



D7.2. Project's visual identity and Dedicated project page on the beneficiaries' websites

WP7: Sustainability, replication and exploitation of project results

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Dissemination level: PU – Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page); SEN – Sensitive, limited under the conditions of the Grant Agreement; Classified R-UE/EU-R – EU RESTRICTED under the Commission Decision No2015/444; Classified C-UE/EU-C – EU CONFIDENTIAL under the Commission Decision No2015/444; Classified S-UE/EU-S – EU SECRET under the Commission Decision No2015/444

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Executive Summary

In the era of information and connectivity, effective dissemination and communication are pivotal in realizing the goals of Gfarm for Life, including the carbon balance assessment methodology, the GHG monitoring and carbon credit market segment, the additional digital tools and resources, the policy recommendations, etc. Our Dissemination and Communication Plan is designed to ensure the broadest reach and impact of our innovative initiatives.

Objective and Purpose: Our primary objective is to communicate the objectives, progress, and outcomes of Gfarm for Life to diverse stakeholders, non-associated partners and end-users, as well as to other stakeholders beyond the project effectively. Our purpose extends beyond mere information sharing; we aim to foster engagement, advocacy, and the practical application of our research.

Key Components

Targeted Audience Segmentation: We have rigorously segmented our audiences, recognizing their distinct needs, interests, and preferences. From scientists to policymakers and from industry leaders to the public, we tailor our communications to resonate with each group. This collection of tools and resources will serve as a basis for sustained project impact on Smart Farming at national and European levels and for future development and collaboration by project partners and their ecosystem partners.

Multichannel Approach

Our plan harnesses a wide array of communication channels, both traditional and digital. These encompass press releases, social media, dedicated websites, newsletters, webinars, workshops, conferences, and more.

Message Precision

Our messaging is characterized by clarity and relevance. We convey the real-world impact of the GFarm for Life project, and its alignment with broader sustainability and economic goals.

Content Diversity

We produce diverse, high-quality content, such as recommendations for new policy guidelines, reports, videos, infographics, success stories, and case studies. These materials inform, inspire, and facilitate sharing among our audiences.

Feedback Mechanisms

Continuous monitoring and assessment guide our strategy. We are receptive to audience feedback, adjusting our approach based on insights and data analytics.

Measuring Success

Our success will be measured by various key performance indicators, including reach, engagement, media coverage, website traffic, policy impact, and community involvement. Ongoing evaluation and adaptation ensure that our communication strategy remains effective.

The GFarm for Life Communication and dissemination plan is instrumental in achieving our project's ambitions. It serves to inform and inspire action, fostering a wider understanding of the importance of sustainable forest and farms management and the innovative solutions we offer. With our strategic, audience-centered approach, we are confident in our ability to make a lasting impact in advancing forestry and farms practices and contributing to a more sustainable future.

1. Introduction

Carbon farming refers to the management of carbon pools, flows and GHG fluxes at farm, first and land level, to mitigate climate change. This involves the management of both land and livestock, all pools of carbon in soils, materials and vegetation, plus fluxes of carbon dioxide (CO₂) and methane (CH₄), as well as nitrous oxide (N₂O) (which is included among relevant fluxes of GHGs in the agricultural sector by the Intergovernmental Panel on Climate Change (IPCC) and therefore is considered part of carbon farming).

Carbon farming is synonymous with the term "regenerative agriculture" when that term is explicitly rooted in an understanding of the underlying system dynamics and positive feedback processes that make a "regenerative" upward spiral of soil fertility and farm/land productivity possible.

There is some overlap between regenerative and carbon farming. Regenerative farming is a departure from conventional farming into restorative farming processes, and carbon farming is outcome-based and process-oriented. It primarily aims to sequester carbon and store that carbon in agricultural soils and biomass vegetation. Reducing greenhouse gas emissions can also be another goal of carbon farming.

Carbon farming (agriculture and forestry) is a land management concept that first gained interest in a global context after the Kyoto Protocol (KP) came into force in 2004. Several countries and organizations, such as New Zealand and the Verified Carbon Scheme (VCS), started testing and exploring market-based schemes offering land managers incentives for managing terrestrial carbon at the farm or parcel level. In recent years, since the Paris Agreement and the recognition of nature-based solutions as a key to achieving climate neutrality by 2050 at the latest, interest from the private sector has increased. Despite this, no national or international compliance scheme has recognized mitigation outcomes from action in the Land Use, Land Use Change and Forestry (LULUCF) sector in the form of credit.

In the GFarm for LIFE project, the carbon farming term defines both agriculture and forestry.

Forest. Through incentives directly based on carbon sequestration, the upcoming carbon farming initiative and carbon removal certificates framework should include dedicated actions for producing and using long-lived wood products in the full respect of biodiversity objectives. These incentives at the level of individual actors are complementary and supportive to the EU climate targets. Agroforestry provides less carbon storage per hectare, but it has the potential to be deployed across a much larger area of farmland across the EU. If well-designed, agroforestry can provide very valuable co-benefits. Traditional forms of agroforestry and the retention and establishment of woody landscape features can already be supported by the CAP through a mixture of regulatory requirements and action-based payment mechanisms. Several projects are also underway to develop result-based mechanisms for new forms of agroforestry. It also has a useful range of co-benefits.

A problem with adapting this MRV system to agroforestry is that the protocols for calculating the effects on SOC of either retaining or introducing agroforestry systems are not yet sufficiently robust to allow them to be used for a result-based carbon farming scheme, so any such system has to rely on calculations based on the biomass of the woody vegetation, which is likely to underestimate the true climate mitigation benefits considerably.

Agriculture. The huge area that grassland takes in Lithuania and the EU and the existence of many result-based grassland management mechanisms mean that it is also worth exploring how a carbon farming element could be incorporated into these schemes to maintain and enhance SOC. To adopt a pure result-based approach in grasslands, our developed ecosystem will serve as a framework for solving various challenges related to measuring climate benefits and the long timeframe required to ensure permanence.

The scale of **livestock farming** in the EU suggests that livestock farming carbon audits also have the potential for large-scale deployment. GFarm for LIFE project results and the developed solution are expected to increase the tolerance to a moderate level of uncertainty associated with current farm carbon audit tools of such mechanisms. In addition, these mechanisms must avoid supporting, and therefore locking in, high emissions of food production methods on land that could be more efficiently used.

