

ECO-READY

Communication Highlights

2023–2026

**A visual overview of the
project's communication
and dissemination activities**



Teerna Nayak and Gerhard Schiefer
proQuantis



**Funded by
the European Union**

The ECO-READY project has received funding from the European Union's Horizon Europe Research and Innovation Programme under grant agreement n° 101084201

Preface

IOANNIS MANIKAS
ECO-READY PROJECT COORDINATOR

It is a pleasure, as Project Coordinator, to introduce this booklet on the communication and dissemination journey of the ECO-READY Horizon Europe Project: *Achieving Ecological Resilient Dynamism for the European food system through consumer-driven policies* (Grant agreement ID: 101084201).

When ECO-READY began in December 2022, Europe's food system was confronting an increasingly complex landscape of interconnected pressures. Climate change, biodiversity loss, resource constraints, market disruption and evolving societal expectations were no longer challenges that could be addressed separately. They demanded an integrated, evidence-based and participatory response, one capable of connecting scientific knowledge, digital innovation, policymaking and practice.

Over the course of the project, ECO-READY has worked to build precisely these connections. What began with the identification of the drivers shaping European food security developed into a broad programme of scenario building, modelling, stakeholder engagement, policy analysis, contingency planning and digital innovation. At the heart of this effort has been our network of ten Living Labs across Europe's major bioclimatic regions. By bringing together farmers, researchers, businesses, public authorities, civil-society organizations and citizens, the Living Labs have grounded the project's work in regional realities and ensured that resilience strategies are informed by data inputs, and also by hands-on experience.

The ECO-READY Observatory represents another central element of our project. Designed to integrate knowledge and data across climate change, biodiversity and food systems, it seeks to support more informed decisions by policymakers, researchers, practitioners, industry and society.



Together with the project's scenarios, forecasting methods, policy recommendations and contingency-planning approaches, the Observatory represents our ambition to translate complex evidence into accessible and actionable tools.

This booklet tells that story through the project's communication highlights. Its four chapters, Laying the Foundations, Building the Network, From Research to Action, and Sharing Knowledge and Impact, reflect the progression of the project throughout its lifecycle. The selected posts, events, workshops, publications and Living Lab activities aim to demonstrate how communication has helped to create and establish a community around the project, mobilizing participation, sharing emerging knowledge, connecting regional initiatives, supporting policy dialogue and opening our work to audiences across Europe and beyond.

The scale of this engagement has been possible only through sustained collective effort. I would like to express my sincere appreciation to every consortium partner, Living Lab team, stakeholder, advisory expert and participant who contributed knowledge, time and commitment to ECO-READY. I also warmly thank the dissemination and communication team for transforming a highly multidisciplinary project into a clear and engaging public narrative, and for ensuring that its activities and results reached the communities they were intended to serve.

As ECO-READY approaches its conclusion in November 2026, our attention is firmly directed towards continuity and impact. The project's lasting value will depend on how its Observatory, Living Lab network, evidence, tools and policy insights continue to be used, developed and shared. This booklet therefore looks both backwards and forwards: it observes what has been accomplished while confirming the partnerships, capacities and shared responsibility necessary to strengthen the resilience of Europe's food systems in the years ahead.

About

PROF. DR. GERHARD SCHIEFER
PROQUANTIS GMBH & CO. KG



This publication presents a curated visual journey through Eco-Ready's communication activities between 2023 and 2026. It highlights major milestones, Living Labs, research, events, and policy engagements through social media posts selected from about 400 posts linked to Eco-Ready activities.

The social media initiatives were received with high interest demonstrated by the about 6000 followers on social media, a high number for a project with short duration. The high visibility builds on more than 300.000 impressions and more than 20.000 interactions. These numbers provided the motivation for the publication, providing all interested groups, participants, and stakeholders with a visual overview on the project's development and bringing back memories of the communication during the project period. We also hope that this summary underlines the achievements and successes of the project.

Social media communication within the project was the responsibility of Eco-Ready partner proQuantis. It was part of a broader dissemination and communication strategy which also covered a.o. the project's website (www.eco-ready.eu) and the regular publication of the project's newsletter collected in the newsletter archive accessible through the website.

Social media posts are the result of engagements of people. They require an understanding of issues, their transformation into messages and their link with pictures and graphs that grasp the attention of readers. Ms **Teerna Nayak** with her MSc. In Marketing was able to cover all of these features and provided the project throughout the years with the constant flow of animating social media posts. She is behind the social media success and it is her work we publish in this booklet. Thank you.



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SOCIAL MEDIA CHANNELS



PROJECT PARTNERS



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2023

LAYING THE FOUNDATIONS

2023 marked the beginning of the ECO-READY project. Consortium partners came together to launch the initiative, establish the project's vision, open the Living Lab call, and lay the foundations for a resilient European food system through collaboration, research, and innovation.



Commencement Meeting



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2023

Project Journey & Milestones



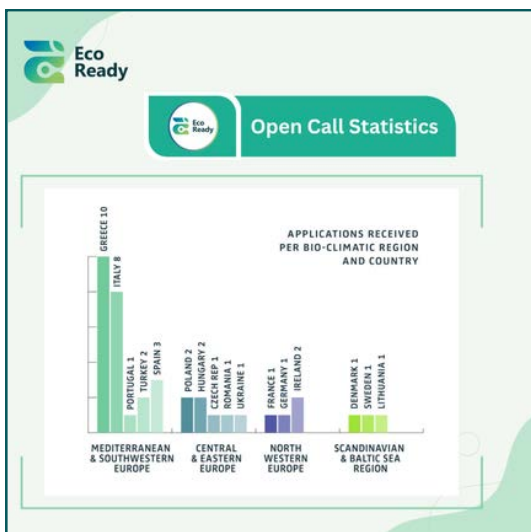
ECO-READY had a significant presence at the 14th European Conference on Precision Agriculture (ECPA), making waves with our innovative project!

On 5th July, our project was showcased by Annamaria Bevivino (ENEA) and received tremendous interest and appreciation from over 400 experts in the field. We are thrilled to be part of discussions on the strategic importance of precision agriculture in achieving sustainability in farming.

Don't miss out on the ECO-READY Open Call Presentation, taking place at the Research Dissemination Center of Aristotle University of Thessaloniki.

Take this opportunity to be part of groundbreaking initiatives and innovative projects.

Date: Friday, 23 June 2023
Time: 11:00 - 12:30 EEST
Location: KE. D. E. A & Online



Under the Open Call, ECO-READY plans to fund a minimum of 10 Living Lab projects, each consisting of 3-5 partners per consortium. The total budget for the Open Call is 4,000,000.00 €, with each Living Lab eligible for financial support of up to 400,000.00 €.

Our Open Call has been met with remarkable enthusiasm, receiving an astounding 38 unique applications from 16 different countries across the targeted bio-climatic regions. We're thrilled to witness such commitment to sustainability and change!



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2023

Partner Introductions



Eco-Ready aims to identify, classify and evaluate the factors affecting food security at the local and European levels for delivering a real-time surveillance system through the development of a digital Observatory, offered as a website and as a smartphone application

STRONGER TOGETHER



WHITE will lead the "Stakeholders' engagement and empowerment" WP. The team will conduct an EU-wide survey aiming at analysing consumers' triggers of behavioural change towards more sustainable consumption, lead awareness-raising actions, deploy behaviour interventions, and lead the task of transition management for 10 LLs, established across Europe. WHITE's team will also identify user-related requirements for the ECO-READY observatory.

