ECO-Ready Dissemination and Communication Plan
Final Supplement 2026

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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

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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. The initial plan envisaged an annual update for capturing actual developments and providing a view on what has been reached. Three annual update reports were published in April 2024, April 2025, and January 2026 as supplements to the initial plan. This report is an update of the report published in January 2026 and summarizes the dissemination and communication activities documented by the end of the project in November 2026.

The report concentrates on an analysis of partners' engagements in meeting the 31 KPIs of the project, contributes to an evaluation of the intensive social media activities initiated for meeting their challenging communication targets and provides an overview on the newsletter developments that were initiated during 2026. 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 demonstrates partners engagement in getting the project's achievements known to stakeholders and interested groups outside the project.

November 2026

Disclaimer

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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 fourth and final supplement to the initial report, the first ones published in April 2024, April 2025, and January 2026.

This report places the focus primarily on 4 aspects:

1. It documents partner's past activities related to the relevant KPIs and summarizes them in a KPI overview table.
2. It documents and discusses the project's web and social media activities.
3. It documents newsletter engagement.
4. It outlines the project's webinar series.

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 impressions".

In addition, partner discussions lead to a few additional indicators, not yet captured in project KPIs (table 1). 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
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.

The detailed contributions by individual project partners are outlined in the summary table A1 in the appendix. The activities are listed in detail in a database accessible through

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https://www.eco-ready.eu/news-events/archive/file.php?id=KPI_Dissemination_activities_partners_1222_to_1026_300926.

Table 2.
KPIs and KPI goals of project ECO-Ready[1)]

KPI groups	ECO-Ready KPI	Goal	Actual
Science communication	1. Publication in scientific journals	> 12	41 a)
	2. Presentation in scientific conferences/workshops	> 28	104 a)
	3. Participation in scientific conferences	> 15	89
Technology/Policy	4. Technical publications	> 12	12
	5. Blog contributions	> 10	49
	6. Position/white papers	> 2	4
Training	7. Regional webinars for training	> 10	14
	8. EU webinars for training	> 2	
Joint events	9. Participation in joint events with projects, initiatives, data sharing schemes, etc.	> 8	23
	10. Organization of joint events with projects, etc.	> 3	42
Living Labs	11. Living Lab info days	> 6	21
	12. Workshops defining exploitation pathways for LLs	> 8	19
Distribution of promotional material	13. Design of banners	> 5	9
	14. Design of brochures (also in project languages)	> 3	5
	15. Distribution printed/digital promotional material	> 5000	33.500
Website	16. Project logo	1	16
	17. Website	1	4
	18. Posts on website	> 80	> 89 b)
	19. Web visitors	> 10.000	>56.000
	19a. Active unique users		10.000
	19b. Impressions		154.000
	20. Web backlinks	20	155
Social media	21. Social media channels	> 4	17
	22. SM audience	> 2000	>8.000
	23. SM posts	> 80	>440
	24. SM interactions	> 18000	>25.000
	24a. SM impressions		>660.000
Newsletter	25. E-newsletter, e-campaigns	> 12	23
	26. E-newsletter subscriptions	> 800	>4.500
	26a. E-newsletter distribution in other SM groups		59
	27. E-newsletter interactions	> 2000	>4.500
Media communication	28. Press releases	> 8	29
	29. Interviews radio/TV	> 5	6
	30. Video interviews (on social media)	> 6	56
	31. Views video interviews (on social media)	> 5000	>5.000 b)

[1)] as of November 01, 2026; a) Partly duplications in authorship; b) Judgement

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.

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Since mid-2024, major activities are captured in the newsletters which are openly available in the newsletter archive on the ECO-Ready website (https://www.eco-ready.eu/news-events/newsletter-archive). This makes them easily accessible and links them to a textual description providing additional information on context, target groups and organizational environment. Table A5 in the appendix provides an overview on newsletter contents and the embedded links to provided information.

It is obvious that many KPI goals have not only be reached but have bypassed goals by high margins.

The project wants to especially highlight the very high number of social media followers (8.000) which is unusual for a project with only a few years of duration. The high number is due to
a) the interest in the project's focus and
b) the engagement in its social media promotions.

A similar tendency characterizes the interest in the project's newsletters which does not only build on more than 4.500 direct subscribers but is subscribed and distributed by 59 third party channels reaching certainly a higher number of people as well.

2.3 Interaction with Living Labs

The Living Labs have joined the project in mid-2024. 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.

Since then, Living Labs have been actively engaged in topics related to the project's KPI, partly in joined initiatives with project partners. These engagements are captured in the KPIs contributions specifically formulated by the Living Labs.

Table 3 lists those KPIs where Living Labs have contributed most substantially.

Table 3.
Combined KPI levels reached by project partners and Living Labs.

ECO-Ready KPI	Goal	Partner	LLs	Total
4. Technical publications	12	5	5	12
5. Blog contributions	10	2	47	49
7. Regional webinars for training	12	8	6	14
8. EU webinars for training				
11. Living Lab info days	6	2	19	21
12. Workshops defining exploitation pathways for LLs	8	3	16	19
28. Press releases	8	4	25	29

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2.4 Publications and conferences

During the project, partners have documented **19 publications** in international scientific journals. Most of them have several authors from project partners which brings the authorship of publications to about 41. The publications are accessible on the web site through https://www.eco-ready.eu/publications/project-publications and summarized in table A3 in the appendix.

