



ForestAgri **GREENNUDGE**

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D5.1 Establishment of an effective green nudging network

M12/OCT 2025



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Abstract	This deliverable provides the framework and initial results of a dynamic and collaborative process building a network coordinated by National Focal Points in each partner country. They will be responsible for identifying and engaging relevant stakeholders, organising national meetings, and formalising participation through membership agreements. A suite of support documents, including a roadmap, membership agreement, and reporting templates, has been prepared to assist NFPs in these tasks.

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LIST OF ABBREVIATIONS

TABLE 1 - LIST OF ABBREVIATIONS

AKIS	Agriculture Knowledge and Innovation Systems
CAP	Common Agriculture Policy
EU	European Union
FAGN	ForestAgriGreenNudge
GDPR	General Data Protection Regulation
NFP	National Focal Points

ABSTRACT

This deliverable describes the establishment of the ForestAgriGreenNudge Network, a multi-actor platform designed to foster collaboration and promote the adoption of sustainable agricultural and forestry practices. The network brings together policy makers, AKIS coordination bodies or other coordination bodies, farmers, and foresters to facilitate dialogue, knowledge exchange, and the co-creation of policy recommendations aligned with the objectives of the European Green Deal and the CAP 2023–27.

The process of building the network is coordinated by National Focal Points (NFPs) in each partner country, who are responsible for identifying and engaging relevant stakeholders, organising national meetings, and formalising participation through membership agreements. A suite of support documents, including a roadmap, membership agreement, and reporting templates, has been prepared to assist NFPs in these tasks.

The network will serve as the foundation for the EU Policy Forum and the iNUDGE Academy, ensuring that insights from local, national, and European levels inform robust policy recommendations and practical solutions. The engagement strategy and supporting materials are conceived as living documents, to be updated as the project evolves. The establishment of the FAGN Network is an ongoing process, with national networks expected to be fully operational by the end of 2025, ahead of the first Policy Forum workshop. This deliverable provides the framework and initial results of this dynamic and collaborative process.

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INTRODUCTION

Work Package 5, Policy mechanisms and engagement, places engagement at its core by building a ForestAgriGreenNudge (FAGN) Network, following the multi-actor approach and bringing together policy makers, AKIS coordination bodies in Member States or other National Coordination Bodies, farmers, and foresters.

The purpose of this engagement strategy is to outline how the network will be established, and what its role and responsibilities will be throughout the life of the project. The network is designed as a collaborative platform where diverse actors can exchange knowledge, share experiences, and co-create solutions and behavioural interventions (nudges) that address the socioeconomic challenges of promoting sustainable practices.

Membership will be formalised through signing agreements that define the objectives of the network, distinguishing between accessible and confidential results, ensuring both openness and trust. By fostering dialogue among stakeholders, the engagement strategy aims to share real-life testimonies, in the different partner countries, in adapting and tailoring CAP AKIS interventions. This approach will help generate realistic, manageable, and durable behavioural change in farmers and foresters, supporting the wider objectives of the European Green Deal, the CAP 2023–27, and related strategies.

The network will also serve as the foundation for the EU Policy Forum (Task 5.2) and the iNUDGE Academy (Task 5.3). As such, engagement is not a standalone activity but a cornerstone of the project's impact pathway, ensuring that insights gathered from local, national, and European levels are channelled into robust policy recommendations.

This deliverable (D5.1) provides the framework for building and maintaining the ForestAgriGreenNudge Network. It details the approach to stakeholder identification and mobilisation, the mechanisms for participation and communication, and the processes to ensure that engagement remains active, inclusive, and impactful throughout the project duration.

The establishment of the FAGN Network is an ongoing and dynamic process, currently being carried out with the support of the NFPs in each partner country. NFPs identify and engage relevant members, organising initial meetings, and formalising participation through the signing of membership agreements. Engagement activities are proactive during the first year of the project, ahead of the first Policy Forum Workshop, but opportunities for further engagement will remain open throughout the project.

This deliverable captures the engagement methodology defined so far and serves as a roadmap for network activities. Thereafter, this report will be maintained as a living, open document. As new experiences, feedback, and challenges emerge, the methodology may be revised, refined, and adapted to ensure it remains relevant and effective throughout the lifetime of the project.

OBJECTIVES

Objectives of the network

The ForestAgriGreenNudge Network is a collaborative platform designed to bring together identified potential members from a multi-actor point of view along the value chains, like policy makers, national coordination bodies, farmers, and foresters to drive sustainable behavioural changes in agriculture and forestry sectors. By building strong links across these actors, the Network aims to bridge policy and practice, ensuring that green transitions achieved by the appropriate nudges are both effective and durable. Membership throughout the duration of the project will be formalised through an agreement that outlines the network's objectives and specifies how personal data will be managed in compliance with GDPR.

The Network aims to:

- Facilitate dialogue and collaboration among key stakeholders in agriculture and forestry.
- Support the adaptation and tailoring of EU and National policies to achieve effective and sustainable policy recommendations.
- Propose nudges leading to the adoption of best practices in the use of pesticides, eco-schemes, soil health, and carbon sequestration.
- Organize and participate in policy forums and multi-actor workshops to enhance knowledge transfer and peer learning on nudging interventions.

ForestAgriGreenNudge Network will be expected to participate in the project's Policy Forum. The Forum will facilitate discussion and sharing of information on nudges that address the socioeconomic challenges related to the uptake of the adoption of green practices. It will focus on four policy areas: Pesticides, Ecoschemes, Soil health and Carbon sequestration.

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.

Through its activities, the Network will generate realistic and achievable guidelines for nudges whose application supports CAP AKIS interventions, ultimately promoting robust and lasting behavioural change among farmers and foresters. The result will be greater alignment between policy frameworks and practices on the ground, supporting both environmental sustainability and socio-economic resilience.

Expectations of Network Members

By joining the ForestAgriGreenNudge Network, members commit to actively contributing to the collective mission of advancing sustainable practices in agriculture and forestry.

Their responsibilities include:

- Active participation: engage in network activities by attending workshops, contributing to discussions, and supporting the achievement of shared objectives.
- Share knowledge and best practice: provide insights from their respective expertise to support sustainable policy development.
- Collaborate on policy development: contribute to discussions on policy improvements and innovative approaches to sustainability.
- Maintain confidentiality: respect agreements on data and results confidentiality, distinguishing between publicly accessible findings and restricted information.

