



THE FRAMEWORK PROGRAMME FOR RESEARCH AND INNOVATION

HORIZON 2020

PROJECT DELIVERABLE REPORT

**Deliverable 8.3 Database for the dissemination of FF-IPM
research accomplishments**



**Fruit Flies In-silico
Prevention & Management**

FF•IPM

Project Title:

In-silico boosted, pest prevention and off-season focused IPM against new and emerging fruit flies ('OFF-Season' FF-IPM)

SFS-2018-2

This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 818184– H2020-SFS-2018-2



Grant Agreement Number	818184	Acronym	FF-IPM
Full Title	In-silico boosted, pest prevention and off-season focused IPM against new and emerging fruit flies ('OFF-Season' FF-IPM)		
Topic	SFS-05-2018-2019-2020 New and emerging risks to plant health		
Funding scheme	RIA - Research and Innovation action		
Start Date	1 st September 2019	Duration	54 months
Project URL	http://fruitflies-ipm.eu/		
EU Project Officer	George PREDOIU		
Project Coordinator	UNIVERSITY OF THESSALY - UTH		

Deliverable	D8.3 Database for the dissemination of FF-IPM research accomplishments			
Work Package	WP8 –COMMUNICATION AND DISSEMINATION			
Date of Delivery	Contractual	M54	Actual	M54
Nature	Document	Dissemination Level	Public	
Lead Beneficiary	RNDO Ltd.			
Responsible Researcher	Marianna Terzidaki	Email	terzidaki@rndo.eu	
		Phone		
Reviewer(s):	FF-IPM Consortium			
Keywords	Platform, Tools, Stakeholders, Database, Segmentation, Engagement			

Revision History

Version	Date	Responsible	Description/Remarks/Reason for changes
0.10	14.03.2024	RNDO	Structure of the Deliverable developed (G. Micheli)
0.20	15.03.2024	RMCA	Revision of the first draft (M. de Meyer)
0.30	18.03.2024	UTH	Revision of the first draft (N. Papadopoulos)
0.40	19.03.2024	RNDO	Final draft submitted (G. Micheli)

0.50	20.03.2024	UTH	Quality check (G. Pahlitzanakis)
0.60	27.03.2024	RNDO	Revision of second draft (G. Micheli)
0.70	31.03.2024	FF-IPM	Deliverable approved by the EB
1	03.04.2024	UTH	Submission of Deliverable

Table of Contents

1. Executive Summary.....1

2. Introduction.....1

3. Scope and Methodology1

4. Stakeholders List and Segmentation of Audience 2

5. Tools for outreach and stakeholder’s engagement 7

6. Impact and Feedback..... 8

7. Conclusion.....10

1. Executive Summary

Deliverable D8.3 presents the development and maintenance of the Database for the Dissemination of FF-IPM Research Accomplishments outlining the scope, methodology, tools, and feedback of the stakeholder engagement efforts undertaken by the FF-IPM consortium. It highlights the establishment of a comprehensive stakeholder database, its updating and enrichment, as well as the segmentation of stakeholders into various categories. The report also emphasizes the critical role played by the FF-IPM platform, website, trainings and meetings in this procedure. Through various activities and initiatives, the project has successfully engaged a wide range of stakeholders. Given the extensive number (>1000) of contacts achieved across various stakeholder groups, the final list facilitates connections with the appropriate individuals, contributing to the advancement of fruit fly management strategies.

2. Introduction

The FF-IPM project endeavored to address the challenge of fruit fly management by engaging stakeholders at various levels and stages of the project took place during the 54 months of the project's implementation. From the very beginning, FF-IPM partners have actively engaged with targeted stakeholders, and they continually worked, throughout the project's lifetime to ensure real impact. With clear objectives focused on raising awareness, building relationships, obtaining feedback, and fostering collaboration, the project adopts a structured methodology to ensure effective stakeholder engagement. This includes the appointment of a Stakeholder Engagement Coordinator (SEC), the identification of relevant stakeholders, the establishment of a Multi-Actor Platform, and the development of a comprehensive engagement strategy. The Stakeholder Database with contacts served as a foundational tool for network-building and dissemination efforts, while segmentation of the list enabled targeted communication and engagement strategies tailored to specific stakeholder groups.

3. Scope and Methodology

The FF-IPM project actively undertook various actions aimed at engaging a broad range of stakeholders to facilitate the effective utilization of the interception, detection, and control tools developed to combat fruit flies. These efforts encompassed targeted outreach initiatives, collaborative partnerships with industry experts, training programs, and participatory workshops designed to ensure that stakeholders across different sectors and regions are equipped with the knowledge and resources necessary to implement these tools successfully.

