

Report on activities to increase stakeholders' awareness

Action D

31.12.2023



Table of contents

Summary	2
Introduction	2
How did we involve stakeholders during the project?	3
Co-development meetings	3
Living Labs activities	3
- Field visit	3
- Webinar	4
Questionnaires	5
- Opinions about the Monitoring Tool and the water resilience techniques	5
- Soil management in the study areas	5
How did we present the project to stakeholders?	6
Technical and informative articles	6
Agronotizie	6
Siccità e carenza idrica: come aumentare la resilienza in vigneto	6
Other articles and papers	7
Newsletter	8
Project social media accounts	8
Website	8
Social network	9
Facebook page	9
Instagram profile	10
YouTube Channel	10
Agronotizie Social media	10
Videos	11
Events	11
Presentation of DRIVE LIFE project in events	11
Final conference	16



Summary

This document presents the activities made during the DRIVE LIFE project to increase the stakeholders (SHs) awareness.

Two different approaches are presented in the document:

- Activities to involve stakeholders during the project
- Tools/Activities to present the project to stakeholders.

Introduction

Stakeholders' involvement is one of the main objectives of DRIVE LIFE project.

The project has targeted different groups of stakeholders:

- DEMO farmers
- Living Lab
- Farmers
- Students
- Researchers
- Citizens
- Policy makers

SHs were involved in each project Action as shown below:

Action	SHs contribution	SHs group
A1	Feedback about drought effects in project's areas vineyards and applied soil management techniques	Farmers in the project areas (Shareholders)
B1	Feedback on developed Monitoring Tool	<ul style="list-style-type: none"> - DEMO farmers - Living Labs - Other farmers involved in the project
B2	Feedback on applied water resilience techniques	<ul style="list-style-type: none"> - DEMO farmers - Living Labs - Other farmers involved in the project - Students - Local farmers
B3	<ul style="list-style-type: none"> - Feedback on applied water resilience techniques and Monitoring Tool. - Discussion about replicability and transferability of the proposed techniques 	<ul style="list-style-type: none"> - DEMO farmers - Living Labs - Cooperatives, producers
B4	<ul style="list-style-type: none"> - Water Footprint data - Co-development of PES 	<ul style="list-style-type: none"> - Other farmers involved in the project - Other SHs (Bank and Assurances)

C1	- Assessment of socio-economic impact of DRIVE LIFE project	- DEMO farmers
D	- Participation in dissemination events - Use of the dissemination tools	- DEMO farmers - Living Lab - Farmers - Students - Researchers - Citizen - Policy makers
E	- Participation in the Final Conference	- DEMO farmers - Living Lab - Farmers - Students - Researchers - Citizen

SHs' involvement was the main challenge for the DRIVE LIFE project.

How did we involve stakeholders during the project?

Co-development meetings

The main group of stakeholder's involved in the project is the one composed by DEMO farmers. During the 3-years they were involved in 3 co-development meetings aimed to collect their opinions on the water resilience techniques applied in their own vineyards and on the PocketDRIVE app. Details on co-development activities are reported in Deliverable "**B3.1 Report on Co-Development activities**"

Living Labs activities

- Field visit

A 2-day visit was organized in June 2022 (8th -9th) to involve members of the Living Labs group in project activities.

The visit was organized just after a first loosening of limitations for travels and in-person meeting after the pandemic Co-Vid19.

The field visit was opened to Italian farmers. 8 farmers/technicians from Veneto, Piedmont, Valle d'Aosta, Tuscany and Emilia-Romagna Regions participated in this activity.

For European SHs we organized a webinar in April 2023 (as described in the next paragraph).

