



**AFTER-LIFE**

**COMMUNICATION PLAN**

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# ABOUT SOLMACC

SOLMACC (Strategies for Organic and Low-Input Farming to Mitigate and Adapt to Climate Change) is an EU LIFE-project implemented from 2013 till 2018 that stemmed from the need to address climate change holistically within the food and farming sectors and to ensure policy support for actors involved.

## OBJECTIVES

The primary objective of the project was to demonstrate that key farming practices can contribute to climate change mitigation and adaptation, while being economically viable to the farmer. Moreover, the project aimed to:

- ✔ Demonstrate the climate mitigation and adaptation potential of implementing optimised farming practices in combination with organic farming;
- ✔ Share knowledge about the benefits and the feasibility of the practices with farmers, advisors and students to help mainstream the practices;
- ✔ Advocate for an EU policy framework that supports climate-friendly and environmental measures in the food and farming sector.

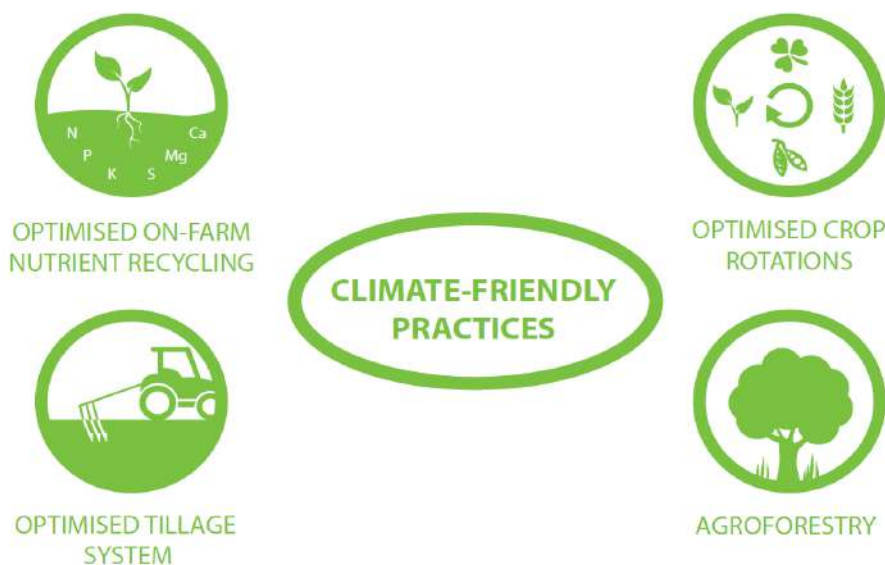
## ACTIVITIES

In order to achieve the objectives, the SOLMACC partners implemented a variety of activities in their countries and beyond. A network of twelve demonstration farms was set up in Sweden, Germany, and Italy. The farmers committed to change their practices and worked with scientists (FiBL) and advisors (AIAB, Bioland, and Ekologiska Lantbrukarna) to find the best possible solutions for their farm that would decrease Greenhouse Gas (GHG) emissions and increase their adaptation potential while being economically viable. Throughout the project, the farms were monitored by scientists who measured the impact of the applied practices. The generated know-how and findings were periodically shared with key stakeholders through open field days, publications, presentations, workshops, and a variety of online tools. Policy-makers were targeted by IFOAM EU mainly through advocacy meetings and events in Brussels, to convince them to better support climate-friendly farming.

## KEY ACHIEVEMENTS

During its five years of implementation, the project demonstrated a great potential of innovative and viable farming practices to contribute to achieving EU's objectives regarding climate change. More specifically, the key achievements that will continue to be communicated are:

- ✔ Demonstration of the benefits of applying selected practices for climate change mitigation and adaptation on twelve different farms nestled within diverse climatic regions of Europe;
- ✔ Demonstration of the economic viability of climate-friendly farming;
- ✔ Demonstration of the potential and feasibility of organic farming to be climate-friendly;
- ✔ Widespread communication of the benefits and viability of climate-friendly farming to other organic and conventional farmers, advisors, students, and policy-makers across Europe.