Main objectives:

- ✓ Raise awareness among the key stakeholders (EU, national & local level) about the project and its objectives, its results and outputs, its benefits, use and applicability.
- ✓ Build relationships with key stakeholders.
- ✓ Obtain the necessary feedback to tailor research in FF-IPM to the needs in practice.
- ✓ Foster collaboration with relevant stakeholders to share resources, achieve synergies and exchange information and knowledge.

To achieve these ambitious objectives, the project employed a methodology, outlined as follows:

Appointment of Stakeholder Engagement Coordinator (SEC): A Stakeholder Engagement Coordinator was appointed to oversee the engagement process. Georgia Pahlitzanakis (UTH) was



responsible for coordinating the involvement of stakeholders across different levels and tasks within the project.

Identification of Stakeholders: The project team identified relevant stakeholders at local, EU, and international level. This includes stakeholders from academia, industry, governmental agencies, NGOs, and other relevant organizations.

Establishment of Multi-Actor Platform: The project team, led by the Stakeholder Engagement Coordinator, established a Multi-Actor Platform outlining which stakeholders should be engaged at various levels and tasks throughout the project's duration and beyond.

Engagement Strategy Development: A comprehensive engagement strategy in parallel with the C&D Strategy outlining how stakeholders were engaged throughout the project lifecycle. This strategy included communication channels, tools, and activities to facilitate engagement and maintain contact with stakeholders.

Implementation of Engagement Activities: The project team implemented various engagement activities. These activities included meetings, workshops, events, newsletters and other forms of interaction to gather input, feedback, and insights from stakeholders.

Coordination with Advisory Board: The Project Manager and the Stakeholder Engagement Coordinator coordinated project interactions with the Advisory Board.

Continuous Evaluation and Adaptation: The engagement process was continuously evaluated and adapted based on feedback and changing project needs. This iterative approach allowed for flexibility and responsiveness to stakeholder input and evolving project requirements.

The identification phase, as described earlier, marks the initial step in the project's process. Following this crucial stage, the project ensures ongoing stakeholder mapping by implementing a series of subsequent steps. They include:

Analysis: Through workshops and consultation sessions, FF-IPM facilitated discussions with stakeholders to analyze existing problems, identify needs, and clarify expectations. These workshops served as collaborative platforms for stakeholders to contribute their insights and perspectives, informing the project's strategic direction and priorities.

Communication: Effective communication was paramount in ensuring stakeholders are informed about the project's progress, outputs, and results. FF-IPM disseminated project information through various channels, including newsletters, reports, and presentations (listed in D8.7), to keep stakeholders updated and engaged throughout the project lifecycle.

Training: To enhance stakeholder familiarity with FF-IPM developed tools and services, the project conducts training sessions. These sessions and the respective training materials provided stakeholders with hands-on experience and practical knowledge, enabling them to effectively utilize FF-IPM solutions in their respective contexts.

4. Stakeholders List and Segmentation of Audience

After the mapping and identification phase, the project has identified and segmented stakeholders into distinct categories to optimize communication and engagement strategies. These stakeholder categories encompass a diverse range of actors, including fruit farmers and traders, food protection and inspection entities, members of the research community, representatives from the private sector, investors, media professionals, and participants from civil society. This segmentation facilitates tailored outreach and

engagement efforts that are finely tuned to address the unique interests, needs, and roles of each stakeholder group.

- **Fruit farmers and traders** in all FF-IPM involved countries, as direct beneficiaries as well as first-hand collaborators in and users of the tailor-made production and creation of needed information, data and services developed through FF-IPM. They are addressed (directly and indirectly) throughout the development phases of the project outputs and interventions.
- **Food protection and food inspection actors and organisations** at local and national level in all project countries, including customs check points officers, central in the transformative process brought in their work by technologies and the innovations developed, key to adopting and fully sharing practices and experience in building collectively new knowledge and services.
- **Research community in agricultural and pest management and food protection sectors**, including public policy and administration at the scientific level enabling them to further explore the uptake and implementation of project tools and methodologies.
- **Private sector**, including indicatively professionals, innovators in the agro-sectors, agro-entrepreneurs, food processing and distributing companies etc.
- **Investors in the private and public sector**, with an interest (expressed or future) to invest in the agro-sector, the food protection market, as well as relevant research activities involved.
- **Media professionals and media channels** in the agro-sector and general interest sector.
- **Civil Society**, including citizens, consumer associations, public interest groups, etc.