It is a somewhat similar picture for mechanisms based on soil **carbon maintenance and sequestration in mineral soils**. However, the problems of uncertainty are even greater in this case, as well as the issues of permanence and risk of reversal. There has been a surge of initiatives focused on SOC in recent years, and methodologies to measure soil carbon retention and sequestration are being developed to increase certainty and decrease MRV costs. This is a part of *GFarm for LIFE* project to systemise, analyse and develop holistic methodologies adapted to Lithuania's environment and AFOLU sector.

Monitoring, reporting, and verification (MRV) refers to how participants’ climate actions and GHG emissions are reliably measured, how they are required to report these to authorities, and how authorities verify their accuracy. MRV is integral to result-based carbon farming schemes, as it is the step that quantifies the impact of climate actions, i.e., the result.

Monitoring refers to quantifying GHG emissions or removals and includes data collection and calculation methods.

Reporting establishes how participants must record and communicate monitoring data to relevant authorities and/or government entities.

Verification refers to the process of establishing the truthfulness and accuracy of reporting.

MRV is at the core of ensuring that the scheme has environmental integrity; that is, it incentivises mitigation and removals that are real, additional, measurable, and permanent, avoids carbon leakage, and avoids double-counting.

A key challenge in all result-based schemes is designing MRV systems that sufficiently accurately measure the impact of farmer, forest and landowner climate actions at an acceptable cost to the owner and the administrator. There is a trade-off here: high stringency MRV can deliver accuracy but is associated with high costs (financial and time), which can reduce voluntary farmer uptake and the overall impact of the scheme.

Local knowledge and locally appropriate data would be needed before monitoring indicators, and systems could be adapted for use in new or wider areas. If there is no ready-made monitoring system, then securing the resources and expertise needed to develop a potential indicator into a cost-effective monitoring system must be an early priority.

There is clearly an inherent tension, at least in the short to medium term, between the need to upscale rapidly the widespread adoption of carbon farming across all farmlands in the EU to meet climate targets and the immaturity of result-based payment schemes for carbon farming and the carbon markets available to farmers, forest and landowners. Developing and piloting a range of locally or regionally tailored result-based pilot schemes for carbon farming is an urgent priority, but that will take some years. **Therefore, it will also be necessary to focus on the more widespread adoption of well-designed, action-based, or hybrid schemes to make the initial step towards a real shift in the AFOLU sector’s contribution to EU climate targets. This will support later uptake by increasing awareness and knowledge of farmers, forest landowners’ advisers and other stakeholders.**

Our solution aims to play a key role in the systemic change required to transition to carbon farming for the Lithuanian and European AFOLU system that benefits producers, consumers, the climate, and the environment. Towards this end, we have defined the following objectives for

GFarm for LIFE:

Objective No.	Objective name	Description
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Objective#1	Holistic Methodology	To develop, pilot and validate holistic methodologies and streamlined procedures for GHG emission and sequestration assessment for the Lithuanian AFOLU sector at local (farm), regional and national levels.
Objective#2	GHG Monitoring database and Carbon Register	To collect, update and validate soil and forestry monitoring databases at the local - farm/land site, regional - different country area and national - Lithuania levels as a framework for MRV structure.
Objective#3	Data calculation and measuring technological infrastructure	To develop, pilot and implement a common technological infrastructure and cross-platform digital tools for GHG balance monitoring, accounting, data exchange and governance for the agriculture sector.
Objective#4	Recommendations for promoting a carbon farming system	To establish and pilot an incentives framework at the national level for reducing the climate impact of the Lithuanian AFOLU sector based on market principles (by encouraging additional investment), policy guidelines and farmer behavioral change.

Result-based or hybrid-based monitoring could lead to results such as educating farmers and landowners on GHG emission reduction and sustainable soil, forest and land management, providing the most appropriate measures for individual farms, forests and lands to achieve sustainability goals, systematically improving Lithuanian soil quality, limiting soil degradation and adapting to climate change. Thus, the developed solution would contribute to informed decision-making on Lithuanian AFOLU and environmental issues.

2. The project visual identity

The GFarm logo is modern and shaped. The logo is textual, but the focus is the icon.

The icon depicts a circle with a ploughed circle surrounded by visual motifs of a field, air and tree, reflecting the brand's theme.



The logo has three layout variations. The logo can be used in full text with an icon and a separate - icon only. The basic layout of the logo is horizontal - icon on the left and text logo on the right. The vertical version of the logo is used according to composition. The main communication should use the full-text logo together with the icon. One icon is used when there is not much space for the logo in the composition, in a small format, or if there is no need to display it (For example - a website icon (fav icon), social network profile picture, etc.). The logo should be used whenever possible, thus ensuring a coherent and consistent image.

The logo must not be stretched or otherwise modified in proportion.



The logo has no fixed sizes, but the scale and proportion must be maintained. There is no maximum size that can be used.

The minimum size is set in pixels. A smaller logo cannot be used as it compromises the integrity and legibility of the logo.



In textual communication, the brand must also appear coherent and distinctive. Therefore, the chosen fonts must be adaptable and usable. The fonts specified should be used to maintain a coherent brand identity.

Unbounded is the main brand font for headlines. The font style can be chosen according to the situation.

Roboto is the main font for all other textual communication. Using the appropriate font style, this font can be used for headlines, banners or small texts. The weight of the subheading font must not be lower than that of the font chosen for the body text.

The fonts specified must be used both in digital space and in print.

Unbounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Style: Regular, Medium, Semibold, Bold

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Style: Thin, Light, Regular, Medium, Bold & Italic

The GFarm for Life color scheme shall be used in all communications. The color palette shall be adaptable and chosen according to the brand's vision, purpose, and mood.

The extraneous chromatic colors not specified herein shall not be used for the logo and icon.



