

Deliverable 7.3: Report on communication & dissemination activities (version 1)

First period_M1-M12

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WP1 WP2 WP3 WP4 WP5 WP6 WP7 WP8
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Version History

Version number	Implemented by	Notes
1.0	DELPHY	

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List of abbreviations

Abbreviation	Full title
CDE	Communication, Dissemination, Exploitation
AWMN	Agroecological Weed Management Network
AWM	Agroecological Weed Management
LL	Living Lab
LLs	Living Labs
EIP	European Innovation Partnership
KPI	Key Performance Indicators
IPM	Integrated Pest Management
PA	Practice Abstract
KER	Key Exploitable Result
UPV	Unique Value Proposition
F2F	Farm 2 Fork

Executive Summary

In the present deliverable, we provide a detailed report on the progress towards the implementation on the communication and dissemination activities strategy and plan presented in the deliverable 7.1 (V1) “Communication and Dissemination Plan” and uses the same structure, updating each of the sections in terms of the approach taken, the channels used, and the results achieved.

1 Introduction

1.1 Purpose, scope and relationship to other deliverables

Work package 7 is devoted to dissemination, exploitation and standardization activities that will ensure maximum impact of the results of the project.

This document, produced in the first year of the project, provides a report on the progress of the on-going communication and dissemination work. The purpose of this report is to document the GOOD dissemination and exploitation activities during the period from M1 (May 1st 2023) to M12 (April 30th 2024) of the project’s duration. It uses the structure of the original plan, updating and adding content to this plan where activities took place. Furthermore:

- To evaluate the effectiveness of our communication strategies as described in D7.1 “Communication, Dissemination and Exploitation plan”;
- To be transparent about our activities;
- To gain inside in successes and failures to refine our strategy and improve future activities;
- To demonstrate the impact of our work within the GOOD project

It reports specifically on the active tasks undertaken by the partners related to dissemination in the time period under review. The present deliverable, being the first of 4 deliverable revisions within T7.2 “Dissemination and Communication Activities”, (namely D7.3, D7.7, D7.10 and D7.14) is closely interrelated and is developed in parallel with Task 7.1 and related deliverable D7.1 “Communication, Dissemination and Exploitation Plan”.

A detailed report of each activity is presented in this deliverable.

1.2 Document structure

The Sections of the deliverable at hand are organised in the following manner.

After the introductory Section 1, **Section 2** provides a report on the dissemination and communication activities that took place during the first year of the project. **Section 3** describes the objectives of WP7. **Sections 4-5-6** include (i) a report of the C&D&E activities, material generated, status in social media, website structure etc., (ii) the early exploitation of results with a reference to the practice abstracts and the digital tools developed on the website or planned in the future, and (iii) a completed checklist of the indicators that are being used to measure success in the dissemination work for the period that is being reported. **Section 7** provides a description of the main conclusions that can be drawn in respect to the dissemination work carried out thus far.

2 Report on Communication and Dissemination activities

2.1 Communication and Dissemination approach

The Dissemination and Communication Plan provided in D7.1 is being followed by all partners during the entire course of the project and is being adapted as and when necessary. The updates of the C&D plan will be reported on D7.5 [Communication & Dissemination Plan (version 2)] in M18.

Dissemination activities support all 8 Work Packages ensuring maximum visibility, accessibility and impact of the project activities.

The aim of GOOD is to build a European Network for Agroecological Weed Management (AWMN), that will foster the implementation of Agroecological Weed Management (AWM) across Europe, reducing the use of herbicides for the control of weeds in agricultural crops. AWM practices are developed, tested and demonstrated in 16 LLs across 9 partner countries (Portugal, Spain, France, Netherlands, Italy, Greece, Cyprus, Serbia and Latvia). Results of the LLs and other project activities are disseminated through all partners from a total of 11 countries (Portugal, Greece, Ireland, Italy, Spain, France, Cyprus, Serbia, Belgium, Netherlands, and Latvia).

WP7 partners provide material and support to all partners to help them with communication and the partners are strongly encouraged to provide the WP7 partners with information about the ongoing activities in their LLs and other communication activities in relation to the GOOD project.

In this way, we ensure that we have the support of the partners to communicate the objectives of the GOOD project and to be able to disseminate up-to-date results from the LLs to our network.

All communication and dissemination activities in the GOOD project have the following purposes:

- **Raise awareness** on AWM strategies to stakeholders and the wider public;
- **Expand** the project impact;
- **Engage** the stakeholders and targeted groups in the implementation & dissemination of AWM;
- **Share** practical solutions and knowledge on AWM practices;
- **Develop** new communication networks for AWM

2.2 GOOD target groups

Many different types of stakeholders in agriculture have an interest in AWM. GOOD will share project results with these groups, conducting target group specific activities for the following target groups:

- Farmers, farmers networks and farmers organisations;
- Advisors and advisor organisations working in the open field plant-based sectors;
- Researchers working in the domain of AWM and agroecology;
- Agricultural education, higher and vocational education;
- Crop protection industry, in particular the industry working in the domain of AWM (e.g., machinery for mechanical weed control, precision farming equipment, seed industry, pesticide companies);
- Policy people working in the domain of crop protection and agroecology;
- Press;
- Other projects, working in the domain of Integrated Pest Management (IPM) and agroecology;
- General public

3 **GOOD Communication and Dissemination objectives**

O7.1 To ensure that all relevant information from WP1-6 is communicated and disseminated to stakeholders in participating countries and engage them in a broad discussion on the state of the art of AWM;

O7.2 To emphasize the creation of communication resources that can be embedded into a web-based platform to ensure durability after the project;

O7.3 To make results of the project known to stakeholders in non-participating EU and Associated Countries;

O7.4 To provide input about AWM for National Action Plans considering main characteristics of member states to be deployed by the policymakers

4 **Communication, Dissemination and Exploitation methods**

GOOD aims to raise public awareness of the project through a range of strategically planned actions with the aim of communicating the impact and benefits of the project. Communication activities and tools will be implemented, throughout the life of the project and beyond, making results accessible to internal and external stakeholders, as well as to the media and general public. Communication activities will be customized for different countries, regions and subgroups of the stakeholders, making use of the skills and resources of partner organizations.