The Living Labs visit was organized as follow:

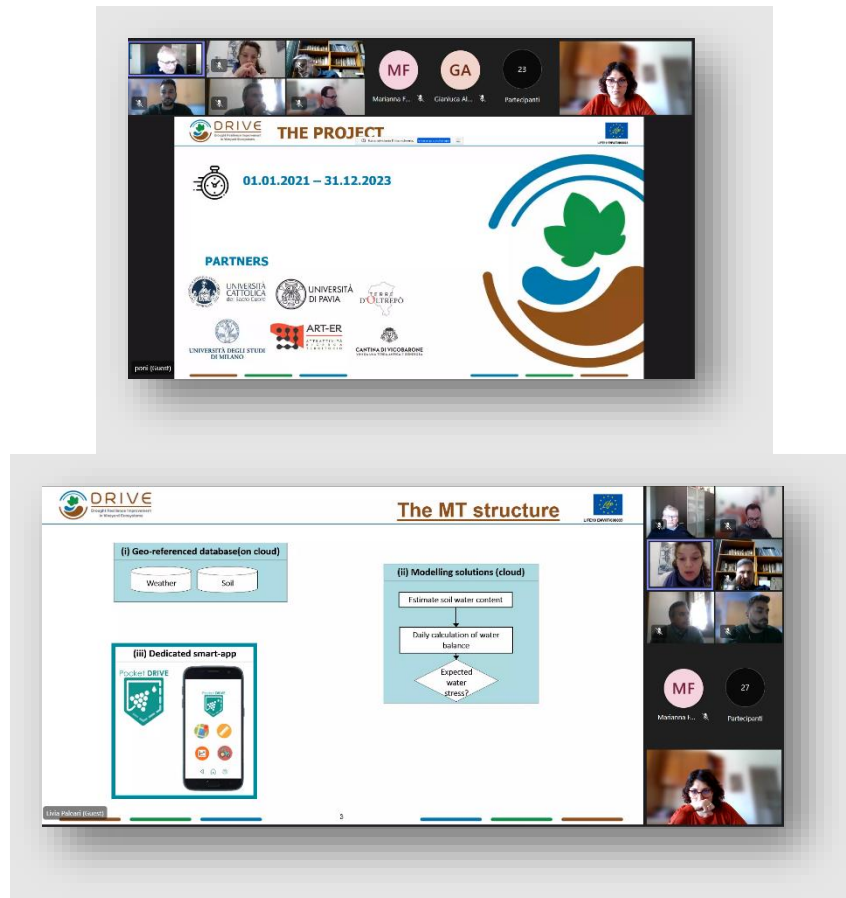
08 June 2022 (UCSC venue): Project presentation and training about the Monitoring tool and the water resilience techniques

09 June 2022 (DEMO vineyards): visit to demonstrative vineyards. MT testing and discussion about applied techniques.



- Webinar

To present the DRIVE LIFE activities to European SHs a webinar was organized on the 5th of April 2023. 56 interested SHs registered in the meeting but only 17 participants attended the meeting. The webinar presented the Monitoring Tool (UNIMI), the water resilience techniques (UCSC) and the environmental benefits of proposed techniques (ARTER). Recording of interventions was uploaded to the project website.



Questionnaires

- **Opinions about the Monitoring Tool and the water resilience techniques**

To collect feedback from involved SHs about the Monitoring tool and the water resilience techniques two questionnaires were developed (in Italian and English). The questionnaire framework was based on the assessment procedure defined in the beginning of the project and described in the Deliverable “**B3 Assessment procedure**”.

Questionnaires were sent to DEMO farmers, participants to Field visit and EU Living Labs and they were also shared through project’s social media. Unfortunately, responses to these questionnaires were just a few (24 in total).

	IT	EN
Water resilience techniques	LINK	LINK
Monitoring tool		LINK

- **Soil management in the study areas**

A [questionnaire](#) to assess how the project and the ongoing climate change affect the soil management choice of farmers in the project areas were sent to all the OLTREPO and VICOBARONE associates.

Collected data were then used in the SWOT analysis Deliverable “**Report on SWOT analyses of data from stakeholders’group**”.

How did we present the project to stakeholders?

Technical and informative articles

Agronotizie

UCSC, together with Image Line srl, defined an editorial plan (Table shown below) for technical and informative articles to be published on the [AgroNotizie online magazine](#). It is the main Italian online magazine about innovation in agriculture that every day keeps up to date its readers with the most important news and events of the sector and it is divided in different categories (economy and politics, agri-mechanics, fertilizers, plant protection, weeding, nurseries sector and seeds animal husbandry, bioenergy, plant growing, prices and markets and financing). With an informative nature, it addresses general public and it has about 10.000 visitors a day.