STRONGER TOGETHER



Migros provide information on retail requirements pertaining sustainable and resilient agriculture, and act as a Proxy for representing the consumer needs.

STRONGER TOGETHER



The CUT team's multidisciplinary agenda includes supervising Living Labs' metabarcoding concepts for biodiversity monitoring in agricultural schemes. They will support ECO-Ready partners in analyzing EU policies and their impact on food resilience. CUT will also contribute to designing the digital observatory and managing data extraction and integrated methods.

STRONGER TOGETHER



Foodscale Hub is responsible for the launch of a single Open Call that will take place to establish the network of ten Living Labs (LL's) aiming to foster co-creation of knowledge surrounding climate change, biodiversity, and food security. The performance of the LL's related to the testing of scenarios on selected food products and crops as well as the development of relative resilience strategies, will be monitored by Foodscale Hub.

STRONGER TOGETHER



IUCN Europe will lead the work related to the development of policy recommendations, and the dissemination of those recommendations to actors from the EU institutions, civil society, and industry. IUCN Europe will also advise the consortium on EU environmental policy matters, particularly in relation to food security in the context of biodiversity loss

STRONGER TOGETHER



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2023

Events & Collaboration



Exciting Times at ECO-READY! Our two-day annual meeting in Rome, hosted by ENEA, was a triumph of collaboration, insights, and progress towards a sustainable future.

Representatives from diverse organizations, including Confagricoltura, ANGA, BirdLife Europe and Central Asia, Tecnoalimenti S.C.p.A., and WWF ITALIA, fueled a dynamic policy debate. Their expertise and insights are shaping ECO-READY's initiatives and contributing to the broader policy landscape.

We're thrilled to unveil an exclusive workshop that promises to shape the future of sustainability!

The session aims to create pilot scenarios for European agriculture, introduce MAGNET and LCA modeling, and establish a framework for translating biodiversity, climate resilience, and food security drivers into long-term modeling.



The ECO-READY project was featured at the #ERSAC conference held in Prague!

AgroServ EU organized the conference at the Faculty of Agrobiological Sciences, Czech University of Life Sciences Prague

Dr. Ioannis Manikas, the Project Coordinator, presented the ECO-READY project, followed by Grigoris Chatzikostas (Foodscale Hub) presenting the #opencall for establishing living labs.



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2023

Living Labs in Action

Join the Eco-Ready
Living Labs network
and obtain up to 400K
in funding!



Join us on a transformative journey as farmers, policymakers, scientists, and stakeholders unite to improve agricultural practices and technologies. Through our Living Labs, we will co-design, test, and finalize scenarios, policies, and resilience strategies for a sustainable future. Our aim is to build resilience, foster knowledge, and shape the future of food security, biodiversity, and adaptation to climate change.

Discover the power of Living Labs in driving sustainable innovation with ECO-READY! Living Labs are participatory spaces where farmers, policymakers, scientists, and stakeholders come together to co-design and evaluate agricultural practices. As part of ECO-READY, our Living Labs will foster collaboration, testing, and refinement of scenarios, policies, and resilience strategies for food security, biodiversity, and climate change.



OPEN CALL FOR
LIVING LABS

**DEADLINE
EXTENDED!**



SUBMIT YOUR APPLICATIONS BY
SEPTEMBER 30TH, 2023
(17:00 CET)

Attention agri-food stakeholders! Exciting news from ECO-READY! We are extending the deadline for the submission of applications to our Open Call! The new deadline is September 30th, 2023 (17:00 CET).

Through our network of Living Labs, you can contribute to short- and long-term resilience building strategies, tackle interdisciplinary challenges, and form lasting collaborations for data exchange.



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2023

Research & Innovation

Developing future scenarios to enhance food system resilience for a sustainable future



We may not know exactly what lies ahead, but through informed local knowledge, diverse expertise, and on-the-ground data we can identify plausible scenarios and indicators for biodiversity and climate change resilience to better monitor agricultural system shocks.

ECO-READY will explore food priorities and the factors that support more resilient futures. This valuable insight will influence future policies.

ECO-READY is on a mission to co-create an up-to-date observatory for the EU food system security.

The observatory is positioned to revolutionize the way information is accessed within the agri-food system. From farmer to consumer, and beyond, ECO-READY advances the traditional value chain perspective and aims to co-create directly with all stakeholders involved in the agri-food system to develop a process that tailors data delivery to match all actor's expectations.



On a mission to co-create an observatory for the EU food system security



In ECO-READY, we're analyzing crucial regulations, directives, and legislative proposals in EU Policies like CAP, Green Deal, Farm to Fork and more, using a systematic approach

Our mission is to unravel gaps and connections with data, providing tools for a sustainable food security transition, resilient to climate change threats and biodiversity loss.



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2023

Policy & Impact



ECO-READY's focus on stakeholder analysis is taking us on a journey across EU's food value chain!

From engaging consumers, farmers, food processors, and policymakers, to conducting an in-depth survey covering all biogeographic regions, we're gaining valuable insights to reflect on the most important needs, challenges and trends of their sectors. Our EU wide survey will analyse consumers' needs, interests and triggers of behavioural change towards more sustainable consumption

According to the European State of the Climate 2022 produced by Copernicus EU; the last year Europe "had the warmest summer on record, at 1.4°C above average. In southwestern and western areas, up to 30% more warm days occurred than average, highlighting the frequency of high-temperature extremes."

With these facts in mind, understanding the drivers that shape European Food Security is more important than ever. Eco-Ready Project is committed to developing the models to help Europe adapt our agri-food systems to be climate change resilient.



Our mission is to drive positive change in consumer behaviors for a more sustainable future. Through innovative behavioral interventions like nudges and behavioral vaccines, we're working to enhance biodiversity and promote food security and climate resilience.

How are we doing it? With rigorous experiments, data-Driven Insights and by shaping policies while engaging stakeholders



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2024

BUILDING THE NETWORK

2024 marked a year of growth and collaboration for ECO-READY. The project expanded its Living Lab network, strengthened stakeholder engagement, advanced research and Observatory development, and showcased its progress through consortium meetings, international conferences, and collaborative workshops across Europe.



The poster features a background image of a field of wheat at sunset. The title 'Living Labs - Kick-off meeting' is written in a large, white, serif font. Below the title, the dates 'April 22nd- 23rd, 2024' and the location 'Thessaloniki, Greece' are listed in a smaller, white, sans-serif font. In the top right corner, there is a circular logo for 'Eco Ready' with a green and blue stylized 'e' icon. At the bottom, there is a light blue banner containing logos for the organizers: Aristotle University of Thessaloniki and Foodscale Hub, and the European Union flag with the text 'Funded by the European Union'.