- Support reporting and documentation: contribute to the documentation of national workshops and policy forums by providing feedback and summarizing key takeaways.

Each NFP held individual or group meetings at the national level with the relevant stakeholders they had identified, to establish the national networks. During these meetings, NFPs introduced the concept of nudging, the main objectives of the project and next steps of the network (such as the signing of the Membership Agreement, which outlines members' responsibilities) describing the role of network members in the project's Policy Forum over the coming years.

The Policy Forum, an EU-wide group composed of the various national networks, designed to serve as a platform for discussing the socioeconomic challenges of adopting green practices and for sharing knowledge and policy information, was also presented, along with the date of its first workshop, scheduled for January 2026. The Forum will address four key policy areas: pesticides, ecoschemes, soil health, and carbon sequestration.

After the meetings, NFPs were asked to complete a meeting report summarising the agenda and capturing the discussions amongst network members. These reports are uploaded to SharePoint and will be analysed in a later chapter.

METHODOLOGY

National Focal Points

National Focal Points (NFPs) representing the Agriculture or the Forestry sector, will play a key role in bridging EU-level activities with national implementations. They are responsible for ensuring that tasks agreed upon at the European level are effectively carried out within each Member State. This includes establishing and managing national networks, maintaining consistent stakeholder engagement across Europe, and adapting project activities to fit their specific national contexts.

To establish the project Network, NFPs were tasked with establishing National Networks that would come together for the Policy Forum. First the main national stakeholders were identified and documented in a monitoring table, made available in SharePoint. Once potential members had been mapped, NFPs convened a series of meetings to present the project, introduce the concept of green nudges, explain the objectives of the Network, and outline the upcoming workshops that will form part of the EU Policy Forum under Task 5.2. In addition, NFPs disseminate information about other project tasks where member support is required, such as the completion of Task 3.1 questionnaires.

Beyond their role in network establishment, NFPs are coordinated under Task 5.1 but embedded across all work packages to ensure alignment and continuous engagement. They facilitate:

- Connections with recent and ongoing collaborative green initiatives.
- Surveys and interviews with nationally relevant stakeholders to review and test innovative nudges.
- Reviews and engagement with national sector value chains.
- The development of evidence-based and context-appropriate policy recommendations.

NFPs also contribute sector-specific expertise throughout the project, ensuring that activities and outcomes reflect the realities of both forestry and agriculture at national and European levels.

The complete list and distribution of NFPs is available below in Table 2 and Figure 1:

TABLE 2 - LIST OF NATIONAL FOCAL POINTS

National Focal Point	Country	Sector
LAB UAS	Finland	Forest
Vitagera	France	Agriculture
Racines de France	France	Forest
CONSULAI	Portugal	Agriculture
2BForest	Portugal	Forest
SLU	Sweden	Agriculture and Forest
ADAS	UK	Agriculture
Forest Research	UK	Forest
LAMMC	Lithuania	Agriculture and Forest
KPODR	Poland	Agriculture
JSI	Slovenia	Agriculture
BioSense	Serbia	Agriculture
IAMZ-CIHEAM	Spain	Agriculture
AUA	Greece	Agriculture
AEFG	Tunisia	Agriculture

