agromix

Report on demonstrating effective communication engagement with stakeholders and media dissemination and exploitation

Deliverable D7.5

28/10/2024

Deliverable 7.5	Report on demonstrating effective communication engagement with stakeholders and media dissemination and exploitation
Related Work Package	WP7
Deliverable lead	REVOLVE
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Grant Agreement Number	862993
Instrument	Horizon 2020 Framework Programme
Start date	1st November 2020
Duration	48 months
Type of Delivery (R, DEM, DEC, Other)[1]	R
Dissemination Level (PU, CO, CI)[2]	PU
Date last update	31/10/2024
Website	**www.agromixproject.eu**

Revision nº X	Date	Description	Author(s)
v1	01/10/2024	First version	Josep Crous-Duran, Jacob Threadgould (REVOLVE)
v2	22/10/2024	Internal revision	Patricia Carbonell (REVOLVE)
v3	24/10/2024	Internal revision	Rosemary Venn (CU)
v4	31/10/2024	Final edits	Ulrich Schmutz (CU)

Please cite this deliverable as:

Crous-Duran, J. and Threadgould, J. (2024). Deliverable 7.5 Report on demonstrating effective communication engagement with stakeholders and media dissemination and exploitation. AGROMIX project funded under the Grant Agreement 862993 of the H2020 EU programme. Document available at: https://agromixproject.eu/project/#how-we-work

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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

The AGROMIX Project has significantly advanced the understanding and implementation of agroforestry and mixed farming across Europe. Through collaboration with various stakeholders, including farmers, researchers, and policymakers, the project has successfully engaged a broad audience, highlighted by the AGROMIX Policy Summit in Brussels, attended by senior EU officials. The project's communication strategy adhered to the Stakeholder Engagement Standard 2015, effectively tailoring messaging for diverse groups and utilising multiple channels such as social media, newsletters, and videos to facilitate stakeholder engagement.

Digital outreach exceeded expectations, with the project website garnering over 118,000 visits, and multimedia content, including 24 videos, receiving 6,210 views. AGROMIX maintained strong community involvement, evidenced by over 5,700 social media followers and an average newsletter open rate of 37%. The proactive communication efforts resulted in 12 press releases and 16 featured articles, enhancing the project's visibility and contribution to dialogue around sustainable agriculture in Europe.

Despite pandemic-related disruptions, the project adapted to host online events and webinars, engaging over 300 stakeholders and reaching an estimated audience of more than 38,000 across 160 events over its four-year period. Key resources were developed for long-term impact, including the Treefiles App and Knowledge Hubs, which aim to support continuous innovation and community engagement in agroforestry.

The lessons learned from AGROMIX offer a framework for improving future communication strategies by emphasising early collaboration, effective training, resource allocation for engaging materials, and flexible planning. Overall, AGROMIX has reached **an estimated 89,543 individuals**, with potential outreach exceeding 100,000 by project end, thereby establishing a lasting legacy for sustainable agricultural practices in Europe.

2 Expected impact

The expected impact of the AGROMIX Project was substantial, as it aimed to foster the widespread adoption of agroforestry and mixed farming practices across Europe, ultimately contributing to the development / the adoption of sustainable agricultural production systems. By engaging a diverse array of stakeholders—including policymakers, farmers, and the scientific community—the project was / is? poised to enhance knowledge sharing and promote innovative practices within the agricultural sector. The utilisation of effective communication strategies resulted in significant outreach, **with an estimated 89,543 individuals engaged** through various channels such as social media, newsletters, and events, and this number was expected to exceed 100,000 by project completion.

Furthermore, the development of pivotal resources, such as the Treefiles App and Knowledge Hubs, will ensure that stakeholders continue to benefit from the project's insights long after its conclusion. This legacy will empower farmers to adopt agroforestry techniques, promote environmental sustainability, and enhance agricultural resilience to climate change. Overall, the AGROMIX Project laid a solid foundation for ongoing dialogue and innovation in agroforestry, influencing policy and practice in the agricultural landscape for years to come.

3 Introduction

The AGROMIX Project was launched in November 2020 under the European Union Horizon 2020 Framework and ended 48 months later in October 2024. Coordinated by Coventry University, the project brought together a total of 28 partners from 14 countries to research multi-actor co-design methods to promote and implement agroforestry and mixed farming practices across Europe. Through its engagement with farmers, researchers, policymakers, and members of the public, AGROMIX positioned agroforestry as a viable feature of the EU's agroecological transformation to sustainable food and farming systems.

Over the four-year project period, AGROMIX contributed to the deepening of research and knowledge around agroforestry and mixed farming both in terms of practical application and scientific theory. The project gathered findings from 9 agricultural experimental sites, co-designed potential solutions using agroforestry systems at a landscape level at 12 pilot sites in Europe, produced new tools for farmers, interacted with sister projects (MIXED and STARGATE), provided space for knowledge sharing, and outlined clear policy pathways that would enable agroforestry and mixed farming maximise their full potential in Europe.

Since 2005, the EU has slowly increased its support for agroforestry, including through the Common Agricultural Policy (CAP). However, uptake has remained relatively slow due to several factors including lack of conceptual understanding and knowledge, as well as lack of clear grants and funding opportunities. AGROMIX's research shows that traditional agroforestry systems are still in decline. AGROMIX's efforts have demonstrated how agroforestry and mixed farming systems can directly support the ambitions of the EU Green Deal and contribute to multiple United Nations Sustainable Development Goals.

The AGROMIX 'Report on demonstrating effective communication engagement with stakeholders and media dissemination and exploitation' provides a detailed overview of objectives, implementation, and outcomes of the communication strategies and tools, media engagement, and stakeholder engagement carried out within the project. The communication work package (WP7) was led by REVOLVE with the participation of all the partners of the AGROMIX consortium.

This report looks at the project's overall Strategic Communication Plan, offering an outline of the project messaging and the different channels used. It delves into closer detail around AGROMIX's dissemination strategy and impact, providing analysis on tools such as the website, newsletters, videos, press releases, media engagement, events, and synergies. This leads to the report of AGROMIX's exploitation strategy with a rundown of core project outputs like the Treefiles App, the Knowledge Hub, Practice Abstracts, the AGROMIX Policy White Paper and the website.

It concludes with the challenges and lessons learned from the communications strategies, an impact assessment and future recommendations.

4 Stakeholder Engagement Strategy

The AGROMIX project communication strategy followed the Stakeholder Engagement Standard 2015 developed by AccountAbility®. This approach recognises that stakeholders are not only community members or NGOs but also individuals and groups affected by the project. The Communication Plan involved meaningful engagement rather than mere information dissemination. During the kick-off meeting, a group exercise with 28 partner representatives helped identify and map stakeholders and determine appropriate communication channels and activities. The results from this exercise informed the Communication Plan, about the main stakeholders to be reached, helping with the establishment of indicators and metric targets.

This Stakeholder Analysis, using an interest/influence matrix, classified stakeholders based on their interest and influence, the results of which are presented in Figure 1. The 4 main stakeholders groups considered were: *1) policymakers &public authorities, 2) end-users/farmers/land managers, 3) civil society & general public and 4) scientific community & researchers*. Key stakeholders, located in the top-right quadrant of the matrix, were those with significant impact and willingness to engage. The results from the 3 different groups consulted (see Figure 1A, 1B and 1C) show similar levels of influence for all the groups but varied significantly in terms of the influence of farmers and end-users.
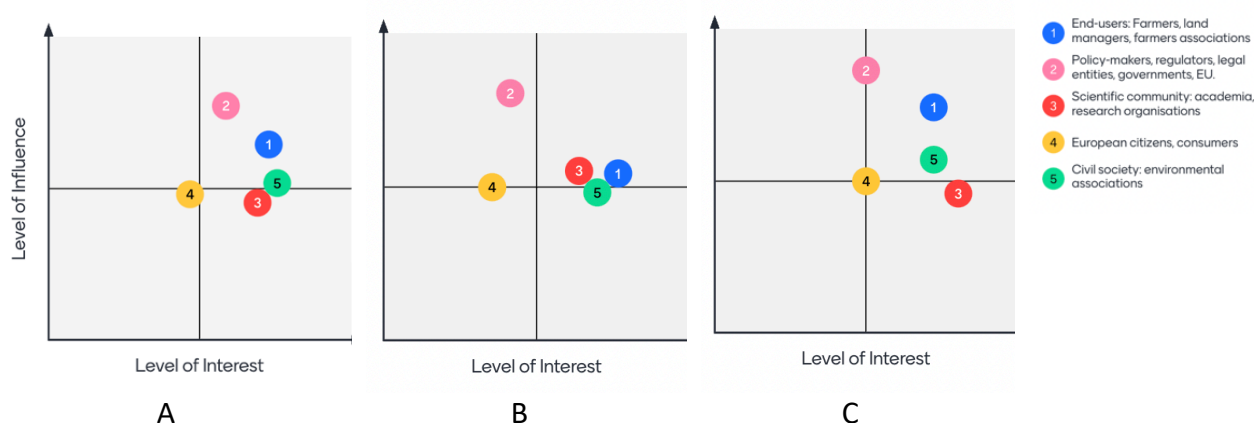
Figure 1. Results from the influence and interest group matrix for the AGROMIX project.

4.1 Strategic Communication Plan

The Strategic Communication Plan and tools were developed during the first year of the project and were presented in M12 (D7.2 The Communication Plan and tools (REV, M12). This document, written and planned by REVOLVE, together with the coordinator institution (Coventry University), detailed an extensive, project-long plan on how the results and impact of AGROMIX were to be communicated and disseminated. The document gave an overall timeline for the production and publication of communication materials, and the rationale behind the use of each different tool of communication. This document was crucial for WP7, as it

represented the map to be followed for communication and dissemination throughout the duration of the project and was revisited every year to include new developments and needs of the project.

4.2 Tailored messages

Based on the results of the Stakeholder Analysis, customised messages were crafted for each of the four groups. These tailored messages are valuable because they address the specific needs, concerns, and interests of each stakeholder group, making communication more relevant and engaging. Additionally, the project's "golden paragraph" was created to serve as a universal, overarching message that clearly conveyed the core purpose of the project. This key paragraph was consistently used across all project communications to ensure a unified and coherent message, while the tailored messages ensured more personalised and effective stakeholder engagement.

