



Final Report on Communication and Dissemination Plan

Deliverable D6.6



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An EU-wide farm network demonstrating and promoting cost-effective IPM strategies

Coordination and Support Action (CSA)

01 October 2020 – 31 March 2024 (54 months)

Deliverable D6.6

Final Report on Communication and Dissemination Plan

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A

bstract

This report provides a comprehensive overview of the communication and dissemination (C&D) activities conducted as part of the IPMWORKS project under Work Package 6 (WP6). The deliverable outlines the strategies, tools, and methodologies implemented to maximize awareness of the project's objectives and outcomes among diverse stakeholders.

The communication and dissemination plan established in Month 6 (M6) guided the use of ICT tools, including a project website, social media channels, newsletters, and multimedia materials. Additionally, physical dissemination methods such as leaflets, posters, and practice abstracts were utilized. The project engaged stakeholders through videos, seminars, international conferences, and Integrated Pest Management (IPM) training sessions, which were conducted in both partner and non-partner countries.

Targeting 11 key groups, including farmers, advisors, policy makers, researchers, and consumers, the project tailored messages to address specific needs. The communication strategy, informed by the AIDAR marketing model, evolved to ensure stakeholder engagement during the project and retention beyond its conclusion.

Metrics collected via the project's monitoring tools, alongside collaborative governance mechanisms, demonstrated the successful dissemination of results through newsletters, social media campaigns, press releases, factsheets, and technical articles. Major outputs include the IPM Resource Toolbox, training modules, and reports from international and national events.

As the project nears completion, final deliverables will be disseminated, ensuring long-term access to IPM resources and fostering sustainable agricultural practices.

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Table 1. IPMWORKS' partners

Partner No.	Acronym	Entity	Country
1	INRAE	INSTITUT NATIONAL DE RECHERCHE POUR L'AGRICULTURE, L'ALIMENTATION ET L'ENVIRONNEMENT	FR
2	IT	INRAE TRANSFERT SAS	FR
3	EVILVO	EIGEN VERMOGEN VAN HET INSTITUUT VOOR LANDBOUW- EN VISSERIJONDERZOEK	BE
4	APCA (+CRAOC)	ASSEMBLEE PERMANENTE DES CHAMBRES D'AGRICULTURE (+ LINKED 3RD PARTY: CHAMBRE REGIONALE D'AGRICULTURE OCCITANIE)	FR
5	DELPHY	DELPHY BV	NL
6	ADAS	RSK ADAS LIMITED	UK
7	CONSULAI	CONSULAI, CONSULTORIA AGROINDUSTRIAL LDA	PT
8	IAMZ-CIHEAM	MEDITERRANEAN AGRONOMIC INSTITUTE OF ZARAGOZA / INTERNATIONAL CENTRE FOR ADVANCED MEDITERRANEAN AGRONOMIC STUDIES	ES
9	WR	STICHTING WAGENINGEN RESEARCH	NL
10	AU	AARHUS UNIVERSITET	DK
11	KPODR	KUJAWSKO-POMORSKI OSRODEK DORADZTWA ROLNICZEGO W MINIKOWIE	PL
12	UCSC	UNIVERSITA CATTOLICA DEL SACRO CUORE	IT
13	JHI	THE JAMES HUTTON INSTITUTE	UK
14	ACTA (+IFV)	ASSOCIATION DE COORDINATION TECHNIQUE AGRICOLE (+ LINKED 3RD PARTY: INSTITUT FRANÇAIS DE LA VIGNE ET DU VIN)	FR
15	LEAF	LINKING ENVIRONMENT AND FARMING LBG	UK
16	INTIA	INSTITUTO NAVARRO DE TECNOLOGIAS E INFRAESTRUCTURAS AGROALIMENTARIAS SA	ES
17	INAGRO	INAGRO, PROVINCIAAL EXTERN VERZELFSTANDIGD AGENTSCHAP IN PRIVAATRECHTELIJKE VORM VZW	BE
18	KGZS MB	KMETIJSKO GOZDARSKA ZBORNICA SLOVENIJE KMETIJSKO GOZDARSKI ZAVOD MARIBOR	SI
19	FEUGA	FUNDACION EMPRESA UNIVERSIDAD GALLEGA	ES
20	DL	DJURLAND LANDBOFORENING	DK
21	VELAS	VELAS	DK
22	PROAGRIA	PROAGRIA ETELÄ-SUOMI RY	FI
23	TEAGASC	TEAGASC - AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY	IE
24	GLZ	GRUENLANDZENTRUM NIEDERSACHEN/BREMEN E.V.	DE
25	COEXPHAL (+UAL)	ASOCIACION DE ORGANIZACIONES DE PRODUCTORES DE FRUTAS Y HORTALIZAS DE ALMERIA (+LINKED 3RD PARTY: UNIVERSITY OF ALMERIA)	ES
26	IFOAM ORGANICS EUROPE	INTERNATIONAL FEDERATION OF ORGANIC AGRICULTURE MOVEMENTS EUROPEAN UNION REGIONAL GROUP	BE
27	JKI	JULIUS KUHN-INSTITUT BUNDESFORSCHUNGSINSTITUT FUR KULTURPFLANZEN	DE
28	SSSA	SCUOLA SUPERIORE DI STUDI UNIVERSITARI E DI PERFEZIONAMENTO S ANNA	IT
29	AUA	GEOPONIKO PANEPISTIMION ATHINON	EL
30	AGROSCOPE	EIDGENOESSISCHES DEPARTEMENT FUER WIRTSCHAFT, BILDUNG UND FORSCHUNG	CH
31	BIOSENSE	BIOSENSE INSTITUTE - RESEARCH AND DEVELOPMENT INSTITUTE FOR INFORMATION TECHNOLOGIES IN BIOSYSTEMS	RS

1. Introduction

Deliverable 6.1 - Communication and Dissemination Plan was drafted in Month 6 (M6) of the project. It outlined the project's graphic standards, communication and dissemination (C&D) tools, and key messages. The plan also detailed the work plan and governance structure of Work Package 6 (WP6), along with deadlines, responsibilities for various tasks, key performance indicators (KPIs), and monitoring strategies.

The primary aim of the plan was to maximize awareness of the project, its objectives, and its impacts. It also sought to organize all communication and dissemination activities within the project and provide clear guidelines for consortium partners to follow. To achieve this, various ICT tools were employed, including a project website, social media channels, and multimedia materials such as newsletters. Physical dissemination tools, such as leaflets, booklets, posters, and practice abstracts, were also utilized.

Dissemination activities included the production of videos, seminars, and factsheets. Additionally, a series of Integrated Pest Management (IPM) training sessions were organized in each project country, along with five training sessions in countries outside the consortium.

As the project nears its conclusion, the plan will be reviewed to summarize the tasks completed over this period. KPIs will be analysed, and evidence of completed activities will be documented.

In the final two months of the project, the remaining activities will be completed and discussed in the project Final Technical Report.

2. Communication & Dissemination Strategy

The table below outlines WP6 tasks and status of each task as we reach the end of the project.