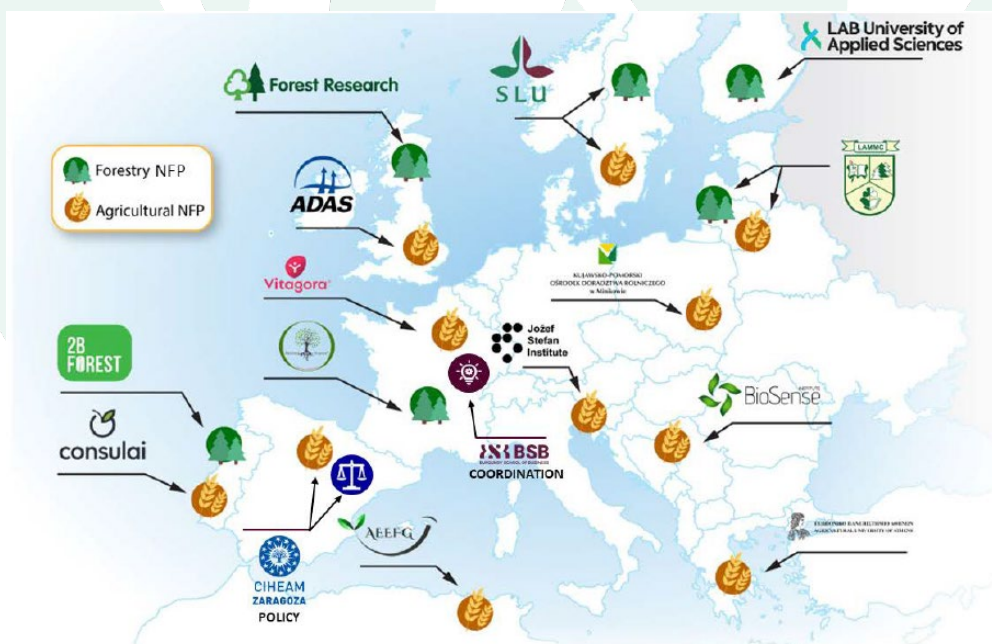


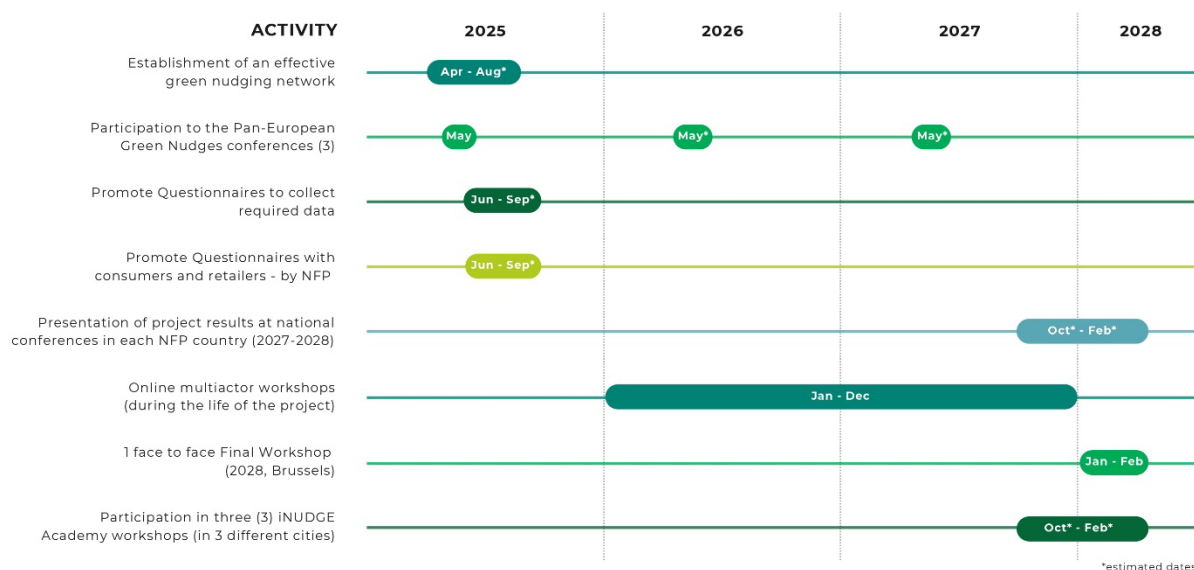
FIGURE 1 - FORESTAGRIGREENNUDGE BIOGEOGRAPHICAL DISTRIBUTION.

Support to NFP (documents)

As part of task 5.1, CONSULAI, the task leader has prepared a series of documents to support NFPs in establishing the network. The following documents were produced:

1. A calendar with the NPF activities. The calendar was drawn up in collaboration with PMG Group to collect all the inputs needed from NFPs throughout the project. The tasks presented in the calendar are establishing the network, participating in Pan-European conferences, promoting the questionnaires developed in task 3.1, presenting the project results at national conferences, multi-stakeholder workshops, the final workshop, and participating in iNUDGE Academy workshops.

ACTIVITIES FOR NATIONAL FOCAL POINTS



*estimated dates



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FIGURE 2 - ACTIVITIES FOR NATIONAL FOCAL POINTS

2. **Network table:** an Excel file was prepared with two sheets: one with details of National Focal Points, their sectors and contacts as well as those of the Network members; the second excel sheet has a detailed status of each National Network and another with the status of the networks, and the expected date for the next meeting.

Partners				Network Members			
Sector	Country	Organisation	No.	Name	Email	Organisation	Profile
Forest	Finland	LAB UAS	1				
Forest	Finland	LAB UAS	2				
Forest	Finland	LAB UAS	3				
Forest	Finland	LAB UAS	4				
Agriculture + Forest	France	Vitagora; Racines de France	1				
Agriculture + Forest	France	Vitagora; Racines de France	2				
Agriculture + Forest	France	Vitagora; Racines de France	3				
Agriculture + Forest	France	Vitagora; Racines de France	4				

FIGURE 3 – EXAMPLE OF A PART OF THE EXCEL (SHEET 1).

Sector	Country	Organisation	Status	Expected date for the meeting
Forest	Finland	LAB		
Agriculture + Forest	France	Vitagora; Racines de France		
Agriculture + Forest	Portugal	CONSULAI; 2BForest		
Agriculture + Forest	Sweden	SLU		
Agriculture + Forest	UK	ADAS; Forest Research		
Agriculture + Forest	Lithuania	LAMMC		
Agriculture	Poland	KPODR		
Agriculture	Slovenia	JSI		
Agriculture	Serbia	BioSense		
Agriculture	Spain	IAMZ-CIHEAM		
Agriculture	Greece	AUA		
Agriculture	Tunisia	AEEFG		

FIGURE 4 – EXAMPLE OF A PART OF THE EXCEL (SHEET 2).

3. Network roadmap: a roadmap was prepared to support NFP in their tasks, detailing the objectives of their tasks as well as a roadmap to achieve them, also detailing how their progress should be reported.
4. Membership agreement: an agreement was prepared to formalise the involvement of Network Members in the project. It outlines the network's objectives, the roles and responsibilities of its members, planned activities and meetings, the duration and review process of the agreement, and details on data protection in line with GDPR compliance.
5. Network reporting template: a template was created in Word format to be completed by National Focal Points at the end of each network meeting. The template is designed to capture key information, including the list of participants, the meeting agenda, a brief summary of the discussions, and relevant photos. Once completed, the report should be uploaded to SharePoint for documentation and later analysis.

These 5 documents are available in the Annex. To ensure that all NFPs clearly understood their responsibilities and had the opportunity to ask questions about the next steps, a joint meeting was held with all NFPs. During this session, their roles were explained in detail, and the supporting documents available to help them manage their networks were presented. In addition to this group meeting, individual follow-up conversations were held with NFP to provide tailored support. Regular email reminders have also been sent to help ensure that all tasks are completed on time and in line with the project's schedule.

NETWORK ESTABLISHMENT

The establishment of the ForestAgriGreenNudge (FAGN) Network marked a crucial first step in implementing the engagement strategy of WP5. The network is designed as a multi-actor platform bringing together policy makers, AKIS coordination bodies or other National Coordination bodies, farmers, and foresters to collaborate on advancing sustainable agricultural and forestry practices. Its creation ensures that the project has a structured mechanism for dialogue, knowledge exchange, and co-creation of policy recommendations that are both realistic and relevant to national and EU priorities.

The process of establishing the network has been coordinated through the NFPs in each participating country. NFPs were tasked with identifying and inviting potential members who could represent the required profiles, and with organising National Network Meetings to introduce the project, present the objectives of the FAGN Network, and discuss the role of members over the course of the project.

To document this process, each NFP has completed a National Network Meeting Report, summarising the event, the participants involved, and the feedback received from network members. These reports provide valuable insights into how the networks were launched and the first exchanges on the challenges and opportunities related to sustainable practices.

Alongside the meeting reports, the signing of the Membership Agreements formalises the commitment of each member to the objectives of the FAGN Network. These agreements outline roles and responsibilities, emphasise confidentiality, ensure GDPR-compliant data handling, and establish expectations for active participation in workshops and policy forums. Collectively, they provide the foundation for building a trusted and collaborative network that will remain active throughout the life of the project.

