



## LIFT

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

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## Second newsletter of the LIFT project

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## DELIVERABLE D7.3

**Workpackage N°7**

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**Dissemination level:** Public



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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	INRAE - Institut National de Recherche pour l'Agriculture, l'Alimentation et l'Environnement	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 - Universität 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 - INRAE Transfert S.A.	FR
17	ECOZEPT Deutschland	DE



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## 1 Summary

The present deliverable D7.3 “Second newsletter of the LIFT project” describes the goal, technical issues, informational content and planned means of dissemination of the second 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 audiences (primarily the stakeholders, but also other public groups, which might become involved or interested in the subject) and to provide key information and knowledge collected and produced by the LIFT research consortium.

The LIFT project produces regular newsletters as one of the tools to reach the public 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).

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

The second newsletter of the LIFT project aims to deliver information about the project’s achieved deliverables, interactions with stakeholders, cooperation with other research projects and upcoming scientific events where LIFT research progress is planned to be presented. The newsletter also presents information about the LIFT project’s research partners, and their official logos, as well as the projects’ social medias.

## 3 Technical issues

The second newsletter of the LIFT project has been produced by LIFT partner IRWiR PAN.

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 the LIFT project (LIFT official logo and its elements). Official logos of LIFT partners, other projects and social media platforms 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

The content of the newsletter delivers information covering the second year of the project with special emphasis on the achieved deliverables. Its purpose is to create interest towards stakeholders and the general public for them to obtain more information about the project and its results by visiting the LIFT website. The newsletter's content is intended to widen the audience eager to learn more about the LIFT research questions and become 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:

- “Project’s progress” providing descriptions of achieved deliverables made available to the public, as well as links to full reports available on the LIFT website;
- “New dissemination tool” informing the public about a new social media platform, where the LIFT project, its materials and possibilities of discussion are available;
- “Involvement of stakeholders” providing information on the involvement of stakeholders in the first year of the project during the local stakeholders’ workshops, as well as in the ongoing second year workshops;
- “Joint activities with other projects” regarding cooperation of LIFT with two other H2020 projects (UNISECO, LANDSUPPORT);
- “Upcoming events” providing information about the future events (in 2020) where LIFT research results are planned to be presented to the public;
- “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, ResearchGate).

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 this deliverable D7.3 to the European Commission. The languages beside English, in which the second newsletter of the LIFT project will be distributed, are the following 9 languages: 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 the dissemination of the second 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 and social medias.

The printed versions of the newsletter could be handed out in person or mailed to selected parties, while the electronic version for distribution through email. As the LIFT newsletter is delivered to LIFT partners solely in electronic form, it is their responsibility to print out hard copies.

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, 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,
- scientific 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 upon request the list to the LIFT partner (IRWiR PAN) responsible for the communication .

The newsletter will also be sent out to people who have conveyed their consent to be added to the LIFT mailing list through the LIFT website (the contact form provides such option). The partner in charge of general LIFT mailing list is IRWiR PAN, while each of the LIFT 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 second newsletter of the LIFT project are presented in the Appendix (Figures 1-4).



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## 8 Conclusion

The information present in the second LIFT newsletter gives the readers an understanding of the achieved results, past, ongoing and upcoming activities.

The final version of the second newsletter of the LIFT project in the English language is made available to the public on the LIFT website in the “Documents” section, among others, as well as on the LIFT collaborative platform on January 31, 2020. The news about the newsletter will be posted on all LIFT social media accounts (Twitter, LinkedIn, Facebook, ResearchGate).

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

This current deliverable reporting on the preparation of the second newsletter of LIFT has been written by IRWiR PAN on time and is being made available to the partners through LIFT collaborative platform on January 31, 2020.

## 9 Deviations or delays

None.



## 10 Appendix

Following are screenshots of the full pages of the second newsletter of the LIFT project.



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

#### LIFT 2nd Annual Newsletter

January 2020

From 1 January 2020, the coordinating partner of LIFT - INRA, has merged with IRSTEA to become INRAE, the *French National Institute for Research on Agriculture, Food, and the Environment*. The LIFT managing partner, INRA Transfert, has become INRAE Transfert.

#### PROJECT'S ACHIEVEMENTS

**LIFT project 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.

As the LIFT project is undergoing its second year (May 2019 - April 2020), the work in all workpackages is progressing and several scientific deliverables have been published.

