



LIFT

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

Research and Innovation action: H2020 – 770747

Call: H2020-SFS-2016-2017

Type of action: Research and Innovation Action (RIA)

Work programme topic: SFS-29-2017

Duration of the project: 01 May 2018 – 30 April 2022

First newsletter of the LIFT project

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DELIVERABLE D7.2

Workpackage N°7

Due date: M9

Actual delivery date: 31/01/2019

Dissemination level: Public



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 - Universita di Bologna	IT
8	BOKU - Universitaet fuer Bodenkultur Wien	AT
9	UBO - Rheinische Friedrich-Wilhelms-Universitat 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
1 Summary	5
2 Introduction.....	5
3 Technical issues	5
4 Content of the newsletter	6
5 Multilanguage aspects	7
6 Dissemination plan	7
7 Newsletter screenshots.....	8
8 Conclusion	8
9 Deviations or delays.....	8
10 Appendix	8



1 Summary

The present deliverable D7.2 “First newsletter of the LIFT project” describes the goal, technical issues, informational content and planned means of dissemination of the first public newsletter of the ongoing LIFT project.

2 Introduction

In order to disseminate the results of the LIFT project it is crucial to reach selected audience (primarily the stakeholders, but also other public groups, which might get involved or interested in the subject) and provide key information and means for farther obtainment of collected and produced knowledge by the LIFT research consortium.

The LIFT project determines the regular newsletters as one of the tools to reach the public with the information about the project’s progress, having 4 newsletters planned to be delivered throughout the project’s lifetime (first newsletter in January 2019, second newsletter in January 2020, third newsletter in February 2021 and fourth newsletter in April 2022).

Newsletter, being a traditional tool of dissemination, in order to reach wider audience is planned to be delivered in the paper and electronic form, widening the possibilities to share it beyond the traditional (personal transfer, mailing) means of transfer and translated into the languages of the consortium’s partners.

The first newsletter of the LIFT project is aimed to deliver basic information about the project including: its goal and objectives, information about the key workpackages, the aim, means and intensity of interaction with the stakeholders in the project, as well as brief information about the research results achieved so far, past and ongoing events. The newsletter also presents information about the LIFT project research partners, and their official logos, as well as the projects’ social medias.

3 Technical issues

The creation of the first newsletter of the LIFT project has been performed by the IRWiR PAN team.

The newsletter has been created with the use of Microsoft Publisher 2016 and is based on one of the templates provided by this package.

The graphics used in the newsletter are the property of LIFT project (LIFT official logo and its elements, figures presenting the structure of the workpackages and case study areas with planned stakeholders’ workshops, “kick-off” meeting poster). Official logos of LIFT partners are the property of respective owners.

The newsletter covers 4 pages of A4 format in the printed-out form (4 pages single side or two pages double side) or can be delivered through electronic means of communication as a PDF file.



4 Content of the newsletter

Content of the newsletter is based primarily on the project’s information concluded in the LIFT Grant Agreement.

As the first newsletter is published early in the project, the focus of its content is shifted to the general planned activities and provision of basic project information. Its purpose is to create interest on behalf of the stakeholders and the general public to pursue farther ambitions to obtain more information about the project by visiting the LIFT website. Its content is meant to widen the audience eager to learn more about the LIFT research questions and get more involved in the field of ecological approaches, whether on the practical, policy or scientific level.

The structure of the newsletter contains the following sections and information:

- “The LIFT project in a nutshell” providing short description of the project and its overall goal and a map of the case studies covered in the project;
- “Project objectives” giving an extended description of project’s scientific and technical objectives;
- “Work plan” giving an overall information on the project’s framework of work packages (WPs), their interconnections and interactions, as well as brief description of each work package and their particular objectives;
- “Ecological practices in LIFT” explaining what is meant by ecological practices in the project;
- “Involvement of stakeholders” providing information on the planned involvement of stakeholders in the research process, defining who the stakeholders are and where the annual workshops with the local stakeholders are planned to take place during the LIFT project;
- “News and events” devoted to latest events: 1) the first annual (“kick-off”) meeting of the LIFT consortium that has taken place in Rennes (France) on June 19-20, 2018 and 2) first annual workshops with local stakeholders across the EU during November 2018 - February 2019;
- “Project results” providing information about the first scientific deliverable that has been published: D1.1. Review of the definition of the existing ecological approaches;
- “Learn more about LIFT!” urging the readers to learn more about the LIFT project through the provided link to the LIFT website (the link to the website is also present in the form of a QR code for readers’ convenience), links to the LIFT social media accounts (Facebook, Twitter, LinkedIn).