Juoda
#000000
RGB: 0/0/0
CMYK: 60/40/40/100



Miško žalia
#357248
RGB: 53/114/72
CMYK: 80/33/84/21



Salotinė
#92CE63
RGB: 146/206/99
CMYK: 46/16/80/0



Balta
#FFFFFF
RGB: 255/255/255
CMYK: 0/0/0/0

Text Color Palette

Salad Green #92CE63

Green #357248

Black #000000

White #FFFFFF

Visual example


Table option 1

Heading	Heading	Heading
Text	Table text 01	Table text
Text	Table text	

Table option 2

Heading	Heading	Heading
Text	Table text	Table text
Text	Table text	Table text

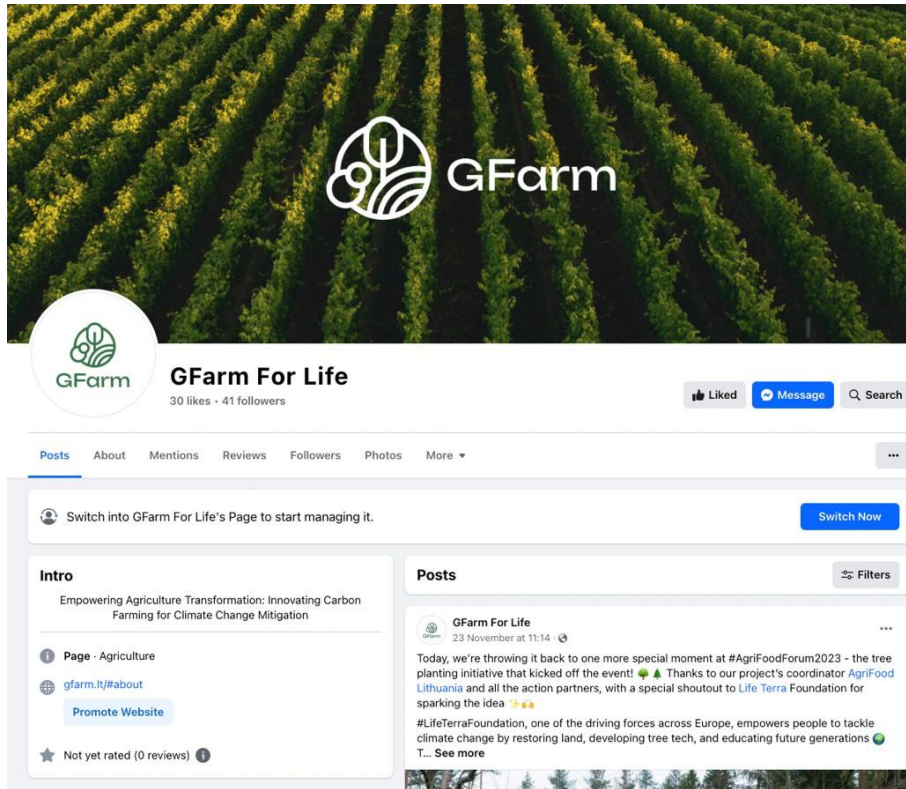
Table option 3

Heading	Heading	Heading
Text	Table text	Table text
Text	Table text	

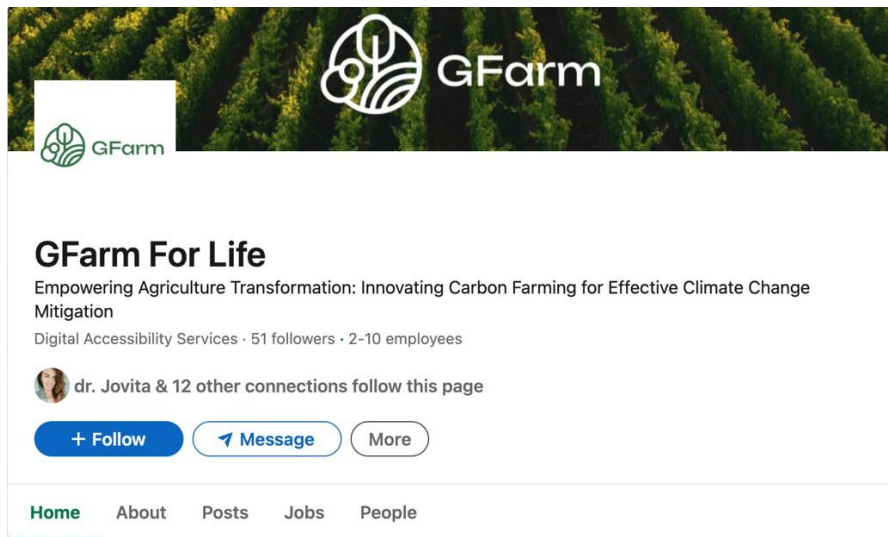
Table option 4

Heading	Heading		
Text	Table text	Table text	Table text
Text	Table text	Table text	Table text

Facebook



LinkedIn



X



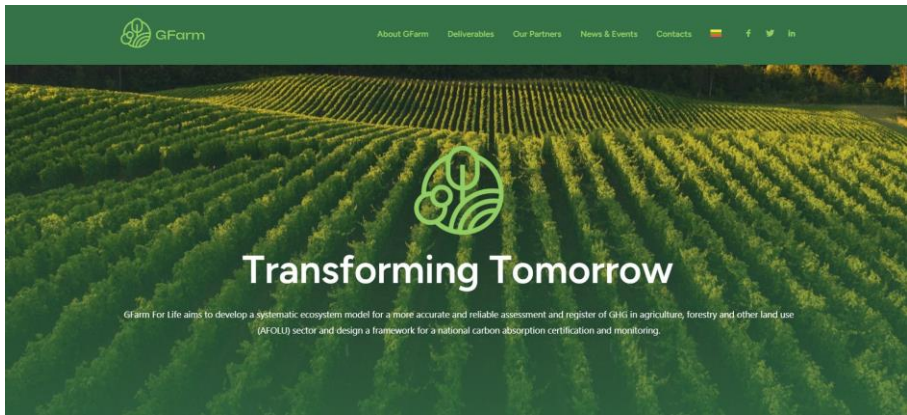
3. Dedicated project page description

The project visual identity and Dedicated project page are part of a successful communication and dissemination strategy devised in an already prepared Communication and dissemination plan (Milestone: MS21) to achieve the most optimized possible impact and efficient communication and dissemination of the project by following an.