4.1 **Communication tools, channels & activities**

For the communication and dissemination strategy of the GOOD project, please refer to D7.1 “Communication, Dissemination and Exploitation plan” C&D plan.

A matrix of the communication-dissemination mechanisms/activities used in the GOOD project, associated with the respective objectives and targeted groups, is presented in table the following table.

Table 1. Dissemination means associated with the respective objectives and targeted groups

Channels	Objective	Targeted stakeholders	Timeline
Web-based dissemination			
Website	To inform, communicate and disseminate project activities and results in a structured and organised way, making communication more efficient and effective	All stakeholders	On-going
Social media	To raise awareness by sharing LLs experiences and results and general information about the GOOD project and AWM practices	All stakeholders	On-going
News-letters	Newsletters with actual information about progress in GOOD and project results	Subscribers are informed about project results and the opportunities for AWM in practice	Engagement of the target group in the project, by sharing project-specific information.
Audio visual and multimedia	To inform and sharing knowledge. Presentation of results. Creating awareness on AMW practices	All interested stakeholders, General Public	According to project plan
Event-based dissemination			
Project specific workshops	Consultation, brainstorming, discussion and validation of the GOOD results.	Relevant stakeholders of GOOD LL boards	According to project plan
Conferences and local event participation	Networking and collaboration with relevant stakeholders and other projects. Creating awareness of the GOOD project, presentation and validation of the GOOD results. Engagement with the wider expert and academic community	Community of users and experts and researchers, other EU projects, General public	On-going during project duration
Print-based dissemination			
Printed dissemination material (brochures, posters, roll up, etc.)	Awareness creation and knowledge diffusion. Presentation of the results.	All stakeholders, general public	Available during events
Press-based dissemination			
Press	To raise awareness by providing information about the project, highlighting goals, achievements and benefits	All interested stakeholders	Periodically based on the project developments and results

4.3 Visual Identity

We developed a project logo and the following materials, consistent with the guidelines as described in the “Communication and Dissemination Plan” to support visual identity of the GOOD project: PowerPoint template, Poster template, Brochure template, Roll-up banner template, E-newsletter template, Press release template and we have created a QR code. More information and examples can be found at 4.7 in this report.

Project logo



The CDE plan with guidelines for the GOOD project’s visual identity has been shared to all project partners and is available on the project’s Sharepoint at all times.

Posters and brochures templates are translated into 8 languages. The press release and E-newsletter template are translated in 8 languages when released. It is considered mandatory for all partners wanting to produce their own GOOD material related to disseminating and public material to follow the guidelines in de CDE plan.

4.5 Web-based dissemination

4.5.1 Social Media

Various social media networks are used to promote project information, output and activities on a regular basis. Sharing information on social media also helps us to raise awareness about AWM practices. Also, social media allows people to easily connect with others, regardless of their location, and thus can lead to new contact and/or collaborations.

Therefore, the GOOD project has an active presence in the most popular social media; Facebook, X, Instagram and LinkedIn, which are linked to the project website.

Facebook

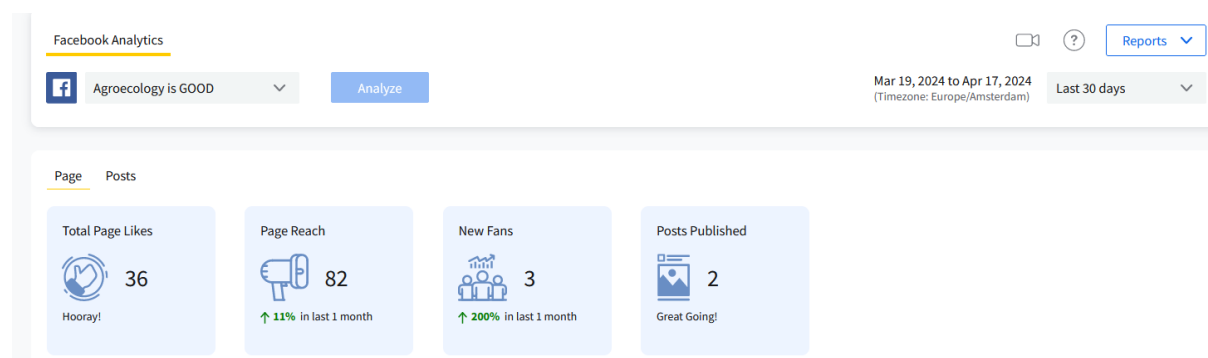
The GOOD project maintains a Facebook page in order to be visible for the wider audience and for a broader and probably less specialised audience be able to contact us. The project's Facebook page includes news, photos, and information about the GOOD project. It is also used to refer to the other social media accounts.

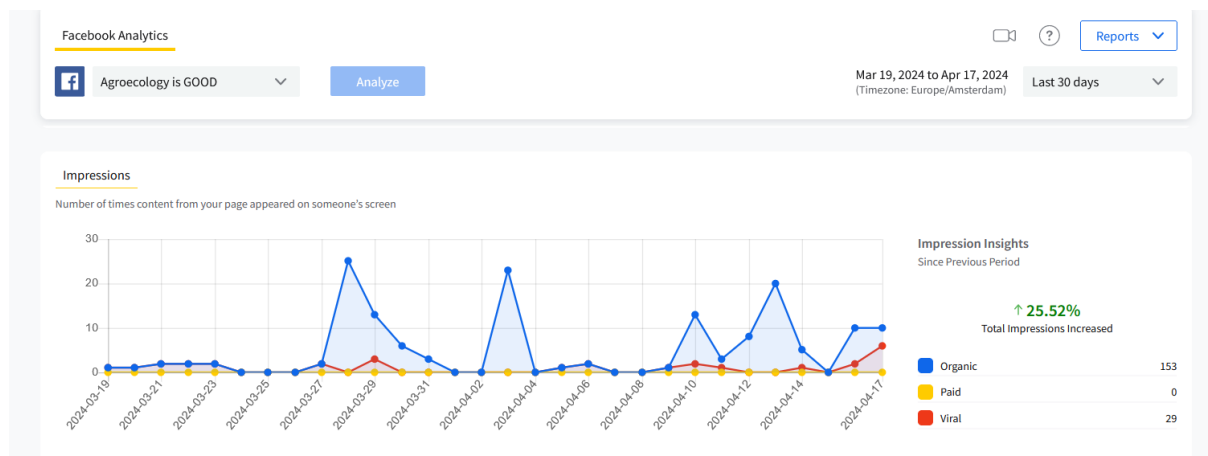
The page has currently **58** followers (end of April 2024).