The articles were generally drafted by ImageLine journalists and then revised by the project team. A dedicated column for the project was created, entitled “[Acqua, fonte di resilienza in vigneto](#)” to collect all the articles concerning the project.

Articles are available on the website in the “Documents” section.

TECHNICAL AND INFORMATIVE ARTICLES ON AGRONOTIZIE	Date
In vigneto contro i cambiamenti climatici: il progetto Drive Life	09.04.2021
Resilienza e sostenibilità in vigneto: le prime attività del progetto Drive Life	19.10.2021
Contro la siccità in vigneto si parte dalla caratterizzazione dei suoli	14.12.2021
I benefici ambientali delle pratiche agronomiche del progetto DRIVE	10.06.2022
Con LIFE DRIVE il vigneto non spreca neppure una goccia d’acqua	05.09.2022
DRIVE LIFE: un progetto che si costruisce con la partecipazione	09.12.2022
Il sottofila, un elemento chiave per l’aumento della resilienza del vigneto agli stress idrici	21.03.2023
Un’app per monitorare lo stress idrico in vigneto	02.08.2023
EVENTO - Resilienza idrica in vigneto: i risultati del progetto Drive Life	22.11.2023
Siccità e carenza idrica: come aumentare la resilienza in vigneto	20.12.2023

Other articles and papers

Millevigne 2/2022: Osservatorio Progetti_DRIVE LIFE: aumentare la resilienza del vigneto e la risposta allo stress idrico

Papers on scientific journals

Hamidreza Sadeghi, S. Zabihi Silabi, M., Bordoni, M., Nguyen, T.N.A., Maerker, M., Meisina C.
A game theory-based prioritization of drought affected demo vineyards using soil main properties in the northern apennines, Italy
Catena, 237 (2024) - <https://doi.org/10.1016/j.catena.2023.107767>

Papers on scientific journals (under review):

Paleari, L., Brancadoro, L., Rusconi, C., Movedi, E., Poni, S., Bolognini, M., Modena, D., Cunial, L., Gatti, M., Cola, G., Confalonieri, R.
Quantifying water stress in vineyards using a smartphone
Under review in Biosystems Engineering.

Giarola, A., Bordoni, M., Zucca, F. and Meisina, C.
Analysis of the Role of Precipitation and Land Use on the Size of the Source Area of Shallow Landslides
Water (Switzerland), 2023, 15(19), 3340, <https://doi.org/10.3390/w15193340>

Hamidreza Sadeghi, S., Maerker, M., Zabihi Silabi, M., Gharemahmudli, S., Bordoni, M., Nguyen, T.N.A. and Meisina Claudia
Shallow Soil Moisture Content Dynamic under Different Drought Resilience Measures in the Northern Apennines, Italy
Submitted to Agricultural water management

Abstract for National and International Conferences

A. Giarola, M. Bordoni, P. Tarolli, J.M. Schoorl, J.E.M Baartman, F. Zucca, C. Meisina
Assessing the impact of vineyard inter-row management on landslide susceptibility by modelling land use change scenarios through a probabilistic landscape evolution model
XII Convegno Nazionale Giovani Ricercatori di Geologia Applicata Urbino, 22-24 giugno 2023 (abstract)

Alessia Giarola, Claudia Meisina, Paolo Tarolli, Jeroen M. Schoorl, Jantiene E.M. Baartman, Francesco Zucca, and Massimiliano Bordoni
Predicting the impact of vineyard management changes on landslide susceptibility by incorporating probabilistic parameterization into the landscape evolution model LAPSUS
EGU23-8551 - EGU General Assembly 2023 (abstract)

A. Giarola. C. Meisina. P. Tarolli. J.M. Schoorl. J.E.M Baartman. F. Zucca. M. Bordoni
Evaluation of the potential benefits of taking into account vineyard inter-row management in landslide susceptibility modelling



World Landslide Forum, 15-17 November 2023, Firenze
(abstract)

Seyed Hamidreza Sadeghi

Watershed Health Monitoring-based Strategy: A Tool for Watershed Adaptive Management
5th WASWAC (World association os Soil and Water Conservation) International Conference
18-23 Giugno, Repubblica Ceca.

