



UNISECO

UNDERSTANDING & IMPROVING THE SUSTAINABILITY OF AGRO-ECOLOGICAL FARMING SYSTEMS IN THE EU

Deliverable Report D8.5 Report on Communication, Dissemination, and Impact of Project Activities

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TABLE OF CONTENTS

EXECUTIVE SUMMARY	V
1. IMPACT ASSESSMENT OF COMMUNICATION ACTIVITIES.....	1
1.1. COMMUNICATION AND DISSEMINATION CHANNELS	1
1.1.1. PROJECT WEBSITE	1
1.1.2. MULTI-ACTOR PLATFORMS AND THE MAP NETWORKING FACILITY FORUMS.....	6
1.1.3. UNISECO AGRO-ECOLOGICAL KNOWLEDGE HUB	8
1.1.4. COMMUNICATION ON PARTNER WEBSITES	10
1.1.5. SOCIAL MEDIA CHANNELS	11
1.1.6. COMMUNICATION ON PARTNER SOCIAL MEDIA CHANNELS	23
1.1.7. ON-LINE REPOSITORIES.....	23
1.1.8. NEWSLETTERS	24
1.1.9. THE UNISECO YOUTUBE CHANNEL – PROJECT VIDEOS	26
1.1.10. COMMUNICATION THROUGH EUROPEAN COMMISSION CHANNELS.....	27
1.2. DISSEMINATION MATERIALS AND PUBLICATIONS.....	32
1.2.1. PROJECT FLYER.....	32
1.2.2. UNISECO ROLL-UP POSTER	32
1.2.3. PUBLICATIONS AND COMMUNICATION IN MASS MEDIA	33
1.2.4. PUBLISHING AND PROMOTING UNISECO POLICY AND ISSUE BRIEFS	35
1.2.5. OPEN ACCESS PEER-REVIEWED SCIENTIFIC PUBLICATIONS.....	36
1.3. EXTERNAL PEER-TO-PEER EXCHANGE	37
1.3.1. ORGANISATION OF CONFERENCES OR SESSIONS.....	37
1.3.2. THE UNISECO FINAL CONFERENCE	39
1.3.3. ORGANISATION OF WORKSHOPS	44
1.3.4. PARTICIPATION AT CONFERENCES AND WORKSHOPS	45
1.3.5. COLLABORATING WITH OTHER PROJECTS.....	46
2. IMPACT EVALUATION: KEY PERFORMANCE INDICATORS RELATED TO COMMUNICATION AND DISSEMINATION ACTIVITIES.....	48
3. REFERENCES.....	50
4. APPENDICES.....	51
4.1. ORGANISATION OF CONFERENCES/ SESSIONS	51
4.2. ORGANISATION OF WORKSHOPS.....	52
4.3. TRAINING.....	54
4.4. NEWS ITEMS ON PROJECT WEBSITE	55
4.5. PRESS RELEASES	55
4.6. EXIBITION	55
4.7. NON-SCIENTIFIC AND NON-PEER-REVIEWED PUBLICATION (POPULARISED PUBLICATION)	55
4.8. COMMUNICATION CAMPAIGN (EG. RADIO, TV).....	56
4.9. PARTICIPATION IN CONFERENCES	57
4.10. PARTICIPATION IN WORKSHOPS.....	60
4.11. EVENTS OTHER THAN A CONFERENCE OR A WORKSHOP (E.G INTERVIEWS MEETINGS, CONSULTATIONS).....	61
4.12. VIDEO / FILM	66

4.13. PARTICIPATION IN ACTIVITIES ORGANISED JOINTLY WITH OTHER EU PROJECT(S)....	71
4.14. OTHER: RELATING TO THE UNISECO NEWSLETTER.....	72
4.15. OTHER: EVENTS ORGANISED BY EUROPEAN COMMISSION/EUROPEAN UNION	73
4.16. SOCIAL MEDIA POSTS	74
4.17. PROJECT FLYER/LEAFLET	75
4.18. PROJECT ROLL-UP POSTERS (EN, BQ-ES, HU VERSIONS).....	83
4.19. TWITTER ANALYTICS : ANNUAL REPORTS BY PROJECT YEARS.....	84

LIST OF FIGURES

FIGURE 1: WELCOME PAGE OF THE UNISECO WEBSITE: WWW.UNISECO-PROJECT.EU WITH	2
FIGURE 2: GROWTH OF UNISECO WEBSITE USERS AND OTHER STATISTICS (1ST SEPTEMBER 2018 TO 29 TH APRIL 2021) (SOURCE: GOOGLE ANALYTICS).	4
FIGURE 3: USERS BY COUNTRY AT THE END OF THE PROJECT (SOURCE: GOOGLE ANALYTICS).	5
FIGURE 4: THE MULTI ACTOR PLATFORM NETWORKING FACILITY HOME PAGE.	7
FIGURE 5: VIEW OF THE MAP NEF DISCUSSION FORUM BOARD, LISTING THE AVAILABLE DISCUSSION TOPICS.....	8
FIGURE 6: START PAGE AND ROUTER FUNCTION OF THE AKH.....	9
FIGURE 7: EXAMPLES OF “UNISECO” NEWS ITEM IN NATIONAL PARTNERS WEBSITE.	11
FIGURE 8: PAGE OF THE UNISECO TWITTER ACCOUNT: HTTPS://TWITTER.COM/PROJECTUNISECO ..	12
FIGURE 9: TOP PROJECT TWEETS FROM THE UNISECO TWITTER ACCOUNT.	14
FIGURE 10: PROJECT LINKEDIN COMPANY PAGE (HTTPS://WWW.LINKEDIN.COM/COMPANY/UNISECO-PROJECT/).....	15
FIGURE 11: PROJECT LINKEDIN PAGE VISITORS PERIOD: 30 DEC 2018-30 APR 2019.....	15
FIGURE 12: PROJECT LINKEDIN PAGE VISITORS BETWEEN 1 MAY 2020-06 APR 2021.....	16
FIGURE 13: PROJECT LINKEDIN PAGE VISITORS BETWEEN 30 DEC 2018-30 APR 2019.....	16
FIGURE 14: PROJECT LINKEDIN PAGE VISITORS BETWEEN 1 MAY 2020-06 APR 2021.....	17
FIGURE 15: PROJECT LINKEDIN PAGE IMPRESSIONS BETWEEN 30 DEC 2018-30 APR 2019	17
FIGURE 16: PROJECT LINKEDIN PAGE IMPRESSIONS BETWEEN 1 MAY 2019-30 APR 2020	18
FIGURE 17: PROJECT LINKEDIN PAGE IMPRESSIONS BETWEEN 1 MAY 2020-06 APR 2021	18
FIGURE 18: PROJECT LINKEDIN ENGAGEMENT RATE BETWEEN 30 DEC 2018-30 APR 2019	19
FIGURE 19: PROJECT LINKEDIN ENGAGEMENT RATE BETWEEN 1 MAY 2019-30 APR 2020	19
FIGURE 20: PROJECT LINKEDIN ENGAGEMENT RATE BETWEEN 1 MAY 2020-06 APR 2021	20
FIGURE 21: PROJECT LINKEDIN NEW FOLOWERS BETWEEN 30 DEC 2018-30 APR 2019	20
FIGURE 22: PROJECT LINKEDIN NEW FOLOWERS BETWEEN 1 MAY 2019-30 APR 2020 (MONTHLY AGGREGATED DATA).....	21
FIGURE 23: PROJECT LINKEDIN NEW FOLLOWERS BETWEEN 1 MAY 2020-06 APR 2021	21
FIGURE 24: IMAGES FROM THE MOST POPULAR POSTS ON THE UNISECO LINKEDIN PAGE FROM FIRST PERIOD	22

FIGURE 25: IMAGES FROM THE MOST POPULAR POSTS ON THE UNISECO LINKEDIN PAGE FROM THE SECOND PERIOD.....	22
FIGURE 26: EXAMPLES FROM PARTNER COMMUNICATION CHANNELS.....	23
FIGURE 27. THE UNISECO RESEARCHGATE PAGE.	23
FIGURE 28: THE UNISECO COMMUNITY PAGE ON ZENODO	24
FIGURE 29: 6 MONTHLY PROJECT NEWSLETTERS.....	25
FIGURE 30: START PAGE OF THE UNISECO YOUTUBE CHANNEL, ALSO REFERENCED FROM THE PROJECT WEBSITE	27
FIGURE 31: ENRD CONTACT POINT OFFICIAL TWEETS ABOUT THE UNISECO SCENARIO DEVELOPMENT WORKSHOP	28
FIGURE 32: UNISECO VIRTUAL MARKET PLACE AT THE RURAL VISION WEEK 2021	29
FIGURE 33: UNISECO IN THE EIP-AGRI MULTI-ACTOR PROJECT DATABASE.....	30
FIGURE 34: UNISECO POSTER AT THE AGRI-INNOVATION SUMMIT 2019.	30
FIGURE 35: UNISECO FEATURED IN THE EIP-AGRI BROCHURE ON AGROECOLOGY.....	31
FIGURE 36: FRONT PAGE OF THE UNISECO PROJECT LEAFLET.	32
FIGURE 37: THE ROLL-UP POSTER USED AS A BACKDROP AT EVENTS SUCH AS THE STAKEHOLDER WORKSHOP IN HELSINKI, FINLAND, MAY 2019.	33
FIGURE 38: AN EXAMPLE OF ONE OF THE ARTICLES IN THE POPULAR PRESS IN SWEDEN.....	33
FIGURE 39: AN EXAMPLE OF MENTIONS IN THE RADIO PROGRAM.....	34
FIGURE 40: AN EXAMPLE OF A POSTER PREPARED FOR THE FINAL CONFERENCE.	34
FIGURE 41: EXAMPLES OF #UNISECORESULTS SOCIAL MEDIA CAMPAIGN.....	35
FIGURE 42: EXAMPLES OF UNISECO RESULTS CAMPAIGN ON THE PROJECT WEBSITE.....	36
FIGURE 43: UNISECO PARTNERS (GAN) PRESENTING THE PROJECT IN THE CONFERENCE CONAMA 2018.	37
FIGURE 44: UNISECO ORGANISED SESSION AT THE ASSOCIATION OF AMERICAN GEOGRAPHERS (AAG) MEETING IN WASHINGTON DC, USA, IN APRIL 2019 ON “AGROECOLOGICAL TRANSITIONS IN A TRANSATLANTIC CONTEXT”	38
FIGURE 45: PHOTOGRAPHS OF THE ORAL AND POSTER SESSIONS ORGANISED BY UNISECO AT THE ASSOCIATION OF AMERICAN GEOGRAPHERS (AAG) MEETING IN WASHINGTON DC, USA, IN APRIL 2019.	38
FIGURE 46: UNISECO ORGANIZED SESSIONS AT THE AAG 2021.....	39
FIGURE 47: CONFERENCE TOOL HOPIN GUIDE WITH VIDEO WAS CREATED AT THE CONFERENCE WEBPAGE TO GUIDE ATTENDEES	40
FIGURE 48: SHARE OF PARTICIPANTS FROM 35 COUNTRIES REGISTERED FOR THE FINAL PROJECT CONFERENCE.....	41
FIGURE 49: WORLD MAP OF UNISECO FINAL CONFERENCE ATTENDEES.....	41
FIGURE 50: SHARE OF REGISTERED PARTICIPANTS ACCORDING TO STAKEHOLDER TYPE	42
FIGURE 51: SHARE OF REGISTERED PARTICIPANTS BY GENDER.....	42
FIGURE 52: UNISECO FINAL CONFERENCE FLYER WITH AGENDA	43

FIGURE 53: THE UNISECO FINAL CONFERENCE WEBPAGE AT HTTPS://UNISECO-PROJECT.EU/FINAL-CONFERENCE	43
FIGURE 54: EXAMPLES OF MULTI-ACTOR WORKSHOPS HELD BY PROJECT PARTNERS.	44
FIGURE 55: EXAMPLES OF ONLINE MAP WORKSHOPS IN SPAIN AND IN GERMANY IN SUMMER OF 2020	45
FIGURE 56: PARTNERS PRESENTING UNISECO AT PHYSICAL CONFERENCES	46
FIGURE 57: EXAMPLES OF NETWORKING EVENTS WHICH UNISECO CONTRIBUTED TO.....	47

LIST OF TABLES

TABLE 1: EVOLUTION OF THE NUMBER OF WEBSITE USERS AND PAGE VIEWS BY PROJECT QUARTERS 3	
TABLE 2: LINK TO UNISECO PROJECT INFORMATION ON PARTNER WEBSITES	10
TABLE 3: EVOLUTION OF THE KPI_08 TWITTER FOLLOWERS / LINKED IN CONTACTS	12
TABLE 4. ANALYSIS OF METRICS OF TWEET ACTIVITY	13
TABLE 5: THE EVOLUTION OF THE NUMBER OF NEWSLETTER SUBSCRIBERS BY PROJECT QUARTERS 26	
TABLE 6. KEY PERFORMANCE INDICATORS: TARGETS AND TOTAL ACHIEVED	48
TABLE 7. THE NUMBER OF COMMUNICATION AND DISSEMINATION ACTIVITIES LINKED TO THE PROJECT BY CATEGORY.....	48
TABLE 8. THE ESTIMATED NUMBER OF PEOPLE REACHED THROUGH THE COMMUNICATION AND DISSEMINATION AND ACTIVITIES BY CATEGORY.....	49

ACRONYMS

AEFS	Agro-ecological Farming Systems
AKH	Agro-ecological Knowledge Hub
EC	European Commission
EU	European Union
GA	Grant Agreement
ICT	Information and Communications Technology
MAP-NEF	Multi-Actor Platform Networking Facility
PAG	Project Advisory Group



EXECUTIVE SUMMARY

This deliverable gives an overview of the communication and dissemination (COMDISS) activities of the UNISECO consortium during the three years of the project.

Communication-dissemination activities have been under continuous monitoring of the WP8 Dissemination work package leader GEO and T8.2 Joint dissemination activities Task Leader BEF-LT.

The objectives of project communication and project result dissemination activities were:

- to maximise the visibility of the project to the intended target groups from the agricultural, environmental and rural business community, stakeholders, administrations, and scientific community;
- to facilitate outreach and engagement of key actors, and potential users of, and contributors to the knowledge hub;
- to disseminate project outcomes to stakeholders, key actors and end-users;
- to maximise exploitation of project results and coordinate preparations for post-project exploitation.

Communication and dissemination activities were carefully planned, continuously implemented and regularly monitored during the whole duration of the project. All project partners were involved in dissemination and exploitation, in order to foster awareness and transfer results for impact, especially in their own countries and in their own communities.

Communication and dissemination activities were carried out according to Communication, Dissemination and Impact Strategy and Plan (Deliverable D8.1, Balazs *et al.*, 2018) which analyses the dissemination target groups and match them with the most appropriate channels, key messages for communication, and external partners with whom to cooperate on co-dissemination whenever relevant. It was annually updated with contributions from all partners.

One representative of each consortium partner team was assigned as Communication-Dissemination-Exploitation Officer (COMDISS Officers) after the project meeting in month 7.

Communication and dissemination (COMDISS Officers) continuously kept records of partner's Communication and dissemination activities in a template developed for this purpose and upload these internal partner communication and dissemination progress reports every project quarter to the file repository system of the project. With regular intervals BEF-LT, leader of Task 8.2 Joint dissemination activities, summarized and analysed partner's communication and dissemination efforts by communication channels and modes of dissemination which was then presented at meetings of the Executive Board and at project meetings. Furthermore, quarterly online meetings of COMDISS Officers were organised and served the purpose of continuous planning, supervision and improvement of communication and dissemination activities.

UNISECO was pursuing a multi-actor approach at EU-level, and at case study level (also with involvement of national level actors) to involve stakeholders at the earliest stages of project scoping and design as well as throughout the project. This has included the identification of challenges relating to the types of factors land managers consider when planning for the future, and current and prospective sources and routes of information by stakeholder groups, and the direct project engagement of partners such as WWF-Romania, and ELO, as well as sub-contracting of stakeholder champions in case studies.

A multi-platform outreach approach to dissemination brings UNISECO results to the marketplace, highlighting why and how outcomes will benefit target audiences. All non-confidential products generated were made freely and openly available through multiple channels. An essential activity was the design and running of a Europe-wide dissemination campaigns with the aims of:



- creating stakeholder awareness of the case studies and the project as a whole;
- disseminating results;
- developing networks of practitioners in agro-ecological farming systems;
- creating the basis for a significant legacy of project outcomes;
- disseminating success stories of achievements of UNISECO to promote adoption of the approaches to sharing knowledge, add value, lever resources and promote project innovations amongst end-user and stakeholder communities in the agri-food value chain.

This document analyses the COMDISS activities of the consortium carried out in the whole period of the project. It sets out the impact assessment of

- i) communication activities / channels including the project website, Multi-Actor Platforms, social media channels, newsletters, communication through European Commission and other channels;
- ii) dissemination materials and publications;
- iii) external peer-to-peer exchanges;
- iv) Key Performance indicators related to communication and dissemination activities.



1. IMPACT ASSESSMENT OF COMMUNICATION ACTIVITIES

1.1. Communication and Dissemination Channels

A set of specific communication-dissemination channels were set up at the beginning of the project based on the principles of:

- adaptability (to address the project's research themes and stakeholder communities),
- flexibility (a responsive framework to changing needs and challenges),
- tailored messages in appropriate language,
- exploitation of synergies (cross-fertilisation with existing communication and dissemination activities).

These principles were to ensure that the project can fully exploit its strengths and opportunities, while limiting and managing its weakness and threats.

1.1.1. Project website

The communication-dissemination of the project is organised using several different channels. One of the main communication-dissemination channels is the project website: uniseco-project.eu. The website was set up at the beginning of the project and went online in August 2018, therefore Google analytics data are available from 1st September 2018.

The UNISECO project website was a key tool for communicating information about project activities, news and events, as well as to convey results to a wide range of target groups including farmers; authorities and administrations at different geographic levels; agri-food value chain actors; science, innovation, advisory and capacity building actors; NGOs, civic society organisations, local community representatives; consumers; and the media. The website was created in line with the visual identity and is continuously maintained by GEO with contributions from all partners.

The website contains a section on 'News and events', where the most relevant news about the project and important issues are published. The website also contains:

- information about the UNISECO project and its work packages,
- entry to the agro-ecological knowledge hub,
- project partners,
- project advisory group (PAG),
- case studies in the partner countries,
- project resources (publications, newsletters, videos, deliverables, etc.),
- and other useful links.

The startpage of the project website is shown in Figure 1.



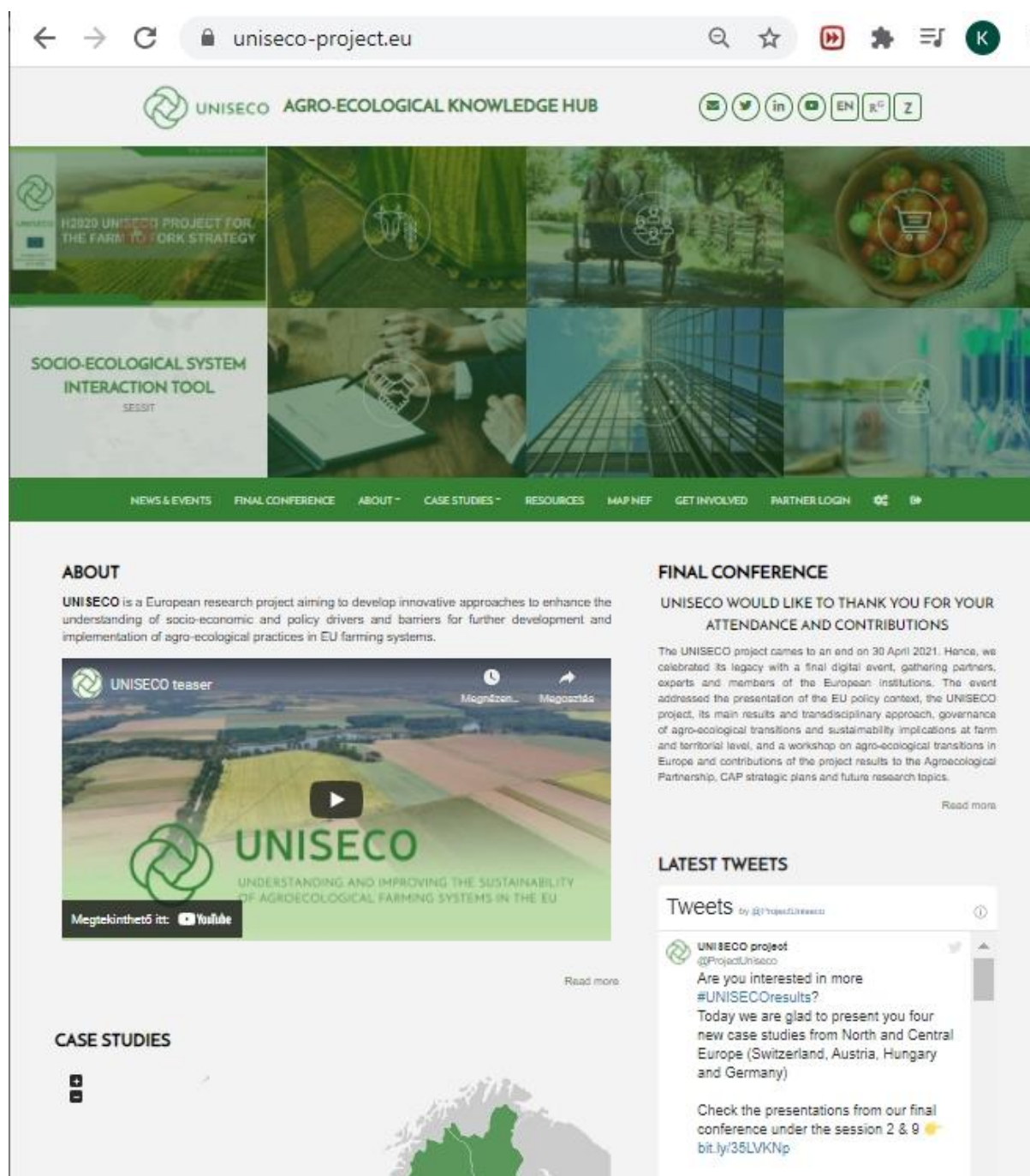


Figure 1: Welcome page of the UNISECO website: www.uniseco-project.eu with

The start page sections of the project website are provided in the English language. Introductory information about the project, and the Agro-ecological Knowledge Hub content are also provided in the languages of all of the project partners (English, Czech, Finnish, French, German, Greek, Hungarian, Italian, Latvian, Lithuanian, Romanian, Spanish and Swedish).

Access to the project website was monitored and reported upon using the Google Analytics toolbox. The number of website hits, which is Project Key Performance Indicator 7, was 66,597 at the end of the project. This compares with the initial target over the project lifetime of 800. A summary of information about access to the website follows.

1.1.1.1. Key performance indicator: KPI 07 Number of website hits - overview

KPI_07 Number of website hits (cumulative): 800

Table 1 shows the evolution of numbers in website user and page views.

Table 1: Evolution of the number of website users and page views by project quarters

Project quarter	Number of users and page views	Project quarter
Q1	0	May-July 2018
Q2	215 users /1694 page views	Aug-Oct 2018
Q3	843 users /5343 page views	Nov 2018 - Jan 2019
Q4	1754 users/ 8889 pageviews	Febr-Apr 2019
Q5	2463 users/ 12.819 pageviews	May-July 2019
Q6	3,154 users/ 17,286 pageviews	Aug-Oct 2019
Q7	4,094 users/ 23,789 pageviews	Nov 2019 -Jan 2020
Q8	5,211 users/ 28,344 pageviews	Febr-Apr 2020
Q9	6,670 users/ 34,269 pageviews	May-July 2020
Q10	7,886 users/ 38,579 pageviews	Aug-Oct 2020
Q11	9,322users/ 43,775 pageviews	Nov 2020-Jan 2021
Q12	13,457 users/ 66,597 pageviews	Febr-Apr 2021

Number of users, sessions, pageviews

The number of users of the website grew each month since the website went live in September 2018. At the end of the project, it reached 13,457 users. The biggest number of users was in March 2021, which coincided with the final conference of the project. Of the users of the website, 85.3% are new visitors. There was a total number of 24,770 sessions occurred. On average, a user visited the website almost twice (1.84) and a session lasted 3 minutes and 13 seconds. The total number of pages viewed was 66,597 including repeated views of a single page (Figure 2). Most users came from the United States, Sweden and Hungary (Figure 3).

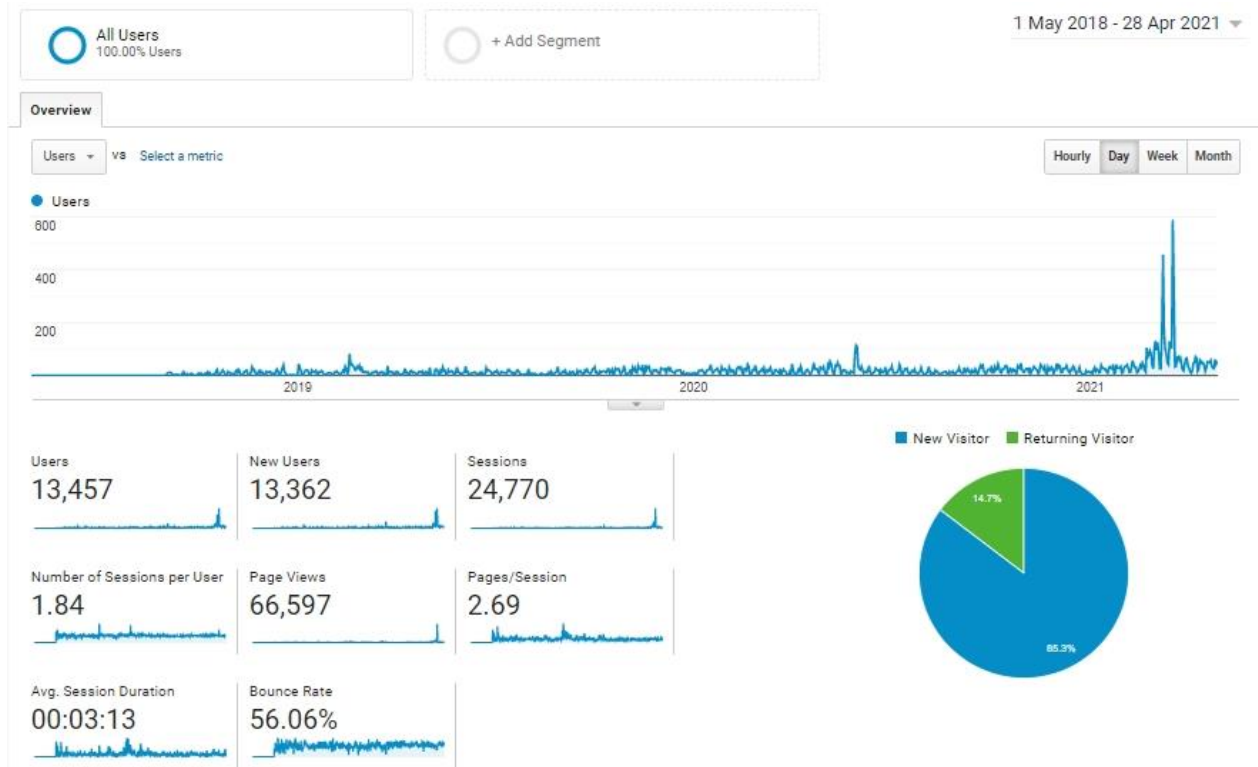


Figure 2: Growth of UNISECO website users and other statistics (1st September 2018 to 29th April 2021) (Source: Google Analytics).



Figure 3: Users by country at the end of the project (Source: Google Analytics).

1.1.2. Multi-Actor Platforms and the MAP Networking Facility Forums

An aim of UNISECO was to promote group learning processes and co-creation of knowledge with actors and stakeholders in Multi-Actor Platforms.

Key intersection points for co-learning and co-construction of new insights and outputs through participatory processes with the Multi-Actor Platforms exist within research and dissemination efforts (Irvine *et al.*, 2019). The UNISECO transdisciplinary framework comprises the two levels of Multi-Actor Platforms (MAPs), one at EU-level and one for each of the 15 case studies. This two-level approach has created a structure which has enabled timely engagement with relevant actors across the various phases of UNISECO's work packages (WPs) throughout the whole project implementation to foster the transdisciplinary and co-construction approach central to UNISECO.

The EU-level Multi-Actor Platforms consisted of key actors with an EU-level perspective and a stake in European policies and agro-ecological transitions of farming and rural areas. They included representatives of EU-wide environmental NGOs, sector organisations, and the European Commission.

Local level Multi-Actor Platforms were set up by project partners in relation to their case studies based on the guidance of D7.1 (Budniok *et al.* 2018, link: <https://zenodo.org/record/4546231>) to ensure that the UNISECO project addresses directly, and is relevant to, the real needs on the ground, and to ensure that people with different types of knowledge are included throughout the project's lifetime and beyond. D7.2 (Irvine *et al.* 2019, link: <https://zenodo.org/record/3625677>) provided partners with a detailed guidance for engagement with MAPs at EU and case study levels, and advised on ways to design for a and activities that support co-construction and on approaches to engage with stakeholders and end-users to facilitate full participation and contribution to co-creation opportunities.

These processes were mainly through physical interactions such as workshops and focus group discussions at European Union, national and local levels, and after March 2020 mainly in an online format due to the Covid-19 pandemic.

The involvement of members of the Multi-Actor Platforms occurred through:

- i) The contribution of different sources of information, knowledge and insight. Examples are the co-construction with case study MAPs of governance networks with actors that impact on agro-ecological transitions in the case studies, done in workshops and interviews with case study MAP members.
- ii) The identification and refinement of specific direction and content for methods and tools. Examples are the consultation of EU-level MAP members in the selection of case studies in the early stages of the project, the development of the spatially explicit online tool (SESSIT) of the knowledge hub and the co-construction of scenarios for the territorial level modelling with EU-level and case study MAP members.
- iii) Discussion of, and feedback on, intermediate and end-of-project research findings. Examples are the in-depth discussions with EU-level and case study MAP members of the agro-ecological farming typology (D 2.2 - Prazan and Aalders, 2019, link: <https://zenodo.org/record/4116344>), case study findings and results of the policy analysis at case study workshops.
- iv) Challenging the validity of research outputs, and co-construction and evaluation of the robustness of management strategies and policy recommendations. Research results were presented and consulted at the regular stakeholder workshops organized along project meetings with participation of the Stakeholder Reference Group (representatives of local MAPs), EU-level MAP and Project Advisory Board (November 2018 Venice, May 2019 in Helsinki, November 2019 in Basel, May 2020 online, November 2020 online, February 2021 online).

- v) Reflective review of the MAP approach incorporated into UNISECO. This was done with members of the MAPs, and amongst project partners, after annual meetings based on the monitoring and evaluation approach developed in Task 7.3 and documented in D7.3.

Also, an on-line service of the website was elaborated in an early phase of the project, much before the Covid-19 pandemic, and introduced to the Stakeholder Reference Group at the Basel meeting in November 2019. It is a set of virtual discussion boards called the UNISECO Multi Actor Platform Networking Facility (MAP NEF) available at <https://uniseco-project.eu/map-nef> for invited stakeholders (Figure 4).

