision of the project's Dissemination, Exploitation, and Communication (DEC) Plan at both European and national levels. This report captures key achievements to date, showcasing successful outreach initiatives, best practices, and areas requiring improvement. It details the DEC tools employed for targeted promotion, including templates, agendas, press releases, promotional materials, and website articles. Additionally, it outlines the DEC channels—website and back office, newsletters, and social media platforms (X, LinkedIn, Facebook, WhatsApp and YouTube)—while introducing a forward-looking social media strategy supported by quantitative results and key performance indicators (KPIs).

A dedicated national DEC plan is also presented, informed by insights from the latest Dynamic Action Plan and stakeholder surveys. This section integrates lessons learned from past activities to refine future approaches, ensuring continuous improvement in engagement and impact. The report further introduces the first draft of the exploitation strategy, which defines three Key Exploitable Results (KERs) and provides a structured roadmap for their further development and application.

A strong focus on lessons learned and next steps underpins this approach to ensure that dissemination and exploitation efforts remain adaptive, evidence-based, and results-driven. By systematically analyzing successes and identifying gaps, the DEC strategy is continuously refined to maximize outreach, stakeholder engagement, and long-term project impact. The document concludes with annexes containing supporting materials, ensuring transparency and accessibility for all relevant stakeholders.

## Chapter 1

# Introduction

## 1.1 Purpose and Scope of This Document

This Dissemination, Exploitation, and Communication (DEC) Plan serves as an updated roadmap for guiding all communication, outreach, and stakeholder engagement activities within the Climate Farm Demo (CFD) project. Compared to the previous version of the DEC Plan, this edition reflects the substantial progress made in the past year, ensuring that newly acquired insights, activities, and best practices are fully integrated. Specifically, it addresses:

- **Progress and Innovations:** Incorporating key achievements and new methods for engaging Pilot Demo Farmers (PDFs) and other stakeholders since the last DEC Plan.
- **Strategic Alignments:** Providing refined strategies that align with ongoing project developments, sister projects, and stakeholder feedback.
- **Enhanced Guidance:** Offering updated methodologies for dissemination, exploitation, and communication efforts, accommodating lessons learned and newly identified challenges.

The scope of this deliverable includes all relevant DEC-related activities at both the European and national levels. It outlines the specific objectives, targets, and tools that will be used to inform and engage key audiences such as farmers, advisors, researchers, policymakers, industry actors, and the general public.

## 1.2 Document Structure

This revised plan is organized into chapters that build on previously established DEC frameworks while highlighting the latest additions and improvements:

- **Chapter 1: Purpose and Scope of the Document, and Document Structure**  
Provides a concise overview of the document's objectives, clarifies its scope, and details the document's organization. It also clarifies the major updates introduced in this new version of the DEC Plan.
- **Chapter 2: Key Achievements**  
Summarizes the significant achievements attained since the last DEC Plan. It covers quantifiable results, stakeholder engagement milestones, lessons learned, success stories, as well as ongoing challenges. This chapter also outlines what is planned for the upcoming period, ensuring continuous improvement and adaptability of DEC activities.
- **Chapter 3: Dissemination, Exploitation, and Communication Tools and Channels**  
Detailed description of project tools and outreach platforms, including updates on social media strategies, newsletters, YouTube content, and the new Farming for Climate platform (jointly developed with sister projects).
- **Chapter 4: National DEC Plans and Coordination**  
Deep dives into national-level DEC efforts and updates from National Coordinators (NCs), reflecting country-specific insights and action plans.
- **Chapter 5: Exploitation Strategy**  
Evolving approaches for sustaining project outputs and maximizing project results' uptake beyond the project timeline, including Key Exploitable Results (KERs), capacity-building resources, and future integration with EU-level platforms.
- **Annexes and Supporting Documents**

- Contains supplementary information such as survey templates, data collection tools, progress dashboards, and other technical resources.

With these chapters, the document offers a clear, forward-looking framework that consolidates the latest best practices, addresses new challenges, and drives more efficient, targeted dissemination, exploitation, and communication efforts.

## Chapter 2

# Key DEC Achievements

## 2.1 Introduction

This chapter presents an overview of the key achievements of the CFD project in the areas of dissemination, exploitation, and communication (DEC). It provides an analysis of quantifiable results, stakeholder engagement, lessons learned, success stories, and challenges encountered, while also outlining improvements planned for the upcoming period.

Over the past year, significant progress has been made in engaging farmers, advisors, researchers, and policymakers across Europe, facilitating KE on climate-smart farming (CSF) solutions. This report highlights the effectiveness of various DEC activities and presents strategies to further enhance the reach and impact of CFD's dissemination efforts.

## 2.2 Quantifiable Results

The effectiveness of CFD's DEC strategy is evident in the substantial engagement achieved through digital platforms, events, and multi-channel communication efforts. The following key performance indicators (KPIs) illustrate the project's impact:

- **Total Stakeholders Reached:** 837,113 across 13 countries, marking a significant increase from previous reporting periods.
- **Newsletter Recipients:** 649,760 stakeholders, making newsletters the highest-reaching communication tool within the project.
- **Social Media Engagement:** 34,052 impressions recorded in 2024, a significant increase from 7,125 in the previous period.
- **Website Traffic:** 19,650 recorded visits, reflecting the growing interest in online resources related to climate-smart farming.
- **Farm Demonstration Events Registration:** Over 500+ events registered in the back office.
- **YouTube Engagement:** The FarmDemo YouTube channel has recorded over 80,000 views, showcasing practical CSF demonstrations.
- **LinkedIn Growth:** The CFD LinkedIn community has reached 1,348 followers, with over 115,000 impressions recorded, surpassing engagement levels on other platforms.
- **Website Expansion:** The project's official website continues to serve as a central hub for information, updates, and KE among stakeholders.

## 2.3 Stakeholder and Multi-channel Engagement

A fundamental objective of the DEC strategy is to create a collaborative network among farmers, advisors, policymakers, researchers, and industry stakeholders. Over the past year, various efforts have been made to enhance stakeholder participation and engagement.

NCs have played a pivotal role in tailoring communication strategies to local audiences, ensuring that DEC activities are effectively adapted to specific regional contexts. The integration of Dynamic Action Plans (DAPs) has facilitated more structured planning and execution of dissemination efforts at the national level.

CFD's outreach strategy has effectively combined multiple channels to engage diverse stakeholders, ensuring that climate-smart farming knowledge is disseminated widely, allowing different stakeholder groups to access valuable insights and participate in knowledge-sharing initiatives:

- **Traditional media outreach:** Use of newsletters and direct engagement through advisors has enhanced project visibility.
- **Digital and social media platforms:** LinkedIn, YouTube, and newsletters have proven highly effective, with growing engagement.
- **Cross-Project Collaboration:** CFD has strengthened collaboration with sister projects such as ClimateSmartAdvisors (CSA), expanding the reach of its communication efforts.

## 2.4 Lessons Learned and Success Stories

As part of its continuous improvement strategy several key lessons from the past year's national DEC activities have been identified:

- **Importance of Localized Communication**  
One of the most significant findings is that localized communication strategies yield better engagement. NCs who adapted content to their local languages and cultural contexts reported higher participation rates among farmers and advisors.
- **Need for a Diverse Communication Approach**  
Countries that relied on only one or two communication channels (e.g., newsletters or social media alone) saw lower engagement compared to those that diversified their outreach through a mix of newsletters, social media, live events, and direct communication with advisors.
- **Monitoring and Evaluation Gaps**  
Some countries faced challenges in systematically tracking and reporting the impact of their dissemination activities. Establishing standardized reporting templates and providing additional training for NCs on data collection and analysis will be a priority moving forward.

Moreover, several DEC-related project initiatives have surpassed expectations, demonstrating high levels of engagement and effectiveness:

- **LinkedIn's Strong Performance**
  - LinkedIn has proven to be the most effective platform for engaging professionals in climate-smart agriculture, with over 115,000 impressions recorded.
  - The Annual Meeting coverage and video testimonials showcasing stakeholder experiences received significant interaction.
- **YouTube as a Learning Hub**
  - The FarmDemo YouTube channel has reached 80,000+ views, providing valuable climate-smart farming content for farmers and advisors.
  - Field demonstration videos have been particularly well-received, reinforcing the importance of visual learning materials.
- **Newsletter Engagement**
  - Newsletters continue to be the most effective communication tool, significantly outperforming other dissemination channels.
  - Feedback from stakeholders indicates that newsletters provide a clear and concise way to stay informed on CFD activities and best practices.



## 2.5 Planned Improvements for the Upcoming Period

To address existing challenges and build upon previous successes, several strategic initiatives will be introduced in the next phase of the DEC Plan:

- **Interactive Facebook Group:**
  - Transition from a static Facebook page to an interactive community platform where farmers and advisors can share experiences and best practices.
- **Quarterly Newsletter for PDFs:**
  - A specialized newsletter tailored to PDFs and advisors, delivering localized and practical insights on CSF implementation.
- **Expansion of Video Content:**
  - Production of localized farm demonstration videos with subtitles, ensuring accessibility for a wider audience.
- **Refinement of Social Media Strategy:**
  - A new Instagram channel (Q4 2025) will target younger farmers and agricultural professionals, as well as students, and the general public.
  - Greater focus on improving Facebook and X engagement through more interactive content.
- **Enhanced Coordination with NCs:**
  - A new tracking system will be implemented to improve monitoring and impact assessment of DEC activities.
- **New website sections** targeting specifically farmers and advisors.

By implementing these initiatives, CFD aims to enhance stakeholder engagement, improve knowledge dissemination, and drive the adoption of climate-smart farming solutions across Europe.

## 2.6 Target Groups and DEC Focus Areas for the Upcoming Period

Target Group	Key DEC Activities to Date	Focus for the Upcoming Period
<b>Pilot Demo Farmers (PDFs)</b>	<ul style="list-style-type: none"> <li>- Engagement through farm demo events.</li> <li>- Dissemination of promotional materials and templates.</li> <li>- Engagement through website and newsletters.</li> <li>- Use of social media and YouTube for knowledge sharing.</li> <li>- Promotion of Climate-Smart practices.</li> </ul>	<ul style="list-style-type: none"> <li>- Quarterly Farmer Newsletter to provide climate-smart practices and updates.</li> <li>- Expansion of Farm Demo Video Library with localized, subtitled content.</li> <li>- Interactive Facebook Group for peer-to-peer learning and experience sharing.</li> <li>- More engagement in field demonstrations and hands-on workshops.</li> </ul>

<b>Climate Farm Advisors (CFAs)</b>	<ul style="list-style-type: none"> <li>- Direct involvement in training activities and capacity-building initiatives.</li> <li>- Farm demo events.</li> <li>- Engagement via LinkedIn and newsletters.</li> <li>- Development of training toolkits for CFAs.</li> </ul>	<ul style="list-style-type: none"> <li>- Enhanced training resources on farm advisory services related to CSF.</li> <li>- Providing best practice guides on integrating CSF into advisory frameworks.</li> <li>- Increased participation in Thematic Events &amp; Webinars for knowledge exchange.</li> <li>- Strengthening advisory networks through structured knowledge-sharing initiatives.</li> </ul>
<b>Other farmers</b>	<ul style="list-style-type: none"> <li>- Involvement through visiting farm demo events in their countries.</li> <li>- Social media.</li> <li>- Project website.</li> </ul>	<ul style="list-style-type: none"> <li>- Quarterly Farmer Newsletter to provide climate-smart practices and updates.</li> <li>- Expansion of Farm Demo Video Library with localized, subtitled content.</li> <li>- Interactive Facebook Group for peer-to-peer learning and experience sharing.</li> </ul>
<b>Economic Actors of the Supply Chains</b>	<ul style="list-style-type: none"> <li>- Limited engagement to date.</li> <li>- Initial discussions with some agribusiness stakeholders at the conferences.</li> <li>- Dissemination of promotional material, presentations.</li> </ul>	<ul style="list-style-type: none"> <li>- Strengthen engagement with agribusinesses and value chain actors on sustainability topics.</li> <li>- Develop targeted outreach materials (e.g., market benefits of CSF adoption).</li> <li>- Highlighting case studies showcasing economic benefits of sustainable farming.</li> </ul>
<b>Research &amp; Education</b>	<ul style="list-style-type: none"> <li>- Engagement via project website, LinkedIn and newsletters.</li> <li>- Development of scientific knowledge outputs on climate-smart farming.</li> </ul>	<ul style="list-style-type: none"> <li>- Increasing academic publications and data-sharing.</li> <li>- Development of a structured knowledge repository linked to the Farming for Climate Platform.</li> <li>- Usage of Practice Abstracts (PAs) and case studies for educational curricula.</li> <li>- Expanding collaboration with agricultural universities for knowledge transfer. (later in the project)</li> <li>- Use of data for policy recommendations (starting from year 3)</li> </ul>
<b>EIP-AGRI Service Point &amp; EU CAP Networks</b>	<ul style="list-style-type: none"> <li>- Contribution of project insights to CAP-related activities. (CFD will be featured in Agrinnovation magazine launched in May 2025)</li> <li>- Participation and project presentation at EU CAP Network's workshops.</li> </ul>	<ul style="list-style-type: none"> <li>- Closer integration with EU-FarmBook for long-term sustainability of project results. (through Farming for Climate platform)</li> <li>- Policy briefs summarizing key findings for CAP implementation.</li> <li>- Strengthened collaboration with EIP-AGRI and advisory networks to facilitate adoption of best practices.</li> </ul>
<b>Agricultural Knowledge and Innovation Systems (AKIS) Actors</b>	<ul style="list-style-type: none"> <li>- Engagement with AKIS networks via Living Labs and thematic events.</li> <li>- Some collaboration in knowledge exchange activities.</li> </ul>	<ul style="list-style-type: none"> <li>- Further integrate AKIS actors into Living Labs and Thematic Events.</li> <li>- Usage of Farming for Climate platform.</li> <li>- Facilitate cross-learning between advisors, researchers, and farmers through structured interactions.</li> </ul>
<b>Projects, Flagship Initiatives &amp; Policy Makers (PIPs)</b>	<ul style="list-style-type: none"> <li>- Initial collaboration with sister projects such as ClimateSmartAdvisors and ClieNFarms.</li> <li>- Limited structured knowledge exchange to date (starting from year 3)</li> </ul>	<ul style="list-style-type: none"> <li>- Expand collaboration with Horizon Europe and EU-funded projects to ensure synergy (WP7, with support from WP8 in terms of DEC)</li> <li>- Strengthen participation in joint webinars and shared knowledge repositories.</li> <li>- Cross-project learning workshops to maximize impact and avoid duplication of efforts.</li> </ul>

<b>Policy Makers</b>	<ul style="list-style-type: none"> <li>- Engagement at EU and national levels through thematic reports and recommendations.</li> <li>- Dissemination of knowledge on CSF adoption.</li> </ul>	<ul style="list-style-type: none"> <li>- Increased policy dialogue with national and regional authorities. - Expansion of policy briefs and evidence-based recommendations for CAP reforms. - Strengthening dissemination through stakeholder engagement workshops.</li> </ul>
<b>Consumers &amp; Citizens</b>	<ul style="list-style-type: none"> <li>- Limited engagement to date, mostly through awareness campaigns on social media and website.</li> </ul>	<ul style="list-style-type: none"> <li>- Strengthening the consumer education component by showcasing the benefits of climate-smart agriculture.</li> <li>- Integration of CSF success stories into public-facing campaigns.</li> <li>- Use of social media storytelling and video content to engage broader audiences.</li> </ul>

*Table 1: Target Groups and DEC Focus Areas for the Upcoming Period*

## Chapter 3

# Dissemination, Exploitation, and Communication Tools

## 3.1 Promotional Material

To enhance the visibility of CFD and support dissemination efforts at both national and EU levels, promotional materials have been designed in both print and digital formats. These materials include two versions of roll-up banners, a flyer, and a poster, all crafted to effectively communicate the project's objectives, key messages, and engagement opportunities. Additionally, two versions of the CFD flag have been created, specifically intended for use at farm demonstration events. These flags, along with other promotional materials, help establish a strong project presence at on-site activities, making CFD easily recognizable and visually appealing to participants.

Beyond farm demo events, these promotional materials are also providing strong branding at major conferences, fairs, and industry gatherings, ensuring that CFD is visibly represented in key agricultural and climate-related discussions. A recognizable visual identity at high-profile events is essential for attracting new stakeholders, fostering collaborations, and reinforcing the project's credibility within the agricultural community, research institutions, and policy circles. Recognizing the need for multilingual accessibility, these promotional materials have been translated into various languages upon request by NCs. The digital versions of these materials are also available for partners to download and customize, allowing for flexibility in dissemination through websites, newsletters, and social media channels. These efforts have significantly enhanced outreach at both national and international levels, strengthening engagement with key stakeholders and ensuring broad visibility for the project.

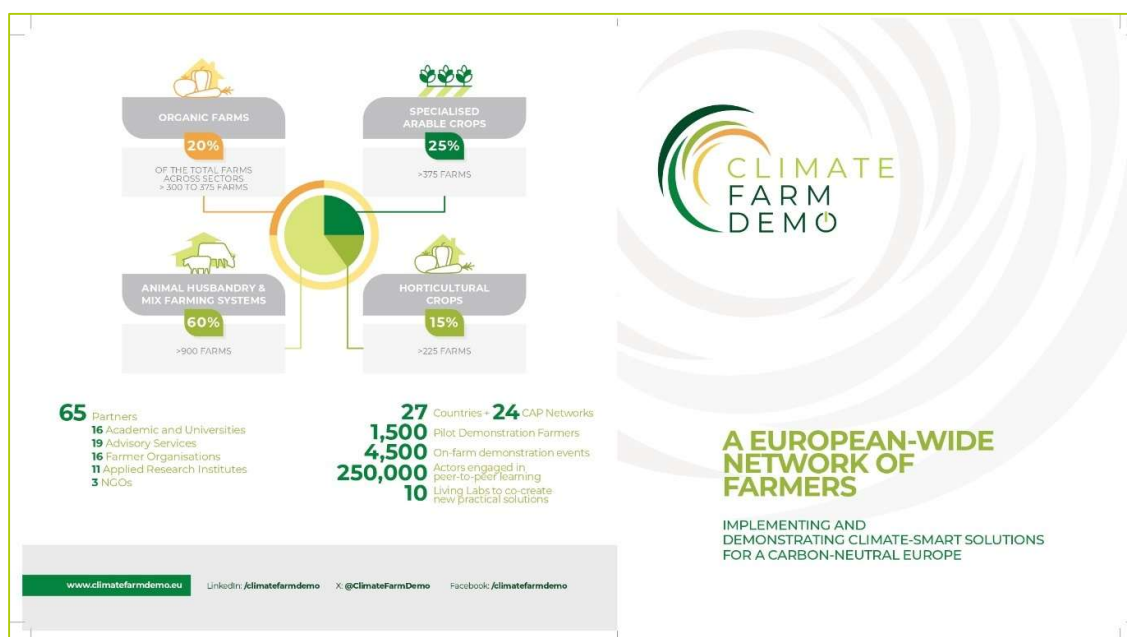






Figure 3: Climate Farm Demo Flag - 2 versions





Figure 4: Climate Farm Demo Rollup Banners - 2 versions

## 3.2 Icons

To maintain consistent project branding and enhance the visual appeal of presentations and communication materials, a set of custom-designed icons has been produced for widespread use across presentations, reports, social media, and other visuals. These icons serve as recognizable visual elements that help convey key concepts within the CFD project, ensuring a cohesive and professional identity. A total of 12 icons have been designed for the Adaptation & Mitigation Thematic Areas, (TAs) visually representing core sustainability and climate-smart farming topics. Additionally, seven icons were developed for Thematic Sectors, providing a structured and easily identifiable way to categorize project-related activities and focus areas.

Beyond TAs and sectors, a set of specialized icons was also created to represent essential roles within the project, such as NC, PDF, Lighthouse Farm, and other key stakeholders. To ensure maximum flexibility and usability, all icons are designed in the official project colors and are available in two versions: one with text labels and one without, allowing for adaptable use depending on the communication format. As the project evolves, new icons will be developed as needed to support



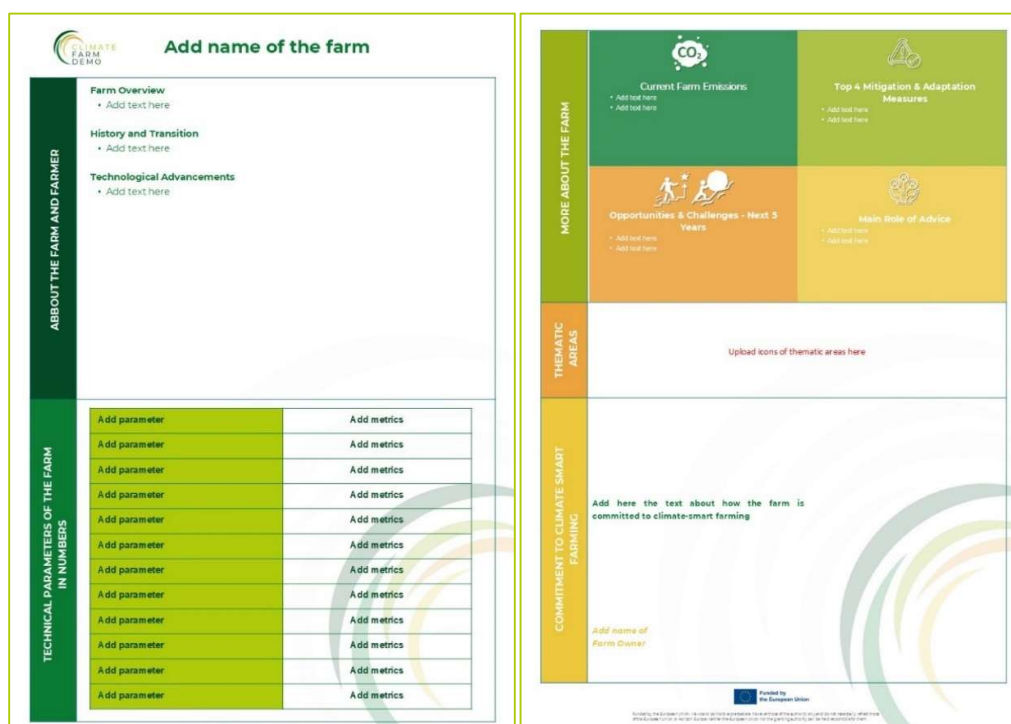
emerging topics or roles, ensuring that all visual materials remain clear, engaging, and aligned with the CFD identity.

