



ForestAgri **GREENNUDGE**

www.greennudge.eu

D6.1 Communication, Dissemination and Exploitation Plan (version 1)

M06/APRIL 2025



**Funded by
the European Union**

ForestAgriGreenNudge has received funding from the European Union's Horizon Europe research and innovation programme (grant agreement 101133987) and UK Research and Innovation (grant agreement 10133630).

| 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 | D6.1 Communication, Dissemination and Exploitation Plan |
| Delivery Time (DOA) | M6 |
| Deliverable Submission Date | 30/04/2025 |
| Status | Draft |
| Dissemination Level | PU - Public |
| Deliverable Lead | Vitagora |
| Author(s)/Organisation(s) | Cindy Tran (Vitagora) |
| Contributor(s) | Biljana Tadic (BioSense), Laura Reyes (Vitagora), Cecile Schweitzer (BSB) |
| Peer-Reviewers | Nikolaos Georgantzis (BSB), and Mark Ramsden (ADAS) |
| Contact | cindy.tran @vitagora.com |
| Work Package | WP6 Communication and Dissemination |
| Keywords | communication strategy, dissemination, |
| Abstract | A comprehensive plan for communication, dissemination and exploitation including communication activities and establishing key messages, positioning statements, and target audiences. It also identifies the most effective tools and channels to ensure impactful information dissemination to key stakeholders and value chain actors in agriculture and forestry. |

Version History

| Version number | Implemented by | Description | Date |
|----------------|----------------|---|------------|
| 1 | C. Tran | D6.1 Communication, Dissemination and Exploitation Plan (version 1) | 11/04/2025 |
| 2 | | | |
| 3 | | | |
| 4 | | | |

Disclaimer

ForestAgriGreenNudge has received funding from the European Union's Horizon Europe research and innovation programme (grant agreement 101133987) and UK Research and Innovation (grant agreement 10133630). Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor the granting authority can be held responsible for them.

© ForestAgriGreenNudge, 2024

Reproduction is authorised provided the source is acknowledged.

Abstract

This document constitutes the first version of the ForestAgriGreenNudge project's Communication, Dissemination and Exploitation (CDE) Plan.

The document describes the overall communication activities and awareness-raising, dissemination of project results, management of all relevant activities, and partners' responsibilities in this respect.

The overall purpose of CDE Plan is to ensure the visibility of the ForestAgriGreenNudge project to relevant target groups and the dissemination of project results through relevant channels. The document answers the who, what, where and when related to D&C activities. The document therefore contains, among others, an action plan for the communication and the dissemination of results - including key communication messages, content and design, as well as identification of the most suitable channels to convey them.

It includes specific actions and activities that will be carried out by the ForestAgriGreenNudge consortium members and monitoring of the process to ensure success in the communication and dissemination actions, enabling partners to refine efforts and actions over the course of the project. This approach ensures broad visibility for the project and maximizes the impact of its results.

The plan serves as a road map for the CDE activities to be carried out throughout the years of the project. In addition, it also provides guidelines for the partners on how to support and engage in D&C activities, ensuring a coordinated approach that enhances the project's reach and maximises the impact of its results.

Vitagora is the lead partner of WP6 Communication and Dissemination, with BioSense as the co-leader. All partners are expected to contribute to the definition and implementation of the CDE Plan, both as content providers and active promoters of the communication and dissemination of the project and its outputs. These efforts will target relevant audiences at national, EU levels and international, so that the established KPIs can be achieved. One communication contact from each partner will be designated and will serve as the primary contact for conveying content and messages for communication, dissemination and exploitation.

This deliverable describes the initial strategy, for the first phase of the project. The strategy will be updated every year, in M17, M29 and M41, reflecting project learnings and evaluation and monitoring activities. The updates will include results and metrics of the Dissemination & Communication activities by the time of reporting.

Table of Contents

| | |
|---|----|
| List of Figures..... | 7 |
| 1. Introduction..... | 8 |
| 2. Communication, Dissemination and Exploitation Objectives of the ForestAgriGreenNudge project 8 | |
| 3. Target groups | 11 |
| 4. CDE Strategy..... | 13 |
| 4.1 Vision and Objectives..... | 13 |
| 4.2 Key Messages | 13 |
| 5. Communication tools and channels | 15 |
| 5.1 Communication materials | 15 |
| Logotype and graphic charter | 15 |
| Communication tools..... | 17 |
| Video materials | 20 |
| 5.2 ForestAgriGreenNudge website | 20 |
| 5.3 Social media..... | 21 |
| 5.4 Newsletters and press releases | 23 |
| Newsletters | 23 |
| Press releases | 24 |
| 6. Dissemination activities | 24 |
| 6.1 Scientific journals | 24 |
| 6.2 Practices abstracts | 25 |
| 6.3 Workshops and events..... | 25 |
| EU Policy Forum..... | 25 |
| Dissemination Workshops | 26 |
| Pan-European Green Nudges Conferences | 26 |
| National Conferences in each NFP country | 25 |
| Presentations at scientific events and sector-specific fairs | 27 |
| International conferences and exhibitions | 27 |
| 6.4 Cooperation with other projects and initiatives..... | 27 |
| Synergy Plan support..... | 28 |
| National Focal Points (NFPs) support..... | 28 |
| 7. Timeline for CDE activities | 30 |
| 9. Organisation of work..... | 33 |
| 10. Monitoring & indicators | 34 |
| 11. CDE activities for long-term impact..... | 35 |

| | |
|------------------|----|
| Conclusion | 37 |
|------------------|----|

List of Figures

| | |
|--|----|
| Figure 1 ForestAgriGreenNudge logo..... | 16 |
| Figure 2 Fonts and colours..... | 16 |
| Figure 3 The EU flag and funding acknowledgement..... | 17 |
| Figure 4 Virtual background for visioconference..... | 17 |
| Figure 5 PowerPoint template..... | 18 |
| Figure 6 Flyer..... | 18 |
| Figure 7 Rollup banner..... | 20 |
| Figure 8 The ForestAgriGreenNudge project's website..... | 21 |
| Figure 9 ForestAgriGreenNudge's multi-actor engagement activities..... | 26 |
| Figure 10 ForestAgriGreenNudge biogeographical distribution..... | 29 |

List of Tables

| | |
|---|----|
| Table 1 Definitions of CDE in accordance with EU guidance on Horizon Europe projects..... | 8 |
| Table 2 Target groups..... | 11 |
| Table 3 Key messages and target audience..... | 14 |
| Table 4 ForestAgriGreenNudge project's social media accounts..... | 21 |
| Table 5 Overview of event types and corresponding objectives..... | 25 |
| Table 6 Timeline of WP6 Deliverables..... | 30 |
| Table 7 Indicative timeline of C&D activities..... | 31 |
| Table 8 C&D local contacts..... | 33 |
| Table 9 ForestAgriGreenNudge's dissemination KPIs..... | 35 |

List of Abbreviations

| | |
|------------|---|
| CDE | Communication, Dissemination and Exploitation |
| KPI | Key performance indicator |

1. Introduction

The Communication, Dissemination and Exploitation (CDE) Plan will define in detail each of the activities that will be undertaken under the ForestAgriGreenNudge project, so that the communication and dissemination strategy is understood, adopted, monitored, and easily applied by all the Consortium partners. It will outline key messages, positioning statements, target audiences, and identify the best tools and channels (including relevant conferences and events) to meet their information needs.

It will evolve throughout the project, providing ongoing guidelines and recommendations for effective external communication and dissemination to all relevant stakeholders. This document will provide a clear framework for implementation and set up the monitoring and reporting procedures based on internal communication, activity tracking, and progress towards key indicators.