Presentations in conferences cover about 41 different events excluding demonstrations at industry fairs and discussion activities in policy meetings (see Appendix 4). The number of presentations exceeds the number of events as some events hosted several presentations by ECO-Ready partners.

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.

The large number of dissemination initiatives by all partners are summarized in Appendix 5 and Appendix 6. Appendix 5 provides the links to the newsletters which list all workshops, seminars, meetings, demonstration days etc. of project partners and Living Labs during the years 2025 and 2026 where the project was able to deliver content to its stakeholders. Linking up with any of the newsletters allows direct access to a short description of any of the initiatives. Appendix 6 provides a listing of initiatives as documented in an Eco-Ready database.

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.

3.1 Policy communication

3.11 Early policy involvement

The communication with policy started already during an early 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

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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 contributed to a better integration of stakeholders with project partners.

3.12 Policy interaction with project results

Policy communication was further supported by 2 events, both organized in Brussels by project partner IUCN. The first one in January 2026 (January 28-29, 2026) was focusing on discussions between project partners and policy representatives. It provided first insights into Eco-Ready outcomes and organized a workshop type of discussions on the future business organization of the project's observatory beyond project duration.

The second one was organized towards the conclusion of the project in November 2026 (November 3, 2026). It integrated the policy implications of the project and involved policy and industry representatives in joint discussions on the project's legacy.

3.13 Policy briefs

The project has provided 4 policy briefs, two by project partner IUCN, one by project partner WUR, and one by Living Lab ECOVITAL. The policy briefs published by IUCN with the focus on

a) *Protecting biodiversity strengthens food security - scenarios and policy pathways for Europe's food systems* and
b) *Addressing food systems climate impact - co-benefits for food security, environment and social impacts*

are open to the public and accessible through the Eco-Ready website at https://www.eco-ready.eu/publications/policy-briefs.

3.2 Stakeholder invitation events

A core feature in Eco-Ready's communication with stakeholders involves the attraction of potential users and investors to the outcomes of the project. Towards the end of the project, outcomes such as the observatory or the contingency planning tool have reached a format which allows users and potential investors to evaluate the future potential of the outcomes and to provide feedback on interest in use and/or potential organizational or financial support beyond project duration.

To this end, the project has formulated a task on the development of a business plan for the future of project outcomes and has envisaged a number of marketing-focused stakeholder events.

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In 2026, the project has organized three of such marketing-focused events which took place in Bonn/Germany, London/UK, and Rome/Italy. Each of the events differed in addressing stakeholders and provided valuable feedback on future marketing initiatives. All events introduced stakeholders into the outcomes of the project, engaged Living Labs as providers of information and discussed opportunities for business model developments. Programs of the events have been published in the project's newsletters and are accessible in the newsletter archive within the Eco-Ready website.

The Bonn event.
The event in Bonn was organized by partner proQuantis May 05, 2026 and took place in rooms of the university club in the center of the city. It addressed primarily international organizations engaged in food security, biodiversity, and climate change. Bonn is the German United Nations City and hosts, among others, UNFCCC, the United Nations Climate Secretariat (UN Framework Convention on Climate Change), IPBES, the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services, UNDRR, the United Nations Office for Disaster Risk Reduction, ICLEI, the Local Governments for Sustainability, and many others. The event attracted representatives of these international as well as related national organizations.

The London event.
The event in London was organized by partner Cranfield University June 03, 2026. The event attracted primarily representatives of industry. The organizers captured the event in a video which provides an introduction into the objectives, contents and opportunities of the observatory, the central output of the Eco-Ready project. It features the coordinator of the project, various project partners, and a Living Lab representative presenting their understanding of the potential and value of the observatory and the project's outcomes. The video is accessible at https://www.youtube.com/watch?v=7_tsT7SRcDc.

The Rome event.
The event in Rome was organized jointly by partners ENEA and Confagricoltura July 02–03, 2026 in the headquarter of Confagricoltura. With the involvement of Confagricoltura it addressed primarily stakeholders from Agrifood but engaged a broad spectrum of stakeholders as well. The meeting was captured in a video prepared by Confagricoltura and accessible at https://www.youtube.com/watch?v=Rink88UieWA. The video presents perspectives from the project coordinator and partners, highlighting how the project is connecting research with practical decision-making. From the experiences and data generated through Living Labs, to forecasting tools, sustainability assessments and policy information, these different sources feed into the Observatory. As the platform develops, AI-supported functions are also opening new possibilities for making insights more accessible to policymakers, farmers and other stakeholders.

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3.3 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 repeated partner engagements during the past years (see https://www.eco-ready.eu/news-events/past-events).

In addition, Living Labs are highly engaged in local fairs. This is documented in the various newsletters which we refer to at https://www.eco-ready.eu/news-events/newsletter-archive.

3.4 Dedicated conference sessions

While Eco-Ready partners presented Eco-Ready in many conferences and meetings, specific Eco-Ready sessions were organized specifically in events linked to the European Federation of Food Science and Technology, to European seminars (2024-2026) and a European conference (2025) of the European Association of Agricultural Economics (EAAE), and to the IUCN World Conservation Congress 2025.



