



Report on Knowledge Exchange Hubs

Deliverable D7.4

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¹ R=Document, report; DEM=Demonstrator, pilot, prototype; DEC=website, patent fillings, videos, etc.; OTHER=other
² PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified



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1 Executive Summary

This report details how the new Knowledge Exchange Hubs (KEH) tool available on the AGROMIX website (<https://agromixproject.eu>) aims to bridge the gap between scientific research and practical applications in the fields of mixed farming and agroforestry. This tool serves as an online repository where a wide range of stakeholders from academia to industry, policymaking, farming, as well as a wider public audience, can access up-to-date information on climate-smart and resilient mixed farming and agroforestry practices.

This document gives an overview of the objectives, the target audiences, the materials collected, and the implementation process of the KEH. It also sets out how participants can make use of the repository to build knowledge and networks within their countries and regions and submit information to the international hub. It also provides insight into the total number of content items uploaded (369) and the visits received (around 1,600) in the first two years of its existence.



2 Expected Impact

The Knowledge Exchange Hubs (KEH) tool as described in this document is expected to have a significant impact in line with its aims. Created as part of the AGROMIX project, the tool aims to facilitate knowledge exchange on mixed farming and agroforestry by offering various stakeholders — including academics, industry, policymakers, farmers and the general public — access to up-to-date information from the sectors at both a national and EU level.

These hubs have been developed to be easy to use and are available in a host of local languages, ensuring that a wide audience across Europe can benefit from the shared knowledge. The platform has already shown promise, with 369 items of content uploaded and around 1,600 visits received as of October 2023. This indicates a growing interest and the potential for a significant impact on the community of practitioners, researchers, and policymakers involved in mixed farming and agroforestry.

Furthermore, the commitment to maintaining the project's website for five years beyond the project's conclusion demonstrates a dedication to long-term accessibility, ensuring that the resources and information gathered during the project's duration will continue to benefit a wide audience in the future. Exploring options for collaboration with other projects, such as the Horizon Europe REFOREST project (Funded under Grant Agreement: 101060635, <https://agroreforest.eu>), further strengthens the potential for future impact and knowledge-sharing in the fields of mixed farming and agroforestry.



3 Knowledge Exchange Hubs

As described in the project proposal, the main aim of the KEH is to contribute to bridging the existing gap between science and research and promote practical implementation as part of a multilateral knowledge exchange process. In this sense, WP7 of the AGROMIX project had the objective of enabling a significant leap forward from the current knowledge fragmentation and provide a common space for project partners and external stakeholders to have access to up-to-date information and tools available to achieve and implement climate-smart and resilient mixed farming and/or agroforestry.

3.1 Concept and implementation

3.1.1 Definition

The concept of the KEH was developed as an online repository that will support knowledge exchange in all countries where the project is active and across a wide range of sectors: academia, industry, policymaking and farmers and their associations, as well as consumers and the wider general public. In this sense, the KEH tool has been structured into shared spaces updated over time with not only content and links to sources of existing content but also photos, videos or other audio-visual material from participative events or other relevant events related to the topics of the project: i.e. mixed farming, agroforestry, climate change resilience and efficiency of farming, and sustainable agricultural practices in general.

The KEH is open to the general public and is easily accessible on a user-friendly section of the project website, with the content distributed following the different local languages/countries. It also features an international subsection with content relating to more than one European country.

The KEH is hosted on the project website: <https://agromixproject.eu>. This website includes a section called “Knowledge Exchange Hubs” (<https://agromixproject.eu/knowledge-hub>) with a “drop-down” menu including all the expected KEH.

3.1.2 Audience

The intention of the KEH is to collate available information on mixed farming and agroforestry from the 11 AGROMIX countries and at an EU level, and to promote the multilateral sharing of that information between researchers, farmers, policymakers, local authorities and the wider public.



3.1.3 Development and roles

The proposal included the creation of 11 local Knowledge Exchange Hubs. Table 1 lists the national KEH and the manager of each one. Additionally, an international section will be created to show content involving more than one European country, the content for this will be in English.

