

D2.2 Awareness raising and capacity building



**Eco
Ready**

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Executive Summary

This report details the project's Awareness Raising Campaigns (ARCs) and capacity-building initiatives, which are implemented through the network of Living Labs (LLs) across multiple regions in Europe. These activities aim to build knowledge, engage diverse stakeholders, and facilitate the adoption of sustainable food practices, ultimately contributing to a resilient and secure food ecosystem.

The report provides a theoretical foundation for awareness-raising strategies and showcases European best practices, which served as a guide in designing ECO-READY's own ARCs. It further outlines how each LL tailored its approach to address local challenges, target specific audiences, and employ effective media channels and engagement strategies. Through targeted campaigns and capacity-building efforts, these LLs establish stakeholder engagement frameworks that ensure the integration of sustainable farming practices, climate adaptation techniques, and ecological awareness at a regional level. This deliverable reflects both the individual and collective efforts within the ECO-READY network to build resilient food systems capable of enduring climate and socio-economic pressures.

Key highlights from each LL's ARC strategy are as follows:

Stakeholder identification and engagement: Each LL has developed a detailed stakeholder map, identifying key actors, including farmers, policymakers, researchers, industry players, and consumers. These stakeholders are critical in promoting sustainable agriculture and climate resilience across the food supply chain. Customised engagement strategies are employed to effectively communicate the benefits of sustainable practices, thereby encouraging wide-scale adoption.

Key messages: The project's messaging emphasises sustainability, food security, climate resilience, and biodiversity preservation. Campaigns focus on the immediate benefits of sustainable farming—such as improved yields, lower costs, and environmental protection—while highlighting the long-term positive impacts on food security and ecosystem health. Tailored messages are crafted to address regional issues, from drought resistance in Czechia to urban food solutions in Sweden, creating relatable and impactful narratives that resonate with local audiences.

Media dependents and mediums: Each LL leverages a range of media platforms, including traditional media, social media, academic publications, and community events. Platforms are chosen based on their ability to reach target stakeholders effectively, with channels like Facebook, LinkedIn, and Instagram being widely used alongside newsletters, community workshops, and field demonstrations. This diverse approach ensures that messages are accessible and resonate with audiences, encouraging greater participation and support.

Activity plans and horizontal collaboration: The report includes a comprehensive action plan for each LL, detailing a mix of online and offline events such as workshops, field days, webinars, and industry conferences. To foster cross-regional knowledge-sharing, LLs are expected to participate in horizontal activities, including joint events with ECO-READY



partners and other relevant initiatives. This collaborative approach amplifies the impact of the campaigns, allowing LLs to pool resources, expand their networks, and collectively promote sustainable food practices.

Capacity building

A key component of the ECO-READY project, capacity-building efforts are directed at equipping stakeholders with the skills and knowledge needed for sustainable agricultural transitions. The LLs will offer targeted workshops, training programs, and hands-on demonstrations, fostering an informed and capable community of experts who can facilitate the transfer of knowledge around sustainable practices in their regions.

The activities outlined in D2.2 will ensure that a set of KPIs will be met, including the hosting of over six info days by the Living Labs, participation in more than eight joint events, the organisation of at least three collaborative events with relevant projects, initiatives, and data-sharing schemes, and the organisation of over 10 Regional and 2 EU level webinars aimed at delivering the training material to target stakeholders.

In the coming months, ECO-READY and its 10 LLs will advance these awareness-raising efforts by finalising and launching the ARCs, organising capacity-building sessions, and monitoring the impact of these initiatives. The project's integrated, multi-stakeholder approach not only reinforces local food security but also provides a replicable model for sustainable transformation in food systems across Europe.



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Introduction

The ECO-READY project, funded by the European Union's Horizon Europe Research and Innovation Programme, aims to enhance the ecological resilience of Europe's food systems. This is achieved through consumer-driven policies that support sustainable agricultural practices, climate adaptation, and biodiversity preservation. The project responds to the pressing challenges posed by climate change, food security concerns, and the need for sustainable farming solutions.

One of the key components of the ECO-READY project is raising awareness and building capacity across various stakeholders, including farmers, consumers, researchers, policymakers, and industry leaders. This report, **Deliverable D2.2**, summarises the work carried out so far by the ECO-READY consortium regarding awareness raising and capacity building, and it also underlines further plans for the coming months, based on the key learnings from our interaction with stakeholders.

The first part of the report focuses on the development and execution of **Awareness Raising Campaigns (ARCs)**, and the critical role these campaigns play in promoting sustainable agricultural practices and enhancing food security across Europe. These campaigns are designed to educate the public, foster community engagement, and build the capacity of stakeholders to adopt and advocate for ecological and resilient farming practices.

The objective of ECO-READY's ARCs is to address the socio-economic and environmental dimensions of food security by highlighting the importance of sustainable agricultural techniques such as crop diversification, water conservation, and reducing food waste. Through targeted messaging, these campaigns aim to shift public attitudes and behaviours toward more sustainable food production and consumption, contributing to a more resilient and secure food system.

In parallel, the awareness raising activities will aim at informing the LL stakeholders about the Observatory, its functionalities and purpose. Raising awareness and connecting the LLs with the Observatory e-platform will facilitate cooperation among actors in LLs and foster the implementation of food system resilience approaches.

This report begins by providing a theoretical overview of awareness-raising campaigns, detailing the importance of public engagement in achieving food security through sustainable agriculture. Following this, the document outlines existing examples of successful awareness-raising actions in Europe and elements that proved most effective, presents general and design guidelines for effective campaigns, and discusses the role of LLs in tailoring and implementing region-specific strategies. The subsequent sections include an in-depth analysis of the campaign strategies in each LL, where unique approaches to fostering ecological resilience in their food systems are demonstrated.



As we look forward to the implementation and monitoring of these campaigns, the report also addresses the mechanisms for evaluating their success, ensuring they are replicable to regional level and impactful in achieving the project and LLs' long-term objectives.

The second part of the report is devoted to the capacity building of stakeholders, with a specific focus on the ECO-READY Living Labs. We first look at the capacity building needs in a more general fashion, based on the ECO-READY Stakeholder Analysis (D2.1). Then, a summary of general capacity building needs of ECO-READY Living labs is presented based on initial survey undertaken at the Living Labs Kick-off Meeting, followed by a more detailed needs' analysis identified based on online consultations with the LLs.



Awareness Raising Campaigns

Theoretical overview

Awareness-raising activities play a vital role in promoting habits that enhance food security by educating individuals and communities on the critical connection between sustainable practices and long-term food availability. These activities serve as a foundation for informing the public about the importance of adopting sustainable agricultural practices, such as crop diversification, water conservation, and soil management, which are essential for maintaining a stable food supply (Powlson *et al.*, 2011; Kremsa, 2021). By highlighting the benefits of these practices and the risks of unsustainable behaviours, awareness campaigns can shift public attitudes and behaviours toward more responsible food production and consumption, ultimately contributing to greater food security (Kenny *et al.*, 2023).

Awareness-raising efforts are instrumental in addressing the socio-economic dimensions of food security, including issues like food access, equity, and nutrition (Clapp *et al.*, 2022). Campaigns that focus on educating vulnerable populations about affordable and nutritious food options can help to reduce food insecurity at the household level. For instance, by promoting home gardening or community-supported agriculture, awareness activities can empower individuals to take control of their food sources, thereby reducing dependence on external, often unreliable, food systems (Barbosa *et al.*, 2022). Additionally, these activities can raise awareness about the importance of reducing food waste, which is a significant contributor to food insecurity globally, by encouraging practices like meal planning, proper food storage, and composting (Wani *et al.*, 2024).

Finally, awareness-raising activities contribute to building more informed and engaged citizens, capable of advocating for policies and programmes that support food security on a larger scale. Public awareness campaigns can generate the political will necessary for implementing systemic changes, such as improving food distribution networks, supporting small-scale farmers, and investing in agricultural research (Shilomboleni *et al.*, 2019). By fostering a deeper understanding of the interconnectedness of food systems, these activities encourage communities to work together toward shared goals, creating a collective impact that strengthens food security. Awareness-raising lays the groundwork for sustainable, long-term solutions to food insecurity.



Overview of existing examples of awareness-raising actions in Europe

Food security is a growing concern across Europe and globally, with different stakeholder groups – governments, institutions, policymakers, NGOs, international organisations, and the private sector – engaging in awareness-raising campaigns to overcome the challenges of establishing and exploring sustainable food systems (Palkovič, 2024). The following campaigns focus on issues such as food sustainability, climate change, reducing food waste, sustainable farming practices, and guaranteeing access to nutritious food for all. Below is an overview of some key awareness campaigns currently operating in Europe either originating by the EU institutions and associated organisations or other EU-funded projects and initiatives. Many of these initiatives provide valuable insights and methodologies that could inform the design of the ECO-READY project's own awareness-raising and capacity-building efforts.

EU Wide and Global Awareness Raising Campaigns

The European Union's "Farm to Fork" Strategy, one of the basic elements of the European Green Deal, stands as one of the most promising initiatives aiming at raising awareness around sustainable food systems and enhancing food security. The strategy itself seeks to establish food systems that are fair, healthy, and environmentally friendly by overcoming critical issues such as climate change, biodiversity loss, and the urgent need to minimise food waste. With its broad scope and the use of diverse communication tools—ranging from digital platforms to public campaigns—the strategy offers important lessons for ECO-READY's outreach efforts, particularly in terms of effectively engaging policymakers and citizens alike. Additionally, the strategy brings forward several key objectives, including a commitment to reducing food waste by 50% by 2030, promoting sustainable farming practices, encouraging transition to plant-based diets to lower greenhouse gas emissions, and enhancing traceability and transparency in food supply chains.

In addition, the **Food Wave Project (2019 - 2023)**, which aimed to engage young people (aged 15-35) in sustainable food consumption and production, serves as an excellent example of how youth-driven campaigns can be tailored to engage younger generations. The project drew attention to the connection between food choices and climate change, empowering youth activism and co-designing actions with municipalities. Furthermore, it created synergies with schools and universities to promote sustainable diets and encouraged municipalities to co-design



Figure 1: Sustainable action from the Food Wave Project in Madrid's Complutense University/Source: foodwave.eu

actions with youth, hence bridging local policy with broader European and global food security concerns. As ECO-READY plans its awareness-raising actions, it could consider using similar youth-centric methods to ensure **Gen Z** is effectively reached.

In parallel, the **Food and Agriculture Organisation (FAO)** of the United Nations is in charge of several initiatives aiming at raising awareness about food security issues in Europe and Central Asia. FAO campaigns focus on nutrition, food waste reduction, and the promotion of sustainable agricultural practices that hinder food security. Among their main initiatives are those that advocate for family farming, educate consumers and producers on the benefits of reducing food waste, and support local initiatives that contribute to sustainable food systems, such as urban farming and agroecology. The FAO works closely with European governments, local communities, and international organisations to enhance public engagement and awareness regarding these critical issues.

EIT Food's "FoodUnfolded" platform further illustrates how digital communication tools can be used to engage the public on the future of food production and consumption. Using online campaigns, articles, and social media, FoodUnfolded aims to share knowledge about food systems, while also organise interactive events and workshops to connect with the public on food-related topics. The initiative emphasises on sustainability in food production, circular economies, and waste reduction, promoting consumer awareness and knowledge-sharing at the intersection of food security, innovation, and sustainability.

The **12.3 Food Waste Target**, part of the **Sustainable Development Goals (SDGs)** campaign, aims to reduce global per capita food waste by 2030. This global campaign highlights the environmental and economic impacts of food waste and seeks to transform consumer behaviour through targeted public awareness initiatives. The campaign's partnerships with retailers, schools, and food service providers to educate consumers could be adapted to align with ECO-READY's goals, particularly to emphasise **food waste reduction** as a key action area within the project's broader sustainability goals.

Furthermore, the **FAO and WAGGGS' "Right to Food: A Window on the World"** campaign identifies food security as a fundamental human right and is particularly active in regions with high food insecurity due to economic inequality. The campaign focuses on educating both policymakers and civil society on human rights aspects of food security, supporting social safety nets and food assistance programmes, and raising awareness about the need for equitable food distribution, making sure that no one is left behind. The Right to Food campaign significantly influences policy formation and public opinion regarding food security and access to nutritious food.



Lastly, the **Slow Food Movement**, which originates in Italy and has since 1986 been communicated throughout Europe, is dedicated to raising awareness about sustainable food practices and food security (Amo, 2023). The movement advocates for the protection of biodiversity, sustainable agricultural practices, and the promotion of local food systems. Slow Food campaigns aim to preserve various traditional food practices and local food



Figure 2: Food is Political! Slow Food's Advocacy Work at Terra Madre - Slow Food/Source: slowfood.com

cultures while highlighting the role of local farming in promoting food security and sustainability. Community-driven awareness-raising events like Terra Madre bring together stakeholders from across the globe to discuss sustainable food systems. This movement provides a model for how **Living Labs** under ECO-READY can host similar events, fostering dialogue among stakeholders and driving forward sustainable food initiatives.

EU Projects and Initiative Awareness Raising Campaigns

Several European projects have successfully implemented awareness-raising campaigns to address sustainability, food security, and energy resilience—areas closely aligned with ECO-READY's objectives. These initiatives offer practical insights into engaging diverse stakeholders, employing multi-channel strategies, and driving public participation. Below, we examine key projects that highlight best practices relevant to the design and execution of ECO-READY's own campaigns.

BECOOP Project: The **BECOOP** awareness-raising campaigns, carried out across Spain, Greece, Poland, and Italy, were tailored to promote local **Bioenergy Communities (BECs)** as viable solutions for thermal decarbonisation and energy independence, supporting the project's main objective; to create cooperative business models that can enhance food security indirectly by reducing energy costs for agricultural production, thus making food systems more resilient to external factors like energy shortages. Each country adapted its approach to address local challenges, including limited public knowledge of BECs, misconceptions about biomass, and scepticism toward energy cooperatives. The campaigns focused on the benefits of bioenergy, such as reducing energy costs, enhancing agricultural production, and achieving local energy autonomy—all of which are essential for fostering **sustainable food systems**. ECO-READY can draw from this by exploring **community-driven solutions** and engaging stakeholders with localised narratives around sustainability.



Figure 3: Awareness raising actions in BECoop's Italian Pilot / Source: becoop-project.eu/ WHITE

Similar to the LLs approach, the awareness raising campaigns were supported by the national partners to ensure consistent and regionally adapted communication. The aim was to highlight the environmental and economic benefits of local biomass for heating and promote BECs as viable energy alternatives, especially in areas with limited or costly natural gas.

Activities included workshops, info days, and media outreach across print, radio, TV, and social media. For example, Spain hosted events at popular gatherings, Greece used public spaces and transport ads, Poland participated in local fairs with visual materials, and Italy promoted BECs through billboards and school outreach. Educational efforts focused on engaging students and young audiences with workshops, tree-planting, and creative projects in bioenergy awareness. Results showed significant outreach, with Spain alone reaching over 22 000 people and Greece engaging 363 000 people through media campaigns.



Figure 4: Awareness raising actions in BECoop's Polish Pilot / Source: becoop-project.eu/ WHITE

ALFA Project: The **ALFA Project's** awareness campaigns focused on enhancing the understanding of the economic and sustainability benefits of biogas in livestock farming, focusing on energy resilience. These campaigns employed a multi-phase strategy to engage farmers, policymakers, and industry professionals through on-site events, conferences, digital platforms, and publications.

On-site activities such as farm visits and workshops offered hands-on insights into biogas technology. Co-creation workshops also supported knowledge exchange regarding agricultural biogas production. At the same time, ALFA representatives contributed to national and international conferences, promoting biogas as a sustainable solution in agriculture. Digital outreach included articles, surveys, and interactive social media content on LinkedIn, Facebook, and X(former Twitter), which boosted public interest and engagement. Newsletters and an online engagement platform with a biogas forum facilitate ongoing discussions among stakeholders. Campaign success is tracked through event participation, web traffic, social media engagement, and survey responses, building a well-informed biogas community.

W4RES Project: W4RES campaigns aimed at engaging a wide range of stakeholders, including consumers, policymakers, industry groups, and women entrepreneurs, to promote renewable heating and cooling (RHC) technologies and gender inclusivity in the sector across Europe. The emphasis on **gender inclusivity** and community-driven RHC solutions aligns with **ECO-READY's** goal of fostering **multi-stakeholder collaboration** and ensuring equitable access to sustainable resources. Workshops and webinars were central to W4RES's efforts, offering interactive platforms to discuss important topics such as **energy efficiency** and the **role of women in the energy transition**. This model of engagement could be replicated in **ECO-READY** to bring together diverse stakeholders in **co-creation workshops** on sustainable food systems. Key engagement methods included social media campaigns on LinkedIn and X (former Twitter), showcasing the role of women in RHC, the benefits of RHC technologies, and project calls to action. Partners across Europe organised workshops and webinars for policymakers, businesses, and the public, fostering discussions on energy efficiency, gender equality, and community-based RHC solutions.



Figure 5: Seminar on Gender Mainstreaming for the energy sector as part of the W4RES awareness raising campaigns - Source: w4res.eu/WHITE

W4RES also reached thousands of stakeholders through targeted email campaigns and newsletters, especially focusing on policymakers and business associations. Articles in newsletters and national media highlighted women-led projects and the positive impact of female participation in energy solutions.

Campaigns had national and European reach, with events such as family workshops in Denmark and digital outreach in Bulgaria and Belgium, making significant progress towards a more inclusive and sustainable energy landscape across Europe.

FEAST2030: The FEAST2030 project focused on promoting sustainable food systems and healthier diets across Europe by engaging citizens and stakeholders in transforming food

consumption patterns. Through 11 living labs across different regions, the project connected communities via workshops, webinars, and local events that demonstrated sustainable food practices, supported sustainable agriculture, reduced food waste, and strengthened local food systems, a directly applicable approach to **ECO-READY's Living Labs**.

FEAST2030's campaigns involved public events such as workshops, hackathons, and discussions that brought together farmers, food producers, consumers, and policymakers to highlight sustainable farming practices and innovative food security solutions. Co-creation workshops further supported these efforts by involving stakeholders directly in designing sustainable food practices, enabling knowledge exchange and empowering communities. The project also created educational material, including toolkits and policy briefs, to provide practical guidance on reducing food waste, improving supply chains, and promoting sustainable agriculture at both local and regional levels.

Social media and digital outreach were integral to FEAST2030's strategy, reaching a wider audience with interactive content on food waste, sustainable consumption, and climate-friendly agriculture. The living labs were essential to this awareness-raising, providing a real-world context for testing sustainable food models and fostering community participation. At the policy level, FEAST2030 engaged with policymakers, offering recommendations and initiating discussions to influence resilient and sustainable food system policies.



Figure 6: FEAST Living Lab Ghent presentation at Kantine Zukunft Talk / Source: [feast2030.eu/Kantine Zukunft Talk](https://feast2030.eu/Kantine_Zukunft_Talk)

FOODRUS: FOODRUS focused on minimising food waste throughout the agri-food chain by implementing circular economy solutions. The project tested 23 strategies across Spain, Denmark, and Slovakia, with a focus on reducing waste from common food items (e.g. meat, fish, bread, and salad). Through workshops, seminars, and webinars FOODRUS educated the public and stakeholders on preventing food waste, by emphasising on local initiatives. The project also created educational tools and apps to help manage food waste and fostered collaboration among local authorities, NGOs, and food chain actors.

The project's campaigns engaged the public by targeting consumers, farmers, and retailers through local and regional events, where it organised interactive sessions on sustainable food systems and food waste reduction that were adaptable to community needs. FOODRUS

provided diverse educational materials and digital tools, including apps, videos, and toolkits, to raise awareness about the impact of food waste on society, the economy, and the environment. Collaboration with local stakeholders in pilot regions played a vital role, as public dialogues and co-creation workshops brought citizens together to identify practical waste solutions, similarly with the targets of ECO-READY awareness raising campaigns.



Figure 7: *FOODRUS Food Waste Warriors Kit for the FoodWasteWarriors competition winners / Source: foodrus.eu*

In examining the awareness-raising campaigns from the abovementioned projects (i.e. **BECOOP**, **ALFA**, **W4RES**, **FEAST2030**, and **FOODRUS**), it's clear that pan-European efforts to promote food security and sustainability at a regional level employ various strategies. These include public engagement, co-creation workshops, digital tools, and living labs, with a strong emphasis on multi-stakeholder participation.

Projects such as **FOODRUS** and **FEAST2030** highlight the importance of education and local community engagement, often using digital platforms to extend their reach. **FOODRUS**, for example, developed tools and materials to educate the public on reducing food waste and provided resources to local actors. **FEAST2030** also used living labs and policy engagement to raise awareness among farmers, consumers, and policymakers, while promoting sustainable food systems through workshops and targeted campaigns.

Similarly, the **ALFA project** uses biogas technology as a core solution to enhance energy sustainability for farmers. It runs co-creation events and mentorship programmes to empower the agricultural sector. **BECOOP** focused on community-led initiatives to promote bioenergy and raise awareness about its environmental and economic benefits.

In conclusion, ECO-READY's approach to awareness-raising could benefit from these proven strategies to establish resilience and sustainability within food systems. The commitment to reducing food waste, promoting sustainable farming practices, and ensuring equitable access aligns with ECO-READY's objectives. By incorporating transparency and traceability in food supply chains, the project can enhance its messages for food system transformation, making it more relatable and accessible.

Targeting younger generations through social media platforms and educational partnerships will help ECO-READY engage future stakeholders. Additionally, the project's outreach could benefit from a digital-first strategy, balancing in-person events with online content to expand its outreach. Collaborating closely with local communities, similar to the FAO's localised initiatives, could strengthen ECO-READY's engagement, especially in rural or

remote regions. Implementing hands-on demonstrations and capacity-building workshops within ECO-READY's Living Labs, as seen in BECOOP's campaigns, could drive adoption of sustainable practices.

By engaging a broad range of stakeholders through tailored events and digital campaigns, ECO-READY can also emphasise inclusivity in its approach, ensuring that vulnerable populations are reached and involved. Aligning its activities with broader goals of food security, sustainability, and innovation, ECO-READY is set to create a lasting impact on food systems and help re-direct Europe toward a more resilient and sustainable future.

General guidelines for an effective ARC

During the exchanges with the Living Labs, we presented a set of key strategies and best practices for designing and implementing effective Awareness Raising Campaigns. These guidelines aimed at supporting LLs in enhancing stakeholder engagement, fostering collaboration, and promoting the adoption of sustainable agricultural practices tailored to the specific regional needs of each LL.

Identifying key stakeholders: One of the foundational elements of a successful ARC is the identification and engagement of key stakeholder groups. The effectiveness of the campaign depends on recognising the roles and responsibilities of these actors, which often include local farmers, policymakers, researchers, industry representatives, and the general public. By understanding their specific needs, challenges, and influence, the Living Labs can tailor their messages to effectively reach to and engage with the most relevant stakeholders. Prioritising those who can directly impact the adoption of sustainable agricultural practices, such as farmers and policymakers, is critical for achieving campaign objectives.

Engaging the audience: Effective audience engagement requires a deep understanding of the factors that influence stakeholders' willingness to participate. Each region presents unique cultural, economic, and social dynamics that shape how messages are received. Customising engagement methods to reflect local realities ensures that the campaign aligns with its target audience. This can involve developing early and strong relationships with stakeholders, fostering trust, and making the content of the campaigns relatable and actionable for local actors. Additionally, it's essential to design inclusive campaigns that appeal to diverse demographics. Tailoring communication to different age groups can help engage younger generations (e.g. Gen Z), who may respond better to digital platforms, interactive content, and messaging that emphasises innovation and social impact. Ensuring that campaign materials are accessible, culturally relevant, and engaging for people of all ages and backgrounds will make the outreach efforts more impactful and inclusive.

Overcoming engagement challenges: Many Living Labs face challenges related to cultural resistance, economic barriers, or a lack of awareness about sustainable agricultural practices. To overcome these obstacles, it is essential to use communication channels and tools that best suit the stakeholder type and the local context. For example, younger audiences may be reached more effectively through social media, while older generations may prefer in-person workshops or community events. Engaging farmers, in particular, often requires hands-on, practical approaches. Field visits, on-site demonstrations, and face-to-face discussions in familiar environments can be far more effective than online



webinars for this group, allowing them to directly see the benefits of adopting sustainable practices. Leveraging community activities and fostering a sense of shared purpose can help overcome resistance, build trust and enhance participation across all stakeholder groups. Tailoring engagement methods to the needs of each group ensures broader reach and better outcomes.

