



climagri 

AFTER LIFE
COMMUNICATION
PLAN





The
LIFE+ Climagri
project in
5 points



What does it want to achieve?

The LIFE+ Climagri project is a demonstrative and innovative project whose general objective is to help extensive irrigated crops to adapt better to climate change while mitigating its effects.

How?

Through the design and implementation of agronomic management systems based on the joint use of agricultural practices, whose effectiveness in mitigating climate change and adapting crops to its effects has been proven experimentally. For this purpose, a decalogue of Best Management Practices has been defined, including techniques such as no-tillage, multifunctional margins, precision agriculture and strategies to advance the sowing dates and the application of lower amount of irrigation, among others.

When?

The project has been carried out for 4 years (2014 - 2018), collecting data from 4 seasons on 13 demonstration farms in Europe and 2 pilot farms in Spain.

Where?

The Best Management Practices have been implemented in 2 pilot farms in Spain and in 13 demonstration farms in Portugal, Spain, Italy and Greece.

Achievements and obtained products

- CO₂ emissions have been reduced by 48% and N₂O emissions between 2 and 10%.
- Carbon sequestration in the soil has been increased by 8%.
- Energy consumption has been reduced by 32%.
- Cost reduction by 12%.
- Some of the Best Management Practices included in measures of Regional and Rural Development Programs designed by CAP.
- Preparation of a **Manual** that gathers the information about each of the 10 BMPs, serving as a guide to the agents of the agricultural sector, about their foundations, their action for the climate (mitigation and adaptation) and about their methodology when applied in farms.
- Preparation of a **Monitoring Protocol**, which is a technical document that allows assessing the degree of implementation of each of the BMPs in a farm and its influence on each of the established indicators.
- Specific **GIS** of the project, which allows to visualize the plots with Best Management Practices and to monitor their degree of implementation and the degree of sustainability year after year.