## FIGURE 1 - CLIMATE-FRIENDLY PRACTICES IMPLEMENTED

The farming practices within the SOLMACC project fell under four main categories: nutrient management, crop rotation, tillage management, and agroforestry (see figure 1). They were chosen for their expected positive impact on climate change mitigation and adaptation, their socio-economic viability, and potential co-benefits, such as clean water. As each farm is different and sits within a specific pedo-climatic context, all practices implemented were adapted to local farm conditions. Therefore, 48 different practices were tested on the SOLMACC farms overall.

## COMMUNICATION MATERIAL PRODUCED DURING THE PROJECT

	<p><b>Project flyer</b> outlining the objectives of the project, key activities and partners involved</p>	<p><u>ENGLISH</u> <u>GERMAN</u> <u>ITALIAN</u> <u>SWEDISH</u></p>	<p>Printed and digital</p>
	<p><b>Introduction video</b> outlining the objectives of the project, key activities and partners involved</p>	<p><u>ENGLISH</u></p>	<p>Digital</p>
	<p><b>Student brochure</b> on climate-friendly farming for students but also professors and trainees</p>	<p><u>ENGLISH</u></p>	<p>Printed and digital</p>
	<p><b>Socio-economic brochure</b> on viable climate-friendly farming &amp; socio-economic strategies</p>	<p><u>ENGLISH</u> <u>GERMAN</u> <u>ITALIAN</u> <u>SWEDISH</u></p>	<p>Printed and digital</p>
	<p><b>Advocacy leaflet</b> Systemic solution in food and farming to tackle climate change</p>	<p><u>ENGLISH</u></p>	<p>Printed and digital</p>
	<p><b>Policy recommendations</b> for increasing climate change mitigation and adaptation of the agriculture and food sector</p>	<p><u>ENGLISH</u></p>	<p>Printed and digital</p>
	<p><b>Four demonstration videos</b>, each showcasing a climate-friendly practice with input from scientists that have been monitoring the practices and farmers themselves</p>	<p><u>ENGLISH</u> <u>GERMAN</u> <u>ITALIAN</u> <u>SWEDISH</u></p>	<p>Digital</p>
	<p><b>Practitioner's manual</b> detailing all practices that were implemented on the twelve demonstration farms and outlining the results on the scientific monitoring with regards to climate change mitigation and adaptation, co-benefits, and socio-economic viability of the practices</p>	<p><u>ENGLISH</u> <u>GERMAN</u> <u>ITALIAN</u> <u>SWEDISH</u></p>	<p>Printed and digital</p>
	<p><b>9 newsletters</b> produced throughout the project to periodically share news regarding the project with the interested public</p>	<p><u>ENGLISH</u> <u>GERMAN</u> <u>ITALIAN</u> <u>SWEDISH</u></p>	<p>Digital</p>
	<p><b>Layman's report</b> summarizing the project activities and results for the wider public</p>	<p><u>ENGLISH</u></p>	<p>Printed and digital</p>
	<p><b>Press releases and articles in the media</b> written by project partners and published in specialized and general media</p>	<p><u>ENGLISH</u> <u>GERMAN</u> <u>ITALIAN</u> <u>SWEDISH</u></p>	<p>Printed and digital</p>

# STRATEGY FOR DISSEMINATING SOLMACC RESULTS

## OBJECTIVES OF THE SOLMACC AFTER-LIFE COMMUNICATION STRATEGY

SOLMACC partners aim to continue to disseminate the project's results after the official end of the project. In this spirit, the communication strategy sets out to:

- ✔ Inform the wider public and key stakeholders (farmers, advisors, and policy-makers) about the achievements of the SOLMACC project;
- ✔ Encourage key stakeholders to support climate-friendly farming and spread knowledge about ways that the food and farming sector can contribute to tackling climate change;
- ✔ Inspire food and farming actors to act on climate change and demand greater support for their initiatives.

The target audience for the strategy is described in relation to each activity that will be implemented by the SOLMACC partners and can be found below in the section "Communication activities planned."