Leveraging social media for broader reach: Building a strong digital presence is crucial in today's interconnected world. Social media platforms such as Facebook, Instagram, and LinkedIn are effective tools for reaching a diverse audience and amplifying campaign messages. By regularly posting updates, event announcements, and educational content, Living Labs can keep stakeholders informed and engaged. Monitoring the impact of posts—such as the number of reactions, shares, and comments—can provide valuable insights into which content resonates most with the audience, allowing for adjustments to the campaign strategy.

Showcasing success stories: Highlighting past successes plays a vital role in building credibility and fostering trust with stakeholders. Living Labs can showcase successful workshops, events, and campaigns to demonstrate the effectiveness of their approach. Drawing on examples from other EU-funded projects, such as BECoop and ALFA, can also provide tangible evidence of what works, inspiring confidence among stakeholders and encouraging broader participation.

Planning and executing engagement activities: The success of an ARC depends on the careful planning and execution of engagement activities. A mix of online and offline events, such as info days, workshops, webinars, and joint events with relevant projects, is essential to maintaining momentum and reaching a wide audience. It is important to establish a clear timeline for these activities and ensure sufficient preparation to maximise their impact. Promotion through both digital and traditional channels, such as flyers, newsletters, and social media, ensures that events are well-attended and stakeholders remain informed.

Collaborating with other living labs: Collaboration between Living Labs is a powerful tool for addressing shared challenges and enhancing the overall impact of awareness campaigns. Joint events, cross-regional brainstorming sessions, and knowledge-sharing initiatives foster innovation and enable Living Labs to pool resources and expertise. This collective approach strengthens the ARC efforts by creating synergies across regions and aligning strategies toward common goals of sustainability and climate resilience.

Building capacity: Capacity building is essential for ensuring that both Living Lab representatives and stakeholders have the necessary skills and knowledge to engage effectively with the ARC. Specific training sessions should be developed to address identified knowledge gaps, whether in stakeholder engagement, organic farming practices, or sustainable agriculture techniques. For stakeholders such as farmers, policymakers, and industry professionals, targeted capacity-building workshops will enhance their understanding of sustainable practices and encourage their adoption.

Action plan for campaign implementation: A well-defined action plan is critical for the success of the ARC. This includes developing a strong campaign identity, crafting a compelling narrative that aligns with the campaign's goals, and ensuring consistent messaging across all platforms. Utilising a “four-layer strategy” that focuses on informing,

supporting, creating awareness, and driving action helps structure the campaign for maximum engagement. The use of consistent hashtags across social media platforms further enhances brand recognition and campaign visibility.

Monitoring and evaluation: To assess the effectiveness of the ARC, it is crucial to establish clear key performance indicators (KPIs) and continuously monitor progress. KPIs may include the number of info days organised, stakeholder participation levels, social media engagement metrics, and the overall impact on stakeholder behaviour. Feedback mechanisms, such as surveys and focus groups, provide valuable insights into the campaign's strengths and areas for improvement. This ongoing evaluation ensures that the campaign remains dynamic and responsive to stakeholder needs, enabling continuous refinement and adaptation.

Action Plan Item	Description	Objective	Timeline	Success Metrics
Campaign Title and Identity	Develop a title and identity	Establish clear campaign identity	Immediate	Campaign recognition
Visual Identity	Communicate campaign's vision through visuals	Clarify and inspire stakeholders	Immediate	Increased message visibility
Narrative Development	Create an engaging narrative	Educate and engage stakeholders	1 Month	Positive stakeholder feedback
Hashtag Strategy	Use consistent hashtags	Enhance social media presence	Immediate	Social media engagement
Four Layers Strategy	Inform, support change, create awareness, drive action	Implement multi-faceted strategy	1-3 Months	Increased awareness and engagement
Infographic Templates	Design infographics	Simplify complex information	1 Month	High infographic engagement
Address Social Barriers	Counteract misconceptions about the food security nexus and food resilience	Improve societal acceptance	6 Months	Positive shift in perception
Raise Awareness Among Farmers and other stakeholders	Inform about food security benefits and supports	Increase farmer participation	Ongoing	Increased community engagement
Inform Policy Makers	Communicate barriers and needs	Influence supportive policy	3 Months	Policy changes favouring sustainable food systems' uptake
Financial Support Information	Promote financial support opportunities	Encourage investments	Ongoing	Increased financial support applications
Highlight Financial Benefits	Educate on economic benefits of sustainable agriculture practices	Overcome risks	3 Months	Increased community more engaged to different agriculture practices
General Awareness Campaigns	Promote Observatory and mobile app in bioeconomy and circular economy	Broader stakeholder understanding	Ongoing	Widespread awareness
Address Cooperation Issues	Promote value chain cooperation	Improve efficiency	6 Months	Improved cooperation
Promote Incentives	Inform and advocate for incentives	Facilitate funding access	Ongoing	Increased funding access
Environmental Benefits	Highlight environmental advantages	Foster environmental support	Ongoing	Positive environmental feedback
Inclusive Agriculture	Promote sustainable and inclusive agriculture	Engage diverse stakeholders	3 Months	Broader engagement
Form co-operatives between different LLA and/or ECOREADY partners	Encourage collaborative efforts	Increase capacity and cooperation	6 Months	Formation of co-operatives
Online and Offline Campaigns Integration	Utilize online and offline formats	Reach diverse audiences	Immediate and Ongoing	Balanced engagement
Social Media Outreach	Regular posts about food security nexus benefits and food resilience	Engage online audiences	Ongoing	High engagement metrics
Educational Videos	Create informative videos	Enhance visual storytelling	2 Months	High view and share rates
Online Surveys	Conduct surveys to gauge awareness	Gather data for strategy	3 Months	Comprehensive responses

Figure 8: Suggested ideas for the action plans of the Living Labs' ARCs

These general guidelines provide a comprehensive framework for designing and implementing effective Awareness Raising Campaigns across the Living Labs. By focusing on key elements such as stakeholder identification, tailored engagement, capacity building, and continuous monitoring, each Living Lab can create impactful campaigns that promote sustainable agricultural practices and contribute to climate resilience.

Design guidelines for upcoming campaigns

To align and build upon the visual design guidelines early developed and deployed in WP6 and ensure the success of awareness-raising campaigns in the Living Labs regions, it's essential to follow a structured approach. The following design guidelines provide a framework to help design effective campaigns tailored to the regions' needs and challenges. The baseline design guidelines need to comply with:

- EU emblem, the Horizon Europe funding source and where necessary, the project disclaimer,
- Social media links and information,
- Eco-Ready colour scheme,



- Poster, leaflet, infographics and brochures will follow the existing Eco-Ready templates. All communication material will be built upon and adjusted to the local language needs and cultural aspects.

Brainstorming sessions with Living Labs (LL)

Sessions' scope and objectives

The bilateral brainstorming sessions with the LLs were a crucial step in tailoring awareness-raising strategies to the specific needs of each region. Held online from June 10th to 17th, 2024, these sessions provided a platform for one-on-one discussions, allowing each LL to voice their unique challenges, stakeholder engagement strategies, and regional characteristics. The sessions were structured to address several key areas critical to the success of the Living Labs. These areas included the identification of key stakeholders, effective stakeholder engagement strategies, and the challenges faced in reaching diverse audiences. Additionally, the discussions explored the use of social media and digital presence to enhance outreach, highlighted past success stories as models for future efforts, and mapped out upcoming activities. The sessions also emphasised the importance of cross-collaboration between Living Labs, capacity building to strengthen knowledge and skills, and the generation of innovative ideas for awareness-raising activities. This comprehensive approach ensured that all aspects of the awareness-raising campaigns were thoroughly examined and aligned with the overall project goals. By recording these sessions and taking detailed minutes, the discussions were made accessible to a wider group of ECO-READY partners, helping to avoid duplication of efforts and ensuring that the insights gained could be used to inform future activities across regions. For the recorded sessions, prior oral consent was provided by the participants.

Prior to the sessions, each LL completed stakeholder engagement strategy templates, which helped guide the discussions. These templates included essential information such as the key stakeholder groups, preferred communication channels, and examples of previous awareness-raising activities in the LLs' respective regions. This preparatory work enabled us to conduct highly focused brainstorming sessions, addressing specific regional challenges and aligning strategies with capacity-building needs. The results from these sessions, including insights on budget allocation (Annex A: Living Labs Budget Allocation), effective communication methods, and collaboration opportunities, were documented and stored in the ECO-READY Teams folder, providing a comprehensive resource for ongoing campaign development and stakeholder engagement efforts.



Awareness Raising Campaign (ARC) Strategy per LL

Informed by the findings from Task 2.1 Stakeholder analysis findings, combined with the local insights of LL partners, a tailored Awareness Raising Campaign (ARC) strategy has been developed for each LL. In the following section, we provide an in-depth assessment of each strategy, designed to address the specific needs and challenges of their respective regions. These strategies focus on five key aspects:

Target groups: Each Living Lab identifies its primary stakeholders, such as farmers, policymakers, researchers, industry professionals, and the general public. These groups are central to the Living Labs' efforts to promote sustainable agricultural practices and climate adaptation. The engagement of these groups ensures the broad dissemination of knowledge and the practical application of sustainable solutions.

Key messages: The core messages of each campaign are crafted to align with local challenges, such as climate resilience, biodiversity enhancement, and the economic viability of organic farming. These messages aim to raise awareness, change perceptions, and encourage the adoption of innovative farming techniques that address both environmental and economic concerns.

Media dependents and mediums: Each strategy outlines the use of specific communication channels, including social media, traditional media, workshops, community events, and online platforms. These mediums are selected to effectively reach and engage target audiences, ensuring wide dissemination of information and active participation in the campaigns.

Action plan for the upcoming period: Each Living Lab has developed a detailed plan of activities, combining both online and offline events to engage stakeholders. These include info days, workshops, festivals, field days, and collaborative events. The action plan ensures continuous engagement with stakeholders and provides a platform for sharing knowledge, showcasing best practices, and fostering collaboration.

All Living Labs are expected to plan and implement a series of **horizontal activities** to enhance collaboration and maximise the impact of their ARCs, including: **>6 info days by the LLs; participation in >8 joint events and organisation of >3 joint events with relevant projects, initiatives and data sharing schemes.**

Monitoring and evaluation: To measure the effectiveness of these campaigns, each Living Lab has established a monitoring framework. This includes tracking participation, gathering feedback, and assessing the impact of the campaigns on stakeholder behaviour and engagement. Continuous evaluation will help refine the strategies and ensure they achieve their objectives.

Hungary - EcoVitaLL

The Hungarian Living Lab, known as EcoVitaLL, is an innovative initiative aimed at advancing sustainability through vertical farming. EcoVitaLL operates by leveraging a multisectoral, highly skilled core team composed of producers, consumers, and researchers. This collaborative approach ensures that the Living Lab can adapt and respond to real-world experimentation and co-creation with stakeholders. The Hungarian LL is coordinated by Csillagváros Kft, in partnership with Budapest University of Technology and Economics (BUTE) and Tudatos Vásárlók Egyesülete (TVE). Together, these partners aim to transform the food system in the Central and Eastern European bioclimatic zone by exploring the potential of **vertical farming** to produce sustainable and resilient food systems.

The stakeholder engagement strategy for EcoVitaLL aims to foster collaboration among a diverse array of stakeholders, including farmers, researchers, policymakers, businesses, and conscious consumers. This strategy is designed to leverage the unique strengths and perspectives of each stakeholder group to co-create and implement resilient, climate-adaptive agricultural practices.

Target Groups

The Hungarian Living Lab's awareness-raising and stakeholder engagement efforts will target a diverse array of groups both broadly and specifically, to effectively promote sustainable practices and innovations in the agricultural sector. The following outlines the general and specific target groups and stakeholders identified for this initiative:

General Target Groups:

Consumers: The broad consumer base is crucial for raising awareness about sustainable agricultural practices and the benefits of vertical farming. Education on sustainability, food security, and climate resilience will be pivotal.

Researchers and academics: Engaging with universities, research institutions, and individual researchers who can contribute to and benefit from the research outputs, innovations, and data generated by the Living Lab.

Policymakers and government agencies: National and regional government bodies that can influence policy and provide support for sustainable agricultural practices and technologies.

Businesses and industry professionals: Companies involved in agriculture, food production, and technology that can collaborate on implementing and scaling up innovative solutions.

Non-governmental organisations (NGOs): Organisations that promote sustainability, environmental protection, and consumer rights, which can amplify the Living Lab's initiatives and campaigns.

Specific Target Groups:

Conscious consumers: These are consumers who are already aware of sustainability issues and are likely to be early adopters of new, eco-friendly agricultural products. They will be reached through the Association of Conscious Consumers (TVE), which has a significant outreach via their sustainable lifestyle magazine and other communication channels.



Farmers and local producers: This group includes small to medium-sized farm owners and operators who are directly involved in agricultural production. Individuals and groups directly involved in agriculture who can implement vertical farming techniques and other sustainable practices.

Food environment providers: This includes caterers, restaurant owners, and other food service professionals who can incorporate sustainable food products into their offerings.

Environmentalists: Advocates and experts focused on biodiversity and climate change who can support the environmental goals of the Living Lab.

Educational institutions: Schools, colleges, and vocational training centres that can incorporate sustainability and innovative farming practices into their curricula, fostering the next generation of informed and engaged citizens.

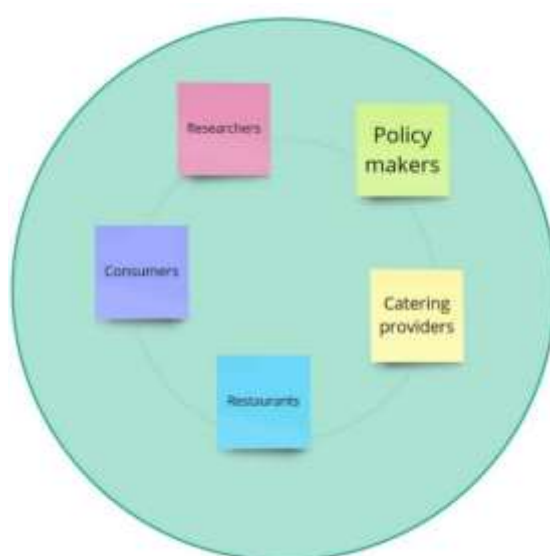


Figure 9: Hungarian Living Lab Stakeholder map

Key messages

The stakeholder engagement strategy for EcoVitaLL, the Hungarian LL, should focus on key messages that address its specific needs and challenges. These messages are designed to align with the diverse array of stakeholders involved, including farmers, researchers, policymakers, businesses, and conscious consumers, to foster collaboration and support for sustainable agricultural practices.

Innovative vertical farming: Highlight the potential of vertical farming as a cutting-edge solution to food security and sustainability. Emphasise its efficiency in resource use, particularly water and land, the enhanced urban sustainability, and its capacity to produce high yields in controlled environments, mitigating the impacts of climate change.

Sustainability and biodiversity: Stress the need for sustainable agricultural practices that protect and promote biodiversity. Outline how the Living Lab's initiatives aim to reduce environmental impacts, conserve natural resources, and support local ecosystems.

Collaborative innovation: Emphasise the value of a multisectoral approach, involving producers, consumers, researchers, and policymakers in the co-creation process. Highlight successful examples of collaboration within the Living Lab that have led to innovative solutions and tangible benefits.

Local and regional impact: Focus on the benefits that sustainable practices can bring to the local and regional community. Highlight economic opportunities, job creation, and the potential for Hungary to become a leader in sustainable agriculture within the Central and Eastern European bioclimatic zone.

Media dependents and mediums

Local and national media outlets: Utilising newspapers, magazines, and online news platforms to reach a broad audience, including policymakers, industry leaders, and the general public. Engaging with media outlets can help in spreading awareness about the initiatives and progress of the Living Lab.

Social media platforms: Leveraging platforms like Facebook, X (former Twitter), Instagram, and LinkedIn to engage with diverse stakeholder groups, including younger audiences and professionals in the agriculture and sustainability sectors. Regular updates, success stories, and interactive content can drive engagement and awareness.

Academic and research publications: Publishing research findings and articles in journals and on platforms related to agriculture, sustainability, and climate change. Collaboration with academic partners like the Budapest University of Technology and Economics can facilitate dissemination through academic networks and conferences.

Workshops and seminars: Hosting and participating in workshops, seminars, and conferences to directly engage with stakeholders, including local farmers, industry experts, and academic researchers. These events provide a platform for knowledge exchange and collaborative problem-solving.

Community engagement events: Organising events such as open days at the Csillagváros vertical farm, where community members can learn about vertical farming, sustainability practices, and the Living Lab's impact on local food systems.

Digital newsletters and blogs: Creating and distributing newsletters and maintaining blogs to provide regular updates on the Living Lab's activities, research findings, and upcoming events. These can be tailored to different stakeholder groups, such as policymakers, industry stakeholders, and the general public.

Collaborative networks and partnerships: Engaging with existing networks and forming partnerships with relevant organisations, such as agricultural associations, environmental NGOs, and policy think tanks. Collaborative projects and joint campaigns can amplify the reach and impact of the Living Lab's messages.

LL activities

Workshops and training sessions: Organising events for different stakeholder groups to share knowledge, demonstrate technologies, and discuss sustainable practices.

Media campaigns: Utilising TVE's media channels, including their sustainable lifestyle magazine, to reach a broad audience. This includes creating edutainment content and leveraging social media platforms.

Conferences and scientific events: Participating in local and international conferences to present findings and engage with a wider academic and professional audience.

Direct Engagement: Building relationships through farm visits, networking events, and policy dialogues to foster collaboration and support from various stakeholders.

Table 1 Action plan of the Hungarian Living Lab (offline and online events)

Activity	Description	Timeframe
Vertical farm visit & stakeholder workshop	A stakeholder workshop was organised in the EcoVitaLL. Tudatos Vásárlók Egyesülete - Hungarian NGO which represents consumers in the LL- invited a diverse group of experts, researchers, NGO representatives and national federations to think about the role of vertical farming in food security. After an interesting visit to the vertical farm of EcoVitaLL, participants discussed the possible target groups, selling points and critics to vertical farm products. The results will be used to understand better consumer perceptions and the possible market of vertical farm products in Hungary. The event was disseminated on TVE's social media channel, reaching consumers with the topic.	September 2024 (M5)
Participation in the Hungarian Researchers' Night 2024	EcoVitaLL joined the Hungarian Researchers' Night, a national public event, where research and development is introduced and popularised to non-professionals on various subjects. The interactive lab visit and workshop attracted approx. 50 interested people, who were able to gain insight into, among other things, the analytical techniques used in vertical farms.	September 2024 (M5)
Questionnaire/survey among consumers	We will examine consumer expectations for vertical farming (VF) products, including taste, nutrition, freshness, and climate impact, with a focus on potential aversions or preferences. The survey will also address retailer factors like labelling, placement, pricing, and promotion. This participatory research will cover key marketing aspects—product, price, place, and promotion—that shape conscious consumer choices for VF vegetables.	Nov 2024-Sept 2025 (M7-M17)
Experimental and control consumer focus groups	This activity aims to understand consumer attitudes toward vertical farming, exploring whether it influences perceptions and behaviours. We will conduct focus groups with 10 consumers each: an experimental group unfamiliar with vertical farming and a control group that will receive information and participate in a tasting.	Nov 2024-Sept 2025 (M7-M17)
Farm visit(s)	Host an event or more at the vertical farm to give an introductory tour and presentation on hydroponics and controlled environment agriculture, provide the food material and the space for the sensory analyses and focus group activity.	Nov 2024-Sept 2025 (M7-M17)
Info day(s) on Climate Change	Participate/host an info day(s) where we focus on climate change from the perspective of farming, with focus on our 4 out of 6 products and why investing in research and development to find new solutions by 2030/2050 is crucial. Disseminating Eco-Ready project's messages.	Nov 2024-Sept 2025 (M7-M17)
Edutainment on hydroponics, nutrition, light, nutrient cycle	TVE will target conscious consumers through social media-based edutainment, including quizzes, photos, and animated videos, to make hydroponics and vertical farming accessible and engaging. This campaign will focus on the following key themes: hydroponics, nutrition, nutrient cycle, and the role of light in vertical farming. Each theme will highlight vertical farming's benefits for biodiversity, climate resilience, and nutrition. The goal is to reach a KPI of informing 250k consumers about these advantages.	Nov 2024-Sept 2025 (M7-M17)
Workshop for tasting or cooking experience	One of the final events of the project will be a cooking workshop where consumers can experience vertical farm produced vegetables from the first hand. They will be informed about the method and will have the chance to taste the vegetables. To reach a broader audience as well,	Oct 2025-May 2026 (M18-M24)

influencers will be also invited to communicate about the event. We plan with 10 participants at least.	
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Czech Republic - PROBIO

The Living Lab in Velké Hostěrádky, located in the South Moravia region of Czechia, operates in one of the country's most fertile yet drought-prone areas. The region faces significant challenges due to high temperatures, uneven rainfall distribution, and intensive agricultural practices that contribute to soil erosion and biodiversity decline. The Living Lab is led by **Ekofarma PROBIO**, a pioneering organic farm that has converted 371 hectares of land to organic practices. The farm reintroduces traditional crops like cereals and buckwheat to enhance resilience to climate change, alongside biodiversity-promoting measures such as cover crops and fruit tree planting. The Living Lab partners with **Czech Organics**, a consultancy and innovation hub, and **PRO-BIO**, the country's largest organic food processor, to engage stakeholders through open days, workshops, and regional festivals like the Buckwheat Festival, which drew over 700 participants in 2023.

The internal consortium consists of Ekofarma PROBIO, which serves as a live demonstration farm showcasing organic farming solutions, Czech Organics, which coordinates project activities and provides expertise in organic farming, and PRO-BIO, which contributes its extensive knowledge in organic seed production and food processing. Together, these partners foster regional biodiversity, sustainable farming practices, and community engagement, while contributing to broader research projects such as Horizon 2020 and national initiatives aimed at improving organic farming methods and food security in the face of climate change.

Target groups

The Czech Living Lab engages a wide array of stakeholders, from local farmers to academic institutions, policymakers, and the general public, to promote sustainable organic practices and raise awareness about the impacts of climate change, biodiversity, and food security. These target groups are essential for ensuring that the LL's activities are successful in fostering collaboration, knowledge-sharing, and the adoption of organic farming techniques.

General Target Groups

Farmers: Local and regional farmers play a crucial role in the Czech Living Lab. This includes members of the Czech Organics Impact Hub, which comprises of seven innovative farms across the country, as well as the PROBIO network, representing over 100 farmers nationwide. Additionally, organic farms like those in the Ekofarma PROBIO network (six neighbouring farms) participate in experiments, field trials, and knowledge-sharing activities, ensuring the practical application of sustainable practices.

Researchers and academic institutions: The academic community is a key target group, with multiple universities (such as Mendel University, Czech University of Life Sciences, and Masaryk University) and research institutions (like the Crop Research Institute and Research Institute for Soil and Water Conservation) involved in data collection and scientific research. These stakeholders help drive innovation and provide the scientific backing needed to validate sustainable farming practices.



Policymakers: Policymakers are engaged at local, regional, and national levels, particularly from the Ministry of Agriculture and the Ministry of Environment. In addition, members of the Czech Technological Platform for Organic Farming and the PRO-BIO Farmers Union contribute to shaping policies that support the integration of sustainable organic practices into regional and national agricultural programmes.

Non-profit organisations: Several non-profit organisations are involved in promoting organic farming and biodiversity. These include Bioinstitut, Lovíme.bio, ZERA, and Veselá Biofarma. They play a pivotal role in raising awareness, advocating for policy changes, and supporting farmers in adopting organic methods.

Agri-Food industry representatives: Key players in the Czech organic food industry, such as PROBIO (the largest organic food processor and distributor), Veritas (the second-largest organic winery), and Sonnentor (the largest organic herb producer), are essential for bridging the gap between sustainable farming and the market. These industry stakeholders ensure that sustainable practices translate into profitable business opportunities.

Educational institutions: Schools and universities are integral to engaging younger generations in sustainable agriculture. By organising workshops, farm visits, and educational stays, the LL raises awareness among students and educators, promoting a culture of sustainability from an early age.

Local municipalities: Municipalities such as Velké Hostěrádky and Bošovice collaborate with the LL on community projects and regional initiatives, helping to implement sustainable practices at the local level and promoting organic farming within their regions.