All icons are presented in [Annex 7.5](#) of this document.

## 3.3 Farm Demo Sheets Template

To further enhance the visibility and consistency of CFD activities, WP8 has developed branded Farm Demo Sheets, designed as editable templates that showcase key information about each participating farm. These sheets serve as a structured communication tool, ensuring that every farm demonstration event presents clear, comprehensive, and visually appealing information. Each sheet includes sections such as details about the farm and the farmer, highlighting technological advancements and innovative practices implemented on-site. Additionally, they provide farm parameters in numbers, current farm emissions, and the role of advisory services, offering valuable insights into the farm's sustainability journey.

A core feature of the Farm Demo Sheets is the focus on Adaptation and Mitigation Measures (AMMs), where each sheet highlights the top AMMs being implemented, (up to four AMMs) along with plans for the next five years to further integrate Climate-Smart Farming practices. The sheets also include a breakdown of the TA present on the farm, a dedicated space for a quote reflecting the farmer's commitment to climate-smart agriculture, and photos of the farm, making the material engaging and relatable. By following a consistent template, these sheets serve as branded promotional material for each farm, enhancing communication and providing structured information during demonstration events. This approach ensures that attendees, whether farmers, advisors, policymakers, or researchers, can easily access key insights and better understand the role of innovation and sustainability in each demonstration farm.



The template consists of two main sheets. The left sheet is titled 'Add name of the farm' and features a vertical green bar on the left with the text 'ABOUT THE FARM AND FARMER' and 'TECHNICAL PARAMETERS OF THE FARM IN NUMBERS'. The right sheet is titled 'MORE ABOUT THE FARM' and features a vertical green bar on the left with the text 'THEMATIC AREAS' and 'COMMITMENT TO CLIMATE SMART FARMING'.

**Left Sheet: Add name of the farm**

- ABOUT THE FARM AND FARMER**
  - Farm Overview**
    - Add text here
  - History and Transition**
    - Add text here
  - Technological Advancements**
    - Add text here
- TECHNICAL PARAMETERS OF THE FARM IN NUMBERS**

Add parameter	Add metrics
Add parameter	Add metrics
Add parameter	Add metrics
Add parameter	Add metrics
Add parameter	Add metrics
Add parameter	Add metrics
Add parameter	Add metrics
Add parameter	Add metrics
Add parameter	Add metrics
Add parameter	Add metrics
Add parameter	Add metrics
Add parameter	Add metrics

**Right Sheet: MORE ABOUT THE FARM**

- THEMATIC AREAS**
  - Upload icons of thematic areas here
- COMMITMENT TO CLIMATE SMART FARMING**
  - Add here the text about how the farm is committed to climate-smart farming
  - Add name of Farm Owner

**Top Section: Add name of the farm**

- Current Farm Emissions**
  - Add text here
  - Add text here
- Top 4 Mitigation & Adaptation Measures**
  - Add text here
  - Add text here
- Opportunities & Challenges - Next 5 Years**
  - Add text here
  - Add text here
- Main Role of Advice**
  - Add text here
  - Add text here

**Footer:** Funded by the European Union

Figure 5: Farm Demo Sheets Template

## 3.4 Farm Demo Poster Template

In addition to farm demo sheets template, WP8 created an editable Farm Demo Poster template, a key visual communication tool designed for use at Farm Demo events to provide structured and consistent information about each Pilot Demo Farm. It presents essential farm details in a standardized format, ensuring that farm event attendees, including farmers, advisors, policymakers, and researchers, can quickly understand the farm's role in climate-smart agriculture.

The poster includes general farm information, such as farm and farmer name, production system, type of production, utilized agricultural area, soil type, and climate parameters like average annual rainfall. A dedicated emissions section highlights key sustainability metrics, including total emissions, offset emissions, and overall carbon balance in tons of CO<sub>2</sub>e per year. It also presents emissions per hectare and per unit of product, along with a detailed breakdown by scope (Scope 1, Scope 2, Scope 3) and greenhouse gas type (CO<sub>2</sub>, CH<sub>4</sub>, N<sub>2</sub>O).

Additionally, the Adaptation & Mitigation Plans (AMPs) section showcases the farm's top climate-smart practices, including planned actions, progress indicators, and implementation periods, ensuring that visitors can see how the farm is actively working toward sustainability. The poster also features a section highlighting AMMs already implemented on the farm, with a coded classification system and descriptions. By using this poster at every Farm Demo event, the project enhances communication, KE, and stakeholder engagement, ensuring that all visitors receive clear, data-driven insights into the farm's sustainability journey.



**NAME OF THE FARM**

**General Farm Information:**

- Farm's name: Add text
- Farmer's name: Add text
- Production system: Add text
- Type of production: Add text
- Utilized agricultural area: Add text
- Soil type: Add text
- Average annual rain: Add text
- Number of X: Add text

**Emissions:**

- X tons CO<sub>2</sub>e per year
- Offset:** X tons CO<sub>2</sub>e per year
- Carbon Balance:** X tons CO<sub>2</sub>e per year

**EMISSIONS/hectare:** X kg CO<sub>2</sub> eq./hectare/year

**EMISSIONS/amount of product:** X kg CO<sub>2</sub> eq./kg of product

**Emissions by Scope & Greenhouse Gas**

Emissions	Emissions by Scope			Outside of Scope	Emissions by Scope			Total
	Scope 1	Scope 2	Scope 3		CO <sub>2</sub>	CH <sub>4</sub>	N <sub>2</sub> O	
Add text								

**Adaptation & Mitigation Plans**

Climate adaptation and mitigation measures	Planned action	Progress indicators	Implementation period
Add text			

**AMP already present on the farm**

AMP No.	Code measure	Description
AMMS No. 1	Add number	Add text
AMMS No. 2	Add number	Add text

*Figure 6: Farm Demo Poster Template*

## 3.5 Thematic Events Agendas Template

WP8 is working closely with WP1 to enhance and further promote Thematic/Sector Events, with a strong focus on KE Weeks, ensuring their visibility, consistency, and alignment with project branding. To support this effort, two versions of a standardized Thematic/Sector Events agenda template have been developed: one for joint Thematic Events with the ClimateSmartAdvisors (CSA) project and one exclusively for CFD. These templates provide a professional and cohesive structure for all Thematic/Sector Leaders (TLs) to use, ensuring that event agendas are visually aligned, well-organized, and easy to follow. By reinforcing branding and consistency across all Thematic/Sector Events, this initiative strengthens engagement, KE, and the overall impact of CFD's dissemination activities.

Agendas templates are presented in [Annexes Section 7.3](#) of this document.

## 3.6 Press Releases and Website Articles

A total of 20 press releases will be produced by the end of the CFD project to ensure broad outreach and visibility. So far, a general press release was issued at the beginning of the project, providing an overview of its objectives and impact. Additionally, one press release was co-created with WP3, focusing on the promotion of farm demo events, while another was specifically tailored for the EU CAP Network in 2025.

Alongside press releases, website articles play a crucial role in dissemination, particularly those dedicated to farm demo activities. These articles highlight on-the-ground experiences, KE, and best practices from demonstration events, with a special focus on featuring PDFs. So far, farm demos in the UK, Ireland, Portugal, Hungary, and Slovenia have been covered, and this initiative will continue with monthly updates to showcase more demonstration farms across Europe.

Beyond farm demo coverage, the website also features articles on key project activities, such as takeaways from Annual Meetings, participation in conferences and fairs, and other relevant updates. Since November 2024, a dedicated initiative has been launched to feature one Living Lab (LL) per month, providing deeper insights into innovation and experimentation in climate-smart farming. Moving forward, the focus will be on intensifying the number of website articles, particularly those targeting farmers, ensuring that practical knowledge and best practices are widely shared. The website's built-in translation feature allows all articles to be accessed in all project languages, (see [Appendixes Section 7.6](#)) making content easily available across diverse regions. Additionally, cross-promotion on social media is actively conducted to further amplify the reach and impact of these articles and allow for sharing among national networks.

## Chapter 4

# Dissemination, Exploitation, and Communication Channels

## 4.1 Website

The CFD website ([Climate Farm Demo](#)) serves as the central hub for all information related to the project, providing an overview of its objectives, methodology, and expected impact. Visitors can gain insight into how the project is structured, its focus on Climate Smart Farming (CSF), and the multi-actor approach that involves farmers, advisors, and policymakers across 27 countries. The website also presents details on the project's main components, including the network of 1,500 Pilot Demo Farms, TAs, LLs, and knowledge-sharing activities. This section ensures that all stakeholders, from farmers to decision-makers, understand the project's purpose and how they can engage with its activities and resources.

To ensure broad accessibility, the website includes a built-in translation feature that allows everything to be translated into all project languages. (see [Appendixes Section 7.6](#)) This functionality is crucial for engaging farmers and advisors across diverse regions, ensuring that language barriers do not limit participation in CFD activities. Additionally, cross-promotion on social media enhances the website's reach, ensuring that key updates and resources are widely disseminated across different digital platforms.

To maximize the reach and impact of the content published on the website, all key updates, articles, resources, and events are strategically aligned for cross-platform sharing. This ensures that information is not only available on the website but also amplified through social media channels and newsletters, reaching a broader audience, including farmers, advisors, policymakers, and others. By integrating website content into multi-channel dissemination strategies, CFD enhances engagement, visibility, and accessibility, ensuring that project insights, farm demo activities, and knowledge resources are effectively communicated to all relevant stakeholders across different digital platforms.

The website includes several functionalities designed to curate and present content specifically tailored to each target audience, with a particular focus on farmers and advisors, ensuring that they can easily access relevant knowledge, training materials, and practical demonstrations to support their transition to climate-smart farming.

### 4.1.1 Pilot Demo Farms Map

One of the key features of the website is the repository of all Pilot Demo Farms (PDFs), which can be viewed either as an interactive map or as a list of all farms across Europe. To facilitate easier navigation, the repository includes filtering options that allow users to search for farms based on country, farm type, thematic interest, and other relevant criteria. Each farm is clickable, providing detailed information about its location, practices, and role in climate-smart farming. This feature enhances KE by enabling farmers, advisors, and researchers to connect, learn from each other, and explore best practices in different regions. By offering both map-based and list-based navigation, this tool serves as a valuable networking and learning resource, helping visitors understand the geographical distribution and diversity of farm demonstration activities.

### 4.1.2 Events Calendar

The website hosts a detailed events calendar, which serves as a centralized platform for all CFD-related events. The calendar is color-coded to distinguish between different types of events:

- Farm Demo Events

- National Annual Meetings
- Thematic/Sector Events

Additionally, the calendar includes a filtering tool, allowing users to search for events based on type, country, and date, making it easier to find relevant activities. The structured event organization ensures that stakeholders can plan their participation efficiently and stay updated on key meetings, workshops, and field demonstrations.

#### 4.1.3 Resources

The website features a Resources Section, which includes a Knowledge Repository designed to provide valuable literature and tools for farmers, advisors, and researchers. For the time being, within this repository, users can access a literature-based library of climate-smart tools, offering a collection of scientific "carbon assessment tools" to support the adoption of climate-smart farming practices. Additionally, the FarmDemo Training Kit, produced by NEFERTITI H2020 project, is available, providing structured materials to help advisors and farmers organize and enhance farm demonstration events.

Also, a Related Projects section will be launched in Year 3 and developed throughout the project, featuring links to all Horizon Europe and EU-funded projects in synergy with Climate Farm Demo, fostering greater knowledge exchange and collaboration.

#### 4.1.4 Practice Abstracts (PAs) Section

A dedicated PAs section will be developed after Month 30 (M30) of the project, once the first batch of 100 PAs has been submitted. This section will serve as a structured collection of concise, practical knowledge summaries, allowing stakeholders to quickly access key takeaways from research, demonstrations, and case studies. To enhance visibility, accessibility, and dissemination, instead of uploading PDF versions of PAs, the content will be directly integrated into the website in an interactive and user-friendly format.

When visitors enter the PA section, they will first see five color-coded tabs, each representing a specific category:

- Adaptation & Mitigation Measures
- Pilot Demo Farms
- Living Labs
- Rewarding Mechanisms & MRV Tools
- Cross-Cutting Topics

These tabs will serve as the main navigation feature, ensuring a clear and structured user experience. After clicking on a category, visitors will see a list of relevant PAs displayed within that section, making it easy to explore climate-smart farming solutions by topic. By integrating the content as searchable text instead of PDF formats, this approach ensures that PAs can be automatically translated into all project languages, significantly improving accessibility for a diverse audience. Additionally, the filtering functionality will streamline navigation, allowing users to quickly find relevant information without scrolling through long documents. This innovative design approach enhances the usability and coordination of 300 PAs, ensuring effective knowledge sharing and dissemination across different stakeholder groups.

#### 4.1.5 Thematic Areas

The TAs section of the website currently serves as a dedicated space featuring the 12 Adaptation & Mitigation Thematic and 7 Sectors, providing structured information on key focus areas within CFD. Starting in Month 30 (M30), this section will be further developed, with primary emphasis on serving target groups, particularly farmers and advisors. The goal is to enhance accessibility and usability, ensuring that the information provided is practical, engaging, and directly relevant to those implementing climate-smart farming practices.

To support this development, WP8 has gathered information and photos from Thematic/Sector leaders, which will be integrated into the updated version of the webpage, featuring each Thematic/Sector leader. Additionally, this section will feature a dedicated playlist from the FarmDemo YouTube channel, showcasing thematic webinars to provide on-demand learning resources for stakeholders. As the project progresses, the Thematic/Sector section will be continuously updated, evolving to include new materials, case studies, practical tools, and relevant insights. This flexible and dynamic approach ensures that the webpage remains a valuable and up-to-date resource that reflects the latest developments and knowledge in climate-smart agriculture.

#### 4.1.6 Living Labs

The Living Lab (LL) section of the website showcases all 10 LLs, providing detailed insights into each LL's focus, facilitating partners, key challenges, CSF solutions being tested, and the partners involved. This dedicated space allows stakeholders to explore how innovative solutions are being co-created and tested in real farm environments. To further increase visibility, this page is actively promoted through social media and newsletters, with one LL highlighted each month. This ongoing promotion ensures that the work, progress, and impact of each LL are continuously shared with a broad audience, fostering KE and engagement across the CFD network.

#### 4.1.7 Updates

The Updates section of the website serves as a central hub for project communication, ensuring that stakeholders stay informed about the latest developments in CFD. It consists of three key components:

- **News Articles** – Regularly published articles covering project updates, farm demo events, success stories, and key insights from PDFs, advisors, and researchers.
- **Webinars** – A dedicated section (under development) that will be directly connected to the FarmDemo YouTube channel, providing easy access to past and upcoming webinars to maximize reach and engagement.
- **External Newsletters** – All published external newsletters are available on the website, allowing visitors to sign up and stay updated on project news, events, and dissemination activities.

By integrating these elements, the Updates section ensures that CFD's key messages are widely accessible, engaging, and regularly shared with its target audiences.

#### 4.1.8 Backoffice

A dedicated Backoffice is being developed as an internal, non-public platform to support stakeholders directly involved in CFD activities. To ensure data security and privacy, access to the Backoffice must be specifically granted to users.



A Charter of Good Practices for Backoffice Data Protection has been developed: it outlines the rights and responsibilities of all individuals and organizations accessing the Backoffice, which stores sensitive personal, financial, and technical data. This Charter aims to ensure protection, ethical use, and legal compliance in handling such data. Upon the first access to the Backoffice, a prompt message is displayed to the user, who must agree to comply with the Charter to proceed with the Backoffice.

This protected workspace includes key functionalities such as:

- **Adding and viewing farms** within the Pilot Demo Farm network.
- **Creating, registering, and viewing events**, ensuring systematic documentation and coordination of farm demo activities.
- **Adding and accessing knowledge objects**, including research outcomes, practical tools, and resources.
- **Monitoring Key Performance Indicators (KPIs)** to track project progress and measure impact effectively.
- **Adding and Accessing important project files**, such as Adaptation & Mitigation Plans (AMPs) and farm audits produced at PDF farms, guidelines, and practical tools.

By providing secure, restricted access, the Backoffice supports effective collaboration and ensures structured, confidential communication among project stakeholders.

#### 4.1.9 Website Metrics

The main objectives and results of website and backoffice are to enable all project related activities to be performed in the most efficient way, and ultimately achieve the overall project goals. Online infrastructure (website and backoffice), to date, enabled following:

- Registration of 1.548 demo farms on the platform in 26 countries
- Registration of 512 events in 26 countries (in progress)
- Registration of 130 knowledge objects, on the Knowledge Repository
- 33.700 website visits, by 25.800 unique visitors
- Publication of project content, news, social media posts and newsletters
- Upload of 985 audits and 836 plans in the backoffice (in progress).

#### 4.1.10 New Website Section to Support Farmers and Advisors

The new dedicated section of the website is being developed in close collaboration with WP3, ensuring that it is effectively structured and optimized to meet the needs of farmers and advisors. A working group is actively engaged in designing this section, focusing on time efficiency, content structure, strategy and accessibility, to create a platform that is both informative and user-friendly. This new page will serve as a central hub for farm demonstration events, providing practical insights and showcasing real-world applications of climate-smart farming. One key feature will be the "Success Stories" section, highlighting approximately 10% of the Pilot Demo Farms by the end of the project. These stories will be presented in an engaging and accessible format, using visual storytelling, testimonials, and practical insights to illustrate how climate-smart solutions have been successfully implemented across different regions. By featuring real-life experiences and tangible results, this section will serve as a valuable reference and source of inspiration for farmers and advisors considering similar approaches.

Another critical component will be the "How-To" section, designed as a practical learning space where farmers and advisors can access information on AMMs, tools, and best practices for transitioning to climate-smart agriculture. This section will include regularly updated guidelines, training materials, and



step-by-step resources, offering actionable insights to support farmers in implementing sustainable solutions. Additionally, it will serve as a resource hub for organizing farm demo events, providing clear guidance and materials to encourage KE peer-to-peer learning. The website is an ideal platform for this initiative, as it features built-in functionality for automatic translation into all project languages, ensuring that content is accessible to all stakeholders across different regions. By continuously updating this section with new guidelines, case studies, and training content, the project aims to create a dynamic, evolving resource that directly supports practitioners in adopting and promoting climate-smart farming practices.

The new website page is planned to be launched by the end of 2025 and continuously improved throughout the end of the project.

## 4.2 Farming for Climate Web Platform

The Farming for Climate web platform, set to launch in 2025, will serve as one of the key channels for disseminating CFD results. Developed in collaboration with ClimateSmartAdvisors, ClieNFarms, and OrganicClimateNET, this platform will act as a central hub for climate-smart farming (CSF) knowledge, integrating both Knowledge Exchange (a knowledge repository) and Training modules. By consolidating sub-results, tools, and major CFD outputs, it ensures long-term accessibility for stakeholders across Europe. Additionally, the platform will be fully integrated with the EU FarmBook by the end of the projects, enhancing knowledge-sharing and collaboration. For more details and to explore the exploitation pathway, refer to [Section 6.3](#) of this document.

## 4.3 Newsletters

By February 2025, a total of 20 newsletters had been distributed, including 10 internal newsletters targeted at project partners and stakeholders within CFD, and 10 external newsletters developed in collaboration with the ClimateSmartAdvisors (CSA) sister project. These newsletters serve as a key tool for disseminating project updates, sharing best practices, and engaging a wider audience in the adoption of Climate-Smart Farming (CSF) solutions. Through a combination of visually appealing design and carefully curated content, the newsletters ensured widespread engagement across the agricultural and policy communities at both national and EU levels.

To enhance visibility and strengthen the project's branding, each newsletter edition is designed to resemble a magazine-style publication, incorporating high-quality visuals, engaging storytelling, and interactive elements such as infographics, farmer testimonials, and video links. This approach not only increased readability but also encouraged higher engagement rates, as recipients found the newsletters both informative and visually appealing.

The external newsletter is specifically designed to showcase project successes, broader impacts, and key developments, engaging and informing stakeholders, partners, and the general public. It is a joint publication with the sister project, ClimateSmartAdvisors. It consistently features the latest project updates, highlights from recent farm demo events, a carefully curated agenda of upcoming thematic events, national annual meetings, and farm demo activities. It also includes the latest videos and useful materials for external audiences.

In contrast, the internal newsletter is tailored for the consortium, focusing on detailed project updates, upcoming and submitted milestones and deliverables, internal achievements, and team-specific information.

All external newsletters can be found on a dedicated space on CFD website [here](#).

#### 4.3.1 Information Input

Considering the scale and duration of the CFD project, along with the diverse range of stakeholders involved, Work Package 8 (WP8) developed an efficient system to streamline the collection of information for the newsletters. To ensure that all relevant updates, achievements, and activities are captured in each edition, WP8 introduced a structured spreadsheet system. This tool includes a master tab with the scheduled publication dates of the newsletters, ensuring timely dissemination, and separate monthly tabs where project partners and stakeholders can contribute with relevant content. These contributions range from updates on demonstration events and success stories to policy insights and key findings from research activities.

Once all inputs are collected, WP8 reviews, curates, and refines the content to ensure coherence, clarity, and alignment with the project's communication strategy. This collaborative approach ensures that no critical information is overlooked, while also encouraging active participation from all involved stakeholders. A special emphasis is placed on highlighting farm demonstration events, which serve as a core pillar of the project's dissemination strategy. By structuring the process in this way, the project not only maintains a high level of engagement but also ensures that newsletters remain a comprehensive and dynamic source of information for all stakeholders.

Project partners are regularly reminded to provide inputs through scheduled email notifications and Executive Committee meetings, ensuring timely and comprehensive contributions to each newsletter edition.

A spreadsheet can be found in [Annexes Section 7.2](#) of this document.