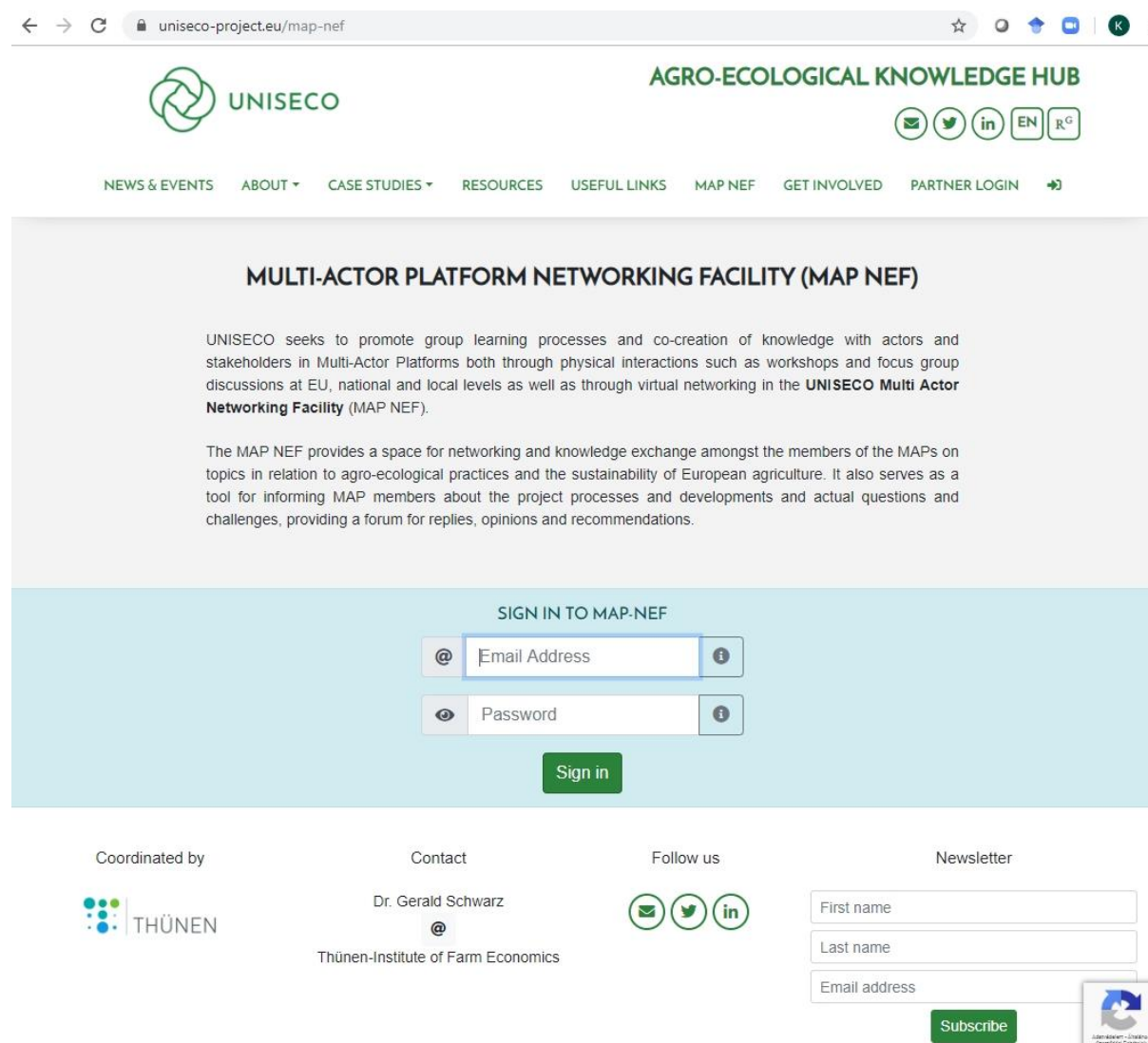
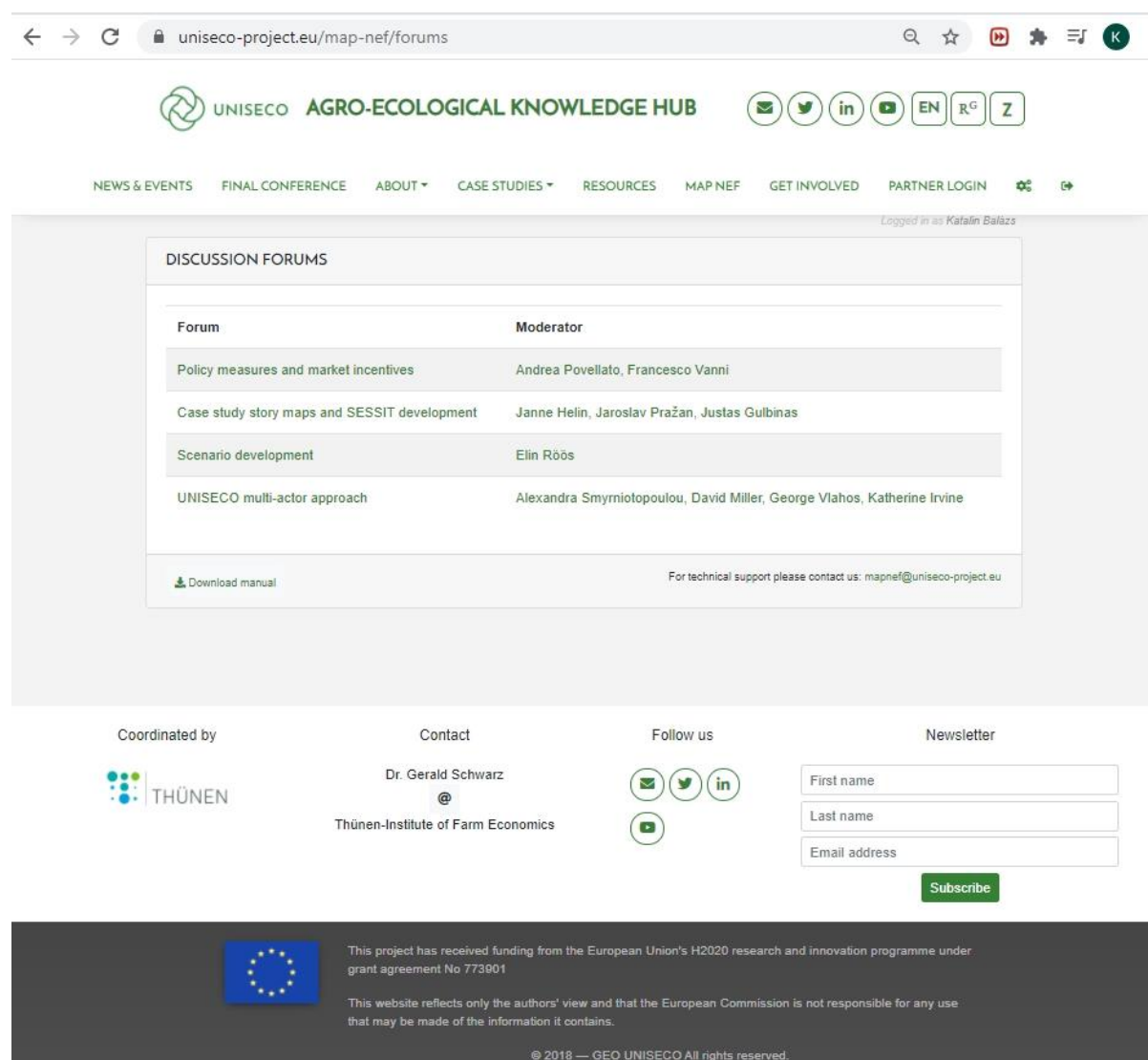







Figure 4: The Multi Actor Platform Networking Facility home page.

The Multi Actor Platform Networking Facility (MAP NEF) provided access to a space for networking and knowledge exchange amongst the members of the MAPs on topics in relation to agro-ecological transitions and the sustainability of European agriculture. It also served as a tool for informing members of the MAPs about the project processes and developments and actual questions and challenges, providing a forum for replies, opinions and recommendations. Accessing the MAP-NEF during the lifetime of the project was possible based on invitation only and with specific login credentials.

The MAP NEF is a discussion forum board (Figure 5) organized into various Discussion Forums. A Discussion Forum can cover a major topic related to the project within which any particular practical issues can be further discussed beyond the face-to-face discussions. Each discussion forum has an associated discussion Forum Manager, a member of the project consortium who is in charge of driving and moderating the discussions of the respective forum.



← → ↻ uniseco-project.eu/map-nef/forums 🔍 ☆ 📄 ⚙️ 📱 K


 **UNISECO AGRO-ECOLOGICAL KNOWLEDGE HUB**     EN R^G Z

NEWS & EVENTS FINAL CONFERENCE ABOUT ▾ CASE STUDIES ▾ RESOURCES MAP NEF GET INVOLVED PARTNER LOGIN ⚙️ 📱


Logged in as Katalin Balazs

DISCUSSION FORUMS

Forum	Moderator
Policy measures and market incentives	Andrea Povellato, Francesco Vanni
Case study story maps and SESSIT development	Janne Helin, Jaroslav Pražan, Justas Gulbinas
Scenario development	Elin Rööf
UNISECO multi-actor approach	Alexandra Smyrniotopoulou, David Miller, George Vlahos, Katherine Irvine


 Download manual For technical support please contact us: mapnef@uniseco-project.eu

Coordinated by







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Thünen-Institute of Farm Economics

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Figure 5: View of the MAP NEF discussion forum board, listing the available discussion topics.

1.1.3. UNISECO Agro-ecological Knowledge Hub

The upper part of the first page of the classic project website was converted into a multi-lingual exploitation space called the UNISECO Agro-ecological Knowledge Hub (Figure 6). The Hub was launched in November 2018, accessible at <https://uniseco-project.eu/>.

The Agro-ecological Knowledge Hub is a library of insights and practical tools that has been produced by the H2020 UNISECO research project to help all spheres of society interested in, practising or building policies for farming and rural development find what they need to contribute to a more sustainable agriculture and food system.

A router function directs users to the emerging project results, arranged into sub-websites, linking to the main exploitation tools of UNISECO. This is designed to engage actors in the whole value chain by answering the main challenge questions that are of most concern for the target audience categories.

The multi-language Knowledge Hub available in 13 languages (CZ, DE, EN, ES, FI, FR, GR, HU, IT, LT, LV, RO, SE) is integrated within the project website and will provide a platform for continued knowledge sharing and capacity building as a project legacy.

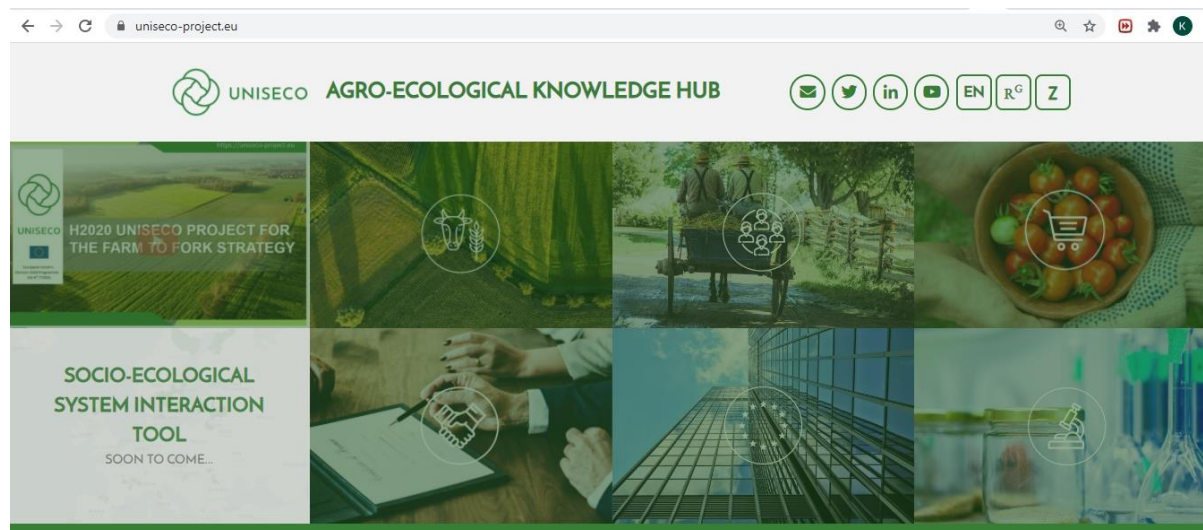


Figure 6: Start page and router function of the AKH

The platform approach has been implemented to present, organise and exchange existing knowledge, information and good practices, and enable the co-creation of new knowledge. The Knowledge Hub was designed to foster:

- i) external communication and exchange of knowledge with project target groups of actors and stakeholders during the project lifetime but also beyond;
- i) integration of awareness-raising, direct participation and skills development for the needs of each audience type as appropriate;
- ii) the engagement of actors throughout the value chain over the short (during project) and longer (post-project) term.

The specific aims of the Knowledge Hub are to:

- i) **create stakeholder awareness** of the case studies and the project as a whole;
- ii) **disseminate success stories** and promoting the adoption of agro-ecological approaches;
- iii) **utilise synergies** with, or build on, other existing knowledge sharing platforms;
- iv) **develop networks of practitioners** in for improving the sustainability of farming systems;
- v) create the basis for a significant **legacy of project outcomes**;
- vi) add value, lever resources and promote project innovations amongst end-user and stakeholder communities in the agri-food system.

The fundamental principle of the Knowledge Hub concept is to direct **target audiences** to the information, data and tools, at a level of detail best suited to their interest. All information, tools and services are tailored to the needs of each audience type.

1.1.4. Communication on partner websites

Partners used their own organisation websites as communication channels. All partners that have separate websites have uploaded basic information about UNISECO project in English and the relevant national language (Table 2Table 2).

Table 2: Link to UNISECO project information on partner websites

Partner	Link
TI	https://thuenen.de/en/bw/projects/uniseco-understanding-and-improving-the-sustainability-of-agro-ecological-farming-systems-in-the-eu/
CREA	https://www.crea.gov.it/en/-/agroecologia-il-caso-studio-del-chianti-un-approccio-territoriale-per-sostenibilit%C3%A0-e-resilienza-ai-cambiamenti-climatici?inheritRedirect=true&redirect=%2Fen%2Fricerca%3Fq%3DUNISECO%26type%3Dcom.liferay.journal.model.JournalArticle
AUA	https://www2.aua.gr/en/info/project-uniseco https://www2.aua.gr/el/info/ergo-uniseco
BOKU	https://forschung.boku.ac.at/fis/suchen.projekt_uebersicht?sprache_in=en&menue_id_in=300&id_in=12093
HUT	https://www.hutton.ac.uk/research/projects/understanding-and-improving-sustainability-agro-ecological-farming-systems-eu
UNIABDN	https://www.abdn.ac.uk/sbs/people/profiles/pete.smith#panel_research
ISARA	https://blog.isara.fr/projet-pour-la-transition-agroecologique-en-europe/
BEF LV	http://bef.lv/index.php?id=177&L=1 http://bef.lv/index.php?id=177
BEF LT	https://bef.lt/veikla/uniseco/?lang=en
FIBL	https://www.fibl.org/en/projectdatabase/projectitem/project/1525.html
GEO	https://geonardo.com/projects/uniseco
LUKE	http://www.luke.fi/projektit/uniseco/
SLU	https://www.slu.se/institutioner/energi-teknik/projekt/logistik/uniseco--understanding-and-improving-the-sustainability-of-agro-ecological-farming-systems-in-the-eu/
GAN	https://gan-nik.es/blog/uniseco/
WWF	https://www.wwf.ro/ce_facem/economie_verde/inelegerea_i_imbuntirea_durabilitii_sistemelor_agroecologice_din_uniunea_european/
UZEI	http://www.iaei.cz/2018-2021-uniseco-understanding-and-improving-t/ https://www.uzei.cz/2018-2021-uniseco-porozumeni-a-zlepseni-udrzite
ELO	https://www.europeanlandowners.org/14-projects/106-uniseco
BIOINSTITUT	http://biointitut.cz/cz/projekty-spoluprace/uniseco-porozumeni-a-zlepseni-udrzitelnosti-agroekologickych-zemedelskych-systemu-v-eu

Partners also use their webpages news sections to announce the news about the project (e.g. release of the newsletters) (Figure 7).



Figure 7: Examples of “Uniseco” news item in national partners website.

1.1.5. Social media channels

Communication and dissemination activities were actively carried out through project social media channels. A LinkedIn company page was used to reach the professional audience, and Twitter was aimed at reaching both professionals and the general public. Figure 8 shows the home page of the UNISECO Twitter account. Partners use personal organisation accounts (LinkedIn, Twitter, Facebook etc.) to carry out communication and dissemination activities.

Posts in UNISECO social media channels revolved around agroecology, sustainable farming, studies on agriculture, sustainable food, new technologies in farming, and other ecological solutions. The social media channels were also used to promote conferences, workshops and events which were organised by the UNISECO project, or in which his has taken part, and to raise awareness about the progress in case studies and other UNISECO tasks and to disseminate project results.

A template has been provided for news items and social media posts. All partners contributed by providing news items for social media channels. Responsibility for social media channels lied with the UNISECO Executive Board and was executed by the leaders of Work Package 8, GEO and BEF-LT.

1.1.5.1. Key performance indicator: KPI_08 Twitter followers / Linked In contacts - overview

Table 3 shows the evolution of the KPI_08 Twitter followers / Linked In contacts. The target value for this indicator was set to 200.

Table 3: Evolution of the KPI_08 Twitter followers / Linked In contacts

Project quarter	Number of followers	Project quarter
Q1		May-July 2018
Q2	53 (LI)+79 followers (Tw)	Aug-Oct 2018
Q3	166 followers (TW)	Nov 2018 - Jan 2019
Q4	42 (LI)+223 followers (Tw)	Febr-Apr 2019
Q5	48 (LI)+251 followers (Tw)	May-July 2019
Q6	73 (LI)+ 280 followers (Tw)	Aug-Oct 2019
Q7	73 (LI)+ 306 followers (Tw)	Nov 2019 -Jan 2020
Q8	74 (LI)+ 381 followers (Tw)	Febr-Apr 2020
Q9	83 (LI)+ 465 followers (Tw)	May-July 2020
Q10	102 (LI)+ 568 followers (Tw)	Aug-Oct 2020
Q11	124 (LI)+ 660 followers (Tw)	Nov 2020-Jan 2021
Q12	153 (LI)+ 729 followers (Tw)	Febr-Apr 2021

1.1.5.2. The value of the Twitter channel - analytics



Figure 8: Page of the UNISECO Twitter account: <https://twitter.com/ProjectUniseco>.

Access to the project social media channels was monitored and reported upon using the tools provided by each channel. Annual internal reports have documented and analysed the project communication activities on Twitter (for details see Appendix 4.19).

The number of followers on Twitter and LinkedIn is Project Key Performance Indicator 8. As of 28th April 2021, the number of Followers on Twitter was 728, which compares to the target for the entire project period of 200. There were 390 Tweets. UNISECO follows 864 other Twitter accounts, including those of other relevant EU projects (e.g. LIFT, TRUE, DIVERSIFY, SIMRA, COASTAL).

KPI_08 Twitter followers and LinkedIn contacts: 200

- Twitter analytics (as of 28/04/2021) Number of followers: 729

The UNISECO Twitter account is followed by European Union accounts (e.g. EU CORDIS, EU Environment, ENRD Contact Point, EIP-Agri Service Point), H2020 projects (e.g. CONTRACT 2.0, EU Environment, SCENT_EU, IoF2020, SUFISA, PLAID, MINDSTEP, BRESOV_EU, SMARTCHAIN_EU, LANDMARK, SURE-FARM and LIFT) and projects financed through other EU research programmes such as LIFE (e.g. LIFE Fluvial). Key stakeholders from Europe and further afield also follow the project (e.g. EIP-Agri Lower Saxony, Organic Sweden, RISE foundation, Eco_Agriculture and Mid Atlantic Permaculture).

Table 4 contains values for metrics relating to the UNISECO Twitter account.

Table 4. Analysis of metrics of tweet activity

Metrics	Number	Explanation
Total number of original tweets	241	Number of Tweets from the UNISECO Twitter account
Impressions	345,317	Number of times UNISECO Tweets on were viewed on Twitter
Engagements	4,867	Number of times there were interactions with UNISECO Tweets
Likes	1274	Number of times people liked a UNISECO tweet
URL clicks	1067	Number of clicks on a URL or card in UNISECO tweets
Retweets	578	Number of times UNISECO tweets were retweeted

Top tweets

In general information was posted on Twitter twice a week, and more frequently during project meetings, conferences where the project was presented (e.g. AAG 2019, AAG 2021), or EU events that project representatives were contributing, participating or following and topical messages from the project were related to the respective event.

During the first 18 months of the project 147 posts were tweeted, and during the second period 243 which is in line with communicating the emerging project results.

The top project tweet of the first 18 months was posted in January 2019 about the issue of the 1st project newsletter, and got 3,070 impressions. The top project tweet of the second period was posted in October 2020 promoting the German case study during the EU Farm to Fork event (Figure 9). This latter tweet also received recognition of the Agricultural Minister of Germany as she retweeted our tweet.



Figure 9: Top project tweets from the UNISECO Twitter account.

Top follower

The account with the highest follower count that follows the UNISECO project is EU Environment, which has 113,000 followers (as of April 2021).

1.1.5.3. LinkedIn analytics

The project company page is shown in Figure 11. The numbers provided in this report relate to the activities until April 2021. The LinkedIn page of the project was re-established in the form of a company page on 02/11/2019 due to the changes of rules by the service provider the previous individual project account was blocked by the service provider. Analytics data are therefore only available from after this date.

LinkedIn enables viewing metrics data for no longer than 12 months, therefore data is displayed for the project years.

KPI_08 Twitter followers and LinkedIn contacts: 200

- LinkedIn analytics:

Number of followers: 153



Figure 10: Project LinkedIn company page (<https://www.linkedin.com/company/uniseco-project/>).

As of October 2019 there were 64 followers of the UNISECO project company account in LinkedIn. At the end of the second period this number reached 153 (April 2021).

UNIQUE visitors

Period: 30 Dec 2018-30 Apr 2019

Total unique visitors (total)	108
Total unique visitors (desktop)	98
Total unique visitors (mobile)	10

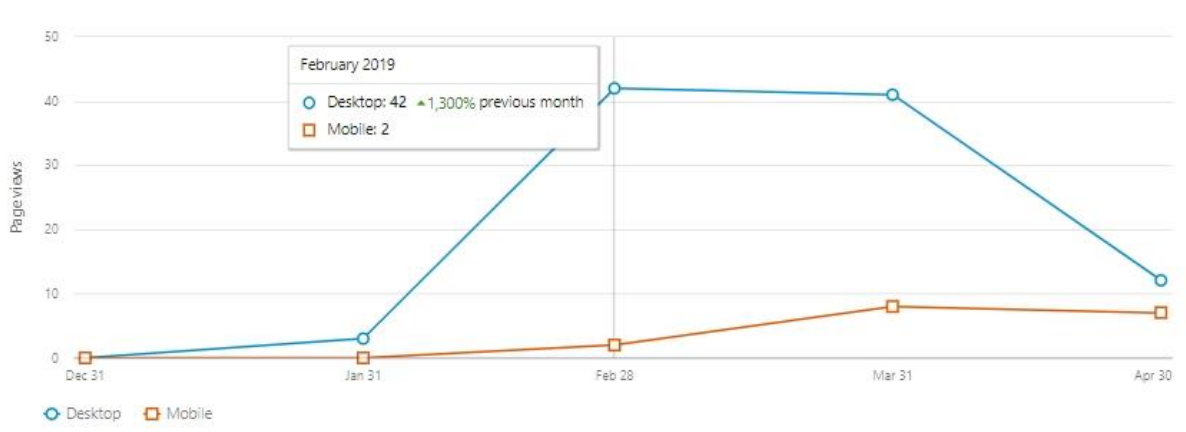


Figure 11: Project linkedin page visitors Period: 30 Dec 2018-30 Apr 2019

Period: 1 May 2019-30 Apr 2020

Total unique visitors (total)	136
Total unique visitors (desktop)	110
Total unique visitors (mobile)	27

Period: 1 May 2020-06 Apr 2021

Total unique visitors (total)	148
Total unique visitors (desktop)	120
Total unique visitors (mobile)	28

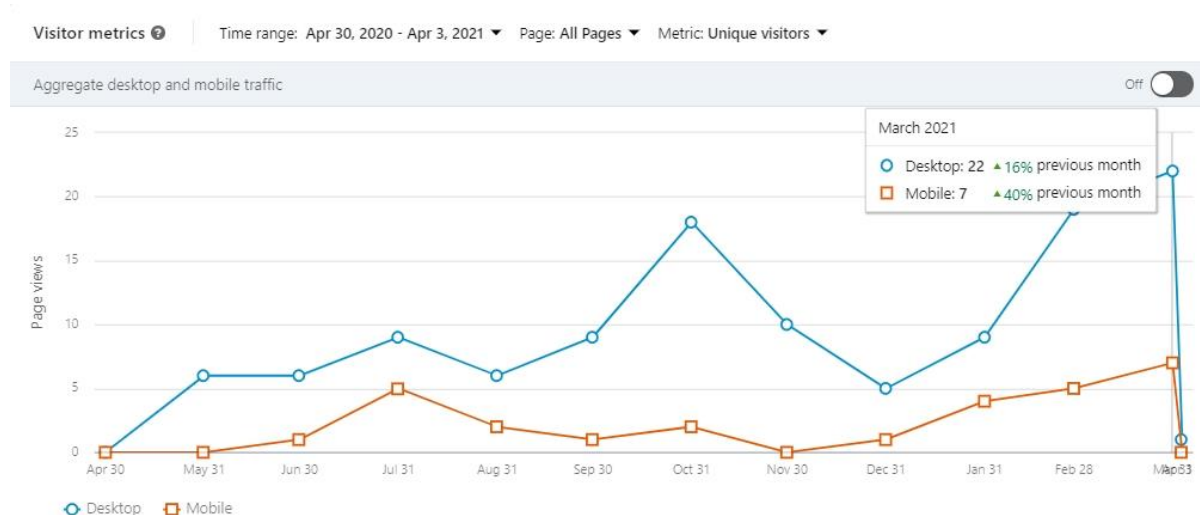


Figure 12: Project linkedin page visitors between 1 May 2020-06 Apr 2021

Pageviews

Period: 30 Dec 2018-30 Apr 2019

Total page views (total)	353
Total page views (desktop)	326
Total page views (mobile)	27

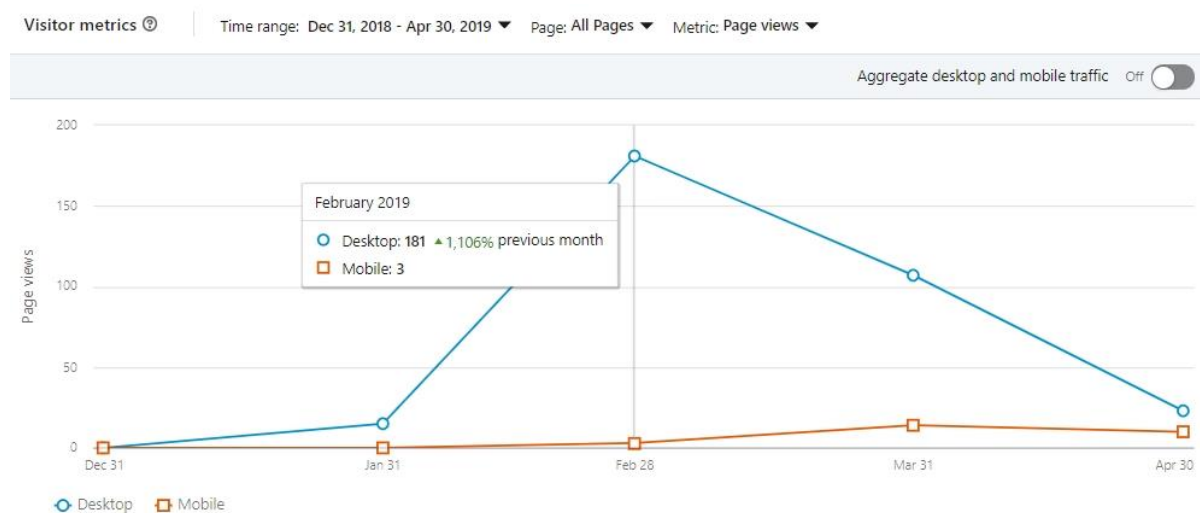


Figure 13: Project linkedin page visitors between 30 Dec 2018-30 Apr 2019

Period: 1 May 2019-30 Apr 2020

Total page views (total)	318
Total page views (desktop)	270
Total page views (mobile)	48

Period: 1 May 2020-06 Apr 2021

Total page views (total)	304
Total page views (desktop)	237
Total page views (mobile)	67

