

ORGANIKO LIFE+

After LIFE+ plan

Cyprus University of Technology, Agricultural Research Institute, Department of Environment, Kyoto Club

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Executive summary

Purpose: The purpose of the after LIFE+ communication plan is the continuation of the dissemination of the project results after the end of the project and to maximize the project's impact.

Outcomes: The tasks of the after LIFE+ plan are described along with the beneficiaries involved and the funding source.

Results: A number of tasks were outlined involving, among others, the project's website and social media, short courses for farmers and unemployed people, seminars and workshops, in Cyprus, Italy, at the EU level and through the established working contacts with the Parma EFSA and Rome FAO Headquarters.

Conclusions: This plan will ensure the effective communication of the key results of the project and the promotion of the organic farming and its products as a way of mitigating climate change and improving the health profile of children and adults.

Σύνοψη

Σκοπός: Σκοπός του after LIFE+ σχεδίου επικοινωνίας είναι η συνέχιση της διάδοσης των αποτελεσμάτων του έργου μετά το τέλος του έργου και η μεγιστοποίηση της επίδρασης του έργου.

Αντίκτυπος: Περιγράφονται οι δραστηριότητες του after LIFE+ σχεδίου, μαζί με τους εμπλεκόμενους δικαιούχους και την πηγή χρηματοδότησης.

Αποτελέσματα: Δίνονται λεπτομέρειες για δραστηριότητες που περιλαμβάνουν, μεταξύ άλλων, τη ιστοσελίδα και τα μέσα κοινωνικής δικτύωσης του έργου, σύντομα μαθήματα για αγρότες και άνεργους, σεμινάρια και εργαστήρια, καινούργια έργα, προώθηση αποτελεσμάτων σε ενδιαφερομένους στην Κύπρο, Ιταλία και σε ευρωπαϊκό επίπεδο και μέσω των επαφών στις EFSA και FAO.

Συμπεράσματα: Το σχέδιο αυτό θα διασφαλίσει την αποτελεσματική επικοινωνία των κυριότερων αποτελεσμάτων του έργου και την προώθηση της βιολογικής γεωργίας και των προϊόντων της ως μέσο μετριασμού της κλιματικής αλλαγής και βελτίωσης του προφίλ υγείας των παιδιών και των ενηλίκων.

Introduction

The ORGANIKO LIFE+ project's main aim was to showcase the comparative advantages of organic farming and its products over conventional farming. Dissemination activities were key components of the project with the objective to communicate the results and activities of the project to the relevant stakeholders, the scientific community, the farmers and the general public both in Cyprus and Italy, as well as among national and EU policy-makers.

The after LIFE+ communication plan will ensure the effective implementation of the project toolbox after the end of the project with the aim of increasing organic farming activities and organic product consumption in Cyprus, Italy and within the EU, also through advocacy and impacting existing and future ORGANIKO-related policies. Specifically, the after LIFE plan sets out to continue and expanding:

- Informing the wider public and key stakeholders (farmers, companies, and policy-makers) about the achievements of the ORGANIKO LIFE+ project
- Encouraging key stakeholders to support organic farming and spread knowledge about ways that the organic food and farming can contribute to mitigating climate change and better health
- Advocating, on the basis of the ORGANIKO results, for new more ambitious national and EU policies supporting the organic diet and increasing organic farming as contributions to mitigate and adapt to the climate change effects.

The plan involves a description of the tasks performed, the beneficiaries involved, the funding source and the frequency/duration of the tasks.

After LIFE+ Plan

A/A	After LIFE task	Responsible beneficiary	Funding source	Frequency/ duration
1	The project's website (www.organikolife.com) will remain active and frequently updated even after 5 years from the project completion date (until 08/2024). The update of the website will be less frequent compared to the period of the project duration with about a post per month with the contribution of all beneficiaries in order to continue the information-sharing, dissemination and the awareness-raising of the ORGANIKO activities.	CUT	Own funds	5 years
2	The Facebook page and twitter account will continue to be active even after 10 years from project completion. There will be less regular posting compared to the period of the project duration and all beneficiaries will contribute.	CUT, ARI, DE, KC	No funding is required	10 years
3	The banner that was developed and used in ORGANIKO events will remain posted in a public place even after 5 years from project completion.	CUT, KC	No funding is required	5 years
4	The ORGANIKO logo will be disseminated in all activities by partners, dealing directly or indirectly with the project's topics.	CUT, ARI, DE, KC	No funding is required	5 years
5	The layman's report will be available on the project's website and will be disseminated in schools, in public and governmental places such as ARI, DE,	CUT, ARI, DE, KC	No funding is required	Published in 2019 in the project's website and sent to schools, stakeholders and