#### 4.3.2 Monitoring and Tracking

To ensure continuous improvement and maximize engagement, newsletter analytics are monitored and tracked monthly. While Mailchimp's built-in analytics tool provides essential insights into open rates, click-through rates, and audience demographics, a separate tracking spreadsheet has been developed for more detailed analysis. This customized system enables a comprehensive review of long-term trends, comparisons between different newsletter editions, and identification of the most effective content strategies. By systematically analyzing this data, future editions can be refined to enhance engagement and ensure alignment with stakeholders' interests.

Beyond basic performance indicators, this approach also helps assess audience retention by tracking subscription trends, including the number of unsubscribes per edition. By evaluating which editions performed best and which had lower engagement, adjustments can be made to content, formatting, and timing to better match audience preferences. Additionally, tracking engagement across different countries allows for strategic content adaptation, ensuring that outreach efforts remain dynamic and effective in reaching key stakeholders across various regions.

#### *Demographics*

The external newsletter demographics reveal a broad and international readership, with the highest engagement from the United States, United Kingdom, and France. The United States consistently

represents the largest share of total opens, ranging from 13.9% to 37.0%. The United Kingdom follows, with up to 24.8%, and France accounts for 8.8% to 19.0%. Other countries with notable engagement include Finland (up to 11.3%), Slovenia (up to 7.4%), Switzerland (up to 6.7%), and Belgium (up to 6.1%).

These insights allow WP8 to analyze audience demographics and tailor newsletter content to engage underrepresented regions more effectively. By identifying trends in readership, WP8 can adjust topics, language, and outreach strategies to expand engagement in other European countries and beyond, ensuring that CFD's communication and dissemination efforts remain inclusive and impactful at both EU and global levels.

#### Newsletter KPIs

KPI	Current Value	Target (M84)	New Proposed Target (M84)
<b>No. of newsletters (both external and internal)</b>	20	56	68. considering new quarterly newsletters for PDFs and CFAs
<b>No. of subscribers (in total)</b>	977	400 (KPI reached)	1,500

Table 2: Newsletter KPIs

#### 4.3.3 New Quarterly Newsletter for PDFs and CFAs

In consultation with project coordinators, WP8 is preparing to launch a new quarterly newsletter edition (four issues per year) specifically targeting:

- primarily 1,500 Pilot Demonstration Farmers (PDFs) and Climate Farm Advisors (CFAs),
- secondary farmers reached through farm demo events,
- farmers indirectly reached, and
- the Climate Smart Advisors network from the sister project ClimateSmartAdvisors to further broaden the reach.

This edition will serve as a dedicated resource to support and empower those directly involved in farm demonstration activities, providing them with tailored content that enhances KE and on-farm implementation of climate-smart practices. Designed in a visually appealing, magazine-style format, the newsletter will feature success stories, best practices, and expert insights from farmers and advisors, highlighting innovative approaches to sustainable agriculture. In addition, it will include practical guidance, checklists, and ready-to-use materials to help PDFs and CFAs organize more impactful and engaging demonstration events.

The first edition is planned for release in September 2025, with a quarterly schedule (four editions per year) to follow. The newsletter will focus on practical and engaging content, including success stories, demonstration event highlights, expert advice, and downloadable resources tailored to support PDFs and CFAs in their activities. To further enhance engagement, it may include video links, interactive elements, and infographics that require minimal translation, ensuring that even those with limited English proficiency can access valuable insights. By implementing a flexible, partner-supported translation approach, this initiative will ensure that the newsletter reaches and benefits the widest possible audience, strengthening KE and collaboration across diverse farming communities.

## 4.4 Social Media

As part of the ongoing commitment to showcase and amplify the work of CFD, a robust presence on LinkedIn, Facebook, X (formerly Twitter), and YouTube was established—reaching a broad, diverse audience across these influential platforms. Considering that more video material will be produced in 2025, an official Instagram channel will be launched in **Q4 2025**, further expanding digital reach to engage new and broader audiences.

A structured social media content calendar has been established to ensure a strategic and consistent approach to dissemination, with specific topics featured on designated days to effectively target different audiences. This includes a dedicated events agenda, a LL in the spotlight series, a monthly focus on a specific thematic area, and a project partner spotlight to showcase contributions from various stakeholders. Additionally, a breaking news section highlights key project milestones, while KE materials provide valuable insights to the wider community. A strong emphasis is also placed on farm demonstrations, ensuring that practical, on-the-ground activities receive visibility and engagement. This structured approach ensures that content remains relevant, informative, and aligned with the needs and interests of different stakeholder groups.

WP8 will continue to build on this strategy, with an increased focus on crafting content specifically designed to reach farmers and advisors. This will be achieved through more practical, hands-on materials, including new video content, the Farming for Climate platform, and enhanced website features tailored to farmers and advisors. These additions will provide direct access to valuable resources, success stories, and best practices, making it easier for practitioners to engage with and implement climate-smart farming solutions. By expanding and refining content tailored to this key audience, the project aims to strengthen knowledge transfer and encourage greater adoption of sustainable agricultural practices.

### 4.4.1 LinkedIn

LinkedIn has emerged as one of the most successful social media channels employed thus far, generating **1,348** subscribers to date, and over **115,000 impressions** and effectively reaching a diverse range of stakeholders, including farmers, advisors, Agriculture Knowledge and Innovation Systems (AKIS), Project, Flagship Initiatives and Policy Makers (PIPs), policymakers, researchers, and the general public. Its professional environment fosters high-value dialogue, the exchange of expert insights, and meaningful connections among individuals and organizations working toward sustainable agricultural practices. Engagement was particularly high during the **Annual Meetings**, where each session was covered in detail. Additionally, a separate successful initiative featured a series of short video testimonials showcasing diverse stakeholders involved in the project, further enhancing engagement and outreach. By leveraging LinkedIn's networking capabilities and audience segmentation tools, the dissemination approach achieves maximum relevance and reach, ensuring broad communication of the project's objectives and outcomes.



Figure 7: LinkedIn Posts

Going forward, WP8 will continue refining LinkedIn outreach, with a greater emphasis on reaching primarily advisors (and farmers) through more practical, hands-on content. New video materials, the Farming for Climate platform, and enhanced website features designed specifically for farmers and advisors will be integrated into the communication strategy. These additions will facilitate the transfer of knowledge, highlight success stories, and provide actionable insights for stakeholders interested in climate-smart agricultural solutions. By leveraging LinkedIn's professional network, the project will further strengthen engagement and collaboration across the sector.

### LinkedIn KPIs

KPI	Current Value	Target (M84)	KPI Progress (%)	New Proposed Target (M84)
No. of posts	325	670	48.5%	800
No. of followers	1,348	1,200 (KPI reached)	112.3 %	2,000

Table 3: LinkedIn KPIs

**KPIs Analysis:** We are currently slightly above the target for the number of posts (approximately 14% for this stage of the project) and significantly above the target for the number of followers (around 112.3%). Given this strong performance, we are setting new goals: the revised KPI for the number of posts is 800, exceeding the proportional target but reflecting our expectations of high project dynamics. The new KPI for the number of followers is 2,000, which, while not strictly aligned with the current growth trend, is both challenging and achievable. This target takes into account that we have already engaged our CFD network on LinkedIn and will now focus mainly on reaching new actors who have not yet been involved through other channels.

### 4.4.2 X (formerly Twitter)

X (formerly Twitter) has experienced lower engagement levels compared to LinkedIn and YouTube, largely due to the limited presence of NCs, advisors and farmers on the platform. As a result, interactions with key stakeholders have been less dynamic than on LinkedIn. Moving forward, efforts will focus on crafting content specifically targeted at industry representatives and policymakers, leveraging X's real-time, fast-paced nature to reach professionals engaged in shaping agricultural and environmental policies.

The third year of the project is expected to provide new opportunities for enhanced dissemination, particularly through the collaboration with another EU-funded project set to begin. This partnership will enable the sharing of results more relevant to industry stakeholders and policy actors, increasing the visibility and impact of CFD's work within these communities.

Despite lower overall engagement, live coverage of sessions from the Annual Meetings proved to be the most engaging content on X. Several factors contributed to this success:

- **Real-time updates** provided immediate insights, keeping followers informed as key discussions unfolded.
- **Tagging of speakers and relevant organizations** increased visibility and encouraged resharing.
- **Use of event-specific hashtags** helped attract attention beyond the project's existing network.
- **Concise, impactful takeaways** from the sessions made posts more accessible and shareable.

Building on this success, future X strategies will incorporate more live event coverage, timely updates on policy-relevant developments, and curated content designed to resonate with policymakers and industry stakeholders, ensuring greater relevance and engagement.





Figure 8: X Posts

#### X (formerly Twitter) KPIs

KPI	Current Value	Target (M84)	KPI Progress (%)
No. of posts	115	1,000	11.5 %
No. of followers	312	1,200	26%

Table 4: X KPIs

**Performance Analysis:** We are currently slightly below the target for the number of posts and followers, at approximately 23% and 8% below the expected values for this stage of the project. However, we are confident in reaching the KPIs by the end of the project, as our current progress aligns with the project's communication dynamics: In the initial phase, our focus was primarily on the CFD network, which, as explained in the text above, has a stronger presence on LinkedIn than on X (Twitter). Now, as activities shift towards engaging external actors (such as national-level demonstrations and EU-level conferences) we are increasing our presence on X and, as explained in the text above, we will refine our content strategy to optimise posting frequency, explore additional engagement tactics, and leverage cross-promotion opportunities.

#### 4.4.3 YouTube

The FarmDemo YouTube channel has become a key dissemination platform and digital knowledge repository for the CFD project, hosting video content that promotes climate-smart farming practices. Instead of creating a new channel, CFD strategically opted to upload its video material to the already well-established FarmDemo channel, which was previously used by RUR-11 projects PLAID, AgriDemo F2F, and NEFERTITI. This decision provided an immediate audience base and stronger visibility, significantly increasing the potential reach of CFD videos. By February 2025, the channel had grown to 2,504 subscribers, with 87,015 views over the last year, marking a 93% increase from the previous period. Watch time also increased by 81%, reflecting the growing engagement with project content.

As part of its commitment to producing 150 videos, CFD has already filmed farm demo events, PDFs and CFAs in Germany, Spain, the Netherlands, France and Ireland, with more countries to follow. These videos document best practices, showcase innovative climate-smart techniques, and provide valuable insights from farmers and advisors. To facilitate navigation, all videos are organized into playlists according to the 12 Adaptation & Mitigation thematic areas, making it easier for users to search and

filter content. A dedicated playlist for Thematic/Sector Events Webinars has also been created, featuring joint content with the ClimateSmartAdvisors sister project, further enriching the knowledge base available on the channel.

Recognizing the importance of language accessibility for farmers, WP8 is actively exploring software solutions for live automatic translation of webinar content into all project languages. Additionally, 15 short video statements featuring project stakeholders have been produced, specifically designed for social media outreach and engagement. The focus in the coming months will be on continuing to capture climate-smart farming practices across more countries, with an emphasis on filming in original languages where possible, taking advantage of YouTube's built-in translation tools.

With the ClimateSmartAdvisors sister project also contributing video content, the FarmDemo YouTube channel is evolving into a comprehensive knowledge hub for farm demonstration activities across Europe. Its increasing viewership—particularly in Germany (25.3%), the United States (6.9%), France (5.9%), Switzerland (4.2%), and Spain (2.8%)—demonstrates its effectiveness as a dissemination tool. As an easily accessible and widely used platform, the YouTube channel ensures that valuable knowledge on climate-smart farming is shared, preserved, and continuously expanded, supporting long-term impact beyond the project's duration.

#### YouTube KPIs

KPI	Current Value	Target (M84)	New Proposed Target (M84)
<b>No. of subscribers on YouTube</b>	2,504	2,300 (KPI reached)	3,000
<b>No. of YouTube video views</b>	87,015 (cumulative total)	75,000 (KPI reached)	120,000

Table 5: YouTube KPIs



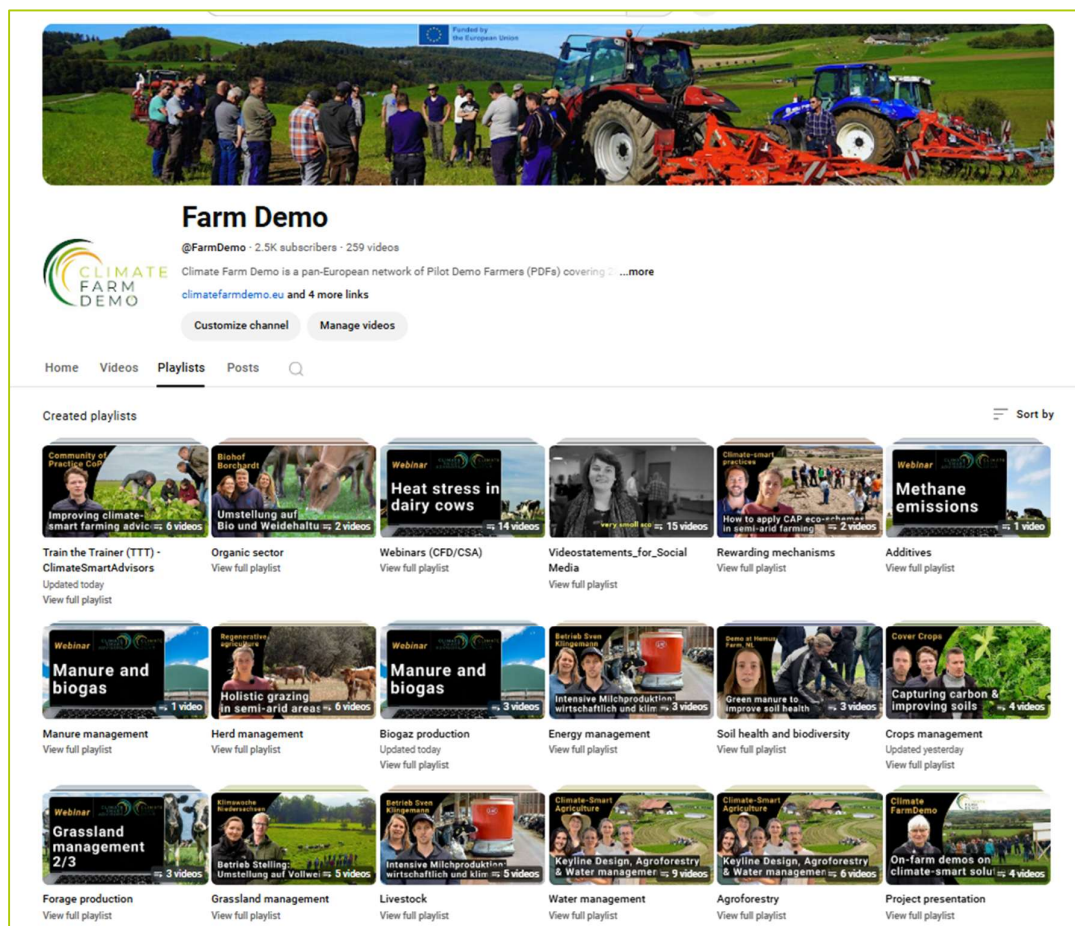


Figure 9: @FarmDemo YouTube Channel

#### 4.4.4 Facebook

Facebook, although initially expected to be a more active platform for engaging the farming and advisory community, has experienced low reach and limited engagement, similar to X. Given these challenges, WP8 will transition the Facebook page into an interactive Facebook group, specifically designed for PDFs, CFAs, and other farmers and advisors reached through demonstration events and dissemination activities. The goal is to establish a large, dynamic community focused on climate-smart farming, where members can share best practices, challenges, experiences, and innovative solutions in an interactive setting. The group will feature dedicated sections for practical farming tips, climate adaptation and mitigation strategies, Q&A discussions, networking opportunities, and real-world experiences from those actively working in sustainable agriculture.

To ensure continuous engagement, WP8 will actively facilitate discussions, introducing a structured weekly schedule where each day is dedicated to a specific theme (e.g., Q&A Mondays, Sharing Good Practices Tuesdays, Training Materials Wednesdays, Demonstration Farm Highlights Thursdays, etc.). This approach will encourage two-way interaction, making the group a valuable resource for peer-to-peer learning and KE. Additionally, this initiative will align with the Facebook group planned as part of the sister project, ClimateSmartAdvisors, which is specifically designed for advisors. The interaction between these two communities will create a synergistic exchange, fostering deeper engagement,

expanding reach, and enhancing visibility for climate-smart farming solutions. By shifting to a community-driven format, Facebook will become a more effective platform for practical knowledge-sharing, collaboration, and farmer-to-farmer/advisor-to-farmer interaction.

#### Facebook KPIs

KPI	Current Value	Target (M84)	KPI Progress (%)
No. of posts	70	500	14%
No. of followers	189	1,000	18.9%

Table 6: Facebook KPIs

**Performance Analysis:** Although the current metrics are below the expected target for this stage of the project (approximately 20% lower for the number of posts and 15% lower for followers), we are confident that implementing the proposed changes (as outlined above) will enable us to successfully reach the defined KPIs by the project's end.

#### 4.4.5 Social Media Strategy – Next Steps

The most focus in the upcoming period will be invested into effectively reaching farmers and advisors. WP8 will implement a targeted DEC strategy that prioritizes practical, accessible, and visually engaging content tailored to agricultural practitioners.

This will be achieved through the following key approaches:

- **Farmer-Centric Video Content** – Short, engaging videos featuring farmers and advisors sharing their experiences, best practices, and success stories will be prioritized. Existing videos, such as those produced by FiBL, will be adapted into shorter formats to maximize reach, particularly on LinkedIn and Instagram.
- **Farming for Climate Platform Promotion** – The Farming for Climate platform will be a key tool for Knowledge Exchange, providing farmers and advisors with direct access to case studies, practical tools, and insights from demonstration farms. LinkedIn will be leveraged to highlight new platform resources, encouraging engagement and adoption of climate-smart practices.
- **Increased Farmer and Advisor Engagement in Posts** – Posts will feature farmers and advisors more prominently, tagging them directly when possible and encouraging discussion in comments to foster engagement. This interactive approach will enable practitioners to exchange insights, ask questions, and share challenges and successes.
- **New Website Sections for Farmers and Advisors** – The website will introduce dedicated sections for farmers and advisors, providing structured access to relevant materials, tools, and best practices tailored to their needs.
- **Showcasing Demonstration Farm Activities** – Farm demonstrations will be regularly integrated into the social media calendar, highlighting real-world applications of climate-smart practices. Posts will feature photos, videos, and key takeaways from these activities, offering practical insights and encouraging replication across different farming contexts.
- **Farmer-Focused Content in Thematic Posts** – Each monthly thematic focus will include at least one post specifically crafted for farmers and advisors, ensuring that their interests, challenges, and insights are consistently addressed in the dissemination strategy.
- **Leveraging Groups and Networks** – Content will be strategically shared in relevant Facebook groups where farmers, advisors, and agricultural organizations are active. Additionally, the CFD

Facebook page will be transitioned into an interactive Facebook group, fostering knowledge-sharing and networking among farming communities.

- **Enhanced Live Event Coverage on X** – Future efforts on X (formerly Twitter) will emphasize live coverage of key events (e.g., conferences, Annual meetings, farm demo events)
- **Expansion of Video Library with Localized Content** – WP8 will continue expanding the video library with localized, original-language content, making use of automatic translation solutions to increase accessibility across diverse linguistic regions.
- **Instagram Launch for Youth and Wider Public Engagement** – The launch of an Instagram account in Q4 2025 will enhance CFD's engagement with younger audiences, students, and the general public. The platform will focus on short-form video content (Reels), behind-the-scenes farm demo insights, and interactive engagement.

Through these strategies, all CFD social media platforms will evolve into a practical and interactive knowledge-sharing platform for farmers, advisors, and agricultural professionals, complementing other social media efforts to maximize outreach and engagement within the farming community.

## Chapter 5

# DEC Plans on National Levels

## 5.1 Introduction

Two versions of the National DEC Plans have already been launched and completed by National Coordinators (NCs). The second version was merged into a Dynamic Action Plan, integrating three key initiatives: the National Knowledge Exchange Plan, the Template for the Dynamic Annual Farm Demo Plan, and the D&C National Plan. This consolidated approach streamlines reporting while providing a clear strategic direction for KE, farm demonstrations, and dissemination & communication at the national level. The Dynamic Action Plan document is presented in [Annexes Section 7.1](#) of this document.

The next iteration of the DEC Plan on National Levels, as part of the Dynamic Action Plan, will follow a structured process to ensure continuous improvement and alignment with project goals:

- **Initial Data Analysis (Q1 2025)** – The first step will be to analyze the data submitted by National Coordinators on January 15, 2025.
- **In-Depth Analysis (Q1 2025)** – A detailed review was finalized to gain deeper insights into Dissemination and Communication (D&C) activities at the national level.
- **Feedback Collection (April 2025)** – Additional input will be gathered from National Coordinators at the next National Management Unit (NMU) meeting.
- **Plan Update & Launch (Q3 2025)** – Based on findings and feedback, an updated version of the Dynamic Action Plan will be finalized and officially launched.
- **Final Submission (January 15, 2026)** – National Coordinators will have time to complete and submit the updated version by the deadline.

This approach ensures a well-informed and refined DEC Plan, supporting WP8 in strengthening its D&C efforts in the upcoming period.

## 5.2 Methodology

The methodology for assessing the activities of the Dissemination, Exploitation and Communication (DEC) plan at National level involved the merging of three plans into a Dynamic Action Plan – National Knowledge Exchange Plan; Template for Dynamic Annual Farm Demo Plan, and D&C National Plan. The integrated plan streamlines the reporting of these three initiatives and outlines a strategic course of action of knowledge exchange, farm demonstrations, and D&C at a national level.

The aim of the report was to collect detailed information on project D&C activities, which includes types of communication and dissemination, audiences reached, and associated results. Additionally, exploitation activities will be included in upcoming revisions, following the drafting of the exploitation strategy

The DAP plan was sent to NCs in September 2024. The D&C Plan submitted tracked activity for the previous year (2024) while also facilitating planning for 2025. This plan will be updated annually, with the next update informed by a feedback survey that will be sent to NCs in March 2025. The deadline for submitting the completed plan was January 15th, 2025

### 5.2.1 Analysis

The data and information are analysed to identify the effectiveness of communication and dissemination at a national level and highlight patterns and trends between and within countries.