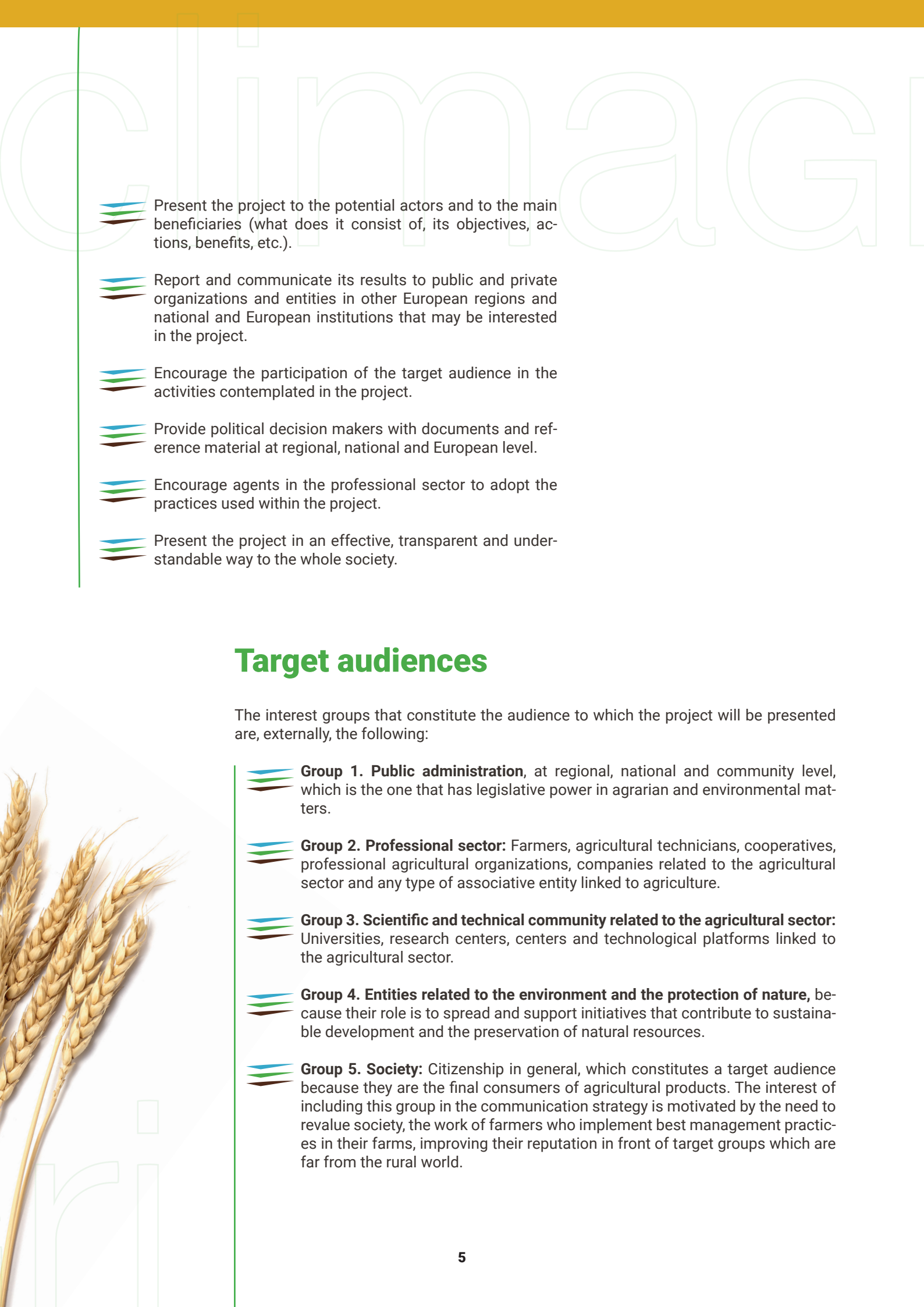









Communication **strategy**

Objectives

The general communication and dissemination objective of the LIFE+ Climagri project is to disseminate, in a comprehensive manner, the knowledge generated during the development of each of the actions established therein. Therefore, a global understanding of the benefits of agricultural practices related to mitigation and

adaptation to climate change is ensured, so that such knowledge serves as a basis for the promotion and development of environmental policies and laws, regarding climate change, in EU and by the Member States. The specific objectives that have been determined to achieve the main objective have been the following:

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-  Present the project to the potential actors and to the main beneficiaries (what does it consist of, its objectives, actions, benefits, etc.).
 -  Report and communicate its results to public and private organizations and entities in other European regions and national and European institutions that may be interested in the project.
 -  Encourage the participation of the target audience in the activities contemplated in the project.
 -  Provide political decision makers with documents and reference material at regional, national and European level.
 -  Encourage agents in the professional sector to adopt the practices used within the project.
 -  Present the project in an effective, transparent and understandable way to the whole society.

Target audiences

The interest groups that constitute the audience to which the project will be presented are, externally, the following:

-  **Group 1. Public administration**, at regional, national and community level, which is the one that has legislative power in agrarian and environmental matters.
-  **Group 2. Professional sector:** Farmers, agricultural technicians, cooperatives, professional agricultural organizations, companies related to the agricultural sector and any type of associative entity linked to agriculture.
-  **Group 3. Scientific and technical community related to the agricultural sector:** Universities, research centers, centers and technological platforms linked to the agricultural sector.
-  **Group 4. Entities related to the environment and the protection of nature**, because their role is to spread and support initiatives that contribute to sustainable development and the preservation of natural resources.
-  **Group 5. Society:** Citizenship in general, which constitutes a target audience because they are the final consumers of agricultural products. The interest of including this group in the communication strategy is motivated by the need to revalue society, the work of farmers who implement best management practices in their farms, improving their reputation in front of target groups which are far from the rural world.

Used instruments

Training Actions

Type	Attendees
1 technical training course	34
1 online course	196
9 seminars	1610
1 regional field day	150
1 international field day	1800
Total	3790

Organized Scientific Events

Event	Attendees
Seminar "Making sustainable agriculture real" Brussels, (Belgium). 13 January 2016	40
Workshop "Best Agricultural Practices: Linking Climate Change mitigation and adaptation with CAP" Brussels, (Belgium). 07 November 2018	100
Total	140

Scientific-Technical Production

Quantity	Item
2	Scientific articles in important journals.
14	Technical articles in magazines related to the sector.
7	Contributions during scientific events (oral communications and posters).
35	Attendance at technical events to present project results and agricultural techniques used in the project.