Table 2 - WP6 tasks status

Task No.	Time frame	Description	Task leader	Update
6.1.	M1-M48	Communication and Dissemination Plan	CONSULAI	CONSULAI produced and revised the Communication & Dissemination Plan in M6
6.2.	M1-M48	Communication	IAMZ-CIHEAM	The project corporate identity and branding and project website have been produced and made available since the beginning of the project. A series of multimedia materials have also been produced, such as newsletters, leaflets and posters
6.3.	M3-M48	Social media	CONSULAI	Social media activity has been happening since the beginning of the project, using inputs from different project partners



Task No.	Time frame	Description	Task leader	Update
6.4.	M12-M48	Dissemination of project results	ACTA	A series of materials have been produced for this task: Video interviews, tutorial videos, factsheets, technical articles, participation in different events to share project results, organisation of IPM Seminars, practice abstracts
6.5.	M12-M45	Training activities	IAMZ-CIHEAM	IPM trainings were produced, including tailored modules for farmers and advisors, using blended learning approaches. Sessions were held in partner and non-partner countries
6.6.	M6-M48	Organisation of two international FARM DEMO conferences	INRAE	Two conferences have been organised in Brussels. Experts, stakeholders, and EU project representatives were invited to both events

2.1. Internal Communication

The official language of the project has always been English, meaning all internal and external communication materials have been produced in this language.

However, relevant “practical oriented” materials for end-users were translated in the languages of the participating countries, when needed, being a responsibility of NFP.

To ensure that a smooth and transparent communication flow is maintained between the project partners, whenever a new project member joins the consortium, they are immediately added to the project’s management platform (SharePoint), and to the project’s mailing list. This way all partners have access to messages, information, and documentation.

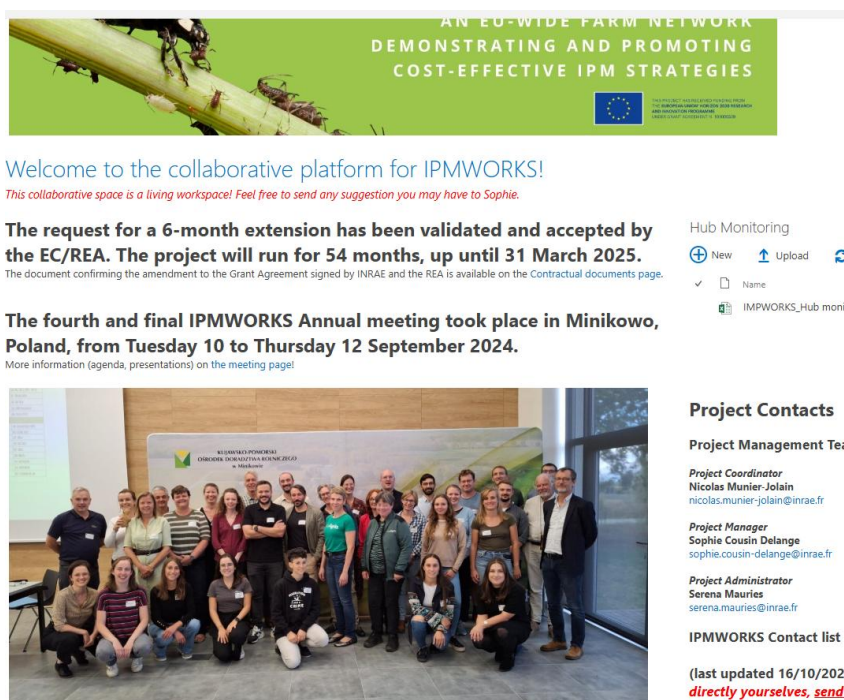
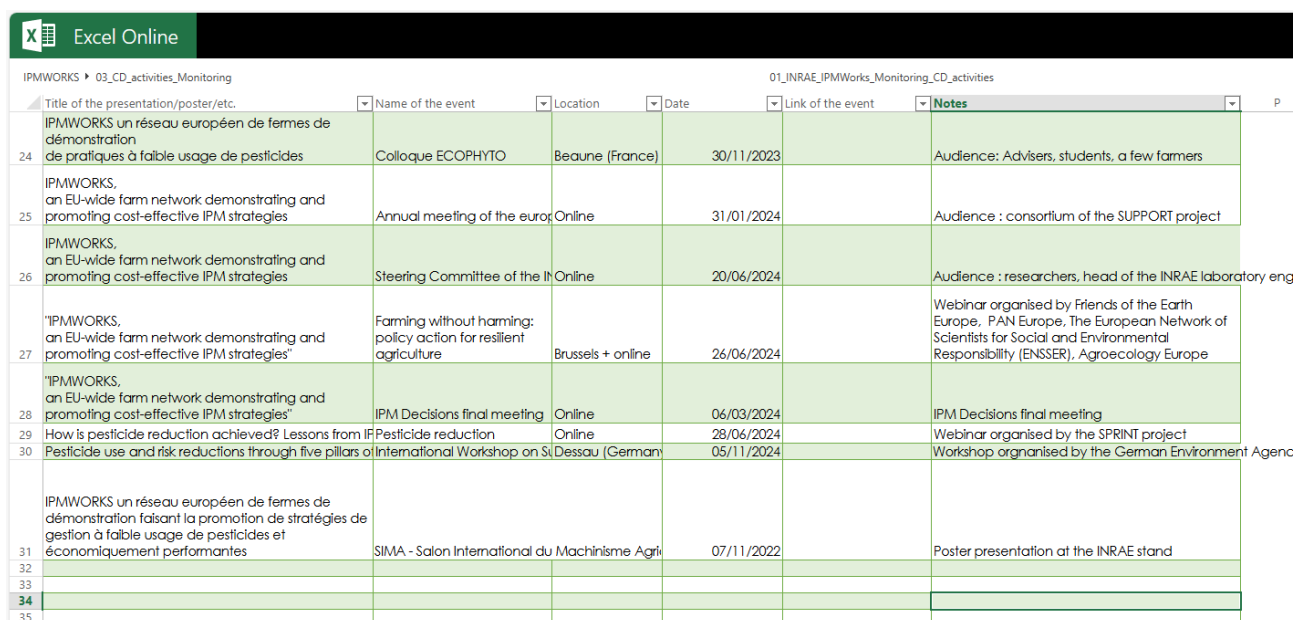


Figure 1 - Project's internal SharePoint page



To facilitate the recording of C&D activities from project partners a monitoring tool has been produced and stored on the project SharePoint. This tool allows partners to easily register the C&D efforts they have made to better monitor WP6 KPIs.



	Title of the presentation/poster/etc.	Name of the event	Location	Date	Link of the event	Notes
24	IPMWORKS un réseau européen de fermes de démonstration de pratiques à faible usage de pesticides	Colloque ECOPHYTO	Beaune (France)	30/11/2023		Audience: Advisers, students, a few farmers
25	IPMWORKS, an EU-wide farm network demonstrating and promoting cost-effective IPM strategies	Annual meeting of the euroOnline	Online	31/01/2024		Audience : consortium of the SUPPORT project
26	IPMWORKS, an EU-wide farm network demonstrating and promoting cost-effective IPM strategies	Steering Committee of the IPMWorks	Online	20/06/2024		Audience : researchers, head of the INRAE laboratory eng
27	"IPMWORKS, an EU-wide farm network demonstrating and promoting cost-effective IPM strategies"	Farming without harming: policy action for resilient agriculture	Brussels + online	26/06/2024		Webinar organised by Friends of the Earth Europe, PAN Europe, The European Network of Scientists for Social and Environmental Responsibility (ENSSER), Agroecology Europe
28	"IPMWORKS, an EU-wide farm network demonstrating and promoting cost-effective IPM strategies"	IPM Decisions final meeting	Online	06/03/2024		IPM Decisions final meeting
29	How is pesticide reduction achieved? Lessons from IPM	Pesticide reduction	Online	28/06/2024		Webinar organised by the SPRINT project
30	Pesticide use and risk reductions through five pillars of IPM	International Workshop on Sustainable Agriculture	Dessau (Germany)	05/11/2024		Workshop organised by the German Environment Agency
31	IPMWORKS un réseau européen de fermes de démonstration faisant la promotion de stratégies de gestion à faible usage de pesticides et économiquement performantes	SIMA - Salon International du Machinisme Agricole		07/11/2022		Poster presentation at the INRAE stand
32						
33						
34						
35						

Figure 2 - C&D monitoring tool available on the project SharePoint

2.2. Target groups

At the start of the project, 11 key target groups were identified to guide communication and dissemination efforts effectively. These groups include farmers, producers' organizations, agronomists, retail organizations, advisors/advisory services (including EUFRAS), policy advisors/makers, researchers/higher education institutions and students, consumers/general public, EIP-AGRI Agriculture and Innovation stakeholders, the European Network for Rural Development (ENRD), and National Rural Networks (NRNs). Each group was defined based on its role and influence within the agricultural sector or rural development landscape. The project's communication and dissemination materials were tailored to address the specific needs and interests of these groups.

