



ForestAgri **GREENNUDGE**

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D6.4 Communication, Dissemination and Exploitation Plan (version 2)

M17/MARCH 2026



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Version History

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3	M. Jewell	D6.4 (V2 – Proofread version) Communication, Dissemination and Exploitation Plan (update)	31/03/2026

Disclaimer

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Abstract

The project has to date succeeded in establishing communication channels with a well-visited website, an active LinkedIn page and the dynamic participation of project partners. The solid and experienced network of partners makes it possible to disseminate ForestAgriGreenNudge's objectives and opportunities to a large number of relevant stakeholders in the relevant sectors. The geographical diversity among the partners makes it possible to carry out targeted communication actions that reach relevant audiences in their specific countries. Flagship events, such as the first Pan-European Green Nudges Conference, have also driven visibility and engagement. Furthermore, project partners have taken part in dissemination activities from month 5 (M05) of the project.

To continue this dynamic, the Communication, Dissemination and Exploitation (CDE) Plan will continue to ensure the visibility of the ForestAgriGreenNudge project to relevant target groups and the dissemination of project results through high performing channels. The document answers the who, what, where and when related to D&C activities. The document therefore contains, 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.

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 strategy will be further updated, 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.

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List of Abbreviations

CDE	Communication, Dissemination and Exploitation
KPI	Key performance indicator

1. Introduction

The Communication, Dissemination and Exploitation (CDE) Plan defines 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 outlines key messages, positioning statements, target audiences, and identifies the best tools and channels (including relevant conferences and events) to meet their information needs.

With this updated dissemination and communication plan we aim to ensure visibility of the ForestAgriGreenNudge project, that the project's opportunities and outcomes are effectively disseminated to appropriate target communities, and that awareness among stakeholders is raised and that the indicated impacts are achieved.

This document provides 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, articles published, press releases, etc., are detailed in the CDE Plan, along with achievements to date, 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 is being 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 (6.4) defines the strategy for effectively communicating about the project and disseminating its results, and the application of this strategy for the initial phase of the project. It serves as a guide for the remaining period of the project, to help partners in designing, planning, and executing their communication and 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 an update on the progress of C&D activities, which helps the Consortium adjust the initial timeline and work plan for the upcoming promotional activities.

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

Dissemination activities focus on sharing project results and deliverables with specific target groups—scientists, farmers, forestry stakeholders, public institutions, and policymakers.

Exploitation activities ensure the practical application of project results in research, policymaking, and innovative practices. At a later stage of the project, 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). In addition, ForestAgriGreenNudge project is building an online tool (iNUDGE Academy) to provide case-specific recommendations for decision makers. It includes: introductory training resources; a nudge resource library and green nudge case studies. These exploitation tools are intended to be sustained over time.

Finally, 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) has been 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 is being 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 are being coordinated 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

Additionally, all **project partners** are playing an active role in communication and dissemination efforts in concertation with tasks in various work packages. In particular, 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 continue to be updated throughout the project's duration to remain aligned with its progress and evolving needs. Contributions from **WP2, WP3, WP4, and WP5** will coordinate with WP6 to ensure coherence with the project pathway to impact.

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	- 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.	- 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	- 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.	- Increase awareness and social acceptance of green nudges. - Influence market demand towards sustainable products. - Support advocacy for policy changes.
Scientific community and academia	- 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	- Research and validation of green nudges. - Contribution to knowledge exchange and project dissemination. - Publication of scientific papers and policy recommendations and brief.

Category	Stakeholders	Role in the project/Outcomes
	EIP-AGRI, Horizon Europe-funded projects.	
Public authorities and policy makers	- EU institutions: Directorate-General for Agriculture and Rural Development (DG AGRI), Directorate-General for Environment (DG ENV), Research Executive Agency (REA). - 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).	- Support the design of relevant policies to achieve the ambitious targets of the European Green Deal, in particular the bioeconomy strategy, the Farm to Fork strategy, the Biodiversity and the EU forest strategies to 2030, the communication on sustainable carbon cycles, the circular economy action plan (CEAP) and the objectives of the 2023-2027 CAP. - 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	- 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.	- Exchange of best practices and lessons learned. - Collaboration on dissemination and exploitation of results. - Expansion of impact through cross-project synergies.

M17 update: Based on data from ForestAgriGreenNudge LinkedIn profile (see Figure 1 below), it is fair to say the main target groups are being reached by the general communication activities of the ForestAgriGreenNudge project. In Figure 1, you can see an excerpt of which professional sector the followers on ForestAgriGreenNudge's LinkedIn profile represent. However, these general communication activities using broad channels of ForestAgriGreenNudge's CDE approach will only be a partial view of the project's communication and dissemination reach, due to the important role of each project partner in relaying messages and campaigns to their national audience. In particular the farming and forestry sectors require a country-specific approach. We will continue to carry out communications based on these messages in order to reach the defined target groups with the support of national partners, especially National Focal Points (NFP).

