



# Updated Dissemination, Exploitation and Communication Plan at EU and National Level

Deliverable 8.2

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## List of Abbreviations

<b>AC</b>	Associated Countries
<b>D&amp;C</b>	Dissemination and Communication
<b>CFD</b>	Climate Farm Demo
<b>CoDIE</b>	Co-Design Innovation Experiment
<b>CoP</b>	Community of Practice
<b>CS</b>	Climate Smart
<b>CSA</b>	Climate Smart Advisor
<b>(CS-)AKIS</b>	(Climate Smart) Agricultural Knowledge and Innovation Systems
<b>(CS-)AS</b>	(Climate Smart) Advisory Services
<b>(CS)-ASP</b>	(Climate Smart) Advisory Service Providers
<b>CSC</b>	Climate Smart Coach
<b>CSF</b>	Climate Smart Farming
<b>DEC</b>	Dissemination, exploitation and communication
<b>DLA</b>	Dynamic Learning Agenda
<b>GA</b>	General Assembly
<b>GHG</b>	Greenhouse Gas
<b>MA</b>	Multi-Actor
<b>ME&amp;L</b>	Monitoring, Evaluation and Learning
<b>MIP</b>	Multi-Sector Innovation Project
<b>MS</b>	Member States
<b>NC</b>	National Coordinator
<b>PA</b>	Practice Abstracts
<b>P2P</b>	Peer-to-Peer
<b>PDF</b>	Pilot Demonstration Farm
<b>PIP</b>	Projects, Flagship Initiatives and Policy Makers
<b>TL</b>	Thematic Leader
<b>TTT</b>	Train the Trainer

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# 1 Abstract

The D8.2 Updated Dissemination, Exploitation, and Communication (DEC) Plan provides an in-depth review of the progress, challenges, and next steps in advancing the DEC strategy for the ClimateSmartAdvisors project. Building upon the foundation set in D8.1, this updated plan transitions from a strategic planning document to a comprehensive analysis of dissemination and exploitation efforts at the project, EU, and national levels.

Key additions in this version include a detailed first draft of the exploitation strategy, outlining structured pathways for ensuring the long-term utilization and sustainability of project outputs. The document also evaluates engagement efforts across different audiences, identifying lessons learned and areas for improvement. A core focus is the shift from general project promotion to the targeted dissemination and exploitation of results, ensuring that key stakeholders effectively utilize project findings and tools.

The document highlights successful engagement strategies, including social media campaigns, training sessions, and integration with the Farming for Climate platform, while also addressing challenges and mitigation strategies. Moving forward, WP8 will intensify efforts to refine audience segmentation, tailor engagement strategies, and expand knowledge-sharing initiatives, ensuring that project outcomes have a lasting impact beyond the project's duration. In addition, the document includes the update of a National DEC plan, as well as analysis based on the DEC efforts during Reporting Period 1.

## 2 Introduction

In ClimateSmartAdvisors, advisors are recognised as being in a key position in developing and sharing climate smart (CS) innovations and good practices between peers and with farmers. Therefore, ClimateSmartAdvisors works on improving the opportunities, knowledge, and skills of agricultural advisors to support farmers in the implementation of climate change mitigation and adaptation actions across Europe. The project aims to boost the role of agricultural advisors and advisory service providers (ASP) across by strengthening their capacity in providing targeted advice on climate mitigation and adaptation approaches, and by sharing solutions for impactful advisory methods. By boosting the role of the EU agricultural advisory community, we aim to contribute to an acceleration of the adoption of Climate Smart Farming (CSF) practices by the wider farming community within and across EU Agricultural Knowledge and Innovation Systems (AKISs).

ClimateSmartAdvisors work package (WP) 8 works on developing a strong DEC strategy to ensure that knowledge and project results are communicated and disseminated to the EU agricultural advisory community and all other relevant actors and stakeholders across the EU & AC. Deliverable 8.2 is part of Task 8.1, presenting the overall strategy for internal/external communication and is designed as a guide for all partners to help them achieve the most out of their communication processes. The Plan is considered as a living document and updated at least two times (M24, M48) after official establishment (M6), based on inputs from the needs analyses (T1.1), Strategic plan for PIP (T7.1) and other changes such as new synergies, media opportunities, etc.

The current submission provides a comprehensive analysis of the chosen strategies, tools, and communication channels tailored to suit this project's approach in disseminating, communicating, and leveraging its results, including the first draft of a detailed exploitation strategy. Ongoing refinements are anticipated, with one more planned revision in M48. Please see Chapter 3 of this document to learn more about the purpose, scope, focus areas and document structure.

## 3 Executive Summary of Updates

### 3.1 Purpose of this revision and Scope

The D8.2 Updated DEC Plan builds upon the foundation set in D8.1, transitioning from a strategic planning document to a comprehensive analysis of the work completed at the project, EU, and national levels. While D8.1 primarily focused on structuring DEC activities, D8.2 provides an in-depth review of their implementation, including success stories, challenges encountered, and mitigation strategies applied. A key addition to this update is the first structured draft of the exploitation strategy, outlining how project results can be further utilized and scaled beyond the project's duration.

The core focus of D8.2 is to extract lessons learned from the first phase of implementation, ensuring that upcoming activities are optimized based on experience and feedback. This document presents detailed reflections on engagement strategies, the effectiveness of outreach methods, and the impact of different communication tools used so far. It also lays out plans for the next phases of the project, emphasizing how to further refine and intensify dissemination efforts, expand stakeholder engagement, and align exploitation strategies with evolving project outcomes. By providing a clear roadmap for the next period, D8.2 ensures that DEC efforts remain dynamic, targeted, and impactful at both the EU and national levels.

### 3.2 Key Additions and Focus Areas

The D8.2 Updated DEC Plan builds upon the strategic framework set out in D8.1, shifting from planning to a detailed analysis of implementation and progress. Several key additions and focus areas have been introduced in this version:

- **Exploitation Strategy in Detail** – This document presents the first structured draft of the exploitation strategy, outlining pathways for ensuring the sustainability and long-term impact of the project's key results. The strategy details how project outputs, including the Farming for Climate platform, Practice Abstracts (PAs), Train-the-Trainer (TTT) modules, and policy briefs, will be leveraged beyond the project's duration.
- **Analysis of DEC Efforts** – A comprehensive evaluation of dissemination and exploitation activities at the project, EU, and national levels is provided. This includes success stories, engagement metrics, challenges encountered, and mitigation strategies applied to enhance impact.
- **Target Audience Refinement** – After a detailed review, DEC target audiences have been categorized into three groups:
  - **Primary audience:** Climate-Smart Coaches (CSCs) and Climate-Smart Advisors (CSAs).
  - **Secondary audience:** Other advisors and Agricultural Knowledge and Innovation System (AKIS) actors.
  - **Tertiary audience:** Broader public, policymakers, researchers, and general stakeholders, depending on communication channels and activities.
- **Lessons Learned and Next Steps** – The document incorporates reflections on the first phase of implementation, drawing key lessons from project communication efforts. These insights will shape the next phase of dissemination, with a focus on tailored communication strategies, audience segmentation, and optimized engagement through digital tools and social media platforms.

- **Shifting from General Promotion to Result Dissemination and Exploitation** – While the initial DEC efforts focused on raising awareness of ClimateSmartAdvisors, the next phase will shift towards targeted dissemination and exploitation of project results, ensuring wider adoption and long-term sustainability. This includes:
  - Integration of project outputs into the Farming for Climate platform.
  - Expansion of the FarmDemo YouTube video library with multilingual and region-specific content.
  - Increased focus on training and capacity-building efforts for advisors and farmers.
  - Strengthened collaborations with sister projects, policymakers, and media outlets to broaden outreach.

These key updates ensure that DEC efforts remain dynamic, responsive, and strategically aligned with the evolving needs of stakeholders and the overarching project goals.

### 3.3 Document Structure

This deliverable is structured into 10 main chapters, along with annexes that provide supporting materials. This structure ensures clarity, coherence, and accessibility, allowing project partners and stakeholders to easily navigate and implement key aspects of the DEC strategy. Below is an overview of its organization:

- **Chapter 1: Abstract**  
Provides a high-level summary of the document, outlining its purpose and key updates.
- **Chapter 2: Introduction**  
Explains the context of the project, the overarching objectives of WP8, and how the DEC Plan aligns with the broader ClimateSmartAdvisors initiative.
- **Chapter 3: Executive Summary of Updates**  
Highlights the purpose, scope, and key focus areas of the revised DEC Plan.
- **Chapter 4: Updated Project DEC Objectives and Strategy**  
Refines the target audience segmentation and provides a structured approach to how DEC efforts will be carried out.
- **Chapter 5: Communication and Dissemination Channels**  
Details the various tools and channels used for dissemination, including the project website, back-office functionalities, newsletters, press releases, events, and promotional materials.
- **Chapter 6: Social Media Strategy and Performance**  
Outlines the goals, engagement methods, key performance indicators (KPIs), and progress of social media activities across LinkedIn, YouTube, and other platforms.
- **Chapter 7: Exploitation Strategy (First Draft)**  
Introduces the initial framework for exploitation, outlining exploitation pathways, Key Exploitable Results (KERs), and associated implementation timelines.
- **Chapter 8: National DEC Plans**  
Provides an overview of country-specific DEC strategies, detailing how these efforts are tailored to national contexts.
- **Chapter 9: Conclusions and Next Steps**  
Summarizes the key takeaways from the document and outlines actions needed for successful implementation in the next phase.
- **Chapter 10: Annexes**  
Includes supporting materials such as back-office screenshots, newsletter input spreadsheets, infographics, and additional resources relevant to the DEC Plan.

## 4 Updated Project DEC Objectives and Strategy

### 4.1 Revised DEC Objectives

The ClimateSmartAdvisors project is making strong progress in achieving its DEC objectives, ensuring that project results are widely shared, effectively utilized, and have a lasting impact beyond the project’s duration. The main objectives of the DEC strategy are to:

1. Promote the project and its results among the 74 partner organizations in 27 countries, as well as external stakeholders and a broader audience.
2. Disseminate learnings, tools, and other relevant information to the EU advisory community, using multiple communication channels.
3. Facilitate the exploitation of project results by integrating them into future research, policy discussions, and networking activities, maximizing long-term impact.

Moving forward, the focus will be on targeting more specific audiences, grouping them into clusters to ensure that different materials, findings, and tools reach the most relevant stakeholders. By refining the approach to audience segmentation and engagement, WP8 aims to enhance the effectiveness of dissemination efforts, ensuring that materials are not only shared but also actively used within advisory networks, farming communities, and research environments. This strategy will support the overarching goal of transforming project outcomes into actionable knowledge, facilitating their widespread adoption and long-term exploitation.

### 4.2 Main Stakeholder Groups (target audiences)

In this version of the document, following a careful analysis, DEC target audiences have been categorized into three groups to ensure a more structured and effective dissemination approach. The primary audience consists of Climate-Smart Coaches (CSCs) and Climate-Smart Advisors (CSAs), who are at the core of the project’s engagement strategy. The secondary audience includes other advisors and AKIS actors, while the tertiary audience encompasses a broader public, policymakers, researchers, and other stakeholders, depending on specific activities and communication channels, as outlined later in this document. Progress has been made in reaching all three target groups, and as the project moves beyond general promotion, tailored efforts will be intensified to ensure that each audience receives relevant content, tools, and results adapted to their needs.

Target audience	DEC Progress (to date)	Focus in the upcoming period
<b>Climate Smart Coaches (CSCs)</b> <b>Climate Smart Advisors (CSAs)</b>	Intensive D&C efforts in all countries started, especially regarding the general project and early results promotion.	<ul style="list-style-type: none"> <li>- Amplifying efforts and providing more tools and resources.</li> <li>- Facebook group for more networking, knowledge exchange, and discussions.</li> <li>- Expansion of Farm Demo Video Library with localized, subtitled content.</li> <li>- Dissemination of results in agricultural journals and magazines</li> <li>- International conferences organised by the project</li> <li>- EIP Agri Service Point and CAP Networks</li> </ul>
<b>Other advisors and AKIS actors</b>	Ongoing	<ul style="list-style-type: none"> <li>- More newsletter and targetted social media posts.</li> </ul>

Target audience	DEC Progress (to date)	Focus in the upcoming period
		<ul style="list-style-type: none"> <li>- More videos (with subtitles) on YouTube channel.</li> <li>- Farming for Climate web platform.</li> <li>- More guidelines, tools, resources, webinars, etc.</li> </ul>
<b>Farmers</b>	Ongoing	<ul style="list-style-type: none"> <li>- Interactive Facebook group.</li> <li>- Expansion of Farm Demo Video Library with localized, subtitled content.</li> <li>- Joint activities with Climate Farm Demo (including newsletters targeting farmers)</li> <li>- More TV/Radio appearances</li> </ul>
<b>Research and education</b>	Ongoing, efforts will be maximized in the upcoming period, considering more results, guidelines and scientific publications being produced.	<ul style="list-style-type: none"> <li>- Scientific publications in scientific journals</li> <li>- Webinars</li> <li>- Farming for Climate web platform</li> <li>- Connection with sister project ClimateSmartResearch starting on June 1<sup>st</sup> 2025</li> </ul>
<b>EIP Agri Service Point and CAP Networks</b>		
<b>Policy makers</b>	<ul style="list-style-type: none"> <li>- Ongoing, solid base existing on LinkedIn</li> <li>- More efforts through WP7 synergies starting soon</li> </ul>	<ul style="list-style-type: none"> <li>- Planned conferences</li> <li>- Partners' newsletters</li> <li>- Policy briefs</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>- Established connection with EU CAP Network's newsletter and website article</li> </ul>	<ul style="list-style-type: none"> <li>- Collection of media outlets to be reached</li> <li>- Dissemination of results and Farming for Climate platform and tools</li> <li>- Success stories (later in the project)</li> </ul>

Table 1 Target Audiences, Progress and Upcoming Activities

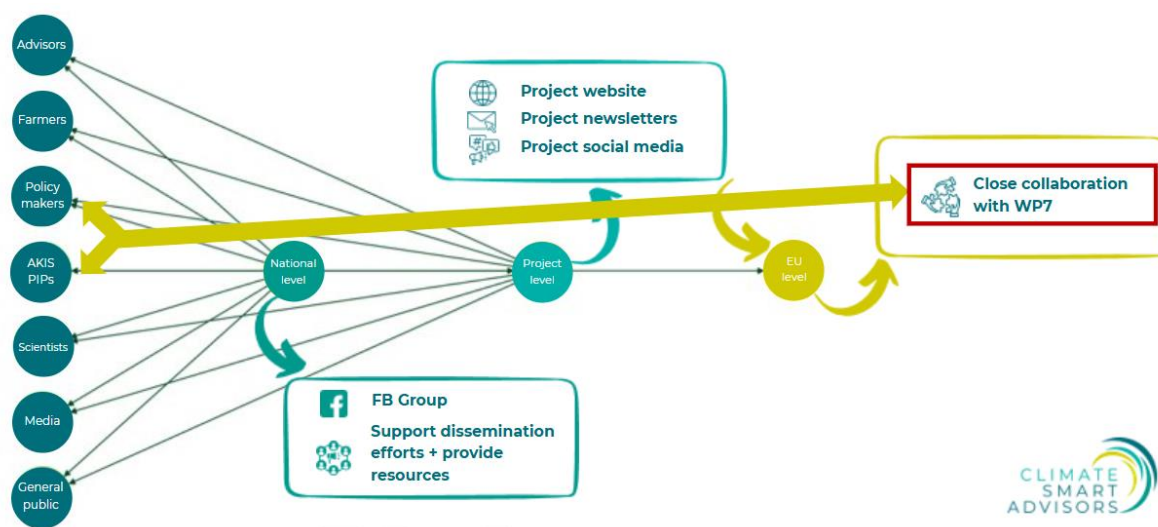


Figure 1 Target Audiences and Upcoming D&E activities – Close collaboration with WP6 and WP7

## 5 Communication and Dissemination Channels and Tools

### 5.1 Farming for Climate

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

### 5.2 Website and Backoffice

The ClimateSmartAdvisors website serves as a comprehensive digital hub specifically designed to meet the diverse needs of advisors, farmers, policy makers, agricultural service providers, educators, and researchers involved in climate-smart agriculture. Distinguished by its innovative and user-friendly design, the website offers intuitive navigation that ensures each visitor easily accesses content tailored precisely to their interests and professional needs. Interactive elements and clearly structured menus facilitate the exploration of a vast array of resources, making it an indispensable tool for stakeholders aiming to implement sustainable agricultural practices effectively.

Beyond presenting detailed insights into the ClimateSmartAdvisors project's goals, methodologies, and outcomes, the website emphasizes transparency and inclusivity through sections dedicated to work packages, project partners, and team members. Each participant in the project is thoughtfully highlighted and categorized according to their specific role-NCs, CSCs, TLs, and the CSA management team - thereby personalizing and humanizing the initiative. This approach not only fosters a sense of community and collaboration but also enhances the credibility and relatability of the project.

An especially noteworthy functionality is the website's ability to translate all content into each of the project's participating languages. Given the involvement of multiple international partners, this feature supports accessibility, collaboration, and information exchange across borders. Crucially, it ensures advisors and farmers can comfortably engage with and apply resources in their preferred language, thereby maximizing the practical impact and inclusivity of the ClimateSmartAdvisors initiative.

Furthermore, the website incorporates several targeted features developed explicitly for each of its primary audience groups.

#### 5.2.1 Resources

The Resources section of the ClimateSmartAdvisors website provides structured access to project materials and content. It includes regularly updated videos sourced from the project's YouTube channel, carefully organized into thematic playlists, such as webinars and Train the Trainer (TTT) sessions, to ensure efficient navigation. The video section will be continuously updated to highlight the latest videos and curated playlists, keeping users informed of recent developments and activities. Additionally, practice abstracts (PAs) will be uploaded in month 36 of the project and

presented in a user-friendly digital format - rather than traditional PDFs - to enable searchability and translation into preferred languages, enhancing accessibility and outreach. Furthermore, all public deliverables produced during the project are systematically archived within this section, facilitating easy retrieval and promoting transparency.

## 5.2.2 Activities

The Activities section of the website consists of two main parts:

1. Communities of Practice (CoPs)
2. Thematic Areas.

The CoP section features a comprehensive database of 38 CoPs established during the project's first wave. Each CoP entry includes the name of the CSC, the thematic area it addresses, and expandable descriptions and objectives available through drop-down menus. Users can filter the CoPs by country and thematic area for easier navigation and targeted information retrieval. For more information, users can refer to the [Annex Section](#) of this document or visit the website [here](#).

Additionally, the website features all 12 Adaptation and Mitigation Thematic Areas, each represented by interactive cards. Clicking on these cards reveals information on respective TLs and detailed descriptions of the thematic area. For more information, users can visit the website [here](#).

## 5.2.3 Updates

The Updates section of the website serves as a dynamic space featuring news and information about the latest events, developments, and project activities at EU, national, and project-specific levels. Regularly updated, this section ensures stakeholders remain informed of important milestones and opportunities for engagement. Additionally, the Newsletter section provides convenient access to all external newsletters published by the project, offering comprehensive insights into ongoing activities, results, and forthcoming events.

## 5.2.4 Backoffice

The Backoffice is a dedicated online space on the project website, for registered users, designed to provide resources, support capacity building, and facilitate knowledge exchange within the project. With 159 registered users, 40 CoPs and 144 registered events to date, the Backoffice serves as a key hub for the CSA Management Team, the CSCs and other stakeholders, enabling them to access structured information, share experiences, and engage in collaborative learning on climate-smart farming practices.

The Backoffice offers several core functionalities:

1. **CoPs** – Users can explore all registered CoPs through an interactive card and map display, with filtering options based on country and thematic area. Additionally, CSCs can register new CoPs by providing essential details through a structured survey.
2. **Events** – A calendar-based interface provides an overview of events, with a search and filter function based on event type, including CoP meetings, national AKIS meetings, National Annual Meetings, national training events, other national events, and Thematic Network events. Users can also register for new events by filling out category-specific forms.
3. **Dynamic Learning Agenda (DLA)** – A key component of knowledge exchange and capacity building, the DLA provides a platform for sharing insights, challenges, and best practices related to climate-smart advisory services. Users can explore discussions across three focus areas: (a)

capacity development, (b) advisory practice, and (c) farming practice. The system enables users to propose new learning questions, as well as search and filter existing ones, ensuring continuous learning and improvement.

4. **KPI Monitoring** – This tool helps users access and analyze project data related to CoPs, events, and registered users, with filtering options based on multiple criteria, such as CSC involvement, country, thematic area, and submitted plans. This functionality enhances data-driven decision-making and progress tracking.
5. **Thematic Areas Repository** – A structured knowledge hub, containing folders for 12 thematic areas, as well as a Knowledge Exchange Plan template to support structured learning and resource-sharing among participants.
6. **Knowledge Objects** – A curated collection of tools and methods for climate-smart farming, designed to equip users with practical resources to enhance their advisory services and farm-level implementation. This will relate to the Farming for Climate platform.

The Backoffice and its functionalities are visually presented in the [Annex Section](#) of this document, providing a detailed overview of its interface and key features.

### 5.2.5 Website and backoffice KPIs

The website has 4,000 unique, active users, with a total of over 16,000 page views recorded so far. Most visitors accessed the site by directly entering the website address, while the second most common source of traffic was organic Google searches. As expected, the homepage is the most frequently visited page, followed by sections such as CoPs, About, and People. Please see below for more information.

Country	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user
Total	4,013 100% of total	3,964 100% of total	3,955 100% of total	49.19% Avg 0%	0.99 Avg 0%	1m 37s Avg 0%
Finland	357	355	201	31.31%	0.56	38s
Netherlands	339	337	215	39.45%	0.63	40s
France	309	308	268	53.07%	0.87	1m 26s
United States	281	280	35	12.41%	0.12	2s
Ireland	246	242	201	49.26%	0.82	1m 09s
Spain	246	245	280	57.26%	1.14	2m 16s
United Kingdom	209	208	150	43.1%	0.72	55s
Germany	206	202	206	49.05%	1.00	2m 04s
Italy	191	187	256	59.95%	1.34	2m 23s
Greece	170	169	222	51.87%	1.31	2m 22s
Austria	153	147	133	47.67%	0.87	1m 32s
Serbia	149	148	318	47.68%	2.13	3m 04s
Romania	108	108	127	63.5%	1.18	2m 08s
Belgium	99	99	252	51.85%	2.55	3m 35s
Portugal	89	88	104	52.79%	1.17	2m 26s

Figure 2 Website Analytics - Popularity per country

Page title and screen class	Views	Active users	Views per active user	Average engagement time per active user
Total	16,053 100% of total	4,013 100% of total	4.00 Avg 0%	1m 37s Avg 0%
1 Climate Smart Advisors - Climate Smart Advisors	5,525	2,647	2.09	30s
2 COPs - Climate Smart Advisors	1,143	481	2.38	43s
3 About - Climate Smart Advisors	867	549	1.58	47s
4 People - Climate Smart Advisors	657	362	1.81	27s
5 National Coordinators - Climate Smart Advisors	632	435	1.45	59s
6 Coaches - Climate Smart Advisors	551	336	1.64	1m 24s
7 Thematic Leaders - Climate Smart Advisors	425	301	1.41	40s
8 Partners - Climate Smart Advisors	407	325	1.25	56s
9 CSA Management Team - Climate Smart Advisors	359	244	1.47	1m 16s
10 Deliverables - Climate Smart Advisors	356	248	1.44	30s
11 Thematic Areas - Climate Smart Advisors	354	237	1.49	37s
12 Work Packages - Climate Smart Advisors	344	247	1.39	54s
13 Climate Smart Advisors – Boosting the EU agricultural advisory community	292	148	1.97	48s
14 Newsletters - Climate Smart Advisors	231	148	1.56	29s
15 News - Climate Smart Advisors	221	150	1.47	36s
16 Teagasc Hosts Groundbreaking “Train the Trainer” Workshop for ClimateSmartAdvisors Project in Dublin - Climate Smart Advisors	221	148	1.49	49s
17 Sister Projects - Climate Smart Advisors	215	182	1.18	20s
18 Practice Abstracts - Climate Smart Advisors	194	165	1.18	11s
19 Videos - Climate Smart Advisors	183	148	1.24	10s
20 General Assembly #4: Strengthening Networks and Advancing Climate-Smart Advisory Services - Climate Smart Advisors	165	140	1.18	7s

Figure 3 Website Analytics - top page statistics

General Information			
Responsible	BIOS		
Contribution	WPLs, all partners		
Target audience	Advisors, researchers/academia, farmers, policy makers, project partners		
Communicated via	Partners’ channels, project social media channels, project newsletters, press, externally (CFD channels, EU CAP network)		
KPIs			
Metrics	Target (M84)	Current value	KPI progress
No. of visitors	60000	4014	6.69%
No. page views	100000	16308	16.31%

Table 2 Website KPIs

With 16,308 page views recorded so far, the website has achieved 16.31% of its 100,000-visit target, demonstrating steady progress in reaching stakeholders, while numbers of visitors are still low. As the project advances, a significant increase in website traffic is expected, driven by the addition of new content, including website articles, project updates, videos, and other engaging materials, as well as new synergies that will bring audience to the website. The ongoing dissemination efforts, combined with a more structured approach to content promotion through social media, newsletters, and targeted outreach, will further enhance visibility and engagement. With a growing repository of resources and interactive elements, the website is anticipated to become a central hub for ClimateSmartAdvisors' knowledge-sharing and stakeholder interaction, ensuring that the project reaches its target audience effectively.

## 5.3 Newsletters

Newsletters have been a crucial tool for collecting and disseminating information at both the project and national levels, ensuring that key updates, best practices, and relevant insights on Climate Smart Farming (CSF) solutions reach the right audiences. By March 2025, a total of 13 newsletters have been published - 6 internal newsletters tailored for project partners and stakeholders and 7 external newsletters produced in collaboration with the Climate Farm Demo sister project. These publications serve as an essential communication channel, fostering knowledge exchange, stakeholder engagement, and visibility across agricultural and policy communities at the national and EU levels.

To strengthen the project's branding and outreach, each newsletter is designed in a magazine-style format, incorporating high-quality visuals, engaging storytelling, and interactive elements such as infographics, photos, testimonials, and embedded video content. This visually compelling approach has significantly improved accessibility and engagement, making complex project developments more digestible and appealing to a broader audience.

The joint external newsletter, co-developed with Climate Farm Demo, offers significant added value by providing a unified communication channel that showcases the successes, broader impacts, and key advancements of both projects. By bringing together updates, insights, and resources from across the ClimateSmartAdvisors and Climate Farm Demo networks, the newsletter helps to strengthen visibility, amplify outreach, and foster a shared identity among stakeholders committed to climate-smart agriculture. It offers a rich mix of content - including recent highlights, insights from CoPs, updates on national gatherings and thematic events, as well as videos and tools—ensuring stakeholders receive timely, relevant, and practical information. This joint approach enhances coherence across projects, avoids duplication, and promotes greater cross-project learning and engagement at national and EU levels.

On the other hand, the internal newsletter is designed for project consortium members, providing detailed updates on milestones, deliverables, internal achievements and results, and upcoming activities. It plays a vital role in keeping project partners informed and aligned on strategic goals.

All external newsletters are accessible on a dedicated section of the ClimateSmartAdvisors website [here](#).

### 5.3.1 Newsletter Coordination and Feedback Strategy

Given the large scale and complexity of this project, which involves a broad network of partners, CSCs, CSAs, and other stakeholders, a key priority is to ensure that newsletters present relevant and engaging information at all levels. To avoid a top-down approach, the newsletters are designed to be both informative and engaging for advisors, who are at the core of climate-smart farming efforts. They not only serve as a tool for disseminating project updates but also highlight success stories, results, and contributions from advisors and other key actors. Featuring real-world experiences ensures that the newsletters remain practical, relatable, and valuable for those implementing climate-smart practices.

To facilitate efficient contributions and structured content management, WP8, in collaboration with the Management Team, regularly reminds project partners to provide relevant updates by filling in the designated newsletter input spreadsheet. This tool includes a newsletter calendar, outlining submission deadlines and clear guidelines for content input, with dedicated tabs for each month to ensure an organized and transparent process. Please see the [Annex Section](#) of this document for more visual representation of the sheet.

Additionally, the newsletter calendar is uploaded to the CSA Tasks and Actions Section on SharePoint, a platform used at the project level to enhance coordination and accessibility. As part of an effort to continuously improve the newsletters and align them with stakeholder expectations, a feedback strategy has been established. A survey will be distributed in May 2025 to gather insights from newsletter readers on both the content and submission process, ensuring that future editions remain relevant, engaging, and aligned with the needs of the target audience.