Golden paragraph

Coordinated by Coventry University, AGROMIX brings together researchers, farmers and policymakers to explore the transition towards resilient farming, efficient land use, and sustainable agricultural value chains in Europe. Funded by the European Union's Horizon 2020 research and innovation programme, this four-year project brings together 28 partners from 14 countries (10 universities, 11 multi-actor partners, and seven research institutes), using multi-actor co-design methods to promote and implement agroforestry and mixed farming methods through 12 pilot sites and six long-term trial sites across the region. AGROMIX uses its field experience to develop knowledge platforms, interactive material such as augmented reality and mobile applications, economic models, and policy recommendations to integrate agroecology into current land management frameworks.

Policymakers / public authorities:

1. While the Farm to Fork strategy and 2020 CAP reform recognise agroforestry, there is very little support in place for farmers, or funding opportunities for them to transition to these systems, which may help us reach our climate change commitments. How can we support land users?

2. AGROMIX's participatory co-design approach actively involves farmers and land managers in its research. How can we engage these key stakeholders more directly?

3. AGROMIX generates policy recommendations and economic models to support new frameworks that support these systems. How can these support your work?

End-user/Farmers/land managers:

1. AGROMIX offers tools to land managers to transition to and optimise their agroforestry and mixed farming systems. On our Knowledge Exchange Hubs, you can find guidelines, regional case studies, and support materials.

2. AGROMIX works with 12 pilot sites across Europe, gathering the experience from a variety of farmers and land managers. If you're interested in following and learning from their stories, sign up to our newsletter and social media!

3. Are you interested in sharing your story and experience with AGROMIX's team? If so, get in touch by contacting info@agromixproject.eu.

Civil society - General public:

1. Roughly 20% of greenhouse gas emissions come from agriculture, and if we are to reach the target of limiting global temperature rise to 1.5°C – as set in the 2015 Paris Agreement – reducing the environmental impact of agriculture must be a priority. Upscaling agroforestry and mixed farming could support these efforts, as trees sequester carbon, regenerate and protect soil, support biodiversity, and more.

2.After decades of unprecedented progress in reducing hunger rates during the 20th century (from roughly 50% of the global population in 1945 to 11% in 2018), over the past 5 years global food security has begun to rise once again. If managed properly, agroforestry can be more productive than conventional agriculture practices, increasing food yield.

3. AGROMIX's unique feature is its use of innovative approaches and co-design processes. Instead of prescribing solutions, AGROMIX will work together with farmers to co-design transition models. AGROMIX will also use innovative activities such as serious games to interact with stakeholders in an engaging way.

4. AGROMIX's outputs will provide insights for a variety of audiences: accessible guidelines for farmers, empirical research for academia, and recommendations for policymakers.

Scientific Community / Researchers:

1. AGROMIX is at the forefront of advancing agroforestry and mixed farming systems through cutting-edge research. Our project generates empirical data and innovative economic models that contribute to the scientific understanding of these systems' environmental and economic impacts.

2. AGROMIX's participatory co-design approach actively involves diverse stakeholders in developing agroforestry systems. We invite the scientific community to collaborate with us on research initiatives, share expertise, and contribute to our Knowledge Exchange Hubs.

3. Our project's outputs include detailed guidelines, case studies, and policy recommendations tailored for various stakeholders, including the scientific community. These resources aim to bridge the gap between research and practical application.

4.3 Communication channels

The AGROMIX project employed several communication channels to effectively engage with its stakeholders. Namely printed materials, website, social media channels, newsletters, press releases and videos.

Printed materials: The project developed a **project presentation leaflet** containing basic information on the objectives, partners, and contacts of the project in both English and Spanish. A roll-up banner (85 x 200 cm) with similar content to the leaflet was also created. Dedicated factsheets were prepared for each of the 12 pilot projects, which were updated at the end of the project with additional information on the process and lessons learned from the co-participatory design of agroforestry systems. Other documents that were developed with an intention to be printed were the Manual of participative design method for mixed and agroforestry systems (linked to Deliverable D2.1, WR, M44) and Policy white paper (Del 6.4, AEEU, M48).

Infographics: Several infographics were developed and incorporated into various documents produced by the project and are **presented in the website** or in the Pilot Project Factsheets, the Co-design Handbook, and the Policy White Paper.

Website (**agromixproject.eu**). The project's primary digital tool, it served as a repository for all project outputs, including public deliverables, news tools developed, newsletters, press releases, and other updates. It was essential for tracking web traffic and user engagement to enhance the dissemination of project findings.

Social media: AGROMIX used **Twitter, LinkedIn**, and **Instagram** to expand its reach and engage with different audiences. Each platform is targeted at specific groups—EU institutions and researchers on Twitter, professionals on LinkedIn, and farmers and NGOs on Instagram. Also, the project created **a ZENODO account** to store all the relevant and documents, reports and data.

Newsletters: **Quarterly newsletters** keep subscribers informed about the project's progress, events, and publications. They aim to build and maintain a community of engaged stakeholders.

Press Releases: Key moments in the project are communicated through press releases, aimed at reaching specialised press, increasing awareness, and securing media coverage.

Videos: the project also utilises videos as a key communication tool. These include educational and promotional content, such as video-documentaries that illustrate the project's concepts and value, as well as interviews with partners and experts. These videos are published on **the AGROMIX YouTube channel** and promoted through the website, newsletters, and social media. They were designed to visually engage stakeholders and provide dynamic insights into the project's activities and impact.

5 Dissemination strategy and impact

The AGROMIX Project's Grant Agreement (Table 1) outlined actions designed to achieve objectives regarding the impact of communication strategies. This initial strategy covered a wide array of communication and dissemination activities. However, as the project progressed, the consortium found opportunities to adapt and improve key messaging and communication strategies. To reflect this, the Strategic Communication Plan underwent a process of a midway review, allowing partners to finetune and update activities.

Table 1. Expected delivery time and of AGROMIX communication activities and outputs

Communication activity	Planned delivery date	Quantity/ regularity	Total delivered
AGROMIX leaflet	M6	1	1
AGROMIX visual identity	M6	1	1
Project website and updates	M6	Quarterly update	
Social media content updates (Twitter, Instagram and LinkedIn)	M1	weekly	
Press releases	NA	3	12
E-newsletters	M4+3 Quarterly	14	14
Video material	M6 and every 6 months	17 videos: intro video to AGROMIX (1) video interviews (10) workshops summary videos (4), field visits (2)	33 videos: 11 project presentation, workshops and pilot projects 10 Dutch testimonies 12 Interviews integrated into pilot projects website pages
Additional infographics (10)		10	Integrated into website, factsheets and other documents
Communication kit and guidelines	M10	2	Website
Poster and rollups	M8	>=5	>5

5.1 Website

The website www.agromixproject.eu was the project's main digital tool; therefore, analysing the web traffic and the user journey was important to ensure efficient dissemination of project outcomes and findings. The website archives all the project's outputs including public deliverables, descriptions of the work, information about the consortium, newsletters and press releases, visual material, regular updates on the status of the project, and the main outcomes produced.

Overall, the website targeted a general audience comprising members of civil society who might be interested in the broader topic of sustainable agriculture. However, dedicated sections of the website were also tailored to cater to specific stakeholder groups. Policymakers were offered a dedicated Policy Corner section that included an overview current policies and policy recommendations. Farmers were given access

to detailed information on the pilot projects and the innovations being tested in the project in the dedicated the Tools and Knowledge Hub sections of the website. The Knowledge Hub collated information on agroforestry (reports, events, videos, publications) at a European and national level for the 12 countries where AGROMIX was directly active. Finally, the scientific community was catered to with a Publication section that hosted the scientific and non-technical articles emerging from the project, as well as detailed information about the trial site activities.

The objectives, the expected performance indicators and the results obtained are presented in Table 2.

The AGROMIX project website was developed within the same deliverable as the project's Visual Identity (D7.1, M6, REV) and has been updated with new sections since it was first launched in M6 to enhance its overall structure and content offerings. The new sections include:

- **In the field**: **Pilot Projects.** This section provides an overview of the Pilot Projects and their Co-Design Solutions approach. It emphasised the geographic and systemic diversity of the 12 Pilot Projects, their strategic implementation in two phases, and the objective of advancing sustainability and innovation within European agriculture. Information hosted here include individual webpages, downloadable factsheets (in PDF), and pilot posters.

- **In the field**: **Trial sites**. Presentations on all eight trial sites. This section introduced AGROMIX's involvement with eight agroforestry and mixed farming trial sites. For each trial site, the information included the partners involved, the geographical location, the agroecosystem components, the size of the site, the specific farming system (e.g., silvoarable or silvopastoral), options to explore the farm, and access to a factsheet. This information is essential for understanding the unique characteristics and scope of each trial site.

- **Knowledge**. This section of the website collates all the Knowledge products developed within the project. It currently hosts:
    - o **The Knowledge Hub:** a shared space to find resources, capacity building materials, networks, and other tools to support the transition towards mixed farming and agroforestry (**available here** and more details in Task 7.4).
    - o The **Learning Guide**: a session recording and transcription of the "Questions and Answers" session organised within the framework of the EURAF conference in May 2022. The session was designed to find answers to the most frequent questions about agroforestry gathered through AGROMIX's social media channels. It brought together experts Patrick Worms (Senior Science Policy Advisor at ICRAF), Anastasia Pantera (Professor at Agricultural University of Athens, Greece), Dagnija Lazdina (Senior Researcher at "Silava" Institute, Latvia) and Bohdan Lojka (Professor at the Czech University of Life Sciences, Czech Republic).
    - o **Publications**: this section hosts the nine **scientific publications derived from AGROMIX. The purpose is to make these results easily accessible to academics, thereby fostering** additional research in both theoretical and practical domains.

- **Policy Corner**. This section contains information related to AGROMIX's efforts in the area of policy development and enhancement for agroecological transitions, offering insights into current policies

as well as recommendations for policy development and implementation. It provides an inventory of current policy support downloadable as a PDF, as well as eight policy factsheets/briefs that outline various policy scenarios and initial recommendations, more than the six Policy Briefs expected as per the Grant Agreement.