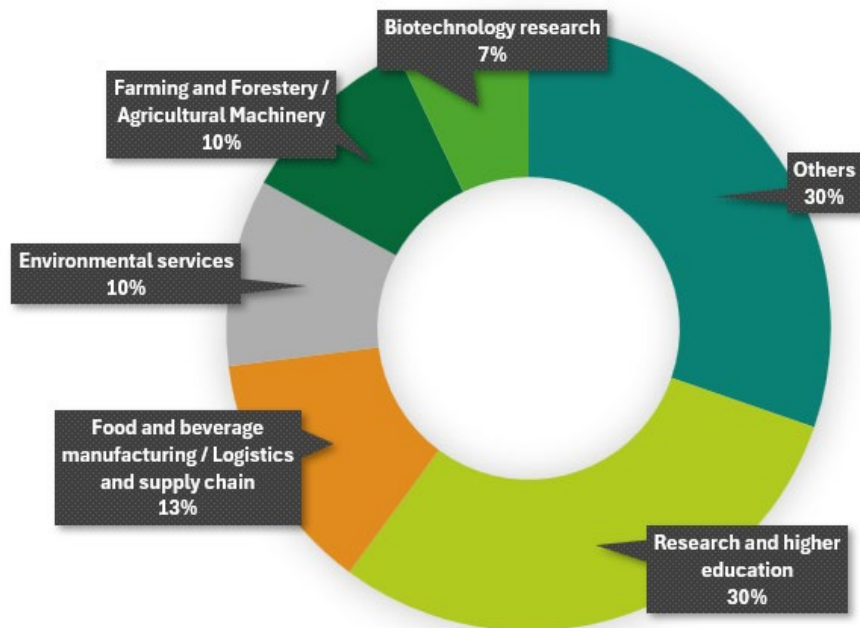


Figure 1. Professional sectors of ForestAgriGreenNudge LinkedIn page visitors (March 2025-March 2026)

4. CDE Strategy

4.1 Vision and Objectives

The ForestAgriGreenNudge project is carrying out activities 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 agrifood 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.

4.2 Key Messages

To maintain a unified and consistent voice across all communications, the project has developed 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	General Public, Farmers, Foresters

farming and forestry systems by empowering individuals and professionals with tools for behavioural change.	
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 is employing 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 essentially focus on mobilizing stakeholders and providing a reliable and efficient knowledge transfer of the ForestAgriGreenNudge outcomes to the defined target groups.

5.1 ForestAgriGreenNudge website

The ForestAgriGreenNudge website (Fig. 2) acts as the major communication and dissemination channel for reaching a broad audience, including main project target groups. It is a professionally designed English-language website, providing open access to key information about the project, its objectives, partners, resources and actions, and showcasing its news and progress. The site is the main repository of information on results, as well as a gateway onto the iNUDGE Academy platform including the Green Nudge Library and the Green Nudge evaluation grid and will remain active for 2 years beyond the end of the project.

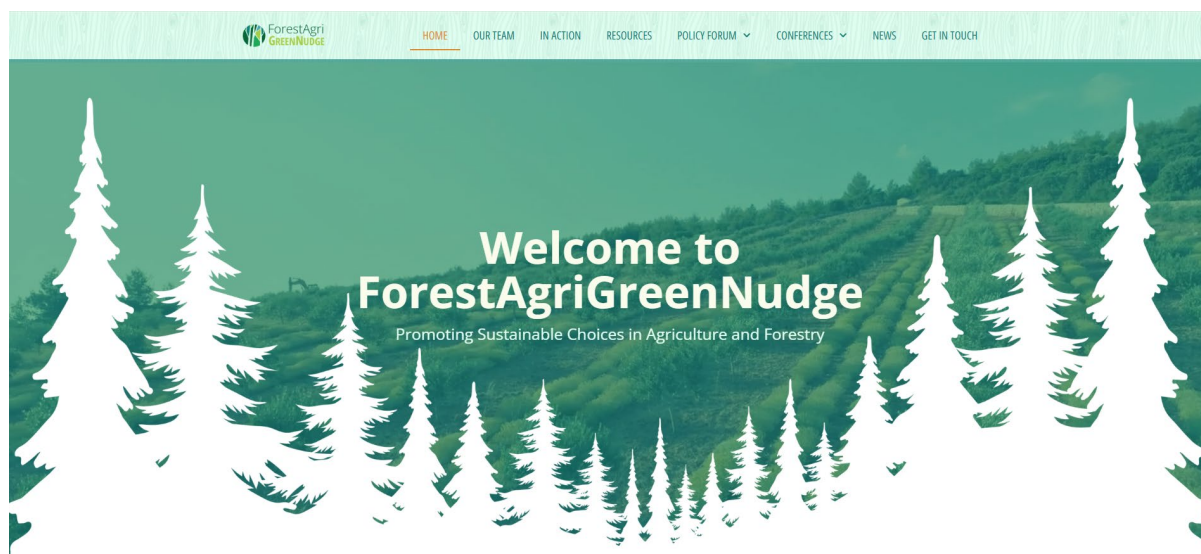


Figure 2. The ForestAgriGreenNudge project's website homepage

The website was created by BioSense shortly after the development of the project's logotype (see [section 5.5](#)), ensuring visual consistency and alignment with ForestAgriGreenNudge's branding from the outset: <https://greennudge.eu/>

At M17, the website has been adapted with the following sections:

- **HOME**
- **OUR TEAM**
Presentation of the project partners and their roles in national coordination
- **IN ACTION**
Access to resources in the Green Nudge Library
- **RESOURCES**
Portal to various publications and actions – iNudge Academy (upcoming), Novel practices, Deliverables, Events, Surveys, Newsletters (see Figure 3 below)
- **POLICY FORUM**
Access to explanation and resources for the Policy Forum platform
- **CONFERENCES**
Section dedicated to the promotion and dissemination of the Pan-European conferences
- **NEWS**
Articles presenting ForestAgriGreenNudge partner activities and project milestones and news.
- **GET IN TOUCH**