(abstract)

Newsletter

ImageLine sends periodic newsletters. DRIVE LIFE project news were mentioned in the following newsletters:

Year	Newsletter	Date
2021	764	15.04.2021
	788	21.10.2021
	795	16.12.2021
2022	819	16.06.2022
	828	08.09.2022
2023	854	23.03.2023
	874	03.08.2023
	883 the DRIVE LIFE project is mentioned in the featured space of the newsletter among the "12 innovations for the agriculture of the future"	26.08.2023
	Special Newsletter focused on vine	11.11.2023
	LinkedIn Newsletter "Coltiviamo innovazione"	15.12.2023
	891	21.12.2023

Project social media accounts

Website

Project specific website in two languages (EN, IT) were created at M5 by ImageLine srl and UCSC and kept updated by UCSC during the project (www.drive-life.it).

A QRcode linked to the website was created to connect dissemination materials to the website in an easier way.



Figure 1: the DRIVE LIFE website QRcode

It provides key information about the project activities and results, including:

- Description of project objectives and actions planned.
- Consortium composition.
- Project areas.
- Demonstrative vineyards and farm features.
- Public deliverable documents and dissemination materials.
- News.
- Events.
- Announcements on project activities.
- Networking projects
- Project contacts

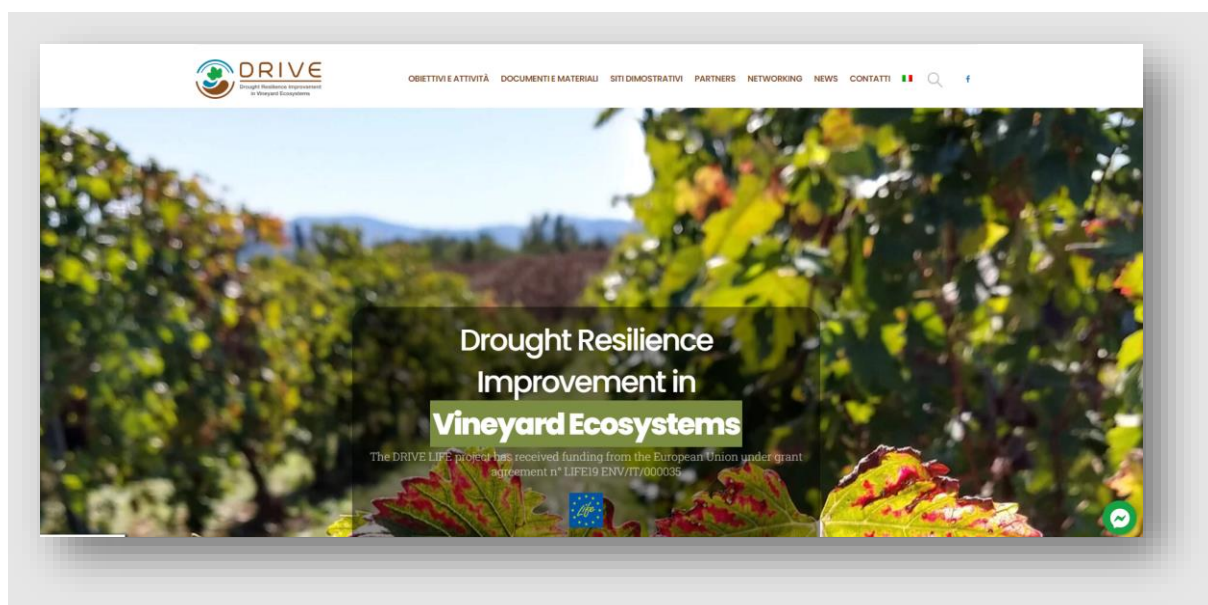


Figure 2: DRIVE LIFE website homepage snapshot

Social network

To enhance the awareness of stakeholders two different social networks were selected: Facebook and Instagram. Pages are managed by UCSC.