Specific Target Groups

Consumers of food products: The general public and local communities are a key focus for raising awareness about the benefits of sustainable food products, particularly in relation to climate change, biodiversity, and food security. Events like open field days and festivals (e.g. the Buckwheat Festival) provide an opportunity to engage directly with consumers and promote sustainable, locally produced food.

Farmers, food processors, and retailers: This group includes local farmers, food processors, and retailers who are directly involved in the production, processing, and sale of organic food products. The Living Lab aims to enhance their knowledge of sustainable farming practices and support the adoption of organic methods, ensuring that yields and profitability are maintained or improved while promoting food security and sustainability.

Policy makers: Engaging with policymakers is crucial for the integration of sustainable organic practices into regional and national agricultural policies. This group includes local, regional, and national policymakers who can influence programming priorities and support sustainable regional development, making organic practices more widely accepted by communities.

Educational institutions: Schools and universities are targeted for their role in shaping future generations. Through workshops, lectures, and cultural events, the LL disseminates knowledge about sustainable agriculture and biodiversity, fostering a long-term culture of sustainability.



General public: Broader public engagement is a key goal of the Living Lab. The general public is invited to participate in community-based activities, including field days, festivals, and initiatives like the Biodiversity Path project. These events are designed to raise awareness, foster community involvement, and encourage public participation in sustainable practices.

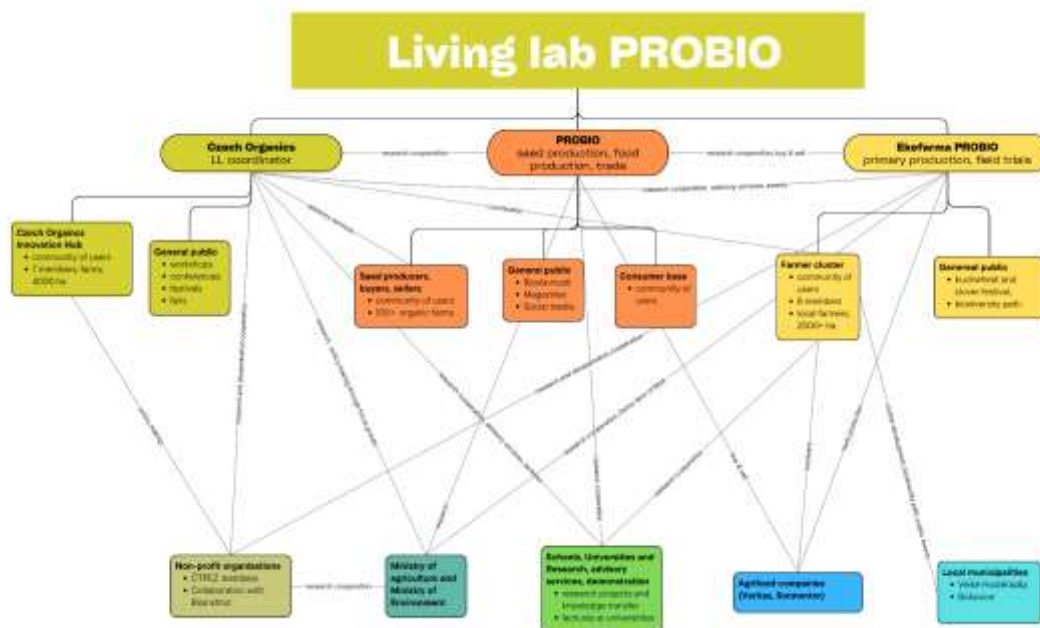


Figure 10: Czech Living Lab Stakeholder map (incl. external stakeholders)

Key messages

The Czech Living Lab's activities focus on addressing climate change challenges specific to the South Moravia region, particularly in the context of drought, biodiversity loss, and the dominance of conventional farming practices. The key messages for stakeholders must convey the urgency of adopting sustainable agricultural practices while balancing cultural traditions, economic concerns, and environmental realities. Below are the core messages that will resonate with farmers, policymakers, researchers, and the general public.

Tackling drought and climate resilience in agriculture: South Moravia, one of the most fertile yet drought-prone areas in Czechia, is facing increasingly severe weather conditions, including high temperatures, unpredictable rainfall, and soil erosion. The LL emphasises the urgent need to **introduce drought-resistant crop varieties** and **promote innovative agricultural practices**, including better water management techniques, advanced irrigation methods, and water retention strategies. These actions will safeguard agricultural productivity while helping farmers mitigate the impact of climate change.

Promoting sustainable farming through agroforestry and biodiversity: Reintroducing **traditional agroforestry practices**, such as planting fruit and other trees across agricultural land, can greatly enhance biodiversity and improve soil health. The Czech LL advocates for the widespread adoption of these methods, which not only help farmers maintain healthier ecosystems but also create more resilient landscapes. Through **crop diversification** and the introduction of pest- and climate-resistant crop varieties, the LL

aims to protect farmers from the risks posed by extreme weather and environmental degradation.

Encouraging the use of technology and data-driven farming: The LL highlights the transformative role of technology in modern farming. By utilising digital platforms, mobile apps, and drones for real-time climate monitoring, farmers can make informed decisions based on accurate weather predictions and soil conditions. These innovations enable farmers to respond quickly to environmental changes, improving both productivity and sustainability. The LL encourages stakeholders to embrace these tools as vital components of future farming practices.

Addressing economic barriers and market opportunities: Transitioning to organic farming comes with initial conversion costs and financial risks, particularly during the certification process and the transition period when yields may decline. The LL emphasises the importance of **financial support** through grants, subsidies, and market access initiatives that provide farmers with the economic stability needed to make the switch. Local and regional markets, as well as international exports (primarily to Germany), offer opportunities for farmers to sell their organic products at premium prices.

Fostering cultural and community engagement: South Moravia has a deep-rooted agricultural tradition, and many farmers are resistant to change due to generational attachment to conventional farming practices. The LL acknowledges these cultural barriers but emphasises the long-term benefits of sustainable and organic farming. **Community engagement** is key to shifting perceptions and encouraging widespread adoption of new practices. Initiatives like the **Biodiversity Path** and the **Buckwheat Festival**, which attract hundreds of visitors, serve as platforms for educating the public about the benefits of sustainable practices and fostering a sense of shared responsibility for climate action.

Educating farmers and policymakers on organic farming benefits: Organic farming remains a small part of the South Moravian agricultural landscape, with only 6.7% of the land farmed organically. Many farmers hold misconceptions about organic farming, particularly around yield, cost, and labour intensity. The LL aims to address these concerns through education and demonstration projects that showcase the viability of organic farming and its ability to maintain productivity while improving environmental outcomes. Policymakers, in particular, are targeted to create better policy frameworks and financial incentives that support organic and sustainable farming practices.

Bridging the knowledge gap and providing technical support: Many farmers and stakeholders lack access to the necessary information about the benefits of organic farming and sustainable practices, as well as the technical support required to transition successfully. The LL prioritises training programmes, workshops, and knowledge-sharing initiatives to fill these gaps. These efforts will provide farmers with the skills and confidence to implement new methods while promoting a more sustainable and productive farming landscape.

Overcoming resistance to change through demonstration and support: Resistance to adopting new agricultural practices is rooted in both cultural traditions and economic concerns. The LL recognises these challenges and stresses the need for a collaborative, supportive approach to help farmers transition to organic farming. By offering financial incentives, access to new markets, and clear evidence of the environmental and economic

benefits, the LL aims to overcome resistance and ensure that South Moravian farmers are equipped to face the challenges posed by climate change.

Ensuring policy support for sustainable agriculture: Policymakers play a crucial role in creating an enabling environment for organic and sustainable farming. The LL's policy-focused messaging will advocate for stronger policy frameworks that incentivise sustainable practices, simplify organic certification processes, and provide ongoing financial support for farmers. Engaging policymakers at the local, regional, and national levels will be critical to ensuring that the Czech agricultural sector can thrive in the face of climate change.

Media dependents and mediums

The Czech Living Lab uses a diverse set of media platforms and mediums to effectively engage its stakeholders, ensuring broad outreach and deep community involvement.

Educational workshops serve as a key platform for knowledge transfer, targeting farmers, scientists, advisors, and policymakers. These workshops focus on topics such as organic farming techniques, climate-resilient practices, and biodiversity enhancement, promoting capacity building and long-term impact.

Community events, such as fairs, festivals, and conferences, provide high levels of engagement by facilitating direct interaction between the public and experts. These events allow for practical demonstrations of sustainable farming practices and climate adaptation strategies, making complex topics accessible to broader audiences.

Social media campaigns leverage platforms like Facebook and Instagram, as well as newsletters from PROBIO and Czech Organics, to reach a wide audience. These campaigns deliver targeted, visually engaging messages that promote awareness of sustainable practices and the importance of organic farming.

Traditional media is used to extend the reach further, especially in rural areas, through trusted sources like časopis Úroda (Harvest) and Zemědělec (Farmer). These publications, where Czech Organics regularly contributes, offer wide coverage and are a key medium for delivering information on organic farming and sustainability.

Online platforms provide centralised access to information and resources. The LL uses dedicated project websites and partner websites to offer continuous updates, ensuring stakeholders can easily access the latest findings, events, and educational materials.

LL activities

The Czech Living Lab will implement a wide range of activities to engage stakeholders and raise awareness about the challenges and opportunities within the regional agri-food sector. These efforts will focus on educating the public and key actors, such as farmers, students, and policymakers, on the importance of sustainable agricultural practices in the face of climate change.

Key activities include **community workshops** and **educational webinars**, which will provide targeted information on organic farming techniques, climate-resilient practices, and biodiversity enhancement. These events will cater to both farmers and students, fostering a deeper understanding of sustainable agriculture. Additionally, **public talks** and **social media campaigns** will be used to further elevate public awareness and ensure continuous engagement with the Living Lab's activities.



The Living Lab will also organise **open field days**, where 50-100 farmers will participate in hands-on demonstrations of sustainable farming techniques and climate adaptation strategies. These events are designed to showcase real-world applications and provide farmers with the tools they need to implement these practices on their own farms. To date, at least six open field days have been organised.

Two flagship public events will play a crucial role in engaging a broader audience:

BIOSLAVNOSTI 2024: Set to take place in July 2024, this event, organised by PROBIO, will attract over 3,500 participants. A stage panel discussion will address the future of organic food production in the context of climate change, engaging farmers, researchers, and the public in meaningful dialogue.

Buckwheat Festival: Scheduled for September 2024 at Ekofarma PROBIO, this event will host over 500 participants and feature workshops focusing on buckwheat as a climate-resilient crop. It serves as a platform for showcasing the importance of crop diversification in mitigating the impacts of climate change.

Through these varied activities, the Czech LL aims to build a well-informed community of stakeholders that are actively engaged in addressing the agri-food sector's challenges and embracing sustainable, climate-resilient agricultural practices.

Table 2 Action plan of the Czech Living Lab (offline and online events)

Activity	Description	Timeframe
BIOSLAVNOSTI 2024	A public event expected to attract over 3,500 participants, featuring a stage panel discussion on organic food production and its future in the context of climate change.	July 2024 (M3)
Buckwheat festival	A community event focusing on buckwheat as a climate-resilient crop, including workshops and public outreach.	September 2024 (M5)
Community Workshops with Local Forest Kindergarten	Raising awareness about climate change and biodiversity among children and families.	July-Sept 2024, July-Sept 2025
Conferences in Pilsen	Focused on sustainable farming practices, with support from the Ministry of Agriculture.	Jan-March 2025, Jan-March 2026
Open Field Days at Ekofarma PROBIO	Provides farmers with hands-on experience and insights into sustainable practices and their impact on soil and crop resilience.	April-June 2025, Oct-Dec 2025

France - LOFS

The LOFS Living Lab, based in the Loire Valley, France, is dedicated to addressing the pressing challenges of climate change in agriculture while ensuring food security for future generations. As a hub for innovation and collaboration, the Living Lab brings together farmers, researchers, policymakers, and agri-food companies to co-create and implement solutions for a more resilient agricultural system. Central to its mission are the awareness-raising activities that engage diverse stakeholders to foster a deeper understanding of climate change impacts, promote sustainable practices, and drive policy changes for long-term agricultural sustainability.

Target groups

The Living Lab focuses on engaging a broad spectrum of stakeholders, including farmers, policymakers, researchers, agri-food companies, and the general public. By tailoring its outreach efforts, it seeks to foster collaboration across various levels of the agricultural ecosystem.

Farmers: Key actors in adapting agricultural practices.

Political ecosystem: Policymakers and state representatives influencing agriculture and climate policies.

Researchers and universities: Important for providing scientific insights and innovations.

Communities: Local populations affected by agricultural activities and climate change.

Companies: Particularly agri-food companies, cooperatives, and farmers' groups.

Decision-makers: At the local, regional, and national levels.

Investors: Entities interested in sustainable agriculture and food security.

Economic players: Farmers, cooperatives, agri-food establishments.

Policy makers: Particularly in the Loire Valley region, who will help implement climate adaptation strategies.

General public: Through consumer engagement and educational campaigns.

Key messages

Key messages for the awareness-raising campaign emphasise the urgency of climate change adaptation, the critical role of farmers, the power of collaboration, and the global implications of local agricultural innovation. These messages are designed to align with the Living Lab's goals and resonate with its target audiences.

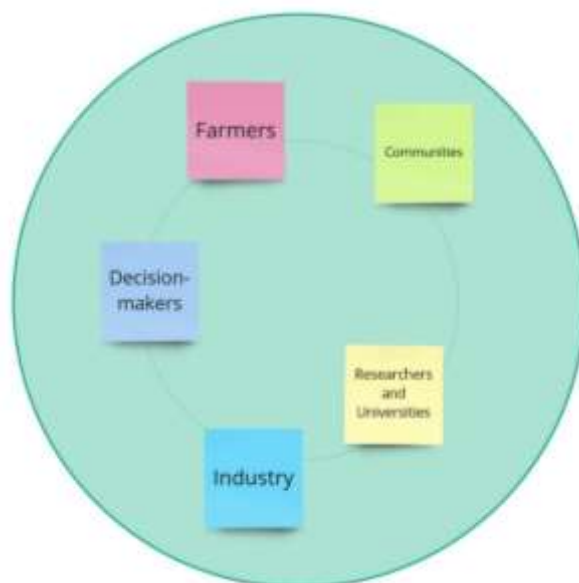


Figure 11: French Living Lab Stakeholder map

"Building a resilient food system starts with adapting to climate change now": Both documents highlight the urgent need to adapt agricultural practices due to climate change impacts. The focus is on ensuring food security for future generations.

"Farmers are at the heart of innovation for climate resilience": Farmers play a critical role in developing adaptive solutions, and they are the main stakeholders in the climate adaptation process. It emphasises placing farmers at the centre of strategic thinking.

"Collaborative efforts among stakeholders drive agricultural sustainability": The Living Lab's approach emphasises multi-stakeholder collaboration, including farmers, researchers, and policymakers (ECO-READY engagement strategy). This message can motivate collective action across these groups.

"Regional innovation for global food security": The Loire Valley is positioned as a testing ground for innovations that can be scaled up across Europe. The message connects local efforts to global food security challenges.

Media dependents and mediums

The Living Lab uses a mix of online and offline communication channels, such as social media, webinars, newsletters, and in-person workshops, to reach different stakeholder groups. This multi-channel approach ensures widespread dissemination of information and engagement at both the regional and national levels.

Social media (LinkedIn, Facebook, Instagram): Already active on LinkedIn with over 9,000 followers. These platforms are effective for reaching both professional and general public audiences

Webinars and online workshops: Especially to reach stakeholders like researchers, policymakers, and farmers.

Newsletters: Targeting farmers and agri-food companies, providing regular updates on Living Lab activities

Press releases: For mainstream media coverage, targeting policymakers and the general public

In-person interventions (field visits, demonstrations): Engaging farmers directly, especially for hands-on learning

Posters and banners: To create visibility during agricultural events and workshops.

LL activities

A variety of activities, including workshops, demonstrations, webinars, and stakeholder meetings, are at the heart of the Living Lab's awareness-raising strategy. These activities are designed to showcase climate-smart agricultural practices, share research findings, and create dialogue among key players in the agricultural sector.

Workshops: Targeted at both local farmers and economic players to discuss climate adaptation scenarios for crops like cereals, grains, rapeseed, and mushrooms.

Webinars and information days: To present climate change impacts and adaptation strategies.

Demonstrations of climate-smart solutions: These will be held on farms to showcase adaptation strategies in real-world settings.

Stakeholder mapping and meetings: To identify key players in the agricultural sectors and foster collaboration.

Promotion of project results: Via regional events, online platforms, and media.

Hands-on engagement with farmers: A core objective of the Living Lab is to support farmers in adapting to climate change. To achieve this, the Living Lab will organise **Climate-Smart farming demonstration days**. These field visits will provide farmers with practical insights into adaptive agricultural techniques, such as water-efficient irrigation and sustainable livestock management. Farmers will be able to observe these practices firsthand, engage with experts, and explore how to implement these solutions on their own farms.

Stakeholder mapping and networking events will foster stronger relationships between regional agricultural actors, including cooperatives, research institutes, and local businesses. These events will encourage collaboration, information sharing, and the development of synergies across sectors.

Public awareness and consumer education: To raise awareness among the general public about sustainable agriculture and its role in food security, the Living Lab will launch **Consumer education campaigns**. These campaigns will utilise a mix of multimedia platforms—videos, infographics, and social media—to explain how sustainable farming practices contribute to food quality and climate resilience. The campaigns may also partner with local supermarkets or food producers to reach consumers directly. In addition, the Living Lab will work with educational institutions through **School outreach and educational programmes**, partnering with schools and universities to educate students about sustainable agriculture and climate change. These programmes will include farm visits, guest lectures, and student competitions focused on innovative agricultural solutions.

Table 3 Action plan of the French Living Lab (offline and online events)

Activity	Description	Timeframe
Workshops and Information Days	Organise sessions in partnership with regional agricultural bodies, focusing on climate adaptation and sustainable farming. Stakeholders include farmers, local authorities, and councils.	Phases 2 & 3 (2024-2026)
Public Events and Exhibitions	Participate in agricultural exhibitions, such as events at SIVAL, with demonstrations and project overviews to engage broader public audiences.	Throughout the project
Collaborations with Educational Institutions	Engage with universities and schools, using the Living Lab as a case study to introduce students to climate-resilient agriculture and food security topics.	Throughout the project

Poland - Masuria

The EcoReadyMasuria Living Lab is a dynamic and diverse initiative supported by a multidisciplinary consortium comprising a research organisation, a university, an NGO, and a family-owned farm. This team brings a wealth of expertise in agriculture, environmental engineering, microbiology, public policy, local development, and practical farming, creating a balanced and holistic approach to addressing the region's challenges. The consortium is gender-balanced (7 men, 7 women) and leverages its combined knowledge to develop sustainable agricultural solutions tailored to the Masuria region, an area renowned for its agricultural heritage and rich environmental beauty. As the region with the largest environmentally protected area in Poland, the EcoReadyMasuria Living Lab is uniquely positioned to integrate traditional farming knowledge with modern sustainable practices.

Target groups

Farmers and local producers: The core group of farmers involved in the production of selected crops is essential to the implementation of climate adaptation solutions. These stakeholders provide valuable feedback through surveys, workshops, and on-farm testing, helping to co-create and validate the Living Lab's innovative practices.

Policymakers: Engaging policymakers ensures that the findings and proposed solutions of the Living Lab are aligned with both current and future agricultural policies. Their participation in the co-design of policy recommendations is key to fostering a supportive legislative environment for sustainable agriculture.

Agri-Food industry stakeholders: Involving food retailers, processors, and transport companies provides practical insights into how the Living Lab's solutions can impact the broader food supply chain. These stakeholders help ensure that the outcomes of the Living Lab are applicable and beneficial to the entire agri-food sector.

Scientific community: Researchers, academics, and scientific organisations are engaged through publications, conferences, and collaborative networks. Their involvement fosters innovation and promotes further research in climate change adaptation and sustainable agriculture.

General public and local communities: The EcoReadyMasuria Living Lab raises awareness within the broader public and local communities to ensure that sustainable practices are widely understood and adopted. This helps bridge the gap between research and practical application, encouraging community participation and fostering long-term commitment to sustainability.



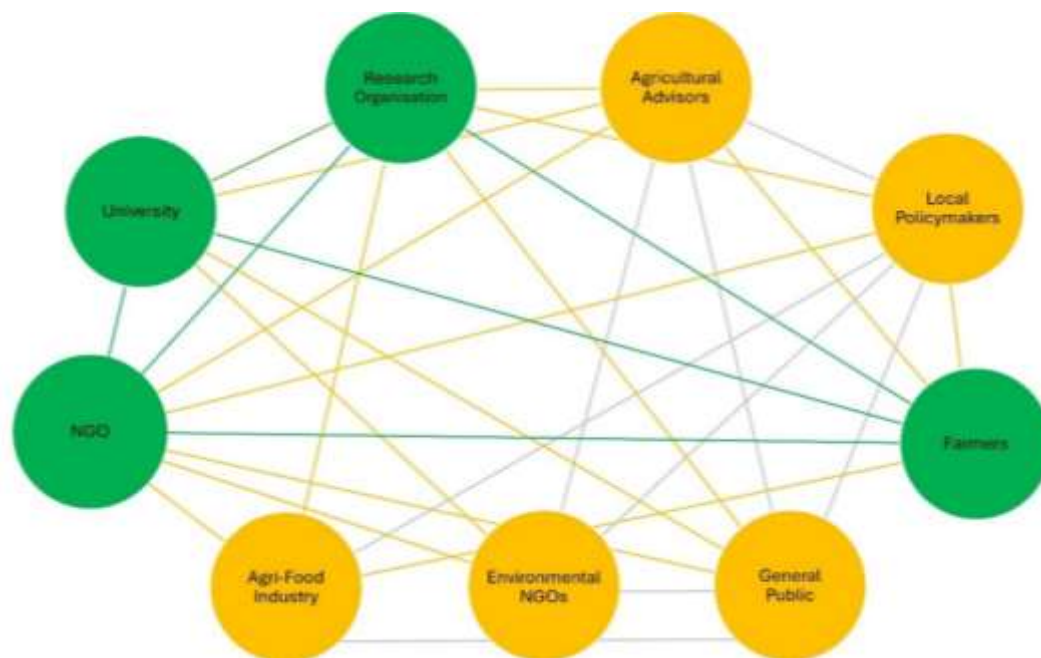


Figure 12: Polish Living Lab Stakeholder map

Key messages

The stakeholder engagement strategy for the EcoReadyMasuria Living Lab needs to be tailored to the unique characteristics of the Masuria region and the specific challenges faced by its agricultural community. The following key messages are designed to resonate with local farmers, policymakers, the agri-food industry, and the broader public, fostering greater acceptance of sustainable practices while addressing concerns related to the European Green Deal.

Leveraging the agricultural heritage and natural beauty of Masuria: The Masuria region's rich agricultural heritage and extensive environmentally protected areas offer a unique opportunity to position sustainable farming as a continuation of local traditions. Engagement efforts should highlight the region's natural beauty and link traditional knowledge with modern sustainable practices. By emphasising that sustainable farming practices can help preserve the region's iconic landscape and biodiversity, the Living Lab can make sustainability more relatable and acceptable to local farmers and the public. Furthermore, these efforts should be connected to real local opportunities, such as the potential for climate change to extend the growing season.

Addressing regional specialisation and economic realities: Awareness campaigns must acknowledge the economic challenges that farmers in Masuria face, including the difficulty of diversifying production due to the region's agricultural specialisation and limited market infrastructure. Farmers are often focused on maximising profits to compensate for large investments in specialised machinery. Therefore, messaging should emphasise how sustainable practices can align with profitability in the long term. By offering practical solutions, such as access to new markets or subsidies that truly compensate for sustainable methods, the Living Lab can address farmers' economic concerns while promoting environmental stewardship.

Navigating the European Green Deal concerns: One of the biggest challenges in engaging Polish farmers is the strong opposition to the European Green Deal. Many farmers believe that the requirements, such as reductions in pesticide and fertiliser use, and the allocation of non-productive areas, will harm their income and productivity. Engagement efforts must be sensitive to these concerns, focusing on practical, evidence-based solutions that show how sustainable practices can be economically viable. Farmers need clear communication that addresses their fears and provides concrete examples of how they can meet Green Deal requirements without sacrificing productivity. Emphasising the long-term benefits, such as healthier soils and reduced input costs, could help ease opposition.

