ResAlliance

Landscape resilience knowledge alliance for agriculture and forestry in the Mediterranean basin

LandNet roadmap

The methodological approach for the LandNet

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ResAlliance

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ResAlliance

List of acronyms

AKIS	Agricultural Knowledge and Information System
D&E	Dissemination and exploitation
EC	European Commission
EUC	European University Cyprus
LL	LandLab
LO	LandNet Operator
MOOC	Massive Open Online Courses
NGO	Non-governmental organization
PCF	Pau Costa Foundation
RA	Resilience Ambassador
SMB	Strategic Managerial Board

ResAlliance

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1 LandNet and LandLab definitions

NOTE: This chapter is an excerpt from chapter 10 of D1.1 Project management and monitoring plan.

The LandNet and the LandLabs (LLs) are the project structures through which the stakeholders will interact with the project, via the activities that they will implement. Based on this chapter, which summarises and interprets the text from the GA, the LandNet will be completely developed in Subtask 2.2.1 *Development of LandNet*, and the LandLabs, in Subtask 2.2.2 *Development of LandLab*. The appointed partners' staff members leading the LandLabs are named Resilience Ambassadors, while the Focal Points are the consortium partners responsible for interacting with stakeholders from countries not holding a LandLab (Tunisia and Lebanon).

1.1 The LandNet

The thematic network set up by the project ResAlliance is called LandNet. Its objective is to gather and analyse knowledge and practice needs, gaps, barriers, solutions and good practices in the four thematic areas for landscape resilience measures against wildfire and drought in agriculture and forestry and transfer relevant and attractive solutions to practitioners across the Mediterranean through targeted communication, dissemination and exploitation activities. The LandNet will continuously identify, develop and grow new cooperation and network opportunities to access, improve and increase knowledge about resilience solutions and good practices.

The LandNet is composed of:

- Any staff member of the consortium partners who interacts with the stakeholders, processes their personal data or communicates, disseminates or exploits knowledge gathered or generated by the project. In each country, there will be at least one **Resilience Ambassador (RA)** (in Portugal, Spain, Italy, Greece and Cyprus) or a **Focal Point** (in Tunisia and Lebanon). Ideally two people should play this role, per country: one person with background in forestry and one with background in agriculture. Additionally, RAs are also experienced in stakeholder and community engagement, as they are the main point of contact with local actors in the different living labs.
- Any **stakeholder**, from any country, who has communicated his/her interest in exchanging information with the project and for who the consortium partners process personal data according to at least one of the purposes identified in D1.2 *Data management plan*.

Any person that cannot be contacted by the staff members of the consortium partners is not considered as a member of the LandNet (e.g. people visiting the project website but not registering to the newsletter, or people attending a ResAlliance event but not giving consent to process his/her personal data).

The LandNet will be a self-sustained, membership-based, multi-actor network of researchers and practitioners which exploits the partners' own networks and engages with networks from associations, AKIS (Agricultural Knowledge and Information System), OG, LIFE projects and other relevant past and present EU structural funds projects, and other stakeholders' networks.

1.2 The LandLabs

The LandLabs are a subset of the LandNet. In addition to LandNet objectives, LandLabs activate innovative governance on landscape resilience within these five selected regions: Northern Region (Portugal), Catalonia (Spain), Sardinia (Italy), Peloponnese (Greece) and Cyprus (whole country) by bringing together different actors in specific activities.

2 LandNet creation and animation protocol

2.1 LandNet creation

ResAlliance will build a Mediterranean alliance on landscape resilience for forestry and agriculture, which is referred to as the LandNet.

The creation of the LandNet is overseen by ELGO-DIMITRA building upon other existing EU multi-actor networks created at the EU Level such as ROSEWOOD4.0, on wood mobilization, INCREDIBLE on Non-Timber Forest Products or AFINET on agroforestry.

The LandNet is a network composed by different stakeholders of the farming and agricultural sectors across the Mediterranean basin, including practitioners, researchers, and policymakers. The LandNet facilitates the interaction and knowledge transfer among them, both in-person and online. The creation of the LandNet, therefore, occurs progressively over time, as more actors are reached and become engaged within the network. The project carries out different activities which contribute to that end, as summarized in Figure 1:

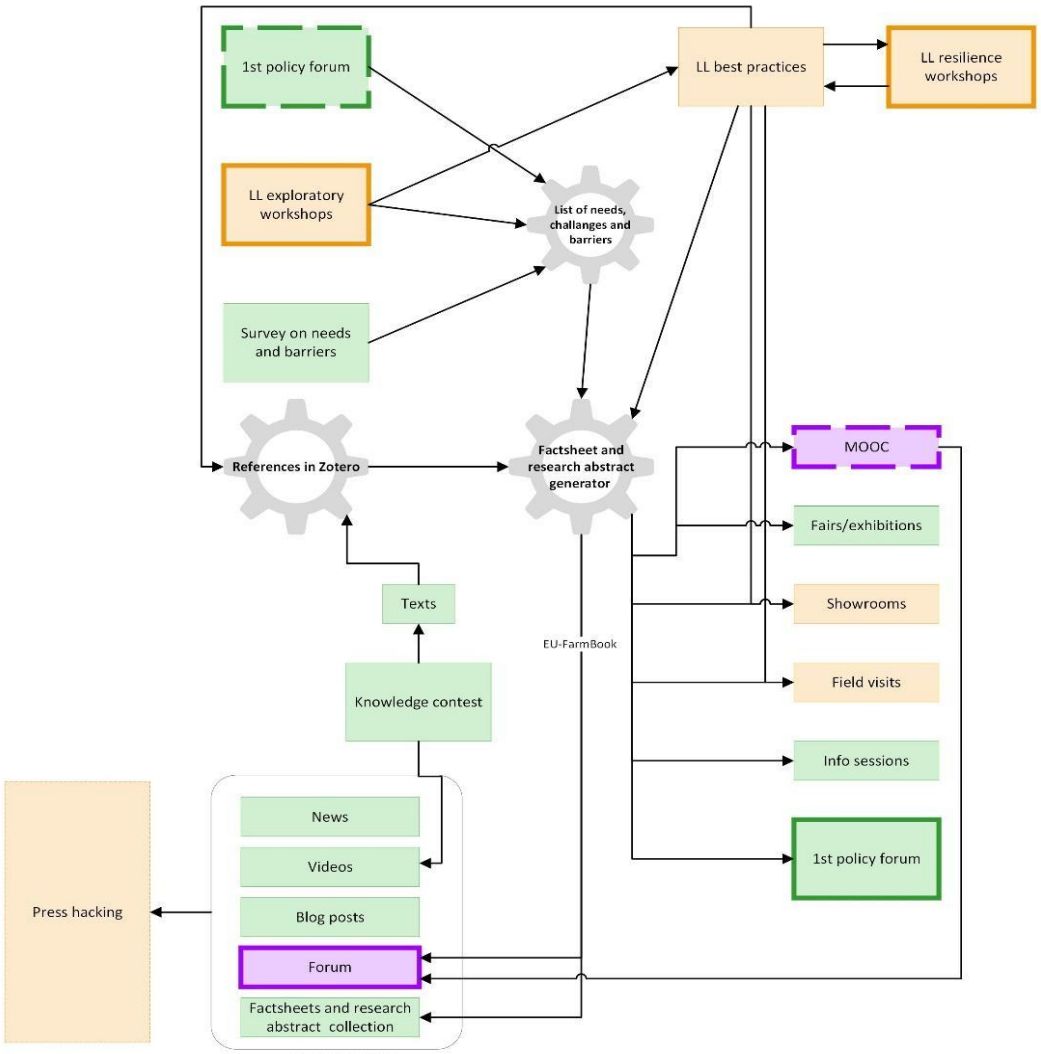

Figure 1: Overview of the activities foreseen for creating the Mediterranean alliance on landscape resilience for forestry and agriculture. Author: European Forest Institute