2.2.1. Key messages

At the beginning of the project, key messages tailored to various target groups were carefully drafted to guide communication efforts and ensure relevance across diverse audiences. As the project progressed, these messages were regularly reviewed and adapted to reflect new insights and evolving priorities. In recent years, the focus has been on effectively sharing IPMWORKS results and providing updates on hub activities, ensuring that stakeholders remain informed about the project's achievements and advancements in integrated pest management.

2.3. External communication & dissemination

The project Communication strategy was planned taken into account the AIDAR marketing and communication model (Fig. 3), which stands for **A**ttention, **I**nterest, **D**esire, **A**ction and **R**etention. As we're

reaching the end of the project, most C&D efforts fit perfectly in the Retention phase. This effort aims to keep the interest and commitment of the target groups identified beyond the end of the project.



Figure 3 -AIDAR Marketing and communication model

The following communication and dissemination tools were developed during the project to target different audiences, using an integrated approach to share IPMWORKS' outcomes and results:

Communication tools:

- Website
- Social media
- Leaflets and posters

Dissemination tools:

- Press releases
- Factsheets
- Booklets and Practice abstracts
- Technical articles
- Videos
- International Agriculture Fairs
- National and International Technical Seminars
- Scientific Conferences
- IPMWORKS Seminars
- International FARM DEMO Conferences

The project's communication and dissemination activities successfully shared its results and outcomes with relevant stakeholders, ensuring a high level of awareness, using a consistent, clear and adapted to different formats addressed to a series of different target audiences. Throughout the project, all partners actively participated in dissemination efforts, presenting the project, its results, and outcomes at national and international events whenever appropriate.

2.4. Work plan and governance

As the leader of WP6, CONSULAI organized monthly meetings with involved partners (ACTA, IAMZ-CIHEAM, FEUGA, and COEXPHAL) to discuss progress. These meetings served as a platform to remind partners of deadlines and responsibilities, exchange experiences, and address challenges collaboratively. They also acted as a monitoring tool to ensure that all Deliverables, Milestones, and deadlines were met. Partners shared their difficulties, discussed potential solutions, and co-created strategies to better achieve the objectives of WP6.



3. Communication & Dissemination Tools

3.1. Website

The IPMWORKS website (<https://ipmworks.net/>) was developed as an interactive platform to share information on IPM in Europe with various target audiences. The website features multimedia materials, project details, news, resources, networks, and contact information. It includes submenus for results and resources (factsheets, practice abstracts, and leaflets), project networks and hubs, and updates for stakeholders.

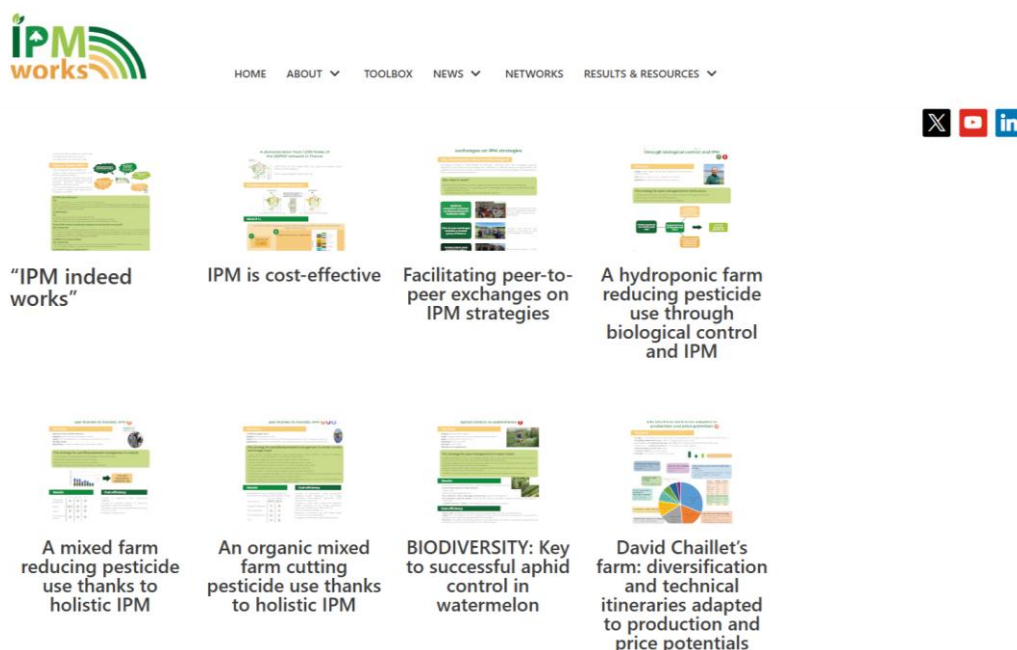


Figure 4 - Communication and Dissemination materials made available in the project website



Visitors can register as stakeholders, subscribe to the newsletter, and directly contact the consortium through a dedicated section. Social media accounts are integrated into the site for seamless engagement.



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Newsletters



12/18/2024 - H2020 IPMWORKS - #8 Newsletter | IPM Conference
 11/29/2024 - Unlock Expert Training in IPM
 04/04/2024 - H2020 IPMWORKS - #7 Newsletter | Orchards sector
 10/19/2024 - H2020 IPMWORKS - #6 Newsletter | IPM Conference 2024
 01/30/2024 - H2020 IPMWORKS - #5 Newsletter | IPMWORKS Resource Toolbox
 07/10/2023 - H2020 IPMWORKS - #4 Newsletter | Greenhouse Horticulture sector
 05/11/2023 - H2020 IPMWORKS - #3 Newsletter | Vineyards sector
 04/20/2022 - H2020 IPMWORKS - #2 Newsletter
 10/07/2021 - H2020 IPMWORKS - #1 Newsletter



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101000339.

JOIN US



Figure 5 - Newsletters' page on the project website

The website was created using WordPress for easy maintenance and durability, with content managed collaboratively by all partners under IAMZ-CIHEAM's coordination. It serves as a dynamic tool to support the project's development and dissemination throughout its duration. As the project concludes, the website stands as a comprehensive resource for ongoing access to IPMWORKS' outputs and information.



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Figure 6 - IPMWORKS homepage

A summary of the website metrics can be seen below:

- 52.371 webpage visits



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- 6.623 website users
- Average time: 1 min 56 s
- Number of website posts: 64
- Newsletter page views: 122 averages
- What countries visit the website the most?
 - 1. United States: 643 users
 - 2. United Kingdom: 570 users
 - 3. Spain: 540 users
 - 4. Belgium: 488 users
 - 5. France: 362 users
- Type of device used to visit the website
 - 88% of users visit the website using their Desktop, 2% use a tablet and 10% a mobile device

3.1.1. IPM Resource Toolbox

The IPM Resource Toolbox, developed and managed in WP4, serves as a central repository for content created during the project as well as resources collected from related initiatives. Accessible via its dedicated tab on the IPMWORKS website, the toolbox consolidates materials from IPMWORKS and other European projects, such as NEFERTITI (<https://nefertiti-h2020.eu/>), IPMDecisions (<https://www.ipmdecisions.net/>) and ENDURE IC (<http://www.endure-network.eu/>).

