Supplement 2025
ECO-Ready Dissemination and Communication Plan

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proQuantis

The ECO-READY project has received funding from the European Union's Horizon Europe Research and Innovation Programme under grant agreement n° 101084201

Technical References

Project Acronym	ECO-READY
Project Title	Achieving Ecological Resilient Dynamism for the European food system through consumer - driven policies.
Project Coordinator	Czech University of Life Sciences (CZU)
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[1] PU = Public
PP = Restricted to other programme participants (including the Commission Services)
RE = Restricted to a group specified by the consortium (including the Commission Services)
CO = Confidential, only for members of the consortium (including the Commission Services)

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Summary

The dissemination and communication efforts of the ECO-Ready project have been outlined in the

'Dissemination, Exploitation, and Communication Plan at EU and National Levels'

published as deliverable 6.1 in April 2023. This plan is still valid apart from the tables about envisaged conference participations which need to be adjusted to new developments.

The initial plan envisaged an annual update for capturing actual developments and providing a view on what has been reached. The first of annual update report was published in April 2024 as a supplement to the initial plan. This second report represents the second supplement to the initial plan and summarizes the dissemination and communication activities documented by March 2025.

This report concentrates on an analysis of partners' engagements in meeting the 31 KPIs of the project, provides an outlook in possible future engagements, contributes to an evaluation of the intensive social media activities initiated for meeting their challenging communication targets and provides a first overview on the newsletter developments that were initiated during the past year. This is complemented by a short view on web developments and the projects engagement in scientific publications and presentations in international events.

With the detailed publication of partner engagements to meeting the project's KPIs and serving the project' social media channels, the report contributes to transparency in the project and makes partners aware of the present situation and needs for future engagements.

May 2025

Disclaimer

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Table of content

The ECO-READY project has received funding from the European Union's Horizon Europe Research and Innovation Programme under grant agreement n° 101084201

1 Introduction

The primary dissemination and communication plan of the ECO-Ready project had been published as deliverable 6.1 in month 5 (April 2023) of project duration. It is accessible on the project web site (https://www.eco-ready.eu/publications/project-reports).

It covered the following general issues combined with a first overview on partners' planned activities:

1. Legal basis
2. Conceptual approach in stakeholder communication
3. Pathways to impact
4. Communication and dissemination procedures
5. Stakeholder audiences and communication matrix
6. Dissemination and communication channels
7. Planning and implementation

Appendix A: Activity plans, timings, and responsibilities
Appendix B: Reflections on possible activities towards project key results

The general issues covered in the dissemination and communication plan are still valid. They will, therefore not be repeated here. This report is the second supplement to the initial report, the first supplement published in April 2024. As the first supplement, this report places the focus primarily on 2 aspects:
1. It documents partner's past activities related to the relevant KPIs, summarizes them in a KPI overview table, and outlines needs for future KPI engagements by partners.
2. It documents and discusses the project's web and social media activities.

These focus areas are complemented by short overviews on (a) the project's newsletter initiatives that started just 1 year ago, (b) selected partner initiatives that are considered models for future activities, and (c) envisaged partner participations in forthcoming events.

Dissemination and communication activities are discussed in the Grant Agreement, part B on pages 17 and 27ff (chapters 2.21 and 2.22). It places responsibility on all partners of the consortium, with a special reference on the observatory platform, the Living Labs, task 6.1 (dissemination), task 6.2 (Committee of Platforms), and the European-wide networks of the project partners IUCN EUROPE, Alternet, Confagricoltura and IFOAM. This report follows this guidance and documents activities of all partners with relevance for the KPIs.

2 Serving the project's KPIs

2.1 Overview

The project's KPIs are covering 10 different areas of communication and interaction with a total of 31 KPIs, some of them with a focus on specific target groups. The areas involve:

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a) Science communication
b) Technical and policy communication
c) Training initiatives
d) Joint events with other groups
e) Living Lab engagements
f) Distribution of promotional material
g) Web appearance
h) Social media activities
i) Newsletter publication
j) Media relationships

In the course of the project, some of the KPIs were further split into easier to measure elements. This refers especially to the KPI "Social media interaction" which was complemented by "Social media reach" and "Social media impressions".

In addition, partner discussions lead to a few additional indicators, not yet captured in project KPIs (table 1). This list might get extended in the future as new initiatives with dissemination relevance could evolve. The complete list of KPIs and the goals that have been formulated in the project outline are summarized in table 2.

Table 1.
Non-KPI dissemination initiatives

Non-KPI dissemination initiatives
Videos on Social Media
Video views
Mention in partner newsletter
Engagement in Social Media working group
Reaching stakeholders through surveys
SM reposting of posts
Impressions of repostings

2.2 Partner engagements

During its first year of operation, the project did not yet have substantial material with relevance for its stakeholders in science, policy, farms, industry or consumers. Efforts concentrated primarily on setting up the communication channels and making groups aware of ECO-Ready objectives and activities.

With the open call for Living Labs as partners in the project (see https://www.eco-ready.eu/living-labs/overview) and the selection of Living Labs for inclusion in the project early 2024, the project had concluded its infrastructure for creating material for stakeholder use and could subsequently deliver project results which are summarized in table 2.

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The contribution of Living Labs to the project's KPIs is not yet integrated into the table. It is based on the contributions of initial project partners and builds on activities reported by partners and summarized in the appendix.

The lively contribution of the Living Labs to the project's visibility and outreach will be summarized in a subsequent report. A joint and integrated view is planned for the supplement in early 2026.

Table 2.
KPIs and KPI goals of project ECO-Ready

KPI groups	ECO-Ready KPI	Goal	
Science communication	1. Publication in scientific journals	> 12	7
	2. Presentation in scientific conferences/workshops	> 28	33
	3. Participation in scientific conferences	> 15	As above
Technology/Policy	4. Technical publications	> 12	2
	5. Blog contributions	> 10	
	6. Position/white papers	> 2	
Training	7. Regional webinars for training	> 10	3
	8. EU webinars for training	> 2	
Joint events	9. Participation in joint events with projects, initiatives, data sharing schemes, etc.	> 8	11
	10. Organization of joint events with projects, etc.	> 3	4
Living Labs	11. Living Lab info days	> 6	2
	12. Workshops defining exploitation pathways for LLs	> 8	
Distribution of promotional material	13. Design of banners	> 5	3
	14. Design of brochures (also in project languages)	> 3	2
	15. Distribution printed/digital promotional material	> 5000	32.000
Website	16. Project logo	1	1
	17. Website	1	1
	18. Posts on website	> 80	11
	19. Web visitors	> 10.000	22.000
	20. Web backlinks	20	73
Social media	21. Social media channels	> 4	5
	22. SM audience	> 2000	5.043
	23. SM posts	> 80	243
	24. SM interactions	> 18000	13.514
	24a. SM impressions		160.000
Newsletter	25. E-newsletter, e-campaigns	> 12	9
	26. E-newsletter subscriptions	> 800	2.200
	27. E-newsletter interactions	> 2000	2.290
Media communication	28. Press releases	> 8	3
	29. Interviews radio/TV	> 5	
	30. Video interviews	> 6	
	31. Views video interviews	> 5000	

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The details of activities summarized in table 2 are documented in the appendix. It is important to realize that table 2 does not outline internal project meetings, workshops and webinars but concentrate on outside reach. It is as such not a documentation of the total engagement of partners in the project but only of the partner initiatives that are related to KPIs.

It is obvious that many KPI goals have already been reached through engagements of the initial project partners after 2,5 years of the 4-year project duration. The background of the KPI groups which have reached (or almost reached) their goal is discussed in more detail in chapter 3 of this report.

Deficiencies which require further engagements in the remaining project period focus primarily on policy communication, stakeholder training activities, partner interactions with Living Labs, and communication through traditional media channels. Their consideration in future activities is discussed in the following chapter.

2.3 A view into future partner engagements

2.31 Policy communication and media use

Policy communication and media use encompass KPIs 5 to 6 and 28 to 31 (see table 3). Both engagements will primarily focus on communicating the final results of the project.

