



Digital and printed dissemination, exploitation and communication material – first set of materials

Deliverable 8.4

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List of Abbreviations

CSA	Climate Smart Advisor
NC	National Coordinator
CoDIE	Co-Design Innovation Experiment
DEC	Dissemination, Exploitation and Communication
D&C	Dissemination and Communication
CSC	Climate Smart Coach
CoPs	Communities of Practice
NC	National Coordinator
TL	Thematic Leader
TTT	Train the Trainer
WP	Work Package

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1 Abstract

Deliverable 8.4 presents the first set of digital, printed and partner-support dissemination, exploitation and communication (DEC) materials developed during the first 36 months of the ClimateSmartAdvisors project. It provides an overview of the main visual identity assets, website and back-office functionalities, audiovisual materials, printed materials and branded support materials prepared to support project visibility, stakeholder engagement, dissemination activities and early exploitation efforts. The deliverable also summarises how these materials were used across project meetings, Communities of Practice (CoPs), national activities and external events, and outlines the main DEC achievements reached up to Month 36, together with lessons learned and next steps for the further development of dissemination and exploitation materials in the next phase of the project.

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 adaption 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 8.4 is part of Task 8.1, presenting the digital and printed materials to help partners enhance their DEC efforts. This Deliverable will be once updated (M84) in order to summarize all digital and print materials used within the project, with special focus on exploitation materials.

The first set of materials presented in this deliverable includes both digital and printed formats developed to support project implementation. Digital materials include, among others, website content, social media visuals, presentation templates, videos, promotional graphics, event communication assets and other digital resources used to communicate and disseminate project activities and results. Printed materials include materials prepared for physical events, stakeholder engagement and partner outreach, such as flyers, posters, banners, factsheets or similar branded assets where relevant.

Together, these materials form the initial DEC package of ClimateSmartAdvisors and provide the basis for continued DEC support in the following project period.

The development of DEC materials is an important enabling component of WP8. These materials support the implementation of the broader WP8 tasks by giving partners concrete tools for outreach, stakeholder engagement, knowledge sharing and result promotion. They also help ensure that project messages are communicated in a structured and recognisable way across activities and countries.

As ClimateSmartAdvisors continues to generate content, practices, learning experiences and outputs, the material set will continue to evolve. The first set presented in this deliverable should therefore be understood as a foundational package that supported the first phase of project implementation and created the basis for the next generation of project DEC assets.



3 Approach to Dissemination & Communication Materials

The development of DEC materials in the ClimateSmartAdvisors project was guided by its overall objective of strengthening the role of agricultural advisors in supporting the transition to climate-smart farming across Europe. As a Horizon Europe multi-actor project involving a wide network of partners, advisors, farmers, researchers and other Agricultural Knowledge and Innovation System (AKIS) stakeholders, ClimateSmartAdvisors requires communication materials that are visually coherent, practical, adaptable and relevant to different target groups and contexts.

The first set of digital and printed DEC materials was developed to support partners in implementing project- and partner-level outreach activities while maintaining a consistent visual identity and clearly presenting the project's goals, activities, and emerging results. These materials support awareness-raising, stakeholder engagement, the dissemination of project knowledge and outcomes, and the early visibility of results with exploitation potential.

Rather than treating DEC as separate processes, ClimateSmartAdvisors considers them to be closely interlinked functions. Communication materials increase the project's visibility and attract the attention of relevant stakeholders. Dissemination materials help to transfer early knowledge, methods, experiences and results to target audiences in a structured and accessible way. Exploitation-oriented materials present the practical value and possible use of project outputs, thereby supporting future uptake by advisors, networks, training providers, AKIS actors and other relevant users. Therefore, the approach to developing the materials aimed to ensure that the outputs produced under WP8 could serve more than one purpose and could be used flexibly across different activities and by different partners.

3.1 Objectives of the materials

The first set of DEC materials was developed to achieve several complementary objectives.

1. Firstly, the materials increase the **visibility and recognition** of ClimateSmartAdvisors as a European project providing advisory services for climate-smart farming.
2. Secondly, they provide partners with **practical resources for dissemination and communication (D&C)** activities at European, national, and regional levels.
3. Thirdly, they **explain the project's work clearly and engagingly** to audiences with different levels of familiarity with climate-smart advisory approaches.
4. Fourthly, they **promote project activities, events, tools, advisory practices and other emerging results**, including those with potential for use beyond the project consortium.

In this sense, the materials are intended to inform and enable action. They support partners in presenting the project coherently, mobilising stakeholders to participate in project activities, sharing knowledge produced within the project and building awareness of outputs that may later support uptake, transfer or further development.

3.2 Target Audiences

The development of materials took into account the diversity of stakeholders engaged by ClimateSmartAdvisors. Different formats and messages were required depending on the audience,

communication purpose, and stage of project implementation. Following the DEC plan, the main target audiences considered when preparing the first set of materials were:

- Climate Smart Advisors involved in CoP activities, and those involved in testing, applying or learning from climate-smart advisory approaches.
- Climate Smart Coaches (CSCs) and National Coordinators (NCs), who play an important role in activating national networks and communicating project messages and results to relevant stakeholders.
- Researchers and experts, including project partners and external specialists interested in advisory methods, climate-smart farming, peer learning and AKIS-related innovation.
- AKIS actors and organisations, such as advisory services, farmer organisations, training institutions, networks, CAP-related bodies and innovation support actors.
- Policy and institutional stakeholders, including those interested in advisory systems, climate transition, capacity building and strengthening agricultural knowledge flows.
- Students, future advisors and a wider professional audience who may benefit from project materials, methods and knowledge resources.
- The wider public and related initiatives for general project visibility, awareness and cross-project exchange.

By considering these audience groups from the outset, the project aimed to ensure that the materials produced would be relevant, understandable and usable in a variety of settings, ranging from online communication and event promotion to training support and the dissemination of results.

3.3 Guiding principles for material development

A set of practical principles was followed to ensure the quality, coherence and usability of DEC materials.

The first of these principles was **consistency**. Materials were developed in line with the project's visual identity and communication approach to ensure consistency across channels and activities. This is particularly important in a project involving many partners and decentralised dissemination activities.

A second principle was **clarity and accessibility**. Materials were designed to communicate project messages clearly, concisely and in an audience-appropriate way. Technical or project-specific language was translated into more accessible formats wherever possible, especially for external stakeholders and practice-oriented audiences.

A third principle was **adaptability**. As ClimateSmartAdvisors operates across different national contexts and languages, the materials needed to be reusable and adaptable by partners for local D&C activities, where relevant. This included developing templates and formats to support partner-led outreach while preserving project-wide coherence.

A fourth principle was **fitness for purpose**. Different materials were developed for different purposes, such as general project promotion, event support, dissemination of specific outputs, stakeholder engagement or showcasing emerging exploitable results. The approach therefore prioritised practical usefulness over one-size-fits-all solutions.

Finally, the material development approach reflected the close link between **D&C and early exploitation support**. While many materials were developed primarily for communication and

dissemination, they also contributed to the visibility and accessibility of outputs with potential for future uptake.

4 Overview of the first set of DEC materials

4.1 Digital DEC materials

4.1.1 Project branding and visual identity materials

To ensure a consistent visual presentation of the project throughout its DEC activities, ClimateSmartAdvisors developed a set of branding and visual identity materials. These materials are available for partners to use in both project-level and partner-level activities, as well as in digital and printed formats.

The project **logo** was developed in multiple formats, including colour and black-and-white versions, to support its use in presentations, documents, digital communications and printed materials.

The core reference document is the **project visual guidelines book**, which sets out the main rules for using visual identity elements. This includes the project's primary and secondary colour palette, supporting grey tones and the selected font family, as well as guidance on their use. The guideline book also provides instructions for applying the project logo, including examples of correct and incorrect use. Additionally, it covers the use of imagery and graphic elements, as well as a set of approved icons related to the project's thematic areas.

A pack of **icons and figures** were also prepared for digital use. It covers different aspects of the project, including stakeholder groups, thematic areas, activities and related concepts. To allow use in different communication contexts, the icons and figures were made available in colour, black and white versions.

To ensure consistency in project presentations, a **master PowerPoint template** was created and shared with partners. This template provides a consistent visual structure for presentations used in meetings, webinars, events, and other dissemination activities.

Additionally, **document templates** were developed for key project documents, including deliverables, milestones and agendas. These templates ensure consistency in the formatting and presentation of project documentation throughout the consortium. In addition, new agenda templates were created for Thematic Leaders (TLs) to use when announcing their thematic network events.

A **set of backgrounds for online meetings** was also prepared in several variations. These materials enhance project visibility during virtual meetings, webinars, and other online events.

Further **visual assets** were developed to support the promotion and outreach of the project. These included a project poster and flyer, as well as a recruitment flyer targeting advisors interested in joining the project, which was developed in editable versions to enable translations and further changes. These materials were designed for both print and digital use.

A set of **social media templates** was also developed to support the preparation of visual content for the project's online channels, ensuring a consistent format across social media communications. Templates are created in editable format (.ppt) in order to support wider uptake of the templates.

Together, these materials established a coherent and recognisable visual identity, supporting partners in preparing project-related DEC outputs. See more in the Annexes section [here](#).

4.1.2 Website and web-based communication materials

The ClimateSmartAdvisors website was set up in Month 3 of the project and became operational shortly afterwards. It serves as the project's main public digital platform and central entry point, presenting the project, its network, activities, and selected public outputs. In month 33, work began on **redesigning the website** to further improve its structure, visual presentation, functionality, and search engine optimisation (SEO). The work on the redesign was finalised by Month 36 of the project.

The website's primary function is to clearly and accessibly present the ClimateSmartAdvisors network. Particular emphasis is placed on showcasing the breadth of the **project consortium** and the **wider network** involved in project implementation. To this end, the website features dedicated sections showcasing the project partners and key stakeholders, including:

- CSCs,
- NCs,
- project management structures
- and TLs.