**Deliverable D2.1. Drivers of farmers' up-take of ecological approaches – a conceptual framework with a behavioural focus.**

The report presents the **conceptual framework on farmers' uptake of ecological approaches across the supply chain**. The framework combines behavioural theories on individual decision-making with drivers and methodological considerations related to economic decision-making. It presents a systematic map of previous literature related to farmers' uptake of ecological approaches and is to guide data collection through the LIFT large-scale survey to farmers and interview studies in the project.

The framework distinguishes between endogenous factors (e.g. motivational factors, farmers' self-identity, farm characteristics) and exogenous factors (e.g. supply-chain characteristics, institutional conditions, consumers' preferences and demands). Factors serve to identify the main drivers of farmers' uptake of ecological approaches, and to enable comparison of different dimensions of uptake across territories. The decision to implement the up-take of ecological approaches is approached across four different dimensions, namely timing, intensity/extent, size of change, and type of practices adopted.

These dimensions are important since the factors that affect the decision to adopt have been found to differ across them. The deliverable continues by presenting a systematic map of previous literature related to farmers' uptake of ecological approaches. **Two methodological approaches for understanding the drivers of farmers' uptake of ecological approaches are suggested:** psychometric methodology and qualitative interviews, using the means-end chain and laddering approach.

The report has been prepared by the LIFT partners: SLU (Sweden) - lead, SRUC (United Kingdom), KU Leuven (Belgium).



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](http://www.lift-h2020.eu)

Figure 1. Page 1 of the second annual newsletter



#### **Deliverable D2.2. LIFT large-scale farmer survey questionnaire.**

This report brings to the public the complete questionnaire for the large-scale survey to farmers to be carried out in the LIFT project, to at least 1,500 farmers across the European Union (EU) in the LIFT case study areas.

The LIFT large-scale farmer survey represents a key task that provides value added to the LIFT project and informs EU policy analysis as a whole. It is innovative because it collects primary qualitative and quantitative data at the farm level, and because data will be comparable across a large geographical area, across different production sectors, as well as across different farming practices/systems. **The survey aims to collect information that is not available in existing data sources**, and these data will be used in the analyses of the project.

For each of the farms in the survey, the intention is to collect information on the: structural and economic characteristics, detailed labour requirements, and exhaustive production practices. In addition, information is collected on the drivers behind the adoption of certain practices and farmers' opinions on future policies.

The report has been prepared by the LIFT partners: DEMETER (Greece) - lead, INRAE (France), UNIKENT (United Kingdom), SRUC (United Kingdom), VetAgro Sup (France), BOKU (Austria), JRC (Italy).

#### **Deliverable D6.1. Legislation and political discourse about ecological farming.**

This study aims at exploring the dominant discourses used in six EU member states' Rural Development Programmes (RDPs) and other agricultural policy documents to investigate how the policy discourse incorporates ecological approaches in these countries. In so doing, this study highlights similarities and differences in the dominant discourses that emerge from policy documents.

Agricultural policy measures function as a means for society to communicate desirable future evolution of farms and as a way of incentivising desirable behaviour. In this study, an assumption has been that differences at societal level in attitudes, understanding and problematising of various positive and negative impacts of agricultural production and consumption of agricultural products determine choices of policy measures, and the way in which they are promoted and justified. Furthermore, this is assumed to explain positive and negative externalities and/or what kind of public good components are associated with the type of farming in focus for policy.

This study makes two explicit contributions. First, this is one of the first attempts to explore how ecological approaches are discussed in individual member states' RDPs and in related agricultural policy documents. By applying discourse analysis to those documents, we were able to clarify how such practices are discussed and to demonstrate the usefulness of these methods to map the discourse used when referring to ecological approaches. To do so, an integrated model containing both Common Agricultural Policy (CAP) and rural development socio-economic discourses was developed. Second, this study is a rare attempt to contrast the dominant discourses in a set of different EU countries.

Findings indicate that over the period 2000 to 2020, ecological approaches are related with the multifunctionality discourse through two dominant sub-discourses: (i) agri-ruralism in Sweden; (ii) nature conservation in the other studied EU member states - France, Germany (Bavaria), Hungary, Poland and Romania. **The neomercantilist discourse (aiming at productivity, increased exports and food security) becomes increasingly prominent over time**, appearing in third position in the two last CAP periods 2007-2013 and 2014-2020. Agroecology, biodiversity-based and organic agriculture are among the most frequently mentioned types of farming system in the policy documents.