SOMME EVENTS WERE THE **LIFE+ CLIMAGRI PROJECT** HAS BEEN PRESENTED

- International Conference at Alecu Russo Balti University. Balti (Republic of Moldova). November 24-28, 2014.
- COP21. Paris (France). November 30 -December 12, 2015.
- European Congress CIGR-AgEng 2016. Aarhus (Denmark). 28-30 April 2016.
- Conference on the “4 per thousand initiative’ in Spain: from Paris to Marrakech” (Madrid, Spain). June 9, 2016.
- Conference “International initiatives related to the agricultural sector, food security and climate change”. Madrid Spain). November 10, 2015.
- CONAMA Local 2015. Malaga (Spain). October 7-8, 2015.
- Third AGROCLIMA ARAGÓN project workshop. Zaragoza (Spain). September 24, 2015.
- IV Workshop about the Scientific Network of Mitigation of GHG Emissions in the Agroforestry Sector. Madrid (Spain). March 23-25, 2015.
- European Parliament public session “The role of Conservation Agriculture in enhancing agricultural productivity and ecosystem services”. Brussels (Belgium). November 14, 2016.
- COP22. Marrakech (Morocco). November 7-18, 2016.
- Second Technical Conference “The Agrifood Sector as a contributor to Climate Change”. Madrid (Spain). November 16, 2016.
- INIA Forum “Soil Management and Climate Change”. Madrid (Spain). November 22, 2016.
- CONAMA National Congress about Environment 2016. Madrid (Spain). November 28-December 1, 2016.
- Participation in the public session of the European Parliament “Deliverables and implementation of Conservation Agriculture with regard to CAP objectives and special focus on Climate Action”. Brussels (Belgium). July 11, 2017.
- 3rd International Scientific Conference “Sustainability challenges in agroecosystems”. Osijek (Croatia). June 19-21, 2017.
- V Remedia Workshop. Barcelona (Spain). March 29-30, 2017.
- Climate Changing Agriculture International Conference. Chania (Greece). August 29 - September 2, 2017.
- World Conservation Agriculture Congress. Rosario (Argentina). August 1-4, 2017.
- IX Iberian Congress on AGROINGENIERÍA. Bragança (Portugal). September 4-6, 2017.
- VI Remedia Workshop. Granada (Spain). April 11-12, 2018.
- COP24. Katowice (Poland). December 2-14, 2018.



Communication Actions Using Media

Quantity	Item
13	News in written media (general and specialized).
30	Internet news.
5	Radio interviews.
8	TV releases.
1	Media presentations.
57	Total

Printed Publications

Quantity	Item
1200	Informative dossier of the project.
195000	Magazine "Tierra y Vida" (26 issues).
14400	Magazine "AC" with LIFE section (12 issues).

ONLINE MATERIAL

- Website LIFE+ Climagri.
- 12 explanatory videos on the YouTube channel dedicated to the project.
- Informative dossier of the project.
- Magazine "AC" with LIFE section (12 issues).
- Magazine "Tierra y Vida" (26 issues).
- Manual of Best Management Practices (Spanish, English, Italian, Portuguese and Greek versions).
- Monitoring protocol of Best Management Practices (Spanish, English, Italian, Portuguese and Greek versions).
- 12 technical articles.



Impacts

The project has carried out an intense communication, training and dissemination work aimed at agents of the agricultural sector (farmers, technicians and researchers of Public Administrations, professional associations, agricultural organizations and companies related to the sector). The mentioned actions have been seminars and training courses (face-to-face and online), a conference at European level, press releases, radio and TV coverage, technical and scientific articles, and presentations of the project in various forums both nationally and internationally. Some of the most relevant figures related to the project communication are:

- **1.5 million impacts.**
- **More than 4,000 attendees at conferences and courses related to the project.**
- **More than 20 events in which the project was presented.**
- **8 TV releases.**
- **5 radio interviews.**
- **More than 40 appearances in written and internet media.**
- **23 articles published in technical and scientific journals related to the sector, and congresses.**



AFTER LIFE COMMUNICATION STRATEGY

The consortium of the LIFE+ Climagri project will carry out communication and dissemination actions of the obtained results. In order to do this, and with the purpose of adapting the communication strategy to the new period, the specific objectives have been redefined and adjusted to the dissemination needs once the project is completed:

- Disseminate the results achieved in the LIFE + Climagri project after its completion.
- To favor the exploitation of the project results sharing the gained knowledge between agents interested in the project.
- Increase the general and institutional visibility of the project, offering a positive image of the LIFE program, of prestige within the European Commission, other European institutions, beneficiary states and the general public.



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The word "climagri" is written in a green, lowercase, sans-serif font. To its right is a graphic element consisting of three horizontal, overlapping lines in blue, green, and brown, with a slight curve to the right.

Therefore, and on the target audience groups previously identified, the aspects marked in the project communication plan will be transmitted through the following actions:

- **Meetings with agents interested in the project:** Meetings will be held with official bodies (members of the European Parliament, General Directorates, representatives of the Ministries and Councils of the Autonomous Communities for Agriculture and Environment, technicians of the Spanish Office for Climate Change, among others) showing the obtained results and allowing the usage of the mentioned results in decision-making processes in agricultural and environmental policies. In the case of meetings at European level, ECAF will be responsible for these actions, while, at national and regional level, the staff of AEAC.SV and ASAJA Seville, respectively, will lead the meetings. At first, the organizations involved in the meetings will be:
 - European Parliament.
 - DG Agriculture and Environment.
 - DG Climate Action.
 - Ministry of Agriculture, Fisheries and Food (Spanish Government).
 - Ministry of Agriculture of the different autonomous governments.
 - Spanish Office for Climate Change.