The intention was to provide users with an overview of the people and organisations involved in the project that was both user-friendly and informative, including profile information, photographs and contact details.

In addition to presenting the network, the website showcases project activities in a structured, publicly accessible format. Particular effort was made to present **the CoPs** in a way that allows users to easily navigate them, with filtering options available by country and thematic area. This functionality was designed to increase the visibility of the project's national and thematic activities, and to demonstrate the diversity of the project's engagement across countries and topics to external audiences.

The website also features a dedicated **presentation of the project's thematic areas**, with descriptive content that explains the scope of each area addressed by the project. This provides a clearer understanding of the ClimateSmartAdvisors thematic framework and offers context for related activities and outputs.

As regards project outputs and resources, the website was used to make available **public deliverables**, which are stored in a dedicated section. Further development of the resources section is planned for the next phase of the project, through the integration of **Practice Abstracts** in a user-friendly and structured format. In addition, the website includes access to **video content** connected to the @FarmDemo YouTube channel, including playlists covering different types of project-related material such as professional videos presenting people and activities, as well as recordings of thematic network events and webinars.

The website also serves as a regular communication channel through the publication of **external newsletters** and **news** items related to project developments, events and other activities. In this way, it functions not only as a repository of public information, but also as a dynamic communication tool supporting ongoing project visibility.

In this sense, the website was designed primarily as a platform for showcasing the ClimateSmartAdvisors network and the project as a whole. It supported the visibility of the consortium and its wider stakeholder structures, provided access to information on activities and public outputs, and created a foundation for the further development of user-oriented resources in the next phase of the project.

At the first stage upon release of the website, the development team applied **semi-manual translation** of the website pages into all EU languages which requested efforts from the BIOS team and partners who were helping in proofreading of the content for their national languages. As new content in English was added successively this method of translation proved to be unsustainable so the website development team searched for more sustainable and more efficient solutions. As most of the main web-browsers today have automatic webpage translation option, mainly supported by the Google Translate tool, WP8 decided to implement and test this solution in order to evaluate if it is sufficient enough for the needs of users who want to read website content in their own language, besides English. Website analytics showed us that this happens in only 15% of the use-cases, while 85% of the users are used to use the website in its original form, meaning in English language.

WP8 will continue to monitor analytics data and feedback coming directly from the end-users in order to provide the best possible and user-friendly experience for the website users.

In addition to the project website, it was agreed that the **Farming for Climate platform** (<https://www.farmingforclimate.eu/>), developed under ClimateSmartAdvisors jointly with other related projects, will primarily serve as a platform for dissemination and exploitation. At the current stage, the platform already hosts advisory practices, while additional dissemination materials and other project-related resources are expected to be integrated in the next phase of the project. The platform therefore complements the project website by providing a dedicated environment for the presentation, sharing and future use of project outputs and materials.

Backoffice as communication tool

In addition to the public website, ClimateSmartAdvisors has set up a secure back-office area that is only accessible to project partners using login credentials. This digital space is an important operational tool that supports D&C, as well as coordination and knowledge exchange within the project. While the public website is used to present the project and its network to the outside world, the back-office provides a structured environment for managing and sharing information about project activities internally.

The back-office supports several key functions. Firstly, it enables partners to **identify, register and manage CoPs** within the project. Secondly, it provides a similar function for **project events**, enabling partners to register and access information relating to relevant events and themes.

A particularly important component of the back-office is the **Dynamic Learning Agenda**, an interactive dissemination and exchange tool used by the consortium. It allows users to start discussions, share thoughts and take part in online conversations about project activities and specific topics. As such, it functions as both an organisational tool and an internal communication and knowledge-sharing space, supporting collaboration across partners.

The back-office also facilitates the **monitoring of key performance indicators (KPIs)** relating to CoPs, thematic areas, and events. This functionality enables back-office users to search and filter CoPs by country, CSC, thematic area, and submission status of plans and evaluations. Events can likewise be searched and filtered by country, CSC, event type, and associated CoP. In addition, individual users can be identified through search criteria such as role and country. This enables implementation, monitoring and communication efforts to be connected within a single internal environment, while also supporting project reporting and follow-up.

Additionally, the back office includes folders dedicated to **storing and accessing materials** related to thematic areas and events, providing TLs and other relevant partners with a central reference point.

There is also a knowledge objects folder where various tools, materials and other useful resources are stored and made accessible to project partners.

Overall, the back-office is an advanced internal project tool that goes beyond basic document storage. By enabling structured information management, internal interaction, monitoring and knowledge exchange, it supports D&C processes and therefore plays an important role in the operational implementation of the project.

4.1.3 Audio-visual materials

Video production has been an important component of the project's digital D&C activities during the first 36 months. Two main types of video content were developed within ClimateSmartAdvisors:

1. professional project videos
2. recordings of thematic network events and webinars.

The first category includes professionally produced, high-quality videos featuring different themes, activities and people involved in the ClimateSmartAdvisors network. These videos were developed to showcase the project's progress, highlight key actors, and communicate project activities and results in an accessible and engaging format. Particular attention was given to the coverage of major project events, including the General Assemblies held in Latvia and Almería, where interviews were recorded with a range of project stakeholders. These included, among others, Work Package Leaders, CoDIE facilitators, CSCs, representatives of the Advisory Board, and TLs. Through these interviews, the videos captured different perspectives on the activities implemented within the project and the results being developed across work packages and thematic areas.

Additional professional video content was produced in connection with the project's Train-the-Trainer (TTT) activities. Interviews with facilitators were recorded during the first and second sessions, which were held in Dublin, Ireland and Freising, Germany. These videos documented the training process and increased visibility of the project's capacity-building activities. In Germany, supplementary video material was produced to support nine advisory practices and is available on the Farming for Climate platform.

The second category of video content consists of thematic network events and webinars organised by the TLs within the project. These recordings contribute to disseminating thematic knowledge and provide wider access to project-related learning and exchange activities beyond the live events themselves. WP8 supported these activities by ensuring that webinar recordings aligned with the project's visual identity, including branded intro and outro segments. This contributed to consistent ClimateSmartAdvisors audiovisual communication.

All video materials are made available through the project's YouTube channel ([@FarmDemo](#)) and are further cross-promoted through the project's social media channels. In this way, video content serves both as a dissemination product in its own right and as a communication asset that can be reused across different channels and activities.

Up to Month 36, a total of 33 high quality videos had been produced during two General Assemblies and two TTT events. Video production will continue in the next phase of the project in line with the priorities and actions defined in Deliverable 8.2, with the aim of covering additional aspects of project implementation, activities and results. Overall, both categories of video content support the project's D&C efforts in complementary ways. The professional project videos primarily contribute to communication by increasing the visibility of the project, its network, its actors and its activities in an accessible format. They also support dissemination by documenting implementation processes and presenting emerging results and practices. The recordings of thematic network events and webinars

contribute primarily to dissemination by making thematic knowledge, expert input and project-related exchange accessible beyond the live event itself. Through their publication on YouTube and cross-promotion via social media, both video types extend the reach of project activities and provide reusable material for ongoing outreach.

4.2 Printed DEC Materials

In addition to the digital materials presented above, a set of printed materials for D&C was produced to raise the profile of ClimateSmartAdvisors in physical settings and during face-to-face engagement with stakeholders. Developed in line with the project's visual identity, these materials strengthened the project's visibility at internal and external events while providing partners with practical tools for outreach and promotion.

The first set of printed materials included:

1. project flyer
2. project posters
3. recruitment flyers for advisors
4. and three types of banner

These materials were designed for various D&C purposes, including general project promotion, event branding, targeted outreach, and stakeholder engagement. As with the digital assets, the printed materials adhered to the project's consistent branding and visual standards, ensuring a cohesive presentation of ClimateSmartAdvisors across formats and contexts.

WP8 coordinated the preparation and printing of these materials for major project activities during the first 36 months. In particular, flyers, posters and banners were produced for all General Assembly meetings organised during the first 36 months of the project. These materials supported the project's visual presence during consortium-wide events and helped to present the project coherently to both internal and external participants.

Printed materials were also prepared for the TTT event in Ireland. To ensure relevance and usability across partner contexts, WP8 consulted all partners in advance regarding their translation needs, including the required quantities and languages. Based on this process, WP8 delivered project flyers, posters and banners, as well as 453 copies of the recruitment flyer targeting advisors interested in joining the project - 177 in English, 6 in Italian and 300 in Spanish. These materials enhanced the visibility of the event and supported the broader objective of reinforcing engagement with the advisor network.

Additionally, printed flyers, posters and banners were prepared to support the presentation of WP7 activities at external conferences and events. This ensured that project-related presentations delivered in external settings were accompanied by clear, recognisable visual material, thereby raising the profile of ClimateSmartAdvisors beyond project meetings and consortium-led activities.

Printed materials were also used by CSCs in the context of activities implemented within CoPs. In these cases, the materials supported local communication, participant engagement, and the visibility of project-related activities at a national and regional level. Using the materials within CoPs further demonstrates their practical value beyond central project events and confirms their relevance for partner-led and field-level dissemination activities.

Where requested by partners, selected printed materials were translated into different languages and prepared as print-ready versions for national use. This allowed partners to use project-branded

materials in their own dissemination contexts, thereby increasing the accessibility and relevance of the materials across different countries and language settings. Having translated, print-ready versions available increased the practical usability of the set of materials and supported more decentralised dissemination efforts across the consortium.

Overall, the printed materials complemented the digital D&C assets by providing tangible, event-oriented visibility and outreach tools. Using them at project meetings, training activities, CoPs, and external events supported direct stakeholder engagement, reinforced the project's visual identity in physical settings and contributed to the project's broader D&C efforts.

See more in the Annexes section [here](#).



Figure 1 Usage of different promotional materials in project activities

4.2.1 Support materials

In addition to the printed materials described above, ClimateSmartAdvisors developed a set of support and visibility materials for project partners, particularly CSCs and Advisors, to use during project meetings and national-level activities. These materials were designed to provide practical, recognisable, project-branded items for use during implementation activities, while also raising the profile of the project in various settings.