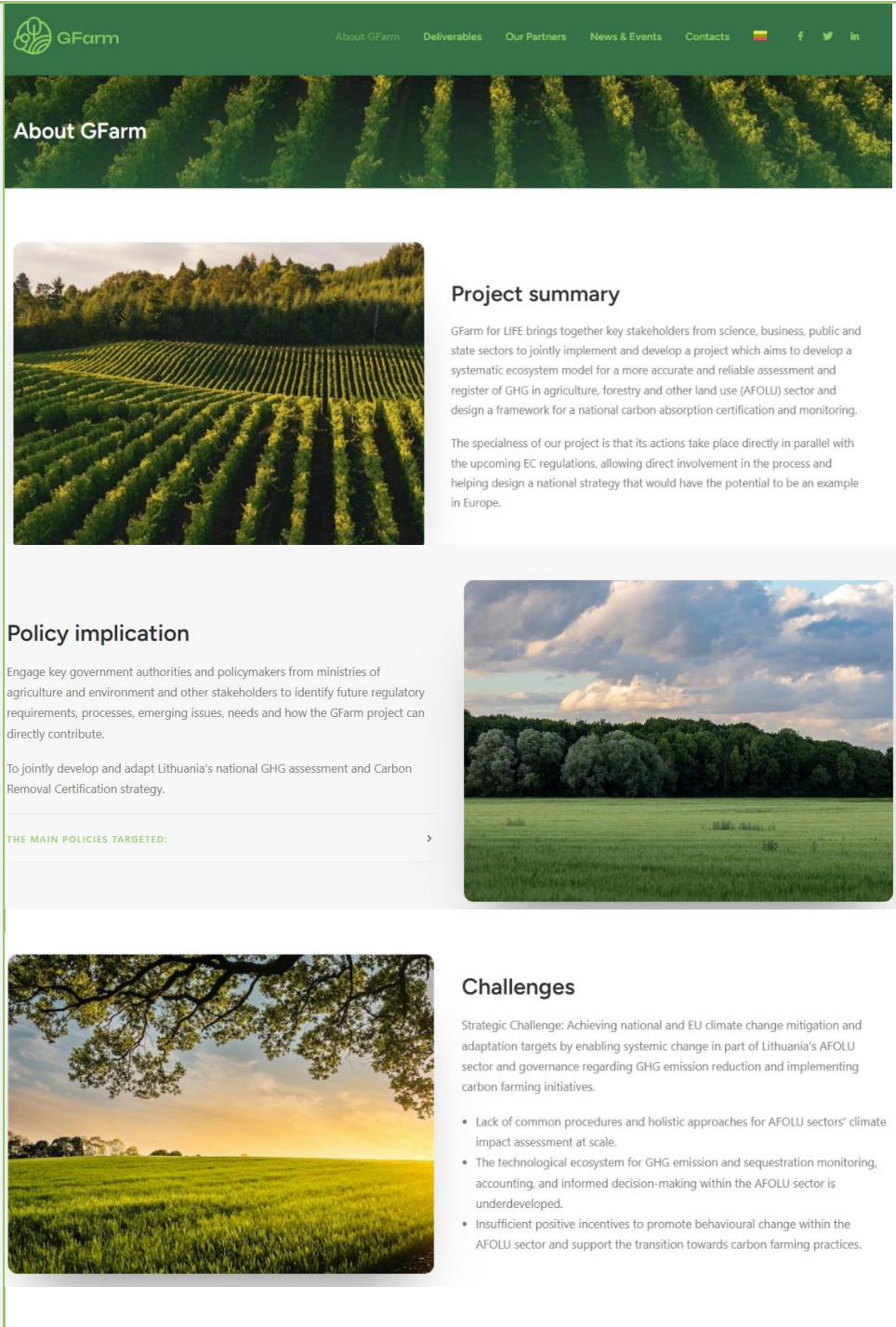
Our project page is a stand-alone website launched within 6 months of the project and is regularly updated.

The main information about the webpage is provided on the following table.

Table 1

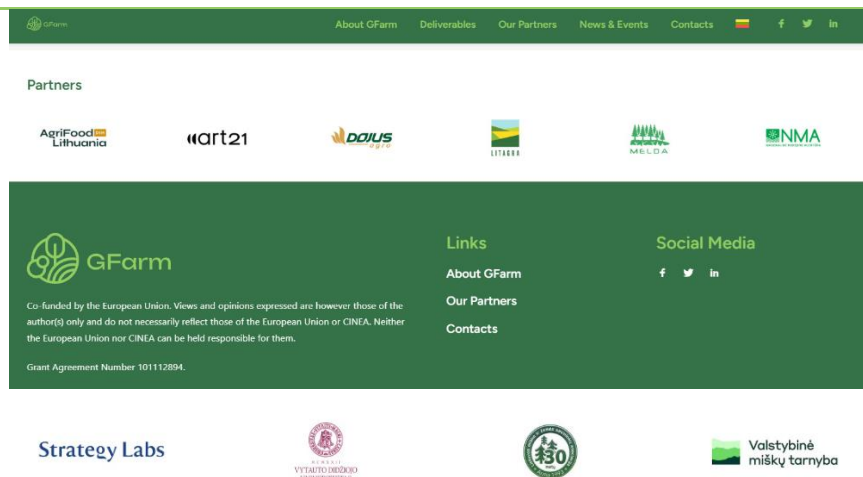
	Description
Link	www.gfarm.lt
Home page	

About GFarm



The screenshot shows the 'About GFarm' page of the GFarm website. The page has a green header with the GFarm logo and navigation links: 'About GFarm', 'Deliverables', 'Our Partners', 'News & Events', 'Contacts', and social media icons for Facebook, Twitter, and LinkedIn. The main content area features a large image of a forest, followed by a section titled 'About GFarm' with a sub-section 'Project summary'. The 'Project summary' text describes the project's goal to develop a systematic ecosystem model for GHG assessment and design a framework for national carbon absorption certification. Below this is a section titled 'Policy implication' with text about engaging government authorities and developing Lithuania's national GHG assessment strategy. A section titled 'Challenges' lists three strategic challenges related to climate change mitigation and adaptation. The page also includes a section for 'THE MAIN POLICIES TARGETED:' with a right-pointing arrow.