Ensuring clear and transparent communication: One of the critical barriers to engagement is vague communication, which can breed mistrust. To gain the trust and participation of local stakeholders, communication must be clear, specific, and transparent. Farmers and other stakeholders should have a precise understanding of the purpose, conditions, and benefits of their involvement in the Living Lab. Surprising them with unannounced activities or shifting plans can create resistance and undermine engagement efforts. Thus, the messaging must ensure that all activities are well-signalled, and stakeholders are kept fully informed at each stage of the project.

Promoting practical benefits of sustainable practices: For many farmers in the region, sustainability is seen as a low priority, particularly when it is perceived as conflicting with profitability. Therefore, the engagement strategy should focus on the practical benefits of sustainable farming practices. By showcasing real-world examples of how sustainable methods can lead to long-term cost savings (e.g., reduced input costs from low-pesticide use, or improved soil quality leading to better yields), the Living Lab can make the case for sustainability as an economically viable option. The narrative should shift from “sustainability as a burden” to “sustainability as an opportunity,” offering concrete incentives and support mechanisms, such as access to training, subsidies, or partnerships.

Fostering community and collaboration: Given that many farmers in the region work in isolation, often relying on mechanisation due to a lack of available labour, the Living Lab should encourage a sense of community and collective effort. By promoting collaboration between farmers, policymakers, researchers, and the agri-food industry, the Living Lab can show that sustainable farming is not an individual burden, but a shared goal that benefits the entire region. Community workshops, on-farm demonstrations, and collaborative research projects can be used to foster this sense of unity and shared responsibility.

Highlighting the role of policy and support structures: Engagement efforts must also highlight the crucial role of policymakers in creating an enabling environment for sustainable farming. Farmers need to see that policies are not just imposing restrictions, but also providing support to ease the transition to more sustainable practices. Messaging should promote the idea that the Living Lab, in collaboration with local and national policymakers, is working to shape policies that balance sustainability with farmers’ economic needs, offering solutions that work for everyone.

Media dependents and mediums

EcoReadyMasuria employs a variety of media channels and engagement strategies to effectively reach and involve its stakeholders. **Social media platforms** serve as a crucial tool for engaging farmers, particularly in **promoting open calls for farmers interested in hosting on-farm field trials**. These efforts are often linked with **competition or award schemes to incentivise participation** and generate broader interest within the farming community. In addition to digital outreach, **direct engagement through convenience sampling** is conducted by a consortium partner, EGO, ensuring that a more personal approach is taken to connect with farmers and key stakeholders. Furthermore, the LL establishes **direct contact with local municipalities**, leveraging their influence and networks to facilitate communication and strengthen local support for the initiative. This combination of social media outreach, direct farmer engagement, and collaboration with municipal authorities creates a comprehensive strategy for reaching a wide range of stakeholders in the region.

LL Activities

Open call for farmers: Using platforms like Facebook and LinkedIn, the LL plans to engage farmers in an open call for participation in field trials. These activities will likely be linked to a competition or award scheme, incentivising farmers to host on-farm experiments related to climate adaptation.

Social media campaigns: While social media will be used to engage primarily younger farmers, the consortium recognises the limitations of this medium for reaching older generations, who may prefer more traditional forms of communication.

Co-design workshops: Two major workshops are planned. The first, set for August 2024, will focus on the acceptability, uncertainties, risks, and opportunities of the proposed climate adaptation scenarios. The second workshop, scheduled for October 2025, will centre around co-designing policy recommendations in collaboration with farmers, policymakers, and other stakeholders.

Interactive field demonstrations: Farmers and technicians will be invited to participate in hands-on demonstrations of sustainable agricultural practices and climate-adaptive technologies, offering them direct insights into practical applications and benefits.

Educational workshops: These workshops aim to educate farmers, local producers, and the public about climate change adaptation strategies, sustainable agricultural practices, and the economic benefits of adopting such approaches.

Collaborations with schools and youth organisations: In collaboration with local schools and youth groups, the Living Lab plans to raise awareness among younger generations about sustainable agriculture, aiming to inspire future leaders in the farming sector.

Info Day (April 2026): This event will provide a platform for presenting the LL's findings and encouraging broader public engagement in sustainable practices. Participants from across the agricultural sector will have the opportunity to discuss the outcomes of the LL's experiments and policy recommendations.



Table 4 Action plan of the Polish Living Lab (offline and online events)

Activity	Description	Timeframe
1 st Co-design Workshop	The workshop was held in Gize, bringing together nearly 50 participants, including farmers, agricultural advisors, policymakers, and researchers. The collaborative setting allowed for the exchange of ideas, identification of key climate challenges, and co-design of adaptation scenarios. This participatory approach ensured that the solutions developed were grounded in practical realities and had the buy-in of the local farming community.	25/09/2024 (M5)
Regional webinar	This webinar will aim at delivering training to regional stakeholders (in line with ECOREADY Task 2.3).	June-July 2025 (M14-M15)
2 nd Policy Workshop	A second workshop will be organised by EGO, RIC, and UW, involving policymakers, agricultural experts, farmers, FMG, and environmental NGOs. Using the policy recommendation template from ECO-READY, stakeholders will collaboratively develop actionable policy recommendations.	10/2025 (M18)
Info Day	This event will: (i) Showcase project results: Present findings from modelling, on-farm testing, and policy analysis, (ii) Facilitate networking: Bring together farmers, researchers, policymakers, industry representatives, and NGOs for knowledge exchange and collaboration, (iii) Engage media: Invite journalists to cover the event, further amplifying dissemination efforts.	04/2026 (M24)

Denmark - LivOrganic

The Danish Living Lab, LivOrganic, is driven by a consortium of key stakeholders with deep expertise in agroecology, climate change, organic farming, and the agri-food market. Led by Aarhus University, which brings international ties and scientific expertise in sustainable agriculture, the Living Lab also includes Organic Denmark, the country's largest association for organic farming. Organic Denmark represents a wide network of farmers, advisors, and food processors, ensuring broad engagement with the agricultural community. MAA.C ApS, a Danish SME, is well connected to national networks of organic food producers and has extensive experience in communication and dissemination across the organic food sector, both nationally and internationally. Additionally, IFAU ApS offers significant expertise in local and international organic food markets, leveraging a robust network of companies, organisations, and researchers within the Danish and North European agri-food sector.

Target groups

Organic farmers: Organic farmers are central to the LivOrganic Living Lab's activities. These stakeholders are directly engaged through field Living Labs at Aarhus University (AU) Viborg Campus and grower-based labs, where they contribute to data collection and validation. Farmers are also involved in knowledge-sharing and outreach events, particularly through partnerships with Organic Denmark.

Political decisionmakers: LivOrganic actively connects with policymakers through roundtable meetings and targeted dissemination efforts. The Ministry of Food and industry associations, such as Dansk Industri, play a crucial role in shaping agricultural policy and supporting sustainable practices. By engaging these decision-makers, LivOrganic aims to influence policies that support organic farming and long-term food security.

Supply chain actors: Various stakeholders along the supply chain, including organic food-processing companies and actors in the market research sector, are involved in LivOrganic's activities. These include Organic Denmark, the Institute for Food and Agriculture (IFAU), and the MAA.C agricultural colleges, which help to bridge the gap between agricultural production and market demands.

Academic community: LivOrganic works closely with the academic community, particularly through Aarhus University's Foulum campus. Researchers and academic experts contribute to the development of sustainable practices, providing essential data, research insights, and technical expertise that help shape the project's findings and inform policy.

Younger generations and educational institutions: Engaging the younger generation is a key focus for LivOrganic, particularly given the ageing population of farmers in Denmark. Agricultural colleges such as MAA.C are involved in educating and engaging the next generation of farmers, helping to address concerns about the future of food security and farming in the country.



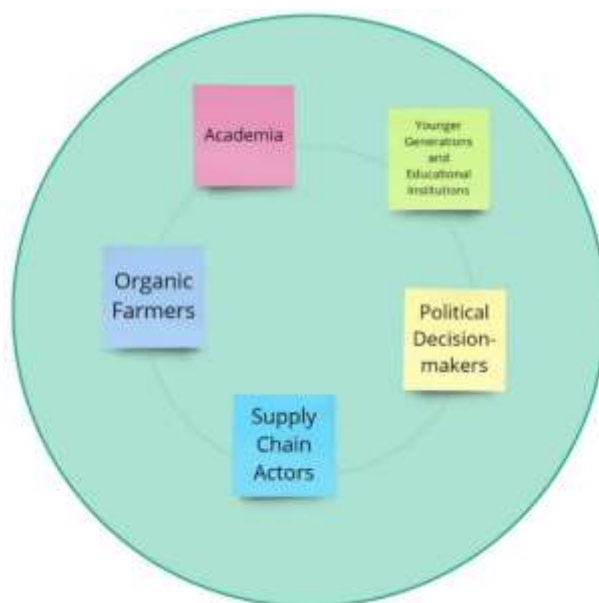


Figure 13: Danish Living Lab Stakeholder map

Key messages

The Danish Living Lab, LivOrganic, plays a critical role in balancing the growing demand for organic products with the environmental and socio-economic challenges posed by climate change and biodiversity loss. With organic products accounting for 12.7% of Danish food consumption, Denmark leads globally in organic food adoption, and the government's goal to use 25% organic products in public catering services has created a strong market pull. To address the complexities of this evolving sector, the LivOrganic Living Lab will focus on key messages that resonate with a diverse group of stakeholders, from farmers and food processors to policymakers and academic researchers.

Sustainability meets market demand: LivOrganic operates at the intersection of environmental science and socio-economics, balancing climate and biodiversity challenges with market demand. Stakeholders are encouraged to see organic farming as a critical response to climate change while also acknowledging the need to maintain significant food production. The Living Lab emphasises that achieving this balance requires innovative solutions that preserve ecosystem services, reduce CO₂ emissions, and protect natural resources such as soil and water.

Leveraging Denmark's global leadership in organic agriculture: As a world leader in organic food consumption, Denmark's agricultural sector is uniquely positioned to shape global best practices. LivOrganic highlights the importance of maintaining Denmark's leadership in organic farming by fostering collaboration between farmers, food processors, and policymakers. The Living Lab will engage these stakeholders in co-creating sustainable strategies that ensure the continued growth of the organic food market while addressing key environmental concerns.

Bridging the data gap for organic farming: One of the biggest challenges LivOrganic aims to tackle is the data gap in organic farming. There is a significant lack of data related to specific crops, climate change impact, biodiversity, and socio-economic factors that influence decision-making. LivOrganic's participatory approach will generate critical data through workshops, focus groups, and field experiments, filling these gaps and informing

more effective policies and business strategies for organic farming. The Living Lab underscores the importance of integrating environmental data with supply-demand information to guide production decisions that support both food security and environmental sustainability.

Involving the right stakeholders for impactful solutions: LivOrganic's success relies on engaging the right stakeholders, from policymakers and farmers to industry leaders, who serve as gatekeepers to broader communities. The Living Lab positions itself as a facilitator of this collaboration, ensuring that the needs of organic farmers and food processors are heard and integrated into national and EU-level policies. By bringing together these diverse actors, the Living Lab ensures that organic farming remains economically viable while addressing the pressing environmental challenges.

Co-creation for climate-resilient food systems: LivOrganic emphasises the importance of co-creation in developing strategies to future-proof Danish agriculture against climate change. Through a series of workshops and participatory events, the Living Lab will engage stakeholders in designing five model scenarios that explore the drivers and barriers to organic food production. These scenarios will help farmers and food producers anticipate future market and climate trends, guiding them in making informed decisions about production and supply in a climate-resilient manner.

Technology as an enabler for sustainability: The Living Lab promotes the narrative of "Tech as the Enabler," wherein technology and digitalisation play a crucial role in reducing agriculture's environmental impact while maintaining production. Stakeholders will be encouraged to adopt cutting-edge technologies like robotics, bio-stimulants, and CO₂-capturing tools. These innovations not only increase productivity but also provide real-time data to assess climate change impact, enabling farmers and food producers to make proactive, data-driven decisions.

Encouraging younger generations to lead the future of organic farming: Given the ageing population of farmers in Denmark, LivOrganic prioritises engaging younger generations in the agricultural sector. By collaborating with educational institutions and agricultural colleges, the Living Lab aims to inspire and empower young farmers to embrace organic farming as a sustainable and viable career path. This focus on youth involvement is crucial for ensuring the long-term success of the organic farming industry and addressing future food security challenges.

Media dependents and mediums

The Danish LL, LivOrganic, employs a multi-actor approach to communication, ensuring effective engagement with a diverse range of stakeholders through a variety of media channels and dissemination activities. The LL's media strategy is designed to raise awareness about the project's goals, research findings, and the challenges faced by Denmark's organic farming sector, particularly concerning food security and sustainability.

Key communication platforms include **social media and online media**, with Organic Denmark leveraging its established platforms, such as "Iloveoko" on Facebook and Instagram, which collectively have over 100,000 followers. This provides a broad and immediate reach to the organic farming community, consumers, and other interested stakeholders. LinkedIn accounts will also be utilised to engage with professionals in the organic food industry, policymakers, and academic researchers. Additionally, LivOrganic



intends to create dedicated social media accounts for the project, allowing for continuous updates on research results, event announcements, and post-project dissemination and engagement.

For more direct interaction, LivOrganic connects with **organic farmers, advisors, and the academic community** through field Living Labs at Aarhus University Viborg Campus and grower-based labs. These living labs offer a practical, on-the-ground platform for engaging stakeholders in data collection, validation, and co-design workshops. **Outreach events** organised by Organic Denmark and MAA (such as Grower Days and roundtable meetings) are also key to promoting the project and fostering collaboration.

To further promote the project and ensure broad awareness, LivOrganic partners will publish press releases during the project period, targeting Danish media as well as international platforms to expand the reach beyond local audiences. These press releases, along with **printed materials** (leaflets, posters, publications), will be distributed at relevant events and organic food fairs such as BioFach (largest organic food fair in the world), the world's largest food exhibition, which draws over 15,000 daily visitors. Attending such fairs and other food-related events provides an excellent opportunity to showcase the Living Lab's work to a wider audience of industry professionals and policymakers.

LivOrganic's communication strategy also includes **targeted newsletters and publications** through channels such as Fødewatch, Agriwatch, and Fødevarerefokus, which regularly reach professionals in the agricultural and food industries. These newsletters provide a consistent platform for updating stakeholders on project progress, events, and emerging insights related to food security and sustainability.

By employing a mix of social media, partner websites, in-person events, and traditional media, LivOrganic ensures a comprehensive and targeted dissemination strategy that engages a wide range of stakeholders, from organic farmers and food processors to policymakers, researchers, and the broader public. This multifaceted approach helps foster collaboration, raise awareness about organic farming's role in tackling climate change, and promote the project's long-term impact on food security in Denmark.

LL activities

The Danish Living Lab (LivOrganic) has developed a robust set of activities to raise awareness, engage stakeholders, and promote sustainable practices in organic farming. These activities, supported by a dissemination budget of approximately 28,000 EUR (7% of the overall budget), aim to address regional challenges related to food security while promoting the outcomes of the Living Lab to a broad audience.

Public awareness and promotion: A key focus of LivOrganic's activities is raising public awareness about the Living Lab's research results and promoting the future of organic food production. To achieve this, a range of **dissemination materials** such as leaflets, posters, and publications will be produced and distributed at relevant events and through consortium partners' websites. The project will release **three press releases** during the project period, both in Danish and English, to target local and international audiences, further expanding the Living Lab's reach.



Leaflets and open-door events at organic farms will provide a platform for engaging directly with consumers, educating them on the benefits of organic agri-food products and future-proof farming systems. Organic Denmark will lead these outreach activities, ensuring broad consumer engagement.

Policy and industry engagement: LivOrganic places a strong emphasis on engaging policymakers and industry professionals. **Policy Briefs** will be disseminated to Danish and European government agencies, as well as organisations focused on sustainability and food security. These briefs will summarise the Living Lab's findings and provide actionable recommendations for creating a greener future.

To connect with **professional buyers and the organic food industry**, LivOrganic plans to organise a **symposium at BioFach**, the world's largest organic food fair. This event will promote the Living Lab to an international audience and extend its dissemination efforts throughout Europe. An **animation video**, produced by MAA.C, will be showcased at this event to communicate the Living Lab's message of sustainable organic food production and food security. Alternatively, the Living Lab may host a stand at other major events, such as the **Plant Festival**, **FoodExpo**, or **Organic Congress**, to reach relevant stakeholders.

Academic and grower engagement: Academic engagement is another critical component of LivOrganic's activities. **Research findings** from scenarios, analysis, and field labs will be presented at academic conferences such as the **Organic Congress** and **Plant Congress**, as well as PhD seminars and events targeted at the academic community. These presentations will foster collaboration, encourage knowledge exchange, and promote the integration of organic food production into academic research agendas.

LivOrganic will also focus on **grower engagement**, with **two Grower Days** planned at the premium field living lab, organised by Aarhus University. These events will serve as a platform for knowledge exchange between growers, researchers, and industry experts, ensuring that best practices and innovations are shared with the farming community.

Youth and educational outreach: To inspire the next generation of organic farmers and researchers, LivOrganic will organise a **Students' Challenge**, encouraging students to engage with organic farming challenges and propose innovative solutions. The results of this challenge will be presented at relevant events in Denmark, further contributing to the promotion of sustainable agriculture among young people and the academic community.

Digital engagement and communication: LivOrganic will leverage digital media to ensure broad dissemination of its findings. The **animation video**, designed to communicate the importance of sustainable food production and food security, will be made available on consortium partners' websites, YouTube, and other online media channels. This video will serve as a key tool for promoting the Living Lab's mission and engaging both industry stakeholders and the general public.

Table 5 Action plan of the Danish Living Lab (offline and online events)

Activity	Description	Timeframe
Public Climate Fair	LivOrganic took part in "Klimafolkemøde," a public climate fair attended by around 40,000 people over three days. MAA.C represented the project through networking	September 30, 2024 (M5)

Activity	Description	Timeframe
	activities, fostering connections with another Horizon Europe project partner involved in the Food Click and Regions4Climate initiatives.	
National Kick-off Conference for LivOrganic	The event, facilitated by Organic Denmark, gathered 53-60 participants, including livestock farmers, agricultural cooperatives, and farmer groups. It included a presentation and workshop on how organic farming can contribute to resilience in food systems, targeting farmers, cooperatives, and political decision-makers.	October 3, 2024 (M6)
Future Organic Farmer Workshop	A workshop titled "Future Organic Farmer: Resilient Food Production" was organised in collaboration with MAA.C, IFAU, and Kalø Økologisk Landsbrugskole. It focused on livestock farmers, agricultural cooperatives, and farmer groups, engaging students in hands-on project involvement. The event discussed organic farming and resilience, emphasising the importance of involving future organic farmers to ensure project continuity.	October 26, 2024 (M6)
Participation in the BIOFACH - World's Leading Trade Fair for Organic Food	Interviews with companies and promotion of LivOrganic.	February 2025 (M10)
Knowledge exchange meeting with living labs	Learning from other Living Labs or seeing new practices demonstrated under real-life conditions are among the most important formats for motivating knowledge exchange.	March 2025 (M11)
Participation in the Grower Days at AU Foulum the field lab	Learning from peers or seeing new technologies and practices demonstrated under real-life conditions are among the most important formats for motivating knowledge exchange. LivOrganic will make use of these active formats to underpin the recruitment strategy, as part of the dissemination actions, and for encouraging actors to become part of the living lab and its data panel.	May (M13), September 2025 (M17)
Hosting the International Organic Summit	The Organic Summit is a policy-oriented forum featuring e.g., roundtables with policy makers.	August 2025 (M16)
Participation in the Organic Congress	Participation in the Congress and presentation of the LivOrganic LL vision	November 2025 (M19)

Italy - AideMec

AideMec is composed of a diverse consortium including ALSIA (Italy), SMASP (Spain), OP AGORA' (Italy), and is dedicated to leveraging cutting-edge technologies to address the challenges of modern agriculture in the face of climate change. A primary focus of the Living Lab is on **showcasing the practical benefits of AI and imaging technologies**, particularly in improving local infrastructure and agricultural services. By using real-world examples and case studies from regions with similar characteristics, the LL illustrates the **tangible impact of these technologies on early detection of abiotic stress in crops**.

Additionally, the LL highlights the importance of regional collaborations, promoting successful partnerships between different areas to demonstrate how shared knowledge and resources can effectively address common agricultural challenges. This approach fosters a strong sense of community and collective action, emphasising that regional goals can be achieved more efficiently when efforts are united.

To maximise engagement, AideMec tailors its communication to the specific cultural and socio-economic context of the region. Messaging is adapted to reflect local realities, using relatable examples, region-specific data, and local languages, making the content more accessible and relevant to stakeholders. The LL project's innovative approach combines advanced AI models for crop stress detection with a deep understanding of local needs.

Target groups

The Italian Living Lab's awareness-raising and stakeholder engagement efforts should focus on a wide range of stakeholders, aiming to foster collaboration and promote sustainable agricultural practices and innovations. The following outlines the key target groups and stakeholders identified for this initiative:

General Target Groups

Farmers and farmers' organisations: As key players in agricultural production, farmers and their representative organisations are crucial to the adoption of sustainable practices and innovations. Engaging with this group can facilitate the implementation of new techniques and technologies that support sustainability.

Suppliers of agricultural materials: Engaging suppliers who provide essential agricultural inputs such as seeds, fertilisers, and equipment can ensure the availability and promotion of sustainable materials that align with eco-friendly practices.

Large-scale distribution (organised distribution-buyers): Buyers within large-scale organised distribution systems play a vital role in driving demand for sustainably produced agricultural products. Engaging with them can help promote the value of sustainable sourcing.

Regional innovation clusters: Involving innovation clusters can foster collaboration between agricultural stakeholders, businesses, and research institutions, driving technological advancements in sustainable farming practices.

Consortia and associations for product valorisation: These organisations, including those protecting regional brands, are instrumental in promoting the quality and sustainability of local products, adding value and visibility to sustainably produced goods.

Scientists and environmentalists: Researchers and environmental advocates can provide valuable insights into sustainable agricultural practices and the environmental impact of innovations, contributing to the development of more sustainable farming models.

Consumers: Educating the broader consumer base about the importance of sustainability in agriculture can drive demand for eco-friendly products and create pressure for more sustainable practices in the food system.

Politicians and policy-makers: Engaging with politicians and policy-makers at the regional and national levels can help drive supportive policies and regulations that promote sustainable agriculture and environmental conservation.

Specific Target Groups

Youth groups and students: Young people, especially those interested in sustainable agriculture, are a critical demographic for the future of farming. Engaging students and schools can foster early interest in sustainable practices and inspire the next generation of farmers and innovators.

Farmers and farmers' organisations: Direct engagement with farmers and their associations is essential for promoting awareness of sustainable practices and helping them transition to eco-friendly farming methods.

Community leaders: Influential local figures and community leaders can be powerful advocates for sustainability, helping to promote awareness and encourage community-wide participation in sustainable agriculture initiatives.

Policy-makers and politicians: Focusing on this group ensures that the necessary political support and legislative frameworks are in place to foster the growth of sustainable farming practices across the region.



Figure 14: Italian Living Lab Stakeholder map

Key messages

The Italian Living Lab's stakeholder engagement should address the unique regional characteristics, cultural factors, and challenges identified in the area to foster a collaborative approach toward sustainable agriculture. Below are tailored key messages designed to resonate with different target groups, helping promote innovation and adoption of sustainable practices:

Innovation to overcome regional limitations: The Italian Living Lab must emphasise the importance of innovation, particularly in addressing the challenges posed by the region's fragmented farm structures and difficult orography. Smart agriculture technologies, such as precision farming, offer practical solutions to improve productivity and resource efficiency. By adopting these innovations, even small, family-run farms can optimise their operations and reduce production costs, helping them overcome economic and physical limitations.

Collaboration across the agricultural value chain: Success depends on collaboration between farmers, suppliers, large-scale distribution, and regional innovation clusters. Fostering partnerships within the agricultural ecosystem is essential for creating tailored solutions that address the needs of small-scale farms. Suppliers of agricultural inputs should be encouraged to provide sustainable and innovative materials, while regional innovation clusters can support research and development efforts, helping to spread new technologies that improve farm productivity and sustainability.

