



ForestAgri **GREENNUDGE**

www.greennudge.eu

D6.2 Synergy Plan

M03/JAN 2025



**Funded by
the European Union**

The project receives funding from the European Union's HORIZON Innovation Actions 2023 under grant agreement No. 101133987

Acronym	ForestAgriGreenNudge
Project Full Title	GREEN NUDGEs for sustainable FORESTry and AGRicultural practices post 2027
GA number	101133987
Topic	HORIZON-CL6-2023-GOVERNANCE-01-3
Type of Action	HORIZON-RIA
Project Duration	42 MONTHS
Project Start Date	1.11.2024.
Project Website	https://greennudge.eu/
Deliverable Title	D6.2 Synergy Plan
Delivery Time (DOA)	M3
Deliverable Submission Date	31/01/2025
Status	Final
Dissemination Level	PU - Public
Deliverable Lead	Vitagora
Author(s)/Organisation(s)	Laura Reyes, Vitagora
Contributor(s)	Cindy Tran, Cécile Schweitzer
Peer-Reviewers	Nikolaos Georgantzis and Mark Ramsden
Contact	laura.reyes@vitagora.com
Work Package	WP6 Communication and Dissemination
Keywords	Green nudge, synergies, clustering
Abstract	A detailed execution plan on how to engage related Horizon2020, Horizon Europe and national Green projects or initiatives in ForestAgriGreenNudge, and to ensure cooperation with stakeholders, European Commission services and initiatives (the EU missions, EU partnerships such as the European CAP, Network, etc.) and with other relevant projects to leverage potential synergies at EU and national level.

Version History

Version number	Implemented by	Description	Date
1	L. Reyes	First draft of the deliverable	15/01/2025
2	C. Schweitzer, N. Georgantzis, M. Ramsden and Natasha Alsonso	Proofreading and revision	22/01/2025
3	All WP Leaders	Proofreading and revision	27/01/2025
4	L. Reyes, N. Georgantzis and M. Ramsden	Final version	31/01/2025

TABLE OF CONTENTS

Abstract	3
Introduction	4
Synergy Network.....	5
Aligned Projects Group	5
Collaboration with PRUDENT – sister project	5
Initial identification of EU projects to join the Aligned Projects Group	6
Knowledge Facilitation Group	8
Collaboration with European Initiatives	14
Action Plan	17
Action plan for the Aligned Projects Group	17
Action plan for the Knowledge Facilitation Group	17
Action plan for the collaboration with European Initiatives	18
Conclusion	19

Abstract

The ForestAgriGreenNudge Synergy Plan will be used and updated throughout the lifetime of the project, providing the central reference point for interactions with relevant projects and initiatives across Europe. Deliverable 6.2 serves as the record of the project's initial plans.

The Synergy Plan identifies and describes recent and ongoing Green projects and initiatives with which synergies will be developed, the procedure on how to engage them in ForestAgriGreenNudge project, and processes for planning and monitoring these activities.

The Synergy Plan will evolve during the implementation of the project, ensuring an up to date, relevant version of the guidelines and targeted synergy projects and initiatives is implemented through project activities.

ForestAgriGreenNudge Synergy plan

INTRODUCTION

Current agri-food and forestry system are struggling achieve the sustainable provision of sufficient food security, nutrition, and produce, while also preventing biodiversity loss and land ecosystem degradation. Solving these environmental challenges relies on a green transition requiring profound changes in bioeconomic policies and initiatives toward more sustainable practices in agriculture and forestry. ForestAgriGreenNudge contributes to this transition by exploring the potential of behavioural nudges to encourage more sustainable practices within these sectors. It identifies biases influencing decisions in farming and forestry and the nudges that have been used, or are being used, to mitigate them. Additionally, the project develops criteria to evaluate the efficiency of such Green Nudges, incorporating both ethical and economic considerations.

A key element of ForestAgriGreenNudge's strategy is the creation of synergies with other relevant projects and initiatives. Synergy planning and monitoring is undertaken in WP6, Communication and Dissemination, throughout the project. Task 6.3 is dedicated to developing synergies and clustering with relevant projects sharing a similar scope to ForestAgriGreenNudge. Through diversifying collaborations with European Commission services, pan-European initiatives and national and international projects, this task ensures that ForestAgriGreenNudge effectively engages with relevant efforts already underway in Europe, and that project results are disseminated effectively and integrated into a broader ecosystem of sustainability-focused actions.

The ForestAgriGreenNudge approach is built on i) developing meaningful collaborations with existing green projects and initiatives, and ii) fostering knowledge exchanges to and between green projects and initiatives. This Synergy Plan outlines a structured process for achieving these two objectives. ForestAgriGreenNudge partners have identified an initial list of relevant projects and initiatives based on their alignment with sustainability goals, relevance to agricultural and forestry systems and shared interest in the application of green nudges.