Resources

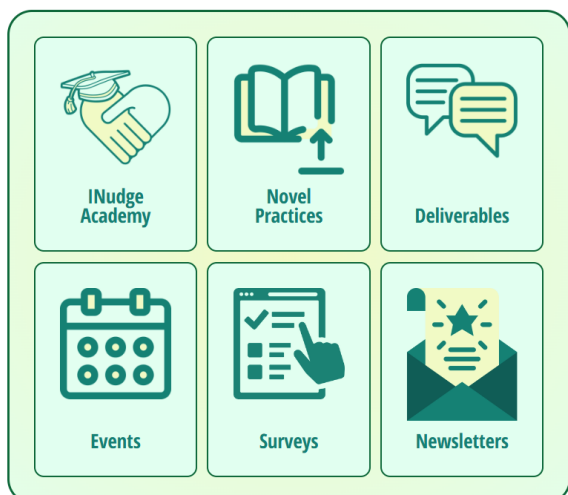


Figure 3. The ForestAgriGreenNudge Resources portal

Updating and hosting will be ensured for the duration of the project and for 2 years beyond the end of the project in line with the consortium's exploitation strategy, with content coordinated by Vitagora and Biosense with input from the project partners.

Analytics are monitored to evaluate traffic and user engagement, feeding into the project's communication KPIs. Launched in December 2024 (M2), at the end of M17, according to Google Analytics, the website has generated 3.5K visits, from 3.1K unique visitors, and a total of 8.5K page views. It is worth noting that the statistics provided by Google Analytics only pertain to the website visits of people who have consented to the use of cookies, in accordance with GDPR regulations. Generally, it is accepted that this represents 50-70% of real traffic.

5.2 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 and potential audience: **LinkedIn, Facebook, YouTube, and Bluesky**.

While LinkedIn remains the premier social media platform for reaching professional audiences, the social media use of farmers in particular was a decision criteria in the choice of platforms. According to data of social media use by farmers published by Countrywide Farmers¹, YouTube is a key channel with a high level of trust for information and educational video content. Likewise, Facebook is an important platform for engagement and networking used by many farmers.

Table 4. Overview of ForestAgriGreenNudge project's social media KPIs

		KPIs to M17		
Social media platform and account name	Account URL	Posts	Followers	Impressions
LinkedIn ForestAgriGreenNudge project	https://www.linkedin.com/company/forestagrigreennudge/	71	435	35K
Facebook ForestAgriGreen Nudge Project	https://www.facebook.com/profile.php?id=61574035112875	30	27	5.7K
Bluesky greennudgeproject	https://bsky.app/profile/greennudgeproject.bsky.social	27	40	NA
YouTube @ForestAgriGreenNudge	https://www.youtube.com/@forestagrigreennudge	7	13	503

At the end of M17, there have been a total of **135 social media posts**, an average of over **10 posts per month** for the period that the social media accounts have been active.

¹ Countrywide Farmers, <https://countrywidefarmers.10web.cloud/social-media-trends-farms-2024/>, May 18, 2024

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

- **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.

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.

When posting messages on LinkedIn the partner organisations are being tagged as often as possible to achieve a greater reach.

You can find the [ForestAgriGreenNudge LinkedIn page here](#).

Overview of LinkedIn activity:

- **71** posts
- **435** followers
- **35K** impressions for the 13 months of activity
- **12.6K** LinkedIn members reached for the 365 days to March 28th, 2026 (LinkedIn cumulative analytics are limited to the previous 365 days)
- A monthly engagement average of **8%** for the 13 months of activity



Figure 4. Screenshot of the ForestAgriGreenNudge LinkedIn profile.

- **Facebook**

Facebook remains a highly active platform in Europe². 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, 2023³). The consortium has also confirmed that Facebook is widely used among agricultural and forestry communities in the participating countries.

For the centralized ForestAgriGreenNudge communications in English, Facebook functions as a complementary channel to LinkedIn to reach primarily professional and academic audiences. The choice by National Focal Point coordinators to carry out country-based actions using Facebook provides additional reach to ensure the language-specific audiences are targeted correctly for the various engagement campaigns. For this reason, the WP6 coordinators provide modifiable templates for NFP coordinators to adapt communication materials to their audiences.

You can find the [ForestAgriGreenNudge Facebook page here](#).

Overview of Facebook activity for 13 months of activity:

- **30** posts
- **27** followers
- **5.7K** impressions in total



Figure 5. Screenshot of the ForestAgriGreenNudge Facebook profile.

- **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

² Probert C., [This Map Shows the Top 10 Countries with Most Facebook Users in Europe in 2025](#), January 9, 2025.

³ Husfarm, [The Impact of Social Media on Rural Agricultural Communities](#), March 6, 2024.

misinformation and moderation policies, significant changes in user demographics, and the increasing politicisation of its content environment (Mitchell *et al.*, 2024⁴ and Oldemburgo de Mello, *et al.*, 2024⁵). Instead, the project has opted to explore Bluesky, a promising alternative to build early visibility and thought leadership in a growing digital space (Kupferschmidt, 2024⁶) more aligned with the project's commitment to trust, credibility, and inclusive stakeholder engagement.

You can find the [ForestAgriGreenNudge Bluesky account here](#).

M17 update: Unlike Facebook and LinkedIn, the analytics available for Bluesky are limited. In addition, the coverage is less dynamic than X. However, it provides access to a complementary audience to increase reach of messages published on Facebook and LinkedIn. In addition, the current trajectory of Bluesky suggests it is emerging as a key digital space for academic networking, research dissemination and scholarly dialogue.⁷

Overview of Bluesky activity:

- **27** posts
- **40** followers
- **44** likes



Join the
conversation

Create account

Sign in

English ▾



Figure 6. Screenshot of the ForestAgriGreenNudge Bluesky profile.

• YouTube

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

The content hosted on the platform will highlight effective nudges, showcase good practices, and pose questions to engage viewers. It is then deployed to social media and the ForestAgriGreenNudge website.