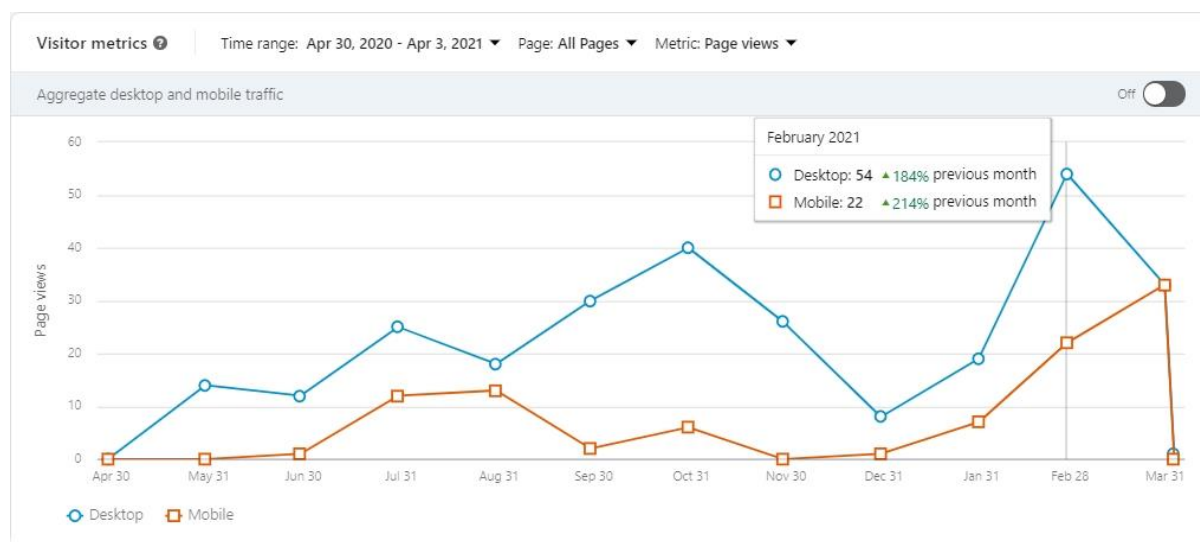


Figure 14: Project linkedin page visitors between 1 May 2020-06 Apr 2021

Impressions

Period: 30 Dec 2018-30 Apr 2019

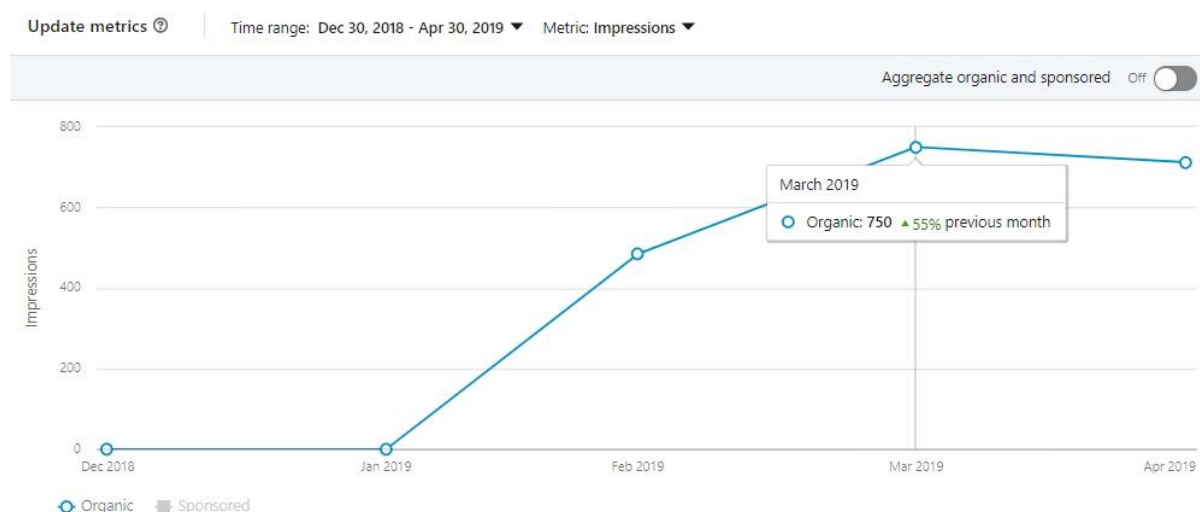


Figure 15: Project LinkedIn page impressions between 30 Dec 2018-30 Apr 2019

Period: 1 May 2019-30 Apr 2020

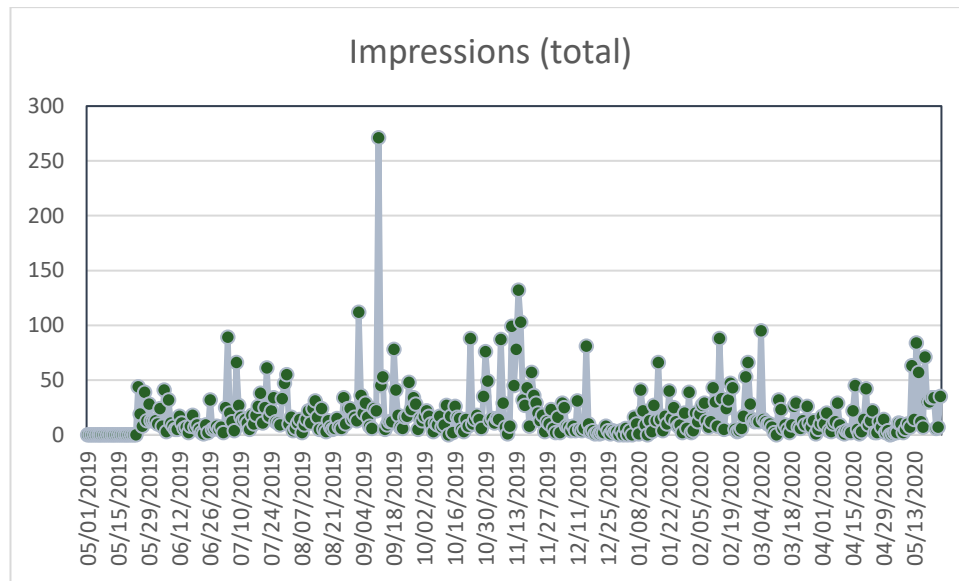


Figure 16: Project LinkedIn page impressions between 1 May 2019-30 Apr 2020

Period: 1 May 2020-06 Apr 2021

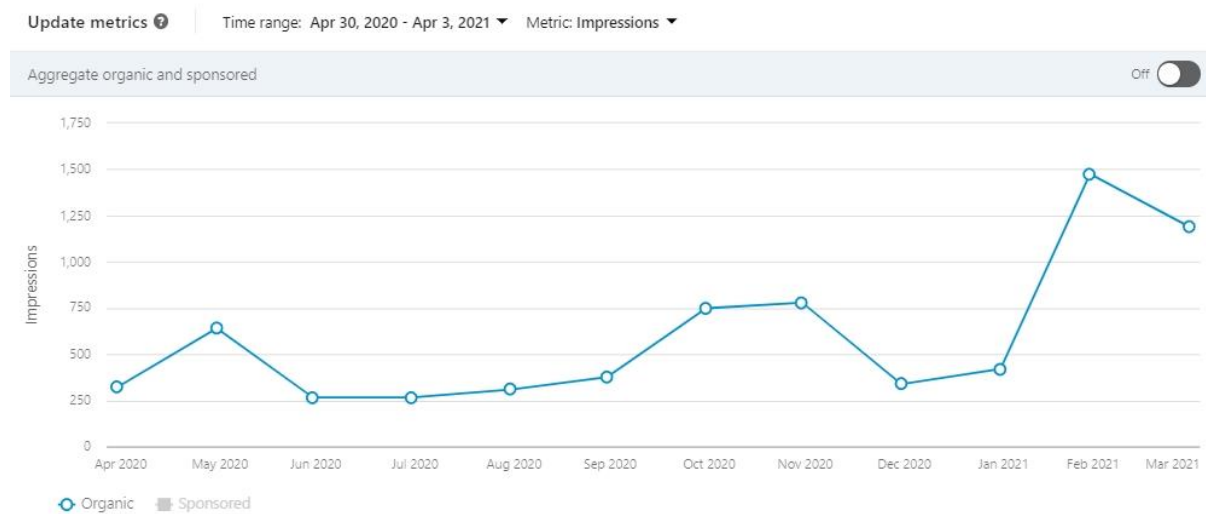


Figure 17: Project LinkedIn page impressions between 1 May 2020-06 Apr 2021

Engagement rates

Period: 30 Dec 2018-30 Apr 2019

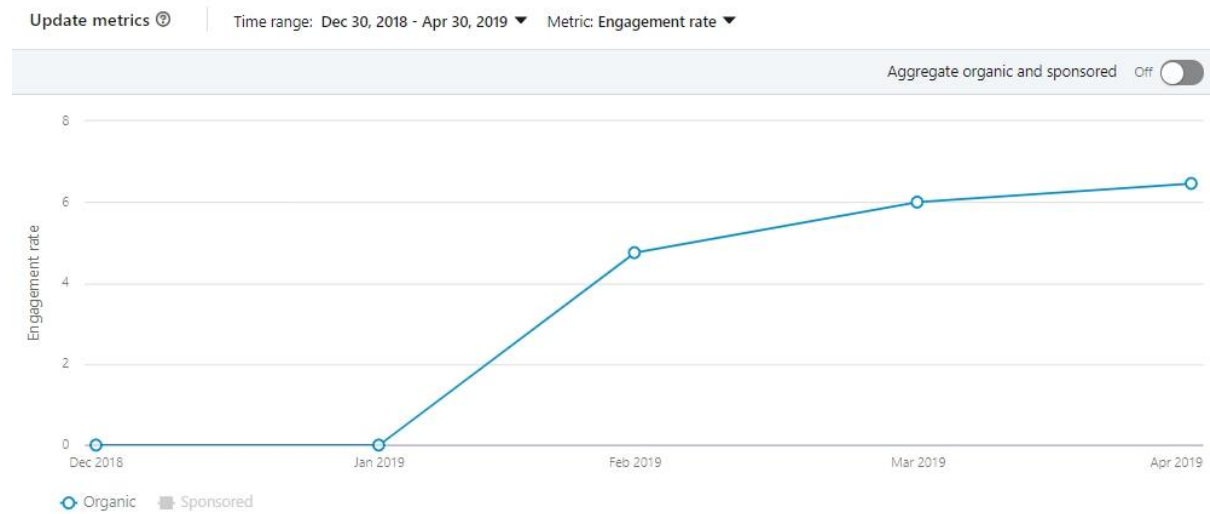


Figure 18: Project LinkedIn engagement rate between 30 Dec 2018-30 Apr 2019

Period: 1 May 2019-30 Apr 2020

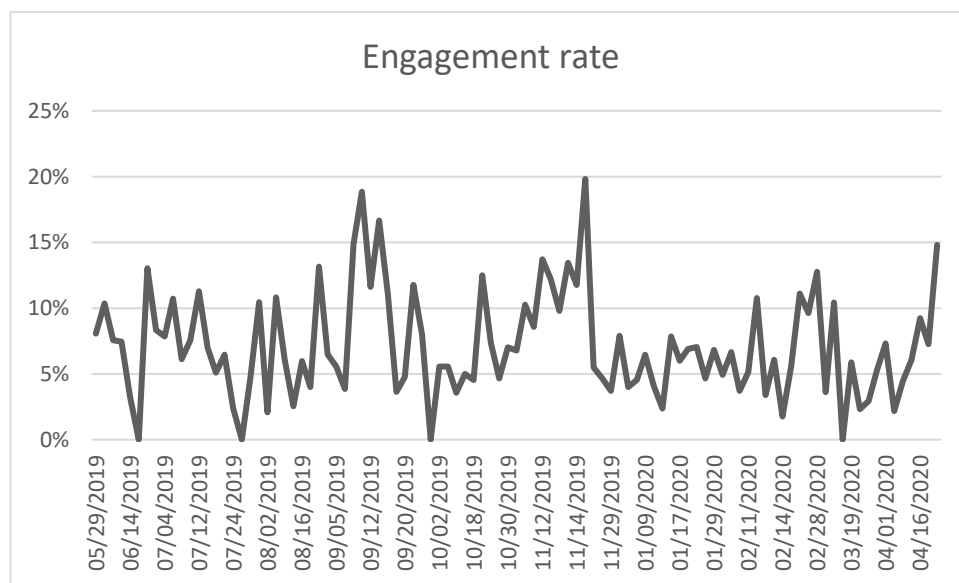


Figure 19: Project LinkedIn engagement rate between 1 May 2019-30 Apr 2020

Period: 1 May 2020-06 Apr 2021

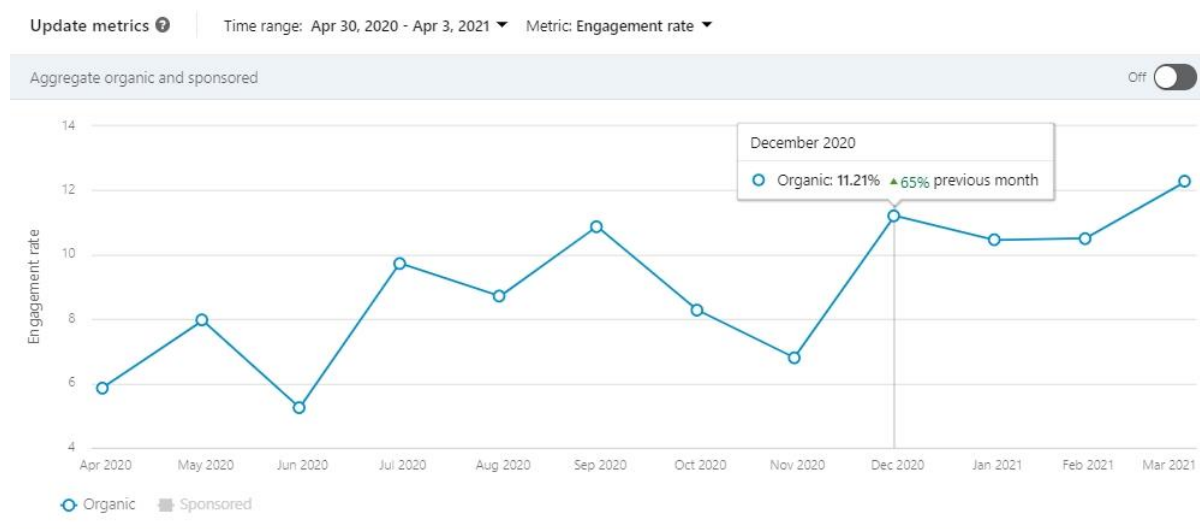


Figure 20: Project LinkedIn engagement rate between 1 May 2020-06 Apr 2021

New followers

Period: 30 Dec 2018-30 Apr 2019

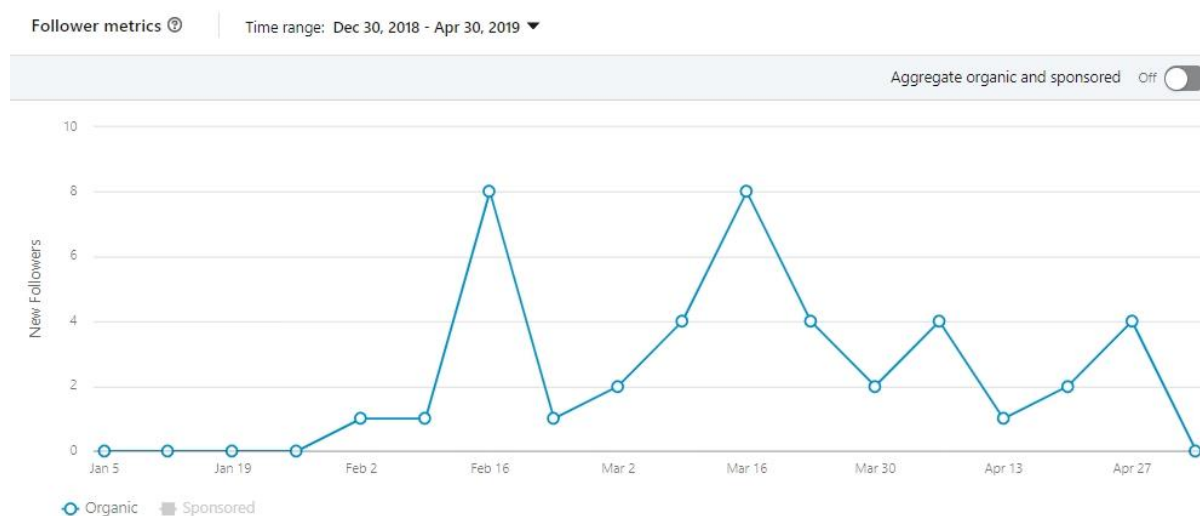


Figure 21: Project LinkedIn new followers between 30 Dec 2018-30 Apr 2019

Period: 1 May 2019-30 Apr 2020 (monthly aggregated data)

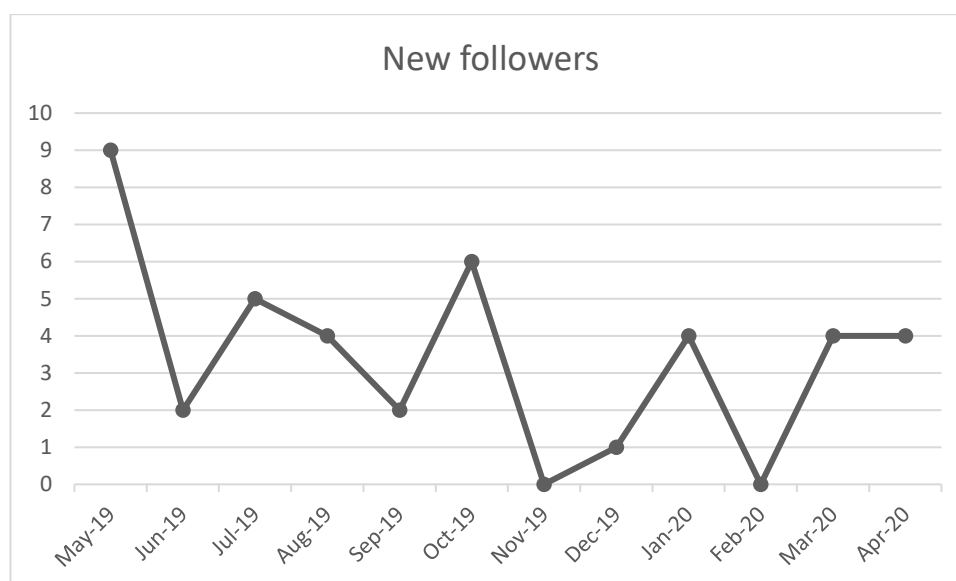


Figure 22: Project LinkedIn new followers between 1 May 2019-30 Apr 2020 (monthly aggregated data)

Period: 1 May 2020-06 Apr 2021

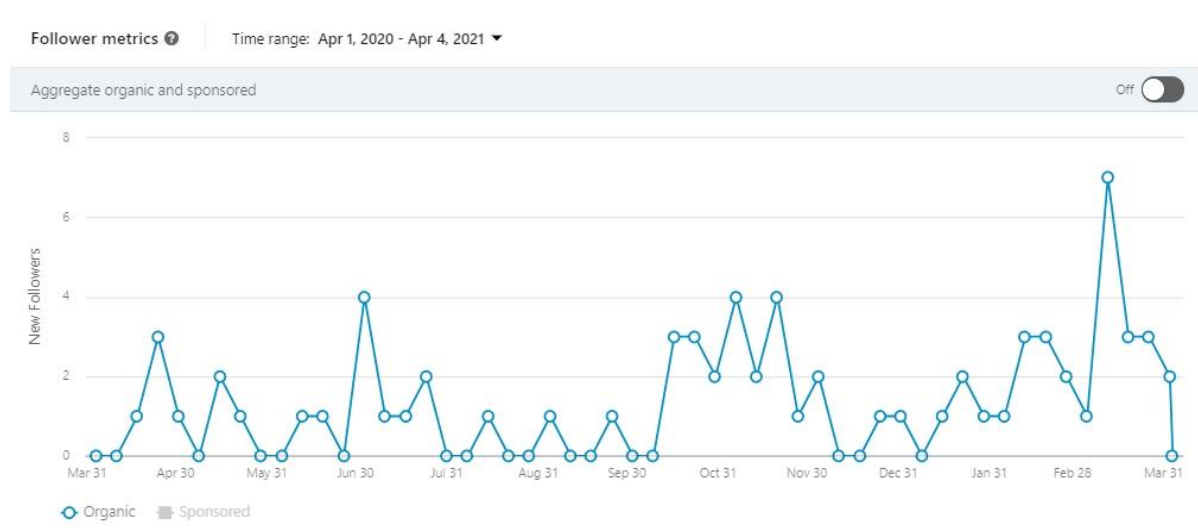


Figure 23: Project LinkedIn new followers between 1 May 2020-06 Apr 2021

Information on LinkedIn was usually posted once or twice per week. Here follow pictures of top post that gathered most impressions during first and second project period (Figure 24 and Figure 25).



Figure 24: Images from the most popular posts on the UNISECO LinkedIn page from first period

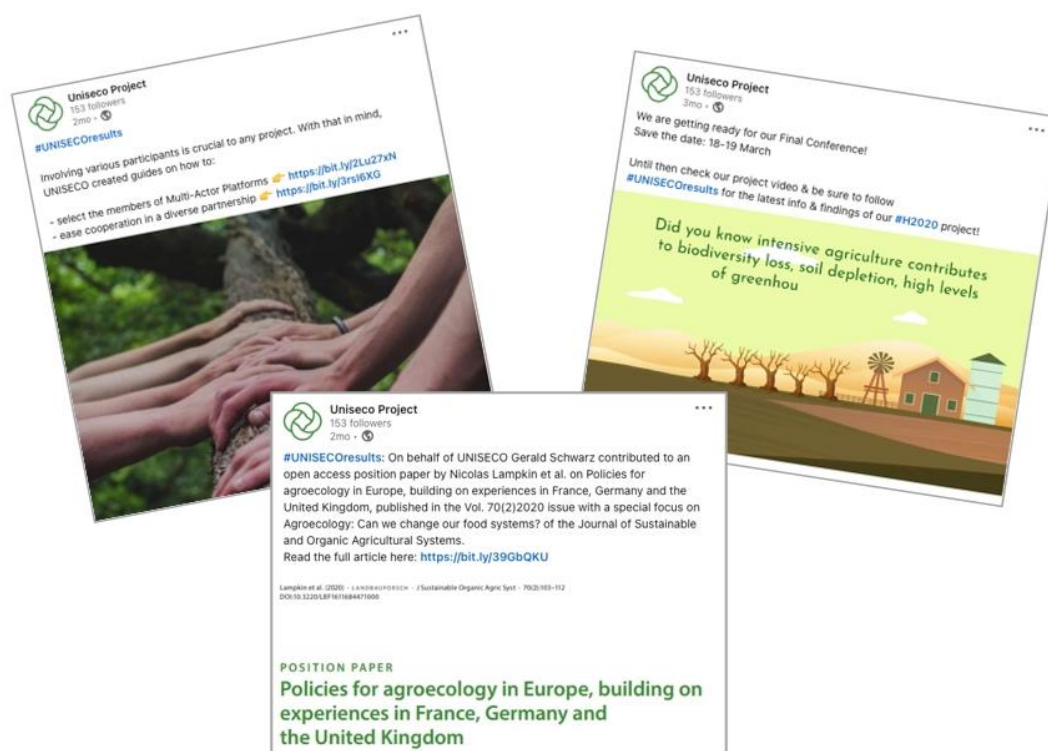


Figure 25: Images from the most popular posts on the UNISECO LinkedIn page from the second period

1.1.6. Communication on partner social media channels

Project partners use their own organisation social media channels (Facebook, Twitter, LinkedIn) as communication channels. Partners also use their social media to announce the news about the project, for example release of the newsletters and to highlight their national cases and other relevant stories (Figure 26).



Figure 26: Examples from partner communication channels

1.1.7. On-line repositories

1.1.7.1. Researchgate project page

The UNISECO project page was opened on ResearchGate (RG) (Figure 27). This professional network for scientists and researchers is used by 15 million members from all over the world to share, discover, and discuss research. The networks mission is to connect the world of science and make research open to all. Regular updates with newsletters and project deliverables have been added to the UNISECO Researchgate page.

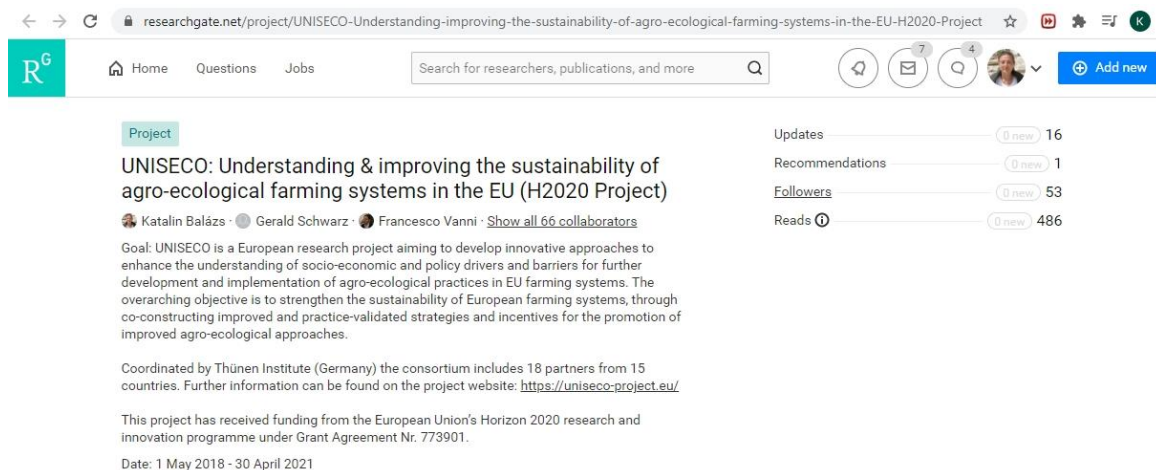


Figure 27. The UNISECO Researchgate page.



1.1.7.2. Zenodo project page

The UNISECO community page was opened on Zenodo: <https://zenodo.org/communities/uniseco-h2020/> (Figure 28). The OpenAIRE project, in the vanguard of the open access and open data movements in Europe was commissioned by the European Commission to support their Open Data policy by providing a catch-all repository for European Commission funded research. In line with the Data Management Plan (Schwarz and Miller, 2018) Zenodo is actively used in the latest stages of the project to provide open access to project results and databases. More than 70 items including project deliverables, open access scientific articles, presentation materials, posters, and as technical notes policy/issue briefs are available.

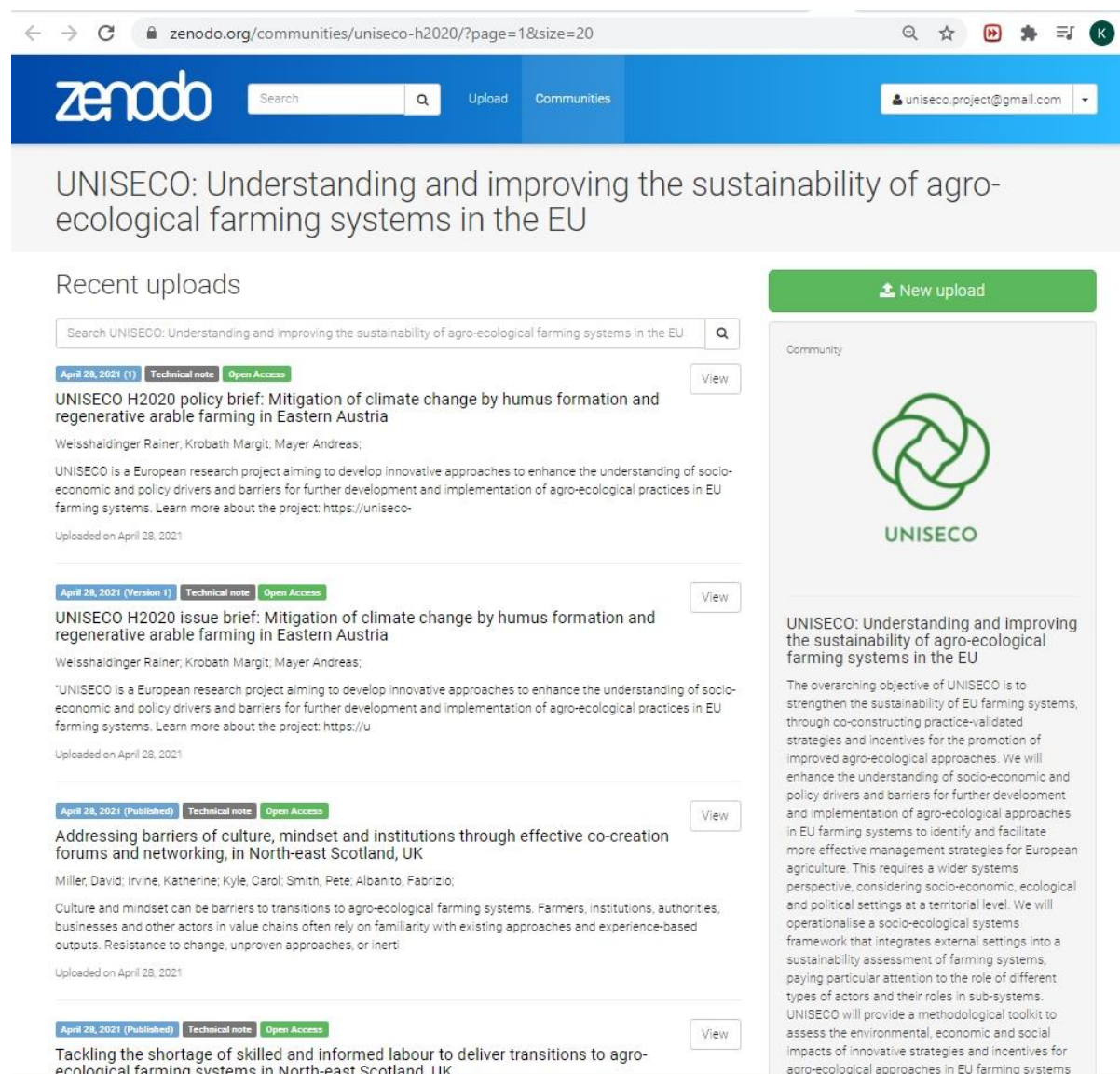


Figure 28: The UNISECO community page on Zenodo

1.1.8. Newsletters

The electronic newsletter is one of the project's communication-dissemination channels. The newsletter was usually published every 6 months and included the most recent news from the project and different collaborations (Figure 29). During the project 6 newsletters were published which are available for download from the Resources section of the website: <https://uniseco-project.eu/resources>.





Figure 29: 6 monthly project newsletters

The UNISECO project newsletters are available through the following links:

- Newsletter 1 - December 2018: <http://uniseco-project.eu/newsletter/issue/1/uniseco-newsletter-december-2018>



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 773901.

- Newsletter 2 – July 2019: <https://uniseco-project.eu/assets/content/resources/03-newsletters/uniseco-newsletter-Nr02-vFINAL.pdf>
- Newsletter 3 – February 2020: <https://uniseco-project.eu/assets/content/resources/03-newsletters/uniseco-newsletter-Nr03-vFINAL.pdf>
- Newsletter 4 – October 2020: <https://uniseco-project.eu/assets/content/resources/03-newsletters/uniseco-newsletter-Nr04-vFINAL.pdf>
- Newsletter 5 – March 2021: <https://uniseco-project.eu/assets/content/resources/03-newsletters/uniseco-newsletter-Nr05-vFINAL.pdf>
- Newsletter 6 – April 2021: <https://uniseco-project.eu/assets/content/resources/03-newsletters/uniseco-newsletter-Nr06-vFINAL.pdf>

To promote the new issues of the newsletter, announcements about the release and encouragement to subscribe was published on the News section of the project website and through social media channels of the project everytime. Project partners also promoted the newsletter in their communication channels.

1.1.8.1. Key performance indicator: KPI_08 Subscribe to newsletter - overview

Table 5 informs about the evolution of the total number of newsletter subscribers. The cumulative target value for the lifetime of the project was set to 100.

Table 5: The evolution of the number of newsletter subscribers by project quarters

Project quarter	Number of newsletter subscribers	Project quarter
Q1	0	May-July 2018
Q2	4	Aug-Oct 2018
Q3	99	Nov 2018 - Jan 2019
Q4	112	Febr-Apr 2019
Q5	126	May-July 2019
Q6	129	Aug-Oct 2019
Q7	141	Nov 2019 -Jan 2020
Q8	151	Febr-Apr 2020
Q9	178	May-July 2020
Q10	218	Aug-Oct 2020
Q11	226	Nov 2020-Jan 2021
Q12	440	Febr-Apr 2021

1.1.9. The UNISECO YouTube channel – project videos

The project's Youtube channel (Figure 30) has more than 50 items of video materials including project teasers presenting the project in short and its contribution to the Farm to Fork Strategy. Several videos with Project Advisory Members were shot analysing questions central to UNISECO. Partners also created videos including statement clips with MAP members (e.g. Spain, UK), or case study summary videos (e.g. Lithuania, Italy). All the recordings from the project final conference, and the case study closing national stakeholder conference in Hungary are also available for viewing. The videos are used for project promotion through the project website, social media channels, but also at events organized by the EC (e.g. Rural Vision Week 2021) or at events organized by consortium partners, like the FFA

2020, FFA 2021 organized by ELO and WWF. The detailed analytics of performance of the project videos are available in Appendix 4.12.

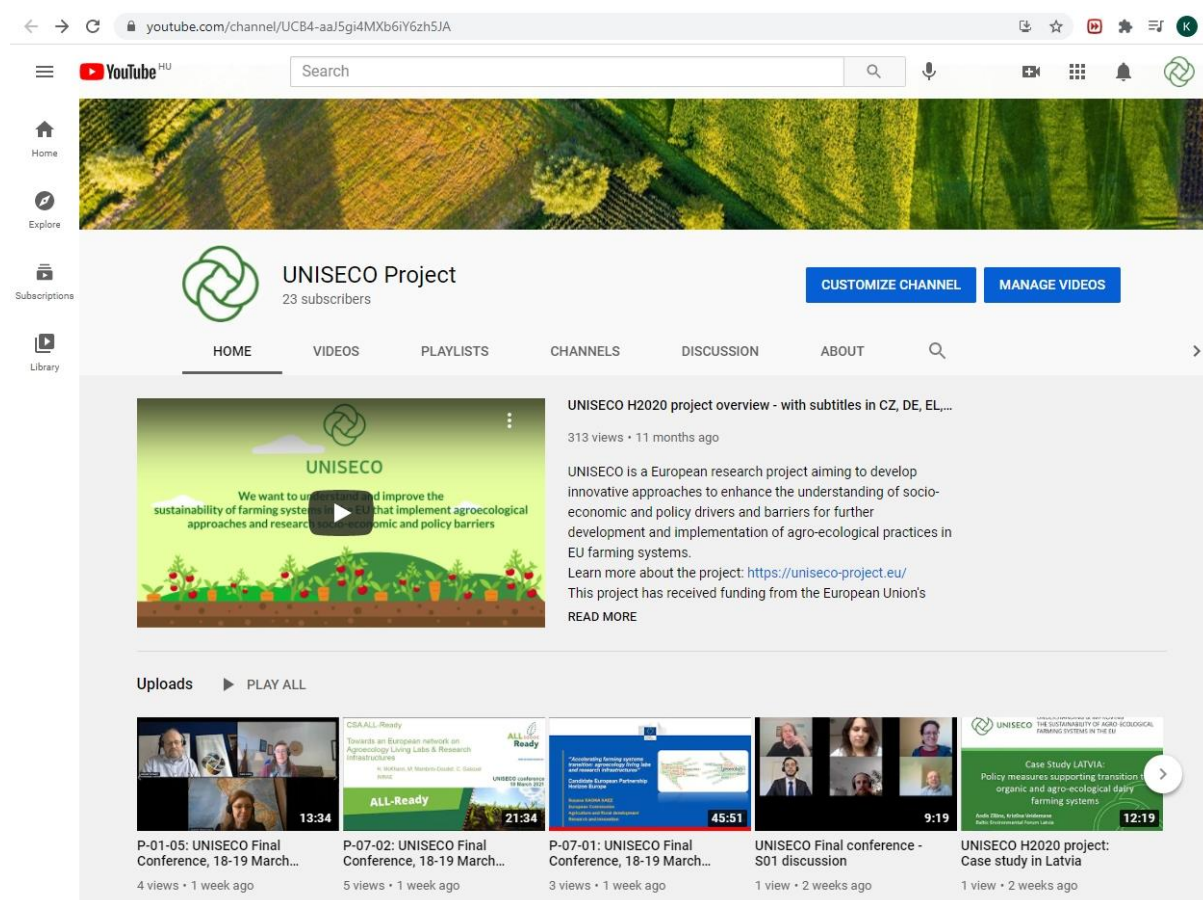


Figure 30: Start page of the UNISECO YouTube channel, also referenced from the project website

1.1.10. Communication through European Commission Channels

Communication channels supported by the European Commission were used for news about events and results. UNISECO was proactive in utilizing the various opportunities of engagement with European Commission actors, as well as responding to requests for information or invitations for participation in events (e.g. Agri Innovation Summit, France, June 2019).