European Federation of Food Science and Technology

Eco-Ready partners met already at early stages of the project at a special session of the EFFoST2023 International Conference on 'Sustainable Food and Industry 4.0: Towards the 2030 Agenda', organized by the Federation in Valencia, Spain (https://www.effost.org).



European EAAE seminars in Garmisch/Germany and Chania/Crete

During the annual "International Forum on System Dynamics and Innovation in Food Networks" (scheduled as the 190th, 191st, and 192nd European seminar of the EAAE (https://EAAE.org) proQuantis organized ECO-Ready workshop sessions on contingency planning and forecasting support reaching from initial expert discussions to concepts and, finally, tool designs. In 2024, Eco-Ready partner Auth organized the 188th EAAE seminar with dedicated Eco-Ready presentations.

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EAAE conference 2025
Eco-Ready partners organized a special session on the use of AI with the example of Eco-Ready in the center, demonstrating the use of Ai in the observatory but also in the forecasting tool developed within Eco-Ready

IUCN World Conservation Congress
The IUCN World Conservation Congress 2025 (https://iucncongress2025.org) was one of the largest in IUCN's history, with over 10,000 participants in Abu Dhabi and more than 800 who joined virtually for 1000+ events across 140 booths and pavilions and online. Not less than 203 nationalities registered from 12 regions, making this a truly global convening. IUCN organized an online session on *European Farming Living Labs Perspective for Climate Change and Biodiversity in Food Systems*.

3.5 Project discussion workshops with Living Labs



In spring 2025, the ECO-Ready Living Labs jointly with ECO-Ready project partners and other groups organized a 2-day workshop in Barcelona 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 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.

For reaching awareness for a new project, one needs to place emphasis on "push" activities. Having the project's impact in mind, we decided to primarily focus on reaching

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the KPI on interactions (set to 18.000) and to adapt the number of posts from the expected 80 to a sensible maximum number that allowed reaching a maximum of impact.

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 followed 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 dealed with project activities, conference participations, meetings, early results. In this phase it was a major challenge to keep up the interest of the social media audience until substantial project results could be presented and discussed.

In the final **fourth phase**, the focus was on promoting the final outcome of the project for utilization by stakeholders. This involved the organization of regular social media 'streams', i.e. regular posts with a similar focus and of a webinar series to be accessible online after the meeting.

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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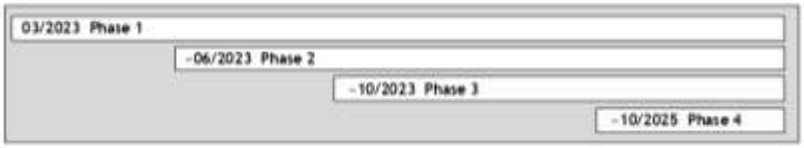

Figure 1. Approximate timing of phases in social media engagements.



This approach has proven to be especially successful resulting in
➔ more than ➔ **8.000 followers**,
➔ a tremendous number of impressions (➔ **about 400.000**) and
➔ more than ➔ **25.000 interactions**.

These numbers bypass the Social Media presence of many established institutions. 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 post, 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.



A representative selection of social media posts has been published in a project report titled '*ECO-READY Communication Highlights 2023-2026: A visual overview of the project's communication and dissemination activities*' accessible on the Eco-Ready web site under https://www.eco-ready.eu/publications/project-reports.

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 has been on track (table 4). The major communication channel is LinkedIn followed by Instagram, and Facebook. Twitter communication builds on quick and short comments and is less suitable for communication project activities and results.

Having reached a percentage of more than 100% of the KPI goal formulated for the project, the level of interactions that have been reached supports the social media policy and contributes to the projects visibility.

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Table 4.
Basic social media analytics

	KPI plan	Actual task 6.1	% of plan
Channels	**4**	**5**	**125**
Posts	80	400+	**500**
Followers	2.000	8.000+	**400**
Interactions	18.000	> 25.000	**140**
Impressions		>400.000 (task 6.1) >600.000 (project total)	
SM videos		50	

A few additional analytics not directly linked to project KPIs are summarized in table 5. The appearance in partner newsletters and the reposting of ECO-Ready posts are already substantial. In fact, the number of reported re-postings (146) 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 5.
Supportive social media analytics (incomplete)

Non-KPI dissemination initiatives	
Mention in partner newsletters	15
Reaching stakeholders through surveys	> 3000
SM reposting of posts	146
Impressions of re-postings (limited count)	> 4.400

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, 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.

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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 (https://www.eco-ready.eu/news-events/newsletter-archive).

These past developments have been complemented with the integration of the link to the external observatory platform and complemented with the integration of ECO-Ready planning tools.

5.2 Analytics

The web site analytics are summarized in table 6. 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 is convincingly matched by the reported >52.000 page views and the number of unique users of about 10.000, matching the envisaged total web visits.

Table 6.
Basic visitor analysis

Issue	Plan	Numbers
Web visits	> 10.000	
➔ Page views		>52.000
➔ User engagement		>150.000
➔ Unique users		>10.000
Web backlinks ("referrals")	20	>150

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'.