The goals (KPIs) that the project aims to achieve for social media, blog posts, press releases, etc., will be detailed in the CDE Plan to monitor partners' communication and dissemination efforts and ensure the project's opportunities and outcomes are effectively shared.

2. Communication, Dissemination and Exploitation Objectives of the ForestAgriGreenNudge project

A multi-step and multi-channel approach will be used to ensure that the relevant stakeholders and target groups are provided with information tailored to their needs and interests throughout the project.

This deliverable defines the strategy for effectively communicating the project and disseminating its results. It serves as a guide for partners in designing, planning, and executing their dissemination activities while ensuring continuous monitoring of efficiency and timely implementation. Specifically, it aims to:

- Outline the dissemination channels, tools, required actions, and resources.
- Clarify the responsibilities of each partner.
- Establish internal processes for monitoring, evaluating, and reporting dissemination efforts.
- Provide a preliminary timeline and work plan for promotional activities throughout the project.

CDE are three distinct but related concepts. Understanding the concepts behind CDE, will help to create successful and targeted action plans (Table 1).

Table 1 Definitions of CDE in accordance with EU guidance on Horizon Europe projects

| Communication |
|--|
| It involves the dual function of both raising awareness about the project and (where appropriate) encouraging the interaction of external actors (outside the project consortium) and other stakeholders with the project activities. It is important to note that communication activities in Horizon Europe projects are required to place greater emphasis (than in previous programmes) upon reaching out to wider society and demonstrating the benefits and impacts of EU-funded research and innovation activities. |
| Dissemination |
| It involves making knowledge and results generated by the project as available and accessible as possible for others to use. Dissemination does not just involve distributing project results, but also fully and effectively describing them so that their potential use is fully understood by relevant target groups e.g. the scientific community, policymakers, practitioners etc. |
| Exploitation |
| It involves actions to make effective/concrete use of project results through appropriate forms of scientific, economic, political or social exploitation that aim to create tangible value and real impact. Exploitation may involve project partners themselves making concrete use of the project results, as well as user groups outside of the project. |

Communication activities will promote the project, the concept of **"green nudges" in agriculture and forestry**, and raise awareness among target groups and the public. This will include materials such as **flyers, posters, social media posts** announcing project activities, results, and key developments.

Dissemination activities will focus on sharing project results and deliverables with specific target groups—scientists, farmers, forestry stakeholders, public institutions, and policymakers. For example, a **detailed guide on integrating environmental nudges** into agricultural and forestry practices will be distributed to stakeholders.

Exploitation activities will ensure the practical application of project results in research, policymaking, and innovative practices. This will include **policy recommendations for agro-environmental strategies** and **action plans for the adoption of green nudges** by relevant actors (nudge implementers, nudge developers, nudge facilitators and nudge policy actors). Besides, ForestAgriGreenNudge project will build an online tool (iNUDGE Academy) to provide case-specific recommendations for decision makers. It will include: introductory training resources; a nudge resource library and green nudge case studies. These exploitation tools are intended to be sustained over time.

In addition, nudged decision makers defined as farmers and foresters upon whom Green Nudges are applied to engage them in the green transition, could by themselves act as a key exploration activity, becoming decision makers who are subject to a nudge and then encouraging their peers to engage in turn in green transition. This would provide a flexible approach, adaptable and modifiable to the needs of the stakeholders, with a low implementation cost.

Key Pillars of ForestAgriGreenNudge's Communication & Dissemination Strategy

- **A multi-actor approach:** Engaging all relevant stakeholders (local/national/international, across sectors) with complementary expertise to join forces and become involved in the project activities. They participate in consultation activities, share knowledge and best practices, and are primary targets of communication and dissemination efforts. A ForestAgriGreenNudge network (Task 5.1) will be established, bringing together potential members from a multi-actor perspective across the value chains, to ensure strong and sustained stakeholder engagement.

- **Transdisciplinary approach:** Addressing sustainability challenges in agriculture and forestry through a combination of environmental, economic, and behavioural sciences to generate actionable knowledge.
- **Access to decision-makers and key stakeholders:** Leveraging partners' strong ties with public institutions, policymakers, initiatives and organizations at different levels to maximize project impact.
- **Pan-European perspective:** Engaging actors from multiple EU countries to ensure the widespread applicability and transferability of results.
- **Networking and dialogue:** Facilitating knowledge exchange across regions, sectors, and disciplines through **dissemination events, capacity-building activities, and cross-project collaboration.**
- **Consortium-wide engagement:** Ensuring that all project partners actively contribute as promoters and content providers to enhance communication, dissemination, and impact.

This strategy will be implemented through **targeted communication tools, strategic partnerships, and an adaptive approach to ensure visibility, knowledge sharing, and long-term adoption of green nudges in agriculture and forestry.**

ForestAgriGreenNudge's CDE activities will be implemented via different tasks in WP6:

- Task 6.2 Communication and Dissemination tools and monitoring
- Task 6.3 Cooperation with other projects and initiatives
- Task 6.4 Support and coordination of a series of National Green Nudges Conferences across Europe

All **project partners** play a key role in communication and dissemination efforts. Especially, the direct involvement of **WP2 Green Nudges in Action, WP3 Proposing Successful Nudges for Behavioural Change in Agriculture and Forestry, WP4 Nudges from the Value Chain Towards Sustainable Farming and Forestry, and WP5 Policy Mechanisms and Engagement**, significantly strengthens the project's outreach by delivering targeted messages to all value chain actors through their respective activities.

The **CDE Plan** will be continuously updated throughout the project's duration to remain aligned with its progress and evolving needs. Contributions from **WP2, WP3, WP4, and WP5** will ensure coherence with their strategies for effectively identifying and implementing **Green Nudges**.

Additionally, the plan will deploy **targeted communication and dissemination campaigns**, using tailored channels and language to engage key stakeholder groups – including **farmers, foresters, advisors, supply chain actors, policymakers, academics and media**. This approach will not only maximize the project's **visibility** but also ensure that its nudging strategies are adapted to **local, regional, national, and international** stakeholder needs.

3. Target groups

The consortium has identified a significant list of stakeholders to whom the communication and dissemination activities will be targeted:

Table 2 Target groups

| Category | Stakeholders | Role in the project/Outcomes |
|---|--|---|
| Agricultural and forestry value chain actors | <ul style="list-style-type: none"> - Primary producers: Farmers, foresters, agroecological producers, cooperatives, smallholders, large-scale agricultural and forestry enterprises. - Input suppliers: Providers of seeds, fertilizers, bioproducts, forestry equipment, and sustainable agricultural tools. - Processors and manufacturers: Agri-food and forestry product processors, bio-based industries. - Retailers and wholesalers: Distributors, supermarkets, e-commerce platforms focusing on sustainable food and wood products. | <ul style="list-style-type: none"> - Adoption and implementation of green nudges in agricultural and forestry practices. - Engagement in project activities (e.g., pilots, feedback loops). - Dissemination of sustainable practices within supply chains. |
| General public, food and forest products consumers | <ul style="list-style-type: none"> - Consumers: Individuals, families, environmentally conscious buyers. - Consumer organizations: Associations promoting sustainable consumption, organic food movements, fair trade groups. - Environmental advocacy groups: NGOs and activists working on food sustainability, deforestation prevention, and climate change. | <ul style="list-style-type: none"> - Increase awareness and social acceptance of green nudges. - Influence market demand towards sustainable products. - Support advocacy for policy changes. |
| Scientific community and academia | <ul style="list-style-type: none"> - Universities and research institutes: Experts in behavioural economics, sustainability, environmental sciences, and agricultural and forestry research. - Research & Innovation networks: Research organizations, think tanks, European research platforms such as EIP-AGRI, Horizon Europe-funded projects. | <ul style="list-style-type: none"> - Research and validation of green nudges. - Contribution to knowledge exchange and project dissemination. - Publication of scientific papers and policy recommendations and brief. |
| Public authorities and policy makers | <ul style="list-style-type: none"> - EU institutions: Directorate-General for Agriculture and Rural Development (DG AGRI), Directorate-General for Environment (DG ENV), Research Executive Agency (REA). | <ul style="list-style-type: none"> - Support the design of relevant policies to achieve the ambitious targets of the European Green Deal, in particular the bioeconomy |