Our Partners



The screenshot shows the 'Our Partners' page of the GFarm website. It features a green header with the GFarm logo and navigation links: 'About GFarm', 'Deliverables', 'Our Partners', 'News & Events', 'Contacts', and social media icons. The main content area is titled 'Partners' and displays logos for AgriFood Lithuania, art21, DOJUS, LITERR, MELDA, and NMA. Below the partner logos is a section titled 'Links' with links for 'About GFarm', 'Our Partners', and 'Contacts'. To the right of the 'Links' section is a 'Social Media' section with icons for Facebook, Twitter, and LinkedIn. At the bottom of the page, there are logos for Strategy Labs, Vytauto Didžiojo universitetas, and Valstybinė miškų ūkybės tarnyba.

News & Events

News



AgriFood Forum 2023: synergy of LIFE projects in the tree planting initiative and inspiring discussion

We are excited to reminisce about some special memories from AgriFood Forum 2023 in Vilnius, Lithuania, beginning with the tree planting that...



A significant European project to lower the GHG footprint of the forestry and agrifood industries only includes Lithuanian participants

Ten national partners will carry out the GFarm for LIFE project in accordance with the European Commission's aim of creating a climate-resilient...



GFarm for LIFE Opening Event – Kick-off meeting

The project's GFarm for LIFE opening event – Kick-off meeting will take place on the 20th of September, 2023, at Senatorių pasažas in Vilnius. During...

Supported and Co-financed:



Information:

Project number: 101112894
Project name: GREEN FARM
Project starting date: 1 June 2023
Project end date: 31 May 2026

Coordinator:

AgriFood DIH
Lithuania

Events

You will find more information about the events:

[Cinea.ec.europa.eu](https://cinea.ec.europa.eu)

LEARN MORE

[Lifeprojektai.lt](https://lifeprojektai.lt)

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[Klimatokaita.lt](https://klimatokaita.lt)

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Objectives

Objectives

Holistic Methodology

Objective #1

To develop, pilot and validate holistic methodologies and streamlined procedures for GHG emission and sequestration assessment for the Lithuanian AFOLU sector at local (farm), regional and national levels

GHG Monitoring Database And Carbon Register

Objective #2

To collect, update and validate soil and forestry monitoring databases at the local – farm/land site, regional – different country area and national -Lithuania levels as a framework for monitoring, reporting and verification (MRV) structure

Data Calculation And Measuring Technological Infrastructure

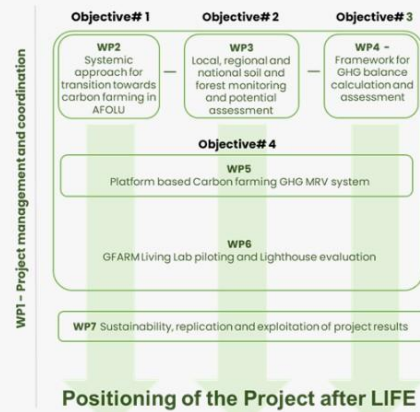
Objective #3

To develop, pilot and implement a common technological infrastructure and cross-platform digital tools for GHG balance monitoring, accounting, data exchange and governance for the agriculture sector

Recommendations For Promoting A Carbon Farming System

Objective #4

To establish and pilot an incentives framework at the national level for reducing the climate impact of the Lithuanian AFOLU sector based on market principles (by encouraging additional investment), policy guidelines and farmer behavioural change



Deliverables and results

Deliverables

The list of public deliverables

VIEW ALL ▼


WP	No.	Name	Leader
WP2	D2.1	Best practices Report	VMU
WP4	D4.1	Activity Report on the development of digital tools for GHG emission and carbon sequestration monitoring	ART
WP5	D5.2	Carbon farming MRV system	ART
WP6	D6.1	Demonstration & End-user Evaluation	DOJUS
WP6	D6.2	Performance Evaluation and Impact Report	AFL
WP7	D7.1	Strategy to transfer the system to another country / sector	NPA
WP7	D7.2	Project’s visual identity and Dedicated project page on the beneficiaries’ websites	AFL

Contacts

GFarm
About GFarm
Deliverables
Our Partners
News & Events
Contacts
🇪🇺
f
🐦
in

Let's Talk

We'd love to hear from you! Whether you have questions, feedback, or just want to say hello, please don't hesitate to get in touch. Our dedicated team is here to assist you with any inquiries you may have. Feel free to reach out via the contact form below, or you can connect with us through email or phone. We value your input and are committed to providing the best possible support. Thank you for considering us, and we look forward to connecting with you soon.



Send

4. Target audience

GFarm for LIFE focuses on engaging all relevant stakeholders as prospective customers in the project activities. To achieve **GFarm for LIFE** ambition and to reach the foreseen broader customer impact, it is crucial also to involve and, where feasible, commit actors that might be critical or even dismissive about the **Digital carbon market**.

Target audience	Target audience interests/ benefits	Benefits for GFarm for Life
Paying Agencies	Improved CAP performance with requirements fulfilment and measurement on the farm and national levels. Also, indicators for measuring the effect of policy decisions.	Engagement of potential customers to get feedback and gain their support.

Farmers and Cooperatives	Shift to a more climate-friendly agricultural production by receiving verified, tradable CO2 eq-credits for reduced GHG emission. Reduction of time wasted in bureaucracy, risk minimisation, and time reduction from aid application submission to payment as all information is provided in the Digital carbon market platform. Increased production and reduction of costs by using smart farming services.	Engagement of potential customers to gain their support.
IT and/or Service providers for the agri-food sector	Access to GFarm for LIFE technology, tools, services and data that they can use for GHG emission and sequestration monitoring services.	Advertisement to potential customers of the GFarm for LIFE services.
Technology providers	can offer their technology and services to the market.	Opportunity to improve existing technological solutions.
Civil society groups	Very heterogeneous (NGOs, lobby groups, communities of interest), but often not (only) focusing on agriculture and environment but on associated domains	Raising awareness and acceptance of climate change innovations and its broader societal benefits.
Policy makers at the agricultural, environment, climate & food ministries (including EC DG's)	Improved CAP performance reduced administrative burden and measured the effect of policy decisions to support their decision-making in agriculture, environment and climate. Awareness of new developments towards addressing food security challenge.	Dissemination of knowledge to a policy-orientated audience, which influences the targeted «customers» across Europe and in each separate Member State.
Related projects dealing with innovations in IACS, CAP, Digital Agriculture, GHG emission and sequestration	Interest in additional technology solutions for CAP implementation, IACS and Digital Agriculture (i.e. Smart Farming, Precision Agriculture, etc.), GHG emission and sequestration monitoring to maximize impact.	Improvement of existing technological solutions, further testing, better uptake of GFarm for LIFE solutions while exploring sustainability options.
Research Communities	Use of project outcomes, e.g. cross-border harmonized open data, to support domain research.	Wider usage of the project outcomes, evolution of scientific models for GFarm for LIFE services and components, exploring synergies.