1.1.10.1. Direct engagement with DG Agri and other DGs

Members of Units of DG Agri and DG ENV of particular relevance to UNISECO have signed up to the EU-level MAP, participated in workshops and engaged in exchanges of project documents and discussions, and facilitated wider involvement of DG Agri and DG ENV in seminars and other project events. UNISECO attended the Coordinator's Day organised by the European Commission Research Executive Agency in June 2018, presented the project in a session of the project cluster "Bioeconomy policy and Rural Innovation", and has organised exchanges with other relevant H2020 projects (see Section 1.3.5).

A participatory scenario development workshop with the EU level MAP was organised on 1st March 2019. Thirteen stakeholders attended the workshop including representatives of DG Agri and DG ENV, the European Network for Rural Development, the European Evaluation Helpdesk for Rural Development, farmer and landowner organisations, the FAO, and NGOs. The objectives of the first workshop in the scenario development process was to: i) develop a shared understanding of the scenario development purpose and process to be carried out in the UNISECO project; ii) create

understanding of which analyses are possible with the models that will be used in UNISECO; and , iii) collect input from stakeholders on what should be explored in the scenarios.

On 21st January 2019 a joint policy seminar of the UNISECO and LIFT projects took place at DG Agri, Brussels, Belgium, to introduce both projects to the relevant Units of DG Agri and DG ENV, and to facilitate science-policy interaction. The meeting was co-organised by DG Agri, REA and the two projects, and was attended by representatives of different units at DG Agri and DG ENV. Following brief introductions of both projects discussions focussed on issues in relation to the farming typologies developed in the projects, tools and indicators to analyse sustainability at farm and territorial levels, as well as data available from the European Commission such as the European FADN data. A further joint policy seminar is currently being organised with the LIFT project and DG Agri and scheduled to take place on 7th July 2021.

UNISECO was following and contributing on invitation by DG Agri to the virtual 18th European Week of Regions and Cities Green Europe theme session "Regional Living Labs for Agroecology" on 20 October 2020 and various webinars on the candidate partnership. (See: <https://uniseco-project.eu/news/115/18th-euregionsweek-regional-living-labs-for-agroecology>)

Further engagements will take place in the coming months including a presentation at a project slam organised by DG Agri and SCAR Agroecology.

In addition, UNISECO collaborated with European Network for Rural Development and the European Evaluation Helpdesk for Rural Development which is coordinated by DG Agri.

1.1.10.2. Engagement with the European Network for Rural Development and the European Evaluation Helpdesk for Rural Development

Members of European Network for Rural Development and the European Evaluation Helpdesk for Rural Development have signed up to the EU-level MAP, participate in workshops and other UNISECO events, and to contribute to further dissemination and awareness raising of project events and results (Figure 28). The engagement of UNISECO with the European Evaluation Helpdesk for Rural Development builds on successful impact generation in previous projects such as the FP7 project ENVIEVAL. In that case, a new Interactive Decision Tool for the selection of evaluation approaches, and guidelines published by the European Evaluation Helpdesk for Rural Development, built on the logic model approach developed by the ENVIEVAL project.

UNISECO also participated on 3 July 2019 in the ENRD Seminar on 'Bioeconomy: Seizing the opportunities for rural Europe' which included discussions on carbon sinks in rural areas, key barriers to scaling up rural bioeconomy initiatives and examples of policy coherence enabling rural bioenergy production. See: <https://uniseco-project.eu/news/29/enrd-seminar-on-bioeconomy>



Figure 31: ENRD Contact Point official tweets about the UNISECO scenario development workshop

GEO represented UNISECO at the ENRD Workshop: ‘Agriculture and environment: speaking the same language within the CAP Strategic Plans’, 6 November 2019, Brussels, Belgium. See: <https://uniseco-project.eu/news/45/enrd-workshop-agriculture-and-environment-6-november-2019>

UNISECO had a virtual Market Place at the ‘Rural Vision Week: Imagining the future of Europe’s rural areas’ between 22 and 26 March 2021, organized by the ENRD in close collaboration with the European Commission (Figure 32). See: <https://uniseco-project.eu/news/144>

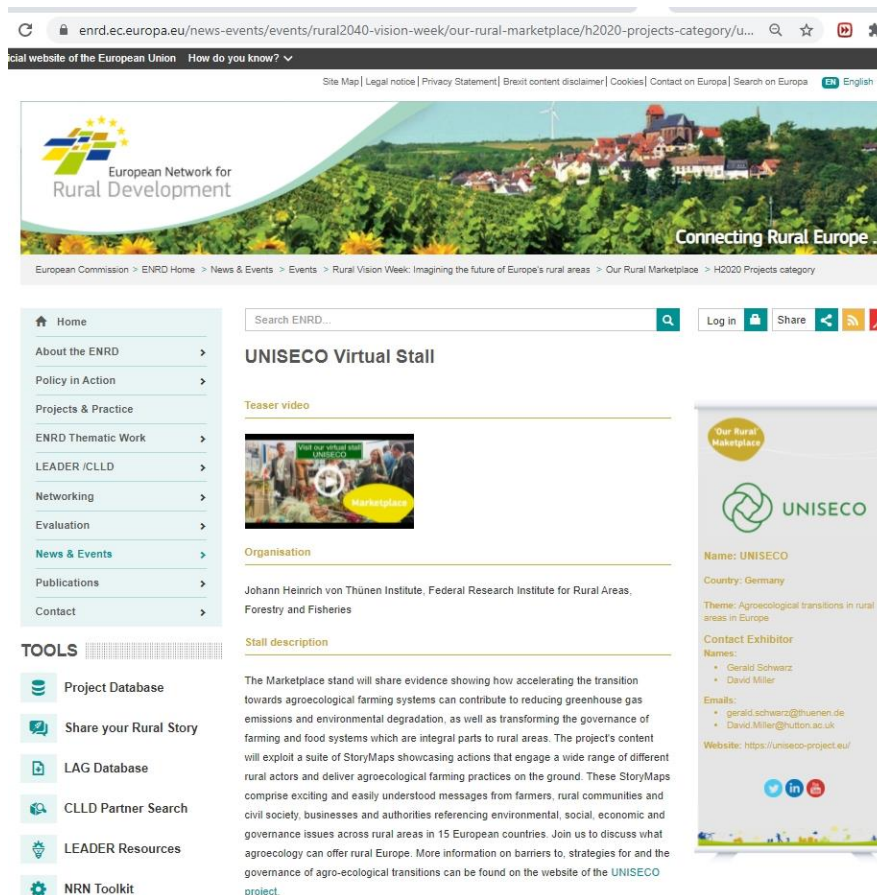


Figure 32: UNISECO virtual Market Place at the Rural Vision Week 2021

1.1.10.3. UNISECO engagement with EIP-Agri Service Point and use of their tools

During the First Reporting Period the EIP-Agri Service Point has included UNISECO in the multi-actor projects database. This is a list of projects in which end users and multipliers of research results such as farmers and farmers groups, advisers, enterprises and others, are cooperating closely throughout the time of their research projects (Figure 33). The information can be found at: <https://ec.europa.eu/eip/agriculture/en/find-connect/projects>.



Figure 33: UNISECO in the EIP-Agri multi-actor project database.

In addition, Pille Koorberg, a team member and rural development expert of the EIP-Agri Service Point, is a member of the UNISECO Project Advisory Group (<https://uniseco-project.eu/project-advisory-group>). Their involvement in the Project Advisory Group, and the regular interactions between it and the project partners, ensures a regular screening and identification of possible engagement opportunities with EIP-Agri. Close links with EIP-Agri Operational Groups and local contact points in the partner countries are also maintained.

UNISECO was also invited to the Agri-Innovation Summit 2019 (Lisieux, France) organised by the EIP-Agri Service Point in June 2019 (Figure 34). The presentation and participation of UNISECO at the summit enabled the dissemination of results and networking with a wide range of rural, agricultural and environmental stakeholder and policy-makers and resulted in follow-up activities exploring co-operation with other multi-actor projects such as DiverIMPACTS. See: <https://uniseco-project.eu/news/23/agri-innovation-summit-2019-25-26-june-2019>



Figure 34: UNISECO poster at the Agri-Innovation Summit 2019.



WWF Romania represented UNISECO at the EIP-AGRI Workshop “Small is Smart” – Innovative solutions for Small Agricultural and Forestry Holdings between 29 and 30 October 2019 in Bucharest, Romania. See: <https://uniseco-project.eu/news/44/>

Uniseco was featured on page 6 in the EIP-AGRI brochure on “Sustainable and Resilient Farming: inspiration from Agro-ecology” in February 2020 (Figure 35). See: <https://uniseco-project.eu/news/67/uniseco-in-eip-agri-brochure-on-sustainable-and-resilient-farming-inspiration-from-agro-ecology>



Figure 35: UNISECO featured in the EIP-AGRI brochure on agroecology

David Miller (HUT) represented the UNISECO team at the EIP-AGRI Seminar 'CAP Strategic Plans: the key role of AKIS in Member States' between 16 - 18 September 2020. See: <https://uniseco-project.eu/news/84/>

1.2. Dissemination Materials and Publications

Materials were produced during the project to support its visibility. These materials include a project leaflet (See Appendix 4.17) which was prepared and published in English. A template was also created for the partners to translate the leaflet into national languages, with versions now available in German, Hungarian and Italian (<https://uniseco-project.eu/resources>; Appendix 4.17). A roll-up poster (See Appendix 4.18) about the project was also designed and printed for use at relevant events. Videos have been recorded for the UNISECO project websites and other channels to promote the project and its work.

1.2.1. Project flyer

The project flyer (Figure 36) was created at the beginning of the project. A template for collecting partner language translations was also developed. The project leaflet is available in English, German, Hungarian and Italian languages from the project website Resources section. <https://uniseco-project.eu/news/3/>.

The project flyer was used across various face-to-face communication and dissemination activities including conferences, workshops, meetings, interviews and consultations. Examples of events at which the project leaflet was used are listed in Appendix 4.9.

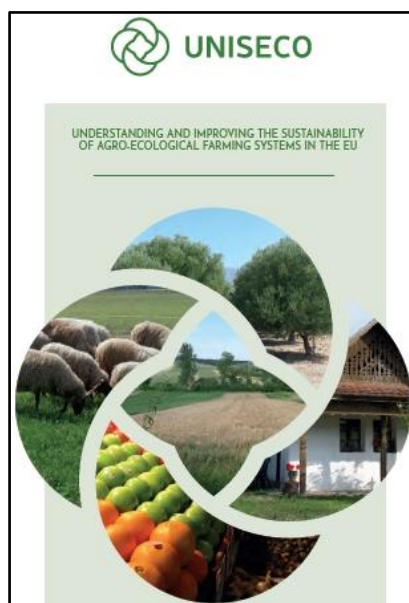


Figure 36: Front page of the UNISECO project leaflet.

1.2.2. UNISECO roll-up poster

The project roll-up poster got ready for the 2nd project meeting in Venice, Italy. The project roll-up is available in several languages and used at face-to-face communication and dissemination activities including conferences, workshops, project meetings (e.g. see: <https://uniseco-project.eu/news/18/uniseco-1st-annual-meeting-and-stakeholder-workshop-in-helsinki>, <https://uniseco-project.eu/news/46/4th-uniseco-project-meeting-with-stakeholder-workshop-12-15-november-2019>) and stakeholder consultations (Figure 37).



Figure 37: The roll-up poster used as a backdrop at events such as the stakeholder workshop in Helsinki, Finland, May 2019.

1.2.3. Publications and communication in mass media

This deliverable reports on communication, dissemination and impact of project activities during the the project, was prepared using the reporting by project partners in their quarterly 'COMMDIS reports' (one per partner, per quarter) and summarising the results from webpage and social media analytical tools.

Several hundred different activities were carried out by 18 partners during the project. The estimated number of people reached per action varied from 1 stakeholder to 1.1 million possible listeners of a national radio broadcast. Approximately 2 million people from different audiences were reached. Not all participants at every event can be counted. Attempts have been made to limit the reporting to the number of people with whom there was evidence of engagement, or direct contact. Audiences of mass media channels are estimated using the statistics provided by the relevant publication or broadcaster. Partner SLU reached the largest audience with 3 articles in the popular press (Figure 38 and Figure 39) which reached between 100,000 to 350,000 readers and a science report in a national radio broadcast (1.1 million).



Figure 38: An example of one of the articles in the popular press in Sweden.

The activities carried out by project partners covers a broad range of forms and media. These included presentations, articles on partner websites, social media, newspapers, radio, national and international events, workshops, newsletters, press releases, videos, and e-mails. The most frequent activities were oral presentations, discussions, workshops, sessions and other different events, press articles, and poster presentations (Figure 40). The most popular form of activity used by most of the partners was an oral presentation or other type of presentation. All of the project's target audiences were reached.



Figure 39: An example of mentions in the radio program.



Figure 40: An example of a poster prepared for the final conference.

1.2.4. Publishing and promoting UNISECO policy and issue briefs

As part of the project synthesis project recommendations to policy and practice have been formulated in 2 page colourful pdf-s as UNISECO policy and issue briefs both from the case studies and at project level towards the end of the project. A heavy dissemination campaign through the project website (Figure 42) and social media channels (Figure 41) is pursued to promote these project recommendations. The briefs are deposited to Zenodo as technical notes, and are available from the Resources section and of the case study pages of the project website.



Figure 41: Examples of #UNISECOresults social media campaign

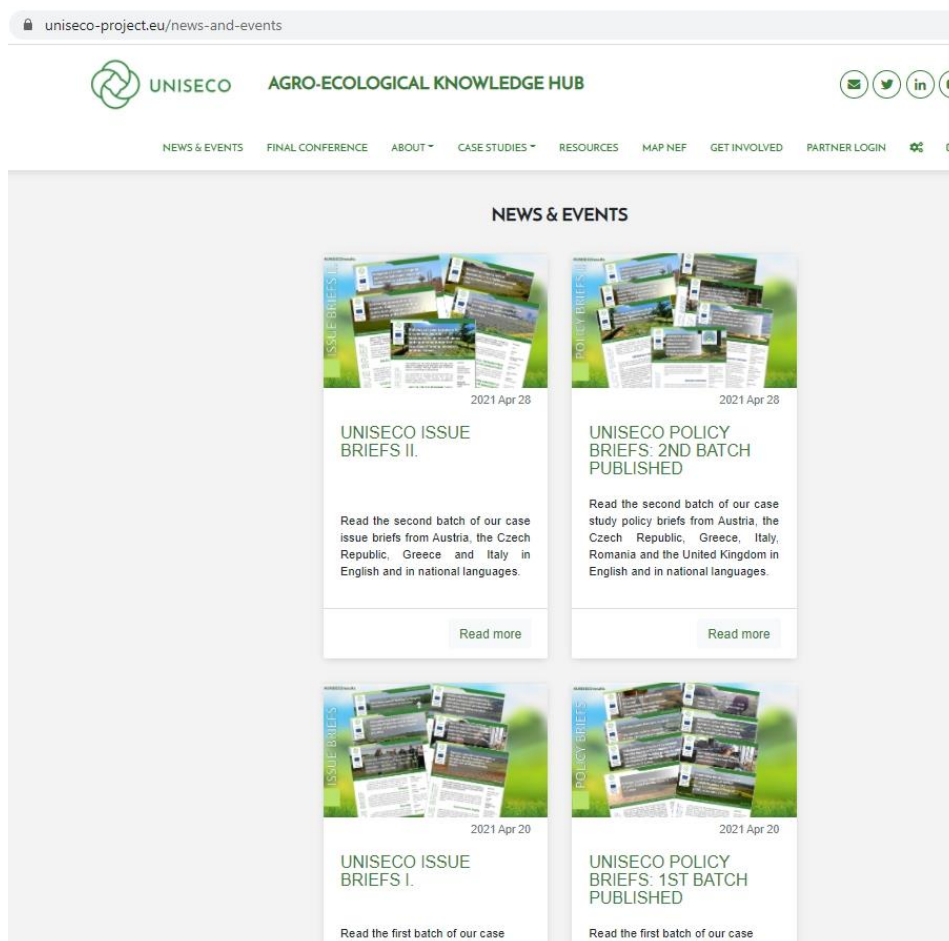


Figure 42: Examples of UNISECO results campaign on the project website

1.2.5. Open access peer-reviewed scientific publications

Consortium partners contributed to several open access peer-reviewed scientific publications:

- **Policies for agroecology in Europe, building on experiences in France, Germany and the United Kingdom** Nic Lampkin, Gerald Schwarz, Stephane Bellon - *Journal of Sustainable and Organic Agricultural Systems* Vol 70 (2) 2020. DOI:10.3220/LBF1611684471000
- **Assessing agro-ecological practices using a combination of three sustainability assessment tools** - Jan Landert, Catherine Pfeifer, Johannes Carolus, Gerald Schwarz, Fabrizio Albanito, Adrian Muller, Pete Smith, Jörn Sanders, Christian Schader, Francesco Vanni, Jaroslav Prazan, Lukas Baumgart, Johan Blockeel, Rainer Weissshaidinger, Ruth Bartel-Kratochvil, Alexander Hollaus, Andreas Mayer, Andrea Hrabalová, Janne Helin, Jyrki Aakkula, Kristina Svelds, Emmanuel Guisepelli, Alexandra Smyrniotopoulou, George Vlahos, Yiannis Iordanidis, Alfréd Szilágyi, László Podmaniczky, Katalin Balázs, Francesco Galioto, Davide Longhitano, Letizia Rossignolo, Andrea Povellato, Andis Zilāns, Gražvydas Jegelevičius, Mihaela Frățilă, Uxue Iragui Yoldi, Carlos Astrain Massa, Jon Bienzobas Adrián, Kajsas Resare Sahlin, Elin Rööös, Rebekka Frick, Richard Bircher, Inge Aalders, Katherine N. Irvine, Carol Kyle, David Miller - *Journal of Sustainable and Organic Agricultural Systems* Vol 70 (2) 2020
- **Food systems in a zero-deforestation world: Dietary change is more important than intensification for climate targets in 2050** - Michaela C.Theurl; Christian Lauk; Gerald Kalt; Andreas Mayer; Katrin Kaltenegger; Tiago G.Morais; Ricardo F.M.Teixeira; Tiago Domingos; Wilfried Winiwarter; Karl-Heinz Erb; Helmut Haberla; *Science of the Total Environment* Vol 735 2020

- **Agroecological initiatives in Hungary and their Central European aspects** - András Székács, Péter Roszík, Katalin Balázs, László Podmaniczky, Apolka Ujj - *Int. J. of Agriculture and Natural Resources*. Vol 47, No 3 (2020)

Further publications are being prepared.

1.3. External peer-to-peer exchange

All project partners presented the UNISECO to peer groups, whether science, policy or practice. The information communicated covered project objectives, activities and results. The principal channels for communicating were websites, social media and newsletters, and through events, conferences and workshops. They also included international and national conferences, workshops, exhibitions and panels (e.g. Figure 43).



Figure 43: UNISECO partners (GAN) presenting the project in the conference CONAMA 2018.

1.3.1. Organisation of conferences or sessions

The UNISECO project team organised two oral sessions and poster session at the Annual meeting of the Association of American Geographers (AAG) meeting in Washington DC, USA, in April 2019 (Figure 44, Figure 45). These sessions included invited contributions from the H2020 LIFT and SUFISA projects. At the 8th AIEAA Conference “Tomorrow’s Food: Diet transition and its implications on health and the environment” the UNISECO project team, with teams from the H2020 projects CONSOLE and CONTRACT2.0, organised a session on “Emerging issues and instruments in public goods provision from agriculture”. The session also included a presentation from the H2020 LIFT project. See: <https://uniseco-project.eu/news/24/8th-aieaa-conference-pistoia-13-14-june-2019>

This cooperation was repeated with an organised session at the 9th AIEAA Online Conference on the 11th and 12th June 2020. See: <https://uniseco-project.eu/news/93/uniseco-at-the-9th-aieaa-conference-in-june-2020>

An example of an organised conference at case study level is the national stakeholder conference “The Future of Soil Conservation Farming in Hungary” on 2nd March 2021 organised by the Hungarian UNISECO team as a closing event to the Hungarian case study in cooperation with the National Chamber of Agriculture. Being a further training credit giving event for registered agricultural advisors and soil conservation experts, and with a rich programme addressing the role of the main stakeholder categories (farmers, value chain actors, science, authorities, NGOs and consumers) in advancing the topic of soil conservation farming and various related topics from the EU soil strategy, to regulatory environment and CAP Strategic Planning, EU Agroecological Partnership, consumer aspects to farming

practices, the conference attracted more than 250 participants nationwide. All the video and presentation materials for the Hungarian stakeholders are made available through the conference website: <https://uniseco-project.eu/hu/talajkimelos-konferencia>. See English summary of the programme here: <https://uniseco-project.eu/talajkimelos-konferencia>



Figure 44: UNISECO organised session at the Association of American Geographers (AAG) meeting in Washington DC, USA, in April 2019 on “Agroecological Transitions in a Transatlantic Context”.



Figure 45: Photographs of the oral and poster sessions organised by UNISECO at the Association of American Geographers (AAG) meeting in Washington DC, USA, in April 2019.

UNISECO organised Symposium 5: "Agroecological transitions of farming systems: Strategies and their implications for sustainability and governance in different European contexts" at the Annual Conference of The Agricultural Economics Society to present project results at the Annual Conference of the Agricultural Economics Society on 30th March. See: <https://uniseco-project.eu/news/151/uniseco-at-the-annual-conference-of-the-agricultural-economics-society-30-march-2021>

We organized a stream of three virtual sessions entitled "Agroecological transitions in different geographic contexts: Concepts, typologies, barriers, drivers and sustainability performance" at the virtual AAG 2021, the Annual Meeting of the American Association of Geographers on 10th April 2021, where project results were presented (Figure 46). See: <https://uniseco-project.eu/news/127/uniseco-sessions-at-aag-2021-10th-april-2021>



Figure 46: UNISECO organized sessions at the AAG 2021

1.3.2. The UNISECO Final conference

As the UNISECO project came to an end on 30 April 2021, we celebrated its legacy with a final digital event, gathering partners, experts and members of the European institutions.

Due to the Covid-19 pandemic the event gone all online using the Hopin platform customized for UNISECO by GEO, the technical organizer of the conference. A dedicated website page <https://uniseco-project.eu/final-conference> (Figure 53) and menu item was created to this highlighted event at the project website from where participants could access the conference platform, and also a conference tool Hopin guide webpage <https://uniseco-project.eu/articles/76/conference-tool-hopin-guide> including a "How to navigate the platform..." video <https://youtu.be/siVPgrff6Bs> was created (Figure 47).

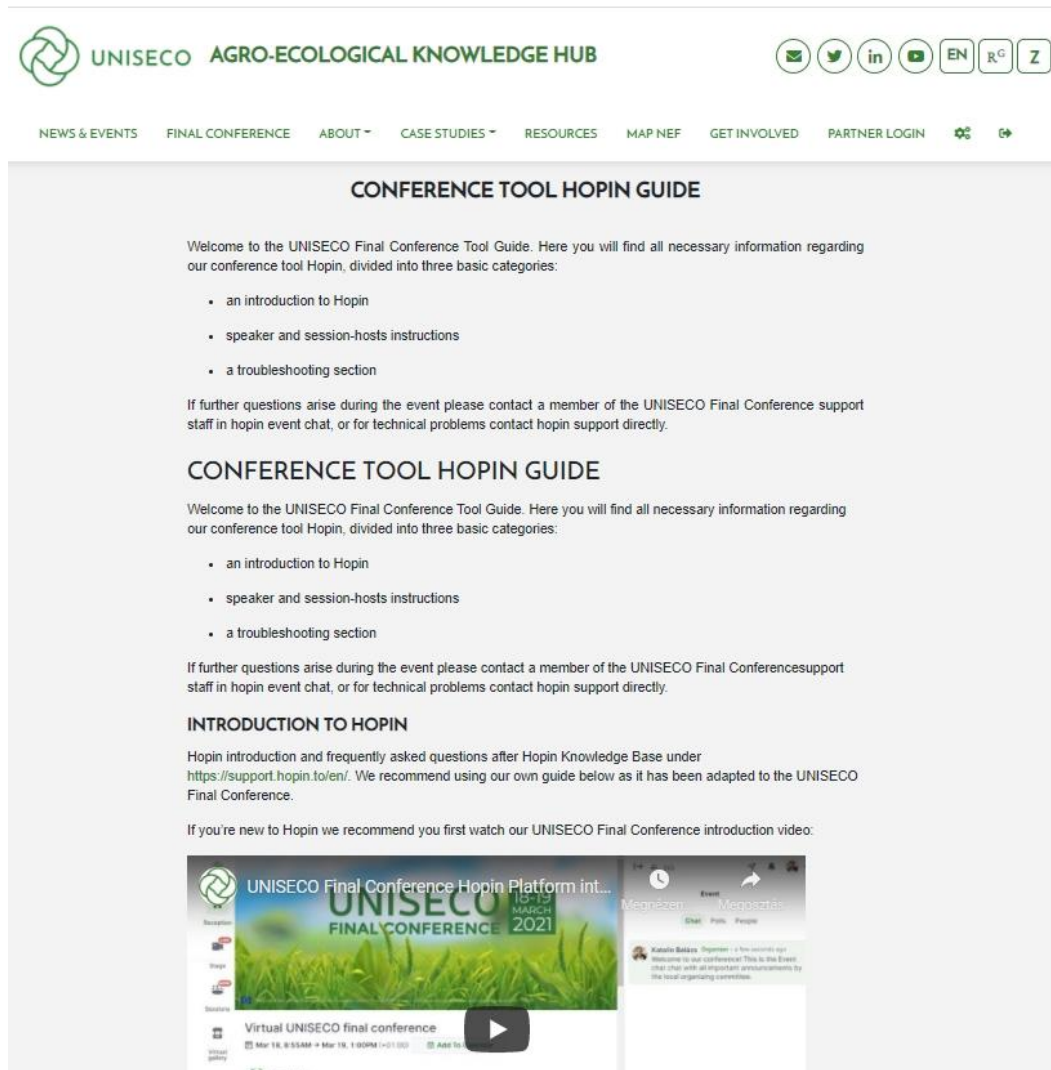


Figure 47: Conference tool Hopin guide with video was created at the conference webpage to guide attendees

The event addressed the presentation of the EU policy context, the UNISECO project, its main results and transdisciplinary approach, governance of agro-ecological transitions and sustainability implications at farm and territorial level, and a workshop on agro-ecological transitions in Europe and contributions of the project results to the Agroecological Partnership, CAP strategic plans and future research topics.

In 7 plenary and 18 parallel sessions we showcased the results of the UNISECO project, including strategies for agro-ecological transitions in a diverse set of case studies across Europe, territorial implications of agro-ecological transitions at EU-level, and the Agro-Ecological Knowledge Hub and key recommendations for policy and practice.

The event provided opportunities to:

- Debate approaches, findings and lessons for policy and for practice, and the spatially explicit interactive online tool to explore sustainability impacts of agro-ecological farming systems;
- Contribute to an evolving debate of the role of agroecology in sustainable farming and food systems in Europe, and of effective policy support;
- Network with key stakeholders, researchers and other interested parties.

Project results are intended to contribute to the implementation of the EU Farm to Fork Strategy, Biodiversity Strategy for 2030, the preparations of the European R&I partnership on agroecology living labs and research infrastructures, and the national CAP Strategic Plans.

The target audience of this conference was farming organisations and stakeholders across the value chain, the European Commission and EU and national public authorities, international organisations, NGOs and civil society organisations, knowledge and innovation networks and brokers, and researchers. 369 attendees from 35 countries have registered from all over the world (Figure 48, Figure 49).



Figure 48: Share of participants from 35 countries registered for the final project conference

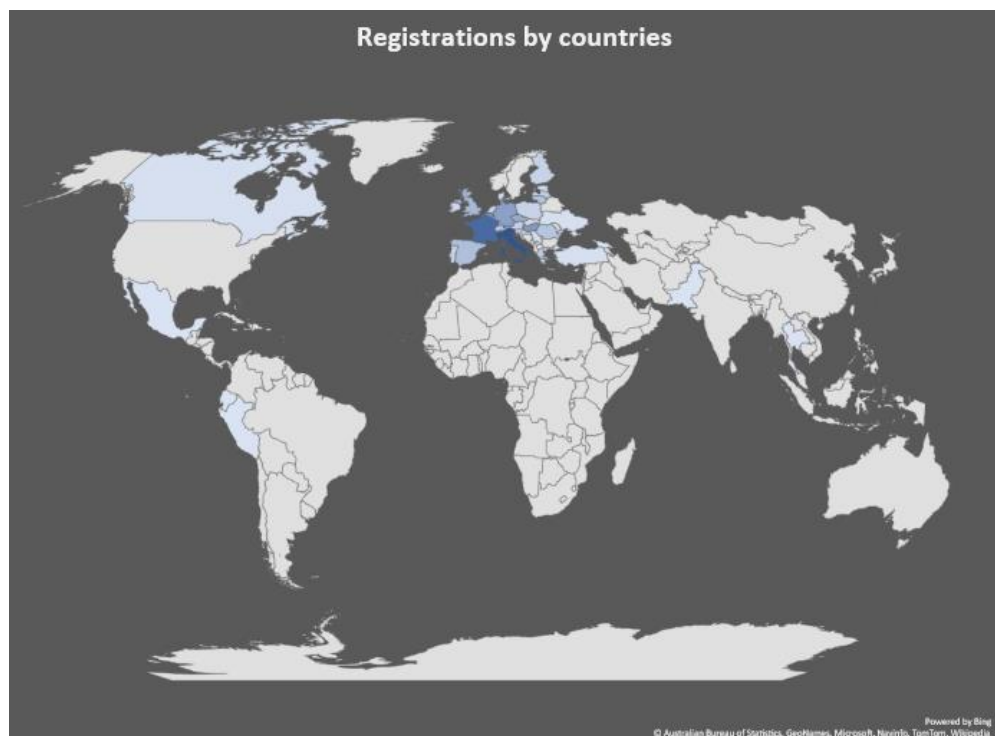


Figure 49: World map of UNISECO final conference attendees

On the registration page we also asked information about the gender and type of stakeholder attendees represent (Figure 50, Figure 51).



Figure 50: Share of registered participants according to stakeholder type



Figure 51: Share of registered participants by gender

A refreshed spring design for the UNISECO final conference Hopin tool was created by GEO, including the conference agenda (Figure 52), that fits the original visual identity of the project.

All the presentation and video materials of the conference are available through the conference webpage and the project YouTube channel's dedicated playlist: <https://www.youtube.com/watch?v=QtknBrMFdjo&list=PLD3b7A9usENhMbqcq-hy5jt7w2K2Jpv5s>.



UNISECO FINAL CONFERENCE ONLINE
18-19 MARCH 2021

Understanding and Improving the Sustainability of Agro-ecological Farming Systems in the EU

Join us for the virtual conference of our H2020 project

We will showcase the results of the UNISECO project, including strategies for agro-ecological transitions in a diverse set of case studies across Europe, territorial implications of agro-ecological transitions at EU-level, and the Agro-Ecological Knowledge Hub and key recommendations for policy and practice.

The event will provide opportunities to:

- Debate approaches, findings and lessons for policy and for practice, and the spatially explicit interactive online tool to explore sustainability impacts of agro-ecological farming systems;
- Contribute to an evolving debate of the role of agroecology in sustainable farming and food systems in Europe, and of effective policy support;
- Network with key stakeholders, researchers and other interested parties.

Project results are intended to contribute to the implementation of the EU Farm to Fork Strategy, Biodiversity Strategy for 2030, the preparations of the European R&I partnership on agroecology living labs and research infrastructures, and the national CAP Strategic Plans.