| Category | Stakeholders | Role in the project/Outcomes |
|---|---|---|
| | <ul style="list-style-type: none"> - National and regional governments: Ministries of Agriculture, Environment, and Sustainable Development. - Local authorities: Municipalities, regional councils working on sustainable food policies and forest conservation. - International organizations: UN Food and Agriculture Organization (FAO), European Environment Agency (EEA), Intergovernmental Panel on Climate Change (IPCC). | <p>strategy, EU farm to fork and biodiversity strategies 2030, the EU forest strategy to 2030, the communication on sustainable carbon cycles, farm to fork strategy, circular economy action plan (CEAP) and the objectives of the 2023-2027 CAP.</p> <ul style="list-style-type: none"> - Provide project findings regarding effective nudging solutions to policymakers to better address sustainability goals. - Support for pilot initiatives and regulatory frameworks. |
| Other research projects and initiatives | <ul style="list-style-type: none"> - EU-funded projects: Initiatives under Horizon Europe, LIFE Programme, and EIT Food focused on sustainable agriculture and forestry. - Knowledge-sharing platforms: Partnerships with networks promoting more sustainable practices in environmental policies and the agri-food sector. - Cross-sector collaborations: Cooperation with projects integrating behavioural insights into climate action and sustainability transitions. | <ul style="list-style-type: none"> - Exchange of best practices and lessons learned. - Collaboration on dissemination and exploitation of results. - Expansion of impact through cross-project synergies. |

4. CDE Strategy

4.1 Vision and Objectives

The ForestAgriGreenNudge project aims to generate and share knowledge in a coherent, strategic, and impactful way. The key objectives of the communication and dissemination strategy are:

- **Inform and raise awareness:** Promote the project and its research outputs through diverse communication tools and targeted campaigns, ensuring broad visibility and accessibility.
- **Engage stakeholders** (detailed in 6.4 Stakeholder Engagement and Strategic Collaboration): Foster engagement with relevant actors—including farmers, foresters, advisors, policymakers, and actors (wholesale, retail) along the agro-alimentary and forest value chain—to encourage the adoption of the project's methodologies and results. This will be achieved through participatory strategies and direct interactions with stakeholders.
- **Disseminate research:** Share findings on Green Nudges and behavioural research with the academic community through peer-reviewed publications, conferences, and seminars, ensuring a strong scientific foundation and widespread knowledge transfer.
- **Foster collaboration:** Create synergies with EU and national projects sharing similar objectives or resources, such as farmer networks and research platforms. This will enhance interdisciplinary research, promote transparency, and facilitate knowledge exchange within the agricultural and forestry sectors of Europe and associated partner countries involved in the project.
- **Influence policy:** Communicate policy recommendations to decision-makers at regional, national, and EU levels, ensuring that the project contributes to evidence-based policymaking and regulatory frameworks for sustainable practices.
- **Ensure exploitation and sustainability** (detailed in 11. CDE activities for long-term impact): Guarantee the long-term impact and practical implementation of the project's results by integrating them into policies, farmer advisory services, and best practices along the value chain. The tools and resources developed within ForestAgriGreenNudge—such as a Nudge library, guidelines and an evaluation grid for all reviewed nudge—will be promoted in the form of training provided in the *iNUDGE Academy* and will then serve as trusted sources of knowledge for stakeholders beyond the project's duration.

The objectives outlined above, along with the overarching goal of the CDE Plan, will be achieved through a range of targeted campaigns. These efforts will actively engage stakeholders using participatory strategies while demonstrating how the project's tools provide credible and actionable nudging insights.

Beyond open access resources made available through the "iNUDGE Academy" (D5.3) and the visual material (produced in T6.2), our communication strategy focuses on direct messaging in an easily understandable and accessible format to ensure trustworthy engagement and avoid general marketing campaigns.

4.2 Key Messages

To maintain a unified and consistent voice across all communications, the project will develop key messages targeting various stakeholders:

Table 3 Key messages and target audience

| Message | Target audience |
|---|--|
| The iNUDGE Academy, developed by ForestAgriGreenNudge, contributes to a more sustainable farming and forestry systems by empowering individuals and professionals with tools for behavioural change. | General Public, Farmers, Foresters |
| ForestAgriGreenNudge meets the needs of a changing society towards sustainable behaviour. Implementing Green Nudges strengthens your image as a responsible actor and a preferred supplier. | Farmers, Foresters, Cooperatives, Agribusinesses, Value Chain Actors |
| ForestAgriGreenNudge advances behavioural science by providing evidence-based Green Nudges for sustainable agriculture and forestry, fostering interdisciplinary research, open-access knowledge sharing, and policy-relevant insights. | Scientific community and academia |
| In line with the Green Deal, Farm to Fork, and biodiversity strategies, ForestAgriGreenNudge project provides tools and evidence to promote sustainability along the agri-food and forestry value chains. The iNUDGE Academy supports the European Commission in the long-term development and use of behavioural insights and policy nudges into sustainable policy design. | EC Public Authorities, Policy Makers |

5. Communication tools and channels

To effectively reach all target groups, the project will employ a mix of online and offline media, events, and networking activities to be accomplished with the active contribution of all partners in the timeframe of the project.

The activities will essentially focus on mobilizing stakeholders and providing a reliable and efficient knowledge transfer of the ForestAgriGreenNudge outcomes to the defined target groups.

5.1 Communication materials

The design and creation of the ForestAgriGreenNudge graphic identity—including the logo, graphic charter, and promotional materials—aims to ensure visual consistency across all communication efforts. This identity will be applied throughout the project's duration and beyond to strengthen its recognition and credibility.

Logotype and graphic charter

The ForestAgriGreenNudge project logo was developed by Geoponiko Panepistimion Athinon (AUA) before the writing of the proposal to meet the project's visual and graphic requirements.



Figure 1 ForestAgriGreenNudge logo

The ForestAgriGreenNudge logo features a combination of graphic and text elements to create a visually distinct and memorable brand identity. The use of green colours demonstrates our commitment to sustainability and the environment. The various hues of green create a realistic natural mosaic, by adding depth and visual appeal to the logo.

The text is divided into two key components:

- "ForestAgri" in a darker green, reinforcing the connection to forestry and agriculture. To indicate their equality and balance in importance, they are both the same size and shade.
- "GreenNudge" in a lighter green but bolder, in a vibrant style, indicating a call to action emphasizing the project's core focus on sustainability and behavioural change.

The choice of typography is modern yet simple, ensuring readability and professional credibility.

The circular graphic icon symbolizes unity and wholeness, often associated with ecological balance while the abstract tree silhouettes and leaf-like shapes, as well as agricultural fields, symbolizing nature, growth, and sustainability while representing both the forestry and agriculture sectors of the project.