## KEY MESSAGES

During the project several key messages were being communicated to promote the project activities. After the project ends, the messages will focus on the results achieved: **1/** Organic farmers can reduce greenhouse gas emissions on their farms and increase resilience to climate change; **2/** Climate-friendly farming has the potential to be economically viable and even profitable for farmers; **3/** Optimised agroforestry, tillage, nutrient management, and crop rotation practices can help to tackle climate change; **4/** Common Agricultural Policy (CAP) has a key role to play in supporting farmers to tackle climate change and provide public goods, such as clean water, with the help of public money; **5/** Agriculture can tackle climate change, reduce greenhouse gas emissions and remain economically viable; **6/** Agriculture must be part of the effort to meet the Paris Agreement objectives to reduce greenhouse gas emissions and it urgently needs to transition to more resilient farming systems to adapt to the rapidly changing climatic conditions.

## COMMUNICATION ACTIVITIES PLANNED

All partners involved in the project will continue to promote the project after it ends through a number of different activities, such as presentations during farmers trainings, international conferences and fairs, distribution of printed material, and online dissemination of results. The activities, as well as their target audience and key implementing partners, are listed below:

- ✔ **Advocacy meetings and political events:** all partners will continue to distribute SOLMACC publications and communicate key messages through advocacy meetings, special interest groups, events at the parliament, and other political meetings on the topic of climate change and farmers' resilience. The target group of the advocacy activities are EU policy-makers (Members of European Parliament, representatives of the European Commission, etc.) and policy-makers in Germany, Italy and Sweden.
- ✔ **Farmers trainings and seminars:** AIAB, Bioland and Ekolantbruk will share SOLMACC's findings during events aimed at informing farmers and advisors within Germany, Italy and Sweden and distribute publications in local languages.
- ✔ **Open field days:** AIAB, Bioland and Ekolantbruk will share knowledge with other farmers, advisors, students and other visitors during open field days on farms applying similar practices to SOLMACC's and share publications in local languages, especially the Practitioner's Manual.
- ✔ **SOLMACC website ([www.solmacc.eu](http://www.solmacc.eu)):** IFOAM EU will continue to maintain the website with all publications and toolbox, periodically posting news relevant to climate change. After no less than 5 years the website will be redirected to IFOAM EU's website that will have a dedicated space on with all SOLMACC publications and results. This will be particularly relevant to farmers and associations already involved in organic farming and climate change, but the website is also aimed at informing the general public, especially through the videos and the Layman's report.
- ✔ **Partners project page on their websites:** all partners will maintain information about the SOLMACC project on their websites and make available the most relevant publications and news related to climate change and farming.
- ✔ **Partners newsletters and magazines:** all partners will continue to mention SOLMACC in their newsletters and magazine issues when the relevant topics such as climate change, organic farming, soil quality, economic viability and others will be published. This form of communication will especially reach farmers, advisors, farmers associations, organic producers and processors, students, researchers, and some policy makers within Europe, and

in particular in Germany, Italy and Sweden. It is expected that this form of communication will reach an audience beyond Europe.