WP8 and WP9 coordinated the design and preparation of several such materials. These included two sets of **branded notebooks and pencils**, which were provided to partners during the General Assemblies in Jurmala, Latvia in 2024 and Almería, Spain in 2025. These items served as practical resources for use during meetings and project activities while subtly reinforcing the visual identity of ClimateSmartAdvisors.

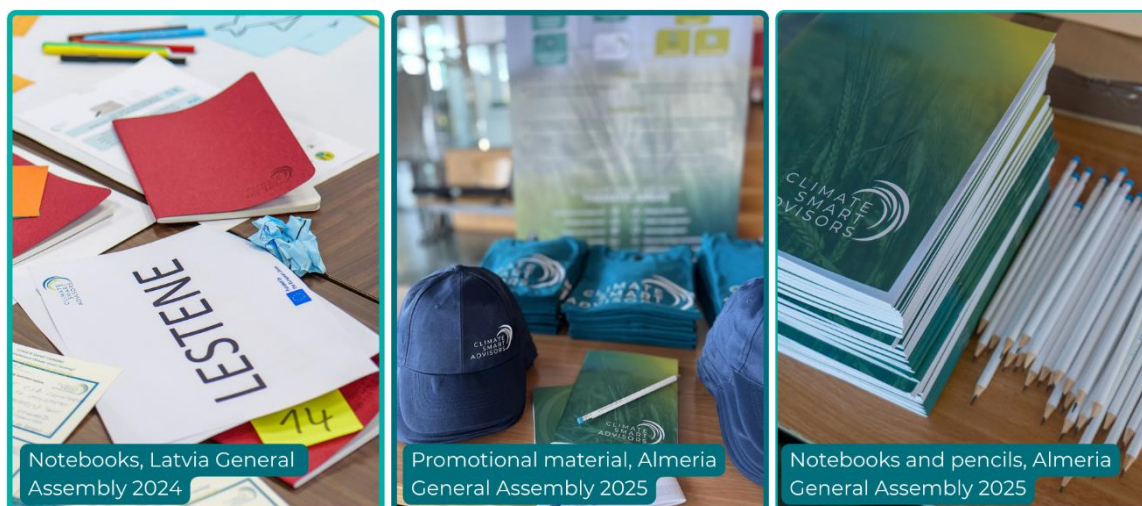


Figure 2 Promotional material produced for project General Assemblies

In addition, 50 **branded caps** and 50 **T-shirts** were produced to increase the visibility of CSCs during national and regional activities carried out within the framework of the project. These practical branded items can be used repeatedly in the field, particularly during CoPs, demonstrations, events, and other stakeholder engagement activities. Using them supports the recognisability of the project and helps to strengthen the presence of Climate Smart Advisors during partner-led activities beyond central project meetings.



Figure 3 Mock-up of caps and T-shirts for Climate Smart Coaches



Figure 4 Photo of caps and T-shirts for Climate Smart Coaches, Almeria, Spain

The development of these materials reflects the project's intention to combine visibility with practicality. Rather than focusing on purely promotional items, the project aimed to provide materials that would support national implementation activities in a functional way and be reused by project stakeholders in their day-to-day work.

At the same time, ClimateSmartAdvisors sought to align sustainability principles in the selection and production of these items. For this reason, emphasis was placed on preparing useful, eco-friendly materials intended to minimise unnecessary promotional waste while supporting project visibility and partner engagement. In this way, the materials serve both practical and communication functions.

Printed material	Main purpose	Main context of use	Format / adaptation
Project flyer	General presentation of the project and its objectives	General Assemblies, external events, stakeholder outreach, CoP activities	Printed, translated and prepared in print-ready versions upon request.
Project poster	Visual presentation of the project in physical event settings	General Assemblies, TTT, external conferences, CoP activities where relevant	Printed, adapted for internal and external event use
Recruitment flyer for advisors	Promotion of opportunities for advisors to join the project	TTT event in Ireland, targeted outreach, partner national engagement activities	Printed, available in print-ready format and digital format, available in editable (Word doc.) format
Banner - Type 1 and Type 2 (white and blue)	General project visibility and branding at events	General Assemblies, project meetings, selected external events	Printed, available in digital format
Banner - Type 3 (more information)	Support to thematic or presentation-related visibility	Conferences, WP7 presentations, external dissemination events	Printed
Project-branded notebooks	Practical support during meetings and project activities, reinforcement of project identity	General Assemblies in Latvia and Almería, partner use during project meetings and activities	Printed/branded physical item
Project-branded pencils	Practical support during meetings and events, reinforcement of project branding	General Assemblies in Latvia and Almería, partner use during project meetings and activities	Printed/branded physical item
Caps for CSCs	Increase the visibility and recognisability of CSCs and the project during field-level activities	National and regional activities, CoPs, demonstrations, events and other stakeholder engagement activities	Branded wearable item; reusable for repeated use in partner-led activities
T-shirts for CSCs	Strengthen project branding during partner-led D&C activities	National and regional activities, CoPs, demonstrations, events and other stakeholder engagement activities	Branded wearable item; reusable for repeated use in partner-led activities

Table 1 Overview of print materials, its use and purpose

4.3 Support to dissemination activities

The materials developed under WP8 supported the dissemination of ClimateSmartAdvisors across the consortium by enabling partners and other project stakeholders to present it in a consistent, accessible and recognisable manner in a wide range of settings. Their contribution to dissemination extended beyond their production to their practical use at project events, in partner-led activities, at external presentations, in national-level actions and in digital knowledge-sharing channels.

The first area of support involved disseminating project activities, structures and thematic work through the **project website**. Besides serving as the main platform for presenting the ClimateSmartAdvisors network, it also provided publicly accessible information on CoPs, thematic areas, project news, public deliverables, external newsletters and video content. During the reporting period, 13 public deliverables, 13 external newsletters and 11 news items were made available through the website. In addition, the website was translated into all project languages, thereby increasing accessibility and supporting dissemination across different national contexts. The website will continue to be developed as a dissemination channel in the next phase of the project, including the publication of Practice Abstracts, which are planned to be uploaded in April 2026 in a dedicated, user-friendly format.

A second important area of support involved disseminating project activities and learning opportunities through **audiovisual materials**. The professional videos produced within the project documented events, showcased various stakeholders and activities, and presented project-related experiences and emerging results in an accessible way. Meanwhile, recordings of thematic network events and webinars enabled the dissemination of thematic knowledge, expert input, and project-related exchanges beyond the live events themselves. All videos were made available via the project's YouTube channel and further promoted on both website and social media. In this way, the audiovisual materials extended the reach of the project's activities and created reusable dissemination resources for partners and external stakeholders alike.

The dissemination function of the material set was also reflected in its use during **project events and external presentations**. Printed materials, such as flyers, posters and banners, together with presentation templates and other visual assets, supported the dissemination of project information during General Assemblies, TTT activities, and presentations delivered at external conferences and events, including the EU CAP Network Seminar in Vienna, the EUFRAS General Assembly, the IALB-EUFRAS Meeting on adaptation to net zero, Soil Mission Week, the 2nd European Carbon Farming Summit, AKIS Day, the Climate Smart Research kick-off meeting, and the final ClieNFarms meeting. This helped to ensure that project activities and results were presented coherently and recognisably, facilitating engagement with external audiences in face-to-face settings.

The materials also supported the **dissemination of information at a national and regional level**, particularly through activities led by partners and the work of CSCs within CoPs. Partners were strongly encouraged to use all the branded materials provided, including presentation templates, printed materials, digital assets, and visibility items, in their national activities and outreach efforts. Printed and print-ready materials, including translated versions prepared upon request, enabled partners to utilise project-branded assets in different languages and national contexts. This approach not only supported local outreach, but also ensured that dissemination activities were embedded in field-level and country-level implementation, not just limited to central project events. The availability of translated materials upon request further increased the usability and relevance of the material set across the consortium.

Additionally, the project's **back-office** environment facilitated the organisation, coordination, and follow-up of dissemination activities. Although access to the back-office is limited to project partners,

it plays an important role in enabling dissemination by allowing users to identify and register CoPs and events, access thematic folders and knowledge objects, and use the dynamic learning agenda as an interactive space for discussion and exchange. Thus, the back-office supports dissemination activities by facilitating the structured management of information and strengthening the internal circulation of the knowledge and resources needed for partner-led dissemination.

4.4 Support to exploitation-related activities

Support for activities related to exploitation during the first reporting period should be understood in the context of the current stage of project implementation. The initial exploitation strategy of ClimateSmartAdvisors was presented in **Deliverable 8.2 - Updated Dissemination, Exploitation and Communication Plan at EU and National Level**, which set out the initial approach to identifying Key Exploitable Results (KERs) and their potential users, as well as the pathways for their future use. However, at this stage, exploitation planning is still a work in progress, as several project results are still under development and further outputs are expected in the next project phase.

In this context, the materials developed under WP8 so far have primarily supported exploitation-related activities by increasing the visibility, accessibility and practical presentation of project outputs, activities and emerging results. While many of the materials presented in this deliverable were primarily designed for D&C purposes, some also contribute to creating the conditions for future exploitation by making project outputs more understandable, recognisable, and accessible to relevant target groups.

The **Farming for Climate platform** is expected to play a particularly important role in this respect, as it is intended to serve as the main channel for dissemination and exploitation. Currently, the platform hosts advisory practices, and further work is ongoing with the main developers and contributors on developing the format, structure and presentation of materials. The intention is for the platform to increasingly serve as a dedicated environment for storing and presenting project outputs and other valuable materials for relevant users.

Other materials developed under WP8 also support exploitation-related activities indirectly but effectively. The website, audiovisual materials, visual identity assets and materials for partners contribute to the visibility of project activities and emerging outputs. They also help to engage relevant stakeholder groups and support the early promotion of results that may later be adopted, reused or further developed. In this way, they prepare the ground for more concrete exploitation actions in the later stages of the project.