The following sections present the reports submitted by NFPs on the organisation of their national network meetings, as well as the signed membership agreements. Together, these documents demonstrate the initial engagement achieved and provide a strong basis for the next steps in the network's development.

Reports

NFPs are currently in the process of building their National Networks by identifying and engaging relevant members, holding initial meetings to present the project, and collecting signed membership agreements. At the moment FAGN is in the middle of this process, and the full network is expected to be established by the end of 2025, in time for the first Policy Forum Workshop planned for January 2026. Currently, four networks are already established, with nine NFPs having secured signed Membership agreements from their members. The updated list of signed Membership Agreements per Country and per profile is available below.

Membership agreements

TABLE 3 - NUMBER OF SIGNED MEMBERSHIP AGREEMENTS PER COUNTRY AND PER PROFILE

Country	No. Signed Agreements
Finland	5
France	0
Portugal	4
Sweden	0
UK	6
Lithuania	4

Country	No. Signed Agreements
Poland	0
Slovenia	0
Serbia	1
Spain	3
Greece	4
Tunisia	0

The table will continue to be updated until Month 18, as membership agreements are signed across partner countries. Agreements are expected to be completed by the end of 2025 (Month 14).

Overview of reports

As part of the establishment of the ForestAgriGreenNudge Network, NFPs have begun organising meetings with identified stakeholders in their respective countries. Below is an overview of two such meetings, held in Portugal and Greece, which illustrate the early engagement and mobilisation of network members.

GREEK NATIONAL NETWORK MEETING

The first Greek national network meeting, organised by AUA, was held online on 24 September 2023. Attendees included representatives from AKIS, policy makers, foresters, farmers, and other FAGN members. The meeting began with an introduction to the project, its aims, and the structure of the network. The role of network members and their expected contributions, particularly in the context of the Policy Forums, were discussed in detail.

The session provided an overview of the planned workshops and the process for developing policy recommendations. Participants engaged in a discussion about their roles, opportunities for knowledge exchange, and the timeline for network activities. Early feedback indicated a strong willingness to participate and recognised the value of behavioural nudges in encouraging sustainable practices in agriculture and forestry.

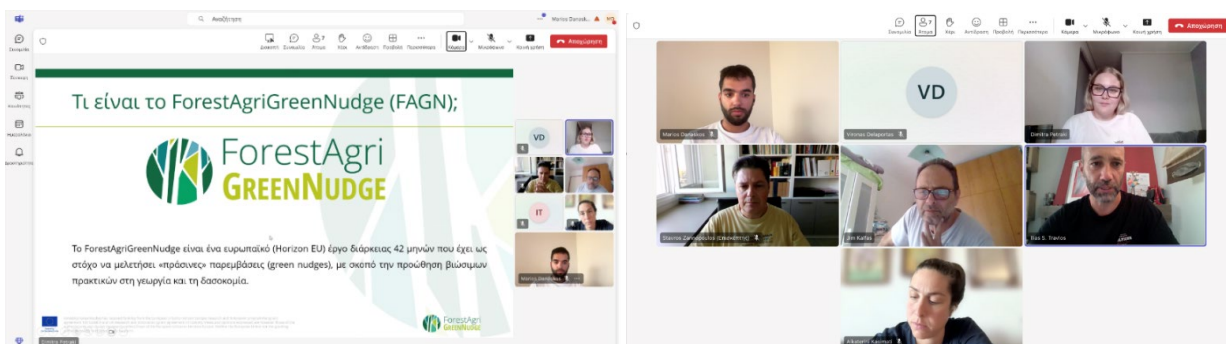


FIGURE 5 - PICTURES FROM THE GREEK NETWORK MEETING

LITHUANIAN NATIONAL NETWORK MEETING

The Lithuanian Research Centre for Agriculture and Forestry organized a series of national network face-to-face meetings between 15 September and 13 October 2025. These meetings, held in Akademija, Kėdainiai district, Lithuania, aimed to introduce stakeholders to the project's structure, objectives, and expected outcomes. Participants included representatives from forestry, farming, and policy-making sectors, such as UAB Euromediana, the Lithuanian State Forest Service, and the Lithuanian Agricultural Advisory Service. Each meeting lasted one hour and focused on presenting the

project and the National Network’s goals, as well as outlining the roles and responsibilities of the involved stakeholders.

The discussions covered the anticipated benefits of the project, the importance of stakeholder involvement, and how the project’s results could be adapted at the national level. Specific meeting dates were set for each stakeholder, and communication was initiated with the Ministry of Agriculture to confirm their participation. Overall, the meetings served as a platform to align expectations, clarify contributions, and strengthen collaboration among key actors of the network.

PORTUGUESE NATIONAL NETWORK MEETING

The first meeting of the Portuguese network was organised jointly by the Agriculture and Forestry NFPs (CONSULAI and 2BForest) and took place online on 25 September 2025. The session brought together key stakeholders, including farmers, foresters, policy makers, and NFP representatives. The agenda included a welcome, a presentation of the ForestAgriGreenNudge project, an introduction to the concept of green nudges, and an overview of the network’s objectives and next steps.

Participants discussed the importance of collaboration for promoting sustainable choices in agriculture and forestry. The iNudge Academy platform was introduced, highlighting its role in providing online training and practical guidance. Members were also informed about the upcoming policy forums and multi-actor workshops and were invited to sign the membership agreement and complete ongoing project questionnaires. The meeting concluded with a Q&A session and closing remarks, and participants expressed their expectations and commitment to the network’s objectives.