To ensure sustained engagement with projects and initiatives, the Synergy Plan defines two complementary synergy groups. The **Aligned Projects Group** consists of projects and initiatives that are working directly on the use of Green Nudges, with whom close synergies should be formed to share knowledge and coordinate impact during the project. The **Knowledge Facilitation Group** consists of project and initiatives that aim to promote sustainable practices in agricultural and forestry and would benefit from communication and dissemination of project outputs during the project.

Deliverable 6.2 serves as a reference document among consortium partners, offering an initial summary of related project's scopes, objectives and synergy building activities, and framework for engagement. This Synergy Plan will be regularly updated to ensure it remains a valuable tool for internal use throughout the project.

SYNERGY NETWORK

Given the objective of promoting sustainable agricultural and forestry practices through the implementation of green nudges, ForestAgriGreenNudge distinguishes 2 axes of synergies. The **Aligned Projects Group** will facilitate collaboration between aligned projects to promote sustainable agricultural and forestry practices through nudges, while the **Knowledge Facilitation Group** will broaden outreach and enhance impact.

This section is an outline of the identified projects and initiatives linked to the objectives of ForestAgriGreenNudge. It is a living document that will be updated and expanded based on the network growth and communication and dissemination activities. The network has been structured according to the type of initiatives and the outcomes to be reached based on potential synergies.

Aligned Projects Group

This group includes projects focused behavioural change and agroforestry adaptation to climate change and sustainable practices through the development, evidence and implementation of Green Nudges. Together, they form a dedicated cluster aimed at sharing knowledge, coordinating communication efforts and, ultimately, aligning messages and inputs for future CAP frameworks. Collaborations will focus on:

- Coordinating efforts with project coordinators and WP Leaders for communication and dissemination
- Joint participation in workshops, webinars, and other dissemination activities to share insights and amplify project outcomes
- Facilitating knowledge exchange and lessons learned among projects, while identifying common challenges and exploring solutions
- Fostering cross project engagements by inviting representatives from related projects to ForestAgriGreenNudge events and participating in their initiatives to share approaches and key findings on sustainable practices in forestry and agriculture practices.

Collaboration with PRUDENT – sister project

PRUDENT – Promoting Green Nudging for Sustainable Agriculture and Forestry is the sister project funded under the HORIZON-CL6-2023-GOVERNANCE-01-3 call. In this sense, PRUDENT complements ForestAgriGreenNudge as it aims to identify and evaluate the most effective green nudges that can enable behavioural change to more sustainable practices and develop innovative nudging tools and transformative pathways to encourage transition to fair, healthy and environmentally friendly agriculture and forestry systems. <https://prudent-project.eu/>

Recognising this alignment, ForestAgriGreenNudge and PRUDENT have agreed a close relationship as ‘sister projects’, to maximise impact and share resources where possible. Specific actions will be carried out together with PRUDENT in order to maximise synergies between the two projects to determine joint opportunities for cooperation, as well as to avoid overlapping of effort. The PRUDENT project coordinator participated in the

ForestAgriGreenNudge Kick off meeting in November 2024, and their Project Manager joined the GreenNudge Conference 2025 organising committee to coordinate inputs across the two projects. Regular meetings between the two projects management groups will maintain synergies and establishing avenues for collaboration.

The aim of regular meetings focus on:

- Opportunities for coordinating engagement with stakeholders, contacts, initiatives, networking events and initiate the building of a extensive network
- The potential exchange of information on project progress and key insights
- The opportunity of joint participation in workshops, conferences and other events to promote the visibility and outputs of the projects.

Initial identification of EU projects to join the Aligned Projects Group

Table 1 highlights the relevant EU-funded projects identified to be invited to join the Aligned Projects Group. This list is non-exhaustive and will be updated regularly as the project evolves and will incorporate inputs from WP2 Green Nudges in Action. As the Aligned Projects Group evolves, a more formal agreement between the projects will be agreed. This agreement will define group objectives, clarify any project specific limitations, Intellectual Property, and commitments, and outline pathways for collaboration.

Table 1 Indicative clustering projects

Project name and Type of project/ initiative	Description	Lifespan	Shared Partners
PRUDENT Horizon Europe – Sister project Grant Agreement No. 101134051	PRUDENT will identify and evaluate the most effective green nudges that can enable farmers/foresters’ behavioural change to more sustainable agriculture and forestry . Nudges will be tested in natural contexts to evaluate the interactive effect of nudges with actual policy changes in the transition to sustainability. Innovative nudging tools will be employed to boost farmers/foresters’ self-regulatory capacity and enhance the durability of nudging effects.	2024-2028	Agricultural University of Athens ILVO University of Trento Q-PLAN international AgriFood Lithuania
BEATLES Horizon Europe Grant Agreement No. 101060645	BEATLES aspires to change the way agri-food systems currently operate and accelerate the systemic and systematic behavioural shift to climate-smart agriculture and smart farming technologies fully aligned with the ambitions of the Farm to Fork and Biodiversity Strategies, and the new CAP at regional and EU levels.	2022-2026	Agricultural University of Athens Q-PLAN international AgriFood Lithuania
ENFASYS Horizon Europe	ENFASYS will frame current transitions to SFS and screen 160 cases for current interventions. Through systems analysis,	2022-2026	ILVO

