

EUROVERTICE

LIFE SARMIENTO



LIFE  
SARMIENTO

# **INTERMEDIATE REPORT ON DISSEMINATION ACTIVITIES**



## INDEX

1. INTRODUCCION .....	3
2. COMUNICACION OBJETIVES.....	3
3. KEY COMMUNICATION INDICATORS.....	11
4. CONCLUSIONS .....	12



## 1. INTRODUCCION

The main objective of the LIFE SARMIENTO is to contribute to the mitigation and adaptation to climate change through the achievement of significant reductions on the emissions of CO<sub>2</sub> in vineyards and the improvement of climate governance with new land-use practices that additionally improve the profitability of vineyards, halt soil degradation and improve the soil resilience and soil biodiversity in arid climactic conditions.

The project focuses on the environmental problem caused by the current practices of burning the vine shoots and demonstrates an alternative and profitable solution to farmers which implies a significant environmental improvement. This solution is based on the transformation of grapevine pruning waste in substrate/soil amendment using low-cost and low-emission strategies and techniques based on composting.

This report is intended to collect and evaluate the communication and dissemination activities of the project developed to inform and raise awareness on the environmental problem tackled and the solutions carried out during the development of LIFE SARMIENTO.

## 2. COMUNICACION OBJETIVES

The purpose of the communication and dissemination action (Action E) is to inform about project activities, getting a wide transfer of the validated methodology to other areas.

**Action E** is divided in two actions, Action E.1 based in dissemination planning and execution and Action E.2 which is based in dissemination, transfer of results and lessons learnt.

**Action E.1** has two objectives: to provide the project with the tools and resources needed to achieve a successful communication activity and to transfer and replicate the waste management process.

LIFE SARMIENTO has divided its communication action E1 in six tasks:

Task E1.1. Dissemination and Communication Plan, by EuroVértice (EV).

Task E1.2 Development of the Dissemination Pack (website, notice boards, Layman's report and e-newsletter), by EV.

Task E1.3 Other dissemination tools and materials, by EV.

Task.E1.4 Development of sustainability and transfer tools, by EV.



Task.E1.5 Training of trainers in transfer areas and development of agreements and protocols, by Microgaia (MCG).

Task E1.6 Implementation, monitoring and assessment of the replication activities, by MCG.

**Action E.2** will implement those dissemination actions that imply direct interaction with other stakeholders.

LIFE SARMIENTO has divided its communication action E2 in two tasks:

Task E2.1 Information and awareness raising activities, by EV.

Task E2.2 Networking with other projects and initiatives, by EV.

**CALENDAR AND ACTIVITIES DEVELOP BY ACTION E1**

Foreseen start date: 01/10/2016      Actual start date: 01/10/2016

Foreseen end date: 31/12/2020      Actual (or anticipated) end date: 31/12/2020

	TASKS	2016				2017												2018							
		S	O	N	D	E	F	M	A	M	J	J	A	S	O	N	D	E	F	M	A	M	J	J	
<b>PLANNED TIMETABLE ACTION E1</b>	Task E1.1																								
	Task E1.2																								
	Task E1.3																								
	Task E1.4																								
	Task E1.5																								
	Task E1.6																								
<b>ACTUAL TIMETABLE ACTION E1</b>	Task E1.1																								
	Task E1.2																								
	Task E1.3																								
	Task E1.4																								
	Task E1.5																								
	Task E1.6																								

Task E.1.1. Dissemination and Communication Plan, by EV

The Communication Plan was drafted between November 2016 and January 2017. It contains the communication objectives and public of the project and schedule communication and dissemination activities in four phases: before March 2017, from March 2017, from 2018 and from 2019. It also includes rules for internal communication



and good practices regarding the use of the project's image and name. The Communication Plan is attached to this report as Deliverable 5.

The project image was developed by a communication agency and agreed among project partners. Templates for the project's presentations, newsletters, etc. have been also provided. A visual identity handbook has been produced to rule project image.

A database of stakeholders has been also developed to distribute project's newsletters

#### Task E1.2. Development of the Dissemination Pack (website, notice boards, Layman's report and e-newsletter) by EV

**Website:** It was launched on 23<sup>rd</sup> January 2017 and it has been updated regularly. The website includes the description of the project, general objectives, actions, progress and results, media resources and a contact tool. During this reporting period the webpage has received 5.922 visits by 1.462 users. Last news was included on 16<sup>th</sup> May 2018.

**Notice boards:** the notice board layout was designed in February 2017. It contains project's objective and a scheme of the SARMIENTO's management system, the UE co-financing and contact information. 5 notice boards with the LIFE logo have been installed. They were set at the cooperative and in strategic locations at the field in farmers' plots.