### 5.3.2 Newsletters Monitoring and Tracking

To support continuous enhancement and optimize audience engagement, newsletter performance is systematically monitored on a monthly basis. While Mailchimp’s built-in analytics provide key metrics such as open rates, click-through rates, and audience demographics, a dedicated tracking spreadsheet has been developed to facilitate a more in-depth analysis. This tailored system allows for a detailed review of long-term trends, comparison across different newsletter editions, and identification of effective content strategies. By leveraging these insights, future editions can be adjusted to improve engagement and ensure that content aligns with the interests and needs of stakeholders.

Beyond standard performance indicators, this monitoring process also evaluates audience retention, tracking subscription trends and unsubscribe rates per edition. By assessing which newsletters achieve the highest engagement and which show lower interaction, content, design, and distribution timing can be adjusted accordingly to better resonate with the target audience. Additionally, analyzing engagement across different countries helps tailor content to diverse stakeholder groups, ensuring that outreach efforts remain responsive, relevant, and effective in reaching key audiences across various regions.

#### 5.3.2.1 Newsletters KPIs

General Information			
<b>Responsible</b>	WP8, BIOS		
<b>Contribution</b>	WPLs, all partners		
<b>Target audience</b>	Primary: CSCs, CSAs, project partners Secondary: Other advisors and AKIS actors, Tertiary: research/academia, farmers, policy makers		
<b>Disseminated via</b>	Project website, social media channels		
KPIs			
Metrics	Target (M84)	Current value (excluding Climate Farm Demo audience analytics for external newsletters)	KPI progress
<b>No. of publications</b>	Min. 56	13	23.21%
<b>No. of subscribers</b>	External: 3000 Internal: 150	External: 1000 Internal: 262	External: 33.33% Internal: 174.67%
<b>No. of email opening</b>	External: 10 000 Internal: 1 000	External: 1026 Internal: 1206	External: 10.26% Internal: 120.6%
<b>No. of clicks</b>	External: 6 000 Internal: 2 000	External: 4134 Internal: 2160	External: 68.9% Internal: 108%

Table 3 Newsletter KPIs

Overall, strong progress has been made, particularly in internal engagement (subscribers, email openings, and clicks), with some targets already exceeded. External reach (email openings and publications) is still in the early phase, but steady growth is expected as the project advances and more dissemination efforts are implemented. The low rate of external newsletter email openings can be attributed to newsletter emails not being whitelisted by recipients' IT servers. A recent survey conducted to assess newsletter delivery issues, following the observed low email opening rates, revealed that many external subscribers faced difficulties in receiving emails due to filtering restrictions. This issue is now being actively addressed, ensuring that future newsletters reach a larger portion of the target audience, leading to improved engagement and visibility. However, despite lower rate of email openings, there are a high number of clicks, indicating high engagement with the content of the newsletter.

## 5.4 Press Releases and Website Articles

A press kit has been developed, including two versions of a press release in English, to support media outreach and dissemination efforts. The ClimateSmartAdvisors project has already gained visibility at the European level, having been featured in the EU CAP Network's newsletter (October 2024) and in a dedicated article on their website. Additionally, WP8 is actively producing and publishing website articles, covering all major project events such as General Assemblies (both in-person and online), updates on CoPs, Co-Design Innovation Experiments (CoDIEs), and other key project developments.

While further collaboration with media outlets is planned in the coming period, significant efforts have already been made by project partners at the national level to promote the initiative. During Reporting Period 1 (the first 18 months), the project achieved notable media outreach, including a BBC radio interview that reached over 500 listeners and coverage in a leading French national media outlet with a readership of 12,000. Furthermore, at least seven press releases were distributed and published across multiple countries.

In the first two years, media efforts primarily focused on reaching EU-wide audiences and promoting the project, while in the next phase (starting from Month 24), as more results become available, WP8 will intensify efforts to disseminate project outcomes. A database of media contacts, including major agricultural magazines, is being compiled, and from Month 24 onward, targeted media outreach will be strengthened in collaboration with project partners. Additionally, reinforcing synergies with WP7, which focuses on collaboration with projects and major EU flagship initiatives, policy engagement and networking, will further contribute to amplifying media impact, ensuring that project results and best practices reach not only practitioners but also policymakers and relevant institutions.

General Information			
<b>Responsible</b>	WP8, EUFRAS, NCs		
<b>Target audience</b>	Primary: Media, advisors, farmers Secondary: AKIS actors, PIPs, research/academia, industry Tertiary: general audience		
<b>Disseminated via</b>	Project website, partners' websites, relevant portals, magazines, journals, newspapers, TV and radio		
KPIs			
Metrics	Target (M84)	Current value	KPI progress
<b>No. of press kits</b>	20	2	10%
<b>No. of website articles</b>	50	7	14%
<b>No. of media outlets (excluding radio and TV)</b>	50	4	8%
<b>No. of TV and radio appearances</b>	15	3	20%

Table 4 Press Releases KPIs

In the first two years of the project, correspondence with the media remained relatively low, which is understandable given that the primary focus was on project setup, promotion, and engagement, while key results were still in development. As the project transitions into a phase where more concrete results are available, efforts to engage media will intensify at both the project and EU levels. The AKIS workshop will be a good opportunity to disseminate the project publicly and can be a good time to produce a post-workshop article.

In addition to WP8's dissemination initiatives, EUFRAS, in collaboration with BIOS, will design targeted workshops and webinars for NCs to promote and enhance the dissemination of upcoming results. To support NCs in effectively engaging with media, WP8 will provide more press kits, as well as dedicated resources and guidance on how to target media outlets, disseminate project results, and communicate effectively with journalists and press representatives. This will be particularly valuable for NCs who do not have dedicated press officers, ensuring that they have the necessary tools to increase media visibility at the national level. These resources will include practical guidelines, templates for press releases, media engagement strategies, and key messaging frameworks, empowering NCs to amplify project results and ensure broader dissemination across different media channels.

With significant milestones ahead, including the launch of the Farming for Climate platform, key findings from the first CoP wave, CoDIEs and various outputs, media engagement will play a crucial role in amplifying the project's impact and visibility. Increased synergies with stakeholders and media outlets will ensure that project results reach broader audiences, further strengthening CSA's D&C strategy.

## 5.5 CSA Events - External

The ClimateSmartAdvisors project has been actively promoted externally at numerous events across Europe, allowing for wider visibility, stakeholder engagement, and distribution of promotional materials such as project flyers, posters, and general presentations. To date, project partners have attended over 113 events, both online and in person, across 21 countries, collectively reaching approximately 4,680 participants. The project has been showcased at prominent EU-level events, including the EU CAP Network Seminar in Vienna, Synergy Days, the EU Carbon Farming Summit, and Soil Mission Week, among others. In addition, project materials were displayed at various

agricultural fairs and exhibitions, significantly expanding outreach and engagement with nearly 190,000 stakeholders.

Starting from Month 24, as more project results become available and the Farming for Climate platform is launched, the focus will shift from general project promotion toward the dissemination of results and their potential exploitation, ensuring that key findings and innovations are effectively communicated to target audiences, including policymakers, advisors, and farmers.

Country	Number of events
Austria	6 events
Belgium	2 events
Czechia	1 event
Finland	2 events
France	8 events
Germany	2 events
Greece	3 events
Hungary	3 events
Ireland	7 events
Italy	1 event
Latvia	1 event
Lithuania	1 event
Luxembourg	2 events
Netherlands	3 events
Poland	4 events
Romania	20 events
Slovakia	2 events
Slovenia	1 event
Spain	7 events
United Kingdom	22 events
Online	14+
In total	114+

Table 5 CSA Events - No. per country

International Conferences (not yet hosted)	
Responsible	WP8, EVILVO, WP7
Contributions	IDELE, ACTA (co-organisation with CFD), BIOS, WP leads, WP7
Target audience	Advisors, farmers, relevant EU projects representatives, EU policy makers;
Communicated via	Dedicated communication campaign that includes: CSA and CFD project websites, newsletters, social media channels, EU CAP Network website and newsletter, targeted mailing (for policy makers and relevant projects) workshops, bilateral meetings
KPIs	
Number of conferences	2
Total number of participants	500
Total number of people reached through dedicated communication campaign	10000
Trainings by CSCs for wider advisory community (not started yet)	
Responsible	WP2, SRUC, SZE
Contributions	FueAk, TEAG, IDELE, SRUC, CSCs
Target audience	Advisors and future advisors
Communicated via	National communication channels – respective partners networks and channels, local/national media
KPIs	
Number of trainings	140
Total number of participants	2800

Table 6 CSA Events KPIs

## 5.6 D&C Training

As part of its capacity-building efforts, WP8 has conducted several training sessions and webinars to strengthen D&C, and engagement skills among project partners and stakeholders. These sessions aimed to enhance understanding of dissemination strategies, facilitate the effective use of project tools, and support partners in promoting the project and its results more efficiently.

During the **General Assembly (GA) 3 in Latvia**, WP8 hosted multiple sessions:

- **Usage of the Backoffice and its Functionalities:** A practical session demonstrating how to navigate and utilize the Backoffice effectively.
- **Training on National DEC Plan – Planning, Implementation, and Monitoring:** A targeted session for NCs, focusing on the development, execution, and assessment of national DEC plans.
- **Joint Plenary Session on Establishing Synergies at European and National Levels:** A collaborative session with WP6 and WP7, addressing the importance of synergies across project levels. WP8 led a segment on tailoring messages for different audiences, covering key principles of audience engagement, message customization, case studies, and the benefits of role-specific messaging.

In GA 4 (online), WP8 delivered a training on Dissemination and Scientific Communication, titled “From Results to Reach – Amplifying Your Impact.” This session, open to all project partners, focused on three critical areas:

1. **Creating a Newsworthy Story** – Structuring research and project results into compelling narratives.
2. **Targeting Your Audience** – Identifying and adapting messages for different stakeholder groups.

### 3. Maximizing Promotion on Social Media – Best practices for increasing reach and engagement.

Building on these efforts, a series of three webinars will take place in June 2025, September 2025, and December 2025, providing in-depth coverage of six additional subtopics. These sessions will be open to all project partners, NCs, CSCs, and other interested stakeholders, ensuring broad participation.

To further support partners in effective D&C, WP8 is also developing a digital workbook designed to help project stakeholders navigate scientific communication. This resource will serve as a practical guide, offering step-by-step strategies for crafting impactful messages, engaging different audiences, and maximizing the visibility of project results.

These initiatives demonstrate WP8's commitment to strengthening communication capacities across the project, ensuring that ClimateSmartAdvisors' results and activities are effectively disseminated, widely recognized, and impactful across all levels.

In addition to webinars on D&C, WP8 will also organize dedicated sessions and webinars focusing on exploitation to ensure that project outcomes are effectively utilized and scaled. The first major session on this topic will take place during GA 5 in Almería, Spain (in person) and will focus on two key objectives:

1. **Finalizing the Exploitation Strategy** – This session will engage main developers and key contributors in refining and finalizing the project's exploitation strategy, ensuring that outputs are practically applicable, scalable, and aligned with long-term objectives.
2. **Capacity Building for Stakeholders** – A separate session will be dedicated to other partners, NCs, CSCs, TLs and Climate-Smart Advisors, providing practical guidance on exploitation within the project. This training will focus on how these stakeholders can effectively disseminate and exploit project results within their networks, ensuring maximum impact at national and local levels.

Beyond this in-person session, WP8 will continue to provide online webinars and training opportunities to further develop stakeholder skills in exploitation. These sessions will help ensure that project outputs reach the right audiences, are integrated into policy and practice, and continue to generate impact beyond the project's duration.

## 5.7 Promotional Material

### 5.7.1 Icons and infographics

Since the release of D8.1 in Month 6, a comprehensive set of icons and infographics has been developed to enhance visual communication and branding across dissemination materials. This includes icons for the 12 Adaptation & Mitigation thematic areas, along with additional icons representing key project elements. Furthermore, a range of infographics has been produced for broad use, providing clear and engaging visual representations of complex concepts. These resources are widely integrated into dissemination and promotional materials, presentations, reports, and social media content, ensuring consistency and effective messaging. For a detailed overview, refer to the [Annex Section](#) of this document.

### 5.7.2 ClimateSmartAdvisors Recruitment Flyer

In addition to the general project flyer, a dedicated flyer was developed specifically for CSCs to support the recruitment of CSAs. Recognizing the need for localized outreach, an editable version of the flyer has been made available, allowing CSCs to easily translate it into their respective languages.

However, to ensure consistency and accuracy, WP8 is also available to assist with translations upon request, which is the recommended approach to maintain alignment with the project’s messaging and branding. This targeted flyer ensures that the recruitment process is streamlined and effectively communicated across different regions. The flyer is available for reference in the [Annex Section](#) of this document.

### 5.7.3 New Version of Roll-Up Banner with Expanded Content and Infographics

In addition to the two versions of the roll-up banners featured in D8.1, an additional, more detailed roll-up was created, incorporating more infographics and project-related information. This expanded version has been widely disseminated to ensure greater flexibility in promotional efforts. With this addition, project partners, CSCs, CSAs, and other stakeholders can now choose from a diverse range of promotional materials, selecting the most suitable option for their outreach and dissemination activities. The rollup banner is available for reference in the [Annex Section](#) of this document.

### 5.7.4 Thematic Events Agendas Templates

WP8 is actively collaborating with WP1 to enhance the visibility and promotion of Thematic Events, with particular emphasis on Knowledge Exchange (KE) Weeks. This effort aims to ensure that these events maintain strong branding, consistency, and alignment with the project's communication strategy. To facilitate this, two standardized agenda templates have been developed—one for joint Thematic Events with the Climate Farm Demo project and another exclusively for CSA-led events. These templates offer a structured, professional, and visually cohesive format for TEs to use, making event agendas more organized and accessible. By reinforcing branding consistency across all Thematic Events, this initiative enhances engagement, knowledge exchange, and the overall impact of CSA’s dissemination efforts. The templates are available for reference in the [Annex Section](#) of this document.

## 5.8 Open Access Publications

To date, two scientific publications have been produced, which is expected given that the first two years of the project focused primarily on setup, general promotion, and communication efforts. In the upcoming period, greater emphasis will be placed on scientific D&C, as more project results become available and additional publications are developed. To support this, CSA will establish a Zenodo repository, where all scientific publications will be stored and easily accessible. According to current reporting, scientific publications have so far been authored by partners from Romania, with more contributions expected as the project progresses.

General information			
Responsible	Scientists involved in CSA activities on both EU and national level		
Target audience	Primary: the scientific community and academia Secondary: policymakers on EU and national levels, CS advisors		
Communicated via	Conferences, magazines and journals; summaries disseminated through the project website, project newsletter and social media channels		
KPIs			
Metrics	Target (M84)	Current value	Progress
Number of publications	20	2	10%

Table 7 Open Access Publications KPIs

## 5.9 Practice Abstracts

Although the first batch of PAs is scheduled for March 2026, WP8 is proactively preparing to ensure a smooth and efficient process. To facilitate this, templates, registration, and a monitoring strategy will be developed by May 2025. This early preparation will allow sufficient time for all contributors to reflect on their topics and draft their PAs accordingly. Given the large volume of PAs (300 in total), a structured approach will be adopted, grouping them into several thematic clusters to maintain clarity and coherence. This will prevent redundancy, streamline categorization, and enhance accessibility for end users.

It is anticipated that CSCs and NCs will be the primary contributors, responsible for approximately 60% of the total PAs, while the remaining 40% will be developed by other project partners, including WP Leads (WPLs) and TLs. In parallel, WP8 is designing a user-friendly digital space on the project website for uploading, searching, and filtering PAs, rather than relying on static PDF uploads. This approach will not only enhance navigation and accessibility but also allow automatic translation into multiple languages, ensuring broader usability across different regions and stakeholders.

By implementing this structured and digitally accessible system, PAs are expected to reach a wider audience and be effectively exploited, maximizing their impact. Additionally, all PAs will be uploaded to the Farming for Climate platform in due course, further increasing their visibility and accessibility within the agricultural and advisory communities. Below is the timeline of planned activities:

Planned Activity	Responsible	Month
Providing templates, monitoring and registration tables	WP8 (with EVILVO inputs)	May 2025 (M26)
Registering and submitting the Pas	All partners	By end of January 2026 (M34)
Revising the Pas	WP8, EVILVO	February 2026 (M35)
Uploading the revised PAs to EU CAP Network portal	EVILVO	March 2026
Sharing PAs on the project website	WP8	April 2026

Table 8 Practice Abstracts Timeline

## 6 Social Media Channels and Strategy

### 6.1 Social Media Objectives and Progress

A structured action plan has been developed to guide social media activities, accompanied by a monthly content calendar and a tracking and monitoring sheet to systematically assess progress and engagement levels. The initial phase of outreach has been successfully implemented, ensuring that communication efforts reached a diverse range of stakeholders and effectively targeted the intended audiences. One of the most effective strategies has been real-time social media coverage of key project events, particularly during General Assemblies, where stakeholder engagement and reposting activity significantly increased. This approach has proven to be an effective way to enhance the project's visibility and encourage broader dissemination of key messages. Furthermore, the first video campaign, featuring footage from the TTT event in Dublin, Ireland, demonstrated strong reach and engagement. Building on this success, the next phase of the video campaign will focus on content from the GA in Latvia, applying the same targeted dissemination strategy to further strengthen outreach and audience engagement.

The table below provides an analysis of the social media objectives established in the previous DEC Plan, outlining progress made so far and the next steps for further optimization and impact. Most of the work has already moved past the initial stage, with key strategies already implemented, while some activities are yet to be initiated. It is important to note that WP8 has put monitoring and tracking strategies in place, ensuring a data-driven approach to continuously improve and maximize the objectives set at the beginning of the project. While much of the social media work remains a work in progress, there is space for continuous adaptation and enhancement. Moving forward, the focus will be on developing tailored content to specifically engage advisors and AKIS actors, aligning with the launch of the FFC platform and the dissemination of key project results.

Social Media Objective	Description of Progress	Progress	Next Steps
<b>Draw attention to the project and its scope at EU, national, and local levels</b>	<ul style="list-style-type: none"> <li>- Early campaigns have generated initial awareness across all participating countries, with messaging highlighting the project's broad impact.</li> </ul>	Started	<ul style="list-style-type: none"> <li>- Increasing targeted outreach by refining and localizing messages to address specific regional interests, with specific focus on advisory community.</li> </ul>
<b>Drive traffic to the CSA platform</b>	<ul style="list-style-type: none"> <li>- Social posts featuring clear calls-to-action have resulted in moderate increases in platform visits. (detailed analysis below)</li> <li>- Project was generally promoted and solid foundation for disseminating results was established.</li> </ul>	Started	<ul style="list-style-type: none"> <li>- Implementing targeted advertising and strategic partnerships (with sister projects) to boost click-through rates and conversions.</li> <li>- Maximizing engagement among PIPs and AKIS actors.</li> <li>- Creating Facebook group.</li> <li>- Continue launching pre planned video social media campaigns.</li> <li>- Tailor social media calendar to target interests and needs of advisory community.</li> </ul>

Social Media Objective	Description of Progress	Progress	Next Steps
<b>Encourage subscription to the project newsletter</b>	<ul style="list-style-type: none"> <li>- Newsletter subscription is high, and newsletter is one of the key DEC tools.</li> <li>- Newsletters were sent each month (regularly).</li> <li>- Low rate of unsubscribed users.</li> </ul>	Started	<ul style="list-style-type: none"> <li>- Streamlining the subscription process while testing new calls-to-action for higher conversion.</li> <li>- Updating newsletter according to feedback survey results.</li> </ul>
<b>Boost the number of views on CSA videos</b>	<ul style="list-style-type: none"> <li>- The first batch of video content showcasing project highlights has received positive engagement.</li> </ul>	Started	<ul style="list-style-type: none"> <li>- Incorporating audience feedback to improve viewership.</li> <li>- Creating video material targeting specifically different target groups (advisors, researchers, etc.)</li> <li>- Launching video campaigns regularly.</li> </ul>
<b>Boost the visibility of advisor's activities</b>	<ul style="list-style-type: none"> <li>- Posts featuring advisors' and CoPs' initial efforts have increased their visibility among stakeholders and peers. (in both social media and newsletters)</li> </ul>	Started	<ul style="list-style-type: none"> <li>- Developing a dedicated advisor spotlight series with interactive elements to further amplify their activities.</li> <li>- Featuring advisors' main challenges and success stories.</li> <li>- Sharing useful resources that can enhance their productivity (with more results within the project coming)</li> <li>- Continue with cross-promotion</li> <li>- Facebook group</li> </ul>
<b>Promote best practices to stimulate knowledge exchange among farming actors</b>	<ul style="list-style-type: none"> <li>- Sharing of best practice content is yet to be launched.</li> </ul>	Not started	<ul style="list-style-type: none"> <li>- Launching interactive webinars and Q&amp;A sessions focused on best practices, supported by testimonials and case studies.</li> <li>- Sharing testimonies and success stories.</li> <li>- Sharing content from the FFC.</li> </ul>
<b>Share project results and outputs</b>	<ul style="list-style-type: none"> <li>- Regular updates on the progress and different activities have been highlighted, but sharing tangible results will start soon.</li> </ul>	Not started	<ul style="list-style-type: none"> <li>- Creating infographics and concise video summaries to better showcase project results and schedule routine update posts.</li> <li>- Crafting social media campaigns around different results being produced.</li> <li>- Sharing content from the FFC.</li> </ul>
<b>Disseminate educational content and resources related to the project's focus areas</b>	<ul style="list-style-type: none"> <li>- To date, educational materials are shared only through internal newsletter.</li> </ul>	Started internally	<ul style="list-style-type: none"> <li>- Curating a dedicated content calendar for educational posts and collaborating with project partners to develop interactive, visually appealing content.</li> <li>- Sharing content from FFC.</li> </ul>
<b>Identify and amplify target audiences</b>	<ul style="list-style-type: none"> <li>- Initial audience segmentation has been undertaken, identifying key groups, though comprehensive profiling remains in progress until the end of the project.</li> </ul>	Started	<ul style="list-style-type: none"> <li>- Completing detailed audience segmentation and adapting key messages for each group across various platforms, when needed.</li> <li>- Continue with amplifying target audiences, work in progress until the end of the project.</li> </ul>
<b>Tailor key messages for different audiences on</b>	<ul style="list-style-type: none"> <li>- Preliminary messaging strategies have been applied with</li> </ul>	Started	<ul style="list-style-type: none"> <li>- Refine messaging further through A/B testing to determine the most effective</li> </ul>

Social Media Objective	Description of Progress	Progress	Next Steps
<b>each social media platform</b>	adjustments based on early audience feedback.		approaches for each social media channel. (continuous work in progress)
<b>Create a growth hacking strategy and specify key performance indicators (KPIs)</b>	<ul style="list-style-type: none"> <li>- Early KPIs have been established, and initial analytics are in place, with growth targets under refinement.</li> <li>- Tools for monitoring KPIs are put in place.</li> </ul>	Started	<ul style="list-style-type: none"> <li>- Adapting strategy to maximize reach and engagement.</li> <li>- Continuously monitoring and adjusting KPIs to drive engagement.</li> </ul>
<b>Promote and encourage attendance at project-related events, workshops, and conferences</b>	<ul style="list-style-type: none"> <li>- Promotional posts for events have yielded satisfactory attendance numbers, and different</li> </ul>	Started	Enhance promotion using countdowns, reminders, and behind-the-scenes content to further boost participation.
<b>Utilize relevant hashtags and participate in trending conversations</b>	<ul style="list-style-type: none"> <li>- Effective hashtag use has improved reach; trending topics are being followed, work in progress.</li> <li>- Engagement is solid, with space for improvement.</li> </ul>	Started	<ul style="list-style-type: none"> <li>- Researching additional relevant hashtags and actively monitoring trends to engage in real-time conversations, expanding social media footprint. (in progress until the end of the project)</li> <li>- Maximizing engagement efforts.</li> </ul>
<b>Monitor and evaluate the process to recognize the most fruitful efforts</b>	<ul style="list-style-type: none"> <li>- Regular tracking of analytics is established, with key metrics being reviewed to assess campaign effectiveness.</li> <li>- Testing is constant work in progress.</li> </ul>	Started	<ul style="list-style-type: none"> <li>- Testing content to maximize reach.</li> <li>- Regular analysis of the metrics.</li> </ul>

Table 9 Social media objectives, progress and next steps

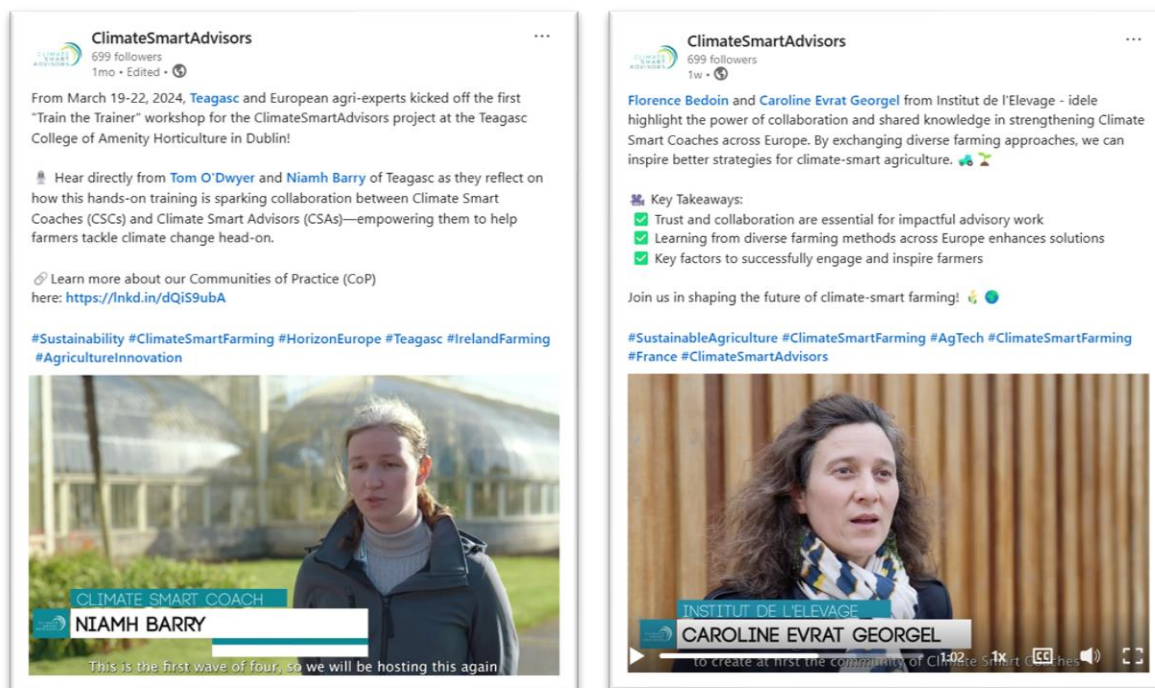
### 6.1.1 LinkedIn

LinkedIn has emerged as the most successful social media channel for the ClimateSmartAdvisors project, demonstrating strong engagement and audience growth. To date, LinkedIn content has reached more than 9,000 people, with 141 posts published, effectively disseminating key project updates, success stories, and knowledge-sharing opportunities. The platform has also experienced a significant increase in followers, reaching 699 in total, with 401 new followers gained in the last year alone (since March 2024). This growth highlights the increasing interest in the project’s activities and the relevance of its content to a professional audience.

The LinkedIn audience primarily consists of professionals from research, farming, education, and business development sectors, with additional engagement from stakeholders in related fields. This diverse following aligns well with the project's objectives, ensuring that project outputs and climate-smart farming innovations are shared with key actors who can apply and further disseminate these insights. The high level of engagement also suggests that LinkedIn is an effective platform for fostering discussions, knowledge exchange, and collaboration among experts and practitioners in the field.

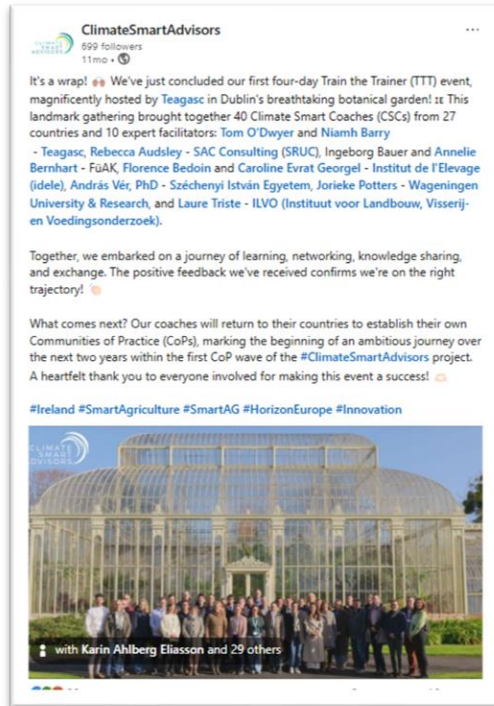
Tailored campaigns have proven to be the most effective strategy in driving engagement on LinkedIn. Among the most successful efforts was the recent video campaign, where nine videos from the TTT event in Dublin were directly uploaded to LinkedIn. This campaign featured diverse

stakeholders, including project partners and CSCs, ensuring a broad representation of voices and experiences. The campaign achieved 2,358 views, demonstrating the strong impact of visually engaging and stakeholder-focused content. Directly uploading videos to LinkedIn proved to be an effective way to maximize visibility and interaction, as the platform prioritizes native video content, leading to higher reach and engagement compared to external links. Moving forward, similar targeted campaigns will be developed to maintain and build upon this momentum, particularly as more project results and activities become available for dissemination.