Grant Agreement No. 101059589	behavioural and experimental studies , ENFASYS will uncover lock-ins from a systemic and behavioural point of view.		
<u>VISIONARY</u> Horizon Europe Grant Agreement No. 101060538	VISIONARY aims to improve the sustainability of agriculture by promoting practices in food production systems that are more environmentally friendly, economically viable, and socio-culturally appropriate , and helping to remove the barriers to their adoption	2022-2026	University of Trento

Knowledge Facilitation Group

This group brings together projects that promote sustainable practices in agriculture and forestry but which have not intentionally implemented the use of Green Nudges in their strategies. These projects may, however, be using approaches that can be defined as Green Nudge, and/or may benefit from both the dissemination of ForestAgriGreenNudge results and the integration of green nudges into their approach. To support development of this group, a selection of projects identified in WP2 Green Nudges in Action, which will be targeted for detailed interviews in task 2.1 to better understand the current awareness and implementation of Green Nudges in EU funded projects. Collaborations will focus on:

- Providing access to information about Green Nudges, and the role they play in increasing impact of project activities
- Communicating and disseminating ForestAgriGreenNudge outputs

An initial list of relevant EU-funded projects identified for potential engagement are listed in

Table 2 relevant EU projects for Knowledge Facilitation Group

Project name and Type of project/ initiative	Description	Lifespan
GOOD Horizon Europe Grant Agreement No. 101083589	GOOD project aims develop an agroecological weed management system. The project seeks to reduce herbicide usage by farmers while enhancing efficiency, resilience, and sustainability. To achieve this, living labs will be established with the support of stakeholders. These living-labs will promote collaboration through a specialised network and facilitate the introduction and dissemination of innovative practices	2023-2027
Shield4Grape Horizon Europe Grant Agreement No. 101135088	SHIELD4GRAPE project will implement sustainable agro-ecological methods to enhance viticulture resilience against pest diseases exacerbated by the ongoing climate scenario	2024-2027
VALERECO Horizon Europe Grant Agreement No. 101135472	VALERECO aims to develop an EU-wide legume ecosystem to identify barriers and enablers of legume adoption and provide services on the economic and environmental benefits of their widespread inclusion into EU agricultural systems to promote biodiversity.	2024-2028
Oper8 Horizon Europe Grant Agreement No. 101060591	By building upon the outcomes of eight Operational Groups across Europe, the Oper8 Thematic Network will establish stakeholder engagement processes to set up and connect national networks in each partner country. It will also uncover the drivers, barriers and root causes for the lack of non-chemical weed control adoption. The network will collect, analyse, validate, and widely disseminate non-chemical weed solutions, and establish cross-fertilisation activities (workshops, demo farms) within and across the national networks. The aim will be to co-create, showcase and evaluate non-chemical weed control methods. It will also deploy knowledge transfer tools and techniques (trainings and policy recommendations) to adapt, disseminate and scale-up alternative weed control solutions and ensure their diffusion within countries and across Europe.	2022-2025
BELIS Horizon Europe	The aim of BELIS is (i) to increase the competitiveness of the EU and Associated Countries legume breeding industry by	2023-2028

