



LIFT

Low-Input Farming and Territories – Integrating knowledge for improving ecosystem based farming

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Website of the LIFT project

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About the LIFT research project

Ecological approaches to farming practices are gaining interest across Europe. As this interest grows there is a pressing need to assess the potential contributions these practices may make, the contexts in which they function and their attractiveness to farmers as potential adopters. In particular, ecological agriculture must be assessed against the aim of promoting the improved performance and sustainability of farms, rural environment, rural societies and economies, together.

The overall goal of LIFT is to identify the potential benefits of the adoption of ecological farming in the European Union (EU) and to understand how socio-economic and policy factors impact the adoption, performance and sustainability of ecological farming at various scales, from the level of the single farm to that of a territory.

To meet this goal, LIFT will assess the determinants of adoption of ecological approaches, and evaluate the performance and overall sustainability of these approaches in comparison to more conventional agriculture across a range of farm systems and geographic scales. LIFT will also develop new private arrangements and policy instruments that could improve the adoption and subsequent performance and sustainability of the rural nexus. For this, LIFT will suggest an innovative framework for multi-scale sustainability assessment aimed at identifying critical paths toward the adoption of ecological approaches to enhance public goods and ecosystem services delivery. This will be achieved through the integration of transdisciplinary scientific knowledge and stakeholder expertise to co-develop innovative decision-support tools.

The project will inform and support EU priorities relating to agriculture and the environment in order to promote the performance and sustainability of the combined rural system. At least 30 case studies will be performed in order to reflect the enormous variety in the socio-economic and bio-physical conditions for agriculture across the EU.

Project consortium

No.	Participant organisation name	Country
1	INRA - Institut National de la Recherche Agronomique	FR
2	VetAgro Sup - Institut d'enseignement supérieur et de recherche en alimentation, santé animale, sciences agronomiques et de l'environnement	FR
3	SRUC - Scotland's Rural College	UK
4	Teagasc - Agriculture and Food Development Authority	IE
5	KU Leuven - Katholieke Universiteit Leuven	BE
6	SLU - Sveriges Lantbruksuniversitet	SE
7	UNIBO - Alma Mater Studiorum - Università di Bologna	IT
8	BOKU - Universitaet fuer Bodenkultur Wien	AT
9	UBO - Rheinische Friedrich-Wilhelms-Universität Bonn	DE
10	JRC - Joint Research Centre - European Commission	BE
11	IAE-AR - Institute of Agricultural Economics	RO
12	MTA KRTK - Magyar Tudományos Akadémia Közgazdaság- és Regionális Tudományi Kutatóközpont	HU
13	IRWiR PAN - Instytut Rozwoju Wsi i Rolnictwa Polskiej Akademii Nauk	PL
14	DEMETER - Hellinikos Georgikos Organismos - DIMITRA	GR
15	UNIKENT - University of Kent	UK
16	IT - INRA Transfert S.A.	FR
17	ECOZEPT Deutschland	DE



Table of contents

About the LIFT research project	2
Project consortium	3
Table of contents	4
List of acronyms and abbreviations	5
1 Summary	6
2 Introduction.....	6
3 Website development.....	6
3.1 Technical issues	6
3.2 Informational issues	7
4 Website description	7
4.1 “Home Page”	8
4.2 “About” section	8
4.3 “Consortium” section	9
4.4 “News & Events” section	9
4.5 “Documents” section.....	10
4.6 “Links” section	10
4.7 “Contacts” section	10
4.8 “Intranet” section	10
5 Privacy settings and compliance with GDPR	10
6 Website screenshots	11
7 Conclusion	11
8 Appendix	12



List of acronyms and abbreviations

CMS – Content Management System

EU – European Union

GDPR – General Data Protection Regulation

GNL – General Public License

1 Summary

The present deliverable D7.1 “Website of the LIFT project” describes technical and informational issues due to the process of creation, setting up and adding content of the LIFT project’s public website – www.lift-h2020.eu.

2 Introduction

The LIFT project website was defined as one of the tools needed for the LIFT project communication and dissemination, being an accessible and up-to-date informational resource on the project’s approaches, objectives, work plans, research consortium, events and outputs. It is intended to inform the public on the progress of the project, provide information on deliverables and publications, past and planned events and activities. It is also meant to provide the links to social media accounts of the LIFT project (Facebook, Twitter, LinkedIn).

These objectives were achieved on time and the LIFT project’s website is available at www.lift-h2020.eu since August 22nd, 2018.