Supporting small-scale and family-run farms: Given the region's predominance of small, family-run farms, engagement efforts should focus on empowering these farmers with the tools and knowledge to adopt sustainable practices. Training sessions, field demonstrations, and modern communication channels (e.g., social media, mobile apps) can be used to introduce practical solutions that improve productivity while preserving the environment. By targeting this demographic, campaigns can drive meaningful change in the agricultural landscape.

Promotion of inter-generational knowledge sharing and highlight opportunities in agriculture to attract young people to the sector: It is important to emphasise the need for knowledge sharing between generations. The Italian agricultural sector faces a lack of interest from the younger generation, coupled with an ageing farming population that often shows resistance to adopting new methods. Campaigns must stress the value of intergenerational learning, where experienced farmers can pass on their knowledge while younger farmers introduce fresh ideas and technological advancements. This exchange can revitalise the sector and attract new talent, ensuring the long-term sustainability of the region's agricultural practices.

Promoting Sustainable Practices through Data-Driven Insights: Engagement strategies must stress the importance of data-driven decision-making in modern agriculture. Environmentalists and scientists should provide farmers with clear, actionable insights on sustainable practices that improve productivity while reducing environmental impact. The dissemination of research findings and best practices through bulletins, social media, and workshops will help farmers integrate sustainability into their operations.

Policy Support and Advocacy for Sustainable Agriculture: Policymakers must be engaged in discussions around the future of sustainable farming in the region. The focus should be



on creating supportive policies that make it easier for small farms to access financial assistance and adopt new technologies. Advocacy efforts should emphasise the need for generational renewal, promoting policies that attract young people to the agricultural sector and offer incentives for the implementation of smart farming technologies.

Overcoming resistance to change: One of the key barriers to innovation in the region is the reluctance of many farmers to adopt new practices, particularly older farm managers. Engagement campaigns should focus on the tangible benefits of innovation, such as increased profitability, reduced input costs, and improved sustainability. By showcasing success stories and providing clear demonstrations of how new technologies can be easily integrated into everyday farming operations, campaigns can address resistance and encourage wider adoption.

Sustainability and climate resilience: The overarching message for all stakeholders should highlight the importance of sustainable agriculture as a response to climate challenges. Engaging environmentalists, scientists, and policymakers in the conversation will help raise awareness about the urgent need to adopt climate-resilient practices, reduce greenhouse gas emissions, and protect biodiversity. The Living Lab should position itself as a leader in demonstrating how sustainable farming can be both profitable and environmentally responsible.

Media dependents and mediums

The Italian Living Lab utilises a range of media and communication platforms to effectively engage its stakeholders and promote sustainable agricultural practices. **Social media plays a central role in their outreach efforts, with platforms such as Meta, Instagram, and WhatsApp** being the primary channels for engaging with farmers, technicians, and the broader public. These platforms allow for the dissemination of real-time updates, best practices, and interactive content to raise awareness about sustainability and innovation in farming. Additionally, the Living Lab conducts **online seminars and workshops**, which are especially useful for reaching a wider audience, including those in remote locations, enabling stakeholders to participate in discussions and training sessions from the comfort of their homes or farms.

In-person events remain a critical part of the engagement strategy, including **field days** where technicians and farmers can witness firsthand the results of innovative farming techniques. These **hands-on demonstrations** foster trust and understanding, showing how new technologies and methods can be applied in their local contexts. Furthermore, the Living Lab **collaborates with schools and youth organisations to run educational programmes**, ensuring that the next generation of farmers and agricultural professionals is well-equipped with the knowledge and skills needed to embrace sustainable practices. By combining these diverse mediums, the Italian Living Lab creates a comprehensive approach to stakeholder engagement, fostering both awareness and active participation in the region's agricultural transformation.

LL activities

Raising awareness about the introduction of low-volume spraying machines: Organise hands-on field days where farmers and technicians can observe low-volume spraying machines in action. These demonstrations should show the practical benefits, including



how these machines reduce the use of water and chemicals, leading to more sustainable and cost-effective practices.

Comparative workshops: Set up workshops where traditional spraying methods are compared with low-volume machines in terms of efficiency, cost savings, and environmental impact. By quantifying the benefits, participants can better understand the long-term advantages of updating their machinery fleet.

Training activities for school groups: Organise interactive workshops for school groups where students can learn about innovative agronomic techniques such as precision farming, vertical farming, and smart irrigation. These sessions could include hands-on demonstrations with modern agricultural tools, encouraging students to actively engage with the technology. Incorporating virtual farm tours, digital games, and quizzes can make the learning experience more engaging for younger audiences.

Partnerships with local farms: Collaborate with local farms to organise field trips for school groups, where students can witness real-world applications of modern agronomic techniques. By observing how farmers implement precision tools or low-volume spraying machines, students can gain a deeper understanding of the challenges and solutions within sustainable agriculture.

Resilient agriculture seminars: Host a series of seminars focused on crop diversification and climate-resilient crop options, tailored to local agricultural conditions. Experts can discuss how different crops can withstand extreme weather events, pests, and diseases, thus ensuring long-term food security and sustainability.

Crop diversification pilot projects: Create pilot projects that allow farmers to trial new, climate-resilient crops under expert guidance. These projects could be monitored, with data shared among participating farmers to show how diversification can increase resilience and profitability. Crops like drought-resistant cereals, legumes, or local heritage varieties could be introduced.

Interactive crop planning sessions: Organise interactive workshops where farmers and agronomists use climate data and scenario planning tools to explore crop diversification strategies. These sessions can focus on how to make informed decisions about planting and harvesting based on climate forecasts and market demand.

Table 6 Action plan of the Italian Living Lab (offline and online events)

Activity	Description	Timeframe
Develop educational materials and hold farmer training workshops	Provide training programmes tailored to different levels of knowledge.	Oct 2025-April 2026 (M18-M24)
Training workshops and Field days	Conduct workshops and field days to train farmers, policymakers, and industry partners on the AI-based monitoring platform and adaptive strategies. These workshops will empower farmers with practical skills and knowledge, driving widespread adoption of our platform's insights.	Oct 2025-April 2026 (M18-M24)
Scientific publications	- Publication fee for a scientific paper in an International Journal - Sending three articles to indexed journals	M7-M17

Activity	Description	Timeframe
	Participation in an international/ national congress.	
Didactic materials	- Production of a video or podcast on the application of technology in agriculture (smart agriculture) and other materials - Production of dissemination material (brochures, manuals of good practices, newsletters etc.,) - Production of webinars on specific topics.	

Spain - CONCAT

Located in Catalonia, one of the leading agrifood industry clusters in the Mediterranean and South Western European Regions (MSWER), the CONCAT Living Lab is at the forefront of addressing the challenges posed by climate change on agricultural production. Catalonia produces over 8 million tons of agricultural products annually, including olives, fruits, nuts, cereals, livestock, and renowned wines, contributing to 20% of the region's industrial GDP. Despite this economic importance, the region's agricultural sector is increasingly vulnerable to rising temperatures, frequent droughts, and shifting rainfall patterns, which have severely impacted the production and quality of key crops and livestock. The CONCAT Living Lab was established to foster collaboration between producers, researchers, agrifood industries, and policymakers to develop resilient, climate-smart solutions tailored to these challenges.

Key partners such as the Federation of Catalan Agricultural Cooperatives (FCAC), the Institute of Agrifood Research and Technology (IRTA), and Naked Innovations (NAKED) are joining forces to build a holistic platform for continuous monitoring, research, and data-driven policymaking. Through its strategic approach, the CONCAT Living Lab will help secure the future of the agrifood sector while promoting sustainability and economic well-being for all stakeholders.

Target groups

The Spanish Living Lab (CONCAT LL) targets a diverse range of stakeholders to address the challenges posed by climate change and to promote sustainable agricultural practices. These groups play key roles in the co-design and implementation of strategies aimed at enhancing resilience, ensuring food security, and fostering collaboration across the agricultural value chain. Below is an outline of the general and specific target groups identified for the Living Lab:

Farmers and producers: Farmers and agricultural producers are central to the LL's activities. Their involvement is critical in implementing climate-adaptive strategies and transitioning to more sustainable agricultural practices. This group is directly impacted by climate change, particularly in regions like Catalonia, which has experienced severe droughts and crop losses.

Agri-cooperatives: Agricultural cooperatives represent a collective of farmers and producers who work together to strengthen their market presence, share resources, and develop common strategies. Engaging with agri-cooperatives allows the LL to reach a broader audience and create collaborative solutions that benefit entire farming communities.



Associations of producers and agricultural clusters: These groups are vital in promoting collaboration between different producers, facilitating the exchange of knowledge, and providing a platform for collective action. Agricultural clusters bring together various stakeholders in the agri-food industry to address common challenges and develop innovative solutions.

Research centres and universities: The involvement of research institutions is key to developing scientifically backed solutions to the challenges posed by climate change. Universities and research centres provide the necessary expertise and data for developing monitoring tools, conducting field research, and innovating sustainable agricultural practices. Their role is to ensure that the solutions developed by the Living Lab are rooted in solid research and are applicable in real-world agricultural settings.

Policymakers: Engaging policymakers at local, regional, and national levels is crucial for aligning the Living Lab's initiatives with existing and future policies. Policymakers play a key role in creating an enabling environment for the adoption of climate-smart agricultural practices, ensuring that farmers receive the necessary support and that new policies reflect the realities of the agricultural sector.

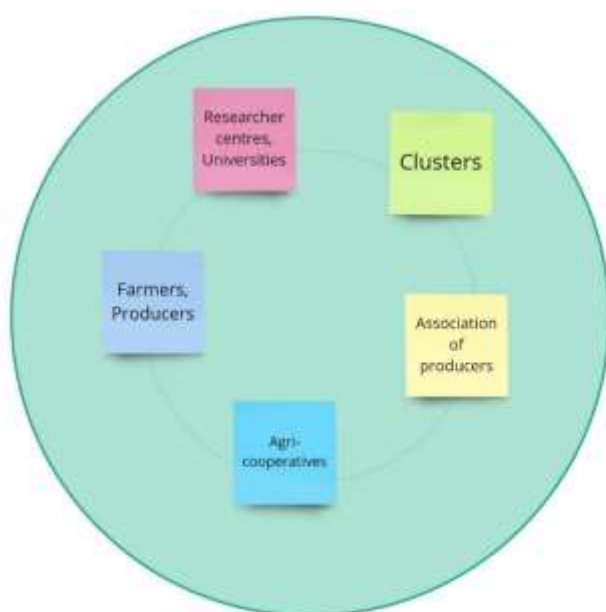


Figure 15: Spanish Living Lab Stakeholder map

Key messages

The stakeholder engagement strategy for the CONCAT Living Lab must focus on addressing the urgent need for climate resilience, ensuring food security, and stabilising agricultural production in the face of ongoing environmental and policy challenges. The following key messages are tailored to resonate with Agri-cooperatives, farmers and producers, associations of producers and clusters and research centres, Universities, research centres, and policymakers, promoting collaborative solutions to these pressing issues.

Building resilience to climate change: The Spanish LL prioritises the resilience of farmers and producers in the face of climate change, particularly in regions like Catalonia that have been severely affected by prolonged droughts. With crop losses reducing production to just 10-20% of previous years, the Living Lab engages directly with farmers to develop and implement climate-adaptive strategies. By working together on practical solutions, farmers can safeguard their livelihoods while maintaining consistent production levels despite

adverse weather conditions. Emphasising the importance of proactive adaptation measures, the Living Lab highlights how these strategies can help mitigate further losses and ensure the long-term viability of agricultural businesses.

Empowering farmers and producers: Farmers are at the heart of the CONCAT Living Lab's mission, which actively involves them in co-designing and implementing strategies to combat the effects of climate change. By engaging farmers in the decision-making process, the Living Lab ensures that the solutions are both scientifically sound and applicable to the local context. Additionally, the Living Lab provides farmers with advanced monitoring tools to track climate impacts and make informed, timely interventions. This empowerment allows them to adapt more effectively to changing conditions, improve their crop yields, and safeguard their businesses.

Ensuring food security and price stability: Climate change not only threatens production but also destabilises food supply chains, leading to price spikes that place a burden on consumers. The CONCAT Living Lab plays a critical role in stabilising the production and supply of essential food items, such as olives, apples, wheat, barley, poultry, and fish, thus protecting consumers from sharp price increases caused by scarcity. By promoting a reliable and consistent food supply, the Living Lab helps ensure that diverse, safe, and affordable food choices remain available, benefiting consumers across various socio-economic backgrounds.

Responding to policy challenges: Protests and strikes related to new CAP and EU policies highlight the growing frustration among farmers, who feel overwhelmed by regulatory changes that seem disconnected from their realities. The CONCAT Living Lab provides a collaborative platform where farmers can voice their concerns and actively contribute to the development of policy recommendations. By involving farmers in this process, the Living Lab ensures that policies are grounded in the practical needs of agricultural producers and aligned with long-term sustainability goals, fostering a sense of shared ownership and reducing tensions between farmers and policymakers.

Transitioning to sustainable agricultural practices: A key message for farmers and producers is that sustainability and profitability are not mutually exclusive. The CONCAT Living Lab provides access to cutting-edge research and expertise that helps farmers transition to more sustainable and climate-smart agricultural practices. By adopting these methods, farmers can reduce their environmental impact while improving the economic viability of their operations. The Lab highlights the long-term benefits of sustainable farming, such as enhanced soil health, improved water management, and greater resilience to future climate shocks.

Fostering collaboration for long-term solutions: Collaboration is central to the CONCAT Living Lab's approach, enabling farmers, researchers, policymakers, and industry professionals to work together on solutions that address local challenges. By promoting a network of stakeholders who share knowledge and resources, the Living Lab ensures that the strategies developed are well-rounded and beneficial to all parties involved. This collaborative approach not only enhances the effectiveness of climate adaptation measures but also strengthens the agricultural community's ability to face future challenges together.



Media dependents and mediums

To achieve widespread dissemination, CONCAT LL will employ a diverse range of communication channels. These include planned events such as info-days and workshops, where stakeholders can engage directly with the findings and strategies emerging from the Living Lab. The project website will serve as a central hub for updates, resources, and insights, while articles and scientific publications will be used to share research outcomes with both the public and academic communities.

In addition, partners will leverage their own established communication platforms to maximise outreach. This includes specialised portals such as the Official Olive Oil website of Catalonia, which will help connect with local producers and consumers, and blogs like Acuatopia, which are dedicated to aquaculture and related topics. The Living Lab will also collaborate with professional councils, such as the International Olive Council, and utilise industry-specific events, such as IRTA's tech transfer days, to engage professionals and share technical knowledge. Further dissemination will be achieved through official publications like FCAC's *AgroActivitat*, ensuring that key developments are communicated to a broad audience within the sector.

To maintain continuous engagement, CONCAT LL will use internal communication tools such as newsletters and direct messages, ensuring that stakeholders are kept informed of key milestones, calls to action, and collaborative opportunities.

LL activities

The CONCAT LL has designed a comprehensive series of activities aimed at fostering collaboration, gathering vital data, and promoting climate-resilient agricultural practices in the Catalonia region. These activities are structured to ensure that farmers, agricultural clusters, agri-cooperatives, policymakers, and research institutions play an active role in co-developing solutions to the challenges posed by climate change.

Key activities include **co-design workshops** where farmers and stakeholders share their insights on climate drivers, the local impacts of climate change, and the effectiveness of current mitigation strategies. These workshops enable participants to contribute their real-world knowledge, which feeds into the data collection and modelling efforts of the Living Lab. This collaborative approach ensures that the strategies developed are both scientifically sound and practically viable in the context of Catalonia's agriculture.

The CONCAT Living Lab also organises **Info Days (ID1 and ID2)** to engage a wider audience of stakeholders, including public authorities, R&D institutions, and representatives from other Living Labs. During these events, keynote speeches on agriculture, climate change, and food security will provide critical context, followed by presentations on the Eco-READY project, the CONCAT Living Lab's goals, and its focus on key agricultural products. These Info Days also serve as a platform for calling for further collaboration and addressing knowledge gaps through planned research.

Several **collaboration workshops** (WS2 and WS3) will focus on monitoring, data collection, and awareness programmes. WS2 will evaluate current collaboration mechanisms and introduce decentralised and democratised data collection approaches. This workshop will also validate predictive and preventive measures for climate risk mitigation. WS3 will include hands-on sessions using tools from ECO-READY and IRTA to co-design awareness



programmes, focusing on climate-adaptive products and mitigation strategies for climate change.

The LL **field trips** are another crucial component of its activities. Participants will visit various farms and stations to observe climate-adaptive practices in action and attend national workshops and info days. These field trips not only provide valuable insights but also allow for the exchange of ideas between farmers, researchers, and other stakeholders. In total, 33 field trips are planned, along with 24 trips to national workshops and info days, and 9 international trips to attend ECO-READY meetings and workshops, further strengthening global collaboration.

Table 7 Action plan of the Spanish Living Lab (offline and online events)

Activity	Description	Timeframe
InfoDay and Conference 1	This initial conference will introduce CONCAT LL's objectives and methodologies while connecting with EU actors, ECO-READY partners, and other Living Labs. Keynote speakers and representatives from the European Network of Living Labs (ENoLL) will discuss European agricultural challenges, enabling a foundation for cross-regional and multi-stakeholder collaboration.	M7-M17
Workshop 2	An interactive, hands-on session tailored for farmers, cooperatives, and industry stakeholders to co-design strategies focused on climate adaptation. The workshop will emphasise local insights, allowing participants to shape adaptation measures relevant to Catalonia's unique agricultural landscape.	
Workshop 3	A participatory event aimed at refining and testing adaptation strategies with farmers and stakeholders, supported by scientific and industry partners. Building on earlier findings, this workshop will enhance stakeholder capacity for climate resilience, with a focus on data collection and scenario testing.	
InfoDay and Conference 2	This high-level conference will focus on collaboration across Living Labs in ECO-READY and other EU projects, addressing shared challenges and enhancing knowledge exchange on resilient agriculture. Sessions will explore EU policy alignment, data-sharing practices, and cross-LL initiatives to strengthen regional climate strategies.	

Germany - ESAPPIN

The ESAPPIN Living Lab (LL) focuses on enhancing food security in North Rhine-Westphalia (NRW), Germany, by uniting stakeholders from academia, industry, agriculture, and politics, particularly regarding processed food products. NRW, as Germany's most populous state, is ideal for this initiative due to its diverse agricultural activities and production of regionally relevant crops. The LL will examine five key product groups: Barley, Oats, Strawberries/Raspberries, Rapeseed, and Mushrooms. This will involve field analysis (considering weather, soil, topography, and Earth observation data) and direct crop assessments. ESAPPIN aims to evaluate crop resilience and identify alternative uses for these crops in processed products, ultimately reducing food waste and improving food security in the region.

Target groups

Farmers: Farmers are the primary stakeholders of the ESAPPIN Living Lab, providing essential inputs during the execution phase of the project. They are crucial for informing policymaking efforts based on their real-world experiences and challenges. Access to this community is facilitated by Kreis Lippe, ensuring effective communication and collaboration. Their involvement is vital for enhancing the resilience of farming practices in North Rhine-Westphalia (NRW) through sustainable agricultural methods. Key Performance Indicators (KPIs) for this group include the number of farmers reached and educated on potential mitigation measures, as well as the successful implementation of these resilience strategies against climate change effects.

Consumers of food products: Consumers represent the end-users of food products, significantly influencing demand and consumption patterns within the region. Engaging this group is essential for raising awareness about the availability and benefits of regionally produced food items. By educating consumers on sustainable consumption practices and food security initiatives, the project aims to foster participation in these areas. Regular updates will be posted on the “Klimapakt-Kreis Lippe” Network Page, and articles on project milestones will be shared with the regional press. KPIs include the number of consumers educated about future food availability and the level of participation in sustainable agriculture initiatives.

Food producers, food processors, and retailers: This stakeholder group includes those involved in the production and distribution of food products, such as food manufacturers and retailers, including SMEs, regional networks like NRW Isst Gut, Food Hub NRW, and AgroBusiness Niederrhein. Their engagement is critical for raising awareness about the availability and quality of raw materials, which in turn influences production processes. By identifying suitable alternative uses for crops, the project seeks to reduce food waste and enhance food security in the region. KPIs for this group focus on the number of alternative uses identified for crops as processed products, alongside metrics for food waste reduction.

Policymakers (Local, Regional, and Central European): Policymakers are key players in shaping the regulatory environment surrounding food security, biodiversity, and sustainable agriculture. By engaging local authorities like the NRW Ministry of Agriculture and the Chamber of Agriculture of North Rhine-Westphalia, it is ensured that the project's findings and recommendations are effectively integrated into existing policies. By understanding



the current policy landscape and food security challenges, the project aims to generate actionable policy recommendations. KPIs for this group include the number of policy recommendations developed and the extent to which these recommendations are adopted by various levels of government. Through the Agrifood Sector Group of the Enterprise Europe Network, policy recommendations and economic benefits of the project will also be presented to EISMEA.

Multipliers and clusters: Multipliers and clusters consist of organisations and networks that disseminate the Living Lab's activities and results. They play a pivotal role in engaging their member entities and gathering feedback, facilitating a broader reach for the project. Key stakeholders in this area include NRW Isst Gut, Food Processing Initiative, and FoodHub NRW, as well as regional farming collectives like AgroBusiness Niederrhein. Their involvement enhances the project's visibility and effectiveness.

Research institutes and universities: Research institutes and universities are crucial for fostering knowledge exchange between academia and the Living Lab. Their collaboration can lead to the integration of academic research findings into the Living Lab's activities, while also utilising the Living Lab's results for future academic research. Key stakeholders in this category include the University of Cologne and the University of Bonn. Engaging with these institutions helps bridge the gap between theoretical research and practical applications.

Industry stakeholders: Industry stakeholders, particularly small and medium-sized enterprises (SMEs) and larger companies in the agricultural and food processing sectors, are vital for adopting and implementing innovative approaches emerging from the Living Lab. Their participation can drive the uptake of new methodologies and enhance overall industry practices. Industry stakeholders, including companies like BASF Digital Farming, Bayer Crop Science, and LEMKEN, are critical for adopting innovative approaches from the Living Lab.

Exhibition centres and food-related events: Exhibition centres and locations that host food-related events are important stakeholders for promoting the Living Lab and reaching new audiences. By collaborating with venues such as Messe Cologne, Messe Dortmund, and Messe Hannover, the project aims to leverage these connections to showcase its activities and engage additional stakeholders. This outreach will facilitate awareness-raising efforts and expand the Living Lab's impact within the food industry.