Table 5. Videos published on the ForestAgriGreenNudge YouTube channel

⁴ 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.

⁵ 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>

⁶ Kupferschmidt, K. Researchers and scientific institutions flock to Bluesky. *Science* **386**, 6725, 950 - 951 (2024) <https://doi.org/10.1126/science.adu8276>

⁷ Kupferschmidt, 2024: <https://arxiv.org/abs/2507.18840> and <https://doi.org/10.1038/d41586-025-02741-1>

Video	Publication date	Link	CDE objective	Impressions M17
Green Nudges in Agriculture and Forestry Conference 2025	June 9 th , 2025	https://youtu.be/B1y3YFSsbtK	Industry, scientific communities and policy makers Extend audience for the FAGN conference	186
Green Nudges in Agriculture and Forestry Project presentation video	July 16 th , 2025	https://www.fac ebook.com/project.php?id=61574035112875	All target groups : promote understanding of the concept of green nudges and the project goals	229
Introducing the ForestAgriGreenNudge project Green Nudges for Sustainable Forestry & Agriculture Introduction from the 2025 FAGN conference	August 15 th , 2025	https://youtu.be/1GQTUXbyVa4	Industry, scientific communities and policy makers : promote understanding of the concept of green nudges and the project goals	50
What are Green Nudges – and how can they help achieve the EU Green Deal objectives? 🌱 Conference from the 2025 FAGN conference	August 18 th , 2025	https://youtu.be/yggCyVPoH4g	Industry, scientific communities and policy makers Extend audience for the FAGN conference	12
🌱 Green Nudges: Encouraging Smarter Choices for a Sustainable Future Extract of the project presentation video	August 27 th , 2025	https://youtu.be/quepikmfqKo	All target groups : promote understanding of the concept of green nudges and the project goals	18
Peter Schmidt (EESC) on Green Nudges: Overcoming Barriers to Sustainable Change Speaker interview from the 2025 FAGN conference	November 4 th , 2025	https://youtu.be/HvQoxwAJ1qQ	Industry, scientific communities and policy makers : engage discussion of the importance of green nudges	40
👤 Green Nudges in Agriculture – Insights from Prof. Emilio Gil Speaker interview from the 2025 FAGN conference	December 12 th , 2025	https://youtu.be/wbl8KdnZ6tU	Industry, scientific communities and policy makers : engage discussion of the importance of green nudges	20

M17 update: At M17, 7 videos have been published on YouTube. These have primarily served initial goals of increasing visibility for the project and for discussions around Green Nudges. Footage from the 1st ForestAgriGreenNudge conference has in particular been leveraged for the production and publication of video materials posted on Youtube. These have generated 503 views and 32 viewing hours.

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

A calendar of email newsletters is being deployed with distribution through a dedicated platform, presenting achievement, upcoming activities, events and interviews with partners. ForestAgriGreenNudges aims to publish at least two newsletters per year (a total of 6 minimum), with additional ad-hoc issues released if deemed necessary.

Table 6. Newsletter deployment plan

Past editions			
Edition	Publication date	KPIs	Link
Edition 1 - Project launch - What are green nudges – Youtube video - Green Nudges in Agriculture and Forestry – ForestAgriGreenNudges Conference 2025 - Survey: Shaping the Future of Sustainable Agriculture and Forestry - Upcoming milestones	June, 2025	84 emails Open rate: 25% Click rate: 15%	https://mailchi.mp/5b6ed3a6700c/forestagrigreennudge-newsletter
Edition 2 - Launch of GreenNudge Resources Library - Learn about Green Nudges – initiatives by AEEFG in Tunisia and Racines de France in France - Events participation by ForestAgriGreenNudge partners	December, 2025	111 emails Open rate: 22.5% Click rate : 12%	https://mailchi.mp/38009af62437/forestagrigreennudge-newsletter-8476468

- | | | | |
|--|--|--|--|
| - ForestAgriGreenNudge Conference 2026 – Save the Date | | | |
|--|--|--|--|

Provisional calendar of upcoming editions (minimum of 2 per year)

2026 - April 2026, June 2026, December 2026

2027 - March 2027, June 2027, December 2027

2028 - March 2028, June 2028

Newsletters are 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 has been created and administered by BioSense. The list is being continuously updated during the project, with subscriptions from the website and event attendance, in full respect of GDPR rules.

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

In March 2026, the subscriber list reached 120 emails, representing a growth of 40% in the previous year.

Press releases

Press releases will be strategically issued to enhance the visibility of ForestAgriGreenNudge's key milestones and achievements.

To date, 1 press release has been published at the project launch:

- November 2024 – ***Burgundy School of business se recentre sur la recherche à impact et coordonne un projet européen***
The press release generated 4 press articles.

Ongoing dissemination to the media will continue to be carried out, including at least 2 more press releases. Suggested timings include:

- After the pan-European conference to announce participation, key presentations, and outcomes.
- 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.

5.5 Communication materials

The design and creation of the ForestAgriGreenNudge graphic identity—including the logo, graphic charter, and promotional materials – has been carried out 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 (Fig. 9) was developed by Geoponiko Panepistimion Athinon (AUA) before the writing of the proposal to meet the project's visual and graphic requirements.



Figure 7. 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 8. 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 (Fig. 10) 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 (Fig.11).



