Enriching European Landscapes with Agroecological Practices



D6.2 Communication, Dissemination and Exploitation Plan

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1. Purpose and Strategic Approach

The Communication, Dissemination and Exploitation (CDE) Plan supports the overall objective of EELAP:
accelerating the transition towards agroecology through stakeholder engagement, knowledge, exchange, policy support, business innovation, and spatial planning approaches centred around agroforestry and other agroecological practices.

Communication, dissemination and exploitation activities are designed to:

- Increase awareness of agroecology and agroforestry among stakeholders and the wider public.
- Support the establishment and functioning of Living Labs (LLs) in five countries.
- Facilitate knowledge exchange between project partners, stakeholders and policy actors.
- Promote uptake of project results in policy, practice, education and regional development.
- Ensure long-term use of project outputs beyond the project lifetime.

Considering the character of the project, EELAP will prioritise cost-effective and high-impact activities directly linked to project implementation and Living Lab activities.

2. Target Audiences

EELAP addresses several stakeholder groups that participate directly in Living Labs and are essential for the agroecological transition.

Target group	**Communication objective**
Farmers and foresters	Increase awareness and uptake of agroecological practices and business opportunities
Advisors and extension services	Transfer practical knowledge and tools

Target group	Communication objective
Municipalities and regional authorities	Support integration of agroecology into planning and development strategies
National policy makers and CAP authorities	Inform policy development and support mechanisms
Businesses and value-chain actors	Promote agroecological business models and market opportunities
Researchers and educational institutions	Exchange knowledge and methodologies
NGOs and civil society organisations	Strengthen outreach and stakeholder mobilisation
General public	Increase awareness of agroecology and landscape benefits

The stakeholder structure reflects the multi-actor Living Lab approach adopted throughout EELAP and ensures representation of all relevant actors across the agroecological value chain.

3. Communication Activities

Communication activities focus on raising awareness about project activities, Living Labs and key project results.

3.1 Project Website

The project website https://euraf.net/eelap/#eelap serves as the central communication hub for EELAP.

Main functions:

- Presentation of project objectives and consortium.
- Description of Living Labs.
- Repository of public deliverables and outputs.
- News section highlighting project progress.
- Access point to factsheets, policy briefs and reports.
- Links to project social media channels.

The website will be updated regularly by WP6 leads and project partners and will remain available after project completion whenever technically feasible.

3.2 Social Media

Social media provides the most cost-effective channel for continuous stakeholder engagement and visibility.

Primary channels:

- Facebook
- Instagram
- EURAF communication channels
- Partner institutional channels

Content categories:

- Living Lab events and stakeholder engagement activities.
- Farm visits and demonstrations.
- Agroecological practices and success stories.
- Business model examples.
- Project milestones and deliverables.
- Promotion of factsheets and policy briefs.
- Participation in external events.

A common visual identity and communication templates will be used throughout the consortium to ensure consistency.

Indicative frequency:

- 1–2 social media posts per month at project level.
- Additional posts linked to major Living Lab events and project milestones.

3.3 Communication Materials

To ensure consistent visibility across countries, WP6 leads will provide common templates for:

- Factsheets
- Brochures
- Social media graphics
- Presentation templates

All materials will follow the EELAP visual identity and logo guidelines.

3.4 EELAP visual identity

The EELAP visual identity was developed at the beginning of the project to provide a recognisable and coherent representation of its objectives across countries, work packages and communication channels. Its purpose is not only to increase project visibility, but also to connect the diverse activities of the consortium under a shared visual language that reflects EELAP's focus on agroecology, agroforestry, multifunctional landscapes and stakeholder cooperation.



full colour logo



full colour logo acronym



monochrome logo

The project logo translates the central themes of EELAP into a compact landscape-based symbol. The tree forms the dominant element, emphasising agroforestry as a central and unifying agroecological practice within the project. The livestock silhouette and cultivated-field elements represent the integration of agricultural, forestry and animal-production systems. Their placement within a circular form conveys the interconnected character of agroecological landscapes and the need to consider ecological, economic and social processes as parts of one system. The complete project name may be displayed alongside the symbol where sufficient space is available, while the shorter version with the EELAP acronym can be used in headers, social media graphics and other space-limited formats.

The principal colour palette is based on different shades of green, complemented by yellow, orange, brown and dark grey. The greens represent vegetation, trees, landscape restoration and ecological resilience. Yellow and orange refer to agricultural production, soils and the diversity of managed landscapes, while dark grey provides contrast and supports readability. Neutral beige and white backgrounds are used in project documents to create a clear and professional appearance. A simplified tree motif may also be used as a low-opacity background element or watermark, provided that it does not reduce the legibility of the text.



To ensure consistency, the visual identity will be applied to:

- project deliverables, reports and presentations;
- factsheets, brochures and policy briefs;
- website content and downloadable materials;
- social media posts and event announcements;
- Living Lab materials, posters and participant documentation.

The logo should be reproduced without changes to its proportions, colours or individual elements. It should not be stretched, cropped, rotated, recoloured or placed on visually complex backgrounds that impair recognition. Sufficient clear space should be maintained around it, and the most appropriate logo version should be selected according to the format and available space. Templates provided by WP6 will support consistent application while allowing partners to translate and adapt the textual content to national contexts.

The EELAP identity will be used alongside the logos and acknowledgements required by the Agroecology Partnership, the European Union and the relevant national funding authorities. The EELAP logo does not replace the mandatory EU co-funding emblem or funding disclaimer. Partner institutional logos may be added where relevant, but their placement should preserve a clear hierarchy and avoid overcrowding. The current deliverable already demonstrates the intended approach through repeated use of the project logo, green graphic accents, a neutral header and a light tree watermark across the document.