2.2 LandNet animation

The animation of the LandNet refers to the dynamization of the activities in which different members of the network may be engaged, including the facilitation of knowledge across the three main elements of the LandNet: the LandLabs, the Focal Points and the users of the LandNet. In the context of the project, a differentiation between “stakeholders” and “members” is made.

- Members: Users of the LandNet who have given permission to the ResAlliance project to process their personal data.
- Stakeholders: The rest of the users of the LandNet.

Additionally, it is important to highlight that all members of the LLs are considered LandNet members, yet not all LandNet members are part of the LLs.

The different activities foreseen for the animation of the LandNet are visualized in Figure 1 and are briefly described below. This list is not exhaustive.

1. **Launch of the LandNet**

The launch of the LandNet took place at the 8th International Wildland Fire Conference, in Porto (Portugal) in May 2023, mainly targeting a forestry/forest fire audience. Then, the LandNet was also presented at the “Agrosym 2023” Symposium, in Jahorina, Bosnia & Herzegovina, in October of the same year. The Agrosym Symposium aiming at engaging stakeholders of the agriculture sector. Both these events served to make the LandNet known to stakeholders across the Mediterranean which could eventually become LandNet members and make use of its possibilities.

2. **Survey**

A survey (led by CTFC) is also developed with the aim to understand the main needs, barriers and challenges for building landscape resilience by stakeholders in the forestry and agricultural sectors across the Mediterranean basin. This survey is disseminated online to all LandNet members, as well as to other stakeholders using all ResAlliance networks, including social media and the website, as well as the communication channels of all project partners. The results of the survey serve a double purpose: (a) To identify the fields in which solutions are needed the most and (b) to guide the efforts of collection and dissemination of best practices in the frame of the LandNet.

3. **LandLab Launch + Exploratory Workshops**

The LandLab launches are events to make public the creation of the LandLabs in the five different LandLab sites and approach a variety of stakeholders in these areas interested in fostering landscape resilience. The Exploratory Workshops seek to identify the needs, barriers and challenges faced to build landscape resilience within the specific places where these LandLabs unfold. In this sense, they resemble the abovementioned survey, but with a more specific geographical focus. The Exploratory Workshops had a second goal, which is to identify good practices already in place in each LandLab. Both these events, (the LandLab Launches and the Exploratory Workshops) were held simultaneously during the second half of 2023. These events were organized by the Resilience Ambassadors and were set up in an interactive and participatory manner, involving local stakeholders from the forestry and agricultural sectors identified in the previous step. More details about these events may be found in the LandLab standardised manual and programme (Pau Costa Foundation, 2023).

4. **“Knowledge contest” – Videos and/or short texts**

The knowledge contest seeks to capture good practices which either unknown by consortium members or difficult to find and make them available for the whole LandNet. Practitioners are encouraged to actively contribute by sending videos and/or short texts describing a solution or best practice that contributes to build

resilience as described in Chapter 5 of this Roadmap. The material collected will be disseminated via the project website, newsletter and social media.

5. **Factsheets and research abstracts**

The factsheets (2 pages) and research abstracts (4 pages) are the main outputs of the project. Their main goal is to disseminate best practices that can enhance landscape resilience in the face of climate change across the Mediterranean, by providing practical examples of different solutions being implemented in different regions and/or localities. These best practices described in the factsheets and research abstracts come from inputs of project partners, LandLab members that took part in the exploratory workshops, as well as online contributions from a range of stakeholders (Knowledge contest).

Factsheets and research abstracts are disseminated via multiples activities and channels, such as the MOOC, attendance to fairs and exhibitions, info sessions, one policy forum, press hacking, and through the project website among others. (See Figure 1)

6. **Forum and Blog**

The Forum will be accessed through the project website and seeks to become an online space in which LandNet members can debate, ask and answer questions, share and exchange technical knowledge and good practices. These exchanges will occur both among LandNet members and with project partners. This Forum will be set up by EFI, whereas the everyday monitoring and moderation will be handled by ETIFOR along with CIHEAM, DREAM and PCF. It will also be used to host the debates of the MOOC (T3.4), allowing the MOOC participants to interact with other LandNet members. The Forum will also be used to disseminate the factsheets and activities of the LandNet. For its part, a blog has been set up by EFI, building upon each broad network across Europe and the Mediterranean. The blog publishes at least a monthly publication.

7. **LandLabs Resilience Workshops**

The Resilience Workshops will be held at the LandLab level and are planned for autumn 2024. Their goal is to provide LandLab members with knowledge about good practices carried out in other LandLabs and to support the local or regional implementation of selected best practices from other LandLabs. The ResAlliance project will facilitate the mobility across LandLabs for attendance to these Resilience Workshops.

8. **Policy Forums**

Over the course of the project, two Policy Forums will take place, each of them with distinct objectives. These events will be organized by CIFOR. The first Policy Forum will build upon the results of the survey and the LandLab's Exploratory Workshops, and will investigate the needs, barriers and challenges for building landscape resilience in the Mediterranean as perceived by policymakers. To do that, a first Policy Forum will be organized within the framework of the 8th Mediterranean Forest Week. This will guide the consortium members to identify and generate dissemination material on good practices addressing the needs, barriers and challenges expressed by the policymakers. The Second Policy Forum will focus on the dissemination of the best practices collected over the course of the project, particularly those which respond to the needs, barriers and challenges identified in the first policy Forum.

9. **Fairs/exhibitions, Showrooms, Field visits and Info sessions.**

The attendance to trade fairs and exhibitions, showrooms, field visits and info sessions are considered similar type of activities and are all grouped into one category.

- Fairs/exhibitions: This activity is led by DREAM, and it will be focused on the 7 countries where the ResAlliance partners have presence. The goal of attending these events is to communicate and disseminate information about innovative solutions for stakeholders, as well as to expand the LandNet itself, taking advantage of in-person events.

- Showrooms and Field Visits: Both these activities are led by the PCF. The goal of both them revolves around the idea of disseminating innovative solutions within the geographical scope of the LandLabs, but to stakeholders that are not necessarily participants in the LandLab itself. They will also serve to further disseminate the LandNet and encourage these external actors to join.