Overall, during the first 36 months, the materials' contribution to exploitation-related activities has primarily been preparatory and enabling. They have mainly added value by supporting the visibility, accessibility and early positioning of project outputs, while creating the basis for more structured exploitation efforts as additional results become available.

5 Overview of main DEC achievements

The digital, printed and partner-support DEC materials developed during the first 36 months of the project, together with their contribution to project activities, are presented in Chapters 3 and 4. To avoid repetition, this chapter provides a consolidated summary of the main DEC achievements reached by Month 36.

Area	Achievement	Key evidence
Visual identity	Core branding package developed	Visual guideline, document templates, logos, icons and other visual assets
Website	Public website established and operational	Since Month 3, semi-translated into all project languages
Public content	Online content regularly published	13 deliverables, 13 newsletters, 11 news items
Audiovisual materials	Video-based dissemination established	33 videos; 28 webinars
Printed materials	Printed visibility materials produced and used	Flyers, posters, recruitment flyers, three banner types
Partner support materials	Branded support materials provided for partner use	Notebooks, pencils, caps and T-shirts
National dissemination support	Materials adapted for partner-led national use	Translation upon request; print-ready formats
Internal dissemination support	Internal platform established	Back-office with exchange and coordination functions
Future dissemination and exploitation channels	Further dissemination/exploitation channels being developed	Farming for Climate platform; Practice Abstracts planned for April

Table 2 Overview of main DEC achievements

6 Lessons learned and next steps

This chapter summarises the main lessons identified through the development and use of the first set of DEC materials during the first 36 months of the project. It also outlines the main next steps foreseen for the further development of DEC materials and related activities in the next phase of the project.

6.1 Main lessons learned

The first 36 months of project implementation provided a practical basis for assessing the most effective ways in which DEC materials could support a large-scale, multi-actor, geographically distributed project such as ClimateSmartAdvisors. Several lessons emerged from the development, adaptation and use of the initial set of materials.

One such lesson concerns the importance of **providing editable and reusable templates** to project partners. Having branded templates and adaptable visual materials available supported a more consistent presentation of the project while allowing partners to adjust the materials for use in their national and regional contexts. This proved particularly important in a project where D&C activities were implemented across multiple countries and by different types of actors. Experience gained during the reporting period confirmed that editable materials are essential for strengthening decentralised, partner-led dissemination efforts.

A second lesson concerns **the importance of translations and local adaptation**. Translating the website into all project languages and preparing translated, print-ready materials upon request increased the usability and accessibility of project materials across the consortium. This emphasised the importance of multilingual dissemination in achieving a broader reach and ensuring the effective use of materials at a national and regional level.

Another lesson concerns **the role of branding as a shared project practice**. In the first 36 months, there was a strong emphasis on using common visual standards, recognisable templates, and consistent project presentations. This contributed to the development of a shared communication culture within the consortium, enhancing the visibility of the project in digital and physical spaces. Experience confirmed that branding is not only a visual matter, but also an important factor in achieving coherence in D&C activities throughout the project.

Another lesson is the importance of **allocating resources to the preparation of practical promotional and visibility materials** that can be used directly by project stakeholders, particularly CSCs, in their national and regional activities. Using practical, reusable branded items was found to add value in supporting project visibility in decentralised settings and activities involving direct stakeholder engagement. This confirmed the importance of combining visibility objectives with sustainability considerations, including the use of eco-friendly, functional materials.

Finally, experience from the first two reporting periods demonstrated the importance of **presenting project outputs in user-friendly formats**. Materials are most effective when they are structured in a way that supports practical use, navigation and reuse by different target groups, beyond visibility alone. This will be particularly relevant for the further development of dissemination and exploitation materials linked to advisory practices and other project results.

6.2 Next steps

The next phase of the project will see further work focusing on expanding and refining the DEC material set, in line with the growing number of project activities, outputs and results. Building on the initial set of materials presented in this deliverable, the next phase will further strengthen their role in supporting DEC efforts.

A key next step will be finalising the exploitation strategy, which will be described in more detail in **Deliverable 8.3 - Final DEC Plan at EU & National Levels**. As additional project results become available, further materials will be developed to support their presentation, dissemination, and potential uptake. These are expected to include additional brochures and audiovisual materials developed specifically for dissemination and exploitation purposes. Those will be presented in **Deliverable 8.5 - Digital and printed DEC material - final set of materials**.

The project will also continue to invest in **webinars** and **video-based dissemination**. Based on the experience in the first 36 months, these activities will be more systematically structured in the next phase, with a stronger focus on disseminating project results. Currently, nine videos showcasing advisory practices are being edited and will be published as concise, practical guidance materials on the Farming for Climate platform.

Further **development of the Farming for Climate platform** is also expected to continue, with the platform playing an increasingly important role as a dissemination and exploitation channel. In parallel, the project will continue to develop supporting materials for the presentation and accessibility of outputs through this platform, including practical resources for advisors and other target groups.

Support for **external communication and dissemination activities under WP7** will also continue, including coordination of the preparation of D&C materials for external events and related activities. As the project moves into a phase with a growing number of outputs and results, additional materials will be produced to support their visibility, dissemination and future use. In addition to continuing support to WP7 for external D&C activities, **further promotional materials** will also be developed to support national partners in reaching relevant AKIS actors in their respective countries. This is expected to provide a stronger basis for dissemination and potential exploitation at national level and to contribute to a wider multiplication of project impact across different national contexts.

The next phase will also emphasise aligning DEC activities to ensure emerging results are visible and presented in accessible, usable formats that encourage uptake by relevant audiences.

7 Conclusions

This deliverable presented the first set of digital, printed and partner-support DEC materials developed during the first 36 months of ClimateSmartAdvisors. It showed that the project has established a coherent set of materials and channels to support the visibility of the project, the presentation of its network and activities, and the dissemination of public information and emerging outputs.

During the first 36 months, the project put in place the main visual identity elements, established and maintained the project website, developed audiovisual materials, produced printed and partner-support materials, and supported their use across project meetings, external events, CoPs and national activities. The materials developed under WP8 contributed to communication, and early dissemination support by providing partners and other project actors with practical, recognisable and adaptable assets for use across different contexts.

The first 36 months also provided an important basis for the further development of DEC activities in the next phase of the project. In particular, the experience gained confirmed the importance of editable and translatable materials, consistent branding, user-oriented formats, and support to partner-led national activities. At the same time, further work is foreseen to strengthen the dissemination and exploitation dimensions of the material set, including through the continued development of the Farming for Climate platform and additional materials linked to project results.

8 Annexes

8.1 Inventory of digital D&C materials

- Project logo [here](#)
- Project visual guidelines book [here](#)
- Icons and figures [here](#)
- Master PowerPoint template [here](#)
- Document templates [here](#)
- Agenda for thematic network events [here](#)
- Background for online meetings [here](#)
- Visual assets, including project poster, flyers, banners and promotional material [here](#)
- Mock-ups for notebooks, T shirts and caps [here](#)
- Social media templates [here](#)

8.2 Inventory of print materials

- Project poster [here](#)
- Project flyer [here](#)
- Recruitment flyer for advisors [here](#)
- White banner [here](#)
- Blue banner [here](#)
- Detailed banner (more information about the project) [here](#)

8.3 Inventory of audiovisual materials

- ClimateSmartAdvisors playlist [here](#)
- Webinars CFD/CSA playlist [here](#)
- TTT playlist [here](#)

8.4 References

- Deliverable 8.1 - Dissemination, Exploitation & Communication Plan at EU & national level
- Deliverable 8.2 - Updated Dissemination, Exploitation and Communication Plan at EU and National Level
- Farming for Climate platform - <https://www.farmingforclimate.eu/>
- ClimateSmartAdvisors website - <https://climatesmartadvisors.eu/>
- FarmDemo YouTube channel - <https://www.youtube.com/@FarmDemo>