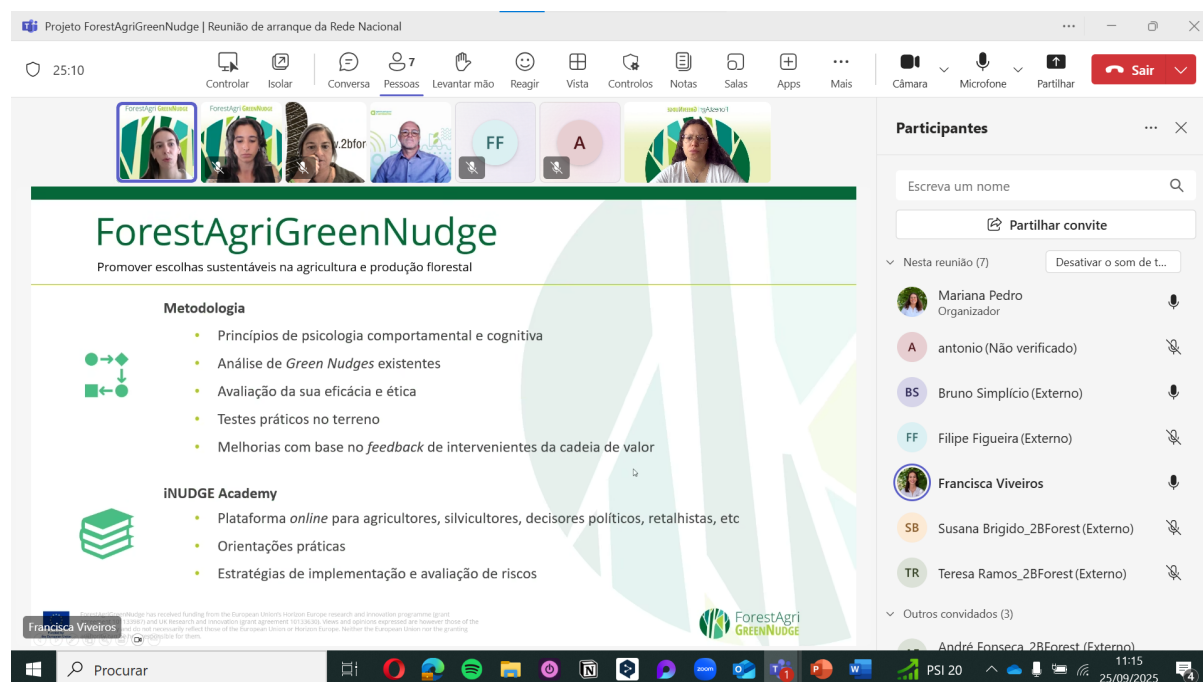


FIGURE 6 - PHOTO FROM THE PORTUGUESE NETWORK MEETING

KEY INSIGHTS

These meetings demonstrated active engagement from a diverse group of stakeholders and highlighted the importance of clear communication regarding the project’s objectives, the structure of the network, and the opportunities for involvement. Participants in the three countries expressed enthusiasm for the network and a shared commitment to advancing sustainable practices through collaboration and knowledge exchange.

NETWORK NEXT STEPS

Participation in the EU Policy Forum (Task 5.2)

The network will act as the foundation for the EU Policy Forum on innovative cooperation and nudging for sustainability. Beginning in Year 1, the Forum will convene **four multi-actor workshops** (three online, one face-to-face):

- Workshop 1 (online): Introduction to the project and identification of emerging national policy needs. Introduction to nudging and how the project approaches it. What is expected of the three years for the network. Collect feedback and expectations from network members.
- Workshops 2 & 3 (online): Updates from Deliverable 5.2 on policy development and social innovation through nudges.
- Workshop 4 (in person): Presentation of project results and recommendations aligned with CAP 2023–27 objectives.

These workshops will create a structured dialogue space, allowing stakeholders to discuss policy challenges and propose actionable solutions.

The Policy Forum will act as a strategic platform for dialogue and co-creation, bringing together policymakers, AKIS coordination bodies, farmers, foresters, and other relevant stakeholders. Its primary goal is to address the socio-economic challenges of the widespread adoption of sustainable agricultural and forestry practices, while ensuring that the perspectives and needs of different actors are taken into account. By providing a space for discussion and knowledge exchange, the Forum will facilitate the transfer of expertise and promote peer learning across countries and stakeholder groups, helping to ensure that local realities are reflected in EU-level debates.

At the same time, the Policy Forum will serve as an engine for the generation of practical and evidence-based Policy Recommendations (Deliverable 5.4). These recommendations will be closely tailored to the objectives of the CAP 2023–27, contribute to shaping the post-2027 CAP, and aligned with the ambitions of the European Green Deal, including the Farm to Fork Strategy, the Biodiversity Strategy 2030, and the communication on sustainable carbon cycles. In this way, the Forum will act as a bridge between research outputs, such as nudging insights and behavioural tools, and policy design, ensuring that CAP interventions are not only theoretically sound but also realistic, manageable, and capable of producing robust and durable behavioural change among farmers and foresters.

Testing of the iNUDGE Academy (Task 5.3)

From Month 23 onwards, the network will be directly involved in shaping and testing the iNUDGE knowledge-sharing platform, based on the Green Nudge resource library for agricultural and forestry stakeholders that will be developed as part of Task 2.2 of the project.

The iNUDGE academy will aim to enable multiple actors to identify suitable nudges and access support resources to successfully implement nudges with EU and non-EU funded projects, supporting current and future initiatives to use, compare, adapt and create green nudges for sustainable production.

With this objective in mind, the members of the network will contribute to the co-creation and validation of e-learning modules, case studies, and best practice examples.

The Academy will ensure that the knowledge generated by the project is accessible, transferable and answers real-life problems, supporting both EU-funded and non-EU initiatives.

Dissemination and Capacity Building

During the final stages of the project, dissemination workshops will be held in three partner countries to present the iNUDGE Academy and demonstrate its practical value. Members of the network will be invited to participate, share experiences, and connect with national decision-makers. These activities will extend the network and strengthen its role.

Contribution to Policy Recommendations (Task 5.4)

Insights generated through the Policy Forum, national meetings, and the iNUDGE Academy will be synthesised into Deliverable 5.4 – Policy Recommendations. The network will play a central role in validating these recommendations to ensure they are realistic, practical, and aligned with farmers' and foresters' needs. The process will culminate in the 3rd Pan-European Green Nudges Conference (2027), where results will be showcased to EU institutions and other high-level stakeholders.

Sustaining Engagement Beyond the Project

A strategy to sustain the network beyond the project will be developed through continued collaboration with the iNUDGE Academy and connections to CAP AKIS Coordination Bodies. Although this deliverable does not include them, template business plans and best practice guidelines will be created later in the project to support long-term use of green nudges, behavioural insights, and policy design.