**Funded by
the European Union**

Figure 9. 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

Since the project launch, the following communication materials for print and digital use have been produced in coherence with the project's visual identity:

- Powerpoint template
- Custom virtual background featuring the logo for video conferences,
- A3-sized door poster for the ForestAgriGreenNudge
- 2-page project flyer in A5 and A6 formats
- Roll-up banners

Other communication materials have been produced on demand according to the needs of the partners and actions, such as:

- 1st and 2nd ForestAgriGreenNudge Pan-European Conferences
- Policy Forum engagement campaign
- Survey visuals
- Social media "Meet the partners" campaign
- Speakers alert campaign for FAGN conference 2025
- Visual content and infographics for the website

Additional materials will continue to be designed and produced at later stages of the project to reflect key results and achievements, supporting targeted dissemination and visibility efforts.

ForestAgri GREENNUDGE



Figure 10. Virtual background for Visio conference

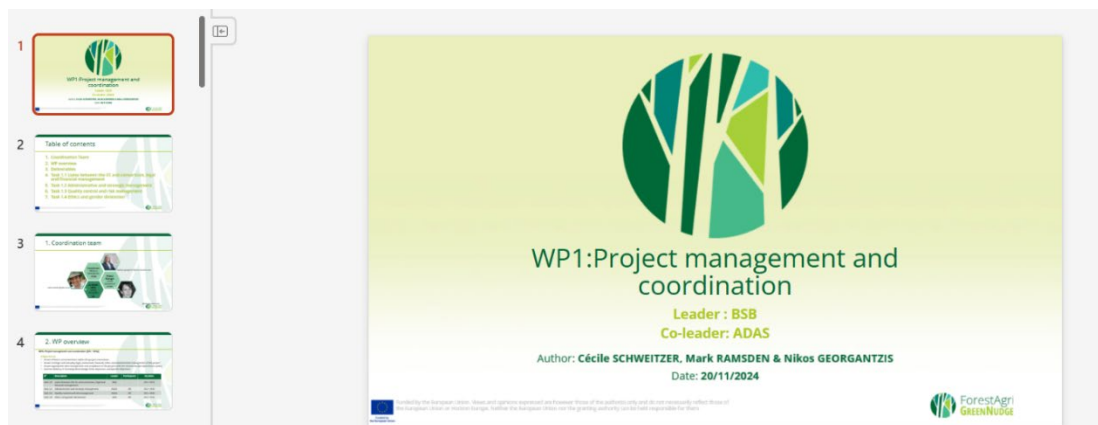


Figure 11. PowerPoint template



Figure 14. Four versions of the rollup for events

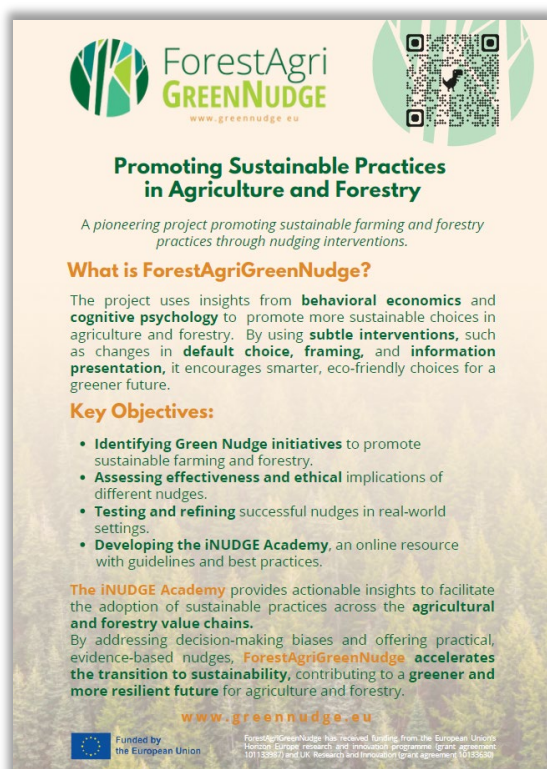


Figure 13. Flyer

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

The ForestAgriGreenNudge grant agreement requires that 5 videos be produced by the project partners:

At month 17 (M17), the following videos have been produced:

Table 7. Production of videos for the ForestAgriGreenNudge project

Videos programmed	Videos deployed
1 video to introduce the project and Green Nudges in a visually appealing and easily understandable way to a wide audience	Created This video was produced by Vitagora and published in M8 YouTube Link
3 videos to present the project life 1 video of a Pan-European Green Nudges Conference with partners experiences in the project 1 video introducing one nudge case study 1 video of a stakeholder experience in the project	Created and underway 5 interviews were filmed with stakeholders and partners at the 1 st Conference in by Vitagora and videos created by Vitagora and BioSense. At M17, two of these interviews have been published. Three more will be published during 2026. YouTube links: - Emilio Gil - Peter Schmidt Further videos will be produced following the 2nd ForestAgriGreenNudge Conference in May 2026
1 to promote the project's achievements and outcomes (M42)	To be produced This video will be produced in the final period of the project

5.6 Communication campaigns and relays by project partners

As mentioned, the communication and dissemination strategy contains a provision for significant involvement of project partners in relaying ForestAgriGreenNudge communication messages to their national audiences.