**e-newsletter:** five newsletters (the last one in April 2018) in English and Spanish have been launched reporting on project activities and its progress during this period.

#### Task E1.3. Other dissemination tools and materials by EV

**Brochures:** the project brochure was designed between February and March 2017. It contains information about the environmental problem, project objectives and results and the management process proposed by LIFE SARMIENTO. The content and design were agreed among project partners. 1.500 brochures (Spanish version and English version) have been printed out and are available at partner's facilities and distributed in communication activities.

**Appearance in media:** during this reporting period appearances in media have been permanent, accounting 12 appearances in digital media (newspapers, blogs, etc.), 1 appearance in a TV programme of the regional television, 1 radio interview in the regional stretch of a national station, 1 article in the paper edition of the top-selling largest regional newspaper. In addition, a press release was prepared on 1<sup>st</sup> December 2016 to inform about the general objectives, main actions and expected results of the project

On 9<sup>th</sup> May 2018 "La verdad" digital newspaper published the article "El vino de Bullas se alía con el medio ambiente" in its paper edition. This article talks about the seventy farmers who have changed the burning of vine shoots by the production of compost to reduce the CO2 emissions and avoid the risk of fires and shows how the most farmers are becoming aware of the care of the environment.



**Social media profiles:** a Facebook, a twitter and a YouTube page of the project have been created. The Facebook page has 95 likes and the publication with a larger scope was the related with the visit of the NEEMO monitoring team in May 2017 (357 people). Twitter has 165 followers and 177 tweets have been published by the reporting date. YouTube page has 6 subscribers and two videos posted.

**Project's video:** a corporate video explaining the objectives of the project and main actions of the project have been prepared and included in the project website. On May 2018 other video have been included explaining the spread out of the compost. This video was posted in the YouTube page and on Twitter.

**Roll up:** one roll up was designed and produced during the first year of project in order to have communication material with the image of the project for the attendance to fairs and external events.

**Travelling exhibition:** eight roll ups have been made to serve as support the visit to the composting place in the winery. In these roll ups the different steps for the management process are explained. Once these visits have concluded, the exhibition has been moved to the Wine Museum in Bullas between 31<sup>st</sup> May and 29<sup>th</sup> June 2018. In this period, 774 people has visited the museum. During the summer, it will be carried to a public gallery of the municipality of Bullas.

#### Task E1.4 Development of sustainability and transfer tools by EV

The protocol and framework for setting the cooperation scheme between project partners and stakeholders is ready.

For the implementation of the project in other areas a guideline is being developed and it will be deliver to the new stakeholders.

The strategy for replication and sustainability is being developed and it will be ready by September 2018.

#### Task E1.5 Training of trainers in transfer areas and development of agreements and protocols by MCG.

Not proceed. This task begins in month 26.

This task includes: training scheme, training courses and digital presentations of the project.

#### Task E.1.6 Implementation, monitoring and assessment of the replication activities by MCG.

Not proceed. This task begins in month 30.



- **Achieved results:**

Dissemination and Communication Plan..

Stakeholder's database.

Website of the project created and updated regularly. Design and installation of 5 notice boards.

Publication of five newsletters.

Design and print of 1.500 project brochures.

Social networking profiles of the project created and updated regularly.

Project video presentation launched.

Initial dissemination of the SARMIENTO LIFE project, with special attention to local stakeholders.

Visibility of the project in local and regional media.

One roll up designed to have communication material with the image of the project

Itinerant exhibition conformed by eight rolls up have been developed to serve as support the visit to the composting site in the winery.

Articles, radio interviews and appearances in local and regional media haven been permanent during this reporting period.

Strategy for replication and sustainability of the project have been designed.

Guideine for implementation of the project in other areas have been designed.

Design of the draft protocol and cooperation agreements with stakeholders for the replication.

- **Remaining results:**

Layman report (by the end of the project)

Technical guide.

Training of trainers in transfer areas will starts in month 26.

Implementation, monitoring and assessment of the replication activities will start in month 30.

- **Action evaluation:**

So far, this action can be considered a success. The design and content of materials is developed by EV but discussed previously with ER and MCG to have their



views. Draft materials intended for farmers are sent to the cooperative in order to know if they are according to their level of expertise and knowledge about the subject. It is important to also have their opinion because they are who better know the profile of this public and can assess and improve final communication results. All farmers have given their opinion about the project by filling out a survey to know their level of expertise and knowledge about the subject.