CONCLUSIONS

The establishment of the ForestAgriGreenNudge Network is planned until the end of 2025, with national networks being actively developed across all participating countries. This process, coordinated by the NFPs, is expected to be finalised by the end of the year, ensuring that all networks are in place ahead of the first Policy Forum online workshop scheduled for January 2026.

NFPs will continue to play a central role in supporting their national networks, including the organisation of preparatory meetings before each Policy Forum workshop, if needed or other tasks at national level that may arise. Their ongoing national engagement will be essential to maintaining active participation and ensuring that the network remains responsive to both national and EU-level priorities throughout the project.

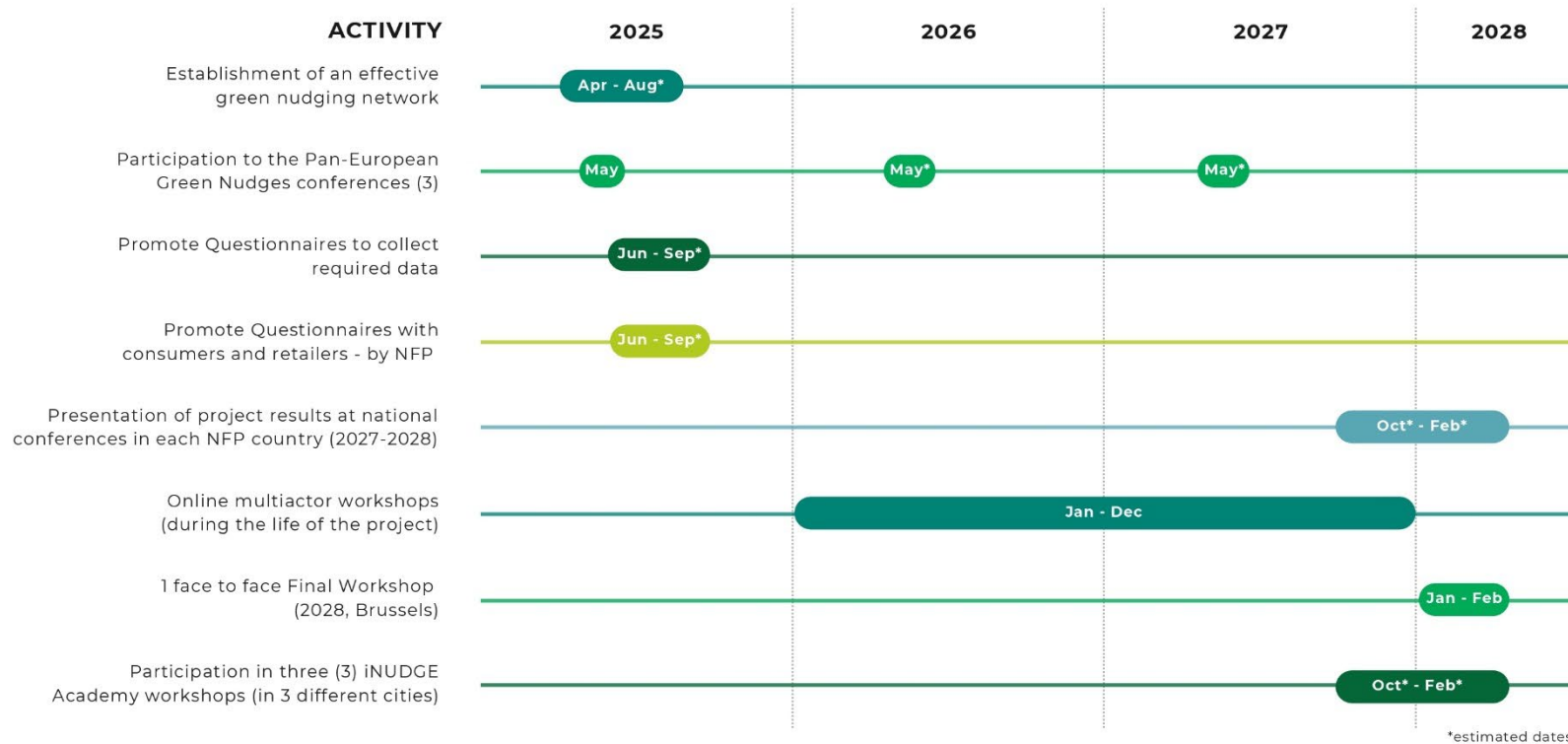
To facilitate this work, a comprehensive set of support documents, such as the network roadmap, membership agreement, and reporting templates, has been produced by CONSULAI and made available on the consortiums internal SharePoint. These resources will remain accessible to all NFPs and will be updated as needed to reflect new developments and feedback gathered during the project's implementation.

It is important to highlight that the engagement strategy and supporting materials are conceived as living documents. They will be revised and adapted as the project evolves, ensuring that the network remains dynamic, inclusive, and effective in achieving its objectives. This flexible approach will help the ForestAgriGreenNudge Network respond to emerging challenges and opportunities and will support the long-term sustainability of the network beyond the project's lifetime.

ANNEX 1 – NFP ACTIVITIES CALENDAR



ACTIVITIES FOR NATIONAL FOCAL POINTS



*estimated dates

FIGURE 7 - NFP ACTIVITIES CALENDAR



ANNEX 2 - NFP NETWORK TABLE (NETWORK CONTACTS SHEET)