- **Tools section. AGROMIX aims to explore the potential of novel approaches and technologies, such as serious games, apps, and other innovative and virtual tools, to promote innovation in** highly complex, diverse contexts. This section seeks to help transforming stakeholder engagement events into more informal learning environments, pioneering this approach in the context of developing mixed farming and agroforestry systems. Currently this section hosts **four** tools developed within the project:
  - o **Resilience Self-Assessment Tool**: An online tool consisting of a set of indicators to test if a mixed farming system or an agroforestry farming system is more resilient to climate change-related shocks and stresses compared to their respective mono-activity agricultural systems.
  - o **Catalogue of Practices:** A catalogue of agroforestry and mixed farming initiatives in Europe designed to be made available for the wider public. This catalogue gives an overview of the whole AGROMIX case study catalogue dataset and it offers to filter information for different categories, and to select and search for cases matching the search criteria.
  - o **Land-use Change Interactive Map**: An interactive map designed to target European regions for the implementation of agroforestry and mixed farming systems. It offers a framework for decision-making, guiding stakeholders towards resilient land use strategies that can help mitigate the effects of climate change.
  - o **Treefiles App:** The Treefiles app, which is hosted on the Landfiles website and app, is an agroforestry field guide. Gain access to a vast catalogue of species and cultivars, safely share your observations and connect with others.

- **Newsroom**. The Newsroom section is a collaborative platform that serves as a hub for sharing newsworthy information, activities, and stories related to the project's work, network, and partners. The section includes event highlights, insights, press releases, and publications.

- **Events**. This section provides information about AGROMIX's participation in events related to mixed farming and agroforestry and external events in Europe. It is divided into "Upcoming Events" and "Past Events."

According to MATOMO analytics, for the third reporting period (M36-M48, October 2023 to October 2024), the AGROMIX website recorded a total number of 15,681 visits, including 14,326 new visits. Over this period there were 36,855 page views. This followed on from a second reporting period (M19-M36, May 2022 to October 2023), where the AGROMIX website recorded a total of 16,358 users, including 16,071 new visitors. In the second reporting period, there were 49,074 page views. Adding to these values those obtained from the first period (M1-M18, November 2020 to April 2022, 8,194 users, 8,094 new users and 32,885 views) results in a total of **40,233 total visits from 38,491 users and with a total of 118,814 total page views during the 48 months of the project.** This is eight times more than the 5,000 visits per year (20k views during the project) expected in the project's Grant Agreement (see Table 2).

User Evolution
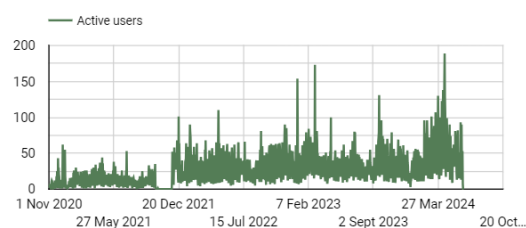
User loyalty
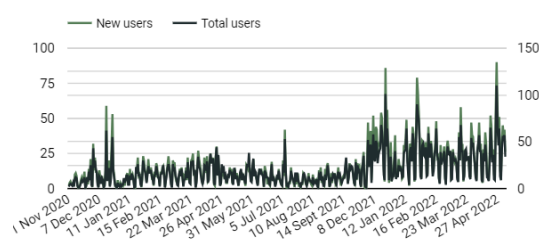
TOP 10 MOST VISITED PAGES

	Page title	Acti...	Views
1.	AGROMIX | Homepage	17,497	27,080
2.	AGROMIX | About	3,079	5,062
3.	Home - Agromixproject	2,619	7,083
4.	AGROMIX | Project	2,290	3,586
5.	AGROMIX | AGROMIX Summit: Agroforestry for the futu...	1,697	3,692
6.	AGROMIX |	1,555	2,354
7.	AGROMIX | Events	912	3,149
8.	AGROMIX | Pilot projects	869	1,743
9.	AGROMIX | In the Field	830	1,722
1...	AGROMIX | Auto Draft	664	1,400

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USERS BY COUNTRY

	Country	Active users	Sessions
1.	United Kingdom	4,706	5,536
2.	United States	3,428	3,400
3.	Netherlands	2,436	3,076
4.	France	2,315	2,887
5.	Italy	2,104	3,414
6.	Spain	2,048	3,849
7.	Germany	1,720	2,314
8.	Finland	1,562	1,554
9.	Belgium	1,279	2,448
10.	Brazil	913	1,002
11.	Austria	895	953

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Figure 2. Google Analytics for the AGROMIX project's website (agromixproject.eu)
Data from November 2020 to October 2024

Table 2 presents the results obtained compared to what was expected in the grant agreement. The KPI mentioned for the website was to achieve a total of 20,000 visits throughout the project's duration. Additionally, several new indicators were added to the Strategic Communication Plan to better track and improve the efficiency of the project's communication through the website. As outlined in Table 2, the expected 20,000 views were greatly surpassed, reaching around 118,000 over the 4 years of the project. The Bounce Rate (the percentage of visitors who leave a webpage without taking action, such as clicking on a link, filling out a form, or making a purchase) was lower than expected for returning visitors (40%) and higher for newcomers (71%). The number of returning visitors was 31.9%, and the focus on EU countries was successful, as 9 out of the top user countries were from Europe (see Figure 2).

Table 2. Objectives and KPIs related to the project website

	Objectives	KPI	Target End of the project	Numbers reached
Reach	To increase reach and to lead people to read content	Number of users	20k visits	118k visits 40k users
	To reduce the number of users that leave the website	Bounce rate (average 25%-65%)	65%	49% returning 71% new
	To increase the number of loyal users for content	Number of returning visitors	15%	31.9% (2023-24)
	To set focus on countries	Number of countries	Europe	1. UK 2. US 3. NL 4. FR 5. Italy 6. Spain
Engage	Get quality and interest	Number of pages /sessions (page views, downloads, outlinks and internal site searches per visit)	2	2
	To increase, shows the content quality and interest	Session duration	>01:00	1 min 31
Convert	Add a subscription to the newsletter	Number of subscribers to the newsletter	100	500
	To encourage registration to events	Number of registrations	200	>400

5.2 Social media

Engagement on the project's social media channels contributes to disseminate the project and to understand the project's audience. The goal of the AGROMIX social media channels was to attract the follower audience to the project website and then to the data management tool (Table 3). For this, the project communications leader (REVOLVE) created and maintained specific accounts for AGROMIX on **Instagram**, **Twitter** and **LinkedIn** with at least one but also sometimes two new posts every week.

By M48, the project was followed by a total of 5,733 followers, well over double the expected 2,000 social media followers on the Grant Agreement. From these 5,733 followers, 1,480 users were on Instagram, 1,170 users are on Twitter and 3,087 users are on LinkedIn. In addition, two photo albums from the AGROMIX Policy Summit in Brussels (2023) and the related field visit, were added to Flickr, the central photo repository for the project.

Table 3. Objectives and KPIs associated to the AGROMIX social media channels

	Objectives	KPI	Expected impact	Twitter	LinkedIn	Instagram
Reach	To increase the visibility of the page	Number of followers	2000	1170	3087	1480
	To increase post quality	Engagement rate		NA	>8%	
	To increase visibility	Impressions	-	15 000	83k (only last 12 months)	
Engage	To attract quality followers	Click rate	-	NA	>5%	
	To increase awareness of the project	Number of shares/retweets		NA	67 *	
Convert	To increase the website traffic	Number of users from social media to the website		117	738	47

*data available only for the last 12 months.

LinkedIn proved to be the most engaging social media platform for the project, with an engagement rate of over 8%. In contrast, Twitter (now X) faced challenges due to recent strategic changes, resulting in difficulty tracking all available data and a significant decrease in overall activity in recent months. Despite these setbacks, Twitter still managed to reach over 1,170 followers. On Instagram, the project achieved a total of 1,485 followers, which is particularly noteworthy given the nature of the project as an EU research initiative.

5.3 Newsletters

Each quarter, a regular e-newsletter was also developed to keep stakeholders informed of pertinent activities as well as to provide links to new website content and a long-term record of project progress. **All of them are also presented on the website.** Website details, promotion at events and through existing networks were used to encourage stakeholders to opt-in to receiving e-newsletters to comply with General Data Protection Regulations. By M48, a total of 14 e-newsletters had been sent out on a quarterly basis. The e-newsletters contain information updating subscribers on the most recent project developments, relevant news, upcoming events, and advertise the different resources available for the public to learn more about the project. The e-newsletter is developed using the Mailchimp platform and is stored at the project specific section at the website.

Table 4. Total newsletters sent by the AGROMIX project, date, subscribers and opening rates

No.	Title	Date	Recipients	Opens	Clicks
1	AGMX Newsletter #1	22 April 2021	157	48.1%	21.8%
2	AGMX Newsletter #2	7 July 2021	208	41.3%	15.5%
3	AGX Newsletter #3	19 October 2021	223	51.6%	13.6%
4	AGMX Newsletter #4	25 January 2022	222	42.1%	17.6%
5	AGMX Newsletter #5	26 April 2022	221	29%	10.6%
6	AGX Newsletter #6	26 July 2022	218	30.7%	11.2%
7	AGX Newsletter #7	28 October 2022	246	28.9%	10%
8	AGX Newsletter #8	8 February 2023	287	35%	12.1%
9	AGX Newsletter #9	31 May 2023	311	31.6%	11.3%
10	AGX Newsletter # 10	20 September 2023	339	33.7%	10%
11	AGX Newsletter #11	20 December 2023	424	28.7%	11.2%
12	AGX Newsletter # 12	27 March 2024	482	45.6%	24%
13	AGX Newsletter #13	4 July 2024	500	41.6%	12%
14	AGX Newsletter #14	15 October 2024	518	=	=

Notably, e-newsletters metrics show a positive trajectory of growth and an active involvement of our subscribers. Notably, e-newsletters metrics show a positive trajectory of growth and an active involvement of our subscribers. On average the newsletters presented a 37% average open rate and a 144% click rate, indicating a relatively strong engagement with our content.