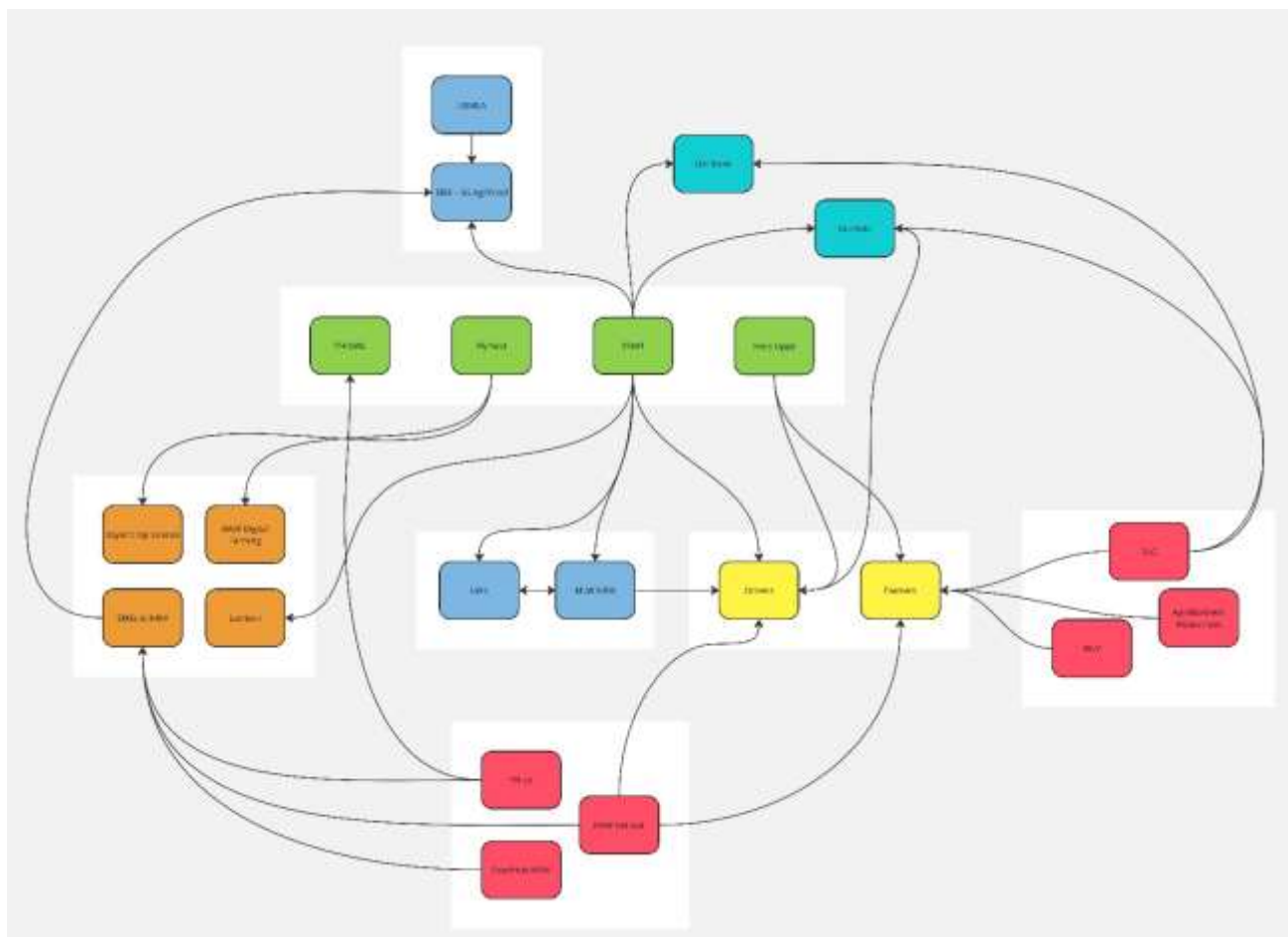


Figure 16: German Living Lab Stakeholder map (incl. internal stakeholders)

Key messages

Grow Together: Farmers in Lippe face diverse agricultural challenges due to the region's varied topography and climate. For instance, the agricultural use ranges dramatically from 2.8% in Augustdorf to 81% in Leopoldshöhe. By participating in the ESAPPIN Living Lab, farmers can engage in a collaborative environment that addresses their unique regional challenges. The LL offers innovative solutions and long-term testing opportunities, which can help build trust and reduce resistance to change. Moreover, emphasising support in data sharing fosters transparency and encourages farmers to see the benefits of participating in the Living Lab.

Connect to Your Plate: With almost half of NRW's population residing in urban areas, there is a significant disconnect between consumers and agricultural practices. Engaging urban consumers is essential to raising awareness about local food systems and sustainable agriculture. As these consumers increasingly seek to understand the origins of their food and its impact on the environment, they can play a crucial role in driving demand for sustainably produced products. By creating a connection between consumers and local farmers, the Living Lab can cultivate a sense of responsibility towards local agriculture, emphasising the cultural significance of Lippe's agricultural heritage.

Innovate to Elevate: Food producers and processors in Lippe can benefit greatly from collaboration with the ESAPPIN Living Lab. With around 62,000 ha dedicated to agricultural

production, the region's industry is crucial for economic sustainability. The Lab provides an opportunity to optimise production processes and enhance resource efficiency while addressing challenges such as climate variability. By participating, producers can gain insights into innovative methodologies that improve sustainability, thus maintaining competitiveness and resilience in a changing market.

Policy in action: Policymakers are key to implementing effective agricultural policies that address both local and broader regional challenges. Engaging with the Living Lab allows policymakers to gain firsthand insights into the practical implications of sustainable agricultural practices. The Lab's focus on translating technical results into understandable recommendations is vital for ensuring that policies are relevant and actionable. Moreover, fostering a dialogue between researchers and policymakers can help bridge gaps in understanding and promote the adoption of evidence-based practices across the region.

Knowledge to action: Research institutions play a critical role in linking academic insights with practical applications in agriculture. The ESAPPIN Living Lab offers a platform for researchers to apply their findings to real-world challenges faced by farmers in Lippe. By collaborating with the Lab, research institutes can facilitate knowledge transfer and innovation, ultimately enhancing the sustainability of agricultural practices in the region. This partnership can lead to valuable data and case studies that enrich both academic knowledge and practical application.

Collaborate to innovate: Building a Sustainable Future Engaging industry stakeholders is essential for driving sustainable practices across the agricultural supply chain. These stakeholders can offer resources and expertise that enhance the effectiveness of the ESAPPIN Living Lab. By collaborating on innovative solutions, the industry can support farmers in overcoming challenges and adopting new technologies. Additionally, highlighting the economic benefits of sustainable practices can encourage industry stakeholders to actively participate, ensuring a collective approach to sustainability.

Making sustainability engaging: Partnering with exhibition centers and event organisers is a strategic way to amplify the visibility of the ESAPPIN Living Lab. These events can serve as platforms to showcase the innovative outcomes and successes achieved through the Lab's initiatives. Engaging a wider audience at these events helps raise awareness of sustainable agricultural practices and encourages community involvement. By establishing partnerships with event organisers, the Lab can create opportunities for knowledge sharing and foster a culture of collaboration within the agricultural sector.

Media dependents and mediums

Social media: LinkedIn serves as the primary platform, leveraging the combined follower base of partners like ZENIT, TH-OWL, FlyPard, and Kreis Lippe, totaling over 20,000 followers. The strategy focuses on using visually engaging content such as infographics, short videos, and posts to boost visibility and encourage shares among stakeholders.

Newsletters: Partner organisations' newsletters are key distribution channels, regularly updating subscribers on food security initiatives, events, and relevant news. These newsletters target media representatives and other stakeholders, ensuring they stay informed.

Industry events: Major industry events like Ideenfutter Expo, Anuga Food Tech, and Agritechnica are prime opportunities for engagement for showcasing ESAPPIN's achievements. Through booths and presentations, these events help increase project visibility and provide platforms for distributing informational materials and engaging with a diverse audience of sector professionals, policymakers, and potential partners.

Webinars and workshops: Webinars on food security topics offer interactive sessions where media personnel can ask questions and engage with experts. These webinars are promoted via social media and newsletters to attract media participation. Hosting workshops provides hands-on opportunities for stakeholders to engage with the project's initiatives, tools, and solutions. These sessions are valuable for knowledge transfer and capacity building, allowing stakeholders to better understand and apply project outcomes in their respective areas.

Stammtisch sessions - bilateral exchanges with stakeholders: Informal "Stammtisch" sessions provide relaxed settings for media representatives and stakeholders to discuss food security issues, building rapport and encouraging media coverage through personal interactions. Engaging directly with key stakeholders through bilateral exchanges ensures open channels for feedback, knowledge sharing, and collaboration.

Collaborations with regional multipliers: The LL collaborates with regional multipliers who have strong media connections, utilising their newsletters and social media to amplify messaging, increasing both reach and credibility.

Direct engagement: Tailored media outreach identifies key media contacts, inviting them to events and providing direct updates. Press kits offer comprehensive project information for journalists, facilitating easy coverage.

Publications: Publications in industry journals, academic papers, and other media outlets enhance the credibility and reach of the project's findings. These publications target both specialised audiences and the broader public, highlighting ESAPPIN's contributions to sustainable food security.

Past successes: Successful initiatives like the "Future of Food" event at Anuga FoodTec, which engaged over 230 international companies, are used to demonstrate credibility. Metrics from past events, such as advising 500 SMEs and organising 173 events with 5,000+ participants, highlight the effectiveness of the Lab's outreach efforts. Visual content from these events, including photos, videos, and testimonials, is used in newsletters and social media to create compelling narratives showcasing the project's impact.

LL activities

The ESAPPIN Living Lab's awareness-raising activities are/will be structured around targeted engagements with key stakeholders, ensuring a collaborative approach to addressing food security challenges in NRW. These activities focus on gathering input, sharing results, and cultivating cooperation between farmers, industry leaders, policymakers, and academic institutions.

One of the fundamental actions includes a series of four workshops designed to facilitate dialogue among relevant stakeholders. These workshops take place at different stages of the project and serve distinct purposes:



Initial workshop (Phase 1): The first workshop was held during the early stages of the project (July 2024) to gather critical input for defining scenarios and planning activities. This workshop brought together farmers, industry representatives, policymakers, and researchers to ensure that the project’s strategy is grounded in the practical needs and challenges of the local ecosystem. Stakeholders provide insights on key crops—such as barley, oats, strawberries/raspberries, rapeseed, and mushrooms—and discuss factors like crop resilience, alternative uses, and food security, which guide subsequent project activities.

Three regional workshops (Phase 3): As the project progresses, three additional workshops will be held in selected regional areas—**Rheinische Revier, Münsterland, and Sauerland**—to disseminate, discuss, and refine the results of the project’s field analyses and crop assessments. These workshops will focus on engaging local farmers and industry leaders with findings from Phase 2, including data on crop resilience and potential new uses for agricultural products. The workshops will offer a platform for feedback and refinement of strategies, ensuring that the solutions developed are tailored to the specific needs of each region. They also facilitate the exchange of knowledge, connecting local stakeholders with academic and industry experts.

In addition to the workshops, **eight presentations** will be delivered at regional conferences, trade shows, and other key events. These presentations will extend the reach of the ESAPPIN Living Lab’s findings and innovations, ensuring that a broader audience of stakeholders, including those from other regions and sectors, are made aware of the project’s progress and outcomes. By participating in well-known agricultural and food-related events, the ESAPPIN LL will enhance its visibility and strengthen its network, encouraging further collaboration and adoption of sustainable practices.

The ESAPPIN LL also will organise **ten one-to-one meetings** with key decision-makers, including local ministries, EU officials, and industrial stakeholders. These direct interactions are essential for aligning the project’s findings with regional and national policy frameworks, as well as for securing support for the implementation of recommended agricultural practices. These meetings provide a more intimate setting to discuss specific challenges and opportunities, allowing the project team to tailor its messaging and ensure that the outcomes of the project have real-world policy and industrial impact.

Furthermore, the ESAPPIN LL maintains a continuous relationship with the **Enterprise Europe Network (EEN) AgriFood Sector Group**, providing regular updates and dissemination on project activities, findings, and innovations. This connection helps to further extend the reach of the Living Lab’s outcomes, sharing knowledge within the broader European agri-food community and encouraging the replication of successful strategies beyond the NRW region.

Table 8 Action plan of the German Living Lab (offline and online events)

Activity	Description	Timeframe
Bilateral exchanges with stakeholders to discuss joint activities	In-depth discussions with key industry players like BAYER, BASF Digital Farming, and leading agricultural bodies to explore joint activities, enhancing project alignment with industry and	Ongoing

Activity	Description	Timeframe
	policy needs for sustainable agriculture.	
Farmers winter meeting with CoU (following on from first workshop held in July 2024)	A follow-up winter meeting with farmers and CoU members to discuss ongoing feedback, challenges, and experiences in sustainable practices, supporting practical, field-level improvements.	January 2025
Presentation of ECOREADY and first results during „12th Successful R&I in Europe 2025“ in Düsseldorf/Germany	Sharing ECOREADY’s progress with a diverse audience of international researchers, enterprises, and EU policymakers to foster innovation and cross-regional collaboration on sustainable food security.	March 6-7, 2025
Presentation of first results and discussion of policy recommendations during Sector Group Meeting „Agrifood“ of the Enterprise Europe Network (EEN), Madrid/Spain	Engaging agrifood sector stakeholders including DG Grow (EC) and EEN to present findings and gather feedback on policy recommendations, fostering cooperation across Europe.	April 2025
Presentation of first results and policy recommendations during Ideenfutter Expo in Neuss/Germany	Showcasing ECOREADY’s achievements and discussing policy impacts with food producers, technology providers, and NRW policymakers, aligning with regional goals in food sustainability.	September 2025
Presentation of first results and policy recommendations during VertiFarm 2025 in Dortmund/Germany	Engaging stakeholders like food retailers, farmers, and municipalities to explore policy impacts and promote sustainable practices in urban farming and vertical agriculture.	October 2025
Presentation of first results and policy recommendations during Anuga in Cologne/Germany	Highlighting ECOREADY’s outcomes to food producers, retailers, and policymakers, aiming to influence sustainable production practices across the food industry.	October 4-8, 2025
Presentation of first results and policy recommendations during Sector Group Meeting „Agrifood“ of the Enterprise Europe Network (EEN), location tbc	Continuing discussions with the agrifood sector through EEN and DG Grow to share advancements and refine policy recommendations for Europe-wide implementation.	October 2025
Engagement activity between farmers, food retail and consumers	A collaborative event bringing together farmers, retailers like Rewe Group, and consumers to promote local and sustainable food practices, strengthening community	November 2025

Activity	Description	Timeframe
	connections.	
Presentation of results and policy recommendations during AGRITECHNICA in Hannover/Germany	Engaging a global agricultural audience, including farmers, policymakers, and industry representatives, to present findings and gather feedback, fostering sustainable agricultural practices.	November 9-15, 2025
Presentation of results and policy recommendations during Grüne Woche in Berlin/Germany	Showcasing ECOREADY's results to farmers, producers, and policymakers, emphasizing sustainable agriculture and consumer engagement at one of Europe's largest food and agriculture events.	January 17-26, 2026
Workshops in other regions of interest in NRW (E.g., Rheinische Revier, Münsterland, Sauerland) to explore setup of parallel LLs	Interactive workshops with regional counties, the NRW Chamber of Agriculture, and the Ministry to explore the setup of new Living Labs tailored to local challenges in sustainable agriculture.	January - February 2026
Presentation of project results and policy recommendations during Sector Group Meeting „Agrifood“ of the Enterprise Europe Network (EEN), location tbc	Final presentations of project results to agrifood stakeholders in EEN and DG Grow, promoting actionable policy recommendations across the EU.	April 2026

Greece - THALLA

Thriving Agroecology Living Lab (THALLA) project aims to co-create, explore, develop and examine in real-settings scenarios dealing with food security, biodiversity and climate change challenges applied on six key selected product types (Honey, animal feed crops, fruits & vegetables, cereals & grains, olives, fish & aquaculture) in central Greece, leading to contingency planning that integrates economic, social, and environmental aspects as well as policy recommendations at regional, country and EU level, in order to strengthen food systems' resilience. Following an open innovation approach and based on agroecology practices, and LLs co-design methods and tools, a set of short- and long-term local case studies of relevant solutions will be provided. Building on the quadruple and quintuple helix approach (policy makers, research, citizens, farmers and food processors), a dynamic monitoring and early warning system will be established to share knowledge, nurture a community of practices, raise open public dialogue, enhance citizenship engagement and change customer preferences.

Target groups

The Greek LL targets a range of stakeholders with the aim of identifying specific demographic and social characteristics in relation to the five specified product categories. The LL intends to explore the relationships between stakeholders by following a bottom-up approach during the LL workshops in the region of Central Greece. Below is an outline of the target groups identified for the Living Lab:

- Policy Makers (local, regional, and EU)
- Consumers
- Smallholder Farmers
- Industry Actors (such as food processors and retailers)

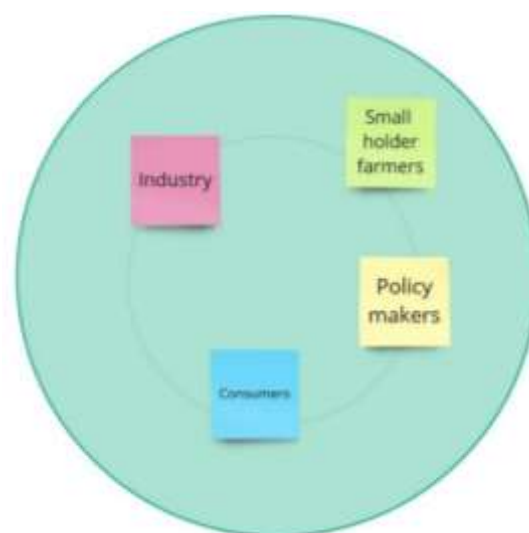


Figure 17: Greek Living Lab Stakeholder map

Key messages

The stakeholder strategy for the THALLA Living Lab must focus on the identified gap between farmers and other stakeholders, such as the research community, policymakers, and retailers, regarding the practices they follow and the exchange of knowledge, leading to reluctance and distrust among the farmers about exploring new sustainable practices and participating in new initiatives. The following key messages are a first step into bridging the specific gaps and aiding in engaging stakeholders more effectively.

Food security and resilience: Promoting co-created scenarios and models to address challenges like food security, climate change, and biodiversity loss

Agroecology and sustainability: Emphasising the importance of agroecological practices for sustainable farming, adaptation to climate change, and mitigating biodiversity loss

Community engagement and collective action: Encouraging local actors (farmers, consumers, policymakers) to engage in shared responsibility for building resilient food systems

Innovation and knowledge sharing: Advocating the use of new technologies, data, and knowledge to create a more resilient and sustainable agrifood system

Contingency planning and evidence-based policy: Promoting the adoption of contingency plans based on tested scenarios to ensure long-term sustainability and resilience

Media dependents and mediums

To achieve an effective and efficient stakeholder engagement strategy, the Greek LL will use several communication channels. Particularly, those refer the organisation of several events aiming at raising public awareness, e.g. workshops, info days, etc. Below there is a list of such media:

Public awareness events: Engaging the local community through organised events

Social Media: Facebook, Twitter/X (under development) for disseminating updates and promoting engagement

Workshops, info days, and conferences: In-person events and online meetings are highlighted as a key communication strategy to involve different stakeholders

Website: Development of an official website to host information, updates, and resources related to the Living Lab's activities

Scientific publications: Sharing research findings in peer-reviewed journals to reach the academic and research community

LL activities

Awareness Raising Actions:

- Organising workshops with key stakeholders (farmers, policymakers, consumers) to co-create and discuss models and scenarios related to food security and agroecology
- Exhibitions and Farmer Trainings: Field trials and exhibitions to introduce farmers to new agricultural practices

Engagement and Co-Creation:

- Establishing a Community of Practice (CoP) to actively engage stakeholders in knowledge sharing, decision-making, and scenario planning
- Behavioural Experiments: Testing consumer preferences and responses in different scenarios
- Field Trials: Conducting trials related to the selected agricultural products (honey, feed crops, fruits & vegetables, cereals & grains, olives, and fish)

Policy recommendations and contingency planning:

- Developing contingency plans for regional food systems, tested through real-life scenarios to ensure resilience

Capacity Building:

- Training sessions on topics like Horizon Scanning, Environmental Scanning, and Foresight Methods

Table 9 Action plan of the Greek Living Lab (offline and online events)

Activity	Description	Timeframe
Altering food	This event primarily targets vulnerable groups and the	November

Activity	Description	Timeframe
behaviour to promote access to safe, sufficient food & healthy diet.	business community to foster awareness on safe, healthy diets. Stakeholders will discuss sustainable practices and share guidance on promoting safer food choices. It will include interactive sessions that address both consumer and business perspectives on food safety. EEKE leads this initiative.	2024 (M7)
Opening Conference	The conference introduces the Greek Living Lab and ECO-READY project to all key stakeholders, including policymakers, farmers, industry leaders, NGOs, and consumers. Its goal is to provide an overview of the Living Lab's objectives, planned activities, and how it will benefit the food system. All partners contribute to the event's planning and execution.	Nov-Dec 2024 (M7-M8)
Event about health resilience in elderly	This event focuses on promoting health resilience specifically among elderly citizens and other vulnerable groups. Stakeholders will share best practices for improving dietary habits and resilience. EEKE is primarily responsible for organising this interactive event.	January 2025 (M9)
Educational workshop in primary school about food safety and climate change	A workshop designed to engage young students in learning about food safety and the importance of climate awareness. The event includes activities that teach children how their food choices impact the environment and their health. Its main target group is primary education stakeholders. EEKE leads the organisation of the workshop.	Spring 2025
Public Awareness webinar with the engagement of youth municipal councils	This webinar aims to raise awareness among youth by involving local youth stakeholders. The goal is to engage youth in shaping community-level food policies and developing sustainable habits from an early age. EETAA is mainly responsible for the organisation of the webinar.	Spring 2025
Undergraduate students' awareness activities (e.g. modules: Innovation & Entrepreneurship in the supply chain, Crisis Management)	Targeted at undergraduate students, these activities will include discussions on innovation and crisis management within the agri-food sector. Relevant stakeholders will be invited to inspire students to think creatively about sustainable practices and supply chain resilience. AUA will monitor the organisation and implementation of these activities.	Spring 2025
Postgraduate student awareness activities (e.g. module: Innovation & Entrepreneurship)	Focused on postgraduate students, these activities will explore advanced topics in innovation and entrepreneurship within the agri-food sector, emphasising sustainable and resilient business practices. Key stakeholders will contribute to these sessions to inspire action-oriented learning among students. AUA will monitor the organisation and implementation of these activities.	Spring 2025
Training & exhibitions in lighthouses (e.g. Thiva & Larissa)	A series of training sessions and exhibitions will be held in designated locations to showcase innovative practices in food safety, sustainable farming, and climate resilience. Key stakeholders will be invited to participate, promoting hands-on learning and knowledge sharing to farmers and local population.	Spring-Autumn 2025
Transferability workshop/webinar of	TBU	Autumn 2025

Activity	Description	Timeframe
local authorities		
Awareness towards business community (e.g. ILME annual conference)	An event targeted at the business community, particularly with a focus on sustainable practices, food resilience, and climate adaptation. Key stakeholders in agri-business, supply chain managers, and policymakers discuss ways to integrate resilience into business strategies.	Autumn 2025
Mid-term info-day	This event provides an update on the Living Lab's progress, showcasing key insights, preliminary findings, and success stories. It serves to keep all stakeholders informed and engaged, with presentations, discussions, and sessions that address ongoing challenges and adjustments to the project plan.	Oct-Nov 2025 (M18-M19)
Publicise the results of the THALLA project to European decision-makers, jointly with KEDE	A dissemination event targeting European policymakers and decision-makers, where results from the THALLA project, a relevant initiative, are shared. The event aims to influence European food policy by demonstrating effective resilience strategies developed in the ECO-READY Living Labs. Organised jointly with KEDE.	Feb-Mar 2026 (M22-M23)
Closing Conference	The final conference marks the conclusion of the ECO-READY project in Greece, presenting final results, lessons learned, and future steps. It invites all stakeholders, including policymakers, industry leaders, NGOs, and citizens, to reflect on the project's impact and its potential legacy in shaping resilient food systems.	Feb-Mar 2026

Sweden - SECO-Collab

The SECO-Collab Living Lab's stakeholder engagement strategy is centered around fostering collaboration and raising awareness about sustainable, climate-resilient food systems. The primary aim is to engage a diverse range of stakeholders, including local communities, academic institutions, policymakers, food suppliers, and the ag-tech and food-tech industries, to collectively address the challenges posed by climate change on food security. The LL internal stakeholders, SweGreen (an ag-tech company), Fotografiska (a Stockholm-based museum with a sustainable restaurant), Mälardalen University (BSE and IDT Schools), and KTH Food (Royal Institute of Technology), play pivotal roles in this initiative. The strategy seeks to promote innovative urban food solutions, reduce reliance on food imports, and enhance the local food ecosystem through controlled-environment agriculture and technological advancements. Key objectives include building partnerships to promote sustainable agricultural practices, encouraging community participation in food production, and leveraging data-driven insights to inform decision-making. Through workshops, events, and educational outreach, SECO-Collab aims to bridge gaps between scientific research, policy-making, and community action, thereby creating a collaborative platform for the long-term sustainability of food systems in the Scandinavian region.