REVOLVE, as the WP7 leader, developed the concept, supported the implementation of the KEH on the website and was responsible for the content from Spain in the Spain/Portugal hub. But the rest of the content was provided by each KEH leader and checked by the Task 7.4 leader (CREA) before being uploaded online as listed in Table 1.

Table 1. Knowledge Exchange Hubs and partners involved.

#	Country	Partner
1	Ireland and UK	ORC/ TEAGASC/CU
2	Portugal and Spain	REVOLVE/ MVarc
3	France	ACTA
4	Belgium	WERVEL
5	Netherlands	WUR
6	Germany	IfaS
7	Switzerland	AGROSCOPE - ZHAW
8	Italy	CREA
9	Poland	OSA
10	Serbia	NRDS
11	Hungary and Eastern Europe	CEEweb
12	EU – International	AEEU, CU and all partners

3.2 Content

All verified information related to the fields of mixed farming, agroforestry, sustainable agricultural practices or any other systems that consider the integration of trees and crops or livestock on the same field, was accepted. Also, other content including keywords such as, but not limited to: mixed crop-livestock systems, silvopastoral or silvoarable systems, riparian strips, hedgerows, forest farming or forest grazing, wood pastures, grazed orchards or alley cropping systems was also considered.

3.2.1 Type of content

The potential content identified for upload was grouped into 9 different categories:

- Pre-existing sources of information in the public domain, e.g., online repositories generated by previous or other relevant ongoing projects, or by interest groups
- Web links to relevant EU Horizon 2020 or Horizon Europe research projects, e.g., AFINET, AGFORWARD, MIXED, STARGATE, REFOREST, DIGITAF, UNDERTREES, AE4EU, ALL-READY



- Links to interest groups and associations, institutions, e.g., EURAF, national farmers associations, local associations
- Education: BSc, MSc or PhD courses, and other short-term courses
- Events
- Publications such as: books, book sections, conference papers, journal articles, patents, preprints, reports, thesis, technical notes, working papers, and others
- Software and apps such as: models, tools, apps, serious games
- Audio-visual material (videos/audio) and interactive materials, such as: videos, podcasts, lectures, oral presentations, photographs, figures, plots, drawings, diagrams...
- Datasets in the public domain or links to relevant public datasets

3.2.2 Language

Information and materials in any European languages were accepted. However, the title, a short paragraph explaining the content of the material, and keywords were requested in English and in the local language if applicable.

3.2.3 Storage of information

All the information was classified and stored in the back-office of the project website and displayed at its specific link under the Knowledge section. The website is maintained and updated during the project by REVOLVE, who will also keep the website alive (but not updated) during the 5 years after the end of the project, guaranteeing that the information remains available beyond the end of the project as required by the European Commission.

3.2.4 Copyrights and legal issues

The representatives of each KEH had to ensure that the information and material uploaded were fully compliant with the copyrights and the legal issue related to content sharing.

Note: the projects funded under the EU FP7 and Horizon 2020 projects consider as a principle the obligation that all the scientific papers and data generated need to be accessible on an open access base.

3.3 Use of the repository

Each KEH representative was responsible for liaising with any other partner within their own country, as well as any relevant institutions or initiative. KEH representatives were responsible for submitting information on the local hub. Additionally, all KEH representatives were allowed to submit information to the international hub.

Examples of keywords used for the search are: mixed farming, agroforestry, silvopastoral or silvoarable systems, agroecology, agroecological farming, biodiversity, riparian strips, hedgerows, forest farming or forest grazing, wood pastures, grazed orchards or alley cropping systems, land use changes, LULUCF,



ecosystem services, agricultural economics, value chains, policy development, food systems, territorial food systems.

3.4 Upload of material

3.4.1 Restricted area

Each KEH partner representative had access to a restricted area of the website (**partner's area**) where an online form to upload material was made available (Figure 1). These online forms were created by REVOLVE to facilitate the collection of information, which is then checked and verified by the Task 7.4 lead, (CREA). Once verified, the information was made automatically public on the website on the specific hub.