- Info sessions: The Info-sessions are very similar to the abovementioned activities, but are LandNet-wide. In this sense, the events focus on reaching actors that operate in countries where there is no presence of ResAlliance partners, and therefore where the dissemination of the outcomes of the project is less limited, as well as in-person events.

10. Massive Open Online Courses (MOOCs)

Massive Open Online Courses (MOOCs) are free online courses, that aim to provide an affordable and flexible way to learn new skills. They will be available for anyone. The MOOC organized by the LandNet will target public authorities and agencies, education community, business and industry, civil society organizations as key actors to be enrolled, including AKIS, and farmer's and forestry organizations. It will have a duration of 3 months and it will be led by ETIFOR. It is planned for the MOOC to consist of 150 hours in total, through which participants will be introduced to the topic of Landscape Resilience (guided by Chapter 6 of this document), and the four thematic areas defined in the ResAlliance project, namely land management practices, governance, technology, and finance. The good practices and solutions gathered by the project will be presented in badges, following these themes. Consequently, the MOOC will be an important dissemination channel for project outputs, and a strong tool to enhance interaction among LandNet members. although they may be attended by any interested stakeholders, including academics, their main focus will be farmers and foresters. The KPI for the MOOCs that will be organized in T3.4, is a minimum attendance of 500 participants.

11. Press Hacking

The press hacking activities are led by ETIFOR and include the launch of a general project press release, which can then be personalised/customised depending on the reference territory/Landlab.

The text of the press hacking will be in English, like all the main project materials. Partners will be able to adapt to the local level in the reference language.

Furthermore, products will also be communicated for the most important initiatives of the project, such as the video contest, with the aim of encouraging registration for individual initiatives and, consequently, also for LandNet.

Throughout the project, two Press Hacks will be organized for each LandLab region. The aim will be to target the most visited farmers' and forestry magazines and publish the most important news about the project in the local language.

2.3 LandNet communications for members

To become a member of the LandNet, users are required to complete a form, comprising both mandatory and optional sections.

Upon registration, a welcome email will be promptly dispatched to the user, irrespective of the form sections filled. In the event that the user completes only the mandatory section, an email will be dispatched after three days, urging them to fill out the remaining portion. This ensures that we can provide training or financing opportunities aligned with their interests.

The LandNet Manager (ELGO-DIMITRA), in conjunction with RAs, maintains communication between LandNet members and the consortium. Operating from the backend of the ResAlliance website, e-mails can

be sent to all members, or a subgroup, using strategic filters, such as interest or geographical area. The email layout is minimalistic yet aligns with the project's visual identity. Partners with access to this backend include: RAs (for sending e-mails to LLs), the LandNet Manager, and ETIFOR as WP5 leader (Project Communication).

The LandNet Manager will ensure that an e-mail is sent to the whole LandNet with a minimum frequency of every **two months**. Partners should provide ELGO-DIMITRA with input for these communications, and ELGO-DIMITRA will consult with ETIFOR if decisions regarding the content and/or format from a communications perspective are required. This e-mail is sent to the entire community. Additional communications may be sent to specific subgroups or segments of the LandNet, according to interests.

Additionally, the LandNet Manager (ELGO-DIMITRA) must coordinate with RAs concerning LLs communications. Whereas LandLabs have autonomy in communication, it is essential that there is an alignment on strategy and communication frequency between the LandLabs and the LandNet as a whole.

The organization of the communication will be as follows:

1. All pertinent information, not limited to national aspects, should be shared with the LandNet Manager (ELGO-DIMITRA) by all partners. After a potential selection process (to limit emails to 3-4 pieces of information each), the LandNet Manager will send the content via the website to all members. These communications will be in English. The LandNet Manager (ELGO-DIMITRA) will collaborate with the communication team (ETIFOR) to establish the initial messages as templates for subsequent ones.

2. RAs, on the other hand, are independent in managing and disseminating information about activities organised by individual LandLabs or opportunities dedicated to specific countries. While these communications may occur in local languages, they must be directly related to the LandLab. Initial communications will be coordinated with the LandNet Manager and communication team (ETIFOR). Examples of 'exclusive' communications that RAs could write to the members:
    - Sending a communication about a month before the LandLab to announce the event.
    - A gentle reminder a few days before the event.
    - A post-event thank-you email, including insights and photos.

In addition to managing content collection and bi-monthly mailings, the LandNet Manager (ELGO-DIMITRA) must monitor community activities (via a dedicated email, e.g., alliance@resalliance.eu) and the number and type of communications sent through the site. Collaboration with the WP5 Communication team (ETIFOR) is essential for sharing information potentially included in the bi-monthly project newsletter.

3 LandNet functioning rules and governance.

The LandNet will work following a clear governance framework which ensures the capacity of users, LandNet members and potential stakeholders to interact with the project.

ELGO-DIMITRA is the partner responsible for Management of the LandNet, in other words – the partner organization in charge of coordinating and animating the LandNet. ELGO-DIMITRA will appoint a LandNet Manager (LM), who will be responsible for centralizing all the activities and will oversee the good functioning of the LandNet. The main functions of the LM are:

- Monitor the evolution of LandNet memberships.
- Interact with the Communication team and strategy to implement a tailored communication for each case.
- Ensure that an e-mail is sent to the whole LandNet with a minimum frequency of every two months.

- Liaise with the Resilience Ambassadors to enhance the impact at the LandNet level of the activities being carried out on-site in the different LandLabs.
- Liaise with the different partners of the project.
- Prompt partners when specific contributions to the LandNet good functioning is needed.

Additionally, the flows of information between each of the LandLabs and the broader LandNet are guaranteed through the Strategic Managerial Board (SMB), as shown in Figure 2. In this regard, the goal of the SMB is to guarantee two-way vertical knowledge transferability from the LandLabs to the LandNet and to the Focal points. It is led by the LandLabs coordinator (PCF), on behalf of the RAs, and is further composed by the LandNet Manager (ELGO-DIMITRA), the leader of the Community of Practice (ETIFOR), the Focal Points (JL and INGREF), and other project partners with expertise in knowledge transfer and governance processes in the Mediterranean and broader European (CIHEAM, CIFOR, EURAF, UICN, EFI). The meetings of the SMB are regularly established by LL coordinator (PCF), as indicated in the LandLab Standardised Manual and Programme (Pau Costa Foundation, 2023), and may also be proposed to PCF by the LandNet Manager (ELGO-DIMITRA).