3 Website development

3.1 Technical issues

The creation of the LIFT project website has been coordinated by the IRWiR PAN team and has been carried out on the basis of outsourcing to a third-party developer (Kamil Galicki, ul. Polna 8, 89-200 Zamość, Poland). The third-party developer programmed the website code according to the structure suggested by the IRWiR PAN team, prepared the menus, basic graphic content (page headers). The website was later filled with detailed information concerning the LIFT project by the IRWiR PAN team.

The website has been created with the use of WordPress technology (WordPress 4.9.8) and utilization of several additional WordPress plugins (Google Analytics plugin to collect basic anonymized information about visitors: the time and date of visit, geographic location, type of browser, resolution of a mobile device; plugins to insert interactive tables into webpages, to provide visual rotation of partners’ logos on the Home Page, to present the news and events on the Home Page). The WordPress technology has been chosen for two reasons:

- a) it provides the Content Management System (CMS) allowing for interactive editing and updating without particular programming knowledge (as the website is intended to be updated during the LIFT project’s duration by the IRWiR PAN team, it is important that such changes are as easy as possible),
- b) such websites are fully responsive, which means they automatically adapt their resolution and elements depending on the used device (desktop computer monitor, laptop, tablet and smartphone) and provide an optimal viewing and interaction experience (i.e. easy reading and navigation with a minimum of resizing, panning, and scrolling).

The graphics (e.g. pictures used in page headers, pictures of nature on the Home Page) that are a part of website’s technical structure fall under the General Public License (GNL), allowing to use and to



modify them without any restrictions, including for commercial use. The graphics visualising the LIFT project's content are owned by the LIFT consortium.

The interface of the LIFT project website serves two purposes: 1) public purpose (for the general audience) and 2) purpose of access to private area for the project's consortium partners.

The public purpose is served through all the freely-accessible information concerning the project, and the access to private area is made available through the password-protected access to the shared consortium collaborative workspace intended for all consortium partners and provided by INRA and IT (see LIFT Deliverable D8.3); on the LIFT website, this collaborative workspace is available under the website's menu named Intranet.

3.2 Informational issues

The information displayed on the website have been prepared and entered into the website pages by the IRWiR PAN team.

Some of the information have been prepared in cooperation with other LIFT project's consortium partners (especially concerning the information on the partners' institutions, their activities, other research projects and their links, the institutions' website addresses, short information about the project in partners' languages).

Other parts of information on the website have been prepared on the basis of the LIFT project's proposal and grant agreement, including the graphics.

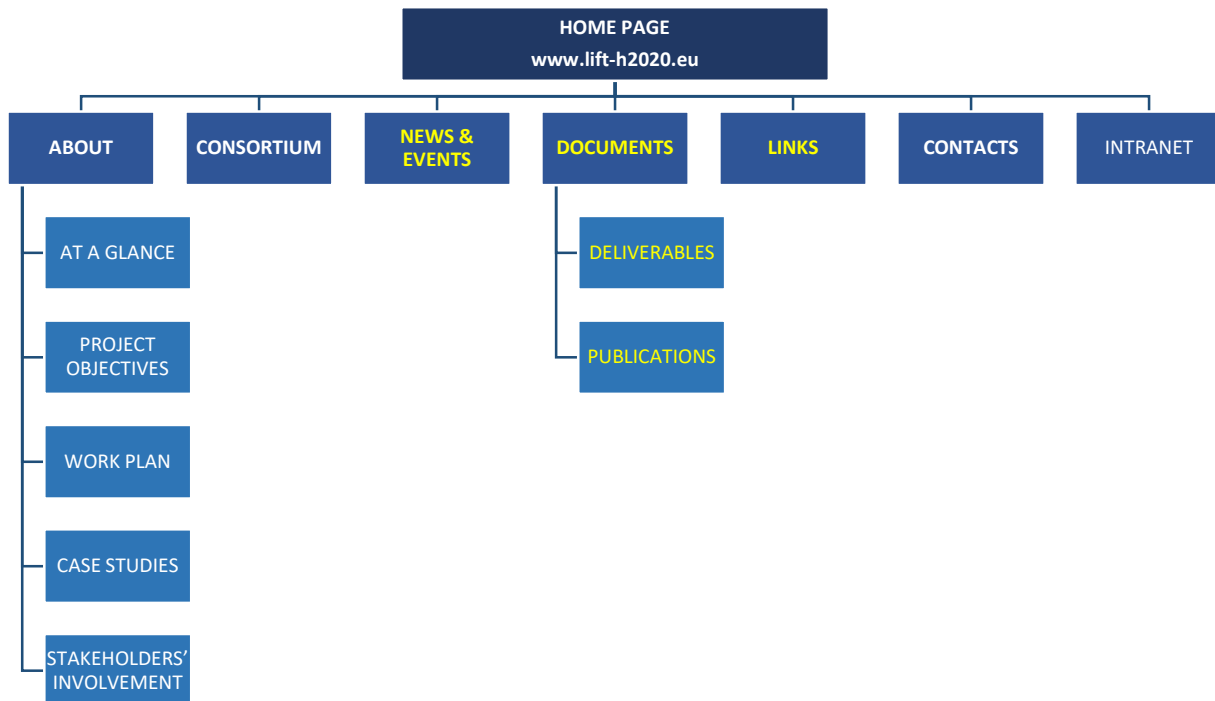
As the project progresses, some of the information will be updated on a regular basis, including: public deliverables, publications, news and events, links to other projects.