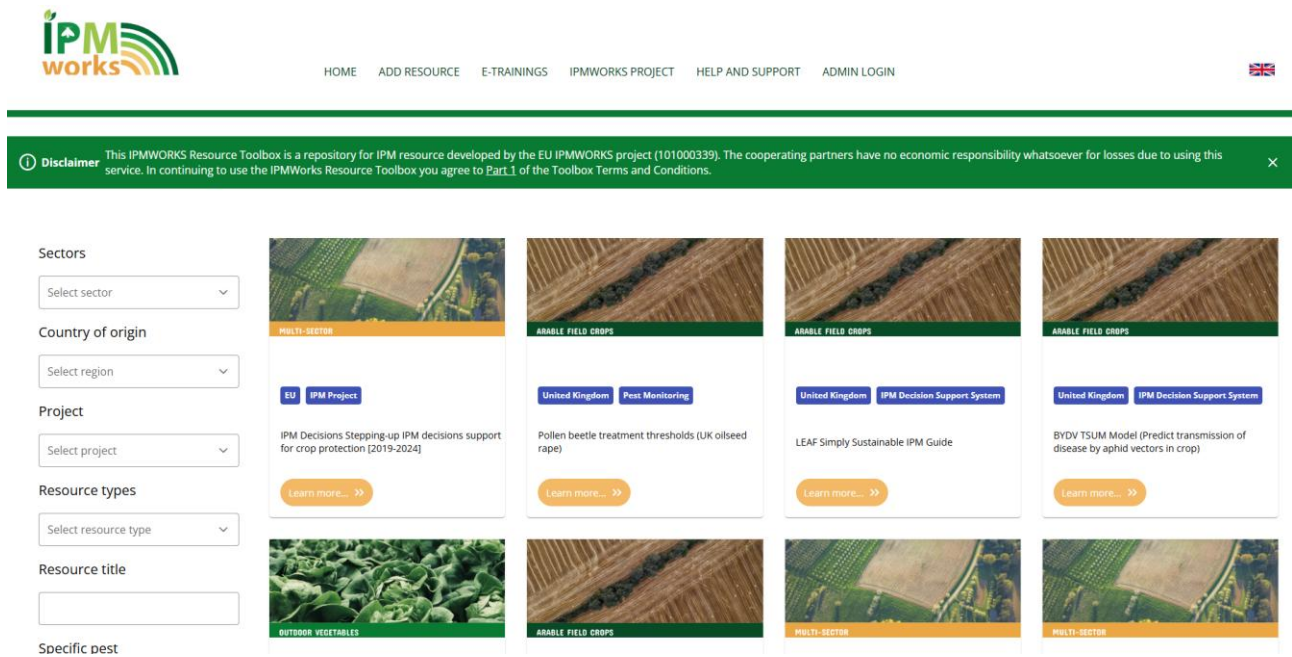


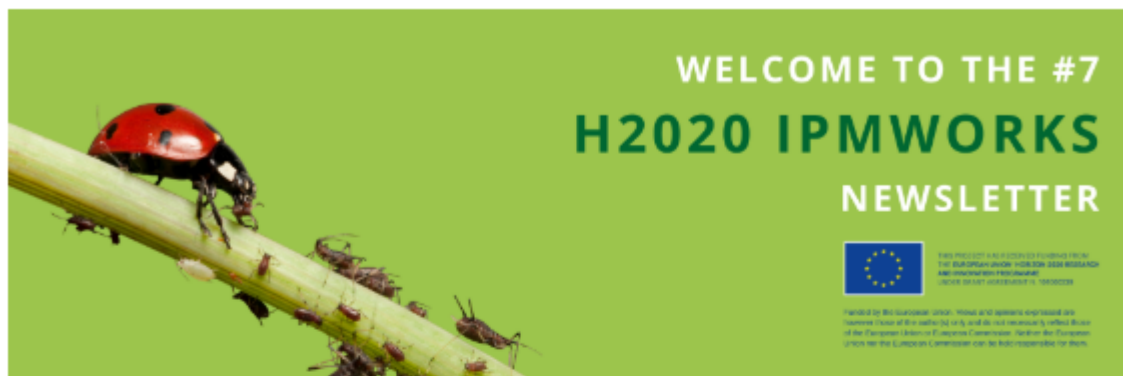
Figure 7 - IPM toolbox homepage

Designed based on inputs from surveys and meetings, the toolbox provides a synergetic platform, enabling end-users to access a wide range of resources in one place. It also functions as a key dissemination tool, housing many of the project’s outputs and contributions to the IPM community. As the project concludes, the toolbox stands as a valuable legacy for ongoing access to IPM knowledge and practices.



3.1.2. Newsletter

A digital newsletter was created and made available on the project website and disseminated on social networks, to present the project and its objectives and results, disseminate events, news about IPM in Europe, among other relevant content for an interesting, appealing and dynamic newsletter, using multimedia content.



Welcome to the #7 H2020IPMWORKS Newsletter

Revolutionize your agricultural practices with sustainable solutions: delve into IPM strategies, learn from success stories, and gain expert insights to effectively address farming challenges while paving the way for a sustainable future.

ORCHARDS SECTOR

Don't miss out on this opportunity to enhance your orchard management practices and contribute to sustainable pest management solutions. Explore our informative technical documents and become part of the movement towards a greener, more sustainable future for orchard agriculture.



Figure 8 - Example of an IPMWORKS newsletter



Information for the newsletter content has been shared by WP leaders, NFP, Sector leaders and Hub coaches to CONSULAI, who is responsible for drafting the final newsletter design and content. The newsletter was produced using the Mailchimp platform (with a sign-up box on the IPMWORKS website), thus allowing a fast and effective subscription of readers (also with an unsubscribe option), and the consultation of metrics.

Join the community of IPMWORKS Stakeholders and Friends



Please read the Consent Agreement [here](#)

If you have any question, please contact nicolas.munier-jolain@inrae.fr

by ticking this box, I state that I have read, understood and agreed the Consent Agreement

Family name*

First name*

E-mail address*

Figure 9 - Newsletter submission form on the project website

Twelve newsletters are to be produced over the course of the project. At this moment 3 newsletters are missing and will be sent until March.

Over the course of the project **218 subscribers** have registered to receive IPMWORKS newsletters, more metrics regarding project newsletters are available below:

Table 3 - Newsletter metrics

Newsletter	Opens	Clicks
1	39 (22,8%)	11 (6,4%)
2	56 (33,5%)	12 (7,2%)
3	44 (26,8%)	4 (2,4%)
4	57 (26,6%)	6 (2,8%)
5	49 (24,4%)	10 (5,0%)
6	53 (26,8%)	8 (4,0%)
7	63 (32,5%)	9 (4,6%)

Newsletter	Opens	Clicks
8	52 (26,8%)	17 (8,8%)
9	59 (30,3%)	12 (6,2%)

3.2. Social media

IPMWORKS developed a Social Media Engagement Strategy (T6.3 – Social media, D6.2 – Social media engagement strategy) aiming to increase awareness of the project, its objectives, and outcomes. More specifically, the use of social media aims to develop awareness and encourage the engagement of farmers, producer organizations, advisors, advisory services, researchers, higher education, institutions/students, policy makers, consumers, retailers, and all the other target groups, promoting the exchange of knowledge.

