



# After-LIFE communication plan







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Grant agreement n°: LIFE15 ENV/ES/000506 Acronym: LIFE+ POLYFARMING Project description: Demonstration of a new agro-silvo-pastoral land use to improve farm profitability in mountain areas Duration: 01/07/2016 - 31/12/2021 Total budget: 1,135,787 € EU Contribution: 672,863 €

**Coordinating Beneficiary:** Centro de Investigación Ecológica y Aplicaciones Forestales (CREAF)

**Pilot farm:** Planeses, an 80-hectare farm located in the region of La Garrotxa, 40 km north of Girona (Catalonia, Spain) served as the pilot farm where the demonstration of the Polyfarming project was carried out. The climate is typically humid Mediterranean, the soil is limestone and holm oak forests predominate.

Project website: polyfarming.eu

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## After-LIFE communications plan goal

This document aims to ensure the dissemination & knowledge transfer of both the obtained results and the informative materials produced during the Polyfarming project lifetime to (1) increase awareness of the regenerative model among the target audience and stakeholders (2) encourage them to use Polyfarming as a reference farm in this field to replicate the regenerative model. The specific strategic objectives are described in Section 2.1 and the target audience in Section 2.2.

## 1. Introduction

From 2016 until 2021, the LIFE Polyfarming project operated a regenerative agri-food model in an abandoned farm called Planeses in Girona (Catalonia, Spain). The objective of the project was to demonstrate interest in a new regenerative agrosilvopastoral integrated management system as a profitable management alternative to fight against the problem of agricultural depopulation Mediterranean mountain areas and in the environmental and socio-economic consequences that this depopulation is causing, including soil degradation, vulnerability to climate change, loss of biodiversity, territorial imbalances and loss of productive capacity in the area.

After five years, the project has shown its profitability and potential to fight against climate change and rural depopulation. The experience also gave rise to the Polyfarming System Manual, a scientifically based manual on the regenerative agri-food model, the first of its kind in Spain.



#### Main results:

- Organic matter in the soil of the pilot farm has doubled and the capacity to retain water has increased by up to 20%.
- A regenerative vegetable garden's fertile soil stores around 30 times more atmospheric carbon dioxide per year than a conventional one, because the more organic matter the soil contains, the more it increases its capacity to absorb atmospheric CO2.
- The regenerative grasslands, managed with grazing animals, sequester about three times more carbon per year than unmanaged grassland.
- These annual carbon sequestration rates occur during the first six years after switching from conventional to the regenerative agri-food model.
- Polyfarming created the Manual for the Design and Implement a Regenerative Agri-food Model: The Polyfarming System, which includes 72 technical sheets. The Manual aims to provide knowledge so that anyone who is interested can learn about the regenerative model and in turn replicate it on their own farm.

## 2. Main communication and knowledge transfer outputs: Strategy and achievements

During the project lifetime, we designed and updated a communication strategy and a knowledge transfer plan to address all the strategic objectives for communication and dissemination in line with the project's progress. All of them have been successfully achieved:

- **Strategic objective 1.** To introduce the project and its outputs to all experts, professionals and people interested in Mediterranean mountain agriculture.
- **Strategic objective 2.** To help explain that regenerative agriculture can make a crucial contribution to sustainable development.
- **Strategic objective 3.** To promote the idea that mountain agriculture can become profitable among the administrations and public institutions.

#### **Dissemination activities: channels and achievements**



**B** PUBLICACIONES

➡ REELS 
▷ VÍDEOS

D ETIQUETADAS





#### **Dissemination activities: channels and achievements**



Photo: Laura García promoting the Polyfarming System Manual.



Polyfarming organised a communication campaign with Laura García, an Instagram influencer (brand ambassador) of a sustainable diet. In particular,

> Visit the Polyfarming farm and share several stories tagging us on her Instagram account (+41,000 followers). Her stories about Polyfarming reached more than **4,000 people.**

Write and publish a news article on the bylaura website, which has **116,000** monthly visits.

. Include a news article on Polyfarming in her newsletter, which has 6,000 subscribers.



## L'agricultura regenerativa combat el canvi climàtic

Un projecte pilot fet pel Creaf en una finca de la Garrotxa demostra que l'horta regenerativa absorbeix fins a 30 vegades més CO2 a l'any que la convencional

#### **Ure Comas** SANT FERRIO

L'horta regenerativa emmagatzema al voltant de 30 vegades més CO2 que els conreus habituals. Aquesta és una de les conclusions extretes arran de la prova pilot Polyfarming que durant cinc anys ha fet el Creaf en una finca que estava abandonada a les Planeses (la Garrotxa). Així mateix, s'ha conclòs



Els corrals amb rodes que s'utilitzen en aquesta finca 🔳 CREAR

Creaf i coordinador projecte, que va dest que el model implen a les Planeses és que un dels princi tes de la societat rania alimentàri "L'objectiu é nous models de per donar respo xò", va dir. I, d'ala nera, això és el aconseguit en aqu ca que avui dia és au tenible, dona feina a persones i es gestiona manera circular: els pro

sènior de

vestigador



#### Transfer knowledge: actions and produced materials



Photo: Polyfarming System Manual.