By M17, this activity has been centred in particular around the following targeted campaigns:

Campaign	Target group	CDE objective	Channels
Meet the partners campaign – social media posts and visuals highlighting partner engagement in the Green Nudge space	All target groups	Increase visibility for the project launch Promote engagement from and visibility for project partners	All FAGN social media channels and partner channels
1 st ForestAgriGreenNudge Pan-European Conference – enrolment calls and promotion of speakers and high profile participants	Industry, scientific communities and policy makers	Promote attendance to the FAGN conference	All FAGN social media channels and partner channels
Constitution of the National Focal Points and participation in the Policy Forum – Promotion materials for NFP coordinators to contact and engage relevant profiles for their NFP	Industry, scientific communities, AKIS, and policy makers	Mobilise membership of the NFP network	Channels of the project partners
ForestAgriGreenNudge multi-stakeholder survey – promotional materials for reaching both pan-European and country-specific target groups. Materials for adaptation into the languages of the participating countries	All target groups, in particular agriculture/forestry and consumers	Increase visibility and promote engagement around the survey.	All FAGN social media channels and partner channels
2 nd ForestAgriGreenNudge Pan-European Conference – enrolment calls and promotion of speakers and high profile participants	Industry, scientific communities and policy makers	Promote attendance to the FAGN conference	All FAGN social media channels and partner channels



Figure 14. Screenshot of ForestAgriGreenNudge survey communications posted by Jožef Stefan Institute in Slovenian.

In order to meet these needs, adaptable communication tools were created to allow partners to prepare and publish visuals and messages in the language of their country-specific audience: for example, consumers or farmers/foresters, who would be more receptive to communications in their native languages.

As an illustration, a communication pack was created for the ForestAgriGreenNudge survey campaign, launched in July 2025.

At the end of M17, the continuous tracking tools of ForestAgriGreenNudge have tracked **120 publications by project partners** in support of the communication and dissemination goals of the project.

6. Dissemination activities

Throughout the project a series of multi-actor engagement activities will ensure rapid and transparent development of best practices, and to deliver resources directly into the hands of Nudge policy actors and other stakeholders (Fig 17).

6.1 Scientific journals

In addition to the exploitation guide (D3.4), a summary report and two open access publications on Best Practices for using Green Nudges in Agriculture and Forestry will be published. The first of these two publications 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

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

6.3 Workshops and events

Table 8. Overview of event types and corresponding objectives

Event Type	Objective	M17 update*
3 iNUDGE Academy Workshops (in different cities within partner countries)	Promote the iNUDGE Academy and its usefulness.	Upcoming To be held between October 2027 and February 2028
3 Pan-European Green Nudges Conferences (detailed in Figure 9) and a final conference	Encourage bottom-up engagement with stakeholders.	Held 1 st conference held on May 21 st 2025 in EESC, Brussels Programmed

		2 nd conference planned for May 21 st 2026 in Copa-Cogeca, Brussels Upcoming 3 rd conference in 2027
12 Conferences run at national levels, with the support of each NFP	Facilitate local-level discussions and knowledge transfer.	Upcoming To be held in 2027-2028
Presentations at events: scientific conferences and sector-specific fairs by key project representatives (=specific knowledge dissemination)	Enhance the visibility of project outputs in academic and professional circles.	Ongoing At M17, 16 event participations have been logged by project partners

*KPIs detailed in section 9 "[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 held on March 26th, 2026, introduced and provided an overview of the project and identified current or emerging national policy needs. It brought together 61 participants from 13 countries.

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.

M17 update: To date the NFP activity has resulted in the enrolment of 61 participants in the activity, with 62 participants (including ForestAgriGreenNudge partners) taking part in the 1st Policy Forum that was held on March 26th, 2026, online.

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 held on May 21st, 2025 in Brussels** [Task 2.4 – Task Leader: Sveriges Lantbruksuniversitet (SLU), (M03-08)].

The first Green Nudges in Agriculture and Forestry Conference took place in the European Economic and Social Committee (EESC) Building in Brussels. The conference gathered 64 people from a range of different backgrounds. This included academics, policymakers, advisors, and agricultural and forestry researchers. Over the course of the day, the conference set out to achieve the following objectives:

- **Defining Green Nudges:** Establishing a clear, powerful framework for action.
- **Showcasing Green Nudges in Action:** Inspiring real-world examples driving sustainability.
- **Launching ForestAgriGreenNudge & Prudent projects:** Introducing groundbreaking initiatives for change.
- **Targeting Forestry & Agriculture:** Tackling sector-specific challenges with tailored solutions.
- **Driving CAP27 Objectives:** Demonstrating Green Nudges as a catalyst for sustainable policy.
- **Empowering Collaboration:** Building a dynamic network of AKIS actors for lasting impact.

The full recording of the day can be found on our ForestAgriGreenNudge YouTube channel (<https://www.youtube.com/watch?v=B1y3YFSsbtK>) and speaker biographies can be found at the bottom of the document.

- **The 2nd Pan-European Green Nudges Conference, to be held on May 21st, 2026 in Brussels** [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 Green Nudge 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 15. 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. 4 aligned projects have been identified (BEATLES, PRUDENT, VISIONARY and ENFASYS).
- **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 strengthen the project's outreach, avoid duplication of efforts, and create added value through shared learning and broader dissemination across European and international networks.

M17 update: To date, 11 different projects and initiatives have been targeted and taken part in exchanges or joint actions with ForestAgriGreenNudge partners. As of M17, initial contact has been established with all projects listed in the Aligned Projects Group, and active engagement has so far taken place with PRUDENT and BEATLES. Initial discussions with ENFASYS and VISIONARY are planned for the first half of 2026.

Regarding networks, ForestAgriGreenNudge aims to disseminate materials through the [EU-FarmBook](#) network, and has made contact with [ClimateSmartAdvisors](#) and [ClimateFarmDemo](#), all of which represent high potential platforms for reaching target groups in the European forestry and agriculture spaces.

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.

M17 update: At M17, 61 participants external to the project have signed up via the National Focal Points.

Synergy Plan support

In the task **6.3 Collaboration with other projects and initiatives**, a synergy plan (Deliverable 6.2) was developed at 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.