- ✎ **Maintenance of channels with videos:** IFOAM EU will continue to maintain their YouTube and Facebook channels where all SOLMACC videos are uploaded, reaching the organic sector in Europe but also a wider global public.
- ✎ **Written articles:** all partners will continue to mention SOLMACC's results and outcomes in written articles on relevant topics, reaching especially researchers, farmers, policy-makers, and actors within the organic sector.
- ✎ **Noticeboards at the farms:** farmers involved in the SOLMACC project will keep their noticeboard explaining the project and the funding, reaching other farmers and citizens living in the proximity to the farms but also all visitors that might come to the farms for open field days, trainings or other activities.
- ✎ **Social media posts:** all partners will continue to mention SOLMACC when presentations occur at various events, including #SOLMACC on social media, reaching a diverse audience, depending on the type of event. IFOAM EU will also continue to schedule regular posts promoting the various publications and videos produced for at least one year following the end of the project.
- ✎ **Continued implementation of farming practices by farmers:** SOLMACC farmers will continue to implement most of the practices as they have found them to be beneficial, thus they can keep sharing knowledge about the results with other farmers in their network and students or advisors that visit their farm. The farms already have a vast network, which will help with dissemination, while one farm is also an agriculture school, and another has a blog that is regularly updated.
- ✎ **Student lectures:** many advisors and scientists from AIAB, Bioland, FiBL and Ekolantbruk that were involved in SOLMACC give regular lectures to agriculture students, thus they can continue to share SOLMACC results when discussing the benefits of the practices implemented and climate change related topics.
- ✎ **Translation of publications:** the advocacy leaflet and the Layman's report are planned to be translated into German, Italian and Swedish in order to reach a wider audience, although it was not originally foreseen in the project.
- ✎ **Printing and distributing additional copies of the practitioner's manuals:** AIAB, Bioland, and Ekolantbruk are planning to continue to print additional copies of the manual as it is a useful tool to share with farmers and advisors during trainings and open field days. It is planned that for some occasions only certain parts of the manual will be printed, i.e., only the description of German farms or only one Swedish farm, in the local languages.
- ✎ **Conferences and fairs where SOLMACC results and publications will be disseminated:**

EVENT	LOCATION	DATE	TARGET AUDIENCE	PARTNER INVOLVED
<b>12<sup>th</sup> European Organic Congress –</b> Annual congress uniting organic stakeholders across Europe <a href="http://www.organic-congress-ifoameu.org">www.organic-congress-ifoameu.org</a>	Vienna, Austria	25-26 Sep 2018	European organic associations, producers, processors, policy makers, researchers	IFOAM EU (event organizer)
<b>Future Nordic Diets – Exploring ways for sustainably feeding the Nordics</b>	Copenhagen, Sweden	5 Oct 2018	Policy makers, researchers, producers, public food	Ekolantbruk (event organizer: Nordic Council of Ministers)
<b>Study presentation with debates of the myth of climatology agriculture,</b> MEP Martin Häusling <a href="http://martin-haeusling.eu/termine/2033-save-the-date-studienvorstellung-mit-debatte-vom-mythos-der-klimasmarten-landwirtschaft.html">martin-haeusling.eu/termine/2033-save-the-date-studienvorstellung-mit-debatte-vom-mythos-der-klimasmarten-landwirtschaft.html</a>	Berlin, Germany	19 Oct 2018	Policy makers	Bioland
<b>ELMIA Agriculture – National trade fair for the Swedish farming</b> <a href="http://www.elmia.se/en/Lantbruk">www.elmia.se/en/Lantbruk</a>	Jönköping, Sweden	24-26 Oct 2018	Farmers, processors, advisors, interested public , policy makers	Ekolantbruk (event organiser: Elmia)
<b>Nationwide Bioland and Biokreis beef cattle and suckler cow conference</b> <a href="https://www.bioland.de/infos-fuer-erzeuger/fachtagungen.html">https://www.bioland.de/infos-fuer-erzeuger/fachtagungen.html</a>	Andreasberg, Lower Saxony	27-28 Oct 2018	Farmers, advisors	Bioland