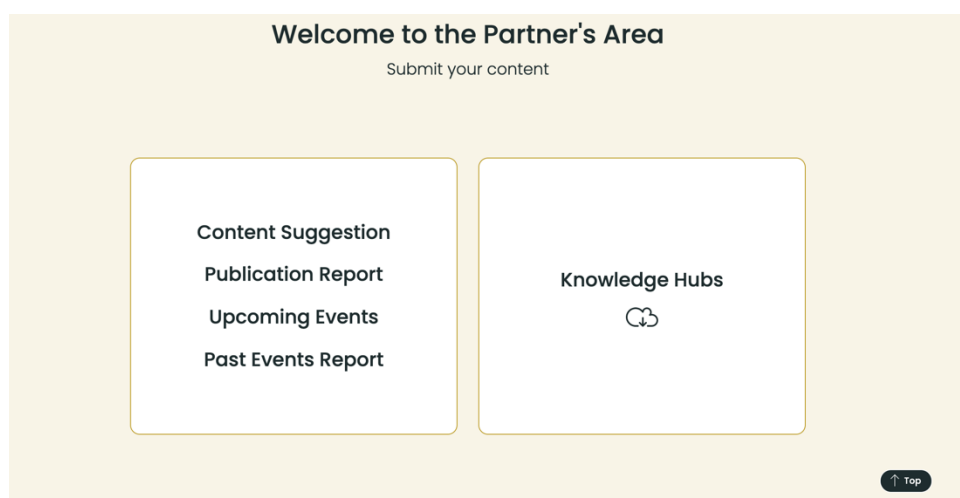


Figure 1: Partner's area menu giving access to the uploading of the material for the KEH

3.4.2 KEH online form for uploading the content.

The KEH online form for uploading the content had the following structure:

Name: (fill in option, mandatory)
Email: (fill in option, mandatory)
Partner: (scroll down menu with all the partners of the project, mandatory)
Local Knowledge Exchange Hub (scroll down menu with the eleven local KEH + the international, mandatory)

What type of content: (scroll down menu with the following options and sub-options, mandatory)

- Online repositories
 - Libraries
 - Other (add "fill in" menu option, consider "option" as the tag)
- Projects
 - Other (add "fill in" menu option, consider "option" as the tag)
- Links to interest groups and associations, institutions:
 - Interest group
 - Associations
 - Institutions
 - Research Centre
 - Other (add "fill in" menu option, consider "option" as the tag)
- Education courses
 - Degree
 - MSc
 - PhD
 - Short courses
 - Other (add "fill in" menu option, consider "option" as the tag)
- Publications:
 - Book
 - Report
 - Thesis
 - Journal
 - Other (add "fill in" menu option, consider "option" as the tag)
- Events
 - Conferences
 - Fairs
 - Other (add "fill in" menu option, consider "option" as the tag)
- Software and apps:
 - Models
 - Tools
 - Apps
 - Serious games
 - Datasets
 - Other (add "fill in" menu option, consider "option" as the tag)
- Audio-visual material
 - Videos
 - Podcasts
 - Source of images (add "fill in" menu option, consider "option" as the tag)

Title (in English) ("fill in" menu, max 20 words, mandatory)

Text (in English) ("fill in" menu, max XX words, mandatory)

Keywords (in English): ("fill in" menu, max 5 keywords to be separated by ";", mandatory)

Link to the content: ("fill in" menu, "http:" format, mandatory)

Add image to show: (upload image menu option, otherwise show first page of the doc, mandatory)

Local Language ("scroll down menu" with the different local languages)

Title (in Local language) ("fill in" menu, max 20 words, mandatory)

Text (in Local language) ("fill in" menu, max XX words, mandatory)

Keywords (in Local language): ("fill in" menu, max 5 keywords to be separated by ";", mandatory)

At the end, also a link and an image will be requested. Type of images accepted (up to 2MB size) are .jpeg or .png.



3.5 Display on the website

The KEH section of the website allow searches by (Figure 2a and 2b):

- Keywords
- Country/Hub
- Type of content

If no hub is selected, information from the international hub (EU) will be shown. This information is available in English. When a local hub is selected, the information will be displayed showing the screen divided in two sections: the international section followed by the information of the selected local hub including the language selected, the title, and a brief description ending with a button linking to the related website (Figure 3).