Grant Agreement No. 101081878	improving the methodologies and the governance structures of the breeding sector; (ii) to design conditions that allow an efficient delivery of the achieved genetic progress to the breeders and seed industry, and to the other actors (registration offices, extension services, feed and food industry, farmers).	
SafeHabitus Horizon Europe Grant Agreement No. 101084270	Farming can be a dangerous occupation due to numerous risk factors such as operating heavy equipment. SafeHabitus project will raise awareness about health and safety issues on the farm. To do so, it will develop digital storytelling methods that give a voice to the farm workers who have experienced accidents. It will also codesign farm work risk management tools and assess consumer willingness to pay extra for food production that protects health and safety.	2023-2026
Re-Livestock Horizon Europe Grant Agreement No. 101059609	The overall objective of Re-Livestock is to understand and mobilize adoption of innovative practices, applied cross-scale (animal, herd/farm, sector and region), to reduce the greenhouse gas (GHG) emissions of livestock farming and to increase the capacity for dealing with climate change impacts, in order to ultimately increase the overall resilience of the livestock sector.	2022-2027
LIFE AgroForAdapt LIFE	The main objective of LIFE AgroForAdapt project is to promote agroforestry systems for climate change adaptation of the agrarian and forestry sectors in the Mediterranean. In the project we work with two types of agroforestry systems: Silvoarable and Silvopastoral	2021-2026
SUPERB Horizon 2020 Grant Agreement No. 101036849	Forest ecosystems are exposed to multiple forestry-internal as well as external pressures, i.e. climate change. Sustainable, transformative changes are needed to improve the condition of forest ecosystems and minimise risks. In that direction, the EU-funded SUPERB project will create lasting transformative change towards large-scale forest and forest landscape restoration. The project will inform decisions for the restoration of biodiversity, ecosystem services and carbon sequestration to maximise synergies between ecosystem services.	2021-2025
FBI4EU INTERREG	The FBI4EU project is dedicated to modernizing and enhancing the competitiveness of Europe's forest-based SMEs by addressing regional disparities and promoting sustainable growth. Through comprehensive analysis of existing policies, the project identifies strengths and gaps, paving the way for effective interventions. By sharing and implementing best practices across regions, FBI4EU fosters a culture of continuous improvement. Tailored measures are developed to meet the specific needs of each region, ensuring practical and impactful solutions. The project emphasizes broad stakeholder engagement, creating inclusive regional groups that represent various actors in the forest-based value chain.	2024-2028
ClimateGO INTERREG	Through promoting comprehension and awareness, ClimateGO supports regions and cities in developing better policies for climate-smart and resilient governance. ClimateGO brings together seven partners from six European cities and regions. They share the desire to change climate policies to support EU goals. The project partnership includes different levels of climate governance development and a mix of policy instruments that allows sharing and learning. ClimateGO develops also regional cooperation among stakeholders.	2024-2028

Climate Nudge Funded by The Strategic Research Council (SRC) in the Academy of Finland	CLIMATE NUDGE is a multi-year research project which creates, develops and tests nudges to reduce GHG emission from traffic and to fortify carbon sinks in forests. We are constantly evaluating the ethics, economics and health effects of nudges.	2020- 2026
Climate Farm Demo Horizon Europe Grant Agreement No. 101060212	ClimateFarmDemo's overall aim is to accelerate the adoption of Climate Smart Farming (CSF) practices and solutions by farmers and all actors of the Climate Smart Agriculture Knowledge & Innovation Systems (AKIS) with a view to adapting agricultural production systems to climate change and to achieving a carbon neutral agricultural sector by 2050, thereby meeting the targets of the EU Climate strategy.	2022- 2029
MAMIKSA National Project - Finland	The decline in the use of peat energy in rural areas has a significant impact on employment, particularly for young individuals with lower educational attainment. The project's objective is to enhance the economic prospects of these demographic groups, primarily through the establishment of new businesses and the development of relevant competencies.	2024- 2026
ClieNFarms Horizon 2020 Grant Agreement No.101036822	The ClieNFarms project aims to demonstrate, evaluate and improve technical, organisational and financial solutions at the farm level that will contribute to achieving climate-neutrality of European agriculture by 2050. This will be done by a multi-actor approach, interactively integrating and improving existing solutions to achieve economically viable business models in farming systems by involving farmers, extension services, agri-food business, policymakers, finance and citizens. These solutions will be disseminated, and young farmers will be targeted through capacity building.	2022- 2025
ClimateSmartAdvisors Horizon Europe Grant Agreement No. 101084179	ClimateSmartAdvisors is a pan-European multi-actor network covering 27 countries. Its aim is to boost the EU agricultural advisory community, leading to an acceleration of the adoption of climate smart (CS) farming practices by the wider farming community within and across EU AKISs. To reach this objective, ClimateSmartAdvisors focuses on the crucial role of advisors in the development and dissemination of CS innovations and practices. The project will organize activities focusing on strengthening the advisors' capacity in providing CS advice and boosting the advisors' role in the transition towards CS farming through their involvement in innovation projects, CS-AKIS, and EU projects and initiatives.	2023- 2030
ClimateForest INTERREG	The primary goal of this project is to create new tools and risk management methods to prevent forest damage and support livelihoods in the Aurora region. The project will generate new knowledge for short- and long- term activities to enhance living conditions in the Aurora region and contribute to sustainable ecological, social, and economic development.	2024- 2028
FORTUNA Horizon Europe Grant Agreement No. 101137089	FORTUNA - Future Innovation for Pesticide Use Reduction in Agriculture' is a three-year initiative that seeks to identify knowledge gaps and challenges in plant protection beyond 2030, highlighting the need for further research. The project will analyse the results of ongoing or completed national and European projects and applied research.	2024 - 2026
FIRE-RES Horizon 2020 Grant Agreement No. 101037419.	There is a need to develop novel approaches that shift emphasis to the root causes and impacts of extreme wildfire events. To that end, the EU-funded FIRE-RES project will promote the implementation of a more holistic fire management approach and support the transition towards	2021- 2025