<b>ICOAS'18</b> - 6th International Conference on Organic Agriculture Sciences – focus on organic agriculture in Central and Eastern European countries <a href="http://icoas2018.org">icoas2018.org</a>	Eisenstadt, Austria	7-9 Nov 2018	Scientists, advisors, entrepreneurs, policy makers, associations, non-governmental organisations and other stakeholders	IFOAM EU, FiBL
<b>EuroTier</b> - Trade fair for animal farming <a href="http://www.eurotier.com/en">www.eurotier.com/en</a>	Hannover, Germany	13-16 Nov 2018	Farmers, processors, advisors	Bioland
<b>Nordic Organic Food Fair</b> – Nordic food fair with a conference dedicated to organic farmers <a href="http://www.nordicorganicexpo.com">www.nordicorganicexpo.com</a>	Malmö, Sweden	14-15 Nov 2018	Traders of organic products, farmers, advisors, processors	Ekolantbruk, IFOAM EU (event organiser: Swedish Organic Farmers Association)
<b>Organic Innovation Days</b> – An annual event organized by TP Organics presenting and rewarding innovations within organic food and farming <a href="http://www.ifoam-eu.org/en/events/organic-innovation-days">www.ifoam-eu.org/en/events/organic-innovation-days</a>	Brussels, Belgium	27-28 Nov 2018	European organic researchers, entrepreneurs, policy-makers	IFOAM EU (event organizer)
<b>EKO-galan</b> – An organic gala <a href="http://www.ekoweb.nu">www.ekoweb.nu</a>	Stockholm, Sweden	31 Jan 2019	Retailers, processor, policy makers, advisors, farmers	Ekolantbruk (event organiser: Ekoweb)
<b>BIOFACH 2019 &amp; 2020</b> – World's leading trade fair for organic <a href="http://www.biofach.de">www.biofach.de</a>	Nuremberg, Germany	February 2019 & 2020	Organic associations, producers, processors, retailers, policy makers, researchers, students, public	IFOAM EU, FiBL, Bioland
<b>EKO-dagar</b> – Organic days <a href="http://www.ekolantbruk.se">www.ekolantbruk.se</a>	Uppsala, Sweden	5-7 Mar 2019	Producers, farmers advisors	Ekolantbruk (event organizer: Swedish Organic Farmers Association)
<b>Fa'a la cosa giusta!</b> – Italian fair of conscious consumption and sustainable lifestyles <a href="http://falacosagiusta.org/?lang=en">falacosagiusta.org/?lang=en</a>	Milano, Italy	8-10 Mar 2019	Associations, environmental activists, farmers, entrepreneurs	AIAB
<b>ORGANIKO LIFE + conference on climate change in the Mediterranean</b> – Environment, food and health impacts and challenges – Organised by SOLMACC's twin project ORGANIKO <a href="http://organikolife.com/en/category/events">organikolife.com/en/category/events</a>	Limassol, Cyprus	April 2019	Scientists, policy makers, entrepreneurs (mainly from the Mediterranean region)	IFOAM EU (part of the poster session and the scientific review committee)
<b>Borgeby Fältdagar</b> – Open field days in Sweden <a href="http://www.borgebyfaltdagar.se">www.borgebyfaltdagar.se</a>	Malmö, Sweden	26-27 Jun 2019	Farmers, processors, advisors, public people interested in farming, policy makers (whole agri-sector)	Ekolantbruk (event organiser: HIR Skåne)
<b>Brunnby Lantbrukardagar</b> – Open field days in Sweden <a href="http://www.brunnbylantbrukardag.se">www.brunnbylantbrukardag.se</a>	Västerås, Sweden	3-4 Jul 2019	Farmers, processors, advisors, public interested in farming, policy makers	Ekolantbruk (event organiser: HS consult AB)
<b>AGRITECHNICA</b> – World's leading trade fair for agricultural technology <a href="http://www.agritechnica.com/en">www.agritechnica.com/en</a>	Hanover, Germany	10-16 Nov 2019	Leading technology companies, farmers, associations	FiBL, Bioland

# COMMUNICATION BUDGET

In order to implement the communication strategy, certain additional resources will be needed for the partners involved. Anticipated costs for future communication activities, after the end of the SOLMACC project, are outlined below:

ACTIVITY	ESTIMATED AMOUNT
SOLMACC website maintenance and update	500 EUR
Social media promotion and dissemination of results	600 EUR
Travel costs of presenting SOLMACC results at events	1.500 EUR
Translation of the advocacy leaflet into German, Italian and Swedish	900 EUR
Translation of the Layman's report into German, Italian and Swedish	1.800 EUR
Printing the advocacy leaflet in German, Italian and Swedish	750 EUR
Printing the Layman's report in German, Italian and Swedish	1.200 EUR
Printing additional extracts of the Practitioner's manual	300 EUR



*Participants at an open field day at Gut Krauscha, SOLMACC demonstration farm in Germany (© Stephanie Fischinger)*