M17 update: To date, 14 synergy actions have been logged in the synergies tracking tool. These involve 11 different projects and initiatives. The majority of these actions (10 out of 14) concern initial exchanges and introductory meetings.

However, significant exchanges have been carried out with PRUDENT and NUTRICHECK.NET :

- NUTRICHECK.NET - an MOU has been signed for knowledge exchange and co-creation of survey tools.
- PRUDENT - Since the project start, regular exchanges have been maintained between the coordination teams, including bilateral online meetings and joint preparation calls for the 1st Green Nudge Conference, held in June 2025. PRUDENT contributed significantly to the programme of this conference, reinforcing collaboration between both projects. This collaboration has continued for the preparation of the 2nd Green Nudge Conference, to be held in June 2026, organised in partnership with PRUDENT.

National Focal Points (NFPs)

The 15 partners have taken part in the establishment of National Focal Points for Forestry and Agricultural sectors. The partners managing the NFPs are responsible for facilitating engagement with these national networks.

NFPs are coordinated in task 5.1 but embedded in all WPs to ensure consistent engagement with stakeholders across Europe (Figure 18). They 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).

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



Figure 16 ForestAgriGreenNudge biogeographical distribution

M17 update: The NFP activities have to date in particular served the needs of two targeted campaigns – the ForestAgriGreenNudge survey, and the establishment of the pan-European network to take part in the Policy Forums.

As mentioned above, in terms of results, the combined partner actions at a national level have generated over 900 responses to the survey and a pool of 61 participants signed up for the ForestAgriGreenNudge Network.

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 7 to 9 give an overview of the timing of the different CDE activities and deliverables within WP6 - Communication and Dissemination.

Table 9. Timeline of WP6 Deliverables

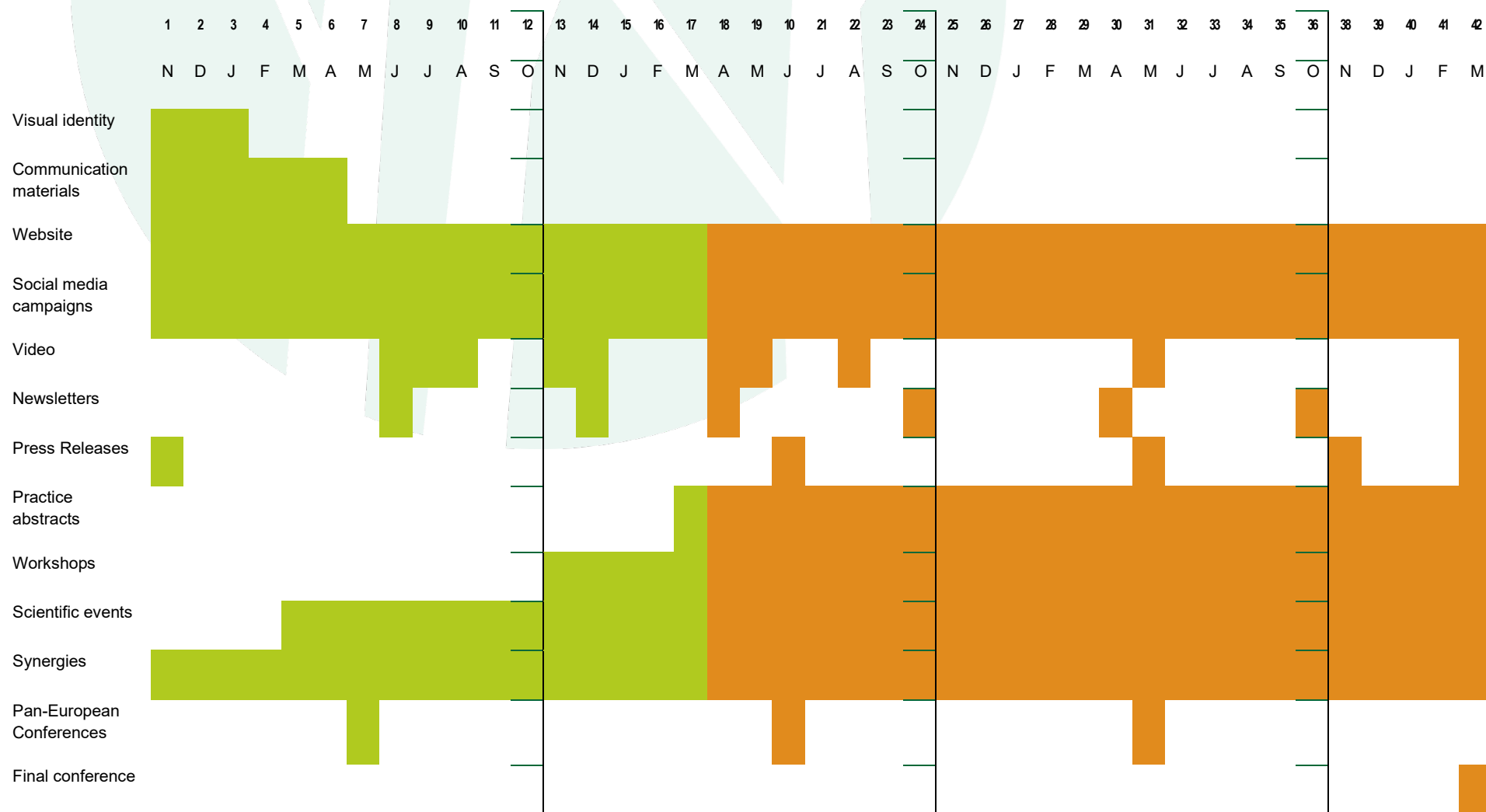
		2024												2025												2026												2027												2028				
		S	O	N	D	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42							
Task																																																						
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Table 8. List of deliverables

D6.1 – Communication, Dissemination and Exploitation Plan (M6)	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 (M3)	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 (24)	A first version of the report on policy-relevant conclusions about Green Nudge implementation.
D6.4 – CDE Plan update 1 (M17)	First updated Communication, dissemination and exploitation plan.
D6.5 – CDE Plan update 2 (M29)	Second updated Communication, dissemination and exploitation plan.
D6.6 – CDE Plan update 3 (M41)	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 (M42)	Updated version of the report on policy-relevant conclusions about Green Nudge implementation.
D6.8 – Practice Abstracts - batch 1 (M18)	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 (M41)	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.

