CLIMED-FRUIT

Adaptation to climate change and mitigation for perennial crops in Mediterranean Area

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D1.4: *D1.2.2: Method for crowd writing contest*

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More information on the project can be found at project website.

Project summary

CLIMED-FRUIT aims to share knowledge ready for practice, collected from different Operational Groups (OG) across Europe, for a better adaptation to climate change and mitigation, in perennial crops in the Mediterranean Area (grape vine, olive, fruits). The project builds on the results of a core group of 9 OG coordinated by a multi-actor consortium members (advisors, farmer organisations, research and education institutes, standardisation organisation), covering several Mediterranean crops in 7 different countries (France, Spain, Portugal, Greece, Italy, Croatia, Serbia). Best practices collected and shared range from (i) soil conservation and carbon storage, (ii) improving resilience of crops facing climatic hazards (frost, hail), (iii) innovative practices for adapting water stress management, (iv) adaption of food chain processes to climate change and diversification, and (v) preserving biodiversity for a better resilience to climate change issues and pests. These groups will share their experience through a combination of innovative digital formats, cross-visits and interactive local dissemination events. In addition, new knowledge and practices will be gathered more widely by organising an open contest. Participants from other European projects, other EIP OGs or even international projects from the Mediterranean area will be invited to propose abstracts. The most applicable solutions will be selected and pitched in a broad online conference. Participants will be invited to rank the best presentations according to cost/benefit ratio, which will then be widely disseminated and shared. Social media channels, videos, podcasts, crowd writing contests will be used to spread the knowledge. Specific editorial partnerships will be established with most popular technical reviews. The network will host a forum to capitalise on existing OG experiences and aims to foster new OGs to spread and explore new practical knowledge in relation to adaptation to climate change.

Deliverable 1.4 is the product of the activities done in task 1.2, whose text is here entirely reported:

Task 1.2. Method for selecting materials from OGs outside the consortium
(Task Leader: VIN, Participants: all partners):
An open contest will be set up in order to collect results from OGs outside the consortium along with other initiatives. First, a call for abstracts in EIP-AGRI extended format will be widely disseminated to all OGs and projects related to the topic. The proposed abstracts will be categorized per sub-topic (i.e. carbon storage, water management, climatic hazards, soil management, adaptation of food processed and diversification …) and per TRL in relation to their applicability for end users. Contacts identified in Task 2.2.2 (inventory of related OGs and EU projects) will be invited to participate in the contest to first screen abstracts via a web survey. The 40 top-ranked abstracts will be invited to prepare a pitch (7 minutes presentation), broadcasted in a web conference simultaneously translated into 5 languages (English, French, Spanish, Italian, Portuguese) organised over 2-3 days (3,000 participants expected). The attendees will evaluate the pitches and vote on criteria such as "interest for my region". The 12 practical solutions that arise the greater interest will win a grant to prepare a digital story and a formatted fact sheet. This method for the open contest will be described in D1.2.1.

The crowd-writing exercise is also described in WP3 description as follows:

Task 3.3. Organisation and dissemination of a crowd-writing contest
(Task Leader: VIN, Participants: all partners):
A crowd writing contest will be promoted amongst suppliers of products, equipment, processes and services for perennial crops in Mediterranean areas. The beginning of 9 stories describing each farming situation and its main needs will be written and posted on the web. All suppliers will be invited to add the happy ending of these stories reached thanks to the adoption of the respective innovative technologies. Each story end (corresponding to practice) will come with an Extended Practice Abstract and a short descriptive video (D3.3). The best stories - chosen by the project consortium members - will be inserted in the sub-topic review (Milestone 6, M23), and the contacts of the author enterprises will be promoted.