Facebook page

<https://www.facebook.com/LifeDRIVELIFE>

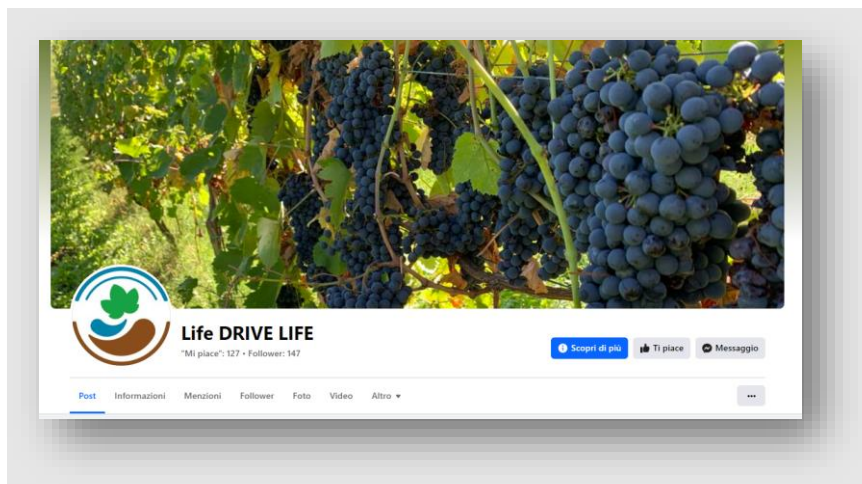


Figure 3: DRIVE LIFE Facebook homepage snapshot

Instagram profile

https://www.instagram.com/lifeproject_drive/

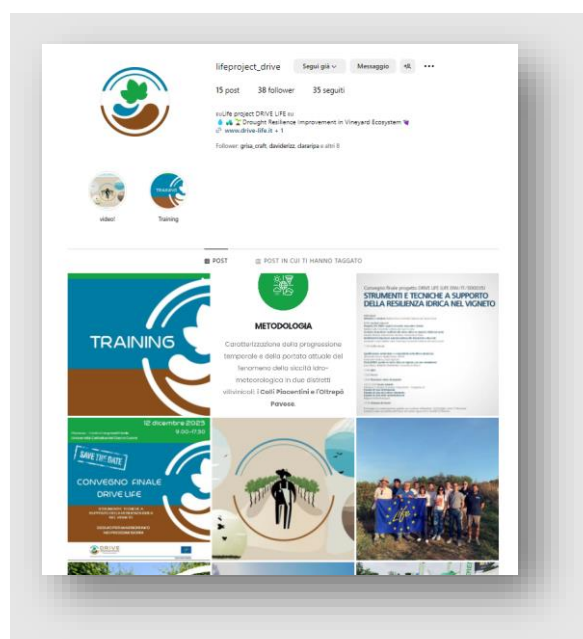


Figure 4: DRIVE LIFE Instagram account snapshot

YouTube Channel
@DRIVELIFEproject

Agronotizie Social media

The DRIVE LIFE project activities were also presented and shared among the followers of the Agronotizie and Image Line social media accounts.

Social media	n. of posts
X (Twitter)	12
Facebook	6
LinkedIn	5

Videos

To increase the visibility of DRIVE LIFE project and the awareness of SHs 3 videos were recorded and uploaded on YouTube and the project website. Image Line srl support UCSC in the development of the 2 videos for project presentation.

Title	Language	Link Youtube
Come non sprecare l'acqua in vigneto: il progetto DRIVE LIFE	IT	LINK (Agronotizie Channel)
DRIVE LIFE e SERVIZI ECOSISTEMICI	IT	LINK (@DRIVELIFEproject)
DRIVE LIFE and ECOSYSTEM SERVICES	EN	LINK (@DRIVELIFEproject)
In vigneto con DRIVE LIFE	IT	LINK (Agronotizie Channel)
Presentation of PocketDRIVE APP	IT	LINK (@DRIVELIFEproject)
Presentation of PocketDRIVE APP	EN	LINK (@DRIVELIFEproject)

Events

Dissemination through shareholder's meetings

During the first project's year the DRIVE LIFE project aims and planned activities were presented to the winery associates.