Table 3.
KPIs on policy communication and media use

KPI groups	ECO-Ready KPI	Goal	
Policy	5. Blog contributions	> 10	
	6. Position/white papers	> 2	
Media communication	28. Press releases	> 8	3
	29. Interviews radio/TV	> 5	
	30. Video interviews	> 6	
	31. Views video interviews	> 5000	

Position policy papers and media interviews are closely linked to making the observatory as the crucial project outcome known to policy and the public. This will be a pre-condition for assuring the sustainability of the observatory as an information source serving needs of policy, farms, industry, consumers, and the society.

To this end, the project will deal with the respective KPIs primarily during the final year of the project.

2.32 Training initiatives

The training of stakeholders in utilizing project results is a crucial element in reaching the project's objectives. It is covered by KPIs 7 and 8 (table 4). Training units are expected to take place in an online format (webinar) but other formats are not excluded. First webinars linked to ethics and contingency planning have already been organized.

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However, the majority of training initiatives will be linked to the use of the observatory which is still under development. This places the majority of training units into the year and the last period of the project.

Table 4.
KPis on training efforts

KPI groups	ECO-Ready KPI	Goal	
Training	7. Regional webinars for training	> 10	3
	8. EU webinars for training	> 2	

2.33 Interaction with Living Labs

The Living Labs have joined the project in mid-2025. In the initial months of their participation they have primarily engaged in linking up with project developments in scenario analysis, policy views, system modelling, contingency planning and other issues. These engagements are captured in the KPIs formulated for the Living Labs.

The project's KPIs 11 and 12 formulated for the interaction between the project and the Living labs in the project's goals could be linked to the KPIs and initiatives documented for the Living Labs. For the moment, we keep them separate and intend to link the project's KPIs 11 and 12 (table 5) to the final interaction program where the project and Living Labs cooperate in identifying and communicating the LLs pathways towards the future.

Table 5.
KPIs on Living Lab initiatives

KPI groups	ECO-Ready KPI	Goal	
Living Labs	11. Living Lab info days	> 6	2
	12. Workshops defining exploitation pathways for LLs	> 8	

3 Selected dissemination initiatives

In the following pages we will present a few initiatives in different fields which
a) demonstrate communication opportunities that have been implemented during the past years and, in addition
b) may have a higher impact with stakeholders than can be expressed in a dissemination table as table A1 in the appendix.

These initiatives are examples for demonstration purposes but are not exclusive. The list of examples builds on the examples reported earlier and will be continuously updated with each report.

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3.1 Fairs

During the past years various fairs with interest for ECO-Ready took place. Being present at fairs supports the awareness about ECO-Ready among stakeholder groups usually not linked to any project activities. With partner Confagricoltura and to some extent also ENEA, the project includes two partners with close links to the European fair scene. 'Fruit Logistica' in Berlin, 'Anuga' in Cologne, 'Rimini Trade Fair' 'Cibus' in Parma or 'Ecomondo' in Rimini are just a few fairs that took place with partner engagements during the past year (see https://www.eco-ready.eu/news-events/past-events).

➔ With the development of the observatory and its services, the trade fairs will be a very valuable source for reaching customers from industry.

3.2 Dedicated conference session

Partners of ECO-Ready shared project insights in dedicated sessions in international conferences. These included, a.o. the EFFoST2023 International Conference, on 'Sustainable Food and Industry 4.0: Towards the 2030 Agenda', organized by the European Federation of Food Science and Technology in Valencia, Spain (https://www.effost.org) and the 186th European seminar of the European Association of Agricultural Economists organized in Garmisch, Germany in 2024 (www.fooddynamics.org). More are expected to follow.

➔ Covering a whole session in an international conference increases awareness and impact.

3.3 Conference discussion session

During the "International Forum on System Dynamics and Innovation in Food Networks" (scheduled as the 186th and the 190th European seminar of the EAAE, http://www.fooddynamics.org), proQuantis organized ECO-Ready workshop sessions on contingency planning and forecasting support. During the 186th seminar, the contingency session was organized as a joint session between conference participants and selected European experts from different countries who were linked through online media with microphones always on and present on the wall screen in actual size. The interaction between online experts and on-site participants worked very well resulting in lively exchanges of ideas and comments with online and on-site participants equally engaged.

➔ It was agreed that online and offline combinations of discussants with perceived equal presence of online participants could be a model for future workshops.

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3.4 Policy panel

During the annual meeting of the ECO-Ready project in Rome (December 4-6, 2023), project partner ENEA as local organizer in cooperation with the project coordinator CZU organized a policy panel within the general meeting. It was set up with many stakeholders from policy and industry on data utilization in policies who participated in person or through online means.

During the panel, different perspectives and discussions emerged, highlighting which issues are progressing toward effective sustainability and which ones remain open.

➔ Such a stakeholder meeting inside a project meeting improves mutual understanding and could contribute to a better integration of stakeholders with project partners.

3.5 Discussion workshops

In spring 2025, the ECO-Ready Living Labs jointly with ECO-Ready project partners and other groups organized a 2-day workshop which was building on a continuation of intensive workgroup discussions during most of the time. The focus was not so much on communicating new knowledge or facts but on creating an atmosphere which supported a joint move of participants towards a common goal and joint initiatives.

The workshop focused on a few general discussion themes which were further separated into more specific themes for discussion in smaller, table-size, discussion groups which kept discussions going on for the whole workshop. Towards the end of the workshop, the outcomes of the discussion groups were summarized and discussed among all participants. The program of the workshop is added in the attachment.

➔ The feedback from participants underlined the value of this format for improving mutual understanding and cooperation.

4 Social Media engagement

4.1 Overview

The project has placed intensive engagement on the development of its social media communication efforts for assuring reaching the project's KPIs especially regarding interactions. The intensive engagement is also due to the increasing relevance of social media for communication. In fact, the project has intensified social media communication beyond what was envisaged during the preparation of the project. Social media are a "push" media while websites are "pull" media. Stakeholders also increasingly rely on social media interaction and less on receiving information through web site communication.

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For reaching awareness for a new project, one needs to place emphasis on "push" activities. The project's KPIs regarding the (limited) number of posts (80) and the (very high) number of interactions (18.000) do not really match for a new project which still has to attract sufficient followers who could place interactions. Having the project's impact in mind, we decided to primarily focus on reaching the KPI on interactions and to adapt the number of posts accordingly to reaching that impact. This policy has resulted in about 250 social media posts that have been published after 2,5 years in project duration.

For dealing with the algorithms behind the social media channels and especially the LinkedIn channel, the project engagement started in March 2023 with 2 posts per week. Working with social media algorithms is a tricky issue. Frequent posts from an entity and a continuous flow of posts together assure that posts in time gain a prominent position in a possibly very long list of similarly marked posts where the majority might not even appear on recipients' displays. However, if there are too many posts they might be marked as Spam. Knowing from experience, an *intensive* and *continuous* communication engagement with 2 posts per week as generated by the social media team from the very beginning assured that the project increasingly gained higher visibility and is maintaining its position.

The social media action plan follows a 4-phase approach.

In the **first phase**, the posts covered more general themes around climate change, food security, and biodiversity. This was meant to raise the interest in the groups dealing with these subjects. In addition, members of the consortium were presented in individual posts to make the audience aware of the competences in the emerging project.

In the **second phase**, posts increasingly picked up project themes covering objectives, initiatives, and expected results. The various work packages selected the issues they considered most appropriate for early communication to social media users. This was complemented by a few reports from participations in fairs and conferences.

In the **third phase**, posts increasingly deal with project activities, conference participations, meetings, early results. In this ongoing phase it is a major challenge to keep up the interest of the social media audience until substantial project results can be presented and discussed.

In the forthcoming **fourth phase**, expected to start about 1 year before conclusion of the project, the focus will be on promoting the final outcome of the project for utilization by stakeholders. This involves the organization of regular social media 'streams', i.e. regular posts with a similar focus.