ELLAP icons library



4. Dissemination Activities

Dissemination focuses on transferring project knowledge and results to users who can apply them in practice, policy and regional development.

4.1 Living Lab Events

Living Labs represent the primary dissemination mechanism of EELAP.
Four thematic rounds of Living Lab activities will be organised across the five participating countries:

Round 1 – Agroecology Awareness and Knowledge
Focus:

- Introduction to agroecology.
- Agroforestry and other agroecological practices.
- Identification of local needs and opportunities.

Round 2 – Business Models and Value Chains
Focus:

- Socio-economic benefits.
- Agroecological business models.
- Value-chain opportunities.

Round 3 – Spatial Planning Tools
Focus:

- Feedback on planning tools.
- Landscape-level implementation.
- Farm and regional planning approaches.

Round 4 – Regulatory and Institutional Frameworks
Focus:

- Policy barriers and opportunities.
- CAP and non-CAP support mechanisms.
- Regional development strategies.

Living Lab rounds will combine workshops, stakeholder discussions, field visits and peer-to-peer learning activities.

4.2 Factsheets

Factsheets are among the most important dissemination products in EELAP.
They will be developed collaboratively with Living Lab stakeholders and translated into national languages.

Key categories include:

- Agroecological practices.
- Agroforestry examples.
- Business models.
- Living Lab experiences.
- Practical implementation guidance.

Factsheets are designed as concise, practice-oriented documents that can be used by farmers, advisors, municipalities and educational institutions.

3 Policy Briefs

Policy briefs will synthesise project findings relevant to policy development.

Topics may include:

- Agricultural policy.
- Forest policy.
- Environmental policy.
- Climate and energy policy.
- Regional development strategies.
- Incentives for agroecological practices.

Policy briefs will target national ministries, CAP authorities, regional administrations and EU-level stakeholders.

4.4 External Events

Rather than organising additional project-specific conferences, EELAP will prioritise participation in existing events.

Examples include:

- Agroforestry conferences.
- Agroecology events.
- Agricultural fairs.
- Policy dialogues.
- Regional stakeholder meetings.
- Scientific conferences.

This approach maximises dissemination impact while minimising costs.

5. Exploitation of Results

Exploitation focuses on ensuring that project outputs continue to generate value after project completion.

5.1 Living Labs

The primary exploitation pathway is the continued operation and development of Living Labs.

Where possible, Living Labs will be linked to:

- Existing farmer networks.
- National agroforestry organisations.
- Advisory systems.
- Universities and research institutions.
- Regional development initiatives.

5.2 Policy Uptake

Outputs from WP1 and WP5 will support:

- Future CAP implementation.
- Forest and environmental policy
- Regional planning processes.
- Nature Restoration implementation.

- Agroforestry support mechanisms.

Living Lab recommendations will provide evidence-based input for policy discussions at national and regional levels.

5.3 Business Models and Value Chains

Results from WP3 will support:

- Adoption of agroecological business models.
- Identification of premium markets.
- Development of local value chains.
- Improved valuation of ecosystem services.

Business-oriented factsheets and case studies will remain available through project communication channels.

5.4 Tools and Methodologies

Outputs from WP4, including monitoring approaches and modelling tools, will remain available for:

- Researchers.
- Advisors.
- Educational institutions.
- Future agroecology projects.

6. Roles and Responsibilities

WP6 is coordinated by the European Agroforestry Federation (EURAF), with contributions from all project partners.

Key responsibilities include:

Activity	**Lead**
Overall communication coordination	NFC
Website management	NFC

Activity	Lead
Social media coordination	EURAF, NFC
Dissemination through Living Lab communication	LL facilitators
Dissemination through Factsheet development	WP2 and WP3 leads
Dissemination through Policy brief development	WP1 and WP5 leads
Dissemination through events	All partners
Exploitation of results	All WP leads

7. Monitoring and Evaluation

Monitoring will focus on simple indicators that can be collected without significant administrative burden.

Indicative indicators include:

Area	Indicator
Website	Number of updates and published outputs
Social media	Number of posts and engagement statistics
Living Labs	Number of events and participants
Factsheets	Number produced and translated

Area	Indicator
Policy briefs	Number produced
External events	Number of events attended
Dissemination outputs	Number of downloads and shares where available

8. Legacy

EELAP communication, dissemination and exploitation activities are designed to create a lasting legacy through:

- Established multi-actor Living Labs.
- Practical factsheets and guiding materials.
- Policy recommendations.
- Agroecological business model examples.
- Continued cooperation among project partners and stakeholders.
- Integration of project results into future regional, national and European initiatives.

By focusing on stakeholder-driven knowledge exchange and practical implementation, EELAP aims to ensure that project results remain relevant and usable well beyond the formal project duration.

About EELAP

A transdisciplinary, multi-actor initiative aiming to foster agroecological transition through Living Labs across Europe

EELAP is a European research and innovation project supporting the **transition to agroecological landscapes** with main focus on **agroforestry**. By integrating agroecology at the farm and regional level within **six Living Labs**, it aims to empower farmers, advisors, researchers, and policy makers to co-create fair, and adopt practical solutions that are socially environmentally sustainable, and economically viable.

Agroecology Partnership Project
(1st co-funded call) April 2025 – June 2028

euraf.net/eelap

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Partners

European Agroforestry Federation (EURAF)

Teagasc Forestry Development

National Forest Centre (NFC)

University of Ljubljana, Agronomy Department

Hungarian Permaculture Association (MAPER)

National Research Institute for Agriculture, Food and Environment (INRAE)

German Agroforestry Association (DeFAF)

Agroscope – Integrative Agroecology

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