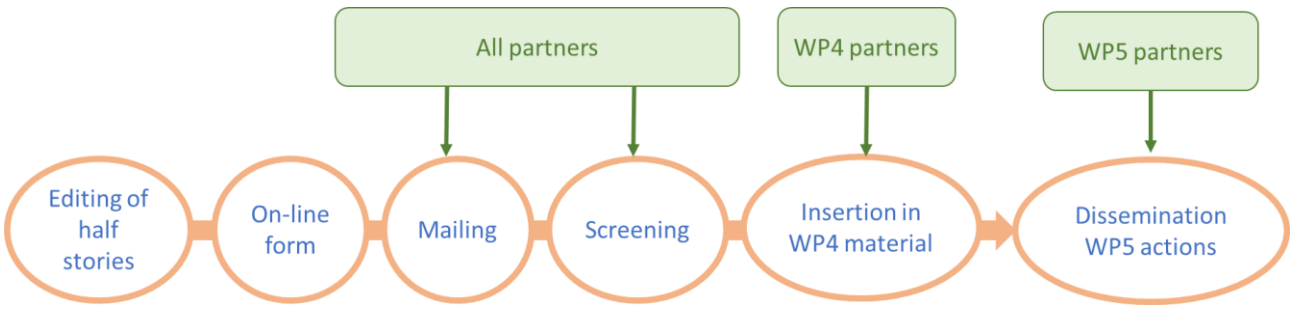
Rationale

Whether innovation is new knowledge applied by mainstream farmers, the role of private companies is essential. The translation of new knowledge into a product, equipment, machinery or a service - that can be used in practice by farmers - is almost always performed by private companies that invest in development in view of an economic and commercial advantage. Therefore, the auxiliary industry must be considered an important actor of innovation in agriculture.

The goal of CLIMED-FRUIT is to make mainstream farmers aware of the most recent innovations that promote resilience to climate change. This cannot be achieved without considering the business proposals of private providers. In addition, many OGs have studied the adaptation of technologies already on the market in other regions or crops, and some of them have generated commercial products.

The crowd writing exercise represents an original method to gather information on marketed technologies. The implementation here described has been conceived to respect the principles of fairness (all companies will have the opportunity to participate the crowd writing), quality and complementarity (only technologies proposed with a complete set of documented information will be considered for dissemination), and transparency (in CLIMED-FRUIT material the solutions generated by private research will be clearly distinguished from the results coming from EU funded projects).

Fig. 1 – workflow of the crowd writing exercise proposed to supplier companies



Editing of basic half-stories

The starting point of the task activity is the identification of the main challenges that Mediterranean farmers are presently facing, due to the climatic, economic and social environment in which they operate.

This action relies on the large expertise of consortium partners in one or more Mediterranean crops, and on the experience built up in several other innovation projects they participate in.

Out of the 9 stories to be written, 5 will concern grape growing (the most important perennial crop in the Mediterranean area), 2 will concern olive production, 1 citrus and 1 almond. The table below indicates which partner will be in charge of the edition of each half-story.

	1	2	3	4	5	6	7	8	9
Grape	VIN	VIN	VIN	IFV	IFV				
Olive						APPITAD	HMU		
Citrus								IAMB	
Cross-crop									VIN

As an example, the box below contains a half-story tailored on one of the main challenges for grape-growers: reducing the use of chemicals for pathogen defence (to respond to market demand) – including copper spraying (to respect EU law) - while reducing the number of treatments per year (for economic and agronomic reasons).

[Challenge:] REDUCE USE OF CHEMICALS IN THE VINEYARD

[Half story:]

Bertrand's family owns a 45-hectare farm in the South West of France. In the past, the majority of the arable land of the farm was dedicated to conventional cultivation of wheat and barley, but since Bertrand took over the management of the company, there has been a gradual shift towards vines, which now occupy 25 hectares of land. The rest of the hill farm is made up of coppice woods with a wide biodiversity.

The reasons for the drastic change of cultivation were different: certainly, the higher profitability of grapes compared to cereals, but also the will to get out of the dependence on fertilisers and of the obligation of agronomic techniques that kill the soil. Furthermore, Bertrand wants to preserve his land in good shape, and the consumers are increasingly asking for less chemicals in agriculture: therefore, his property is certified for the production of organic wine.