This analysis focuses on:

- Types of communication channels used
- Breakdown on total communications per country
- Impact and reach
- Audience engaged

### 5.2.2 Data Processing

To ensure accuracy of the analysis, the data from each DAP submission was collated into one central excel document to allow for analyses. The dataset was organised into key variables to allow for comparative analysis. The data was structured in the following format:

- **Communication Method**  
Each communication activity is classified into newsletter, website, social media, webinar, conferences, fair/public engagement, print and videos/podcast).
- **Country**  
Communications are grouped by country to allow for comparative analysis and effectiveness.
- **Audience**  
Target groups are identified (industry, researchers, national/local authorities, citizens, advisors and farmers) allowing for analysis of which communication channels reached the widest and most specific audiences.
- **Reach**  
Where such information was provided, the reach of the communication was analysed per country and per channel.

## 5.3 Results

### 5.3.1 Types of communication channels used

The communication channels used across all 25 countries within CFD, can be categorised into the following types; newsletter, website, conference, video/podcast, webinar, fair/public engagement, social media and print, totalling 8 different channels.

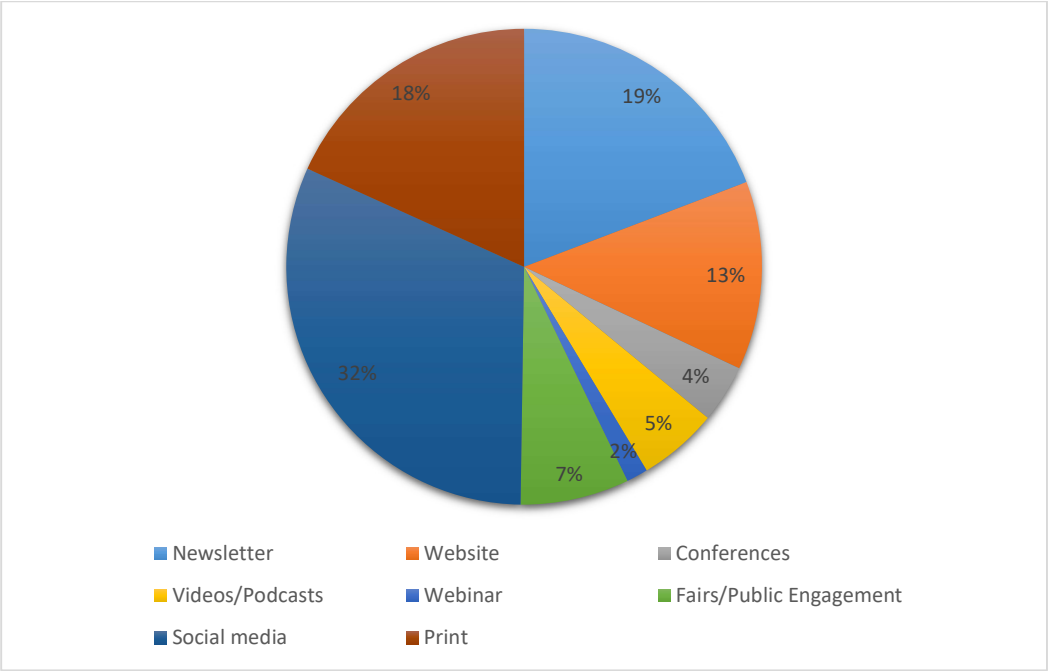


Figure 10: Pie chart on the breakdown of total communications

The pie chart (figure 11) presents a percentage breakdown of total communications across the aforementioned channels. Across CFD countries 32% of all the communication activity was linked to social media channels (Facebook, Instagram and LinkedIn), with 19% and 18% linked with newsletters and print, respectively. The least popular was webinars and conferences at 2% and 4%, respectively.

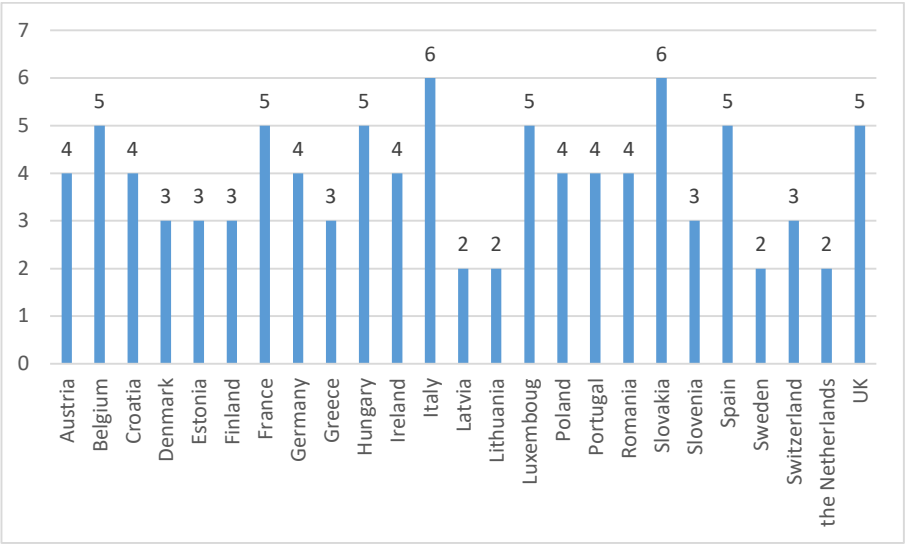


Figure 11: Bar chart on the total amount of communication channels used per country

The bar chart (figure 12) above analyses the total amount of communication channels used within each country of a maximum of 8 channels. Italy and Slovenia both utilised 6 of the 8 categorised channels,

with Latvia, Lithuania, Sweden and the Netherlands using 2 of the 8 categorised channels. The average number of channels used per country is 3.84.

### 5.3.2 Breakdown of total communication activities per country

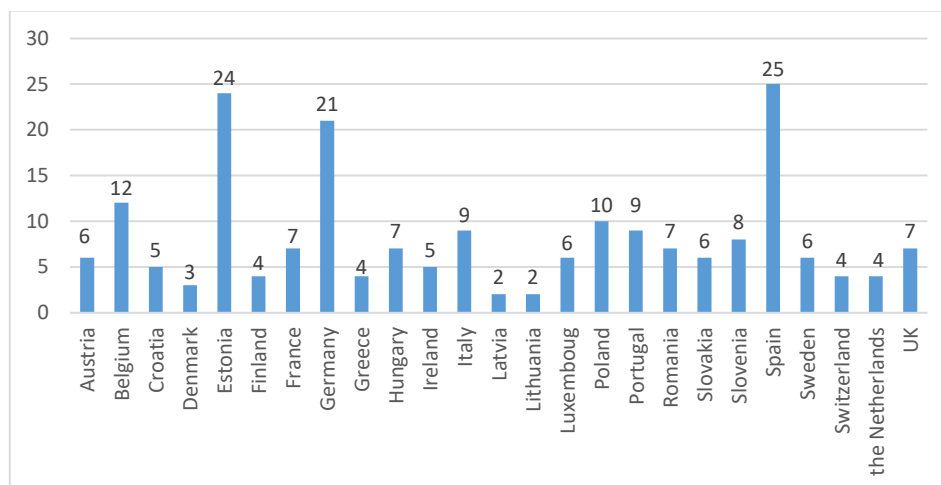


Figure 12. Bar chart on total number of communication activities per country

The average communication activity per country across all communication channels is 8.12, with a range varying from 2 to 25 activities.



### 5.3.3 Impact and reach

The reach of the communication activity was analysed across 13 countries (Austria, Belgium, Croatia, Estonia, France, Germany, Greece, Hungary, Luxembourg, Poland, Portugal, Slovenia and the Netherlands) with the remainder of CFD participating countries not providing results.

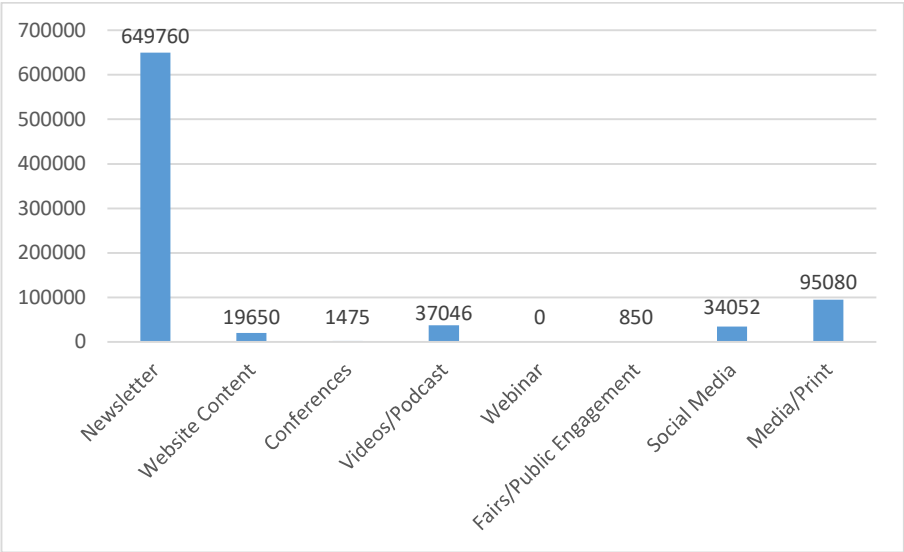


Figure 13: Bar chart of total reach from each communication channel

The bar chart above shows the total reach of each communication channel within the CFD network. Newsletters reached 649,760 persons, while social media and print reached 34,052 and 95,080, respectively.

### 5.3.4 Audience engaged

The audience was classified into the following categories during data processing; industry, researchers, national/local authorities, citizens, advisors and farmers.

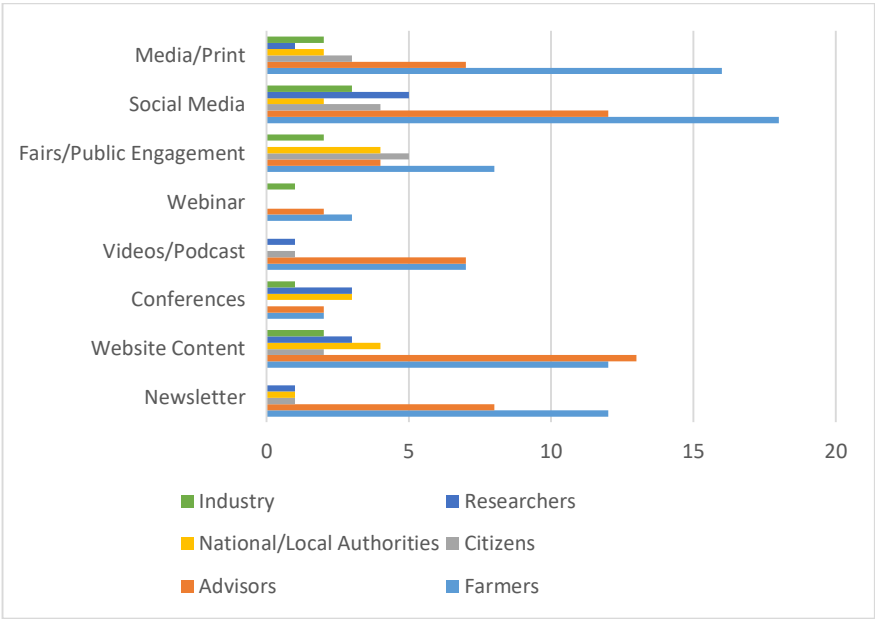


Figure 14: Bar chart on the audience engagement per communication channel

The bar chart above breaks down the audience engaged across each communication channel for all CFD communications submitted in DAP 2025. Across, media/print, social media, fair/public engagements, website content and newsletters, the farmer audience was the most popular.

Social media engagement had the most rounded and balanced target audience, which can be seen in the below pie chart (figure 17), with newsletter showing a more targeted audience in farmers and advisors (figure 18).

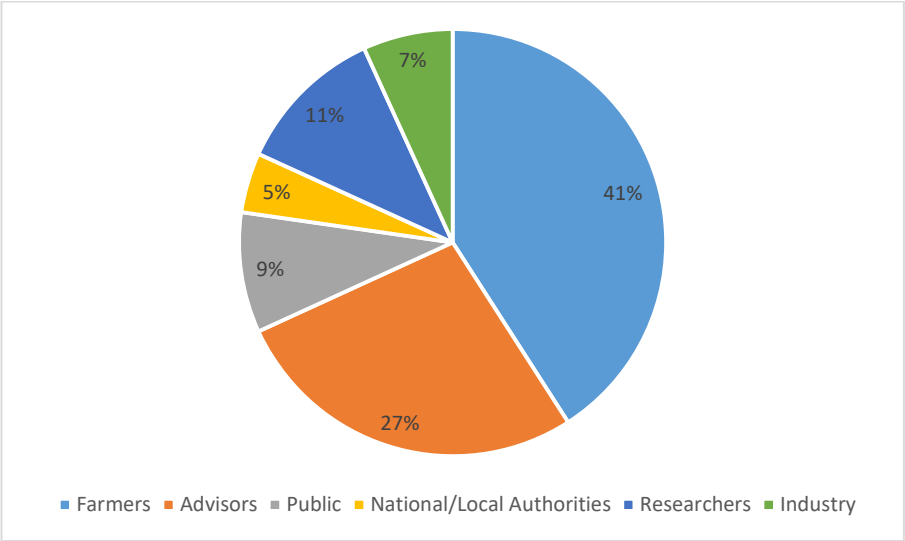


Figure 15: Pie chart presenting the percentage breakdown of the audience engaged through social media

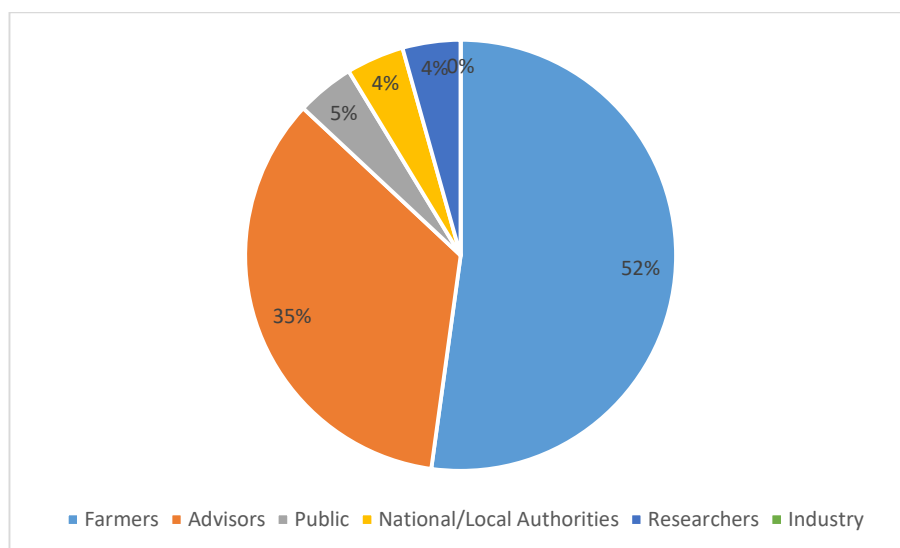


Figure 16. Pie chart presenting the percentage breakdown of the audience engaged through newsletters

## 5.4 Trends and comparisons

Each country utilised a series of communication channels, with some countries having a balanced mix across all channels. When analysing all communication within the DAP as shown in figure 11, social media was the most popular form of communication, followed by newsletters and print. The least popular form of communication at national level was webinars at 2% of the total communication across all countries. Figure 12, highlights the total amount of communication channels used. As categorised, a total of 8 channels were analysed including newsletters, social media, print, conferences, fairs/public engagements, video/podcasts and webinars. The average channels used per country was 3.84 with 15 countries using 4 or more channels to communicate.

Figure 13 presents the data on the total amount of communications per country. Three countries, **Estonia, Germany and Spain** had more than 20 different forms of communication, while nine countries, **Croatia, Denmark, Finland, Greece, Ireland, Latvia, Lithuania, Switzerland and the Netherlands** have less than 5 communications. Comparing Figure 12 and 13, Estonia used 3 communication channels, with 24 separate forms of communication within those channels.

13 countries (Austria, Belgium, Croatia, Estonia, France, Germany, Greece, Hungary, Luxembourg, Poland, Portugal, Slovenia and the Netherlands) had a total audience reach of 837,113, with an average audience reach of 64,393.31. The remaining CFD countries with no reach data did not provide any results within the DAP. The total reach data as shown in figure 4, is a cumulative figure of the result of a communication activity, as not every communication had a result. As reported in Reporting Period 1 (RP1), NC had reached a total of 600,000 people through various events. Overall there has been an increase in the total audience engaged in 2024, especially considering that only 13 countries provided results on communication activity.

The data presented in Figure 16 categorised the target audience of each communication activity within the DAP. The audience was divided into farmers, advisors, industry, citizens, local/national authorities, and researchers. Five of the communication channels had a dominant target audience of farmers. Figures 17 and 18 present a breakdown of social media and newsletter audiences, respectively. The

audience reach associated with social media communication had the widest coverage in terms of demographics, compared to newsletters, where the audience reach was mainly farmers and advisors.

## 5.5 Challenges and recommendations

Some countries continue to struggle with communication and the process of planning, executing and recording impact of such communication. Certain countries are relying on two or three channels to communicate CFD updates and highlights to their audience. Inconsistent data submission across the project makes it difficult to assess overall effectiveness, and to help advise future communication plans. While farmers remain the primary audience, some communication activity falls short to effectively engage other key stakeholders such as advisors, researchers, national and local authorities and citizens.

Challenges and recommendations from NC as reported in DAP:

- Strengthen communication between project partners to improve motivation by sharing results from demo projects. Sharing insights to motivate participation and find common ground.
- To better promotion of events in local media
- Develop and distribute farmer focused newsletter on a regular basis. Highlighting key demo events, updates on regular topics and embed webinar link. Helping to keep farmers engaged and up to date.

To enhance CFD communication the following should be considered:

- **Multi-media approach**  
Encourage the use of diverse communication channels to maximise reach and impact. Identify underutilised channels in each country and provide training or resources to expand their use. WP8 will support this by offering guidance and best practices to ensure more effective multi-channel communication.
- **Targeted communication for specific audiences**  
Develop a detailed strategy to determine where target audiences consume media. Tailor communication efforts to these preferred channels to optimise engagement and reach. WP8 will assist by providing insights, tools, and case studies to help refine audience targeting strategies.
- **Strengthen data collection of communication results**  
Continuously monitor and analyse communication impact and audience reach. As media consumption habits evolve, it is crucial to adapt strategies accordingly. WP8 will support this process by providing a template to help track results and maximise the effectiveness of communication efforts.

## 5.6 Feedback from 2024 Survey

In 2024, a survey, available in the [Annexes Section 7.4](#) of this document, was conducted among NCs to assess the key challenges they face in their Dissemination, Exploitation, and Communication (DEC) efforts. The primary objective of this survey was to gain insights into how WP8 can better support National Coordinators (NCs) in enhancing their DEC activities at the national level. The survey combined both closed-ended and open-ended questions to better understand the challenges, areas of improvement, and strengths of NCs at that moment. The results provide a comprehensive overview of common difficulties, best practices, and areas where additional guidance and resources are required.

A total of 21 National Coordinators participated in the survey, representing Austria, Bulgaria, Sweden, France, Finland, Romania, Slovakia, Greece, Belgium, Latvia, the UK, Luxembourg, Portugal, Slovenia, Croatia, Spain, Germany, Denmark, Poland, Hungary, and the Netherlands.

The survey revealed that NCs face several recurring challenges in their DEC efforts. The most frequently reported difficulties include:

- **Planning and Monitoring DEC Activities** – Coordinators expressed difficulty in structuring their dissemination activities, as many tasks arise on an ad-hoc basis, making strategic planning a challenge.
- **Utilizing Social Media Effectively** – Some Coordinators lack experience in managing social media, while others struggle with organizational constraints that prevent them from leveraging digital platforms effectively.
- **Practice Abstracts (PAs)** – Some National Coordinators (NCs) had no prior experience writing Practice Abstracts and requested extra support.
- **Dissemination and Exploitation Strategies** – Coordinators seek improved methods to target diverse stakeholders, including policymakers, farmers, and advisors.
- **Coordinating with CFAs** – Uncertainty exists regarding the specific role of NCs in supporting and complementing the communication efforts of CFAs.

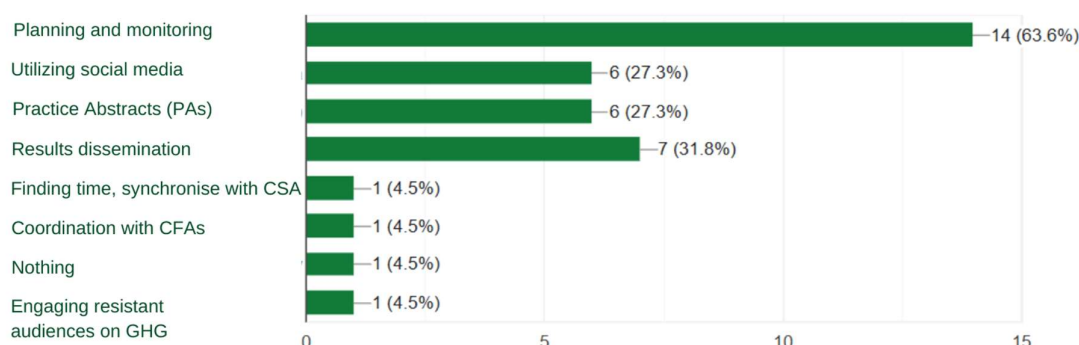


Figure 17: Most Common Challenges Faced by National Coordinators in DEC Efforts

Beyond general challenges, NCs highlighted several specific issues:

- The reactive nature of DEC activities makes it difficult to plan and monitor progress efficiently.
- Engaging audiences, especially those sceptical of climate-related policies, remains a barrier in some countries.
- A lack of readily available content and visuals limits the effectiveness of outreach efforts.
- Language barriers make it difficult to create and disseminate materials at both national and EU levels.
- There is a need for better alignment between national and EU-level communication strategies to maximize outreach.

The survey results indicate that NCs are seeking specific types of support from WP8, including:

- **Practical training on DEC planning** – Respondents favored hands-on sessions over generic guidelines.
- **Guidance on expanding dissemination beyond social media** – Several respondents asked for strategies to engage traditional media, policymakers, and local farming communities.