	more resilient landscapes and communities. By integrating research, technology, civil protection, policy and governance spheres related to wildfires, the project will generate new knowledge about sustainable integrated fire management models. Moreover, it will deploy innovations at the technological, social, health, safety, administrative, ecological and economic levels to define how future policies in this area may be achieved in the EU.	
Agenda TransForm National project (Portugal)	Agenda transForm targets the digital transformation of the forest sector in a resilient and low-carbon economy, and is integrated in Component 5 (C5) of the Recovery and Resilience Plan (RRP), which focuses on Capitalisation and Business Innovation, in the context of the incentive systems for Mobilizing Agendas and Green Agendas for Business Innovation.	2022-2025
Precilience Horizon Europe Grant Agreement No. 101157094	Precilience will develop precision solutions with farmers, foresters, landowners, and other actors to increase climate resilience in the boreal regions of Denmark, Estonia, Finland, Norway and Sweden.	2024-2028
Foodpaths Horizon Europe Grant Agreement No. 101059497	FOODPathS is a project funded by the European Commission that aims to offer a concrete pathway and necessary tools to support the establishment of the European Partnership for Sustainable Food Systems for People, Planet & Climate, to be launched in 2024 based on the experience gained during the project's lifetime. To ensure all voices are heard, the project engages actors from across the food system to create the framework in which the Partnership will operate.	2022-2025

. This table is based on input provided by ForestAgriGreenNudge partners to ensure relevance and alignment. As the Knowledge Facilitation Group expands through further outreach activities, this list will be updated as the project evolves.

Table 2 relevant EU projects for Knowledge Facilitation Group

Project name and Type of project/ initiative	Description	Lifespan
<u>GOOD</u> Horizon Europe Grant Agreement No. 101083589	GOOD project aims develop an agroecological weed management system. The project seeks to reduce herbicide usage by farmers while enhancing efficiency, resilience, and sustainability. To achieve this, living labs will be established with the support of stakeholders. These living-labs will promote collaboration through a specialised network and facilitate the introduction and dissemination of innovative practices	2023-2027
<u>Shield4Grape</u> Horizon Europe Grant Agreement No. 101135088	SHIELD4GRAPE project will implement sustainable agro-ecological methods to enhance viticulture resilience against pest diseases exacerbated by the ongoing climate scenario	2024-2027
<u>VALERECO</u> Horizon Europe Grant Agreement No. 101135472	VALERECO aims to develop an EU-wide legume ecosystem to identify barriers and enablers of legume adoption and provide services on the economic and environmental benefits of their widespread inclusion into EU agricultural systems to promote biodiversity.	2024-2028
<u>Oper8</u> Horizon Europe Grant Agreement No. 101060591	By building upon the outcomes of eight Operational Groups across Europe, the Oper8 Thematic Network will establish stakeholder engagement processes to set up and connect national networks in each partner country. It will also uncover the drivers, barriers and root causes for the lack of non-chemical weed control adoption. The network will collect,	2022-2025

	analyse, validate, and widely disseminate non-chemical weed solutions, and establish cross-fertilisation activities (workshops, demo farms) within and across the national networks. The aim will be to co-create, showcase and evaluate non-chemical weed control methods. It will also deploy knowledge transfer tools and techniques (trainings and policy recommendations) to adapt, disseminate and scale-up alternative weed control solutions and ensure their diffusion within countries and across Europe.	
BELIS Horizon Europe Grant Agreement No. 101081878	The aim of BELIS is (i) to increase the competitiveness of the EU and Associated Countries legume breeding industry by improving the methodologies and the governance structures of the breeding sector; (ii) to design conditions that allow an efficient delivery of the achieved genetic progress to the breeders and seed industry, and to the other actors (registration offices, extension services, feed and food industry, farmers).	2023-2028
SafeHabitus Horizon Europe Grant Agreement No. 101084270	Farming can be a dangerous occupation due to numerous risk factors such as operating heavy equipment. SafeHabitus project will raise awareness about health and safety issues on the farm. To do so, it will develop digital storytelling methods that give a voice to the farm workers who have experienced accidents. It will also codesign farm work risk management tools and assess consumer willingness to pay extra for food production that protects health and safety.	2023-2026
Re-Livestock Horizon Europe Grant Agreement No. 101059609	The overall objective of Re-Livestock is to understand and mobilize adoption of innovative practices, applied cross-scale (animal, herd/farm, sector and region), to reduce the greenhouse gas (GHG) emissions of livestock farming and to increase the capacity for dealing with climate change impacts, in order to ultimately increase the overall resilience of the livestock sector.	2022-2027
LIFE AgroForAdapt LIFE	The main objective of LIFE AgroForAdapt project is to promote agroforestry systems for climate change adaptation of the agrarian and forestry sectors in the Mediterranean. In the project we work with two types of agroforestry systems: Silvoarable and Silvopastoral	2021-2026
SUPERB Horizon 2020 Grant Agreement No. 101036849	Forest ecosystems are exposed to multiple forestry-internal as well as external pressures, i.e. climate change. Sustainable, transformative changes are needed to improve the condition of forest ecosystems and minimise risks. In that direction, the EU-funded SUPERB project will create lasting transformative change towards large-scale forest and forest landscape restoration. The project will inform decisions for the restoration of biodiversity, ecosystem services and carbon sequestration to maximise synergies between ecosystem services.	2021-2025
FBI4EU INTERREG	The FBI4EU project is dedicated to modernizing and enhancing the competitiveness of Europe's forest-based SMEs by addressing regional disparities and promoting sustainable growth. Through comprehensive analysis of existing policies, the project identifies strengths and gaps, paving the way for effective interventions. By sharing and implementing best practices across regions, FBI4EU fosters a culture of continuous improvement. Tailored measures are developed to meet the specific needs of each region, ensuring practical and impactful solutions. The project emphasizes broad stakeholder engagement, creating inclusive regional groups that represent various actors in the forest-based value chain.	2024-2028