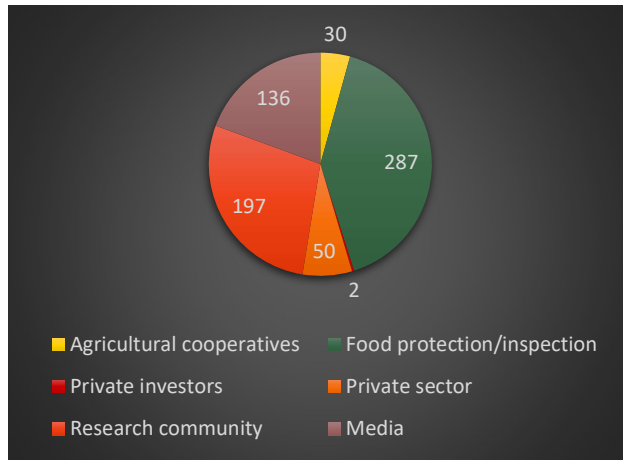
To enhance stakeholder engagement, the project initiated the establishment of a Stakeholder Database during its early phase taking into consideration data protection protocols, including compliance with GDPR regulations and the implementation of appropriate disclaimers.

As the project progressed, the Stakeholder Database evolved into a central tool facilitating ongoing communication and collaboration. It served as a repository of essential stakeholder information, enabling partners to maintain regular contact and provide timely updates on project developments. Moreover, the database facilitated targeted outreach efforts, ensuring that stakeholders remained engaged and informed about relevant activities and milestones.

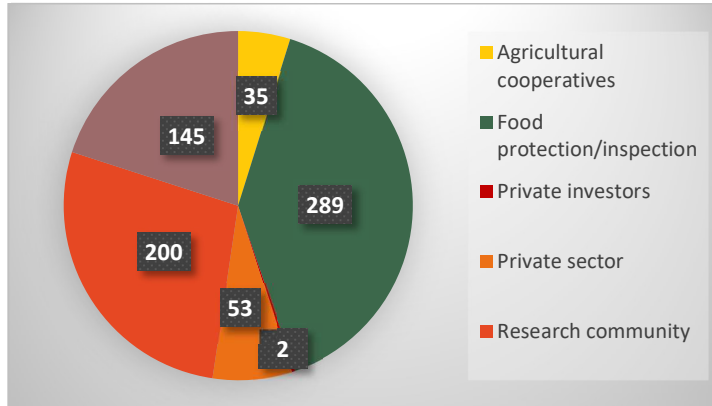
The continued utilization of the Stakeholder Database throughout the project's lifecycle underscored its significance as a vital means of fostering stakeholder involvement and facilitating effective communication.

As the project progressed, the Stakeholder Database underwent significant expansion and refinement. Initially established with a modest number of contacts (around 217), it steadily grew as new stakeholders were identified and included. Partners proactively leveraged their existing networks, utilizing personal connections and professional affiliations to broaden the database's reach. This strategic approach enabled the project to effectively engage with a diverse array of stakeholders, fostering collaboration and amplifying the impact of its outreach efforts.

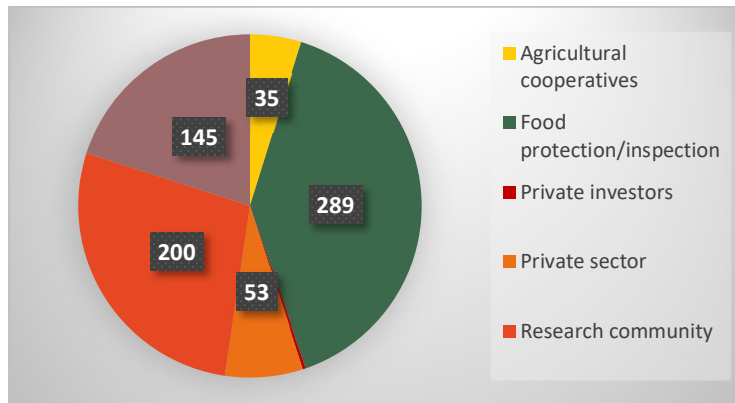
The progress of the network-building and dissemination efforts is evident from the initial stakeholder mapping in the first year, which provided data for 702 contacts across various sectors:



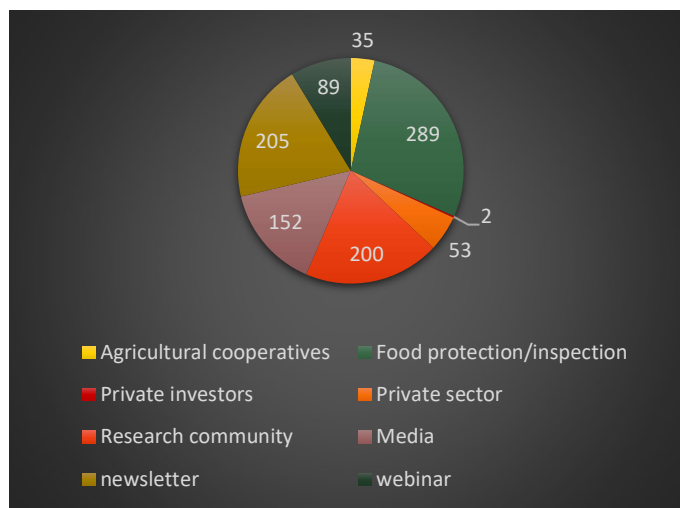
Subsequent annual additions increased the total to 724 contacts by month 24.



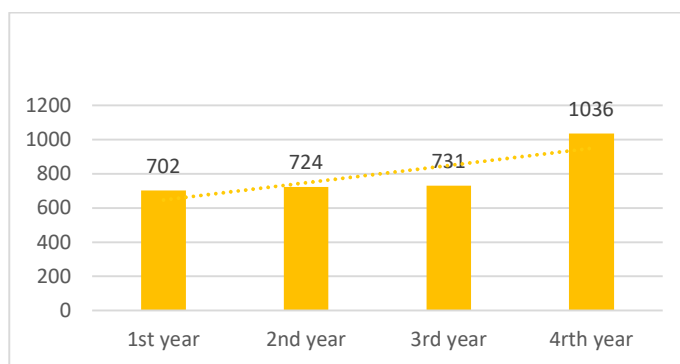
Further annual additions (by month 36) to 731 contacts in total



Notably, by month 54, the list expanded significantly to include 1036 contacts.



The stakeholders list for the FF-IPM project has shown steady growth over time, reflecting increased engagement and collaboration efforts. This growth continued with further annual additions, resulting in a total of 1036 contacts in the final version. This demonstrates the project's ongoing efforts to strengthen relationships, foster collaboration, and broaden its stakeholder network.



It is crucial to highlight that the final count includes subscriptions acquired through the project's website forms and newsletter platform, with 205 new unique email addresses/users subscribing to the newsletter. Moreover, visitors to the project's webpage and webinar page were encouraged to register, leading to 89 subscriptions from webinars, all of which are included in the interested stakeholders.

Furthermore, adherence to data protection regulations, such as GDPR, ensured that stakeholders felt confident in sharing their information, contributing to the database's growth. The database was continuously monitored and evaluated to ensure its accuracy and relevance, with outdated or redundant contacts removed and new ones added as necessary.

Segmenting the stakeholder database into distinct categories was essential for developing tailored communication and engagement strategies that resonate with the interests, needs, and roles of each stakeholder group, ensuring that distinct approaches are assigned to different categories and tailored paths are designed to reach/approach them as follows:

Reaching agricultural Cooperatives through:

- Targeted workshops and training sessions.
- Providing resources and tools specifically.
- Fostering collaboration among cooperatives by facilitating knowledge sharing.

Reaching Food Protection/Inspection Authorities by:

- Conducting regular stakeholder meetings.
- Offering specialized training programs and capacity-building initiatives.
- Collaborating with relevant regulatory bodies and agencies.
- Sharing tailored briefings for specific FF-IPM developed tools, technologies and products.

Reaching Private Investors by:

- Presenting investment opportunities and incentives for supporting research and innovation in fruit fly management technologies and solutions.
- Organizing investor meetings and networking events to showcase the potential impact and returns of investing in fruit fly control initiatives.
- Providing comprehensive market analyses and feasibility studies to demonstrate the economic viability and long-term sustainability of fruit fly management projects to private investors.

Reaching the Private Sector by:

- Collaborating with industry partners to promote the adoption of integrated pest management practices for fruit fly control.

Reaching the Research Community by:

- Fostering interdisciplinary collaborations and knowledge exchange between researchers, academia, and industry stakeholders.
- Facilitating joint research projects and initiatives.
- Supporting capacity-building initiatives and training programs.
- Disseminating research accomplishments (i.e. publications, articles, services, tools) produced in the frame of the project.