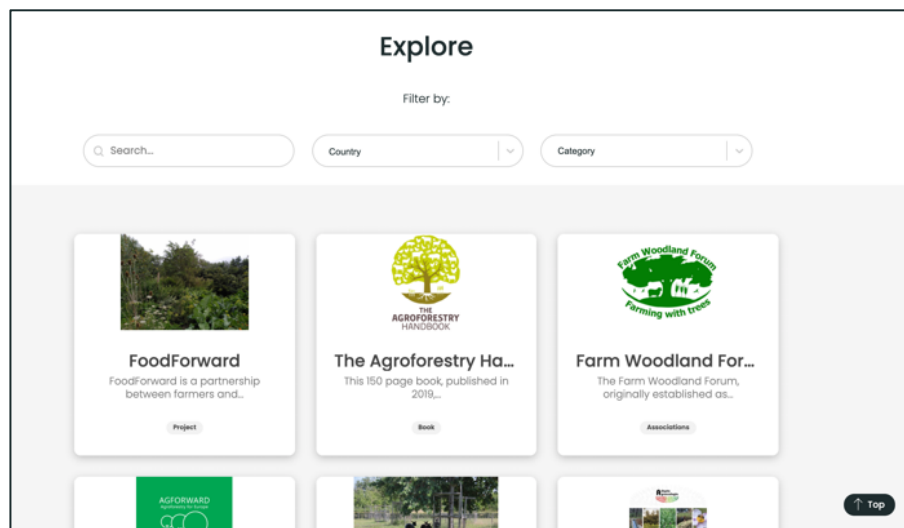
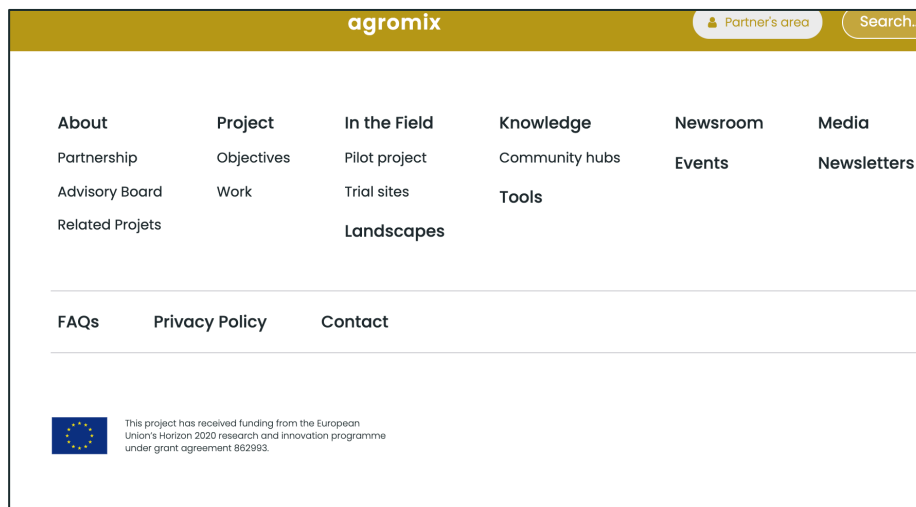


Figure 2 a and b: Access from the main menu of the website and aspect of the exploration menu.