8.5 Selected visual examples of DEC materials and channels

8.5.1 Website homepage and key sections (new design)

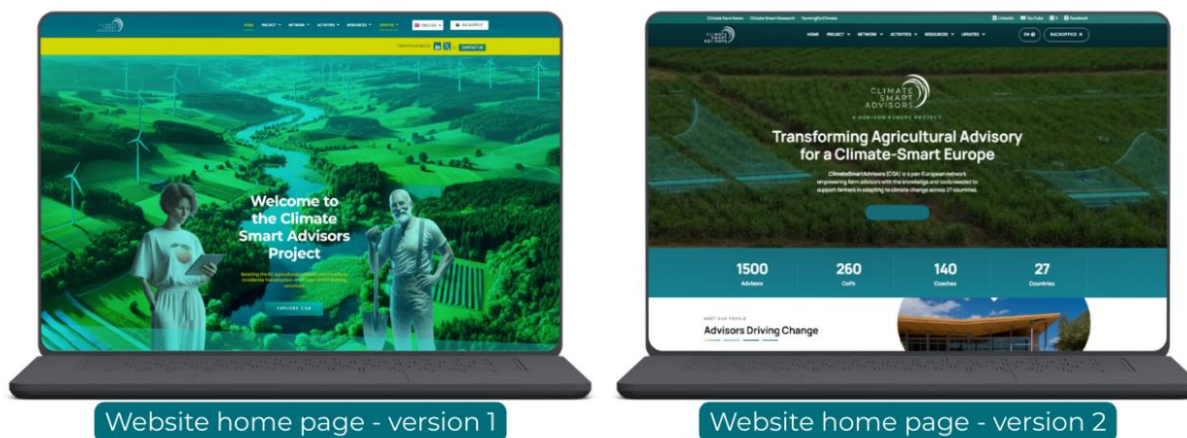


Figure 5 Website home page, old and new versions

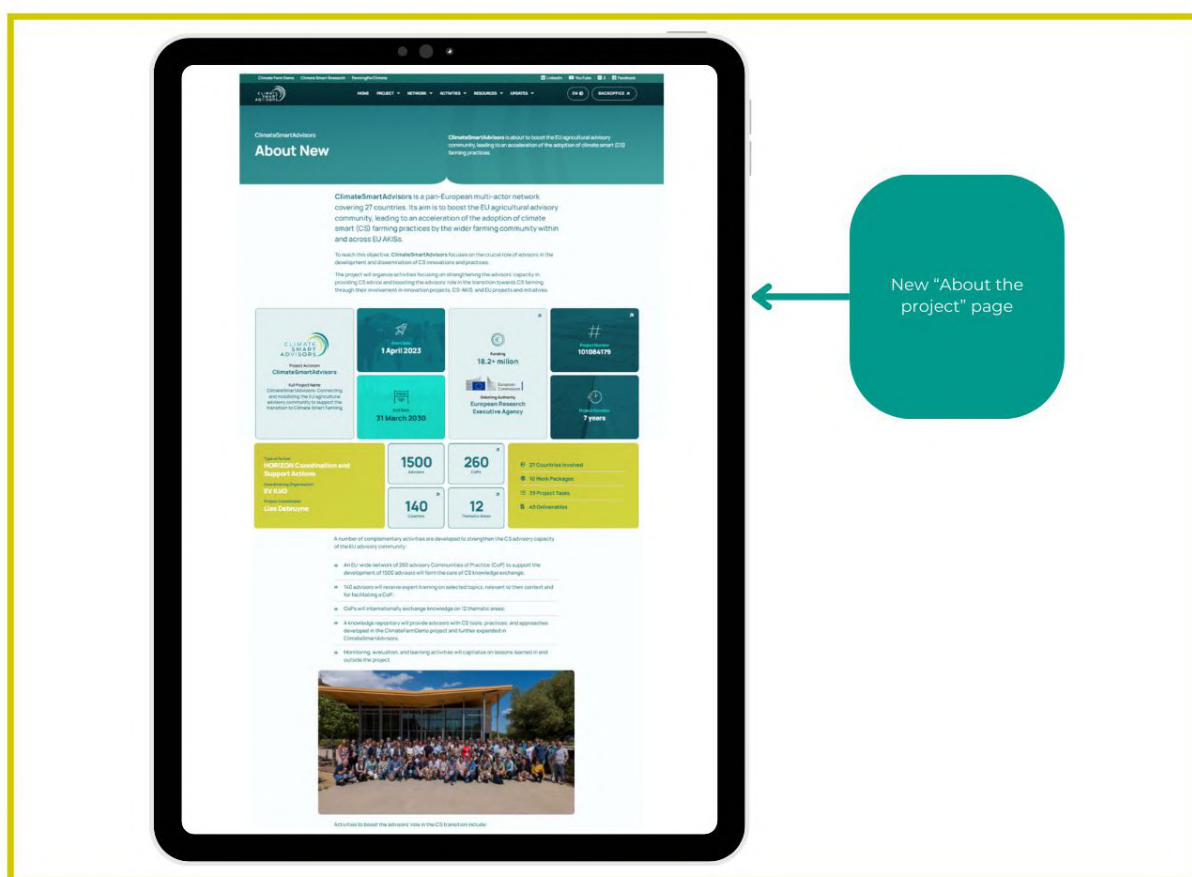


Figure 6 Website about the project page

The screenshot displays the ClimateSmartAdvisors website interface. At the top, there's a navigation bar with links to 'HOME', 'PROJECT', 'NETWORK', 'ACTIVITIES', 'RESOURCES', and 'UPDATES'. Below this, a banner for 'Videos New' encourages subscribing to the FarmDemo YouTube channel. The main content area features three distinct video playlists, each with a featured video thumbnail and a list of video titles with durations.

- ClimateSmartAdvisors Videos New:** The first playlist, featuring a video titled 'Climate Smart Coaches Journey from Belgium, Portugal and Hungary'. A callout box states: 'The first playlist on the website features general project videos intended for raising awareness and communication purposes.'
- Train the Trainer:** The second playlist, featuring a video titled 'Improving climate-farming advice'. A callout box states: 'The second playlist on the website features videos intended mainly for dissemination of Train-the-Trainer outputs (good practices)'.
- ClimateSmartAdvisors Webinars:** The third playlist, featuring a video titled 'Climate-resilient forage strategies in Central Europe'. A callout box states: 'The third playlist on the website features thematic event webinars intended for dissemination purposes'.

Figure 7 Website video playlists

Climate Farm Demo · Climate Smart Research · FarmingForClimate

LinkedIn · YouTube · X · Facebook

CLIMATE SMART ADVISORS

HOME · PROJECT · NETWORK · ACTIVITIES · RESOURCES · UPDATES

EN

BACKOFFICE

ClimateSmartAdvisors

People New

At the core of ClimateSmartAdvisors is a dedicated team advancing climate-smart agriculture across Europe: **27 National Coordinators**, **12 Thematic Leaders**, a strong management team, and around **140 Coaches** working towards a shared goal.



National Coordinators

Introducing the **27 National Coordinators** of the ClimateSmartAdvisors project, who are responsible for orchestrating national activities in each European country involved.

[View Coordinators →](#)



Coaches

Around **140 Coaches** support the ClimateSmartAdvisors project by providing training and hands-on guidance to help Advisors implement climate-smart practices in real-world settings.

[View Coaches →](#)



Thematic Leaders

Meet the **12 Thematic Leaders** of the project, each leading their area to help the advisory community strengthen skills and knowledge in these fields.



CSA Management Team

Get to know the **team behind ClimateSmartAdvisors**, coordinating delivery task by task and keeping the project on track from planning to implementation.

Figure 8 Website page featuring CSA network (NCs, CSCs, TLs, CSA Management Team)

The screenshot displays the ClimateSmartAdvisors website interface. At the top, there's a navigation bar with links to 'Climate Farm Demo', 'Climate Smart Research', and 'FarmingForClimate'. Below this, a header section titled 'Communities of Practice' explains that a CoP is a group of Advisors and Coaches who meet regularly to improve and share knowledge. A callout box points to this header, stating: 'Website page featuring all Communities of Practice, with options to filter them per thematic areas, countries and status (ongoing or completed)'.

The main content area features a grid of CoP cards. Each card includes a photo of the community, a title, a coach's name, and a 'Read More' link. A callout box points to the 'Read More' link, stating: 'Each CoP has option to "read more", which features more information.' The grid is filtered by 'Ongoing (37)' status and 'Spain' country. The CoPs shown include 'Sustainable Manure and Slurry Management', 'Soil Health', 'Soil Water Grassland Dairy CoP', and 'Farming Toward the Soil Health'.

A detailed view of the 'Sustainable Manure and Slurry Management' CoP is shown on the right. It includes the title, a photo of the community, the coach's name (Alicia Martinez), the country (Spain), and a description of the community's mission and objectives. The objectives listed are: 1. Dissemination of two success stories in Alava and study similar techniques that could be implemented in the other regions of the Basque country; 2. Adaptation of tools to optimise application and advice; 3. Diagnosis of the situation of farms (check list type) - how could they adapt to the new law; 4. Compilation of manure and slurry analyses.

Figure 9 Website page featuring CoPs, example

The screenshot displays the ClimateSmartAdvisors website. The top navigation bar includes links for Climate Farm Demo, Climate Smart Research, FarmingForClimate, and social media icons. The main header features the project name and a brief introduction to Coaches. Below this, a grid of coach profiles is shown, each with a photo, name, organization, and a 'Quick View' button. A callout box points to the 'All Countries' filter and the 'Sort by...' dropdown, stating: "The website page featuring Climate Smart Coachsm with options to **search them by country** and **sort** in alphabetical order."

The second part of the screenshot shows the detailed profile of Rocco Lioy. It includes his photo, name, organization (CONVIS Société coopérative), and a detailed biography. A callout box points to the 'View Coach' button, stating: "When clicking on 'View coach', it shows CSC's **mini biography and contact**. Each CSC will be linked with its CoP."

Coaches

Introducing Coaches, an important role in the ClimateSmartAdvisors project. Around 140 coaches will provide training and education for Advisors about how to implement climate smart practices in real environments.

All Countries Sort by...

Rocco Lioy
CONVIS Société coopérative
View Coach >

Pim Heeman
ZLTO
View Coach >

Rouille Benoît
Institut de l'Élevage
View Coach >

Eugenijus Lukosevicius
Lithuanian Agricultural Advisory Service (LAAS)
View Coach >

Laura Ruiz Jiménez
Association of Fruit and Vegetable Producers' Organisations of the Province of Almería (COEXPHAL)
View Coach >

Miriam Ácsová
Bioeconomy Cluster
View Coach >

Isacco Rossi
C.R.P.A.
View Coach >

Ian Knight
Abacus Agriculture
View Coach >

COACH

Rocco Lioy
CONVIS Société coopérative

More than 25 years of experience in sustainability assessment in agriculture with a focus on greenhouse gas emissions and carbon credits in livestock systems.

Definition, application and implementation of new assessment systems and parameters for livestock farms.

Many years of experience in EU projects (Interreg Grand-Region, Interreg NWE, Life + Horizon Europe). Scientific publications and participation in agricultural congresses as well as organisation of seminars for consultants and farmers.