The target audience of this conference is farming organisations and stakeholders across the value chain, the European Commission and EU and national public authorities, international organisations, NGOs and civil society organisations, knowledge and innovation networks and brokers, and researchers.

REGISTER NOW!
<https://uniseco-project.eu/final-conference>

Registration for this event closes on 15 March 2021

If you have any questions concerning the final conference please contact us by email:
uniseco@geonardo.com

<https://uniseco-project.eu>

AGENDA

18 th March 2021	19 th March 2021
09:00 Welcome introduction to conference, Lara Comgü, REA Project Adviser	09:00 Welcome and workshop introduction
09:15 Setting the scene on the EU policy context, Susana Gaona Saez, DG Agri Policy Officer	09:15 Presentations introducing the European R&I partnership on agroecology and its preparation and providing insights into lessons learnt and emerging key issues for supporting agro-ecological transitions:
09:45 Webinar: Governance and sustainability of agro-ecological transitions – Synthesis of main findings and recommendations	<ul style="list-style-type: none"> European R&I partnership on agroecology, Susana Gaona Saez, DG Agri Policy Officer H2020 ALL-Ready project, Heather McKinn, FACEE-JPI H2020 LIFT project, Laure Latture, INRAE H2020 UNISECO project, Gerald Schwarz, Thünen Institute
<ul style="list-style-type: none"> Introducing the UNISECO project and its transdisciplinary approach Synthesis of strategies of agro-ecological transitions EU-level sustainability implications of agro-ecological transitions Recommendations for research and policies at regional, national and EU levels Introduction to and demonstration of the Agro-ecological Knowledge Hub 	10:15 Break
12:30 Introduction to parallel sessions and booths for the afternoon – Virtual guidance tour	10:45 Discussion of emerging key issues and possible contributions to the preparation of the European R&I partnership on agroecology, national level CAP strategic plans and future research topics:
13:00 Lunch break	<ul style="list-style-type: none"> How can actors throughout the value chain be engaged in agro-ecological transitions? What role and potential do local Multi-Actor Platforms have in supporting agro-ecological transitions? How can the future CAP effectively support agro-ecological transitions? Which instruments need to be strengthened?
14:30 Conference sessions and information booths providing detailed insights on:	11:45 Break
<ul style="list-style-type: none"> Key actions and lessons from a multi-actor perspective to overcome barriers of agro-ecological transitions from 15 European countries Farm level sustainability impacts of agro-ecological transitions Territorial sustainability impacts of agro-ecological transitions Role and potential of Multi-Actor Platforms in agro-ecological transitions Demonstration of the agro-ecological knowledge hub and the Socio-ecological system interaction tool (SESIT) 	12:00 Roundtable discussion of future research topics to support agro-ecological transitions
17:00 Forward look: to workshop on agro-ecological transitions on the 19 th March	12:45 Summary of workshop and outlook to next events
17:15 End of day	13:00 End of workshop

UNISECO is a European Union research project aiming to develop innovative approaches, to enhance the understanding of socio-economic and policy drivers and barriers for further development and implementation of agro-ecological practices in EU farming systems.

Project coordinator: Dr Gerald Schwarz // Email: gerald.schwarz@thuenen.de // Phone: +49 531 596 5140
Thünen Institute, Bundesallee 65, 38116 Braunschweig, 089000

Project timeframe: 1 May 2018 – 30 April 2025
<https://cordis.europa.eu/project/id/773901> <https://zenodo.org/communities/uniseco-h2020/>

UNISECO in the EIP-Agri projects database:
<https://data.eip-agri.eu/en/communities/uniseco-h2020/>

VISIT THE UNISECO AGRO-ECOLOGICAL KNOWLEDGE HUB: uniseco-project.eu

 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 773901.

Figure 52: UNISECO Final Conference flyer with agenda

<https://uniseco-project.eu/final-conference>


UNISECO AGRO-ECOLOGICAL KNOWLEDGE HUB

NEWS & EVENTS FINAL CONFERENCE ABOUT CASE STUDIES RESOURCES MAP NEF GET INVOLVED PARTNER LOGIN

FINAL CONFERENCE

UNISECO WOULD LIKE TO THANK YOU FOR YOUR ATTENDANCE AND CONTRIBUTIONS

The UNISECO project came to an end on 30 April 2021. Hence, we celebrated its legacy with a final digital event, gathering partners, experts and members of the European institutions. The event addressed the presentation of the EU policy context, the UNISECO project, its main results and transdisciplinary approach, governance of agro-ecological transitions and sustainability implications at farm and territorial level, and a workshop on agro-ecological transitions in Europe and contributions of the project results to the Agroecological Partnership, CAP strategic plans and future research topics.



UNISECO FINAL CONFERENCE ONLINE
18-19 MARCH 2021

Understanding and Improving the Sustainability of Agro-ecological Farming Systems in the EU

ABOUT THE EVENT

We showcased the results of the UNISECO project, including strategies for agro-ecological transitions in a diverse set of case studies across Europe, territorial implications of agro-ecological transitions at EU-level, and the Agro-Ecological Knowledge Hub and key recommendations for policy and practice.

Figure 53: The UNISECO final conference webpage at <https://uniseco-project.eu/final-conference>

1.3.3. Organisation of workshops

The UNISECO project partners organised a 57 workshops. These included workshops in the case studies with the members of the case study MAPs (Figure 54) and (in addition to the above highlighted conference sessions), and at international conferences such as the Agroecology Europe Forum 2019. These workshops brought together different types of stakeholders from the European Commission and its agencies, local authorities, farmers, the public sector and NGOs). Photographs of such project workshops are shown in Figures 49 and 50. The workshops covered a range of different themes of technical or thematic relevance to the project, usually based on the work in the national case studies.

The Covid-19 pandemic first slowed down the organisation of workshops, partners hoped that with some delay they could still organize them in a physical format or either conducted phone interviews with stakeholders, but when it became apparent that the situation will more persistent, partner teams started organizing online workshops (Figure 55) once the stakeholders got used to online meetings.

The transdisciplinary approach in the Multi-actor Platform workshops are evaluated in detail in Deliverable 7.3.



Figure 54: Examples of multi-actor workshops held by project partners.

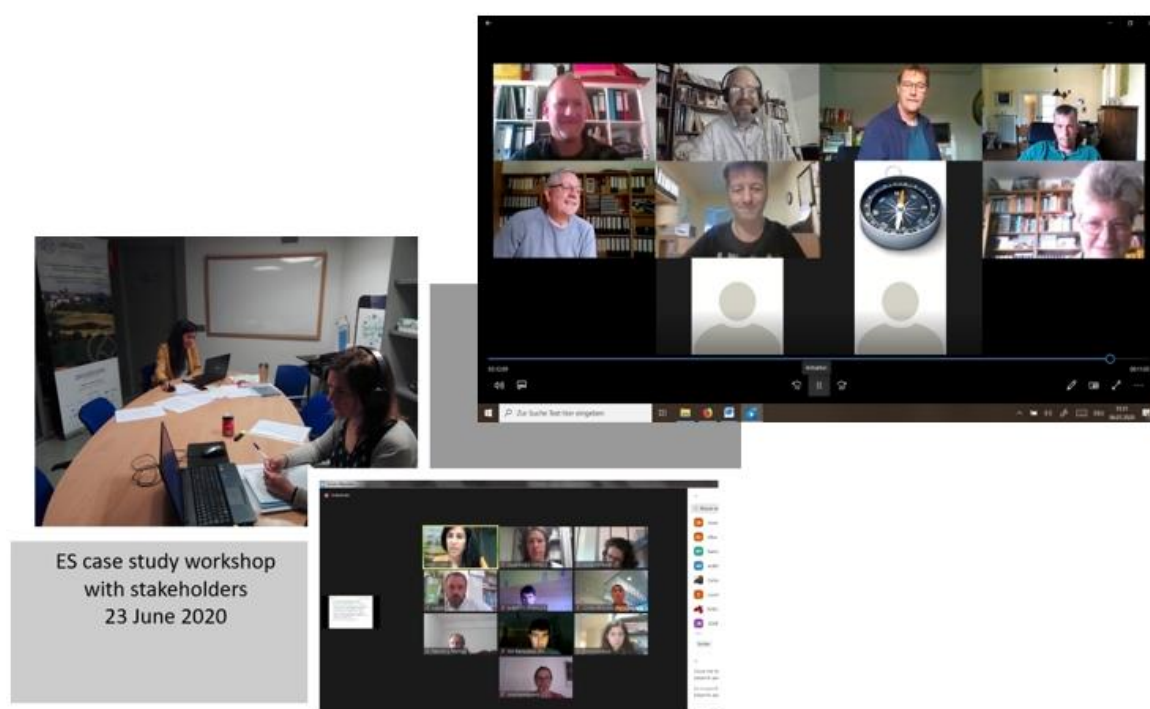


Figure 55: Examples of online MAP workshops in Spain and in Germany in summer of 2020

1.3.4. Participation at conferences and workshops

UNISECO project partners participated in 55 international and national conferences (Appendix 4.9) and 14 national and international workshops (Appendix 4.10). Target audiences included members of the European Parliament, scientists, nature conservation bodies, NGOs. There was also participation in 97 events other than conferences or workshops (Appendix 4.11), which included various meetings, seminars and interviews with stakeholder or interview groups. Also there were events of 19 other projects (Appendix 4.13) and 10 European Commission /European Union events (Appendixes 4.15).

Among these events project held meetings with other stakeholders or contributed to consultations on public policy. These forms of communication created opportunities to present the project to a wider audience, distribute project materials, and to contribute to mechanisms of public policy.

The topics or themes covered in these events were analysed for the production of a word cloud which gives an indication of the prominence of reference to the European Commission, DGs Agri and ENV, and the H2020 LIFT project, and thus the contribution of those bodies to the events. Examples of the use of the visual identity of the UNISECO project, and displays which it supports, to promote the project are illustrated in Figure 56.

From February 2020 onwards the Covid-19 pandemic caused disruptions to participating at conferences as many events were first delayed, and then converted into online events that UNISECO could follow. Depending on the online format of the events there either was or was not opportunity provided to interact or communicate about UNISECO to participants.



Figure 56: Partners presenting UNISECO at physical conferences

1.3.5. Collaborating with other projects

UNISECO has established close ties with other relevant initiatives under EU-funded, international or national programmes, helping to raise awareness and impacts amongst the target audience groups. Partners identified opportunities to participate in each other's events and the organisation of shared events. With this as an aim, close links have been established at both central and local project levels.

At a project level, while attending the project Coordinators' Day, organised by the European Commission Research Executive Agency, exchanges were made with other relevant H2020 projects such as LANDSUPPORT and ECOSTACK.

UNISECO makes use of, and integrates with, relevant activities of projects and events to add value, avoid duplication of effort and dilution of impact on policy advisors, and maximise combined impacts. Contacts with other European Union level research consortia and teams working on agroecological systems or relevant topics have been established to ensure coherent and complimentary communications. Synergies are sought in dissemination actions, exchange of materials, establishing links between websites and co-operation to increase efficiency of deliverables.

Joint dissemination activities with other H2020 projects included conference sessions and workshops with the ALL-Ready, AURORAL, COFARM, CONSOLE, CONTRACT2.0, FARMDEMO, LIFT, SIMRA and SUFISA projects. With PROVIDE, UNISECO contributed to its final conference (<https://uniseco-project.eu/news/4/uniseco-presented-at-provide-regional-final-conference-in-italy>) (Figure 57). Collaborations have also been through contributions to international events such as FFA 2019, FEAL Conference, MAES Stakeholder workshop, CARE-T-FARMS event, and the Best of Portugal.

Contacts with the H2020 LIFT project ('Low-Input Farming and Territories - Integrating knowledge for improving ecosystem-based farming') consortium have been well established. Dr Laure Latruffe, LIFT Project Coordinator (INRA, Rennes, France), participated in the UNISECO kick-off meeting at which opportunities of shared activities were discussed. She also participated in UNISECO final conference. Similar engagement took place with the participation of Gerald Schwarz, UNISECO Project Coordinator (Thünen Institute, Germany). Synergies have been being sought between the two projects through dissemination actions (e.g. joint policy seminars), the exchange of materials (e.g. on typologies developed in both projects), cross referencing in project newsletters, establishing links between websites and social media channels.



Figure 57: Examples of networking events which UNISECO contributed to

Examples of related activities at national levels are: i) the MEDATE project, Germany, using participatory approaches to develop targeted schemes for increasing agrobiodiversity; ii) Scottish Government Strategic Research Programme 2016-21; and use of its Centre for Sustainable Cropping research platform (Balruddery farm, James Hutton Institute, Dundee, United Kingdom).

2. IMPACT EVALUATION: KEY PERFORMANCE INDICATORS RELATED TO COMMUNICATION AND DISSEMINATION ACTIVITIES

There are 3 key performance indicators related to communication and dissemination activities. These are listed in Table 6 together with the original target for the full 36 month period of the project, and the total achieved.

Table 6. Key performance indicators: Targets and total achieved

	Cumulative Target (full project period)	Total Achieved
KPI 07 Number of website hits	800	13,457 users/ 66,597 pageviews
KPI 08 Social media followers	200	153 (LI)+ 729 followers (Tw)
KPI 09 Subscribers to newsletter	100	440

The number of communication and dissemination activities under taken for each of the categories of activity is shown in Table 7 together with a cross-reference to the relevant appendix in which more information is provided.

Table 7. The number of communication and dissemination activities linked to the project by category.

Category	Number of and Communication Dissemination Activities	Relevant Appendix
Organisation of Conference or Conference Sessions	10	4.1
Organisation of Workshops	57	4.2
Press releases	2	4.5
Non-scientific and non-peer-reviewed publication (popularised publication)	26	4.7
Exhibition	1	4.6
Flyer	450	4.17
Training	6	4.3
Social Media (Twitter)	390	4.16
Website	1	
Communication Campaign (e.g. Radio, TV)	6	4.8
Participation to a Conference	55	4.9
Participation to a Workshop	14	4.10
Participation to an Event other than a Conference or a Workshop	97	4.11
Video/Film	54	4.12

Category	Number of and Communication Dissemination Activities	Relevant Appendix
Participation in activities organised jointly with other EU project(s)	19	4.13
Other: News items on project website	144	4.4
Other: Relating to the UNISECO Newsletter	17	4.14
Other: Events with the European Commission/ European Union	10	4.15
Other: on-line repositories - Researchgate followers, reads	53, 486	

Estimate of the number of people reached through the communication and dissemination activities are provided in Table 8. The estimated number of members of the general public reached is based upon the circulation figures for the media outlets (e.g. radio broadcasts, newspapers). In some of the actions people reached were not/couldn't be counted, so the real numbers are even higher.

Table 8. The estimated number of people reached through the communication and dissemination and activities by category.

Category	Estimated Number (from the parts that could be counted)
Science, innovation, advisory, capacity building	3,036
Farmers	70,806
Industry	1,263
Civil Society (incl. NGOs)	2,571
General Public (e.g. laymen)	1,643,323
Policy makers (incl. Administration, authorities, EC)	1,432
Medias	55
Investors	1
Customers: e.g. consumers representative	114
Other	15,791

3. REFERENCES

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Schwarz, G. and Miller D. (2018). Data Management and Quality Assurance Plan, Deliverable D1.3. Understanding and Improving the Sustainability of Agro-ecological Farming Systems in the EU (UNISECO), Report to the European Union, pp. 23.



4. APPENDICES

4.1. Organisation of Conferences/ Sessions

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved
P01 TI, P02 CREA P03 AUA P05 HUT P11 GEO	American Association of Geographers Annual Meeting AAG 2019. Organisation of sessions: Agroecological Transitions in a Transatlantic Context (1-3): Concepts, typologies, barriers, drivers and sustainability performance; Poster: Barriers and drivers of agroecological transitions in intensive agricultural areas – a case study from Germany 3 sessions	6.4.2019	Gerald Schwarz/ Co-organisers: Inge Aalders, Katalin Balazs, Francesco Vanni; Presenters: Inge Aalders, Francesco Vanni, Alexandra Smyrniotopoulou, Kate Irvine, Katalin Balazs https://uniseco-project.eu/news/127/uniseco-sessions-at-aag-2021-10th-april-2021
P02 CREA	8th AIEAA Conference, Organised Session: “Emerging issues and instruments in public goods provision from agriculture”/ EU market and policy incentives supporting the transitions towards agro-ecological farming systems	14.6.2019	Francesco Vanni, Andrea Povellato/ CONSOLE project CONTRACT 2.0 project LIFT project https://uniseco-project.eu/news/24/8th-aieaa-conference-pistoia-13-14-june-2019
P02 CREA	9th AIEAA Online Conference “Mediterranean Agriculture facing Climate change: Challenges and Policies”/ Organized Session UNISECO-LIFT	12.06.2020	Andrea Povellato, Francesco Vanni, Oriana Gava, Gerald Schwarz
P011 GEO	Organization of the national stakeholder UNISECO conference on the future of soil-conservation farming in Hungary	2. 3.2021	GEO/ all project partners https://uniseco-project.eu/talajkimelos-konferencia https://uniseco-project.eu/hu/talajkimelos-konferencia
P01-TI P011 GEO	Organization of the final project UNISECO conference	18-19. 3.2021	GEO/ all project partners https://uniseco-project.eu/final-conference
P01 TI P11 GEO P16-UZEI	Organisation: conference/ Symposium at the Annual AES conference: Agroecological transitions of farming systems: Strategies and their implications for sustainability and governance in different European contexts	30.3.2021	Organisers: G. Schwarz TI, Katalin Balazs GEO, Jaroslav Prazan UZEI presenters: G. Schwarz, J. Landert, F. Vanni, A. Müller, E. Röös, D. Miller, M. Fratila representing all project partners https://uniseco-project.eu/news/151/
P01 TI, P02 CREA P03 AUA P05 HUT P11 GEO	Sessions at the AAG meeting 2021/ Addressing barriers of agroecological transitions in European farming systems: Lessons and experiences from multi-actor engagement in 15 case studies. 3 sessions	10.4.2021	Gerald Schwarz/ Co-organisers: David Miller, George Vlahos, Francesco Vanni, Andrea Povellato, Gerald Schwarz, Katalin, and Tania Runge (CONSOLE) Presenters: David Miller, George Vlahos, Francesco Vanni, Andrea Povellato, Gerald Schwarz, Katalin Balazs representing all partners https://uniseco-project.eu/news/16/aag-2019-uniseco-sessions

4.2. Organisation of Workshops

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others involved
P04 BOKU, P10 FIBL, P12 LUKE	First WP4 Stakeholder Workshop	01.4.2019	Elin Rös, Andreas Mayer, Janne Helin/ SLU, BOKU, FIBL, LUKE
P03 AUA	SNA workshop organised with candidate local MAP members/ / SNA workshop	30.7.2019	Alexandra Smyrniotopoulou and George Vlahos
P12 LUKE	Stakeholder workshop/ Presentation and feedback session on the SESSIT	8.9.2019	Janne Helin
P01 TI	MAP workshop German case study	9.9.2019	Johannes Carolus, Gerald Schwarz
P03 AUA	2nd Agroecology Europe Forum/ Workshop 4: Research aspects - Bringing it all together	26-28 September 2019	UNISECO members (Gerald Schwarz, Katalin Balazs, and Alexandra Smyrniotopoulou) and other external researchers
P05 HUT	UNISECO Scottish Case Study Roundtable Discussion 1/workshop	22.04.2019	D Miller, K Irvine, I Aalders, P Smith, F Albanito
P05 HUT	Food, farming and Countryside Workshop - / 'A Celebration of Land and Sea'	20.03.2019	D Miller, I Aalders
P05 HUT	Meeting with local actors/ Food, farming and Countryside Workshop	29.04.2019Apr il 2019	D Miller
P07 ISARA	SNA workshop + SES analysis + exchanges with a part of the French team of H2020 LIFT (Auvergne)	30.09.19	Audrey Vincent Philippe Fleury
P09 BEF LT	Workshop for stakeholders/ How to maintain and encourage extensive management (grazing) of grassland habitats and how to become (or remain) competitive in the market without intensifying the farming practice.	30.09.2019	Gražvydas Jegelevičius, Elvyra Mikšytė, Audronė Alijošūtė-Paulauskienė, Eglė Ruškutė
P10 FIBL	First local MAP workshop	2.4.2019	Rebekka Frick (FiBL) Jan Landert (FiBL) Bettina Scharrer (University of Bern)
P10 FIBL	Workshop in Task 3.2 with farmers.	15.10.2019	Rebekka Frick (FiBL) Jan Landert (FiBL)
P12 LUKE	UNISECO farm workshop	31.10.2019	Kaija Vähäsöyrinki /Jarkko Pyysiäinen
P15 WWF	SNA workshop with stakeholders/	11.08.2019	Mihaela Fratila
P02 CREA	MAP workshop Italian case study	16.07.2019	Francesco Vanni Orianan Gava Andrea Povellato / CREA, HUT, TI
P01 TI	MAP workshop German case study - Transition barriers and policy analysis	29.01.2020	Johannes Carolus Gerald Schwarz
P01 TI	MAP workshop German case study - Co-construction of transition strategies	6.7.2020	Johannes Carolus Gerald Schwarz
P01 TI	MAP workshop German case study - MCA of MPis	05.10.2020	Johannes Carolus / Gerald Schwarz
P01 TI	Workshop introduction and some results emerging from the project synthesis	16.02.2021	Johannes Carolus Gerald Schwarz
P01 TI	UNISECO Project: Selected key findings and possible contributions to the preparation of the European R&I partnership on agro-ecology and CAP strategic plans	19.03.2021	Gerald Schwarz
P02 CREA	Workshop on Market and Policy incentives at CS level (Task 5.3)	12.12.2019	Andrea Povellato, Francesco Galioto, Oriana Gava, Francesco Vanni
P02 CREA	MPis for the agroecological transition in Chianti: guidelines for MCA and qualitative questionnaire	21.10.2020	Andrea Povellato, Francesco Vanni, Francesco Galioto, Oriana Gava

P02 CREA	MPIs for the agroecological transition in Chianti: guidelines for MCA and qualitative questionnaire	30.10.2020	Andrea Povellato, Francesco Vanni, Francesco Galioto, Oriana Gava
P02 CREA	MPIs for the agroecological transition in Chianti: guidelines for MCA and qualitative questionnaire	19.11.2020	Andrea Povellato, Francesco Vanni, Francesco Galioto, Oriana Gava
P02 CREA	MPIs for the agroecological transition in Chianti: guidelines for MCA and qualitative questionnaire	20.11.2020	Andrea Povellato, Francesco Vanni, Francesco Galioto, Oriana Gava
P03-AUA	Workshop on assessing policy factors and evaluating transition drivers and barriers	18 December 2019	Alexandra Smyrniotopoulou
P03-AUA	MAP workshop in Greece case study within the framework of Task 3.3 - governance dimension	1 July 2020	George Vlahos & Alexandra Smyrniotopoulou
P04-BOKU	Workshop with Stakeholders	5/1/2021	
P05-HUT	Workshop on SES, barriers and incentives	8th January 2020	K Irvine, C Kyle, D Miller
P05-HUT	Workshop with farmers for Tasks 3.3 and 5.1; held online	15th June 2020	K Irvine, C Kyle, D Miller
P05-HUT	UNISECO Stakeholder Reference Group workshop	4/11/2020 and 5/11/2020	D Miller, K Irvine, A Christie
P09-BEFLT	Stakeholder workshop WP 3.3; 5.3 Barriers and drivers	9/12/2019	Elvyra Mikšytė, Gražvydas Jegelevičius, Justas Gulbinas, Audronė Alijošiūtė-Paulauskienė
P09-BEFLT	Workshop with MAPs	2020 06 30	
P09-BEFLT	Workshop with MAPs	2020 10 22	
P10-FIBL	Stakeholder project workshop with members of the EU-level MAP, SRG and PAG	Nov 2019	
P12-LUKE	Workshop: Midterm review of UNISECO, Policy session	27.-29.1.2020	Janne Helin
P11-GEO	T5.3 Workshop with HU MAP	10/12/2019	Katalin Balazs, Alfred Szilagyi
P11-GEO	T33 part B online workshop with stakeholders/ Assessment of soil conservation farming practices, assessing drivers and barriers for transition in Hungary	15/06/2020	Katalin Balazs, Alfred Szilagyi
P11-GEO	T34 workshop with farmers/ case study results were presented and consulted	8/9/2020	Katalin Balazs, Alfred Szilagyi
P11-GEO	UNISECO Stakeholder Reference Group workshop	4/11/2020 and 5/11/2020	Katalin Balazs, Alfred Szilagyi
P11-GEO	HU case study T54 part B: online workshop with HU policy experts/ Multi-criteria analysis of innovative market and policy incentives and co-construction of recommendations	9/11/2020	Katalin Balazs, Alfred Szilagyi
P13-SLU	Workshop on indicators	24 of April 2020	Kajsa Resare Sahlin, Elin Rööös
P13-SLU	Task 5.3 workshop	12th of Dec 2019	Elin Rööös, Kajsa Resare Sahlin
P14-GAN	Workshop of project Tasks 3.3-5.3/ Assessing policy factors that limit or promote agro-ecological transitions	2019/12/13	GAN (Alba Linares Quero and Uxue Iragui Yoldi)
P14-GAN	Workshop of project Tasks 3.3-3.4-5.4/ Co-construction transition management strategies	2020/06/23	GAN (Alba Linares Quero and Uxue Iragui Yoldi)
P15-WWF	Workshop - Co-construction of transition (management) strategies, governance dimension, task 3.3, including presentation about the project/ Ideas for cooperation and public policies to overcome	24.07.2020	Mihaela Fratila & Mara Cazacu

	barriers and use development opportunities for agro-ecology		
P16-UZEI	MAP workshop/ Increasing of organic milk farm resilience: overcoming the barriers	9.7.2020	Jaroslav Pražan
P16-UZEI	MAP workshop/ Increasing of organic milk farm resilience: overcoming the barriers	23.7.2020	Jaroslav Pražan
P16-UZEI	MAP workshop/ Increasing of organic milk farm resilience: overcoming the barriers	30.7.2020	Jaroslav Pražan
P16-UZEI	Internal workshop - presentation of UNISECO project and H2020	18.1.2019	Andrea Pekárková, Jaroslav Pražan, Marta Mrnušík Konečná
P16-UZEI	MAP workshop	9.12.2019	Jaroslav Pražan
P18-BIOINST	Workshop of project Tasks 3.3-5.3/ Assessing policy factors and evaluating drivers and barriers of more ecological farming	9/12/2019	Andrea Hrabalová (BIOIN)
P18-BIOINST	Workshop of project Tasks 3.3-5.3/ Increasing of organic milk farm resilience: overcoming the barriers	9.7.2020	Andrea Hrabalová (BIOIN)
P18-BIOINST	Workshop of project Tasks 3.3-5.3/ Increasing of organic milk farm resilience: overcoming the barriers	23.7.2020	Andrea Hrabalová (BIOIN)
P18-BIOINST	Workshop of project Tasks 3.3-5.3/ Increasing of organic milk farm resilience: overcoming the barriers	30.7.2020	Andrea Hrabalová (BIOIN)
P18-BIOINST	Meeting with farmers and local MAP/ UNISECO - project outputs... what's next?	April 2021	Andrea Hrabalová (BIOIN)

4.3. Training

UNISECO training for on-farm sustainability assessments

Three Decision Support Tools COMPAS, Cool Farm and SMART will be applied to assess the economic, environmental and social performance of agro-ecological and conventional farms in the UNISECO case studies.

The UNISECO project partners were trained on the use of the three decision support tools. The training was organised by the FiBL project partner in preparation for the UNISECO case studies, taking place from the 18th to 23rd February 2019 at the Organic Research Centre in Newbury, United Kingdom. The training included 11 farm visits to gain experience in the practical application of the SMART tool (Figure 45).



The UNISECO consortium thanks the Organic Research Centre for hosting the training, the Cool Farm Alliance for the demonstration of the Cool Farm Tool and the farmers for their hospitality and time for the interesting and helpful farm visits.

<https://uniseco-project.eu/news/15/>

Figure 45. Training in Decision Support Tools, meeting with farmers, Newbury, United Kingdom.

4.4. News Items on Project Website

A total of 144 news items were (2-3 more planned in May) published on the project website. For details of news items on the UNISECO project see <https://uniseco-project.eu/news-and-events>.