Table 5. Objectives and KPIs related to the AGROMIX newsletter

Objectives		KPI	Expected	Impact reached
Reach	To increase the community	Number of subscribers	500	518
		Open rate	-	37%
	To keep subscribers in the community	Bounce rate	-	2%
Engage	To increase awareness of the project	Click rate	-	14%
Convert	To get registration to events	Number of registrations	-	70

5.4 Videos

With regards to the production of videos, the proposal established the need to develop video interviews (10), summary videos of the workshops (4), field visits (2), an intro video to AGROMIX (1) a total of 17 videos and additional infographics (10). In this sense at M48 of the project, all the expected videos (and more) have been published. A presentation video of the AGROMIX project was launched in M9. Another two videos were developed taking advantage of the WP4 Workshop held in Switzerland in September 2021 about the workshop itself and the methodology used, and another about the current situation of Agroforestry in the country. Also, several videos-interviews (12) were prepared with the Pilot Project representatives that were integrated into the specific sections on the websites in September 2023. In the reporting period, there have been four additional videos covering AGROMIX workshops and conferences, including two provided by partners from Hungary and Italy, one covering an 'AskAScientist' session at EURAF 2022 conference, and one filmed by REVOLVE on the Policy workshop that occurred in England by the beginning of 2023. Added to this, REVOLVE produced four further videos related to the field visit activities in Sardinia, Germany, France and Portugal. REVOLVE also hosted a livestream of the **AGROMIX Policy Summit**, which was latterly reshared on the AGROMIX YouTube page. Another video was specifically developed to present "Treefiles App" and promote its use.

To complement original AGROMIX content on the project YouTube channel, the project provided the subtitles for and uploaded, between July-November 2023, **a series of six videos** originally produced for the Dutch Ministry of Agriculture, Nature and Food Quality. A full list of the 24 videos made public on the AGROMIX Project YouTube page, including publishing date and links, in the reporting period, can be found in Table 1 in descending order from newest to oldest. As presented in Figure 3, a total of 6210 views have been reported from YouTube analytics being those with more views the one related to Agroforestry in Sardinia (#15, 1085 views), Agroforestry in Switzerland (#18, 801 views), Agroforestry in France (#7, 728 views), and the AGROMIX Policy Summit (#4, 611 views).

Table 6. List of the 24 videos made public on the AGROMIX Project YouTube page, including publishing date, links and views

|	Calib	Publication Date	Link	Views
1.	Agroforestry in Portugal – pending of publication	End of October 2024		NA
2.	Treefiles – App promotional video	24 May 2024	Link	176
3.	Agroforestry in the Netherlands | The many benefits of hedgerows	3 November 2023	Link	310
4.	AGROMIX Policy Summit	27 April 2024	Link	611
5.	Meet Jan and Hanne Cremers, livestock farmers who raise cows in Westerhoven, Netherlands	20 October 2023	Link	75
6.	Towards agroforestry – The benefits of introducing trees to a mixed farming system	22 September 2023	Link	156
7.	AGROMIX: Agroforestry in France | Blue Pig Farm	6 September 2023	Link	728
8.	Towards Agroforestry – Mixed farming with cows, sheep, chickens and crops	25 August 2023	Link	61
9.	Towards Agroforestry – A family farm where trees provide a natural habitat for chickens	12 August 2023	Link	89
10.	AGROMIX: Agroforestry in Hungary	30 July 2023	Link	104
11.	AGROMIX: Towards a more sustainable agriculture in Italy's Veneto	7 July 2023	Link	55
12.	Agroforestry in the Netherlands – Kwaalburgse Hoeve – Turning to nature to boost soil fertility	2 June 2023	Link	67
13.	AGROMIX: Agroforestry in Rhinelenad-Palatinate, Germany	4 May 2023	Link	275
14.	Agroforestry in England: policies, land ownership and a just transition	15 February 2023	Link	253
15.	AGROMIX | Agroforestry in Sardinia, Italy	1 July 2022	Link	1,085
16.	AGROMIX" AskAScientist Q&A Session"	15 June 2022	Link	245
17.	Meet Lizelore Vos, experimenting with plant rotation and intercropping for biodiverse agriculture	2 June 2022	Link	95
18.	AGROMIX | Agroforestry in Switzerland	9 Nov 2021	Link	801
19.	Dirk van Apeldoorn explains WUR agroforestry experiment in Lelystad (NL)	15 Oct 2021	Link	112
20.	Rineke Dijkinga – developing new and healthy food products with agroforestry	15 Oct 2021	Link	56
21.	AGROMIX | Co-designing methods for sustainable and resilient food systems	11 Oct 2021	Link	273
22.	Father and son share their story and aspirations of establishing a food forest in the Netherlands	17 Sept 2021	Link	90
23.	Piet Hermus - agroforestry to encourage social dialogue	14 June 2021	Link	106
24.	AGROMIX | Transforming Landscapes through mixed farming and agroforestry	25 May 2021	Link	387
	Total views			6210
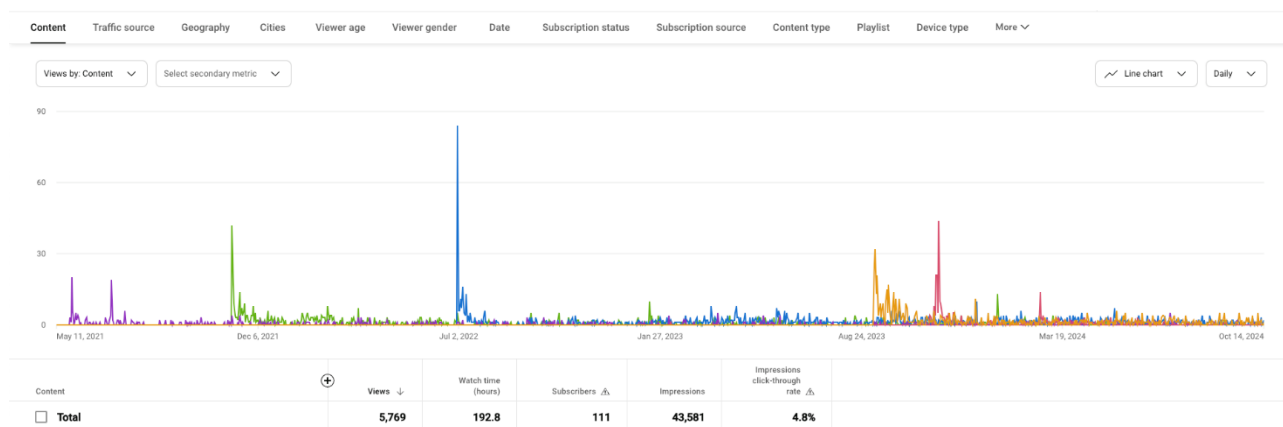
Figure 3. YouTube analytics for the AGROMIX project since the creation of the channel in May 2021.

5.5 Press releases and Media Coverage

A total of eight press releases were expected during the length of the project. In this sense, **at M48 the project had already surpassed this target with 12**. The first one on the project Kick-off meeting was produced in M2 – December 2020 (**AGROMIX Kick-off Meeting**). The second provided information about the participation of the AGROMIX project at the EURAF 2020 conference in M8 – May 2021). The second provided information about the participation of the AGROMIX project at the EURAF 2020 conference in M8 – May 2021 (**EURAF 2020: Envisioning The Future Of Agroforestry**). The third and fourth announced and reported on the 3rd GA held in Pisa – November 2022 (**Two years ahead to drive Europes' transition towards resilient farms and efficient land use** and **Transforming European landscapes with trees, crops and livestock).** The fifth and sixth offered an overview of the co-creating policies workshop held in Brussels in February 2023 (**European Agroforestry: Co-creating policies for transforming food systems**) and on the results and some recommendations extracted from the event (**Carbon Farming: The opportunities and risks for European agroforestry and agroecology**. A seventh and eighth press release reported o**n the Policy Workshop (AGROMIX Policy Workshop: Solutions for the CEE Region) and on the field day organised by CEEweb for Biodiversity end of July and August 2023 in the Arobretum of Sárvár (Good practices in agroforestry - Field day in the Arboretum of Sárvár, Hungary**). And more recently, a ninth and 10th press release announced and offered a retrospective report on the Public Conference held in Belgrade, Serbia, in October 2023 (**Branching out: Agroforestry insights in Europe and Serbia**) and   (**European Agroforestry Trends and Serbian Perspectives**). (**EURAF 2020: Envisioning The Future Of Agroforestry**). The third and fourth announced and reported on the 3rd GA held in Pisa – November 2022 (**Two years ahead to drive Europes' transition towards resilient farms and efficient land use** and **Transforming European landscapes with trees, crops and livestock).** The fifth and sixth offered an overview of the co-creating policies workshop held in Brussels in February 2023 (**European Agroforestry: Co-creating policies for transforming food systems**) and on the results and some recommendations extracted from the event (**Carbon Farming: The opportunities and risks for European agroforestry and agroecology**. A seventh and eighth press release reported o**n the Policy Workshop (AGROMIX Policy Workshop: Solutions for the CEE Region) and on the field day organised by CEEweb for Biodiversity end of July and August 2023 in the Arobretum of Sárvár (Good practices in agroforestry - Field day in the Arboretum of Sárvár, Hungary**). A ninth and 10th press release announced

and offered a retrospective report on the Public Conference held in Belgrade, Serbia, in October 2023 (**Branching out: Agroforestry insights in Europe and Serbia**) and (**European Agroforestry Trends and Serbian Perspectives**). An 11th press release was published to coincide with the AGROMIX Policy Summit in April 2024 (**Incoming EU Commission needs an improved Green Deal)** and a 12th preceded the AGROMIX White Paper Launch in October 2024 (**EU must implement more supportive policies and initiatives to harness full potential of agroforestry**).

REVOLVE actively engaged with journalists to secure media coverage for the project throughout its duration. This was achieved through a strategic mix of social media content, press releases, news articles, and media partnerships. Additionally, the project was showcased at various events, including conferences, workshops, field visits, summits, and cross-project collaborations, ensuring broad visibility and impact

In the context of WP7, during report period 2 (M18-M36), AGROMIX focused its media efforts on the European Agroforestry Federation Conference in Nuoro, Italy, (May 2022). The project closed a media partnership with the event and was represented through several scientific findings as well as through a dedicated "**Question and answers session**" attended by around 200 people in situ and online. In October 2023, AGROMIX's WP7 co-organised a public conference in Belgrade, Serbia, to promote the potentialities of agroforestry and mixed farming in the country, coinciding with the fourth general assembly of the project. During this last period, the main focus was put into the AGROMIX Policy Summit held in Brussels the 27th of April 2024 with more than 150 attendees and the EURAF Conference in Brno (May 2024) with more than 10 oral presentations of project's results.

