Ref. Ares(2023)8908905 - 30/12/2023

CLIMED-FRUIT

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

HORIZON-CL6-2021-GOVERNANCE-01-23 _ CSA
PROJECT 101060474

Oct.2022 – Sept.2025

Deliverable D2.1_*9 digital cross visits broadcasted on Youtube*

Start date of the project	01/10/2022
Duration of project	36 months
Deliverable n° & name	D2.1 9 digital cross visits broadcasted on Youtube
Version	1
Work package n°	2
Due date of Deliverable	31 December 2023
Actual date of Deliverable	22 December 2023
Participant responsible	IFV
Main authors	Clara Gérardin

Nature of the deliverable		
R	Document, report (excluding the periodic and final reports	
DEM	Demonstrator, pilot, prototype, plan designs,	
DEC	Websites, patents filing, press & media actions, videos, etc.	x
OTHER	Software, technical diagram, etc.	

Dissemination Level		
PU	Public, fully open, e.g., web	x
SEN	Sensitive, limited under the conditions of the Grant Agreement	
CO	Confidential, restricted under conditions set our in Model Grant Agreement	
CI	Classified, information as referred to in Commission Decision 2001/844/EC	

	Quality procedure			
Date of delivery	Version	Date of review	Reviewers	Comments
22 December 2023	V1	22 December 2023	All partners	x

Acknowledgement

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101060474 (CLIMED-FRUIT). This output reflects only the author's view, and the European Union cannot be held responsible for any use that may be made of the information contained therein.

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.

Objective and executive summary

Deliverable 2.1 is the product of the activities done in task 2.1, whose text is here entirely reported:

Task 2.1. Implementing digital cross visits within core group of OGs *(Task Leader: IFV, Participants: all partners): An initial round of 9 digital cross visits will be organized in order to know better the different OGs members of the consortium. At each digital cross-visit OGs will be presented, the work achieved and the main outcomes. A planning of digital cross visits will be foreseen and updated by IFV (Milestone 2, M4). These 9 digital cross visits will comply to a common format (described in D1.3) and* ***will be widely broadcasted on Youtube (D2.1)****.*

Summary

List of figures

1. Broadcast of digital cross visits on the project YouTube channel: why?

The project is based on a core group of 9 OGs, which are coordinated and implemented by some of the consortium members (Consult all OGs here). Digital cross visits (DCVs) are online meetings where each partner, in turns, presents its OG working methodology and results. The main purpose of those cross visits is to assess the different OGs results and practices by benefiting from the expertise of each of the partners. The evaluation is made according to pre-defined criteria such as ease of implementation on the field or impact on climate change.

One of the aims of the project is to impulse the creation of new Operational Groups, and the broadcast of our DCVs enables to pass on technical information on the various results and practices that have been developed in the course of the different OGs, but also to share practical information on setting up an operational group: the different partners involved, the working methodology applied, the geographical area concerned... that are important points for people interested in new OGs implementation. The target groups of DCVs on Youtube are farmers and Educated Multipliers (local AKIS technical actors like agronomists, food technologists, advisors, schoolteachers, trainers, researchers…).

2. Videos' upload - format

A specific playlist gathering all digital cross visits has been created on the project YouTube channel: https://www.youtube.com/playlist?list=PLqU_4ysqg2Ql8oRs5pa0Ar3zca56c2QyM