- **Peer-learning opportunities** – Many respondents suggested that experience-sharing sessions would be valuable for Knowledge Exchange and best practices.

Despite the challenges, many NCs identified areas where they feel confident in their DEC efforts. Strengths Named by National Coordinators (NCs):

- **Planning & Monitoring:** Organizing and tracking DEC activities effectively, including planning for the next year.
- **Communication & Outreach:** Utilizing social media, written media (including posting and PowerPoint presentations), and internal communication strategies.
- **Dissemination & Awareness:** Informing more people about CFD through various channels, including newspaper reports, factsheets, and event participation.
- **Opportunities for Engagement:** Leveraging available dissemination platforms such as trade fairs, symposiums, and CFA DEC networks (notably in France).
- **Collaboration & Partnerships:** Establishing relationships with agricultural newspapers, digital press, and other media outlets to amplify DEC efforts.
- **Support from Communication Experts:** Some NCs have dedicated communication professionals managing social media and content creation.
- **AI Utilization:** Using AI tools to summarize key information for newsletters and social media, enhancing efficiency.
- **Policy & Project Linkages:** Connecting with projects, initiatives, and policymakers at local, national, and regional levels (linked to WP7).
- **Challenges in Identifying Strengths:** Some NCs were uncertain about their strengths or felt they had to manage all communication tasks without dedicated support.
- **Time Management:** Finding enough time to focus on DEC activities amidst other responsibilities.

## 5.7 Conclusion

The analysis of Communication and Dissemination (C&D) activities within the Dynamic Annual Plan (DAP) 2025 highlights both strengths and areas for improvement in the CFD project's outreach efforts. Social media emerged as the most utilised communication channel, followed by newsletters and print media, while webinars and conferences were the least used yet. However, there is significant variation between countries in the number and diversity of communication methods employed.

The report also revealed that farmers were the primary audience for most communication activities, with social media providing the broadest demographic reach. However, not all CFD countries submitted impact data, limiting the ability to measure the full effectiveness of communication efforts. Among the 13 countries that did provide data, newsletters demonstrated the highest reach, reinforcing their role as a valuable tool for engaging stakeholders. However, this report reflects the first year of field activities, during which national networks are still establishing their structure and strengthening their foundation.

To support NCs in maximising their efforts, WP8 will provide guidance, training, and resources to improve communication effectiveness. A stronger focus will also be placed on targeting PDFs and CFAs to ensure key stakeholders receive relevant and impactful information. Additionally, internal collaboration will be strengthened to enhance knowledge-sharing and motivation among partners.

Moving forward, greater emphasis will be placed on dissemination and exploitation activities, as increasing results are being shared at national levels. Key recommendations include improving

coordination between project partners, increasing local media engagement, and developing a more structured farmer-focused newsletter strategy. These actions will help ensure more effective communication and dissemination of CFD activities in the future.

Based on both survey and Dynamic Action Plan (DAP) findings, WP8 will plan its activities, accordingly, taking into account the following actions:

- Develop structured planning tools to help NCs better organize and monitor their DEC activities. (with focus on planning and reporting their activities in more detail)
- Provide practical training sessions focused on real-world implementation rather than theoretical guidelines (with special focus on dissemination of results)
- Facilitate experience-sharing sessions and webinars to allow Coordinators to exchange best practices.

By implementing these actions, WP8 can enhance the effectiveness of communication and dissemination efforts, ensuring greater engagement with stakeholders and a more impactful outreach strategy across CFD countries.

## Chapter 6

# Exploitation strategy



## 6.1 Purpose of the Exploitation Strategy

This document represents the very first version of CFD Exploitation Strategy, presenting an already detailed framework and a solid basis for the project. While it provides a comprehensive structure, certain areas remain ‘work in progress’ and will be further explored over the course of 2025. As the project evolves, this strategy will serve as a ‘living’ reference document, continuously updated and refined to reflect new insights, developments, and improvements.

This document represents the first draft of the exploitation strategy, with further refinements planned in the next phases of revision. WP8 will collaborate with all main developers and contributors to establish a detailed timeline for each key exploitable result. Coordination with ClimateSmartAdvisors will be essential to address Intellectual Property Rights (IPR) considerations for the Farming for Climate platform and to develop a comprehensive IPR strategy. Additionally, WP8 will initiate the early phase of exploitation strategy adoption, ensuring alignment with the broader dissemination framework. To facilitate this process, meetings and workshops will be organized for both the consortium and key stakeholders—including NCs, LL facilitators, TLs, and CFAs. These sessions will provide stakeholders with theoretical insights on exploitation, its benefits, and its strategic importance, while also equipping them with the necessary support to actively engage in dissemination and exploitation efforts.

This Exploitation Strategy ensures that project outcomes—ranging from technical guidelines and digital tools to policy recommendations—remain accessible, valuable, and actionable well beyond the project’s official timeline. By laying out how each Key Exploitable Result (KER) will be maintained, disseminated, and potentially commercialized or freely shared, the Exploitation Strategy aligns with Horizon Europe’s emphasis on lasting impact, knowledge transfer, and open access to research outputs.

Key elements of this Exploitation Strategy include:

- **Identifying and defining the project’s KERs:** Which results, once developed, hold the greatest potential for future use and impact?
- **Clarifying ownership and intellectual property rights (IPR):** Outlining how the consortium will handle joint ownership and possible licensing agreements.
- **Describing dissemination and sustainability pathways:** Ensuring that each result is introduced to its intended audience, that relevant stakeholder networks adopt or co-develop the outputs, and that the project’s benefits continue post-funding.
- **Addressing risk management:** Anticipating potential barriers (e.g., limited stakeholder uptake, uncertain policy environment) and mitigating them.

In summary, this Exploitation Strategy outlines a clear and coherent roadmap for maximizing the impact of CFD’s deliverables, supporting farmers, advisors, policymakers, and researchers in integrating climate-smart farming practices into agricultural systems across Europe.

Additionally, the Exploitation Strategy is closely connected to the task assessing the Impact of the CFD project (D9.3, due M60), ensuring alignment between strategic actions and the project’s broader impact evaluation.

## 6.2 Key Exploitable Results (KERs) Overview

From the project's various WPs and partner contributions, three main KERs have been identified to capture the most significant outputs in the first phase of the exploitation strategy. These KERs each integrate multiple “sub-results” or deliverables (e.g., training modules, Practice Abstracts, inspiration sheets) into overarching solutions or recommendations that can be exploited by different stakeholder groups.

List of KERs:

- KER 1: Farming for Climate Platform (jointly with sister project ClimateSmartAdvisors)
- KER 2: Recommendations for Network Management, KE, and Capacity Building
- KER 3: Guidelines & Recommendations for Successful Climate-Smart Farm Demo Events

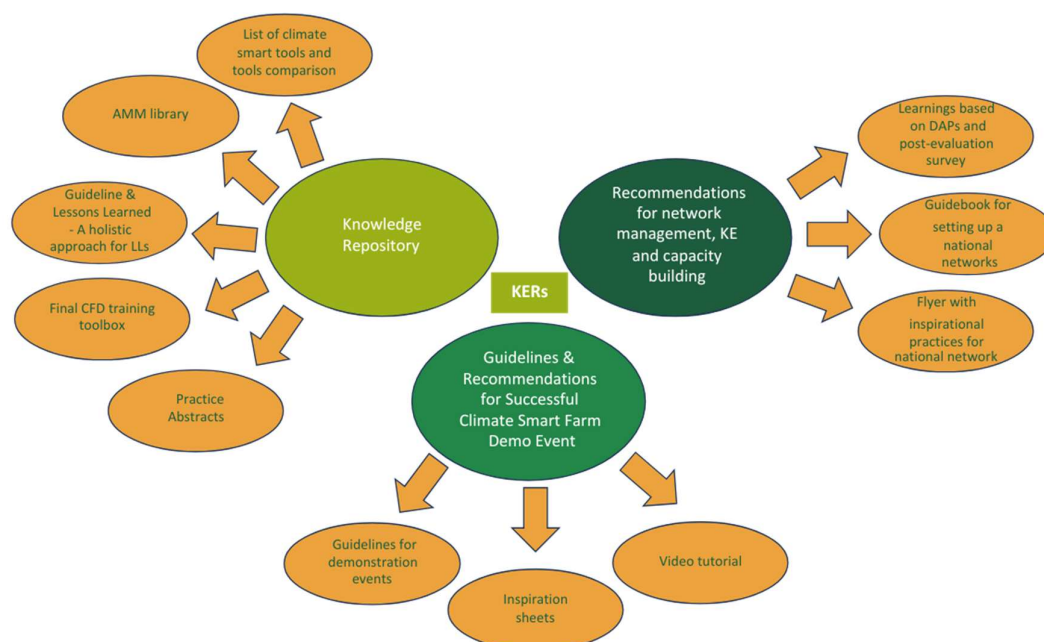


Figure 18: Climate Farm Demo Key Exploitable Results (KERs) Overview

### IPR Ownership and Agreements

According to the CFD Consortium Agreement:

- **Results are owned by the Party that generates them** (paragraph 8.1).
- **Joint ownership** is governed by Grant Agreement Article 16.4, Annex 5, meaning partners who jointly create a result hold shared IPR.
- Partners may use these results **on a royalty-free basis for non-commercial research and teaching**.
- Main developers (e.g., WP5/IDELE/AUA for the Knowledge Repository, WP3/Teagasc for Demo Guidelines, WP1/ILVO for Network Management Recommendations) typically hold the **primary ownership rights**, with contributors retaining a share as per agreed percentages.

Detailed exploitation rights (e.g., commercial vs. open-access), licensing terms, and post-project maintenance responsibilities will be specified **per KER** in subsequent sections of this Exploitation Strategy.

## 6.3 Exploitation Pathway for KER1 – Farming for Climate Web Platform

### 6.3.1 Description

This consist of in a joint Farming for Climate web platform, launched alongside sister projects ClimateSmartAdvisors and ClieNFarms in Q2 of 2025, serving as the primary hub for storing and sharing some major outputs of CFD. By housing multiple sub-results and tools in one central location, the repository ensures easy, long-term access to climate-smart farming (CSF) knowledge for stakeholders across Europe.

KER 1 is the linchpin for long-term impact, tying together all key deliverables—from AMM libraries and PAs to training modules and LL insights—under one accessible Farming for Climate Platform. By differentiating resources for various audiences, ensuring a robust dissemination approach, and implementing a structured monitoring plan, the repository will continue to evolve and serve as a go-to source for climate-smart farming solutions across Europe and beyond.

### 6.3.2 Subcomponents Feeding into the Farming for Climate Platform

Subcomponent	Contributors	Description
<b>Adaptation &amp; Mitigation Measures (AMM) Library</b>	FIBL, ARVALIS	Database of viable AMMs, with practical notes from 1,500 farms plus two guidebooks covering 12 TAs in all EU languages. Also includes resources on setting up & monitoring AMM plans.
<b>List of Climate-Smart Tools &amp; Tool Comparisons</b>	AUA, WR, IDELE, TEAGASC, ELO	Digital repository of carbon/environmental models, methods, and tools used in the EU for climate change mitigation/adaptation. First version launches Month 18, updated bi-annually.
<b>Final CFD Training Toolbox</b> <i>In progress</i>	WP1, WP2, WP3, WP5, WP6, WP8	Five training modules (Networking, AMM, demonstration, carbon/climate tools, rewarding mechanisms), culminating in 200 training sessions at EU/national levels. Final toolbox ready Month 80; aims to reach 150,000 users.
<b>PAs (3 Batches)</b>	BIOS	300 total PAs across 3 batches (Months 30, 48, 72). Cover topics such as AMMs, PDFs, LLs, rewarding mechanisms, MRV tools, and cross-cutting CSF insights.

Table 7: Farming for Climate Subcomponents

By consolidating all key outputs—AMM libraries, PAs, training toolboxes, LL insights—the repository provides a single access point for farmers, advisors, and other stakeholders to learn, adapt, and scale CSF practices. Its user-friendly design and open-access policy ensure long-term uptake and broad impact.

### 6.3.3 Tentative Exploitation Timeline for Farming for Climate

Phase	Months	Key Exploitation Activities
<b>Launch</b>	Q2 2025	- Official public launch: wide visibility campaign (press, social media, events) - Basic integration or links to project deliverables where relevant
<b>Post-Launch Growth</b>	2026,2027	- Expand user community, gather feedback for improvements- Host webinars, stakeholder events, and pilot usage in LLS -Continuously evolve platform content
<b>Maturation &amp; Legacy</b>	2028,2029	- Continuously evolve platform content (PAs, new tools, final training materials) - Long-term sustainability plan beyond project end and connecting it with the EU-FarmBook

Table 8: Farming for Climate Tentative Exploitation Timeline

### 6.3.4 Target Audience

- **Primary:** 1,500 Pilot Demo Farmers, CFAs (the core users who will directly apply CSF knowledge), educators
- **Secondary:** 150,000 farmers reached directly through demo events, researchers, industry, policy makers, PIPs, AKIS and CS-AKIS actors, and the general public
- **Other farmers that won't be reached directly**

Target Group	Why It Matters
<b>Pilot Demo Farmers</b>	Gain immediate access to practical CSF approaches, tools, and training resources.
<b>Other farmers</b>	Gain access to practical CSF approaches, tools, and training resources.
<b>Advisors</b>	Incorporate evidence-based resources into extension services and training modules for farmers.
<b>Educators/Researchers</b>	Integrate robust data, case studies, and tools into educational programs or further research.
<b>Policy Makers</b>	Inform policy strategies with comprehensive data on AMMs, and demo farm results for CSF.
<b>Industry</b>	Identify potential collaborations or investment opportunities in sustainable agri-tech and CSF methods.
<b>PIPs &amp; AKIS</b>	Coordinate cross-project KE; unify local, regional, and EU-level advisory efforts.
<b>General Public</b>	Understand the benefits of CSF for the environment and society, fostering transparency and awareness.

Table 9: Farming for Climate Target Audiences

### How Each Subcomponent Addresses Each Target Group

The table below maps each repository subcomponent to its value proposition and targeted dissemination pathways for relevant audiences.

Subcomponent	Target Groups	Value Proposition	Dissemination Pathways
<b>AMM Library &amp; 2 guidebooks</b>	<ul style="list-style-type: none"> <li>- Pilot Demo Farmers</li> <li>- Advisors</li> <li>- Other Farmers</li> <li>- Policy Makers</li> <li>- Researchers/Educators</li> </ul>	<ul style="list-style-type: none"> <li>- Practical, field-tested AMMs for diverse pedoclimatic zones</li> <li>- In-depth guidebooks in all EU languages</li> <li>- Reference for policy and research on validated climate solutions</li> </ul>	<ul style="list-style-type: none"> <li>- Repository downloads</li> <li>- Presentations at agricultural fairs</li> <li>- Policy briefs summarizing key AMM findings</li> </ul>
<b>List of Climate-Smart Tools &amp; Comparisons</b>	<ul style="list-style-type: none"> <li>- Advisors</li> <li>- Researchers/Educators</li> <li>- Industry (in function of CSRD)</li> <li>- Pilot Demo Farmers</li> <li>- Other Farmers</li> </ul>	<ul style="list-style-type: none"> <li>- Digital platform of widely used carbon/environmental models</li> <li>- Bi-annual updates on new or improved CSF tools</li> <li>- Supports evidence-based recommendations</li> </ul>	<ul style="list-style-type: none"> <li>- Online tutorials on tool usage</li> <li>- Social media highlights</li> <li>- Advisor networks (EIP-AGRI, CAP networks)</li> </ul>
<b>Final CFD Training Toolbox</b>	<ul style="list-style-type: none"> <li>- Pilot Demo Farmers</li> <li>- Advisors</li> <li>- Other Farmers</li> <li>- Educators</li> <li>- PIPs/AKIS</li> </ul>	<ul style="list-style-type: none"> <li>- Five modules covering networking, AMM, demonstration, climate tools, rewarding mechanisms</li> <li>- Tested in 200 training sessions</li> <li>- Aims to reach 150,000 farmers/advisors</li> </ul>	<ul style="list-style-type: none"> <li>- Project website &amp; e-learning portals</li> <li>- Workshops &amp; in-person training</li> <li>- Collaboration with agricultural colleges</li> </ul>
<b>PAs (300 total)</b>	<ul style="list-style-type: none"> <li>- Pilot Demo Farmers</li> <li>- Advisors</li> <li>- Other Farmers</li> <li>- Researchers</li> <li>- Policy Makers</li> <li>- Educators</li> </ul>	<ul style="list-style-type: none"> <li>- Concise snapshots of cutting-edge CSF practices, pilot farm experiences, LL insights, etc.</li> <li>- Easy-to-digest format for quick reference</li> </ul>	<ul style="list-style-type: none"> <li>- Repository download</li> <li>- Multilingual short stories on social media</li> <li>- Summaries in newsletters and bulletins</li> </ul>

Table 10: Farming for Climate Subcomponents & Target Groups

### 6.3.5 Outcomes & Impact

Farming for Climate Platform is expected to generate a wide array of positive results both during and after the project's implementation. In the short term, the centralized platform will offer farmers, advisors, and other stakeholders' user-friendly access to the project's core outputs, including AMM, PAs, and specialized training modules. By housing these resources in one place, extension services and advisory networks can rapidly disseminate climate-smart farming (CSF) practices and protocols, thus increasing awareness and uptake at the local level. In addition, the repository will enhance the visibility of CFD's collective achievements, showcasing the breadth of work and heightening credibility among external audiences. In addition, this repository, fed by sister-projects like ClimateSmartAdvisors and ClieNFarms, will provide users with enriched resources and a much larger volume of operational knowledge.

Moving into the medium term, it is poised to integrate with national and regional agricultural initiatives, such as CAP strategic plans and EIP-AGRI networks. As policy makers and agricultural agencies recognize the platform's utility, they can reference or embed repository links in their existing programs,

amplifying the project's impact beyond its original scope. Collaboration with sister projects like ClimateSmartAdvisors and ClieNFarms, and others, will foster further cross-project synergies, facilitating a pan-European resource pool where diverse climate-smart tools, data, and best practices coexist. This convergence of knowledge promises to streamline advisory services, as trainers and capacity-building professionals can continuously update their outreach materials using the most recent and field-validated content.

In the long term, KER 1 stands to serve as a living knowledge base that endures well beyond the project's conclusion. With a plan for post-project maintenance, it will evolve alongside emerging research and on-the-ground experiences, ensuring that climate-smart farming innovations continue to diffuse across Europe. The repository's comprehensive data and insights will also accelerate future research and technology development by equipping academic institutions and educators with empirical evidence to inform new curriculum modules and targeted investigations. Over time, these processes can influence policy at multiple governance levels, contributing to more robust climate strategies, strengthened farm resilience, and socioeconomic benefits for rural communities. To enhance the long-term sustainability and accessibility of the results generated by the CFD and ClimateSmartAdvisors (CSA) projects, the platform will be fully integrated with the EU FarmBook by the end of the projects. This linkage will ensure that valuable insights and outcomes continue to support farmers, advisors, policymakers, and researchers across Europe well beyond the project duration.

### 6.3.6 Exploitation Approach & Sustainability

The Farming for Climate is designed as an open-access, user-friendly platform that will remain readily available to Pilot Demo Farmers, farmers, advisors, researchers, educators, and other key stakeholders well beyond the project's end.

From a technical perspective, the repository's architecture will facilitate easy integration with sister projects, including ClimateSmartAdvisors, ClieNFarms and Organic Advisory Network such as OrganicClimateNET, allowing the pooling of resources and the creation of a pan-European knowledge hub. Built-in mechanisms for regular updates—including biannual reviews of climate-smart tools and continuous additions of PAs—will keep the platform current and relevant for users seeking the latest insights. The guiding principle of open licensing (e.g., Creative Commons) underpins these updates, guaranteeing that educators, policymakers, and other stakeholders can reuse and adapt the materials for non-commercial purposes with minimal barriers.

As part of this sustainability plan, the CFD project management team will work with CSA team to determine key aspects for the platform's long-term sustainability, such the main developer, contributors, licensing and access, joint ownership, and long-term use beyond the project (see section [6.3.10](#) below). IDELE—supported by other contributing partners and in collaboration with CSA —will determine the appropriate mechanism for clarifying roles, responsibilities, and resource allocations for ongoing repository management once the project formally concludes. This approach not only guards against the platform becoming static or outdated but also ensures a collective sense of ownership among partners.

Crucially, the platform is designed to plug into existing institutional ecosystems, such as the EU CAP Network and EIP-AGRI and tools such as EU FarmBook, positioning its content to reach a broad audience of agricultural professionals and policymakers. Periodic communication campaigns (joint workshops, social media announcements, cross-links with extension networks) will drive awareness and encourage active participation in updating and refining repository content. Together, these measures aim to cement the repository as the go-to resource for evidence-based climate-smart solutions, safeguarding its value to the agricultural community—both now and in the years to come.