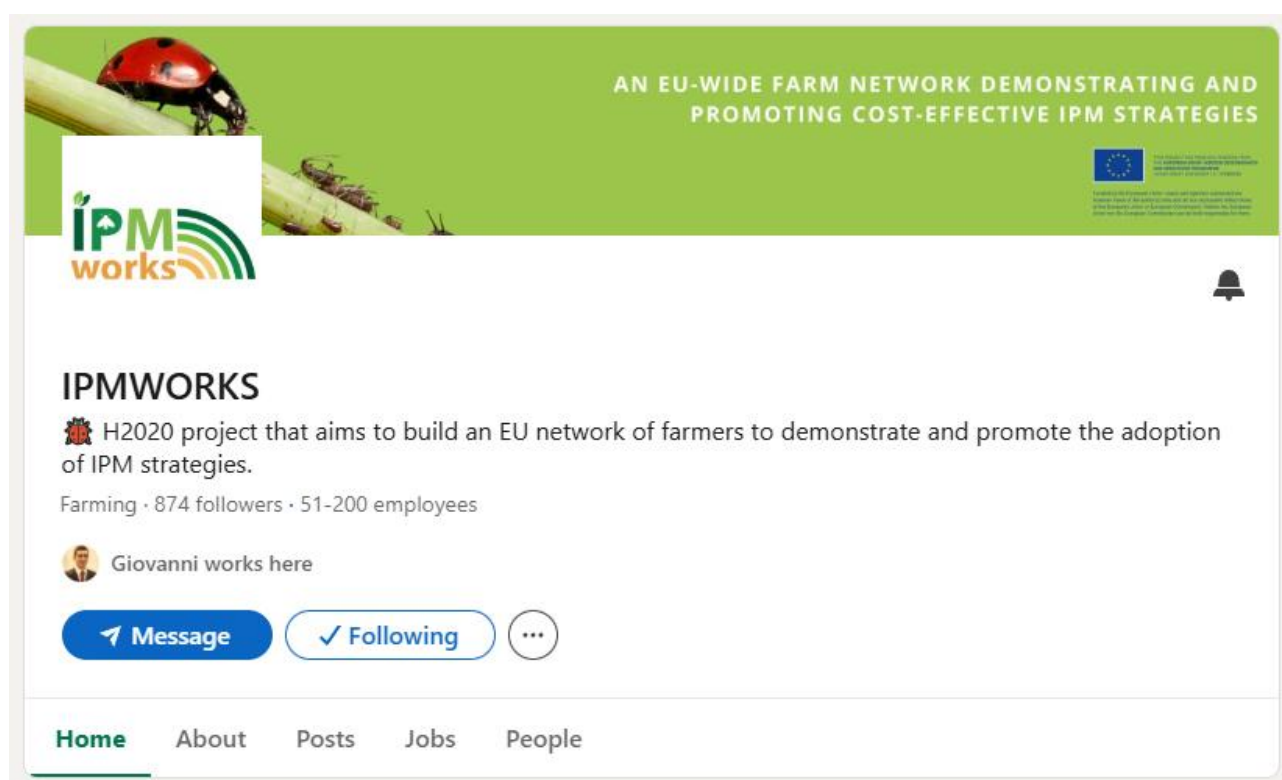


Figure 10 - IPMWORKS LinkedIn page

The main idea is that the project coordinator, WP leaders, NFP, Sector leaders, Hub coaches and all partners are able to communicate their strategies, results, and proposed research ideas in the project social media channels and then share in their own social media profiles to reach the target audiences.

Social media metrics have been collected and presented in the table below:

Table 4 - Social media metrics

LinkedIn	Followers	842
	Impressions	47 367
	Engagements	3 603
	Posts	169

Twitter	Followers	411
	Impressions	168 542
	Engagements	7 957
	Posts	214

3.3. Leaflets and posters

Two official project leaflets have already been produced, one institutional project leaflet and a leaflet entitled “IPM indeed works!”. These leaflets have been produced by IAMZ-CHIAM and made available on the project website available for download.



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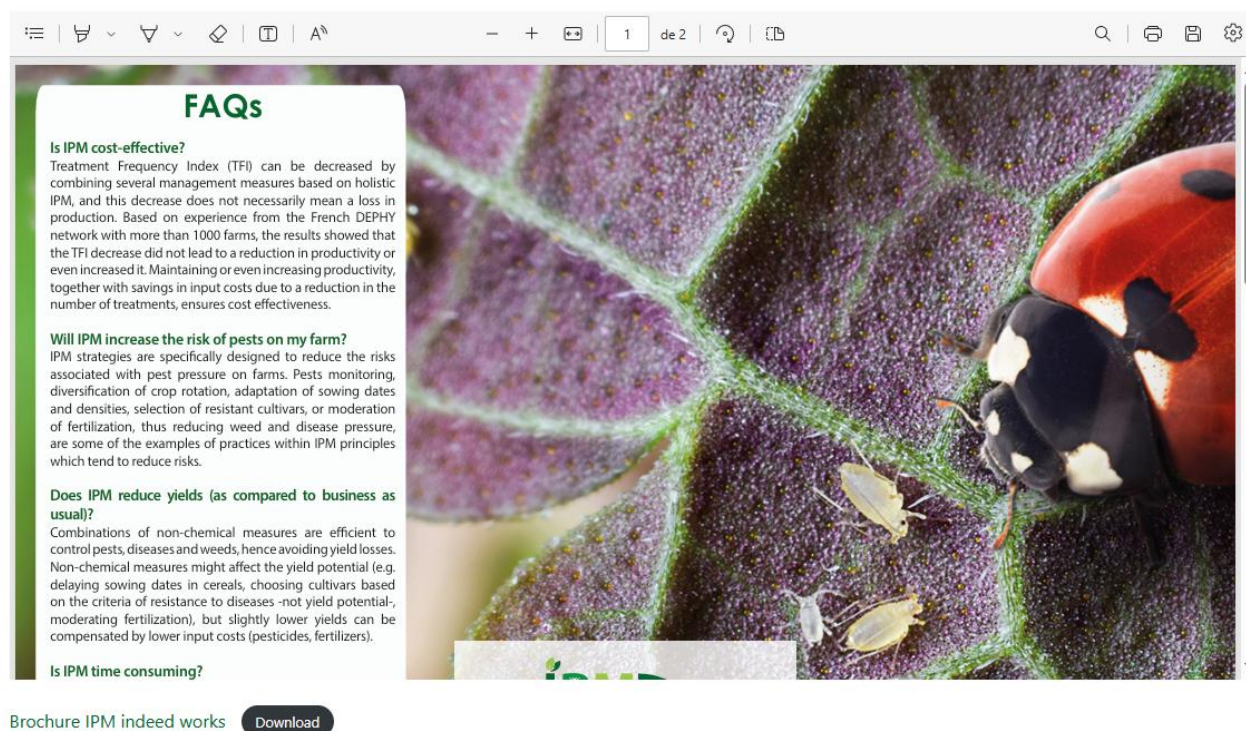


Figure 11 - Leaflet "IPM indeed works" available on the website

To display the results of the first survey to hub coaches, INRAE has produced a flyer and a leaflet for each farming sector making a total of 12 leaflets + posters. IAMZ-CHIAM is also preparing another leaflet that will be made available at the end of the project presenting final project results.

For the project’s Exhibition at the European Parliament in 2023, 26 posters were produced with the support of Hub Coaches detailing different IPM strategies. Two other official posters had already been produced entitled: “IPM indeed works” and “IPM is cost-effective”.