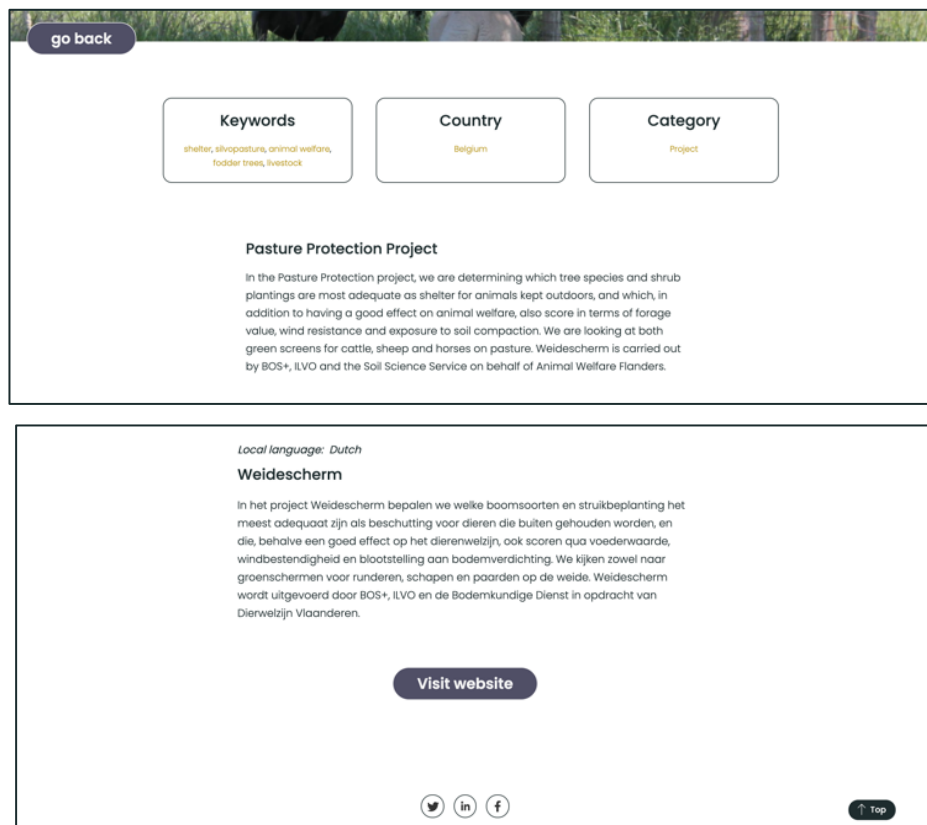


Figure 3: Presentation of the information for an entry to the Knowledge Exchange Menu

3.6 Content uploaded

At the time of writing this deliverable (October 2023), a total of 369 items had been uploaded to the KEH. Table 2 shows the number of content items divided per national hubs.

Table 2. Number of entries to the Knowledge Exchange Hub per country

Hub	n.
Europe	66
Hungary and Eastern Europe	53
Ireland and UK	47
Portugal and Spain	39
Italy	33
Poland	28
Germany	23
Serbia	22
France	17
Netherlands	17
Belgium	15
Switzerland	9
Total	369

Since the KEH was launched, most of the content uploaded has been of a scientific nature. This was accompanied by projects related to 'Agroforestry,' 'Forestry,' 'Wood production,' 'Sustainable cultivations,' and 'Food production,' as well as audio-video materials related to conferences in the sector and interviews with researchers and farmers. The 'Other' category mainly includes policy announcements, calls, and events such as farm study visits.

Table 3. Number of entries to the Knowledge Exchange Hub per category

Categories	Sub-categories	n.	Tot.
Online repositories	Libraries	5	5
Projects	Projects	83	83
Groups	Interest groups	5	25
	Association	14	
	Institutions	2	
	Research Centre	4	
Education courses	Degree	2	14
	MSc	2	
	PhD	1	
	Short courses	9	
Publications	Book	14	93
	Report	48	
	Thesis	4	
	Journal	27	
Events	Fair	0	25
	Conferences	25	
Software and apps	Models	0	5
	Tools	3	
	Apps	0	
	Serious game	2	
	Datasets	0	
Audio-visual material	Photos	0	44
	Videos	39	
	Podcasts	5	
Other type of content	Other	75	75

3.7 Impact

3.7.1 Measuring impact

One of the key aspects of KEH is its wide-reaching audience. The platform is open to everyone and freely accessible via the project's website. It is continuously updated with information from 28 partners across Europe. Since its launch in September 2021, the KEH has steadily grown its user base. By 30 October 2023, it had received 1,670 visits (Table 4), indicating a growing interest in the platform and its resources. The KEH page was the second-most visited on the website after the home page.