4.5. Press releases

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved
P07 ISARA	Press release of the presentation/ "la revue du réseau rural français, N°13, 2018, p. 18.	1st trimester 2018	
P12-LUKE	Press release to print media	Apr 2021	Janne Helin, Pasi Rikkinen, Erika Winquist

4.6. Exhibition

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved
P01 TI	Virtual Marketplace Rural Vision Week/ Case study story maps, selected briefs and videos	22.3. – 26.3.2021	Gerald Schwarz/ David Miller, all partners

4.7. Non-scientific and non-peer-reviewed publication (popularised publication)

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved
P01-TI	Article written by EIP-AGRI based on interview with project coordinator	Feb 2020	
P04-BOKU	New Book from Colin Anderson et al (2021) published.	Dez. 2020	
P15-WWF	Article written by journalist who participated in field trip / "Why is Maramures different (I)" in 12-18 Nov issue of weekly newspaper "Dilema veche"	12 Nov 2020	
P15-WWF	Article written by journalist who participated in field trip / "Why is Maramures different (II)" in 12-18 Nov issue of weekly newspaper "Dilema veche"	3 Dec 2020	
P13 SLU	Article in the popular press/ "SLU looking for farmers for a transition of more plant-based farming	18.02.2019	
P13 SLU	Article in the popular press/ "The organic farmer Adam is investing in peas instead of more animals - now his farm becomes part of an EU project"	4.03.2019	
P13 SLU	Article in the popular press/ "Farmer looking for seeds - the way for a meat producer to be more climate smart"	24.03.2019	
P12 LUKE	Article in popular press/ Laitossuunnittelu valmistumassa – Valion ja Gasumin biokaasulaitos odottaa valtion tukilinjauksia	27.9.2019	

P02-CREA	PianetaPSR/ Online magazine/ UNISECO: un progetto europeo per comprendere e migliorare la sostenibilità dei sistemi agroecologici nell'UE	Febr 2020	Andrea Povellato, Francesco Vanni
P09-BEFLT	Article about workshop in bef.lt	14/07/2020	E. Ruskute
P13-SLU	Article in farmer magazine/ Article describing the Swedish case study/ "Wants to farm in new ways to reduce climate debt"	24th of Jan 2020	Elin Rööös, Carina Tollmar, Fredrik Cleve Kjellröier
P14-GAN	Ca Article about partial results in ES CS, journal called Navarra Agraria/ DST applications results and simulation (T3.2-3.3-3.4)	2021/11/01	GAN
P15-WWF	WWF external report on agro-ecology/ "Enabling agroecological approaches in Romania" in report "Farming with Biodiversity – towards nature-positive production at scale" curated by WWF-Netherlands	April-May 2021	
P07-ISARA	Leaflet on UNISECO results	March 2020	Emmanuel Guisepelli, Philippe Fleury
P09-BEFLT	Poster for final conference: case study results and recommendations	18/03/2021	E. Ruskute/ E. Mikšytė
P14-GAN	Infographic about UNISECO project for oral and online presentations (eg. IFOAM)	Febr-Apr 2021	GAN (Alba Linares Quero); EHKO (Leire Rodriguez)
P15-WWF	Comic book/ "Beyond the horizon in Maramures"	April 2021	Adina Popescu and Alexandru Ciubotariu (external authors), Mara Cazacu
P15-WWF	Factsheets presenting DST results of each farm analysed in the project	April 2021	Mara Cazacu, Mihaela Fratila
P17-ELO	Countryside Magazine Article/ UNISECO Agro-Ecological Knowledge Hub	January/February 2020	Daniel Monteleone
P18-BIOINST	Professional magazine Náš : How to successfully produce organic milk chov (Our breeding)	Jan 2021	Mr. Prýmas editor / Andrea Hrabalová (BIOIN)
P18-BIOINST	Description of UNISECO project activities in the Annual Report of the Bioinstitut	Jan 2021	Andrea Hrabalová (BIOIN)
P18-BIOINST	Czech Technology Platform website: save the date: UNISECO final conference	15.2.2021	Andrea Hrabalová (BIOIN)
P18-BIOINST	Bioinstitut website : summary of project outputs - CZ case study synthesis (PPP)	February 2021	Andrea Hrabalová (BIOIN)
P18-BIOINST	Professional magazine Náš chov (Our breeding): How to successfully produce organic milk (II)	april / may 2021	Mr. Prýmas editor / Andrea Hrabalová (BIOIN)
P18-BIOINST	Professional magazine Zemědělec (Farmer)	april / may 2021	Andrea Hrabalová (BIOIN)

4.8. Communication Campaign (eg. radio, TV)

The communications of project activities and findings are being directed through a range of media channels, including radio and television

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved
P13 SLU	National radio - science reporting/ "More cultivation for less meat"	28.02.2019	Elin Rööf/ Jan Bengtsson
P13-SLU	Radio show featuring one of the UNISECO farmers/ Swedish national radio/ Kor på gott och ont ("Cows for good and bad")	17th of June 2020	Elin Rööf, Håkan Carlborg
P15-WWF	Field trip with journalist/writer and illustrator for the preparation of the comic book	26 Oct - 2 Nov 2020	Mara Cazacu
P15-WWF	Field trip with journalist/writer and illustrator of the comic book above, to popularise and distribute it in the local community	20-27 April 2021	Mara Cazacu
P15-WWF	Communication campaign to promote/launch the comic book to the general public	April 2021	Mara Cazacu
P17-ELO	Digital App/ News item/ eNatura2000 app post	March 20 2021	

4.9. Participation in Conferences

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved
P01 TI	GfÖ conference: 48th Annual Meeting of the Ecological Society of Germany, Austria and Switzerland/ Poster presentation	11.09.2018	Gerald Schwarz
P01 TI	COFARM Final Conference: Introduction to the UNISECO project –cooperation and co-learning in agro-ecological transitions/ Oral presentation	24.4.2019	Gerald Schwarz
P08 BEF LV	Scientific conference: „Zemes apsaimniekošana atbilstoši bioloģiskās lauksaimniecības principiem – ilgtspējīgs ieguldījums Latvijas nākotnē”	06.02.2019	A. Zilāns
P08 BEF LV	American Association of Geographers annual conference/ Presentation prepared	03 to 07.04.2019.	A. Zilāns
P17 ELO	COFARM Final Conference	24.04.2019	Gerald Schwarz (Thünen)
P01 TI	8th AIEAA Conference/ Tomorrow's Food: Diet transition and its implications on health and the environment	14.6.2019	Gerald Schwarz/UNISECO team
P08 BEF LV	8th Conference of the Italian Association of Agricultural and Applied Economics/Presentation prepared	13 to 14.06.2019	A. Zilāns
P11 GEO	Mission possible? International conference on agricultural biodiversity	23.05.2019	GEO
P17 ELO	Farm Demo Conference	21.05.2019	Lindsey Chubb
P17 ELO	FEAL Conference	06.05.2019	ELO Projects Team
P01 TI	Ecosystem Services Partnership 10th World Conference/ Oral presentation	21 to 25 October 2019	Johannes Carolus/an Landert, Fabrizio Albanito, Gerald Schwarz, Adrian Muller, Pete Smith, Jörn Sanders, Christian Schader
P01 TI	RBP Network Conference/ Oral presentation	16 to 17.9.2019	Gerald Schwarz

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved
P14 GAN	Conference within the Summer Courses of the UPV (University of the Basque Country)/ Oral communication to local and regional stakeholder	27.09.2019	Uxue Iragui Yoldi
P14 GAN	Conference of INTIA (regional public company)/ Explotaciones agrarias, sistemas agroalimentarios y sostenibilidad (Farms, agri-food systems and sustainability)	26.09.2019	Paola Eguinoa Ancho (INTIA)
BEF-LT	Participation in a conference, oral contact exchange/ Experience of sustainable farming in the context of climate change	01.08.2019	Grazvydas Jegelevicius, Audrone Alijosiute-Paulauskiene
P01 TI	Participation in conference/ ODT Forum Agroecology/oral presentation/ Exploring the role of social networks in agroecological transitions/ Evidence from case studies across Europe	04-06.12.2020	Francesco Vanni/ Johannes Carolus, Oriana Gava, Gerald Schwarz
P01 TI	Participation: 9th AIEAA Conference/ Drivers and barriers of agroecological transitions in European farming systems: Preliminary lessons from multi-actor engagement in 15 case studies	12.06.2020	Gerald Schwarz/ case study partners
P01 TI	Participation: Lift project conference/ UNISECO Project: Introduction and selected case study results	16.3.2021	Gerald Schwarz/ all partners
P01 TI	Participation: European Regions Summit for Smart Communities organised by H2020-AURORAL project / Summary of UNISECO project and multi-actor engagement	05.5.2021	Gerald Schwarz/ all partners
P01 TI	Participation: conference/ Sustainable Bioeconomy Development 2021: Adaptation to Climate Change/ Governance and sustainability implications of agroecological transitions	20. - 21.5.2021	Gerald Schwarz/ all partners
P01 TI	XVI EAAE congress 2021/ Improving biodiversity and water quality while limiting the negative impacts on the economic viability of farms	July 2021	Johannes Carolus/ Gerald Schwarz, Marcus Polaschegg
P01 TI	Eurosoil congress/ Introduction to result-based agri-environmental measures in Europe: Experiences and lessons learnt	23 - 27 August 2021	Gerald Schwarz
P02-CREA	Conference/ Social and economic drivers in the agricultural and rural sector to promote sustainable local development	02.12.2019	Francesco Vanni
P02-CREA	Forum on agroecology/ Agroecology: Multiple Transitions of Territories. Forum Origin, Diversity and Territories	05.12.2019	Francesco Vanni / Johannes Carolus (TI), Oriana Gava (CREA), Gerald Schwarz (TI)
P02-CREA	8th IAERE Annual Conference ((Italian Association of Environmental and Resource Economists)/ Presentation on "Exploring the governance networks towards the agroecological transition: evidence from 15 European case studies"	06.02.2020	Oriana Gava
P02-CREA	9th AIEAA Online Conference "Mediterranean Agriculture facing Climate change: Challenges and Policies"/ Presentation on "Identifying possible transition pathways towards agroecology: the Socio-Ecological System of Chianti, Italy"	11-12.06.2020	Francesco Galioto/ Oriana Gava, Andrea Povellato, Francesco vanni

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved
P02-CREA	AES Conference/ 30th Conference of the UK Agricultural Economics Society with presentation/ Market and policy instruments (MPIs) supporting agroecological transition	30.03.2021	Francesco Galieto, Andrea Povellato, Francesco Vanni
P02-CREA	Webinar funded by RDP programme of Tuscany region on Climate change and Resilience/ CAP post 2022 and agroecological transition/ DST: use and limits	07.04.2021	Francesco Vanni
P02-CREA P03-AUA	AAG 2021 - Annual Meeting of the American Association of Geographers 2021/ Institutional change towards the diffusion of agroecology in traditional winegrowing areas. The case of Chianti, Italy/ Co-constructing innovative market and policy incentives to face agroecological transition in Europe: challenges and opportunities/ Oral presentation "Can incremental changes pave the way to sustainability?" on session "Agroecological transitions in different geographic contexts 1: Governance and sustainability"	10.04.2021	Francesco Vanni/ Andrea Povellato/ George Vlahos* & Alexandra Smyrniotopoulou/ Gerald Schwarz, David Miller*, Katherine Irvine, Alexandra Smyrniotopoulou & George Vlahos
P03-AUA	Agroecology: Multiple Transitions of Territories 5th and 6th December 2019, Lausanne, Switzerland/ Presentation: Multi-Actor Framework for Agro-Ecological Farming Systems in the European Union/ scientific abstract	7th December 2019	K Irvine, G Schwarz (TI), F. Vanni (CREA)
P05-HUT	SAGES conference - Abstract submitted to conference scheduled for November 2020	16/10/2020	David Miller, Katherine Irvine, Gerald Schwarz, George Vlahos, Alexandra Smyrniotopoulou
P05-HUT	Scottish Alliance for Geoscience, Environment and Society conference 2020/ Scientific conference	23/11/2020	D Miller
P05-HUT	Submission of abstract of paper to Association of American Geographers, 2021	November 2020	D Miller
P05-HUT	Submission of conference session to Association of American Geographers, 2021	November 2020	D Miller
P08-BEFLV	Participation in the University of Latvia 78th Scientific conference/ Presentation "Agro-ekoloģisko lauksaimniecības sistēmu attīstība Eiropā: Izaicinājumi bioloģiskai piensaimniecības nozarei Latvijā"	31.01.2020.	A. Zilāns
P11-GEO	5th Permacultura, Agroforestry and Traditional Fruit growing conference/ poster: Barriers and Drivers of Agroecological Farming in Intensive Agricultural Areas: a case study from Hungary, poster 2: generic project poster in HU	24/01/2020	
P11-GEO	Farmers' conference/ plenary presentation: Soil conservation farming in Hungary: dream or reality?	7/2/2020	GEO
P11-GEO	Agrarium 2020 conference	3/3/2020	GEO
P11-GEO	Seminar from farm to fork sustainable food systems and the EU Green Deal/ contributions to the Chatboard of the conference and mentioning UNISECO links	8/10/2020	GEO

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved
P11-GEO	Transformational change in agro-food systems/ liaisoning with participants at online event	16/11/2020	GEO
P11-GEO	Shifting European Finance towards Food Systems Transformation: A / liaisoning with participants at online event	26/11/2020	GEO
P11-GEO	EIT Food : future of food conf 2020/ liaisoning with participants at online event	1-2/12/2020	GEO
P11-GEO	Regenerative Agriculture: How to Put Carbon in the Soil, Not in the Air / / liaisoning with participants at online event	4/12/2020	GEO
P11-GEO	6th Hungarian Permaculture, Agroforestry and Traditional Fruit Growing conference, online, 22 January 2021/ liaisoning with participants at online event	22/01/2021	GEO
P11-GEO	Virtual conference: Green farming now!/ liaisoning with participants at online event	17/02/2021	GEO
P14-GAN	Presentation to the call for contributions for the pre-conference of the IFOAM Organic World Congress 2020/ Call for Contributions for the PGS (Participatory Guarantee Systems) pre-conference. 30 Years of PGS Development: A Root and Branch Appraisal	2020/03/21	EHKO (Leire Rodriguez Zubiaurre)
P17-ELO	Soil and the SDGs: challenges and need for action/ Brochures, Activity Report, Face to Face	25 November 2019	Ana Rocha
P17-ELO	Towards a climate smart European livestock farming/ Activity Report, Face-to-Face	6 November 2019	Lindsey Chubb
P17-ELO	Seeing the forest for the trees - the multifunctional role of EU forests	21 January 2020	Lindsey Chubb
P17-ELO	EP Event on Green Infrastructure and the new CAP	28 January 2020	Daniel Monteleone, Flora Amery
P17-ELO	Innovation Conference "Climate Positive Farming	29 January	Daniel Monteleone, Juliette Olivier
P17-ELO	ELO General Assembly	15 June, 2020	Thierry
P17-ELO	Friends of the Countryside General Assembly	24 June, 2020	Thierry
P17-ELO	ELO General Assembly	2/12/2020	Thierry
P17-ELO	EPG meeting	27/1/2021	Thierry
P17-ELO	Forum for the future of Agriculture	March 23 2021	Daniel Monteleone

4.10. Participation in Workshops

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved
P17 ELO	Maes Stakeholder Workshop	17 to 18.06.2019	Lindsey Chubb
P11 GEO	International workshop: nature friendly farming – Birdlife, EEB, NABU	9.09.2019	GEO

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved
P14 GAN	Workshop of WWF and SEOBirdLife on the new CAP	29.10.2019	Carlos Astrain Mass
P15 WWF	EIP-AGRI workshop „Small is smart – Innovative solutions for small agricultural and forestry holdings”	29 to 30.10.2019	Mara Cazacu
PO2 CREA	Workshop on agroecology organised by the Central Italy Association for Agroecology	12.11.2019	Francesco Galioto
PO2 CREA	Workshop on Organic Olive Oil	20.06.2019	Francesco Vanni, Letizia Rossignonolo
P01 TI	FACCE-JPI workshop in preparation of HEU partnership on agroecology & living labs	20.04.2021	Gerald Schwarz
P01 TI	Stakeholder workshop ALL-Ready project: Conceptual framework for agroecological transitions	26.4.2021	Gerald Schwarz
P10-FIBL	Presentation of UNISECO MAP involvement at a project workshop of the H2020-project Landsupport	30.01.2020	Jan Landert (FiBL)
P12-LUKE	Participation: workshop. How can biogas achieve 4TWh potential in Finland by 2030? Transition towards carbon-neutral milk in Finland	Febr 2021	David Huisman
P11-GEO	ENRD Workshop: ‘Agriculture and environment: speaking the same language within the CAP Strategic Plans’, 6 November	6/11/2019	
P11-GEO	HU agroecology workshop organised by Védegylet (HU partner organisation to Agroecology Europe)	2/11/2020	
P13-SLU	SLU and F2F workshop/ Organic farming and expansion of agroecology and F2F	18-19 of March 2021	Elin Rööös
P18-BIOINST	The potential of OF in the protection of environmentally sensitive areas (water)/ Synergies with the theme of the case study	11/11/2019	Andrea Hrabalová (BIOIN)

4.11. Events other than a Conference or a Workshop (e.g interviews meetings, consultations)

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved
P17 ELO	Tree of the Year	19.03.2019	Daniel Monteleone
P17 ELO	Forum for the Future of Agriculture (FFA)	08.04.2019	ELO Projects Team
P17 ELO	Best of Portugal	04 to 05.05.2019	ELO Projects Team
P17 ELO	25/06/2019	25.06.2019	ELO Projects Team
PO5 HUT	Royal Highland Show/ Farmer and actor business exhibition	20 to 23.06.2019	D Miller
PO5 HUT	Visit by Royal Town Planning Institute, Grampian Chapter	8.10.2019	D Miller/ C Wang, G Donaldson-Selby
PO5 HUT	Lecture on GIS and Landscape scale conservation	8.01.2019	D Miller/ I Brown, M Castellazzi
P11 GEO	Soil conservation farming demonstration farm field day	19.09.2019	GEO

P18 BIONIST	Roundtable discussion with Czech case study farmers/ Presentation of UNISECO, Czech Case Study and DTS, data collection process presentation	18.6.2019	Andrea Hrabalová
P18 BIONIST	Colloquium of research in OF – overall presentation of UNISECO project	15.10.2019	Andrea Hrabalová
P06 UNIABDN	University seminar/ Understanding and improving the sustainability of agro-ecological farming in Scotland	24.10.2019	Fabrizio Albanito
P07 ISARA	A 3 days training session with students dedicated to SES approach in collective work	14 to 17.09.19	Audrey Vincent Philippe Fleury,
P13 SLU	Presentation at Centre for Business and Policy Studies, an independent think tank	8.10.2018	Elin Rööös
P13 SLU	Presentation for the Swedish Church, large land owner	9.10.2018	Elin Rööös
P18 BIOINST	Roundtable discussion with Czech case study farmer	18.6.2019	Andrea Hrabalová
P02 CREA	Organisation: Seminar in the context of the Master in Food Studies of the American University of Rome/ Transforming food Systems through agroecology:the case of Chianti Bio-district	11.03.2021	Francesco Vanni
P03-AUA	Discussion with MAP members on the practice dimension of the transition strategy (Task3.3)	June 2020 (skype with two advisors on 11.06.20 & 2 phone interviews with farmers (23&24.06.20)	George Vlahos & Alexandra Smyrniotopoulou
P03-AUA	Discussion with MAP members and other stakeholders on the assessment and ranking of MPIs (task5.4)	October 2020 (1 skype call, 2 in-person meetings, 3 phone calls)	George Vlahos & Alexandra Smyrniotopoulou
P03-AUA	Discussion with MAP members about the ex-post evaluation of UNISECO project	January 2021 (phone calls)	Alexandra Smyrniotopoulou
P03-AUA	Discussion with 4 EU MAP members about the ex-post evaluation of UNISECO project	February 2021 (skype calls)	Alexandra Smyrniotopoulou & George Vlahos
P01 TI	Stakeholder interview and discussion/ Exploring key lessons from German case study	18.9.2020	Gerald Schwarz
P01 TI	Stakeholder interview and discussion/ MAP interview – MCA of MPIs	12.10.2020	Gerald Schwarz
P01 TI	Stakeholder interview and discussion /MAP interview – MCA of MPIs	20.11 and 23.11.2020	Gerald Schwarz
P01 TI	Stakeholder interview and discussion/ MAP interview – Evaluation	January 2021	Gerald Schwarz
P01 TI	Stakeholder interview and discussion/ MAP interview – Evaluation	January 2021	Gerald Schwarz
P01 TI	Stakeholder interview and discussion/ MAP interview – Evaluation	January 2021	Gerald Schwarz

P01 TI	Stakeholder interview and discussion/ MAP interview – Evaluation	January 2021	Gerald Schwarz
P04-BOKU	Presentation of WP4 material in a PhD Lecture at Boku, presented by Mag. Lisa Kaufmann	3/1/2021	
P05-HUT	Display at Science and the Parliament/ Leaflets at exhibition	20th November 2019	C Curran
P08-BEFLV	Local stakeholder event (LV case/ UNISECO LV CASE STUDY: ROUNDTABLE DISCUSSION	17.07.2020.	A. Zilāns/ D.Strigune/ K. Veidemane
P09-BEFLT	Presentation "Agroecology and public initiatives"	10/01/2020	Gražvydas Jegelevičius, Audronė Alijošiūtė- Paulauskienė
P09-BEFLT	Presentation of the project at pesticides event. Presentation "Uniseco project. Goals and activities"	21/01/2020	Gražvydas Jegelevičius
P09-BEFLT	Stakeholder interviews and discussions. SES interview WP 3.1.	11-12/2019	Gražvydas Jegelevičius
P09-BEFLT	Stakeholder interviews and discussions. T.3.3.	2020 05-06	Gražvydas Jegelevičius
P09-BEFLT	Public discussion. presentation/workshop	04/2020	
P09-BEFLT	Discussion about agroecology	2020 01 08	
P05 HUT	Response to Public Consultation from Scottish Government National Council of Rural Advisers 'A Rural Conversation: Together We Can, Together We Will'	24.07. 2018	D Miller/ James Hutton Institute staff
P05 HUT	Response to Public Consultation from Scottish Government on Support for Agriculture and the Rural Economy – Post Brexit Transition	15.08.2018	D Miller/ James Hutton Institute staff
P15 WWF	Meeting Leuphana university and Southern Transylvanian Research/ Oral presentation	27.09.2018	Mihaela Fratila
P18 BIOINST	regular meeting of members the Commission for the implementation of the Action Plan for the OF Development in the Czech Republic by 2020	24.10.2018	Andrea Hrabalová
P14 GAN	Overall presentation of UNISECO in the Government of Navarra	16.04.2019	Uxue Iragui Yoldi
P14 GAN	Meeting for coordination activities of the Dehesa/Montado with respect to the CAP payments and HNPF	26 to 27.03.2019	Uxue Iragui Yoldi
P01 TI	Meeting of the Agricultural Committee of NABU Lower Saxony	28/10/2019	Gerald Schwarz Johannes Carolus
P05 HUT	Meeting with local actors. Tour of cooperatives, organised by Scottish Agricultural Organisation Society	20.08.2019	D Miller
P05 HUT	Meeting with DG Agri/ Kick-off meeting of H2020 SHERPA project	21.10.2019	D Miller and G. Schwarz
P17 ELO	BIOPLAT-EU 1st Progress Meeting	08 to 09.05.2019	Lindsey Chubb
P17 ELO	Console H2020 Project Meeting	30 to 1.10.2019	Alice Budniok and Branwen Miles
P01 TI	Stakeholder meeting and oral presentation/ German case study	12.02.2020	G. Schwarz

P05-HUT	Meeting with local stakeholders/ Visit of the North-East Scotland Agriculture Advisory Group	27th November 2019	D Miller
P05-HUT	Meeting with stakeholder/ Visit of Scottish Government policy officer, rural and innovation (A Prior) to James Hutton Institute	10th January 2020	D Miller
P05-HUT	Meeting with science organisations/ H2020 SHERPA training workshop on multi-actor platforms	16th January 2020	D Miller
P05-HUT	Meeting with Scottish Government EU representatives/ Visit to Scotland House	17th January 2020	D Miller
P05-HUT	Meeting with DG Agri/ Presentation and discussion of potential implications of UNISECO project	28th January 2020	G Schwarz
P05-HUT	Meeting with DG Agri and Scottish Government while at H2020 SIMRA events/ Discussion of agro-ecology farming systems regarding forthcoming EU Biodiversity and Farm to Fork Strategies	18th February 2020	G Schwarz
P05-HUT	Meeting with DG Agri while at H2020 SIMRA events/ Discussion of agro-ecology farming systems and relevance to Scottish Government policies; UNISECO fliers put on display at Scotland House	19th February 2020	D Miller
P05-HUT	UNISECO materials provided to Institute CEO for meeting with Farming for 1.5 Degrees Group	25th June 2020	C Campbell (HUTTON)
P11-GEO	T33 phone consultation with farmer	25/5/2020	GEO
P09-BEFLT	Meeting and discussion with scientists	19/12/2019	Elvyra Mikšytė, Gražvydas Jegelevičius, Justas Gulbinas, Audronė Alijošiūtė-Paulauskienė
P11-GEO	T33 part A consultation in writing with stakeholders/ info sheet on WP3 T33-T34/WP5T53, list and description of potential drivers and barriers, assessment of soil conservation practices	May 2020	Katalin Balazs, Alfred Szilagyi
P11-GEO	T54 part A consultation in writing with stakeholders	8-15/10/2020	Katalin Balazs, Alfred Szilagyi
P11-GEO	meeting with reseachers in the HU Research Insitute of Agricultural Economics of the Academy of Sci	13/10/2020	Katalin Balazs
P11-GEO	HU stakeholder champion organized field day for farmers	28/10/2020	Katalin Balazs, Alfred Szilagyi
P13-SLU	Meeting with organisations on sustainable feed use in livestock production in Sweden	11th of Dec 2019	Elin Rööös, Kajsa Resare Sahlin
P13-SLU	Meeting with the all participating farmers	21rst of Jan 2020	Kajsa Resare Sahlin, Elin Rööös
P13-SLU	Presention to members of the parliament at their visit to SLU/ New legume farmers taking care of semi-natural grasslands - farmers in transition	2 of Feb 2020	
P13-SLU	Individual meetings with all farmers/ Plans for achieving more AE practices with a focus on diversification	22-31 Feb 2020	Elin Rööös, Kajsa Resare Sahlin
P13-SLU	Two day workshop with farmers and local MAP	2-3rd of March 2020	Elin Rööös, Kajsa Resare Sahlin, Emil Olsson, Adam Arnesson, Emelie Hansson, Nina Nilsson,

			Susanne Krohn, Helena Nordlund, Kaj Török, Rune Kalf-Hansen, Rebecka Milestad, Anna Henning Moberg, Magdalena Hermelin
P13-SLU	Seminar on resilient food systems/ oral presentations	28th of March 2020	Kajsa Resare Sahlin
P13-SLU	On-line education event for farmers and advisors/ Eko och Klimatet "(Organic farming and climate change")	19th of May	Elin Rööös
SLU	Online seminar on food security/ Food security as a research concept	20th of May 2020	Elin Rööös
P13-SLU	BEUC Food Experts Thematic Call/ "Less but better meat" –what does that mean?	19 of Jan 2021	Elin Rööös
P13-SLU	Symposium at The Annual Conference of The Agricultural Economics Society/ Territorial impacts of agro-ecological farming practices and food systems transformation in the European Union in 2050	30 of March 2021	Elin Rööös
P13-SLU	Meeting with all farmers and the local MAP/ The UNISECO project - what did we learn and how do we go on?	13 of April	Elin Rööös, Kajsa Resare Sahlin
P14-GAN	Individual interviews for Task 3.1/ Presentation of UNISECO and update on the project before carrying out interviews of Task 3.1	November-December 2019	GAN (Uxue Iragui Yoldi and Carlos Astrain Massa)
P14-GAN	Personal e-mails with feedback about Tasks 3.1, 3.2, 5.1, 5.2 and 5.3 to local MAP and interested actors	2020/02/18	
P14-GAN	Meeting in the Government of the Basque Country/ Overall presentation of EHKO and UNISECO in the Government of the Basque Country	2020/02/21	EHKO (Leire Rodriguez Zubiaurre)
P14-GAN	Meeting with the Council of Rural Development and Environment of the Navarra Government/ Overall presentation of EHKO and UNISECO project	2020/06/15	EHKO (Leire Rodriguez Zubiaurre)
P14-GAN	7 Oral presentations to stakeholders about the preliminary CS results/	2020/10/19	GAN (Alba Linares Quero)
P14-GAN	Oral presentation to Research Institutes from Madrid/ Virtual meeting with researchers involved in others H2020 projects	2020/10/28	GAN (Carlos Astrain Massa)
P14-GAN	Meeting with the Government of Basque Country and HAZI Foundation/ Overall presentation of EHKO and UNISECO	2020/12/15	EHKO (Leire Rodriguez Zubiaurre)
P14-GAN	Meeting in promotion area of CPAEN (public organic certification institution)/ Overall presentation of EHKO and UNISECO	2021/01/12	EHKO (Leire Rodriguez Zubiaurre)
P14-GAN	Meeting with professor Ignacio Irigoyen at the University of Navarra (UPNA)/ Overall presentation of EHKO and UNISECO	2021/01/25	EHKO (Leire Rodriguez Zubiaurre)
P14-GAN	Meeting with INTIA (Institute for Agrifood Technology and Infrastructures of Navarra)	2021/01/12	EHKO (Leire Rodriguez Zubiaurre)

P15-WWF	Interviews/ UNISECO. Barriers and drivers of the transition to environmentally-friendly farming practices in Transylvania and Maramures	21-23.01.2020	Mihaela Fratila & Mara Cazacu
P15-WWF	Interviews: Co-construction of transition (management) strategies, practice dimension, task 3.3	24-25.06.2020	Mihaela Fratila
P15-WWF	WWF-RO team meeting . UNISECO - Understanding and improving the sustainability of agro-ecological farming systems in the EU	15.07.2020	Mihaela Fratila
P15-WWF	Interviews with case study stakeholders for task 5.4 (MPI assessment) UNISECO - Evaluation of public policies and market instruments supporting agro-ecology in Romania	18-24 Nov 2020	Mihaela Fratila
P16-UZEI	Individual interviews for Task 5.4/ MAP interview - MCA of MPIs	16. - 26.10.2020	Jaroslav Pražan
P17-ELO	Land Mobility Kickoff meeting	10-11 December 2019	Daniel Monteleone, Lindsey Chubb
P17-ELO	FARCURA Kickoff Meeting	6-7 January, 2020	Juliette Olivier
P17-ELO	FERTIMANURE Kickoff Meeting	9-10 January 2020	Lindsey Chubb, Juliette Olivier
P17-ELO	Working Group meeting for Rural Youth	29 January 2020	Flora, Lindsey, Alice
P17-ELO	Wildlife Estates Dinner	10 February 2020	Anne-Sophie
P18-BIOINST	SES = Individual interviews for Task 3.1/ Presentation of UNISECO and Czech case study	Nov 2019 -Jan 2020	Andrea Hrabalová (BIOIN)
P18-BIOINST	Meeting with the MoA with reference to UNISECO/ Sustainability assessment tools - link to eco-schemes	29.7.2020	Andrea Hrabalová (BIOIN)
P18-BIOINST	Organisation of small meeting: discussion of possible new agroecological practices on organic farms/ Further AE transition on organic dairy farms	6.8.2020	Andrea Hrabalová (BIOIN)
P18-BIOINST	Individual interviews for Task 5.4/ MAP interview - MCA of MPIs	16. - 26.10.2020	Andrea Hrabalová (BIOIN)/ UZEI
P18-BIOINST	Individual interviews for Task 5.4/ MAP interview - MCA of MPIs	22. and 30.10.2020	Andrea Hrabalová (BIOIN)/ UZEI

4.12. Video / Film

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved
P11 GEO	Video published on project website with GD project officer	Oct 2018	GEO/HUT
P11 GEO	Video with PAG member Peter Goddard	Nov 2018- video recorded Febr 2019 – published with consent	GEO/HUT
P11 GEO	video with Andrea Furlan EC DG AGRI	Nov 2018 – video recorded Febr 2019 – published with consent	GEO/HUT

P11 GEO	video with Hilde Bjorkhaug PAG member	Nov 2018 – video recorded Febr2019 – published with consent	GEO/HUT
P07 ISARA	website and subtitle videos in French / translation for UNISECO Website and main actors of EU Commission	31.01.2019	Emmanuel Guisepelli
P02 CREA	Video on IT case study/ Video published in the context of CREABreak channel: a collection of video on the most innovative ongoing research projects carried out at CREA	10.12.2020	
P04-BOKU	Review meeting Brussels	28 January 2020	Andreas Mayer
P07-ISARA	short movie : Agro-ecological practices in viticulture what some winegrowers say and do	18-19 march 2021	Emmanuel Guisepelli, Philippe Fleury, Audrey Vincent
P09-BEFLT	Video for final conference	18/03/2021	Egle Ruskute
P11-GEO	Video: What UNISECO is about?	26/2/2020	GEO
P11-GEO	What UNISECO is about?	8/5/2020	GEO
P11-GEO	Project video for the EU farm to fork conference	15/10/2020	GEO
P11-GEO	Video: Conservation on the future of soil-conservation farming in Hungary	09/03/2021	GEO
P11-GEO	UNISECO 45 sec cartoon	10/03/2021	GEO
P13-SLU	Short film on SDG2 featuring one of the UNISECO case study farms, produced by Stockholm university	22 of April 2021	Kajsa Resare Sahlin
P13-SLU	Six Videos of ES case study with interviews to stakeholders	Febr-Apr 2021	GAN (Alba Linares Quero)
P13-SLU	Final video of ES CS/ UNISECO project; case study of Navarra and the Basque Country	Febr-Apr 2021	GAN (Alba Linares Quero)
P15-WWF	Photo slideshow of case study prepared for the final project conference	March 2021	Mara Cazacu
P15-WWF	short animated video accompanying the comic book above	April 2021	Alexandru Ciubotariu and HAMAC/Worksheep Studio (external creators), Mara Cazacu

Performance of videos on the UNISECO Youtube channel:








studio.youtube.com/channel/UCB4-aaJ5gi4MXb6iY6zh5JA/videos/upload?filter=%5B%5D&sort=%7B"columnTy...





