Also, the project closed - ?? closed? media partnerships with "**The Regenerative Agroforestry Podcast**" to raise the profile of the project's participants and outcomes. The podcast has had more than 35k downloads and 3k unique listeners since then. In this sense, two episodes were linked to the project:
#38 Understanding a EU funded pig agroforestry system with Carl Sheard
#51 Feedback from 30 years of research on alley cropping systems with Christian Dupraz (INRA)

Additionally, the project has closed media partnerships with **The Greenzine** and **Climate Farmers**. The Greenzine is a youth-led initiative for environmental journalism offering a platform for young people to promote change in their communities through conversation, artwork, entrepreneurship, research, storytelling and advocacy. Climate Farmers are a diverse group of storytellers, change-makers, scientists, farmers, engineers and agricultural innovators with a common mission: making sure the future of farming is regenerative, and the future of our food system is farmer centric. Both partnership agreements stipulated: including of The Greenzine and Climate Farmer logos and website links in the Collaborations section of the AGROMIX website, including selected content in some of our quarterly newsletters, resharing posts on Instagram stories, and putting the initiatives in contact with agroforestry practitioners and experts. In exchange, both initiatives offered adding the AGROMIX logo and web link to their website, supporting AGROMIX with campaigns by sharing pre-prepared and shared content, announcing the new partnership on social media, and including AGROMIX stories or articles in their own newsletters.

In terms of media reach, the press coverage of the project was **included on the website** with links to the specific articles where the project was mentioned. The AGROMIX Project was featured in 16 media coverages throughout the duration of the project, as of M48. Namely:

Table 7. List of publications mentioning the AGROMIX project, link and type of audience

#	Publication	Headline	Link	Type of Audience
1	*Hort News*	*Coventry University awarded €7 million EU research grant (2020)*	**Link**	Specialist
2	*WWOOF*	*AGROMIX Project wins research grant (2020)*	**Link**	Specialist
3	*Global Research Alliance, Croplands Research Group*	*AGROMIX – Participatory research to drive the transition to a resilient and efficient land use in Europe (2021)*	**Link**	Specialist
4	*Endure, diversifying crop protection*	*New focus on mixed farming systems (2021)*	**Link**	Specialist
5	*Landbouwleven*	*Minister Crevits enthousiast over toekomst agro-ecologie (2021)*	**Link**	Specialist
6	*Open Access Government*	*Can agroforestry and mixed farming deliver sustainable and resilient landscape management? (2021)*	**Link**	General
7	REVOLVE	*Agromix: Transforming Landscapes (2021)*	**Link**	General
8	*Wageningen University Research Magazine*	*AGROMIX: More resilient agriculture with trees in the fields (2022)*	**Link**	General
9	*PADOVANEWS*	*Suolo. Arpav a una giornata di formazione per consulenti del settore agricolo (2022)*	**Link**	General
10	*Phys(.)org*	*European farms mix things up to guard against food-supply shocks (2023)*	**Link**	General
11	*Horizon, the EU Research and Innovation Magazine*	*European farms mix things up to guard against food-supply shocks (2023)*	**Link**	General
12	*Foodtank, The Think Tank For Food*	*Empowering Farmer-to-Farmer Networks: AGROMIX's Efforts to Supposrt Sustainable Agriculture in Europe*	**Link**	General
13	*Western Balkans Info Hub*	*AGROMIX – Participatory research to drive the transition to a resilient and efficient land use in Europe (2023)*	**Link**	Specialist
14	*Il Sole 24 Ore*	*Aree rurali, ecco gli strumenti per la caccia ai fondi europei (2024*	**Link**	General
15	*Agroforadapt*	*The Community of agroforestry systems and mixed cropping, an application highlighted by the Agromix project (2024)*	**Link**	Specialist
16	*Ruminantia*	*Impatto zero e benessere animale: il futuro della carne in maremma*	**Link**	Specialist

5.6 Synergies with related projects

Events were an important part of AGROMIX's dissemination efforts, as this enables the project to showcase the results, experiences and best practices generated by the project. The project aimed to regularly participate in high-level European and local events to demonstrate the success stories from the pilot projects and to contribute to dialogues on mixed farming and agroforestry.

Due to the COVID-19 pandemic, events were organised online for most of 2020 and the first half of 2021. Some international and European events were also cancelled or postponed due to the global health situation, which has impacted the project's planned activities.

A **form in the Events section of the website** was created for partners to inform us of events they will attend, as well as to share any news, pictures, or publications they wish to be shared through the website and social media.

In addition to the above, international webinars were organised on a regular basis (four times during project, in M12, 18, 30, 42) to allow wider dissemination of the AGROMIX success stories among stakeholders.

The project had also through Task 7.3 to establish close links with other resilience projects funded under the H2020 call LC-SFS-19-2018-2019 (Stargate and Mixed) and engage with at least 50 projects and/or initiatives. At month 24 an specific Deliverable on Synergies in Resilience Research was produced by Coventry university (**D7.3, M24, CU**)

Common activities with the sister project include three webinars (see table 8). On 14 June 2021, the first joint event of the three research projects took place with more than 80 participants meeting remotely from across Europe and globally. The first part of the meeting saw each project team presenting a brief overview of their structure and work packages, with particular focus on the approaches adopted and the expected outcomes from project activities. REVOLVE (AGROMIX WP7 lead) facilitated this part by sharing a template slide to each work package leader to ensure that all key information was shared among participants: work package lead contact and institution, state of the art, objectives, and expected outcomes. Each project started by presenting a brief overview of the project structure and approach. Because of the size of the projects, this approach allowed each project to give a short introduction to all their activities and to establish an initial contact reference for follow-up. On 10 November 2021, the three research projects joined forces again to explore how to achieve resilience on the field, based on their on-the-ground experience. The event was titled "Resilience in Agricultural Landscapes - Dealing with complexity in a changing climate." A third joint event was planned in December 2022, hosted by MIXED, and discussions took place around the mixedness concept. Around 60 participants from different specialised fields came together in a two-hour webinar which was divided into three parts: (i) presentations from the projects on how they each approach the concept; (ii) three parallel breakout sessions addressing three different topics (defining mixedness, transition to MIXED systems, and key challenges), and (iii) reporting from the breakout sessions and concluding remarks.

Also, several webinars organised by the MIXED project were attended by AGROMIX partners over the summer of 2022. The dates and topics for the webinars were as follows:

- 28 June 2022 at 14:00 (CET): 'Winter Cereal Grazing' by Robin Walker, SRUC, UK.
- 5 July 2022 at 13:00 (CET): 'Energy Assessment of Mixed Farming; the Montado System' by Joana Marinhiero, Centro de Estudio Forestais (CEF), Portugal.
- 31 August 2022 at 11:00 (CET): 'Impact of tree strips on crop yield and performance of selected agro-environmental parameters – Juchowo experiment' by Jaroslaw Stalenga, Pawel Radzikowksi from IUNG-PIB, and Anna Szumelda from FSK Juchowo, Poland.
- 6 September 2022 at 12:00 (CET): 'Integrating Organic Fattening Pigs and Willow (*Salix spp*)' by Anne-Grete Kongsted, Aarhus University, Denmark.
- 16 September 2022 at 11:00 (CET): 'Ways to Influence Behaviour Change in Your MIXED Work' Simon Payne, Aberystwyth University, UK.

Also, the project MIXED and its coordinator Prof. Tommy Dalgaard from Aarhus University (DK) **was invited to present the MIXED project at the AGROMIX Policy Summit on the 27th of April 2024**.

Table 8. Webinars organised with AGROMIX sister projects to share results from the project

#	Description	Date	Attendance
1	*1st joint event of the three research projects funded under the EU Horizon 2020 call on climate-smart and resilient farming (LC-SFS-19-2018-2019): AGROMIX, MIXED and STARGATE*	14 June 2021	80
2	*2nd Climate-smart and resilient farming webinar: let's talk about Resilience in Agricultural Landscapes!*	10 Novembre 2021	55
3	*Joint webinar on Mixed farming and Agroforestry Systems - Mixedness from concepts to action*	12 December 2022	60
4	*AGROMIX Policy Summit*	27 April 2024	150

Additionally, the project has been in contact with several other EU projects and related initiatives, fostering collaboration and knowledge exchange. Table 9 provides a detailed list of projects where the interaction was more direct, such as through active participation in events, workshops, or conferences, and where some of the project's results were presented and discussed. In contrast, Table 10 highlights initiatives and projects where engagement was primarily through social media channels, facilitating more informal interactions and the dissemination of project outcomes to a broader audience. This two-tiered approach to engagement has enabled the project to maximise its reach and impact across different platforms.

Table 9 List of projects and type of interaction with AGROMIX.

cali	Project	Nature	Interaction
1	UNDERTREES	EU project (H2020-MSCA project)	Knowledge Exchange and event co-organisation
2	Game On! and EUKI	EU project and EU initiative (H2020)	Project presentation in event
3	LANDSUPPORT	EU project (H2020)	Project presentation in event
4	DiverFARMING and Veltha	EU project (H2020)	Project presentation in event https://agromixproject.eu/events/loops-2-0-last-episode/
5	EIP-AGRI seminar	EU initiative	Project presentation in event
6	The New European Bauhaus Festival	EU initiative	Project presentation in exhibition
7	Life - Transition	EU project (Life)	Knowledge exchange and co-participation in event
8	RE-Forest	EU project (HEurope)	Knowledge exchange and co-participation in event
9	DigitAF	EU project (HEurope)	Knowledge exchange and co-participation in event
10	EURAF	EU initiative	Invitation to event, media parthnership for EURAF conferences 2020 and 2022
11	AgroForAdapt	EU project (HEurope)	Knowledge exchange and co-participation in event
12	Agroecology Forum	EU initiative	Project presentation in event and media partnership
13	Italian Agroforestry Association	Initiative	Project presentation in event https://agromixproject.eu/events/scuola-di-agroforestazione/
14	Polish Agroforestry Association	Initiative	Project presentation in event https://agromixproject.eu/events/the-polish-agroforestry-conference/
15	Livingagro project	EU project	Co-promotion of results and events https://agromixproject.eu/events/brokerage-event-in-lebanon-innovations-for-grazed-woodlands/
16	PATHWAYS	EU project (HEurope)	Co-promotion of results and events

17	CIRAWA	EU project (HEurope)	Co-promotion of results and events
18	NBSOIL	EU project (HEurope)	Co-promotion of results and events
19	EUCAP NETWORK	EU initiative	Participation in event
20	The Regenerative Agroforestry Podcast	Initiative	Two episodes from AGROMIX parnters Co-organisation of session at EURAF2022
21	Climate Farmers	Initiative	Media Partnership
22	The Greenzine	Initiative	Media Partnership
23	Agroforst podcast	Initiative	Outcome from the project https://www.agroforst.ch/podcast/
24	NEXTLAND	EU project (HEurope)	Participation in event

Table 10. List of projects and Twitter accounts with social media interaction with AGROMIX.