Photo: Polyfarming final conference.

**Organised events** 



## 3. After-LIFE communication strategy

#### 3.1. COMMUNICATION OBJECTIVES

LIFE Polyfarming has generated valuable results and materials; therefore, the project will continue its communication and knowledge transfer efforts to make Polyfarming's products more visible. To this end, the communication objectives have been updated and adapted to this new period as follows:

#### • Strategic objective 1:

To disseminate Polyfarming results with a particular focus on the handbook 'Manual for the Design and Implementation of a Regenerative Agri-food Model: The Polyfarming System', the videos and the Layman's report.

#### • Strategic objective 2:

To raise awareness about the relevance of regenerative agriculture to fight against climate change and rural depopulation.

#### • Strategic objective 3:

To promote Polyfarming as a pilot farm that can help others to replicate the regenerative agri-food model at the local, national and international level

#### 3.2. TARGET AUDIENCE GROUPS

The target groups defined in this section are the ones already described in the initial Polyfarming communication plan. Aside from them, one new group has been identified as relevant to disseminate the results: the media.

- **Farmers,** who have their own farm, are either field workers or are part of farmers' associations.
  - This group will be crucial to replicating Polyfarming on their farms.
- **Rural landowners** from an area or a region that intends to recover farm management.
  - This group will be crucial to replicating Polyfarming on their farms.
- Administration technicians, including municipalities and deputations or the autonomous and national government.
  - This group will be key to introducing Polyfarming results in good practice guidelines or recommendations handbooks and their websites.
- **Researchers**, in the rural, forestry and environmental fields.
  - This group will be key to using Polyfarming results to continue studying the regenerative model in scientific institutions.
- **Agricultural students** from different disciplines (Biology, Forestry, and Environmental Sciences) who want to work in the agricultural sector.

- This group will be key to the future development of regenerative agriculture. If they know that this model exists, they are more likely to apply it in their upcoming projects and jobs.
- European representatives (such as members of the European Commission, parliamentary committees on Agriculture and the Environment, etc.) and representatives of European agricultural organisations (such as EURAF, Holistic Management, International Soil Carbon Coalition, Jean Pain Committee, etc.)
  - This group will be key to supporting the regenerative model at the European level by spreading the word about the Polyfarming results.
- **General public**, that is, everyone interested in learning about the regenerative agri-food model.
  - This group will be key to asking the government and food shops to offer regenerative products.
- **Media**, both traditional and digital, including generalist media and specialist media (forestry or agricultural journals, etc.).
  - This group is key to disseminating Polyfarming value and results among all audiences in easily comprehensible language.

## 3.3. MAIN COMMUNICATIONS & KNOWLEDGE TRANSFER ACTIONS

#### 3.3.1. Website

The <u>LIFE Polyfarming project website</u> is the **main communication tool**. It provides information on the actions and results of the project in three languages (Catalan, Spanish and English). The website will be **available for at least five years after the end of the project**. CREAF will maintain the website.

The website will provide access to all the project information, including its description, actions, dissemination materials, relevant news, participation in conferences, seminars and fairs, dissemination material to download or view, including the Layman's Report, the Polyfarming System Manual, the leaflet, the roll-up, photos of Planeses, newsletters and the link to the videos. In addition, a specific section has been created to access Polyfarming's pasture management app, along with instructions on how to use it.

#### • News on the website

Once the project has concluded, at least four more news articles will be published on the website. In particular, a

post to promote the Layman's Report, an informative article on regenerative agriculture and Polyfarming, a news article to promote the grazing app and another post that collects relevant links to news items published in traditional media.

Furthermore, CREAF, whenever possible, will mention Polyfarming and its results in its blog and press releases, particularly the ones related to regenerative agriculture.

#### 3.3.2. Social media

The publications and materials produced as part of the Polyfarming project, such as the Layman's report, the Polyfarming videos, posters and the Polyfarming System Manual will continue to be disseminated through the following channels:

#### • Polyfarming's Twitter

The Polyfarming Twitter account will remain opened for at least one year after the end of the project and the project will maintain the following activity:

- Tweets and retweets to share the materials generated such as the Layman's Report, the Polyfarming System Manual, informative news, etc. In addition, the project team will retweet content from relevant organizations.
- A Twitter thread will be posted to explain Polyfarming and its results and regenerative agriculture. This thread will include relevant links to materials generated throughout the project.
- A Twitter list will also be created to keep interacting with relevant organizations in the field of agriculture, livestock and forestry.