It should be noted that we do not have high expectations in numbers of followers, because the targeted groups for the GOOD project are less present at this medium. We do, however, find it important, because for some countries and/or generations it is still a mainstream medium to communicate. In this way we will reach a wider audience.

Link to Facebook profile: <https://www.facebook.com/AgroecologyisGOOD>

Facebook main statistics





X

X is a rapid and professional communication tool. It allows real-time interactions and potential outreach towards GOOD target audience, using hashtags and thematic tweets. GOOD has already an active X account (@GOODProject) and has chosen the hashtag #Agroecologyisgood for its messages. The X account is used for promoting and disseminating the GOOD developments, news, events, outcomes, etc.

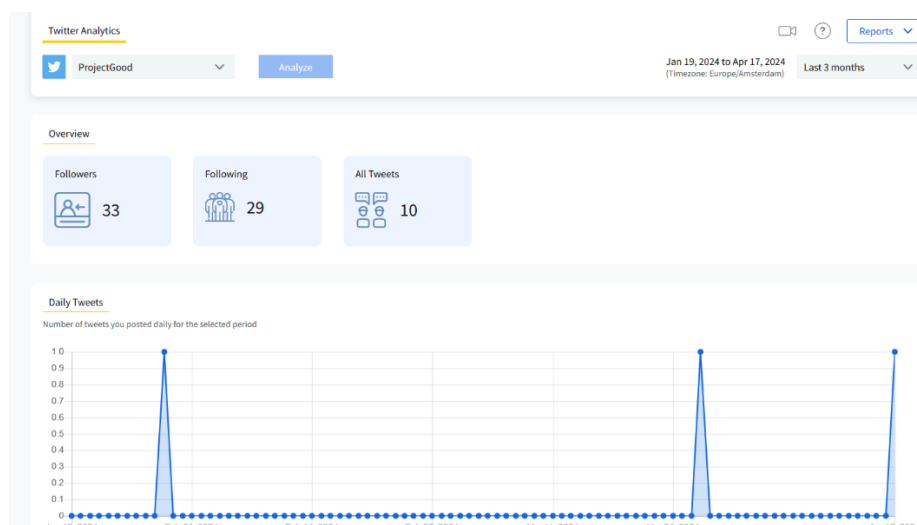
Moreover, sharing messages on X are made of relevant and interesting content from disparate sources. Last but not least, through targeted following of other relevant users GOOD not only gets access to more relevant content and updates, but also acquires more followers.

Using the hashtags #agroecologyisgood , #agroecologyforweeds , #goodhorizon

The page has currently **33** followers. The GOOD project follows in turn 28 X profiles to connect to communities relevant to the project theme.

Link to X profile: <https://twitter.com/projectgood>

X statistics and example of message on X





Horizon GOOD project @ProjectGood · Mar 27

...

On March 22, 2024, a field event was organised at the Italian Living Lab to share the progress on the agroecological weed management and to discuss measures against *Oxalis pes-caprae*: a highly invasive exotic species.

[#agroecologyisgood](#) [#agroecologyforweeds](#) [#horizon2020](#)



Instagram

The GOOD project maintains an Instagram page in order to be visible for the wider audience and for a broader and probably less specialised audience. The projects page includes mainly photos and information about GOOD events and activities. The Instagram account was created in spring 2024 to be fed by the ongoing co-creation and field activities of the Living Labs and the GOOD partners.

The page has currently **60** followers. The GOOD project follows in turn 17 Instagram profiles to connect to communities relevant to the project theme. These numbers will be increased in the near future with active engagement with other projects, networks and agroecology advocates.

Link to Instagram profile: <https://www.instagram.com/agroecologyisgood/>

Screenshot of GOOD Instagram page



agroecologyisgood

Volgen

...

3 berichten

53 volgers

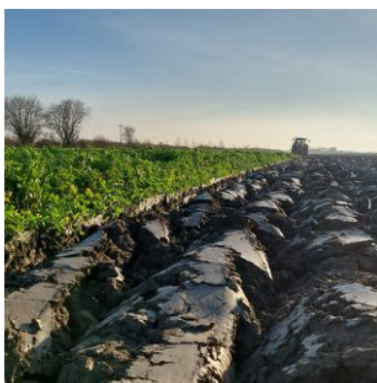
14 volgend

Agroecology is GOOD

GOOD is a Horizon Europe project for innovative and sustainable Agroecological Weed Management. www.goodhorizon.eu

BERICHTEN

GETAGD



LinkedIn

LinkedIn is a business-oriented professional networking tool used by many as a source of information and inspiration, and is therefore a powerful addition to strengthen the news on the website. It is therefore an important platform for discussions, relevant to GOOD, between experts in the field and various stakeholders in general.

GOOD maintains a LinkedIn profile page, making it possible to get in touch with relevant professionals and communicate our most important news, events and developments to them. On the other hand, it allows us to follow professionals relevant to the project and post in key communities relevant to the project's agroecology theme.

The page of the project has currently **680** followers and the page of the persona **184** followers (and 110 connections). The project is active quite active in LinkedIn by engaging with relevant communities/networks/projects working in the area of agroecology.

Link to LinkedIn profile: <https://www.linkedin.com/company/agroecology-is-good/>

LinkedIn page GOOD project



Agroecology is GOOD

A Horizon Europe project aiming to foster the agroecological transition for weed management across Europe.