The geometric segmentation within the icon suggests a structured, evidence-based approach—reflecting the scientific and research-driven nature of the project.

colors



typography

Open Sans Light
OPEN SANS CONDENSED

Figure 2 Fonts and colours

The different shades of green reinforce the project's alignment with eco-conscious initiatives and environmental impact.

- The darker green conveys stability, trust, and environmental commitment.
- The lighter green represents growth, innovation, and change, aligning with the project's nudging approach to encourage sustainable practices.

The ForestAgriGreenNudge logo, fonts and colours will be used consistently across all communication channels, documents, and promotional materials to reinforce brand identity and ensure recognition. The colour scheme and design elements will be applied to templates, infographics, and digital content to maintain coherence in the project's outreach efforts.

In addition to the use of the ForestAgriGreenNudge project logo, in any communication material, deliverable, presentation, etc. produced in the frame of the project, the EU flag and funding acknowledgement are shown:



Funded by the European Union

Figure 3 The EU flag and funding acknowledgement

Moreover, any dissemination and communication activity must indicate the following disclaimer:

ForestAgriGreenNudge has received funding from the European Union's Horizon Europe research and innovation programme (grant agreement 101133987) and UK Research and Innovation (grant agreement 10133630).

Communication tools

During the ForestAgriGreenNudge kick-off meeting, a PowerPoint template, a custom virtual background featuring the logo for video conferences, and an A3-sized door poster for the ForestAgriGreenNudge kick-off meeting were created.



Figure 4 Virtual background for Visio conference

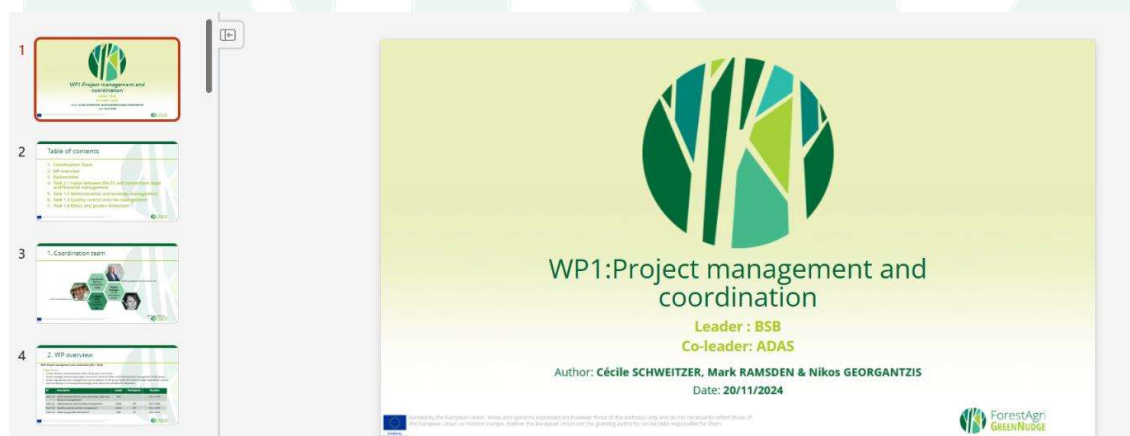


Figure 5 PowerPoint template

To enhance the visibility and impact of the ForestAgriGreenNudge project, a variety of communication materials has been developed and will be continuously updated throughout the project's duration. These include a project flyer, a roll-up banner, and a poster, all designed in line with the project's visual identity. Promotional materials will be used at workshops, conferences, and external events where project partners participate. They will support day-to-day outreach activities.



Figure 6 Flyer



Figure 7 Rollup banner

A standardized email signature will be developed to ensure professional communication across all external stakeholders.

Additional leaflets, roll-ups and posters will be designed and produced at later stages of the project to reflect key results and achievements, supporting targeted dissemination and visibility efforts.

All materials will provide evidence-based insights into how green nudges can drive behavioural change in agriculture and forestry. Infographics, in particular, will clearly illustrate the project's objectives, methodologies, and anticipated impacts, helping to capture stakeholder interest and convey the

project's value in a visually engaging and accessible manner. Visuals will emphasize diversity and authenticity, avoiding repetitive or overly AI-generated content.

These tools will also act as incentives for stakeholder involvement and support the project's long-term uptake beyond the grant period.

All materials are centrally stored and accessible to partners via the SharePoint folder dedicated: [T6.2 Tools and monitoring](#)

Each partner will be responsible for translations (if necessary) and printing according to specific needs, ensuring alignment with the project's guidelines. Approval from the WP6 Leaders will be required before producing any promotional materials to double-check consistency, the design and use of graphic charter.

Video materials

Five videos will be produced by BioSense: 1 to introduce the project and Green Nudges in a visually appealing and easily understandable way to a wide audience (M06); 1 to promote the project's achievements and outcomes (M42); 3 videos to present the project life (ex. one video of a Pan-European Green Nudges Conference with partners experiences in the project, one video introducing one nudge case study, and one video of a stakeholder experience in the project).

5.2 ForestAgriGreenNudge website

The website was created by BioSense shortly after the development of the project's logotype, ensuring visual consistency and alignment with ForestAgriGreenNudge's branding from the outset: <https://greennudge.eu/>

The ForestAgriGreenNudge website will be the main hub for all communication activities of the project and serve as the central hub for project information and resources as well.

It will be updated with input from all partners and maintained throughout the project's lifespan, including two years after its end. It will provide the latest news and findings in ForestAgriGreenNudge and ensure access to the knowledge and data accumulated during the project for consortium members, key stakeholders, and the public at large, even beyond the project's timeframe. It will also serve as the platform to promote the Nudge Library and the iNUDGE Academy.

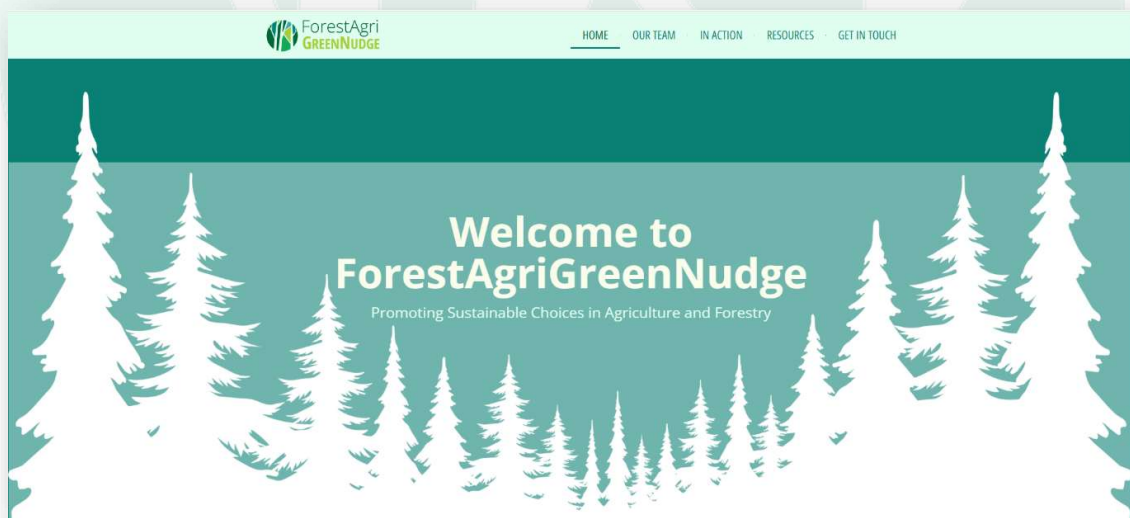


Figure 8 The ForestAgriGreenNudge project's website

5.3 Social media

The dynamic nature of information exchange on social media makes it a suitable channel for real-time information sharing, including announcements of important events, synergy actions, reports, briefs, and interviews.