**Living Labs -
Kick-off meeting**

April 22nd- 23rd, 2024
Thessaloniki, Greece

Organisers:  ARISTOTLE
UNIVERSITY
OF THESSALONIKI

 FOODSCALE HUB

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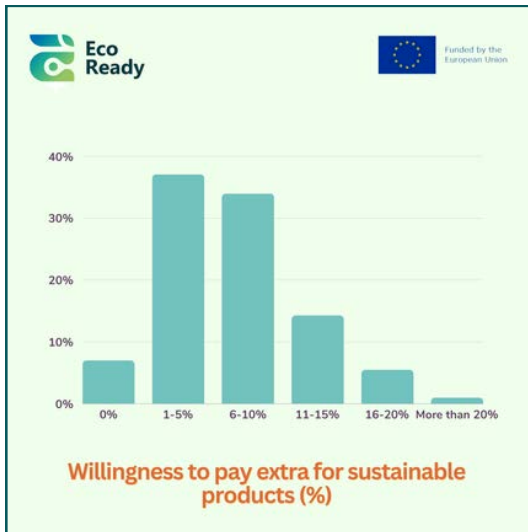


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2024

Project Journey & Milestones



Dive into the heart of sustainable consumption in Europe with ECO-READY's recent survey conducted by our partner, White Research!

Our survey, encompassing insights from 2,785 respondents across the EU states, unveils intriguing findings about sustainable consumption habits.

ECO-READY Insight Update: LCA and MAGNET Findings!

Scale Matters in Agricultural Interventions: The LCA and MAGNET modeling teams uncovered a critical gap in introducing new agricultural interventions. The challenge lies in bridging the scale between local initiatives and national or super-national policies. ECO-READY is gearing up to address this issue for more effective outcomes.



Exciting News! ECO-READY's Co-creation Workshop is on the horizon, organized by White Research in partnership with Wageningen University & Research and Aristotle University of Thessaloniki (AUTH).

This workshop, a pivotal ECO-READY moment, is tailored for key stakeholders in the food system to actively shape our Observatory.



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2024

Conference Highlights



Barcelona



The LCA team attended the LCA Food Conference which focused on sustainability in food systems through Life Cycle Sustainability Assessment (LCSA).



Eco-Ready



PROJECT PARTICIPATION AT

IFAMA

Almeria, Spain



Funded by the European Union



5th Global Food Security Conference



Towards equitable, sustainable and resilient food systems

9-12 April 2024
Leuven, Belgium

Organised by:



KU LEUVEN



WAGENINGEN UNIVERSITY & RESEARCH



Eco Ready

Eco-Ready Partner:



IFOAM

CO-CREATION AND TRAINING WORKSHOP

FOR SCENARIO DEVELOPMENT



AIM:
TO WORK ON THE CONTINUED DEVELOPMENT OF SCENARIOS FOR EACH OF THE 10 ECOREADY LIVING LABS.

DEN HAAG, NETHERLANDS

27-28 JUNE 2024



Scenario Development in Den Haag, Netherlands



Confagricoltura



CIBUS, Parma

Confagricoltura showcased the project's initiatives at Cibus fair in Parma



Dublin, Ireland

LRN24 CONFERENCE



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Events & Collaboration



Prof. Gerhard Schiefer took center stage at the IGLS Forum 2024 to unveil the ECO-READY Challenge: Creating Contingency Plans for Food Security in Times of Change. 331 external experts from various countries joined the discussion online in sharing insights from existing literature to developing frameworks, starting with 'Risk Management,' and navigating challenges like standardizing routine processes and migrating from frameworks to efficient IT tools.

ECO-READY is thrilled to be part of the FOOD 2030 Networks Conference on Transformative Food System Innovation, happening in Brussels from March 5 to March 7, 2024, organized by CLEVERFOOD in partnership with visit.brussels.

The conference addresses the urgency for transformative innovation in our current agriculture and food system, aiming for a just transition that ensures prosperity, wellbeing, and food security for all.



We're thrilled to announce the successful completion of our co-creation workshop aimed at defining user requirements for the ECO-READY Observatory Platform/App. Held on March 13th, 2024, this collaborative effort involved 53 participants from diverse food system stakeholder groups, including farmers, civil society, academia, living lab representatives, and industry experts.



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2024

Introducing the Living Labs



WELCOME TO ECO-READY



SECO COLLAB
SCANDINAVIAN LLB

Funded by the European Union

Seco Collab aims to build a resilient and sustainable food ecosystem in Scandinavia and Europe by delivering climate-resilient food solutions and fostering local and hyper-local food production, particularly in urban areas.



WELCOME TO ECO-READY

THALLA

Funded by the European Union

THALLA, the Thriving Agroecology Living Lab in Central Greece, focuses on enhancing food security, biodiversity, and climate resilience through sustainable practices for honey, tomatoes, wheat, olives, and fish & aquaculture. By involving stakeholders in scenario development and policy support, THALLA aims to create a resilient and sustainable food system.



WELCOME TO ECO-READY

AIDEMEC

Funded by the European Union

The "AI System for Detection of Abiotic/Biotic Stress in Mediterranean Crops" (AIDEMEC) in Italy's Basilicata Region uses AI to detect early crop stress. This Living Lab aims to enhance real-time crop monitoring, inform adaptive practices, and support sustainable agriculture under changing climate conditions.



WELCOME TO ECO-READY



LOFS
Eco Ready

Funded by the European Union

The LOFS (Loire Valley Observatory for Food Security) Living Lab, located in the UNESCO-listed Loire Valley, is dedicated to developing adaptive scenarios to address the impacts of climate change on key crops like wheat, rapeseed, lettuce, and mushrooms. Through collaboration with local farmers, researchers, and industry partners, LOFS aims to strengthen food security and resilience in the region's agricultural sector.



WELCOME TO ECO-READY



PROBIO
LIVING LAB

Funded by the European Union

Living Lab PROBIO focuses on sustainable agriculture, climate resilience, and biodiversity in Velké Hostěradky, aiming to model agricultural scenarios, tackle climate challenges, develop contingency plans, and inform policy through stakeholder engagement and knowledge transfer.



WELCOME TO ECO-READY

ECOVITA LL

Funded by the European Union

EcoVitaLL Living Lab, based in Csillagváros, Hungary, is pioneering the use of vertical farming to boost food security and climate resilience. Supported by leading institutions like the Budapest University of Technology and Economics (BUTE) and the Association of Conscious Consumers (TVE), EcoVitaLL is exploring innovative agricultural practices that can transform urban food systems and promote sustainability.



WELCOME TO ECO-READY



ESAPPIN
Living Lab NRW

Funded by the European Union

The ESAPPIN Living Lab, based in North Rhine-Westphalia, Germany, focuses on enhancing food security by evaluating the resilience of key crops and their potential as processed products. By uniting academic, industrial, and agricultural experts, ESAPPIN aims to reduce food waste and strengthen the regional food supply chain amidst the challenges posed by climate change.



WELCOME TO ECO-READY

LIVORGANIC

Funded by the European Union

LivOrganic is a Danish Living Lab focused on creating resilient organic agricultural systems in the face of climate change and biodiversity challenges. By collaborating with farmers, researchers, and industry experts, LivOrganic aims to shape the future of sustainable farming and food security in Denmark.



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2024

Living Labs in Action



On September 4th, EcoVita Living Lab, part of the ECO-READY project, held a dynamic stakeholder workshop at their vertical farm in Budapest. Tudatos Vásárlók Egyesülete, representing consumers in this Living Lab, invited a diverse group of experts, researchers, NGOs, and national federations to explore the potential of vertical farming in strengthening food security. This collaborative exchange will provide valuable insights for the ECO-READY project, helping us understand consumer perceptions and the future of vertical farming in Europe.