Akkerbouw · 664 volgers · 11-50 medewerkers



Wendy en 5 andere connecties volgen deze pagina

✓ Volg ik



Home

Info

Bijdragen

Vacatures

Personen

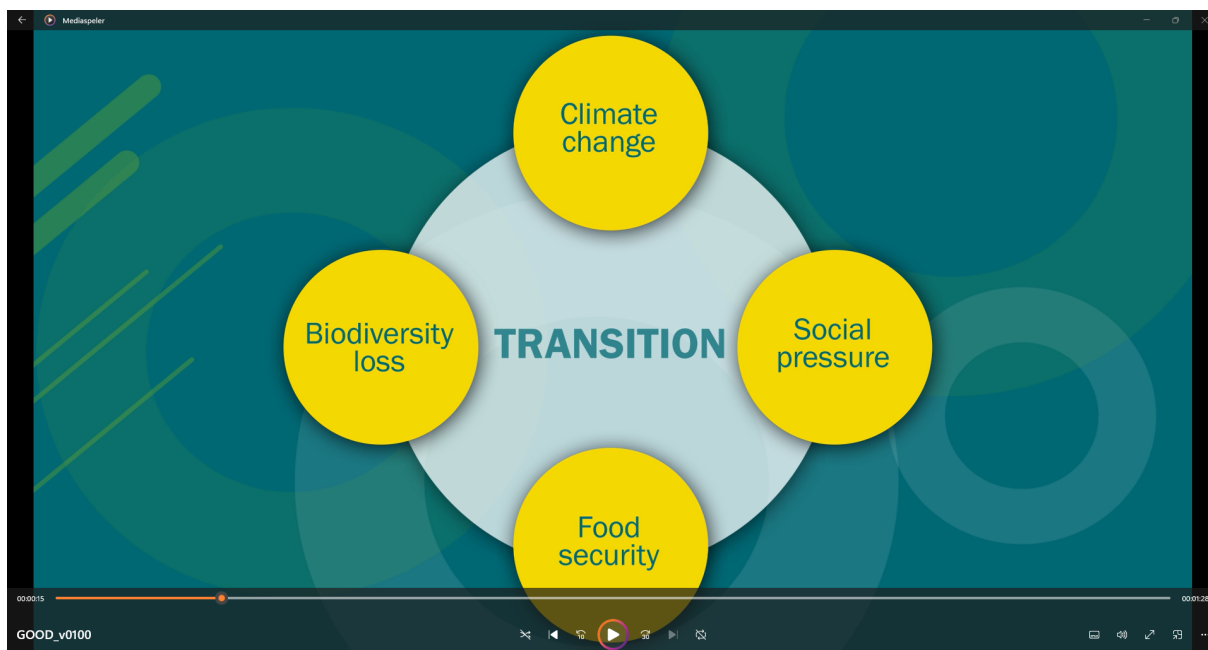
Info

GOOD (101083589) is a Horizon Europe project (2023-2027) that aims to co-create, test, assess and demonstrate innovative and sustainable Agroecological Weed Management (AWM) solutions & to encourage a long-term and large-scale transition to sustainable biodiversity-based agri- ... meer weergeven

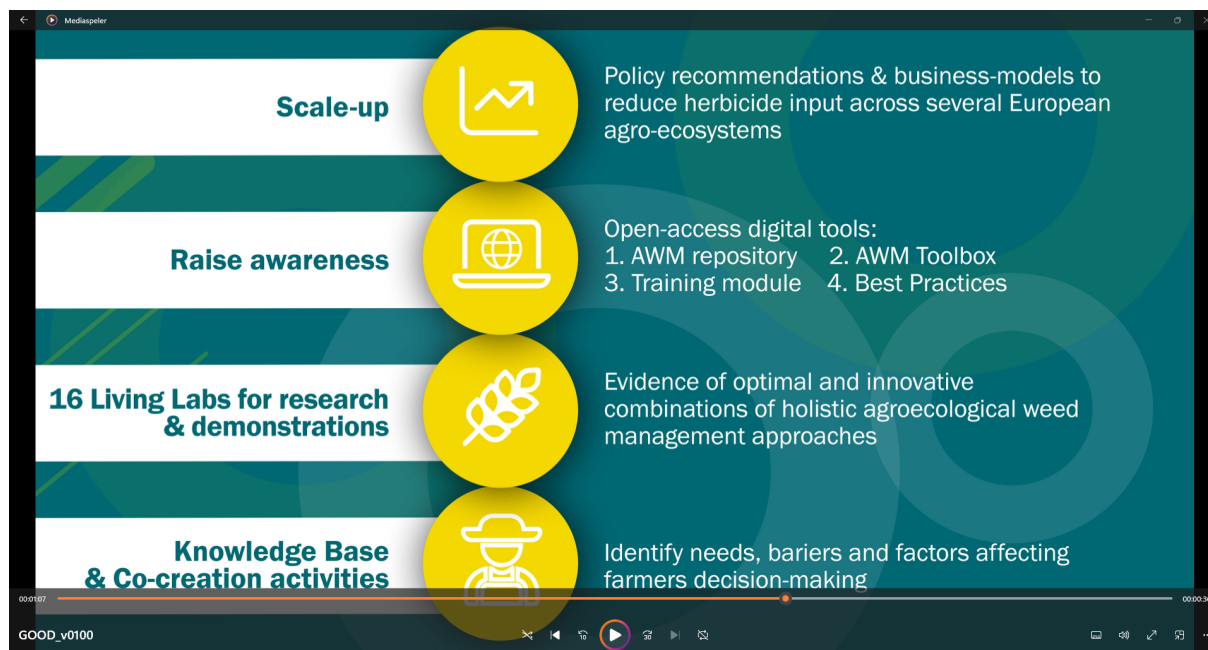
YouTube

The **YouTube channel** will be created as soon the first videos are available. At the time of writing this deliverable, the first film is being developed. The animation is ready, see the frames of the video below. In the coming weeks, the spoken text will be added, and the video released on our YouTube channel.











Social media summary/statistics (No. followers)

Platform	Version 1 April 2024	Version 2 April 2025	Version 3 April 2026	Version 4 April 2027
LinkedIn (page)	680			
LinkedIn (persona)	184			
Instagram	60			
Facebook	58			
X	33			
YouTube	-			

4.5.2 Website content

The website is an important communication channel for GOOD, providing up-to date information about project results, activities and events. Besides the GOOD results, news and events the homepage. In M12, the website will host the AWM repository and the Living Labs page, which will be transferred to the Platform (a second website) once it is ready. The Platform will include the: (i) AWM Toolbox, (ii) AWM repository, (iii) e-learning module, (iv) Living Labs page, (v) forum for AWMN.