#### • CREAF's Twitter

- CREAF's Twitter account will continue promoting the Polyfarming project materials and its results.
- CREAF's Twitter account will create a relevant list of organisations to comment on their publications and announce the results of Polyfarming. It audience and position CREAF as a leader in the regenerative model research.

#### Instagram

Polyfarming's Instagram account account will remain open at least one year after the end of the project.

- Both CREAF's Instagram and Polyfarming's Instagram accounts will create an <u>Instagram guideline</u> with the most relevant publications of the project and regenerative agriculture.
- The CREAF & Polyfarming Instagram accounts will launch an Instagram campaign sharing Polyfarming's results.



- Additionally, the Polyfarming Instagram account will create fixed stories to explain the main results of the project and the materials that followers can download from the website.
- The project will also update Polyfarming's Linktree on Instagram to add all the new links (e.g., the link to access the Layman's Report) and keep doing stories on relevant days (e.g., International Soil Day, Rural World Day, Agriculture Day, etc.).

#### 3.3.3. Newsletter

At least one newsletter will be sent after the end of the project in Catalan, Spanish and English to disseminate the Layman's Report and the most relevant news and results.

#### 3.3.4. Polyfarming on other websites

Relevant institutions will be contacted to promote the results of Polyfarming, mainly to promote the Layman's Report and the Polyfarming System Manual. Among them, the Spanish Climate Change Office and the Department of Climate Action, Food and Rural Agenda of Catalonia. We will also reach out to, organisations and projects such as <u>Euromontana</u> or the European project <u>AgriCaptureCO2</u> or <u>LIFE MIDMACC</u> to ask them to publish our results on their websites.

#### 3.3.5. Traditional and digital media

Polyfarming will keep working with the media at the local, regional, and national levels to ensure broad coverage of the project and disseminate results and impacts. The following news expected after the end of the project are:

 A two-page interview with Marc Gràcia in the printed magazine of the Spanish Society of Organic

Photo: Replication activity in Extremadura.

Agriculture. The results of the project will be added to the whole magazine. (national magazine)

- An article on regenerative agriculture and the results of Polyfarming in the national newspaper ABC. (national newspaper)
- An article in the magazine *Sostenible*. (local newspaper)

#### 3.3.6. Pasture management app

The pasture management app developed by Polyfarming has already been published on the website. It aims to make it possible for any person interested in designing pasture plots to manage their animals following Polyfarming's principles of grazing management. At the end of the project, the app will be promoted on social media and the newsletter. Also, the Polyfarming team will include a specific section to explain how it works.

## 3.3.7. Participation in conferences and seminars

The Polyfarming team will present, whenever possible, the project's results in relevant events related to climate change, agri-food and rural innovation, etc

One upcoming event in which Polyfarming will participate is a technical course addressed to technical managers and farmers/livestock breeders, organised by Montnegre-Corredor.

#### 3.3.8. Guided tours

The Polyfarming team, whenever possible, will organise tours to visit the Planeses farm.

Polyfarming has already arranged a tour after the end of the project with the winery Familia Torres.

#### **3.4. COMMUNICATION ACTIONS & TARGET PUBLIC**

ACTIONS	Farmers	Rural landowners	Administration technicians	Researchers	Agricultural students	European representatives	General public	Media
Website	~	<ul> <li></li> </ul>	<ul> <li></li> </ul>	<ul> <li></li> </ul>	<ul> <li></li> </ul>	~	<b>~</b>	✓
Social media	~	~		$\checkmark$	$\checkmark$		<b>~</b>	✓
Newsletter	<ul> <li>Image: A second s</li></ul>	<ul> <li>Image: A second s</li></ul>	<ul> <li>Image: A second s</li></ul>	<ul> <li>Image: A second s</li></ul>	<b>~</b>	<b>~</b>	<b>~</b>	<ul> <li>Image: A second s</li></ul>
Traditional and digital media	~	✓					~	~
Polyfarming on other websites			~	~		~	<b>~</b>	
Pasture management app	~	~	~	~				
Participation in events	<b>~</b>	<ul> <li>Image: A second s</li></ul>	<ul> <li>Image: A second s</li></ul>	$\checkmark$				
Guided tours	$\checkmark$	~	~	~				

Table 1. The table shows the communication actions and the target audience to which these activities are addressed with an 'X'.