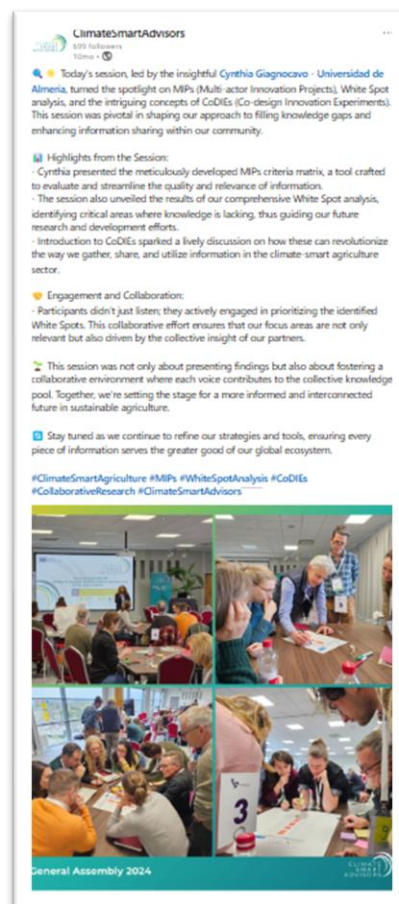


Example from TTT video campaign

Immediate reporting from live events, such as GA meetings and other events (such as TTT, and other to come), has proven to be highly effective in generating engagement, reposts, and interactions on LinkedIn. These campaigns were designed to be posted in real-time, directly following key sessions, and featured workshop facilitators, key outcomes, and impressions from attendees. This immediacy and relevance contributed to higher engagement, as stakeholders were able to interact with fresh content while the event was still ongoing, creating a sense of participation and community. The combination of timely updates, direct quotes, and behind-the-scenes insights further enhanced the impact of these posts. Recognizing the success of this approach, WP8 will continue to prioritize tailored campaigns, ensuring that event coverage remains a key aspect of the social media strategy. Moving forward, efforts will be maximized to maintain and further improve real-time event reporting, leveraging stakeholder contributions and multimedia content to sustain high levels of interaction and visibility.



Post from TTT in Dublin with 1,689 impressions



Posts from General Assembly (each surpassing 1,000 impressions)

### 6.1.1.1 Followers' demographics

The ClimateSmartAdvisors LinkedIn followers represents a diverse range of professionals across multiple fields and industries, including research, farming, education, and business development, among others. In terms of demographics, the majority of followers come from France, Ireland, Spain, Belgium, and Portugal, reflecting the project's strong engagement across key European agricultural regions. See figures below for more detailed references.

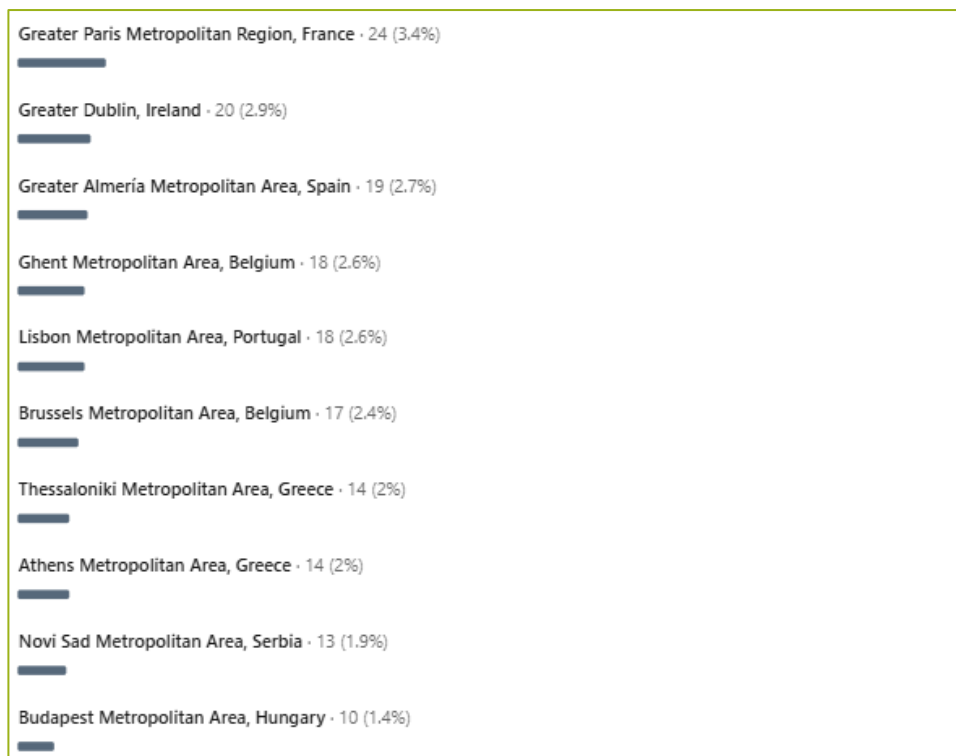


Figure 4 LinkedIn Followers Per Country

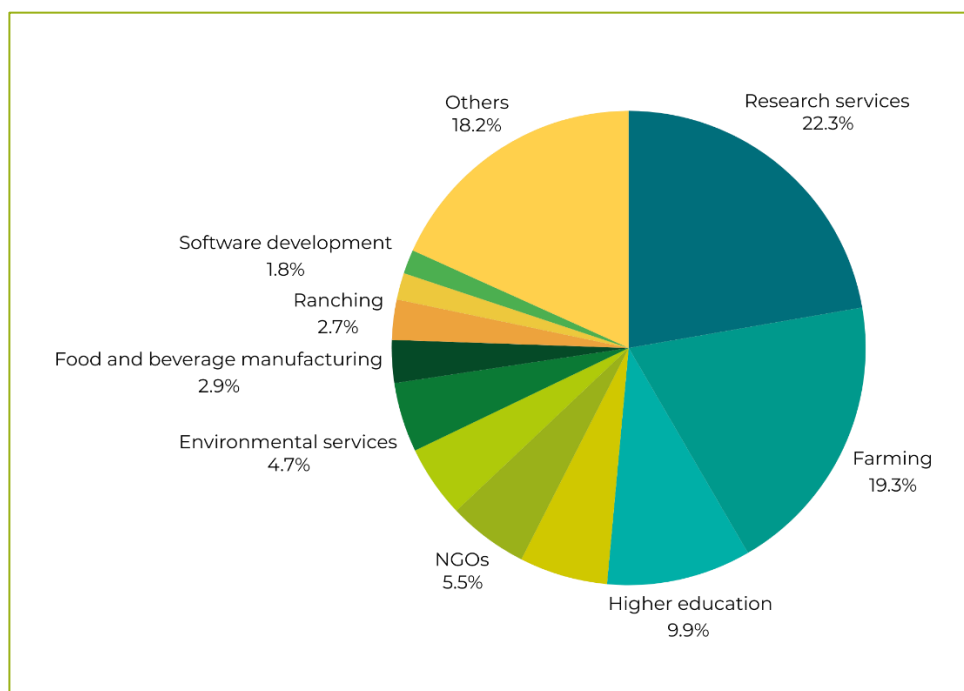


Figure 5 LinkedIn Followers per industry

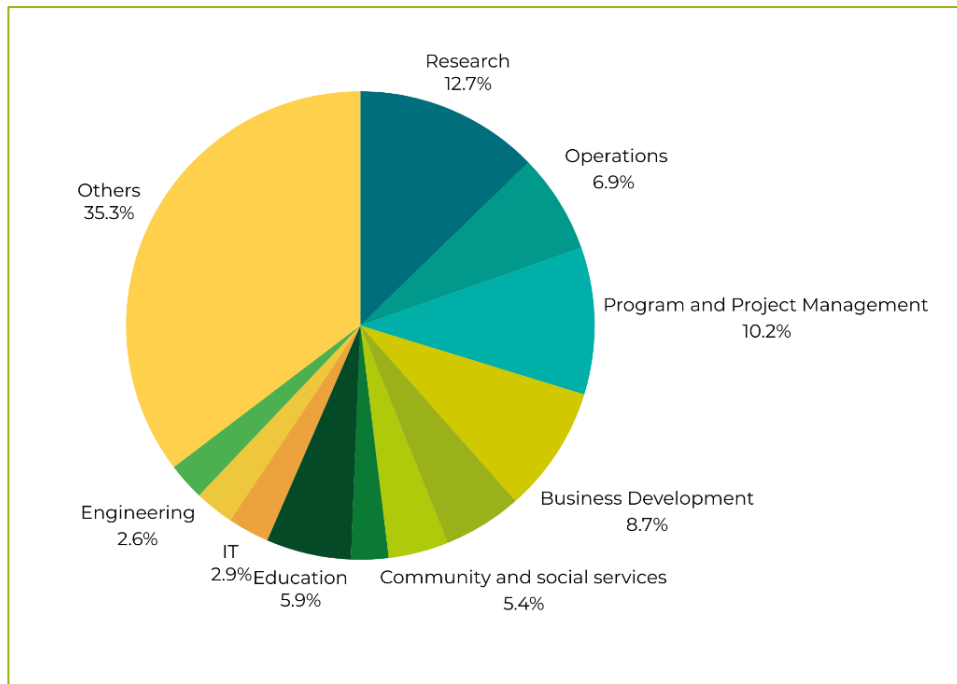


Figure 6 LinkedIn Followers per job function

### 6.1.1.2 Visitors' demographic

The visitors to the ClimateSmartAdvisors LinkedIn page also come from a diverse range of countries, primarily within Europe. The highest number of visitors are from Spain, Italy, Slovakia, Ireland, Finland, France, and Belgium, followed by other European countries. A smaller percentage (less than 1%) of visitors come from outside Europe, including Canada, Nigeria, Tunisia, North Macedonia, Thailand, and other regions. See figures below for more detailed references.

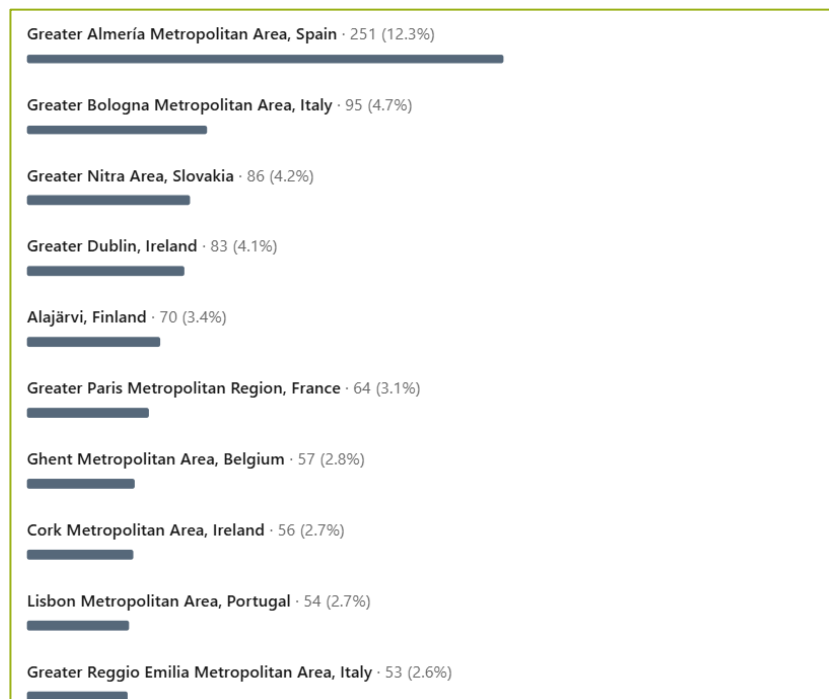


Figure 7 LinkedIn visitors per country

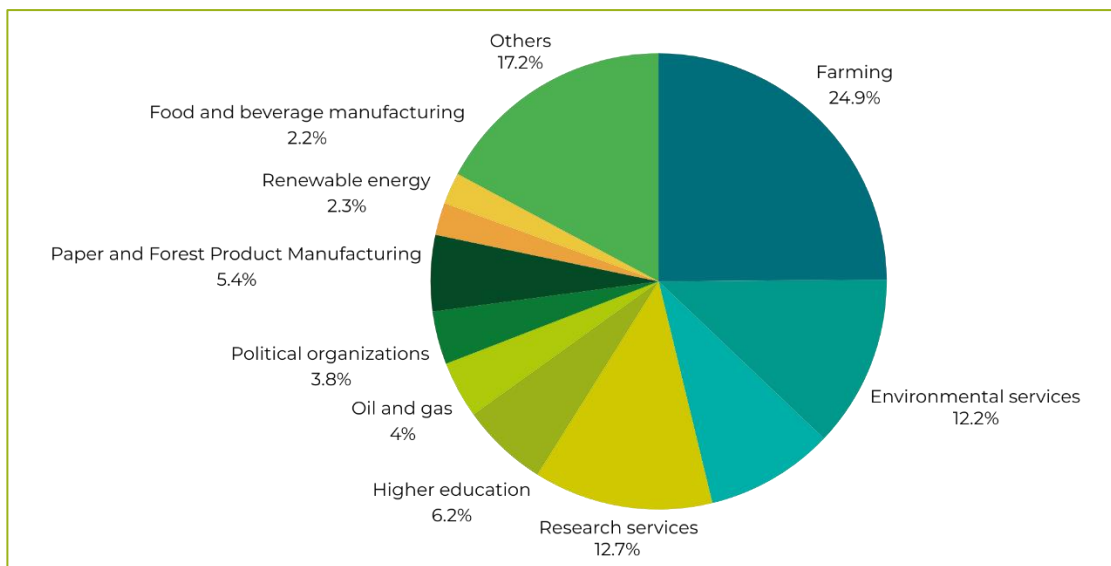


Figure 8 LinkedIn visitors per industry

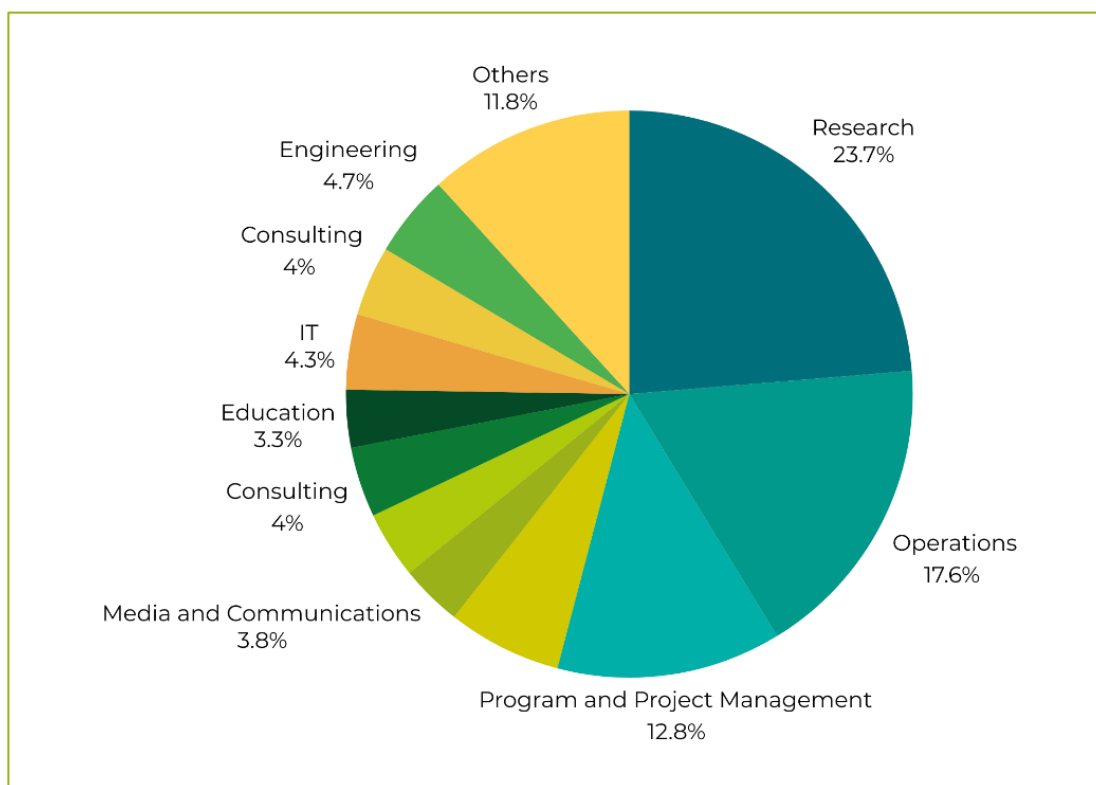


Figure 9 LinkedIn visitors per job function

### 6.1.2 YouTube

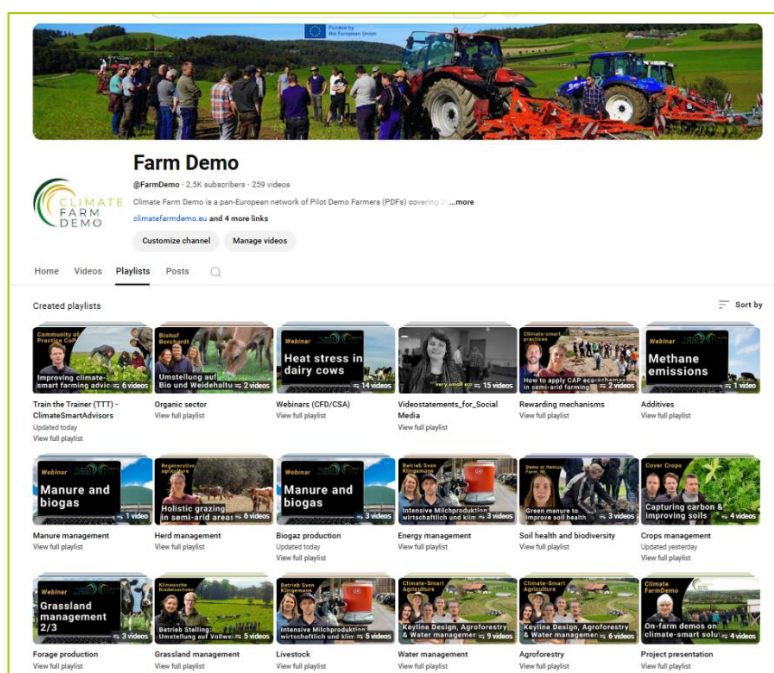
The FarmDemo YouTube channel serves as a central dissemination platform and digital knowledge hub for the ClimateSmartAdvisors (CSA) project, featuring video content that highlights climate-smart farming and advisory practices. Rather than launching a separate channel, CSA strategically chose to utilize the existing and well-established FarmDemo channel, which had previously been used by RUR-11 projects such as PLAID, AgriDemo F2F, and NEFERTITI. With the Climate Farm Demo sister project also providing video content, the FarmDemo YouTube channel is expanding into a comprehensive digital repository for farm demonstration activities across Europe, serving as a key

platform for knowledge exchange and outreach. This approach ensures greater visibility, wider reach, and continuity in engaging stakeholders with valuable video resources.

Since the launch of the ClimateSmartAdvisors (CSA) project in 2023, the FarmDemo YouTube channel has experienced significant growth and engagement. The channel, which currently has 2,530 subscribers, has accumulated 130.8K views and 4.5K hours of watch time. Notably, 878 new subscribers have joined since the beginning of the CSA project, demonstrating the increasing interest in climate-smart farming content. Longer videos have proven to be the most popular format, followed by shorts, indicating a preference for in-depth educational materials. While the audience is predominantly male (92%), the video content itself ensures equal representation of both male and female stakeholders, highlighting diverse perspectives within the climate-smart farming community.

The ClimateSmartAdvisors (CSA) project has recently begun contributing its original video content, with the first set of materials edited at the end of 2024. So far, nine videos from the TTT event in Ireland have been uploaded to the FarmDemo YouTube channel, with nine more scheduled for release in the coming month. Moving forward, CSA videos will be regularly uploaded and cross-promoted across the project’s newsletter, website, social media channels, and integrated into presentations and workshops. To enhance usability, all videos are systematically categorized into playlists aligned with the 12 Adaptation & Mitigation thematic areas, allowing for easy search and filtering. Additionally, a dedicated playlist for Thematic/Sector Events Webinars has been created, featuring joint content with the Climate Farm Demo sister project, further enriching the available knowledge base.

Recognizing the importance of language accessibility for farmers, WP8 is actively exploring live automatic translation software to ensure webinar content is accessible in all project languages. Furthermore, 15 short video statements featuring project stakeholders have been produced, specifically tailored for social media outreach and engagement. In the coming months, the focus will be on expanding the documentation of climate-smart farming practices across more countries, with an emphasis on recording in original languages wherever possible, leveraging YouTube’s built-in translation tools. See the [Annex Section](#) of this document for a detailed overview of the planned video content until the end of the project.



YouTube channel – home page

### 6.1.2.1 Audience demographic

As illustrated in the graphics below, European countries such as Germany, France, Switzerland, Spain, the UK, Austria, and the Netherlands rank among the top 10 audiences, with Germany and France leading in viewership. The geographical distribution of the audience may shift in the coming period as new videos featuring stakeholders from a broader range of countries are introduced. In terms of age demographics, the largest segment of viewers falls within the 33–45 age group, followed by those aged 45–54, reflecting strong engagement from professionals and practitioners in the field.

Geography	Views ↓	Average view duration	Watch time (hours)
<input type="checkbox"/> <b>Total</b>	<b>130,763</b>	<b>2:03</b>	<b>4,495.8</b>
<input type="checkbox"/> Germany	30,721 23.5%	2:12	1,131.3 25.2%
<input type="checkbox"/> France	11,403 8.7%	2:30	477.6 10.6%
<input type="checkbox"/> United States	6,532 5.0%	1:51	202.7 4.5%
<input type="checkbox"/> Switzerland	5,049 3.9%	2:18	194.7 4.3%
<input type="checkbox"/> Spain	2,567 2.0%	1:54	81.9 1.8%
<input type="checkbox"/> India	1,955 1.5%	1:12	39.4 0.9%
<input type="checkbox"/> United Kingdom	1,953 1.5%	2:00	65.2 1.5%
<input type="checkbox"/> Australia	1,939 1.5%	1:52	60.5 1.4%
<input type="checkbox"/> Austria	1,875 1.4%	2:05	65.6 1.5%
<input type="checkbox"/> Netherlands	1,381 1.1%	1:54	44.0 1.0%
<input type="checkbox"/> Italy	1,241 1.0%	2:02	42.1 0.9%
<input type="checkbox"/> Canada	1,050 0.8%	1:55	33.8 0.8%

Figure 10 YouTube channel - audience per country

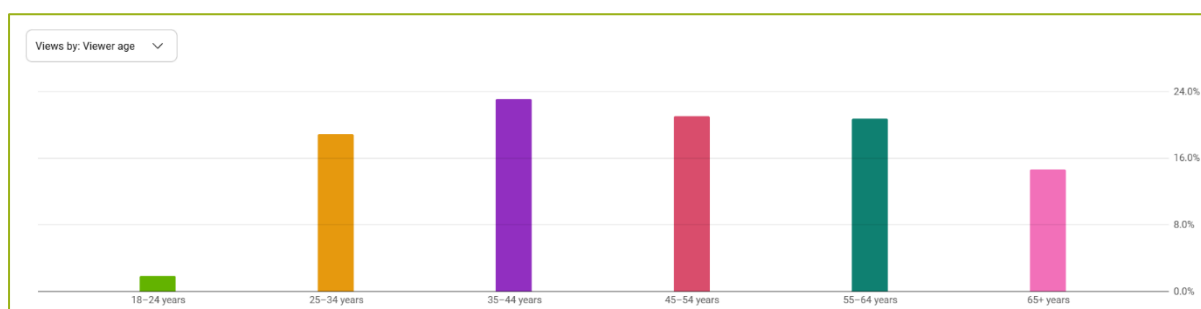


Figure 11 YouTube channel - audience age

### 6.1.2.2 Videos KPIs

General information			
<b>Responsible</b>	WP8, BIOS		
<b>Contributions</b>	WPLs, NCs, everyone assigned in the planned table		
<b>Target audience</b>	Primary: CSCs and CSAs Secondary: Other advisors, farmers, AKIS actors, Climate Farm Demo audience Tertiary: PIPs, industry, educators		
<b>Communicated via</b>	YouTube, project website, newsletter, social media (LinkedIn and Facebook group)		
KPIs			
Metrics	Target (84)	Current Value	KPI Progress
<b>Number of videos produced</b>	130	18 (10 published and 8 to be published during March and April 2025)	13.85%
<b>Total number of views</b>	30000	Social media (LinkedIn): 2,574 YouTube: 369 In total: 2,943	9.81%

Table 10 Videos KPIs

This represents steady progress, especially considering that video production and distribution have only recently begun. With a well-established YouTube presence and anticipated growth on LinkedIn, the project is well-positioned to meet and exceed the target as more content is released. Additionally, the Facebook group will further support these efforts by expanding audience reach and engagement, ensuring that project videos gain maximum visibility across multiple platforms.

### 6.1.3 X (formerly Twitter)

X (formerly Twitter) has been the least utilized social media channel for the project so far and has remained in a state of pause for several months due to ongoing platform-related controversies. However, its role in the dissemination strategy will be reactivated and strengthened in the upcoming period, as more synergies and content will be developed specifically to target PIPs. Currently, the account has 94 followers and 78 posts, with the highest engagement observed during live event coverage, particularly General Assemblies and other major project gatherings, where retweets and interactions peaked. Given that the advisory community and farmers are not actively using X, the strategy will be refined to focus on creating content that is highly relevant to PIPs, ensuring that key project messages reach the right decision-makers and influencers in the policy landscape.

### 6.1.4 Facebook group

To foster a collaborative and sustainable network of CSCs and CSAs, a dedicated Facebook group titled "ClimateSmartAdvisors – Towards a Climate-Smart EU Advisory Community" is being established. The decision to create a group instead of a page was made after careful consideration, recognizing that a group format offers greater interaction and long-term value for both project participants and a broader community of advisors, AKIS stakeholders, and farming practitioners. Unlike a page, a group allows for ongoing discussions, peer-to-peer exchange, and active community engagement, making it a dynamic and participatory hub that can extend beyond the duration of the project.

The group will be public but require approval for membership, ensuring that engagement remains purposeful and relevant while still being widely accessible. This decision is based on the long-term

vision of sustaining the group beyond the project, allowing it to serve as a valuable resource for advisory communities across Europe. WP8 will facilitate and moderate the group, ensuring that it remains engaging, informative, and beneficial to its members.

A **content strategy** will be implemented to maintain regular engagement, featuring a structured **calendar of posts**, such as:

- **Discussion Days** – Facilitating open conversations on key climate-smart farming topics, allowing members to share insights, ask questions, and exchange best practices.
- **Event Announcements** – Keeping members informed about relevant webinars, workshops, conferences, and project-related activities.
- **Publications and Knowledge Sharing** – Disseminating useful reports, research findings, policy updates, and practical resources.

In addition to these core activities, the Facebook group can also serve as a knowledge repository, networking tool, and discussion platform all at once. Other potential engagement strategies include:

- **"Ask the Expert" sessions**, where advisors and researchers can provide insights on specific climate-smart practices.
- **Member Spotlights**, featuring CSAs, CSCs, or other stakeholders to showcase best practices and experiences.
- **Polls and Surveys** to gather insights on advisory needs and challenges in climate-smart agriculture.
- **Live Q&A sessions or discussion threads** following major project events to extend engagement beyond formal meetings.

To ensure that the group remains interactive and aligned with the interests of its members, CSCs and CSAs will be regularly consulted about the types of content and discussions they would like to see. Encouraging direct input from stakeholders will help create a community-driven space that fosters engagement. Additionally, a key advantage of this group is that stakeholders from sister projects, such as Climate Farm Demo and Climate Smart Research, will also join, enhancing discussions and further increasing visibility within the broader climate-smart advisory community.

The group will be disseminated through various channels, including the project newsletter, social media platforms, and direct communication tools such as WhatsApp groups used by NCs and CSCs. This multi-channel promotion strategy will ensure that the group attracts a diverse and engaged audience, ultimately creating a hub for knowledge exchange, collaboration, and networking among AKIS actors across Europe.