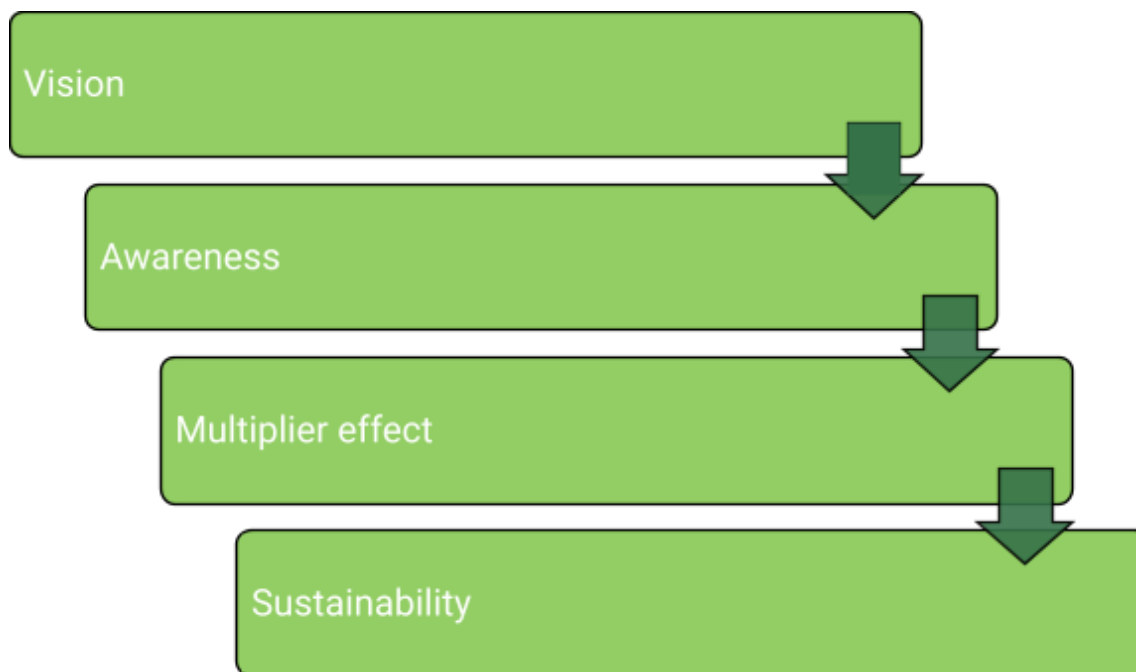
5. Messages for target audiences

This will allow for targeted dissemination, communication, and exploitation actions to be planned and undertaken during the project implementation to maximize engagement and extend the reach of the project results. **Key messages** are also used to articulate the unique benefit of engaging with GFarm for Life for each target group in a simple, straightforward manner.

Target audience	Communication message
Paying Agencies	GFarm for Life can provide a collection of tools and resources to ensure improved CAP performance with requirements fulfilment and measurement on the farm and national level.
Farmers and Cooperatives	GFarm for Life provides carbon balance assessment methodology, the GHG monitoring and carbon credit market segment, the additional digital tools and resources to shift to a more climate-friendly agricultural production by receiving verified, tradable CO2 eq-credits for the reduced GHG emission with saving time and minimizing risks.
IT and/or Service providers for the agri-food sector	Professional digital tools, services, data and resources are available to use for GHG emission and sequestration monitoring services.
Technology providers	Professional digital tools, services, data and resources are available to technology providers and allow them to offer their technology and services to the market.
Civil society groups	Sustained project impact on Smart Farming at national and European levels for a greener future.
Policymakers at the agricultural, environment, climate & food ministries (including EC DG's)	GFarm for Life project outcomes improve CAP performance, reduce administrative burden and measure the effect of policy decisions to support decision-making in agriculture, environment and climate.
Related projects dealing with innovations in IACS, CAP, Digital Agriculture, GHG emission and sequestration	GFarm for Life project is open for collaboration with other projects whose interest is in additional technology solutions for CAP implementation, IACS and Digital Agriculture (i.e. Smart Farming, Precision Agriculture, etc.), GHG emission and sequestration monitoring to maximize impact.
Research Communities	Project outcomes are available for research, e.g. cross-border harmonized open data, to support domain research.

6. Strategy

The strategy is divided into **four phases** that span from **M1** of the project and extend **3 years beyond** the project’s completion. Each phase has an overarching objective that will provide focus to activities and create a steady workflow attuned to the work done and results produced by other WPs.



Vision. At the beginning of the project, we will establish the foundation for all subsequent communication, dissemination, and exploitation of results. The project’s visual identity, templates and communication material will be established, and the current DEC plan will act as a guide for partners and a commitment for WP7. This phase will also include promoting AFOLU sector challenges, the GHG monitoring and carbon credit market segment in the public, planning event participation, compiling and evaluating potential synergies and setting the standards and practices for partner reporting on dissemination and communication activities.

Awareness. The second phase will involve more intensive communication about the project and dissemination of the results generated by the project. Stakeholder engagement and synergy building are the central focus, as increased awareness early will enable more effective exploitation of results later.