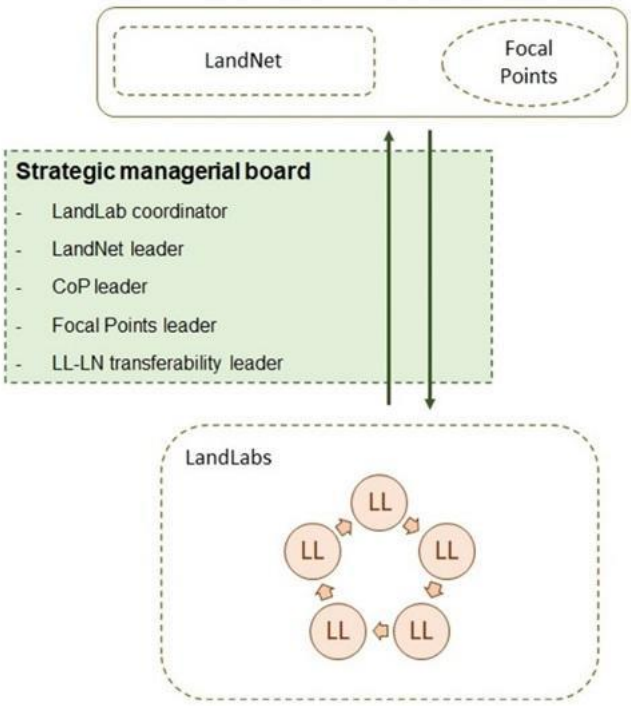

Figure 2: Interaction between the LandNet, LandLabs, and Strategic managerial board (SMB). Author: Pau Costa Foundation

4 Dissemination and exploitation (D&E) strategy and plan

The dissemination, exploitation strategy and communication strategy should contain the following elements, as described below:

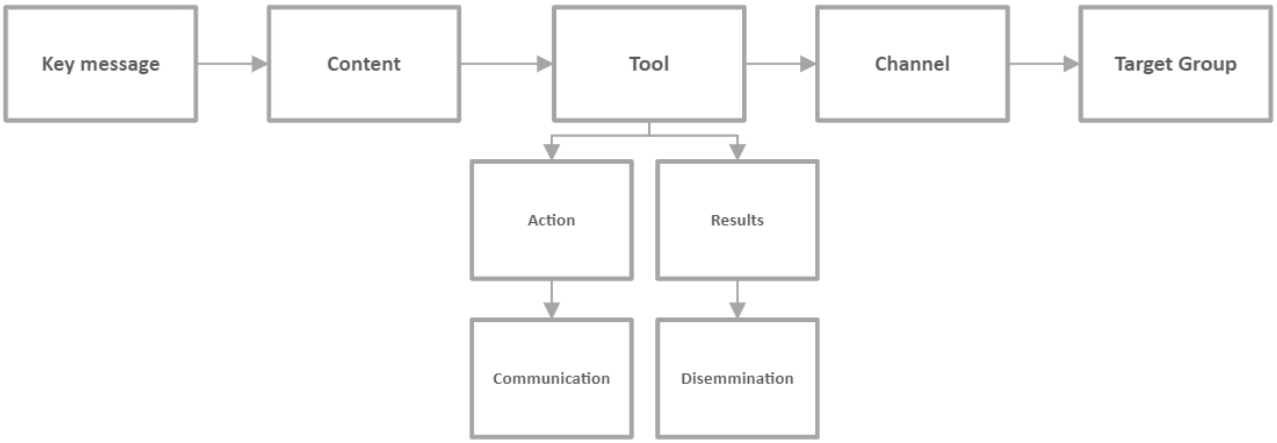

Figure 3: Elements from the Communication and Dissemination strategy. Author: Adapted from the EU-FarmBook project.

Communication is a fundamental aspect of disseminating information effectively. It involves the transmission of key messages through various means to reach a target audience. The process begins with identifying the key messages that need to be conveyed. These messages should be clear, relevant, and tailored to the intended audience.

Once the key messages are established, the next step is to create content that encapsulates these messages. This content can take various forms such as written articles, presentations, graphics, videos, or multimedia materials. The content should be accurate, engaging, and easily understandable to the target audience.

After creating the content, the focus shifts to selecting the appropriate tools for dissemination. These tools can include online platforms such as websites or social media, as well as traditional media channels like print, radio, or television. The choice of tools depends on the preferences and characteristics of the target audience.

Once the tools are identified, the communication channels through which the content will be transmitted need to be determined. These channels could be direct, such as face-to-face meetings or presentations, or indirect, such as online platforms or written publications. It's essential to choose channels that are accessible and effective in reaching the target audience.

Identifying the target group is crucial for tailoring the communication efforts effectively. Understanding the demographics, interests, and needs of the target audience helps in crafting messages that resonate with them and are more likely to be received positively.

With the strategy in place, actions are taken to disseminate the content through the selected channels to the target audience. These actions may involve publishing articles, organizing events, distributing materials, or engaging in outreach activities.

The goal of communication is to achieve tangible results, which could range from increased awareness and understanding to changes in attitudes or behaviours among the target audience. Evaluation of these results

helps in assessing the effectiveness of the communication efforts and refining strategies for future communications.

In summary, effective communication involves a strategic approach that encompasses message development, content creation, tool selection, channel identification, audience targeting, action implementation, and result evaluation. When executed thoughtfully and systematically, communication can be a powerful tool for informing, engaging, and influencing the target audience.

Internal and external communication analyses have been activated in ResAlliance. In regard to internal communication front, there are monthly emails that take stock of the project partners on the main communication activities carried out, the tasks in which their collaboration is requested and the project's social profiles are recalled, thus highlighting the importance of sharing the strategy. Targeted meetings are also organised, sometimes with communications managers and sometimes with RAs.

External communication channels include social media, press hacking, the use of mass media, the newsletter and other channels detailed in this document and explored in depth in the project Communication Strategy.

4.1 Dissemination

Dissemination is referred as the public sharing of results by any appropriate means, excluding those that require protection and/or exploitation, including also scientific publications. The goal of dissemination activities is largely linked to the transfer of knowledge and results, creating opportunities for the usage of the project outcomes, thus maximizing the impact of EU-funded activities. Dissemination activities are concentrated on describing the project's results and assuring their availability for use. The targeted groups consist of audiences that may be interested in the potential use of the project's outputs (e.g. scientific community, practitioners, industry partners, policymakers, etc).

In the case of ResAlliance, the LandNet and the LandLabs are the two main channels through which the collected knowledge and good practices gathered are disseminated.

Dissemination channels are outlined below:

1. **Blog**

The LandNet aims to create a strong and active two-way communication platform for members to study, discuss, and implement proposed solutions. To this end, the Landscape Resilience Blog, a section where ResAlliance project partners provide monthly contributions addressing topics covered in the various LandLabs of the project as well as issues related to activities, outputs and content of great interest in the field of landscape resilience for forestry and agriculture, is being promoted through the project's website.

This section is intended to be of great interest to LandNet members, whose articles will be promoted within the network to ensure a high number of visits and readings as well as to encourage exchange and keep interesting discussions.

2. **LandNet Forum**

The ResAlliance LandNet Forum is a discussion platform integrated in the project website where users previously registered as LandNet members will have the possibility to participate in a series of discussion groups that replicate the same structure of the MOOC. All discussion groups will be visible to the public, but only registered LandNet members will be able to post comments and encourage debate. No private discussion groups will be developed.

In each discussion group, the user will see a list of factsheets and research abstracts tackling a specific problem with a solution to the given thematic area of the discussion. Therefore, when discussing solutions, participants will have on hand those produced by ResAlliance.