#### **3.5. ESTIMATED BUDGET FOR THE AFTER-LIFE PERIOD**

ACTIONS	€ Cost	Organisation in charge/funds
Maintenance of the project website: - Hosting - Staff: Minor modifications to the website structure or content - Staff: News publications	1500 €	CREAF Own funds
Social media maintenance (Instagram and Twitter): -Staff	1000 €	CREAF Own funds
Newsletter: -Staff	100€	CREAF Own funds
Traditional and digital media: - Staff: contact & management	600€	CREAF Own funds
Polyfarming on other websites: - Staff: contact & management	450€	CREAF Own funds
Pasture management App - Maintenance & updates	500€	CREAF Own funds
Participation in events - Staff - Travel expenses	1000 €	CREAF Own funds
Guided tours - Staff	800€	CREAF Own funds
Total budget	5950 €	

Table 2. Estimated budget for each dissemination action.

## Annex I

#### PARTICIPATION IN EVENTS

Some of the most outstanding events in which the project has participated are the following:

- Technical seminar 'Regenerative agriculture in the management of grazing animals', Ruralcat. Online; 2021.
- PASTUCAR Conference 'PASTUCAR: grazing to preserve carbon in the pastureland (II). An integrative vision of livestock'. Online; 2020.
- IFOAM International Animal Husbandry Alliance (IAHA). Online; 2020.
- VIII International Congress of Agroecology. Online, 2020.
- The first meeting of the Sustainable Livestock Working Group online within the framework of the Elaboration of the Strategic Plan for Food in Catalonia (PEAC, in its acronym in Catalan). Online; 2020.
- First meeting of the stakeholders committee of the Life MIDMACC project, 2020.
- Agriculture and climate crisis at the Ateneou Salvadora Catà in Girona (Catalonia), 2019.
- "Small is Smart" Innovative solutions for small agricultural and forestry holdings conference. Bucharest, Romania, 2019.
- "Herded Territories" workshop organized by the University of Girona, 2019
- Technical conference "Prescribed burning and grazing for sustainable management and conservation of open mountain areas" (Bellaterra, July 2, 2019
- Technical conference "Agriculture and regenerative gardening. Living floors", Olot (Catalonia), 2019.
- Technical conference "Resilient forests: which is the best option for future management of forest ecosystems" (Santa Pau (Catalonia), 2017.
- Presentation of the Spanish version of the 'This is not normal', written by Joel Salatín, in Barcelona (Catalonia); 2017.
- Technical Conference "When the livestock space becomes landscape to use" in Llanars (Catalonia); 2017.
- Technical meeting "Biochar: initiatives next to the Montnegre Corredor and Montbio projects", Sant Celoni (Catalonia); 2017.
- Technical Conference "Fertility of the soil and improvement of grasslands with birds". El Prat del Llobregat (Catalonia); 2017.
- Agroecological workshop "Diversification as a strategy for social and economic viability of agroecological experiences." Sant Quirze Safaja (Catalonia); 2017.
- Participation in the technical seminar and final conference of the LIFE Montserrat project; 2017.

#### TRAINING ACTIVITIES

Some examples of the training activities in which the Polyfarming team has participated are:

- A group of high school students from the Sant Gregori Institute in Barcelona visited Planeses within the framework of a trainingseries on the environment. The visit of the Polyfarming Project was related to the topic of soils.
- Teresa Galí-Izard, a professor from the Department of Landscape at Harvard University, visited Planeses in the company of her students.
- Concha Salgero, who is the international coordinator at the Transhumance and Nature NGO, organized a course in the Planeses farm for the operative innovation group coordinated by the European Forum for Nature Conservation and Pastoralism (EFNCP).
- On November 20th, 12 students of the "Ruminant Production" subject of the Agrifood Engineering Degree of the University of Girona attended a course on the Polyfarming system in Planeses.
- On June 27th, a group of people interested in regenerativa agricultura, including students, farmers and those interested in permaculture, attended a course on the regenerative modelat Planeses farm. The course was promoted by L'Era Association. 2020

#### • OUTSTANDING INFORMATIVE ARTICLES:

- Polyfarming inspires Harvard for designing a new city model
- Life-Polyfarming proposes a completely sustainable agri-food model change
- What is regenerative agriculture?
- <u>Euromontana incorporates Polyfarming as an example of good practice in the European management of mountain pastures</u>
- <u>A regenerative agriculture vegetable garden absorbs up to 30 times more CO2 per year than a conventional one</u>
- Healthy soil is essential to achieve food sovereignty
- Six essential techniques to discover regenerative agriculture!

#### OUTSTANDING IMPACTS ON TRADITIONAL MEDIA:

#### Television:

TV3 – The most relevant television channel in catalonia:

- <u>El model agroalimentari regeneratiu permet lluitar contra el canvi climàtic.</u>
- <u>Alimentar el futur</u>.

#### NEWSPAPER:

- La Vanguardia
- <u>Muy interesante</u>.
- <u>El Punt Avui</u>.
- <u>Diari Ara</u>.

#### RADIO:

- Catalunya Ràdio
- <u>RTVE radio</u>
- Prisa radio