On September 26, ECO-READY's Living Lab partner LivOrganic hosted a dynamic student workshop at Kalø Organic Agricultural College in Denmark, gathering the next generation of organic farmers to explore resilience, food security, and the role of organic agriculture in addressing climate challenges. This workshop underscored the critical question: How can biodiversity, soil health, and resilient farming methods shape a sustainable future for organic agriculture? The students' insights and ideas helped bring the mission of LivOrganic to life, contributing to a broader vision of a climate-resilient food system.



We are thrilled to share that CONCAT Living Lab attended the Fira de Sant Miquel, the premier agricultural fair in the Lleida region—one of Catalonia's agricultural hubs.

The ECO-READY Project was introduced to the visitors at their stand. Their cutting-edge satellite imagery tool that monitors regional agricultural production was also showcased. This tool is now offered to the ECO-READY Observatory for integration, furthering our goal of improving resilience and food security.



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2024

Research & Innovation



We're thrilled to share highlights from our recent Co-creation and Training Workshop for Scenario Development held on June 27-28, 2024, in Den Haag, Netherlands. Representatives from our 10 Living Labs came together for this pivotal event.

This workshop marks a significant step towards creating resilient and sustainable food systems across diverse regions. Stay tuned for more updates as we continue this collaborative journey!

We're excited to share insights from our first round of semi-structured interviews with a diverse range of stakeholders! Through targeted Living Labs, we dove deep into the European food system stakeholders, exploring their data and knowledge sharing approaches for biodiversity, food security, and climate change. Stakeholders also shared their expectations and interests for the Observatory. Over the next years, we'll continue engaging with Living Labs and external organizations. We'll connect with platforms hosting key datasets to support our co-designed Observatory functions.



The semi-structured interviews conducted by our partner Wageningen University and Research with a diverse mix of stakeholders, including Living Labs, have revealed valuable insights for the ECO-READY Observatory! Engaging with participants from research institutes, agrifood industry, policy makers, and consumer associations, we explored their roles in the European food system and their approaches to knowledge sharing on biodiversity, food security, and climate change.



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2024

Policy & Impact



We're excited to share that the ECO-READY project was successfully presented at the IUFOST 2024 World Congress on Food Science and Technology in Rimini!

Our partner Confagricoltura hosted a workstation throughout the event and highlighted ECO-READY in the session titled "From Digitization to Waste Recovery and Diversity: Main Results of Confagricoltura EU Projects on Innovation and Circularity." Special thanks to Mr. Michele Contel for representing the project during this important event.

We are excited to share our latest publication, "Does EU Legislation Integrate Up-to-Date Scientific Data for Food Security and Biodiversity Preservation Under Climate Change?"

The article takes a closer look at how EU policies are addressing the interconnected challenges of climate change, food security, and biodiversity. It highlights both progress in areas like sustainable agriculture and biodiversity preservation, as well as gaps in the policy framework, particularly the challenges faced by smallholder farmers.



Let's discuss!

Does EU Legislation Integrate Up-to-Date Scientific Data for Food Security and Biodiversity Preservation Under Climate Change?



FOOD SECURITY
THROUGH
INNOVATION &
SUSTAINABILITY



IFAMA 2024 WORLD
CONFERENCE
ALMERÍA, SPAIN, 17-20
JUNE 2024

Exciting News! ECO-READY is honored to announce its participation in the upcoming IFAMA 2024 World Conference in Almería, Spain, from June 17-20, 2024. The conference theme, "Food Security through Innovation and Sustainability," aligns perfectly with our mission.

The Academic Symposium on June 17-20 will feature scholars presenting groundbreaking research on the future of food, agriculture, and farming, focusing on Innovation & Sustainability.



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2025

FROM RESEARCH TO ACTION

In 2025, ECO-READY's research activities translated into practical outcomes and broader stakeholder engagement. Living Labs advanced their work across Europe, innovative tools and methodologies were further developed, and the project strengthened its impact through international conferences, webinars, policy dialogue, and collaborative knowledge exchange.



2nd Annual
**ECO-READY
CONSORTIUM MEETING**



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2025

Project Journey & Milestones

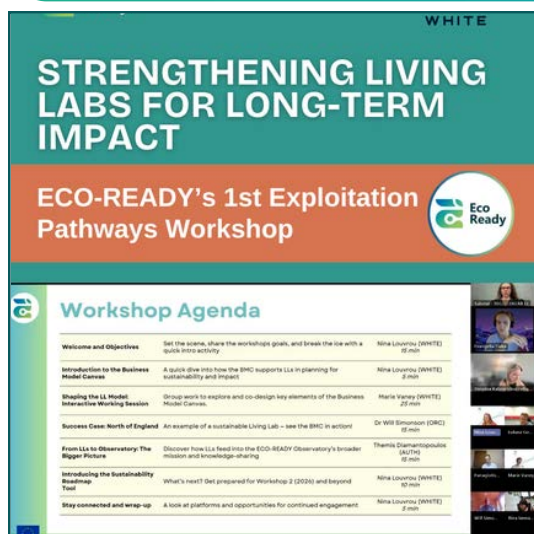


ECO-READY goes to the IUCN World Conservation Congress! Join us online on 9 and 10 October for two exciting sessions on the future of food systems!

On 9th Oct, researchers and practitioners from the Eco-Ready and Climate Farm Demo projects will be looking at European farming Living Labs perspective for Climate change and biodiversity in food systems.

At ECO-READY we're tackling one of the biggest challenges of our time: ensuring food security in an unpredictable world. Our latest report presents a comprehensive contingency planning framework to ensure food systems remain resilient, responsive, and adaptable to sudden disruptions. With increasing climate shocks and geopolitical risks, contingency planning is critical to ensure that communities always have access to safe, nutritious food.

Read the full report on the ECO-READY website.



On June 16, the ECO-READY project with its partner White Research hosted its 1st Exploitation Pathways Workshop, bringing together all ten Living Labs to take their first steps toward long-term sustainability and integration into the ECO-READY Observatory.

This pivotal workshop, expertly designed and facilitated by our partner White Research, marked the beginning of a co-creative process to equip Living Labs with the tools, strategies, and frameworks needed to evolve into regional innovation hubs.



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2025

Conference Highlights



📍 CYPRUS UNIVERSITY OF TECHNOLOGY

Conference on "Biodiversity, Food Security, and Policy-Making"

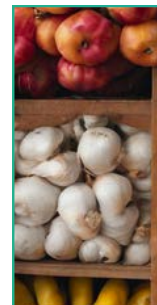
Organised by:

12-15 May, 2025



Our Living Lab partner, LivOrganic, is heading to BIOFACH 2025!

FEBRUARY 11-14, NUREMBERG





August 18-19, Copenhagen

ORGANIC SUMMIT

WHO WILL GROW TOMORROW'S ORGANIC FOOD?

Workshop
Bridging the Gap between Aspiration and Action and Why the Future of Organic is Young

Solutions for generational renewal by the organic youth

August 19, 10.45 - 12.00

Organized By

CROPINNO Final Conference



📍 Novi Sad, Serbia

HAPPENING TODAY!