TABLE 4 - NFP NETWORK TABLE - NETWORK CONTACTS SHEET

Partners			Network Members				
Sector	Country	Organisation	No.	Name	Email	Organisation	Profile
Forest	Finland	LAB UAS	1				
Forest	Finland	LAB UAS	2				
Forest	Finland	LAB UAS	3				
Forest	Finland	LAB UAS	4				
Agriculture + Forest	France	Vitagora; Racines de France	1				
Agriculture + Forest	France	Vitagora; Racines de France	2				
Agriculture + Forest	France	Vitagora; Racines de France	3				
Agriculture + Forest	France	Vitagora; Racines de France	4				
Agriculture + Forest	Portugal	CONSULAI; 2BForest	1				
Agriculture + Forest	Portugal	CONSULAI; 2BForest	2				
Agriculture + Forest	Portugal	CONSULAI; 2BForest	3				
Agriculture + Forest	Portugal	CONSULAI; 2BForest	4				
Agriculture + Forest	Portugal	CONSULAI; 2BForest	5				
Agriculture + Forest	Sweden	SLU	1				
Agriculture + Forest	Sweden	SLU	2				
Agriculture + Forest	Sweden	SLU	3				
Agriculture + Forest	Sweden	SLU	4				
Agriculture + Forest	UK	ADAS; Forest Research	1				
Agriculture + Forest	UK	ADAS; Forest Research	2				
Agriculture + Forest	UK	ADAS; Forest Research	3				
Agriculture + Forest	UK	ADAS; Forest Research	4				
Agriculture + Forest	UK	ADAS; Forest Research	5				
Agriculture + Forest	UK	ADAS; Forest Research	6				
Agriculture + Forest	UK	ADAS; Forest Research	7				
Agriculture + Forest	UK	ADAS; Forest Research	8				
Forest	Lithuania	LAMMC	1				
Forest	Lithuania	LAMMC	2				



Partners			Network Members				
Sector	Country	Organisation	No.	Name	Email	Organisation	Profile
Agriculture + Forest	Lithuania	LAMMC	3				
Agriculture	Lithuania	LAMMC	4				
Agriculture	Lithuania	LAMMC	5				
Agriculture	Poland	KPODR	1				
Agriculture	Poland	KPODR	2				
Agriculture	Poland	KPODR	3				
Agriculture	Poland	KPODR	4				
Agriculture	Slovenia	JSI	1				
Agriculture	Slovenia	JSI	2				
Agriculture	Slovenia	JSI	3				
Agriculture	Slovenia	JSI	4				
Agriculture	Serbia	BioSense	1				
Agriculture	Serbia	BioSense	2				
Agriculture	Serbia	BioSense	3				
Agriculture	Serbia	BioSense	4				
Agriculture	Spain	IAMZ-CIHEAM	1				
Agriculture	Spain	IAMZ-CIHEAM	2				
Agriculture	Spain	IAMZ-CIHEAM	3				
Agriculture	Spain	IAMZ-CIHEAM	4				
Agriculture	Greece	AUA	1				
Agriculture	Greece	AUA	2				
Agriculture	Greece	AUA	3				
Agriculture	Greece	AUA	4				
Agriculture	Tunisia	AEEFG	1				
Agriculture	Tunisia	AEEFG	2				
Agriculture	Tunisia	AEEFG	3				
Agriculture	Tunisia	AEEFG	4				



ANNEX 3 – NFP NETWORK TABLE (NETWORK STATUS SHEET)

TABLE 5 - NFP NETWORK TABLE - NETWORK STATUS SHEET

Sector	Country	Organisation	Status	Meeting date
Forest	Finland	LAB		
Agriculture + Forest	France	Vitagora; Racines de France		
Agriculture + Forest	Portugal	CONSULAI; 2BForest		
Agriculture + Forest	Sweden	SLU		
Agriculture + Forest	UK	ADAS; Forest Research		
Agriculture + Forest	Lithuania	LAMMC		
Agriculture	Poland	KPODR		
Agriculture	Slovenia	JSI		
Agriculture	Serbia	BioSense		
Agriculture	Spain	IAMZ-CIHEAM		
Agriculture	Greece	AUA		
Agriculture	Tunisia	AEEFG		

ANNEX 4 – NETWORK ENGAGEMENT ROADMAP

Roadmap for the establishment of an effective green nudging network

M02/Jan 2025



**Funded by
the European Union**



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the European Union

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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/
Author(s)/Organisation(s)	Francisca Viveiros, Mariana Pedro (CONSULAI)
Contributor(s)	Nikolaos Georgantzis (BSB), Joaquin Balduque (IAMZ-CIHEAM)
Contact	fviveiros@consulai.pt , mpedro@consulai.com , joaquin.balduque@iamz.ciheam.org , nikolaos.georgantzis@bsb-education.com
Work Package	5
Keywords	Network, Roadmap, Policy Forum, Multi-Actor, NFP

Disclaimer

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the European Commission can be held responsible for them.

Abstract

The ForestAgriGreenNudge network aims to bring together a diverse range of stakeholders, including policymakers, national coordination bodies, farmers, and foresters, to foster collaboration and promote the adoption of sustainable agricultural and forestry practices. The project will establish formal membership agreements to ensure long-term commitment to the network's objectives. Key activities include the creation of a Policy Forum focused on four key areas: pesticides, ecoschemes, soil health, and carbon sequestration, addressing socioeconomic challenges and supporting the uptake of green practices. The Forum will facilitate knowledge transfer and peer learning through multi-actor workshops planned across the project timeline. The project's final outcomes, including policy recommendations, will be shared in Deliverable 5.4, after collecting feedback from NFP and the EU Policy Forum. This roadmap outlines the first year's activities and will be continuously updated based on input from project partners.

Introduction

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, national 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. 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 EU and National policies which end up leading to realistic and manageable directions, to generate robust and durable change in farmers' and foresters' behaviour towards best practices.

A Policy Forum will be held around the established ForestAgriGreenNudge network. This Forum will discuss and share information on policies which address the socioeconomic challenges related to the uptake of the adoption of green practices. It will focus on four policy areas: Pesticides, Ecoschemes, Soil health and Carbon sequestration.

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 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 Deliverable 5.2 "Brief on policy development and social innovation through nudges". 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".

Roadmap

Participants to the network

The network should involve a minimum of 4 people, one representing each of the four required profiles:

- 1 policy maker,
- 1 national coordination body in member states,
- 1 farmer,
- 1 forester.

An agreement formalising the membership to the network throughout the life of the project should be formalised, specifying the objectives of the network and distinguishing between results that are accessible and those that remain confidential. In SharePoint there is a standard document prepared for NFPs to use for the agreement formalising membership of the network.

Main focus of the network

A Policy Forum will be held around the established ForestAgriGreenNudge network. This Forum, held at the level of the whole consortium during the project, will discuss and share information on policies which address the socioeconomic challenges related to the uptake of the adoption of green practices. It will focus on four policy areas:

- Pesticides
- Ecoschemes
- Soil health
- Carbon sequestration

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 objective will be to reach consensus on adapting and tailoring EU and National policies which end up leading to realistic and manageable directions, to generate robust and durable change in farmers' and foresters' behaviour towards best practices.