The 4 phases are overlapping with a decreasing engagement in a previous phase and an increasing engagement in a following phase. The approximate timing in phases is outlined in figure 1.

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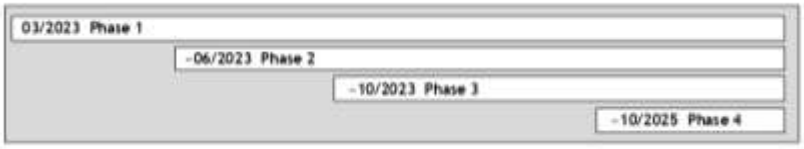

Figure 1. Approximate timing of phases in social media engagements.

This approach has proven to be especially successful resulting up till now in more than 5000 followers, a tremendous number of impressions (about 160.000) and more than 13.000 interactions. These numbers bypass the Social Media presence of many established institutions. A major challenge will be to keep this momentum going throughout the duration of the project.

The social media posts have been developed and documented in an internet development platform (www.notion.com) and are all accessible on demand. An example for a social media as published and documented on the Notion platform is outlined in table A2 in the appendix. The social media posts involve documentaries and news combined with pictures and videos for attracting awareness and interest (see figure to the left).

4.2 Social media analytics

The following analytics refer to proQuantis' engagement in social media. As leader of the dissemination task 6.1, proQuantis has specific responsibility for reaching the project's dissemination and communication goals. The analytics do not yet include partners' engagements in social media which represent an added value. Overview analytics of partner social media engagements are included in table A1 of the appendix.

From the project's point of view, social media activity related to the project's KPIs is on track (table 6). The major communication channel is LinkedIn followed by Instagram. Twitter communication builds on quick and short comments and is less suitable for communication project activities and results.

Table 6.
Basic social media analytics until May 2025

	KPI plan	Actual task 6.1	% of plan
Channels	**4**	**5**	**125**
Posts	80	200	**250**
Followers	2.000	5.043	**252**
Interactions	18.000	13.286	74
Impressions		160.000	
SM videos		26	

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Having reached a percentage of more than 70% of the KPI goal formulated for interactions for the whole project duration, the level of interactions realized during the first 2,5 years of the project supports the social media policy and will assure that project's interaction KPI can be reached in the following years.

A few additional analytics not directly linked to project KPIs are summarized in table 7. The appearance in partner newsletters and the reposting of ECO-Ready posts are already substantial. In fact, the number of re-postings matches the KPI goal of social media posts formulated for the project. The impressions reached through re-postings do not reflect the total and higher stakeholder reach as analytics of partners were limited.

Table 7.
Supportive social media analytics until May 2025

Non-KPI dissemination initiatives	
Videos on SM	26
Video views	926
Mention in partner newsletter	10
Reaching stakeholders through surveys	3000
SM reposting of posts	79
Impressions of re-postings (limited count)	4.787

5 Website engagements

5.1 Overview

As mentioned, the web site is a '*pull*' media and depends on marketing through other means. The initial web site concentrated on communicating the project's infrastructure including its objectives, work packages, and partners. This was continuously complemented by additional offers as follows:
1. In line with project developments, the web site published news and project outputs such as the presentation of project reports, and project partner's engagement in publications and conference presentations.
2. With the Living Labs joining the project in 2024, all Living Labs were incorporated into the web site with an easy-to-follow web guide approach.
3. In March 2024, the project started its publication of quarterly newsletters. Apart from being sent out by mail and through social media channels, the web site keeps an archive of newsletters for later reference.

These past developments will be complemented by the end of the year with the integration of basic information about the observatory, the link to the external observatory platform and the integration of ECO-Ready planning tools. The integration of the observatory will replace earlier plans of stakeholder-specific web site entrances as the observatory will offer the window to stakeholder-specific information sites.

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Not yet implemented but still under discussion are plans to offer a direct link to “Popular Science Summaries” featuring short interviews with authors of project reports on the results of their research.

5.2 Analytics

The web site analytics cover the last year and are summarized in table 8. The project KPI ‘web visits’ is separated into 3 more specific statistics, involving page views, interactions, and unique users. With (a) the major communication channels represented by the social media initiatives and (b) considering the situation, that the major project output represented by the observatory is not present on the web, the numbers are quite encouraging.

The KPI goal of 10.000 web visits for the whole duration of the project is convincingly matched by the 1-year statistics of 22.000 page views and a number of unique visitors already exceeding 1/3rd of the envisaged total web visits.

The high number of web backlinks demonstrate the high visibility the project and the interest in linking up with it.

Table 8.
Basic visitor analysis during last year

Issue	Plan	Numbers
Web visits	> 10.000	
➔ Page views (1 year)		22.000
➔ Interactions (1 year)		65.000
➔ Unique users (1 year)		3.500
Web backlinks	20	73

The timing of visits to the web site shows a continuous interest very much in line with social media activity (figure 2). This means that web site developments are continuously realized by visitors and the high number of visits is not due to a one-time ‘point interest’.

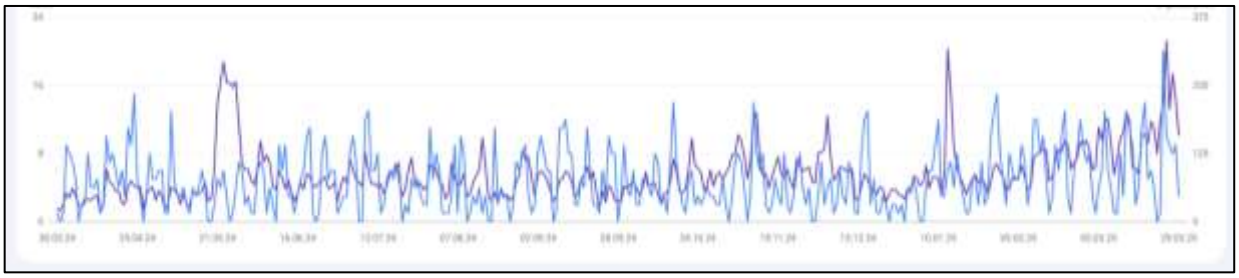

Figure 2. Web visits in the course of 1 year.

It is interesting to note and probably due to the social media activities that the country origins of web visitors cover all of Europe and North America. The high numbers for the United States include the use of platforms hosted in the US. Figure 3 identifies visitors’ countries for March 2025.

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Figure 3. Countries of recent web visitors (March 2025)

5.3 Latest extension of web presence

5.31 Living Labs

In line with the project program, 10 Living Labs joined the consortium in mid-2024. They represent 10 different European countries including Greece(THALLA), Poland (EcoReadyMasuria), S pain (CONCAT LL), Denmark (LivOrganic), Italy (AIDEMEC), Germany (ESAPPIN), Czech Republic (PROBIO), Sweden (SECO-Collab), France (LOFS), and Hungary (EcoVitaLL).

The web site guides user to information about the different Living Labs through an interactive map (figure 4).

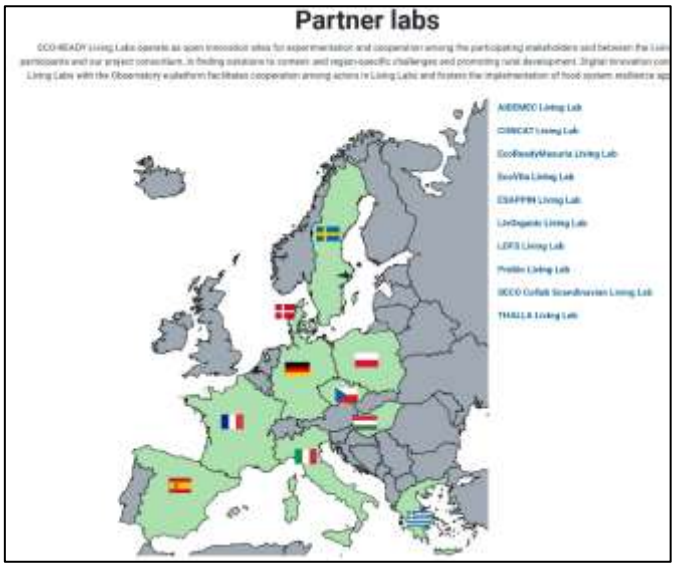

Figure 4. Web site entrance to the dedicated Living Lab web pages.