Following a communication meeting held in Month 4 (M4), the consortium agreed on the selection of social media platforms that best align with the ForestAgriGreenNudge project's objectives: **LinkedIn**, **Facebook**, **YouTube**, and **Bluesky**.

Table 4 ForestAgriGreenNudge project's social media accounts

| Social media platform | Name of account | URL |
|-----------------------|---------------------------------|---|
| LinkedIn | ForestAgriGreenNudge project | https://www.linkedin.com/company/forestagrigrreennudge/ |
| Facebook | Forest Agri Green Nudge Project | https://www.facebook.com/profile.php?id=61574035112875 |
| Bluesky | greennudgeproject | https://bsky.app/profile/greennudgeproject.bsky.social |
| YouTube | Coming soon | |

- **LinkedIn**

The ForestAgriGreenNudge project uses LinkedIn as a key platform for communication and dissemination because it is particularly well-suited to reaching professional, institutional, and academic audiences, including key stakeholders in the forestry and agriculture sectors, as well as policymakers.

LinkedIn hosts a highly professional user base, including experts, researchers, policy advisors, agricultural and forestry professionals, and representatives from institutions and public authorities. This makes it an ideal platform to share evidence-based insights and policy-relevant outcomes. It also facilitates strategic networking with key stakeholders, including EU institutions, national agencies, and sectoral networks, enhancing opportunities for collaboration, endorsement, and uptake of project results.

Besides, content shared on LinkedIn carries a higher level of credibility and visibility among professional communities. It helps position ForestAgriGreenNudge as a serious and science-driven project tackling behavioural change in agriculture and forestry.

In short, LinkedIn offers the right mix of reach, relevance, and reputation for ForestAgriGreenNudge to effectively disseminate its work and engage stakeholders in a professional and credible environment.

- **Facebook**

Facebook remains a highly active platform in Europe¹. For instance, a farming-focused media outlet highlights that social media platforms like Facebook “have become invaluable resources for farmers seeking information on best practices, pest management, weather forecasts, and crop varieties” (Husfarm, 2023²). The consortium has also confirmed that Facebook is widely used among agricultural and forestry communities in the participating countries.

It’s an effective channel to raise awareness on green nudges through accessible, visual content and real-life stories. Facebook also supports event promotion and targeted dissemination (e.g. by profession or region), helping to attract participants or share key results. It fosters community building and engagement, enhances partner visibility, and ensures a consistent communication flow across platforms. It will be used to reach grassroots audiences, share news, and interact directly with practitioners in these sectors.

- **Bluesky**

Although Twitter (now X) was originally listed in the grant agreement as a core social media platform, the ForestAgriGreenNudge consortium has made a deliberate decision not to use it. This choice is based on several factors, including the platform’s shifting geopolitical landscape, growing concerns about misinformation and moderation policies, significant changes in user demographics, and the increasing politicization of its content environment (Mitchell *et al.*, 2024³ and Oldemburgo de Mello, *et al.*, 2024⁴).

Instead, the project has opted to explore Bluesky as a promising alternative to build early visibility and thought leadership in a growing digital space (Kupferschmidt, 2024⁵). Bluesky offers a decentralized

¹ Probert C., [This Map Shows the Top 10 Countries with Most Facebook Users in Europe in 2025](#), January 9, 2025.

² Husfarm, [The Impact of Social Media on Rural Agricultural Communities](#), March 6, 2024.

³ Mitchell, L., Tuke, J. & Humphries, M. [Elon Musk has turned X into a globally influential media platform – and there’s more to come. The Conversation](#), November 13, 2024.

⁴ Oldemburgo de Mello, V., Cheung, F. & Inzlicht, M. Twitter (X) use predicts substantial changes in well-being, polarization, sense of belonging, and outrage. *Commun Psychol* **2**, 15 (2024). <https://doi.org/10.1038/s44271-024-00062-z>

⁵ Kupferschmidt, K. Researchers and scientific institutions flock to Bluesky. *Science* **386**, 6725, 950 - 951 (2024) <https://doi.org/10.1126/science.adu8276>

and more transparent social media experience, attracting users who value ethical tech development, freedom of expression, and a healthier digital discourse. This move aligns with the project's commitment to trust, credibility, and inclusive stakeholder engagement.

- **YouTube**

YouTube will be used to host short videos, interviews, and slideshows featuring project stakeholders, farm influencers, ambassadors, and experts.

The content will highlight effective nudges, showcase good practices, and pose questions to engage viewers.

| Platform | Usage Among Farmers | Key Benefits |
|----------|--|---|
| YouTube | 80% of farmers | Trusted for information, educational video content |
| Facebook | Majority | Key platform for engagement and networking |
| Twitter | Broad audience, slightly younger demographic | Effective for reaching a qualified audience via influencer partnerships |

Figure 9 Overview of social media trends for farms in 2024⁶

A list of hashtags is used on project's posts to help stakeholders to find our project and encourage interaction: **#greennudge #forestagrigreennudge #greennudgeproject #sustainability #agriculture #forestry #agroforestry #behaviouralchange #EUproject #HorizonEurope**

5.4 Newsletters and press releases

In addition, the dissemination strategy includes the publication of press releases on an ad-hoc basis to share key project developments with the media, and the circulation of newsletters to provide regular project updates to stakeholders.

Newsletters

An online newsletter will be prepared and distributed through relevant platform, presenting among others the achieved results, upcoming activities, events and announcements related to the project. Although the Grant Agreement mentions a newsletter at each trimester, the actual frequency will depend on the amount and significance of news to be shared. The target is to publish at least two newsletters per year, with additional ad-hoc issues released if deemed necessary.

Newsletters will be sent to the Stakeholder Network, project partners, subscribers, specialized media, related projects and initiatives from the Synergy Plan, and other interested entities. The initial recipients' list will be created and administered by BioSense. The list will be continuously updated during the

⁶ Countrywide Farmers, <https://countrywidefarmers.10web.cloud/social-media-trends-farms-2024/>, May 18, 2024

project; therefore, everyone who is interested will be able to subscribe to the recipients' list by registering on the newsletter section of the project's website or unsubscribe, according to GDPR rules.

The newsletter issues will be prepared by Vitagora and BioSense, with the contribution of all partners regarding the content. The content of each issue will be decided and agreed among the WP leaders. Partners are also required to disseminate the newsletter issues through their own channels.

Press releases

Press releases will be strategically issued to enhance the visibility of ForestAgriGreenNudge's key milestones and achievements. Ongoing dissemination to the media will be carried out, including at least 3 press releases and articles. Suggested timings include:

- Before and after each pan-European conference to announce participation, key presentations, and outcomes.
- Annually, around the anniversary of the project kick-off ("1 year after the Kick-Off Meeting") to communicate progress, major deliverables, and next steps.
- At the launch of major deliverables or milestones, such as the release of iNudge Academy, pilot actions, or new tools and methodologies.
- Following the publication of scientific papers or practice abstracts, highlighting research impact and practical applications.
- At the conclusion of major stakeholder workshops or co-creation events, sharing key insights or recommendations.
- To announce project results and impact near the end of the project, ensuring wide dissemination and supporting exploitation efforts.

Each press release will be tailored to the audience (e.g., policy, farming/forestry stakeholders, general public) and circulated via partners' networks, social media, newsletters, and relevant media channels.