The report has been prepared by the LIFT partners: SLU (Sweden) - lead, ECOZEPT (Germany), MTA KRTK (Hungary), IAE-AR (Romania), INRAE (France), IRWiR PAN (Poland).

[www.lift-h2020.eu](http://www.lift-h2020.eu)

*Figure 2. Page 2 of the second annual newsletter*



## NEW DISSEMINATION TOOL

The LIFT project has launched its page on [ResearchGate](#), which is a social networking platform for scientists and researchers aimed at active exchanging and discussing research approaches and results of achieved results and igniting scientific discussion. This will help pursue excellence in research and spread the generated knowledge.



## INVOLVEMENT OF STAKEHOLDERS

During the first year, the LIFT project has successfully achieved 25 workshops with local stakeholders in selected LIFT case study areas in the EU, reaching over 370 people (representing various circles of interest related to ecological approaches in farming). The second year workshops are currently in progress.

In these workshops, some key issues discussed with the local stakeholders relate to the relevance of existing typologies classifying farms according to the extent of ecological practices, or to the identification of optimal indicators of farm performance, or to the best incentives to increase farmers' uptake of ecological practices.

## JOINT ACTIVITIES WITH OTHER PROJECTS

### UNISECO project



The goal of UNISECO project is the development of innovative approaches to enhance the understanding of socio-economic and policy drivers and barriers for further development and implementation of agro-ecological practices in EU farming systems.

Cooperation of LIFT with UNISECO has resulted in 7 joint events in 2019; due to similarities in research topics, the exchange of ideas and research results is beneficial for both projects and leads to the creation of synergies. One of these events was a joint session at the annual meeting of the American Association of Geographers in Washington D.C. (U.S.A.) in April 2019, where the LIFT partner JRC presented deliverable D1.1 on existing farm typology frameworks.

### LANDSUPPORT project

The project aims at developing a web-based, open-access geospatial decision support system devoted to: supporting sustainable agriculture and forestry, evaluating trade-off between land uses, and contributing to the development and implementation of land use policies in Europe. On this basis, LANDSUPPORT is promoting an integrated approach towards rural development policies, by linking science and practice and exploring the vast potential of e-science in agriculture.



LIFT partner BOKU (in cooperation with INRAE and UNIKENT) participated in the LANDSUPPORT workshop "Reconciling agriculture, land-use, environment, sustainability in the 21st century: challenges and requirements for Decision Support systems" in Brussels (Belgium) on 30 January 2020, where participants from various research projects and policy-makers shared experience, ideas and expectations about such decision support systems.

[www.lift-h2020.eu](http://www.lift-h2020.eu)

Figure 3. Page 3 of the second annual newsletter





## UPCOMING EVENTS

Looking forward to forthcoming events, where LIFT research results are planned to be presented:

- **Annual Meeting of the Austrian Economic Association (NOeG)** in Vienna (Austria) on 24-25 February 2020, with focus on evidence-based economic policy making.
- **14<sup>th</sup> European Farming Systems Conference** in Évora (Portugal) on 20-26 March 2020, aimed at issues of farming systems facing climate change and resource challenges.
- **Annual Conference of the Agricultural Economics Society** in Leuven (Belgium) on 15-17 April 2020. Among others, sessions cover topics such as environmental economics and policy, supply chain analysis, food demand and policy, behavioural economics, structural adjustment of agriculture, technology adoption.
- **9<sup>th</sup> International Conference "Agriculture for Life, Life for Agriculture"** in Bucharest (Romania) on 4-6 June 2020.
- **XVI Congress of the European Association of Agricultural Economists (EAAE)** in Prague (Czech Republic) on 25-28 August 2020. The theme of the congress is "Raising the Impact of Agricultural Economics: Multidisciplinarity, Stakeholder Engagement and Novel Approaches", where LIFT plans to present its findings together with the partnering UNISECO project.
- **60<sup>th</sup> European Regional Science Association (ERSA) Congress** in Bolzano (Italy) on 25-28 August 2020 with the main theme of "Territorial Futures - Visions and scenarios to cope with megatrends in a changing Europe".
- **20<sup>th</sup> Organic World Congress (OWC)** in Rennes (France) on 21-27 September 2020. With its motto "From its Roots, Organic Inspires Life" it will aim to gather stakeholders working toward sustainable agriculture, value chains, and consumption to exchange their knowledge, innovations, and experiences.

## 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](http://www.lift-h2020.eu), check out our social media accounts or contact the LIFT project representatives through the website's contact page.

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Figure 4. Page 4 of the second annual newsletter