Reaching Media by:

- Utilizing various media channels and platforms to raise awareness about the importance of fruit fly management and the role of stakeholders.
- Developing targeted communication campaigns and messaging strategies to engage the media in disseminating accurate information and promoting public awareness of fruit fly-related issues.

Reaching the General Public by:



- Developing targeted communication campaigns and messaging strategies to engage the media in disseminating accurate information and promoting public awareness of fruit fly-related issues.

By following these tailoring actions and activities addressed to the specific needs of each stakeholder category, the consortium maximized the impact and effectiveness of stakeholder engagement.

5. Tools for outreach and stakeholder's engagement

The Communication and Dissemination efforts carried out throughout the implementation of Work Package 8, as detailed in the corresponding deliverable 8.7, significantly contributed to the updating of the database list of contacts. For example:

- ✓ 10 in total circulated newsletters,
- ✓ Project updates & announcements,
- ✓ Participation in scientific/networking events,
- ✓ Webinars, training workshops, meetings

and the online platforms, including:

- ✓ the project website,
- ✓ project platform and
- ✓ social media channels,

were utilized to capture new contacts and keep existing ones informed about project developments and provide their contact information for inclusion in the database.

Additionally, the FF-IPM [platform](#) and the project's [website](#) played crucial roles in enhancing stakeholder engagement by serving as central hubs for information dissemination, collaboration, and interaction.

The FF-IPM platform and the project's website contributed to fostering meaningful engagement by:

1. **Information Accessibility:** The FF-IPM platform and website served as repositories of project-related information, resources, and updates. Stakeholders could easily access project documents, reports, publications, and multimedia content. This accessibility enabled stakeholders to stay informed about project progress, objectives, and outcomes, fostering a shared understanding and commitment to project goals.
2. **Communication Channels:** Provided various communication channels, facilitating direct communication and collaboration between stakeholders and consortium.
3. **Engagement Opportunities:** Offered diverse engagement opportunities, such as webinars, workshops etc. allowing stakeholders to actively participate in project activities regardless of geographical constraints. These interactive sessions provided access to stakeholders to voice their opinions, contribute insights, and give feedback on project strategies and outcomes. By engaging stakeholders in decision-making processes and soliciting their input, the platform and website empower stakeholders to shape project directions and priorities, fostering a sense of ownership and commitment.
4. **Resource Sharing:** Served as repositories of tools, publications, and training resources offering stakeholders access to valuable information and expertise. Stakeholders can access training materials to enhance their understanding of integrated pest management (IPM) approaches and technologies. This resource sharing facilitates capacity building and knowledge dissemination

among stakeholders, empowering them to adopt and implement effective fruit fly management strategies in their respective contexts.

5. **Community Building:** Facilitate community building by bringing together diverse stakeholders from academia, industry, government, and civil society. Through networking events stakeholders and consortium members were able connect with peers, forge partnerships, and build professional networks.

Moreover, together with various stakeholders' meetings and other dissemination approaches (Deliverable 8.7), FF-IPM has developed a comprehensive set of 25 training modules across 5 training entities, enhancing the project's educational outreach and capacity-building initiatives. These training materials serve as invaluable resources for training events and workshops providing detailed insights into fruit fly management strategies and technologies. Uploaded on the FF-IPM platform (Deliverable 8.6), these modules ensure continued availability to end-users and stakeholders, facilitating ongoing learning and skill development. Lastly, a series of 11 tailored briefings were developed for targeting policy groups (EU legislators, EPPO, EFSA, FAO) based on the results of Task 8.4.

Leveraging all these instruments, FF-IPM has further empowered stakeholders with the knowledge and resources needed to address the challenges posed by fruit fly populations effectively.

6. Impact and Feedback

To capitalize the database and further reach the audience, throughout the FF-IPM project, organized meetings spanning various regions took place. These gatherings, initiated in 2019 and continued in subsequent years, have been instrumental in presenting FF-IPM concepts and strategies, such as OFF- & ON-Season IPM and in-silico approaches for local IPM optimization. Approximately 400 stakeholders from Greece, Italy, Spain, South Africa, Israel, Croatia, from 138 industry and research actors and various backgrounds, such as fruit producers, cooperatives, traders, advisors, NGOs, public administration, and research institutions, participated in more than 20 Stakeholder Meetings contributing to vibrant discussions and knowledge exchange.