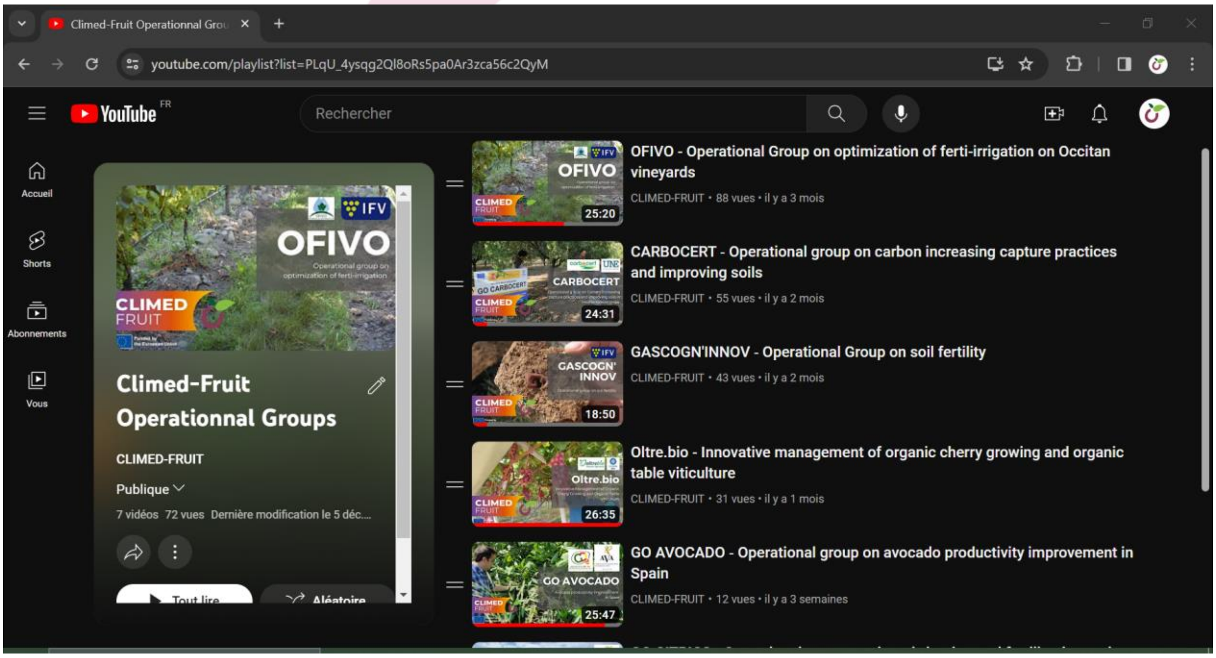

Figure 1: Climed-Fruit Operational Groups playlist on Youtube

Digital cross visits were 2 hours meetings. This format was too long to be broadcast in its current form. This is why all recordings have been synthesized following 3 main parts:

1- Operational Group presentation (members, geographical area, work methodology…)
2- Results of the OG (which practices/tool have been evaluated/developed and what are the results in the field)

3- Testimonies (optional)

Although the initial recordings have been shortened, these are relatively long videos (between 30 min and 1 hour). That's why the viewer is guided: the YouTube video description takes you directly to the desired section. The aim was not for the viewer to watch the video in its entirety, but to find the needed information directly.

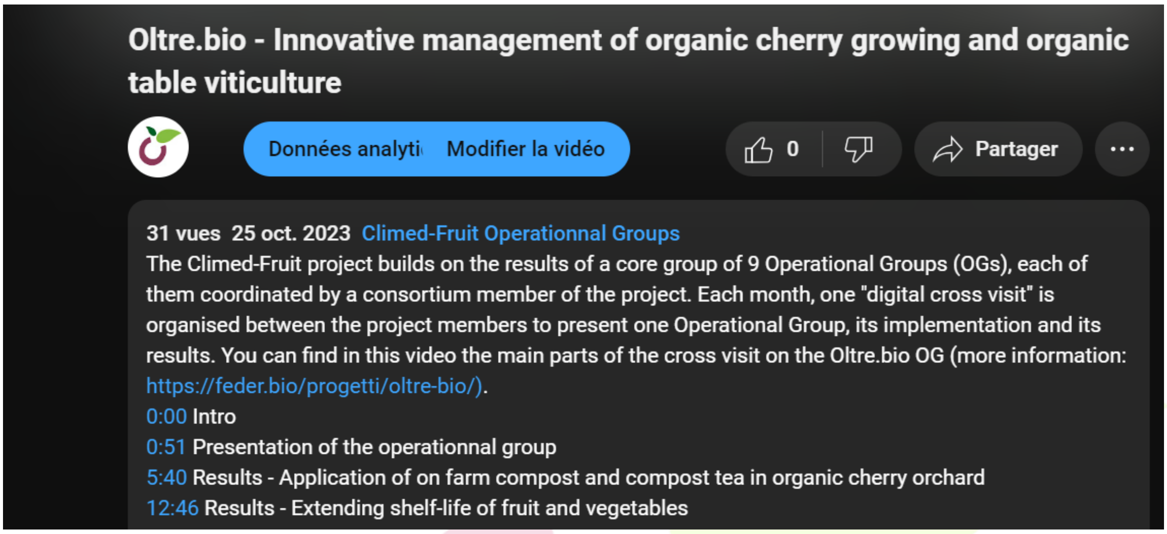

Figure 2: Example of a video descritption

DCVs were conducted in English, viewers can choose the language of subtitles in the YouTube viewing settings. As not everyone is familiar with this type of parameter setting, each video is introduced by a short tutorial to guide the choice of subtitling.