Target groups

The Living Lab has identified a diverse range of target groups, both internal and external, to collaborate on sustainable food security solutions. Key internal stakeholders include SweGreen, Fotografiska, Mälardalen University, and KTH Food, who provide expertise in food-tech, sustainability, and research. Externally, the lab aims to engage local farmers, policymakers, academic actors, younger generations, and the broader ag-tech and food-tech communities to foster widespread awareness and participation in climate-resilient food systems. The key stakeholders of the Swedish LL are comprised of:

- Retailers, restaurants, local farmers, and food suppliers
- Policymakers and communal actors
- Educational institutions
- Community members and local policy-makers
- Academic actors and researchers
- Ag-tech and food-tech community
- Younger populations and students
- Local communities through retailers

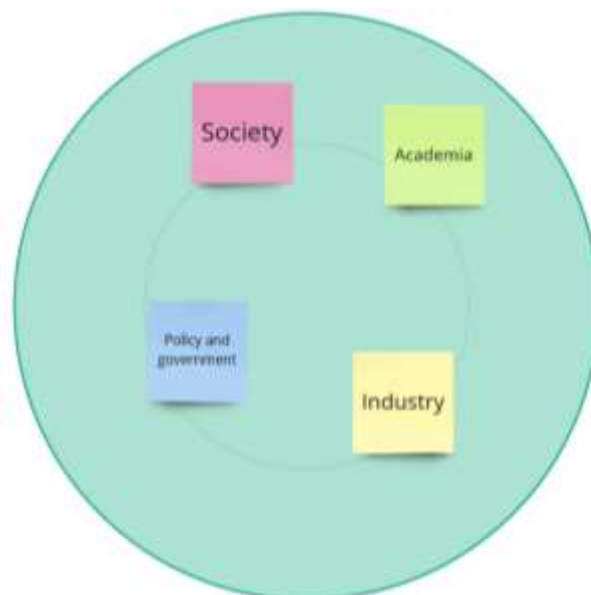


Figure 18: Swedish Living Lab Stakeholder map

Key messages

The Living Lab's key messages focus on driving awareness and engagement in sustainable food systems, climate resilience, and innovative urban farming practices. These messages are designed to resonate with a diverse audience, from local communities to policymakers, highlighting the importance of local food production, technological innovation, and community involvement in creating a sustainable future. Each message encapsulates the Lab's vision of transforming food systems through collaboration, innovation, and resilience in the face of climate change.

Grow local, thrive global - resilient food for a changing world: The Living Lab emphasises the need to create local food systems that can withstand climate challenges and reduce dependency on global imports, ensuring food security even during colder seasons.

Innovation at your doorstep - tech-powered urban farms for a sustainable future: By integrating controlled-environment farming and cutting-edge AI solutions, the Living Lab brings futuristic, sustainable farming practices into urban areas, making food production more efficient and resilient.

Together we grow - engaging communities for sustainable food solutions: Community engagement is a cornerstone of the Lab's activities, involving local stakeholders in every step of the food production process through workshops, outreach, and events

Smart farming, smarter cities - harnessing tech for food security: The Living Lab uses AI and data-driven agriculture to boost urban food systems, ensuring sustainable and climate-resilient food production.

Eat sustainably, live sustainably - food solutions for climate resilience: A core focus is on promoting sustainable food consumption and production to mitigate the impacts of climate change and enhance local food value chains.

Media dependents and mediums

Effective communication is central to the Living Lab's strategy for raising awareness and driving engagement in sustainable food practices. A variety of media and communication channels are leveraged to reach diverse audiences, from local communities to academic institutions and policymakers. The Living Lab employs both digital platforms, like social media, and direct outreach methods, such as workshops and community events, to foster collaboration, disseminate key messages, and create an active dialogue around food security and climate resilience.

- Physical Workshops for community engagement.
- Social media (LinkedIn, Instagram) for dissemination of key messages and engagement with followers. Accounts of involved parties (e.g., Fotografiska with 300,000 followers, SweGreen with 1,400 followers) will be leveraged.
- Field Work and Direct Outreach via community events and local initiatives
- Collaborative Urban Food Workshops and events to raise awareness.
- Project Dissemination through conferences, participation in events such as Green Tech Conferences, Youth World Food Day, etc.

LL activities

- Collaborative projects and conferences on sustainability and food-tech (e.g., AI-driven farming units, urban beekeeping).
- Educational outreach and workshops with institutions like Mälardalen University and KTH Food to engage both academic circles and the local community.
- Awareness-raising events such as the "Youth World Food Day" and various startup competitions and demo days.
- Engagement with local stakeholders such as local farmers, policy makers, and community members through initiatives like the Fotografiska Studio 2000 project and the Farm4Future lab.

Table 10 Action plan of the Swedish Living Lab (offline and online events)

Activity	Description	Timeframe
Hosting conferences and workshops	Organise conferences and workshops at Fotografiska to showcase the project's advancements and engage with the local and international community.	April 2025 - June 2026 (M12-M26)
Workshops with international universities	Share our innovation benefits, role of urban agriculture, start-up role in EU project etc.	
Visits and tasting events	Organise a few farm visits and tasting events at Fotografiska to engage the public.	
Workshop in one of our partner supermarkets	Involve schools and engage younger generations in these innovations.	
Food influencers workshop	Involve food influencers into learning more about urban farming, in-store farms, local initiatives/production etc.	

Key findings and common elements among Living Labs

The ECO-READY Living Labs share a common goal of addressing the challenges posed by climate change, biodiversity loss, and food security across Europe's agricultural regions. Each Living Lab tailors its approach to the unique needs of its region, but key findings and common aspects emerge that unite their efforts. This section explores the shared strategies across Living Labs, focusing on their target groups, key messages, media dependents and mediums, and ideas for engagement activities. By understanding these commonalities, we can see how the Living Labs work collectively to foster sustainable agricultural practices, enhance stakeholder collaboration, and raise awareness about the importance of climate adaptation in farming.

Target Groups

Across all Living Labs, the key stakeholders include a mix of farmers, policymakers, researchers, and the general public. These target groups share common roles in the success of sustainable agricultural practices and climate adaptation strategies, though the exact makeup may vary slightly by region.

Farmers and producers: Each Living Lab emphasises the engagement of local and regional farmers, who are central to implementing and testing climate-resilient practices and innovative farming techniques. Whether conventional or organic, they represent the core of agricultural transformation.

Policymakers: Local, regional, and national policymakers are crucial for shaping legislation and supporting sustainable agricultural practices. Engaging this group ensures alignment with government policies and securing financial incentives.

Researchers and academic institutions: All Living Labs collaborate closely with universities and research institutions to incorporate scientific knowledge into practical applications, such as drought-resistant crop varieties and sustainable farming practices.

General public and consumers: Raising awareness among the general public about sustainable agriculture is key. Public events and campaigns help educate communities on the benefits of organic farming and biodiversity.

Industry stakeholders: Food processors, distributors, and retailers are engaged to ensure the economic viability of organic products and their integration into the market.

Key Messages

Key messages across Living Labs focus on the need for climate adaptation, sustainability, and the promotion of organic farming practices.

Climate resilience: Living Labs emphasise the importance of adapting agricultural practices to withstand the increasing impacts of climate change, such as droughts and soil erosion. Innovative solutions, including drought-resistant crops and advanced water management, are promoted as essential for future food security.

Biodiversity and agroforestry: The need to enhance biodiversity through practices such as crop diversification and agroforestry is a common theme. This approach not only improves soil health but also mitigates the negative effects of conventional farming.

Sustainable agriculture and organic farming: Encouraging the adoption of organic farming practices is a critical message. This includes promoting the benefits of organic food production for soil health, water retention, and biodiversity, as well as addressing misconceptions about its viability.

Community engagement and knowledge sharing: Many Living Labs stress the importance of community involvement, knowledge exchange, and educating younger generations about sustainable practices to ensure long-term impact and generational continuity in farming.

Economic viability and market development: It is important to balance environmental sustainability with economic viability. Key messages encourage the development of organic food markets and policies that support farmers transitioning to more sustainable practices.

Media Dependents and Mediums

Each Living Lab employs a range of communication platforms to engage stakeholders, tailored to regional preferences and accessibility.

Social Media campaigns: Platforms such as Facebook, Instagram, and LinkedIn are widely used to reach diverse audiences, particularly farmers and younger generations. Regular updates, event announcements, and educational content are shared to maintain engagement.

Traditional media: In rural and older populations, traditional media (newspapers, magazines, and agricultural journals) remain an effective way to disseminate information.

Educational workshops and field days: Workshops and open field days are a crucial medium for knowledge transfer. These events provide hands-on demonstrations of sustainable practices and engage farmers directly.

Community events and fairs: Festivals like the Buckwheat Festival in the Czech Living Lab and BIOSLAVNOSTI 2024 serve as public engagement hubs, where interactive sessions and practical demonstrations raise awareness about sustainable farming and biodiversity.

Online platforms and websites: Dedicated project websites and partner platforms provide centralised resources and ongoing updates, offering a reliable information hub for stakeholders seeking research findings, event schedules, and learning materials.

Ideas for Activities

Living Labs are implementing creative and impactful activities to engage stakeholders, raise awareness, and promote sustainable practices.

Workshops and Demonstrations: Organising field days, workshops, and educational events where farmers and stakeholders can see first-hand demonstrations of climate-adaptive farming techniques, such as drought-resistant crops, organic farming methods, and agroforestry practices. These events also foster knowledge exchange.

Public festivals and events: Community-oriented events like the Buckwheat Festival (Czech Republic) and BIOSLAVNOSTI 2024 (Czech Republic) serve as platforms for public

engagement, combining education with cultural activities. These events attract large audiences and create opportunities for discussing sustainable farming in an accessible way.

Collaborative workshops: Co-design workshops where stakeholders such as farmers, policymakers, and researchers work together to create strategies for climate adaptation and biodiversity enhancement. These workshops provide a platform for collective brainstorming and knowledge exchange.

Social Media and awareness campaigns: Implementing targeted social media campaigns that showcase success stories, share educational content, and promote upcoming events. These campaigns serve as an accessible way to engage a broad audience and keep stakeholders informed about Living Lab activities.

Research and policy discussions: Hosting symposiums and policy roundtables to engage policymakers and industry representatives. For example, the Living Lab in Denmark organises Grower Days, while Spain's CONCAT Lab participates in large-scale events like BioFach to influence policy and promote organic products.

Awareness Raising Campaign Success Monitoring and Evaluation and Foreseen Budget

Monitoring and Evaluation of the ARCs

A comprehensive monitoring and evaluation plan is introduced, aiming to ensure the ARCs' success. Such plan ensures that each LL campaign organiser can continually assess the campaigns' effectiveness, make real-time adjustments, and analyse their overall impact. The strategy should emphasise the importance of integrating evaluation measures into the campaigns inception rather than waiting until the end. This proactive approach involves including both quantitative and qualitative indicators in the initial campaign strategy to measure effectiveness and convey value to stakeholders.

To ensure the success of their ARCs, all Living Labs are required to implement a series of horizontal activities aimed at enhancing collaboration and maximising impact. These activities include **organising more than six info days, participating in over eight joint events, and hosting at least three joint events with relevant projects, initiatives, and data-sharing schemes**. The allocated budget for implementing these awareness-raising activities accounts for approx. **28 000 EUR (minimum 7% of the LL funding)** and includes the organisation of info days, workshops, informal events and the development of all supporting material to promote the ECO-READY results.

To facilitate the monitoring of online and offline awareness-raising initiatives, White implemented a comprehensive template (excel spreadsheet file) that all the pilots regularly update (Annex B: Monitoring template). This template covers critical data, including the activity type, date, location, the type of audience, number of individuals reached, the type of material used, the mediums employed to communicate the campaigns' key messages.

One of the key aspects which will be monitored is the multi-actor involvement in LLs activities. By engaging diverse stakeholders—including science, policy,



business organisations, and advisory institutions—the Living Labs will ensure that no group is left out of the dialogue on sustainable agriculture and climate resilience. The broad appeal of these themes will naturally attract widespread interest and involvement.



Capacity Building

Capacity building is defined as the process of developing and strengthening the skills, instincts, abilities, processes and resources that organisations and communities need to survive, adapt, and thrive in a fast-changing world (United Nations, 2024). In recent years, the ecosystem, which involves humans, plants, animals and microorganisms has become increasingly vulnerable to climate change, which disrupts food security, biodiversity and economies through impacts such as extreme weather, altered species dynamics and food production losses. Thus, there is the need for capacity building to adapt and tackle these challenges.

Capacity building involves several steps, including needs assessment, design of activities, implementation and monitoring, as proposed in the **capacity building workflow model** known as **ADIM**, which refers to **Assessment, Design, Implementation and Monitoring** (Thapa et al., 2019). This indicates that training activities and materials are an important part of Capacity building (Cramer et al., 2017), and as such are considered in this report. However, we keep in mind the broader notion that capacity building goes beyond knowledge and also take into account the abilities, processes and resources available.

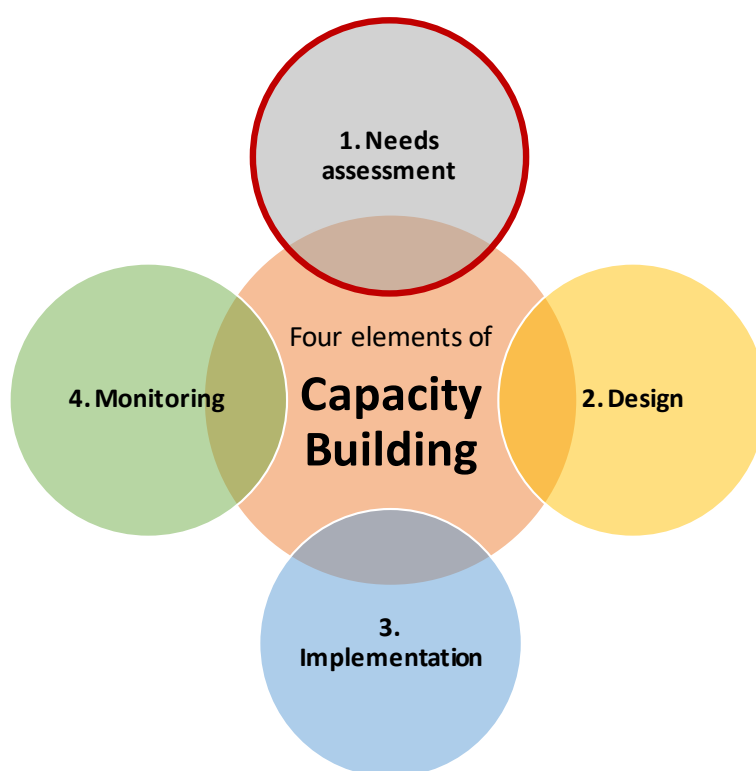


Figure 19: Capacity building workflow model - ADIM. This report focuses primarily on the first step - Needs assessment (source: own representation based on Thapa et al., 2019)

This section of the report summarises updated information and knowledge on capacity building needs of stakeholders involved in the ECO-READY project as obtained by M20. It builds primarily on the interaction and exchange of the ECO-READY consortium with the 10 Living Labs (Mentimeter survey during the LLs Kick-off Meeting in April 2024 and individual online brainstorming sessions held in June 2024), as well as with representatives of policy, practice, civil society and consumers (based on Task 2.1 and Deliverable 2.1). The focus of

this section is the “needs assessment” phase of the ADIM model as it forms the foundation for effective capacity building. As the key gaps and challenges are identified early, we can ensure that the subsequent stages are tailored to the specific needs of stakeholders. The remaining stages will be subsequently addressed as the capacity building activities progress.

ECO-READY Capacity Building Needs

Needs identified from the ECO-READY Stakeholder analysis (D2.1)

The first part of data on the (capacity building) needs of the ECO-READY stakeholders derives from the Delphi study and EU-wide Survey as part of Task 2.1 (Deliverable 2.1 - Mattas et al., 2024).

“Education & Training”, “Information & Science support”, and “Knowledge & Collaboration” were referred to by stakeholders as positive factors and are perceived as strengths and opportunities (see Table 11). All these topics and approaches can be generally categorised under the umbrella of “capacity building”, supporting our notion that capacity building should be given significant attention in the ECO-READY project.

Table 11 Delphi study results - Open-ended questions findings, aspects of “capacity building” (Education & Training, etc.) are perceived as Positive aspects (source: Mattas et al., 2024)

Positive (Strengths/Opportunities)	Negative (Weaknesses/Threats)
Education & Training	High prices for organic food
Information & Science Support	Decreased productivity and limited supply of sustainable foods
Knowledge & Collaboration	Wrong consumer choices
Consumer Mass Action (collective informed choices can lead to positive changes in the food system)	Climate change and extreme weather events
Consumer Education & Consumer Culture	Unequal distribution of resources
Global Change In Diets & Consumption Patterns	Sustainable foods are targeted towards high-income markets
Environmental Awareness	Significant post-harvest losses
Dissemination Of Information	High cost and low demand for sustainable foods
Youth To The Agri-Food Sector	Changes in land use
Certification/Labelling	High operation costs for distribution chains
New Technologies	Increased demands on labour (for sustainable foods)
	Lack of workforce

The Delphi study highlighted the strengths and weaknesses of sustainable food systems. In particular, education and training, knowledge sharing, environmental awareness, global diet changes, youth involvement, and advancements in new technologies were identified as strengths, while high prices for organic food, limited supply, climate change impacts, unequal resource distribution, and high operational costs as weaknesses.

General training material needs identified by the ECO-READY Living Labs (Kick-off meeting in April 2024)

To acquire feedback on all the proposed and planned capacity building activities and materials directly from our stakeholders - particularly the Living Labs - we developed a **Mentimeter Survey titled “Eco-Ready Capacity Building Survey: Training materials and delivery formats on Food Security (FS), Climate Change (CC) and Biodiversity (BD)”** in early April 2024. Mentimeter was selected as it is an interactive tool for real-time and immediate feedback, and engagement from living lab representatives during the in-person sessions. Together with White Research colleagues we developed the relevant survey and gathered necessary data during the LLs kick-off meeting on 22nd-23rd April, 2024. There, we guided the participants through the Mentimeter Survey in a dedicated timeslot. The survey included a series of questions related to specific planned actions in terms of content, language and the preferences of the Living Labs. A total of 57 people participated in the survey, including 34 LL partners and 23 ECO-READY partners.

The results of the survey which indicate the perceived usefulness level of interest of the participants from the LLs (37 respondents) in the proposed materials are as follows:

- Video recording of presentation during online webinar with expert(s) (a score of 4.1 out of 5)
- Presentation of an expert on a certain topic in pdf & a Handbook of riddles for all ages (both scored 4 out of 5),
- Glossary of terms (a score of 3.9 out of 5)
- Stakeholder briefs (a score of 3.8 out of 5)
- Other materials (a score of 2.2 out of 5)

For more details, see Figure 20.

**Can you indicate your preference for the proposed Eco-Ready training materials and delivery formats?
(Strongly agree = Most interested)**

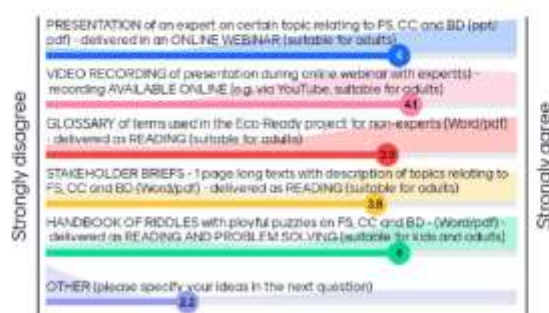


Figure 20: Living Labs representatives' preference for the proposed training materials and delivery formats (source: own based on Mentimeter survey)

LL participants also proposed a range of other materials that they would like to see as outcomes of the Eco-Ready project in the field of capacity building. These suggestions included various types of videos (animation videos, 1-2 min short videos, video recordings for kids, YouTube video reels), audios (podcasts 2x), visual materials (mini comics illustrations, posters), written documents (white papers for politicians/policy makers), and interactive activities (quizzes on social media (2x), games (2x), discussion between experts and experiential learning workshops).

The survey also helped to identify the most interesting, challenging and pressing topics that the LL representatives would like to learn about (42 responses) - see Figure 21.



Figure 21: Preferences of Living Labs representatives for topics they would like to learn more about (source: own based on Mentimeter survey)

Last but not least, we asked about the wish of LL representatives to have some of the materials available not only in English (default option), but also in selected national languages. The results shown below in Figure 22 indicate that Polish and Greek stand out as the most common answers here, with a total of 28 responses.



Figure 22: Language preferences of Living Lab representatives' for the proposed materials (source: own based on Mentimeter survey)

This emphasises the importance of providing content in local languages, making it easier for people across the EU to access and engage. It reflects ECO-READY's commitment to reaching and involving diverse communities throughout the region.

Detailed capacity building/ training needs identified by the ECO-READY Living Labs (online consultations in June 2024)

To better comprehend the capacity building and training needs of the project's stakeholders, individual consultations in the form of **brainstorming sessions** were held by White Research with all 10 LLs involved in the ECO-READY project in **June 2024**. Summary of the key training needs for each LL were then shared by colleagues from White Research for further analysis.

A wide variety of capacity building and training needs have been identified through online consultations with Living Labs' representatives. For the purpose of this report, the identified needs are grouped in a number of ways to enhance understanding of the types of training needs that the project must address. **There did not seem to be a strong distinction of training needs based on geographical location of the LLs; some training needs were common across LLs from various parts of Europe** (e.g., effective communication and engagement of farmers and policy makers), while some training needs differed, depending on the focus of the specific LL.

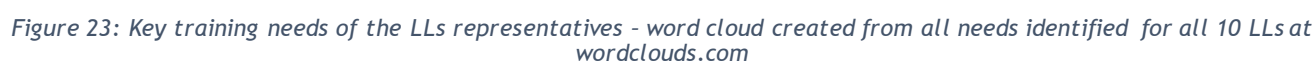
The major distinction was therefore made between training needs of 1) the LLs representatives themselves and 2) the stakeholders involved in the LLs.

Key training needs of the LL representatives

As a first general overview, a **graphic representation of the key training needs of ECO-READY Living Labs' representatives** is presented in the form of a word cloud in Figure 23. The words 'policy', 'training', 'farmers' and 'communication' stand out.

Next, a **summary of key training needs**, based on the detailed overview in Annex C, is provided in **Box 1**. LLs' representatives expressed an interest to **increase their capacity building in five broader areas**:

- Communication and engagement of relevant target groups.
- Relevant policies and policy-making processes in the EU.
- New techniques and innovations in the field.
- Specific environmental impact assessment and foresight methods.
- Interactive activities such as games in related themes.



Box 1. Summary of key training needs of the LLs' representatives*

- Effective communication strategies, advocacy and engagement of relevant target groups (farmers, policy makers, media/press)
- Relevant policies, policy making processes in the EU and how to communicate them to farmers (e.g. overcoming farmers' opposition to European Green Deal's regulations = specific topic to communicate with farmers, but also with policy makers)
- New techniques and innovations in the field (e.g. organic farming techniques, climate resilience and adaptation, biodiversity enhancement, technical innovations - drones, precision machines, etc.)
- Specific environmental impact assessment and foresight methods (e.g. Horizon Scanning, Environmental Scanning, Foresight Methods, Consequential and Social LCA, global market equilibrium models, and market analysis)
- Games in related themes (in national languages)

Key training needs of the LL's stakeholders involved

The summary of key training needs outlined in Box 2, based on the more detailed overview in Annex C, indicates that LLs' have identified needs of their stakeholders involved in five broader areas, namely:

- Development of communication/training materials on sustainable policies and practices.

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Table 13 Summary of key training needs of the LLs' stakeholders involved

- Communication/training materials on sustainable policies and practices (e.g. EU Green Deal, Farm to fork concept, positive aspects of vertical farming, promotion of local products, Training material as guide for young generations, Short videos around the ECO-READY themes, Materials that could provide incentives to farmers to increase willingness to share their data and build trust towards policy makers, Material translating technical info into easy to understand messages, Materials to be translated into local language: One pagers on food security , biodiversity, climate change, Training material in simple language for farmers regarding new tech, Training material in simple language for events planned in schools, Training material for young students, Educational short videos for social media)
- Training on technological innovations and sustainable practices in the field (e.g. knowledge of sustainable agricultural practices, climate change adaptation strategies for agriculture, vertical farming, drones, precision machines)
- Training on simplified environmental impact assessment and data needed (e.g. training needs per product/ type of farmers, Social LCA)
- Training to improve language (English) skills
- Knowledge sharing workshops/engaging local communities (e.g. Farmers: Practical organic farming and market access, Policymakers: Evidence-based policy making and climate policy, reaching out to tech companies within the food industry)

**Based on a detailed description in Annex C at the end of this document.*

Session with CZU Erasmus Students

On November 11th, 2024, we facilitated an interactive session with Erasmus students enrolled in the Sustainability in the Food Chain course at the Czech University of Life Sciences (CZU). This activity, organised in collaboration with Professor Jaroslav Havlik, aimed to enhance students' understanding of the EU food system, foster collaborative learning, and collect feedback on key project materials we have developed as part of this work package (Figure 25).