CSA Coaches

Pim Heeman
ZLTO
View Coach >

Rouille Benoît
Institut de l'Élevage
View Coach >

Eugenijus Lukosevicius
Lithuanian Agricultural Advisory Service (LAAS)
View Coach >

Laura Ruiz Jiménez
Association of Fruit and Vegetable Producers' Organisations of the Province of Almería (COEXPHAL)
View Coach >

Figure 10 Example: website page featuring CSCs

8.6 Collection of Printing Materials (PDF files)

Please see below:

- Project visual guidelines book
- Figures
- Icons (thematic areas) in colour, black and white
- Three versions of rollup banner
- Poster
- Flyer
- Recruitment flyer



A VISUAL GUIDELINE BOOK FOR
CLIMATE SMART ADVISORS

SPACE AROUND THE LOGO



COLOUR PALETTE

PRIMARY COLOURS



CMYK
82 / 0 / 25 / 48
RGB
23 / 108 / 121
HEX
176c79



CMYK
91 / 8 / 53 / 1
RGB
0 / 150 / 139
HEX
00968b



CMYK
76 / 0 / 41 / 1
RGB
74 / 172 / 168
HEX
4aaca6



CMYK
25 / 10 / 100 / 1
RGB
207 / 201 / 61
HEX
cfc93d



CMYK
25 / 0 / 100 / 1
RGB
211 / 215 / 62
HEX
d3d73e

COLOUR PALETTE

SECONDARY COLOURS



CMYK
34 / 85 / 84 / 48
RGB
112 / 49 / 29
HEX
702a1d



CMYK
13 / 54 / 100 / 0
RGB
220 / 133 / 13
HEX
dc850d



CMYK
22 / 54 / 0 / 0
RGB
203 / 140 / 188
HEX
cb8cbc



CMYK
0 / 100 / 100 / 0
RGB
227 / 6 / 19
HEX
e30613



CMYK
87 / 75 / 0 / 0
RGB
62 / 76 / 156
HEX
3e4c9c

COLOUR PALETTE

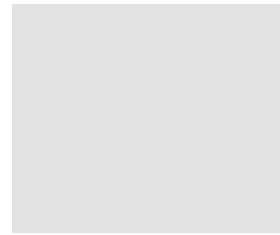
GRAYS



CMYK
0 / 0 / 0 / 85
RGB
74 / 74 / 73
HEX
4a4a49



CMYK
0 / 0 / 0 / 45
RGB
168 / 167 / 167
HEX
a8a7a7



CMYK
0 / 0 / 0 / 15
RGB
228 / 228 / 227
HEX
e4e4e3

Montserrat regular

<https://fonts.google.com/specimen/Montserrat>

CLIMATE
SMART
ADVISORS

Settings

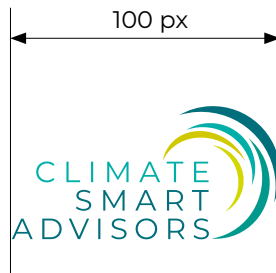
ALL CAPS

Tracking +250

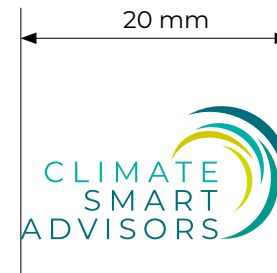
LOGO SIZE

MINIMUM SIZE:

WEB: 100 px in width



PRINT: 20 mm in width



DO NOT STRETCH OR DISTORT



LOGO COLOURS

OVER WHITE BACKGROUNDS



LOGO COLOURS

OVER DARK BACKGROUNDS



LOGO COLOURS

BLACK AND WHITE



LOGO COLOURS

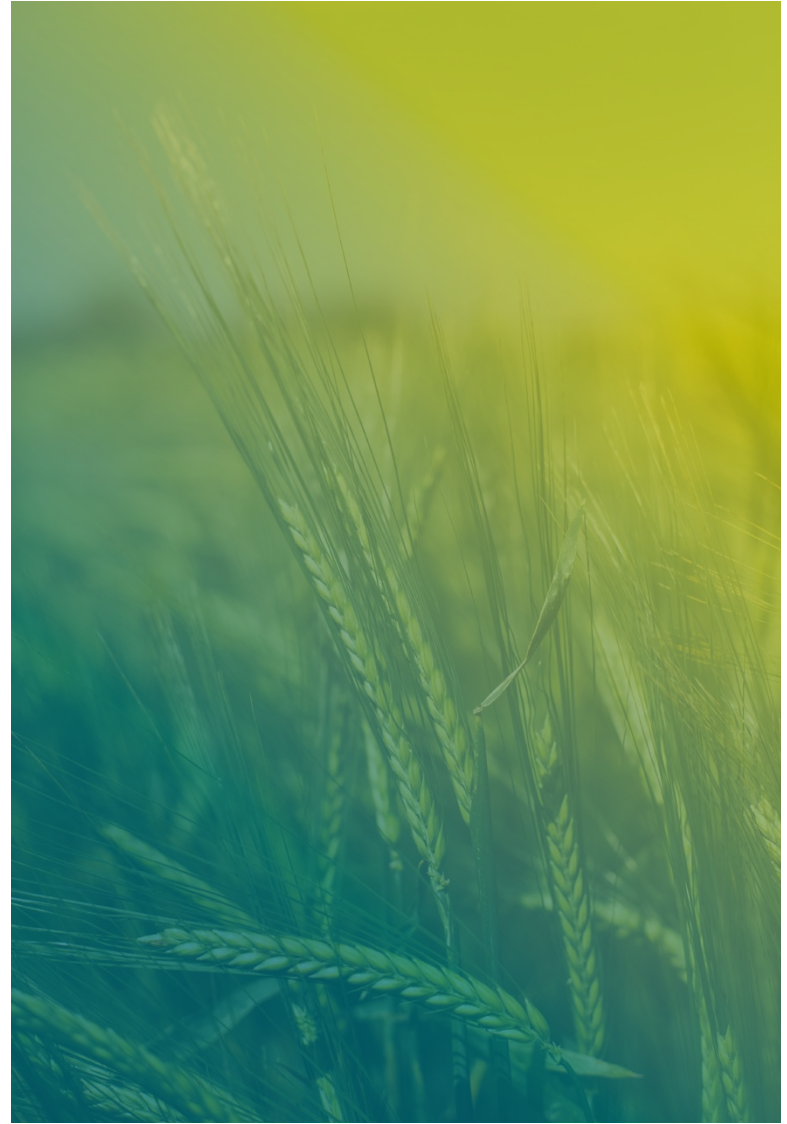
GRAYSCALE

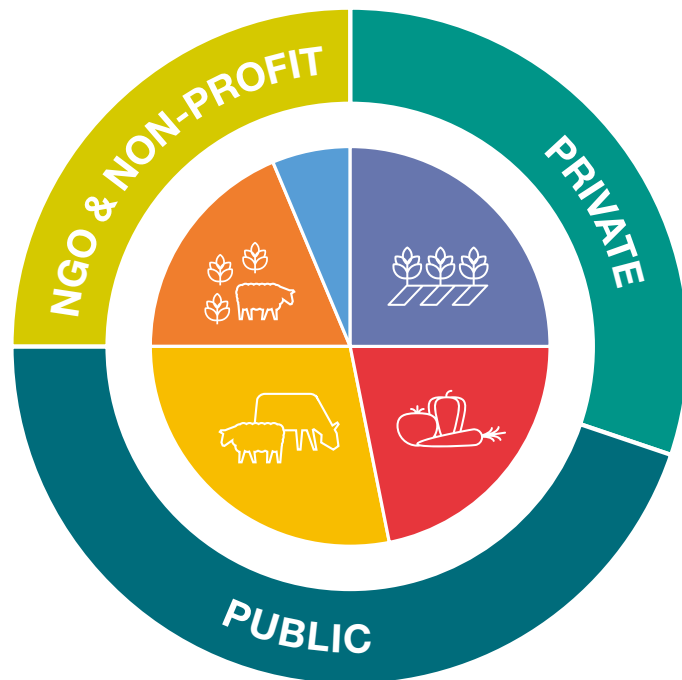


EXAMPLES OF BAD LOGO USAGE



IMAGERY





This project has received funding from the Horizon Europe research and innovation programme under Grant Agreement No 101084179.