Alongside the open discussion groups on challenges (in line with the MOOC), a discussion group will also be set up for each LandLab and Focal Point, with the aim of raising questions and answering issues that affect the particularities of each region. ResAlliance ambassadors and Focal Contact Points will be responsible for managing these spaces and providing answers, either in English or in local languages.

3. The EU-FarmBook platform

The highly anticipated EU-FarmBook platform, available early in 2024 and ready to receive practice-oriented materials, derived from EU-funded projects, will be one more important dissemination outlet. It is an open-source knowledge repository to host key project materials, including the Factsheets and the Research Abstracts, beyond project ends.

4. Fairs and exhibitions

As explained in section 2.2, attendance to fairs and exhibitions will contribute to increase the outreach, specifically in terms of increasing the engagement of stakeholders within the LandNet, and connect with the different good practices presented in the factsheets and research abstracts. Dissemination through participation in fairs and exhibitions, whether on an international or national scale, represents another avenue for promoting the project's outcomes. It's crucial to identify events deemed directly pertinent to the project's focus on climate change impacts on agriculture and forestry, as recognized by our partners at ResAlliance. Early communication of such events to other consortium members is imperative to facilitate coordinated participation whenever feasible. Additionally, contributing papers to conference proceedings will serve as an additional output of the project, complementing the deliverables listed in the Consortium Agreement.

5. Practitioner articles

Practitioner articles are pivotal components in disseminating project findings, particularly among stakeholders directly involved in the field. While traditionally authored by practitioners rather than academic scholars, all partners within ResAlliance are encouraged to produce such articles to advance project awareness and knowledge transfer. These articles typically commence by delineating prevalent challenges and existing practices, subsequently proposing innovative solutions derived from new research, policy adjustments, or recognized best practices. Moreover, they offer actionable insights and guidance to readers on implementing these solutions into their own practices, catering to diverse motivations such as immediate personal benefits, sustainability, or environmental stewardship. Furthermore, these articles may find publication avenues in general interest magazines and newspapers, particularly those featuring dedicated sections on agriculture or the environment. While articles may be crafted in languages besides English to effectively engage national stakeholders, they should be announced on the project website, notably within the News section and, where applicable, the LLs section. In instances where an article garners widespread interest, other partners may seek permission from the original authors to translate and republish it for their respective national audiences in analogous practitioner journals, ensuring proper credit is given.

6. Mass media

Mass media, with its unparalleled ability to swiftly disseminate information to vast audiences, serves as a potent tool for amplifying project messaging and impact. Television and radio programs that align with the thematic focus of the project possess heightened potential to resonate with viewers and listeners alike. Partners are encouraged to proactively engage with media outlets by reaching out to responsible journalists, acquainting them with the project's objectives, its website, and the evolving outputs that could benefit practitioners. Providing journalists with accessible formats such as videos, written materials, or printed resources detailing project activities and outcomes enhances their comprehension and appreciation of the

project's endeavours. This proactive approach increases the likelihood of securing broadcasting time, thereby amplifying the project's visibility and fostering broader engagement with its objectives and findings.

7. Social media

Social media platforms, such as LinkedIn and Facebook, have been specifically selected for their extensive reach and rapid dissemination capabilities. Leveraging these platforms to their fullest potential is imperative. Given that many partners likely maintain active presence on these platforms, they serve as ideal channels for promoting and disseminating information pertaining to the project, its ongoing activities, and its eventual outcomes.

It's recommended that posts on social media be succinct yet impactful, capturing the essence of the project's objectives and achievements. Where feasible, posts should include links directing followers to the original source material hosted on the ResAlliance website. This approach not only ensures the authenticity of the information but also drives traffic to the project's official platform, fostering greater engagement and awareness among stakeholders.

Additionally, some of the activities foreseen in section 2.2 for LandNet animation also serve as means of dissemination. such as the MOOC, or the Policy Forum, particularly the second one, where the LandNet will seek to engage with policy makers at higher policy levels.

In addition to these activities, ad-hoc dissemination efforts at other EU, regional and national fora may be carried out by ResAlliance partners.

4.1.1 Target audiences of the LandNet

Target audiences of the LandNet were defined at the proposal stage and are the following:

- Policy maker
- Public authorities and/or agencies
- Research community
- Education community (From elementary school to advanced education)
- Business and Industry (Including farming, forestry and/or silvopastoral activities)
- Civil society organizations (NGOs, Foundations, associations, workers' unions etc.)
- Media and/or journalists
- Other individual actors interested in the activities of the LandNet.

4.1.2 Definition of the main audience of LandNet activities

The main activities foreseen in the LandNet, and the main audiences to which they are directed, are described in Table 1:

	Policy Maker	Public authorities	Research community	Education community	Business and Industry	Civil society organizations	Media and/or journalists	Other individuals
Survey of needs and barriers		X	X		X	X		
MOOC		X		X	X	X		

Policy Forums	X	X						
Knowledge contest (T2.5)		X	X		X	X		X
LandNet Forum (T5.4)		X	X	X	X	X		
Blog	X	X	X	X	X	X	X	X
Fairs and exhibitions (T4.1)		X	X	X	X	X	X	

Table 1: Target audiences for the main activities of the LandNet. Author: EFI

4.2 Exploitation

The exploitation of project results refers to how the outputs of a project are employed for developing, creating, marketing or improving a product or a process, including service provision or policymaking. In the context of ResAlliance, such exploitation is done largely through facilitation of the interaction between end-users, and the resources made available through the LandNet, as well as through the activities carried out in the LandLabs, as explained in the LandLab standardized manual and programme (Pau Costa Foundation, 2023).

Development of a dissemination plan is a process that starts with identifying the message and audience. Dissemination and exploitation (D&E) activities in ResAlliance are mainly linked to the LandNet and LandLab (T2.2.2). In the case of ResAlliance, these two tools act both on developing the knowledge (the message) and for ensuring a broad and highly interested audience.

Realizing the need for early development of a D&E strategy, planning begun at the project proposal submission phase where potential target audiences and an initial communication and dissemination planning was presented (Tables 2.1 and 2.2a in the Grant Agreement). Dissemination of the collected knowledge and identified good examples to as many stakeholders as possible is a central objective of ResAlliance. For effective dissemination the knowledge needs to be prepared and made available in easy to obtain and understand form. However, this is not adequate, as it also needs to be actively promoted. Potentially interested stakeholders should become aware of this availability, they should be encouraged to study it and they should be supported regarding questions about application. The channels to disseminate ResAlliance outputs are discussed briefly below.

4.3 Guidelines and templates for LandNet reporting

LandNet reporting fits two purposes:

1) Check the communication and dissemination activities against the project's KPIs, and
2) Fulfil the reporting requirements towards the European Commission (EC), for continuous reporting as well as for periodic reporting.