Project	Twitter Account	Short description (as reported by the projects on their social media accounts)
AgroFossilFree	@agrofossilfree	CSA H2020 project which aims at developing strategies and technologies to achieve a European Fossil-Energy-Free Agriculture. GA n.101000496
Best4Soil	@Best4Soil	Best4Soil is a H2020 funded project that aims to create a network of practitioners, for sharing knowledge on prevention and reduction of soilborne diseases. GA n.817696
CIRCASA	@CIRCASAproject	CIRCASA (Coordination of International Research Cooperation on soil CArbon Sequestration in Agriculture)
CO-FRESH	@COFRESH_H2020	Official Twitter account of the EU H2020 project CO-FRESH - CO-creating sustainable and competitive FRuits and vEgetableS' value cHains in Europe. GA n. 101000852
DEMETER	@H2020DEMETER	H2020 EU funded large scale pilot for Agri Tech. GA n. 857202
DiverFARMING	@diverfarming	EU Project about crop diversification and low-input farming across. GA n.728003
DiverIMPACTS	@DiverIMPACTS	Horizon 2020 focusing on Diversification through rotation, intercropping, multiple cropping, promoted with actors and value-Chains towards Sustainability. GA n.727482
DIVERSify	@PlantTeams	Designing InnoVative plant teams for Ecosystem Resilience and agricultural Sustainability. GA n.600654
EJP SOIL	@EJPSOIL	Towards climate-smart sustainable management of agricultural soils. GA n.862695
EXCALIBUR	@excalibur_h2020	H2020 project aiming to exploit the multifunctional potential of belowground biodiversity. Tweets reflect only the views of the project partners. GA no 817946
FoodE	@EUFoodE	FoodE aims to accelerate the uptake of citizen-led sustainable food initiatives across Europe. Funded under H2020. GA n.862663
FoodSHIFT2030	@FoodSHIFT2030	The future of food is low-carbon, circular and plant based! Seedling Join #foodSHIFT2030 to innovate the European food system by 2030 Raised fist An EU #H2020 project
GREENER	@GreenerH2020	Green, sustainable, efficient, and low-cost solutions for soil/sediment and water bioremediation, by integrating several remediation strategies. GA n.826312.
iSQAPER	@iSQAPER	H2020 Programme for research & innovation on interactive soil quality assessment in Europe and China for agricultural productivity and environmental resilience. GA n.635750

LANDMARK	@Landmark2020	LANDMARK is a European Research Project on the sustainable management of land and soil in Europe. H2020 project funded under GA n.635201
LANDSUPPORT	@LandSupport_EU	LANDSUPPORT is developing an innovative DSS platform to support farmers' associations, spatial planners, environmental agencies and policy makers in their work. GA n.774234
LIFT	@lift_h2020	H2020 project that aims to identify how various drivers' impact ecological approaches to farming and to assess their performance and #sustainability. GA n.770747
NUTRIMAN network	@NUTRIMANnetwork	Creating an inventory of practical and readily available nutrient recovery practices for farmers. NUTRIMAN is a H2020 funded project with GA n.818470
OPTAIN	@H2020_OPTAIN	#H2020 project, identifying optimal combinations of Natural Water Retention Measures for better water management in agricultural catchments. GA n.862756
SHui	@Shui_eu	SHui is a European and Chinese H2020 project focused on sustainable soil management for agriculture in water scarce environments. GA n.773903
SIEUSOIL	@sieusoil	SIno-EU Soil Observatory for Intelligent Land Use Management. GA n.818346
SmartAgriHubs	@SmartAgriHubs	Connecting the dots to catalyse the digitalisation of the European agrifood sector. H2020 funded project with GA n.818182
Soil Research	@RECARE_EU	Research project protecting and remediating soil degradation threats across Europe. FP7 project GA n.603498.
SoilCare	@SoilCare_eu	Testing and promoting soil-improving cropping systems and techniques to increase the profitability and sustainability of agriculture across Europe. GA n.677407
SoildiverAgro	@SoildiverAgro	SoildiverAgro is a H2020 project that aims to generate a European-wide debate on soil biodiversity. GA n.817819
Soils4Africa	@Soils4A	Funded by the Horizon 2020 programme of the European Union, the Soils4Africa project will put in place by 2024 an Open-data Soil Information System (SIS). GA n.862900
SusCrop ERA-NET	@suscrop	#H2020 ERA-Net Cofund Action, which aims to strengthen the European Research Area (ERA) in the field of Sustainable Crop Production. GA n.771134
Wateragri_EU	@wateragri	Water retention and nutrient recycling in soils and streams for improved agricultural production. GA n.858375

5.7 Event attendance

The project has actively participated in a wide variety of events, showcasing its dedication to advancing agroforestry, regenerative agriculture, and sustainable food systems. These engagements span policy dialogues, scientific conferences, training programs, and public events, highlighting the project's multidisciplinary approach to fostering agricultural transformation. Below are some of the most relevant events in which the AGROMIX project has participated.

In total, the project's partners report (up until M36) about 160 participations in workshops, conferences, trade fairs, and other events and actions, reaching an estimated audience of around 38500 people. The project's extensive involvement in a broad spectrum of activities—from policy workshops and scientific conferences to public events and training programs—demonstrates its pivotal role in advancing agroforestry and sustainable agriculture.

Through these engagements, the project contributes to shaping the future of European and global food systems, driving innovative solutions for resilient, sustainable farming. Moreover, this audience is expected to grow further, considering the outreach during the final phase of the project (M37 to M48), which includes significant participations in events such as the 7th EURAF Conference and the AGROMIX Policy Summit.

Table 11. Audience reached by AGROMIX's partners participation to events during M1 to M36.

Period	Research	Industry	Civil Society	General Public	Policy Makers	Medias	Investors	Customers	Other	Total
M1-M18	8945	793	1843	7840	252	148	10	50	11502	31383
M19-M36	2420	419	541	1590	589	82	39	62	1466	7208
total	*11365*	*1212*	*2384*	*9430*	*841*	*230*	*49*	*112*	*12968*	*38591*

5.7.1 Policy Engagement

The project has been involved in several high-level policy events, influencing discussions and strategies at both regional and international levels. Key examples include the organisation of the **AGROMIX Policy Summit** (27 April 2024) and the **AGROMIX White Paper Launch** (24 October 2024) both in Brussels or the EU Agri-Food Days Brussels, 5-8 Decembre 2023). These engagements provide a platform for advocating agroforestry and mixed farming solutions within policymaking circles, addressing critical issues like climate change, food security, and sustainable land use. Additionally, the project has contributed to national and regional workshops such as the 14 Policy Workshops across Europe, including **Agroforestry in Brandenburg** (28 February 2023), **Rhineland-Palatinate and Saarland** (9 February 2023, working to ensure agroforestry's integration into local agricultural policies.

5.7.2 Scientific Contributions

The project has made significant contributions to the scientific community through participation in prestigious scientific conferences. Events like the **75th EAAP Annual Meeting** (4 September 2024 in Florence, Italy) where Dr. Alberto Mantino presented the Pilot Project of the Italian Cheese Valley, and was present at the 5th, **6th** and **7th European Agroforestry Conferences** held 12-14 May 2020 online, from 16 to 20 May 2022, In Nuoro, Italy and from 27 to 31 May 2024 in Brno, Czech Republic have provided platforms to share cutting-edge research on agroforestry, climate adaptation, and food security. The project's presence at international forums such as the **5th World Congress on Agroforestry in Québec**, underlines its role in pushing forward scientific discussions on sustainable agriculture and environmental resilience.

5.7.3 Training and Capacity Building

A core element of the project's mission is training and capacity-building for stakeholders across the agricultural sector. Through events such as the **FAO World Food Forum** (14-17 October 2024) where the project was presented, **the Landfiles Webinar on Pioneering Iberian Agroforestry**, and the International **Training School on Agroforestry** (23-26 September 2024), the project helps equip farmers, researchers, and policymakers with the knowledge and skills needed to implement sustainable practices. Additionally, hands-on training sessions like the **Free Hi-sAFe Model Workshop** (31 January – 2 February 2022, Montpellier, France) and **Scuola di Agroforestazione** (3-7 Oct 2022, Paganico, Italy) offer specialised knowledge on agroforestry systems and soil health.

5.7.4 Public Outreach and Farmer Engagement

To foster wider community engagement, the project has actively participated in numerous farmers' fairs and public events. These include the **Groundswell Regenerative Agriculture Festival** (26-27 June 2024, Lannock Manor Farm, UK), the **Farm Woodland Forum Annual Meeting** (19-20 June 2024, Cranfield, UK), and the **Agroforestry Open Weekend 2024** (17-20 May 2024, various locations). These events allow the project to connect directly with farmers, landowners, and the public, promoting agroforestry as a practical, sustainable farming solution. Public forums such as the **Branching Out: Agroforestry Insights in Europe and Serbia** helped raise awareness about the benefits of agroforestry and regenerative agriculture among broader audiences and promote its implementation in Serbia.