### 6.3.7 Dissemination Plan

Channel	Action	Timeline
<b>Farming for Climate</b>	<ul style="list-style-type: none"> <li>- Beta launch in 2025</li> <li>- Ongoing updates until 2030</li> </ul>	From 2025 to 2030
<b>Social Media &amp; Newsletters</b>	<ul style="list-style-type: none"> <li>- Regular posts highlighting new CFD materials available</li> <li>- Cross-promotions with sister projects, advisory networks</li> </ul>	Monthly, from Beta launch onward
<b>Agricultural Fairs &amp; Conferences, and Conferences with sister projects (2026/2027 and 2029)</b>	<ul style="list-style-type: none"> <li>- Demos of the repository's tool comparison features</li> <li>- Distribution of flyers or pamphlets describing repository content</li> </ul>	Aligned with major EU/national fairs (timing variable)
<b>Webinars (Orientation Sessions)</b>	<ul style="list-style-type: none"> <li>- Showcase how to navigate the repository</li> <li>- Provide live Q&amp;A for farmers, advisors, educators</li> </ul>	1-2 sessions near Beta launch Additional sessions post-launch
<b>Collaboration with EU Platforms</b>	<ul style="list-style-type: none"> <li>- Link repository or embed content in EIP-AGRI, EU CAP Network and EU-FarmBook</li> <li>- Joint events or synergy calls to amplify reach</li> </ul>	Start discussions early; formalize near Beta launch

Table 11: Farming for Climate Dissemination Plan

### 6.3.8 Risk Analysis

Risk	Mitigation
<b>Low awareness among target users</b>	<ul style="list-style-type: none"> <li>- Coordinated communication campaign with social media, newsletters, partner networks</li> <li>- Promotion through recognized EU platforms (EIP-AGRI, CAP Network)</li> <li>- Promotion through advisory networks (SEASN, EUFRAS, GFRAS)</li> <li>- Promotion through relevant projects at EU level</li> </ul>
<b>Lack of maintenance resources post-project</b>	<ul style="list-style-type: none"> <li>- Seek agreement with the main developer/host for post-project support</li> <li>- Seek co-funding or sponsor partnerships via sister projects and EU calls</li> <li>- Link to EU FarmBook platform</li> </ul>
<b>Content overload hindering ease of use</b>	<ul style="list-style-type: none"> <li>- Implement user-friendly categorization (topic-based, stakeholder-based)</li> <li>- Periodic content review to remove or update obsolete materials</li> </ul>
<b>Data privacy or licensing complexities</b>	<ul style="list-style-type: none"> <li>- Clear IPR guidelines from consortium &amp; contributors</li> <li>- Use appropriate open-access licenses (e.g., CC-BY) for published materials</li> </ul>

Table 12: Farming for Climate Risk Analysis



### 6.3.9 Monitoring & Tracking (in progress)

Below is a KPI table using the established format (KPI, Method, Frequency (to be completed in the next revision of the Exploitation Strategy), Responsibility). It covers the subcomponents and the repository's overall performance.

KPI	Method	Responsibility
<b>Repository Visits &amp; Downloads</b>	- Web Analytics (unique visitors, downloads) - Tracking user sessions via platform stats	IDELE/AUA + Web Support Team
<b>AMM Library &amp; Tool Usage (e.g., number of accesses)</b>	- Page/Module-level metrics - Feedback from farmers/advisors through user surveys	FiBL, ARVALIS + NCs+ Web Support Team
<b>Training Toolbox Uptake</b>	- Registrations or logs of training session participants - Surveys on usefulness	IDELE (toolbox lead) + WP leaders + Web Support Team
<b>PAs Downloads</b>	- Repository analytics for PDF downloads - Social media engagement (likes, shares)	BLOS + Communication Officer + Web Support Team
<b>Policy / Institutional References</b>	- Desk research on references in policy documents, extension frameworks	WP5 + IDELE / AUA (hosting team) + Web Support Team
<b>User Satisfaction &amp; Feedback (all resources)</b>	- Post-use surveys and online feedback forms	NCs + Lead Partners + Web Support Team

Table 13: Farming for Climate - Monitoring & Tracking

#### How It Works

- **Analytics & Surveys:** Monitor user traffic, downloads, and end-user satisfaction via short online surveys and event-based feedback.
- **Continuous Improvement:** Data from monitoring will inform periodic updates, ensuring the Knowledge Repository remains relevant and user-friendly throughout (and after) the project.

### 6.3.10 IPR and Ownership

The CFD project, together with ClimateSmartAdvisors (CSA) and ClieNFarms, is jointly developing the Farming for Climate platform to serve as a central resource for climate-smart agriculture. A more detailed Intellectual Property Rights (IPR) strategy will be outlined in the next revision of the Exploitation Strategy, targeted for completion by the end of 2025. In the meantime, project management teams from these initiatives will work diligently to establish key aspects such as the main developer, contributors, licensing and access, joint ownership, and long-term use beyond the project.



## 6.4 Exploitation Pathway for KER 2 – Recommendations for Network Management, Knowledge Exchange (KE), and Capacity Building

### 6.4.1 Description

Activities at both the national (Task 1.3) and European (Task 1.4) level are continuously evaluated to capture lessons learned about networking, KE, and capacity building for climate-smart farming (CSF). These insights are compiled annually and translated into recommendations aimed at various end-users. By Month 82, the project will deliver a final suite of practical tools and materials to foster robust network management and effective KE strategies.

By consolidating real-life learnings, offering an actionable guidebook, and showcasing inspirational flyers, KER 2 equips stakeholders with clear roadmaps for establishing and sustaining CSF demonstration farm networks. Tailored dissemination paths—spanning policy makers, farm managers, advisors, and researchers—ensure that these recommendations are accessible and flexible, driving robust CSF networks well after the project concludes.

Component	Description
<b>Learnings from Dynamic Action Plans (DAPs) &amp; Post-Evaluation Surveys</b>	Aggregated, evidence-based insights from local and national demonstration activities, focusing on what works and what needs improvement in CSF networking and capacity building.
<b>Guidebook for Setting Up National Networks (brochure in Year 3)</b>	Step-by-step guidance on establishing or strengthening national-level demonstration farm networks, covering governance structures, stakeholder engagement, and scalability tips.
<b>Flyer with Inspirational Practices</b>	Quick reference showcasing real examples of successful national networks, providing inspiration for new or expanding initiatives.
<b>Guidelines &amp; Lessons Learned for LLs</b>	Guide to set up, run, and monitor LLs for CSF solutions. Includes situation analysis, stakeholder dialogue, co-design tools, and an annual update mechanism based on real-world performance in 10 LLs..

Table 14: KER 2 - Components and Description

Demonstration farm networks are crucial for scaling climate-smart farming practices and preventing fragmentation. By consolidating lessons learned, the recommendations enhance governance capacity, promote cohesive networking, and strengthen the exchange of knowledge among diverse actors.

### 6.4.2 Target Audience

- **Primary:** National organizations looking to replicate the approach, Research partners, educators, capacity-building organizations, extension services, PIPs, and AKIS actors
- **Secondary:** Pilot Demo Farmers/farmers, farm managers, Climate Farming Advisors

Target Group	Why It Matters
<b>CSF Advisors &amp; National Organizations</b>	Provide direct capacity-building tools and KE frameworks to improve farmer outreach.
<b>Research &amp; Educators</b>	Insights can feed into research agendas and educational curricula on effective CSF network strategies.
<b>PIPs &amp; AKIS</b>	Facilitate cross-project collaboration and integration of network approaches into national extension systems.
<b>Policy Makers</b>	Evidence-based recommendations help embed CSF network support into policy frameworks and funding streams.
<b>Pilot Demo Farmers and Farmers</b>	Ensure a structured, sustainable approach to growing local networks and sharing best practices.

Table 15: KER 2 Target Groups

### How Each Component Addresses Each Target Group

To clarify how each component serves different audiences, the table below shows the value proposition and dissemination pathways for the Learnings, Guidebook, and Flyer.

Component	Target Group	Value Proposition	Dissemination Pathways
<b>Learnings from DAPs &amp; Surveys</b>	CSF Advisors & National Orgs	<ul style="list-style-type: none"> <li>- Field-tested feedback on capacity-building approaches</li> <li>- Shared repository of success stories</li> <li>- The feasibility of setting up a demo network</li> <li>- Limits and obstacles to setting up the network the resources and efforts required (calibration)</li> </ul>	<ul style="list-style-type: none"> <li>- Advisory service newsletters, extension bulletins</li> <li>- EIP-AGRI events, sector-specific conferences</li> </ul>
	Researchers & Educators	<ul style="list-style-type: none"> <li>- Data to shape future studies on network formation</li> <li>- Potential for educational case studies or curriculum material</li> </ul>	<ul style="list-style-type: none"> <li>- Academic publications, open-access data sets</li> <li>- Integration in postgraduate or vocational training</li> </ul>
	PIPs & AKIS	<ul style="list-style-type: none"> <li>- Cross-project perspectives on network governance</li> <li>- Inspiration for larger-scale knowledge sharing and synergy among networks</li> </ul>	<ul style="list-style-type: none"> <li>- Collaborative knowledge hubs</li> <li>- Joint events with other Horizon Europe projects</li> </ul>
	Policy Makers	<ul style="list-style-type: none"> <li>- Aggregate data on national-level network performance</li> <li>- Recommendations for policy alignment (e.g., CAP measures)</li> </ul>	<ul style="list-style-type: none"> <li>- Policy briefs (national/regional)</li> <li>- Stakeholder roundtables, direct meetings</li> </ul>
	Pilot Demo Farmers Other Farmers	<ul style="list-style-type: none"> <li>- Concrete metrics on success factors</li> </ul>	<ul style="list-style-type: none"> <li>- Internal workshops at demonstration farms</li> <li>- Local/regional farmer groups</li> </ul>
<b>Guidebook for Setting Up National Networks</b>	CSF Advisors & National Orgs	<ul style="list-style-type: none"> <li>- Practical roadmap for forming/expanding networks</li> <li>- Tools for capacity building: training modules, stakeholder engagement tips</li> </ul>	- Advisor-specific training sessions
			- National-level conferences on extension and innovation

	Researchers & Educators	<ul style="list-style-type: none"> <li>- Detailed case examples for academic analysis of network structures</li> <li>- Potential for use in extension training curricula</li> </ul>	<ul style="list-style-type: none"> <li>- University partnerships, teacher workshops</li> <li>- Shared in the Farming for Climate</li> </ul>
	PIPs & AKIS	<ul style="list-style-type: none"> <li>- Frameworks easily transferrable to other EU/regional projects</li> <li>- Helps unify diverse demonstration models under a single guiding approach</li> </ul>	<ul style="list-style-type: none"> <li>- Cross-project knowledge sharing platforms</li> <li>- EIP-AGRI focus groups or thematic networks</li> </ul>
	Policy Makers	<ul style="list-style-type: none"> <li>- Policy integration pathways for supporting national demonstration networks</li> <li>- Frameworks for resource allocation and sustained funding</li> </ul>	<ul style="list-style-type: none"> <li>- Policy briefs, official presentations</li> <li>- Inclusion in national/regional development plans</li> </ul>
<b>Flyer with Inspirational Practices</b>	CSF Advisors & National Orgs	<ul style="list-style-type: none"> <li>- “Snapshot” of effective network implementations</li> <li>- Inspiration for local adaptation</li> </ul>	<ul style="list-style-type: none"> <li>- Advisor e-bulletins, local extension hubs</li> <li>- Social media campaigns showcasing success stories</li> </ul>
	Researchers & Educators	<ul style="list-style-type: none"> <li>- Basis for classroom discussions or quick references to real-world achievements</li> <li>- Encourages further investigation and research</li> </ul>	<ul style="list-style-type: none"> <li>- Classroom materials, short library inserts</li> <li>- Seminars or orientation sessions for students</li> </ul>
	PIPs & AKIS	<ul style="list-style-type: none"> <li>- Quick wins to incorporate into larger knowledge-sharing frameworks</li> <li>- Encourages synergy among multiple EU or national initiatives</li> </ul>	<ul style="list-style-type: none"> <li>- Inter-project workshops, cross-learning platforms</li> <li>- Summaries in EIP-AGRI or EU CAP Network newsletters</li> </ul>
	Policy Makers	<ul style="list-style-type: none"> <li>- Concise good -practice highlights to inform high-level decisions</li> <li>- Real-world examples demonstrating impact</li> </ul>	<ul style="list-style-type: none"> <li>- Policy events, short presentations, or in-meeting handouts</li> <li>- Summaries within policy roundtables or newsletters</li> </ul>
<b>LLs Guidelines</b>	Practitioners (LL managers)	<ul style="list-style-type: none"> <li>- Step-by-step approach to launching and evaluating LLs for CSF</li> </ul>	<ul style="list-style-type: none"> <li>- Webinars for practitioners &amp; LL enablers</li> </ul>
	Policy Makers	<ul style="list-style-type: none"> <li>- Annual updates based on real-world performance</li> </ul>	<ul style="list-style-type: none"> <li>- Repository-based updates - Workshops during the final conference</li> </ul>
	AKIS/PIPs	<ul style="list-style-type: none"> <li>- Lessons &amp; challenges for replication at scale</li> </ul>	

Table 16: KER 2 - Components & Target Groups

### 6.4.3 Outcomes & Impact

The Recommendations for Network Management, KE and Capacity Building are expected to significantly strengthen the foundation and scalability of demonstration farm networks across Europe. In the short term, these resources provide a practical roadmap for organizing and coordinating CSF-focused (Climate-Smart Farming) networks at both the national and EU levels. By offering clear guidelines, annual lessons learned from Dynamic Action Plans (DAPs), and accessible reference materials (e.g., guidebooks, inspiration flyers), the project immediately empowers partners involved in the project, such as advisory services, and enables them to increase their circle of influence.

Over the medium term, the adoption of these recommendations is poised to reduce fragmentation within the agricultural landscape by bringing together diverse stakeholders under unified governance and capacity-building strategies. Through regular feedback loops and iterative updates, the network guidelines remain responsive to emerging needs, ensuring that national organizations, extension services, and research partners can adapt best practices to regional contexts. This, in turn, fosters stronger collaborations among demonstration farms and local communities, leading to a more synchronized exchange of knowledge and resources across Europe.

In the long term, these recommendations aim to redefine how demonstration farm networks operate, embedding climate-smart principles into the core of agricultural policy, funding mechanisms, and educational programs. As more stakeholders integrate the guidelines into their workflow—supported by robust capacity-building actions—Europe is better positioned to scale up successful demonstration models. Ultimately, this progress fuels the widespread adoption of climate-smart practices, enhancing resilience and sustainability in farming communities and contributing to broader EU environmental targets. By providing enduring frameworks for network governance and KE, KER 2 lays the groundwork for a thriving ecosystem of demonstration farms that will continue to innovate and collaborate long after the project concludes.

### 6.4.4 Exploitation Approach & Sustainability

The Recommendations for Network Management, KE, and Capacity Building offer a practical roadmap for establishing and maintaining demonstration farm networks at local, national, and European levels. Under the leadership of WP1/EVILVO, the exploitation strategy revolves around ensuring that all stakeholders—from pilot farm managers to policy makers—can readily access and operationalize these guidelines to strengthen climate-smart farming (CSF) networks across Europe.

Central to this approach is a wide dissemination of deliverables, including guidebooks, inspiration flyers, and annual lessons learned from the Dynamic Action Plans (DAPs). By making these resources publicly available, in line with Horizon Europe's emphasis on open-access—the project encourages their adoption by a variety of groups, including farmer associations, extension services, academic institutions, and policy bodies (e.g., ministries of agriculture). As a result, the core recommendations can be adapted to different regional contexts and policy environments, thereby reducing fragmentation and aligning network governance with best practices for climate-smart agriculture.

By weaving together open-access principles, multi-level dissemination, and sustainable funding mechanisms, the exploitation strategy ensures that KER 2's recommendations become an enduring catalyst for the scaling of climate-smart farming practices—both within the CFD consortium and across Europe's wider agricultural landscape.

## 6.4.5 Dissemination Plan

Below is an overview of key dissemination formats and channels, distinguishing how each target group is reached. The timeline for implementation is still being developed and will require additional time to ensure alignment among the main developer and contributors, with a detailed plan to be included in the next revision of the Exploitation Strategy.

Target Group	Key Message	Formats & Channels
<b>Pilot Demo Farmers</b>  <b>Farmers reached through farm demo events</b>	"Establish robust networks and scale your successful demos regionally or nationally."	<ul style="list-style-type: none"> <li>- Workshops, training sessions</li> <li>- Farm Demo Events</li> </ul>
<b>Policy Makers</b>	"Integrate validated network strategies into policies and development programs."	<ul style="list-style-type: none"> <li>- Policy briefs, executive summaries</li> <li>- EU conferences</li> </ul>
<b>Advisors</b>	"Adopt capacity-building tools to systematically grow CSF networks and KE."	<ul style="list-style-type: none"> <li>- Advisory newsletters, webinars, final conference</li> <li>- Project website &amp; social media</li> </ul>
<b>Researchers &amp; Educators</b>	"Study, refine, and teach best practices in network formation and KE."	<ul style="list-style-type: none"> <li>- Academic symposia, open-access repositories</li> <li>- Universities and secondary schools, e-learning resources</li> </ul>
<b>PIPs &amp; AKIS</b>	"Access proven models for cross-project network development and synergy."	<ul style="list-style-type: none"> <li>- Inter-project gatherings, AKIS platforms</li> <li>- Collaboration with EIP-AGRI, EU CAP Network</li> <li>- Collaboration with advisory organizations (EUFRA, GFRAS, SEASN, IALB)</li> </ul>

Table 17: KER 2 - Dissemination Plan

## 6.4.6 Risk Analysis

Risk	Mitigation
<b>Policy context shifts</b> that limit guideline relevance	<ul style="list-style-type: none"> <li>- Keep materials <b>modular</b> and updatable</li> <li>- Maintain regular communication with policymakers to adapt quickly to new frameworks or priorities</li> </ul>
<b>Limited uptake</b> due to complexity or language barriers	<ul style="list-style-type: none"> <li>- Provide <b>simplified flyers and infographics</b></li> <li>- Offer <b>translations</b> into key languages</li> <li>- Encourage feedback loops for improvements</li> </ul>
<b>Insufficient funding</b>	<ul style="list-style-type: none"> <li>- Outreach and support (huge base of project partners)</li> </ul>

Table 18: KER 2 - Risk Analysis

### 6.4.7 Monitoring & Tracking (in progress)

A structured monitoring strategy ensures each component (Learnings from DAPs & Surveys, Guidebook, Flyer) is evaluated for usage, adoption, and impact across the target audiences identified (farm managers, policy makers, advisors, researchers, educators, PIPs, AKIS, etc.). More specific monitoring and tracking tools and strategies selected will be presented in the next revision of the Exploitation Strategy.

KPI	Method	Responsibility
<b>Guidebook Access</b>	- Repository & website analytics (downloads, page views) - Requests for physical copies	EVILVO + Web Support Team
<b>Flyer Distribution &amp; Uptake</b>	- Tracking distribution at events, policy meetings - Surveys of recipients (advisors, policy makers)	NCs, Advisors, consortium partners
<b>Policy / Institutional Use</b>	- Policy briefs, CAP strategic plans, or extension frameworks referencing the recommendations - Interviews with relevant ministries	BIOS + ILVO
<b>User Satisfaction</b>	- Post-workshop / post-event surveys (qualitative ratings & open comments) - Feedback from farm managers, advisors, policy makers	NCs + Advisors
<b>Capacity Building Integration</b>	- Adoption in advisory/educational curricula - References in institutional training programs	ILVO + NCs + Educator Partners
<b>LLs Guidelines Adoption</b>	- Feedback from LL managers - Count of webinar participants / watchers	WP4 Leads + NCs + Web Support Team

Table 19: KER 2 - Monitoring & Tracking

#### How It Works

- **Website/Repository Analytics:** Track the number of downloads (Guidebook PDF, flyers) and time spent on relevant pages to gauge interest.
- **Policy/Institutional Monitoring:** Periodic scans of government strategies, extension guidelines, and policy briefs for explicit references to the Guidebook or Flyer recommendations.
- **Reporting & Review:**
  - **Aligned with Reporting Period (RP), every 18 months:** checkpoints for usage (downloads, distribution, new networks).
  - **Ongoing** user satisfaction to capture real-time feedback and quickly address gaps.

By using quantitative data, the project can continuously refine and update the network management recommendations, ensuring they remain highly relevant and widely adopted throughout the project's duration and beyond.

### *Roles & Responsibilities:*

- **EVILVO (Lead):** Oversees data aggregation, annual reporting on the KER's uptake and outcomes.
- **Partners & NCs:** Provide data and feedback
- **WP1 / BIOS:** Provide additional technical and analytic support, ensure the guidebook and flyers remain updated.
- **WP4:** coordinate LL guidelines adoption.

## 6.5 Exploitation Pathway for KER 3 – Guidelines & Recommendations for Successful Climate-Smart Farm Demo Events

The consolidated guidelines for climate-smart farm demonstration events integrate multiple resources to support the effective design, delivery, and evaluation of demonstration activities. These guidelines incorporate insights into the FarmDemo Training Kit, alongside additional tools and best practices.

By systematically collecting both quantitative (analytics, event logs) and qualitative (surveys, interviews, success stories) data, this monitoring strategy ensures KER 3 remains dynamic and aligned with user needs. With clear responsibilities, periodic reviews, and a feedback loop for adjustments, the Guidelines & Recommendations for Successful Climate-Smart Farm Demo Events can maintain lasting relevance and impact in scaling CSF practices.

By consolidating expertise and practical experience, the Guidelines & Recommendations for Successful Climate-Smart Farm Demo Events serve as a cornerstone for effective demonstration activities. The structured dissemination plan ensures that the materials are accessible to a broad spectrum of stakeholders, while the exploitation strategy guarantees their continued relevance beyond the project duration. Through this comprehensive approach, the project fosters an enduring impact on climate-smart farming practices, empowering diverse actors to engage in KE and innovation.

The resources include:

Component	Description
<b>Guidelines</b>	Detailed strategies for organizing CSF demo events, including methods, risks mitigation, tools, and engagement techniques.
<b>Inspiration Sheets</b>	One-page summaries showcasing best practices from real-world examples.
<b>Video Tutorial</b>	"How to Make a Good Farm Demo?" – A structured step-by-step video available in multiple languages.

*Table 20: KER 3 - Components and Description*

Farm demonstration events serve as a vital mechanism for KE, particularly in the context of farmer-to-farmer learning. By offering well-structured guidance, tested methodologies, and practical training materials, these resources enhance the capacity of stakeholders to organize and replicate effective demonstrations across various agricultural settings.

### 6.5.1 Target Audience

The primary beneficiaries of these guidelines are advisors and other AKIS actors designing on-farm demo events, as they play a crucial role in facilitating knowledge transfer. Secondary stakeholders include research partners, policymakers focused on agricultural extension services, and educators engaged in agricultural training and curriculum development.

Target Group	Why It Matters
<b>Advisors</b>	Practical demonstrations enhance learning and adoption of CSF techniques.
<b>AKIS</b>	Supports the integration of CSF demo methodologies into broader advisory and extension services.
<b>Researchers &amp; Educators</b>	Enables curriculum development and further scientific study of demo effectiveness.
<b>PIPs</b>	Facilitates cross-project collaboration and knowledge-sharing for scalability.
<b>Policymakers</b>	Provides evidence-based recommendations for integrating CSF demos in policy.
<b>Pilot Demo Farmers</b>  <b>Other farmers reached through farm demo events</b>	Practical demonstrations enhance learning and adoption of CSF techniques.