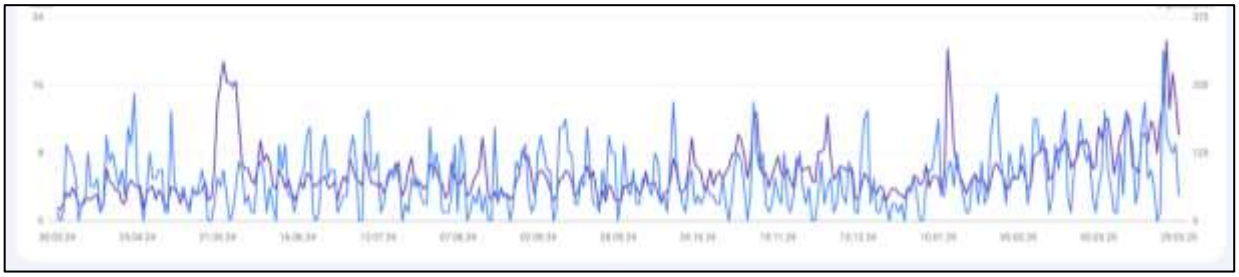

Figure 2. Web visits in the course of 1 year (2025).

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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.

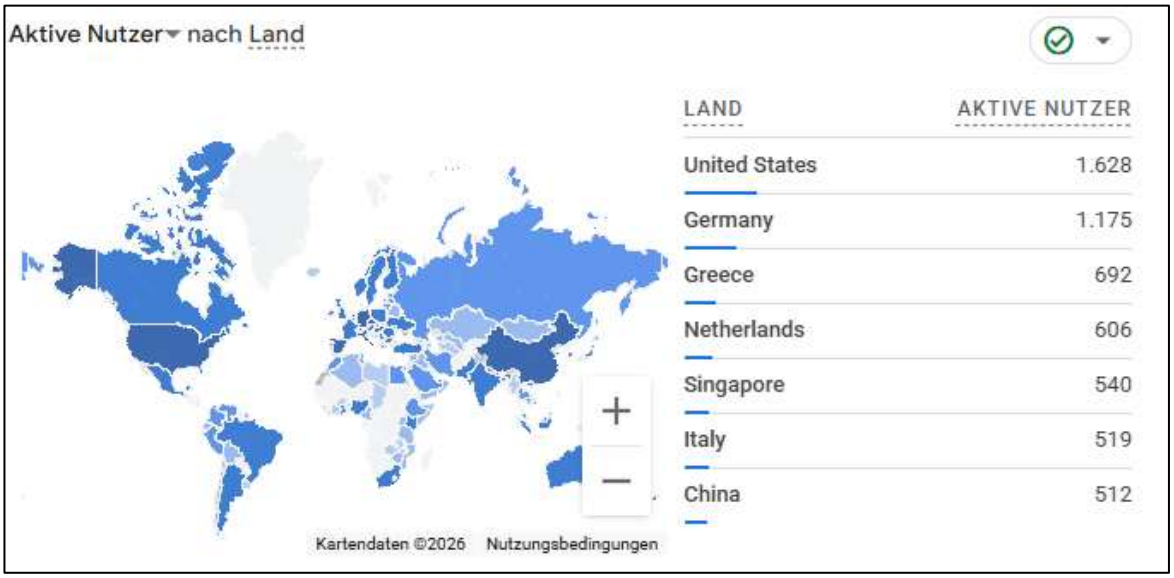

Figure 3. Countries of active web users.

5.3 Extension of web presence during the course of the project

5.31 Living Labs

In line with the project program, 10 Living Labs joined the consortium in mid-2024. They represented 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).

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

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

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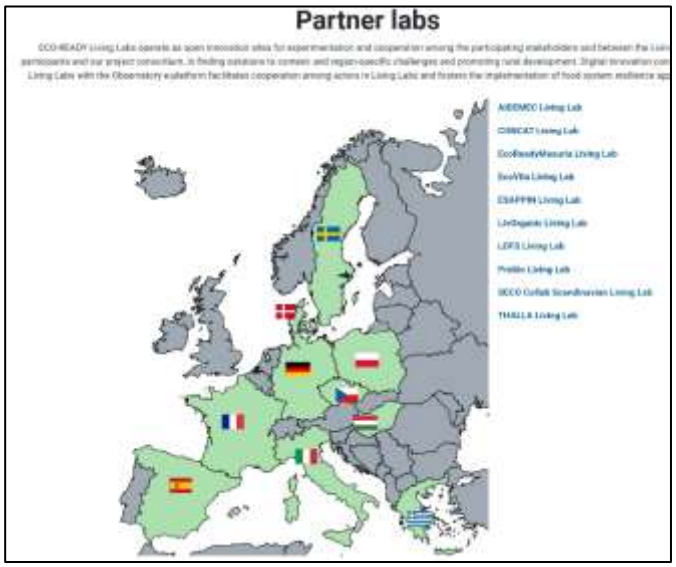

Figure 4. Web site entrance to the dedicated Living Lab web pages.

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.



Figure 5. Newsletter archive

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 allowed 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.

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5.33 Information system and tool access

The project has developed a comprehensive and advanced information system, the observatory, which provides its own user environment. For facilitating access, it can also be accessed through the website. This information system is complemented by two more limited tools which support stakeholders in contingency planning and in the identification of suitable forecasting tools for forecasting challenges.