Workshops and training courses, such as the e-Traps Workshop in Naoussa, Greece, and the stakeholder training workshop on ID Keys in Nafplio, Greece, have provided invaluable hands-on experiences and theoretical knowledge to stakeholders, ranging from producers to agronomists and executives. These events, complemented by lectures and demonstrations, have showcased FF-IPM tools and methodologies, emphasizing their practical application in the agricultural and horticultural sectors. Furthermore, stakeholder workshops held in various locations, including Athens, Greece, and Split, Croatia, have facilitated discussions on methods and strategies for preventing fruit fly invasion and expansion, allowing for the exchange of ideas and feedback among stakeholders.

In addition to on-site workshops and meetings, FF-IPM has engaged stakeholders through international events and collaborations, such as the open stakeholder event organized in Valencia, Spain, in partnership with ANECOOP. Furthermore, the project's participation in events hosted by renowned organizations like the European Food Safety Authority (EFSA) in Parma, Italy, and collaborative efforts with institutions like Hortgro Science in South Africa, have further extended the reach of FF-IPM's initiatives.

Through these diverse engagement channels, FF-IPM has demonstrated its commitment to stakeholder involvement, knowledge dissemination, and collaborative problem-solving in the global effort to manage fruit fly populations effectively.



The feedback received by stakeholders emphasizes various future key strategies for enhancing fruit fly management, (and is also further) outlined in Deliverable 8.8.

1. **Incentivizing Adoption of Eco-Friendly Methods:** Stakeholders emphasized the importance of providing incentives for farmers to adopt alternative environmentally friendly methods. Policies should promote the adoption of eco-friendly methods, such as those developed by FF-IPM, by offering financial incentives, to reduce costs and ensure competitiveness with pesticides.
2. **Dissemination of Pest-on-Farm Model:** There is a need to support the dissemination of the Pest-on-Farm model, that enables the development of tailored strategies at the farm level to deal with fruit flies.
3. **Production of Information and Training Materials:** Stakeholders stressed the importance of producing information and training materials tailored to diverse farming communities and extension services. This includes briefing materials, training materials for farmers and extension services, and packages specifically directed at organic farming. Additionally, accessible internet platforms should be developed to provide timely information about fruit fly threats, with automatic translation available.
4. **Enhanced Training on IPM Strategies:** Training initiatives should be enhanced to educate stakeholders, including national plant protection authorities, staff, farmers, and other multipliers, about IPM strategies for fruit fly management.
5. **Support for Research and Innovation:** There is a need to strengthen support for research and innovation to address the specific needs and contexts of farmers, producers, and agroecosystems.
6. **Development of National Fruit Fly Action Plans:** Facilitation of the development of national fruit fly action plans that integrate FF-IPM strategies and tools for early detection and identification.

Overall, stakeholders emphasized the importance of aligning policies and initiatives with the needs and realities of farmers, promoting the adoption of eco-friendly methods, and supporting broader societal considerations in decision-making processes related to fruit fly management.

To address the received feedback FF-IPM intends to put in action the developed exploitation strategy, that involves connecting its promotion and achievements with future endeavors, ensuring its long-term viability (described further at D7.3 – Generic exploitation plan). This approach enables decision-makers, organizations, and other stakeholders to seamlessly integrate the project's outcomes into their existing systems and practices even after the project's end. For example, to ensure the sustainability of the platform it is scheduled to be continued after the end of the project by keeping it sustainable for at least 5 years after

that. By doing so, it provides technical assistance to end-users, facilitating the adoption of best practices and innovative solutions in fruit fly management.

7. Conclusion

In conclusion, the FF-IPM project has demonstrated significant progress in engaging stakeholders and fostering collaboration across various channels. The establishment of a robust stakeholder network and the multitude of targeted stakeholder activities completed underlines the project's commitment to broaden stakeholder engagement and collaboration. Through diverse communication channels, engagement activities, and the utilization of the FF-IPM platform and website, stakeholders have been effectively informed, involved, and empowered throughout the project lifecycle. The feedback received from stakeholders, including more than 350 participants from Greece, Italy, Spain, South Africa, Israel, Croatia, and approximately 140 industry and research actors representing diverse backgrounds such as fruit producers, cooperatives, traders, advisors, NGOs, public administration, and research institutions, who actively contributed to over 20 Stakeholder Meetings, highlights the critical importance of aligning policies and initiatives with the needs and realities of farmers. Moving forward, even beyond the project's completion, sustained stakeholder engagement will be crucial to ensuring the enduring success and widespread adoption of fruit fly management strategies developed by the FF-IPM project, thereby ensuring their long-term sustainability for future years.