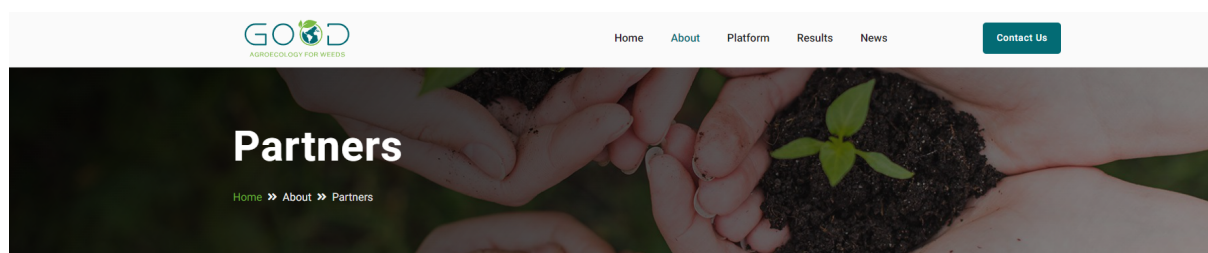
The GOOD website is online since October 2023 (M6). The GOOD website (<https://www.goodhorizon.eu/>) is the key tool to communicate and disseminate project results and activities, and contains basis project information, key results, news items, and it will also support digital peer-to-peer learning by storing all relevant data and education materials that will enable the ease of use and facilitate end-user acceptance of GOOD solutions. This digital website platform will be a free “One-Stop-Shop” for agroecology. The AWM platform is due ready in 2025.

The main sections of the GOOD website (by April 2024) include the following items:

- **Home:** Intro page that presents the project in terms of who we are, the project in numbers (partners’ countries and EU pedoclimatic regions), what our ambitions are, and which partners are involved. The intro page also includes a link to news, articles and events, and a link to subscribe to the newsletter. A footer is also included at the bottom of the page with the emblem of the funder and the disclaimer of funding. Social media icons are also included to redirect to our social media channels;
- **About:** A drop-down feature allows web site visitors to choose to learn more about the project, work plan, partners and initiatives. A figure below shows 2 screenshots of the Partner page;
- **Platform:** At the time of writing this first report on Communication and Dissemination activities, the Platform is still under development and will according to the project’s Grant Agreement be ready later in the project lifetime. However, a page leading to the description of the Living Labs and the first version of the AWM repository have been launched;
- **Results:** During the GOOD Project's implementation period, a considerable number of outcomes are expected to be available to the interested public. When each one of them is completed, the results will be made available here;
- **News:** Announces all the project news and events based on the workplan. It includes all project, technical and demonstrator meetings so far, as well as presentation of the project to other workshops;
- **Contact us:** This includes the form and contact points for the visitors to communicate with the dissemination and Coordination team of the project;
- **Social Media pages:** This information is placed at the bottom of all pages allows access to the Facebook, X, Instagram and LinkedIn pages of the project.

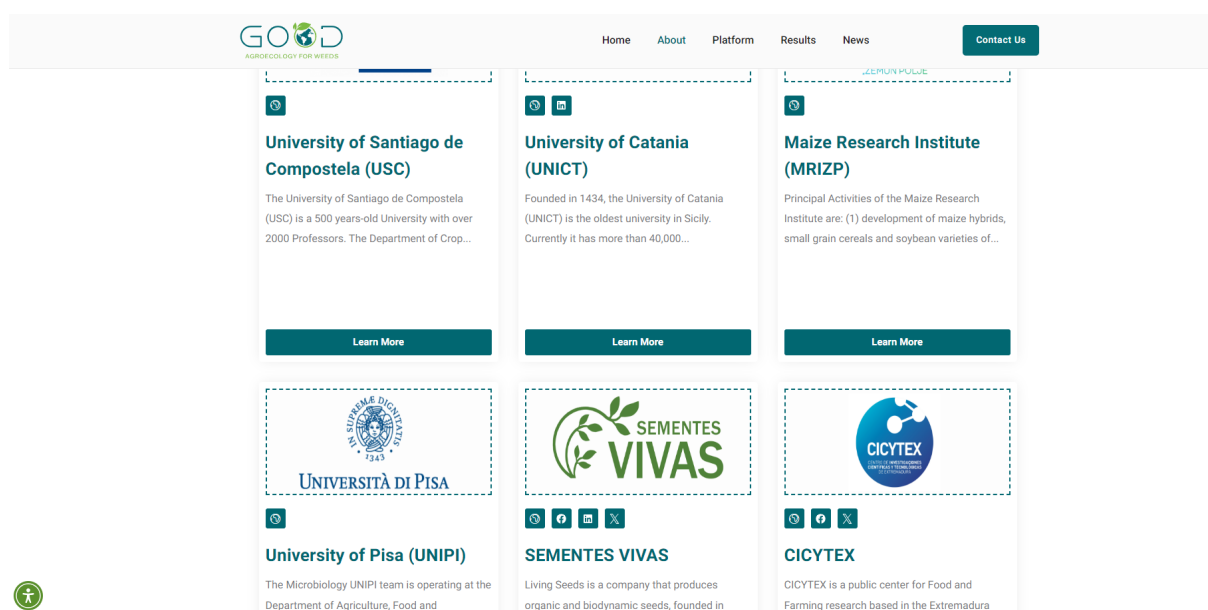
The website is regularly updated and edited, if need be, particularly in terms of structure and the contents including news, publications and downloads, following the project’s developments and in order to ease users’ navigation. The site will be maintained during the project implementation and at least five years after GOOD completion (the period of maintenance after the end of the project could be reduced if the necessary content has been successfully transferred to open-access repositories, such as Zenodo and EU-FarmBook reservoir, and/or other websites of the coordinator and the website developer-maintainer).