AI-Powered Solutions for Adaptive Agriculture 2025

📍 October 15-17, 2025 | Wageningen, The Netherlands

Conference theme: New approaches in crop improvement for increasing climate resilience

Hosted by ECO-READY partner Wageningen University & Research on Oct 15-17, 2025

at EAAE 2025



Exploring AI-Driven Solutions for Food Security & Biodiversity

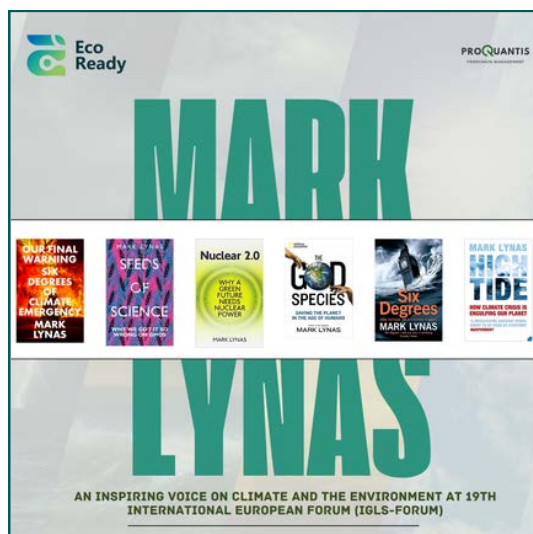


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2025

Knowledge Exchange

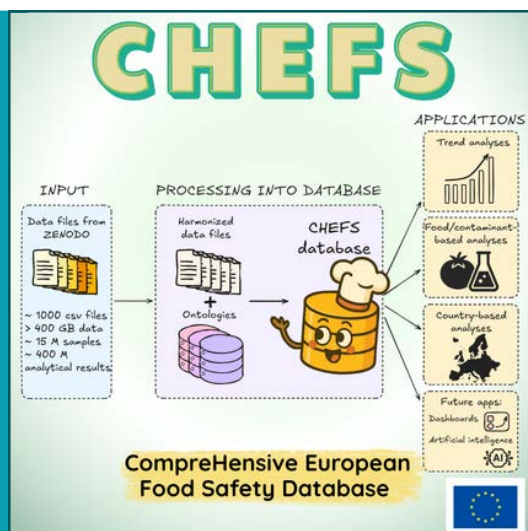


We are excited to share that during the upcoming 'International Forum on System Dynamics and Innovation in Food Networks', organized by ECO-Ready partner proQuantis, renowned environmental author Mark Lynas will deliver one of the plenary opening presentations.

With a career spanning decades, Mark Lynas has made an indelible mark in environmental advocacy. He is the author of five major environmental books, including the award-winning Six Degrees.

Say hello to the CHEFS database – a powerful new resource for food safety and sustainability across Europe!

As part of the EU-funded HOLiFOOD and ECO-READY projects, the CompreHensive European Food Safety (CHEFS) database has just been released. This innovative tool compiles decades of official EU food monitoring data – including over 13 million analytical results from 3,000 contaminants across 400 food products.



We're thrilled to share that Ayman Moghnieh from Naked Innovations and a member of CONCAT Living Lab represented ECO-READY at the Catalan Agrifood Living Labs Event!

At the event, Ayman showcased CONCAT LL's work and participated in a roundtable discussion with representatives from the 10 Living Labs of the Agritech network. The gathering sparked vital discussions about innovation, sustainability, and collaboration in the agrifood sector.

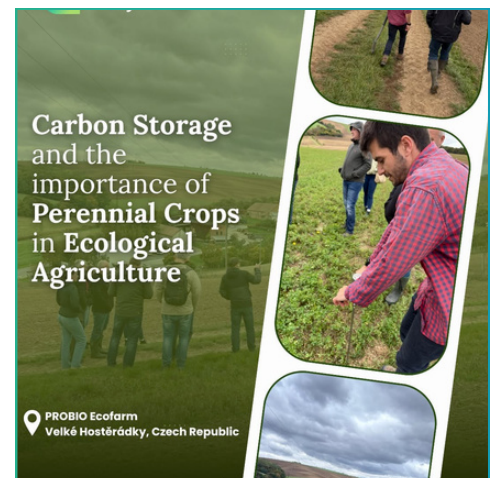


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2025

Living Labs Highlights

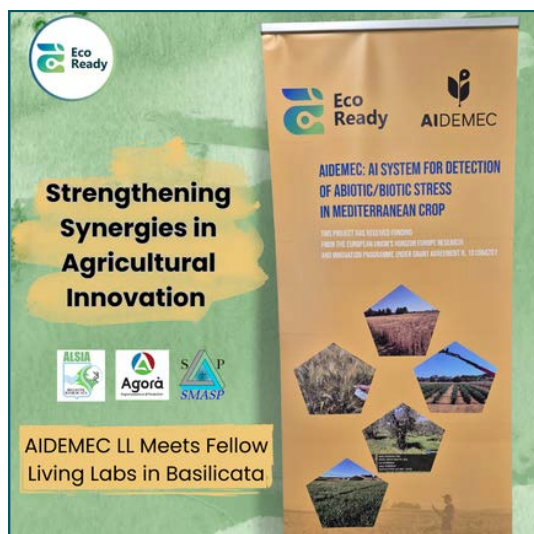


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Living Labs in Action



On September 10, the AIDEMEC Living Lab, a proud partner of the ECO-READY project, was presented by Rina Iannacone (ALSIA) at a regional meeting of Living Labs in Basilicata, Italy.

The gathering, hosted at ALSIA's Agrobios Research Center in Metaponto, brought together key research institutions including CNR, CREA, ENEA, the University of Basilicata, and ALSIA itself with the goal of identifying shared strategies and forging new collaborations.

On September 11–12, Rina Iannacone from the AIDEMEC Living Lab (ALSIA) presented ECO-READY's innovative approach to digital agriculture during a Short Summer School on Precision Agriculture and Digitalisation, held in Metaponto, Italy.

The event, co-organised by ALSIA, the University of Basilicata, and the House of Emerging Technologies (CTE Matera) welcomed farmers, researchers, students, and technology providers for two days of knowledge exchange and hands-on demonstrations.



PRECISION AGRICULTURE IN ACTION

AIDEMEC LL Presented at Summer School in Basilicata



As part of the ECO-READY project, our partner PROBIO Living Lab is organizing the much-anticipated Buckwheat Festival on September 13, 2025 in South Moravia, Czech Republic.

The event will feature informative presentations on the role of buckwheat in climate adaptation, field-based learning and community exchange and space to connect with farmers, researchers, and organic food advocates



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Observatory Features

**CAN ECONOMIC GROWTH GO
HAND IN HAND WITH ETHICS,
TRANSPARENCY, AND
SUSTAINABILITY?**

Compare Trends across Europe

**Visit the Eco Ready
Observatory**

**BEHIND EVERY MEAL IS A STORY – BUT
NOT ALL STORIES ARE FAIR**

WHO IS PRODUCING OUR FOOD?