Activities of the network

The focus of the network activities will be the EU Policy forum with multiactor workshops in the framework of Task 5.2 and held at the level of the whole consortium.

First, in order to establish the green nudging network, NFPs will map at the national level to identify key actors in their countries. A monitoring table will be prepared which NFPs can fill in with the information of the actors identified as potential members of the network. Before the completion of Deliverable 5.1: Establishment of an effective green nudging network, due in M12 (October 2025), NFPs will hold a short meeting with their network members to present the project and explain the objectives of the network and the subsequent workshops part of the EU Policy forum under Task 5.2.

A template will be produced to report on national workshops where participants will be asked to report on the date and place of the meeting (this could be online), as well as on the agenda and attendees list. Some photos or screenshots will also be requested for the preparation of the D5.1. The reporting template will be made available in SharePoint, with a common format for the different countries of the project, and the filled in reports should be added to the dedicated folder afterwards. The deadline for this national network meeting is the first week of October at the latest. NFPs should submit the completed report template no later than 3 days later after the meeting.

The report for the establishment of the green nudging network will serve as a basis for Deliverable 5.1: Establishment of an effective green nudging network, due in M12 (October 2025).

This roadmap outlines the NFP building of the network for the first year of the project. It will be a live document that'll be adapted as needed in the following years, after the collection of feedback from project partners.

ANNEX 5 – MEMBERSHIP AGREEMENT

ForestAgriGreenNudge | Membership Agreement

1. Introduction This Membership Agreement outlines the roles, responsibilities, and commitments of members joining the ForestAgriGreenNudge (FAGN) Network. The network aims to foster collaboration among policy makers, national coordination bodies, farmers, and foresters to drive sustainable behavioural changes in the agricultural and forestry sectors.

By signing this agreement, members commit to contributing to the objectives of the FAGN Network and engaging in activities that promote knowledge exchange, policy development, and sustainable practices.

2. Objectives of the Network

The FAGN Network is established to:

- Facilitate dialogue and collaboration among key stakeholders in agriculture and forestry.
- Support the adaptation and tailoring of EU and National policies to achieve effective and sustainable policy implementation.
- Promote the adoption of best practices in the use of pesticides, eco-schemes, soil health, and carbon sequestration.
- Organize and participate in policy forums and multi-actor workshops to enhance knowledge transfer and peer learning.

3. Responsibilities of Network Members By joining the FAGN Network, members agree to:

- **Actively Participate:** Engage in discussions, attend scheduled workshops, and contribute to the network's objectives.
- **Share Knowledge and Best Practices:** Provide insights from their respective expertise to support sustainable policy development.
- **Collaborate on Policy Development:** Contribute to discussions on policy improvements and innovative approaches to sustainability.
- **Maintain Confidentiality:** Respect agreements on data and results confidentiality, distinguishing between publicly accessible findings and restricted information.
- **Support Reporting and Documentation:** Contribute to the documentation of national workshops and policy forums by providing feedback and summarizing key takeaways.

4. Network Activities and Meetings

- Members are expected to attend and contribute to one multi-actor workshop per year.
- Participation in the Policy Forum discussions on the four key policy areas is highly encouraged.
- Members may be invited to contribute to Deliverable 5.4 (Policy Recommendations) through consultations and feedback collection.

5. Duration and Review

This membership agreement is valid for the duration of the ForestAgriGreenNudge project. It will be reviewed periodically to ensure alignment with project objectives and to incorporate feedback from members.

6. Data Protection and GDPR Compliance

The ForestAgriGreenNudge (FAGN) Network is committed to protecting the personal data of all its members in full compliance with the General Data Protection Regulation (GDPR – Regulation (EU) 2016/679).

- **Data Collected:** Only essential personal information will be collected (e.g., name, organisation, role, contact details) for the purposes of coordinating network activities.
- **Use of Data:** The data will be used exclusively for project-related communication, organisation of workshops, documentation of activities, and reporting obligations within the ForestAgriGreenNudge project.
- **Confidentiality and Storage:** All personal data will be stored securely and only accessible to authorised project partners. Identifiable data will not be disclosed in project outputs, reports, or publications.
- **Retention Period:** Personal data will be kept only for the duration of the ForestAgriGreenNudge project and securely deleted no later than December 2029, unless legal obligations require otherwise.
- **Rights of Members:** Members have the right to access, rectify, or request the deletion of their personal data at any time. They also have the right to restrict or object to its processing.
- **Contact for Data Protection:** Any queries regarding data protection and GDPR compliance can be addressed to the project's Data Protection Officer at mark.ramsden@adas.co.uk.

By signing this agreement, members acknowledge that their personal data will be processed in accordance with GDPR and the principles outlined above.

7. Signature and Acceptance

By signing below, the undersigned agrees to the terms and conditions of this Membership Agreement and commits to fulfilling the outlined responsibilities.

Member Name:

Organization:

Role (Policy Maker, National Coordination Representative, Farmer, Forester):

Signature:

Date:

This agreement will be kept on record and will serve as a formal acknowledgment of participation in the FAGN Network.

ANNEX 6 – NETWORK MEETING REPORTING TEMPLATE

Report on National Network Meeting

Please fill in this report on the national network meeting organised by your side.

TABLE 6 - MEETING INFO SUMMARY

FAGN partner/s in charge	
Meeting title	National Network Meeting
Place	
Date	
Duration (from – to)	
Country	

Participants:

TABLE 7 - PARTICIPANTS LIST

No.	Name	Email	Organisation	Profile (Farmer, Forester, Policy Maker, AKIS CB)
1				
2				
3				
4				

Agenda:

(Suggestion)

09h30 – 09h35 Welcome

09h35 – 09h45 ForestAgriGreenNudge project presentation

09h45 – 10h15 Presentation of the Network, objectives and next steps

10h15 – 10h30 Q&A

10h30 – 10h45 Closing remarks

Short summary of the meeting:

Description of meeting objectives, subjects discussed and network members feedback during the meeting.

Add a few pictures:

Send this report to CONSULAI up to 3 days after the meeting is organised. Make sure to also share the signed Membership Agreements.