<u>ClimateGO</u> INTERREG	<p>Through promoting comprehension and awareness, ClimateGO supports regions and cities in developing better policies for climate-smart and resilient governance. ClimateGO brings together seven partners from six European cities and regions. They share the desire to change climate policies to support EU goals. The project partnership includes different levels of climate governance development and a mix of policy instruments that allows sharing and learning. ClimateGO develops also regional cooperation among stakeholders.</p>	2024-2028
<u>Climate Nudge</u> Funded by The Strategic Research Council (SRC) in the Academy of Finland	<p>CLIMATE NUDGE is a multi-year research project which creates, develops and tests nudges to reduce GHG emission from traffic and to fortify carbon sinks in forests. We are constantly evaluating the ethics, economics and health effects of nudges.</p>	2020-2026
<u>Climate Farm Demo</u> Horizon Europe Grant Agreement No. 101060212	<p>ClimateFarmDemo's overall aim is to accelerate the adoption of Climate Smart Farming (CSF) practices and solutions by farmers and all actors of the Climate Smart Agriculture Knowledge & Innovation Systems (AKIS) with a view to adapting agricultural production systems to climate change and to achieving a carbon neutral agricultural sector by 2050, thereby meeting the targets of the EU Climate strategy.</p>	2022-2029
<u>MAMIKSA</u> National Project - Finland	<p>The decline in the use of peat energy in rural areas has a significant impact on employment, particularly for young individuals with lower educational attainment. The project's objective is to enhance the economic prospects of these demographic groups, primarily through the establishment of new businesses and the development of relevant competencies.</p>	2024-2026
<u>ClieNFarms</u> Horizon 2020 Grant Agreement No.101036822	<p>The ClieNFarms project aims to demonstrate, evaluate and improve technical, organisational and financial solutions at the farm level that will contribute to achieving climate-neutrality of European agriculture by 2050. This will be done by a multi-actor approach, interactively integrating and improving existing solutions to achieve economically viable business models in farming systems by involving farmers, extension services, agri-food business, policymakers, finance and citizens. These solutions will be disseminated, and young farmers will be targeted through capacity building.</p>	2022-2025
<u>ClimateSmartAdvisors</u> Horizon Europe Grant Agreement No. 101084179	<p>ClimateSmartAdvisors is a pan-European multi-actor network covering 27 countries. Its aim is to boost the EU agricultural advisory community, leading to an acceleration of the adoption of climate smart (CS) farming practices by the wider farming community within and across EU AKISs. To reach this objective, ClimateSmartAdvisors focuses on the crucial role of advisors in the development and dissemination of CS innovations and practices. The project will organize activities focusing on strengthening the advisors' capacity in providing CS advice and boosting the advisors' role in the transition towards CS farming through their involvement in innovation projects, CS-AKIS, and EU projects and initiatives.</p>	2023-2030
<u>ClimateForest</u> INTERREG	<p>The primary goal of this project is to create new tools and risk management methods to prevent forest damage and support livelihoods in the Aurora region. The project will generate new knowledge for short- and long- term activities to enhance living conditions in the Aurora region and contribute to sustainable ecological, social, and economic development.</p>	2024-2028