**ARE HUMAN RIGHTS RESPECTED
ACROSS THE FOOD SYSTEM?**

**WHICH COUNTRIES STILL FACE
MAJOR RISKS?**



Ready

**Compare data
across
countries.
Understand
what's
working — and
what needs to
change.**

*Every food system
begins with people —
but are all
agricultural workers
seen, heard, and
protected?*

**WHAT IS THE
TRUE COST OF
FOOD — AND
WHO BEARS IT?**

- Are workers being paid fairly?
- Are they safe at work?
- Is decent work even possible in every region?

Learn more about **Wage & Working Conditions** on the **Social Impact** page of our Observatory



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2025

Research & Innovation



Curious about how climate, policy, and consumer trends are shaping food products across Europe? Explore the [“Product” page](#) of the ECO-READY Observatory Dashboard

Whether you're a researcher, policymaker, farmer, or food industry professional, this tool supports data-driven insights to inform planning, investment, and sustainable food strategies.

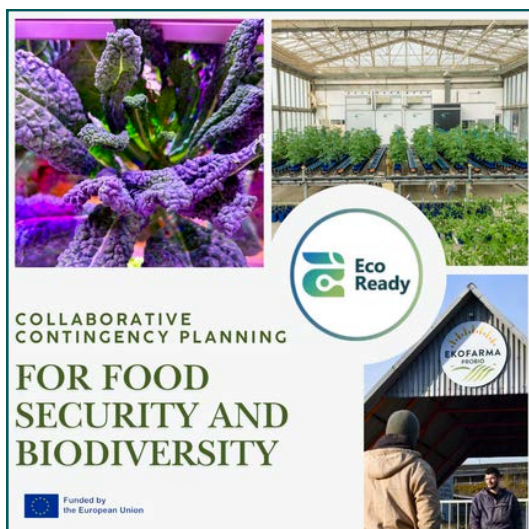
Migration is shaping today's agricultural and food systems in powerful ways.

With the ECO-READY Observatory, you can now explore migration-related indicators that shed light on these dynamics and their implications for food security and sustainability. We explore indicators such as Emigration Rate, Immigration Rate, International Migrant Workers in the Sector and Asylum Seekers per Population.



BEHIND EVERY HARVEST IS A JOURNEY – SOMETIMES ACROSS BORDERS, SOMETIMES ACROSS CONTINENTS.

Migration isn't just a demographic statistic. It's a human story that shapes who grows our food, how resilient our supply chains are, and how inclusive our agricultural systems can become.



ECO-READY is proud to collaborate with Living Labs on developing contingency plans designed to address challenges in food security and biodiversity. These plans aim to be both actionable in times of need and flexible enough to adapt to real-world scenarios at short notice.

Our partner, proQuantis, is leading the charge by leveraging AI-powered Large Language Models to draft initial proposals for these contingency plans.



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2025

Research Outreach & Engagement



Eco-Ready

Serbia

NEW BRADYRHIZOBIUM STRAINS ENHANCE SOYBEAN NODULATION IN SOILS OF DIFFERENT FERTILITY

20-23 October 2025



Featured.

Dossier fruits et légumes

Champignons

Comment gérer les pics de chaleur ?

Réussir L'Anjou Agricole

LOFS

Eco Ready

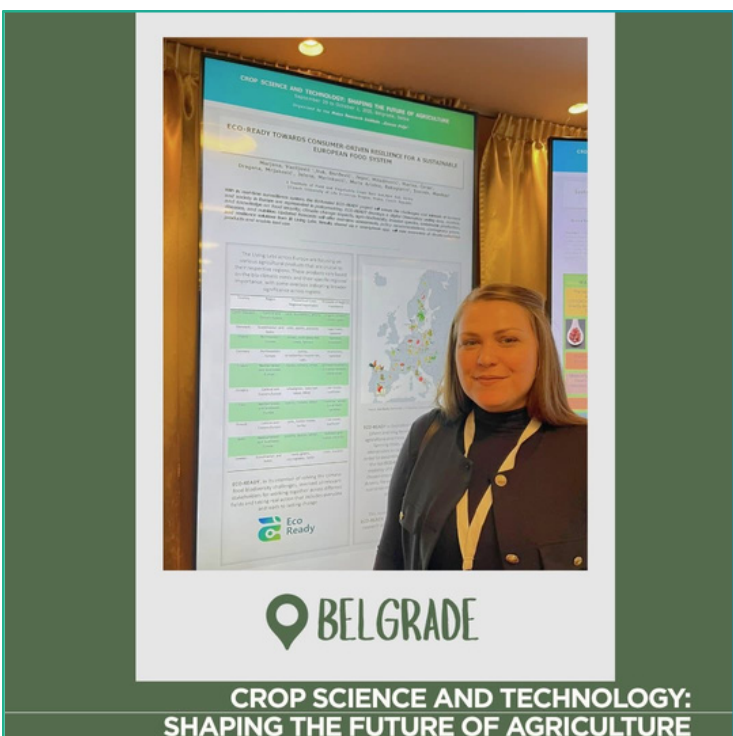


SUSTAINABLE MANAGEMENT - SEMINAR FOR FARMERS 2025

November 21 | 9:00 a.m. - 4:30 p.m. | Pilsen

Explore innovative organic farming solutions including -

- Resilience Scenarios
- Innovations on organic farms
- Self-sufficiency & transition to organic farming



CROP SCIENCE AND TECHNOLOGY: SHAPING THE FUTURE OF AGRICULTURE

BELGRADE

Eco Ready



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2025

Policy & Impact



As part of the ongoing work within the Horizon Europe-funded ECO-READY project, we are pleased to share details of the upcoming Conference on Biodiversity and Policy-Making, taking place from 12–14 May 2025 in Limassol, Cyprus.

This closed conference will bring together leading voices from research, policy, and EU-funded initiatives to discuss the future of biodiversity governance in Europe—specifically its integration into food security and climate strategies.

On 30 July, ECO-READY held an online policy workshop with the project's Living Labs.

Building on the previous policy work on the agriculture, biodiversity and Climate change nexus, participants explored the latest European policy developments, from the announcement of the next EU budget to the proposal for the post-2027 Common Agriculture Policy.



ECO-READY Living Lab partner Seco Collab is hosting the upcoming Scandinavian Living Lab Policy Workshop on Monday, 23 September 2025 at Fotografiska, Stockholm 🇸🇪

This half-day morning event will bring together policymakers, researchers, municipalities, and public sector leaders to explore how urban agriculture and in-store farming can strengthen food system resilience and sustainability in the face of climate change.



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2026

SHARING KNOWLEDGE & IMPACT

In its final year, ECO-READY transformed years of collaborative research into practical tools, policy guidance and stakeholder engagement. The launch of the Observatory, an expanded webinar programme and international dissemination activities marked the project's transition from research to long-term impact.



The poster features a teal background with white text. At the top, the 'ROME' logo is displayed in a light blue box. The main title 'ECO-READY OBSERVATORY, LIVING LABS, & POLICY UPTAKE' is centered in large, bold, white capital letters. Below the title, the subtitle 'For a Resilient European Food System' is written in a smaller, white, serif font. A light blue rounded rectangle at the bottom of the main text area contains the dates '2nd & 3rd July, 2026'. The bottom section of the poster is white and contains the text 'Hosted By:' followed by the logos for 'Confagricoltura' and 'ENEA'. To the right of these logos is the European Union flag and the text 'Funded by the European Union'.