6. Dissemination activities

Guidance and templates for these practice abstracts are available on the EIP-AGRI web site: <http://ec.europa.eu/eip/agri/culture/en/content/eip-agri-common-format>.

Partners will engage to present the project results at relevant national, European and international events and prepare publications for scientific journals, acting as multipliers.

6.1 Scientific journals

An exploitation guide (D3.4) will produce a summary report and two open access publications on Best Practice for using Green Nudges in Agriculture and Forestry. The first publication will be aimed at individuals and initiatives intending to use Green Nudges, the second will be aimed at farmers and foresters enabling improved their self-regulatory capacity through the use of nudges. The report and publications will feed into the development of policy recommendations in task 5.2 (EU Policy Forum on innovative cooperation and nudging for increased uptake of sustainable practices).

6.2 Practices abstracts

The resulting innovative knowledge from this project will feed into the EU Common Agricultural Policy (CAP) NETWORK website for broad dissemination to practitioners. The EU CAP NETWORK is a forum through which National CAP Networks, organizations, 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.

End-user material will be produced in the form of a few summaries for practitioners in the practice abstracts format.

Guidance and templates for these practice abstracts are available on the web site: https://eu-cap-network.ec.europa.eu/projects/practice-abstracts_en

6.3 Workshops and events

Table 5 Overview of event types and corresponding objectives

| Event Type | Objective |
|---|---|
| 3 Dissemination Workshops (in different cities within partner countries) | Promote the iNUDGE Academy and its usefulness. |
| 3 Pan-European Green Nudges Conferences (detailed in Figure 9) and a final conference | Encourage bottom-up engagement with stakeholders. |
| 12 National Conferences in each NFP country in 2027-2028 | Facilitate local-level discussions and knowledge transfer. |
| Presentations at scientific events and sector-specific fairs by key project representatives (=specific knowledge dissemination) | Enhance the visibility of project outputs in academic and professional circles. |
| International conferences and exhibitions (=broad international outreach and networking) | Strengthen global recognition and networking. |

NB: KPI detailed in section 11 “Monitoring & indicators”

EU Policy Forum and National Conferences in each NFP country

The Forum will offer a direct channel to facilitate knowledge transfer and peer learning through the implementation of four multi-actor workshops, one of which will be face-to-face and three online. The first workshop will introduce and overview of the project and will also identify current or emerging national policy needs. The second and third workshops will provide updates from Task 5.2, specifically from D5.2 report. The final workshop will present the results of the project and highlight recommendations for better performing policy for the objectives of the new CAP 2023-27 to be accomplished. A summary report with the conclusions and outcomes from these dialogue meetings will be reflected on Deliverable 5.4 “Policy recommendations”.

From 2027 to 2028, policy forums and national conferences in each NFP country will ensure the early involvement of Nudge Policy Actors in discussions on the role of Green Nudges in the transition to

sustainable production. The engagement of Nudge Developers, Implementers, and Policy Actors, facilitated by 12 National Focal Points and 3 policy forums, will contribute to the co-development of policy recommendations.

Dissemination Workshops

In accordance with the task 5.3 “Nudge knowledge sharing platform (“iNUDGE Academy”)", dissemination workshops will be held in 3 different cities within partner countries, with identified key decision makers, during the last 6 months of the project. These activities will consist of a 1-day workshop with the aim of disseminating the iNUDGE Academy and giving visibility to its usefulness. This will be linked with task 4.3 “Exploitation”.

Pan-European Green Nudges Conferences

- The 1st Pan-European Green Nudges Conference in 2025 [Task 2.4 – Task Leader: Sveriges Lantbruksuniversitet (SLU), (M03-08)] The first conference will focus on engaging relevant actors in the EC, and associated EU wide initiatives on the concepts of Green Nudges, and their potential role in agricultural and forestry transition to sustainable production. This will also act as the formal external launch of the project.
- The 2nd Pan-European Green Nudges Conference in 2026 [Task 4.4 - Task Leader: Kujawsko-Pomorski Ośrodek Doradztwa Rolniczego W Minikowie (KPODR), (M13-19)] The second conference will build on engaging relevant actors in the EC, and associated EU wide initiatives. It will focus on the wider on the outputs from Task 2.1 (case studies), launch of the ForestAgriGreenNudge Library, and next steps for the project.
- The 3rd Pan-European Green Nudges Conference in 2027 (Task 5.4 - Task Leader: Geoponiko Panepistimion Athinon (AUA), (M24-29)] The third conference will build on engaging relevant actors in the EC, and associated EU wide initiatives, focusing on routes to incorporating Green Nudges in the development and implementation of policies, specifically the CAP.



Figure 10 ForestAgriGreenNudge's multi-actor engagement activities

6.4 Stakeholder Engagement and Strategic Collaboration

Cooperation with other projects and initiatives

To amplify its impact and foster synergies, ForestAgriGreenNudge actively seeks cooperation with other EU-funded projects and relevant initiatives in the general field of green transition to achieve sustainable agriculture, forestry, and behavioural changes. This includes:

- **Establishing collaborations** with projects addressing similar themes or targeting overlapping audiences, to exchange knowledge, share communication opportunities, and align messaging where relevant.
- **Engaging with existing farmer and forester networks**, as well as platforms promoting sustainability and innovation (e.g. EIP-AGRI, Horizon Europe projects), to build bridges between communities and ensure practical uptake of project outcomes.
- **Maintaining stakeholder community interaction beyond the project's lifetime**, by integrating ForestAgriGreenNudge insights and tools into long-term platforms and initiatives, thus contributing to the continuity and exploitation of results.

These collaborations will strengthen the project's outreach, avoid duplication of efforts, and create added value through shared learning and broader dissemination across European and international networks.

ForestAgriGreenNudge Network

A ForestAgriGreenNudge network will be established with identified potential members from a multi-actor point of view along the value chains. This means policy makers, AKIS coordination bodies in member states as well as farmers and foresters. Each partner will assist in identifying potential members to be part of the network. The activities of the network are specified in Task 5.3. Membership throughout the life of the project will be formalised by an agreement specifying the objectives of the network and distinguishing between results that are accessible and those that remain confidential. The objective will be to reach consensus on adapting and tailoring CAP AKIS interventions which end up leading to realistic and manageable directions, to generate robust and durable change in farmers' and foresters behaviour towards best practices.

Synergy Plan support

In the task **6.3 Collaboration with other projects and initiatives**, a synergy plan (Deliverable 6.2) has been developed by M3. 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.

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.

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. Representatives from these projects and initiatives will also be invited as participants in the ForestAgriGreenNudge events and the final conference, to receive the latest findings, share own best-practices and learn from others, be engaged in co-creation and validation processes, and to overcome existing hurdles by actively testing and implementing best-practice and a more sustainable production.

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.

National Focal Points (NFPs)

Besides, the 15 partners act as National Focal Points. To implement the ambitious goals of ForestAgriGreenNudge, the WPs are designed based on interconnections that allow synergies within the project and with external stakeholders along the value chain, and on NFPs engagement, sharing feedback and conducting joint activities.

NFPs for Forestry and Agricultural sectors are responsible for engagement with national networks. NFPs will be coordinated in task 5.1 but embedded in all WPs to ensure consistent engagement with stakeholders across Europe (Figure 1). They will facilitate engagement with recent and ongoing collaborative Green Initiatives; surveys and interviews with nationally relevant stakeholders as part of reviewing and testing innovative nudges; reviews and engagement with national sector value chains and support the development of appropriate policy recommendations. They will also provide sector

specific expertise across the project. Forestry NFPs are: SLU (Sweden), LAB UAS (Finland), Forest Research (UK), LAMMC (Lithuania), Racines de France (France), 2BForest (Portugal). Agricultural NFPs are: SLU (Sweden), ADAS (UK), LAMMC (Lithuania), KPODR (Poland), Vitagora (France), JSI (Slovenia), BioSense (Serbia), Consulai (Portugal), IAMZ-CIHEAM (Spain), AUA (Greece), AEEFG (Tunisia).