### CALENDAR AND ACTIVITIES DEVELOP BY ACTION E2

Foreseen start date: 01/10/2016 Actual start date: 01/10/2016

Foreseen end date: 31/12/2020 Actual end date: 31/12/2020

PLANNED TIMETABLE ACTION E2	TASKS	2016				2017												2018							
		S	O	N	D	E	F	M	A	M	J	J	A	S	O	N	D	E	F	M	A	M	J	J	
	Task E2.1																								
	Task E2.2																								
ACTUAL TIMETABLE ACTION E2	TASKS	2016				2017												2018							
		S	O	N	D	E	F	M	A	M	J	J	A	S	O	N	D	E	F	M	A	M	J	J	
	Task E2.1																								
	Task E2.2																								

#### Task E2.1 Information and awareness raising activities by EV

In relation to dissemination to the general public, social media activities have been based on the publication of news related to project topics (agriculture, circular economy, innovation, etc.) in order to generate debate and make project's profiles attractive.

Regarding technical dissemination, during this reporting period, the main activities has been the search of events related to vineyards, wine and farming in order to promote project objectives, make contacts to involve stakeholders in future activities and make meetings and technical visits. Project partners have participated in the following events to present the project:

1) WORLD BULK WINE EXHIBITION

21- 22 November 2016 (Amsterdam)

MCG presented the project in the 8 edition of this fair which has consolidated like the largest meeting regarding bulk wine. Professionals that study, develop and work with multiple commercial applications from vineyards participate in this fair.

A poster was designed to present LIFE SARMIENTO in this forum.

2) 1st DAY ON SUSTAINABLE WINE AND MARKET





16 June 2017 (Valladolid, Spain).

MCG and CER presented the project in this seminar about reduction and reuse of residues, energy efficiency and sustainable management of vineyards and wineries.

A ppt was showed during this event.

3) FUTURE IPM, The largest international event on “sustainable crop production and protection”

16-20 October 2017 (Italy)

Microgaia presented the project in this congress about sustainable agriculture and development where all the communities dealing with different IPM aspects to share scientific, technological and regulatory information to build future IPM strategies.

On January 2018 a meeting was held in CEAMA (Centro de Agroecología y Medio Ambiente) in which the project was presented to the centre’s manager and possible collaborations have been established for dissemination and training activities of the project.

The meeting with the municipal urban gardening took place on February 2018. The project was presented to 14 users of the urban garden and they were explained the role they are supposed to have in the project for the demonstration of the use of the substrate in urban gardening. The supply of a LIFE SARMIENTO compost sack (40 l) per plot was agreed. Sacks were finally delivered on 9<sup>th</sup> May 2018.

Regarding the technical visits, four visits to the composting plant of the project have been realised:

- 16/02/2018 with 33 participants from “Ciclo de Grado Medio de Aceites y Vinos y Ciclo de Grado Medio de Producción Agroecológica” in CIFEJA Jumilla.
- 23/02/2018 with 18 participants from “Curso Grado Superior de Vitivinicultura” in CIFEJA Jumilla.
- 2/03/2018 with 11 participants from “Ciclo de Grado Superior de Educación y Control Ambiental” in CIFEJA Molina del Segura.
- 9/03/2018 with 11 participants from “Curso El residuo como recurso” of Asociación Región de Murcia Limpia.

On 15<sup>th</sup> May 2018 the Project FLAGA visited LIFE SARMIENTO project. It is a project developed by the NGO Red Araña- Entidades por el empleo in the Region of Murcia whose object is search and promotion of green employment and quality. They were interested in knowing how LIFE SARMIENTO works for their students know an example of sustainability.

Task E2.2 Networking with other projects and initiatives by EV

A Stakeholders database at the EU level has been created to create synergies and invite this project to planned seminars. This database count with 28 project all of them related to



waste, soil, conservation, agriculture, water, adaptation, innovation and vineyards among others. The following projects have been selected for be related with vineyards:

- Project LIFE reWINE (<http://www.rewine.cat/es>)
- Project LIFE Haprowine (<http://www.haprowine.eu/>)
- Project LIFE+ Integral Carbon (<http://www.integralcarbon.eu/>)
- Project LIFE VITISOM (<https://www.lifevitisom.com/>)
- Project SUDOE WINEtech Plus  
(<http://winetech-sudoe.eu/index.php?lang=es>)
- Project Wetwine

On the other hand, EV and MCG participated in a regional seminar to present the 2017 call of the LIFE Programme and celebrate LIFE 25<sup>th</sup> anniversary (8 June, Murcia) where LIFE SARMIENTO was presented like an example of regional LIFE project. An exhibition space was also prepared to share experiences among the regional stakeholders participating in LIFE projects.