In addition the newsletter provides logos of the LIFT consortium’s coordinator and other partners. The final information present in the newsletter is the names and affiliations of the LIFT project’s coordinator, the LIFT project’s communication officer and the LIFT project’s manager.

The newsletter conveys the information about the source of financing through the following statement “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement No 770747” complemented by the European Union flag.

The newsletter on each of its pages in the footer provides the link to the LIFT website containing detailed information about the project and public deliverables available for download.

5 Multilanguage aspects

As defined in the LIFT Grant Agreement, the newsletter will be translated into the languages of the consortium's partners after submitting the D7.2 to the European Commission. The languages beside English, in which the first newsletter of the LIFT project will be distributed, are the following 9: French, German, Dutch, Swedish, Italian, Romanian, Hungarian, Polish, Greek, – covering all primary official languages of the LIFT consortium partners' countries.

6 Dissemination plan

Each LIFT partner is responsible for dissemination of the first newsletter of the LIFT project among their national/local stakeholders through any available means: during workshops with stakeholders, during conferences organized by the partners and any other events of their choice, through email and postal sending, or on websites.

The printed versions of the newsletter are to be handed out in person or mailed to chosen people, while the electronic version is to be sent by the means of electronic mail. As the LIFT newsletter is delivered to partners solely in electronic form it is their responsibility to print it out and in paper form and staple it together.

As the newsletter is translated into the national languages, each partner will have access to all versions, making it possible to choose which version is more beneficial in each particular case.

Targeted audience for the dissemination of the LIFT newsletter includes, but is not limited to, the stakeholders from the following groups:

- farmers and farmers' representatives (e.g. unions, farm producer groups),
- up- and downstream companies,
- retailers,
- other economic actors (e.g. banks),
- governments and local administration,
- citizens' associations (with objectives towards environment, communities, etc.)
- non governmental organizations (NGOs) and consumers
- European Commission officers
- researchers.

Finding and selecting the specific entities and individuals representing the above stakeholder groups beneficial to the LIFT project's research process is the responsibility of each LIFT partner.

As knowing the number of distributed newsletters is crucial for the LIFT project's reporting, each partner is obligated to keep track of distributed (sent) newsletters (both in printed and electronic form) and be ready to submit the list to the LIFT partner (IRWiR PAN) responsible for the communication upon request.

The newsletter will also be sent out to people who have conveyed their consent to be added to LIFT mailing list through the LIFT website (contact form provides such option). The partner in charge of general LIFT mailing list is IRWiR PAN, while each of the partners may have their own lists in order to better target their case study areas and national language aspects.



7 Newsletter screenshots

Screenshots of all pages of the first newsletter of the LIFT project are presented in the Appendix (Figures 1-4).

8 Conclusion

The information present in the first LIFT newsletter gives the readers a basic understanding of what the project’s goal and objectives are, the key workpackages the research process is split into, the means and intensity of interaction with the stakeholders, information about the research results achieved so far, as well as information about the partners of the LIFT consortium involved in the research process.

The final version of the first newsletter of the LIFT project in English language has been made available to the public on the LIFT website in the “News and Events” section, as well as on the LIFT collaborative platform on January 31, 2019.

The first newsletter of the LIFT project has been created in the planned time frame and all defined objectives were achieved.

This final deliverable reporting on the preparation of the first newsletter of the LIFT has been provided by the IRWiR PAN on time and has been made available to the partners through LIFT collaborative platform on January 31, 2019.