5.7.5 Research Project Collaborations

The project has also been heavily involved in research project events, which aim to push forward innovative solutions in sustainable agriculture. Events like the **Pathways for Sustainable Food Forum** (linked to PATHWAYS project, 7 March, Brussels, Belgium), LOOPS 2.0 (10 October 2022, online) to connect with the Diverfarming project, and the participation to the Brokerage Event in Lebanon (5th October 2022, online) demonstrate the project's commitment to collaborative research and practical applications in Europe and beyond. These events provide a platform for discussing the latest research findings and exploring new pathways to integrate agroforestry within broader food and farming systems.

6 Exploitation Strategy

Several outcomes of the project were identified with potential to be exploited even after the project ends. In this sense, the Treefiles App, Knowledge Hubs, the Catalogue of Innovations, the Practice Abstracts, and the Policy White Paper were identified as pivotal resources that can continue to benefit farmers and stakeholders in the agricultural community.

In conclusion, the strategic exploitation of these outcomes—The Treefiles App, Knowledge Hubs, the Catalogue of Innovations, the Practice Abstracts, and the Policy White Paper—will not only ensure the sustainability of the project's impact but also empower farmers and stakeholders to embrace and implement innovative practices in agroforestry. By continuing to foster collaboration and knowledge exchange, the project can create a lasting legacy that supports environmental sustainability and agricultural resilience for years to come.

6.1 Treefiles app

The **Treefiles App** stands out as a key tool for promoting sustainable tree planting practices. Designed as a user-friendly platform, it provides farmers with valuable information and recommendations tailored to their specific needs and local conditions. Even after the project concludes, the app can evolve through user feedback, fostering a community of practice that encourages continuous learning and sharing of best practices among users. By integrating features like location-based recommendations and seasonal planting reminders, the app can maintain its relevance and usability, ultimately enhancing the long-term adoption of agroforestry practices.

The primary goal of the Treefiles app was to launch it as a free resource for farmers, promoting widespread adoption while providing valuable guidance on tree planting to promote agroforestry practices. Given its free usage model, the focus was on maximising user engagement and satisfaction, ensuring the app remains a valuable tool for farmers. For this, the partners involved established a basic Exploitation plan including:

6.1.1 Pre-Launch Phase (2022-2023)

In 2022, the pre-launch phase began with extensive market research conducted by WUR, UNIPI, and Wervel. This involved surveys and interviews with potential users to validate the app's concept and features, allowing the team to tailor the app based on the key preferences and needs identified among farmers. Key features emphasised included social networking opportunities and a comprehensive database of tree crop species.

In 2023, the development of the app progressed through collaboration with Landfiles to create a functional prototype. By June 2023, a beta test was conducted in Angers, France, with pilot teams and farmers to gather initial feedback for improvements. Following this, onboarding for AGROMIX project pilot teams took place in September, and a second round of beta testing occurred in Belgrade in October 23 to refine the user interface based on priority feedback. Additionally, an extensive database of tree species information was developed, accompanied by a one-page guide on contributing data to the database, which was shared within agroforestry networks.

6.1.2 Launch Phase (2024)

The launch phase in 2024 kicked off with a targeted marketing campaign led by REVOLVE, WUR and Wervel, A significant event was scheduled for the European Agroforestry Conference (May 2024), where the app was presented through an engaging visual leaflet, a **promotional video** and a live demonstration of its features. The campaign included calls to action for users to join the app and share valuable data on tree species.

6.1.3 Post-Launch Phase (2025)

This phase is depending on a continuation funding but by 2025, the focus would shift towards a continuous improvement of the app. Regular monitoring of user feedback and app usage data will help identify areas needing enhancement, with updates made to improve user experience and provide accurate recommendations. To maintain user engagement, the app will offer regular content updates, seasonal planting reminders, and educational materials. A referral program will also be introduced to incentivise current users to invite others to the app.

Figure 4: Andrew Dawson (WUR) and Nicolas Minary (Landfiles) presenting the Treefiles App at the European Agroforestry Federation conference in Brno, May 2024. Source: REVOLVE.

6.2 AGROMIX Knowledge Hub

AGROMIX Knowledge Hubs served as a centralised resource where farmers, researchers, and policymakers can access a wealth of information related to agroforestry. These hubs can host information on relevant reports, events, documentaries, publications at a European and national level (More information can be found at AGORMIX Deliverable D7.4, M36, REV): This Hubs helped not only disseminate knowledge but also foster collaboration and innovation within the community. By creating a network of knowledge-sharing platforms, the project can ensure that the information remains accessible and applicable, promoting ongoing education and skill development among practitioners. Additionally, contact has been made to ensure that the entries from the AGROMIX Knowledge Hub will be transferred to three key repositories: Triple Performance, the FAO Agroecology Hub, and the Reforest Project.

- **Triple Performance** is a platform that focuses on promoting sustainable agricultural practices through knowledge-sharing and best practices to achieve economic, environmental, and social performance in farming. It provides valuable resources on agroecological practices, encouraging farmers to adopt holistic approaches that balance productivity with sustainability. In collaboration with the NBSOIL project, the entries will be added to the English version.
- The **FAO Agroecology Knowledge Hub** is a global initiative by the Food and Agriculture Organisation of the United Nations that offers extensive resources and guidance on agroecological practices. It supports the transition to more sustainable food systems by fostering knowledge exchange, policy recommendations, and capacity-building in agroecology. Selected information from the AGROMIX Knowledge Hubs will be added to this repository.

- The **Reforest Project** is a Horizon Europe-funded project aimed at fostering innovation, supporting knowledge exchange, and providing novel solutions to empower farmers in Europe and associated countries to deliver multiple objectives: food production, carbon capture, and biodiversity. Selected information from the AGROMIX Knowledge Hubs will be added to this repository.

6.3 Practice Abstracts

Practice Abstracts (PA) are a common format recommended by the EU CAP NETWORK platform for communicating project activities and results. The EIP-AGRI format simplifies sharing knowledge on innovative, practice-oriented projects throughout their lifecycle. This format also enables farmers, advisors, researchers, and other stakeholders across the EU to easily connect with one another. These concise documents summarise key lessons learned and effective strategies implemented during the project, serving as practical guides for farmers looking to apply similar practices. By distributing these abstracts through online platforms and community workshops, the project can reach a wider audience, ensuring that the knowledge gained is effectively applied. The AGROMIX project has developed 32 PAs within Deliverables D7.6, D7.7 and D7.8. The information has been transmitted to the competent agency and uploaded to the project page of the PA repository – EU CAP NETWORK:
https://eu-cap-network.ec.europa.eu/projects/agroforestry-and-mixed-farming-systems-participatory-research-drive-transition-resilient_en#tab_id=practice_abstracts

6.4 AGROMIX Policy White Paper

The Policy White Paper provides critical insights and recommendations for policymakers, emphasising the importance of supporting agroforestry initiatives. **This document is available at the project's website** and highlights agroforestry's potential to drive transformational change in the EU's food system by advocating for sustainable practices that benefit both farmers and the environment. It identifies key barriers to agroforestry adoption and offers policy recommendations developed through collaboration with a diverse group of stakeholders as part of this EU AGROMIX research and innovation project. The White Paper was also supported and endorsed by other international organisations related to agroforestry such as CIFOR-ICRAF (World Agroforestry), EARA (European Alliance for Regenerative Agriculture), Agroecology Europe, TP Organics and the Agroecology Coalition.

The **White Paper was launched on the 4th October 2024** in Coventry University's Brussels hub. Project partners, journalists and relevant policy-makers were invited. A presentation by the three key authors on the

methodology and principal recommendations was followed by a Q&A session and next steps for implementation.

Image 5. AGROMIX Policy White Paper aspect.

6.5 Website AGROMIX legacy plan

The **AGROMIX project website** functions as a comprehensive central hub for all information, outcomes, deliverables, tools, and publications related to the project. This platform not only serves as a repository of valuable resources but also aims to promote knowledge sharing among stakeholders in the agroforestry community. By providing easy access to research findings and insightful publications, the website enhances collaboration and fosters innovation among farmers, researchers, and policymakers.

To ensure that this source of information remains accessible and relevant over time, REVOLVE has made a commitment to maintain and update the website **for a duration of five years** following the project's conclusion. This commitment reflects the project's dedication to sustainability and knowledge dissemination, allowing users to continually benefit from the resources developed during the project.

7 Challenges and Lessons learned for future Communication actions

Effective communication is vital for the success of any project, and several key lessons learned from the AGROMIX experience can significantly enhance communication efficiency in a future. These lessons include:

1. **Involve All Partners from the Beginning:** Collaboration is a cornerstone of successful communication and dissemination. Involving all project partners from the outset fosters a sense of ownership and ensures that diverse perspectives are integrated into communication strategies. This collaborative approach not only enhances the quality of messaging but also promotes consistency across different communication channels. Engaging partners early can lead to innovative ideas for outreach and create a more unified voice for the project.

2. **Share Communication Knowledge:** Partners in EU research projects like AGROMIX often lack expertise in communication and dissemination. While many have a research-oriented background and experience in engaging targeted audiences, such as at research conferences, they may not have a clear understanding of how to reach broader audiences. One lesson learned for future projects is the importance of training partners from the beginning on effective communication strategies. This training can help them appreciate the significance of sharing relevant project results with diverse audiences.

3. **Anticipate Main Outcomes Early:** A key strategy for improving dissemination is to identify and articulate expected outcomes at the project's outset. Often, significant outcomes are planned to emerge only at the end of the project, leaving little time to develop engaging dissemination materials and promote them effectively. By defining deadlines for these outcomes earlier in the project, partners can have more time to participate in the dissemination process and contribute to sharing the project's results.

4. **Allocate Adequate Resources for Engaging Materials:** Creating engaging dissemination materials is essential for capturing the interest of diverse audiences. However, it is crucial not to underestimate the resources—both time and budget—required to produce high-quality content. Investing in professional design, multimedia resources, and interactive formats can significantly enhance outreach efforts, making information more accessible and appealing to target audiences.

5. **Plan and Remain Flexible:** While having a clear strategic communication plan is essential for effective communication, it is equally important to remain adaptable. Communication channels are constantly evolving, and new opportunities for events or outreach may arise unexpectedly. By keeping an eye on emerging trends and adapting the plan as resources allow, the project can effectively reach specific audiences without losing track of its overall communication objectives.

By implementing these lessons, future projects could improve their communication efficiency, ensuring that vital information reaches the intended audiences and engages stakeholders throughout the project lifecycle.