**Funded by
the European Union**

GRAPHIC ELEMENTS



GRAPHIC ELEMENTS



GRAPHIC ELEMENTS



www.climatesmartadvisors.eu

✕ CSAdvisors_EU [in](#) ClimateSmartAdvisors

www.climatesmartadvisors.eu

✕ CSAdvisors_EU [in](#) ClimateSmartAdvisors

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



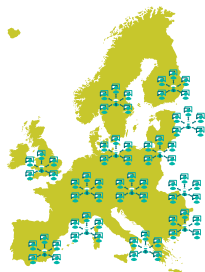
Manure storage
and spreading



Additives for
reducing enteric
methane emissions

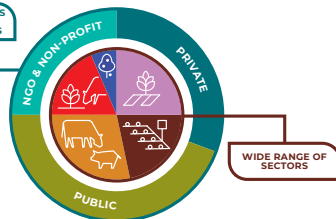


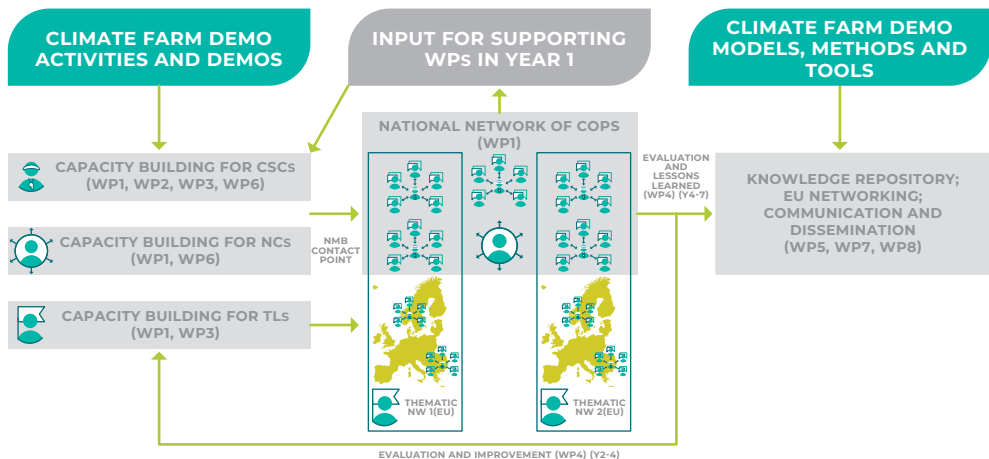
Rewarding
mechanisms

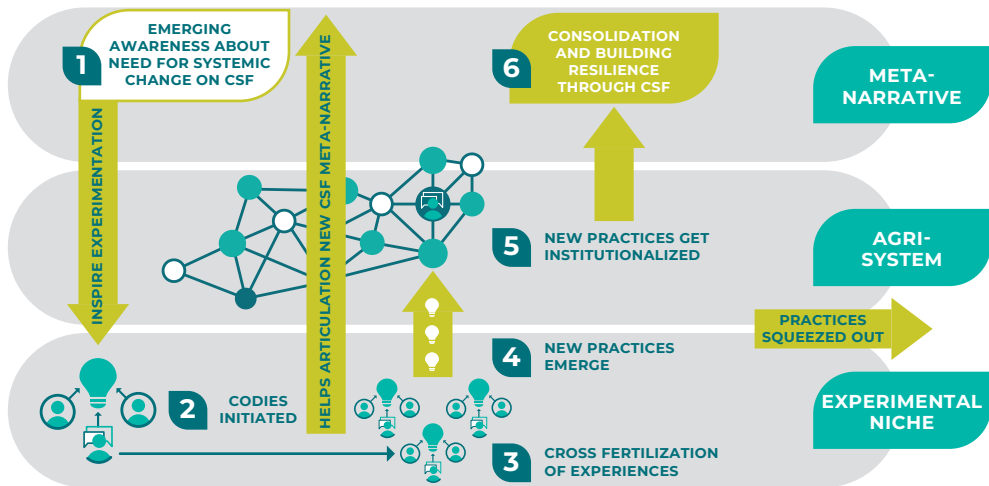


- 73 PARTNER ORGANISATIONS
- 57 ADVISORY SERVICE PROVIDERS
- 260 COMMUNITIES OF PRACTICE
- 140 CLIMATE SMART COACHES
- 1360 CLIMATE SMART ADVISORS
- 27 NATIONAL CS-AKIS NETWORKS
- 12 THEMATIC AREAS (MITIGATION & ADAPTATION)
- 8-10 CO-DESIGN INNOVATION EXPERIMENTS

DIFFERENT TYPES
OF ADVISORY
ORGANISATIONS

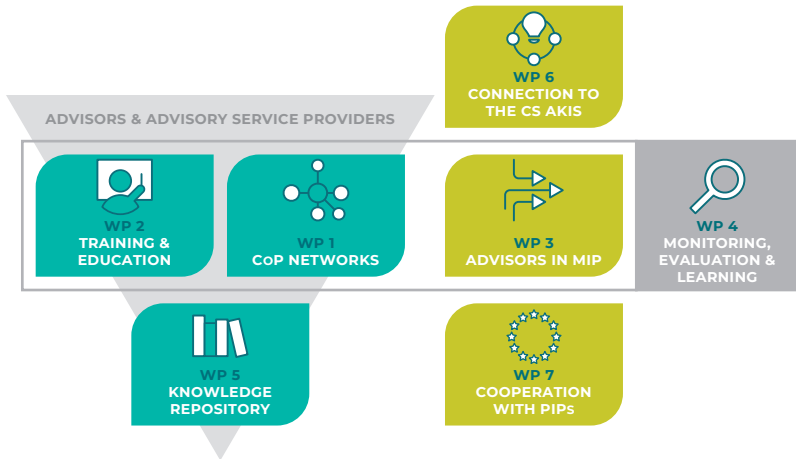






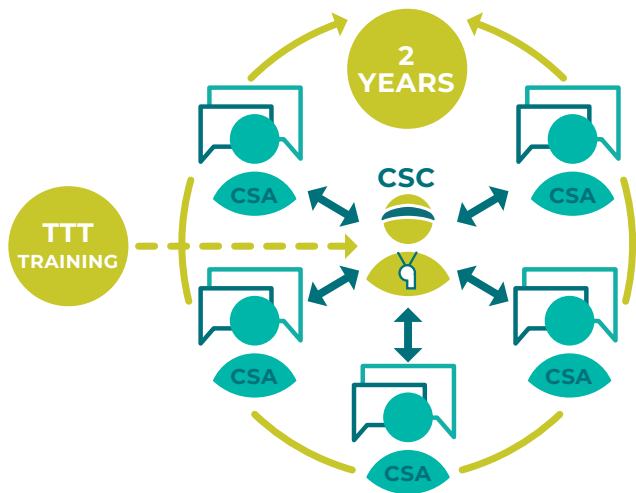
WP 9 PROJECT MANAGEMENT

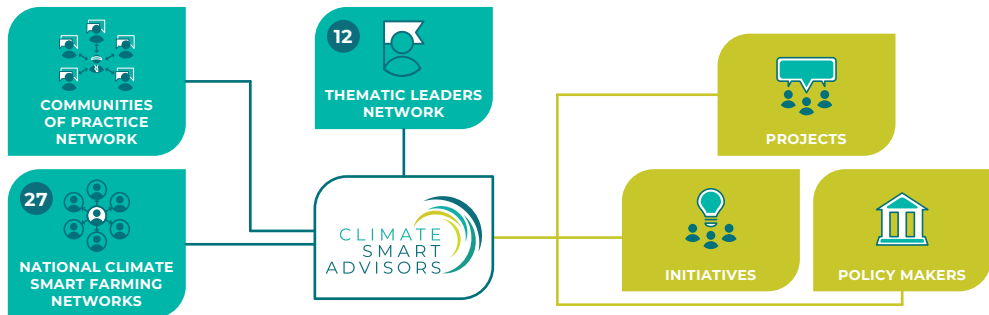
WP 8 COMMUNICATION, DISSEMINATION & EXPLOITATION

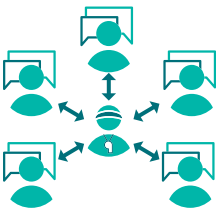
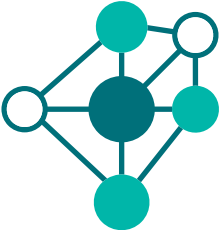
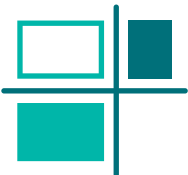


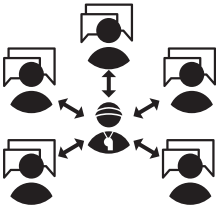
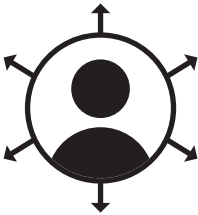
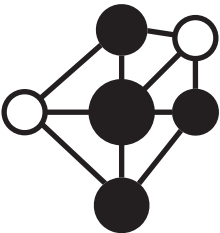
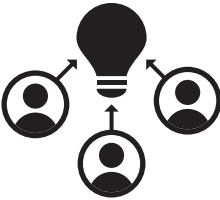
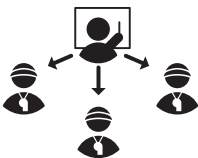
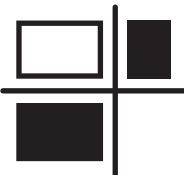
EU LEVEL

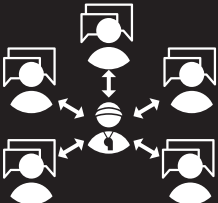
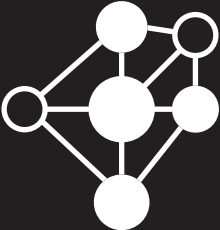
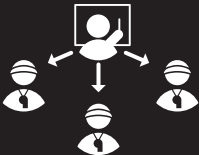
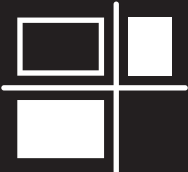
MEMBER STATES LEVEL





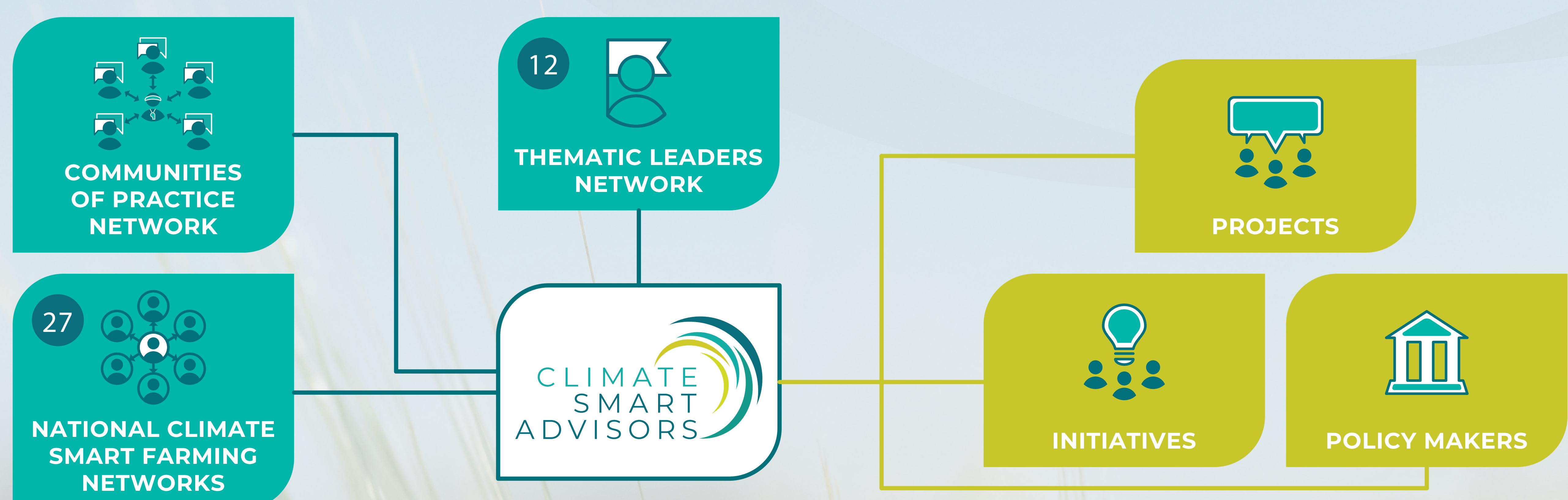
	Climate Smart Coach (CSC)
	Climate Smart Advisor (CSA)
	Community of Practice (CoP)
	National Coordinator (NC)
	Thematic Leader (TL)
	Climate Smart Agricultural Knowledge and Innovation System (CS AKIS)
	Co-Design Innovation Experiments (CoDIE(s))
	General Assembly
	TTT (train-the-trainer)
	Thematic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

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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.
- Setting up 260 advisory Communities of Practice, led by the Climate Smart Coaches, to create a network of 1360 Climate Smart Advisors.
- Connecting the CoPs through national networks and 12 EU wide thematic networks.
- Developing an online knowledge repository of climate smart advisory tools.
- Connecting to local and EU (multi-actor innovation) projects, initiatives, AKIS actors, and policy makers to address joint needs, challenges and lessons learned.
- 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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ClimateSmartAdvisors

This project has received funding from the Horizon Europe research and innovation programme under Grant Agreement No 101084179.