Facebook group – home page

### 6.1.5 Instagram

A strategic decision has been made to launch an Instagram account in Year 3 of the project, once a solid base of videos has been produced and published. This approach ensures that the platform is introduced at the right time, with a strong focus on targeting young farmers, advisors, students, and other emerging professionals in agriculture. The primary content format will be short, educational videos (Reels), designed to be both informative and engaging, aligning with Instagram’s visual nature and preference for dynamic storytelling. These videos will be created with an educational and interactive focus, making climate-smart farming practices more accessible to a younger audience. Additionally, the Facebook group will serve as a key dissemination tool for the Instagram page, further amplifying reach and engagement. Given these factors, waiting for the right content volume and engagement ecosystem ensures that Instagram becomes a valuable and impactful addition to the project’s dissemination strategy.

### 6.1.6 Social media channels KPIs

General information			
<b>Responsible</b>	BIOS		
<b>Contribution</b>	WPLs, all partners		
<b>Target audience</b>	Advisors, researchers/academia, farmers, policy makers		
<b>Communicated via</b>	Project website, partners’ channels, project newsletters, press, externally (CFD channels, other projects)		
KPIs			
Metrics	Target (84)	Current Value	KPI Progress
<b>No. of platforms used</b>	5	4	80%
<b>No. of posts across all platforms</b>	2500	237	9.48%
<b>No. of people reached</b>	100 000	cca. 20000	20%

Table 11 Social media KPIs

A significant increase in engagement and reach is expected with the recent launch of the ClimateSmartAdvisors Facebook group, which is designed to serve as a networking, discussion, and knowledge-sharing hub. This platform is anticipated to attract active participation from CSCs, CSAs, and other advisory stakeholders, contributing substantially to the overall project visibility. Additionally, an Instagram account will be launched in Year 3 of the project, strategically timed to coincide with the release of more video content, which aligns well with Instagram's visual and interactive format. This platform is expected to further enhance outreach efforts by appealing to a broader audience through engaging short-form videos, infographics, and interactive posts.

Meanwhile, efforts will be intensified on both X (formerly Twitter) and LinkedIn, with LinkedIn continuing to be the strongest and most effective platform across all target groups. As various activities and results become available, both platforms will be leveraged more strategically, with LinkedIn focusing on professional engagement, best practice sharing, and policy impact, while X will be used to amplify key messages to policy makers and PIPs. These targeted efforts will ensure that the project’s DEC exploitation strategies remain impactful and well-aligned with audience needs.

## 7 Exploitation Strategy (first draft)

In the context of Horizon Europe, a Key Exploitable Result (KER) is a major output of a project that holds potential for future use, uptake, or impact beyond the project's duration. In the context of the ClimateSmartAdvisors project, a Key Exploitable Result (KER) is a tangible output that has the potential to significantly support the uptake, scaling, and long-term impact of climate-smart agriculture (CSA) through improved advisory services. Each KER is designed to be practically applicable, relevant across different European contexts, and valuable for core stakeholders. These results are not only project deliverables but strategic assets that will inform advisory practices, shape national and EU-level policy, and strengthen knowledge systems well beyond the project's lifetime.

The ClimateSmartAdvisors exploitation strategy serves as a crucial framework for ensuring that the KERs of the project are effectively utilized to maximize their impact at both the EU and national levels. As a work in progress, this strategy is being developed in alignment with project goals and stakeholder needs, with the final version to be included in the Final Dissemination, Exploitation, and Communication (DEC) Plan (Deliverable 8.3) in Month 48 of the project.

This comprehensive strategy will outline all KERs and their specific exploitation pathways, ensuring sustainability and long-term impact. In the meantime, WP8 is working closely with project management, main developers, and key contributors to initiate the exploitation of results as soon as possible. By fostering early engagement with end-users, policymakers, and industry stakeholders, the project aims to accelerate the uptake and practical application of its innovations while ensuring compliance with Horizon Europe's Open Science and Knowledge Valorization policies.

### Exploitation strategy structure

The initial exploitation strategy of the ClimateSmartAdvisors project includes two identified KERs: the Farming for Climate Web Repository and the State-of-play CSA Country Reports. For each KER, a comprehensive exploitation pathway has been developed, consisting of:

1. Description and objectives outlining the purpose and scope of the result.
2. A definition of the key outcomes and potential impact.
3. A clear identification of target audiences and how each group benefits from the result.
4. A tailored dissemination pathway to ensure effective outreach and engagement, including dissemination channels.
5. A detailed risk analysis with mitigation measures.
6. A framework for monitoring and tracking uptake and relevance over time, which is still in progress.
7. A plan for ensuring long-term sustainability and continued use of each result beyond the duration of the project.

### Intellectual Property (IP) & Open Science Considerations

The IPR strategy for each KER is critical to defining ownership, access rights, and exploitation mechanisms for the digital and knowledge-based assets developed within the ClimateSmartAdvisors project. The IPR framework aligns with the ClimateSmartAdvisors Consortium Agreement, Article 8, which sets out principles on Ownership of Results and Joint Ownership.

As per the Consortium agreement:

- Ownership of Results remains with the Party that generates them.
- Joint Ownership applies when results are created collectively by multiple parties without clear separation of contributions. In such cases, each joint owner is entitled to use the results for non-commercial research and teaching on a royalty-free basis.
- Further exploitation, including licensing, requires either an inter-institutional agreement or adherence to the terms specified in the agreement, such as providing 45 calendar days' notice and ensuring fair compensation.

Recognizing the diverse and potentially exploitable results, the final IPR strategy for each KER will be finalized by September 2025. Considering FFC web platform (KER 1), WP8 and management team are actively engaging with representatives from all project partners through dedicated meetings to ensure a balanced and equitable IPR framework.

The finalized IPR strategy will align with Horizon Europe requirements, addressing key elements such as:

- **Ownership & Joint Ownership** – Defining clear rights for individual and collaborative contributions.
- **Access & Licensing** – Establishing conditions for open access and third-party licensing agreements.
- **Exploitation & Commercialization** – Ensuring fair use of results while enabling commercialization where applicable.
- **Protection & Risk Management** – Implementing safeguards to protect intellectual property and prevent misuse.
- **Compliance with Horizon Europe Open Science Policy** – Aligning with EU regulations on data sharing and dissemination.

## 7.1 KER 1 – Farming for Climate (FFC) Web Repository

### 7.1.1 Description & Objectives

The Farming for Climate Web Repository (FFC) is an open-access, multilingual digital platform designed to consolidate and disseminate climate-smart farming (CSF) best practices, tools, training materials, and policy-related resources. Developed under WP5 (AUA, IDELE) in collaboration with three other projects (*Climate Farm Demo*, *ClieNFarms*, *OrganicClimateNET*), it aims to:

- Provide a unified, user-friendly portal integrating all relevant CSF content.
- Support the widespread adoption of CSF by offering direct access to tools, advisory methodologies, and practical knowledge.
- Ensure long-term sustainability beyond the ClimateSmartAdvisors project, with an API enabling integration with the EU-FarmBook.

The project also generates several other valuable exploitable results that will directly feed into and enhance the FFC. These include:

- Online training modules, which equips advisors with the skills to deliver effective climate-smart farming guidance, including adapted Train-the-Trainer (TTT) material;
- Lessons Learned on Boosting the Role of Advice in Realising CSF, offering insights on strengthening advisory services;

- EU Policy Briefs, which translate project findings into actionable recommendations for policymakers;

### 7.1.2 Key Outcomes & Potential Impact

The FFC is expected to bring several key benefits. It will enhance knowledge, skills, and capacity by strengthening relationships between farmers and advisors, fostering a more comprehensive understanding of farming systems, and building the expertise needed for informed decision-making. By encouraging collaboration, it will create a foundation for more effective and sustainable agricultural practices.

In addition, the FFC will contribute to improved climate-smart farming advice. It will facilitate greater advisors and farmer involvement in identifying relevant Adaptation and Mitigation Measures (among others) and provide practical support for implementing these changes. By ensuring that advisory services are tailored to real-world needs, it will enhance their effectiveness and accessibility.

To maximize impact, the project will employ targeted outreach through established networks and EU agricultural advisory bodies. Engagement with national advisory services, research institutions, and policymakers will further strengthen its reach and influence. Additionally, integrating the FFC with the EU Farm Book will enhance its visibility and usability, ensuring that its resources are widely available and easily accessible to stakeholders across the agricultural sector.

#### Key Outcomes

- Outcome 1: A comprehensive knowledge hub serving advisors, farmers, educators, and policymakers, providing practical CSF solutions.
- Outcome 2: Enhanced advisory capacity, equipping advisors and climate-smart coaches (CSCs) with the knowledge and tools to support farms in GHG mitigation, adaptation strategies, and carbon assessment.
- Outcome 3: Interoperability with the EU-FarmBook, ensuring seamless content exchange and long-term integration within European AKIS (Agricultural Knowledge and Innovation Systems).

#### Potential Impact

- Accelerated adoption of climate-smart farming practices, contributing to reduced agricultural emissions, improved resource efficiency, and enhanced resilience.
- Strengthened knowledge exchange, bridging the gap between research, advisory services, and farming communities.
- Improved policy alignment, supporting CAP objectives, EU climate targets, and funding mechanisms at multiple governance levels.

### 7.1.3 Target Audiences

Target Audience and Category	Why target them?	Key message
Climate-Smart Coaches (CSCs) (Primary)	- Utilize tools, training materials, and best practices for on-farm advisory services.	“Stay at the forefront of climate-smart advisory by adopting the latest resources and best practices. By leveraging these tools, you can maximize on-farm impact.”

Target Audience and Category	Why target them?	Key message
<b>Climate-Smart Advisors (Primary)</b>	- Access CSF methodologies, advisory techniques, and digital resources for supporting farmers.	“Empower your advisory approach with proven CSF methods, digital tools, and real-world insights so you can effectively guide farmers in adopting climate-smart practices.”
<b>Future Advisors (Secondary)</b>	- Gain knowledge through training programs to become effective CSF advisors.	“Build a strong foundation for your advisory career. These resources provide essential climate-smart skills to help you foster sustainable farming in the future.”
<b>Farmers (including Pilot Demo Farmers) (Secondary)</b>	- Implement mitigation and adaptation strategies based on practical insights and demonstrations.	“Access farm-oriented, tested solutions for reducing emissions, adapting to climate changes, and increasing resilience on your farm—all grounded in practical examples.”
<b>AKIS Actors (Tertiary)</b>	- Enhance advisory services through knowledge-sharing and collaboration within AKIS systems.	“Strengthen the entire agricultural knowledge network by collaborating on and sharing climate-smart innovations, ensuring consistent, high-quality advisory support.”
<b>Projects and Initiatives (Tertiary)</b>	- Leverage repository insights to develop innovative solutions and participate in knowledge exchange.	“Tap into a wealth of practical insights to co-create novel climate-smart solutions. Expand your partnerships and drive forward climate-smart innovations.”
<b>Educators (Tertiary)</b>	- Integrate CSF content into curricula, training programs, and professional education.	“Equip future advisors, farmers, and innovators with robust climate-smart content that bridges classroom theory and real-world farming applications.”
<b>Researchers (Tertiary)</b>	- Use repository resources for evidence-based research and innovation in climate-smart farming.	“Enrich your research with comprehensive data, best practices, and pioneering tools, fostering scientific breakthroughs and actionable climate-smart solutions.”
<b>Policy Stakeholders &amp; Institutions (Tertiary)</b>	- Inform policy development through access to validated data, case studies, and best practices.	“Shape data-driven climate and agricultural policies using credible field evidence and proven strategies, promoting impactful policy frameworks for sustainable farming.”

Table 12 FFC Target Audiences

### 7.1.4 FFC Subcomponents (Other Exploitable Results as Part of FFC)

Exploitable Result	Description & Objectives	Target Audiences	Monitoring & Tracking	Development & Contributions
<b>Online training modules, including some TTT sessions adapted for FFC</b>	<ul style="list-style-type: none"> <li>- Equipping Climate Smart Coaches (CSCs) with facilitation skills, networking techniques, and context-based advisory methods.</li> <li>- Creating a multiplier effect: trained CSCs replicate and expand knowledge dissemination among local advisors/farmers.</li> </ul>	<p><b>Primary:</b></p> <ul style="list-style-type: none"> <li>- Climate Smart Coaches (Primary) – Core participants who deliver training locally.</li> </ul> <p><b>Secondary:</b></p> <ul style="list-style-type: none"> <li>- Climate Smart Advisors</li> <li>- Advisors, AKIS Actors and PIPs – audience who may adopt TTT materials to build internal training sessions.</li> </ul>	<ul style="list-style-type: none"> <li>- Geographical spread (mapping)</li> <li>- Materials access and downloads (including data in the reports)</li> </ul>	<p>Developed by: TEAG</p> <p>Contributions by: FueAk, IDELE, SZE, SRUC</p>

Exploitable Result	Description & Objectives	Target Audiences	Monitoring & Tracking	Development & Contributions
	<ul style="list-style-type: none"> <li>- Continuously refining modules based on participant feedback (key iterations at M12, M35, M47, M59).</li> </ul>	<ul style="list-style-type: none"> <li>- Educators – Potential users embedding TTT content into formal agricultural education.</li> </ul> <p><b>Tertiary:</b></p> <ul style="list-style-type: none"> <li>- Farmer Organizations – Indirectly benefiting via more informed and skilled advisory support.</li> </ul>		
<b>Lessons Learned on Boosting the Role of Advice in Realising CSF</b>	<p>“Lessons Learned” synthesize data from Demonstration and Learning Activities (DLAs), ME&amp;L tools, and broader project experiences.</p> <p>Objectives include:</p> <ul style="list-style-type: none"> <li>- Collecting real-world evidence on effective advisory approaches (what works, what doesn’t).</li> <li>- Translating these insights into actionable knowledge for advisors, policymakers, and demonstration farm managers.</li> <li>- Feeding relevant insights into other project outputs (TTT course, repository resources, policy briefs).</li> </ul>	<p><b>Primary:</b></p> <ul style="list-style-type: none"> <li>- Climate Smart Coaches &amp; Climate Smart Advisors – Primary beneficiaries, using lessons in daily advisory work.</li> <li>- Other advisors</li> </ul> <p><b>Secondary:</b></p> <ul style="list-style-type: none"> <li>- AKIS Networks (extension services, demonstration managers) – Adopting proven methods for farmer engagement.</li> <li>- Policy Stakeholders – Gaining grassroots insights on enabling or hindering factors for CSF uptake.</li> <li>- Researchers – Potentially interested in data-driven analysis of advisory effectiveness</li> </ul>	<ul style="list-style-type: none"> <li>- User access in FFC (repository analytics)</li> <li>- References in EU Policy Briefs</li> </ul>	<p>Developed by: WR</p> <p>Contributions by: OU, TEAG, UZEL, IDELE, WP3</p>
<b>EU Policy Briefs</b>	<p>Five (5) EU Policy Briefs, each targeting distinct policy dimensions affecting climate-smart farming (e.g., innovation brokering, adoption by farmers, CS-AKIS, CS advisory and international collaboration)</p> <p>Objectives:</p> <ul style="list-style-type: none"> <li>- Translate on-farm insights and demonstration data into concise policy recommendations.</li> <li>- Engage with EU and national policymakers, aligning on practical ways to support CSF adoption.</li> <li>- Strengthen the overall policy relevance of ClimateSmartAdvisors outputs, integrating lessons learned and TTT findings.</li> </ul>	<p><b>Primary:</b></p> <ul style="list-style-type: none"> <li>- EU Institutions (Commission, Parliament committees) – Setting higher-level agricultural/environmental policy.</li> <li>- National Ministries &amp; Agencies – Translating EU-level frameworks into national/regional programs.</li> </ul> <p><b>Secondary:</b></p> <ul style="list-style-type: none"> <li>- Farm Associations &amp; NGOs – Advocacy groups that can leverage policy briefs in discussions with decision-makers.</li> <li>- Advisors – Indirectly informed about the policy context shaping support mechanisms and funding streams.</li> </ul>	<ul style="list-style-type: none"> <li>- Policy references</li> <li>- Number of briefs downloaded</li> <li>- Feedback from policy stakeholders</li> </ul>	<p>Developed by: EUFRAS and CONSULAI with the support of NCs.</p>

Table 13 FFC Subcomponents

### 7.1.5 Dissemination Pathway

A well-defined dissemination pathway is essential to maximizing the reach and long-term impact of the FFC. By delivering clear and targeted messages, engaging diverse audiences through tailored

activities, and strategically participating in key events, the project will ensure that the FFC gains visibility, credibility, and sustained engagement. Strong partnerships with advisory networks, research institutions, and policymakers will further amplify its reach, embedding it within established agricultural knowledge-sharing systems.

This strategic approach will not only attract a broad user base but also ensure long-term retention and integration of the FFC's wealth of resources. By fostering widespread adoption, the dissemination efforts will play a crucial role in accelerating the transition to climate-smart agriculture across Europe, equipping farmers and advisors with the knowledge and tools needed for a more sustainable future.

Key objectives of the dissemination strategy include:

- **Raising Awareness:** Ensure that farmers, advisors, educators, policymakers, and other AKIS stakeholders are well-informed about the Farming for Climate (FFC) platform and its open-access resources, positioning it as a central reference for climate-smart farming knowledge.
- **Encouraging Adoption:** Encourage the regular use of the FFC's tools, training materials, and best-practice guidelines to facilitate widespread adoption of climate-smart farming (CSF) practices and accelerate their implementation across Europe.
- **Enhancing Engagement and Feedback:** Establish interactive mechanisms that enable users—particularly advisors—to provide input on usability, relevance, and emerging needs. This continuous feedback loop will support ongoing improvements, ensuring the platform remains user-driven and responsive to evolving challenges.
- **Strengthening Synergies:** Deepen collaboration with sister projects such as Climate Farm Demo and ClimateSmartResearch; projects like ClieNFarms, and OrganicClimateNET, and the EU Farm Book; and advisory networks, ensuring cross-promotion and interoperability.
- **Exploring Future Synergies:** Establish pathways for integration with upcoming EU-funded initiatives such as EUFRAS, IALB, SEASN and EU CAP Network, research networks, and digital advisory tools. By remaining adaptable and open to new partnerships, the FFC can continue to evolve, expanding its reach and reinforcing its role in the European agricultural knowledge ecosystem.

The key messages of the FFC serve as the foundation for effective dissemination, ensuring that stakeholders clearly understand its role as a comprehensive, accessible, evidence-based, and sustainable resource for climate-smart farming, thereby driving engagement, adoption, and long-term impact. Those include:

- **A “One-Stop Shop” for Climate-Smart Farming** – The FFC consolidates all essential climate-smart farming (CSF) resources, from practical methods to policy guidelines, into a single, user-friendly platform. It serves as a comprehensive hub for farmers, advisors, educators, and policymakers seeking reliable and actionable information.
- **Open-Access and Multilingual** – The platform will be available in English and later translated into other project languages, removing financial and linguistic barriers to knowledge. This ensures broad accessibility and inclusivity, empowering users across Europe to engage with climate-smart farming resources without restrictions.
- **Evidence-Based Tools and Practices** – The FFC is built on methods and real-world insights from demonstration farms. Developed through collaboration with four major EU-funded projects, it provides users with credible, field-tested solutions that drive effective and sustainable agricultural transitions.
- **Long-Term Sustainability and Integration** – The FFC is designed for longevity, with a clear plan for maintenance beyond the project's duration. Its API link with the EU Farm Book ensures continued

relevance, while robust hosting and editorial oversight guarantee that content remains up to date and valuable for future generations of agricultural stakeholders.

## Target Audiences and Primary Dissemination Methods

Below is a high-level overview of who we want to reach, why, and how. These audiences align with the exploitation strategy but the focus here is on *communication, dissemination and learning*.

Target Audience	Primary Dissemination Methods
<b>Climate Smart Coaches &amp; Climate Smart Advisors</b>	<ul style="list-style-type: none"> <li>- Presentations at TTT and relevant workshops</li> <li>- Presentations and National Annual Meetings (NAMs) and within Communities of Practice (CoPs)</li> <li>- Direct e-mail lists and WhatsApp groups</li> <li>- Project newsletters</li> <li>- Partners' newsletters</li> <li>- Demonstrations at on-farm training events</li> <li>- Project's Facebook group</li> </ul>
<b>Other Advisors</b>	<ul style="list-style-type: none"> <li>- Project's Facebook group</li> <li>- Project's social media channels</li> <li>- CSCs and CSAs social media channels and e-mail lists/groups</li> <li>- Partners' newsletters</li> <li>- EU CAP Network's newsletters</li> <li>- Presentations at conferences and fairs</li> <li>- Local magazine and media outlets</li> </ul>
<b>Farmers</b>	<ul style="list-style-type: none"> <li>- Field demos and local events organized by NCs</li> <li>- Printable guides or short "best-practice summaries"</li> <li>- Collaboration with farmer associations' bulletins</li> <li>- Climate Farm Demo newsletter targeting only farmers and advisors</li> <li>- Project partners' newsletters</li> </ul>
<b>AKIS Actors</b>	<ul style="list-style-type: none"> <li>- Presentations at agricultural fairs, EIP-AGRI workshops</li> <li>- Project's AKIS workshops (organized by CoPs)</li> <li>- Joint events with sister projects (Climate Farm Demo and ClimateSmartResearch)</li> <li>- Project social media channels</li> <li>- Project website</li> </ul>
<b>Educators</b>	<ul style="list-style-type: none"> <li>- Outreach to teacher networks, educational boards, and agri-university faculties</li> <li>- Inclusion of repository references in course syllabi and practical labs</li> <li>- Conferences and fairs</li> <li>- Project social media channels</li> <li>- Project website</li> <li>- Project newsletters</li> <li>- Partners' newsletters</li> <li>- Partners' websites</li> </ul>
<b>Projects and Initiatives</b>	<ul style="list-style-type: none"> <li>- Conferences and Symposiums</li> <li>- Project LinkedIn page</li> <li>- Project website</li> </ul>

<b>Policy makers</b>	<ul style="list-style-type: none"> <li>- High-Level Roundtables &amp; Policy Dialogues: Presenting the repository’s data-driven value for CAP discussions, climate targets, or strategic farm initiatives</li> <li>- Policy Brief Synergy: Linking relevant repository content to official recommendations or white papers</li> </ul>
<b>Researchers, NGOs, Private Agri-Tech</b>	<ul style="list-style-type: none"> <li>- Thematic conferences or research collaboration events</li> <li>- Cross-promotions on NGO platforms or private sector-led innovation days</li> </ul>

Table 14 Dissemination Target Audiences and Primary Dissemination Methods

## Dissemination Channels and Methods

- Digital Platforms and Online Tools

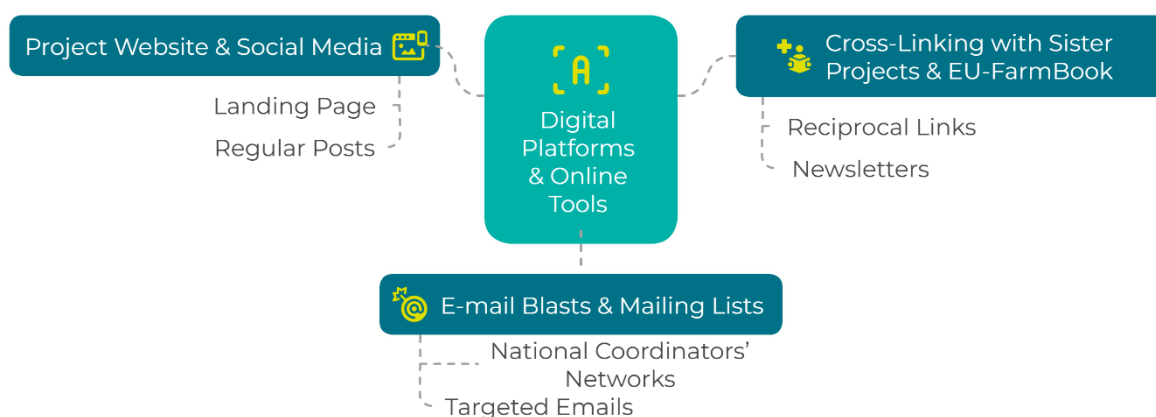


Figure 12 FFC Dissemination Channels - Digital platforms

- Physical and Hybrid Events

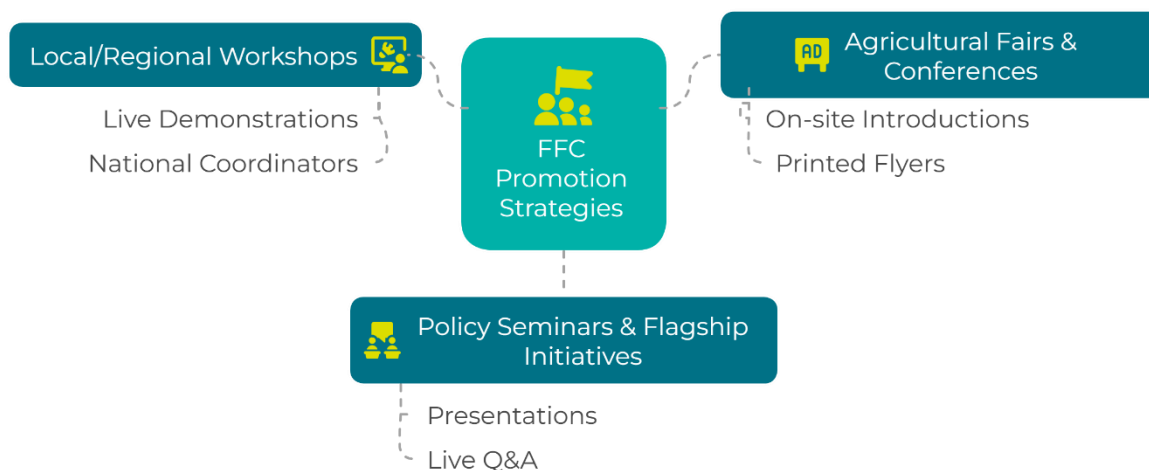


Figure 13 FFC Dissemination Channels - Physical and Hybrid Events

- Printed (where needed) and Multimedia Materials

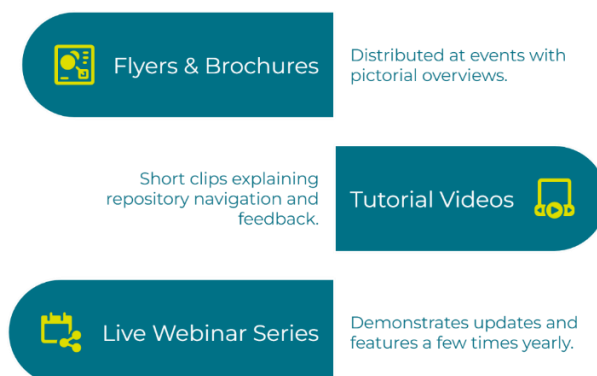


Figure 14 FFC Dissemination Channels - Printed and Multimedia Materials

### 7.1.6 Risk Analysis

Risk	Description	Likelihood	Impact	Mitigation Measures
<b>Low user adoption</b>	Advisors/farmers do not regularly visit or use the platform.	Medium	High	<ul style="list-style-type: none"> <li>- Providing interactive &amp; user-friendly interface</li> <li>- Engaging user groups early (TTT sessions, demos)</li> <li>- Maximizing dissemination efforts</li> </ul>
<b>Competition from existing platforms</b>	Similar repositories exist, fragmenting user attention.	High	Medium	<ul style="list-style-type: none"> <li>- Emphasizing added value: synergy of four EU projects, direct link to EU-FarmBook</li> <li>- Regular content updates</li> </ul>
<b>Language/Accessibility issues</b>	Multilingual content is not maintained or partially translated, reducing accessibility.	Medium	Medium	<ul style="list-style-type: none"> <li>- Utilizing partner networks for translations</li> <li>- Tracking usage metrics by language, prioritize high-demand ones</li> </ul>
<b>Technical obsolescence or security issues</b>	Platform technology becomes outdated; data integrity is compromised.	Low	High	<ul style="list-style-type: none"> <li>- Using widely adopted, stable open-source frameworks</li> <li>- Scheduling security reviews and updates</li> </ul>
<b>Insufficient long-term funding post-project</b>	Platform discontinuation if no funding or hosting arrangement is established beyond M84.	Medium	High	<ul style="list-style-type: none"> <li>- Developing sustainability/maintenance plan with EU-FarmBook</li> <li>- Seek synergy with national extension bodies</li> </ul>

Table 15 FFC Risk Analysis

### 7.1.7 Monitoring & Tracking (in progress)

Monitoring Aspect	Indicator	Method/Frequency	Responsible
<b>Usage &amp; Reach</b>	- Number of unique visitors	Analytics reports every 9 and 18 months (aligned with Reporting Period)	AUA, IDELE

Monitoring Aspect	Indicator	Method/Frequency	Responsible
	- Downloads (tools, docs)		
<b>User Satisfaction</b>	- Survey ratings - Feedback forms	Annual online surveys	WP5 team
<b>Language Accessibility</b>	- Available translations - Usage patterns by language	Annual review of language metrics	NCs
<b>Interoperability with EU-FarmBook</b>	- API performance - Data exchange frequency	Annual technical check-ins	AUA (lead), EU-FB team
<b>Content Updates</b>	- Number of new resources - Frequency of updates	Biannual editorial meetings	FFC editorial board (main developers and contributors)

Table 16 FFC Monitoring and Tracking

### 7.1.8 Scalability and Sustainability

The FFC is designed for long-term scalability and sustainability, ensuring that its impact extends well beyond the project’s duration. To maximize its exploitation potential, several key measures have been put in place to secure its continued relevance, usability, and integration into the broader agricultural advisory ecosystem.

