



## Dissemination plan

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### 1. Target groups for stakeholder engagement

MIX-ENABLE target groups for stakeholder engagement are agricultural consultants (from farmers associations, Chambers of agriculture etc.), organic mixed livestock farmers, agricultural consultants and farmers converting to organic mixed livestock farming.

Inclusion of agricultural consultants will be extremely valuable as they may support identifying farmers to be surveyed and to get involved in participatory actions. In addition to agricultural consultants and farmers, researchers and students at agricultural colleges and universities will be the targets for dissemination of the project results.

As the project's results will inform practice and policy-making to guide support (extension, training, etc.) to farmers towards mixed livestock farm, we will also identify public policy-makers.

### 2. Dissemination map

A register of experts/stakeholders of organic mixed livestock farming of each country was done at the beginning of the project. Agricultural consultants active in organic mixed livestock farming were identified and mapped. Through them, we will subsequently identify organic mixed livestock farmers and try to engage them in implementing the project, meaning that they would accept to be surveyed and to be involved in participatory actions.

The register (cf Deliverables Map of agricultural consultants active in organic mixed farming from Forschungsring association) has been filled in with the name and contact information of :

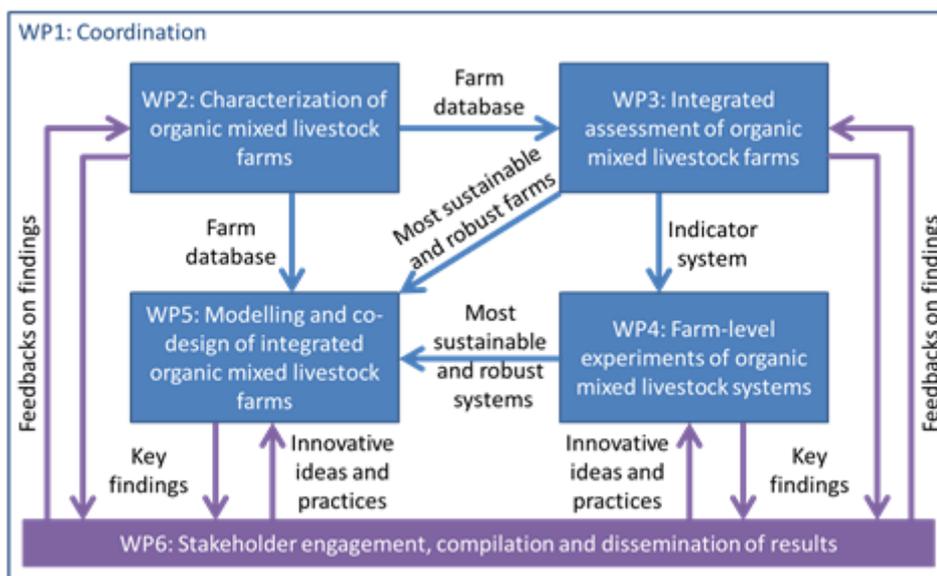
- research and education institutes
- non-governmental organization in the food and farming sector (including organic farmers associations)
- private consultancy
- official consultancy
- private farms

This map gathers all the targets of the project's outputs and outcomes!



### 3. How to reach target groups

A participatory approach will be implemented through several tasks, e.g. co-design workshops to identify innovative forms of organic mixed livestock farms and dissemination actions, e.g. farmer field days. All four thematic WPs will interact to yield the expected results and related impacts. By communicating the results to targeted end-users, these four WPs will also benefit from their feedbacks and innovative ideas and practices of organic mixed livestock farming.



To maximize the chance of farmers' engagement, MIX-ENABLE will insist on individual learning stimulated through farm surveys promoting inward-looking, on mutual learning through collective exchanges and simulation during participatory workshops, and on the strong efforts in compiling and disseminating the results to practice.

### 4. Disseminating the project outputs to a more general EU stakeholder community

Disseminate the project results to a more general EU stakeholder community, we will produce articles in the COREOrganic Newsletter, COREOrganic wants to help the project to reach these stakeholders. The OrganicEprints archive is interesting for distributing more widely the project results to a broader community. Therefore, research papers, reports and magazine articles, will be uploaded as soon as they are available.

### 5. Compiling and disseminating the project outputs.

During the KOM meeting of MIX-ENABLE, partners decided to create a Facebook page (vs a website) fed every month as farmers increasingly use it and it is easy to administrate. The main Facebook page is in English and there will be translations into national languages.