■ Activities carried out by M17
■ Upcoming activities

Table 9. Updated indicative timeline of C&D activities



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 with the assistance of Vitagora, 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 input. To streamline this process, communication contacts have been designated for each project partner (Table 10).

Table 10. C&D local contacts

Partner organisation	First and last names	Design committee	C&D Meeting
LAB-AMMATTIKORKEAKOULU OY (LAB UAS)	Heidi Myyryläinen	X	X
RSK ADAS LIMITED (ADAS)	Mark Ramsden	X	X
ESC DIJON BOURGOGNE (BSB)	Nikos Georgantzis	X	X
MEDITERRANEAN AGRONOMIC INSTITUTE OF ZARAGOZA / INTERNATIONAL CENTRE FOR ADVANCED MEDITERRANEAN AGRONOMIC STUDIES (IAMZ - CIHEAM)	Raquel Alvarez	X	X
FORESTRESEARCH	Wen Hao Low	X	X
CONSULAI, CONSULTORIA AGROINDUSTRIAL LDA (CONSULAI)	Mariana Pedro	X	X
VITAGORA POLE (VITAGORA)	Marthe Jewell	X	X
BIOSENSE INSTITUTE - RESEARCH AND DEVELOPMENT INSTITUTE FOR INFORMATION TECHNOLOGIES IN BIOSYSTEMS (BIOSENSE)	Biljana Tadic	X	X
GEPONIKO PANEPISTIMION ATHINON (AUA)	Kiki Kontogeorgou		X
RACINES DE FRANCE (RDF)	Sara Ligeard		X

SVERIGES LANTBRUKSUNIVERSITET (SLU)	Malin Elfstrand		X
INSTITUT JOZEF STEFAN (JSI)	Marko Debeljak		X
KUJAWSKO-POMORSKI OSRODEK DORADZTWA ROLNICZEGO W MINIKOWIE (KPODR)	Anna Kaszkowiak-Nowacka		X
LIETUVOS AGRARINIŲ IR MIŠKŲ MOKSLŲ CENTRAS (LAMMC)	Roma Semaškienė		X
ASSOCIATION D'EDUCATION ENVIRONNEMENTALE POUR LES FUTURES GENERATION (AEEFG)	Semia Gharbi		X
2BFOREST LDA (2BFOREST)	Teresa Ramos		X
RSK ADAS LIMITED (ADAS)	Mark Ramsden		X
ESC DIJON BOURGOGNE (BSB)	Cécile Schweitzer		X
VITAGORA POLE (VITAGORA)	Kévin André		X

These contacts 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 facilitate exchanges, WP6 has held monthly update meetings with the project partners. The above table (Table 10), details the various project partner contacts taking part in the WP6 monthly meetings.

9. Monitoring & KPIs

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 has been developed to serve as the central monitoring tool. In order to ensure continuous updating and a complete picture of the communication and dissemination impact of the project, partners receive regular requests to from the WP6 coordinators to track their communication activities.

This file records all relevant actions such as:

- 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 acts as the communication coordinator, reminding all partners to update the tracking sheet monthly. These reminders are issued during monthly communication meetings and with a monthly reminder email.

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 11. ForestAgriGreenNudge's dissemination KPIs

Indicator	Target / Impact indicators	M17 update
Pan-European Green Nudges Conferences	3	1
National Conferences in each NFP country in 2027	12	0
Presentations at scientific events and sector-specific fairs by key project representatives	12	16
Policy Forum workshop - Total attendees - MS representation	4 100 24	1 62 N/A ⁸
Dissemination Workshops = iNudge Academy Workshops by the 12 NFPs	3 (in different cities within partner countries)	0
Visitors to the iNudge Academy knowledge sharing platform	15 000	0
Agricultural Knowledge and Innovation Systems (AKIS) actors receiving training in Green Nudges	1000	0
Practice abstracts submitted	20	8
Newsletters	minimum 6	3

⁸ Data as yet unavailable from the 1st policy workshop held on March 26th, 2026

Press releases	minimum 3	1
Press articles	minimum 3	4
Videos	5	3
Unique visits to the website	N/A	3.1K
Total followers on social media	N/A	515

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

The Updated Communication and Dissemination Plan of ForestAgriGreenNudge provides a revised platform for building awareness about the project and its mission together with creating interest and engagement among its target groups throughout the duration of the project to support the project's goals. Based on the experiences so far in the project, the key messages are adapted to stimulate specific actions and behaviours among the target groups and will continue to be implemented through a multi-channel approach utilizing both digital and offline communication tools, and networking and outreach opportunities within the geographic zones and sectors of interest for the project. The executed and planned events provide for the occurrence of both centralised and independent communications by the project partners to the identified target groups. The success of the activities relies on communication through the partners' existing channels. The Updated Communication and Dissemination Plan aims to continuously build ForestAgriGreenNudge's image as a project developing concrete solutions for promoting the adoption of sustainable practices in forestry and agriculture across Europe.