A core element of sustainability is ensuring long-term maintenance beyond the initial project funding. This will be achieved through strategic hosting arrangements with AUA and IDELE, with potential integration into the EU Farm Book or co-funding through complementary initiatives. Additionally, an API will be developed to facilitate seamless interoperability with the EU Farm Book, enhancing its accessibility and ensuring broader adoption across advisory networks.

To further drive exploitation, strong partnerships with national advisory services will be established to support content curation, adaptation, and dissemination. These collaborations will ensure that the FFC remains a living resource, continuously enriched with new insights and tailored to regional needs. An editorial board will oversee the platform’s evolution, ensuring quality control and alignment with emerging challenges in sustainable agriculture.

## 7.2 KER 2 - State-of-play CSA Country Reports

### 7.2.1 Description & Objectives

The State-of-Play CSA Country Reports are a series of 27 national-level reports that present an in-depth analysis of the local context, drivers, barriers, and opportunities related to climate-smart farming advice (CSA). The reports stem from extensive surveys conducted in each partner country, gathering a little over 1000 responses across the 27 EU member states, and structured around four main themes:

- Socio-Demographic Information

- Interaction with Other Stakeholders
- Knowledge of Climate Change
- Motivations and Barriers to Climate Change.

These reports are work in progress, forming a foundation for further development of the CSA network in each country and for shaping future advisory services. They also feed back into other project outputs by identifying where and how climate-smart interventions are most needed or most feasible.

When exploited effectively—through open-access dissemination, policy alignment, and integration with the broader CSA knowledge ecosystem—these reports can transform how national networks approach climate-smart advisory services. They ensure that local realities are heard, documented, and addressed, thus accelerating Europe’s transition toward resilient and sustainable agricultural practices.

The insights gathered through the project will play a crucial role in shaping national and regional strategies for climate-smart farming (CSF). By providing data-driven evidence, the findings will support extension services, policymakers, and network coordinators in designing more targeted and effective interventions. A key objective is to enhance advisory models by identifying country-specific drivers and barriers, enabling advisors to deliver tailored guidance that resonates with farmers' realities.

Main developers for this KER are EVILVO and ProAgria, with significant contributions from IDELE, as well as NCs.

## 7.2.2 Key Outcomes and Potential Impact

One of the key strengths of this initiative is the extensive survey coverage across 27 countries, gathering input from a large and diverse pool of respondents. This broad participation ensures that the resulting reports offer highly valuable, data-driven insights into the realities of climate-smart farming (CSF) advisory services across Europe. By leveraging this extensive dataset, these reports provide a powerful foundation for informed decision-making, improved collaboration, and the accelerated transition to climate-smart farming across Europe.

### Key Outcomes

#### 1. Comprehensive Country-Specific Analyses

Each country report provides a detailed snapshot of the CSF advisory landscape, capturing key aspects such as stakeholder interactions, advisor demographics, existing knowledge levels, and the barriers and motivations influencing adoption. With data collected at this scale, these reports offer an unparalleled evidence base for understanding national and regional advisory dynamics.

#### 2. Evidence-Based Decision Support

By offering data-backed insights, these reports empower policymakers, advisors, and CSF network developers to tailor initiatives to national and regional needs. This ensures that advisory strategies are not only better targeted but also more effective, leading to higher adoption rates of climate-smart practices.

#### 3. Enhanced Collaboration and Contextual Learning

Cross-country comparisons highlight shared challenges and best practices, fostering peer learning and knowledge exchange across Europe. This enables national and regional advisory services to benefit from insights beyond their own context, strengthening overall advisory effectiveness.

## Potential Impact

- **Accelerated Adoption of CSF Practices** – By identifying local needs and bottlenecks, policymakers and advisory bodies can implement more targeted and impactful strategies to expand climate-smart advisory services.
- **Stronger Policy and Funding Alignment** – These reports can influence national CAP strategic plans, guide funding allocations for research and pilot initiatives, and shape local training programs.
- **Greater Stakeholder Engagement and Accountability** – Seeing their own experiences and regional contexts reflected in the data fosters stronger buy-in from advisors, policymakers, and farmers, reinforcing commitment to climate-smart agriculture.

### 7.2.3 Target Audiences

Audience & Category	Why Target Them?	Key Message
<b>Climate Smart Coaches</b> <b>Climate Smart Advisors</b> <b>Primary</b>	<ul style="list-style-type: none"> <li>- Directly shape farm-level climate-smart advice and training efforts.</li> <li>- Need in-depth knowledge of local conditions, barriers, and motivations uncovered by the country reports.</li> <li>- Key to bridging the gap between raw data and practical implementation.</li> </ul>	<p>“Use data-driven insights to refine your climate-smart advisory approach and address real farmer concerns.”</p> <p>“Translate findings into local action—deploy targeted CSA initiatives and further data collection where needed.”</p>
<b>Other Advisors &amp; AKIS Actors</b> <b>Primary</b>	<ul style="list-style-type: none"> <li>- Broader network of advisory services, extension agents, cooperative representatives, etc., who can implement recommendations from the reports.</li> <li>- Ability to incorporate country-specific findings into existing advisory tools.</li> </ul>	<p>“Leverage country-specific drivers and barriers to boost adoption of CSA practices across broader advisory networks.”</p>
<b>Farmers</b> <b>Secondary</b>	<ul style="list-style-type: none"> <li>- Primary end-users of CSA knowledge who may want to understand how their region’s socio-demographics, motivations, and barriers compare to national data.</li> <li>- Can advocate for supportive measures once they see aggregated findings.</li> </ul>	<p>“See how your region fits into the bigger national picture—discover challenges &amp; opportunities for climate-smart change.”</p>
<b>Policy Makers &amp; Government Bodies</b> <b>Secondary</b>	<ul style="list-style-type: none"> <li>- Develop or refine CAP (Common Agricultural Policy) measures, direct funding, and craft legislation around climate-smart agriculture.</li> <li>- Need evidence-based input to address the real constraints identified at national/regional levels.</li> </ul>	<p>“Use concrete data to inform policy design—unlock targeted investments and incentives that match on-the-ground realities.”</p>
<b>PIPs</b> <b>Secondary</b>	<ul style="list-style-type: none"> <li>- Potential end-users, who might exploit and apply the reports into their initiatives and projects.</li> </ul>	<p>“See how your project or initiative fits into the bigger national picture—discover challenges &amp; opportunities for climate-smart change.”</p>
<b>Researchers, NGOs, and Agri-Tech Innovators</b> <b>Tertiary</b>	<ul style="list-style-type: none"> <li>- May conduct further comparative or follow-up studies on CSA adoption drivers</li> <li>- Can help pilot new technologies or outreach methods if they have robust country-level insights.</li> </ul>	<p>“Explore robust, large-scale data to identify new research directions, develop pilot projects, or refine outreach strategies.”</p>
<b>Media (specialized in the topic) and General Public</b> <b>Tertiary</b>	<ul style="list-style-type: none"> <li>- May use reports data to back up findings for articles.</li> </ul>	<p>“Use concrete data to inform and raise awareness among your readers.”</p>

Audience & Category	Why Target Them?	Key Message
	- May use report data to raise awareness about climate-smart farming, climate change in Europe, barriers and gaps, etc.	

Table 17 KER 2 Target Audiences

## 7.2.4 Dissemination Pathway

The dissemination pathway is designed to ensure that the state-of-play reports are not merely static documents but become actively used resources that inform decision-making, shape policies, and support advisory services. By strategically promoting their visibility, accessibility, and engagement potential, these reports will serve as dynamic tools for stakeholders rather than passive reference materials. Also, through this comprehensive dissemination approach, the state-of-play reports will become living documents that actively contribute to strengthening climate-smart farming advisory services—informing national and regional strategies, guiding funding decisions, and promoting peer learning across Europe.

### Dissemination Objectives

- **Enhancing Visibility** – The first priority is to ensure that all relevant stakeholders, including farmers, advisors, policymakers, researchers, and CSF network coordinators, are fully aware of the reports’ availability and relevance. A targeted outreach strategy will leverage project networks, EU agricultural platforms, and direct engagement with advisory bodies to maximize awareness.
- **Ensuring Accessibility** – To encourage widespread uptake, findings will be presented in clear, engaging, and user-friendly formats. Alongside full reports, executive summaries, infographics, and visually appealing data visualizations will be developed to highlight key insights concisely.
- **Driving Engagement and Dialogue** – Beyond simply distributing the reports, the strategy will focus on fostering meaningful interactions where the data can inspire action, collaboration, and further research. This will include workshops, stakeholder meetings, and policy roundtables, where findings can be discussed in depth, shaping future advisory services and agricultural policies. By creating these spaces for dialogue, the reports will serve as catalysts for cooperation, knowledge exchange, and evidence-based decision-making.

Audience	Primary Dissemination Methods
<b>Climate Smart Coaches</b> <b>Climate Smart Advisors</b>	- Present findings in TTT Course sessions, integrating country-specific data into facilitation modules - Present findings at the National Annual Meetings (NAMs) - Summaries posted on the project website/repository - Present findings at webinars - Internal newsletter
<b>Other Advisors &amp; AKIS Actors</b>	- Direct mailing to extension agencies and cooperatives featuring key data points - Sessions at agricultural fairs, extension conferences, and demonstration farm events - Access to open-access report downloads in user-friendly formats (FFC) - Facebook group - External newsletter - Sister projects events

Audience	Primary Dissemination Methods
<b>Farmers</b>	<ul style="list-style-type: none"> <li>- Local/regional field days or demonstration visits with short presentations of relevant country report highlights. (collaboration with Climate Farm Demo and OrganicClimateNET)</li> <li>- Farmer association bulletins or newsletters featuring condensed data or infographics</li> <li>- Facebook group</li> </ul>
<b>Policy Makers &amp; Government Bodies</b>	<ul style="list-style-type: none"> <li>- Policy roundtables, short policy briefs summarizing each country's top priorities</li> <li>- Presentations at national-level working groups or committees on agricultural development</li> <li>- Inclusion in official strategy reviews, CAP updates</li> </ul>
<b>PIPs</b>	<ul style="list-style-type: none"> <li>- Direct contact through emails or meetings (synergies in WP7)</li> <li>- FFC Web Platform</li> <li>- External newsletter</li> <li>- Presentation at conferences and symposiums</li> </ul>
<b>Researchers, NGOs, and Agri-Tech Innovators</b>	<ul style="list-style-type: none"> <li>- Presentations at academic conferences or specialized symposia (EIP-AGRI events, scientific forums)</li> <li>- Publication of open data sets or aggregated cross-country analyses for research consumption</li> <li>- NGO/Innovator networking events</li> </ul>

Table 18 Dissemination Audiences and Primary Dissemination Methods

## Dissemination Channels

### 1. Digital dissemination channels



Figure 15 KER 2 Dissemination Channels - digital

### 2. Local and regional events

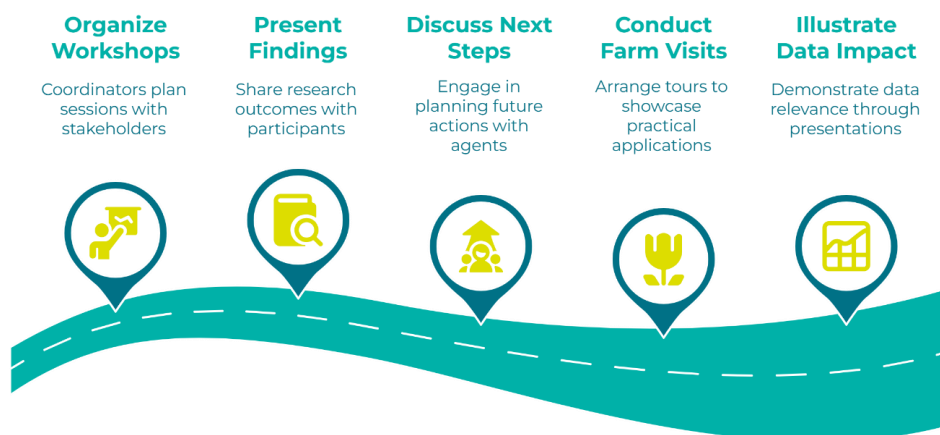


Figure 16 KER 2 Dissemination Channels - Events

### 3. Academic and expert communities



Figure 17 KER 2 Dissemination Channels - academic and expert communities

#### 7.2.5 Risk Analysis

Risk	Likelihood	Impact	Mitigation
<b>Low awareness among target audiences</b>	Medium	High	<ul style="list-style-type: none"> <li>- Deploying well-timed multi-channel dissemination (both national and project)</li> <li>- Create short, jargon-free summaries for quick uptake</li> </ul>
<b>Limited local capacity to interpret data for practical changes</b>	Medium	Medium	<ul style="list-style-type: none"> <li>- Providing training sessions with target groups</li> <li>- Encourage TTT modules to highlight local data usage</li> </ul>
<b>Overly technical or lengthy reports discouraging readers</b>	Medium	High	<ul style="list-style-type: none"> <li>- Developing short policy briefs, infographics, and one-page “key findings”</li> <li>- Offer translations/executive summaries where needed</li> </ul>
<b>Inconsistent data hamper credibility</b>	Low	High	<ul style="list-style-type: none"> <li>- Standardizing survey protocols &amp; QA checks</li> <li>- Conducting peer reviews before publishing</li> </ul>
<b>Difficulty sustaining interest over time</b>	Medium	Medium	<ul style="list-style-type: none"> <li>- Scheduling phased updates or combine with new project findings</li> <li>- Maintaining a pipeline of events &amp; fresh content</li> </ul>

Table 19 KER 2 Risk Analysis

#### 7.2.6 Monitoring and Tracking (in progress)

Monitoring Aspect	Indicator	Method	Responsible
<b>Data Collection &amp; Timeliness</b>	<ul style="list-style-type: none"> <li>- % of countries meeting survey deadlines</li> <li>- Average number of responses per country</li> </ul>	Check with NCs	EVILVO, ProAgria
<b>Report Quality &amp; Consistency</b>	<ul style="list-style-type: none"> <li>- Completion of a standardized report template</li> <li>- Peer-review outcomes</li> </ul>	Post-drafting peer review sessions	EVILVO
<b>Dissemination &amp; Visibility</b>	- Number of downloads/views of each country report	Web analytics (annual)	WP8

	- References in policy briefs		
<b>Adoption in Practice</b>	- Instances of referencing the country reports in local CSA initiatives - Integration with TTT or demonstration sites	- Occasional partner surveys - Qualitative interviews (2 times during project duration) - Scoping on search engines (e.g. Google Scholar, etc.)	EVILVO, ProAgria NCs
<b>Updates &amp; Revisions</b>	TBC	TBC	EVILVO, ProAgria, NCs

Table 20 KER 2 Monitoring and Tracking

### 7.2.7 Sustainability

The long-term sustainability of the country reports is a key aspect of the project’s impact strategy, ensuring that the insights gathered continue to inform advisory services, policymaking, and research beyond the project’s duration. To facilitate immediate access and use, the reports have already been uploaded to the **internal project SharePoint**, providing **Climate-Smart Coaches (CSCs) and Climate-Smart Advisors (CSAs)** with direct access to the findings. Moving forward, several measures will be implemented to secure their continued relevance, accessibility, and institutional adoption.

To further embed the findings into long-term advisory and policy frameworks, national extension agencies and ministries could adopt the methodology for ongoing monitoring and assessment of climate-smart advisory services. Additionally, collaboration with flagship CSA initiatives and large-scale pilot programs could allow the methodology to be applied in new contexts or integrated with additional datasets, increasing its utility and impact.

Ensuring that these reports remain actively referenced in policy briefs, strategic discussions, and funding frameworks is essential for maintaining their influence. By promoting their use in CAP strategic plans, national agricultural policies, and EU-level initiatives, the project can help position these reports as key resources for evidence-based decision-making in climate-smart agriculture.

Through these measures, the project ensures that the country reports remain dynamic, widely accessible, and continuously relevant, supporting the long-term development and implementation of climate-smart farming practices across Europe.

## 7.3 Exploitation Strategy – Next Steps

As this is the first draft of the exploitation strategy, further refinements and expansions will take place in the coming months. The final and comprehensive version, covering all Key Exploitable Results (KERs) and detailing in-depth exploitation pathways, will be included in the Final DEC Plan at both EU and national levels in Month 48 of the project. In the meantime, WP8, together with main developers and contributors, will focus on key aspects to strengthen the strategy, including the development of a clear Intellectual Property Rights (IPR) strategy, the establishment of detailed exploitation timelines for each KER, and the implementation of a robust monitoring and tracking framework to assess the progress and impact of each KER. Additionally, specific dissemination timelines will be outlined to ensure strategic visibility and uptake.

According to the current roadmap, these elements will be finalized by the end of this year. Looking ahead to 2026, the project will continue refining its exploitation approach by identifying new KERs or

integrating additional exploitable results into existing KERs as more findings and outcomes emerge. This adaptive approach will ensure that the exploitation strategy remains dynamic, aligned with evolving project outputs, and responsive to stakeholder needs, maximizing the long-term impact of the project's results.

## 8 National DEC Plan

The National-Level D&C Guidelines serve as a resource for planning and executing D&C activities in each project country. The guidelines are primarily intended for NCs, who are expected to lead the planning and monitoring of D&C efforts at the national level. However, successful implementation requires collaboration from other project partners within each country, ensuring a coordinated and impactful outreach strategy. The document also outlines the support available to NCs for implementing national-level DEC activities. As a living document, it will be regularly updated to serve as a comprehensive resource for guidance, best practices, and materials related to CSA D&C efforts.

The document is structured around four key steps:

- **Understanding Your Audience** – Identifying and segmenting key stakeholders.
- **Selecting Suitable Activities** – Choosing the most effective D&C approaches for each audience.
- **Annual Planning at the National Level** – Structuring dissemination activities throughout the year.
- **Reporting and Monitoring** – Tracking progress and evaluating impact to inform future improvements.

Steps 1 and 2 are strategic, aligning closely with WP6 activities focused on CS AKIS stakeholder activation and engagement. Steps 3 and 4 are part of an annual cycle of planning, reporting, and monitoring, ensuring that national-level communication remains dynamic, responsive, and aligned with overall project goals.



Figure 18 National DEC Plan - 4 key steps

### 8.1 Step 1: Knowing your audience

#### 8.1.1 Main target audiences

A first essential step in D&C is identifying and profiling the target audiences in your country. This audience is not a uniform group, and different target groups will require different DEC strategies, using tailored messages and channels based on the needs and characteristics of each audience. To

determine the main target audiences for your country, inspiration can be found in Table 1. This information can be further complemented with the National Stakeholder Analysis, conducted during the national kick-off meetings, to make this more specific for your country. This should result in an overview of relevant actors and organisations in your country.

### 8.1.2 Profiling the different target audiences

In alignment with WP6 guidelines on stakeholder activation and engagement, the organizations and actors identified in the stakeholder overview can now be further categorized into four main priority groups:

- key actors,
- influencer actors,
- inspired actors,
- passive actors.

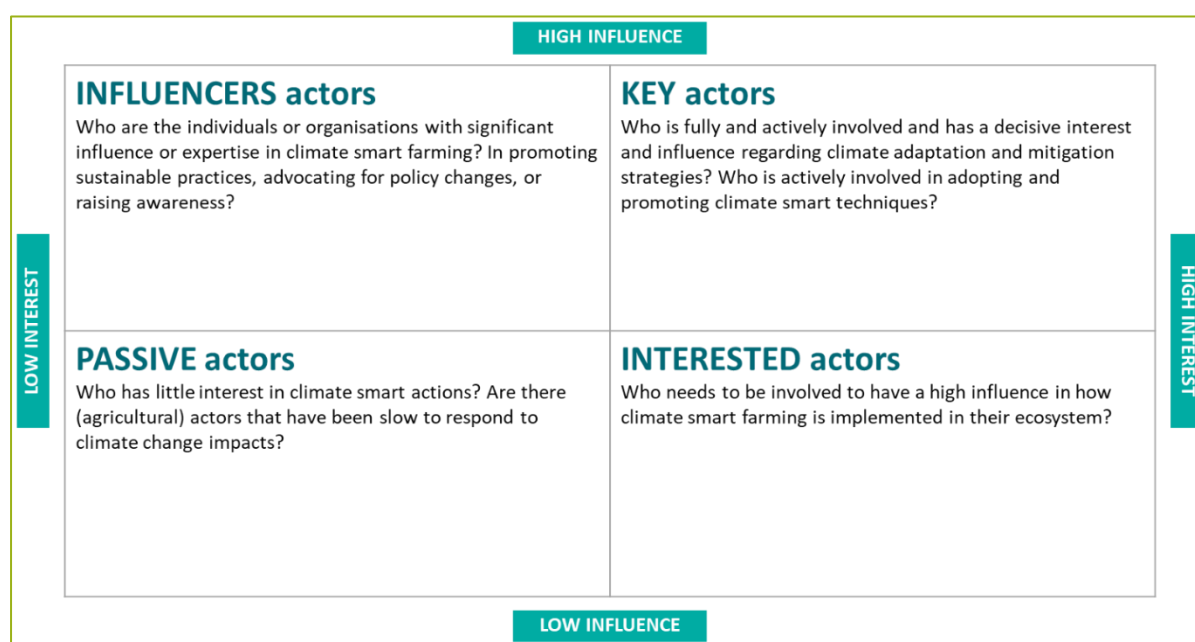


Figure 19 CSA Stakeholder Analysis Matrix – plotting CS-AKIS actors

Source CSA WP6.1 “AKIS-Stakeholder Activation and Engagement Methodology and tools”

Since the level of involvement varies across priority groups, it is essential to adopt tailored strategies and communication tools to effectively reach and engage each category. For instance, relying solely on newsletters for key actors would be insufficient; instead, additional strategies - such as invitations to demo events, workshops, and direct engagement opportunities - should be implemented to keep them actively involved. Conversely, for passive actors, simply providing project updates via newsletters may be sufficient. The higher a stakeholder’s level of interest and influence, the more interactive and targeted the engagement approach should be.

<b>HIGH INFLUENCE</b>	
<p><b>INFLUENCERS actors</b></p> <p>Objective: To keep this group’s needs satisfied. Efforts need to be made to ensure that they become key stakeholders. Communication actions stressing the project’s benefits and raising curiosity.</p>	<p><b>KEY actors</b></p> <p>Objective: to collaborate with this group. Engage at the earliest possibility. Continuous communication built by sending project updates, consulting their opinions, inviting them to events, etc.</p>
<p><b>PASSIVE actors</b></p> <p>Objective: to monitor this group with minimum effort. No specific actions need to be taken to address this group. Might be informed through general communication actions of the project (e.g., website, newsletter).</p>	<p><b>INTERESTED actors</b></p> <p>Objective: to keep this group informed. Continuous communication to inform them about project progress, actions, and results. Potential consultation regarding areas of stakeholder interest (especially regarding specific questions).</p>
<b>LOW INFLUENCE</b>	

Figure 20 CSA Stakeholder Analysis Matrix – objective and degree of interaction

Source CSA WP6.1 “AKIS-Stakeholder Activation and Engagement Methodology and tools”

## 8.2 Step 2: Suitable activities for your audience

After having identified and prioritised your main target audiences, the objective of Step 2 is to identify suitable D&C activities and channels for each of the aforementioned main groups. In order to distinguish between dissemination, communication, and exploitation, please see below:

- **Communication** refers to the process of promoting the project and its results to a multitude of audiences, including both specialists and the general public. This aims to increase awareness, accessibility, and understanding of the project’s results, fostering greater visibility and maximizing societal impact. Communication activities are strategic and targeted, designed to reach specific audiences (such as industry stakeholders, policy makers, media, and the public) and could include engaging through social media, organizing public outreach events, and participating in workshops or conferences that extend beyond the scientific community.
- **Dissemination** focuses on spreading the results of the project to the scientific community and other key stakeholders who might directly utilize those findings. This is critical for advancing knowledge within a particular field and ensuring that other researchers or practitioners can build on the project’s outcomes. Dissemination typically involves publishing results in peer-reviewed scientific journals, presenting findings at academic conferences, and sharing data and resources that can be used by other researchers or industry professionals.
- **Exploitation** refers to using project results for further research, development, or commercial purposes. It involves leveraging the knowledge, innovations, and outcomes generated during the project to create economic, social, or environmental impact. Effective exploitation ensures that publicly funded research and innovation projects generate tangible benefits for society, the economy, and the environment. It maximizes the impact of the project beyond its immediate results, translating research concepts into concrete solutions that improve the quality of life.

Here are some key aspects and examples of exploitation:

- *Commercialization*: This involves bringing innovations to market, such as new products, services, or technologies. By commercializing research results, companies can generate revenue and create jobs, contributing to economic growth.
- *Further research*: Using the results to support additional research projects or developments. This can lead to new discoveries and advancements in various fields, fostering continuous innovation.
- *Policy-making*: Applying findings to shape or inform policy changes or improvements. Research results can provide evidence-based insights that help policymakers make informed decisions, leading to better governance and societal benefits<sup>1</sup>.
- *Standardization*: Using results to establish new standards or norms in a specific field. Standardization ensures consistency and quality, facilitating the widespread adoption of new technologies and practices.
- *Education and training*: Integrating the results into academic curricula or training programs to foster knowledge transfer. This helps educate the next generation of researchers, professionals, and innovators, ensuring the sustainability of advancements.

A wide range of potential activities is available for NCs and project partners to consider, as detailed in the tables within the [Annex Section](#) of this document. The selection of activities should be guided by the local context, existing opportunities, and available communication channels. For further inspiration, reference can be made to the example tables below.

### 8.3 Step 3: Annual plan for national DEC activities

The planning of national DEC activities will be integrated into the latest update of the Guidelines for NCs and forms an essential part of NC meetings and activities. NCs are expected to strategically plan their DEC efforts throughout the year, ensuring alignment with both project milestones and country-specific activities.

### 8.4 Step 4: Reporting and monitoring national DEC activities

Finally, it is essential that all DEC activities are reported and monitored. Reporting is the responsibility of **all national partners**; the NC is responsible for monitoring progress and possible deviations to the plan. [See it in the Annex here.](#)

To ensure consistent tracking of DEC activities, reporting will be conducted twice a year, every six months, in alignment with scheduled NMUs. NCs are responsible for ensuring that all project partners within their respective countries report their DEC activities in a timely manner.

EUFRAS will send regular reminders two months prior, and progress will be reviewed and discussed every second NMu. A new reporting tool will be introduced via email in April, and the next round of DEC activity reporting is expected to be completed by June 2025, then December 2025, etc. (See table below).

Month of Project	Activity	Responsible
April 2025 (M25)	Sending out the new national DEC plan and reporting tables with changes. Start collection process	EUFRAS NCs, partners in their respective countries

Month of Project	Activity	Responsible
<b>June 2025 (M27)</b>	Q&A regarding the new plan (if needed) during NMU. Check up on the collection process.	EUFRAS
<b>October 2025 (M31)</b>	Reminder about the collection process.	EUFRAS
<b>December 2025 (M33)</b>	The first round of DEC activity reporting. Discussed at the NMU if needed, announce RP2 in Month 36.	NCs, partners in their respective countries
<b>March 2026 (M36)</b>	Reporting Period 2 – making sure that all data are inserted.	BIOS, EUFRAS NCs, partners in their respective countries
<b>July 2026 (M40)</b>	Reminder about the collection process.	EUFRAS
<b>September 2026 (M42)</b>	Next round of DEC activity reporting.	NCs, partners in their respective countries
<b>January 2027 (M46)</b>	Feedback survey sent out to NCs. Reminder about the collection process due in M48.	EUFRAS
<b>March 2027 (M48)</b>	Next round of DEC activity reporting. New version of the national DEC plan produced.	NCs, partners in their respective countries EUFRAS

Table 21 National DEC Plan - Monitoring activities timeline

This timeline provides NCs with a clear schedule of key DEC reporting and revision milestones, ensuring alignment with project monitoring and evaluation cycles.