Screenshots of project website (Partner page)



Meet Our Partners

GOOD brings together 20 partners from eleven (11) countries ranging from the Atlantic area to Nordic and Continental areas through Mediterranean areas from 6 different EU pedo-climatic regions (the Mediterranean semi-arid, Mediterranean temperate, Atlantic, Sub-Oceanic, Continental, Nemoral)



Website analytics

The website analytics (e.g., number of sessions, number of page views, user location analyses etc.) will be reported on version 2 of this deliverable (D7.7 by M24), as it is expected that users will start now to use and navigate in the website more systematically due to the addition of content (such as the AWM repository).

With the project website and social media pages, we made the project visible and accessible to a wider audience. We have used these to establish the basis for targeted and efficient ways of communicating about the project in general, the activities, news items and ultimately the results.

It is therefore expected that as the project progresses and more activities, news and results can be communicated, we will build an ever-growing network around the GOOD project.

4.5.3 E-Newsletter

With a quarterly e-newsletter we aim to engage the target groups in the project by sharing project-specific information. Subscribers will be informed about the project results and the opportunities for AWM in practice.

A template has been developed to be able to distribute the newsletter in 10 different languages.

WP7 leaders are responsible for structuring and writing content, editing and issuing the newsletter (in English) while the project partners provide information when requested and ensure that the content is accurate.

When the newsletter is issued, project partners are requested to translate the newsletter to local language and are asked to distribute the newsletter to their own network.

The first e-newsletter was produced at winter 2023 to provide basis information on the project, the project scope and concepts. It also gave the partners and LL's the opportunity to introduce themselves in their own region.

Links to the project website and the social media channels will be provided both (all are clickable leading directly to the requested page) in order to make it easier for the interested reader to look for more information on our website and follow our social media accounts.

The second e-newsletter was produced at spring 2024 to inform subscribers about project activities such as the launch of the LLs, including the first meetings with the LL boards and to inform about dissemination activities such as participation in various workshops and conferences. This newsletter has also been used to encourage readers to join our network, in order to increase the impact of the project and its network.

4.5.4 Images

Photos taken at GOOD events and meetings, but also photos taken from LLs crops and activities in the field, are very important tools used in project promotional activities. They are used for both internal and external dissemination materials such as website articles, presentations, newsletters etc.

Photos will also eventually be an important part of the AWM repository and e-learning module on the yet-to-be-developed GOOD platform.

All the images selected from the partners are collected on the specific (Photo Gallery) folder on the project's Sharepoint. All partners can contribute with pictures and have the right to use these images as well, clearly indicating that the photos must be taken by the photographer himself due to the public use of the photos.

4.6 Event-based Dissemination activities

GOOD is committed to raising public awareness about its goals and achievements through active participation in various meetings and events across Europe and beyond. Project partners have consistently presented GOOD at open field days, national events, and international scientific gatherings, forging connections with farmers, researchers, and policymakers in agroecology and sustainable weed management. The project's outreach efforts spanned multiple continents, including appearances at conferences such as *the 21st Conference of the Weed Science Society of Greece*, *the 6th International Eco Summit Congress* in Australia, and *the 14th European Conference on Precision Agriculture* in Italy. By engaging with audiences worldwide, GOOD seeks to foster collaboration and knowledge exchange, contributing to the global discourse on sustainable agriculture.

4.6.1 Participation to events

In the context of this section, the dissemination events that the GOOD consortium participated or organised are reported. In total for duration of the first 12 months of the project the GOOD project was represented in more than **23** events in which GOOD partners either participated or organised.

Participation in events is an opportunity to increase and strengthen the network of relevant stakeholders interested in becoming target audiences and intermediaries becoming multipliers of GOOD. GOOD representation in the events took place in different ways, including paper or project presentation, simple participation for liaising or networking purposes. The details of the first 12 months events, along with a short summary report are presented in the following. An analytical report will be delivered in the interim report and the subsequent versions of this deliverable.

CONSERWAS's kick-off meeting (sister project)

Date: 3 May 2023

Location: Online

Purpose: Presentation of the GOOD project and discussion of future joint activities

21st Conference of Weed Science Society of Greece

Date: 9-11 May 2023

Location: Athens, Greece

Purpose: Presentation of the GOOD project & field excursion

Workshop of the European Weed Research Society

Date: 24-26 May 2023

Location: Cambridge, UK

Purpose: Presentation of the GOOD project & networking

6th International EcoSummit

Date: 13-17 June 2023

Location: Gold Coast, Australia

Purpose: Presentation of the GOOD project

AGROSUS kick-off meeting (sister project)

Date: 30 June 2023

Location: Milan, Italy

Purpose: Presentation of the GOOD project and discussing future clustering activities

ECPA meeting

Date: 2-6 July 2023

Location: Bologna, Italy

Purpose: Presentation of the GOOD project

Northwest University

Date: 4 August 2023

Location: China

Purpose: Presentation of the GOOD project

7th International Conference on Microbial Diversity, Agrifood microbiota as a tool for sustainable future

Date: 26-29 September 2023

Location: Pisa, Italy

Purpose: Presentation of the GOOD project to researchers

FARM TO FORK congress

Date: 16-18 November 2023

Location: Castelo Branco, Portugal

Purpose: Presentation of the GOOD project

4th Agroecology Europe Forum 2023

Date: 16-18 November 2023

Location: Gyöngyös, Hungary

Purpose: Presentation of the GOOD project

17th Serbian Plant Protection Society Meeting

Date: 27-30 November 2023

Location: Zlatibor, Serbia

Purpose: Presentation of the GOOD project

14th Agrosym conference

Date: 5-8 October 2023

Location: Jahorina, Bosnia and Herzegovina

Purpose: Presentation of the GOOD project

Potato Day Rusthoeve

Date: 30 January 2024

Location: Colijnsplaat, Netherlands

Purpose: Presentation of the GOOD project

Arable Farming Day Rusthoeve

Date: 14 December 2023

Location: Colijnsplaat, Netherlands

Purpose: Presentation of the GOOD project

Onion Field Day Rusthoeve

Date: 24 August 2023

Location: Colijnsplaat, Netherlands

Purpose: Presentation of the GOOD project

Arable farming fair Assen

Date: 8-10 October 2023

Location: Assen, Netherlands

Purpose: Presentation of the GOOD project and network

Final Meeting of PROCASU project

Date: 15 December 2023

Location: CNR ISPAAM, Sassari

Purpose: Presentation of the GOOD project to research communities

30th Agrotica Agricultural Machinery, Equipment & Supplies International Trade Fair

Date: 1-4 February 2024

Location: Thessaloniki, Greece

Purpose: Presentation of the GOOD project mainly to farmers, advisors, industry and researchers & networking

“El Paliqueo” radio programma

Date: 8 June 2023

Location: Extremadura

Purpose: Presentation of the GOOD project to audience of the regional programma with focus on rural issues

Seminar on cover crops

Date: 9 October 2023

Location: Valle del Jerte, Spain

Purpose: Presentation of the GOOD project to farmers and advisors at Technical Seminar

Congress of the Spanish Weed Society

Date: 17-19 April 2024

Location: Beja, Portugal

Purpose: Presentation of the GOOD project at the XIX Congress of the SeMh.