This action will entail the involvement of the personnel of the entities to arrange the meetings. It will include the cost of trips and meals of the staff to the places where meetings are held.




AFTER LIFE COMMUNICATION STRATEGY

- **Dissemination during own transfer and training events:** Over the following years, and thanks to the planned training activities in the projects in which the members of the consortium participate (LIFE Agromitiga (LIFE17 CCN/ES/000140), European project INSPIA (European Index for Sustainable Productive Agriculture), Operational Groups), expositions will be dedicated to disseminate the results and methodologies of LIFE+ Climagri, as these topics are closely related to each other. The organizational cost of the events will be covered by the projects they are included in, therefore the extra funds necessary to carry out this action will be allocated for journeys made by speakers.
- **Communication through media:** This action includes those actions whose result is direct visibility in the media. Periodically, and coinciding with relevant dates (World Soil Day, Earth Hour, etc ...), press releases will be made for dissemination in the written media. This action involves the staff in charge of preparing the press releases and news to be published. The budget should also include the cost of a press agency in charge of presentation acts collaborating with the media, as well as the cost corresponding to the trips and meals of the staff involved in the action.



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- **Attendance at technical events and congresses:** The results of the project will be disseminated at various technical and scientific congresses, through the attendance and participation of the staff involved in the LIFE + Climagri project. Participation will be carried out presenting posters or through oral expositions. Through these actions, it is intended to impact the scientific and technical community and entities related to the environment and the protection of nature. Some of the forums in which participation is expected are the following:

- o VIII World Conservation Agriculture Congress. Bern (Switzerland).
- o Greenweek, annual, Belgium.
- o Forum for Agriculture, annual, Belgium.
- o Remedia Workshop, annual, Spain.
- o X Iberian Congress about Agro Engineering. Huesca (Spain).



This action will cover costs of trips and meals of the staff attending the congresses, enrolment fees for those congresses and poster printing, if necessary.

AFTER LIFE COMMUNICATION STRATEGY

Publication of technical and scientific articles: Informative and scientific articles will be published in important scientific and technical journals, revealing the results obtained in the project, related to the parameters that have and have not been studied yet. If they have already been studied, they admit a more detailed development than has been carried out so far. This action will imply a cost related to translation of scientific articles.

Maintaining and updating the website: The project website (www.climagri.eu) will remain active for a minimum of 5 years since the end of the project, updating it with news related to LIFE + Cllimagri. AEAC.SV's own staff will be in charge of updating the news on the website. This action will imply a cost related to external assistance services responsible for the maintenance and hosting of the website.



Visits to the demonstration farms included in the project: In the demonstration farms that are still active, such as the “Rabanales” farm located in Córdoba, as well as in farms where project practices are carried out, visits will be organized with stakeholders, so they can see these practices on site. The implementation of the LIFE Agromitiga project will allow the expansion of the farm network in the region of Andalusia (Spain) from 5 to 30, which will increase the possibilities of dissemination. This action will cover costs of trips and meals of the staff attending the mentioned meetings.

Dissemination of informative material: The LIFE+ Climagri project has generated enough informative material for its dissemination during its development and after its completion. Thus, the material will be distributed in conferences attended by the project staff. Distribution lists, used for sending digital versions of the material via email, will be regularly updated. To all this material, the Layman Report will be added, which will be uploaded to the project website and included in the emails to be sent to the distribution list. All partners will be co-participants in this action, through the staff that has been involved in the project.



Estimated Budget

Cost	Actions
4210€	Meetings with interested agents
1590€	Dissemination in transfer and training events
1500€	Media communication
5200€	Attendance at technical and congress events
900€	Publication of technical and scientific articles
880€	Maintenance and update of the website
450€	Visits to the demonstration farms included in the project
600€	Dissemination of informative materials
15330€	Total



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IFAPA

Instituto de Investigación y Formación Agraria y Pesquera



UNIVERSIDAD DE CÓRDOBA



LIFE+ CLIMAGRI PROJECT

Reference: LIFE13 ENV/ES/000145

Duration: 01/06/2014-31/12/2018

Total budget: €2 246 119

EU contribution: € 1 121 786

Web: www.climagri.eu

Coordinating beneficiary

Asociación Española Agricultura de Conservación Suelos Vivos (AEACSV)

Associated beneficiaries

Instituto Andaluz de Investigación y Formación Agraria, Pesquera, Alimentaria y de la Producción Ecológica (IFAPA)

www.juntadeandalucia.es/agriculturaypesca/ifapa/web

Universidad de Córdoba

www.uco.es

European Conservation Agriculture Federation (ECAAF)

www.ecaf.org

Asaja Sevilla

www.asajasevilla.es