All Living Labs have been introduced through social media which also provided links to the respective web sites. As some of the living Labs are new constructs, their consideration on the ECO-Ready web site is their first public web appearance and

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contributes to their future development as units in their own rights, one of the ambitions formulated for their engagement in the project.

5.32 Newsletter archive

As the newsletters constitute an important documentation of project activities throughout the year, the web site has organized an open newsletter archive (figure 5) which allows project partners and interested stakeholders to access past newsletters. It is envisaged to add a table of content to the newsletter archive for easy retrieval of information.

The newsletter archive is combined with a database of documents in PDF format which provide additional information on subjects presented in the newsletter. The PDFs constitute “hidden” web pages which allow measuring readers’ interest. If newsletter readers are interested in a subject they might open the link to the related PDF file. This is documented in the database allowing an analysis of major interests in newsletter subjects.

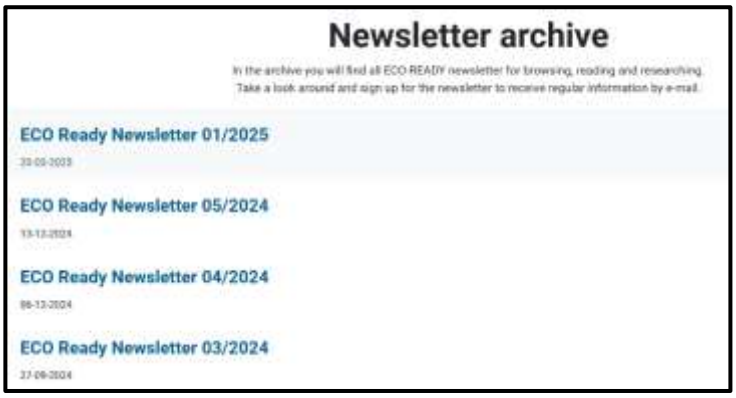

Figure 5. Newsletter archive

6 Newsletter

The newsletter initiative is the third channel of dissemination managed by the dissemination and communication team. It complements the web site and the social media initiatives and provides a ’push’ medium as social media but with considerable more content.

The web site is linked to the project’s newsletters through its subscription opportunity and the newsletter archive. The first newsletter that allowed the communication of project results was published in March 2024. The timing was selected for a time when first substantial outcomes of the project could be expected and a constant publication program could be guaranteed. It was followed by quarterly publications as outlined in figure 6, establishing a constant stream of newsletters to stakeholders. The 6th newsletter has been sent out in March 2025. With the 6th Newsletter, the project has reached 50% of its KPI for newsletter publication. Continuing with the quarterly publication, the project will reach its goal by the conclusion of the project.

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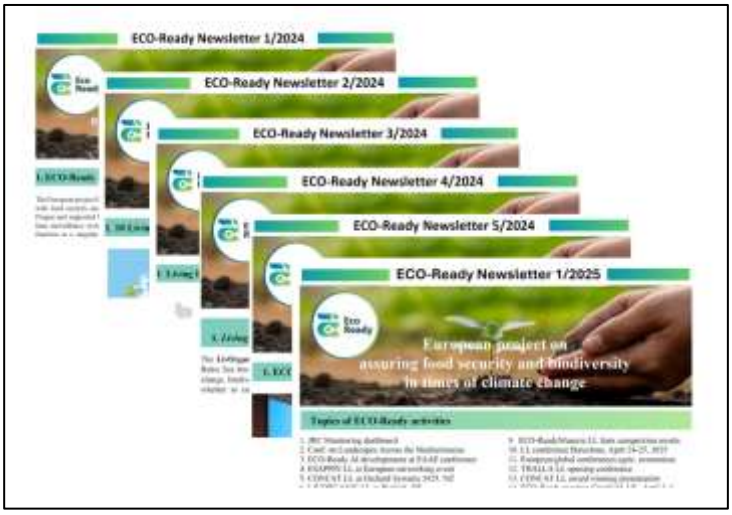

Figure 6. Newsletter sequence

A typical newsletter involves between 10 and 15 issues. The list of topics of the last newsletter is outlined in figure 7 for demonstration purposes.

Topics of ECO-Ready activities

1. JRC Monitoring dashboard
2. Conf. on Landscapes Across the Mediterranean
3. ECO-Ready AI developments at EAAE conference
4. ESAPPIN LL at European networking event
5. CONCAT LL at Orchard Systems 2025. NZ
6. LIVORGANIC LL at Biofach, DE
7. SECO-Collab LL children workshop
8. CONCAT workshop resilience and climate change
9. ECO-ReadyMasuria LL farm competition results
10. LL conference Barcelona, April 24-25, 2025
11. European/global conferences agric. economists
12. THALLA LL opening conference
13. CONCAT LL award winning presentation
14. ECO-Ready meeting Cranfield, UK, April 3-4
15. ECO-Ready conference Cyprus, May 12
16. Webinar contingency planning

Figure 7. Newsletter topics of last newsletter

The newsletters are sent out to subscribers, to social media, to related projects with their participants and through partner address databases as outlined in the initial 'communication and dissemination' plan.

The success of the present newsletter activity can be summarized in the numbers of subscriptions and interactions which represent project KPIs (table 9). The level reached for both KPIs exceed by far the numbers expected for the duration of the project. It will be the challenge for the future to keep interest in newsletters alive and, if possible, to further increase on subscriptions. We consider the newsletters of the final project year an important messenger for opening interest in the observatory as a business activity beyond project duration.

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Table 9.
Newsletter analytics

Issue	Plan	Numbers	% of plan
Newsletters	12	6	50
➔ Subscriptions	800	2.200	275
➔ Interactions	2.000	2.405	120

7 Publications, conferences, etc.

At this time of the project, the partners could already document a number of publications in international scientific journals. They are summarized in table A3 in the appendix.

Presentations in conferences cover about 23 different events (see table A4 in the appendix) excluding demonstrations at industry fairs and discussion activities in policy meetings. The number of presentations exceeds the number of events as some events hosted several presentations by ECO-Ready partners. This concerns especially the 188th EAAE seminar in Chania in 2024 and the 37th EFFoST International Conference in Valencia in 2023. Both meetings hosted about 5 presentations by ECO-Ready partners providing an information 'push' towards the agricultural economics community (Chania) and the Food Science community (Valencia).

The cooperation of project partners within the project is demonstrated by the many publications and presentations which list several project members from different institutions as authors.

8 Outlook

With this report the project has passed its mid-term deadline and is moving towards etsablishing and communicating its final project results.

The first phases in dissemination and communication were characterized by creating awareness about (and interest in) the project, by establishing and utilizing the basic communication channels such as social media, web site, and newsletter, by integrating the Living Labs into the project activities through training workshops and webinars and by presenting intermediate results of ongoing scientific activities through scientific publications, conferences, info days and workshops.

From this fall on, a major focus needs to be on the observatory, its construct, content, and useability, and on the sustainability of the Living Labs.

Social media as a "push" service will remain a backbone in reaching out and creating

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awareness. As the social media efforts have already realized a number of followers which substantially exceeds the target for the project, it is well suited for following up on this task.

Scientific publications and presentations at conferences will continue as before. However, they will be complemented by webinars, training workshops and info days that will actively address (a) potential users of the observatory and (b) the constituency of Living Labs as asked for by some of the project's KPIs.

For increasing the interest in information about results and in using project results for decisions related to food security and biodiversity, the project has entered into discussions on opportunities for offering further services. As they reach beyond the project proposal, partners elaborate on the added value, such added efforts could create. In any case, their potential realization would need to be attached to the concluding phases of the project.