ROME

**ECO-READY
OBSERVATORY,
LIVING LABS, & POLICY
UPTAKE**

For a Resilient European Food System

2nd & 3rd July, 2026

Hosted By:

 Confagricoltura 

 Funded by the European Union



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2026

Project Journey & Milestones



ECO-READY is entering its final year and with that, we're looking ahead to impact that lasts.

On 28–29 January 2026, join us in Brussels to:

- Explore key results from ECO-READY
- Co-create actionable policy recommendations
- Contribute to the long-term vision and sustainability of the ECO-READY Observatory
- Help shape the future of ecological resilience, data-driven policy, and consumer engagement in European food systems

ECO-READY will be featured at this year's EU Green Week. Our lead policy partner, the International Union for Conservation of Nature (IUCN), will showcase the project at an online event titled “Investing in Nature Through Farming”, which is taking place on 17 June.

This event will focus on using scenarios and models for policymaking in the context of the Common Agricultural Policy reform. Results from ECO-READY and the LAMASUS projects will be presented, and a policy discussion will be held with the European Commission's DG AGRI.



At the IFAMA World Conference 2026 in Cork, Ireland, the ECO-READY project shared its latest developments in forecasting and futures thinking.

Prof. Gerhard Schiefer (proQuantis GmbH) presented the project's approach to supporting evidence-based decision making. The presentation showcased the ECO-READY Forecasting Tool, which brings together forecasting methods, data resources, and AI-supported functionality to help users identify suitable approaches for anticipating future challenges.



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2026

Building Resilience Webinar Series

Eco Ready Webinar Series

Tuesdays 11:00 CET
Starts: March 2026



Invitation through
Newsletter
subscription only!

You are Invited!

Join the *Building Resilience: Eco Ready Webinar Series* to get an in-depth look into the tools, models, and policy approaches developed within the Eco Ready project. Open to registered participants from across the Eco Ready community including Living Labs, partners, researchers, and stakeholders, this series is designed to support informed, actionable, and collaborative climate resilience strategies.

BUILDING RESILIENCE ECO READY WEBINAR SERIES

PLANNING FOR CONTINGENCIES IN FOOD SECURITY

21.04.2026
11:00 CET

This session explores how **contingency planning tools** can strengthen food system resilience under conditions of uncertainty. Drawing on experiences from across Europe, the webinar introduces a flexible, **IT-supported contingency planning guide** developed within Eco Ready, designed to integrate diverse scenarios, data sources, and AI support.

For invitation to the webinars subscribe for the Newsletter on the Eco Ready website

> REGISTER NOW

Presenter: Prof. Dr. Gerhard Schiefer

BUILDING RESILIENCE ECO READY WEBINAR SERIES

FROM DATA TO DECISIONS – AI FOR FOOD SECURITY UNDER CLIMATE AND BIODIVERSITY STRESS

24.03.2026
11:00 CET

This advanced session explores how **artificial intelligence (AI)** can be applied to anticipate and manage **food security risks** emerging from climate change and biodiversity loss. Through real-world use cases including seafood safety, mycotoxin risk in cereals, and pest forecasting, participants will learn how AI supports **early warning systems** and policy decisions.

For invitation to the webinars subscribe for the Newsletter on the Eco Ready website

> REGISTER NOW

Presenter: Ali Hurriyetoglu

BUILDING RESILIENCE ECO READY WEBINAR SERIES

REMOTE SENSING FOR SMARTER FARMING: EARTH OBSERVATION IN AGRI-FOOD SYSTEMS

03.03.2026
11:00 CET

This technical webinar offers an introduction to **Earth Observation (EO)** and **remote sensing tools** for monitoring agricultural and environmental systems. Participants will learn how EO supports **decision-making** in food security, biodiversity, and climate resilience, and how to conduct **time-series analysis** using real-world datasets.

For invitation to the webinars subscribe for the Newsletter on the Eco Ready website

> REGISTER NOW

Presenter: Christos Theodoridis

BUILDING RESILIENCE ECO READY WEBINAR SERIES

UNDERSTANDING THE MAGNET MODEL – INSIGHTS INTO GLOBAL AGRICULTURAL SCENARIOS

10.03.2026
11:00 CET

This webinar introduces the **MAGNET model** – a global, economy-wide model used to project long-term developments in the agriculture and food sectors. Participants will gain insights into how MAGNET supports **scenario analysis** for climate-resilient food systems, including how the model operates, what data it uses, and how its results feed into the Eco-Ready Observatory.

For invitation to the webinars subscribe for the Newsletter on the Eco Ready website

> REGISTER NOW

Presenter: Jason Levin-Koopman

BUILDING RESILIENCE ECO READY WEBINAR SERIES

APPLYING LIFE CYCLE ASSESSMENT IN CLIMATE RESILIENT FOOD SYSTEMS

17.03.2026
11:00 CET

This session provides a practical introduction to **Life Cycle Assessment (LCA)** and its application within the Eco Ready project. It explains how LCA is used to evaluate the **environmental and social impacts** of agricultural systems, supported by concrete examples from Living Lab case studies.

For invitation to the webinars subscribe for the Newsletter on the Eco Ready website

> REGISTER NOW

Presenter: Annabel Oosterwijk

The ECO-READY Webinar Series brought together leading experts, Living Labs, researchers, and policy stakeholders to explore the models, forecasting tools, AI applications, Earth observation methods, and scenario frameworks developed within the Horizon Europe project.



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2026

Events & Collaboration



Networking and Collaboration Event
ROYAL INSTITUTION, LONDON



On the 3rd of June, Cranfield University partner hosted a Networking and Collaboration event for the ECO-READY project at the Royal Institution, London.

During the event, participants were introduced to the latest developments of the Observatory, including its comprehensive data for food security monitoring, a network of 10 Living Labs spanning all bioclimatic regions of Europe, advanced modelling results, and AI-driven functions embedded within the platform.

How can data strengthen Europe's food system resilience? Join us on 5 May 2026 for the ECO-READY Observatory Exchange in Bonn.

The ECO-READY project invites researchers, policy experts, and stakeholders to explore the latest developments of the ECO-READY Observatory. The Observatory is a powerful "platform of platforms" that brings together data on climate change, biodiversity, and food security. This user-friendly system enables integrated analysis and informed decision-making.



Join us in Bonn for the
ECO-READY Observatory
Exchange



MAY 5, 2026
10:00 AM - 5:00PM

3RD LIAISON WEBINAR

Ecological Resilient Dynamism for European Food Systems

ECO-READY is a 48-month Horizon Europe initiative designed to foster food security resilience. We move beyond observation to develop active resilience strategies, combining real-time surveillance with consumer-driven policy making.

HORIZON EUROPE

- Topic: Climate-01-04 (Fostering resilience of food security)
- Consortium: 18 Partners
- Budget: €13.6M Contribution
- Duration: 48 Months (Dec 2022 - Nov 2026)

Coordinator: Faculty of AgriBiosciences, Food and Natural Resources

Organised by AgriDataValue Project

in collaboration with

ECO-READY was pleased to contribute to the 3rd Liaison Webinar organised by the AgriDataValue project.

During the webinar, Marjana Vasiljevic presented an overview of the ECO-READY project, highlighting our mission to strengthen food security and biodiversity through Living Labs, advanced modelling, stakeholder engagement, and digital decision-support tools.