A final event will be organized at the end of the project. This will include a series of conferences run at national levels, with the support of each NFP, to facilitate region specific engagement and uptake of Green Nudges into national and regional policy development and implementation.

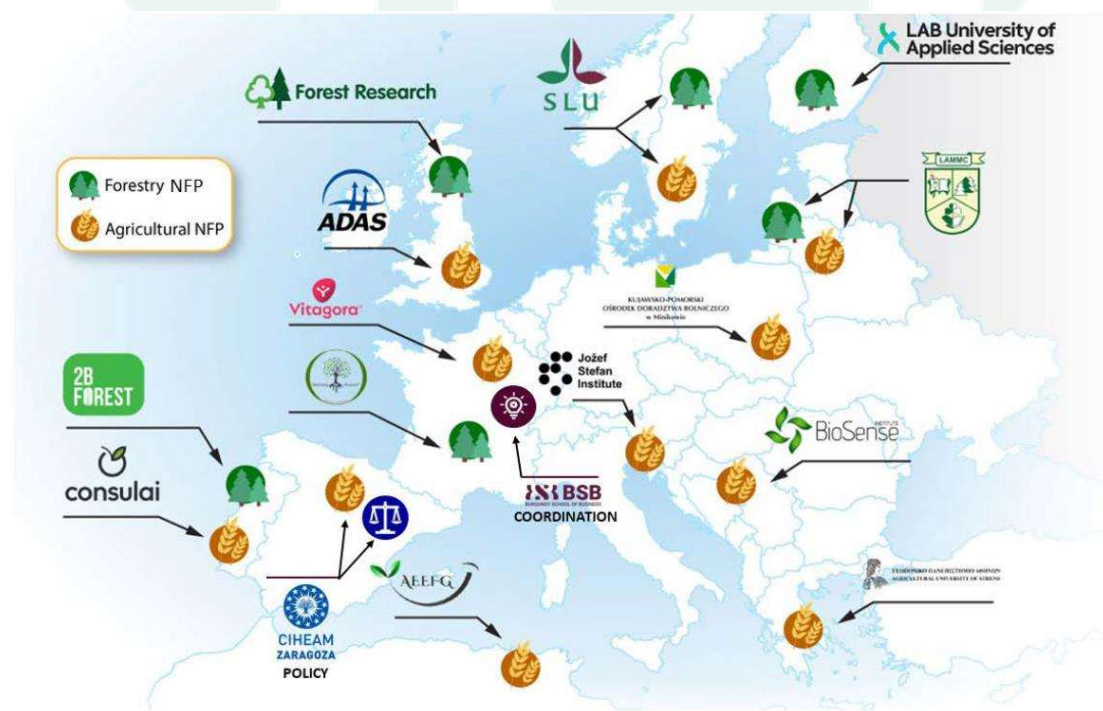


Figure 11 ForestAgriGreenNudge biogeographical distribution

7. Timeline for CDE activities

ForestAgriGreenNudge CDE activities will take place in all periods of the project, the timing depending on the type of activity. Tables 6 and 7 gives an overview of the timing of the different CDE activities and deliverables within WP6 - Communication and Dissemination.

Table 6 Timeline of WP6 Deliverables

[illegible]

Table List of deliverables

| | |
|---|--|
| D6.1 – Communication, Dissemination and Exploitation Plan | A plan for dissemination and exploitation includes communication activities and defining key messages, positioning statements and target audiences and selecting the appropriate tools and channels to meet their information needs. |
| D6.2 Synergy Plan | A plan to ensure cooperation with stakeholders, European Commission services and initiatives and with other relevant projects to leverage potential synergies at EU and national level. |
| D6.3 – Policy Brief | A first version of the report on policy-relevant conclusions about Green Nudge implementation. |
| D6.4 – CDE Plan update 1 | First updated Communication, dissemination and exploitation plan. |
| D6.5 – CDE Plan update 2 | Second updated Communication, dissemination and exploitation plan. |
| D6.6 – CDE Plan update 3 | Last updated CDE Plan reporting on the Communication and Dissemination campaigns performed to promote the project and disseminate its results to key stakeholders and the general public. |
| D6.7 – updated Policy Brief | Updated version of the report on policy-relevant conclusions about Green Nudge implementation. |
| D6.8 – Practice Abstracts - batch 1 | This deliverable contains 10 practice abstracts resulting from nudge interventions tested across forestry and agriculture. |

| | |
|-------------------------------------|--|
| | effective strategies identified and best practice defined in WP2 and WP3. These PAs will also provide summaries for practitioner about the proposed business models, market conditions and policies using nudges, beyond the specific cases studied in the project in WP4. |
| D6.9 – Practice Abstracts - batch 2 | This deliverable contains 10 additional practice abstracts resulting from nudge interventions tested across forestry and agriculture, effective strategies identified, and best practice defined in WP2 and WP3. These PAs will also provide summaries for practitioners about the proposed business models, market conditions and policies using nudges, beyond the specific cases studied in the project in WP4. |

Table 7 Indicative timeline of C&D activities

| 1 2 3 4 5 6 7 8 9 10 11 12 | | | | | | | | | | | | 1 2 3 4 5 6 7 8 9 10 11 12 | | | | | | | | | | | | 1 2 3 4 5 6 7 8 9 10 11 12 | | | | | | | | | | | | 1 2 3 4 5 6 7 8 9 10 11 12 | | | | | | | | | | | | 1 2 3 4 5 6 7 8 9 10 11 12 | | | | | | | | | | | |
|----------------------------|--|--|--|--|--|--|--|--|--|--|--|----------------------------|--|--|--|--|--|--|--|--|--|--|--|----------------------------|--|--|--|--|--|--|--|--|--|--|--|----------------------------|--|--|--|--|--|--|--|--|--|--|--|----------------------------|--|--|--|--|--|--|--|--|--|--|--|
| N D J F M A M J J A S O | | | | | | | | | | | | N D J F M A M J J A S O | | | | | | | | | | | | N D J F M A M J J A S O | | | | | | | | | | | | N D J F M A M J J A S O | | | | | | | | | | | | N D J F M A M J J A S O | | | | | | | | | | | |
| Visual identity | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Communication materials | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Website | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Social media campaigns | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Video | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Newsletters | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Press Releases | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Practice abstracts | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Workshops | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Scientific events | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Synergies | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

32

8. Organisation of work

Vitagora and BioSense are co-leaders of WP6 – Communication and Dissemination, working in close coordination to ensure an effective strategy and implementation. Vitagora is responsible for defining the project's communication objectives through the CDE Plan and ensuring alignment with partners and EU expectations. It prioritizes actions to maximize impact, facilitates collaboration with BioSense on communication tools, encourages partner engagement, and clarifies roles, expectations, and communication needs. BioSense, on the other hand, oversees the operational side: maintaining and updating the project website, managing content creation and social media, and overseeing the communication/dissemination monitoring tool to track project visibility and engagement efforts.

It is crucial to highlight that all partners are expected to provide their inputs. To streamline this process, communication contacts have been designated for each project partner.