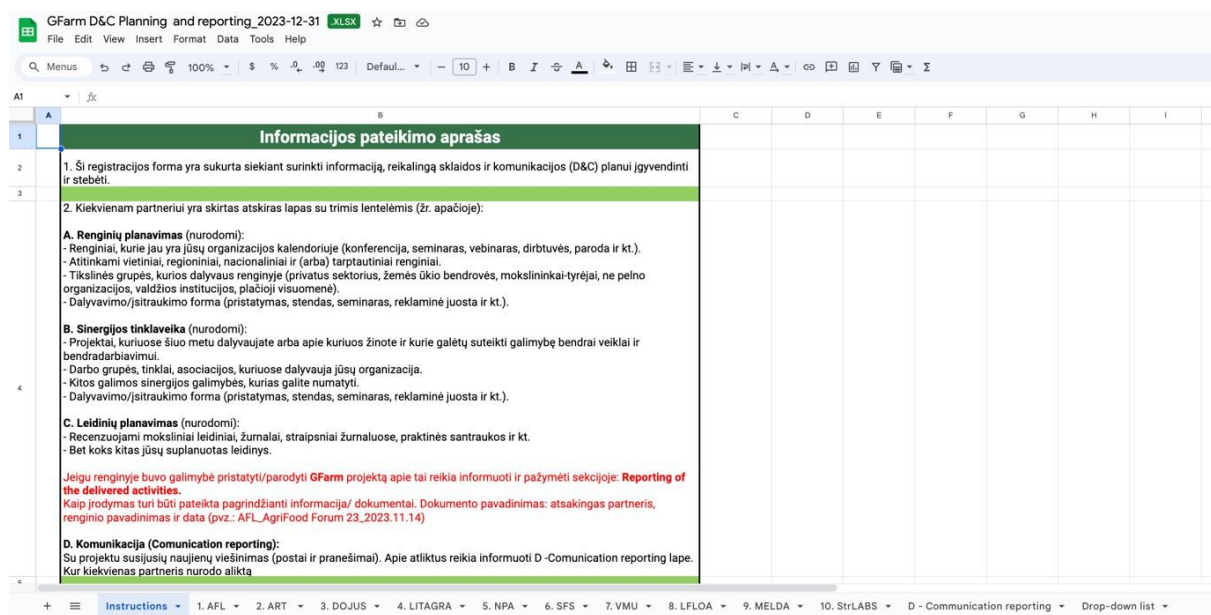
Multiplier effect. The final phase during the project’s duration will focus on results dissemination and exploitation, using demonstration events, showcases, etc.

Sustainability. An additional phase that extends for 2 years beyond the project’s duration will focus on long-term exploitation through the execution of the sustainability plan. Content will continue to be uploaded to the platform, social media, and the website. By further expanding the ecosystem, utilizing synergies established during the project and maintaining communication channels, opportunities for use/reuse of results will be extended, and positive progress for the AFOLU sector and the GHG monitoring and carbon credit market segment will be made.

7. Reporting and Key Performance Indicators

The DC plan milestone will be reported in the Portal Continuous Reporting tool and by granting the authority's timing and conditions. The current version is the initial plan due to M6, with updates presenting the implementation results in M18 and M30.

Google Forms will be distributed to partners **monthly** to report on event participation and communication activities (and will help maintain **accountability** and engagement with the dissemination and communication process. The results will be compiled using online reporting tools to monitor targets and inform DEC strategies as the project progresses.



Informacijos pateikimo aprašas

- Ši registracijos forma yra sukurta siekiant surinkti informaciją, reikalingą skaidros ir komunikacijos (D&C) planui įgyvendinti ir stebėti.
- Kiekvienam partneriui yra skirtas atskiras lapas su trimis lentelėmis (Zr. apačioje):
 - Reginių planavimas** (nurodomi):
 - Reginiai, kurie jau yra jūsų organizacijos kalendoriuje (konferencija, seminaras, webinaras, dirbtuvės, paroda ir kt.).
 - Atitinkami viešiniai, regioniniai, nacionaliniai ir (arba) tarptautiniai renginiai.
 - Tikslinės grupės, kurios dalyvaus renginyje (privatus sektorius, žemės ūkio bendrovės, mokslininkai-tyrejai, ne pelno organizacijos, valdžios institucijos, plačioji visuomenė).
 - Dalyvavimo/sitraukimo forma (pristatymas, standas, seminaras, reklaminė juosta ir kt.).
 - Sinergijs tinklaveika** (nurodomi):
 - Projektai, kuriuose šiuo metu dalyvaujate arba apie kuriuos žinote ir kurie galėtų suteikti galimybę bendrai veiklai ir bendradarbiavimui.
 - Darbo grupės, tinklai, asociacijos, kuriuose dalyvauja jūsų organizacija.
 - Kitos galimos sinergijs galimybės, kurias galite numatyti.
 - Dalyvavimo/sitraukimo forma (pristatymas, standas, seminaras, reklaminė juosta ir kt.).
 - Leidinių planavimas** (nurodomi):
 - Recenzuojami moksliniai leidiniai, žurnalai, straipsniai žurnaluose, praktinės santraukos ir kt.
 - Bet koks kitas jūsų suplanuotas leidinys.

Jeigu renginyje buvo galimybė pristatyti/parodyti GFarm projektą apie tai reikia informuoti ir pažymėti sekcijoje: Reporting of the delivered activities.
Kaip prodymas turi būti pateikta pagrindžianti informacija/ dokumentai. Dokumento pavadinimas: atsakingas partneris, renginio pavadinimas ir data (pvz.: AFL_AgriFood Forum 23_2023.11.14)

 - Komunikacija (Communication reporting):**
Su projektu susijusių naujienų viešinimas (postai ir pranešimai). Apie atliktus reikia informuoti D - Communication reporting lape. Kur kiekvienas partneris nurodo alyktą

Communication, dissemination and visibility KPI's

Indicator/KPI	Target (>=)	Purpose	Source and Methodology
Number of visits to the project website	300	Awareness, Inform, Engage, Promote	Website registered
Followers on social networks X; LinkedIn, Facebook	500	Awareness, Inform, Engage, Promote	Social media analytics
Posts on social networks relevant to project	30	Awareness, Inform	Social media analytics
Scientific publications in peer-reviewed journals	4	Awareness, Inform	Regular reporting
Presentations at International Conferences (physically or virtually)	6	Inform, Engage, Promote	Regular reporting
Articles in relevant magazines	3	Inform, Engage, Promote	Regular reporting
Number of non-project events where GFARM for LIFE is presented	3	Inform, Engage	Regular reporting
Seminars/Workshops organized	6	Engage, Inform	Regular reporting

Sustainability KPI's

Key Performance Indicators	Scale	Significance
Policy makers better informed about project results to design, implement policy	15 policy makers	Policy makers participating in 3 capacities building workshops (>3), national rural networks informed (>10) EU institutions representatives informed (>2), policy recommendations produced.
Researchers with improved capacities for behavioral and experimental research	20 researchers	Researchers in consortium (10), 2 capacity building workshops (10) or network of interest (>20)
Advisors with improved advisory services for supporting carbon farming	30 advisors	Advisors in 2 capacity building workshops (10), network of interest (>10) or directly contacted (>30), fair business models produced.
Farmers (including forestry) equipped with fair business strategies and value propositions	100 farmers	Farmers reached via dissemination (>100) or downloading practice abstracts (>100).
Consumers with increased awareness of carbon farming and carbon credit market benefits	200 consumers	Reached via communication activities (newsletters, social media, etc.).