1. For attracting more stakeholders to the content in project reports (deliverables) which provide content beyond scientific elaborations and might be of practical interest to stakeholders in policy, industry, or farms, it is envisaged to produce short interview videos (3 min.) with the author(s) about the essence on the reports. These videos could be provided on the web site under the heading "Popular Science Summaries".

2. For distributing competences that have been gained by project partners in the course of the project as well as for informing about forthcoming observatory services, it is envisaged to organize short online meetings with presentations for stakeholders and discussions with stakeholders

2. For improving the visibility of Living Labs that entered the project it is envisaged to capture their expertise and activity through short online "virtual visits" where a Living Lab presents itself through traditional presentation means, through interviews and/or through short videos on its location and activity.

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Appendix

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Table A1

Partner dissemination engagements up to May 2025 (green KPI numbers have already reached project target)

CZU	proQ	White	FSH	Migros	AUTH	IFVCNS	WR	ENEA	Conf	IFOAM	WU	IUCN	Alter	CUT	UEDIN	CRA	**ECO-Ready KPI**	**Goal**	**Actual**
	1	1*			2	1*							1*	1*			1. Publication in scientific journals	> 12	7
5*	4	3*		1	11*			4*	2						1	2	2. Presentation in scientific conferences/workshops	> 28	33
					3												3. Participation in scientific conferences	> 15	
	1						1										4. Technical publications	> 12	2
																	5. Blog contributions	> 10	
																	6. Position/white papers	> 2	
	2												1				7. Regional webinars for training	> 10	3
																	8. EU webinars for training	> 2	
2		2							6	1							9. Participation in joint events with projects, initiatives, data sharing schemes, etc.	> 8	11
1								1	2								10. Organization of joint events with projects etc…	> 3	4
					2												11. Living Lab info days	> 6	2
																	12. Workshops defining exploitation pathways for LLs	> 8	
	2													1			13. Design of banners	> 5	3
	2																14. Design of brochures (also in project languages)	> 3	2
	100								32.500 **								15. Distribution printed/digital promotional material	> 5000	32.600
1																	16. Project logo	1	1
	1																17. Website	1	1
		2						2		1							18. Posts on websites	> 80	11
	22.000** *																19. Web visitors	> 10.000	22.000
	73																20. Web backlinks	20	73
	5																21. Social media channels	> 4	5
	5.043																22. SM audience	> 2000	5.043
7	200+	21		1				2	2	5	(7)		5			1	23. SM posts	> 80	243
228	13.286																24. SM interactions *****	> 18000	13.514
10.405	141.700								3400	7.341			290				24b. SM impressions *****		160.000
	6								3****								25. E-newsletter, e-campaigns	> 12	9
	2.200																26. E-newsletter subscriptions	> 800	2.200+
	2.405																27. E-newsletter interactions	> 2000	2290
									3								28. Press releases	> 8	3
																	29. Interviews radio/TV	> 5	
																	30. Video interviews	> 6	
																	31. Views video interviews	> 5000	
																	Non-KPI dissemination initiatives		
	26																40. Videos on SM		26
	979																41. Video views		926
		3								7							42. Mention in partner newsletter		10
X	X	X	X		X			X			X	X				X	43. Engagement in Social Media working group		9
		3000															44. Reaching stakeholders through surveys		3000
	66					4				7		2					45. SM reposting of posts		79
						378				4.409							46. Impressions of repostings *****		4.787

Comments: * Publication with multiple partner engagements, counted as one; ** Distributed inside magazines; *** 1 year; **** Distributed within magazines; ***** Incomplete count, real figure higher.

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Table A2.
Example of a social media post (example: ECO-Ready project meeting)

A heartfelt thank you to Cranfield University for hosting the 2nd Annual ECO-Ready Consortium Meeting on April 3–4, 2025!
We are truly grateful for the warm welcome, the inspiring environment, and the exceptional support provided to all ECO-Ready partners and Living Lab collaborators during our time in Bedford.
Special thanks to Professor Lynette Ryals, Dean of the Faculty of Business and Management, and Professor Michael Bourlakis for the wonderful opening remarks and for representing Cranfield's commitment to innovation, sustainability, and impactful collaboration.
These two days of exchange, strategy, and vision have strengthened our joint mission of building climate-resilient and sustainable agri-food systems across Europe. 🌾🌍

We thank all our esteemed partners for attending the meeting: …..
We thank all living lab partners: …..

****Visit the Eco Ready website: https://www.eco-ready.eu/
#ecoready #HorizonEurope #livinglabs #foodsecurity #sustainability

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Table A3.
Publications in scientific journals

Publication outlets	Date
Data Journal 8(9): 140. Employing Source Code Quality Analytics for Enriching Code Snippets Data, Thomas Karanikiotis et al.	2023
Agriculture 13(2023): 1291. Water Consumption by Livestock Systems from 2002–2020 and Predictions for 2030–2050 under Climate Changes in the Czech Republic, Vera Potopová et al.	2023
MDPI 14(11): 2692. Perspectives of Bradyrhizobium and Bacillus Inoculation for improvement of Soybean Tolerance to Water Deficit in Agronomy, Marinkovic, J. et al.	2024
Sustainability 16: 10749. Getting (ECO)Ready: Does EU legislation integrate up-to-date scientific data for food security and biodiversity under climate change? Di Gregorio L. et al.	2024
International Journal on Food System Dynamics,14: 342-343 Combining process efficiency with process flexibility: The promise of artificial intelligence, G. Schiefer	2024
Theoretical and Applied Climatology, 156: 82. Integrating the DSSAT cropping system model and regional climate models to optimize winter oilseed rape, tomato, and bell sweet pepper production in the Czech Republic, Vera Potopová et al.	2025
Data journal 10(3), doi: 10.3390/data10030028 A directory of datasets for mining software repositories, Themistoklis Diamantopoulos et al.	2025

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Table A4.
Presentations about ECO-Ready at International Conferences

37th EFFoST International Conference 2023	Valencia	2023
CROPDIVA International Symposium	Ghent	2023
18th Intern. Conf. Software Technologies (ICSOFT)	Rome	2023
20th Intern. Conf. Mining Software Repos. (MSR)	Online	2023
ECPA2023, Conference on Precision Agriculture	Bologna	2023
Graduate course on Agricultural Policy	Chania	2023
186th EAAE seminar	Garmisch	2024
188th EAAE seminar	Chania	2024
5th Global Food Security Conference	Leuven	2024
EUROMA 2024	Barcelona	2024
21st Intern. Conf. Mining Software Repos. (MSR)	Lisbon	2024
Int. Conf. 'Landscapes across the Mediterranean'	Calabria	2024
Intern. Conf. International Union of Soil Sciences	Florence	2024
IuFOST annual World congress	Rimini	2024
28th Conf. Chartered Inst. Logistics and Transport	Dublin	2024
Conference LRN 2024	Dublin	2024
Project meeting StopMedWaste	Ascona	2024
Seminar for post-graduate students	Thessaloniki	2024
EU CAP Network Stand-Alone Brokerage Event	Prague	2025
Czech National Information Day on Horizon Europe	Prague	2025
191st EAAE seminar	Garmisch	2025
Food 2030 Conference	Online	2025
Global Agriculture and Food Systems Symposium	Edinburgh	2025

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Table A5-1
Partner dissemination engagement details