The production of organic grapes turned out to be quite challenging.

New vineyards have been subject to heavy attacks by mites, eradicated with a great effort of many years without synthetic insecticides. More recently, many vines are infected by flavescence dorée, maybe because woods surround all the vineyards.

The main challenge for Bertrand is the management of copper spraying. In rainy years, more than 10 treatments would be needed: this makes it difficult to stay below the legal limit of copper per year, and it requires numerous passages of the tractor in the vineyard, with a compacting effect that in the clayey soils of Bertrand can be very problematic.

[Invitation to complete the story in the on-line form with enough information to get the happy ending:]

Please, write here how your innovative technology can help Bertrand in an environmental friendly vineyard management

……

All half-stories will be edited in English and published in an on-line form created by VIN within March 2023.

Mailing to auxiliary companies

All auxiliary companies present in every partner database - supplying products, equipment, processes and services for perennial crops in Mediterranean areas – will be invited to participate in the crowd-writing exercise through a personalized e-mail. This message will be edited initially by VIN in English, then each partner will translate the text in the respective language and will send it to all supplying companies included in its database, being start-ups, SMEs or large enterprises. The invitation will also be included in the first project newsletter scheduled for March 2023.

The e-mailing will be delivered in March-May 2023. Being a very busy period for all agriculture stakeholders, one or two recalls are planned. Therefore, the deadline for technology submission will be at the end of May 2023.

The enterprises will be asked to present one or more technology or practice, useful to respond to one or more of the challenges described in the half-story. This will be done by writing in the on-line form at the end of the story – how its new technology can help the farmer in that challenge, including cost-benefit analysis – and uploading detailed documentation including an Extended Practice Abstract and a short video for each practice. EPAs and videos shall be uploaded in English, but also in other languages when available.

Companies are expected to submit technologies already on the market, at least in one European region.

Screening of commercial technologies and related visibility

During the month of June 2023, the submitted material will be checked out by partners, according to their expertise.

Previously, VIN will set up an evaluation grid to be used by partners to score the commercial technology. The criteria used for rating will be, for instance:

- Detail and completeness of the information on the practice
- Degree of innovation
- Transferability in several European regions
- Applicability in farms of variable size
- Surface of perennial crops to which it can be applied
- Dimension and branching of present distribution and assistance network
- Cost-benefit analysis

Each partner will independently evaluate the technologies pertaining to the crops for which it has knowledge, filling out their own evaluation forms. At the end of June 2023, an on-line meeting will be organized to compare the individual ratings and to reach consensus on a ranking and on the thresholds for the different visibility options.

All the commercial technologies that obtained a score above the minimum threshold will have their documents (description, EPA, link to videos, other material, even in different languages) hosted on the project website and freely available to all visitors. The practices that will not reach the minimum threshold are considered not relevant enough for the purposes of the CLIMED-FRUIT project.

The technologies that will have passed a higher threshold will be considered innovative and useful enough to deserve a higher level of visibility. They will be cited in the sub-topic reviews, and when relevant in the documents created in WP4 like technical articles and practical sheets, and their translations. The short videos or digital stories available might be uploaded on the project's YT channel. In some cases, these new technologies can even be cited in newsletters or posted on socials.

Fig. 2 – GANNT of the Crowd Writing implementation steps

		year	2023												2024											
		month	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
		period	First period												Second period											
LEAD		month #	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27
VIN	**Task 3.3 - crowdwriting for supplier solutions**	**who**									D3.3															
	Half-stories editing	ALL																								
	Creation of the on-line form for submission	VIN																								
	invitation e-mailings	ALL																								
	evaluation grid	VIN																								
	screening of commercial technologies	ALL																								
	Upload of material on project website and YT channel	IFV																								
	Visibility in newsletters and social networks	ALL																								