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Observatory Exchange



**OBSERVATORY
EXCHANGE**

 **5 May 2026**
Bonn
10:00–17:00 CET

Connecting data across
climate, biodiversity and food systems

REGISTER NOW



A platform of platforms

The ECO-READY Observatory connects multiple datasets and knowledge sources related to:

- Climate
- Biodiversity
- Food systems

All in one integrated environment.



What can the platform enable?

- Integrated analysis across domains
- Better policy support
- Improved early awareness of food system risks



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Living Labs in Action

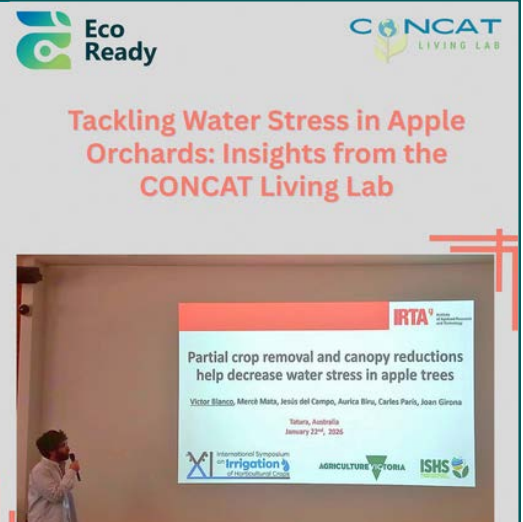


How is climate change reshaping apple production?

At the 73rd South Tyrolean Fruit Growing Conference, Luis Gonzalez from IRTA Mas Badia, a member of ECO-READY's CONCAT Living Lab, addressed emerging climate-related challenges in apple cultivation. His presentation highlighted the impacts of reduced chill hours and rising temperatures on flowering, yield, fruit quality, and coloration.

Victor Blanco (IRTA), researcher and member of the CONCAT Living Lab, presented his latest findings at the XI International Symposium on Irrigation of Horticultural Crops in Victoria, Australia.

His talk, titled "Partial Crop Removal and Canopy Reduction Help Decrease Water Stress in Apple Trees," explored how summer pruning and fruit thinning can help apple trees cope with extreme drought.



Did you know that ECO-READY operates through a network of 10 Living Labs strategically located across 4 major European bioclimatic regions? From the sun-drenched Mediterranean to the organic farms of the Baltic, we are testing the resilience of 36 staple food products.

Our Living Labs act as "seeds of change," testing 50 unique future scenarios to ensure our policies are grounded in real-world regional practices.

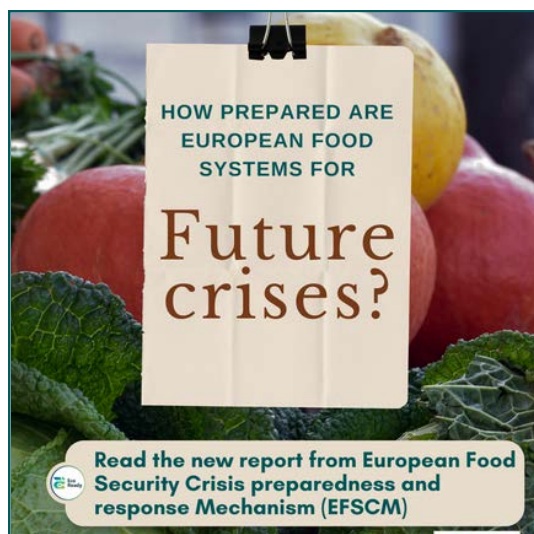


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Research & Innovation



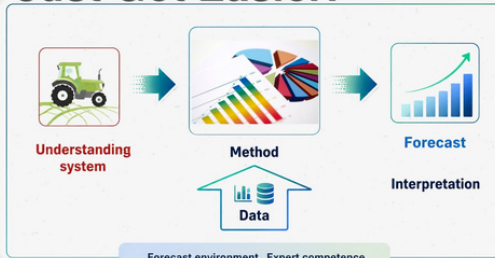
A new report from the European Commission screens the implementation of recommendations from the European Food Security Crisis preparedness and response Mechanism (EFSCM). The findings are based on a 2025 survey examining three key areas:

- ♦ Crisis communication on food supply and food security
- ♦ Diversification of supply chains and sourcing strategies
- ♦ Risk assessment, vulnerabilities, and contingency planning

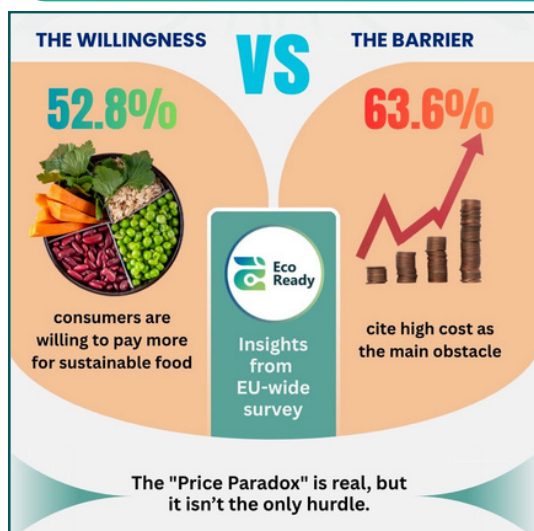
The ECO-READY Forecasting Tool has been updated with a new Artificial Intelligence feature!

The tool already provides access to around 40 forecasting methods, extensive documentation, case studies, tutorials, and a wide range of food security and biodiversity data sources. With the new AI functionality, users can now formulate a question or describe a forecasting challenge in their own words and receive guidance based on the knowledge integrated within the platform.

Looking into the Future Just Got Easier!



Discover forecasting methods with AI support.



Why do consumers support sustainability but struggle to buy it? Insights from our EU-wide survey!

The "Price Paradox" is real, but it isn't the only hurdle. Under Task 2.1, ECO-READY conducted an extensive EU-wide survey and virtual focus groups covering all biogeographical regions to understand what truly triggers sustainable behavioural change.



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Policy & Impact



Building ECO-READY's legacy - Day 1

Today in Brussels, the ECO-READY community came together to co-develop policy recommendations for the future of sustainable food systems.

Together, we explored how to better integrate biodiversity restoration objectives to strengthen Europe's food security and align agricultural practices with climate goals to boost farm resilience.

Despite climate goals, European food policies are often pulling in different directions. As part of ECO-READY's ongoing research, our recent review of EU policies explored how food security, climate action, biodiversity, and water management are interconnected across Europe's agricultural landscape.

Our systematic review has identified a critical barrier to resilience: Fragmentation. Currently, the Common Agricultural Policy (CAP) frequently operates in a "silo," insufficiently aligned with the EU Pollinator Initiative, water policies, and biodiversity restoration targets.



Our latest research shows that this shift cannot be imposed from the top down but built on trust, transparency, and a fundamental redefinition of our relationship with food, nature, and society.

ECO-READY identifies consumers as the "real agent of transformation" connecting policy, market, and society. But to empower citizens, we must move beyond awareness and implement structural policy levers that make sustainability the default, not the exception.



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Together Across the ECO-READY Journey

Four years of collaboration, exchange and shared progress across Europe.



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