The reporting of communication and dissemination activities of the LandNet (including the LandLabs) are the responsibility of the partner executing those activities. The reporting will be done continuously, in the file C&D monitoring.xlsx accessible in the project shared folder (WP1 → T1.2 project monitoring & quality)

However, the communication and dissemination activities that can be easily centrally reported and monitored are excluded from this file. The partners leading those activities, unless otherwise specified, will report and monitor them using their own means to check the progress against the KPI:

- The videos and texts received and selected in T2.5 (ELGO-DIMITRA)
- The number of views and downloads of ResAlliance materials stored in EU-FarmBook in T3.1 (EFI)
- The attendees of the MOOC in T3.4 (Etifor)
- The posts in the blog in T5.4 (EFI)
- The KPI in project website, project social networks and project newsletter (including metrics about the blog) in T5.3 (Etifor)
- The communication material produced in T5.2 (Etifor)

EFI, as project coordinator, has the responsibility to give access and instruct the partners on the usage of the C&D monitoring.xlsx file. EFI will also upload the reported communication and dissemination activities in the Continuous Reporting tool of the Funding & Tenders Portal and will coordinate with the WP leaders the drafting of the periodic reports.

ETIFOR, as WP5 Project Communication leader, has the responsibility to ensure that **communication and dissemination** activities are continuously reported by partners. It is important to highlight that C&D activities are not a task *per se*. However, C&D activities occur in association with the different tasks of the project, which are, to a large extent, associated to the LandNet (See Figure 1 of this document). In this regard, ELGO-DIMITRA, as LandNet manager, collaborates with ETIFOR in ensuring that C&D are timely reported.

5. The LandNet framework

5.1 The geographical coverage of the LandNet

The LandNet covers the Mediterranean biome in the Mediterranean basin (Figure 4). Although the Mediterranean biome is present in other locations around the world, ResAlliance is focusing on land around the Mediterranean Sea.

The LandNet is not restricted to the countries where the project ResAlliance has partners (Portugal, Spain, Italy, Greece, Cyprus, Lebanon and Tunisia). It is open to collect and exchange knowledge about the development of landscapes resilient to climate change wherever such information, experience and examples exist within the Mediterranean biome in the Mediterranean basin. Having said that, knowledge from areas of Mediterranean biomes outside the Mediterranean basin, and even knowledge from around the world that could be of use in the Mediterranean basin, if assessed as relevant, may also be considered. Such knowledge may contribute ideas to be examined in the Mediterranean context. However, the core geographical coverage includes not only the natural environment of the Mediterranean but also its people. The political, social and economic aspects of this core region, which differ substantially from those in other parts of the world, will necessarily impose some caution regarding expansion of the LandNet outside of the Mediterranean.

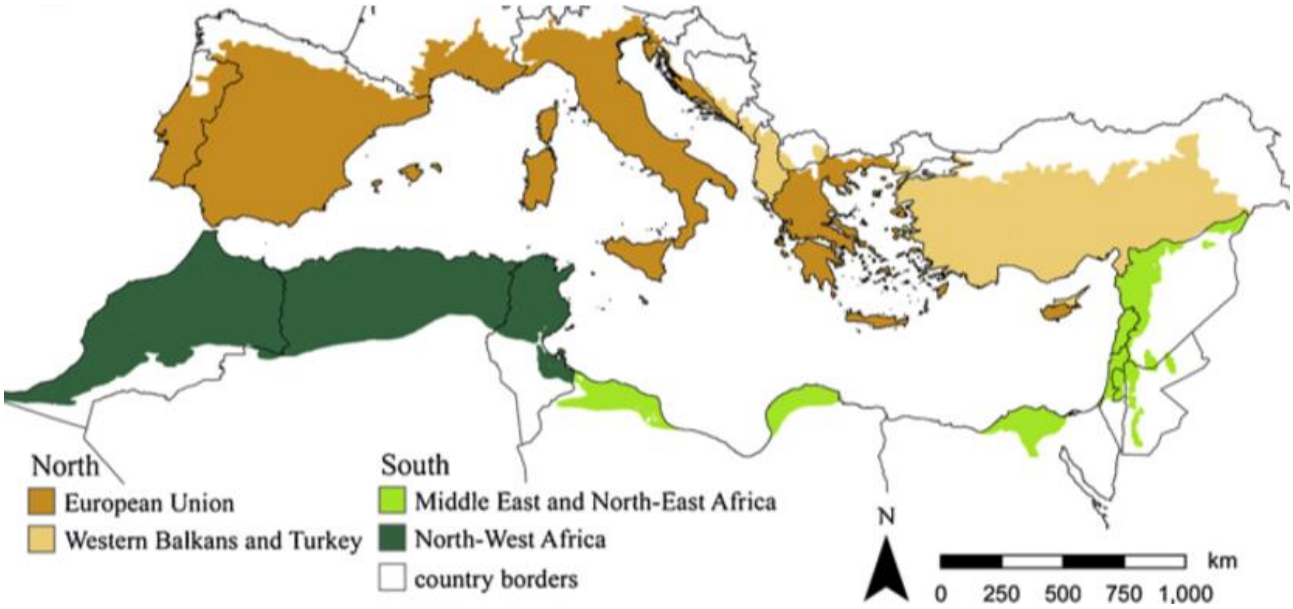

Figure 4. Mediterranean biome in the Mediterranean basin. Source: Malek et al., 2018

5.2 Definition of landscape

There are varying definitions of the term “landscape” depending on context (Simensen et al., 2018). For example, some are focused on the pictorial representation of an area of countryside, as in “painting of landscapes”, while in the realm of policies and management the elements considered are quite different. According to the New Oxford American Dictionary “landscape” refers to the visible features of an area of land, its landforms, and how they integrate with natural or human-made features, often considered in terms of their aesthetic appeal. For the purposes of ResAlliance, the definition offered by the Council of Europe Landscape Convention (2000) will be used: "Landscape" means an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors.

Landscapes include all places where people have reshaped the spatial and functional heterogeneity of ecosystems for the benefit of themselves - and sometimes nature (Musacchio, 2009). This definition includes landscapes that are intensively used, managed, conserved, or restored by people in urban, peri-urban, and rural environments and provide important natural capital, ecosystem services, and cultural connections for urban populations. In short, landscape is not a tangible reality but is picture, it is the result of perception.

In the frame of ResAlliance we extend the term “landscape” beyond the idea of a picture, to the practical features that characterize the area and make it more or less vulnerable to the various natural hazards, and more specifically to the risks that are increasing with climate change. Such features include topography, forest vegetation and agricultural cultivations, water bodies, etc. but also man-made developments such as roads, firebreaks, dams, etc., and of course the people living and working in these areas. The characteristics that depend on the actions of man, and when applied in adequately large areas (at a kilometres-wide human scale of perception) can affect their vulnerability to climate change, are the focus of ResAlliance and its LandNet.