“IPM indeed works”



IPM is cost-effective



Facilitating peer-to-peer exchanges on IPM strategies



A hydroponic farm reducing pesticide use through biological control and IPM



A mixed farm reducing pesticide use thanks to holistic IPM



An organic mixed farm cutting pesticide use thanks to holistic IPM



BIODIVERSITY: Key to successful aphid control in watermelon



David Chaillet's farm: diversification and technical itineraries adapted to production and price potentials

Figure 12 - IPMWORKS Posters made available on the website

3.4. Press releases

As of right now 17 Press releases have been produced with the support of Hub Coaches covering a series of different subjects like:

- IPMWORKS: An EU-wide farm network to demonstrate and promote cost-effective strategies on Integrated Pest Management (IPM)
- IPMWORKS celebrates 1 year after launching
- Showing how “demonstrations” and knowledge sharing work for sustainable agriculture
- New online toolbox for Integrated Pest Management knowledge sharing launched
- European Parliament exhibition “Towards a Europe without pesticides within the framework of the European Green Deal and the reform of the SUD/SUR directive”
- Biodiversity is key to produce watermelons without pesticides – an example from an organic farm
- Beneficials helping the battle against aphids in zucchini production – an example from a vegetable farm with organic approach
- Destination: biologization! Examples of integrated pest management in oilseed rape and winter wheat in Tłuchowo, Poland
- IPM Decisions platform update for the summer season
- IPMWORKS shines at European Parliament Hearing on Sustainable Pesticide Use
- Integrated Pest Management Experts Collaborate on Crucial European Pesticide Regulation Reform
- IPMWORKS annual meeting in Almeria, Spain, 14-16 November 2023

- 20 booklets, entitled "How I implemented IPM": 20 IPM strategies around Europe on the five cropping sectors
- All for healthy crops! Weed control in varied crops in Kołodziejewo, Poland
- IPM Conference | Brussels 14th of May
- Avoiding glyphosate use in apple orchards through cover crops and integrated mechanical weeding - an example from Slovenian farms with an organic approach
- Good IPM practices and success stories - examples from European vegetables farms
- Get trained in Integrated Pest Management!! H2020 IPMWORKS has launched its e-learning modules

These Press Releases have been shared on the project website as Highlights, on the project's social media channels and via email to NFP so they can forward them to relevant national media outlets.



HOME ABOUT ▼ TOOLBOX NEWS ▼ NETWORKS RESULTS & RESOURCES ▼

Good IPM practices and success stories: Examples from European vegetables farms

Outdoor vegetables farms throughout Europe are implementing many techniques to reduce the use of pesticides. We share with you some success stories based on different methods from the IPMWorks hubs

(Finland) To avoid weeds, vegetable farmers in Finland often cover the raised beds (e.g. in cabbage or lettuce) with a biodegradable film. This technique has also other advantages: the temperature of the ground rises in the spring more rapidly than usually and moisture is retained in the ground beneath it. This stimulates the growth of the plants. During the growing season chemical weed control is not needed anymore, only the planting holes are weeded by hand if necessary. Moreover less weeding hours are needed with a biofilm. However there is a side problem in lettuce after using film for several years: the presence of the click beetle larvae (*Agriotes obscurus*) has increased so pest monitoring is needed to follow up the pest pressure. Furthermore stronger films are needed, because these used biofilms do not stay for long time. Jonathan De Mey, the Belgian hubcoach from Inagro also share his experience with the use of organic mulches in zucchini. "Farmers are getting more and more interested in using organic mulches after we organised a demo within the Belgian hub. I believe the use of organic mulches in vegetables production will increase even more."

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Figure 13 - Press Release available in the project website, as a Highlight

Two more PR are expected until the end of the project about:

- The critical role of social skills in IPM demo hubs and how it can be enhanced
- IPM Conference 2024 Report Now Available: Advancing Holistic Integrated Pest Management and Reducing Pesticide Use in European Agriculture



3.5. Factsheets

Throughout the project 10 IPM adoption factsheets were produced, two for each crop sector: arable crops, vegetables, horticulture, orchards, vineyards. These factsheets were made available on the project website as well.



HOME ABOUT ▼ TOOLBOX NEWS ▼ NETWORKS RESULTS & RESOURCES ▼

Factsheets

IPM Surveys Factsheets |
Arable Field Crops

May 24, 2024

IPM Surveys Factsheets |
Outdoor Vegetables

May 24, 2024

IPM Surveys Factsheets |
Vineyards

May 24, 2024

IPM Surveys Factsheets |
Orchards

May 24, 2024

IPM Surveys Factsheets |
Greenhouse Horticulture

May 24, 2024

IPM Adoption Factsheets |
Organic sector

February 16, 2024

IPM Adoption Factsheets |
Arable crops

January 3, 2024

IPM Adoption Factsheets |
Orchards

November 17, 2023

IPM Adoption Factsheets |
Vineyard

October 12, 2023

Figure 14 - Sector factsheets available on the project website

3.6. Booklets and Practice abstracts

To boost the impact of the results it is essential to establish a connection with the EIP-AGRI Service Point platform at European Union level and with National Rural Networks (NRNs). These platforms will ensure the dissemination of the results in other EU countries that are not represented in the consortium.

This task was split in two phases:

1. Production of 2 booklets per hub (in digital format) such as:
 - a. 1st on technical and economic descriptions of IPM-based strategies in specific IPMWORKS farms
 - b. 2nd on social approaches to promote adoption of IPM-based strategies, and progresses made in IPMWORKS hubs
2. Production of 2 Practice Abstracts per hub, based on the 2 booklets, divided in 2 Deliverables: D6.3: First round of Practice Abstracts produced and available in the EIP-AGRI platform (22) and D6.5: Second round of Practice Abstracts produced and available in the EIP-AGRI platform (22).

Two different batches of booklets and Practice Abstracts were produced in April 2024 and in December 2024. This second batch will be published at the end of the project in March 2025.



Booklets

Vineyards | Survey #1 results

February 7, 2024

The IPMWORKS project presents the results of Survey #1 "IPM awareness, IPM adoption, pesticide use and self-evaluation" obtained for the "Vineyards" sector. Survey #1 focused... [Read More](#) »

Outdoor Vegetables | Survey #1 results

February 7, 2024

The IPMWORKS project presents the results of Survey #1 "IPM awareness, IPM adoption, pesticide use and self-evaluation" obtained for the "Outdoor Vegetables" sector. Survey #1... [Read More](#) »

Orchards | Survey #1 results

February 7, 2024

The IPMWORKS project presents the results of Survey #1 "IPM awareness, IPM adoption, pesticide use and self-evaluation" obtained for the "Orchards" sector. Survey #1 focused... [Read More](#) »

Greenhouse Horticulture | Survey #1 results

February 7, 2024

The IPMWORKS project presents the results of Survey #1 "IPM awareness, IPM adoption, pesticide use and self-evaluation" obtained for the "Greenhouse Horticulture" sector. Survey #1... [Read More](#) »

Arable Fields | Survey #1 results

February 7, 2024

The IPMWORKS project presents the results of Survey #1 "IPM awareness, IPM adoption, pesticide use and self-evaluation" obtained for the "Arable Fields" sector. Survey #1... [Read More](#) »

Arable crops system in Netherlands

January 30, 2024

The farm is located in Kraggenburg, Noordoostpolder, Flevoland. Advantages of the system: – The IPM approach allows to experiment with additional preventive control measures. –... [Read More](#) »

Figure 15 - Booklets made available on the project website

3.7. Technical articles

Over the course of the project 20 technical articles have been produced by project partners in relevant national agriculture media. Links to these articles have been made available in the project website, see below:

Compostaje y vermicompostaje: claves para viñedos más sostenibles

Ángela Muñiz Date: July 30, 2024 Journal: Vinetur Read the...

[Read More](#)

🕒 July 22, 2024

Act now to combat grass weeds – or they could put you out of business

Blackgrass and Italian ryegrass are spreading rapidly. They quickly develop...