4 Website description

The website of the LIFT project consists of the Home Page (the main page of the website) and seven sections: About, Consortium, News & Events, Documents, Links, Contacts and Intranet (see Fig. 1), some of which divide into subsections.

LIFT website consists of two types of pages: static and dynamic. The static pages (presented on Fig. 1 in white font) are meant to provide basic information about the project and are not intended for constant updates, as they present project's fundamental assumptions, objectives and tasks. The dynamic pages (presented on Fig. 1 in yellow font) are subject to updating and supplementation according to the project's progress. These include project's news, events, deliverables and publications, as well as links to other projects and websites, potentially interesting to visitors.

Figure 1: The structure of the LIFT project's website



4.1 “Home Page”

The “Home Page” of the LIFT website is intended to give visitors the first idea of what the project is dealing with through presentation of:

- the project’s official logo and title;
- the dynamic slider below the menu explaining some of the project’s basic ideas with picture visualisation;
- the Latest News section showing the list of latest updates from the News & Events, Deliverables and Publications subsections of the website;
- the slider with logos of all LIFT consortium partners (also serving as links to their websites);
- the information about the project’s funding from European Union’s Horizon 2020 research and innovation programme; information about the project’s coordination and management.

4.2 “About” section

The “About” section is intended to provide the most relevant information on the LIFT project’s objectives, concepts and approaches.

This section is divided into five subsections:

- 1) “At a glance” subsection providing most important facts about the project, including:

- the full title of the project, funding source, research programme under which it is financed and the topic of the research framework;
- the goal of the project;
- a short description;
- keywords;
- the coordinator (i.e. the name of the institution coordinating the project);
- list of the consortium partners;
- link to the project’s page at European Commission’s [CORDIS](#) (Community Research and Development Information Service);
- duration of the project;
- budget of the project.

“At a glance” subsection, in addition to English version of this page, also provides all this information in other official languages of consortium partners: Dutch, French, German, Greek, Hungarian, Irish, Italian, Polish, Romanian and Swedish, available through links presented as national flags of Belgium, France, Germany, Greece, Hungary, Ireland, Italy, Poland, Romania and Sweden at the top of the “At a glance” page.

- 2) “Project objectives” subsection giving an extended description of the LIFT project’s overall goal and objectives.
- 3) “Work plan” subsection giving an overall information on the project’s framework of work packages (WPs), their interconnections and interactions, as well as detailed description of each work package and their particular objectives.
- 4) “Case studies” subsection explaining how LIFT will rely on case studies, which play a substantial role in the project, showing the coverage of EU area and types of agricultural production within case studies (visualizing it with graphs and a table).
- 5) “Stakeholders’ involvement” subsection providing information on the planned involvement of various types of stakeholders in the research process (a table is provided to give an idea of particular case study areas, where the annual local workshops with stakeholders are planned).

4.3 “Consortium” section

This section is providing information on all LIFT project’s consortium partners, which are in total 17 institutions from 12 EU countries. The page provides their full names, acronyms, short descriptions, most important or latest research projects and their website addresses.

4.4 “News & Events” section

The section is meant for providing the website visitors with the information on past and upcoming events in the LIFT project (conferences, meetings, workshops), major research achievements and results.