8. Communication tools and media kit

This scheme provides a comprehensive overview of the tools and channels used in our professional endeavors and their respective purposes. It is a reference guide to understand their significance and application in our work.



Visual identity

The GFarm for Life **visual identity** will be created consisting of a logo and graphic design charter and the related unified document templates. Each production in the project will acknowledge the EU funding and indicate that the content reflects only the author's view and not that of the Commission.

Online communication:

The **project website** will include a summary of the project, its objectives, its work packages, and its consortium. The website will be published in English. The website will be regularly updated with project news that will also be published on social media.

The website's performance (unique visitors, pages read, bounce rate, etc.) will be tracked using a GDPR-compliant platform.

We will use **social media** such as X, Facebook, and LinkedIn to communicate the project's results, activities, and progress and to enable networking with different target groups. **X** will be used to share recent news, event announcements or small comments within a short lifetime. **LinkedIn** will be used to share website articles and converse with professionals. **Facebook** will be used for conversations with groups, especially citizens, and to promote events in a highly accessible way. We will post content at important moments for the GFarm for Life project (breakthroughs or milestones, events, when a press release is available etc.). To increase our reach, we will follow other accounts active in social media related to our project's field. We will ensure that we do not publish sensitive information on social media.

The performance of the social media communication (number of "likes", number of "reshares", number of followers) will be tracked using the tools provided by each social media platform.

The preliminary target KPI for online communication at least 500 followers on each social media platform and an engagement rate (ER) of 1.5 %.

The hashtags that must be used for social media posts: #LIFEprogramme #LIFEproject #GFarmForLife #GFarm

Offline communication

We will prepare project leaflets, roll-up, and posters to be used in all the events we will attend. The preliminary target KPI for offline communication – is at least 2000 event participants.

Press releases, press conferences and media relationships

Press releases will be issued at each of the key points of the project (project start, key milestones, and end).

Communication lines

To ensure purposeful and consistent communication, our approach involves two primary communication lines that complement each other, fostering the achievement of Project GFarm for Life's goals: corporate information and educational outreach.

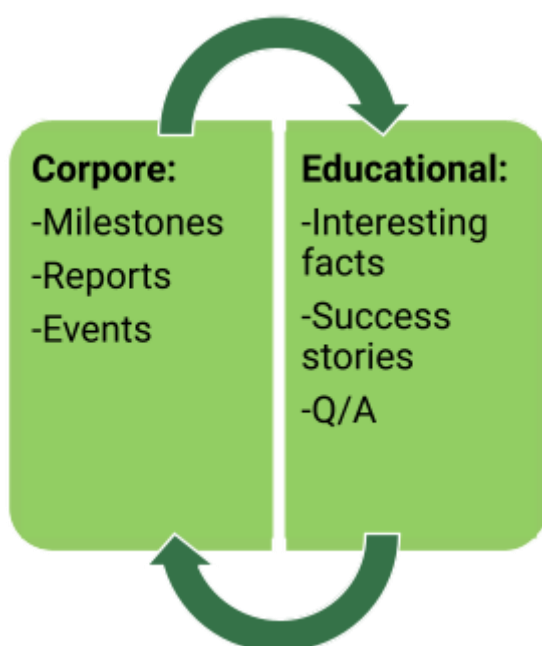
The success of Project GFarm for Life relies on the seamless exchange of information among stakeholders, collaborators, and the wider community. Robust corporate communication lines are being established to create a well-connected network, facilitating efficient coordination, transparent decision-making, and informed actions. This communication pathway serves as a conduit for relaying updates, progress reports, and strategic plans among project leaders, departments, and affiliated organizations. The objective is to foster a unified approach towards shared goals and objectives.

Simultaneously, education is pivotal in raising awareness and inspiring positive changes in how we perceive and protect our natural resources. The educational communication line is designed to

engage with the public, schools, and educational institutions. Its aim is to empower these entities with accurate and relevant knowledge about sustainable practices and the intricacies of the carbon balance assessment methodology. This approach goes beyond traditional educational efforts, encompassing broader environmental themes. This channel aims to kindle a passion for environmental stewardship, encouraging active participation in safeguarding our natural heritage.

The synergy between corporate information and educational communication lines forms the backbone of our commitment to purposeful and consistent communication. These channels are strategically established to create a well-informed and motivated community capable of

making well-considered decisions and contributing to the long-term success of initiatives related to carbon balance assessment methodologies, GHG monitoring, and the carbon credit market segment.



9. Conclusions

This document is the initial plan for the dissemination and exploitation, including communication activities for the GFarm for Life project and its results.

First chapter "Introduction" overviews of the project, its objectives, and results.

In the second chapter "The project visual identity" includes a brand book, colors, fonts, and owned media channels.

The dedicated project page represented in third chapter. The project visual identity and Dedicated project page are part of a successful communication and dissemination strategy.

"Target groups" and "Messages for target audiences" are described in the fourth and fifth chapter. Eight target groups have been defined: paying agencies, farmers and cooperatives, IT and/or service providers for the agri-food sector, technology providers, civil society groups, policymakers, related projects, and research communities. This chapter presents the members of each group and why their engagement is important, as well as key messages directed towards them.

The sixth chapter is for Strategy. The DEC is organised into four distinct phases to set clear goals and objectives for the duration of the project. This chapter describes the work to be accomplished in each phase.

The chapter "Reporting and Key Performance Indicators" indicates the reporting scheme and KPIs used to measure progress and maintain accountability.

Communication tools and media kits are represented in the eighth chapter. This chapter provides a comprehensive overview of the tools and channels used in our professional endeavours and their respective purposes. It is a reference guide to understand their significance and application in our work.