<u>FORTUNA</u> Horizon Europe Grant Agreement No. 101137089	FORTUNA - Future Innovation for Pesticide Use Reduction in Agriculture' is a three-year initiative that seeks to identify knowledge gaps and challenges in plant protection beyond 2030, highlighting the need for further research. The project will analyse the results of ongoing or completed national and European projects and applied research.	2024 - 2026
<u>FIRE-RES</u> Horizon 2020 Grant Agreement No. 101037419.	There is a need to develop novel approaches that shift emphasis to the root causes and impacts of extreme wildfire events. To that end, the EU-funded FIRE-RES project will promote the implementation of a more holistic fire management approach and support the transition towards more resilient landscapes and communities. By integrating research, technology, civil protection, policy and governance spheres related to wildfires, the project will generate new knowledge about sustainable integrated fire management models. Moreover, it will deploy innovations at the technological, social, health, safety, administrative, ecological and economic levels to define how future policies in this area may be achieved in the EU.	2021- 2025
<u>Agenda TransForm</u> National project (Portugal)	Agenda transForm targets the digital transformation of the forest sector in a resilient and low-carbon economy, and is integrated in Component 5 (C5) of the Recovery and Resilience Plan (RRP), which focuses on Capitalisation and Business Innovation, in the context of the incentive systems for Mobilizing Agendas and Green Agendas for Business Innovation.	2022- 205
<u>Precilience</u> Horizon Europe Grant Agreement No. 101157094	Precilience will develop precision solutions with farmers, foresters, landowners, and other actors to increase climate resilience in the boreal regions of Denmark, Estonia, Finland, Norway and Sweden.	2024- 2028
<u>Foodpaths</u> Horizon Europe Grant Agreement No. 101059497	FOODPathS is a project funded by the European Commission that aims to offer a concrete pathway and necessary tools to support the establishment of the European Partnership for Sustainable Food Systems for People, Planet & Climate, to be launched in 2024 based on the experience gained during the project's lifetime. To ensure all voices are heard, the project engages actors from across the food system to create the framework in which the Partnership will operate.	2022- 2025

Collaboration with European Initiatives

ForestAgriGreenNudge will establish synergies with key European initiatives and networks to facilitate knowledge exchange and amplify impact. As an initial step, an indicative list of EU bodies & initiatives has been created (Table 3 below).

European Commission initiatives will be prioritised due to their role in shaping policy and fostering collaboration at EU level. Potential engagement activities include sharing project findings through official channels, participating in relevant events and collaborating on aligned initiatives. Coordination efforts with WP5, particularly in the framework of T5.1 *Engagement* and T5.2 *EU Policy Forum on innovative cooperation and nudging for increased uptake of sustainable practices*, will ensure alignment, prevent overlapping efforts and promote enhanced collaboration when needed. Wherever possible, ForestAgriGreenNudge will use existing pathways and EU resources for engagement, communication and dissemination, including, but not limited to, the EU CAP Network and EU FarmBook. The projects relationship with the EC will be fostered through project activities, including hosting annual Green Nudge

Conferences, policy forums, and provision of Green Nudge training and resources through the iNudge Academy.

European level networks such as IFOAM and OCNE that align with the objectives of the Knowledge Facilitation Group, will be primarily engaged for dissemination and outreach activities to promote project outcomes. European Commission initiatives will be approached and engaged differently, as they will be targeted by the actions of the Aligned Projects Group.

Table 3 Indicative EU bodies & Initiatives

Acronym	Full name	Description	Type
<u>CAP</u>	EU Common Agricultural Policy	The Common Agricultural Policy is a framework of policies established by the European Union to support agricultural production, rural development, and environmental sustainability across member states. It provides financial aid to farmers, ensures food security, stabilizes markets, and promotes sustainable farming practices.	Policy
<u>DG AGRI</u>	Directorate-General for Agriculture and Rural Development	This Commission department is responsible for EU policy on agriculture and rural development and deals with all aspects of the common agricultural policy (CAP)	Body/ Network
<u>CDGs</u>	Agricultural Civil Dialogue Groups	Civil Dialogue Groups (CDGs) are Commission expert groups specific to the Directorate-General for Agriculture and Rural Development. They provide a single legal and procedural framework for consultation of non-governmental stakeholders. The CDGs assist the European Commission in the preparation of policy initiatives, providing advice in relation to their thematic areas of competence when specific expertise is required. In addition, CDGs bring about an exchange of experiences and best practices, including dissemination of information among their members, and allow them to monitor the policy developments in the area of their activities	Body/ Network
<u>Farm to Fork strategy</u>	Farm to Fork strategy	The Farm to Fork Strategy is at the heart of the European Green Deal aiming to make food systems fair, healthy and environmentally friendly	Initiative/ Strategy/ Plan
<u>Organic Action Plan</u>	Organic Action Plan	Action Plan for organic production in the EU	Initiative/ Strategy/ Plan
<u>EU CAP Network</u> (incl. EIP-AGRI Network)	EU Common Agricultural Policy (CAP) Network	The Network is a forum through which National CAP Networks, organisations, administrations, researchers, entrepreneurs and practitioners can share knowledge and information (e.g. via peer-to-peer learning and good practices) about agriculture and rural policy.	Body/ Network
<u>IFOAM</u>	IFOAM - Organics International	IFOAM - Organics International is a membership-based organisation working to bring true sustainability to agriculture across the globe	Body/ Network