A special collaboration has been created between LIFE SARMIENTO and the municipality of Bullas which is associated beneficiary of two adaptation to climate change projects (LIFE Act and LIFE Sec Adapt). The municipality has attended to the first meeting held with the cooperative's farmers and has published news about LIFE SARMIENTO activities in the project's blog.

In March 2018 the project participated in LIFE Platform Meeting on "Climate Change Adaptation in Agriculture and Forestry in the Mediterranean Region" in Madrid. LIFE platform meetings aim to promote the exchange of knowledge and good practices, and to facilitate networking and synergies among LIFE projects active in the same broad policy area. Such meetings also engage other relevant stakeholders from the European institutions, national and local authorities, civil society and the private sector.

In the same month a meeting took place between LIFE SARMIENTO and LIFE VINEYARDS4HEAT in Cataluña. After the visit it is concluded that both projects, solve the same environmental problem, the burning of vineyard pruning due to being a waste of difficult management, and transform this waste into a new product. Therefore, these projects become a local strategy for the adaptation and mitigation of climate change in agriculture in the D.O. Penedès (Catalonia) and D.O. of Bullas (Murcia).

On 31<sup>th</sup> May 2018 the project organised the First technical workshop (networking) in Bullas (Murcia). Networking session with LIFE ADVICLIM - ADapatacion of VIticulture to CLIMate change: High resolution observations of adaptation scenario for viticulture (LIFE13 ENV/FR/001512) and LIFE PRIORAT+MONSANT - Efficiency in the use of resources for the improvement of sustainability of vine and wine sector at Priorat region (LIFE15 ENV/ES/000399).

Synergies among all the projects were established and possible measures for the adaptation and mitigation the Climate Change in the vineyards were discussed.

With the participation in these workshops, the firsts expected networking activities foreseen in the proposal have been accomplished.



- **Achieved results:**

Attendance to 1 national and 2 international events to present the project.

Second meeting with farmers from the cooperative.

6 technical visits to the demonstration site.

Social media activity and interaction with stakeholders.

3 networking activities developed, including first technical workshop (WS1, 1 semester of 2018) in Murcia.

- **Remaining results:**

Networking will continue during the next period.

Non-technical visits to the demonstration sites.

Participation in events related to urban farming.

Workshops and training activities.

Activities in plant nurseries.

2 workshops in France (after year 3 of project)

International seminar.

WS2, 2 semesters 2019, in other Mediterranean Location in Spain.

WS3, 1 semester 2020, in a Mediterranean location in Europe or in Brussels.

- **Action evaluation:**

Successful. First feedback received from external agents and specialized target groups is considered positive as the project arises their interest and contacts have been made for future replication and transfer actions.

### 3. KEY COMMUNICATION INDICATORS



Key indicator and parameters	Descriptors	Impact units	State-of-play at the beginning of the project period at project level	State of play at June 2018	State-of-play at the end of the project period at project level	State-of-play 3 or 5 years after the project end at project continuation, replication and/or transfer level	Comments
<b>Information and awareness</b>							
<b>General public reached and/ or made awareness</b>							
Website	visits of the website	No. of individuals	0	2.695	15.000	25.000	
Other tools for reaching/raising awareness of the general public	Social media	No. of individuals	0	165	7500	12000	
	flyers	No. Copies	0	600	1500	1500	
	technical guide	No. Copies	0	0	500	500	
	Layman's report	No. Copies	0	0	2.500	2.500	
	total No. of individuals trained	No. of individuals trained	0	73	240	500	
<b>Capacity building</b>							
Networking and other professional training or education	Networking	No. of events	0	5	3	-	LIFE 25 anniversary, Life Platform Meeting, Life ViñasporCalor, Networking Bullas LIFE Viñedos, Networking Proyecto Líbano.
	workshops	No. of events	0	1	4	-	WS1, 1 semester of 2018, in Murcia (Networking Bullas LIFE Viñedos)
	conference	No. of events	0	0	1	-	
	other training	No. of events	0	4	3	-	Technical visits to the demonstration site

#### 4. CONCLUSIONS

Although with some delay, the start of communication activities of LIFE SARMIENTO is highly satisfactory.

The main communication tools (communication plan, corporate image and website) are already functioning, being the base to plan and disseminate other activities.

The most remarkable achievements during this period are the great amount of communication material created, the itinerancy of the travelling exhibition among different locations in the municipality of Bullas, the organization of visits of technical centers of farming to the project and the contact and relationship created with other LIFE projects.



The project is finishing the guideline for implementation of the project in other areas. Internal dissemination is also pending to be organized for the next project period.