Partner	1:22/24* 2:24/25*	KPI	Count	Activity	Location	Date	Target group (TG)	No. TG impressions	No. TG reach	Note
01 CZU	2	1	1	Theoretical and Applied Climatology, 156 (2025), 82;		Jan 25	Scientists			CZ2
01 CZU	1	1	1	Agriculture 13 (2023): 1291.						CZ3
01 CZU	1	2	1	37th EFFoST International Conference 2023 - Sustainable Food and Industry 4.0: Towards the 2030 Agenda	Valencia, ES	Nov 6-8, 2023	Science (food)	40		
01 CZU	2	2	1	188th EAAE seminar, presentation of task 2.1 results, focus on food security	Chania, GR	Sep 12-13, 2024	Science			A7
01 CZU	2	2	1	188th EAAE seminar, presentation of task 2.1 results with focus on consume	Chania, GR	Sep 12-13, 2024	Science			A8
01 CZU	2	2	1	Poster presentation at EU CAP Network Stand-Alone Brokerage Event on "Partnering for Innovation with Impact in Agriculture and Rural Areas	Prague, CZ	Apr 29-30, 2025	All stakeholders			
01 CZU	2	2	1	Czech National Information Day on Cluster 6 in Horizon Europe	Prague, CZ	Apr 01, 2025	All stakeholders			CZ1
01 CZU	1	9	1	Participation in Food 2030 Networking event	Brussels, BE	Dec. 4, 2023	Other Projects	60		
01 CZU	1	10	1	1st ECO-Ready project meeting	Prague, CZ	Jan 23-24, 2024	project partners	60		
01 CZU	2	10	1	Co-creation and training workshop for Scenario development	The Hague, NL	Jun 27-28, 2024	project partners	40		
01 CZU	1	21	x	Linkedin activity						
01 CZU	1	23	7	EcoReady related posts on Linkedin			All stakeholders			
01 CZU	1	43	X	Engagement in SM working group						
01 CZU	2	22/23/24	1	EcoReady related posts on Linkedin			All stakeholders	2277	47	
01 CZU	1	22/24	X	Number of impressions from EcoReady posts				8113	181	
02 proQ	2	1	1	International Journal on Food System Dynamics, 14 (2024), pp 342-343.						pQ
02 proQ	1	2	1	18th Intern. Forum on Innovation and System Dynamics in Food Networks (186th EAAE seminar), 2 sessions presentations/discussions	Garmisch, Germany (www.fooddynamics.org)	Feb 12-16, 2024	Science (food)	100	100	P1, P2
02 proQ	1	2	1	dito						
02 proQ	1	2	1	5th Global Food Security Conference (Poster on Edco-Ready task))	Leuven, BE	Apr 09-12, 2024	Science (food)			
02 proQ	2	2	1	19th Intern. Forum on Innovation and System Dynamics in Food Networks (191st EAAE seminar), Focus: use of KI in contingency planning	Garmisch, Germany (www.fooddynamics.org)	Feb 10-14, 2025	Science (food)	100	100	
02 proQ	2	7	2	Webinar on contingency planning for Living Labs	online		ECO-Ready partners	20		
02 proQ	1	13	1	Design of banner						
02 proQ	1/2	14	2	Design of brochure						
02 proQ	1	17	1	Creation of website	www.eco-ready.eu	May 31, 2023	All stakeholders			
02 proQ	2	19	1yr	Visitors of website (03/24-03/25)			All stakeholders	22.000		
02 proQ	2	19	1yr	Unique visitors of website (03/24-03/25)			All stakeholders	3.500		
02 proQ	2	19	1yr	Web page interactions (03/24-03/25)			All stakeholders	65.000		
02 proQ	1/2	20	73	Backlinks to website						
02 proQ	1/2	21	4	Channels: LinkedIn, Facebook, Instagram, X (Twitter)			All stakeholders			
02 proQ	1/2	22	X	SM audience			All stakeholders	4.648		

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Table A5-2
Partner dissemination engagement details (continued)

Partner	1:22/24* 2:24/25*	KPI	Count	Activity	Location	Date	Target group (TG)	No. TG impressions	No. TG reach	Note
02 proQ	1/2	23	200+	Eco-Ready posts	Global		All stakeholders			
02 proQ	1/2	24	X	SM posts impressions			All stakeholders	141.700		
02 proQ	1/2	24	x	SM post interactions			All stakeholders	13.286		
02 proQ	2	25	6	ECO-Ready Newsletter			All stakeholders			
02 proQ	2	26	x	Newsletter subscriptions			All stakeholders	1.915		
02 proQ	2	27	x	Newsletter interactions			All stakeholders	2.290		
02 proQ	2	40	21	Videos on SM			All stakeholders			
02 proQ	2	41	x	Video views			All stakeholders	926		
02 proQ	1/2	43	X	Coordination of SM working group			Project partner			
02 proQ	1/2	45	66	Reposting of posts			All stakeholders			
03 White	1	1	1	Journal tbd, Survey about consumer needs, interests etc.			Science			
03 White	1	2	1	Conference paper based on EU-wide survey: EUROMA 2024	Barcelona, ES	Jan 16, 2024	Science (agric.)			W1
03 White	1	2	1	Abstract CROPDIVA International Symposium	Ghent, BE	Dec 4-6, 2023	Science			W2
03 White	2	2	X	Food 2030 Conference	Europe	Mar 05-07, 2025	Science, policy	500		
03 White	1	9	1	Participation in Food 2030 Networking event	Brussels, BE	Dec. 4-5, 2023	Other Projects	60		
03 White	1	9	1	Member Sustainable Food Systems Network	Europe					
03 White	1	18	1	Article on ECO-READY and WHITE's role on White Research website				2.500/m		
03 White	2	18	1	Web site post on project D2.1	Europe		all stakeholders			W3
03 White	1	23	12	LinkedIn posts about ECO-Ready form White account			All stakeholders	800		
03 White	2	23	9	LinkedIn posts about ECO-Ready form White account			All stakeholders	800		
03 White	1	40	1	Article on ECO-READY's progress (2023) in WHITE's newsletter				1000		
03 White	1	41	X	Engagement in social media working group	Online	concurrent	project partners			
03 White	1	42	X	Survey about consumer needs, interests etc.	Europe		Consumers	3000		
03 White	2	42	2	Article on ECO-READY's progress in WHITE's newsletter				1000		
05 Migros	1	2	1	Project meeting StopMedWaste	Acona, IT	Jan 24-25, 2024	Science			M1
05 Migros	1	23	1	Post on LL open call (Linkedin repost)		May 31, 2024	Business			
06 AUTH	1	1	1	Paper: Employing Source Code Quality Analytics for Enriuching Code Snippets Data, Data Journal 8 (9), doi:10.3390/data8090140		Aug 23, 2023	Software/data Engineers			A1
06 AUTH	2	1	1	Paper: A directory of datasets for mining software repositories, Data journal 10(3), doi: 10.3390/data10030028		Feb 25	Science			A1a
06 AUTH	1	2	1	Proceedings, 18th International Conference on Software Technologies (ICSO	Rome, IT	Jul, 2023	Software/data Engineers			A2, A3
06 AUTH	1	2	1	dito						
06 AUTH	1	2	1	Proceedings, 20th International Conference on Mining Software Repositorie	Online	May, 2023	Software/data Engineers			A3a
06 AUTH	2	2	1	21st International Conference on Mining Software Repositories (MSR 2024)	Lisbon, PT	Apr 24	Software/data Engineers			A3b

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Table A5-3
Comments on partner dissemination engagements