5.3 Definition of resilience

In a general sense, resilience is the ability of a system to cope with disturbances, bounce back, and maintain its state and functionality (Dakos & Kéfi, 2022). Holling (1973) introduced the concept of resilience in his challenge to the equilibrium-centred view of ecological systems (i.e. stability), as a measure of the persistence of systems and of their ability to absorb change and disturbance and still maintain the same relationships between populations or state variables. Since then, there has been a lot of discussion trying to make the term more precise, more focused or more comprehensive, focusing on issues such as biodiversity, ecosystem services, etc. One example is the term “engineering resilience”, which refers to the rate with which a system returns to a reference state after a disturbance (Pimm 1984). The ResAlliance project focuses on **ecological resilience**, which is defined as the magnitude of disturbance that can be absorbed before a system flips to another state (Holling 1973). A resilient ecosystem has the capacity to respond to a perturbation or disturbance by resisting damage and recovering quickly. Of course, when such events are of very high magnitude, duration or repetition, they may make the ecosystem to reach a threshold beyond which a different regime of processes and structures predominates, causing a shift to a different state.

ResAlliance focuses on disturbances influenced or exacerbated by climate change, notably (but not exclusively) wildfires, droughts and flooding. Not only these disturbances spread at landscape scale, but they may impinge on both forests and agricultural land. However, ResAlliance is not only concerned with biophysical systems in the Mediterranean region but also with the social actors and institutions associated with them, that result in coupled socio-ecological systems. Thus, ResAlliance examines and pursues **socio-ecological resilience** which is defined as “the capacity to adapt or transform in the face of change in socio-ecological systems, particularly unexpected change, in ways that continue to support human well-being” (Folke et al., 2016 p.2). This resilience is the focus of the project and the good practices that lead to it need to be identified, understood, explained and promoted.

It should be pointed out that, as a consequence of focusing on social-ecological resilience, is that the economic and governance aspects of socio-ecological systems are highly relevant for the work of ResAlliance and should be included in the different tasks carried out throughout the project.

Agroforestry landscapes, which can provide adequate and stable income to rural populations, being tolerant to drought, offering alternative income sources, facilitating fire suppression efforts, and when burned being affected by reduced fire intensity and severity, thus easily recovering, are a very good example of socio-ecological resilience (Xanthopoulos, 2023).

5.4 Knowledge collection from research and practice

5.4.1 Definition of “knowledge from research and practice” to be collected

According to the text of the call *HORIZON-CL6-2022-GOVERNANCE-01-12 - Thematic networks to compile and share knowledge ready for practice*:

Thematic networks should address the following activities:

- Tackle the most urgent farmers’ or foresters' needs by summarising, sharing and presenting - in a language that is easy to understand and is targeted to farmers and foresters - the existing best practices and research findings that are ready to be put into practice, but not sufficiently known or used by practitioners. The specific themes of the networks can be chosen in a 'bottom-up' way on the condition that they.
- Compile a comprehensive description of the state of current farming practices on the chosen theme to explain the added value of the proposal and the relevance of the theme. Proposals must focus on

the cost/benefit aspects of the practices collected and summarised and clarify how the project avoids duplication with ongoing or completed projects and networks.
- Deliver an extensive range of useful, applicable and appealing end-user material for farmers and foresters. This info should be easy to access and understand, making use of audio-visual material wherever possible, including also materials serving education and training.
- This range of material should feed into the existing dissemination channels most consulted by farmers and foresters in the countries.

As described in the Grant Agreement, one of the main aims of ResAlliance is to collect, mainly through the LandNet and its interaction with the other project tasks, knowledge on landscape resilience from research and practice. It is planned to collect as much available raw knowledge as possible, on the four thematic areas (Governance, Management practices, Technology, Finance) related to landscape resilience in farming and forestry around the Mediterranean.

Knowledge means “facts, information, and skills acquired through experience or education; the theoretical or practical understanding of a subject”. They can be divided in two types.

- Best practices are knowledge results from the hands-on application of forest management or agricultural techniques that aim to mitigate the effects of climate change. These can range from resistance of cultivations to drought through various techniques and technologies, to improved usage of water, to soil protection, to fire hazard reduction, etc., especially when in parallel they can be successful in a cost-benefit analysis. The source of such information, as a rule, are the people who have created or applied the above practices.
- Research findings that are ready to be put into practice are practices stemming from academic research results which are already successfully implemented in some countries but that are unknown in other Mediterranean countries. These practices may have been published in scientific articles, but not widely adopted by practitioners.

As described in T2.3 *Landscape resilience knowledge collection from research and practice*, data and knowledge will come from:

1. Primary LandNet and Focal Points (T2.2) data, stemming from the collective knowledge of the consortium and screening of existing national and international repositories (CIFOR/ICRAF, CIHEAM, UICN and EFI Resilience and knowledge platforms). Partners’ networks will be leveraged to get access to relevant knowledge in science, policy and practice.
2. Secondary data from available and relevant scientific and grey literature (scientific and practitioner articles, books, technical reports, EU publications, previous related EC E+, Horizon, LIFE and OG projects outcomes and through other networks and institutions such as the WB, UN and FAO.

The LandLabs are also expected to provide several of such knowledge examples, as well as stakeholders themselves, such as agencies, NGOs, farmer associations, private companies, etc. A short-written report, prepared if needed with the help of the ResAlliance consortium members, will be the minimum information for the database, while photographs, video recordings of the application of each practice or even interviews, will complement the database entry.

Furthermore, Task 2.5 will give to stakeholders the opportunity and the motivation to prepare and submit videos and/or written reports of their good practices that help improve resilience and/or mitigate the negative the negative effects of climate change. This will be done through a competition call on the part of the ResAlliance website devoted to the LandNet, to submit landscape resilience practices either in video or pdf form.

All the types of knowledge collected in the frame of ResAlliance will be entered in a database that will be developed using Zotero, a reference management tool that allows users to collect, organize, and cite research materials. A quick-start guide for entering data in Zotero, that has been developed separately, outlines the procedure that will be followed for the creation of the database with contribution by all partners. The information stored in the database will be analysed and used by all partners as needed to develop factsheets of good

practices, scientific papers to be published in journals, white papers, and other informative articles to populate the LandNet “knowledge vault” on the ResAlliance site. The factsheets will be made freely available through the EU-FarmBook.

The objective is to develop a database which, together with the knowledge collected in T2.4 and T2.5, will allow to select ≥ 120 of the best-case studies representing the four thematic areas (governance, management, technology, finance) in farming and forestry and to produce at least 80 factsheets (each 2-pages long) and 40 research abstracts (each 4-pages long). Each partner is expected to contribute at least 8 case studies of good practices. Half of them should be prepared through the above-mentioned activities by the first two months of 2024.

5.4.2 Definition of the four thematic areas

A thematic area in the context of ResAlliance may be understood as “type of solution”. The four thematic areas for the ResAlliance project are the following:

1. Governance
2. Management
3. Technology
4. Finance

These four thematic areas cover a broad spectrum of activities that can contribute towards achieving resilience. The link with resilience becomes evident from the definitions below.