Table 4. Data on Knowledge Exchange Hub (KEH) usage. Source: Matomo analytics / Google Analytics

Data	
Total visits since January 2021	1,670
Trends 2023: 26 January – 30 October 2023	
Total visits	500
Average monthly visits	55
Engagement Rate*	59%
Visits on Desktop	92%
Visits with Knowledge Hub as entry page**	34%

* Users who went on to visit another AGROMIX page before leaving the website

** 34% of the visitors access AGROMIX Website from the KEH

This underscores its importance in facilitating knowledge exchange and collaboration within the agroforestry and mixed farming community. The top countries from which the page has been accessed from are as follows in descending order from highest number of visits: Spain, France, UK, Italy, Switzerland, Portugal, Germany and Poland.

Regarding the question of how visitors access the KEH (Figure 4), this are mostly direct entry visits or through search engines.

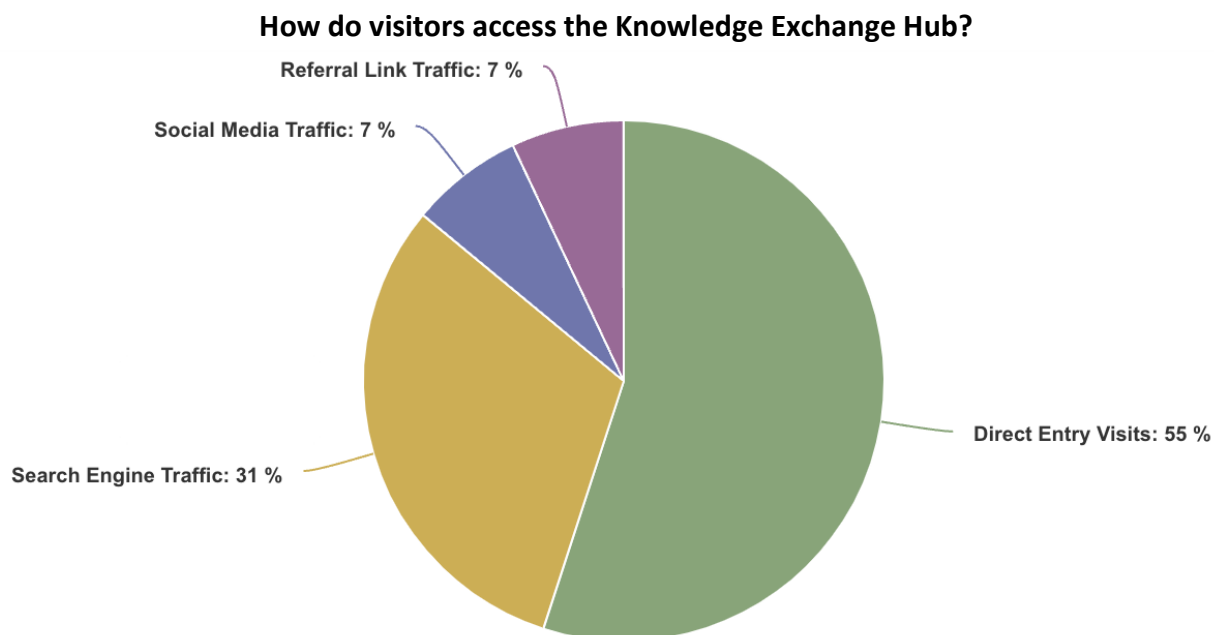


Figure 4: Pie chart displaying mode of user access. Source: Matomo analytics.