4.5 “Documents” section

This section is divided into 2 subsections:

- 1) “Deliverables” – providing the list of planned public deliverables in the LIFT project sorted according to the due date in order to give a prospective on the research stages throughout the project’s duration; as well as the possibility to download them.
- 2) “Publications” is a subsection for the future information on publications (primarily scientific articles), being the results of research activities in the LIFT project and creating valid input into the research of particular scientific, methodological and practical issues.

4.6 “Links” section

The following section is intended to provide information on similar projects, some of them LIFT will cooperate with to increase the scientific output and level of research results’ dissemination of both projects through collaboration and synergetic effect.

Links to other websites of potential interest to LIFT website visitors will be placed here (ones providing substantial information on ecological approaches in farming – NGOs, farm cooperatives, educational and informational platforms, etc.).

4.7 “Contacts” section

This section provides visitors with contact form in order to reach the LIFT representatives (information sent through the form reaches the project communication officer).

This section also provides the links to social media accounts of the LIFT project:

- Facebook: <https://www.facebook.com/lift.h2020>;
- Twitter: https://twitter.com/lift_h2020;
- LinkedIn: <https://www.linkedin.com/in/lift-h2020>;

and a hashtag used for the project’s purposes (#lifh2020).

4.8 “Intranet” section

This section provides the link to private (password protected) collaborative workspace for all the LIFT research consortium partners.

5 Privacy settings and compliance with GDPR

In order to protect personal privacy and comply with the requirements and standards arising from the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the

protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (known as the General Data Protection Regulation), the LIFT website has implemented a policy for personal data collected by the website and its plugins.

Visitors are informed about the use of data throughout two pages on the LIFT website: the “Terms and Conditions” and the “Privacy Policy”.

An information bar informing on the use of cookies asks visitors to accept their use and urges to read LIFT website’s Terms and Conditions and the Privacy Policy pages before doing so. On second and farther visits, the same visitors, in case they chose to accept LIFT to use of cookies, see a bookmark on the top of each website page called Privacy and Cookies Policy, which they can click and see links to Terms and Conditions and the Privacy Policy again. The links to the LIFT website’s Terms and Conditions and the Privacy Policy are also permanently present on each page’s footer.

6 Website screenshots

Screenshots from various sections of the LIFT project’s website are presented in the figures 2, 3 and 4 in Appendix.

7 Conclusion

The information present on the website provides substantial details to the visitors to inform them about LIFT project’s objectives, concepts and expected results, the source of financing (the statement on every page of the website informs on the following “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement No 770747” and visualises it by the EU flag).

It also offers means of communication with the project’s representatives (the primary contact person is the project communication officer reachable through the provided contact form) in case more information is needed or an active involvement (i.e. from potential stakeholders) is intended.

The website has been created in the planned time limit and all objectives were achieved. Nevertheless the website will be improved continuously during the project, since during its use it may appear that some specific parts need to be improved.

8 Appendix

Figure 2: Home page of the LIFT website

The screenshot shows the LIFT website home page. At the top left is the LIFT logo. To its right is the text "Low-Input Farming and Territories" and "Integrating knowledge for improving ecosystem-based farming". Below this is a navigation menu with items: ABOUT, CONSORTIUM, NEWS & EVENTS, DOCUMENTS, LINKS, CONTACTS, and INTRANET. A large banner image of a field at sunset contains a white text box with the quote: "Improved integrated capacity and method to assess the sustainability of different agro-ecological approaches". Below the banner is a "Latest News" section with two items: "Deliverable 1.1. Review of the definition of the existing ecological approaches" and "Kick-off meeting, June 19-20, 2018 (Rennes, France)". Below this is the "LIFT Consortium" section with logos for INRA, VetAgro Sup, SRUC, Teagasc, and KU LEUVEN. At the bottom, there is a funding statement from the European Union's Horizon 2020 programme and a footer with contact information for the project coordinator (Laura Latruffe), project manager (Marianne Pasquier), and project communication officer (Vitaliy Krupin).


Figure 3: “At a glance” subsection of the LIFT website



Low-Input Farming and Territories
Integrating knowledge for improving ecosystem-based farming

ABOUT ▾ CONSORTIUM NEWS & EVENTS DOCUMENTS ▾ LINKS CONTACTS INTRANET

AT A GLANCE



The LIFT: ‘Low-Input Farming and Territories – Integrating knowledge for improving ecosystem-based farming’ (ID: 770747) is a research project funded under the European Union’s Horizon 2020 research programme ‘H2020-EU.3.2.1.1. – Increasing production efficiency and coping with climate change, while ensuring sustainability and resilience’ under the topic ‘SFS-29-2017 – Socio-eco-economics – socio-economics in ecological approaches’.