All of them can be accessed through dedicated links on the web site as demonstrated in figure 6.

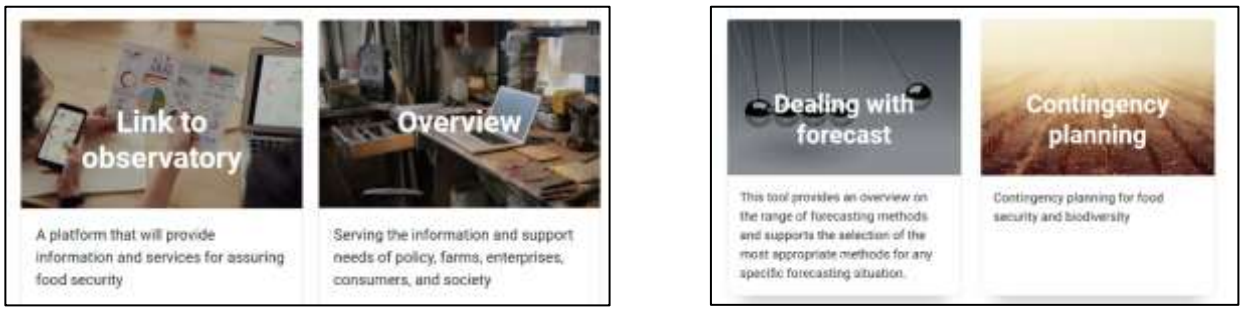

Figure 6. Access of observatory and tools through the website.

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 7, establishing a constant stream of newsletters to stakeholders. The 12th newsletter has been sent out towards the conclusion of the project in November 2026. It matches the number envisaged for the project in the project proposal.

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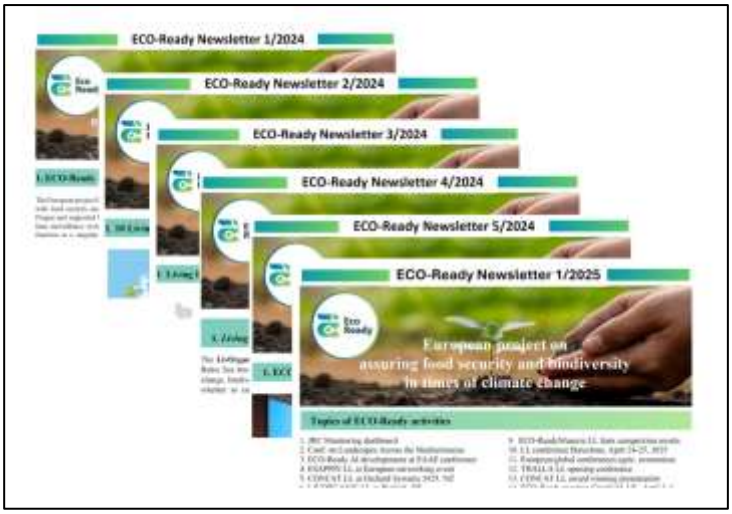

Figure 7. Newsletter sequence

A typical newsletter involves between 10 and 20 issues. The list of topics of one of the newsletters is outlined in figure 8 for demonstration purposes.

Topics of Eco-Ready and related activities

1. Eco-Ready Brussels Conference in Jan. (register)
2. Report Eco-Ready Conference in Wageningen
3. Eco-Ready webinar series in 2026 (subscribe)
4. LLs and food waste projects (SFSNetwork)
5. IFAU tests local market and meets NGO
6. EURAF: Nature Restoration Regulation (IUCN)
7. IUCN at World Conservation Conference
8. Researchers' night (EcoVita LL)
9. Abstract of intern, soil health conference (IFVCNS)
10. Fruit Festival 2025 (CONCAT LL)
11. Info day on climate change (SECO-Collab LL)
12. Seminar on sustainable farming (PROBIO LL)
13. Workshop on carbon storage (PROBIO LL)
14. Conference crop science technology (IFVCNS)
15. LivOrganic LL initiatives in Denmark
16. Innovation camp in Portugal (CONCAT LL)
17. Innovation systems Catalonia (CONCAT LL)
18. Info-day on agroecology THALLA)
19. Engaging citizens in sustainability (THALLA)
20. Aquaponic in the news (CONCAT LL)
21. JRC food system monitoring dashboard
22. Future of agric. Masuria (EcoReadyMasuria LL)
23. IFAMA World Conference 2026

Figure 8. Newsletter topics of newsletter (example)

The newsletters were 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 newsletter activity can be summarized in the numbers of subscriptions and interactions which represent project KPIs (table 7). The level reached for both KPIs exceed by far the numbers expected for the project. In addition, the high number of groups which distribute the newsletter in their Social Media constituency add an unknown high number of potential readers to the subscriptions. We consider the newsletters of the project and especially those of the final year an important messenger for opening interest in the observatory as a business activity beyond project duration.