<u>OCNE</u>	Organic Cities Network Europe	Organic Cities Network Europe serves the European cities dedicated to promoting healthy food and sustainable farming policies.	Body/ Network
<u>EOCC</u>	European Organic Certifiers Council	The European Organic Certifiers Council is an association of control bodies and authorities. EOCC aims at increasing the reliability and control and certification activities and decisions in organic agriculture	Body/ Network
<u>SCAR</u>	Standing Committee on Agricultural Research	SCAR advises the European Commission, EU Member States and Associated Countries on R&I priorities to address Europe's challenges in agriculture, fisheries, food systems, forestry, and the wider bioeconomy.	Body/ Network

ACTION PLAN

The action plan defines different approaches for engaging and collaborating with the projects and initiatives belonging to the Aligned Projects Group and the Knowledge Facilitation Group, since each one of them requires tailored strategies. Additional opportunities might emerge from the development of these actions as well as the progress of the project.

Action plan for the Aligned Projects Group

The Aligned Projects Group will be cooperatively developed by projects focusing on green nudges and behavioural change. The aim is to introduce Green Nudges, establish pathways for sharing outcomes, coordinate communication and dissemination efforts, align methodologies, share knowledge, and ultimately develop policy recommendations, particularly in relation to the CAP.

Phase 1. Initial engagement

The first phase involves initiating contact and conducting introductory meetings with the identified projects and initiatives. These meetings aim to present objectives, explore potential areas of synergy, align objectives and establish communication channels. Specific areas of collaboration will be identified, building on the analysis of the scope of each project. Collaboration agreements outlining the scope, activities, and expected outcomes may be drafted as needed during this phase to formalise the collaborations.

Phase 2. Implementation

During this phase, regular exchanges between the aligned projects will be established, facilitating the sharing of project progress and emerging challenges. Joint activities such as webinars, co-hosted workshops, brainstorming sessions, policy dialogues will be organised to support further development of nudging strategies. This phase will include the coordination of joint dissemination efforts.

Phase 3. Policy recommendations and CAP review contribution

As collaboration progresses, this third phase will focus on broadening synergies and developing concrete policy recommendations. Collaborative work between the cluster projects will help to consolidate findings from the projects into a set of policy suggestions, contributing to the CAP review and related policy frameworks.

Phase 4. Finalisation and impact assessment

The final phase involves an assessment of collaborative activities on project outcomes. Based on these assessments, plans will be developed to maintain successful collaborations beyond the project's lifespan, ensuring that synergies continue to benefit all the aligned projects.

Action plan for the Knowledge Facilitation Group

The Knowledge Facilitation Group will engage projects working in sustainable agriculture and forestry in a broader sense that may not currently apply nudging strategies, but could be interested in adopting them in the future. The main objective is to introduce Green Nudges,

create pathways for sharing outcomes, facilitate green nudge adoption, and maximise overall impact.

Phase 1. Initial engagement

The first phase involves initiating contact and conducting introductory meetings with the identified projects and initiatives listed in Table 2, as well as relevant projects identified in T2.1 *Current use of Green Nudges*. These meetings aim to present objectives, explore potential areas of synergy, align objectives and establish communication channels.

Phase 2. Establishment of Communication and Dissemination pathways

This phase will establish structured communication and dissemination pathways, ensuring a smooth exchange of knowledge and resources. This includes informational materials, best practice guidelines and relevant project outputs to support Green Nudge adoption.

Phase 3. Implementation and feedback

This phase will focus on the C&D of aligned project outputs to this second group, collecting feedback, through short surveys on whether specific interventions and resources that can be used as nudges were helpful, complying with the efficacy and efficiency criteria specified in WP2.

Phase 4. Impact assessment

This final phase will focus on understanding how our resources may have had an impact through feedback surveys. This activity will include review of conference and policy forum feedback etc. Based on these assessments, strategies will be developed to maintain successful collaborations beyond the project's duration, contributing to a broader adoption of Green Nudges.

Action plan for the collaboration with European Initiatives

An action plan for collaboration with European initiatives will be developed in coordination with WP5 to align with its the activities. It will define the best ways to engage with these initiatives through the Aligned Projects Group, ensuring a coordinated approach and enhanced impact of joint actions. The Synergy Plan will be updated following discussions with WP5 partners to ensure coherence across tasks.

Conclusion

This ForestAgriGreenNudge Synergy Plan establishes a structured approach to fostering collaboration and knowledge exchange with identified project and initiatives. Through the creation of dedicated synergy groups and definition of tailored action plans, the project aims to ensure that Green Nudges are integrated into agricultural and forestry practices, and taken into consideration in the formulation of new policies, particularly the CAP. The definition of this roadmap aims to facilitate policy impact and maximise project outcomes.

In order to enhance the project's impact through these synergies, the interaction and constant contact with the targeted projects and initiatives is essential for its success. Therefore, this synergy plan will be regularly updated to identify new relevant collaborations, refine engagement strategies when required, and monitor the progress of the planned actions.