	CUT.			governmental organizations.
6	A 3-minute video that will include 4-5 interviews with key people and graphics of the results. The video will be disseminated on the project's website and social media.	CUT, ARI	No funding is required	Published in 2019 (https://www.facebook.com/organiko.project/videos/441479186562568/)
7	A virtual electronic book based on the layman's report will be available on the project's website.	CUT	No funding is required	Published in 2019 (https://bit.ly/3ePKz99)
8	Social Media campaigns (about 10 in total) in Facebook, Instagram/Twitter	CUT	No funding is required	early 2020
9	500 coloured A3 posters for dissemination in public buildings such as ARI, DE, CUT.	CUT	No funding is required	Disseminated in early 2020.
10	The strategic national plan was submitted to the Cyprus Ministry of Agriculture, Rural Development and Environment and will be taken into account for the revision of the existing "National action plan for the development of organic farming" of the Republic of Cyprus	CUT, ARI, DE	No funding is required	Submitted and accepted in 2019 to the National Council of Organic Farming
11	A short course for new farmers as well as unemployed people will be organized	ARI	Own funds	3 courses/year
12	Networking with other LIFE projects by sharing posts in the social media and by participating in joint events.	CUT, ARI, DE, KC	The funds for these events will be covered jointly by the other projects and CUT, ARI DE	3/year, 1 joint event/year

			and KC.	
13	The Commissioner of Environment in Cyprus, Mrs Ioanna Panayiotou, will disseminate the leaflets produced by the project as well as the layman's report during her various activities.	CUT, ARI, DE	No funding is required	Early 2020
14	Seminars and workshops that promote consumer awareness, health benefits and environmental advantages of organic farming will be organized	CUT and KC	Own funds	2 seminars/year
15	The results of the children's health study were sent to the Ministry of Education and Culture in Cyprus. There is a course for organic products in the high school's curriculum but not in the primary schools. We contacted already the Ministry with a suggestion and in the strategic national plan we included a proposal for the incorporation of organic farming in the curriculum of the primary schools in order to increase the trust level of students, teachers and parents towards organic products.	CUT	Own funds	2 meetings/year
16	The improved protocols for organic apple and barley cultivations will be available through the project's website so that farmers can have access to them and increase the performance of their crops.	CUT, ARI and KC	Own funds	Available in the project's website (http://organikolife.com/en/protocols-guidelines-for-organic-farming-barley-and-apple/)
17	We implemented first the paradigm of short-chain organic markets at a public university in Cyprus (CUT premises). We will continue our efforts for increasing the public awareness about	CUT	Own funds	2 meetings/year with COFA.

	this type of markets.			
18	The consumer survey can act as a tool that will explain sufficiently the consumer behaviour in other European countries. The survey provides actions for different stakeholders (government, municipalities, traders, farmers). We will communicate the results to the Ministry of Agriculture, Rural Development and Environment and create material for different stakeholders.	CUT, ARI, DE, KC	Own funds	It will be disseminated in mid-2020.
19	The ecosystem function restoration study will be disseminated to the relevant stakeholders (Ministry of Health, Ministry of Education and Ministry of Agriculture) in order to inform them about the benefits of providing organic food in schools in tackling the childhood obesity and of organic farming in improving soil fertility and reducing GHG emissions for barley and apples.	CUT, ARI, DE	Own funds	It will be disseminated in mid-2020.
20	We submitted a proposal to the Cyprus Research Promotion Foundation (RPF) for a feasibility project about providing organic fruits and vegetables at all day schools based on our ORGANIKO results regarding the association of organic food consumption and oxidative stress. The proposal was funded and project begins September 2020.	CUT	RPF funds	The project is estimated to start on September 2020
21	We are preparing a dossier for applying to EFSA via Cyprus Ministry of Health,	CUT	Own funds	The health claim application will be

	regarding a health claim for organic food based on our children's health study results and results from other similar studies from EU populations (UK and France) Discussions with the Ministry of Health and colleagues from abroad about the health claim content are ongoing.			submitted in summer 2020.
22	The dissemination of the ORGANIKO C2 action results and tools among Italian and EU organic farmers' networks.	CUT and KC	Own funds	Three years
23	Advocacy with the European Commission and Parliament so that the lessons learned through ORGANIKO become EU policies. A very encouraging example has been the successful advocacy through the EU Living Land campaign, where Kyoto Club is also part, which has led to last May 20 European Commission's Farm-to-Fork Strategy, with the goal of 25% of the EU agriculture to become organic: https://ec.europa.eu/commission/presscorner/detail/en/IP_20_884	CUT and KC	Own funds	For the whole current EU legislative period
24	The use of the ORGANIKO core outputs in the working relations with the Italian Ministry of Agriculture and the Italian Agriculture and Health Committees in the Italian Parliament.	KC	Own funds	Until 2023, i.e. the current Italian legislative period
25	Consultations among ORGANIKO beneficiaries for a future proposal on climate mitigation either in LIFE or HORIZON2020 programs. Specific attention is given in the newly established farm to fork program of the	CUT, ARI, DE, KC	Own funds	3 years

	Green Deal where we plan on submitting a demonstration proposal involving several EU countries expanding upon the ORGANIKO results and recommendations.			
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About the project



TITLE:

Revamping organic farming and its products in the context of climate change mitigation strategies

ACRONYM:

ORGANIKO LIFE+ (LIFE14 CCM/CY/000990)

DURATION:

4 years (2015–2019)

BUDGET:

€975.951

FUNDING:



58% co-funded by the European Union's LIFE programme

BENEFICIARIES:



Cyprus University of Technology (coordinator)



Agricultural Research Institute



Department of Environment



Kyoto Club (Italy)

WEBSITE:

www.organikolife.com