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Table 7.
Newsletter analytics

Issue	Plan	Numbers	% of plan
Newsletters	12	12	100
➔ Subscriptions	800	4.500	360
➔ Distribution in other SM groups with own readership		59 groups	
➔ Interactions	2.000	> 4.500	225

7 Webinar series

During 2026, the last year of the project, partners offered 8 webinars of 1-2 hours which communicated the legacy of the project to its stakeholders. The webinars were generally visited by 30-40 participants and focused on (see also table A6)

a) Earth Observation and Remote Sensing Applications (partner AUTH),
b) Understanding the Magnet Model – Insights into Global Agricultural Scenarios (partner WUR),
c) Applying Life Cycle Assessment in Climate Resilient Food Systems (partner WUR),
d) From Data to Decisions – AI for Food Security under Climate and Biodiversity Stress (partner WUR),
e) Forecasting Tools for Decision Support in Food Systems (partner proQ),
f) Scenario Development for climate Resilient Food Futures (partner Alternet),
g) Planning for Contingencies in Food security (partner proQ),
h) Amplifying Policy Impact – Dissemination Eco-Ready Recommendations (partner IUCN).

Webinars are accessible through the Eco-Ready website at https://www.eco-ready.eu/communication/videos-and-presentations.

8 Outlook

With this report the project is moving towards establishing and communicating its final project results to stakeholders beyond project duration.

The offers remain accessible and provide the basis for their integration into the organizational set-up envisaged for offering the project's deliverables to stakeholders for the time to come. The various publications in scientific journals, the participations in fairs, the meetings addressing stakeholders in Bonn, London, and Rome in 2026 as well as the policy workshop in Brussels in November have created interest on which the project partners need to build.

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As the project has managed to integrate latest AI developments into its observatory, the project outcome represents state-of-the-art and offers stakeholders a unique information system linking European agri-food databases with data from the field provided by the project's Living Labs.

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Table A1
Partner dissemination engagements (green KPI numbers have reached project target)

CZU	proQ	White	REF	Migros	AUTH	IFVCNS	WR	ENEA	Conf	IFOAM	WU	IUCN	Alter	CUT	UEDIN	CRA	LL	ECO-Ready-KPI	Goal	Actual
07/26	9/25	07/26	5/25	9/26	5/25	07/26	9/26	09/26	07/26	07/26	5/25	07/26	07/26	07/26	9/26	07/26	07/26	Monitoring dates		
2	2	1[1]			5	6	12	1					2[1]	1[1]	3	1	5	1. Publication in scientific journals	>12	41
5[1]	6	3[1]		2	11[1]	3	26	18	2				2		3	10	13	2. Presentation in scientific conferences/workshops	>28	104
5	6	3		1	14	3	3	18	2				2		6	10	15	3. Participation in scientific conferences	>15	89
	5						2										5	4. Technical publications	>12	12
						2											47	5. Blog contributions	>10	49
							1					2					1	6. Position/white papers	>2	4
	3												1				4	7. Regional webinars for trainings	>10	14
				1			2					1					2	8. EU webinars for trainings	>2	
4	1	3		1			5		7	→ 1						1	22	9. Participation in joint events with projects, initiatives, data sharing schemes, etc.	>8	23
3		1				1		1	3							1	32	10. Organization of joint events with projects etc.	>3	42
					2												19	11. Living Lab info days	>6	21
		2												1			16	12. Workshops defining exploitation pathways for LLs	>8	19
	3	2												1			3	13. Design of banners	>5	9
	2																3	14. Design of brochures (also in project languages)	>3	5
	100								33000[2]								250	15. Distribution printed/digital promotional material	>5000	33.500
1																	15	16. Project logo	1	16
	1																3	17. Website	1	4
4[1]	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	21	18. Posts on website	>80	>89
	52.000																4.200	19. Web visitors	>10.000	56.000
	150																5	20. Web backlinks	20	155
X	5						3										9	21. Social media channels	>4	17
	7.195																860	22. SM audiences	>2000	8.000
8	331	24		1			30	2	2	5	(7)	1	5		1	4	56	23. SM posts	>80	440
XX	23.572	XX								XX							1.209	24. SM interactions [3]	>18000	25.000
XX	437.883	XX							XX	XX			XX				250.000	------24b. SM impressions [3]		660.000
	11								3[1]						1		8	25. E-newsletter, e-campaigns	>12	23
	3.031																1.500	26. E-newsletter subscriptions	>800	4.500
	59																	------26a. E-newsletter distribution in other SM groups		59
	4.497																	27. E-newsletter interactions	>2000	4.500
									4								25	28. Press releases	>8	29
																	6	29. Interviews radio/TV	>5	6
	11						2									1	3	30. Video interviews	>6	17
	open															XX	900	31. Views video interviews	>5000	open
	48															1	1	40. Videos on SM		50
	2.312																2.600	41. Video views		5.000
		3							7							1	4	42. Mention in partner newsletters		15
XX	X	X	X		X	XX		X			X	XX				XX		43. Engagement in Social Media working groups		XX
		XX															400	44. Reaching stakeholders through surveys		>400
	92					14			7		2	2					39	45. SM reposting of posts		146
						XX				4.409								46. Impressions of repostings [3]		>4.400

Comments: [1] Publication with multiple partner engagements, counted as one; [2] Distributed inside magazines; [4] Distributed within magazines; [5] Incomplete count, real figure higher; [6] own judgement

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Table A2.
Example of a social media post



Your Living Lab may already be generating valuable insights, but how can you turn those insights into recommendations that policymakers can use? 🌱

On 6 October 2026 at 2:00 PM CET, ECO-READY will bring together representatives from three Living Labs across Europe to explore how evidence from the field can inform policy on food security, climate change and biodiversity.