- Terre d'Oltrepo (29.10.2021)
- Cantina di Vicobarone (02.12.2021)

Presentation of DRIVE LIFE project in events

1. Events and conferences

EVENT DETAILS		DESCRIPTION
Date	24.06.2022	Conference "Miglioramento della resilienza idrica dell'ecosistema vigneto:
Location	Cervignano (UD) - Italy	
Title	Enovitis in campo	

Website	https://www.imagelinetwork.com/it/eventi/enovitis-in-campo/75159	<i>ricerca, innovazioni”</i>	<i>tecniche,</i>
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ANNEXES AND PHOTOS



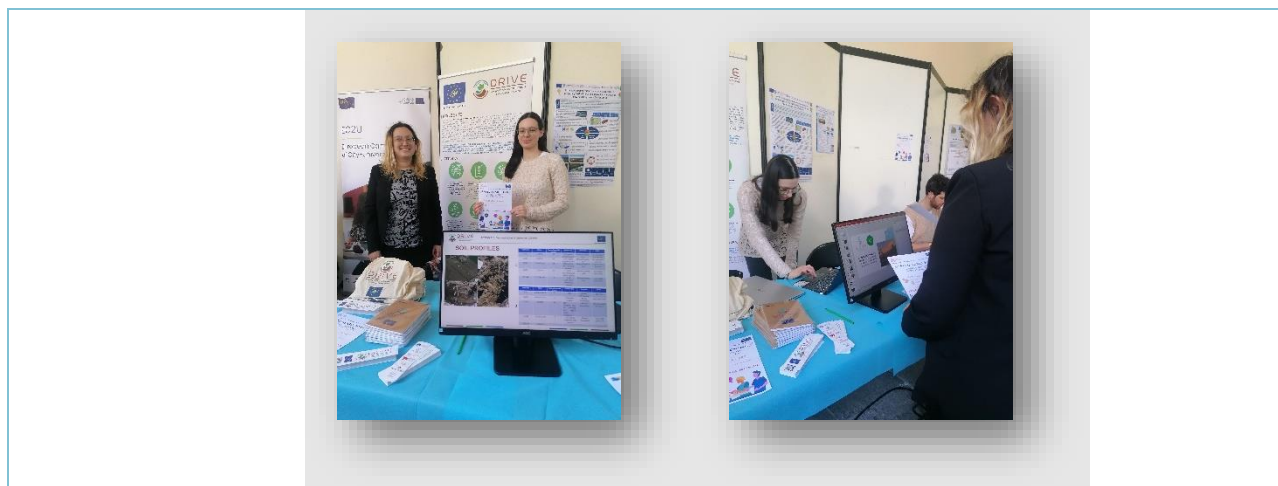
EVENT DETAILS		DESCRIPTION
Date	30.09-01.11.2022	Participation of UNIPV in “Autunno Pavese” conference
Location	Pavia (PV) - Italy	
Title	Autunno Pavese	

ANNEXES AND PHOTOS



EVENT DETAILS		DESCRIPTION
Date	22.03.2023	Participation of UNIPV in a speed-searching dedicated to sustainable development
Location	Pavia (PV) - Italy	
Title	EC²U project speed-searching	
Website	link	

ANNEXES AND PHOTOS



EVENT DETAILS		DESCRIPTION
Date	20.06.2023	Poster presentation by UNIPV (Seyed Hamidreza Sadeghi)
Location	Olomouc, Czech Republic	
Title	WASWAC (World association of Soil and Water Conservation)	
Website	LINK	

ANNEXES AND PHOTOS

"Watershed Health Monitoring-based Strategy: A Tool for Watershed Adaptive Management"

EVENT DETAILS		DESCRIPTION
Date	07.06.2023	Conference "Tecnologia e nuove pratiche per la salute del suolo e la resilienza idrica del vigneto"
Location	Polpenazze sul Garda (BS) - Italy	
Title	Enovitis in campo 2023	
Website	LINK	