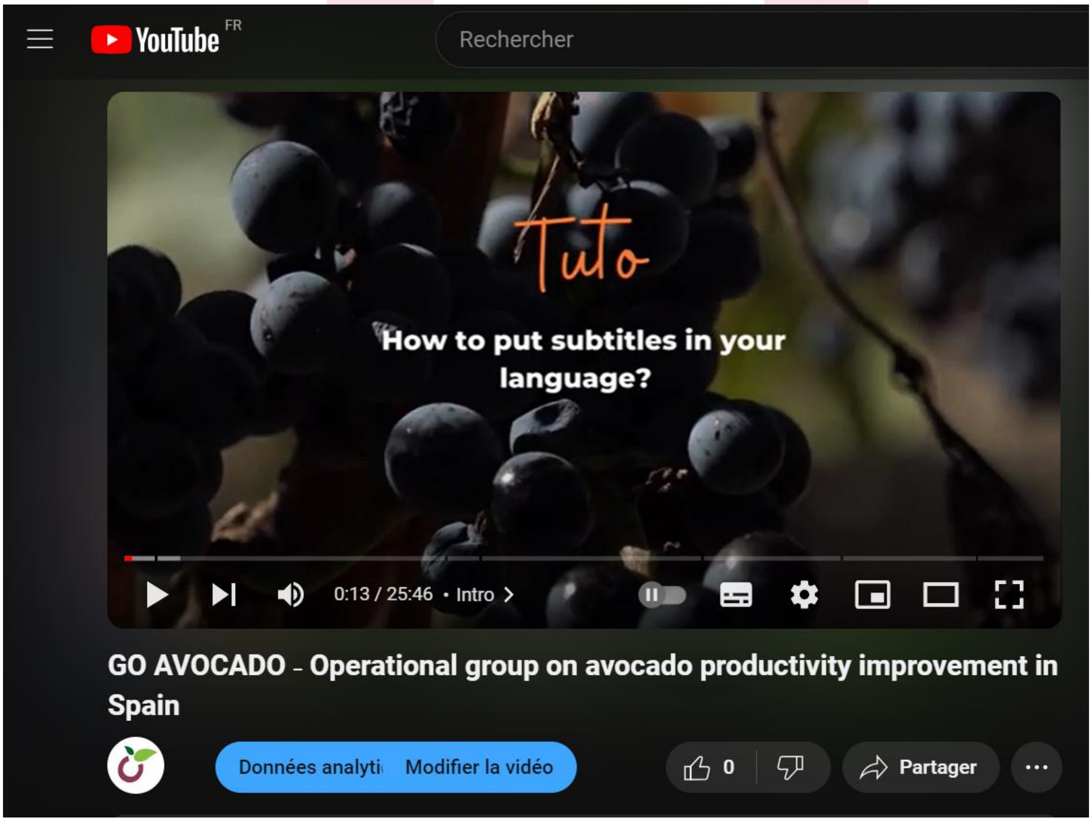

Figure 3: Tuto to help the viewer with subtitles settings

3. Dissemination of DCVs broadcast

For each video published on YouTube, a post on social networks was created and relayed by the different partners. Each project newsletter also devotes a section to the presentation of the latest online cross visits.