Goal: to identify and understand how socio-economic and policy drivers impact on the development of ecological approaches to farming and assess the performance and sustainability of such approaches, taking into account different farming systems at farm, farm-group and territorial scales.

Short description: Ecological approaches to farming practices are gaining interest across Europe. As this interest grows there is a pressing need to assess the potential contributions these practices may make, the contexts in which they function and their attractiveness to farmers as potential adopters. In particular, ecological agriculture must be assessed against the aim of promoting the improved performance and sustainability of farms, rural environment, rural societies and economies, together. The overall goal of LIFT is to identify the potential benefits of the adoption of ecological farming in the European Union (EU) and to understand how socio-economic and policy factors impact the adoption, performance and sustainability of ecological farming at various scales, from the level of the single farm to that of a territory. To meet this goal, LIFT will assess the determinants of adoption of ecological approaches, and evaluate the performance and overall sustainability of these approaches in comparison to more conventional agriculture across a range of farm systems and geographic scales. LIFT will also develop new private arrangements and policy instruments that could improve the adoption and subsequent performance and sustainability of the rural nexus. For this, LIFT will suggest an innovative framework for multi-scale sustainability assessment aimed at identifying critical paths toward the adoption of ecological approaches to enhance public goods and ecosystem services delivery. This will be achieved through the integration of transdisciplinary scientific knowledge and stakeholder expertise to co-develop innovative decision-support tools. The project will inform and support EU priorities relating to agriculture and the environment in order to promote the performance and sustainability of the combined rural system. At least 30 case studies will be performed in order to reflect the enormous variety in the socio-economic and bio-physical conditions for agriculture across the EU.

Keywords: farm structures, Common agricultural policy (CAP), agroecology, organic farming, agricultural economics, microeconomics, behavioural economics, ecological farming, performance, sustainability, public goods, ecosystem services, labour productivity, job creation, worker conditions, farmer knowledge, policies, multi-scale analysis, participatory approaches.

Coordinator: INRA – Institut National de la Recherche Agronomique (France).

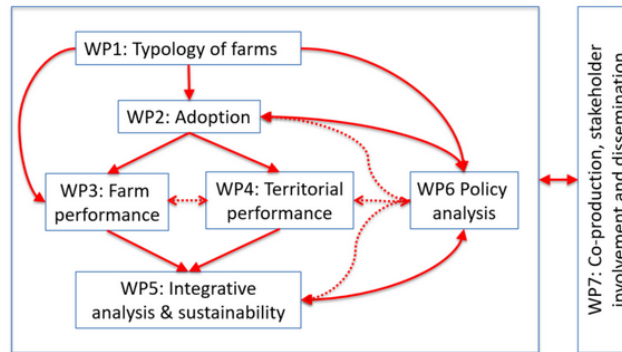
Consortium: 17 partners from 12 European Union countries: INRA (France), VetAgro Sup (France), SRUC (United Kingdom), Teagasc (Ireland), KU Leuven (Belgium), SLU (Sweden), UNIBO (Italy), BOKU (Austria), UBO (Germany), JRC (Belgium), IAE-AR (Romania), MTA KRTK (Hungary), IRWiR PAN (Poland), DEMETER (Greece), UNIKENT (United Kingdom), INRA Transfert S.A. (France), ECOZEPT Deutschland (Germany).

Link to CORDIS page: https://cordis.europa.eu/project/rcn/215945_en.html.

Duration: 48 months, from May 1, 2018 till April 30, 2022.

Budget: EUR 5 mln.

Figure 4: “Work plan” subsection of the LIFT website



Red solid lines indicate connections and information transfers among WPs; dotted red lines represent loops and feedback

LIFT work packages (WP) structure

The work packages' (WPs) information, including the leader, objectives and short descriptions are available below (click WP titles to expand the text)

- ✓ WP1: Typology of farms
- ✓ WP2: Adoption and incentives for transition to ecological approaches
- ✓ WP3: Farm performance of ecological agriculture
- ✓ WP4: Territorial aspects of ecological farming systems
- ✓ WP5: Integrative analysis: trade-offs and synergies
- ✓ WP6: The role of policies in the development of ecological agriculture
- ✓ WP7: Communication, dissemination and stakeholders' involvement