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










Channel content

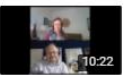

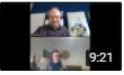



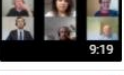










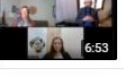



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<input type="checkbox"/>	Video	Visibility	Restrictions	Date	Views ↓	Comments	Likes (vs. dislike...
<input type="checkbox"/>	 UNISECO H2020 project UNISECO is a European research project aiming to develop innovative approach...	Public	None	Nov 1, 2018 Published	358	0	100.0% 1 like
<input type="checkbox"/>	 H2020 UNISECO Project for the Farm t... This video presents the H2020 UNISECO project research questions that are...	Public	None	Oct 15, 2020 Published	353	0	100.0% 4 likes
<input type="checkbox"/>	 UNISECO H2020 project overview - wit... UNISECO is a European research project aiming to develop innovative approach...	Public	None	May 8, 2020 Published	313	0	100.0% 2 likes
<input type="checkbox"/>	 UNISECO teaser UNISECO is a European research project aiming to develop innovative approach...	Public	None	Feb 26, 2020 Published	262	0	100.0% 2 likes
<input type="checkbox"/>	 UNISECO Final Conference Hopin Plat... Add description	Public	None	Mar 15, 2021 Published	218	0	-
<input type="checkbox"/>	 UNISECO video 03 PAG UNISECO is a European research project aiming to develop innovative approach...	Public	None	Mar 1, 2019 Published	75	0	100.0% 1 like
<input type="checkbox"/>	 UNISECO project Q&A UNISECO is a European research project aiming to develop innovative approach...	Public	None	Mar 18, 2019 Published	70	0	-

<input type="checkbox"/>		UNISECO video 04 PAG UNISECO is a European research project aiming to develop innovative approach...	 Public	None	Mar 8, 2019 Published	65	0	100.0% 1 like
<input type="checkbox"/>		UNISECO HU case study: soil conserv... HU development: liquid fertiliser injector machine in no-till corn production. More...	 Public	None	Jul 9, 2019 Published	63	0	0.0% 0 likes
<input type="checkbox"/>		UNISECO H2020 project: Case study i... UNISECO is a European research project aiming to develop innovative approach...	 Public	None	Mar 26, 2021 Published	50	0	100.0% 1 like
<input type="checkbox"/>		SAVE THE DATE: UNISECO FINAL CO... 18-19 March 2021 "Strengthening the sustainability of EU farming systems,...	 Public	None	Oct 12, 2020 Published	45	0	-
<input type="checkbox"/>		UNISECO H2020 project: Case study i... Andrea Povellato from CREA explains the results of the case study in Italy	 Public	None	Mar 9, 2021 Published	39	0	100.0% 1 like
<input type="checkbox"/>		UNISECO Venice meeting November 2... Add description	 Public	None	Nov 3, 2020 Published	32	0	-
<input type="checkbox"/>		UNISECO H2020 project: Case study i... UNISECO is a European research project aiming to develop innovative approach...	 Public	None	Mar 26, 2021 Published	30	0	-
<input type="checkbox"/>		Video 03 - UNISECO-NAK Konferencia... A talajkímélő gazdálkodás támogatási lehetőségei az új KAP keretében Kinorán...	 Public	None	Mar 9, 2021 Published	28	0	100.0% 1 like
<input type="checkbox"/>		UNISECO H2020 project: Case study i... UNISECO is a European research project aiming to develop innovative approach...	 Public	None	Mar 26, 2021 Published	26	0	-
<input type="checkbox"/>		UNISECO H2020 project: Case study i... The Finish case study explores how to reduce harmful climate, water and soil...	 Public	None	Mar 26, 2021 Published	27	0	100.0% 1 like
<input type="checkbox"/>		What Can Models Do To Support Politi... This video provides a short input (13') on how models may be used and contribute...	 Public	None	Mar 26, 2021 Published	19	0	-
<input type="checkbox"/>		UNISECO H2020 project 45sec UNISECO is a European research project aiming to develop innovative approach...	 Public	None	Mar 10, 2021 Published	19	0	100.0% 1 like
<input type="checkbox"/>		UNISECO H2020 project: Case study i... Andrea Povellato from CREA explains the results of the case study in Italy UNISECO...	 Public	None	Mar 26, 2021 Published	17	0	-
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<input type="checkbox"/>		Video 09 UNISECO Szilagyi Alfred UNI... Talajkímélő gazdálkodás: álom vagy valóság - az UNISECO H2020 projekt...	 Public	None	Mar 9, 2021 Published	14	0	100.0% 1 like
<input type="checkbox"/>		S-01-01: UNISECO Final Conference, 1... Session 1: Lessons and insights from conventional and organic dairy systems...	 Public	None	Mar 26, 2021 Published	14	0	-

<input type="checkbox"/>		P01-03: UNISECO Final Conference, 1... The EU policy context for ecological approaches - Susana GAONA SAEZ,...	 Public	None	Mar 26, 2021 Published	14	0	-
<input type="checkbox"/>		UNISECO MAP Member's statement - ... Currently there are various factors such as climate change or the Covid that are...	 Public	None	Mar 15, 2021 Published	11	0	-
<input type="checkbox"/>		UNISECO MAP Member's statement - ... The "Farm to Fork" Strategy is one of the core elements of the Green Deal. It seek...	 Public	None	Mar 15, 2021 Published	13	0	-
<input type="checkbox"/>		UNISECO H2020 project: Case study i... UNISECO is a European research project aiming to develop innovative approach...	 Public	None	Mar 26, 2021 Published	10	0	-
<input type="checkbox"/>		UNISECO H2020 project: Case study i... UNISECO is a European research project aiming to develop innovative approach...	 Public	None	Mar 26, 2021 Published	11	0	-
<input type="checkbox"/>		P-02-01: UNISECO Final Conference, 1... Jan Landert from FiBL Switzerland, Jaroslav Prazan from UZEI Czech...	 Public	None	Apr 7, 2021 Published	9	0	-
<input type="checkbox"/>		UNISECO MAP Member's statement - ... The current agricultural model must turn towards agro-ecology, moving from...	 Public	None	Mar 15, 2021 Published	8	0	-
<input type="checkbox"/>		UNISECO MAP Member's statement - ... Producing healthy food and taking care of the earth, must be a fundamental...	 Public	None	Mar 15, 2021 Published	9	0	-
<input type="checkbox"/>		UNISECO MAP Member's statement - ... One of the basic pillars for the development of the Green Deal is the...	 Public	None	Mar 15, 2021 Published	6	0	-
<input type="checkbox"/>		Video 07 TVE Perenyi Zsoltia UNISECO... Társadalmi szempontok, egészség és fenntartható élelmiszer rendszer,...	 Public	None	Mar 9, 2021 Published	6	0	100.0% 1 like
<input type="checkbox"/>		P-03-02: UNISECO Final Conference, 1... Katalin Balázs from Geonardo Hungary presents a practical tool from UNISECO...	 Public	None	Apr 7, 2021 Published	5	0	-
<input type="checkbox"/>		UNISECO MAP Member's statement - ... The strategic objectives of the Green Deal are clearly marked for the coming years...	 Public	None	Mar 15, 2021 Published	5	0	-
<input type="checkbox"/>		P-01-01: UNISECO Final Conference, 1... Plenary session moderator Kate Irvine from the James Hutton Institute, UK and...	 Public	None	Apr 7, 2021 Published	4	0	-
<input type="checkbox"/>		P-07-02: UNISECO Final Conference, 1... Heather McKhann from FACCE-JPI, coordinator of the H2020 CSA ALL-Read...	 Public	None	Apr 21, 2021 Published	5	0	-
<input type="checkbox"/>		P-01-05: UNISECO Final Conference, 1... Questions and answers with Susana GAONA SAEZ, European Commission,...	 Public	None	Apr 21, 2021 Published	4	0	-
<input type="checkbox"/>		P-07-01: UNISECO Final Conference, 1... Susana Gaona Saez European Commission DG Agri Policy Officer gives...	 Public	None	Apr 21, 2021 Published	3	0	-
<input type="checkbox"/>		P-05-01: UNISECO Final Conference, 1... UNISECO project coordinator, Gerald Schwarz from the Thünen Institute...	 Public	None	Apr 7, 2021 Published	3	0	-
<input type="checkbox"/>		P-01-02: UNISECO Final Conference, 1... Lara CONGIU, project adviser from the Research Executive Agency of the...	 Unlisted	None	Apr 7, 2021 Uploaded	3	0	-

<input type="checkbox"/>		P-04-01: UNISECO Final Conference, 1... UNISECO project coordinator, Gerald Schwarz from the Thünen Institute...	 Public	None	Apr 7, 2021 Published	2	0	-
<input type="checkbox"/>		P-06-01: UNISECO Final Conference, 1... UNISECO project coordinator, Gerald Schwarz from the Thünen Institute...	 Public	None	Apr 7, 2021 Published	2	0	-
<input type="checkbox"/>		P-03-01: UNISECO Final Conference, 1... Janne Helin from LUKE Finland presents one of the practical tools from UNISECO...	 Public	None	Apr 7, 2021 Published	2	0	-
<input type="checkbox"/>		UNISECO Final conference - S01 discu... S01 discussion: Lessons & insights from conventional & organic dairy systems...	 Public	None	Apr 15, 2021 Published	1	0	-
<input type="checkbox"/>		P-07-04: UNISECO Final Conference, 1... UNISECO project coordinator, Gerald Schwarz from the Thünen Institute...	 Public	None	Apr 7, 2021 Published	1	0	-
<input type="checkbox"/>		P-02-02: UNISECO Final Conference, 1... Andreas Mayer presents the results of the territorial assessments: Territorial...	 Public	None	Apr 7, 2021 Published	1	0	-
<input type="checkbox"/>			 Public	None	Apr 15, 2021 Published	1	0	-
<input type="checkbox"/>		P-01-04: UNISECO Final Conference, 1... Project coordinator, Gerald Schwarz from the Thünen Institute of Farm Economics...	 Public	None	Apr 7, 2021 Published	1	0	-
<input type="checkbox"/>		P-03-03: UNISECO Final Conference, 1... Questions and answers session with Katalin Balázs Geonardo Hungary and...	 Public	None	Apr 7, 2021 Published	0	0	-
<input type="checkbox"/>		P-02-03: UNISECO Final Conference, 1... David Miller from the James Hutton Institute UK and Mara Cazacu from WWF...	 Public	None	Apr 7, 2021 Published	0	0	-

4.13. Participation in activities organised jointly with other EU project(s)

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved
PO1 TI	LIFT Project kick-off Meeting / Oral presentation	27.06.2018	Gerald Schwarz
P02 CREA	H2020 PROVIDE project/ BENI PUBBLICI, AGRICOLTURA E FORESTE: I risultati del 71rogetto PROVIDE e le implicazioni per la PAC post 2020	11.07.2018	Andrea Povellato
P07 ISARA	FR EIP (European Innovation Partnerships) consulting committee	06.06.2018	Philippe Fleury
P11 GEO	UNISECO-LIFT HU teams meeting	11.10.2018	GEO/ UNISECO-LIFT HU team
P15 WWF	CAP Meeting WWF RO; Defining WWF's action on the CAP as a priority element in the WWF initiative on the agricultural sector and an update of activities with focus on agriculture (UNISECO We have reviewed the information collected from the field for WP 5, interviews with stakeholders to identify innovative measures for Market and Policy Incentives Supporting AEFS.	18.12.2018	members of Policy Team in Romania
P01 TI	European Regions for Smart Communities Summit/ Summary of the UNISECO project	5/5/2021	Gerald Schwarz/ all partners
P01 TI	Policy seminar with DG Agri/ Policy recommendations of the UNISECO project	7/7/2021	Gerald Schwarz/ all partners
P01 TI	H2020 cooperation/ Exchange with Ruralization project	January 2021	Gerald Schwarz

P05-HUT	Presentation at H2020 LIFT project partner meeting/ Multi-Actor Framework for Agro-Ecological Farming Systems in the European Union	7 th April 2020	D Miller, G Schwarz
P15-WWF	Participation in local event organised by Fundatia ADEPT under Erasmus+ project RESIFARMS (http://resifarms.eu/) training event for farmers on the role of biodiversity and semi-natural habitats on farm productivity and resilience, and on recommendations to create and manage these habitats. UNISECO - Understanding and improving the sustainability of agro-ecological farming systems in the EU (presentation of project and examples of DST assessment results)	25 Nov 2020	Mihaela Fratila

4.14. Other: Relating to the UNISECO Newsletter

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved
P03 AUA	Information email about UNISECO and UNISECO flyer sent to AUA team professional contacts encouraging them to subscribe to UNISECO Newsletter.	Dec 2018	
P09 BEF LT	Post about first published newsletter	19.12.2018	
P09 BEF LT	Post about first published newsletter	19.12.2018	
P09 BEF LT	Post encouraging to subscribe to UNISECO's newsletter	15.11.2018	
P09 BEF LT	Text about first published newsletter	19.12.2018	
P09 BEF LT	Text encouraging to subscribe to UNISECO's newsletter	15.11.2018	
P11 GAN	Information e-mail with project flyer in Spanish and with links to encourage local and national stakeholders to subscribe to UNISECO Newsletter and to follow the project in Twitter and LinkedIn	December 2018	
P03 AUA	Invitation email for SNA workshop along with info about UNISECO and UNISECO flyer sent to candidate local MAP members encouraging them to visit website and subscribe to UNISECO Newsletter.	Mid July 2019	
P08 BEF LV	Information about UNISECO 2 nd newsletter project in organisations website	10.07.2019	
P08 BEF LV	Information about UNISECO 2 nd newsletter project in organisations website LV	10.07.2019	
P09 BEF LT	Article about 2 nd newsletter	15.07.2019	
P14 GAN	Update on UNISECO and presentation of the case study in the 14 th internal newsletter of GAN	02.07.2019	Uxue Iragai Yoldi
P05-HUT	Text on UK case study for UNISECO newsletter		D Miller, C Kyle, K Irvine
P09-BEFLT	Text about new newsletter on FB, LinkedIn, organisation website	29/10/2020	E. Ruskute
P15-WWF	UNISECO Newsletter: news insert about developments in the Romanian case study (task 3.3)	Oct 2020	Mara Cazacu
P18-BIOINST	Website: project appearance on other website: Czech Technology Platform for OA: newsletter	3.8.2020	Andrea Hrabalová (BIOIN)
P18-BIOINST	Czech Technology Platform website: Uniseco newsletter	12.3.2021	Andrea Hrabalová (BIOIN)

4.15. Other: Events Organised by European Commission/European Union

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved
P01 TI	H2020 Coordinator's Day/ Oral presentation	15.06.2018	Gerald Schwarz/ UNISECO team
P01 TI	Seminar at DG Agri/ Oral presentation	21.01.2019	Gerald Schwarz/ Inge Aalders (separate presentation), Adrian Müller (separate presentation), Elin Rööös and Andrea Povellato
P01 TI	EIP-Agri: Agri Innovation summit 2019/ Poster presentation	25 to 26.6.2019	Gerald Schwarz
P05 HUT	Seminar at DG Agri/ Typology of Agro-ecological Systems, UNISECO project	21.01.2019	I Aalders/ Jaroslav Parzan, Gerald Schwarz (separate presentation), Adrian Müller (separate presentation), Elin Rööös and Andrea Povellat
P01 TI	Policy seminar with DG Agri at Review Meeting/ Policy session UNISECO project – Review 1st Reporting Period	28.01.2020	Gerald Schwarz/ all partners
P01 TI	Webinar 1 – Building a European partnership on agroecology living labs and research infrastructures	6 May 2020	Gerald Schwarz
P01 TI	Webinar 2 – Building a European partnership on agroecology living labs and research infrastructures	7 May 2020	Gerald Schwarz
P01 TI	Webinar 3- Building a European partnership on agroecology living labs and research infrastructures	4 June 2020	Gerald Schwarz
P01 TI	Webinar 3 – Building a European partnership on agroecology living labs and research infrastructures	5 June 2020	Gerald Schwarz
P01 TI	SHERPA DE MAP meeting with reference to UNISECO in relation to agro-ecological transitions and rural visions/ MAP Workshop in SHERPA project	28.10.2020	Gerald Schwarz
P01 TI	H2020 project slam for AE partnership/ Main results and recommendations of the UNISECO project	5/10/2021	Gerald Schwarz, all partners
P01 TI	Civil Dialogue Group (CDG) on environment and climate change/ Key results of the UNISECO project	7/9/2021	Gerald Schwarz, all partners
P05-HUT	Meeting of EU level policy and agencies (DG Agri, ENRD, ..), with reference to UNISECO in meeting relating to the EU long-term vision for rural areas	8/10/2020	D Miller
P05-HUT	Meeting of Executive Board of Scottish Consortium for Rural Research, advising on EU level policy developments post - Research and Innovation days	9/10/2020	D Miller
P05-HUT	Meeting with Scotland Europa, explaining the links developing through UNISECO to EU policy teams, and nature	1/10/2020	D Miller

	of discussions re. future policy (From Farm to Fork, Biodiversity 2030)		
P05-HUT	Participant in SCAR AKIS workshop	15/12/2020	D Miller
P11-GEO HUT, TI	Farm to Fork 2020 virtual conference/ contributions to the Chatboard of the conference and mentioning UNISECO links	15-16/10/2020	GEO, HUT, TI
GEO, HUT, TI	Green Europe theme session "Regional Living Labs for Agroecology"/ contributions to the Chatboard of the conference and mentioning UNISECO links	20/10/2020	GEO, HUT, TI

4.16. Social Media Posts

For the details of news items on the UNISECO project see the project website. All social media posts can be found on social media links. Annual internal reports have documented and analysed the project communication activities on Twitter.

4.17. Project Flyer/Leaflet

A trifold leaflet has been produced for the UNISECO project, in 4 of the languages of project partners. It has been distributed at more than 10 events (marked in the event tables), and made available at numerous others. It was also posted on national websites and distributed via email to the project target audiences. Approximately 450 people were reached with the project flyer/leaflet.

We present here the English, German, Hungarian and Italian language versions of the project leaflet.

English language version of the UNISECO leaflet, side 1



Countries in which participatory case studies will be carried out to test the UNISECO methodological toolkit to assess the environmental, economic and social impacts of innovative strategies and incentives for agro-ecological approaches:



COORDINATED BY  **THÜNEN**

CONTACT

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Thünen Institute
Bundesallee 63 38116 Braunschweig
GERMANY

GET INVOLVED

- Participate in national workshops
- Participate in the case studies
- Contribute to our virtual Multi-Actor Platform online community (MAP-NEF)

FOLLOW US

UNISECO website & Agro-ecological Knowledge Hub
<https://uniseco-project.eu>

Sign up for our regular newsletter, and follow us on social media!

- UNISECO Project
- UNISECO Project

PARTNERS



UNDERSTANDING AND IMPROVING THE SUSTAINABILITY OF AGRO-ECOLOGICAL FARMING SYSTEMS IN THE EU



Strengthening the sustainability of EU farming systems, through co-constructing improved and practice-validated strategies and incentives for the promotion of improved agro-ecological approaches

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 773901.

This leaflet represents the views of the authors. The European Commission is not responsible for any use that may be made of the information it contains.

English language version of the UNSIECO leaflet, side 2 -



German language
version of the
UNSIECO leaflet,
side 1 -

Länder, in denen in partizipativen Fallstudien das methodische Instrumentarium des UNISECO Projektes zur Bewertung der ökologischen, wirtschaftlichen und sozialen Auswirkungen innovativer Strategien und Anreize für agrarökologische Ansätze getestet wird:



KOORDINATOR

KONTAKT

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 Thünen Institute
 Bundesallee 63 - 38116 Braunschweig
 Deutschland

MÖGLICHKEITEN SICH ZU BETEILIGEN

- ◆ Teilnahme an nationalen Workshops
- ◆ Beteiligung an den Fallstudien
- ◆ Mitwirken in dem virtuellen Multi-Akteurs-Forum (MAP-NEF)

DEM PROJEKT FOLGEN

UNISECO & Agro-ecological Knowledge Hub
<https://uniseco-project.eu>

Melden Sie sich für unseren Newsletter an und folgen Sie unseren Social Media Kanälen!

 @ProjectUniseco
 UNISECO Project

UNISECO

ANALYSE UND VERBESSERUNG DER NACHHALTIGKEIT VON AGRARÖKOLOGISCHEN LANDNUTZUNGSSYSTEMEN IN DER EU



Stärkung der Nachhaltigkeit der europäischen Landwirtschaft durch die partizipative Entwicklung verbesserter und praxiserprobter agrarökologischer Strategien, und die Erarbeitung effektiver Anreize zur Förderung agrarökologischer Ansätze.

PARTNER




























 Das Projekt wird durch das H2020 Rahmenprogramm der Europäischen Union für Forschung und Innovation unter der Finanzhilfsvereinbarung Nr. 773901 gefördert.

Dieser Flyer repräsentiert die Ansichten der Autoren. Die Europäische Kommission ist nicht für die Verwendung der darin enthaltenen Informationen verantwortlich.

German language version of the UNSIECO leaflet, side 2 -

HINTERGRUND

Die Landwirtschaft steht vor der Herausforderung, Nahrungsmittel und Biomasse wirtschaftlich zu erzeugen und gleichzeitig die Qualität von Boden, Wasser sowie die Biodiversität zu erhalten, die für die Sicherstellung von Ökosystemdienstleistungen erforderlich sind.

Hierzu werden agrarökologische Ansätze zunehmend als Alternative zu konventionellen Systemen der Landwirtschaft diskutiert. Es ist zwar allgemein anerkannt, dass agrarökologische Ansätze im Vergleich zu konventioneller Landwirtschaft mehr Wissen und Arbeit pro Hektar erfordern. Allerdings bedarf es eines besseren Verständnisses der sozioökonomischen und politischen Faktoren, welche die Entwicklung und Implementierung agrarökologischer Ansätze behindern oder fördern.

WAS SIND DIE HERAUSFORDERUNGEN?

Wie können öffentliche Güter bereitgestellt und gleichzeitig eine wirtschaftliche Produktion von privaten Gütern ermöglicht werden?

Wie kann die wirtschaftliche und soziale Nachhaltigkeit auf betrieblicher Ebene sichergestellt werden, ohne von öffentlichen Mitteln abhängig zu sein?

WORUM GEHT ES IN UNISECO?

Das Projekt wird die Potenziale und Grenzen agrarökologischer Ansätze zur Stärkung der Nachhaltigkeit der Landwirtschaft in der EU aufzeigen, und Treiber und Barrieren für die Verbreitung agrarökologischer Landnutzungssysteme in verschiedenen sozioökonomischen, politischen und naturräumlichen Kontexten identifizieren. Das übergeordnete Ziel besteht darin, die Nachhaltigkeit der europäischen Landwirtschaft durch die partizipative Entwicklung verbesserter und praxiserprobter agrarökologischer Strategien zu stärken und effektive Anreize zur Förderung agrarökologischer Ansätze zu erarbeiten.

VORGEHENSWEISE

- Analyse von Treibern und Barrieren für die Entwicklung und Implementierung agrarökologischer Ansätze
- Durchführung von partizipativen Fallstudien in 15 europäischen Ländern zur Ableitung und Bewertung von innovativen Managementstrategien und Politik- und Marktanreizen für agrarökologische Landnutzungssysteme
- Biophysikalische und sozioökonomische Modellierung und Entwicklung robuster Indikatoren für die Bewertung der Nachhaltigkeit agrarökologischer Landnutzungssysteme
- Entwicklung und Erprobung eines methodischen Instrumentariums zur Bewertung der Auswirkungen von Managementstrategien, Politik- und Marktanreizen zur Förderung agrarökologischer Landnutzungssysteme in Europa

ANGESTREBTE WIRKUNGEN ?

- Verbessertes methodisches Verständnis zur Bewertung der Nachhaltigkeit agrarökologischer Ansätze
- Verbesserung der Kooperation und des Wissensaustauschs zur Entwicklung tragfähiger und langfristiger Strategien für nachhaltige Anbausysteme in der EU
- Gemeinsam entwickelte Marktmechanismen und politische Instrumente zur Bereitstellung öffentlicher Güter durch wirtschaftliche agrarökologische Landnutzungssysteme
- Verbesserung der Wissensbasis über den agrarökologischen Landbau in der EU für politische Entscheidungsträger auf EU-, nationaler und regionaler Ebene, Berater, Landwirte, Akteure der Wertschöpfungskette und Verbraucher
- Beiträge zum Reformprozess der GAP nach 2020 in Bezug auf die Umweltpolitik und zur Unterstützung der Schaffung von Arbeitsplätzen im ländlichen Raum

HINTERGRUND

1 Entwicklung und Operationalisierung eines konzeptionellen Rahmens sozial-ökologischer Systeme für die die Nachhaltigkeitsbewertung von agrarökologischen Anbausystemen.

2 Kritische Überprüfung von Treibern, welche die Umsetzung agrarökologischer Ansätze in EU Landnutzungssystemen behindern oder fördern und zu verbesserten Managementstrategien führen können.

3 Entwicklung und Anwendung neuer transdisziplinärer methodischer Ansätze zur verbesserten Bewertung der Nachhaltigkeit agrarökologischer Anbausysteme.

PRIMÄRANALYSE

4 Bewertung der sozialen, wirtschaftlichen und ökologischen Leistung agrarökologischer Anbausysteme im Vergleich zu konventionellen Systemen auf betrieblicher und territorialer Ebene auf Grundlage einer repräsentativen Typologie.

5 Partizipative Gestaltung innovativer Entwicklungsstrategien für agrarökologische Anbausysteme unter Berücksichtigung von Gleichstellungsaspekten, demographischen Aspekten sowie Fallstudien welche die Vielfalt der landwirtschaftlichen Systeme der EU widerspiegeln.

6 Bewertung der territorialen Auswirkungen einer agrarökologischen Landwirtschaft sowie die Hervorhebung ökologischer, wirtschaftlicher und sozialer Synergien und Zielkonflikte auf regionaler, nationaler und EU-Ebene.

ERGEBNISSE FÜR POLITIK UND PRAKTIK

7 Bewertung der Wirksamkeit von gemeinsam gestalteten innovativen Markt- und Politikanreizen zur Förderung agrarökologischer Anbausysteme, zur Steigerung der Produktivität, der Bereitstellung öffentlicher Güter und der Schaffung von Arbeitsplätzen im Agrarsektor und den ländlichen Gebieten der EU.

8 Machbarkeitsprüfung der praktischen Umsetzung innovativer Markt- und Politikanreize durch Multi-Akteurs-Plattformen in Fallstudien und auf betrieblicher, regionaler, nationaler und EU-Ebene.

9 Verbesserung der Kooperation und des Wissensaustauschs zwischen Endverbrauchern, Stakeholdern und Wissenschaftlern. Empfehlungen für eine wirksame politische Unterstützung zur Beseitigung der Hemmnisse für verbesserte agrarökologische Ansätze.

Hungarian language version
of the UNSIECO leaflet, side
1 –

Részvételi esettanulmányokon keresztül teszteljük az agro-ökológiai megközelítések elősegítésére kidolgozandó innovatív stratégiák és ösztönzők környezeti, gazdasági és társadalmi hatásainak értékelésére szolgáló UNISECO módszertani eszköztárat a következő országokban:



KOORDINÁLÓ INTÉZMÉNY

KAPCSOLAT

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NÉMETORSZÁG

UNISECO

AZ AGRO-ÖKOLÓGIAI GAZDÁLKODÁSI RENDSZEREK FENNTARTHATÓSÁGÁNAK MEGERTÉSE ÉS FEJLESZTÉSE AZ EU-BAN



PARTNEREK



VEGYEN RÉSZT ÖN IS!

- ☒ Vegyen részt a nemzeti műhelybeszélgetésekben
- ☒ Vegyen részt az esettanulmányokban
- ☒ Vegyen részt a virtuális Multi-Aktor Platform online közösségünkben (MAP-NEF)

KÖVESSÉN BENNÜNKET!

UNISECO honlap és Agro-ökológiai Tudás Központ
<https://uniseco-project.eu>

UNISECO Project (Twitter icon)
UNISECO Project (LinkedIn icon)

Íratkozzon fel a rendszeres hírlevelünkre és kövessen bennünket közösségi média csatornáinkon!

 A projekt támogatást kapott az Európai Unió Horizont 2020 kutatási és innovációs programja keretében. Támogatási szerződés száma: N° 773901.

A weboldal a szerzői jogok védelme alatt áll. Az Európai Bizottság nem felelős a dokumentumban szereplő információk használatából eredő következményekért.

A gazdálkodási rendszerek fenntarthatóságának erősítése az Európai Unióban az agro-ökológiai megközelítések elősegítésére az érintettekkel közösen kialakított, gyakorlat által igazolt stratégiák és ösztönzők révén

Hungarian
 language version
 of the UNISECO
 leaflet, side 2 -

HONNAN EZ A TÉMA?

Napjainkban egyre erősödik az a felismerés, hogy a talaj, a vizek és a biodiverzitás - tehát a környezeti közjavák - megőrzése mellett az emberiségnek szükséges mennyiségű élelmiszer és biomassza megtermelése jelentette kihívást lehetetlen megoldani a jelenleg széles körben uralkodó konvencionális mezőgazdálkodási formákkal.

Az agro-ökológiai megközelítések és az ún. öko-funkcionális intenzifikáció alapvetőnek tekinthetők a jövő fenntartható élelmenterelése szempontjából. A nemzeti és nemzetközi erőfeszítések ellenére a közjavak és piaci/magánjavak együttes előállítása nincsen egyensúlyban, és gyakran nem fenntartható sem üzemi szinten, sem pedig a gazdálkodási rendszerek szintjén.

MELYEK A KUTATÁST ÉLETRE HÍVÓ KULCSKÉRDÉSEK?

Hogyan termelhetők közjavak úgy, hogy közben a magánjavak termelése is életképes legyen?

Hogyan biztosítható a gazdasági és társadalmi fenntarthatóság üzemi szinten anélkül, hogy túlzottan függne a gazdálkodás a támogatásoktól?

MIRŐL SZÓL AZ UNISECO PROJEKT?

Az UNISECO projekt elősegíti az agro-ökológiai megközelítések gazdálkodási rendszerekben történő megvalósítását és továbbfejlesztését elősegítő vagy éppen gátló gazdasági-társadalmi és szakpolitikai tényezők megértését. A projekt azonosítja és elősegíti a hatékonyabb és határozottabb európai mezőgazdasági fejlődési stratégiákat figyelembe véve azok sokféleségét.

MIKÉNT FOGJUK ELÉRNI A KITÜZÖTT PROJEKT CÉLOKAT?

- áttekintjük az agro-ökológiai megközelítések gátló- és hajtótényezőit, ezek alapján részvételi forgatókönyveket készítünk
- empirikus adatgyűjtést végzünk a részvételi technikákon alapuló esettanulmányokban, közös tudásmegosztáson alapuló innovatív menedzsment stratégiákat és ösztönzőket dolgozunk ki az érintettekkel
- modern természetföldrajzi és gazdasági-társadalmi modellekkel, robosztus indikátorokkal értékeljük az agro-ökológiai gazdálkodási rendszerek fenntarthatóságát
- módszertani eszköztár fejlesztésével értékeljük az agro-ökológiai gazdálkodási rendszereket támogató menedzsment stratégiákat és európai szinten értékeljük az ezeket ösztönző piaci és szakpolitikai intézkedések hatásait

MELYEK A PROJEKT VÁRHATÓ HATÁSAI?

- javuló módszertani kapacitás az agro-ökológiai megközelítések fenntarthatóságának értékelésében
- továbbfejlesztett integrált kapacitás és tudásmegosztás a fenntartható európai gazdálkodási rendszerek hosszú távon életképes stratégiáinak kialakításához
- érintettekkel együtt kialakított új és hatékony piaci mechanizmusok, és szakpolitikai eszközök a gazdaságilag életképes agro-ökológiai gazdálkodási rendszereken keresztüli közjavak előállításához
- továbbfejlesztett agro-ökológiai gazdálkodási tudásbázis az EU-ban, EU-n, nemzeti- és regionális szintű szakpolitikai döntéshozóknak, értéklánc szereplőknek és fogyasztóknak
- a KAP 2020 utáni reformfolyamathoz információ biztosítása, a környezetvédelmi szakpolitikák és vidéki munkahelyteremtési politikák terén

ALÁTÁMASZTÁS	1 Az agro-ökológiai gazdálkodási rendszerek fenntarthatósági értékeléséhez a társadalmi-ökológiai rendszer koncepcionális keretének kialakítása és működésbe hozása.	2 Azon tényezők kutatása, amelyek hátráltatják vagy elősegítik az agro-ökológiai megközelítések EU gazdálkodási rendszerekben történő sikeres alkalmazását, amelyek jobb menedzsment stratégiákhoz vezetnek.	3 Új transzdiszciplináris módszertani megközelítések fejlesztése és tesztelése az agro-ökológiai gazdálkodási rendszerek fenntarthatósági értékelésének jobbításához.
ELSŐDLEGES ELLENŐRZÉS	4 Az agro-ökológiai gazdálkodási rendszerek társadalmi, gazdasági és környezeti teljesítményeinek értékelése a konvencionális rendszerekhez képest, üzemi, üzemi-csoport és térségi szinteken, reprezentatív tipológia alapján.	5 Az agro-ökológiai gazdálkodási rendszerek innovatív fejlesztési stratégiáinak közös kidolgozása, tekintettel a nemzeti részvételre és a gazdálkodói demográfiára, valamint mindezek értékelése az EU gazdálkodási rendszereinek sokfélesége közepe.	6 Az agro-ökológiai gazdálkodás kiterjesztése megvalósításának térségi szintű fenntarthatósági hatásainak értékelése, a környezeti, gazdasági és társadalmi színterjének és kompromisszumok azonosítása regionális, nemzeti és EU szinteken.
SAKPOLITIKAI ÉS GYAKORLATI ORIENTÁLT EREDMÉNYEK	7 Az érintettek bevonásával kidolgozott agro-ökológiai gazdálkodási rendszereket támogató innovatív piaci és szakpolitikai ösztönzők többszempontú értékelése az EU-ban: a termelékenység növelése, munkahelyteremtés az agrárszektorban és vidéki térségekben.	8 Az innovatív piaci és szakpolitikai ösztönzők gyakorlati bevezetésének alkalmazhatóság vizsgálata esettanulmányokban üzemi, regionális, nemzeti és EU szinteken.	9 Az érintettek körében kapacitás és tudásmegosztás, az agro-ökológiai megközelítések továbbfejlesztési akadályainak lebontása, valamint az agro-ökológiai gazdálkodást támogató hatékonyabb szakpolitikák megalapozása érdekében.