9 Deviations or delays

Not applicable.

10 Appendix

Following are the full pages of the first newsletter of the LIFT project.



Low-Input Farming and Territories

Integrating knowledge for improving ecosystem-based farming

LIFT 1st Annual Newsletter

January 2019

THE LIFT PROJECT IN A NUTSHELL

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.

Research consortium: 17 partners from 12 EU countries

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

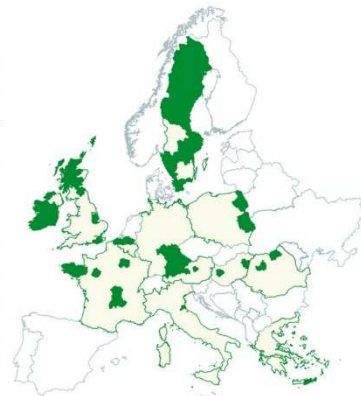
Ecological approaches to farming practices are gaining interest across Europe. As this interest grows there is a pressing need to assess the potential contributions these practices may make, the contexts in which they function and their attractiveness to farmers as potential adopters. In particular, 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** (see map on the right) will be performed in order to reflect the enormous variety in the socio-economic and bio-physical conditions for agriculture across the EU.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 770747

www.lift-h2020.eu

Figure 1. Page 1 of the first newsletter



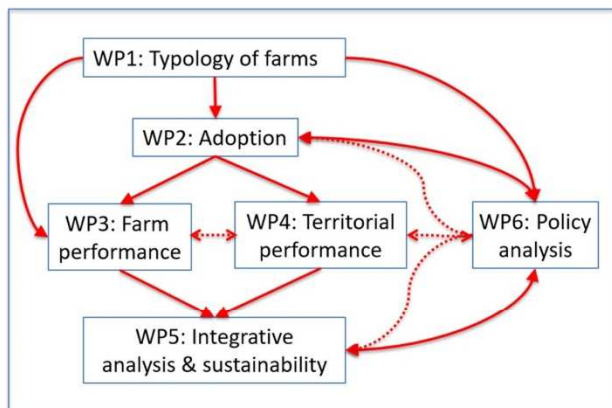
PROJECT OBJECTIVES

To meet its goal, the LIFT project will pursue the following **scientific and technical objectives**:

1. To investigate the socio-economic and policy drivers that hinder or enhance the development and adoption of ecological approaches to farming.
2. To evaluate and compare the performance and overall sustainability of farming systems across different levels of incorporation of ecological approaches and across different scales.
3. To propose new private arrangements and new policy instruments which could improve performance and sustainability, and the development of ecological agriculture.
4. To produce comprehensive insights into ecological approaches based on a wide range of case studies and a mix of relevant methodologies (qualitative, quantitative, participatory approaches, modelling) and actors (scientists and a wide range of stakeholders).
5. To achieve targeted dissemination of results with free decision support tools and a massive open online course (MOOC), and reach out to students, policy makers and farm advisory services.

WORK PLAN

The **LIFT project research process** consists of 9 work packages, all of which are interconnected and supplement each other in various ways. Six research work packages are presented on the graph, while the work packages 7-9 serve as an internal fundamental basis and support for the project activities.



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

The objectives of work packages (WP) are:

WP1 “Typology of farms” will set the reference frame for farm typologies to be used in the LIFT project and to develop a user-friendly typology tool.

WP2 “Adoption and incentives for transition to ecological approaches” will provide a value chain approach to analysing the exogenous and endogenous influences towards adoption of ecological approaches.

WP3 “Farm performance of ecological agriculture” will assess technical-economic performance; private social

performance; environmental performance; employment effects of farms implementing ecological approaches.

WP4 “Territorial aspects of ecological farming systems” will look at the impact of adoption of ecological agriculture at local, municipal and regional level.

WP5 “Integrative analysis: trade-offs and synergies” will develop an integrative framework for assessing the wide variety of (dis)benefits of ecological approaches.

WP6 “The role of policies in the development of ecological agriculture” will reveal policy-induced barriers, opportunities and incentives that influence the adoption of ecological approaches on farms.