Governance

Governance is a term with many different definitions depending on the context (for example, government, society, particular organization, private enterprise, etc.) and the level of generalization. In the context of the ResAlliance project, governance is understood as the way in which a state, a society, a territory under a jurisdiction or across territories, organizations, corporations, networks, or even smaller entities (e.g. a social group or even a family) are being governed. It represents the norms, values and rules of the game through which public affairs are managed in a manner that is transparent, participatory, inclusive and responsive. Ideally, governance is applied through structures and processes designed to ensure accountability, transparency, responsiveness, rule of law, stability, equity and inclusiveness, empowerment, and broad-based participation. Differences in governance reflect differences in the culture and institutional environment in which citizens and stakeholders interact among themselves and participate in public affairs.

Key elements of governance are power relationships, formal and informal processes of formulating policies and allocating resources, processes of decision-making and mechanisms for holding governments accountable.

Governance systems set the parameters under which management and administrative systems will operate. Governance is about how power is distributed and shared, how policies are formulated, priorities set and stakeholders made accountable. Thus, broad goal setting is part of governance, while management primarily refers to planning, implementation and monitoring functions to achieve pre-defined results.

The link between governance and socio-ecological resilience is quite clear as a result of these definitions. The gradual abandonment of rural landscapes across the Mediterranean in the last decades (Xanthopoulos & Nikolov, 2019) and the growth of urban centres has skewed power relationships in favour of the larger populations. The effect of this on the resulting goal setting, policy formulation, legislation development and resource allocation, is certainly an issue affecting the resilience of the agriculture and forestry space and of the corresponding rural communities and needs to be investigated in the frame of ResAlliance.

Management

In the frame of ResAlliance, the term “management practices” refers to the way that agricultural and forestry land is managed, using various methods and procedures, in order to achieve specific objectives that range from the production of crops, livestock, timber and non-wood forest products to the conservation of related soil and water resources. Environmental quality protection and actively pursuing sustainability (i.e. national, regional or private standards for forest management and sustainable agriculture practices, protocols and guidelines) are indicators of good management practices.

Management practices based on procedures that take the potential effects of climate change into consideration, are sure to increase resilience. From choosing drought resistance crops in preparation for scarcity of water to developing proper drainage systems that ensure avoidance of damages due to sudden downpours, and from wildfire intensity mitigation through maintenance of reduced fuel loads to braking horizonal fuel continuity through creation of vegetation mosaics, the range of clever forward-looking practices is very broad. Appropriately applied, good management practices can really make a difference in the resilience of farms and forests and of the societies that depend on them.

Technology

In the frame of ResAlliance, the term technology refers to the application of scientific knowledge for practical purposes, as well as to the different techniques, skills, and processes used in the production of good or services or in the accomplishment of objectives.

In the fields of agriculture and forestry technology application refers to the use of tools, machinery and other innovations for products, services or applications that aim to improve yield, efficiency, and profitability, sustainably and in an environmentally friendly way. Especially in agriculture, technologies are developed to increase production, while resolving chemo-physical, biological, and socioeconomic constraints related to crop production systems. Whereas advances in ground machinery, such as that used in agricultural production (irrigation, cropping, etc.) and forest harvesting may help users to cope better with climate change challenges, there is a host of other technological advancements, linked to the digital revolution, that may offer new possibilities for coping with drought, for early detection of plant diseases, etc. Remote sensing data, GIS analyses, drones, predictive models, advanced weather stations, digital sensors for monitoring stresses, and many other technologies of this type, can help achieve early warning, informed response, optimization of the use of resources, reduction of damages, quick assessment of what has been affected, etc., thus improving socio-ecological resilience.

Finance

In the frame of ResAlliance, the theme of “Finance” refers to the management of money by any type of actor, and includes activities such as investing, borrowing, lending, budgeting, saving, and forecasting (CFI, 2015). There are three main types of finance: personal, corporate, and public/government.

Agricultural finance refers to financing all activities, from production to market. It is a subset of rural finance dedicated to financing agriculture-related activities such as inputs, production, storage, processing, and marketing of goods. In addition to funding for working capital, agricultural finance covers investment and infrastructure (e.g., irrigation systems, storage facilities, and machinery). Relevant terms include agricultural subsidies, insurance, contract farming, secured lending, etc.

The Mediterranean region belongs to the European Union which, through its various financing tools, clearly affects availability of funds in the forestry and agricultural sectors, often helping them to become viable and/or profitable. Climate resilience, citizen security, food safety, are among the EU policy priorities and are supported with generous funding. Without such funding, good climate change adaptation practices that need serious initial investment may not be able to lift-off the ground. As a result, financing schemes and opportunities are clearly linked to achieving socio-ecological resilience.

Classification according to the four thematic areas

Best practices and research findings that are ready to be put into practice can be classified and labelled with one or more than one thematic area. The thematic areas will be one of the main filters in the collection of knowledge and they are used as such in the database in Zotero.

5.4.3 The four thematic areas as related to the creation of resilient landscapes

The four thematic areas presented above are very broad. Necessarily, in the frame of ResAlliance, the collection of knowledge has to be selective. It will need to focus on knowledge related to the creation and maintenance of resilient landscapes to climate change, spanning the space from applied research to practical knowledge.

Emphasis on the knowledge to be collected should be on the consequences and mitigation practices on the subjects of forest fires and drought, without excluding other important issues such as soil erosion and flooding. Socio-ecological challenges, including but not limited to, climate change consequences, should also be addressed as they are very relevant to the achievement of landscape resilience. Table 2 provides examples of practices to be addressed, per thematic area.

Thematic area	Examples of practices addressed
Regarding **governance**, a number of key issues to be addressed emerge from the combination of the general definitions with the need to focus on the creation of resilient landscapes to the consequences of climate change	• Structures and processes for policy development and application • Key relevant legislation at European Union and at national level • Formal and informal processes for formulating policies and allocating resources • Identification of barriers to the application of legislation, initiatives, and good overall governance • Monitoring of the application of policies (including methods, data, trends, etc.) • Analysis and evaluation of policy results, regarding effectiveness, efficiency and accountability • Identification and promotion of successful examples and failure
Regarding **management practices** in agriculture and forestry, there is a wealth of knowledge on these subjects but in ResAlliance the focus will be on practices that help mitigate climate change effects	• Management practices in agriculture to conserve water, protect the soil and avoid salinization, and overall desertification • Methods to increase drought tolerance in agricultural and forestry practices in view of climate change • Issues of pests and diseases, in both agriculture and forestry, under the developing conditions, and measures to improve resilience • Methods to reduce risk of wildfire propagation • Methods to promote natural regeneration and/or reforestation in particular under climate change

Thematic area	Examples of practices addressed
Technology	• Remote sensing • IT applications • Predictive modelling, mapping and simulations • Early alert and warning systems • Drones • Ground agricultural equipment • Wildfire prevention technologies and firefighting equipment • Fire management policies • Methods to reduce the risk of floods
Finance	• Identifying available sources of funding, from the public and private sector, including practical examples • Eligibility information • Funding requirements • Cost-benefit analyses • Smart approaches/advice

Table 2. Examples of practices addressed, per thematic area.

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