Table 8 C&D local contacts

| Partner organization | | Name and Surname |
|----------------------|---------------------------|---|
| C&D meeting | Material design committee | LAB-AMMATTIKORKEAKOULU OY (LAB UAS) |
| | | Heidi Myrskyläinen |
| | | RSK ADAS LIMITED (ADAS) |
| | | Mark Ramsden |
| | | ESC DIJON BOURGOGNE (BSB) |
| | | Nikos Georgantzis |
| | | MEDITERRANEAN AGRONOMIC INSTITUTE OF ZARAGOZA / INTERNATIONAL CENTRE FOR ADVANCED MEDITERRANEAN AGRONOMIC STUDIES (IAMZ - CIHEAM) |
| | | Joaquín Balduque |
| | | Forestresearch |
| | | Wen Hao Low |
| | | CONSULAI, CONSULTORIA AGROINDUSTRIAL LDA (CONSULAI) |
| | | Mariana Pedro |
| | | VITAGORA POLE (VITAGORA) |
| | | Cindy Tran |
| | | BIOSENSE INSTITUTE - RESEARCH AND DEVELOPMENT INSTITUTE FOR INFORMATION TECHNOLOGIES IN BIOSYSTEMS (BIOSENSE) |
| | | Biljana Tadic |
| | | GEOPONIKO PANEPISTIMION ATHINON (AUA) |
| | | Kiki Kontogeorgou |
| | | RACINES DE FRANCE (RDF) |
| | | Laurene Bouete |
| | | SVERIGES LANTBRUKSUNIVERSITET (SLU) |
| | | Åke Olson |
| | | INSTITUT JOZEF STEFAN (JSI) |
| | | Marko Debeljak |

| | | |
|--|--|-------------------------|
| | KUJAWSKO-POMORSKI OSRODEK DORADZTWA ROLNICZEGO W MINIKOWIE (KPODR) | Anna Kaszkowiak-Nowacka |
| | LIETUVOS AGRARINIŲ IR MISKŲ MOKSLŲ CENTRAS (LAMMC) | |
| | ASSOCIATION D'EDUCATION ENVIRONNEMENTALE POUR LES FUTURES GENERATION (AEEFG) | |
| | 2BFOREST LDA (2BFOREST) | Teresa Ramos |
| | RSK ADAS LIMITED (ADAS) | Natasha Alonso |
| | ESC DIJON BOURGOGNE (BSB) | Cécile Schweitzer |
| | VITAGORA POLE (VITAGORA) | Kévin André |

These contacts will play a vital role in promoting the project's activities both internally and externally. This includes supporting the drafting and distribution of content, as well as using their communication channels and networks to disseminate relevant ForestAgriGreenNudge project materials.

To ensure regular updates, Vitagora will lead monthly communication meetings.

Besides, partners have expressed the need for training sessions and clear guidelines on content creation. Especially, a short training session will be provided to help standardize video content creation across partners, and this will be detailed in the CDE Plan update 1 (M17). In addition, Vitagora will prepare an internal communication manual and deliver training sessions in the coming months to equip all partners with the necessary tools to communicate effectively at the local level.

9. Monitoring & indicators

Regular evaluation activities will help to keep track of the impact of CDE activities and if necessary to adapt the activities to the needs of the target groups. The project results will be monitored based on the KPI's mentioned in Table 9.

A dedicated Excel-based tracking file will serve as the central monitoring tool: [ForestAgriGreenNudge_Dissemination and communication activities.xlsx](#).

This file will record all relevant actions such as number of:

- Social media posts (e.g., LinkedIn, Facebook, Bluesky)
- Articles published
- Press releases
- Conferences and events attended
- Workshops hosted
- Newsletters distributed
- Practice abstracts submitted

BioSense set up the monitoring tool at the beginning of the project and is responsible for managing the tracking tool, ensuring its usability and accessibility. Vitagora will act as the communication coordinator, reminding all partners to update the tracking sheet monthly. These reminders will be issued during monthly communication meetings.

All consortium partners are expected to contribute actively to the data input, reflecting their communication and dissemination efforts.

This system not only provides transparency but also serves as a practical tool for measuring the impact of communication efforts and identifying potential areas for improvement.

Table 9 ForestAgriGreenNudge's dissemination KPIs

| Indicator | Target / Impact indicators |
|---|--|
| Pan-European Green Nudges Conferences | 3 |
| National Conferences in each NFP country in 2027 | 12 |
| Presentations at scientific events and sector-specific fairs by key project representatives | N/A |
| International conferences and exhibitions | 12 |
| Policy Forum workshop | 4 |
| • Attendees | 100 |
| • MS representation | 24 |
| Dissemination Workshops = iNudge Academy Workshops by the 12 NFPs | 3 (in different cities within partner countries) |
| Visitors to the iNudge Academy knowledge sharing platform | 15 000 |
| Agricultural Knowledge and Innovation Systems (AKIS) actors receiving training in Green Nudges | 1000 |
| Practice abstracts submitted | 20 |
| Newsletters | minimum 6 |
| Press releases | minimum 3 |
| Press articles | minimum 3 |
| Videos | 5 |
| Unique visits to the website | N/A |
| Followers on social media | N/A |

10. CDE activities for long-term impact

To ensure long-term access and impact, CDE efforts will continue beyond the project's end:

- **Social media & Website:** Will remain active for two years after project completion to ensure access to the acquired knowledge and accumulated data.

- **Data Repositories:** Project results will be stored in open-access platforms such as Zenodo, national or institutional repositories ensuring long-term accessibility for researchers, policymakers, and practitioners. These results will support the long-term implementation of Green Nudges in policy frameworks and aim to influence future EU strategies (Green Deal, Farm to Fork, and biodiversity policies...) reflecting one of the project's core objectives.
- **iNUDGE Academy:** Maintained for a minimum of five years, with potential integration into external platforms like the EU FarmBook to maximize reach and impact. By the end of the project, the platform—including the Green Nudge Library and the Green Nudge Evaluation Grid—will be fully functional for Pan-European use, fostering continued engagement across Europe.
- **Training Resources:** Shared with Higher Education Organizations (HEOs) and training providers, with all individual resources accessible in relevant repositories, in addition to being available through the iNUDGE Academy. Farmers and foresters trained during the project will act as long-term ambassadors of behavioural change, applying and promoting Green Nudges in their communities.
- **Synergy Building:** The project will leverage the relationships established during its timeline to maintain ongoing interactions with related organizations, networks, initiatives, and similar EU-funded projects. This will enable a robust stakeholder community interested in Green Nudges and future collaborative dissemination actions.

By implementing these strategic measures, ForestAgriGreenNudge ensures that its impact extends beyond the project's official duration, fostering long-term behavioural change towards sustainable agricultural and forestry practices.

Conclusion

This “Communication, Dissemination, and Exploitation Plan (version 1)”, provides the framework and guidelines for the successful implementation of CDE activities throughout the lifespan of the project and beyond. As the project evolves, this document will be updated and refined to offer a more detailed analysis of the CDE actions and plans.

In addition, this document outlines the monitoring mechanism of the dissemination activities, based on targeted KPIs. By effectively communicating the project’s tangible and intangible assets through the most appropriate channels and tools to reach the targeted groups in a timely manner, the ForestAgriGreenNudge project will not only go beyond these ambitious KPIs but most importantly lay the foundations for the successful rollout, replication and thus sustainability of its outcomes.

The CDE plan aims to establish ForestAgriGreenNudge's image and credibility as a project developing concrete green nudges to promote the adoption of sustainable practices in forestry and agriculture across Europe. The successful execution of the plan hinges on the collective participation and contribution of all partners.