The reporting table can be found in the tab corresponding to each country. While all project partners are expected to report their activities continuously, monitoring and validation will take place at designated intervals, led by the NCs. Any challenges or difficulties encountered in the reporting process can be discussed during NMUs.

## 8.5 Support: templates, tools & contact persons

To support you in your DEC efforts, there is a full suite of communication materials, such as icons, logos, flyers, posters etc, which have already been prepared by the communication team, and can be accessed [here](#).

All the documents are available for the translation in national languages and to do that, please contact Isidora Colic ([isidora.colic@biosense.rs](mailto:isidora.colic@biosense.rs)).

If you need specific materials or help with the visuals, please contact the WP8 team:

- Anita Dzelme ([anita.dzelme@lkc.lv](mailto:anita.dzelme@lkc.lv); +37128636468)
- Edgars Dzelme ([Edgars.dzelme@lkc.lv](mailto:Edgars.dzelme@lkc.lv); +37120060859)
- Isidora Colic ([isidora.colic@biosense.rs](mailto:isidora.colic@biosense.rs))

## 8.6 National-level D&C Analysis

The National D&C Guidelines were distributed to NCs in April 2024 as a resource for planning and executing national-level DEC activities. These guidelines serve as a reference for D&C strategies, providing ideas and best practices. While primarily designed for NCs, who oversee internal communication within their respective countries, the document is also intended for use by other project partners involved in dissemination and outreach efforts.

The National-level D&C Analysis, conducted in March 2025, provides a comprehensive evaluation of DEC activities across the project. This analysis assesses the effectiveness of DEC efforts at the national level, identifies patterns and trends, and offers insights for future improvements.

The assessment examines key aspects such as the communication channels used, their reach and impact, and the engagement levels of different audience groups. By analyzing data from 27 countries, the report highlights the most effective strategies and tools, while also identifying areas for enhancement. The findings are based on detailed data collection, including a survey, feedback from project members, and performance metrics.

This section also outlines the best practices, lessons learned, and targeted recommendations to further strengthen DEC activities. It underscores the importance of tailored communication strategies, hands-on training, and internal collaboration to optimize outreach and engagement. By implementing these recommendations, project partners can enhance their communication efforts, ensuring the effective promotion of climate-smart agricultural practices across Europe and maximizing the project's overall impact.

### 8.6.1 Methodology

The evaluation of DEC activities at the national level is based on three key components: the National DEC Plan, the completed reporting template, and survey feedback.

The objective of this assessment was to collect detailed insights into the implementation of DEC activities, including the types of D&C methods used, the audiences reached, and the outcomes achieved. Future revisions of the report will also incorporate exploitation activities, aligning with the ongoing development of the exploitation strategy.

In 2025, a survey on national D&C efforts was conducted, gathering 28 responses from CSA project members. The primary objective was to evaluate the clarity and ease of implementation of the National D&C Plan and reporting requirements. The full survey is available in [Annex Section](#) of this document.

To ensure accuracy and consistency, data from each country report was compiled into a centralized Excel sheet, enabling comparative analysis across key variables. The dataset was structured as follows:

- **Country**  
Communications were grouped by country to allow for comparative analysis and to assess the effectiveness of different approaches across national contexts.
- **Communication Method**  
Each communication activity was categorized into one of the following formats: newsletter, website, social media, webinar, conferences, fairs/public engagement, print, and videos/podcasts.

- Reach**  
 Where available, data on communication reach was analyzed by country and communication channel, providing insights into audience engagement and dissemination effectiveness.
- Audience**  
 Target groups were identified, including industry stakeholders, researchers, national/local authorities, citizens, advisors, and farmers. This classification enabled an analysis of which communication channels reached the most relevant and diverse audiences.

The analysis focused on the three latter elements, described under the results section, highlighting for each elements differences across countries in the CSA network.

### 8.6.2 Results

The **communication channels** used across all 27 countries within CSA, could be categorised into the following types: newsletter, website, events/conference, media/press release, direct contact, and social media totalling 7 different channels.

Figure 22 presents the breakdown of total communications across the various channels, the most used channels (number of times in %). Across CSA countries 33% of all the communication activity was linked to social media channels (Facebook, Instagram and LinkedIn). The second most active used channel was events and conferences – 20.5 %. The least popular was press release and surveys at 2.4% and 4.5%, respectively.

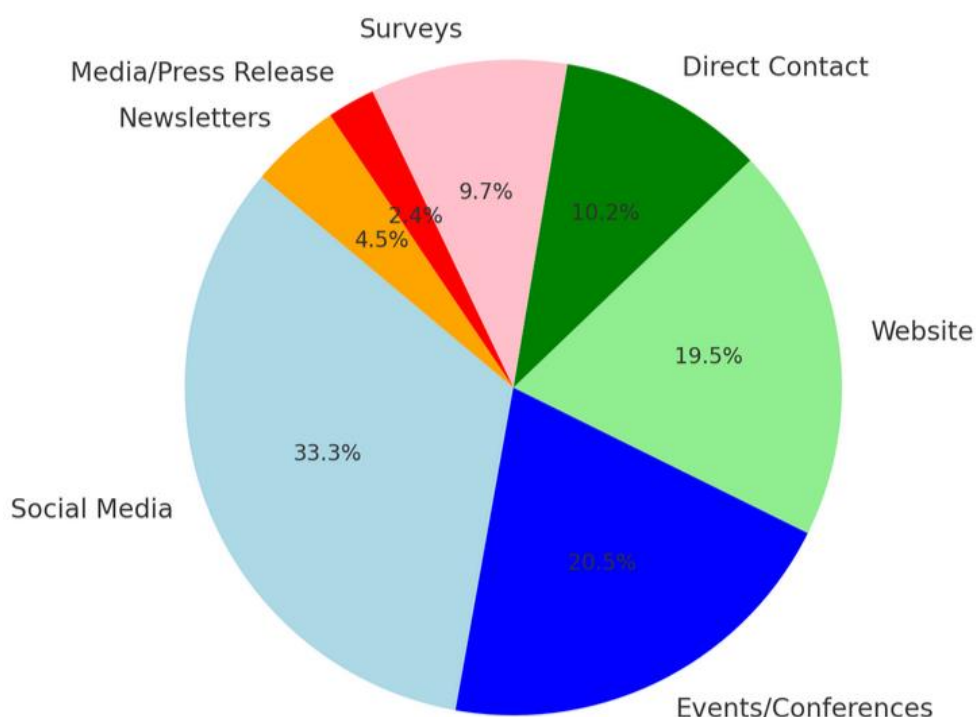


Figure 21 Pie chart on the breakdown of total communications

Figure 22 analyses the total amount of communication channels used within each country of a maximum of 7 channels. Spain utilised 6 of the 7 categorised channels with Latvia, Hungary and the Slovenia using only 1 of the 7 categorised channels. The average number of channels used per country is 2.85. As shown in Fig. 26, the average communication activity per country across all communication channels is 12.8, with a range varying from 1 to 37 activities.

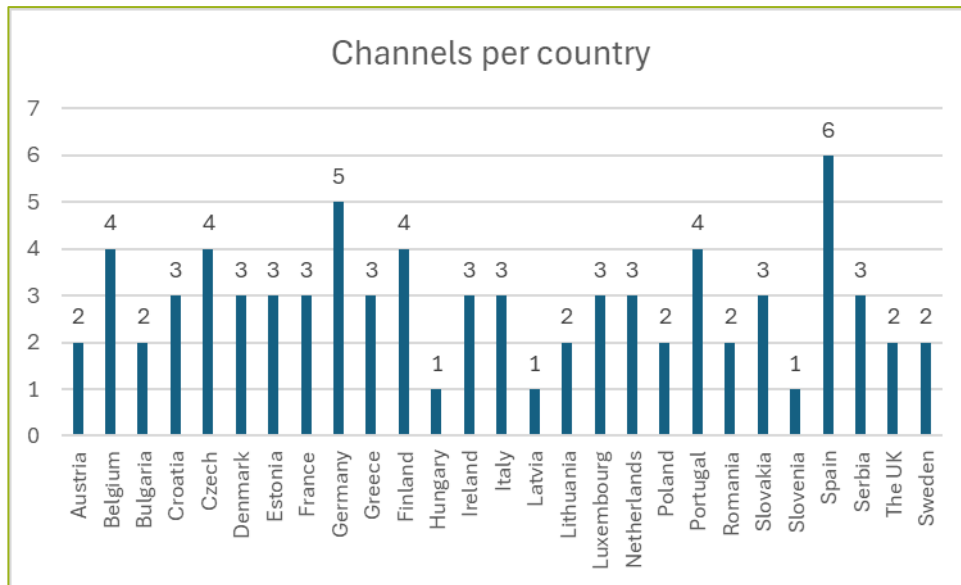


Figure 22 Total amount of communication channels used per country

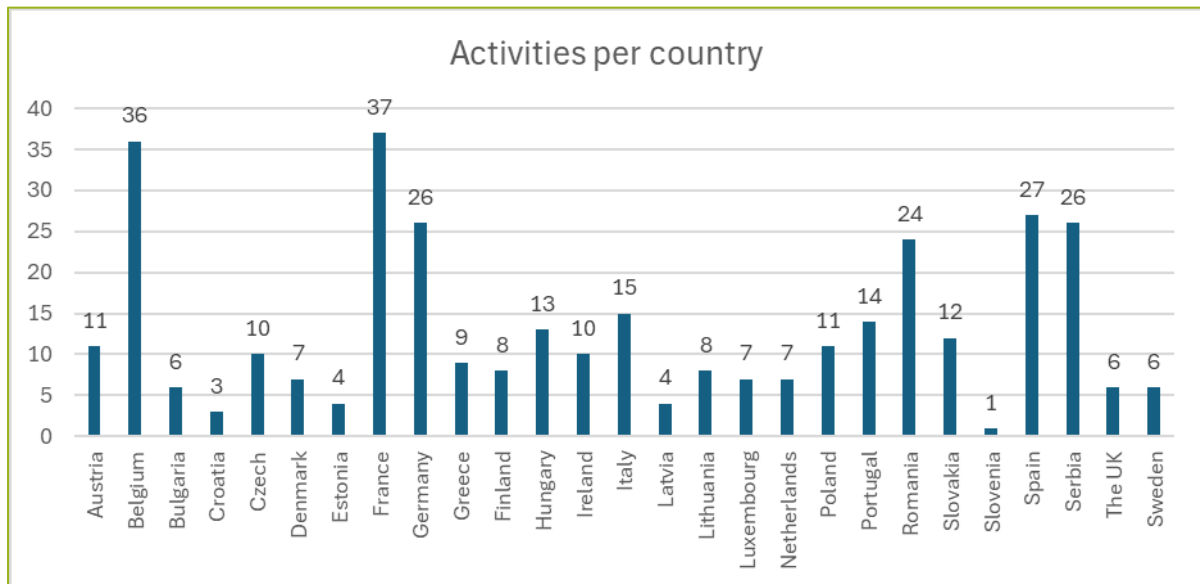


Figure 23 Total number of communication activities per country

Figure 24 shows the **total reach** of each communication channel within the CSA network. Newsletters reached 45,454 persons, while events/conferences and social media reached 193,512 and 93,962, respectively. One event in Czechia reached an audience of 120 000 participants, and that’s the main reason why events/conferences rate is so high.

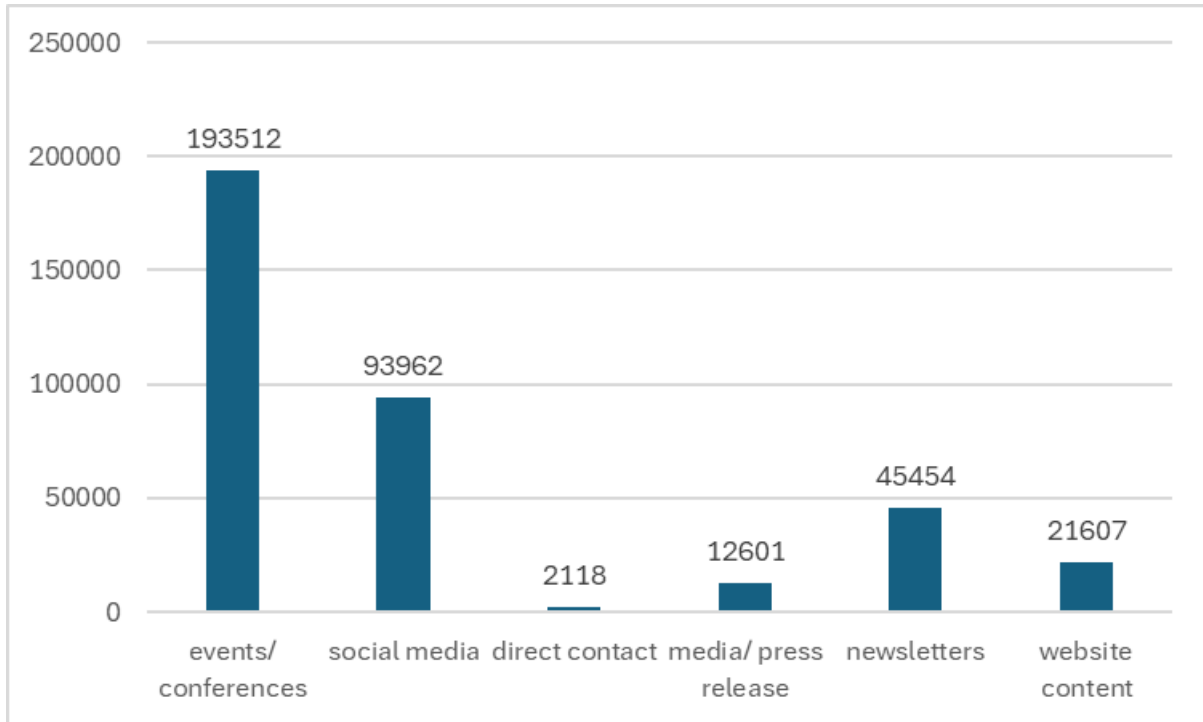


Figure 24 Total reach from each communication channel

**Audience Group Breakdown:**

- Advisors and Intermediates have the highest engagement, particularly through social media, events, and direct contacts.
- Farmers and Foresters are mainly reached via social media, but their overall engagement is lower.
- Researchers have limited engagement across all channels, with some presence in events and websites.
- Journalists and Media are primarily engaged through media & magazines and events, suggesting a preference for traditional media.
- Policy-Makers and National Contact Points have low engagement, with scattered reach across channels.

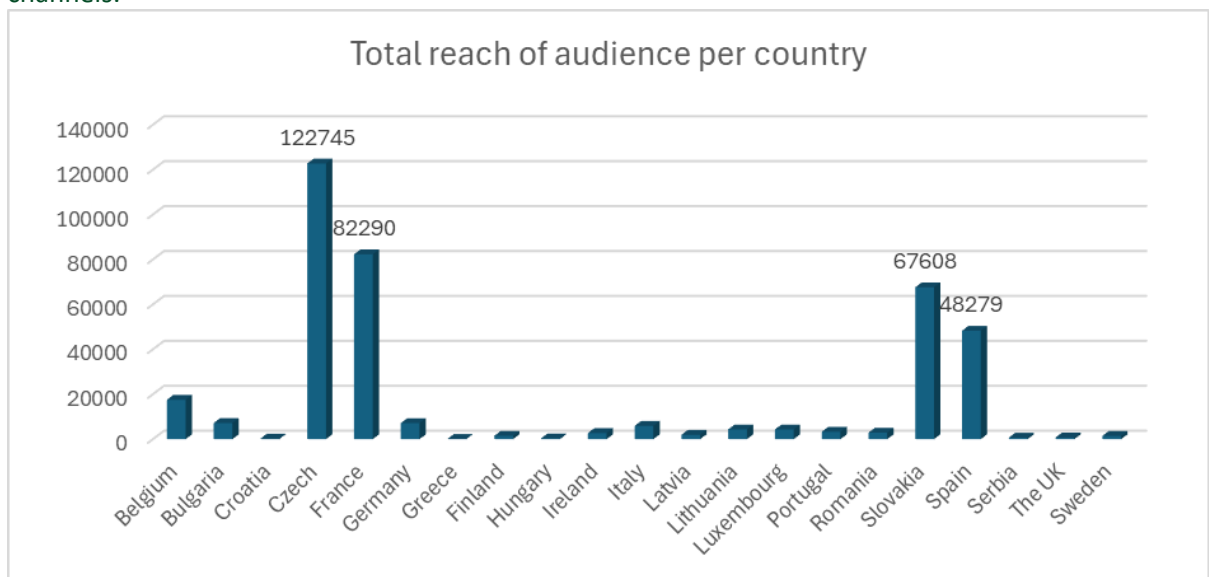


Figure 25 Total number of audiences reached per country through different channels

Figure 25 illustrates the total reach of the audience per country, highlighting significant differences across regions. Czechia has the highest audience reach (122,745). One specific event in Czechia reached 120 000 people. Czechia is followed by France (82,290) and Slovakia (67,608). Spain also shows a notable reach of 48,279. In contrast, most other countries exhibit significantly lower audience engagement, indicating either a smaller target audience or less effective outreach strategies. The substantial gap between the leading countries and the rest suggests that certain regions may require enhanced promotional efforts to improve audience reach.

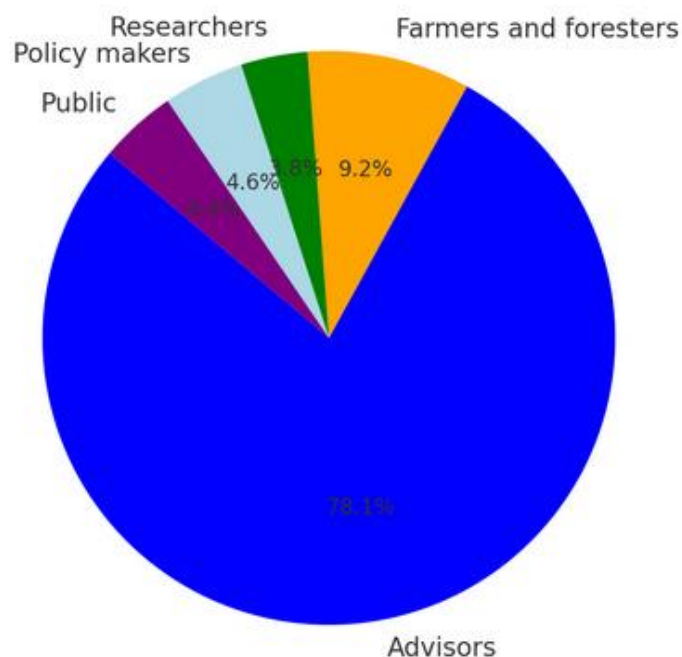


Figure 26 Average audience engagement across social media, events and newsletters

Figure 26 represents the average audience engagement across three communication channels - social media, events and conferences, and newsletters:

- The majority of the audience consists of Advisors – 78.1%**  
 This group dominates all three communication channels, especially newsletters, where they make up 100% of the audience.
- Farmers and Foresters – 9.2%**  
 Their engagement was significantly higher in events and conferences (18.9%) compared to other channels.
- Researchers – 3.8%**  
 A relatively small portion of the audience, with the highest engagement in events (5.7%).
- Policy Makers – 4.6%**  
 This group was mainly involved in events and conferences (11.3%) but was not represented in newsletters.
- Public – 4.4%**  
 The general public engaged more through events and social media but had no presence in newsletters.

## 8.7 Analysis of the National Communication and Dissemination Survey (2025)

The survey assessed respondents' comprehension of key sections within the National D&C Guidelines:

- **Understanding of "Knowing Your Audience"**  
The majority of respondents found this chapter fully understandable, with only one respondent indicating partial understanding, though no additional clarification was provided.
- **Understanding of "Suitable Activities for Your Audience"**  
All respondents reported that this chapter was fully understandable, indicating that the section provides clear guidance on selecting appropriate dissemination methods.
- **Understanding of the National Communication Reporting Excel Sheets**  
Responses showed mixed levels of understanding regarding the reporting templates. While most respondents found them clear and usable, some expressed difficulties in understanding key performance indicators (KPIs) and other terminology. One respondent specifically noted that additional explanations would improve clarity, particularly for new staff and experts unfamiliar with the reporting structure.

### 8.7.1 Key Challenges in Implementing D&C Activities

Respondents identified several **challenges** affecting the implementation of **D&C activities**:

- **Competing Priorities and Organizational Support**  
A significant challenge highlighted was that other project tasks often take priority over D&C activities. Additionally, some respondents reported a lack of institutional support, particularly in terms of expertise and access rights to publish content on organizational channels. This suggests that limited internal backing and competing responsibilities hinder effective dissemination efforts.
- **Relevance of Content to Target Groups**  
Some respondents found that their primary audience on social media—mainly farmers—did not engage with CSA-related content. Considering this, overall communication focusing on useful results will be more relevant for them. Dissemination efforts in the upcoming period will generate stronger engagement.
- **Complexity of Reporting Forms and KPI Tracking**  
Several respondents noted that they struggle to collect detailed KPIs, such as visitor numbers, engagement rates, or content views. This often requires coordination with other team members, making the process more complex and potentially delaying reporting. Simplifying reporting tools or improving access to the necessary data could help mitigate these challenges.
- **Lack of Clarity on Communication vs. Dissemination**  
Some respondents expressed uncertainty regarding which activities should be classified as dissemination and which fall under communication. This lack of clear distinction between the two categories has led to confusion and inefficiencies in reporting and implementation. Providing clearer definitions and practical examples would enhance understanding and streamline the process.
- **Limited Social Media Capacity**  
Another common challenge was the limited capacity and restrictions on using organizational social media accounts. Some respondents reported difficulties in gaining approval for posting content, as their institutions only allowed the publication of highly specific or "official" materials. Increasing flexibility and access to social media platforms could enhance the reach and effectiveness of project-related communication.

Addressing these challenges through targeted training, process simplifications, and strategic adaptations could enhance the overall effectiveness of D&C activities.

### 8.7.2 Training Needs and Capacity Building for D&C

The survey also explored the types of training and support that respondents would find most beneficial in strengthening their D&C efforts.

Respondents expressed a strong preference for practical, hands-on training that provides clear, actionable guidance. They emphasized the need for concise, prioritized lists of key elements to streamline D&C activities and ensure focus on the most effective strategies.

Additionally, there was a demand for ready-made communication materials that could be easily adapted and shared. Examples include short, pre-designed materials on climate-smart farming topics that could be disseminated quickly and effectively.

Many respondents appreciated the availability of online learning resources, particularly YouTube tutorials and webinars. These formats were seen as accessible and engaging, allowing for flexible, self-paced learning.

Suggested webinar topics included:

- Developing engaging social media content – Learning to craft compelling messages and use effective wording for broader audience appeal.
- Creating strong communication strategies – Best practices for designing high-impact outreach campaigns.
- Press releases and media engagement – Training on writing press releases and interacting with media outlets.
- Practical demonstrations – Live sessions showcasing how to correctly log and report D&C activities, with opportunities for real-time Q&A.
- Best practice exchanges – Facilitating discussions and knowledge sharing among experienced partners and new participants.

Several respondents highlighted the need for training on how to link communication activities across multiple projects and coordinate messaging across EU-wide media outlets. This includes understanding effective ways to communicate results at the EU level and how to align CSA outreach with broader agricultural and policy initiatives.

Respondents from smaller countries expressed a preference for real-world examples tailored to their national context. Suggestions included organizing seminars with concrete case studies that demonstrate successful dissemination approaches in smaller-scale settings.

Additionally, respondents highlighted the value of learning from experienced partners, suggesting that seeing successful strategies in practice could provide useful insights and motivation.

## 8.8 Good Practices, Lessons Learned, and Recommendations

Based on this intermediate analysis and the identified key challenges, we propose good practices, to further strengthen our DEC efforts:

### **1. Utilizing Social Media**

Platforms such as Facebook, Instagram, and LinkedIn have proven to be highly effective for reaching a broad demographic and increasing engagement.

### **2. Leveraging Newsletters for Stakeholder Engagement**

Newsletters have demonstrated one of the highest audience reach, making them valuable tools for keeping stakeholders informed and engaged.

### **3. Active participation in Events and Conferences**

These activities are highly effective for targeted engagement, particularly among farmers and advisors, providing direct interaction and knowledge exchange.

### **4. Focusing on Practical Training for Partners on DEC and Knowledge Sharing**

Training efforts should emphasize real-world implementation rather than theoretical guidelines, ensuring practical applicability of communication strategies, including facilitation experience-sharing webinars to encourage knowledge exchange and peer learning among NCs and partners on DEC topics.

## 9 Summary of Key Updates

Since the development of the D8.1 DEC Plan, the project has progressed beyond its initial phase of promotion and awareness-raising toward a more structured and result-driven dissemination strategy. Key developments include:

- **Analysis of national DEC efforts for the 1<sup>st</sup> Reporting Period**
  - During the first Reporting Period, WP8 identified key recommendations to further strengthen National DEC efforts.
- **Advancement of the Exploitation Strategy**
  - The document now features a first structured draft of the exploitation strategy, outlining pathways for sustaining project outputs beyond CSA's duration.
  - Key Exploitable Results (KERs), such as the Farming for Climate (FFC) platform, country reports, and training materials, are highlighted with clear strategies for their continued use and scalability.
  - Sustainability measures include a stronger focus on intellectual property, risk analysis, and long-term usability of project results.
- **Refinement of Stakeholder Engagement**
  - Target audiences have been restructured into three categories for more tailored engagement and communication.
  - Social media engagement has expanded, with a stronger presence on LinkedIn, targeted campaigns on YouTube, and the recent launch of the CSA Facebook group to foster direct interaction.
- **Improved Tools, Templates, and Digital Infrastructure**
  - The Backoffice system has been created, with diverse functionalities launched and operational.
  - New communication materials—including icons, infographics, roll-up banners, and recruitment flyers—have been developed to support project partners in local and EU-wide dissemination efforts.
- **Strengthening of Newsletter and Media Outreach**
  - The internal and external newsletter structure has been consolidated, with a shared editorial calendar and refined content guidelines for increased impact.
  - Stronger analytics are in place to track open rates, engagement, and subscriber interactions, ensuring continuous improvement of communication strategies.
- **Preparation for PAs**
  - With 300 PAs planned, a digital platform is being developed to streamline the submission, review, translation, and publication process.
  - Contributors are encouraged to begin drafting topics ahead of the Month 36 (M36) submission deadline, ensuring that content is well-prepared and aligned with project goals.

Overall, the project has transitioned from broad promotional messaging to the structured dissemination and exploitation of results, aligning its tools and strategies with the evolving project timeline and stakeholder needs.

### 9.1 Action points for partners

To maintain progress and ensure coordinated dissemination efforts, partners are encouraged to take the following actions:

- **Finalize and Implement National DEC Plans**
  - NCs should finalize and execute their country-specific DEC plans, incorporating local events, training sessions, and media outreach, as well as coordinate with other stakeholders in their countries to ensure that all data are being reported properly.
  - CSC and CSA engagement: Actively involve local networks to disseminate project outputs such as the Farming for Climate (FFC) platform, best practices, and training materials.
- **Promote and Integrate Project Results**
  - Partners should familiarize themselves with the exploitation strategy and explore how project outputs—such as training resources, knowledge objects, and policy briefs—can be embedded into their local advisory and research activities.
  - PAs: Partners, in collaboration with WP8 and TLs, should begin identifying PA topics, ensuring that submissions are original, relevant, and impactful for advisory networks.
- **Strengthening Media and Policy Engagement**
  - Leverage media resources: Partners are encouraged to use press kits, roll-up banners, and promotional materials to enhance project visibility in national and regional outlets.
  - Policy coordination: Work closely with WP7 to engage policymakers and share project findings with relevant stakeholders, such as CAP networks, ministries, and advisory organizations.
- **Monitor and Report Progress**
  - Utilize the KPI dashboards and tracking tools to submit updates on social media engagement, newsletter analytics, and media interactions.
  - Provide regular feedback to WP8, ensuring that dissemination efforts are continuously optimized.
- **Engage in Training and Knowledge Exchange**
  - Participate in upcoming WP8 training sessions on exploitation, scientific communication and dissemination.
  - Contribute local case studies, success stories, and best practices to project newsletters and events, facilitating peer-to-peer learning across CSA networks. (newsletter contributions).

By following these action points, project partners will maximize CSA's dissemination reach, ensure effective exploitation of results, and contribute to the project's long-term impact.

## 9.2 Next Steps for WP8

WP8's next steps mark a strategic transition from broad promotion to a focused approach on exploitation and knowledge transfer. The priority will be to ensure that project results reach the right audiences through well-structured dissemination efforts, supporting partners in leveraging project outputs for policy influence, advisory services, and educational initiatives. Additionally, WP8 will work on developing tools and platforms that make CSA's resources accessible, searchable, and adaptable to diverse user needs. With an expanded toolkit of digital resources, targeted media strategies, and collaborative outreach efforts, WP8 is committed to ensuring that ClimateSmartAdvisors' outputs remain impactful and widely accessible to Europe's advisory and farming communities long after the project's completion.