8   Impact assessment

The impact of communication has been assessed both qualitatively and quantitatively on a quarterly basis. The structure of the impact report has been tailored to meet the specific needs of the project and aligned with the main communication objectives. The proposed initial structure includes the following components:

- Content Updates: Highlights of updates on the website and other communication channels.

- Overview / "At a Glance": A concise summary of key information.

- Social Media Metrics: Data from platforms such as Twitter, Instagram, and LinkedIn, including key performance indicators (KPIs) and monthly growth rates.

- Newsletter Insights: Analysis of subscriber growth and geographical outreach.

- Website Analytics: Metrics on traffic, downloads, and overall outreach.

- Video Engagement: Statistics on views and subscriptions for video content.

- Media Coverage: Overview of press mentions and media relations efforts.

- External Events: Highlights of digital media coverage from external events.

REVOLVE as the communication leader, developed the design and layout of the report, presenting it quarterly during the WP7 internal meetings, referred to as "Comms Calls" (see list of dates in Table 12). These meetings included at least one representative from each partner. The report template and results were also made available in the WP7 Comms SharePoint folder, ensuring accessibility for all project participants. Quantitative data regarding website performance was collected using GOOGLE ANALYTICS and MATOMO, while social media metrics were be obtained through each platform's internal analytics tools (when available) and are presented in figure 4.

Table 12. WP7 Communication Calls dates

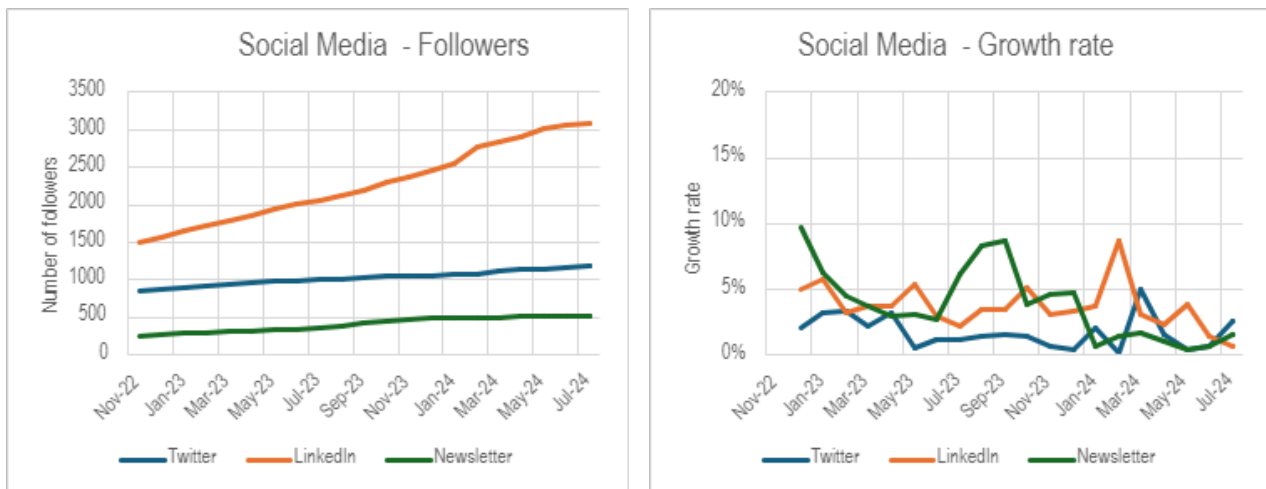| Title	Date
AGMX **Comms call** #1	February 2021
AGMX **Comms call** #2	May 2021
AGMX **Comms call** #3	October 2021
AGMX **Comms call** #4	February 2022
AGMX **Comms call** #5	May 2022
AGMX **Comms call** #6	August 2022
AGMX **Comms call** #7	January 2023
AGMX **Comms call** #8	April 2023
AGMX **Comms call** #9	September 2023
AGMX **Comms call** #10	January 2024
AGMX **Comms call** #11	April 2024

Figure 6. Social media followers and growth rate of the AGROMIX project since November 2022.

9   Conclusions

The AGROMIX Project has served to shine a light on viable pathways towards the greater implementation of agroforestry and mixed farming in Europe. The research conducted by project partners in collaboration with a wide range of stakeholders has driven progress in our understanding of agroforestry and mixed farming systems, both in their practical implementation and the scientific theory underpinning them. Events like the AGROMIX Policy Summit in Brussels was attended by senior EU representatives including a director-general, allowing them to share a platform with the farmers and researchers directly involved in the project's objectives to boost agroforestry. We have drawn the following 10 conclusions:

1. Related to Stakeholder Engagement Strategy, the AGROMIX project's communication strategy successfully followed the Stakeholder Engagement Standard 2015 by tailoring its approach to diverse groups, such as policymakers, end-users, civil society, and the scientific community. Through the development of a Strategic Communication Plan, AGROMIX ensured that its messaging was relevant and engaging for each stakeholder group, while also maintaining a consistent overarching message with the "golden paragraph." The project utilised various communication channels—including printed materials, social media, newsletters, press releases, and videos—to disseminate information effectively and foster active engagement. This comprehensive and adaptable approach ensured **meaningful stakeholder participation** throughout the project's duration.

2. The project successfully utilised a range of **digital communication tools and strategies** to achieve substantial outreach and engagement. The project's website played a central role, exceeding expectations by reaching over 118,000 visits compared to the initial target of 20,000. With sections tailored to different stakeholders—such as policymakers, farmers, and the scientific community—the site offered valuable resources like the Knowledge Hub, Policy Corner, and trial site information, helping to foster a wide-reaching understanding of mixed farming and agroforestry systems. The project's video content, infographics, and detailed social media presence contributed significantly to its successful dissemination, evidenced by high user engagement and content interaction rates across platforms.

3. In terms of **newsletter campaigns and social media efforts** highlighted strong community involvement and interest. With over 5,700 social media followers and an average open rate of 37% for newsletters, the project successfully maintained active communication with its audience. The LinkedIn platform showed remarkable engagement, while the overall growth of subscribers and high click-through rates demonstrated the effectiveness of AGROMIX's outreach strategy. Overall, AGROMIX not only met but surpassed many of its key performance indicators, laying a solid foundation for ongoing discussions and innovations in agroforestry and sustainable agriculture.

4. The project met and **exceeded its video production targets, delivering a total of 24 videos** by M48, including interviews, workshop summaries, field visits, and promotional content. These videos, along with complementary infographics, have effectively captured the diverse aspects of the project, from agroforestry practices to policy discussions. The content has been well-received, accumulating 6,210 views on YouTube, with videos on agroforestry in Sardinia, Switzerland, and France attracting the most attention. This diverse multimedia output has significantly contributed to raising awareness and disseminating knowledge about sustainable farming practices within the AGROMIX framework

5. In summary, the AGROMIX project has significantly surpassed its initial goal of eight press releases, achieving a total of 12 by M48. This proactive communication strategy began with the project's kick-off in December 2020 and has continued to highlight key events and findings, including participation in conferences, workshops, and policy discussions. Through strategic media partnerships and engagement with journalists, AGROMIX successfully raised its profile and disseminated crucial information about agroforestry and mixed farming practices. Notably, media collaborations with various platforms and initiatives have broadened the project's reach, resulting in 16 featured articles and extensive coverage across diverse audiences. Overall, these efforts have fostered **greater visibility for AGROMIX, emphasising its impact on sustainable agriculture in Europe** and enhancing the dialogue around agroforestry.

6. The AGROMIX project **prioritised events** as a vital strategy for disseminating its findings on mixed farming and agroforestry, aiming to participate in high-level European and local gatherings to showcase its pilot project successes. Despite disruptions due to the COVID-19 pandemic, which led to online events for most of 2020 and the first half of 2021, the project adapted by organising four international webinars to share success stories with over 300 stakeholders. It successfully engaged with at least 50 other resilience projects under the H2020 initiative and others. Additionally, AGROMIX's partners participated in more than 160 events and activities with an estimated the audience to more than 38k people.

7. In terms of exploitation strategy, the AGROMIX project has established **several pivotal resources aimed at ensuring the sustainability and impact of its outcomes** beyond its conclusion. The Treefiles App, Knowledge Hubs, Catalogue of Innovations, Practice Abstracts, and Policy White Paper are integral tools that will empower farmers and stakeholders in agroforestry to adopt innovative practices. Specifically, the Treefiles App aims to foster community engagement and continuous improvement through user feedback, while the Knowledge Hubs will serve as centralised information resources promoting collaboration and skill development. The project has successfully created 32 Practice Abstracts to facilitate knowledge sharing and has developed a Policy White Paper with critical recommendations for policymakers to support agroforestry initiatives. Additionally, the AGROMIX website will remain an accessible hub for project resources for five years post-project. Collectively, these initiatives create a lasting legacy that supports ongoing education, environmental sustainability, and agricultural resilience, effectively enhancing the agricultural community's ability to adapt and thrive in a changing climate.

8. The lessons learned from the AGROMIX experience provide a **valuable framework for enhancing communication efficiency** in future projects. By prioritising early collaboration among all partners, equipping them with communication skills, and anticipating outcomes from the outset, projects can create a more inclusive and effective communication strategy. Furthermore, allocating sufficient resources for the development of engaging materials and maintaining flexibility in communication planning will enable projects to adapt to changing circumstances and reach diverse audiences more effectively. By integrating these strategies, future initiatives can ensure that important information is disseminated effectively, fostering greater engagement and collaboration among stakeholders throughout the project lifecycle.

9. The communication impact of the project has been **assessed quarterly through a structured report** that aligned with key objectives. This report included content updates, social media metrics, newsletter insights, website analytics, video engagement, media coverage, and highlights from external events. REVOLVE, as the communication leader, created and presented the report during quarterly WP7 meetings.

10. Finally, considering the website users (38,491), social media followers (5,733), newsletter subscribers (518), and video views (6,210), along with the audience reached at events where partners presented project outcomes (38,591), **the estimated total impact is approximately if at least 89,543 individuals** reached. This figure does not include the influence of media coverage, as it is not possible to quantify the audience from articles mentioning the project, nor does it account for the activities and actions undertaken by partners during this period. By the end of the project, the estimated total could easily exceed 100,000 individuals.