If you work with a Living Lab or in food systems, agriculture, climate resilience, biodiversity or policy, join us and bring your own experiences to the conversation.

📅 6 October 2026
🕑 2:00 PM CET
💻 Online
🔗 Joining the webinar and learn more: https://www.eco-ready.eu/communication/videos-and-presentations

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Table A3.
Publications in scientific journals

Publication outlets	Date
20th conference on Mining Software Repositories, Proceedings: 218-222 Semantically-enriched Jira issue tracking data Themistoklis Diamantopoulos et al.	2023
18th conference on software technologies, Proceedings: 696-703 Towards interpretable monitoring and assignment of Jira issues Dimitros Nikitas Nastos et al.	2023
18th conference on software technologies, Proceedings: 688-695 …Towards readability-aware recommendations of source code snippets, Athanasios Michailoudis et al.	2023
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
21st conference on Mining Software Repositories, Proceedings: 147-151 Write me this code: An analysis of ChatGPT Quality for producing source code, Konstantinos Moratis et al.	2024
Agronomy 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
Environmental and Sustainability Indicators, 27: 100855 From local to global and from global to local: Designing the protocol to model agriculture and climate resilience, Jana Polakova et al.	2025
Earth ArXiv (preprint) …Rethinking livestock futures: Integrating climate impacts and genomic technologies into global food security models, Masoud Ghaderi Zefreh et al.	2025

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Table A3 (continued).
Publications in scientific journals

Publication outlets	Date
Agriculture 16: 1957 Soil Microbiome Responses to Sustainable Agricultural Practices Dragana Miljakovic et al.	2026
Agriculture 15: 2022. Synergistic Effect of PGPR and Nutrient Complex on Soybean Seed Germination and Initial Seedling Growth Jelena Marinkovic et al.	2025
Book of Abstracts, Cropinno Conference, 2025. 23 …Active role of IFVCNS in achieving ecological resilient dynamism for the European food system through consumer-driven policies, socio-ecological challenges, biodiversity, data-driven policy, sustainable futures Vasiljevic Marjana et al.	2025
Book of Abstracts, Crop Science Conference, 2025,100.. Eco-Ready towards Consumer-Driven Resilience for a Sustainable European Food System, Vasiljevic Marjana et al.	2025
Book of Abstracts, Soil Science, 2025, 87-88. New Bradyhizobium strains enhance soybean nodulation in soils of different fertility. Jelena Marinkovic et al.	2025
Business Strategy and the Environment, 2026 Stakeholder-Driven Food Policy and Multilevel Governance for Agri-Food Systems Resilience: Integrating Climate Change, Food Security, and Biodiversity Nikolaos Syndoukas et al.	2026

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Table A4.
Presentations about ECO-Ready at International Conferences
(excluding internal conferences organized by Eco-Ready and workshops/infodays organized by Living Labs)

37th EFFoST International Conference 2023	Valencia	2023
CROPDIVA International Symposium	Ghent	2023
184th EAAE seminar	Garmisch	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
IUCN World Conservation Congress	Abu Dhabi	2025
Global Agriculture and Food Systems Symposium	Edinburgh	2025
International Soil Health Conference	Serbia	2025
IFAMA World Conference	Brazil	2025
EAAE European Conference	Bonn	2025
Conference on Landscapes across the Mediterranean	Italy	2025
1st Conference from Data to Impact	Wageningen	2025
192nd EAAE seminar	Garmisch	2026
IFAMA World Conference	Ireland	2026
194th EAAE seminar	Chania	2026
Eco-Ready Conference	Brussels	2026
IuFOST annual World congress	Rimini	2026
2nd Conference from Data to Impact	Wageningen	2026
Eco-Ready stakeholder conference	Bonn	2026
Eco-Ready stakeholder conference	London	2026
Eco-Ready stakeholder conference	Rome	2026

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Table A5.
Eco-Ready activity documentation through newsletter publication in 2025

Newsletter 04/2025 (Access: https://www.eco-ready.eu/news-events/newsletter-archive)

Topics of Eco-Ready and related activities

1. Eco-Ready Brussels Conference in Jan. (register)
2. Report Eco-Ready Conference in Wageningen
3. Eco-Ready webinar series in 2026 (subscribe)
4. LLs and food waste projects (SFSNetwork)
5. IFAU tests local market and meets NGO
6. EURAF: Nature Restoration Regulation (IUCN)
7. IUCN at World Conservation Conference
8. Researchers' night (EcoVita LL)
9. Abstract of intern, soil health conference (IFVCNS)
10. Fruit Festival 2025 (CONCAT LL)
11. Info day on climate change (SECO-Collab LL)
12. Seminar on sustainable farming (PROBIO LL)
13. Workshop on carbon storage (PROBIO LL)
14. Conference crop science technology (IFVCNS)
15. LivOrganic LL initiatives in Denmark
16. Innovation camp in Portugal (CONCAT LL)
17. Innovation systems Catalonia (CONCAT LL)
18. Info-day on agroecology THALLA)
19. Engaging citizens in sustainability (THALLA)
20. Aquaponic in the news (CONCAT LL)
21. JRC food system monitoring dashboard
22. Future of agric. Masuria (EcoReadyMasuria LL)
23. IFAMA World Conference 2026