Italian language
version of the
UNISECO leaflet,
side 1 -

Paesi in cui saranno realizzati i casi di studio partecipativi per verificare sul campo gli strumenti metodologici di valutazione degli impatti ambientali, economici e sociali delle strategie innovative e degli incentivi per gli approcci agroecologici:



COORDINATO DA  **THÜNEN**

CONTATTI

Contatto nazionale:
Andrea Povellato
CREA Centro di ricerca Politiche e Bioeconomia
Email: andrea.povellato@crea.gov.it

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Dr Gerald Schwarz
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Telefono: +49 531 596 5140
Istituto Thünen
Bundesallee 63 - 38116 Braunschweig
GERMANIA

COME PARTECIPARE

- ❖ Workshop nazionali
- ❖ Casi studio
- ❖ Piattaforma multi-attore on-line

SEGUICI

UNISECO & Agro-ecological Knowledge Hub
<https://uniseco-project.eu>

Iscriviti alla newsletter e seguici sui social media!

 UNISECO Project

 UNISECO Project

 Questo progetto ha ricevuto un finanziamento dal programma di ricerca e innovazione H2020 dell'Unione europea nell'ambito della convenzione di finanziamento n. 773901

Questo documento riflette il punto di vista degli autori. La Commissione Europea non è responsabile dell'uso che potrebbe essere fatto delle informazioni in esso contenute.

UNISECO

COMPRENDERE E MIGLIORARE LA SOSTENIBILITÀ DEI SISTEMI AGRO-ECOLOGICI NELL'UNIONE EUROPEA



Rafforzare la sostenibilità dei sistemi agricoli dell'UE, attraverso la co-costruzione di strategie e incentivi per la promozione di approcci agro-ecologici

PARTNERS































Italian language
version of the
UNISECO
leaflet, side 2 –



4.18. Project Roll-up Posters (EN, BQ-ES, HU versions)

Three generic roll-up displays have been produced for the UNISECO project, one in each of English, Basque/Spanish and Hungarian, which are illustrated below.



se

4.19. Twitter analytics : annual reports by project years





UNISECO

UNDERSTANDING & IMPROVING THE SUSTAINABILITY OF AGRO-ECOLOGICAL FARMING SYSTEMS IN THE EU

UNISECO Twitter analytics I.

Accessible at <https://twitter.com/ProjectUniseco>

Period: 1 May 2018-30 Apr 2019

AUTHORS	Katalin Balázs (Geonardo)
DATE	03.05.2019
CALL H2020-SFS-2017-2	Sustainable Food Security-Resilient and Resource-Efficient Value Chains
WORK PROGRAMME Topic SFS-29-2017	Socio-eco-economics - socio-economics in ecological approaches
PROJECT WEB SITE:	uniseco-project.eu

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TABLE OF CONTENTS

1. PERFORMANCE OVERVIEW	3
2. TOP TWEETS.....	3
3. TOP MENTIONS.....	7
4. AUDIENCES	8
4.1. GENDER	8
4.2. WHERE VISITORS COME FROM?	8
5. TOP FOLLOWERS	9
6. VALUE OF TWITTER AS A COMMUNICATION CHANNEL	9



DEFINITIONS

Detail expands	The number of people viewed the details of a tweet
Engagement numbers	The total number of times a user has interacted with a tweet. This includes all clicks anywhere on the Tweet (including hashtags, links, avatar, username and tweet expansions) retweets, replies, follows and likes.
Engagement rate	The total number of engagements (clicks, retweets, replies, follows and likes) divided by the total number of impressions
Follows	The number of people who followed us directly from this tweet
Impression numbers	The number of times users saw the Tweet on Twitter, i.e., how many times my tweet showed up in people's feeds.
Likes	The number of times people liked this tweet
Link clicks	The number of clicks on a URL or card in this tweet
Media engagements	The number of clicks on your media counted across videos, vines, gifs and images
Profile clicks	number of clicks on your name, @handle, or profile photo
Retweets	The number of times people retweeted this tweet
Top card tweet (if card tweets are used)	The tweet with a Twitter Card that received the highest number of impressions (This can include other people's tweets)
Top follower	The account with the highest follower count that followed you in the month
Top media tweet	The tweet with photo or video that received the highest number of impressions
Top mention	The tweet that mentioned our @handle and received the highest number of impressions (This can include other people's tweets)
Top tweet	The tweet that received the highest number of impressions
Total engagements	The number of times people interacted with this Tweet

Twitter analytics

Period: 1 Sep 2018-30 Apr 2019

<https://analytics.twitter.com/user/ProjectUniseco/home>



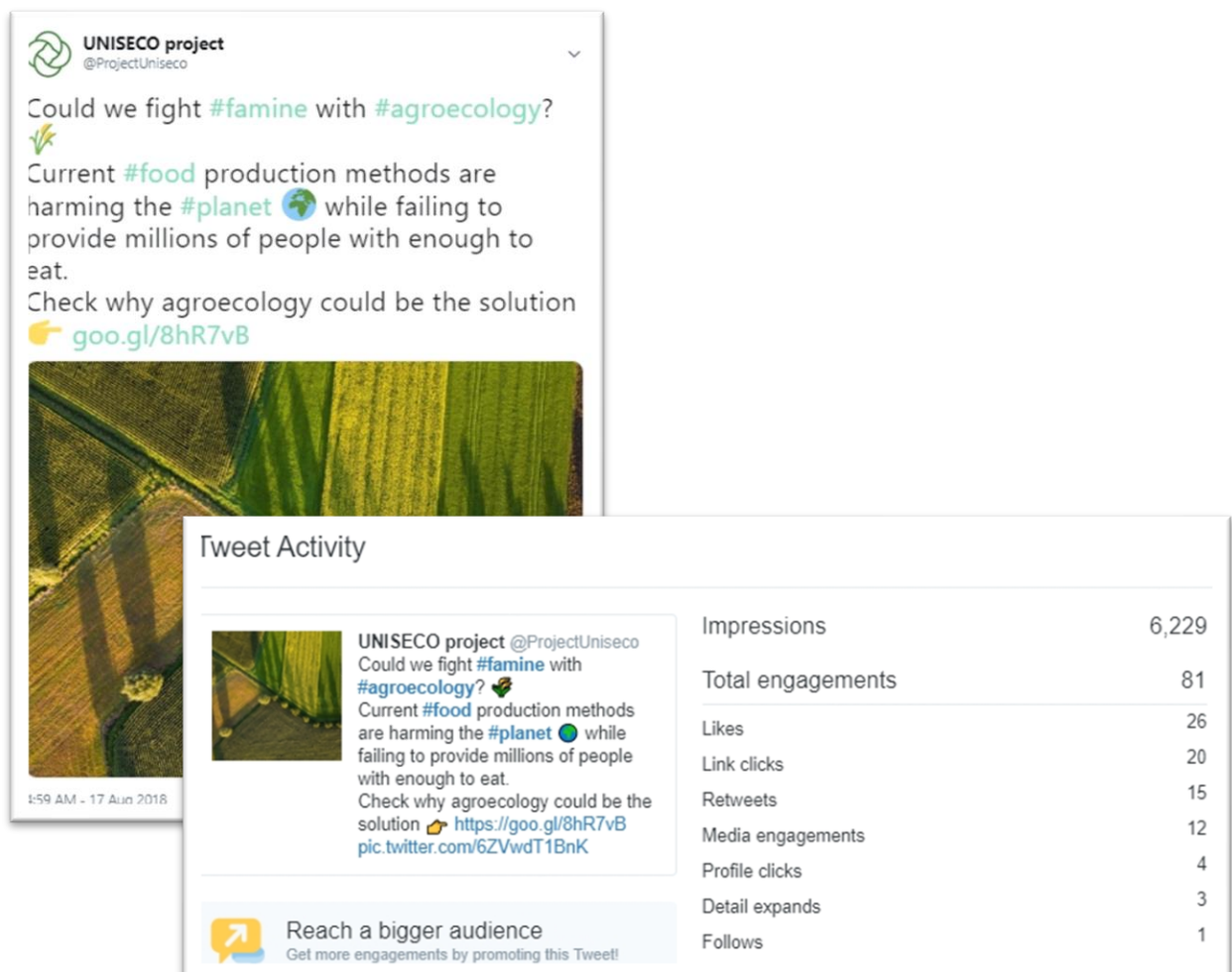
1. PERFORMANCE OVERVIEW



numbers as of 03 May 2019

2. TOP TWEETS

Tweets that received the highest number of impressions



Top project tweet



Tweet Activity



UNISECO project @ProjectUniseco
 Read about the latest developments of the @ProjectUniseco #H2020 project in our first newsletter. Check it out here <https://goo.gl/2qSjkz> #agroecology #farming #sustainability #agriculture 🐝 🚜 🌱 🦋 🍏 🥕 🥬 🛒

pic.twitter.com/YchCe9pJl4



Reach a bigger audience
 Get more engagements by promoting this Tweet!

Impressions	3,070
Total engagements	48
Likes	11
Link clicks	11
Retweets	7
Detail expands	7
Media engagements	5
Profile clicks	4
Hashtag clicks	3

Table 1 Analysis of tweet activity metrics

	total	average	
total nr of tweets	73		
of which project tweets	17 (23.3%)		23.3% of all tweets are explicitly about the project – needs to be improved
average tweet length (ch)		262	100 characters is ideal
impressions	85432	1170.30	times people saw our Tweets on Twitter
engagements	964	13.21	times people interacted with our Tweets
engagement rate (%)		1.17	the total number of engagements (clicks, retweets, replies, follows and likes) divided by the total number of impressions
average tweet reach (%)		5.25	percentage of followers reached, average of (impressions/nr of followers), we should be resharing our tweets multiple times in order to hit more of our audience
likes	284	3.89	times people liked our tweet
url clicks	225	3.08	clicks on a URL or card in our tweets
media views	189	2.59	
retweets	153	2.10	times people retweeted our tweets
detail expands	93	1.27	times people viewed the details of our tweets
media engagements	83	1.14	number of clicks on our media counted across videos, vines, gifs and images
user profile clicks	78	1.07	number of clicks on our name, @handle, or profile photo
hashtag clicks	32	0.44	number of times people clicked on hashtags
replies	12	0.16	number of times people replied
permalink clicks	2	0.03	number of times people hit permalinks
follows	2	0.03	number of people who followed us directly from a tweet
total nr of other retweets	67 (48%)		times we retweeted relevant tweets

Top media project tweet

The project tweet with photo or video that received the highest number of impressions



Tweet Activity



UNISECO project @ProjectUniseco
 We are at the F2F DST training this week @OrgResCent in the UK to learn using #sustainability assessment tools: COMPAS by @Thuenen_aktuell, @CoolFarmTool and SMART by @fiblog for launching the 15 @ProjectUniseco #H2020 case study field works on #agroecology #farming systems. pic.twitter.com/UAzUuqbuKb

Impressions	1,721
Total engagements	47
Link clicks	11
Profile clicks	11
Media engagements	9
Likes	6
Retweets	5
Detail expands	5

3. TOP MENTIONS

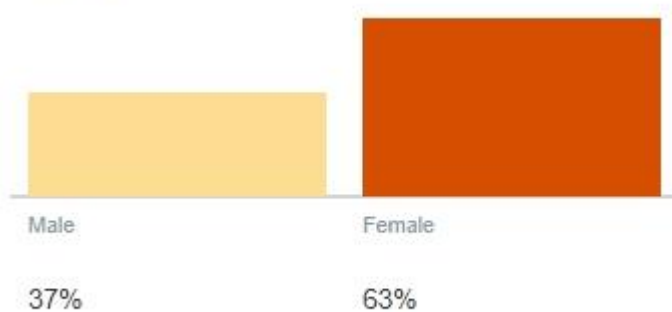
Tweet that mentioned our @UNISECO handle and received the highest number of impressions



4. AUDIENCES







4.1. Gender

Gender



4.2. Where visitors come from?

Country

Country name	% of audience
Belgium	17% 
United Kingdom	12% 
Spain	9% 
Sweden	8% 
United States	7% 
Finland	5% 
Germany	5% 
Ireland	4% 
France	3% 
Hungary	2% 

5. TOP FOLLOWERS

The account with the highest follower count that follows us

2019 March



2019 February



2019 January



2019 November



6. VALUE OF TWITTER AS A COMMUNICATION CHANNEL

- KPI_08 Twitter followers and LinkedIn contacts: 200
- Twitter analytics (as of 30/04/2019) Number of followers: 223



UNISECO

UNDERSTANDING & IMPROVING THE SUSTAINABILITY OF AGRO-ECOLOGICAL FARMING SYSTEMS IN THE EU

UNISECO Twitter analytics II.

Accessible at <https://twitter.com/ProjectUniseco>

Period: 1 May 2019-27 Apr 2020

AUTHORS

DATE	27.04.2020
------	------------

CALL H2020-SFS-2017-2	Sustainable Food Security-Resilient and Resource-Efficient Value Chains
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WORK PROGRAMME Topic SFS-29-2017	Socio-eco-economics - socio-economics in ecological approaches
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PROJECT WEB SITE:	uniseco-project.eu
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TABLE OF CONTENTS

1. PERFORMANCE OVERVIEW	3
2. TOP TWEETS.....	3
3. TOP MENTIONS.....	7
4. TOP FOLLOWERS	8
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Media engagements	The number of clicks on your media counted across videos, vines, gifs and images
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Top follower	The account with the highest follower count that followed you in the month
Top media tweet	The tweet with photo or video that received the highest number of impressions
Top mention	The tweet that mentioned our @handle and received the highest number of impressions (This can include other people's tweets)
Top tweet	The tweet that received the highest number of impressions
Total engagements	The number of times people interacted with this Tweet

Twitter analytics

Period: 1 Sep 2018-30 Apr 2020

<https://analytics.twitter.com/user/ProjectUniseco/home>



1. PERFORMANCE OVERVIEW



numbers as of 04 May 2020

2. TOP TWEETS

Tweets that received the highest number of impressions



Impressions: 9249

Engagement: 62

Retweets: 9

Top project tweet



[#Fridayreads](#) Our second [#newsletter](#) is out! 📖
🐝 Spread the buzz & read about the latest developments of our [#H2020](#) project!
Get information on upcoming events & find how to join us here ➡ bit.ly/2XJgAuT

[#Agroecology](#) [#SustainableAgriculture](#) [#ZeroHunger](#)



1:52 PM · Jul 12, 2019 · Twitter Web Client

Impressions: 2769

Engagement: 20

Retweets: 2

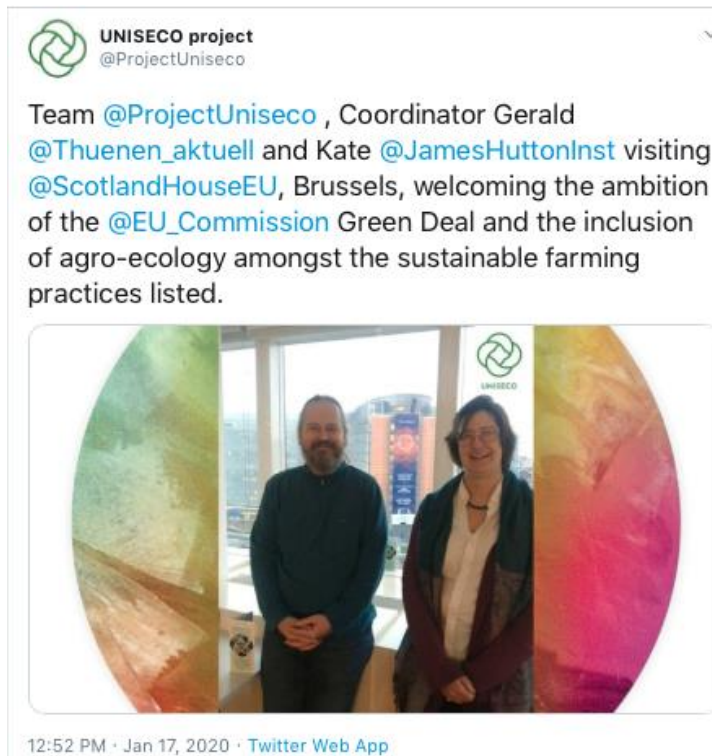


Table 1 Analysis of tweet activity metrics

	total	average	
total nr of tweets	158		
of which project tweets	54 (34,2.3%)		34,2% of all tweets are explicitly about the project – improved by 10 % in the second year
impressions	147558	933,9	times people saw our Tweets on Twitter
engagements	1693	10,72	times people interacted with our Tweets
engagement rate (%)		0.013	the total number of engagements (clicks, retweets, replies, follows and likes) divided by the total number of impressions
likes	426	2,7	times people liked our tweet
url clicks	271	1,72	clicks on a URL or card in our tweets
media views	1462	9,25	
retweets	231	1,46	times people retweeted our tweets
detail expands	274	1.73	times people viewed the details of our tweets
media engagements	320	2,02	number of clicks on our media counted across videos, vines, gifs and images
user profile clicks	182	1.15	number of clicks on our name, @handle, or profile photo
hashtag clicks	15	0.09	number of times people clicked on hashtags
replies	6	0.03	number of times people replied

Top media project tweet

The project tweet with photo or video that received the highest number of impressions



Impressions: 2587

Engagement: 23

Retweets: 4

3. TOP MENTIONS

Tweet that mentioned our @UNISECO handle and received the highest number of impressions



4. TOP FOLLOWERS

The account with the highest follower count that follows us



5. VALUE OF TWITTER AS A COMMUNICATION CHANNEL

- KPI_08 Twitter followers and LinkedIn contacts: 200
- Twitter analytics (as of 04/05/2020) Number of followers: 444 (223 last year)



UNISECO

UNDERSTANDING & IMPROVING THE SUSTAINABILITY OF AGRO-ECOLOGICAL FARMING SYSTEMS IN THE EU

UNISECO Twitter analytics III.

Accessible at <https://twitter.com/ProjectUniseco>

Period: 1 May 2020-06 Apr 2021

AUTHORS	Katalin Balázs (Geonardo)
DATE	06.04.2021
CALL H2020-SFS-2017-2	Sustainable Food Security-Resilient and Resource-Efficient Value Chains
WORK PROGRAMME Topic SFS-29-2017	Socio-eco-economics - socio-economics in ecological approaches
PROJECT WEB SITE:	uniseco-project.eu

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TABLE OF CONTENTS

1. PERFORMANCE OVERVIEW	3
2. TOP TWEETS.....	3
3. TOP MENTIONS.....	7
4. TOP FOLLOWERS	8
5. VALUE OF TWITTER AS A COMMUNICATION CHANNEL	9



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Follows	The number of people who followed us directly from this tweet
Impression numbers	The number of times users saw the Tweet on Twitter, i.e., how many times my tweet showed up in people's feeds.
Likes	The number of times people liked this tweet
Link clicks	The number of clicks on a URL or card in this tweet
Media engagements	The number of clicks on your media counted across videos, vines, gifs and images
Profile clicks	number of clicks on your name, @handle, or profile photo
Retweets	The number of times people retweeted this tweet
Top card tweet (if card tweets are used)	The tweet with a Twitter Card that received the highest number of impressions (This can include other people's tweets)
Top follower	The account with the highest follower count that followed you in the month
Top media tweet	The tweet with photo or video that received the highest number of impressions
Top mention	The tweet that mentioned our @handle and received the highest number of impressions (This can include other people's tweets)
Top tweet	The tweet that received the highest number of impressions
Total engagements	The number of times people interacted with this Tweet

Twitter analytics

Period: 1 May 2020-06 Apr 2021

<https://analytics.twitter.com/user/ProjectUniseco/home>



1. PERFORMANCE OVERVIEW




numbers as of 06 April 2021

2. TOP TWEETS

Tweets that received the highest number of impressions


Top tweet of the period:

<https://twitter.com/ProjectUniseco/status/1315602409784324096>


UNISECO project
@ProjectUniseco

🌱 **#WorldFoodDay** is coming up soon! Let's rethink our everyday actions to maintain **#sustainable #foodsystems**. Today visit your local **#farmers** market 🧑🏫 & support your community by buying fresh vegetables and fruits.

Follow us for more tips this week on how to become **#FoodHeroes!**



FAO and 2 others
12:37 PM · Oct 12, 2020 · Twitter Web App

Tweet Analytics

UNISECO project @ProjectUniseco
🌱 **#WorldFoodDay** is coming up soon! Let's rethink our everyday actions to maintain **#sustainable #foodsystems**. Today visit your local **#farmers** market 🧑🏫 & support your community by buying fresh vegetables and fruits.
Follow us for more tips this week on how to become **#FoodHeroes!** pic.twitter.com/zUYioHiP7y


Impressions times people saw this Tweet on Twitter	6,017
Total engagements times people interacted with this Tweet	53
Detail expands times people viewed the details about this Tweet	22
Profile clicks number of clicks on your name, @handle, or profile photo	10
Likes times people liked this Tweet	8
Media engagements number of clicks on your media counted across videos, vines, gifs, and images	6
Retweets times people retweeted this Tweet	5

Top project tweets of the period

<https://twitter.com/ProjectUniseco/status/1317031737860509698>

UNISECO project @ProjectUniseco

Ag Minister @JuliaKloeckner speaking echoed our @EU_H2020 #ProjectUniseco case study Improving biodiversity and water quality without generating significant negative impacts on the economic viability of farms bit.ly/3786KGI #EUGreenDeal #EUFarm2Fork #WorldFoodDay2020



EU Agriculture and EIP-AGRI ServicePoint

11:16 AM · Oct 16, 2020 · Twitter Web App

Tweet Analytics


UNISECO project @ProjectUniseco
Ag Minister @JuliaKloeckner speaking echoed our @EU_H2020 #ProjectUniseco case study Improving biodiversity and water quality without generating significant negative impacts on the economic viability of farms <https://bit.ly/3786KGI> #EUGreenDeal #EUFarm2Fork #WorldFoodDay2020 pic.twitter.com/oSFwZdQAcQ

Impressions times people saw this Tweet on Twitter	3,784
Total engagements times people interacted with this Tweet	63
Detail expands times people viewed the details about this Tweet	24
Media engagements number of clicks on your media counted across videos, vines, gifs, and images	13
Profile clicks number of clicks on your name, @handle, or profile photo	9
Likes times people liked this Tweet	6
Link clicks clicks on a URL or Card in this Tweet	6

<https://twitter.com/ProjectUniseco/status/1261043468752826376>

UNISECO project @ProjectUniseco

Many thanks to our stakeholders & PAG for participating at #UNISECO #H2020 project online stakeholder workshop!!! @EU_Commission, @EU_ENV, @EUAgr, @EIPAGRI_SP, @FAO, @WWFEU, Agroecology Europe, @FundatiaADEPT, @CIHEAM, @ENRD_CP, @EHKOlektiboa, @INRAE_France, @EcoAgPartners



11:19 PM · May 14, 2020 · Twitter Web App

Tweet Analytics

UNISECO project @ProjectUniseco
Many thanks to our stakeholders & PAG for participating at #UNISECO #H2020 project online stakeholder workshop!!! @EU_Commission, @EU_ENV, @EUAgr, @EIPAGRI_SP, @FAO, @WWFEU, Agroecology Europe, @FundatiaADEPT, @CIHEAM, @ENRD_CP, @EHKOlektiboa, @INRAE_France, @EcoAgPartners pic.twitter.com/0IZmz240oh

Impressions times people saw this Tweet on Twitter	2,577
Total engagements times people interacted with this Tweet	48
Media engagements number of clicks on your media counted across videos, vines, gifs, and images	23
Detail expands times people viewed the details about this Tweet	9
Likes times people liked this Tweet	8
Retweets times people retweeted this Tweet	4
Profile clicks number of clicks on your name, @handle, or profile photo	4



<https://twitter.com/ProjectUniseco/status/1324430020350255104>



Many thanks to our stakeholders & PAG for participating at #ProjectUniseco online Stakeholder workshop!!! including: @EU_Commission, @EUAgr, @ENRD_CP, @EHKOlektiboa, @Thuenen_aktuell, @CIHEAMIAMM, @FrcumaAura, @coltibuono and many more...



Schleswig-Holstein and 7 others

8:14 PM · Nov 5, 2020 · Twitter Web App

Tweet Analytics

 UNISECO project @ProjectUniseco Many thanks to our stakeholders & PAG for participating at #ProjectUniseco online Stakeholder workshop!!! including: @EU_Commission, @EUAgr, @ENRD_CP, @EHKOlektiboa, @Thuenen_aktuell, @CIHEAMIAMM, @FrcumaAura, @coltibuono and many more... pic.twitter.com/XMOpQYh2k	
Impressions times people saw this Tweet on Twitter	2,612
Total engagements times people interacted with this Tweet	88
Media engagements number of clicks on your media counted across videos, vines, gifs, and images	33
Detail expands times people viewed the details about this Tweet	33
Likes times people liked this Tweet	10
Retweets times people retweeted this Tweet	7
Profile clicks number of clicks on your name, @handle, or profile photo	5

<https://twitter.com/ProjectUniseco/status/1367397772840820740?s=20>



Only a few weeks left until the Final Conference of our #H2020 project!

How can #agroecology contribute to #sustainable #farming? Join us & find out!

Deadline for registration is 15 March.

Check out the details: bit.ly/3s9PqI6



EU Research Results and 9 others

Tweet Analytics

 UNISECO project @ProjectUniseco Only a few weeks left until the Final Conference of our #H2020 project! How can #agroecology contribute to #sustainable #farming? Join us & find out! Deadline for registration is 15 March. Check out the details: https://bit.ly/3s9PqI6 pic.twitter.com/EVkn8pVjl	
Impressions times people saw this Tweet on Twitter	8,113
Total engagements times people interacted with this Tweet	129
Detail expands times people viewed the details about this Tweet	45
Retweets times people retweeted this Tweet	19
Link clicks clicks on a URL or Card in this Tweet	19
Likes times people liked this Tweet	18
Media engagements	16


Top media project tweet

The project tweet with photo or video that received the highest number of impressions

<https://twitter.com/ProjectUniseco/status/1260871548480770048>

 **UNISECO project**
@ProjectUniseco

🏠 We worked hard and we are ready to share with you our latest video!
👤 Learn more about #agroecology and the objectives of our #H2020 project!

For more info on our project check  uniseco-project.eu



11:56 AM · May 14, 2020 · Twitter Web App

Tweet Analytics

UNISECO project @ProjectUniseco
We worked hard and we are ready to share with you our latest video! Learn more about #agroecology and the objectives of our #H2020 project! For more info on our project check  <https://uniseco-project.eu> [pic.twitter.com/52suV21HdV](https://twitter.com/52suV21HdV)

Impressions	1,437
times people saw this Tweet on Twitter	
Media views	261
all views (autoplay and click) of your media are counted across videos, vives, gifs, and images	
Total engagements	47
times people interacted with this Tweet	
Link clicks	11
clicks on a URL in Card in this Tweet	
Detail expands	11
times people viewed the details about this Tweet	
Likes	10
times people liked this Tweet	
Media engagements	9
number of clicks on your media counted across videos, vives, gifs, and images	

<https://twitter.com/ProjectUniseco/status/1355101039431737346>

 **UNISECO project**
@ProjectUniseco

📅 We are getting ready for our Final Conference!
Save the date: 18-19 March

🌱 Until then check our project video & be sure to follow #UNISECOresults for the latest info & findings of our #H2020 project!



11:30 AM · Jan 29, 2021 · Twitter Web App

Tweet Analytics

UNISECO project @ProjectUniseco
We are getting ready for our Final Conference! Save the date: 18-19 March
🌱 Until then check our project video & be sure to follow #UNISECOresults for the latest info & findings of our #H2020 project! [pic.twitter.com/H7ntVTAQ2M](https://twitter.com/H7ntVTAQ2M)

Impressions	3,066
times people saw this Tweet on Twitter	
Media views	315
all views (autoplay and click) of your media are counted across videos, vives, gifs, and images	
Total engagements	60
times people interacted with this Tweet	
Likes	20
times people liked this Tweet	
Retweets	11
times people retweeted this Tweet	
Media engagements	10
number of clicks on your media counted across videos, vives, gifs, and images	
Detail expands	18
times people viewed the details about this Tweet	

3. TOP MENTIONS

Tweet that mentioned our @UNISECO handle and received the highest number of impressions

March 2020

https://twitter.com/ENRD_CP/status/1374756710120894469

Top mention earned 58 engagements



ENRD Contact Point

@ENRD_CP · Mar 24

In our rural marketplace, we feature also several H2020 projects, make sure you check them out!
bit.ly/3r503Lr
 #Rural2040 #RuralVisionEU
 @AURORAL_H2020 @H2020_coastal
 @DesiraH2020
 @PoliRural_H2020 @rubizmo @ruritage
 @ruralinterfaces
 @simra_eu @ProjectUniseco
pic.twitter.com/InPRY97SbA



1 7 17

November 2020

<https://twitter.com/GanNavarra/status/1326811749010518016>

Top mention earned 52 engagements



GAN NIK

@GanNavarra · Nov 12

La semana pasada participamos en el 7º Project Meeting de @ProjectUniseco. Una semana muy fructífera en la cual se presentaron los resultados de cada caso de estudio y se debatió con expertos de varias regiones de Europa sobre el futuro de la PAC. #agricultura #sostenible
pic.twitter.com/Fyt2PXdrDr



July 2020

<https://twitter.com/ProjectUniseco/status/1280068821575970816>

Top mention earned 63 engagements

Thanks to our @ProjectUNISECO Scottish Multi-Actor Platform online workshop @JamesHuttonInst for your great insights to positive and negative effects of agro-ecological practices, and barriers or drivers to their uptake; everyone's time appreciated as always! 🍌 pic.twitter.com/Xx4Kr5SUsW



4 6

June 2020

https://twitter.com/Elin_Roos_SE/status/1272469468116070403

Top mention earned 100 engagements



Elin Rööf

@Elin_Roos_SE · Jun 15

Swedish national radio interviewing @ProjectUniseco farmer Håkan Carlborg. Talking about #agroecology, sustainable farming and growing more crops for direct human consumption. Cattle is entirely grass fed, cropland used for faba beans and oats for humans. pic.twitter.com/5RwtSw71Vc



4 2 26

4. TOP FOLLOWERS

The account with the highest follower count that follows us

2021 February

Top Follower followed by 35.7K people



EUFIC
 @EUFIC **FOLLOWS YOU**

European Food Information Council. Food facts for healthy choices. For news from European research projects @SciFoodHealth

2020 January

Top Follower followed by 28.3K people



Sthlm Resilience
 @sthlmresilience **FOLLOWS YOU**

Stockholm Resilience Centre at Stockholm University advances research on resilience - the capacity to deal with change and continue to develop. RT # endorsement

2020 December

Top Follower followed by 4,605 people



Agroecologia
 @AgroEcoVen **FOLLOWS YOU**

Diego Griffon. Agroecología, Ecología Social y Biocomplejidad.

2020 October

Top Follower followed by 18.1K people



ICLEI Europe
 @ICLEI_Europe **FOLLOWS YOU**

ICLEI - Local Governments for Sustainability Europe: ambitious and committed member cities working to make sustainability a reality. #icleieurope

2020 August

Top Follower followed by 4,995 people



Biovision Foundation
 @FutureForAll **FOLLOWS YOU**

Promoting and supporting agroecological solutions to transform food systems, actively engaged in advocacy and policy dialogues #SDG2 #Agroecology

2020 July

Top Follower followed by 5,032 people



Pasaules Dabas Fonds
 @DabasFonds **FOLLOWS YOU**

Seko un uzzini par savām iespējām palīdzēt dabas aizsardzībā! Associated partner of @WWF in Latvia

5. VALUE OF TWITTER AS A COMMUNICATION CHANNEL

- KPI_08 Twitter followers and LinkedIn contacts: 200
- Twitter analytics (as of 06/04/2021) Number of followers: 715