Congress of the Spanish Society of Organic Farming

Date: 24-26 April 2024

Location: Caceres, Spain

Purpose: Presentation of the GOOD project

Conference Agro Ecology in Weeds

Date: 15 April 2024

Location: Badajoz, Spain

Purpose: Presentation of the GOOD project and purpose of LLs

4.6.2 Living Lab board meetings

In the GOOD project, 16 LLs across Europe act as hubs for developing sustainable solutions for AWM in both annual and perennial crops through collaboration between partners and stakeholders. Initial activities included testing different cover crops to assess biomass production and weed suppression.

Stakeholders form the Living Lab Board, comprising farmers, researchers, consumers, industry actors, policymakers and advisors, engaging in co-creation discussions. Their diverse perspectives and expertise are vital for project success, ensuring effective development and implementation of the Living

Lab activities. Stakeholders play a key role in decision-making and solution co-creation, facilitating broad support and acceptance of project outcomes.

The first LL board meeting were conducted in the second half of 2023 and early 2024. Each of the total 16 LL has formed its own advisory board group, to monitor and evaluate activities and results at the LL. The advisory board groups are also used to discuss and validate the results of the LL experiments. The report of the 1st co-creation activity in the LLs (i.e., first LL board meeting) is reported on D1.3.

4.7 Print-based dissemination

All print-based dissemination materials have been created, consistent with the projects visual identity and to match the look and feel of the website. All materials are uploaded on the projects Sharepoint and are available for all partners. In this way all partners can print and use the materials at the events they participate in. And together, we ensure that the GOOD project is always and everywhere visible. The print-based materials are designed so that potential interested parties can easily access the project's contact details. To easily and directly access the project's website, a GOOD QR code has been designed. An example of this can be found in 4.7.3.

4.7.1 Roll up banner and poster

Both roll-up and posters have been prepared in English language and made available in the consortium's different languages to serve the respective partners. The purpose of the material is to raise the awareness of the stakeholders and the wider public about the project with textual and graphical information. The material is suggested to be used during conferences, workshops, trade fairs/exhibitions and other relevant events.

4.7.2 Brochures

A first GOOD project brochure which comprises a 2-fold sheet, is produced and available in English. It has a modern and typical project design.

The brochure will be translated in 8 languages and made available to the partners. It will be distributed for dissemination and communication, and will be used to raise awareness among targeted stakeholders during events, conferences, workshops and other.

2 Fold General Brochure (UK) outer side of the brochure

WWW.GOODHORIZON.EU

CONTACT@GOODHORIZON.EU
#AGROECOLOGYISGOOD

Horizon Europe: 2023-2027

GOOD

AGROECOLOGY FOR WEEDS

JOIN US WWW.GOODHORIZON.EU

GOOD

AGROECOLOGY FOR WEEDS

JOIN US WWW.GOODHORIZON.EU

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2 Fold General Brochure (UK) inner side of the brochure

AIM

Co-create, test, assess and demonstrate innovative and sustainable Agroecological Weed Management (AWM) solutions & to encourage a long-term and large-scale transition to sustainable biodiversity based agri-food systems through the development of the first Agroecological Weed Management Network (AWMN)

AMBITION

"...foster the agroecological transition for weed management across Europe..."

1. Creating a community of agroecologically conscious people
2. Deliver innovative and holistic combinations for AWM in the long-term
3. Develop targeted AWM measures to control invasive and competitive weeds
4. Support EU countries to reduce the use of herbicides by 50%

SPECIFIC OBJECTIVES

- Install Living Labs to co-create knowledge focused on AWM strategies
- Develop and assess combinations of AWM strategies to increase the awareness, trust and the adoption of the proposed approaches
- Assess AWM social, economic and environmental impact
- Foster collaborations and joint activities with EU and non-EU projects and networks, as well as key agri-food stakeholders in EU countries

WORK PACKAGES

WP1: Development of an Agroecological Weed Management Network

WP2: Transition of conventional farming systems

WP3: Enhancement of organic & mixed farming systems

WP4: Improvement of crop and cover crop competitive ability against weeds

WP5: Digitalization of Agroecological Weed Management systems

WP6: Assessing social, economic, and environmental impacts of Agroecological Weed Management

WP7: Dissemination, communication and demonstration

WP8: Project management and coordination

MAIN RESULTS

- ① Repository of AWM strategies
- ② Webinars
- ③ Business models
- ④ Policy recommendations
- ⑤ AWM Toolbox to help farmers' decision making with regard to the adoption of AWM practices and technologies

LIVING LABS

4.7.3 QR-code

The QR code has a link to the project's website. To be used during events and workshop. In large format or handouts to be printed out.



Do you want to learn more about
agroecological weed management?



www.goodhorizon.eu



@ Agroecology is GOOD



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European Union nor the granting authority can be held responsible for them.

4.8 Press-based dissemination

The GOOD project will produce several press releases, during important moments (e.g., milestones) of the project. A generic press-release has already been published in winter 2023.

The generic press release is distributed to the partners and are circulated by all partners to their networks and media contacts.

These Press Releases will be sent for publication to every possible (local and international) information provider (e.g. journalists, magazines, electronic newspapers, newsletters, technical associations, decision makers) that the consortium will identify.

4.9 Synergies with other projects and initiatives

GOOD synergies are a core activity of the project which ensures a wide impact of the GOOD project activities and results by linking the project to other initiatives.