[Read More](#)

🕒 April 22, 2024

Estrategias de Gestión Integrada de Plagas en Colza. H2020 IPMWORKS

Joaquín Balduque-Gil Date: august 28, 2023 Journal: Tierras, Interempresas Read...

[Read More](#)

🕒 September 11, 2023

Danish lessons for herbicide-resistant grass weeds

Date: August 22, 2023 Shay Phelan Journal: Irish Independant Eventually...

[Read More](#)

🕒 August 22, 2023

Pulverizadores de reciclaje para una agricultura más sostenible

Figure 16 - Technical articles written by project partners, linked to in the project website

3.8. Videos

Two batches of videos were planned throughout the project:

- 15 videos of interviews with farmers, advisors and IPM experts, based on demo events (3 per agriculture sector)
- 10 video tutorials of IPM success stories and best practices (2 per agriculture sector)

These videos were produced with the support of Hub Coaches and made available on the project website. To further disseminate these video materials the links were also shared on the project social media channels.

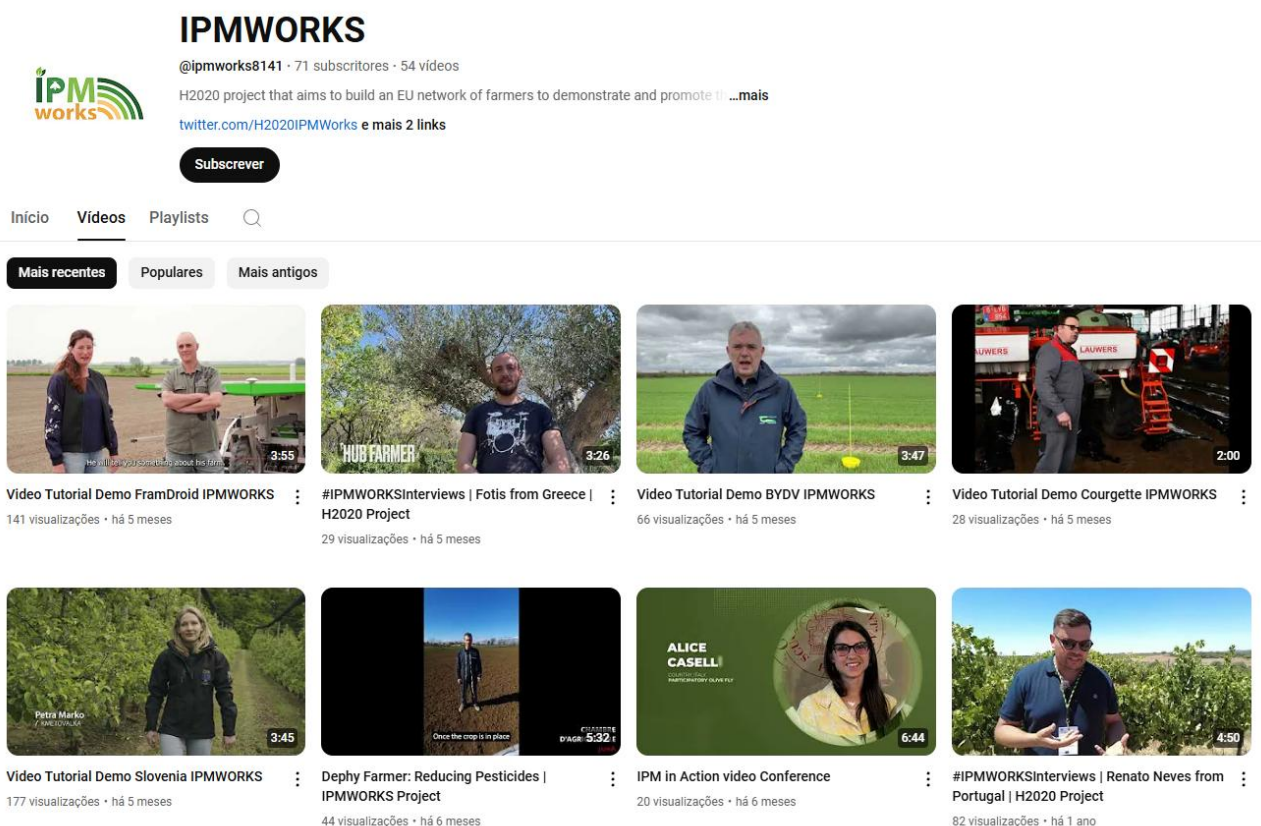


Figure 17 - IPMWORKS YouTube channel containing the videos produced in the project

3.9. International Agriculture Fairs

The consortium participated in 4 international agriculture fairs (IAF), with the aim of promoting the project's results and the developed concept of IPM adoption. In total 21.330 attended these Fairs. Partners have registered this participation in the C&D monitoring tool as can be seen below:

#	Partner	Type of event	Extra or task in project	Total Attendees	Name of the event	Location	Date
1	INRAE	International agriculture fairs (IAF)	Task foreseen in the Grant Agreement	30	SIMA - Salon International du Mechanisme Agricole	Paris, France	07/11/2022
2	KPODR	International agriculture fairs (IAF)	Extra event to disseminate the IPMWorks project	10000	Krajowe Dni Pola Minikowo 2021	Minikowo, Poland	19/08/2021
3	ACTA	International agriculture fairs (IAF)	Extra event to disseminate the IPMWorks project	1300	Culturales	Reims, France	15/08/2021
4	TEAGASC	International agriculture fairs (IAF)	Extra event to disseminate the IPMWorks project	10000	National Ploughing championships	Laois, Ireland	17/09/2024

Figure 18 - Registration of the participation of partners in International agricultural fairs

3.10. National and International Technical Seminars

The consortium participated in 8 national and international technical seminars (TS) to present the main results of the IPMWORKS project. In total 455 people participated in the national and international technical seminars.

Attendance to events
Fill in each column, row by row, using the dropdown list

#	Partner	Type of event	Extra or task in project	Total Attendees	Name of the event	Location	Date
1	ADAS	Technical Seminars participation	Extra event to disseminate the IPMWorks project	8	ADAS Farming Association	Online	16/12/2021
2	IAMZ-CIHEA	Technical Seminars participation	Extra event to disseminate the IPMWorks project	35	Debate on the Proposal for the SUR Regulation on the s	Madrid	12/05/2023
3	WR	Technical Seminars participation	Extra event to disseminate the IPMWorks project	150	Rondetafel bijeenkomst Tweede Kamer rond het gebruik	The Hague	12/01/2022
4	KGZS MB	Technical Seminars participation	Extra event to disseminate the IPMWorks project	95	IPM strategy presentation	Gornja Radgona	27/03/2023
5	KGZS MB	Technical Seminars participation	Task foreseen in the Grant Agreement	52	IPM strategy presentation - vineyards sector	STS Ivanjovci	01/09/2021
6	JKI	Technical Seminars participation	Extra event to disseminate the IPMWorks project	80	Feldtag zum Hacken	Buttelstedt Thüringe	15/09/2021
7	SSSA	Technical Seminars participation	Extra event to disseminate the IPMWorks project	15	GIORNATA IN CAMPO Progetto MI.TI.CO. Percorsi per l	Azienda Agr icola B	06/10/2021
8	SSSA	Technical Seminars participation	Extra event to disseminate the IPMWorks project	10	L'INTRODUZIONE DELLA CANAPA NEGLI AVVICENDAN	Vecchiano (PI)	22/04/2022

Figure 19 - Registration of the participation of partners in National and international technical seminars

3.11. Scientific Conferences

The consortium, represented by INRAE, participated in 9 international scientific conferences (SC), one more than expected in the Grant Agreement to present the main results of the IPMWORKS project. In total the Scientific Conference has reached 797 attendees.