EVENT DETAILS		DESCRIPTION
Date	23.06.2023	Poster presentation by UNIPV
Location	Urbino (PG) – Italy	
Title	XII Convegno Nazionale AIGAA Giovani Ricercatori di Geologia Applicata	
Website	LINK	

ANNEXES AND PHOTOS



EVENT DETAILS		DESCRIPTION
Date	07.10.2023	UCSC project presentation at “La nuova frontiera dell’agricoltura” session
Location	Valle dei Laghi (TN) – Italy	
Title	Bio Green Festival	
Website	LINK	

EVENT DETAILS		DESCRIPTION
Date	09.11.2023	UCSC project presentation at “Verso una viticoltura sostenibile con meno acqua” session of “L’evoluzione tecnologica in viticoltura: opportunità e vincoli” conference
Location	Pordenone (PN) – Italy	
Title		
Website	LINK	

ANNEXES AND PHOTOS



1. Seminars/Webinars

- **15.11.2022 – SIMEI - Milan:** “Innovare la gestione del vigneto per promuovere la resilienza idrica” *Speaker: Matteo Gatti.* [LINK](#)
- **06.12.2022: Vignaioli Piemontesi – Alba:** “Imparare dalle crisi: la lezione del 2022 in vigneto e in cantina” *Speaker: Matteo Gatti.* [LINK](#)

- **16.12.2022: Autumn School “Per un modello di Green Change” – LIFE Greenchange – online event:** “Strumenti negoziali e meccanismi di pagamento dei servizi ecosistemici in agricoltura: esperienze pilota in Emilia-Romagna”. *Speaker: Alessandro Bosso.* [LINK](#)
- **30.10.2023 – Webinar VINIDEA:** “La gestione del suolo dell’azienda vitivinicola sostenibile”. *Speaker: Matteo Gatti.* [LINK VIDEO](#)

2. Technical meeting

- **12.05.2023 – “Miglioramento della resilienza idrica dell’ecosistema vigneto: tecnica e dimostrazione” - Tenuta Pernice - Piacenza (canceled):** a technical meeting for farmers and agronomist was organized to present the PocketDRIVE app and the water resilience techniques for vineyard management. The program scheduled an initial presentation of the 2 involved project (DRIVE LIFE and PSR 2014-2020 Resilvigna) and then a field demonstrative session. Unfortunately, due to bad weather, the event was cancelled.

3. Students visits and thesis

1. Student visit to demonstrative vineyards:

- **02.12.2022:** visit to CRT demo vineyard of “Sustainable Viticulture and Enology” students (UCSC)



- **11.05.2023:** visit to demo vineyards of DRIVE LIFE project (SMV and CRT) by ITAS Gallini (High School in Voghera – PV - Italy) . Activity presented to students.



2. Thesis

Project activities implementation was also supported by students of the involved Universities for their Master thesis work project.

UCSC:

Paolo Bonini "Assessment of innovative soil management techniques for the enhancement of water resilience strategies in Colli Piacentini viticultural area" (graduated December 2023 with 110/100 cum laude)

Rachele Mauretta Patelli: "Evaluation of novel soil management strategies for improvement of vineyard water resilience in Oltrepò Pavese"

UNIMI:

Chiara Rusconi: "Estimating stomatal conductance in vineyards using a smartphone to manage water stress".

Final conference

The DRIVE LIFE Final Conference was held in Piacenza on 12 December. The event was hybrid (online and in-presence) and a total of 72 participants attended the conference.

The morning-session was focused on the presentation of main project results by UCSC, UNIPV, ARTER and UNIMI.

In the afternoon several round-tables were organized to discuss about the links between the DRIVE LIFE project and the main stakeholders involved as:

- companies involved in the implementation of water resilience techniques (*Falc srl and Padana Sementi*)
- Other European projects networking with the DRIVE LIFE (LIFE NaturalAgro, LIFE Agrestic, LIFE VitiCaSe and Interreg Acquavitis and Irrigavit).
- DEMO farmers and wineries involved in the project activities (Cantina di Vicobarone, Terre d'Oltrepò, Az. Agr. Sartori, Az. Agr. Ottina).