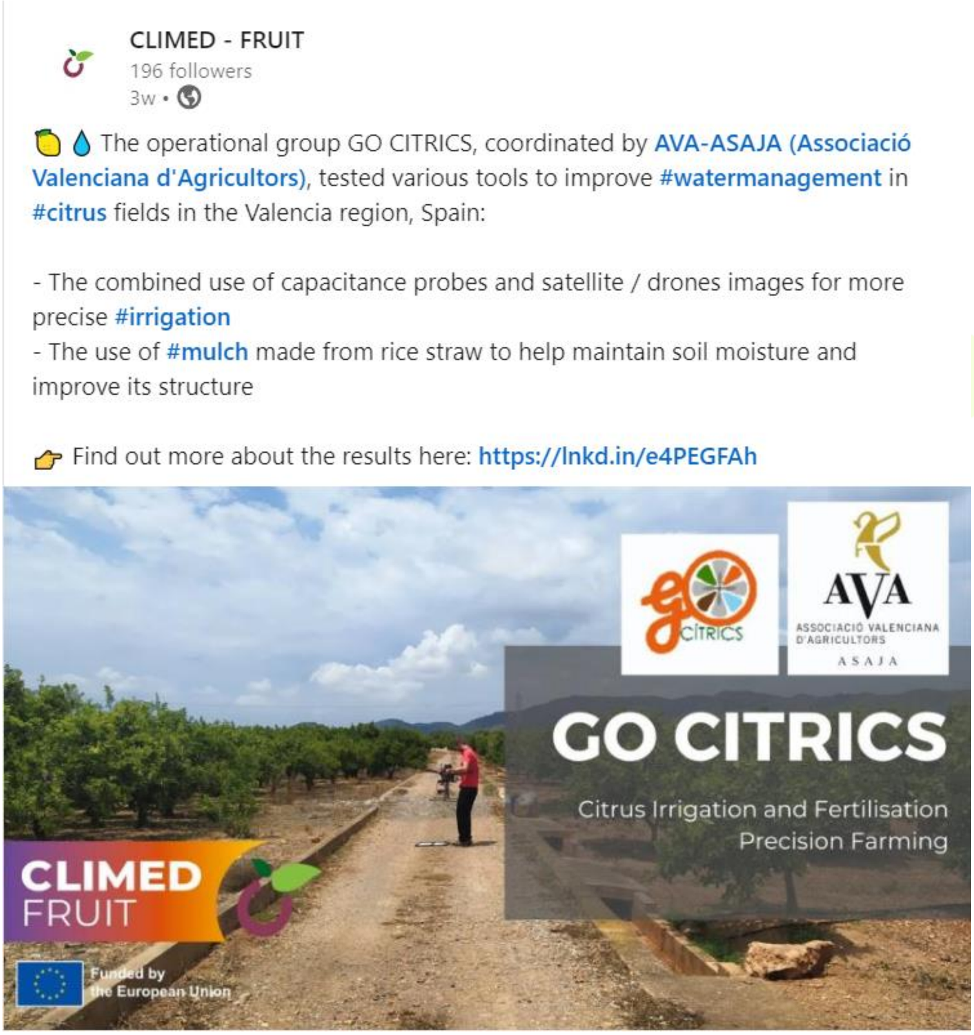

Figure 4: Example of a post on linkedin to promote the GO CITRICS' video

Which are the Operational Groups involved?

Let's take a closer look at some of the OGs, thanks to the Digital Cross Visits, of which main parts are available on the project's Youtube channel:

OFIVO – IFV (French Wine and Vine Institute), France

Optimization of ferti-irrigation on Occitan vineyards

The gradual change in rainfall patterns experienced in the south of France vineyards, especially around the Mediterranean Sea, means that the vines are increasingly subject to summer drought. The objectives of OFIVO are to study the different irrigation systems to see which one is best suited for the vine, as well as the implementation of ferti-irrigation and its use in viticulture. Where? South of France, 2 main regions concerned (near Toulouse = Gascony and near Montpellier= Mediterranean context). Benefits? The main added ecological value for the farmer addressed by the OG: efficiency of water use and fertilizers in vineyards.

More information

See video

CARBOCERT – UNE (Spanish Association for Standardization), Spain

Carbon increasing capture practices and improving soils in Mediterranean crops

One of the goals of Carbocert is to make agronomic recommendations, which improve the carbon sequestration by the crops studied, the other is to determine methods to be able to objectively quantify carbon fixation.
Benefits? The project will provide farmers with an opportunity to apply methodologies focused on the standardised quantification of the carbon sequestration of their crops.

More information

Figure 5: Example of videos dissemination in project newsletter