Partner	1:22/24* 2:24/25*	KPI	Count	Activity	Location	Date	Target group (TG)	No. TG impressions	No. TG reach	Note
06 AUTH	1	2	1	37th EFFoST International Conference 2023 - Sustainable Food and Industry 4.0: Towards the 2030 Agenda	Valencia, ES	Nov 6-8, 2023	Science (food)	40		A4
06 AUTH	1	2	1	1st CROPDIVA International Symposium - Agrobiodiversity along the value chain	Ghent, BE	Dec. 4-6, 2023	Science			A5
06 AUTH	1	2	1	Graduate course on Agricultural Policy at the CIHEAM	Chania, GR	Jun 16, 2023	Science, students			A6
06 AUTH	1	2	1	Seminar for post-graduate students of Agricultural School, Aristotle University of Thessaloniki (AUTH)	Thessaloniki, GR	Jan 10, 2024	Science, students			
06 AUTH	2	2	1	188th EAAE seminar, presentation of task 2.1 results, focus on food security	Chania, GR	Sep 12-13, 2024	Science			A7
06 AUTH	2	2	1	188th EAAE seminar, presentation of task 2.1 results with focus on consume	Chania, GR	Sep 12-13, 2024	Science			A8
06 AUTH	2	2	1	Int. Conference 'Landscapes across the Mediterranean'	Reggio Calabria, IT	Dec 11-13, 2024	Science			A9
06 AUTH	1	11	1	Open call for Living Labs - Multiplier info day	Thessaloniki, GR	Jun 23, 2023	Science, industry, farms, society			
06 AUTH	2	11	1	ECO-Ready Living Labs kick-off	Thessaloniki, GR	Apr 22-23, 2024	Science, farmers, industry, society			
07 IFVCNS	2	1	1	Article on Soil activities and water deficit, MDPI 14 (11): 2692		Nov 15, 2024	Science			IF1
07 IFVCNS	2	45/46	4	Reposting of ECO-Ready posts		09/24-01/25	All stakeholders	378		
08 WR	1	2	1	37th EFFoST International Conference 2023 - Sustainable Food and Industry 4.0: Towards the 2030 Agenda	Valencia, ES	Nov 6-8, 2023	Science (food)	40		
08 WR	1	4	1	Report on Magnet-LCA linkages	Europe		Science			
09 ENEA	2	2	1	ECO-READY Second Annual Consortium Meeting Agenda; Policy roundtable discussion, Defining policy objectives for food security, climate change, and biodiversity	Cranfield University, Bedford, UK	April 03-04, 2025	Project partners, policy			
09 ENEA	2	2	1	188th EAAE Seminar CIHEAM MAI "Reorienting agri-food chains to hinder climate change and food security threats"	Chania, Crete, GR	Sept, 12 - 13, 2024	Science (food security)			E4
09 ENEA	1	2	1	37th EFFoST International Conference 2023 - Sustainable Food and Industry 4.0: Towards the 2030 Agenda	Valencia, ES	Nov 6-8, 2023	Science (food)	40		E1
09 ENEA	1	2	1	Intern. Conference "Centennial Celebration and Congress of the International Union of Soil Sciences	Florence, IT	Mar 19-21, 2024	Science and industry			E2
09 ENEA	2	2	1	188th EAAE Seminar-Reorienting agri-food chains	Chania, GR	Sep 12-13, 2024	Science			E3
09 ENEA	1	10	1	ECO-READY Annual Meeting & **ENEA scoping group** with external European policy actors	Rome, IT	Dec. 6, 2023	Project partners, policy			
09 ENEA	1	18	2	Post on two ENEA websites (Biotechnology, Sustainability) on ECO-Ready annual meeting			General public			
09 ENEA	1	23	1	ECO-Ready annual meeting (Italian), 3 channels ENEA SM	Italy	Dec 7. 2023	General public			

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Table A5-4
Comments on partner dissemination engagements

Partner	1:22/24* 2:24/25*	KPI	Count	Activity	Location	Date	Target group (TG)	No. TG impressions	No. TG reach	Note
09 ENEA	1	23	1	ECO-Ready annual meeting (English), 3 channels ENEA SM	Europe	Dec 11,2023	General public			
10 Conf	1	2	1	ECPA2023, European Conference on Precision Agriculture	Bologna, IT	Jul 05, 2023	Science, engineers	40		
10 Conf	2	2	1	Presentation at IuFOST annual World congress	Rimini, IT	Sep 11, 2024	Scientists	25		
10 Conf	1	9	1	EIIS European Institute of Innovation for Sustainability	Rome, IT	Apr 22, 2023	General public	80		
10 Conf	1	9	1	Rimini fair	Rimini, IT	Aug 23, 2023	General public	100		
10 Conf	1	9	1	CIBUS Tec, fair on Food and Beverage Technology	Parma, IT	Oct 27-30, 2023	Science, industry, farms, soci	80		
10 Conf	1	9	1	CIBUS Tec, fair on Food and Beverage Technology	Parma, IT	March 29, 2023	Farmers, producers	80		
10 Conf	2	9	1	Workshop on policy at G7 meeting on agriculture	Siracusa, IT	Sep 25, 2024	Farmers	20		
10 Conf	2	9	1	Workshop on policy at Ecomondo fair	Rimini, IT	Nov 5, 2024	Scientists and professionals	15		
10 Conf	1	10	1	NFTP meeting	Vienna, AT	Nov 14, 2023	EU Food insutry managers	15		
10 Conf	1	10	1	Workshop Copa Cogeca	Brussels, BE	Sep 19, 2023	Farmers, ag.-managers	25		
10 Conf	1	15	500	Distribution prinetd material at 5 fairs/conferences	Parma, Rome, Bologna,Rimini	Mar to Oct 2023	Farmers, producers	500		
10 Conf	1	28	1	Article in Mondo Agricolo	Italy	Dec 2023	Farmers	> 150.000		C1
10 Conf	1	28	1	Article in Mondo Agricolo	Italy	Mar 2023	Farmers	> 150.000		
10 Conf	2	28	1	Press article in Mondo Agricolo	Italy	Jul/Aug 2024 edition	farmers	32.000 hard copies 160.000 e-copies		
10 Conf	1	23/24	1	SM Post ECO-Ready annual meeting, 3 channels	Italy		Followers	>400		C2
10 Conf	1	23/24	1	SM Post Confagricoltura research, 3 channels	Italy			>3000		C3
11 IFOAM	2	9	1	FACCE-JPI workshop on understanding system shocks in European food syst	Brussels, BE	Sep 19, 2024	Science, policy, civil society, NGOs	50		
11 IFOAM	1	18	1	Eco-Ready on IFOAM website	Europe	Apr 25, 2023	Farmers, producers, advisors		65	I1
11 IFOAM	1	23	4	Project posts incl. ECO-Ready, 2-3 channels	Europe	Jul/Aug/Sep/Dec 2023	Farmers, producers, advisors	4352		
11 IFOAM	2	23	1	SM posts about ECO-Ready event (buckwheat festival)		Sep 6, 2024	Agric. organic community	837		
11 IFOAM	1	45	5	Reposts on ECO-Ready/IFOAM partnership and on open call LLs	Europe		Science	1516		
11 IFOAM	2	45	1	Reposting of SM post on organic living lab		Jun 10, 2024	Agric. organic community	759		
11 IFOAM	2	45	1	Reposting of SM post on organic living lab		Sep 11, 2024	Agric. organic community	250		
11 IFOAM	1	18/42	1	Article in IFOAM newsletter and post on website	Europe	May 31, 2023	Farmers, producers, advisors	3846		I2
11 IFOAM	2	18/42	1	Article in newletter and post on website		Sep 20, 2024	Agric. organic community	3495		
12 WU	1/2	23	7	Post drafts for ECO-Ready project	Europe		General public			
12 WU	2	25	x	Contribution to newsletter						
12 WU	1/2	43	x	ECO-Ready SM group, following interactions and repostings						
13 IUCN	1	43	2	ECO-Ready reposts	Europe	May/Jun 2023	General public			

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Table A5-5
Comments on partner dissemination engagements