Table 21: KER 3 - Target Groups

#### How Each Component Addresses Each Target Group

To ensure clarity on how the three components of KER 3 serve each audience, the table below summarizes (a) the specific value of the component to each group, and (b) the primary dissemination pathways used to reach them.

Component	Target Group	Value Proposition	Dissemination Pathways
<b>Guidelines</b>	Advisors	<ul style="list-style-type: none"> <li>- Step-by-step methods for planning &amp; hosting demos</li> <li>- Ready-to-use protocols</li> <li>- Multi-actor engagement frameworks</li> <li>- Standardized demos to simplify training</li> </ul>	<ul style="list-style-type: none"> <li>- Advisory networks</li> <li>- Webinars &amp; professional newsletters</li> </ul>
	Researchers & Educators	<ul style="list-style-type: none"> <li>- Detailed methodological frameworks &amp; references</li> <li>- Facilitates replication in academic studies, practical exercises, or extension curricula</li> </ul>	<ul style="list-style-type: none"> <li>- Academic events, university curricula updates</li> <li>- Open-access publication in the Knowledge Repository</li> </ul>
	PIPs & AKIS	<ul style="list-style-type: none"> <li>- Standard approaches that can be transferred or adapted to other innovation projects</li> <li>- Tools for training extension agents on demonstration best practices</li> </ul>	<ul style="list-style-type: none"> <li>- Joint workshops with other EU-funded projects</li> <li>- AKIS forums, inter-project networks</li> </ul>



	Policymakers	<ul style="list-style-type: none"> <li>- Evidence-based approach to designing &amp; evaluating farm demonstrations</li> <li>- Potential to integrate guidelines into CAP or rural dev. programmes</li> </ul>	<ul style="list-style-type: none"> <li>- Policy briefs, executive summaries distributed via government or agency channels</li> <li>- Dedicated workshops &amp; presentations</li> </ul>
	Pilot Demo Farmers	<ul style="list-style-type: none"> <li>- Step-by-step methods for planning &amp; hosting demos</li> </ul>	<ul style="list-style-type: none"> <li>- Field days, farm networks, direct training sessions</li> <li>- Digital downloads (project website &amp; Knowledge Repository)</li> <li>- Farm Demo Events</li> </ul>
	Other farmers reached through farm demo events	<ul style="list-style-type: none"> <li>- Guidance on climate-smart practices</li> </ul>	<ul style="list-style-type: none"> <li>- Farm Demo Events</li> <li>- Webinars</li> </ul>
<b>Inspiration Sheets</b>	Advisors	<ul style="list-style-type: none"> <li>- Curated best-practice snapshots to guide advisory visits</li> <li>- Easy reference material to share with farmers</li> </ul>	<ul style="list-style-type: none"> <li>- Professional bulletins, email blasts, advisor workshops</li> </ul>
	Researchers & Educators	<ul style="list-style-type: none"> <li>- Access to actual case studies for pedagogical use</li> <li>- Quick reference for bridging theory with hands-on demonstration</li> </ul>	<ul style="list-style-type: none"> <li>- Academic forums, teacher trainings, specialized seminars</li> </ul>
	PIPs & AKIS	<ul style="list-style-type: none"> <li>- Success stories to inspire cross-project synergy</li> <li>- Easy examples to incorporate into broader KE platforms</li> </ul>	<ul style="list-style-type: none"> <li>- Shared platforms (e.g., EIP-AGRI)</li> <li>- Joint best-practice catalogs with other EU or national initiatives</li> </ul>
	Policymakers	<ul style="list-style-type: none"> <li>- Concise data points for policy integration</li> <li>- Showcases real on-farm successes that can inform future policy directions</li> </ul>	<ul style="list-style-type: none"> <li>- Meetings</li> <li>- Newsletters</li> </ul>
	Farmers	<ul style="list-style-type: none"> <li>- Quick, visual examples of success stories and key risk factors</li> <li>- Instantly applicable ideas to replicate on one's own farm</li> </ul>	<ul style="list-style-type: none"> <li>- Farmer-friendly channels (WhatsApp groups, local cooperatives)</li> <li>- Handouts at demonstration events or conferences</li> </ul>
<b>Video Tutorial</b>	Advisors	<ul style="list-style-type: none"> <li>- Demonstration tips that can be re-used or adapted</li> <li>- Interactive material to supplement training sessions</li> </ul>	<ul style="list-style-type: none"> <li>- Webinars with screen-share of videos</li> <li>- Advisory networks' internal libraries</li> </ul>
	Researchers & Educators	<ul style="list-style-type: none"> <li>- Illustrative content for lectures or workshops</li> <li>- Real examples to critique or study in academic research</li> </ul>	<ul style="list-style-type: none"> <li>- Conference presentations</li> </ul>
	PIPs & AKIS	<ul style="list-style-type: none"> <li>- Simple, scalable tutorial for replication in other projects and extension services</li> <li>- Fosters networking through a shared library of demonstration videos</li> </ul>	<ul style="list-style-type: none"> <li>- Inter-project knowledge hubs, collaborative digital platforms</li> </ul>
	Policymakers	<ul style="list-style-type: none"> <li>- High-level overview of on-farm demonstration value</li> <li>- Visual evidence of small- and large-scale demos' impact</li> </ul>	<ul style="list-style-type: none"> <li>- Policy-focused conferences, quick video screenings in stakeholder meetings</li> </ul>
	Farmers	<ul style="list-style-type: none"> <li>- Visual, step-by-step guidance that complements written materials</li> <li>- Allows seeing real demos in practice</li> </ul>	<ul style="list-style-type: none"> <li>- YouTube channel (@FarmDemo), embedded on project website, social media pages (Facebook, LinkedIn)</li> </ul>

Table 22: KER 3 - Components & Target Groups

## 6.5.2 Outcomes & Impact

In the short term, these guidelines will enhance the ability of stakeholders to design and implement effective climate-smart demonstration events. By providing access to standardized templates and best practice examples, risks factors, and mitigation actions, the materials support a more consistent and scalable approach to farm demonstrations across different regions and contexts.

Over the long term, the guidelines contribute to capacity building among advisors, educators, and policymakers, fostering the broader adoption of climate-smart farming principles at local, national, and European levels. By promoting a culture of peer-to-peer learning and continuous improvement, the project ensures that demonstration methodologies evolve in response to emerging challenges and opportunities.

## 6.5.3 Exploitation Approach & Sustainability

The Guidelines & Recommendations for Successful Climate-Smart Farm Demo Events are designed to maintain practical relevance and broad accessibility long after the formal project period concludes. To achieve this, the project partners have outlined an exploitation pathway that begins with development and testing, then moves through repository integration, open licensing, active dissemination, and ends with a structured plan for long-term maintenance.

During the development & testing phase, the guidelines, inspiration sheets, and video tutorials are drafted, refined, and piloted in real-world demonstration events—ensuring that end-user feedback is captured early and integrated into subsequent iterations.

To foster widespread use, the project intends to publish the materials under a Creative Commons license or a similarly permissive framework, guaranteeing free access and encouraging other actors to adapt, translate, or build upon the content. This targeted approach will ensure the guidelines reach diverse audiences—from small-scale farm operators to large national demonstration networks—strengthening climate-smart farming practices at multiple levels.

Finally, long-term maintenance is integral to the sustainability plan. Recognizing that demonstration methodologies and policy landscapes continue to evolve, the project will periodically review and update these materials. Through ongoing contributions from the consortium partners and feedback from external stakeholders, the guidelines will remain dynamic, adapting to new technologies, regulatory changes, and emerging best practices. By combining open licensing, proactive dissemination, and a robust maintenance framework, KER 3 aims to embed the Guidelines & Recommendations for Successful Climate-Smart Farm Demo Events firmly into the European agricultural community.

Stage	Key Actions
<b>Development &amp; Testing</b>	Drafting, stakeholder feedback, pilot demonstrations.
<b>Farming for Climate Platform</b>	Integration into KER 1 for long-term accessibility.
<b>Open Access &amp; Licensing</b>	Publishing under Creative Commons for broad adoption.
<b>Adoption &amp; Dissemination</b>	Promoted through workshops, training sessions, and outreach.
<b>Long-Term Maintenance</b>	Periodic updates based on best practices and new developments.

Table 23: KER 3 - Stages

## 6.5.4 Dissemination Plan

Target Group	Key Message	Channels
<b>Pilot Demo Farmers</b>	"Enhance your farm demo events and directly contribute to the dissemination of climate-smart practices in Europe."	- Project website - External newsletters - Social media
<b>Farmers reached through farm demo events</b>  <b>Other farmers (not directly reached)</b>	"Learn hands-on methods to conduct effective CSF demos—no prior experience required."	- Field days, local cooperatives, WhatsApp/Facebook groups - Project website, printed inspiration sheets
<b>Advisors</b>	"Equip yourself with ready-to-use protocols and best-practice summaries for greater impact."	- Advisory networks, professional newsletters, specialized webinars - Inclusion in CAP or national extension bulletins
<b>Polymakers</b>	"Incorporate validated CSF demonstration models into policy frameworks and rural dev. programs."	- Policy briefs & executive summaries - Government stakeholder meetings, agricultural conferences
<b>Researchers &amp; Educators</b>	"Access structured materials and real-life examples for research, curricula, and student training."	- Open-access repository, academic journals, university partnerships - Presentations at conferences and specialized events
<b>PIPs</b>	"Explore easily transferable demonstration approaches to scale up impact across other EU projects."	- Joint workshops, inter-project networks (EIP-AGRI) - Shared digital platforms and newsletters
<b>AKIS</b>	"Embed these demonstration methodologies into broader advisory systems for sustainable transitions."	- AKIS platforms, extension service networks, EU agricultural advisory forums

Table 24: KER 3 - Dissemination Plan

The project will also make use of video-based dissemination, with the tutorial hosted on the **@FarmDemo YouTube channel**, embedded on the CFD project website, and cross-linked in newsletters and social media campaigns. The subtitled versions of the video will be rolled out in parallel with language-specific guidelines to maximize accessibility.

## 6.5.5 Risk Analysis

Risk	Mitigation
Limited adoption if materials are not user-friendly or widely disseminated	User testing, clear formatting, and targeted promotional efforts across multiple channels.
Technological advancements or changes in demonstration methodologies	A modular structure allows for periodic updates and integration of emerging best practices.

Lack of skills to integrate the demo process into a global approach (economy, labour, political context, etc.)	Provide targeted training, develop practical guidelines, promote multidisciplinary collaboration (also with ClimateSmartAdvisors and their training resources), and facilitate peer learning.
Change of political priorities and strategies leading to loss of support	Engage policymakers and form strategic alliances to maintain momentum.
Language barrier between EU level and national deployment forces	Use localized materials, provide translation support, appoint national focal points, and utilize visual communication tools.

Table 25: KER 3 - Risk Analysis

## 6.5.6 Monitoring and Tracking (in progress)

This monitoring strategy is designed to ensure effective evaluation and continuous improvement of KER 3. It defines key performance indicators (KPIs), data collection methods, timelines, and responsibilities to facilitate systematic assessment and learning.

### Objectives of the Monitoring Strategy

- **Assess Uptake and Engagement:** Evaluate the extent to which key stakeholder groups (farmers, advisors, policymakers, researchers) access and utilise the guidelines, inspiration sheets, and video tutorial.
- **Measure Adoption and Impact:** Analyse how these resources contribute to enhancing the quality and frequency of climate-smart farm demonstration events.
- **Support Continuous Improvement:** Collect feedback to update and refine materials, ensuring their ongoing relevance and alignment with emerging technologies, best practices, and stakeholder needs.

This structured approach will enable evidence-based decision-making and ensure that the resources developed under KER 3 deliver maximum impact within the agricultural community.

### Key Performance Indicators (KPIs). Method, Frequency and Responsibility

A structured monitoring strategy (detailed in the table below) ensures each component (Guidelines, Inspiration Sheets, Video Tutorial) is effectively evaluated for usage, adoption, and impact, across target audiences.

KPI	Method	Responsibility
<b>Guidelines Download/Access</b>	Repository & website analytics (PDF downloads)	Teagasc + Web Support Team
<b>Inspiration Sheets Uptake</b>	Repository & website analytics (PDF downloads)	NCs
<b>Video Tutorial Views</b>	YouTube analytics (views, average watch time, region)	WP8 (BIOS)
<b>Feedback &amp; Satisfaction</b>	Post-event surveys (qualitative ratings & open comments)	NCs + Advisors

Table 26: KER 3 - Monitoring & Tracking

This multi-pronged approach—encompassing downloads, event logs, policy references, and stakeholder feedback—ensures that each component is monitored for relevance and real-world impact.

Insights gained will inform periodic updates to the guidelines, sheets, and tutorial, maintaining their long-term utility.

#### *Data Collection Methods*

##### Digital Analytics

- **Website/Repository Analytics:** Track downloads of guidelines and one-pagers.
- **YouTube Analytics:** Track video tutorial views, watch duration, and geolocation of viewers.
- **Social Media Metrics:** Monitor shares, likes, and comments on platforms (Twitter, LinkedIn, Facebook).

##### Survey & Feedback Forms

- **Immediate Feedback:** Short online or paper-based surveys after demonstration events to gauge if guidelines were used and to capture user satisfaction.

#### *Adjustments & Continuous Improvement*

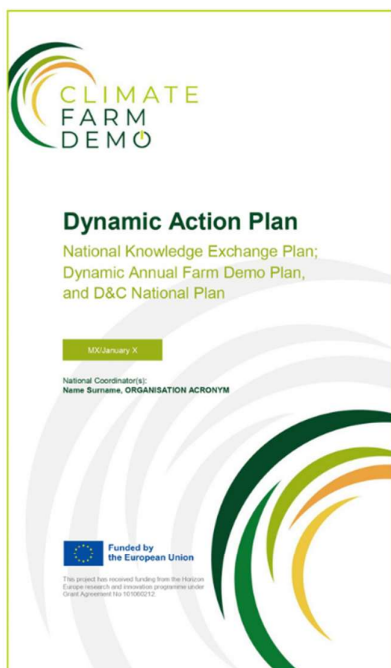
- If key performance indicators (KPIs) such as downloads or event uptake fall below expectations, Teagasc and NCs will coordinate additional dissemination efforts, including targeted workshops and social media campaigns.
- Insights from surveys and interviews will guide periodic updates to guidelines, video content, and promotional materials to enhance impact and relevance.

This structured approach ensures adaptive management and continuous learning to maximise the effectiveness of KER 3.

## Chapter 7

# Annexes

## 7.1 Dynamic Action Plan - National Knowledge Exchange Plan; Dynamic Annual Farm Demo Plan, and D&C National Plan



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### About the Dynamic Action Plan

This document is a comprehensive document merged from three distinct plans: the National Knowledge Exchange Plan, the Template for Dynamic Annual Farm Demo Plan, and the D&C Dissemination and Communication National Plan. This integrated plan encompasses coordinated initiatives and outlines a strategic course of action that leverages the key elements of knowledge exchange, farm demonstrations, and overarching dissemination and communication goals at a national level. It serves as a cohesive framework to guide multifaceted efforts towards sustainable and impactful outcomes within the specified domains.

National Coordinators (NCs) are expected to complete this document, but other relevant stakeholders should contribute to formulating a clear and actionable plan. It is designed for annual completion and review, with the deadline set for January 15th each year, commencing in 2025.

### Climate Impact

Describe here the current situation regarding climate change in your country based on the discussion during the national kick off meeting.

- What does climate change mean in your country? What is the impact for farmers and how do agricultural activities impact climate change?
- What are or will be the main challenges in your country, and should thus be priority topics for discussion in the national network?
- Are there any changes compared to the previous year? If so, what?

Answer:

Priority topics identified:

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### Priority topics

Stage in behaviour change process of target audience (Leave this stage which are relevant in your country details of other stages)	Knowledge need of farmers on this topic
1. Farmers are not yet acknowledging problem	Building awareness on the effects of climate change and climate policy related to the topic. Making them aware about the importance to change their practice. Gaining insights in the opportunities related to this topic, communicate the importance of change
2. Farmers acknowledge there is a problem, but are not yet ready to change	Farmer need to be made aware about what is in it for them. Farmers need to link the potential actions to their personal motivations
3. Farmers are getting ready to change	They need demonstrations on the different climate solutions and research knowledges. They need support in deciding on the right adaptation and mitigation measures for their farms. Farmers need training and need to develop skills on specific adaptation and mitigation measures
4. Farmers are testing adaptation and mitigation measures	Farmers need to share experiences with peers Farmers should co-create knowledge on specific climate issues and adaptation and mitigation measures. Farmers should be trained on how to implement climate policy and regulations
5. Farmers are trying to maintain and grow the new behaviour	Farmers need to be networked to farmers, and other actors, to strengthen cooperation and partnerships. Farmers need to defend lessons learned

Table 1. Presentation of the Stage in behaviour change process of target audience, and of the Knowledge need of farmers at each stage

PRIORITY TOPIC	Stage in behaviour change process of target audience	Knowledge need of farmers on this topic
[Add here the priority topic]	Choose an item	[Copy/paste the knowledge need of farmers from the table above]

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	Choose an item	
	Choose an item	

Table 2. Priority topics

### Planned schedule Knowledge Exchange & Demo activities

The action plan table will assist in formulating and overseeing a comprehensive program for knowledge exchange, farm demo events, and dissemination activities during the upcoming annual period.

Instructions and suggestions for completing the table

- For organizational clarity, we've incorporated a dropdown menu featuring a range of activity types, tailored to the specified objectives and target audience.
- For farm demo events -- As soon as the detail of each listed event is confirmed, those details should be registered on the project platform.
  - For guidelines relating to the registration and management of demonstration events, please see the CFD Website User Guide, available on the CFD SharePoint or in this document in Appendix 1 on page 14, under Available and Useful Documents.
- While it is understandable that the details of all planned events will not be known 12 months in advance, it is recommended that NCs start by listing those events which are already known, before then listing events for which some details are known (but perhaps the exact date of a demo event remains to be confirmed).
  - The table can be updated as further events are scheduled or planned, making this document a living document.
- Please make sure to clearly mark the dates of events in the plan, as this facilitates the mandatory reporting required every 18 months.

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Priority rank	Name of the event	Activity type	1. Main objective of the event and 2. Expected result (benefit) and 3. How it will be achieved (method)	Target group	4. Any other relevant information (e.g. group, location, date, time, etc.)	When? (month/year)	Location	5. Any other relevant information (e.g. group, location, date, time, etc.)	6. Periodic organization (frequency) for implementation	7. Contact person (name and phone number)
1		Choose an item.		Choose an item.		16/07/2024		Choose an item.		
2		Choose an item.		Choose an item.				Choose an item.		
3		Choose an item.		Choose an item.				Choose an item.		

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4		Choose an item.		Choose an item.		Choose an item.
5		Choose an item.		Choose an item.		Choose an item.

Table 3: Action Plan

7. For Table 6 for a more detailed description of target audiences and key messages. Differences between activities and the strategy. Use a copy of the table to the relevant organizations, institutions, and networks that represent independently of the government and represent the interests, values, and activities of farmers. This includes NGOs, community groups, labor unions, faith-based organizations, professional associations, and other relevant groups. "Others" are individual members of a table.

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### Communication Plan

This table serves as a strategic tool to facilitate your planning, monitoring, and enhancement of communication efforts at the national level. For a more detailed explanation and information regarding communication activities, refer to Appendix 1 (pages 14-18) in this document. Clear and detailed examples of both communication and dissemination activities are provided, please use these to gain a better understanding. Please focus on planning your communication activities in this section. Dissemination activities have been consolidated into the previous table.<sup>2</sup>

Communication activity name	Description	When? Target audience (when and for whom)	Where? (location)	How? (method)	Other communication channels (use the list in the table)	Who? (person)
		Choose an item.	Choose an item.	Choose an item.		
		Choose an item.	Choose an item.	Choose an item.		

<sup>2</sup> Check out the difference between "Communication" and "Dissemination" on page 14 of this document. If it is not in the list in the table, please use in the previous column.

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		Choose an item.	Choose an item.	Choose an item.
		Choose an item.	Choose an item.	Choose an item.
		Choose an item.	Choose an item.	Choose an item.
		Choose an item.	Choose an item.	Choose an item.
		Choose an item.	Choose an item.	Choose an item.
		Choose an item.	Choose an item.	Choose an item.
		Choose an item.	Choose an item.	Choose an item.
		Choose an item.	Choose an item.	Choose an item.
		Choose an item.	Choose an item.	Choose an item.
		Choose an item.	Choose an item.	Choose an item.

Table 4: Communication Plan

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### Evaluation and Feedback

The yearly activities will be evaluated during the annual national meetings, and using feedback, the knowledge exchange, farm demonstration, and dissemination and communication activities will be refined for the following years. From 2024 onwards, you should first perform the evaluation of the activities BEFORE adapting the national knowledge exchange plan:

- First complete the DAC activities of the past year. (insert KPIs from 2024, so you can easily fill it in during 2025 and onwards)
- Start drafting a new plan for next year.
- Be sure to change the title of your document for the new year.

Work Package (WP) 3, task 3.3, focuses on testing from and continuously improving climate farm demo activities through Monitoring, Evaluating and Learning (MEL). The tool and script evaluation documents are available on the CFDP SharePoint or on page 18 of this document, under Available and Useful Documents.

NGO's should review the milestone document, and:

- Use the MEL tool as part of their National Annual Meeting for evaluating farm demo practices on a national level; and
- Discuss with CFA's how the proposed Exit Plan can be incorporated into a number of the planned farm demo events.

### Lessons learnt from the evaluation

Feedback on the evaluation of knowledge exchange and other national activities
Please provide here the answers in English based on the completed MEL tool as described in the guidelines
Description of a successful knowledge exchange activity in the national network (that was not done in the past year)
What type of knowledge exchange activities were needed in the national network last year?
Suggestions for future national activities
Emerging new highlights
Main challenges in administering climate smart farming
Climate examples from your priority topics
Suggested improvements in dissemination for the coming year
Other project support needed to improve the CFA demo?
What else could you take to monitor the effectiveness of planned dissemination models?