The following outlines the key next steps for WP8, ensuring that ClimateSmartAdvisors' DEC strategy continues to evolve, effectively reaching target audiences, supporting project partners, and securing the long-term impact of project results.

### 9.2.1 Finalizing and Implementing the Exploitation Strategy

A major milestone in D8.2 is the introduction of the first structured draft of the exploitation strategy, designed to ensure that key project outputs continue to generate impact beyond the project's lifespan. The next steps include:

- Refining Exploitation Pathways – WP8, in collaboration with partners responsible for Key Exploitable Results (KERs), will further define target users, detailed exploitation timeline, IPR strategy, adoption mechanisms, sustainability plans, and resource implications for each KER.
- Broad Dissemination Efforts – WP8, in collaboration with project partners, will implement the dissemination strategy to accelerate the exploitation of Key Exploitable Results (KERs) and other project outcomes, ensuring their uptake and impact as early as possible.

### 9.2.2 Strengthening National DEC Plans and Capacity Building

While updated National DEC Plan is in place, ongoing refinement is needed to maximize effectiveness, several actions will be taken by WP8:

- Targeted Guidance and Training
  - WP8 will continue to deliver webinars and workshops for NCs and CSCs providing them with tailored communication tools, training materials, and strategies.
  - Practical training sessions will cover topics such as crafting engaging messages, writing press releases, and developing effective communication campaigns.
  - WP8 will also provide clarity on dissemination, exploitation, and communication distinctions through definitions, examples, and best-practice sharing sessions.
- Audience-Centric Communication
  - Partners will receive support in identifying and profiling key target audiences in their countries to enable more tailored and impactful messaging.
  - WP8 will promote the use of audience-specific messaging and appropriate communication channels, based on stakeholder needs.
  - Where needed, support will be provided to translate materials into national languages to ensure broader accessibility.
- Media Outreach and Visibility
  - Recognizing that some NCs lack dedicated press officers, WP8 will offer press kits, templates, and media engagement guidelines to help partners gain local and national media coverage.
  - The new Facebook group and a quarterly newsletter (to be launched by Climate Farm Demo in September) will support increased visibility among farmers and AKIS actors.
- Monitoring and Continuous Improvement
  - WP8 will track the implementation of National DEC Plans, identifying recurring challenges—such as low event attendance, language barriers, or weak policy engagement—and help partners adapt their strategies accordingly.
  - National Management Unit (NMU) meetings, held at least twice a year, will serve to monitor progress and guide improvements in country-level DEC activities.
- Enhanced Reporting and Data Collection
  - To ensure more effective reporting, WP8 will revise and simplify reporting forms for greater clarity and usability.
  - A structured data collection process will be established to make sure all relevant information is captured for evaluation and reporting purposes.

- Expanding Stakeholder Engagement
  - Ready-made communication materials will be developed and shared with partners for easy distribution to stakeholders.
  - WP8 will increase engagement with policymakers, National Contact Points (NCPs), public institutions, and students, particularly as WP7 scales up in Year 3 with more information on climate-smart practices becoming available.

### 9.2.3 Intensifying Dissemination of Emerging Results

As the project transitions from general promotion to result-based dissemination, WP8 will:

- Leverage the Farming for Climate (FFC) Platform Launch – Once live in 2025, the FFC platform will become a central repository for PAs, training modules, and case studies. WP8 will lead promotional campaigns to drive advisors, farmers, and AKIS actors to use it.
- Expand Video Campaigns – Following the success of TTT video materials, WP8 will continue producing and sharing short-form educational videos on the FarmDemo YouTube channel. These videos will be adapted for LinkedIn, Instagram (starting in Year 3), and other channels.
- Enhance Newsletter Distribution – WP8 will improve newsletter targeting, using analytics to highlight success stories, policy-relevant findings, and upcoming key events.
- Strengthen Social Media Engagement – LinkedIn campaigns will remain the primary channel, while real-time event posts and success stories will increase visibility across Facebook, X (Twitter), and the new CSA Facebook group for peer exchange.

### 9.2.4 Further Development and Promotion of Practice Abstracts (PAs)

With 300 PAs planned, WP8 is preparing for their smooth rollout and accessibility:

- Facilitating Registration and Submission – A digital space on the CSA website will allow for easy upload, categorization, and automatic translation of PAs.
- Coordinating Contributors – Since CSCs and NCs are expected to produce 60% of the PAs, WP8 will oversee topic allocation, preventing overlaps and ensuring content is relevant to field needs.
- Publishing in Multiple Languages – Once finalized, PAs will be integrated into the FFC platform, made accessible via the project website, and submitted to EU CAP Network platforms for wider dissemination.

### 9.2.5 Expanding Scientific Publications and Open Access Efforts

To address the current gap in scientific publications, WP8 will:

- Establish a Zenodo Repository – A dedicated Zenodo community will be launched to serve as the central hub for all open-access CSA publications, ensuring broad accessibility.
- Encourage Peer-Reviewed Publications – WP8 will support partners in publishing at least 20 scientific articles by the project's end. Guidance will be provided on open-access publishing, co-authorship opportunities, and upcoming calls for papers/conferences.

### 9.2.6 Strengthening Monitoring, Reporting, and Impact Evaluation

To improve tracking and transparency, WP8 will:

- Refine KPI Dashboards and Event Tracking – The Backoffice system will be enhanced for systematic monitoring of key metrics such as website traffic, social media performance, media coverage, and event engagement.

- Improve Feedback Collection Mechanisms – WP8 will increase the frequency of progress reports from NCs and partners, focusing on local dissemination challenges, media engagement results, and training participation levels.
- Create a Lessons-Learned Repository – A structured database of success stories, challenges, and best practices will be compiled and shared, ensuring that all partners benefit from collective knowledge and experience.

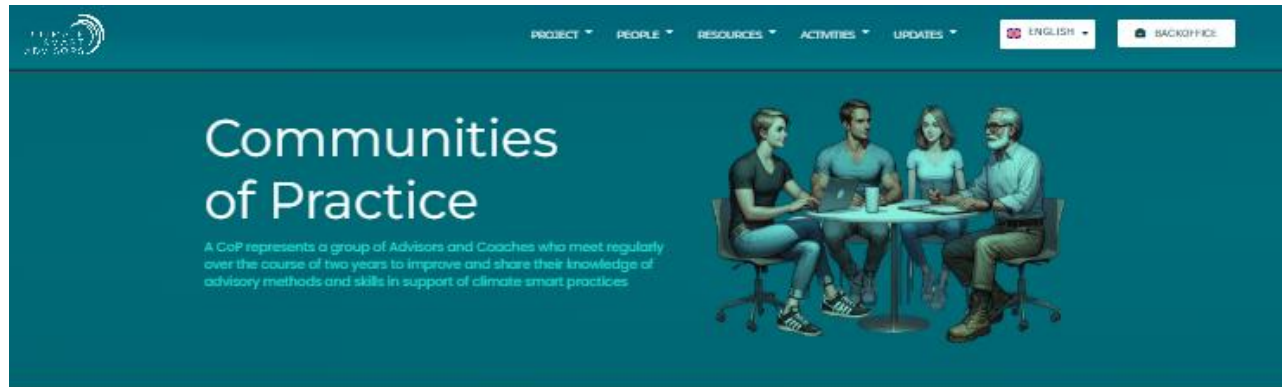
### 9.2.7 Preparing for the Next DEC Revision (D8.3 at Month 48)

The next formal revision of the DEC Plan (D8.3, Month 48) will incorporate, among others:

- Lessons from CoP and CoDIE Activities – Insights from the first wave of CoPs and CoDIEs will inform the updated strategy.
- Finalized Exploitation and Sustainability Measures – The D8.3 revision will outline the long-term sustainability strategy for KERs, ensuring a clear roadmap for continued impact.
- Comprehensive National DEC Performance Review – WP8 will evaluate each country's progress, identifying strengths, gaps, and recommendations for final dissemination and exploitation efforts.
- Annexes

# 10 Annex

## 10.1 CoPs Section (Website)

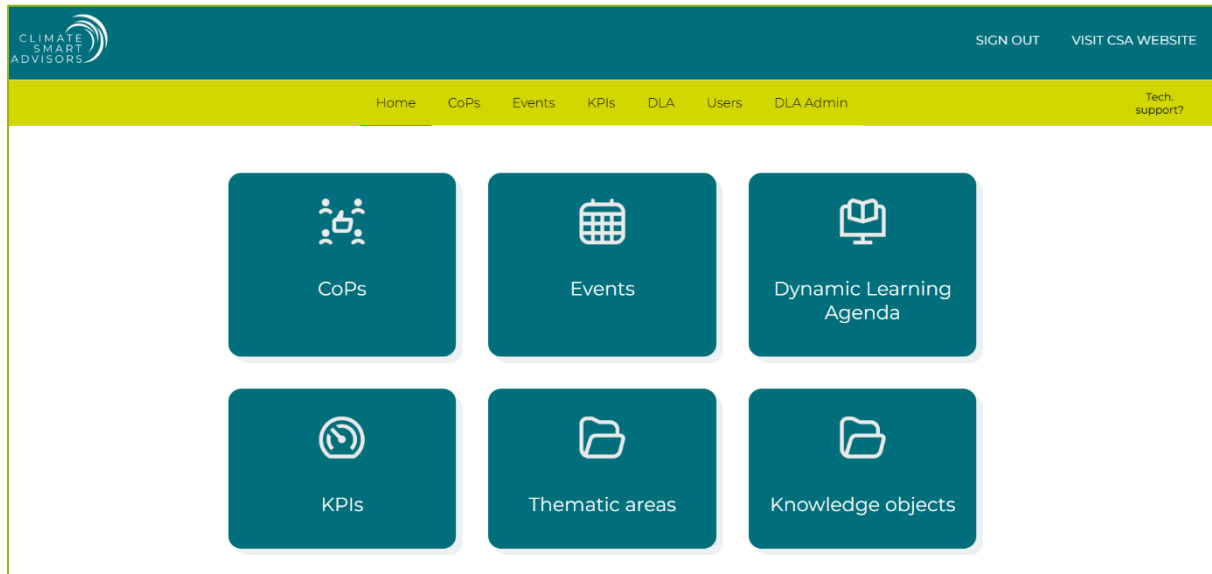


Filter CoPs by country and thematic areas Click and drag the horizontal scroll bar

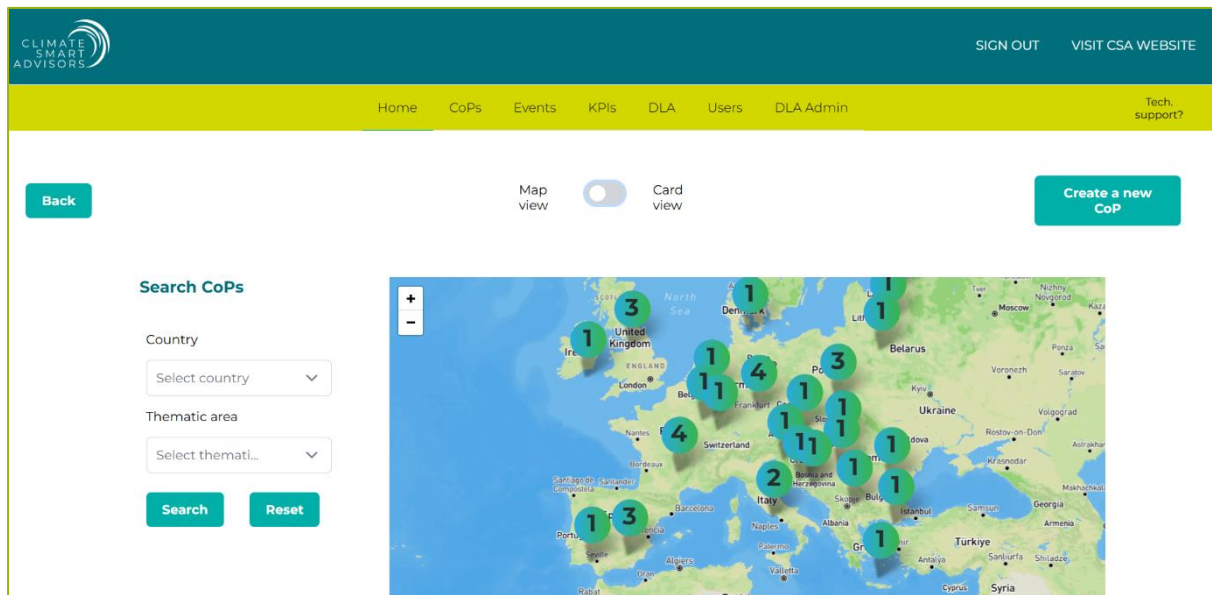
Country	Thematic Area	CoP Title	Coach Name
France	Agroforestry and relation to landscape	A Transversal Consulting Approach for Agroforestry Development	COACH: CLAIRE FAIVET
Croatia	Crop Management	Crop Management Strategies	COACH: KATERINA SACHSAMANOGLU
Slovenia	Usage of Drones in Agriculture	Usage of Drones in Agriculture	COACH: JERNEJ CERNE
Lithuania	Climate Change	Climate Change	COACH: EUGENIUS LUKOSEVICIUS

*Note: The 'Usage of Drones in Agriculture' CoP also includes Thematic Areas: Rewarding mechanisms, Soil health and biodiversity, Energy management, Water management, and Crops management.*

## 10.2 Backoffice interface and functionalities



Backoffice home page



Backoffice – Registered CoPs, map view

**Search CoPs**

Country:

Thematic area:

CoP ID	Coach	Founded
ES_1_GSM	Alicia Martinez	2024
IT_1_Forage Production and	Isacco Rossi	2024
PL_1_soil health	Marek Krysztoforski	2024
DE_1_BAY	Annelie Bernhart	2024
SK_1_SoilHealth	Miriam Acsova	2024
DE_1_GER	Moritz Böhm	2024

Backoffice – Registered CoPs, card view

**Search events**

Event type:

Country:

Venue type:

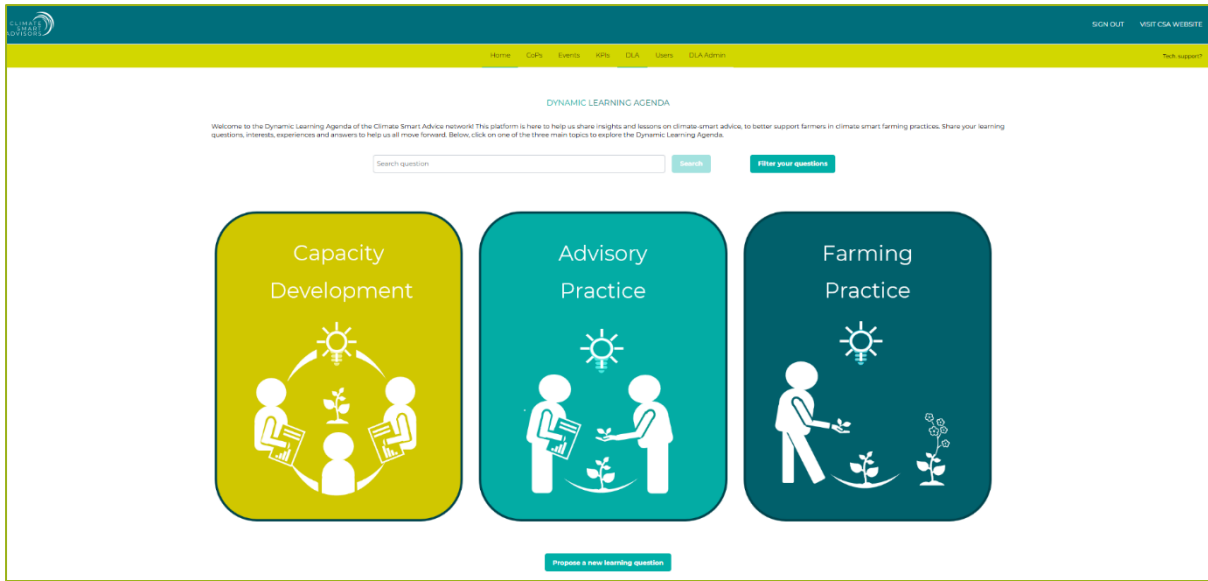
March 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat
23	24 ● CoP Mec	25 +2 more	26	27	28	1
2	3	4	5	6 ● CoP Mec	7	8
9 +2 more	10 +2 more	11 +2 more	12 ● Digestat ● National	13	14	15
16	17	18 ● National +2 more	19 ● CoP Mec	20 ● CoP Mec	21	22
23 +2 more	24 ● National	25 +5 more	26 +2 more	27 ● National	28	29

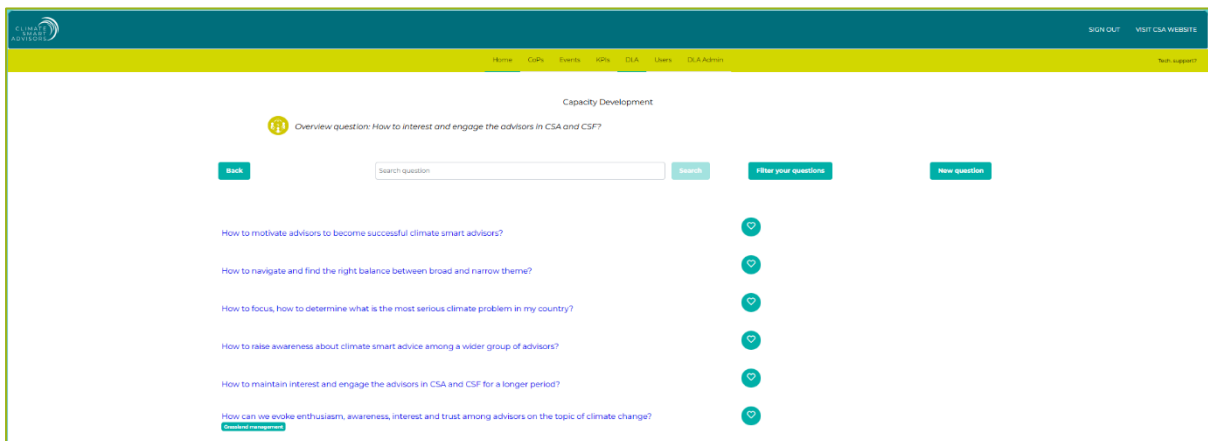
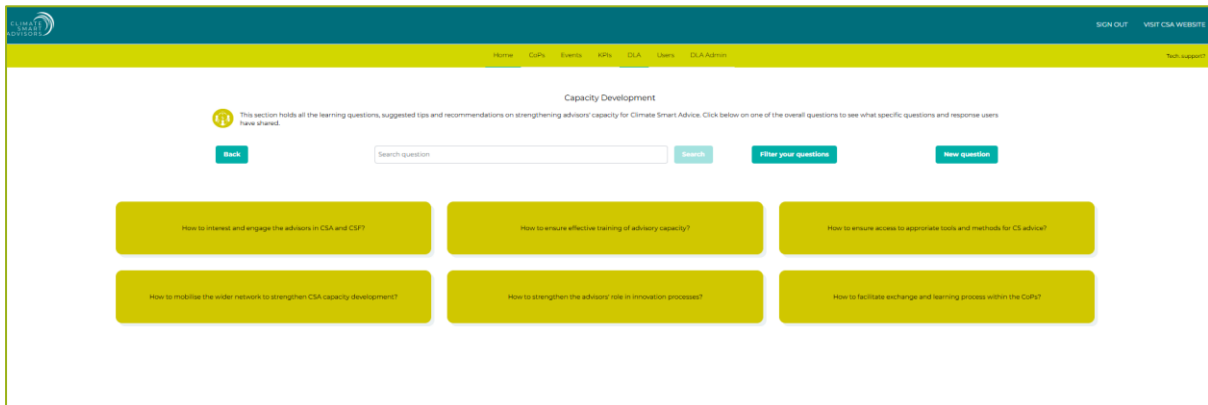
**Upcoming events:**

- Thematic webinar: Marketing & communication on carbon farming; experience sharing (March 19, 2025, Online)
- National Annual Meeting

Backoffice – Registered events calendar



Backoffice – Dynamic Learning Agenda (DLA)



Backoffice – Dynamic Learning Agenda (DLA) – capacity building

**Number of registered CoPs**

Please choose the selection criteria:

Select criteria:

View the results for:

- Number of CoPs registered per country
- Number of CoPs registered per CSC/coach
- Number of CoPs registered per thematic area
- Number of CoPs per CoPs plan submitted

Please filter:

Country:  Coaches:  Thematic area:  Plan submitted:  Evaluation submitted:

CoP name	Year	Country	Thematic area	Coach	Plan submitted	Evaluation submitted
<a href="#">ES_1_CSM</a>	2024	Spain	Manure storage and spreading	Alicia Martinez	Yes	No
<a href="#">IT_1_Forage_Production_and_manure_storage</a>	2024	Italy	Forage production; Crops management; Manure storage and spreading	Isacco Rossi	Yes	No
<a href="#">PL_1_SoilHealth</a>	2024	Poland	Soil health and biodiversity	Menek Kijstuforski	Yes	No
<a href="#">DE_1_Bay</a>	2024	Germany	Herd management; Grassland management; Forage production; Soil health and biodiversity	Annelie Bernhart	Yes	No
<a href="#">SK_1_Schwartz</a>	2024	Slovakia	Soil health and biodiversity	Miriam Acsova	No	No
<a href="#">DE_1_GEP</a>	2024	Germany	Agroforestry and relation to landscape; Crops management; Soil health and biodiversity; energy management	Moritz Böhm	No	No
<a href="#">IE_1_Methane_reductions</a>	2024	Ireland	Additives for reducing enteric methane emissions	Niamh Barry	Yes	No
<a href="#">CZ_1_Agroforestry_GV</a>	2024	Czech Republic	Agroforestry and relation to landscape	Jakub Houlika	Yes	No
<a href="#">FR_2_Methane_emissions</a>	2023	France	Additives for reducing enteric methane emissions	Benoit Rouille	Yes	No

Backoffice – KPIs

Enter search term

[Template: Thematic Area KPI plan template](#)

- Additives for reducing enteric methane emissions
- Agroforestry and relation to landscape
- Biogas production
- Crops management
- Energy management
- Forage production
- Grassland management
- Herd management
- Manure storage and spreading
- Rewarding mechanisms
- Soil health and biodiversity
- Water management

2022\_Beauchemin et al., Initiated review, methane mitigation.pdf

2022\_Beauchemin initiated review

Backoffice – Thematic Areas

Enter search term

[Template: 1. New tool or method template](#)

[Template: 2. User experience on an existing tool repository template](#)

- Description tool or method for repository.pdf
- Template, Description tool or method for repository.docx
- User experience on a repository tool.pdf

Backoffice – Knowledge objects

## 10.3 Newsletters Input Spreadsheet

The screenshot shows a Google Sheet with the following table structure:

Newsletter No.	Newsletter type	Status	Deadline to submit input	Input submission due in	Notes
6	External	Completed	7/15/2024	8 months 3 days 0'	joint with CFD
2	Internal	Completed	8/10/2024	7 months 8 days 0'	Notes
7	External	Completed	9/15/2024	6 months 3 days 0'	joint with CFD
3	Internal	Completed	10/1/2024	5 months 17 days 0'	Notes
8	External	Completed	11/15/2024	4 months 3 days 0'	joint with CFD
4	Internal	Completed	12/1/2024	3 months 17 days 0'	Notes
9	External	Completed	1/15/2025	2 months 3 days 0'	joint with CFD
5	Internal	Completed	2/1/2025	1 months 17 days 0'	Notes
10	External	In progress	3/14/2025	4 days OVERDUE	joint with CFD
6	Internal	Not started	4/1/2025	14 days	Notes
11	External	Not started	5/15/2025	1 months 27 days	joint with CFD
7	Internal	Not started	6/2/2025	2 months 15 days	Notes
12	External	Not started	7/15/2025	3 months 27 days	joint with CFD
8	Internal	Not started	8/1/2025	4 months 14 days	Notes

Additional text in the spreadsheet includes instructions on content focus for internal vs. external newsletters and submission deadlines.

Newsletter spreadsheet – schedule tab

The 'External newsletter' tab contains the following table:

Organization	Email of the person filling in the information	Information to include in the text	Link (if any)	Photos
Boerenbond	Tom.Schaeken@boerenbond.be	The Climate Smart Advisors project has truly kicked off in Belgium with the first meeting of the Community of Practice. Five dedicated agricultural advisors from Flanders and Wallonia met on Tuesday, May 14, at the Boerenbond building in Leuven under the guidance of their Climate Smart Coach, Tom Schaeken. The colleagues from ELEVÉO, Édouard Peeding and Sienel Wyzen, are not only skilled in creating carbon footprints but are also specialized in providing technical-economic business advice to livestock farms in Wallonia. Sienel Bockx and Anna Demeyer both work for Boerenbond Projects. Thanks to projects like KLIMREK and Climate Farm Demo, they have experience in conducting climate scans in dairy farming, pig farming, and arable farming. Françoise Lesaire represents the veterinary faculty of the University of Liège and promotes sustainable animal production in her daily work. During the first meeting, the COP1 team collectively sought a common need to become better climate-smart advisors. In an initial exercise, the theme of COP1 was determined. It was jointly decided to spend the next two years improving the skills of climate-smart advisors. Central to this is the approach and methodology of starting from a completed climate audit, translating it into an adaptation and mitigation plan that is understandable, appropriate, and motivating for the farmer, and ultimately achieving effective implementation of climate measures on the farm. Excited about the chosen theme, the advisors also drafted the first version of a work plan and immediately decided to schedule a second COP session and a practical visit to the production center at the Terselt Site of ELEVÉO on Friday, June 26.		Tom sent attached photos and text directly via email to isidora.colic@biosense.rs
	eleni	MoU with the FBL, CFD...		