Attendance to events
Fill in each column, row by row, using the dropdown list

#	Partner	Type of event	Extra or task in project	Total Attendees	Name of the event	Location	Date
1	INRAE	Scientific Conferences participation	Task foreseen in the Grant Agreement	40	Zero pollution for healthier people and planet	Online	09/06/2021
2	INRAE	Scientific Conferences participation	Task foreseen in the Grant Agreement	47	INNOSETA	Online	28/06/2021
3	INRAE	Scientific Conferences participation	Task foreseen in the Grant Agreement	40	Tech&Bio	Bourg-les-Valence	21/09/2021
4	INRAE	Scientific Conferences participation	Task foreseen in the Grant Agreement	70	REA Meeting 'Plant Health'	Online	23/09/2021
5	INRAE	Scientific Conferences participation	Task foreseen in the Grant Agreement	180	COMAPPI Conférence sur les Moyens Alternatifs de Proté	Lille (France)	09/03/2022
6	INRAE	Scientific Conferences participation	Task foreseen in the Grant Agreement	250	Séminaire DEPHY-Ferme	Paris (France)	22/11/2022
7	INRAE	Scientific Conferences participation	Extra event to disseminate the IPMWorks project	20	Webinar France/Australia : farm Demo networks to reach	Online	13/09/2023
8	INRAE	Scientific Conferences participation	Extra event to disseminate the IPMWorks project	20		Dijon (France)	13/09/2023
9	INRAE	Scientific Conferences participation	Extra event to disseminate the IPMWorks project	150	Colloque ECOPHYTO	Beaune (France)	30/11/2023

Figure 20 - Registration of the participation of partners in Scientific conferences

3.12. IPMWORKS Seminars

To share IPM strategies in different crops and countries, and results achieved throughout the project, 4 seminars took place in the third year of the project in several prospective EU regions (Denmark, Portugal, Germany, and Poland) in close coordination with local structures and hubs, reaching a total of 222 attendees in the four seminars.

Reports were made for the 4 Seminars, detailing the agenda and sharing pictures of these events. These reports were then made available on the project website, as can be seen below:

Reports

IPM Conference 2024 |
Holistic IPM: Reducing
Pesticide Use – Brussels

December 17, 2024

IPMWOKS Seminar | The
importance of integrated
plant protection in the
development of agricultural
farms | Poland

July 11, 2024

IPMWOKS Seminar |
Promoting Sustainable
Agriculture | Portugal

June 4, 2024

IPMWOKS Seminar |
Mechanical weed control in
arable crops | Germany

May 28, 2024

IPMWOKS Seminar |
Cropping systems in the
future | Denmark

May 21, 2024

Figure 21 - IPMWORKS website, "Reports" page

3.13. International FARM DEMO Conferences

Two international FARM DEMO conferences (EU level) were organised:

1. One at the end of the first year of the project, in **partnership with the NEFERTITI project**. This conference was held in Brussels together with the final conference of NEFERTITI project.
2. One **final conference, IPM Conference 2024**, organised jointly with our sister project IPM Decisions, and articulated with DG-AGRI. The final conference took place in Brussels to present IPMWORKS results.

For both conferences, experts from all over Europe were invited, as well as actors and stakeholders from preceding events and participants in relevant EU projects, making a total of 583 attendees in both conferences.

A small report regarding each conference was made available in the project website, in the Highlights section, sharing presentations and photos as well as conclusions/outputs of the conference.

Farm Demo Policy Dialogue and Farm Demo Conference 2022: "Sharing innovation for sustainable agriculture"

Held on 10th - 11th of May in Brussels



Figure 22 - Highlight regarding the first FarmDemo Conference

4. Key performance Indicators (KPI's)

At the start of the project, dissemination KPIs were set based on traditional outreach methods. However, the shift towards digital communication, accelerated by the COVID-19 pandemic, has expanded our reach beyond initial estimates. The increasing preference for online content over printed materials highlights the need to focus on digital metrics such as downloads, website visits, and social media engagement. Additionally, many materials have been shared with National Focal Points, extending their distribution through national and regional networks. While this has broadened our outreach, it has also made it more challenging to precisely track dissemination. Therefore, we will focus on reviewing the KPIs for materials that have been directly shared with the public by the project. See the C&D KPIs analysis in the table below:

Table 5. Project Communication & Dissemination KPIs

Tasks/Events	Expected KPIs	Achieved KPIs
Website	<ul style="list-style-type: none"> No. of webpage visits: 8 000 Average time: 2 min Website contents/News: 300 Newsletter subscribers: 1 000 	<ul style="list-style-type: none"> No. of webpage visits: 52.371 (656%) Average time: 1 min 56 s (100%) Website contents/News: 64 (21%) Newsletter subscribers: 340 (34%)
Social media strategy	<ul style="list-style-type: none"> No. of followers/likes: 8 000 No. of content views: 1 500 	<ul style="list-style-type: none"> No. of followers/likes: 2.806 (35%) No. of content views: 219.971 (14.665%)
Linking with EU projects and EIP-AGRI platform	<ul style="list-style-type: none"> No. Practice abstracts: 44 	<ul style="list-style-type: none"> No. Practice abstracts: 44 (100%)
Preparing C&D Materials	<ul style="list-style-type: none"> No. of Interviews videos: 15 No. of Video Tutorials: 10 (2/sector) Press releases: 20 No. of Leaflets: 3 No. of Factsheets: 5 (1/sector) No. of Technical articles: 20 	<ul style="list-style-type: none"> No. of Interviews videos: 15 (100%) No. of Video Tutorials: 10 (100%) Press releases: 20 (100%) No. of Leaflets: 3 (100%) No. of Factsheets: 10 (200%) No. of Technical articles: 20 (100%)

Tasks/Events	Expected KPIs	Achieved KPIs
Dissemination of results	<ul style="list-style-type: none"> • Presences in IAF: 4 <ul style="list-style-type: none"> ○ Reached audience: 2 000 • Presences in TS: 8 <ul style="list-style-type: none"> ○ Reached audience: 800 • Presences in SC: 8 <ul style="list-style-type: none"> ○ Reached audience: 800 • Organization of Seminars: 4 <ul style="list-style-type: none"> ○ Attendees in seminars: 600 (150/seminar) • Organization of FARM DEMO Conferences: 2 <ul style="list-style-type: none"> ○ Attendees in conferences: 400 (200/conference) 	<ul style="list-style-type: none"> • Presences in IAF: 4 (100%) <ul style="list-style-type: none"> ○ Reached audience: 21.330 (1.067%) • Presences in TS: 8 (100%) <ul style="list-style-type: none"> ○ Reached audience: 455 (57%) • Presences in SC: 9 (113%) <ul style="list-style-type: none"> ○ Reached audience: 797 (99%) • Organization of Seminars: 4 (100%) <ul style="list-style-type: none"> ○ Reached audience: 222 (37%) • Organization of FARM DEMO Conferences: 2 (100%) <ul style="list-style-type: none"> ○ Attendees in conferences: 583 (146%)
Monitoring and evaluation of C&D plan implementation	<ul style="list-style-type: none"> • KPIs Deviation < 10% 	<ul style="list-style-type: none"> • KPI: 792%

Over the 4.5 years of the project, all communication and dissemination (C&D) activities and materials have been successfully produced and delivered. While some specific audience reach KPIs may not align precisely with initial targets, the overall impact of C&D efforts has far exceeded expectations. In fact, the total audience reached has surpassed the original targets by an impressive 700%, demonstrating the project's remarkable success in extending its outreach and engagement.