Partner	1:22/24* 2:24/25*	KPI	Count	Activity	Location	Date	Target group (TG)	No. TG impressions	No. TG reach	Note
14 Alter	2	1	x	Article in Sustainability 16 (2024): 10749, doi: 19.3390/su162319749	Europe	Dec 7, 2024	Scientists			AL1
14 Alter	1	2	1	37th EFFoST International Conference 2023 - Sustainable Food and Industry 4.0: Towards the 2030 Agenda	Valencia, ES	Nov 6-8, 2023	Science (food)	40		
14 Alter	2	7	1	Webinar on biodiversity and policy	Europe	Mar 21, 2025	Scientists, policy			
14 Alter	2	23	2	Reposting LinkedIn posts on contingency plan and biodiversity event	Global	Mar 17, 2925	Scientists, policy			
14 Alter	1	23/24	1	Post on Living Lab call	Europe	Aug 15, 2023	Community groups	250		
14 Alter	1	23/24	1	Post on Living Lab call	Europe	May 15, 2023	Community groups	20		
14 Alter	1	23/24	1	Post on Living Lab evaluation	Europe	May 20, 2023	Experts	20		
15 CUT	2	1	x	Article in Sustainability 16 (2024): 10749, doi: 19.3390/su162319749	Europe	Dec 7, 2024	Scientists			AL1
15 CUT	1	2	1	37th EFFoST International Conference 2023 - Sustainable Food and Industry 4.0: Towards the 2030 Agenda	Valencia, ES	Nov 6-8, 2023	Science (food)	40		E1
15 CUT	1	2	1	Intern. Conference "Centennial Celebration and Congress of the International Union of Soil Sciences	Florence, IT	Mar 19-21, 2024	Science and industry			E2
15 CUT	2	2	1	188th EAAE Seminar-Reorienting agri-food chains	Chania, GR	Sep 12-13, 2024	Science			E3
16 UEDIN	2	2	1	Invited talk at the Global Agriculture and Food Systems Symposium	University of Edinburgh	Apr 25, 2025	Scientists, policy makers, public, funders			U1
16 UEDIN	1	9	X	ECO-READY Annual Meeting & ENEA scoping group with external European policy actors	Rome, IT	Dec. 6, 2023	Project partners, policy			
16 UEDIN	1	9	S	Internal WP1 workshops	online	May 2023-Feb 2024	Project partners			
17 CRA	1	2	1	37th EFFoST International Conference 2023 - Sustainable Food and Industry 4.0: Towards the 2030 Agenda	Valencia, ES	Nov 6-8, 2023	Science (food)	40		
17 CRA	1	2	1	28th Conference of The Chartered Institute of Logistics and Transport (UK)	Dublin	Sep 4-6, 2024	Science, industry			
17 CRA	2	2	x	Conference LRN 2024, presentation	Dublin, IR	Sep 24	Science, industry			
17 CRA	2	2	1	188th EAAE seminar, presentation	Chania, GR	Sep 12-13, 2024	Science			
17 CRA	2	10	1	ECO-Ready 2nd project meeting	Cranfield, UK	Apr 3-4, 2025	project partners	40		
17 CRA	1	23	1	Post proposal for ECO-Ready Social Media	Europe		General public			
17 CRA	1	41	1	ECO-Ready SM group, following interactions and repostings	Europe					

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Table A5-6
Comments on partner dissemination engagements (Notes)

Notes
* 1: December 2023 to March 2024, 2: April 2024 to March 2025
A1: https://doi.org/10.3390/data8090140
A1a: https://doi.org/10.3390/data10030028
A2: Title: : Towards Interpretable Monitoring and Assignment of Jira Issues
A3: Title: Towards Readability-aware Recommendations of Source Code Snippets
A3a: Title: Sematically-enriched Jira Issue Tracking Data
A3b: Title: Write me this code: An analysis of ChatGPT Quality for producing Source code
A4: Title: EU citizens' response to food security and climate change (Mattas et al.)
A5: Title: Recording consumers' awareness and attitudes towards a more diverse agro-food system (Mattas)
A6: Title: ECO-Ready's crucial role in agro-food and environmental policies (Mattas)
A7: Title: Recording EU society's awareness of climate change, food security, and biodiversity towards a more resilient agri-food system, presenter: Syndoukas, N.
A8: Title: The impact of sustainable consumption on supply chain management: an EU wide study, presenter: Anastasiadis, F.
A9: Title: A comparative assessment of societal awareness on climate change, food security, and biodiversity between the Mediterranean and the rest of Europe, towards a more resilient agri-food system, presenter: Tsakiridou, E.
AL1: Title: Getting (ECO)Ready: Does EU legislation integrate up-to-date scientific data for food security and biodiversity under climate change?
AL1a: Authors: Di Gregorio L., Noifi L., Latini A., Notarfonso N., Bunnefeld N., Nikoloudakis M., Bernini R., Manikas I., and Bevivino A.
C1: https://www.yumpu.com/it/document/read/68578701/mondo-agricolo-dicembre-2023
C2: https://www.instagram.com/p/C0hrIF8sZ30/?igsh=MWtyaXJoMnljbzE3cw%3D%3D
C3: https://www.instagram.com/p/CwVFaBTtJ7x/?igsh=MXRvdzE1YTdtZDEyNw%3D%3D&img_index=7
CZ1: https://eu-cap-network.ec.europa.eu/events/eu-cap-network-brokerage-event-partnering-innovation-impact-agriculture-and-rural-areas_en
CZ2: Integrating the DSSAT cropping system model and regional climate models to optimize winter oilseed rape, tomato, and bell sweet pepper production in the Czech Republic
Authors: Vera Potopová, Rafique Ahasan Chawdhery, Nina Muntean, Trifan Tudor, Pavel Zahradníček, Petr Štěpánek, Josef Soukup, Petr Zehnálek
CZ3: Water Consumption by Livestock Systems from 2002–2020 and Predictions for 2030–2050 under Climate Changes in the Czech Republic
Authors: Vera Potopová, Marie Musiolková,Juliana Arbelaez Gaviria,Miroslav Trnka,Petr Havlík,Esther Boere,Tudor Trifan,Nina Muntean andMd Rafique Ahasan Chawdhery 1ORCID
E1: Title: Do the existing EU policies effectively integrate scientific data to promote a transition towards resilience in Climate Change, Biodiversity, and Food Security?
E1-2: Authors: Di Gregorio L., Latini A., Stefanova M., Bunnefeld N., Nikoloudakis N., Ó Cuanacháin D., Marino F., Rossi D., Toth K., Dettenhofer M., Manikas I. and Bevivino A.
E2: Title: Towards a resilient Agriculture: unifying efforts in EU Soil Policy Frameworks by Di Gregorio L.*, Noifi L., Notarfonso M., Latini A., Bunnefeld N., Nikoloudakis N., Rossi D., Dettenhofer M., Manikas I and Bevivino A.
E2-2: Authors: Di Gregorio L., Noifi L., Notarfonso M., Latini A., Bunnefeld N., Nikoloudakis N., Rossi D., Dettenhofer M., Manikas I and Bevivino A.
E3: The role of scientific data in shaping EU policies: enhancing food security resilience in the context of biodiversity loss and climate change: a systematic analysis and scoping group engagement with policy actors
E3-2: Authors: Di Gregorio L., Noifi L., Notarfonso. M., Latini A., Bunnefeld N., Nikoloudakis N., Rossi D., Dettenhofer M., Manikas I., Bevivino A.

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Table A5-7
Comments on partner dissemination engagements (Notes)

Notes (continued)										
E4: Title:The Role of Soil Microbiological Indicators in Enhancing Agricultural Sustainability and Climate Resilience										
E4-2:		Authors: Nolfi L., Di Gregorio L., Costanzo M., Bindo A., Palojärvi A., Manikas I., Bevivino A.								
I1: https://www.organicseurope.bio/news/eco-ready-developing-a-european-observatory-for-short-and-long-term-food-and-agriculture-resilience-strategies/										
I2: https://www.organicseurope.bio/content/uploads/2023/05/PDF_foameu_comm_newsletter_202305.pdf?dd										
IF1: Title: Perspectives of Bradyrhizobium and Bacillus Inoculation for Improvement of Soybean Tolerance to Water Deficit in Agronomy.										
IF1		Authors: Marinkovic, J., Miljakovic, D., Dordevic, V., Vasiljevic, M., Tamindzic, G., Miladinovic, J., Vasiljevic, S.								
M1: https://stopmedwaste.net										
P1: Session title: Forecasting for food security - a framework for model selection based on interaction with ChatGPT(Müller/Schiefer) P2										
P2:: Session title: An operational framework for contingency planning in food security (Sanchez/Schiefer)										
pQ: Combining process efficiency with process flexibility: The promise of artificial intelligence (G. Schiefer)										
U1: https://vet.ed.ac.uk/sites/default/files/2025-02/Programme%20for%20the%202025%20GAFS%20symposium.pdf										
W1: Anastasiadis et al.										
W2: Title: Agrobiodiversity along the value chain										
W3: https://white-research.eu/leveraging-survey-insights-sustainable/										

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