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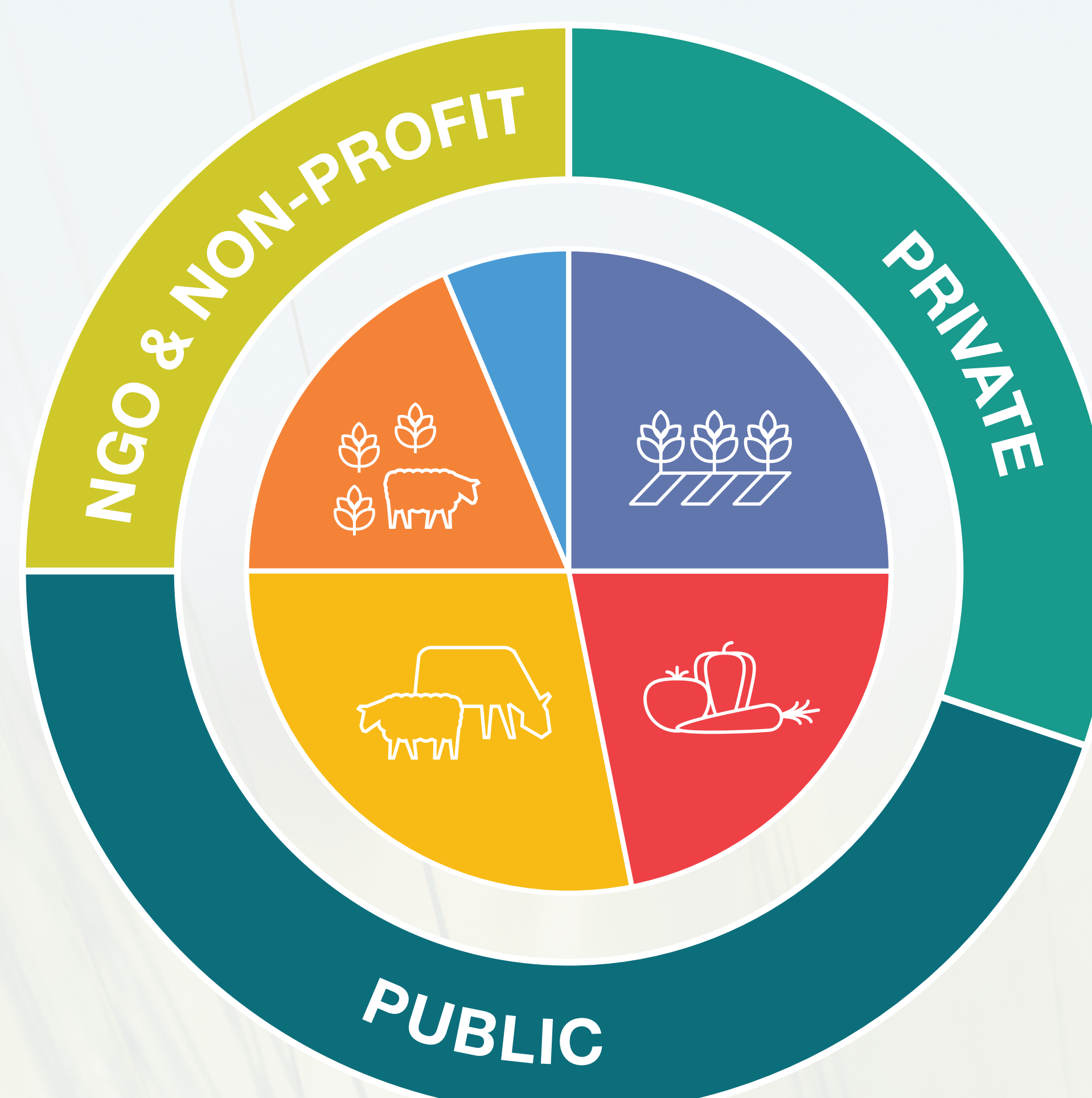
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Agricultural Sectors

Animal husbandry
Mixed farming systems
Arable crops
Horticulture
Other

Advisory Service providers

Public
Private
NGO & Non-profit



73 Advisory Service Providers
57 Advisory Service Providers
260 Communities of Practice
140 Climate Smart Coaches
1360 Climate Smart Advisors
27 National CS-AKIS Networks
12 Thematic Areas
8-10 Co-Design Innovation Experiments

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Activities

- Dedicated training for 140 advisors to become Climate Smart Coaches.
- Setting up 260 advisory Communities of Practice, led by the Climate Smart Coaches, to create a network of 1360 Climate Smart Advisors.
- Supporting the network through EU-level knowledge exchange on 12 thematic areas, and the development of an online knowledge repository.

Focus

Boosting the advisors' role in the transition towards climate-smart farming

Activities

- Connecting to local and EU (multi-actor innovation) projects, initiatives, AKIS actors, and policy makers to address joint needs, challenges and lessons learned.
- Setting-up of Co-Design Innovation Experiments to learn how to strengthen the advisors' role in innovation processes.

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



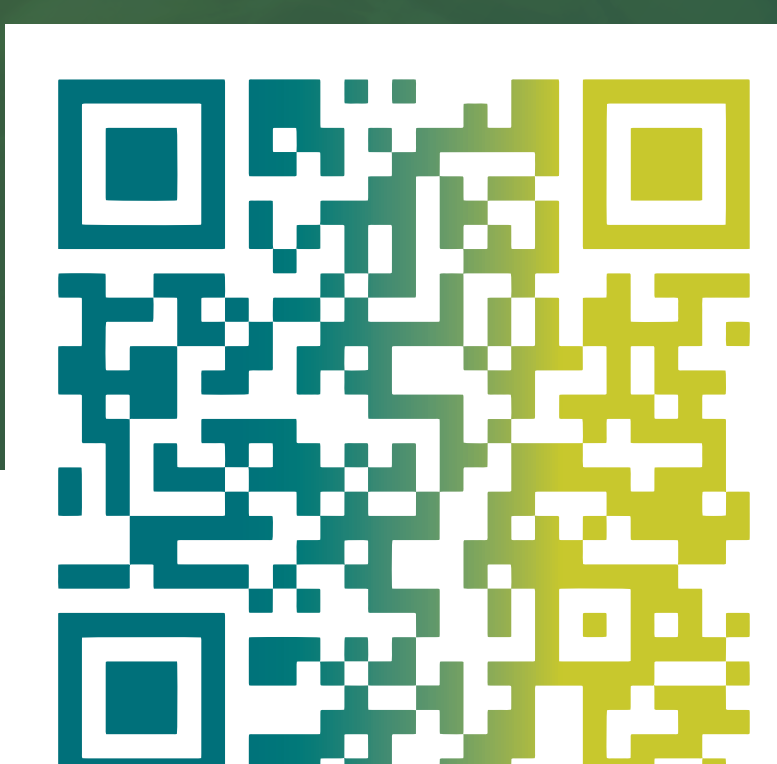
Manure storage and production

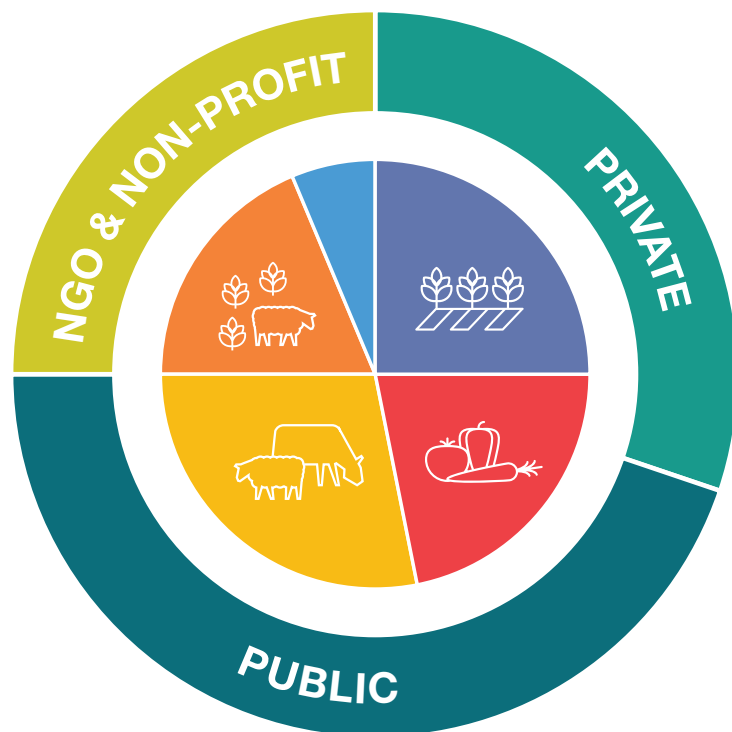


Additives for reducing enteric ethane emissions



Rewarding mechanisms





Agricultural Sectors

Animal husbandry
Mixed farming systems Arable crops
Horticulture
Other

Advisory Service providers

Public
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73 Project Partners

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**Towards a climate
smart EU advisory
community**

12 CLIMATE SMART ADVISORS' THEMATIC AREAS



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management



Forage
production



Crops
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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
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Rewarding
mechanisms



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



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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 ClimateSmartAdvisors



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