Table 5: Feedback on the evaluation of knowledge exchange and farm demo activities

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### Challenges

Define actions to address challenges mentioned above:

Performance

What would "success" be for your demonstration events for the coming year? What added value would you like your network to provide?

What can you do to maintain or increase engagement in the network?

PDFs: \_\_\_\_\_

CFA's: \_\_\_\_\_

Other ANIS actors: \_\_\_\_\_

What are the main challenges you mention to CFA's and PDFs?	How effectively are they being addressed?	How could they be better addressed?
1	Choose an item.	
2	Choose an item.	
3	Choose an item.	
...	Choose an item.	

According to PDFs, CFA's, and the national project members, what are the key areas for improvement for the national network? (Open-ended)

What were the outcomes and conclusions of the National Meeting on audits and ANIS?



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What two insights/resources could help strengthen the capacity of your network (regarding the development of outdoor plans, demonstration events, specific climate topics, among others)?

Do you believe other countries or networks could benefit from the identified findings/resources? Or is it specific to your country?

How can we (Executive Committee/project) support you in achieving your objectives?

Any other comments or suggestions for enhancing the network's effectiveness? (Open-ended)

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### Appendix

#### Dissemination and Communication Differences

Communication refers to the process of promoting the project and its results to a multitude of audiences, including both specialists and the general public. This aims to increase awareness, accessibility, and understanding of the project's results, fostering greater visibility and maximizing societal impact. Communication activities are strategic and targeted, designed to reach specific audiences (such as industry stakeholders, policy makers, media, and the public) and could include engaging through social media, organizing public outreach events, and participating in workshops or conferences that extend beyond the scientific community.

Dissemination focuses on spreading the results of the project to the scientific community and other key stakeholders who might directly utilize these findings. This is critical for advancing knowledge within a particular field and ensuring that other researchers or practitioners can build on the project's outcomes. Dissemination typically involves publishing results in peer-reviewed scientific journals, presenting findings at academic conferences, and sharing data and resources that can be used by other researchers or industry professionals.

Therefore, this document provides an overview of the main types of dissemination and communication activities.

**Type of dissemination activity to be employed**

To make filling in the table easier, check out below the types of dissemination activities you can use.

Type of dissemination activity	What is this activity about?	Examples
Conferences	Presenting research from the project in its field to other scientists, professionals, or industry-specific audiences at a conference.	It can be done through conferences, panel discussions, and opportunities for exhibiting, giving presentations, and reports.
Education and training event	Disseminating the knowledge and skills developed by the project to other scientists, professionals, or industry-specific audiences at a conference.	Examples of education and training activities include workshops, seminars, webinars, etc.
Meeting	Sharing key information, updates, and outcomes with relevant stakeholders in the project and other relevant groups.	It can be done through ongoing or one-time meetings that discuss the project's progress, challenges, and opportunities. Examples include steering committees, working groups, etc.
Other - Other activities	Disseminating the project's findings and outcomes through various channels, including social media, newsletters, reports, etc.	It can be done through various channels, including social media, newsletters, reports, etc.

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Type of dissemination activity	Description	Measuring expected KPI
Collaboration with national and EU-funded project	The results of the project and relevant knowledge exchange.	Dissemination events, such as conferences, workshops, or seminars, where both project and national/EU-funded project representatives are present. The results of the project are presented and discussed in detail. The project's findings are shared with the national/EU-funded project's network.
Other scientific collaboration	Partnering with other research institutions, universities, or research centers to share knowledge and resources.	Dissemination events, such as conferences, workshops, or seminars, where both project and other scientific collaboration representatives are present. The results of the project are presented and discussed in detail. The project's findings are shared with the other scientific collaboration's network.

Table 4: Type of dissemination activity to be employed

**Type of communication activity to be employed**

To make filling in the table easier, check out below the types of communication activities you can use.

Type of communication activity	Description	Measuring expected KPI
Reports	Disseminating the project's findings and outcomes through reports, newsletters, etc.	Number of reports, number of people who read the reports, etc.
Newsletters	Disseminating the project's findings and outcomes through newsletters, etc.	Number of newsletters sent, number of people who read the newsletters, etc.
Press and posters	Disseminating the project's findings and outcomes through press releases, posters, etc.	Number of press releases, number of posters, etc.
Interviews	Disseminating the project's findings and outcomes through interviews, etc.	Number of interviews, number of people who read the interviews, etc.

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Activity	Description	Measuring expected KPI
Syntheses	Disseminating the project's findings and outcomes through syntheses, etc.	Number of syntheses, number of people who read the syntheses, etc.
Videos	Disseminating the project's findings and outcomes through videos, etc.	Number of videos, number of people who watched the videos, etc.
Website content	Disseminating the project's findings and outcomes through website content, etc.	Number of website visits, number of people who read the website content, etc.
Flags	Disseminating the project's findings and outcomes through flags, etc.	Number of flags, number of people who saw the flags, etc.
Social media posts	Disseminating the project's findings and outcomes through social media posts, etc.	Number of social media posts, number of people who saw the social media posts, etc.
Webinars and workshops	Disseminating the project's findings and outcomes through webinars and workshops, etc.	Number of webinars/workshops, number of people who attended, etc.
Press releases	Disseminating the project's findings and outcomes through press releases, etc.	Number of press releases, number of people who read the press releases, etc.
Public appearances	Disseminating the project's findings and outcomes through public appearances, etc.	Number of public appearances, number of people who saw the public appearances, etc.
Networking events	Disseminating the project's findings and outcomes through networking events, etc.	Number of networking events, number of people who attended, etc.

Table 7: Type of communication activity to be employed

**Target Audiences and Key Messages**

To streamline the communication and dissemination efforts, refer to the examples presented in the table below. The roles of target audiences and corresponding key messages is not exhaustive, rather, it functions as an example provided by European Commission.

Target Audience	Key Message
Policy makers	<ul style="list-style-type: none"> <li>Policy can become more sustainable through the implementation of CSF measures.</li> <li>Innovative knowledge can be applied through national and EU networks of CSFs.</li> <li>Technical tools and expert advice can help to address specific needs and reduce CSF impact.</li> <li>Technical tools can be used for implementing CSF projects.</li> </ul>

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Activity	Description	Measuring expected KPI
Agricultural advisory services (advisors)	Disseminating the project's findings and outcomes through agricultural advisory services, etc.	Number of agricultural advisory services, number of people who attended, etc.
Economic actors of the supply chain	Disseminating the project's findings and outcomes through economic actors of the supply chain, etc.	Number of economic actors of the supply chain, number of people who attended, etc.
EU institutions	Disseminating the project's findings and outcomes through EU institutions, etc.	Number of EU institutions, number of people who attended, etc.
National, regional and local authorities	Disseminating the project's findings and outcomes through national, regional and local authorities, etc.	Number of national, regional and local authorities, number of people who attended, etc.
Civil society and citizens	Disseminating the project's findings and outcomes through civil society and citizens, etc.	Number of civil society and citizens, number of people who attended, etc.
Research community	Disseminating the project's findings and outcomes through research community, etc.	Number of research community, number of people who attended, etc.
International organizations (OECD, etc.)	Disseminating the project's findings and outcomes through international organizations (OECD, etc.), etc.	Number of international organizations (OECD, etc.), number of people who attended, etc.

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Available and Useful Documents

You can access the documents by clicking the links below. Additionally, we have compiled all three documents into a single PDF, which is also attached to the email for your reference.

- ME Tool evaluation national annual meetings
- Script for evaluation of annual national meetings
- Climate Events Communication Opportunities
- CFD Website User Guide

Please access the CFD website back-office dashboard by clicking on the link below:

- CFD Website Back-office Dashboard

## 7.2 Newsletters Input Spreadsheet

A	B	C	D	E	F	G	H
		<p>-The content for an <b>internal newsletter</b> focuses on detailed project updates, upcoming and submitted milestones and deliverables, internal achievements, and team-specific information.</p> <p>-<b>External newsletter</b> is designed to highlight project successes, broader impacts, and key developments to engage and inform stakeholders, partners, and the general public. It is joint newsletter with sister project ClimateSmartAdvisors.</p> <p>-Information intended for publication in the upcoming newsletter, whether internal or external (depending on the month), should be <b>submitted to the designated tab</b> (labeled by month) by no later than the <b>15th of each month</b>.</p> <p>-For more information, you can reach to <a href="mailto:isidora.colic@biosense.rs">isidora.colic@biosense.rs</a></p>					
	Schedule						
No. #	Newsletter type	Status	Publishing day/week	Deadline to submit input	Input submission due in	Sent	Tr Notes
6	Internal	Completed	7/8/2024	7/8/2024	7 months 16 days OVER	✓	Notes
7	External	Completed	7/31/2024	7/23/2024	7 months 1 days OVERD	✓	joint with CSA
7	Internal	Completed	8/31/2024	8/15/2024	6 months 9 days OVERD	✓	Notes
8	External	Completed	9/30/2024	9/15/2024	5 months 9 days OVERD	✓	joint with CSA
8	Internal	Completed	10/31/2024	10/15/2024	4 months 9 days OVERD	✓	Notes
9	External	Completed	11/30/2024	11/15/2024	3 months 9 days OVERD	✓	joint with CSA
9	Internal	Completed	12/20/2024	12/15/2024	2 months 9 days OVERD	✓	Notes
10	External	Completed	2/5/2025	1/15/2025	1 months 9 days OVERD	✓	joint with CSA
10	Internal	Not started	2/28/2025	2/14/2025	10 days OVERDUE	□	Notes
11	External	Not started	3/31/2025	3/17/2025	21 days	□	joint with CSA
<div> <div>+</div> <div>≡</div> <div>Schedule</div> <div>July 24</div> <div>August 24</div> <div>September 24</div> <div>October 24</div> <div>November 24</div> <div>December 24</div> <div>January 25</div> <div>February 25</div> </div>							

External newsletter				
Organization	Email of the person submitting the information	Information to include in the text	Link (if any)	Photos
<i>Use Acronym as used in the project</i>		<i>Who, when, where and any additional information that are useful to write a content</i>	<i>In case there is a website article we should add to the newsletter</i>	<i>Create a link and share it here or send directly to <a href="mailto:isidora.colic@biosense.rs">isidora.colic@biosense.rs</a></i>
Example in the Row 4 serves as an example of the submitted information that can be used for the external newsletter. It will help you get an idea of what is expected.				
Ministry of Agriculture Croatia	zlatko.tomljanovic@mps.hr	CFD Croatia had organized 3 National exchange of knowledge events (trainings) for our CFAs to introduced them with Farm audits procedures, AMPs and demo-events related to climate changes. The first one training took place on April 11th in Šibenik (southern Croatia) and second one was in Nova Gradiška on April 15th for CSAs from eastern part of Croatia. The last one training took place in Zagreb for our CFAs from central and northern Croatia. The preparation, organization as well as discussions, questions during the events and after its and feedbacks of events were really good/fruitfull. There were also policy makers, scientists from the University as well as the media on training in Zagreb. So, we can conclude that our CFAs are now ready to start with Farm audits. Nothing to report what could be connected with some flaws or setbacks related to trainings.	<a href="https://www.savjetodavna.hr/2024/04/23/farm-audit-trening-climate-farm-demo-cfd-projekt/">https://www.savjetodavna.hr/2024/04/23/farm-audit-trening-climate-farm-demo-cfd-projekt/</a>	<a href="https://drive.google.com/drive/folders/14KyhZ8DC-Z0Ey3XxuqkIA5AL8LHp0lk?usp=drive_link">https://drive.google.com/drive/folders/14KyhZ8DC-Z0Ey3XxuqkIA5AL8LHp0lk?usp=drive_link</a>
<div> <div>+</div> <div>≡</div> <div>August 24</div> <div>September 24</div> <div>October 24</div> <div>November 24</div> <div>December 24</div> <div>January 25</div> <div>February 25</div> <div>March 25</div> <div>April 25</div> <div>May 25</div> <div>&lt;</div> <div>&gt;</div> </div>				



### 7.3 Thematic Events Agenda Templates



Event Title

Date:		Time:	
Place/Link:			
Organiser:			
Contact/Email:			
Speakers:			
Thematic area(s):			

Agenda

[time] [subject]

[time] [subject]

[time] [subject]

[time] [subject]

[time] [subject]

[time] [subject]

[time] [subject]



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the European Union



## Event Title



Date:		Time:	
Place/Link:			
Organiser:			
Contact/Email:			
Speakers:			
Thematic area(s):			



## Agenda

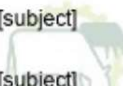
[time] [subject]



[time] [subject]

[time] [subject]

[time] [subject]



[time] [subject]

[time] [subject]

[time] [subject]



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## 7.4 2024 DEC Survey for National Coordinators



### Preparing for the WP8 Session at CFD Annual Meeting 2024

To make the most of the DEC session, we kindly ask you to complete the questionnaire. This will help us tailor the session with the solutions and knowledge you need, ensuring a successful session at the Climate Farm Demo Annual Meeting in Slovenia. Thank you in advance!

Name and surname/country

Short answer text

What is your greatest challenge related to Dissemination, Exploitation and Communication? (DEC) Please feel free to select one or more checkboxes below. \*

- ☐ Planning and monitoring my DEC activities
- ☐ Utilizing social media
- ☐ Practice Abstracts (PAs)
- ☐ How and where to disseminate my results
- ☐ Other...



Please share any specific challenges you're encountering, or provide more details about the challenges mentioned in the previous question. \*

Long answer text

If you selected the checkbox for Practice Abstracts (PAs), please provide more specific details about the challenges you're facing. \*

Long answer text

What would you like WP8 to focus on during the session at the Annual Meeting to better align with your needs? Please fill in your suggestions below. \*

Long answer text

Would you prefer the workshop to be structured as a training session or a presentation? \*

- ☐ Training session
- ☐ Presentation
- ☐ Both

What aspect of DEC are you currently most confident about? \*

Short answer text

## 7.5 Icons

# 12 Adaptation and Mitigation **Thematic Areas**



Additives for  
reducing enteric  
methane emissions



Agroforestry and  
relation to landscape



Grassland  
management



Herd  
management



Crops  
management



Energy  
management



Rewarding  
mechanisms



Soil health and  
biodiversity



Biogas  
production



Forage  
production



Manure storage  
and spreading



Water  
management



## Thematic Sectors



Vegetables sector



Proteins and oil  
seed crops sector



Poultry sector



Pigs sector



Organic sector



Fruits sector



Crops sector

## Other Icons



**Thematic Leader  
(TL)**



**Climate Farm Advisor  
(CFA)**



**National Coordinator  
(NC)**



**Pilot Demo Farm  
(PDF)**



**Specialised  
arable crops**



**Horticulture crops,  
including organic farming**



**Lighthouse Farm  
(LF)**



**Experimental Farm  
(EF)**

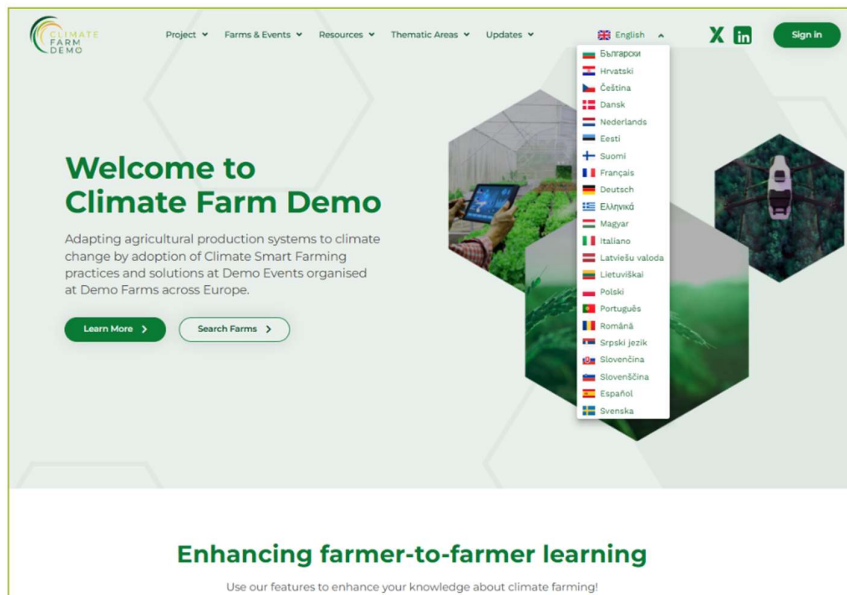


**Climate Smart AKIS  
(CS-AKIS)**

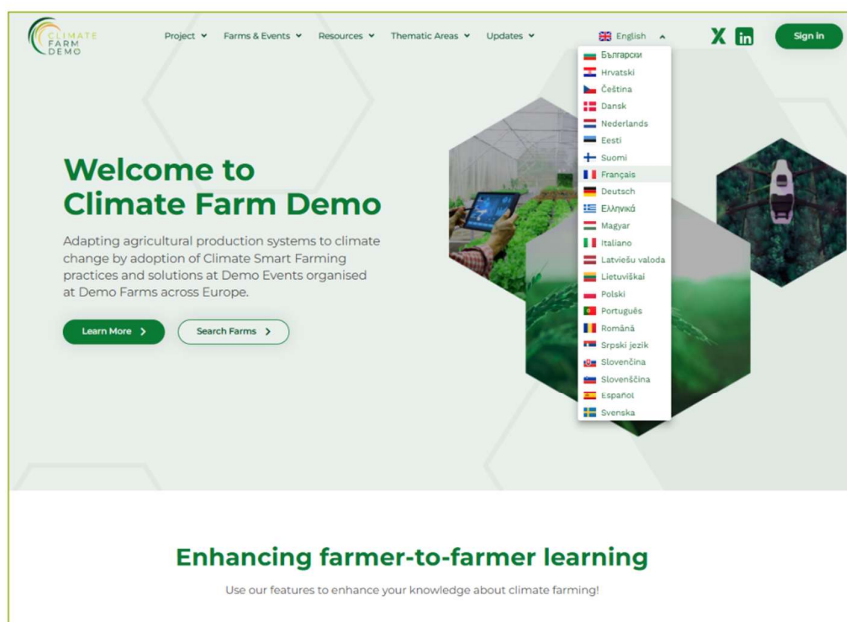


**Animal husbandry and  
mixed farming systems**

## 7.6 Guide to Setting Up Language Preferences on the Website



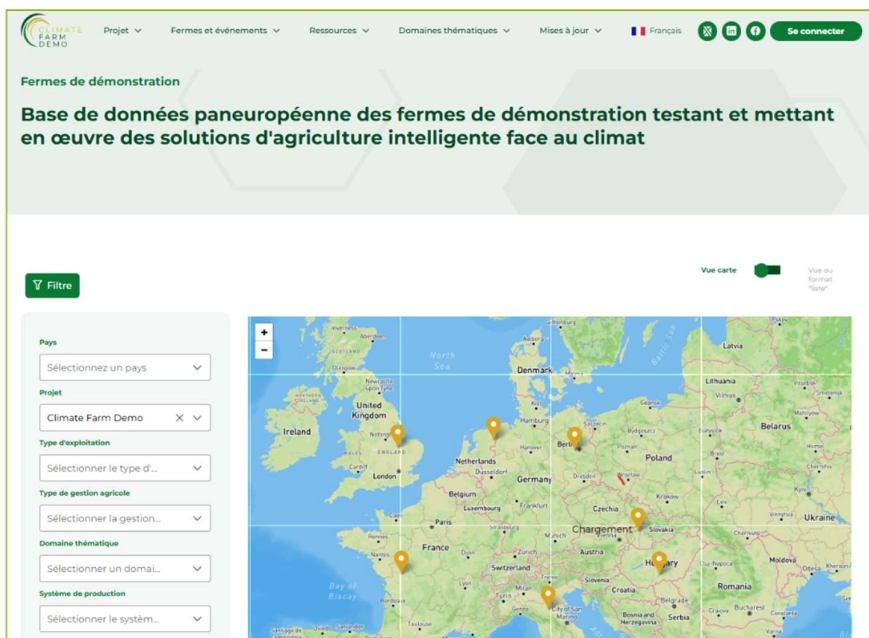
**Step 1**  
Click on the flag icon in the top right corner



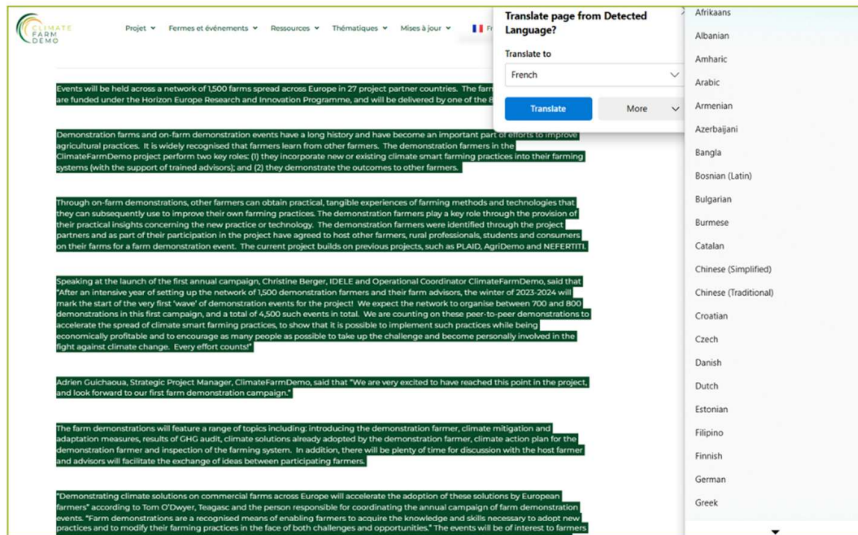
**Step 2**  
Choose your preferred language from the dropdown menu



Pages will be automatically translated to the language you chose.



For certain website sections, such as News & Blogs, you will need to configure the language settings in the system preferences.



### Step 3

- Select the text you want to translate
- Select the icon in the address bar
- In the Translate to menu, select which language you want to translate to.



- Selected text will be translated to the language you chose.
- You can revert translated webpage back to original or other language the same way.



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the European Union**

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