Newsletter spreadsheet – external newsletter tab (example)

Internal newsletter					
1	Information to include in the text			Link (if any)	Photos
2	Organization	Email of the person submitting the information	-For events: who, when, where and any additional information that are useful to write a content. -For deliverables and/or milestones: include abstract or any other relevant information.	In case there is a website article we should add to the newsletter	Create a link and share it here or send directly to isidora.colic@biosense.rs
3	Example in the Row 4 serves as an example of the submitted information that can be used for the internal newsletter. It will help you get an idea of what is expected.				
4	BIOS	vladislava.grbovic@biosense.rs	The focus of the 2nd NMU and presentation to the National Coordinators involved outlining the key elements to be covered during the Kick-off Meeting and delineating the timelines specific to their roles. Emphasis was placed on: -Kick-off Meeting Expectations: Detailing the purpose of the meeting as a starting point for planning and introducing the CSA project at the national level. Highlighting that it's geared towards establishing Communities of Practice (CoPs) and activities like stakeholder mapping and communication plans. -Meeting Structure: Describing the meeting as a blend of obligatory and discretionary activities, spanning approximately half a day. Stressing that the meeting isn't envisioned as large-scale, considering that many counties will commence with a single CoP and might not have identified all relevant stakeholders by that point. -Participants: Outlining the critical participants—National Coordinators (NCs), CSCs, and representatives from national CSA project partners. Mentioning potential inclusion of CSAs, CFD partners, and other national stakeholders based on specific national contexts. -Agenda and Activities: Discussing the mandatory activities such as presenting survey results, analyzing the national context, identifying CoP themes, and conducting a stakeholder mapping exercise. Emphasizing optional activities like presenting the CSA project, discussing CoP objectives and annual plans, and deliberating on CSA identification and recruitment. -Timelines: Providing a recap of the timeline overview, indicating the importance of preparing National Coordinators for their roles, especially in relation to the upcoming Kick-off Meetings and subsequent activities. In essence, the presentation aimed to equip National Coordinators with a clear understanding of their roles in the forthcoming Kick-off Meetings and the timelines related to their responsibilities within the project framework.	/	Vladislava sent a direct email to isidora.colic@biosense.rs with the text from column C.
5					
6					
7					
8					
9					
10					
11					
12					
13					

Newsletter spreadsheet – internal newsletter tab (example)

## 10.4 Icons and Infographics

# 12 CLIMATE SMART ADVISORS' THEMATIC AREAS



Grassland  
management



Forage  
production



Crops  
management



Soil health and  
biodiversity



Agroforestry and  
relation to landscape



Energy  
management



Biogas  
production



Water  
management



Herd  
management












Manure storage  
and spreading





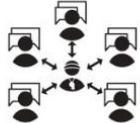





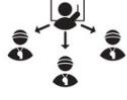

Additives for  
reducing enteric  
methane emissions








Rewarding  
mechanisms

	<b>Climate Smart Coach (CSC)</b>
	<b>Climate Smart Advisor (CSA)</b>
	<b>Community of Practice (CoP)</b>
	<b>National Coordinator (NC)</b>
	<b>Thematic Leader (TL)</b>
	<b>Climate Smart Agricultural Knowledge and Innovation System (CS AKIS)</b>
	<b>Co-Design Innovation Experiments (CoDIE(s))</b>
	<b>General Assembly</b>
	<b>TTT (train-the-trainer)</b>
	<b>Thematic Areas</b>

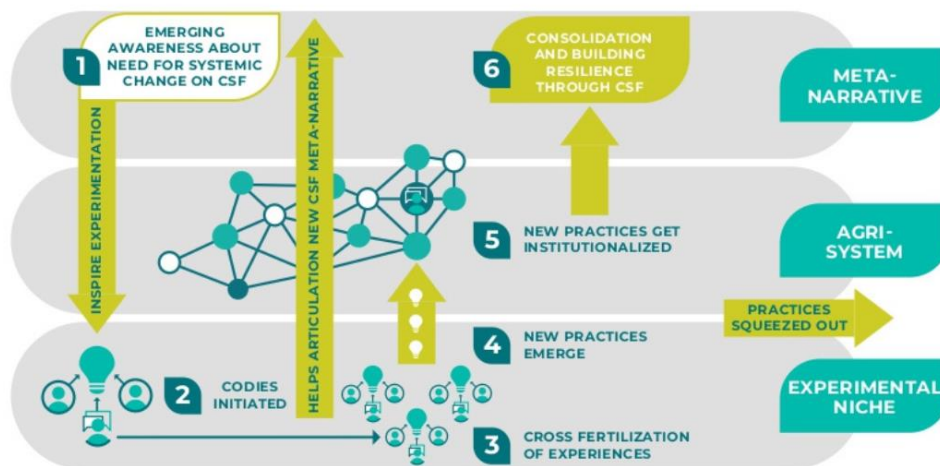
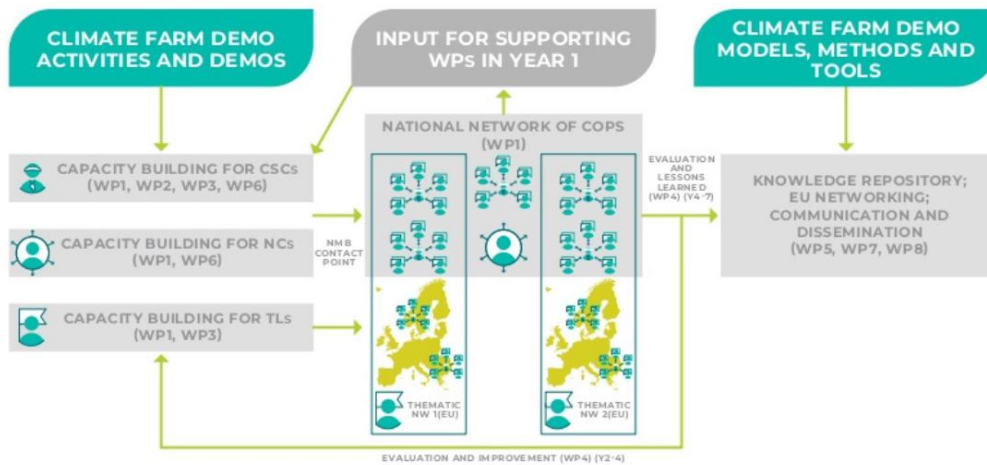
Icons in colour

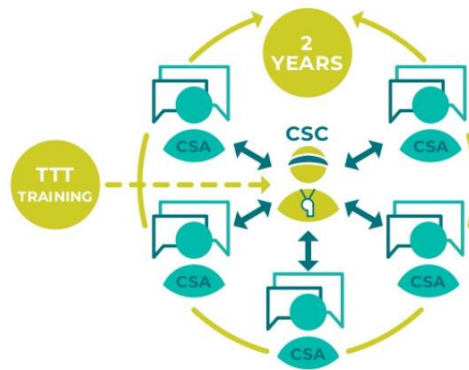
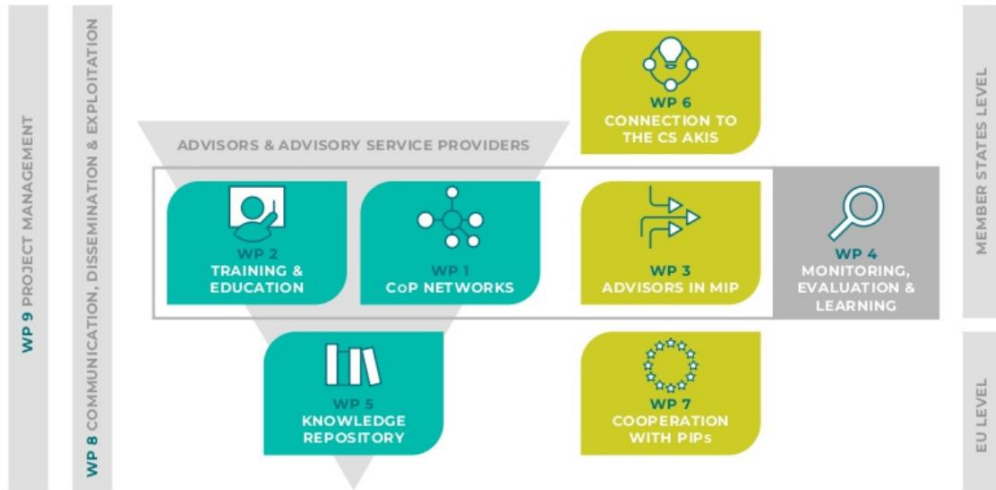
	<b>Climate Smart Coach (CSC)</b>
	<b>Climate Smart Advisor (CSA)</b>
	<b>Community of Practice (CoP)</b>
	<b>National Coordinator (NC)</b>
	<b>Thematic Leader (TL)</b>
	<b>Climate Smart Agricultural Knowledge and Innovation System (CS AKIS)</b>
	<b>Co-Design Innovation Experiments (CoDIE(s))</b>
	<b>General Assembly</b>
	<b>TTT (train-the-trainer)</b>
	<b>Thematic Areas</b>

Icons in black

	<b>Climate Smart Coach (CSC)</b>
	<b>Climate Smart Advisor (CSA)</b>
	<b>Community of Practice (CoP)</b>
	<b>National Coordinator (NC)</b>
	<b>Thematic Leader (TL)</b>
	<b>Climate Smart Agricultural Knowledge and Innovation System (CS AKIS)</b>
	<b>Co-Design Innovation Experiments (CoDIE(s))</b>
	<b>General Assembly</b>
	<b>TTT (train-the-trainer)</b>
	<b>Thematic Areas</b>

Icons in white





Infographics

## 10.5 Planned Videos Until the End of the Project (tentative)

Content/Topic	Type	Responsible for the content <i>BIOS will be working on final edits of all videos</i>	Timing
<b>Project Overview &amp; Network Building (3-5 videos)</b>			
KOM meeting - Introducing the project	Short Movie	BIOS - EVILVO	Early July 2023
Project in a Nutshell	Animation	BIOS - EVILVO	2024
Growing the CSA network through CoPs	Animated Infographic	BIOS - EVILVO	2025/2026
Final CSA Video – comprising of all results, success stories, achievements	Short movie (up to 5 minutes)	BIOS – EVILVO	2029
<b>Good CoP Practices (12 Videos Total)</b>			
Good CoP Practices (Wave 1)	Short Movie	WP1 - NCs	End Wave 1
Good CoP Practices (Wave 2)	Short Movie	WP1 - NCs	End Wave 2
Good CoP Practices (Wave 3)	Short Movie	WP1 - NCs	End Wave 3
Good CoP Practices (Wave 4)	Short Movie	WP1 - NCs	End Wave 4
<b>CoP - Advisory Tool User Experience (12 Videos Total)</b>			
Wave 1	Short Movie	WP1 - WP5 - NCs	End Wave 1
Wave 2	Short Movie	WP1 - WP5 - NCs	End Wave 2
Wave 3	Short Movie	WP1 - WP5 - NCs	End Wave 3
Wave 4	Short Movie	WP1 - WP5 - NCs	End Wave 4
<b>CoDIE Videos (8 Videos Total)</b>			
CoDIE 1 - 4 (Round 1)	Short Movie	WP3	Round 1
CoDIE 5 - 8 (Round 2)	Short Movie	WP3	Round 2
<b>Thematic Areas - Farming &amp; Climate Adaptation (24 Videos Total)</b>			
Crop Management (2 Videos)	TBD (w/ TL)	WP1 - TL	Ongoing
Grassland Management (2 Videos)	TBD (w/ TL)	WP1 - TL	Ongoing

Content/Topic	Type	Responsible for the content <i>BIOS will be working on final edits of all videos</i>	Timing
Forage Production (2 Videos)	TBD (w/ TL)	WP1 - TL	Ongoing
Soil Health & Biodiversity (2 Videos)	TBD (w/ TL)	WP1 - TL	Ongoing
Agroforestry & Landscape (2 Videos)	TBD (w/ TL)	WP1 - TL	Ongoing
Energy Management (2 Videos)	TBD (w/ TL)	WP1 - TL	Ongoing
Biogas Production (2 Videos)	TBD (w/ TL)	WP1 - TL	Ongoing
Water Management (2 Videos)	TBD (w/ TL)	WP1 - TL	Ongoing
Herd Management (2 Videos)	TBD (w/ TL)	WP1 - TL	Ongoing
Manure Storage & Spreading (2 Videos)	TBD (w/ TL)	WP1 - TL	Ongoing
Additives for Sustainability (2 Videos)	TBD (w/ TL)	WP1 - TL	Ongoing
Rewarding Mechanisms (2 Videos)	TBD (w/ TL)	WP1 - TL	Ongoing
<b>CSA Awards &amp; Best Practice Governance (10 Videos Total)</b>			
CSA Award Winner (Y4)	Short Movie	WP4	Y4
CSA Award Winner (Y5)	Short Movie	WP4	Y5
CSA Award Winner (Y6)	Short Movie	WP4	Y6
CSA Award Winner (Y7)	Short Movie	WP4	Y7
Best Practice AKIS Governance (Y3)	TBD (Animated/Tutorial)	WP6	Y3
Best Practice AKIS Governance (Y4)	TBD (Animated/Tutorial)	WP6	Y4
Best Practice AKIS Governance (Y5)	TBD (Animated/Tutorial)	WP6	Y5
Best Practice AKIS Governance (Y6)	TBD (Animated/Tutorial)	WP6	Y6
<b>Training &amp; Educational Content (21 Videos Total)</b>			
Farming for Climate Web Repository	Short Tutorial	WP5	2025/2026
Online Training - Basics of CSF	TBD (Animated/Tutorial)	WP2 - WP8	Ongoing

Content/Topic	Type	Responsible for the content <i>BIOS will be working on final edits of all videos</i>	Timing
Online Training - Handling Resistance	TBD (Animated/Tutorial)	WP2 - WP8	Ongoing
Online Training - Behavioral Change	TBD (Animated/Tutorial)	WP2 - WP8	Ongoing
Online Training - Building a CoP	TBD (Animated/Tutorial)	WP2 - WP8	Ongoing
Online Training - Farmer-Advisor Relationship	TBD (Animated/Tutorial)	WP2 - WP8	Ongoing
Online Training (Additional Modules)	TBD (Animated/Tutorial)	WP2 - WP8	Ongoing
9 short TTT videos (wave 1)	Short videos	WP8	Finalised
<b>Actionable Knowledge &amp; Practical Tools (Task 4.5 - 4 Videos Total)</b>			
Task 4.5 Output Video 1	TBD	WP4	Ongoing
Task 4.5 Output Video 2	TBD	WP4	Ongoing
Task 4.5 Output Video 3	TBD	WP4	Ongoing
Task 4.5 Output Video 4	TBD	WP4	Ongoing
<b>GA Meetings (7 meetings x approximately 6-7 short videos per GA (approx. 45 videos))</b>			
GA #2	Long general video + 1-2 minutes short videos	BIOS	2024/Finalised
GA #3	Long general video + 1-2 minutes short videos	BIOS	2025
GA #4	Long general video + 1-2 minutes short videos	BIOS	2026
GA #5	Long general video + 1-2 minutes short videos	BIOS	2027
GA #6	Long general video + 1-2 minutes short videos	BIOS	2028
GA #7	Long general video + 1-2 minutes short videos	BIOS	2029
GA #8	Long general video + 1-2 minutes short videos	BIOS	2030

## 10.6 CSAs Recruitment Flyer and New Rollup Banner



The flyer features a background of a green field with a tractor and a man and a woman looking at a tablet. The Climate Smart Advisors logo is prominently displayed in the upper right. The main text is centered and reads: "Join one of our 260 Communities of Practice and become a Climate Smart Advisor". At the bottom, there are social media links for the website, X, and LinkedIn.

**CLIMATE  
SMART  
ADVISORS**

**Join one of our  
260 Communities of  
Practice and become a  
Climate Smart Advisor**

[www.climatesmartadvisors.eu](http://www.climatesmartadvisors.eu)    X CSAdvisors\_EU    [in ClimateSmartAdvisors](https://www.linkedin.com/company/ClimateSmartAdvisors)

## ClimateSmartAdvisors empowers you with the knowledge and tools needed to support farmers to meet the challenges of climate change.

We offer you the opportunity to strengthen your expertise in climate smart advice through participating in a Community of Practice (CoP). With a group of 5-8 other Climate Smart Advisors you will jointly decide on a topic and improve and share your knowledge in the course of 8 meetings over the period of 2 years. Each CoP will be supported by a trained Climate Smart Coach, who will facilitate group meetings, and support the group with dedicated training activities.

By joining the ClimateSmartAdvisors network, you become part of a robust network of at least 1,360 Climate Smart Advisors across 260 CoPs. Those will be integrated in a vast EU-wide network comprising 27 national climate smart farming networks, local and EU innovation projects, stakeholders, and policy makers. Together, we foster collaboration to tackle shared challenges, exchange knowledge, and drive progress in 12 thematic areas. By becoming part of CSA, you have the opportunity to lead the change to a more climate smart and resilient future for European agriculture.

For more information, visit the project website:  
<https://climatesmartadvisors.eu/> or contact your National Coordinator.



## Building capacity through ClimateSmartAdvisors



### Education and training

At ClimateSmartAdvisors, our commitment is to cultivate your expertise in climate-smart advice by supporting your participation in a 2 year Community of practice of climate smart advisors, and providing access to training and tools at national and EU level. We also stimulate you to share your knowledge with others, passing on your expertise to our dedicated farmers and other advisors.



### Guidance and Support

Trained coaches will facilitate the knowledge exchange and skill development on climate smart advice within each Community of Practice. ClimateSmartAdvisors offers the framework and support to make effective Communities of Practice to meet your (learning) objectives.



### Collaboration

ClimateSmartAdvisors offers you a national and EU wide network of likeminded advisors, farmers, policymakers and researchers who can inspire your work and who can get inspired by your work. Together, we can craft a more comprehensive and inclusive strategy to address the crucial topics of climate change and sustainability in advisory services.

Join us and embark on this journey  
to advance your expertise in climate  
smart advise.

All we need is your enthusiasm and  
motivation to learn.



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# CLIMATE SMART ADVISORS

## Towards a climate smart EU advisory community



### Focus

- Strengthening the advisors' capacity in providing climate-smart advice
- Boosting the advisors' role in the transition towards climate-smart farming

### Activities

- Dedicated training for 140 advisors to become Climate Smart Coaches.
- Developing an online knowledge repository of climate smart advisory tools.
- Setting up 260 advisory Communities of Practice, led by the Climate Smart Coaches, to create a network of 1360 Climate Smart Advisors.
- Connecting to local and EU (multi-actor innovation) projects, initiatives, AKIS actors, and policy makers to address joint needs, challenges and lessons learned.
- Connecting the CoPs through national networks and 12 EU wide thematic networks.
- Setting-up 8-10 of Co-Design Innovation Experiments to learn how to strengthen the advisors' role in innovation processes.

### 12 CLIMATE SMART ADVISORS' THEMATIC AREAS

- |  |  |   |  |
|--|--|---|--|
| Grassland management                   |  | Biogas production                               |  |
| Forage production                      |  | Water management                                |  |
| Crops management                       |  | Herd management                                 |  |
| Soil health and biodiversity           |  | Manure storage and production                   |  |
| Agroforestry and relation to landscape |  | Additives for reducing enteric ethane emissions |  |
| Energy management                      |  | Rewarding mechanisms                            |  |

Duration: 01.04.2023- 31.03.2030  
Total budget: 18 296 145 EUR  
Number of organisations involved: 74  
Number of countries involved: 27



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## 10.7 Thematic Events Agenda Templates



### Event Title

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

### Agenda

- [time] [subject]
- [time] [subject]
- [time] [subject]
- [time] [subject]
- [time] [subject]
- [time] [subject]
- [time] [subject]

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## Meeting Title

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



00:00 Type here the agenda point

00:00 Type here the agenda point

00:00 Type here the agenda point

00:00 Type here the agenda point

00:00 Type here the agenda point



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## 10.8 Explanation of the reporting table – National DEC Plan

INSTRUCTIONS		
THIS REPORTING TOOL SHOULD BE FILLED IN EVERY TIME A PARTNER CONDUCTS A COMMUNICATION AND/OR DISSEMINATION ACTIVITY RELATED/UNDER THE SCOPE OF CSA. TO CONSULT THE TYPES OF COMMUNICATION AND/OR DISSEMINATION ACTIVITIES CSA PARTNERS CAN CONDUCT GO TO THE NEXT SHEET.		
N	FIELD	INSTRUCTIONS
1	DATE	Insert the <b>date of the activity</b> in the format DD/MM/YYYY (E.g. 01/09/2022).
2	TITLE	Select from the <b>drop down</b> list the <b>title</b> that best fits the conducted C or D activity (E.g. News Item Published on a Partner Organization's Website).
3	TOPIC/CONTENT	Describe in <b>few words</b> the <b>topic</b> or the <b>content</b> covered by the conducted C or D activity (E.g. CSA Consortium Meeting).
4	SHORT DESCRIPTION	Please <b>elaborate</b> , in about <b>250 characters</b> (without spaces), on the topic or <b>content</b> or <b>other details</b> you consider <b>relevant</b> . (E.g. News item covering the CSA consortium meeting in Brussels: Platform nearing readiness for knowledge uploads).
5	TARGET-GROUP	Select from the <b>drop down</b> list the <b>main target-group</b> the conducted C or D activity <b>achieved</b> or <b>aimed to achieve</b> (E.g. AKIS Coordination Bodies).
6	STATUS	Select from the <b>drop down list</b> the <b>activity status</b> (E.g. Completed).
8	REQUESTED KPI (AUTO)	A set of Key Performance Indicators have been identified in the Communication, Dissemination and Exploitation Plan. Based on the title of the activity, this column <b>automatically identifies the KPI that needs to be reported in the next column</b> (E.g. Impressions/Views).
9	KPI	To fill in this column correctly, see the next table (E.g. 100).
10	LINK	If you can <b>associate a link to the activity conducted</b> , insert it <b>here</b>
KEY PERFORMANCE INDICATORS (KPI) INSTRUCTIONS		
THE "KPI" COLUMN SHOULD BE FILLED IN ACCORDING TO THE "REQUESTED KPI" IDENTIFIED IN THE PREVIOUS COLUMN.		
TYPE OF KPI		INSTRUCTIONS
IMPRESSIONS/VIEWS (SOCIAL MEDIA POST AT TWITTER)		1. Open Twitter ( <a href="http://www.twitter.com">www.twitter.com</a> ) and log in to the account that published the post (if you don't have access to that Twitter

	<p>account, kindly ask the responsible person to provide you with the data).</p> <ol style="list-style-type: none"> <li>2. Locate and navigate to the specific post from which you wish to collect impressions.</li> <li>3. Once you find the post, click on the bars chart icon located below it.</li> <li>4. A pop-up window labelled "Tweet Analytics" will appear, displaying various data, including the number of impressions. This is the number you need to collect."</li> </ol>
<b>IMPRESSIONS/VIEWS (SOCIAL MEDIA POST AT LINKEDIN)</b>	<ol style="list-style-type: none"> <li>1. Open LinkedIn (<a href="http://www.linkedin.com">www.linkedin.com</a>) and log in to your personal account. Go to the "My Pages" tab on the left side of the screen and select the page that published the post (if you are not one of the administrators of that LinkedIn page, kindly ask the responsible person to provide you with the data).</li> <li>2. Locate and navigate to the specific post from which you want to collect impressions.</li> <li>3. Look for the "Organic Impressions" under the "Like, Comment, or Repost" bar. This is the number you need to collect.</li> </ol>
<b>IMPRESSIONS/VIEWS (WEBSITE PUBLICATION)</b>	<p><b>Most websites use Google Analytics as a metrics collection tool. The steps here described apply to Google Analytics.</b></p> <ol style="list-style-type: none"> <li>1. Open Google Analytics (<a href="http://www.analytics.google.com">www.analytics.google.com</a>). Click on the icon of your profile picture in the top right corner, and from the drop-down menu select/log-in into the e-mail account to which the website concerned is linked (if you don't have access to this e-mail, kindly ask the responsible person to provide you with the data).</li> <li>2. In the top bar, next to the Google Analytics logo in the top left corner, make sure that the selected account corresponds to the website concerned. If not change it in the drop-down menu.</li> <li>3. In the menu on the left side of the screen navigate to the "Reports" page.</li> <li>4. Scroll down until you find the box that says, "What are the most viewed pages and screens?". Click in the bottom right corner of the box, where it says, "See pages and screens".</li> <li>5. Below the top bar, in the top right corner, select a time period from when the page in question was launched to the present moment.</li> <li>6. Locate the page in question in the table manually, using the arrows in its top right corner, or in the search bar in the top left corner.</li> <li>7. When you find the page, retrieve the number from the "Views" column.</li> </ol>
<b>AUDIENCE REACHED (NEWSLETTER - ONLY IF SENT BY E-MAIL)</b>	<ol style="list-style-type: none"> <li>1. Indicate the number of contacts included in the newsletter mailing list.</li> </ol>
<b>AUDIENCE REACHED (MEDIA ARTICLE)</b>	<ol style="list-style-type: none"> <li>1. Contact the media outlet that published the article to ask about its audience (consider both online and print versions).</li> </ol>

<b>NUMBER OF ARTICLES PUBLISHED (PRESS-RELEASE)</b>	<b>1.</b> Indicate the number of articles the issued press release generated.
<b>NUMBER OF ATTENDEES (EVENT)</b>	<b>1.</b> Indicate the number of attendees of the event (if you don't know send an email to the organization asking the data).

## 10.9 Communication & Dissemination – Activities Examples

### 10.9.1 Example of dissemination activity

Type of dissemination activity	How is this activity deployed?	Example <i>What is considered as this activity (these are just examples; you can add your own)</i>
<b>Conferences</b>	Presenting the ClimateSmartAdvisors project or its activities on any academic, professional, or industry-specific gathering or conference.	It can be done through presentations, panel discussions, and opportunities for networking among attendees and experts.
<b>Education and training activities</b>	Ensuring that the knowledge and outcomes generated by the project reach the intended audience, fostering learning, collaboration, and positive impacts within the education and training sector, or during the activities related to education and training.	Examples of education and training activities also involve workshops, symposiums, seminars, etc.
<b>Meetings</b>	Sharing key information, updates, and outcomes with relevant stakeholders in a structured and effective manner during the meetings.	It can be done through preparing an engaging presentation that describes the project, activities, outcomes, etc. In addition, it can be included in the meeting agenda to allocate dedicated time for discussion.
<b>Clustering activities</b>	Disseminating a project through clustering activities involves grouping related information and engaging with specific clusters or groups of stakeholders. It can maximise the impact of the project by addressing the diverse needs and interests of various stakeholder groups.	It can be done through identifying the cluster (group of people), tailoring the message and organising different activities to engage them with the project (e.g. cluster-specific workshops, target presentations, etc.)
<b>Collaboration with EU-funded project</b>	Leveraging partnerships, shared resources, and coordinated efforts with other EU-funded projects in our country or across Europe, in order to reach a broader audience in your country or across Europe.	Organise joint events, such as conferences, workshops, or webinars, where both projects can present their findings and share insights.  Collaborate on research publications or academic papers that highlight the synergies between the projects.  Facilitate the exchange of expertise and best practices between the projects by participating in EU events.
<b>Other scientific collaboration</b>	Partnering with other research initiatives/projects, institutions, or experts to share knowledge and amplify the impact of the project's findings.	Collaborate on joint publications, such as research papers, articles, or whitepapers, to present combined insights and perspectives.  Organise joint workshops, conferences, or symposiums with collaborating scientific partners.  Explore the possibility of contributing data or results to shared repositories maintained by scientific collaborators.

## 10.9.2 Communication activity examples

Type of communication activity	Description	Measuring expected outcome (KPI) <i>Examples</i>
<b>Reports</b>	Including the project in documents summarising the results of research, the status of projects, or other pertinent information, such as those featured in your company's, farm's, or institute's annual report.	Number reports; the count of individuals who received the reports
<b>Newsletters</b>	Including the project in the regular updates summarising recent developments, achievements, and announcements.	Number of newsletters sent; number of people reached (delivered)
<b>Flyers and posters</b>	Including the project in your regular brief materials that offer a snapshot of a project. Disseminating project flyers and posters during different events, meetings, etc.	Number of shared flyers; number of shared posters
<b>Interviews</b>	Engaging with media or influencers to share insights and information from the project.	Number of interviews (both verbal and written)
<b>Infographics</b>	Incorporating project details into standard infographics within your farm, company, institute, etc.	Number of disseminated infographics (and potential reach if it is for social media)
<b>Videos</b>	Sharing official multimedia content for storytelling, demonstrations, or informational purposes, recorded during the project timeline. Additionally, this involves capturing videos during various activities conducted in your country (filmed by you).	Number of videos recorded and published; reach/views on YouTube or other social media
<b>Website content</b>	Including the project in the informational content accessible on the website of your company, farm, institute, etc.	Website reach
<b>Blogs</b>	Writing about project activities in blogs published on your website.	Blog statistics (e.g. views, shares)
<b>Social media posts</b>	Resharing CSA content on your official social media platforms such as X, LinkedIn, Facebook, YouTube, etc. Including posts about the project in your social media calendar.	Post statistics (reach, impressions, likes shares)
<b>Webinars and workshops</b>	Promoting the project in seminars and/or workshops with interactive features.	Number of attendees
<b>Press releases</b>	Incorporating the project into press releases or generating content about the project. Moreover, it involves disseminating the press releases generated over the course of the project. 	Media outlet reach; number of views (if it is published online)
<b>Public Appearances</b>	Attending events, conferences, or interviews for public exposure for the purpose of promoting the project, its activities and outcomes.	Number of public events; number of attendees
<b>Networking events</b>	Promoting the project on events comprising professionals, experts, and stakeholders.	Number of events; number of attendees

### 10.9.3 Exploitation activity examples

Type of Exploitation Activity	How is this activity deployed?	Example
<b>Integration into Advisory Services</b>	Embedding CSA methodologies, tools, or best practices into existing advisory services offered by institutions.	Incorporating CSA-advised climate-smart farming techniques into national advisory service programs.
<b>Policy Uptake and Influence</b>	Engaging with policymakers to integrate CSA findings into national and EU policy frameworks and CAP strategic plans.	Using CSA policy recommendations in EU CAP policy discussions or national agricultural policy reforms.
<b>Training and Capacity Building</b>	Using CSA training materials for workshops, online courses, or certification programs targeting advisors and farmers.	Organizing certified training sessions for agricultural advisors using CSA-developed learning materials.
<b>Knowledge Transfer to Other Sectors</b>	Applying CSA-developed solutions (e.g., decision tools, sustainability frameworks)	Adopting CSA sustainability assessment tools in urban agriculture projects or CSF.
<b>Collaboration with Industry</b>	Working with private companies and agribusinesses to adopt and further develop CSA innovations.	Partnering with a major agribusiness to refine and implement a CSA-developed carbon farming protocol.
<b>Inclusion in Educational Curricula</b>	Integrating CSA materials into university, vocational, and agricultural training programs.	Including CSA-developed case studies and tools in agricultural university courses.
<b>Patent or Intellectual Property Protection</b>	Filing patents or protections for novel CSA methodologies, software, or technical solutions.	Applying for a patent on a CSA-developed soil health monitoring system.
<b>Replication in Other Regions</b>	Adapting and implementing CSA project results in other geographic regions beyond the initial project scope.	Deploying CSA best practices in climate-smart farming to other European regions facing similar climate challenges.
<b>Scaling through EU or National Programs</b>	Aligning CSA outputs with larger funding schemes or policy-driven programs for long-term sustainability.	Integrating CSA methodologies into EU funding calls for sustainable agriculture.







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