3.7.2 Promotion on social media

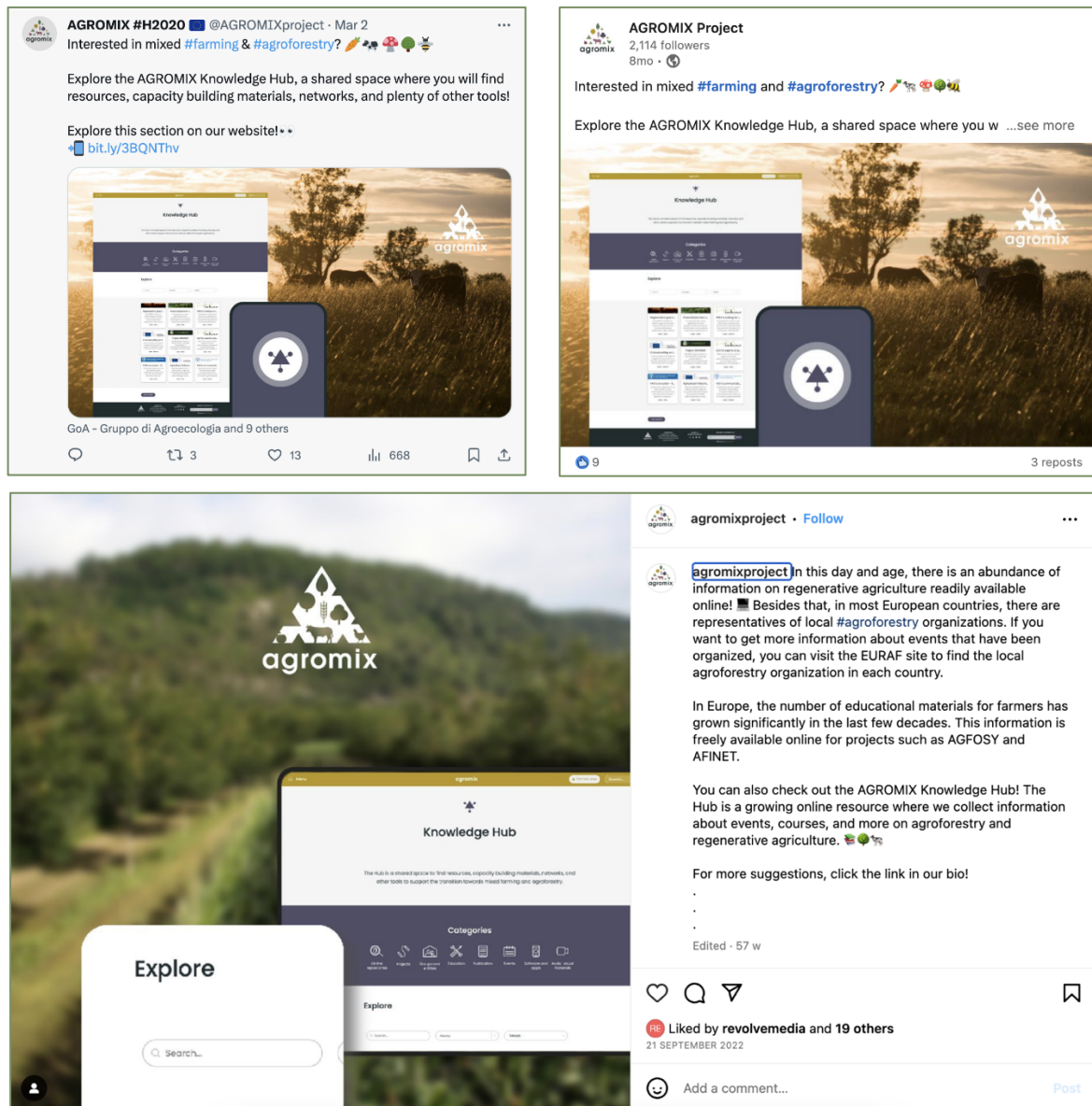


Figure 5 a, b and c: examples of KEH promotion on Twitter (X), LinkedIn and Instagram.

The promotion of the KEH on social media (examples above in Figure 5a-c) garnered the following interactions:

Twitter (X): 1,136 impressions / 22 likes / 8 reposts

LinkedIn: 981 impressions / 31 likes / 7 reposts

Instagram: 20 likes

We continue measuring interaction, including after project end for legacy and impact tracking (see next section).



3.8 Legacy and future

The commitment to maintain the project's website for at least five years beyond the conclusion of the AGROMIX project reflects the project's dedication to ensure the long-term accessibility of its valuable content in general and specifically to this KEH tool. This extended period of website maintenance ensures that the resources, knowledge, and information gathered during the project's duration will remain accessible and continue to benefit a wide audience. They can also be used for **impact tracking from 2025 until 2030**, after the project has ended.

Additionally, alternative options have been explored, although they have not been finalised. These options include the transfer of collected content to other projects, such as e.g. REFOREST. This approach entails the development of a repository on agroforestry, promoting a sense of synergy and cooperation among different projects. This collaborative effort aims to create a network for knowledge-sharing and collaboration centred around agroforestry and mixed farming topics.