Figure 2. Page 2 of the first newsletter



ECOLOGICAL PRACTICES IN LIFT

LIFT considers all degrees to which farms adopt ecological practices. **LIFT covers the whole continuum of farming approaches**, from the most conventional to the most ecological, including the widest range of ecological approaches. This comprises the existing nomenclatures such as organic farming, low-input farming, agroecological farming, extensive farming, farming implementing biological control, high nature value farming and other. It also encompasses approaches that are not yet part of a nomenclature, but that can be identified with various criteria such as management practices, on-farm diversification, etc.

INVOLVEMENT OF STAKEHOLDERS

Involvement of stakeholders is one key element of LIFT project, therefore **stakeholders of various groups are welcomed to participate** in creation of knowledge and networking processes, which are beneficial to both scientific output of the project, as well as practical implementation of ecological approaches by farms in the EU.

Stakeholders include: farmers, farmers' representatives (e.g. unions, farm producer groups), up- and downstream companies, retailers, other economic actors (e.g. banks), governments and local administration, citizens' associations (with objectives towards environment, communities, etc.), non governmental organisations (NGOs) and consumers.

Workshops with local stakeholders will be organised annually in up to 24 case study areas in selected EU countries.

NEWS & EVENTS

The first annual ("kick-off") meeting of the LIFT consortium has taken place in Rennes, France on June 19-20, 2018

The kick-off meeting of the LIFT project has officially set off the research activities and helped coordinate the planned actions for the first year of the project's duration.

During the meeting, the different teams and work packages of the LIFT project were presented. The meeting consisted of overview sessions and parallel sessions. The parallel sessions aimed to trigger discussions between partners involved in specific work packages and to organise the work to carry.

In total there were 68 people present, 61 directly involved in the research activities, 4 members of the LIFT advisory board, two representatives of the European Commission overseeing the project's progress and a representative of the partnering UNISECO project.



First annual workshops with local stakeholders across the EU during November 2018 - February 2019

Workshops in the first year of the LIFT project have been conducted mostly in the form of Hybrid Forum in order to achieve active participation of local stakeholders.

Opinions obtained from the stakeholders shall serve needs of all the work packages and address issues such as: barriers and solutions to the adoption of ecological practices by farms, innovativeness and profitability of ecological farming, changes in farming technologies and implications for economic, social and environmental performance.

Figure 3. Page 3 of the first newsletter



PROJECT RESULTS

The first scientific deliverable has been published: **D1.1. Review of the definition of the existing ecological approaches**

The deliverable is available for download on the LIFT website: www.lift-h2020.eu.

The report has been prepared by the partners from: JRC (Italy), SRUC (United Kingdom), UNIBO (Italy), UBO (Germany), INRA (France).

The report presents the first steps to the definition of a framework that identifies main farming systems and the degree to which each of them adopts ecological practices. This early phase of the typology work aims at providing a consolidated framework composed of farming systems and farming practices, and a first screening of which practice is associated with which system.

A literature review was conducted to identify existing categorisations of farm types based on the degree of uptake of ecological approaches and practices. The review involved a detailed search of three databases: Web of Science – WoS Core Collections; Scopus; CAB Direct.

Results of this review lead to the identification of the following farming systems, characterised by a decreasing rate of adoption of ecological practices: agroecological, organic and biodynamic, integrated, low-input, conservation, conventional.

Based on the literature and expert judgement a framework to cluster farming practices, and provide a first attempt to link farming systems with farming practices is proposed.

Next steps consist in attaching data and thresholds to the farming practices, to feed the analysis and the modelling processes to characterise individual farms with reference to their uptake of ecological practices.

LEARN MORE ABOUT LIFT!



To stay up to date with the latest news, research results and planned workshops for stakeholders in your area or to sign up in order to receive LIFT newsletters and updates, please visit our website: www.lift-h2020.eu, check out our social media accounts or contact the LIFT project representatives through the website's contact page.

LIFT project coordinated by:



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Figure 4. Page 4 of the first newsletter