GOOD is already involved in clustering activities and liaising with other relevant projects and initiatives. These activities include the coordination of communication and dissemination activities among projects and initiatives addressing similar topics (e.g., agroecological weed management practices), the promotion of continuous sharing of information, dissemination materials and tools. The synergies plan of GOOD is reported in D1.1.

EU Farm book – Horizon Europe

supporting knowledge exchange between all AKIS actors in the European Union

CONSERWA – Horizon Europe

Evidence-based support for transition to agroecological weed management in diverse farming systems and European regions

OPER 8 – Horizon Europe

European Thematic Network for unlocking the full potential of Operational Groups on alternative weed control

AGROECOLOGY TRASECT – Horizon Europe

Trans-disciplinary approaches for systemic economic, ecological and climate change transitions

AGROSUS – Horizon Europe

Agroecological strategies for sustainable weed management in key European crops

AF4EU – Horizon Europe and Horizon2020

Agroforestry Business Model Innovation Network

D4AgEcol – Horizon Europe

Digitalization for Agroecology

5 Exploitation of results

5.1 Practice Abstracts

End-user material will be produced in the form of a number of summaries for practitioners in the EIP Agri common format. A total of 80 practice abstracts is foreseen for the project. This first 12 months, 16 Practice Abstracts from the 16 LLs have been produced and made available in D7.4.

5.2 The AWM Toolbox

The development of the AWM Toolbox has started with the collection of data and feedback from experts, and the architecture of it which is reported in D5.2. It is expected to be launched in 2025.

5.3 AWM repository

The AWM repository has been developed and launched on the GOOD website. Its architecture and content are reported in D1.5.

5.4 e-learning module

The e-learning module is expected to be developed in 2025 when the GOOD partners will have already conducted webinars and created educational material.

6 Monitoring and Evaluation of Dissemination and Communication Activities

6.1 Key Performance Indicators

The dissemination and communication activities are closely monitored and coordinated by the Dissemination leader to keep track of all on-going activities in this task (T7.1). In order to measure the impact of the conducted activities and to be able to adjust the dissemination strategy for achieving the expected outcomes and maximising visibility, a set of metrics has been developed and presented in the Dissemination Plan (D7.1). Such metrics allow having a constant view of the amount and the effectiveness of the dissemination activities conducted. Performance of GOOD communication channels and means is analysed through a wide array of measurement tools and software, such as Google analytics, X analytics, as well as page insights of Facebook and LinkedIn. In order to measure progress, achievable qualitative and quantitative targets were set during the dissemination planning.

The table below presents the outcomes of the communication and dissemination activities performed in the period M1 – M12:

Table. KPIs on communication and dissemination activities

Outcome No.	Indicator	Target	Measured values
			M12
1	Number of LLs	16	16
2	Co-creation activities	5 per LL, 80 in total	16 (1 per LL)
3	Living Lab demonstrations	2 per LL, 32 in total	N/A
4	Farm cross visits	16	2
5	Stakeholders engaged in the LLs and LL activities	100 per LL, 1600 in total	Will be reported in D7.6 in M18
6	Stakeholder interviews	15 per LL, 240 in total	240
7	Needs, barriers and gaps related to AWM	5 per country, 40 in total	40
8	Collaboration/synergies with other projects	20	8
9	Registered Toolbox users	1600	N/A
10	Policy makers participating in co-creation activities	80	Will be reported in D7.6 in M18
11	Sets of policy recommendations	4	N/A
12	Factsheets	5 per LL, 80 in total	N/A
13	Practice Abstracts	5 per LL, 80 in total	16 (1 per LL)
14	Set of Best Practices	2 per LL, 32 in total	N/A
15	Stakeholders reached through C&D	10000	>15,000
16	Audio-visual material	16	N/A
17	E-learning module	1	N/A
18	Followers on social media	2000	1015
19	Newsletters	14	2
20	Participate in conferences, events and fairs	30	22

21	Peer reviewed papers & conference contributions	20	1
22	Weed maps in Eden Library	1	Not yet published
23	Technical articles	15	2

N/A means that this activity has not yet been carried out and is planned to be carried out in a future version.

7 Conclusions

This report provides an overview of the dissemination work carried out by the project in its first year. It summarizes the main activities led by Delphy specifically related to tasks 7.1, 7.2 and 7.3.

The main achievements of this period in relation to dissemination are the confirmation of the project website as a high-quality dissemination channel with an increasing number of visitors, the growth of the project's social media channels and the establishment of a strong brand identity for the project. A number of important relationships have been established with related projects and initiatives that can be used for dissemination purposes.

This deliverable reported on the dissemination and exploitation activities implemented by the GOOD project during the period from M1 (May 1st 2023) to M12 (April 30th 2024).

GOOD has produced a detailed dissemination strategy and plan (presented in the deliverable D7.1 "Dissemination and Communication Plan" on M6), an internal instrument to provide a consistent framework for all activities needed to disseminate and sustain the concepts, achievements, as well as technical and knowledge results developed within the project. This is a live document to accommodate any customisation required. Related communication materials are made available to the partners on Sharepoint, accessible at all times.

The consortium recognises that dissemination, communication and exploitation activities are an essential and pervasive activity throughout the project's life and integrated within all its work packages.

During the reporting period, the majority of the activities proposed in the Dissemination plan have been successfully realised. With regards to the events-based dissemination, the project partners participated (with presentations, poster presentations or for networking reasons) in 22 events. The project high-quality promotional material prepared in M6 (brochure, poster and roll-ups) will be widely used and disseminated during the upcoming events.

The first issue of the GOOD E-newsletter has been online in winter 2023 to communicate the important news and events to its stakeholders. And the second one will be released in spring 2024.

The electronic means of dissemination for the project (social media presence) have been up and running from the beginning of the project, and the website is online since autumn 2023 because we believe that online presence can act as an important medium for further spreading our vision and results of the project to a wider audience.

Strong linkages and cooperation have been created and maintained with 7 relevant Horizon Europe projects and 1 Horizon2020 project.

To measure the achieved impact of the proposed strategy and plan, a number of indicators have been recognised and are being monitored and reported.