Newsletter 03/2025 (Access: https://www.eco-ready.eu/news-events/newsletter-archive)

Topics of ECO-Ready and related activities

1. Eco-Ready Wageningen Conference on AI in Oct.
2. Eco-Ready Conference in Brussels 2026
3. Eco-Ready Observatory accessible
4. Eco-Ready workshop: Sustain. Pathways for LLs
5. Eco-Ready workshop: Policy Recommendations
6. IUCN World Conservation Congress in October
7. LLs in European Network of Agroecology
8. The VISION4FOOD Network of Interest
9. European Food Safety Database (CHEFS)
10. Monitoring of drought in Masuria
11. Database sources food security, biodiversity
12. Activating multiple project synergies
13. Call for papers: European Forum 2026

Workshop and Conference Reports

14. European EAAE conference (proQ)
15. Vegetable Garden Open House (LL France)
16. 'Sustainable Food Systems' (LL Greece)
17. Arable Crops workshop RECOMEX (LL Spain)
18. Olive Growing (LL Spain)
19. Buckwheat Festival (LL Czech R.)
20. Workshop 'Future of Organic' (LL DK)
21. Conference on Climate Resilience (IFVCNS)
22. End of year workshops by LivOrganic

Newsletter 02/2025 (Access: https://www.eco-ready.eu/news-events/newsletter-archive)

Topics of ECO-Ready activities

1. Report: ECO-Ready conference on biodiversity
2. Report: ECO-Ready project meeting in Cranfield
3. Report: ECO-Ready in LL joint conference
4. Forthcoming workshop on city resilience
5. LL in action: organization of stakeholders
6. Open day on 'Soil Food Web'
7. CONCAT participation in Café Prismàtic
8. CONCAT scientific article on apples
9. EAAE conference and 50 year celebration
10. IFAMA world conference
11. ECO-Ready forecasting tool ready for testing
12. Info on newsletter publisher

Newsletter 01/2025 (Access: https://www.eco-ready.eu/news-events/newsletter-archive)

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

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Table A5 (continued).
Eco-Ready activity documentation through newsletter publication in 2026

Newsletter 03/2026 (Access: https://www.eco-ready.eu/news-events/newsletter-archive)

Topics of Eco-Ready video streams (a guide to the Eco-Ready Youtube sphere)

1. Eco-Ready project appraisal (stakeholder event)
2. A stakeholder's view on Eco-Ready
3. Webinar: Scenario development
4. Webinar: Planning for contingencies
5. Webinar: Forecasting for decision support
6. Webinar: AI for food security
7. Webinar: Life Cycle Assessment
8. Webinar: Understanding the Magnet model
9. Webinar: Remote sensing
10. Living Lab (LL) invitation conference
11. Short video impressions from LL initiatives
12. Short Eco-Ready impressions (conf./modelling)
13. Short videos on Eco-Ready project themes
14. Project contact information

Newsletter 02/2026 (Access: https://www.eco-ready.eu/news-events/newsletter-archive)

Topics of Eco-Ready and related activities

Registration opportunities
1. Eco-Ready workshop July 2-3, Rome
2. Eco-Ready stakeholder meeting, UK, June 03
3. IUCN online at EU Green week, June 17

Other news
4. Report Eco-Ready stakeholder meeting, Bonn
5. Eco-Ready webinar series on Youtube
6. Report 2nd hybrid conf. on Observatory (WUR)
7. Report 2nd workshop Exploitation Pathways (LL)
8. Report Agric. Masuria conference (LL)
9. Seco-Collab LL: Success with Eco-Ready
10. Thalla closing conference: climate, food ecology
11. Workshop Nutrition Management (AIDEMEC)
12. Workshop AI in Plant Pheno. & Precision Agric.
13. IUFost World Conference 2026 (invitation)
14. Contingency planning tool ready for use
15. Forecasting tool receives update
16. Sustainability of Eco-Ready Observatory

Newsletter 01/2026 (Access: https://www.eco-ready.eu/news-events/newsletter-archive)

Topics of Eco-Ready and related activities

1. Eco-Ready stakeholder event in May (register)
2. Eco-Ready Conference on Observatory (WUR)
3. Eco-Ready webinar series in 2026 (subscribe)
4. Report workshop Eco-Ready Legacy (IUCN)
5. Eco-Ready policy conclusions (report IUCN)
6. Open Science Award, Dr. Gene (CONCAT LL)
7. LivOrganic LL at BioFach Fair and Conference
8. Common Goods Evaluation (PROBIO LL)
9. Horticultural Crops Conf. Australia (CONCAT LL)
10. Fruit Growing Conference (CONCAT LL)
11. New Hybrid Webinar in planning (CONCAT LL)
12. New EU reports with Eco-Ready relevance
13. Scientific paper on Aquaponics (CONCAT LL)
14. IUFost World Conference 2026 (invitation)
15. IFAMA World Conference 2026 (invitation)

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Table A6.

Webinar series overview

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