Each month one partner writes a short text in English on the project's activities (20 lines on farm surveys, experimentations, outputs, events...). ITAB uses this texts to update the



project's Facebook page and each partner will update its FB page in their national languages before send it to dissemination targets.

This facebook page will also be used for compiling information about the project user-oriented events (field days, farm visits, etc. with their location, participants, slideshow, etc.).

A table was created to plan which organization is responsible for each month's post. This tool is also used for monitoring and compiling information about the projects life (location, participants, slideshow, etc.). It could be improved with user-oriented events: field days, farm visits, etc.

For 2018-2019, the proposition is

Partners	Month's post
INRA	May
Foschungsring	August or September
FIBL	September
SLU	November
BOKU	December
IDELE	February
Tuscia Uni	March
TI-OL	April
CRAW	May

- INRA: May
- Foschungsring: August or September
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- TI-OL, : april
- CRAW : may

In addition to the Facebook page, MIX-ENABLE has a page on the Core Organic website, which is updated a few times a year.

All project outcomes (posters, leaflets, presentation slides, articles, etc.) will be downloaded on the open archive Organic E-prints and Facebook page.





Farmer field days including organic mixed farm visits will be organized to target farmers and agricultural consultants. We aim to include the projects' results in lectures given at college/university level. We will organize a session in a conference related to organic farming (e.g. Organic World Congress) or crop-livestock farming (e.g. Farming Systems Design or European Federation of Animal Science conferences) to present the projects' results to a larger scientific community.

## 6. Communication channels

- Facebook MIX-ENABLE page <https://www.facebook.com/Mix-Enable-1528955847215768/>
- Logo

A logo and shared PowerPoint slide master were created by ITAB to improve project visibility. The logo is a tool to identify the project and its partners.



The main features of the logo are several livestock animals, different colors to symbolize annual crops and pasture, and a farmer in the center to show the importance of farmer's decisions on the management of crop/grassland-livestock farms.

On the PowerPoint presentation, in addition of this logo, all the partners' logos are present on the main and last slide, as well as the Core Organic logo.

- Press release

A press release was written and translated into each partner's language to inform all targets and media about the beginning of the project. New press releases will also be written every year after the annual meeting to disseminate the projects' progress.

- User-oriented articles / practice abstracts

Each country realize user-oriented articles and inform all the partners. A compilation of this articles and technical articles (one per country) will be done.





➤ Leaflets

A leaflet to introduce the project's background, expected results and main activities is being written. It will also serve to present expected benefits for farmers targeted for surveys and participatory actions. Each country will translate it into its national language.

➤ Scientific articles:

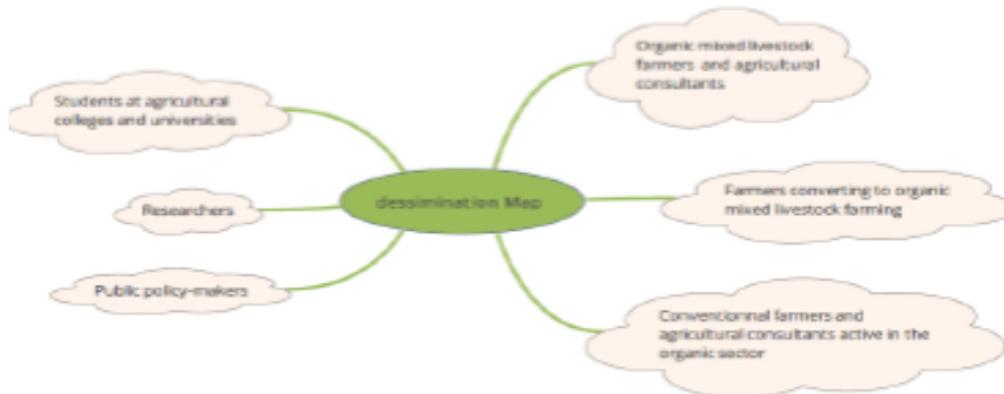
There is not a collective strategy defined for article's submissions and choice of journals. We will check the possibility of a joint Core Organic session at the IFOAM 2020 conference in France. In addition to that, the IFSA symposium is interesting to present our results. Also, the EAAP conference in August 2020 could be a nice opportunity for a MIX-ENABLE session.

Each partner can take part on ResearchGate for MIX-ENABLE.

➤ A guide on best management practices in organic mixed livestock farming

At the end of the project, a short guide containing a decision tree on best management practices for organic mixed livestock farming will be disseminated.





**MIX-ENABLE**

*Knowledge*

*Need of local stakeholders*

**Conditions of sustainability and robustness of european organic mixed livestock farms, integrating two ou more animal species**