The session was designed to achieve the following:

1. Provide an overview of the EU food system and its complexities.
2. Introduce the Eco-Ready project, highlighting its focus on stakeholder engagement and capacity building.
3. Facilitate collaboration among students using the *glossary of terms* developed by the team, including terms such as food security, food system resilience, and ecosystem services.
4. Engage students in co-creation activities by having them analyse and discuss stakeholder briefs on pressing issues such as:
 - Food security in Europe
 - Climate change in European food systems
 - Biodiversity in European food systems
 - EU policy documents addressing these challenges

Activities and Engagement

The students in the class came from diverse backgrounds which helped in the perspective of understanding and sharing information. The activities in the class included:

- **Glossary of terms exploration:** Students worked in groups to review and discuss definitions from the glossary of terms developed by the team. They shared their perspectives and also got to understand new terminologies.
- **Stakeholder brief discussions:** After analysing the prepared briefs, the students in a co-creation section, brainstormed innovative ways to disseminate this information effectively to stakeholders.

Outcomes and Feedback

The students' presentations on dissemination strategies were highly creative and innovative, showcasing their ability to think critically about real-world challenges. These ideas were documented and will be considered in refining the project's capacity-building activities. The feedback from the students was positive, with many expressing a keen interest in the Eco-Ready project and its goals. Generally, the students enjoyed the co-creation sections and would have wanted to have more time in listening to talks about the project. All their suggestions and comments will be taken into consideration when organising similar programs in the future.



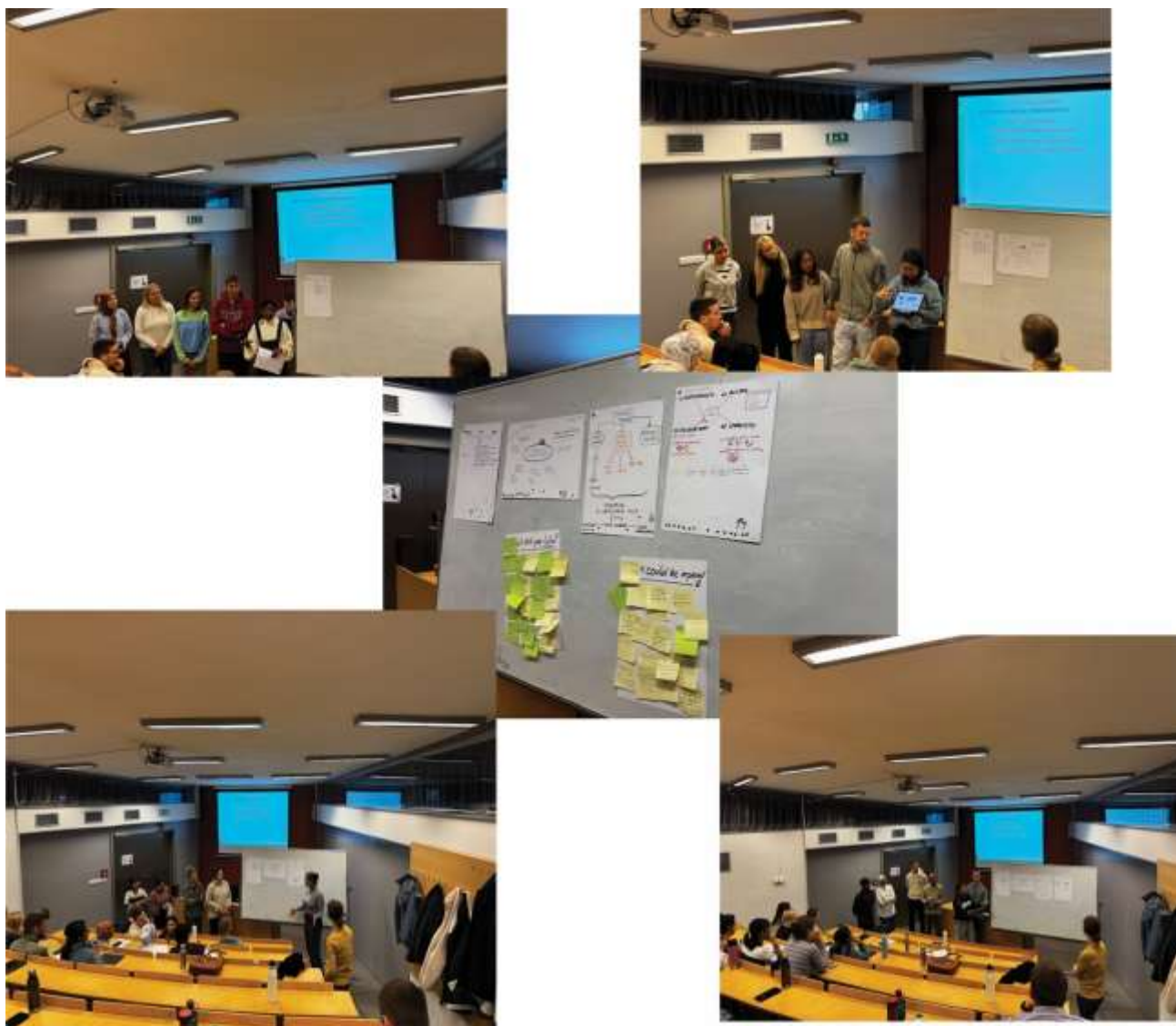


Figure 25. Co-creation session with CZU students

Key findings and next steps on capacity building

This report provides a first comprehensive overview of the capacity building needs of ECO-READY stakeholders. We summarise and outline next steps for Task 2.3 based on the ADIM Capacity building workflow model here (as introduced in Figure 19).

(A) Needs Assessment: Capacity building needs of ECO-READY stakeholders

Based on our interaction and exchange with the ECO-READY Living Labs and selected groups of EU stakeholders (policy makers, practitioners, civil society, consumers) via a range of surveys and online consultations, we identified specific needs for skills and training materials to be further elaborated on within the project.

The summaries of key training needs of LL representatives and their stakeholders involved are outlined in Table 12 (Box 1) and

Table 13 (Box 2), respectively. The identified needs relate in general to effective communication with various stakeholders (e.g. farmers, policy makers, media, etc.), knowledge and communication of relevant policies, new techniques and innovations in the field, environmental impact assessment and foresight methods, as well as interactive ways of engaging local stakeholders and supporting knowledge sharing, such as games and workshops.

To follow up on the information obtained, we now aim to adjust further work in Task 2.3 in order to fit in with the ideas and wishes of our stakeholders. The aim is to create capacity building materials that truly meet the needs of our Living Labs and their own local stakeholders to reach the wider European audience dealing with sustainable food systems in terms of policy makers, practitioners, civil society, as well as consumers.

(D) Design: Activities and materials to be developed

The key aim of this report was to analyse the capacity building needs of our stakeholders. However, the work does not end here- it is rather the basis for further design of suitable activities and materials, for their implementation to relevant stakeholders and, last but not least for monitoring on progress made (as per Figure 19). The main objective of Eco-Ready is to develop an Observatory which is equipped with a toolset designed to meet the needs of our LLs and their local stakeholders. By understanding the needs of LLs and stakeholders, we can ensure meaningful input into the functionalities and interfaces of the modules being developed for the Observatory, such as the Food Security Early Warning Dashboard and the interactive games that will be integrated into its mobile app. These modules will be tested by the LLs to refine their usability and effectiveness before being fully integrated into the digital Eco-Ready Observatory.

The training materials suggested in our project proposal seem to be well in line with the needs of our stakeholders (as per Table 11 and Figure 20). We identified from the Delphi study (Table 11) strengths and opportunities such as “Education & training”, “Information & Science support” and “Knowledge and Collaboration which directly inform the upcoming tasks in capacity building. These strengths can be addressed through tailored workshops, hands-on sessions, creating accessible resources, offering guidance as well fostering collaborations and networks which can be seen in Table 14. **We will therefore keep developing these materials (presentations via webinars, stakeholder briefs, glossary of terms, etc.) on the topics mentioned by our stakeholders** (as per Figure 21) in the coming weeks and months, as **outlined** in Table 14. We will also consider some additional materials that were initially not part of the project proposal but were proposed by our stakeholders or consortium members (e.g. Handbook of riddles, Quizzes, Games and other interactive contents), but we will focus on these after careful consideration of the team members’ capacities and budget available.

Language of materials

The primary language of the materials will be English. However, not all stakeholders are fluent in English, which could hinder the dissemination and impact of the capacity building activities. Moreover, our stakeholders showed a strong interest in the materials being

translated into other national languages (e.g. Polish, Greek, French, etc. - as per Figure 22). Hence, **we will provide guidelines on how the original materials can be translated from English into national languages so that good quality outcomes are ensured.** We will consider both written materials (direct translation of text) as well as recordings and videos (possibly with subtitles).

(I) Implementation: Delivery of the training

Due to the nature of the project spanning across many countries in Europe, the primary way of delivery is planned to be in an electronic way (e.g. emails, online webinars, Google Docs, etc). In total, 10 webinars with Living Labs and 2 EU-level webinars will be organised as per the project proposal. During the webinars, we will ensure stakeholder engagement through interactive features, Q&A sessions and many others. There will be also some materials developed for self-paced learning (e.g. Stakeholder briefs, Table of Resources, etc.), as outlined in Table 14.

(M) Monitoring: Increased capacities

In order to be able to monitor progress and to assess whether capacity building has been shaped to some extent due to our activities and materials, we aim to develop simple ways for how to acquire feedback from our target groups. For instance, we may distribute short feedback forms among LL representatives before and after the delivery of the training, we may track the number of people engaged in our webinars, and similar other approaches.

To provide a comprehensive overview of the tasks and responsibilities, Table 14 offers a clear timeline and details about the training materials to be used throughout this process. Each activity has been assigned to the responsible partners and LL partners to ensure accountability and track ownership for every task.

Table 14 Proposed training materials and delivery methods as part of Task 2.3 Capacity building of stakeholders (as of end of October 2024)

	TRAINING MATERIAL	DELIVERY METHOD	CURRENT STATUS
1.	Table of Resources containing major training activities and materials relating to Food security, Climate change and Biodiversity (Google Table)	Self-paced learning (reading) - possible to filter out activities and materials of interest, suitable for adults	Finalised, Task leaders to decide on best ways of sharing with our stakeholders
2.	Glossary of terms used in the ECO-READY project, explanation of terminology for non-experts (Word/pdf)	Self-paced learning (reading), suitable for adults	Finalised, Task leaders to decide on best ways of sharing with our stakeholders
3.	Stakeholder briefs about 1-2 page long texts with basic description of topics relating to Food security, Climate change and Biodiversity (Word/pdf)	Self-paced learning (reading), suitable for adults	Finalised, Task leaders to decide on best ways of sharing with our stakeholders

4.	<u>Handbook of Riddles for all ages</u> with various playful puzzles containing topics relating to Food security, Climate change and Biodiversity (Word/pdf)	Self-paced learning (solving text riddles and discovering new information), suitable for anyone from age 8 and up	To be considered for creation based on the Stakeholder Briefs and Glossary of Terms
5.	<u>Presentation</u> of ECO-READY experts and Living Labs on certain topic relating to Food security, Climate change and Biodiversity (ppt/pdf)	Online webinar with ECO-READY expert(s) and Living Labs, suitable for adults	Outline to be prepared by end of December, to be delivered from M24 onwards
6.	<u>Video recording</u> of webinar with ECO-READY expert(s) and Living Labs (e.g. via YouTube, on ECO-READY website)	Online webinar with ECO-READY expert(s) and Living Labs, suitable for adults	To be recorded from M24 onwards
7.	Other - as per the capacities of the ECO-READY team and available budget	Extra materials suggested by LLs' representatives (e.g. videos, quizzes, etc.)	To be discussed in the WP2 meetings and the wider consortium

Synergies for further ARAs and Capacity building

ECO-READY and the Living Labs have numerous opportunities to foster synergies, exchange knowledge, share training materials, and collaborate on approaches that maximise outreach. By leveraging these synergies, we can reach a broader range of stakeholders and significantly increase awareness about the project and the ECO-READY Observatory. These collaborations will allow us to scale up awareness-raising actions and build capacity for more effective stakeholder engagement, contributing to the transformation of food systems across Europe.

Food2030 Connected Labs Network

The FOOD2030 Connected Labs Network, managed by EUROCITIES, brings together living labs, policy labs, communities of practice, and other co-creation initiatives dedicated to transforming food systems at local, regional, and national levels (food2030.eu). This network provides a valuable platform for ECO-READY and its Living Labs to meet, discuss, share expertise, and extend our network. Through collaboration within this unified network, awareness-raising efforts can be amplified and sustainable food systems collectively advanced across Europe.

European Network of Living Labs (ENoLL)

The European Network of Living Labs (ENoLL) is an international, non-profit, independent association of benchmarked Living Labs (enoll.org). Living Labs are real-life test environments that promote co-creation and open innovation among the main actors of the Quadruple Helix Model: citizens, government, industry, and academia.

Through ENoLL, the Living Labs can engage in joint actions, facilitating knowledge exchange and project partnerships with over 480 members in Europe and globally. This connection will help us scale our awareness-raising actions, enhance the Living Labs concept, and influence EU policy discussions to foster the global implementation of sustainable solutions. Additionally, ENoLL's Capacity Building Programme provides training services aimed at expanding the knowledge base of Living Lab practitioners at all levels – from newcomers to experts. This programme strengthens awareness-raising activities and enhances the overall impact of Living Labs and Open Innovation practices.



Conclusions

The bilateral sessions and exchanges with the Living Lab (LL) teams significantly deepened our understanding of each LL's unique scope, regional conditions, and the specific needs of the key target actors. These insights have been crucial in shaping the tailored awareness-raising strategies, key messages, and engagement methods across all Living Labs. By addressing the specific socio-economic and environmental factors of each region, the campaigns are well-positioned to drive meaningful change in sustainable agriculture and climate resilience.

One major takeaway from these sessions will be the identification of specific capacity-building needs among stakeholders. Each LL revealed unique gaps in knowledge and skills, which ranges from understanding climate-resilient agricultural practices, digital tools, organic systems, biodiversity as well as navigating relevant policies and frameworks which are of interest and benefit to them. If we are able to bridge the gaps identified, stakeholders including farmers, researchers and policy makers can be empowered to adopt and advocate for sustainable solutions.

As we move into the next phase, the focus will shift to finalising the design and launching of the ARCs, ensuring that each initiative is finely tuned to its target audience. In addition, the preparation and execution of capacity-building sessions will empower stakeholders—ranging from farmers to policymakers—with the knowledge and tools to actively participate in and promote sustainable practices.

The Living Labs, supported by their partners, will carefully plan and execute all upcoming awareness-related activities, including info days, workshops, and joint events with relevant projects. These actions will not only engage a wide range of actors but also contribute to building stronger ecosystems and enhancing collaboration across regions. By incorporating capacity-building initiatives that respond to the specific needs of stakeholders, the activities will create a more informed and empowered network of actors committed to driving change. With clear monitoring and evaluation frameworks in place, we are confident that the Living Labs' efforts will create lasting impacts on both regional and European levels, fostering a more sustainable and resilient agri-food sector.



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Annex

A. Living Labs Budget Allocation

Budget Allocation for Awareness Raising and Capacity Building Activities

Efficient budget allocation is crucial for maximising the impact of awareness raising actions and capacity building activities. Here are some strategies and tips to help Living Labs (LLs) distribute their budget effectively:

Strategies for Efficient Budget Allocation

- **Prioritise Key Activities:**
 - **Identify High-Impact Actions:** Focus on activities that have the highest potential to engage stakeholders and raise awareness. Prioritise events and campaigns that align closely with the project's goals.
 - **Allocate Budget Proportionally:** Allocate a larger portion of the budget to high-priority activities, ensuring they have sufficient resources for success.
- **Leverage In-Kind Contributions:**
 - **Partner Collaborations:** Collaborate with local organisations, educational institutions, and businesses that can provide in-kind support such as venues, equipment, or promotional materials.
 - **Volunteer Engagement:** Recruit volunteers to assist with event organisation, outreach, and other activities to reduce costs.
- **Utilise Cost-Effective Channels:**
 - **Social Media and Online Platforms:** Maximise the use of free or low-cost online tools for promotion and engagement, such as social media, webinars, and email newsletters.
 - **Digital Materials:** Develop digital training materials and resources to minimise printing and distribution costs.
- **Reusable Content:**
 - **Reusable Content:** Create materials and resources that can be reused or adapted for multiple events and activities, saving on production costs.
- **Monitor and Adjust:**
 - **Track Expenses:** Keep detailed records of all expenditures to monitor the budget closely and identify any areas of overspending.
 - **Evaluate Impact:** Regularly assess the impact of activities to determine their effectiveness. Adjust future budget allocations based on what is working best.

Suggested Budget Allocation Breakdown

- **Event Costs:**

- **Venue Hire:** Allocate funds for renting venues for workshops, info days, and community events. Consider free or low-cost community spaces.
- **Materials and Supplies:** Budget for necessary materials such as brochures, banners, and workshop supplies. Opt for digital materials where possible to save costs.
- **Promotional Activities:**
 - **Online campaigns:** Allocate funds for targeted online campaigns (e.g., social media ads) to reach a wider audience.
 - **Printing Costs:** Budget for printing essential promotional materials, keeping print runs minimal and focused to avoid waste.
- **Technology and Tools:**
 - **Webinar Platforms:** Invest in reliable webinar software for online training sessions and meetings or use reliable free versions.
 - **Digital Tools:** Allocate funds for any required digital tools or software that can enhance engagement and interaction (e.g. Miro, Menti, Slido etc.).
- **Content Development:**
 - **Training Materials:** Budget for the creation of high-quality training materials and modules, including videos, infographics, and guides.
 - **Translation Services:** Ensure funds are allocated for translating materials into the necessary languages to cater to all stakeholders.
- **Travel and Accommodation linked to dissemination and awareness raising actions:**
 - **Local Travel:** Budget for travel expenses for team members attending local events/workshops linked to dissemination and awareness raising.
 - **Accommodation:** Allocate funds for accommodation if events or activities require overnight stays, though prioritise local engagement to minimise these costs.
- **Contingency Fund:**
 - **Reserve Funds:** Set aside a small percentage of the budget as a contingency fund to cover unexpected expenses or opportunities that arise.

Examples of Cost-Saving Measures

- **Partnerships and Sponsorships:** Seek partnerships with local businesses and organisations that can provide sponsorship or in-kind support for events and materials.
- **Volunteer Programmes:** Engage local volunteers, including students and community members, to assist with event planning and execution.
- **Bulk Purchasing:** Purchase materials and supplies in bulk to benefit from discounts and reduce per-unit costs.
- **Hybrid Events:** Organise hybrid events (combining in-person and virtual participation) to reach a larger audience while minimising venue and travel costs.

- **Repurpose Existing Content:** Adapt and repurpose existing content from other successful campaigns to save on development costs.

Expenses record keeping

The LLs shall keep the originals or, in exceptional cases, duly authenticated copies - including electronic copies - of all documents relating to the Contract until 2031. These shall be made available to the EC when requested during any audit under the Grant Agreement.

For the process of record keeping, LLs are advised to consider Article 10 Financial audits and controls of the Sub-agreement contract.



B. Monitoring template

The form below has been designed to help you keep track of any kind of awareness activities. Just to remind you, dissemination activities include, but are not limited to, meetings, workshops, interviews, press releases, publications, e-mails, presentations, informal discussions, seminars, etc. Please, complete any relevant parts of the form below each time you perform a dissemination activity either this is small or large.

Important: Specify the type of activity as well as the type of the audience(s) addressed using the categories provided in the drop-down menu.

No. of Action	Date of activity	Format of activity	Place of activity	Type of activity (Choose one of the activity categories listed in the drop-down menu)	Title of conference, workshop, publication, website article, etc. (In case of a social media post, make sure to specify the social media platform used (Facebook, Twitter, LinkedIn))	Channels (social)	Type of audience (In case the action reached more than one type of stakeholders please describe this type in the line below. Use as many lines as necessary)	Size of audience per type of stakeholders group (no. of persons per stakeholder group. For a social media post please add the views of the post)	Gender of audience		Total number of participants	
									Male	Female		
1	Example 15/01/2023		Brussels, Belgium	Organisation of a conference	"Title of Conference"		Policy-makers	5	3	2	60	
							Researchers & academia	20	8	12		
							Financial institutions & individual investors	30	21	9		
							Civil society	3	3	0		
							Livestock farmers, farmer groups and associations, agricultural cooperatives	2	0	2		

Total number of participants	Countries/Regions/Bioclimatic zones addressed	Role and description of your organisation's involvement (e.g. presenter, facilitator, interviewer, speaker, discussant, author, participant, etc.)	Type of LL material used (e.g. LL flyer, LL poster, project presentation, etc.)	Key messages	Quantity of project material used (no. of copies distributed per type of promotional material)	Other LLs/ECOREADY partners or external organisations responsible / involved	Short description of the action as well as of the dissemination activities	Other comments (IF RELEVANT)	Significant contacts made IF RELEVANT (name, position, organisation; if consent to store and share data was given, add also address, tel, fax, e-mail)
60	Belgium (50), France (15), Germany (10), Spain (4)	Presenter; Powerpoint presentation of the Ecoready project	ECOREADY Presentation	e.g., environmental benefits of using RES at farm level	1	NA	Participation to a conference organised by Organisation X in the thematic area of XX. We participated as main presenters in a dedicated session. Moreover, important contacts were made with relevant stakeholders.	The participation in the event was successful since the project was introduced to important stakeholders.	1. Contact No. 1 2. Contact No2
			LL flyer on xxx		110				

C. Living Labs' training needs

Detailed key training needs of the Living Labs as identified during online brainstorming sessions in June 2024

Country & LL name*	Key training needs of the LLs representatives (if any)	Key training needs of the LLs stakeholders involved
Poland (EcoReadyMasuria)	- Effective communication strategies for engaging farmers in our upcoming surveys, workshops and on-farm trials - Strategies to overcome opposition to European Green Deal regulations that may negatively affect farm productivity and income. Gamification methods in related topics (training available in French).	- Knowledge of sustainable agricultural practices - Climate change adaptation strategies for agriculture
Denmark (LivOrganic)	- Engagement strategies for policymakers to raise awareness of ECO-READY activities and obtain political support.	- Reaching out to technology companies within the food industry to explore opportunities to utilise the ECO-READY's Observatory areas of focus.
Spain - Catalonia (CONCAT)	- Trainings on effective communication with stakeholders	- Training workshops with ECO-READY tools for data collection to encourage local partners, farmers, and stakeholders to adopt FAIR data principles, improving overall data quality and sharing. - Knowledge gaps in climate change impact assessments
Sweden (SECO-Collab)	- Training on media engagement, including interactions with press and media outlets.	- Promoting local products and empowering local communities. - Knowledge sharing workshops. - Techniques for vertical farming
Greece (THALLA)	- Training in horizon scanning, environmental scanning, foresight methods, consequential and social life cycle assessments (LCA), global market equilibrium models, and market analysis. - Sharing results from D2.1.	- Identification of training needs following scenario building. - Training needs tailored by product/type of farmer. - Training in social LCA. - Training material as a guide for young generations. - Short videos on ECO-READY themes.

Hungary (EcoVitaLL)	- Introduction to the EU Green Deal and opportunities to connect to ongoing processes (targeting policy makers). - Training on relevant EU policies and policy-making processes. - Review of results from D2.1 on stakeholder analysis.	- Training on the EU Green Deal and Farm to Fork concepts, especially for consumers. - Materials on the benefits of vertical farming (noting low acceptance in the region).
Germany (ESAPPIN)	- Strategies on food waste reduction - Exploring food processing techniques	- Materials that provide incentives for farmers to increase willingness to share data and build trust towards policymakers. - Materials translating technical information into accessible language. - Materials translated into local languages. - One-pagers covering food security, biodiversity, and climate change.
Italy (AldeMec)	- Training on technological innovations. - Information on the impacts of climate change	- Training on technological innovation (drones, precision machines) and language (English) skills. - Training material in simple language for farmers regarding new technologies - Training material in accessible language for school events.
France (LOFS)	- Capacity building on communication methods	- Training material tailored for young students - Educational short videos for social media (in English, with French subtitles)
Czech Republic (PROBIO)	- Organic farming techniques - Climate resilience and adaptation strategies - Biodiversity enhancement - Policy advocacy and engagement in policy-making processes	Farmers: Practical organic farming and market access Policymakers: Evidence-based policy-making and climate policy training

**Order of LLs countries here is given by the order in which the online meetings were held according to date.*